



## Program & Nutritional Menu



WEIGHT LOSS CONCEPTS





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C O M P L E T E   W E I G H T   L O S S   S Y S T E M



WELCOME

Dear WLC Client,

**Congratulations on your decision to creating a healthier more youthful you!** Whether you are looking to lose 10lbs or hundreds of pounds. The Weight Loss Company program and staff are here to support you through the whole process.

We have helped thousands achieve their weight loss goals and we are confident our program will work for you. We realize for some weight loss has been a struggle. As you will see over the next 25-50 days this program can and will change the rest of your life. (We would like to congratulate you on taking your first step to success by taking action to achieve your health & wellness goals.)

The Weight Loss Company protocol is revolutionary in **their** approach to addressing weight loss. Our program is unlike any other on the market. Our system breaks conventional thinking about what's possible when it comes to weight loss. We get your brain working with you, rather than fighting you the whole step of the way.

According to Dr. Louis Orr – past President of the AMA – Obesity is the greatest danger to the health of the American people (Cancer ranked as the most dreaded disease). **In fact, as a risk factor, obesity ranks as harmful to life expectancy as smoking!**

There is good news – Dr. Edward Gregg of the Centers for Disease Control and Prevention states that merely the intention of **losing weight can substantially increase your life expectancy!**

Also, there have been a plethora of studies done evincing the benefits of caloric restriction to Human and Animal health; of particular importance **are** adaptive changes within the endocrine system that serve to maintain blood sugar levels; resulting in a decline in pathologies, and an increase in life span.

On behalf of all of us at The Weight Loss Company we would like to thank you for trusting us to assist you in your journey to a NEW YOU and also say congratulations on taking your first steps to what will prove to be a life changing experience.

**NOW LETS GET STARTED!**



OUR NEW HOMEOENERGETIC FORMULA

**ADVANCE**  
WEIGHT AND APPETITE SUPPORT

COMPLETE WEIGHT LOSS SYSTEM



Phase	Directions	Explanation
<b>Day 1 &amp; 2 Fat Loading Binge Phase</b>	<ul style="list-style-type: none"><li>○ Day 1 begin advance spray 3x in morning &amp; 3x In the evening.</li><li>○ Begin Endure B12 every other day.</li><li>○ Record TRUE weight daily and record in your log.</li><li>○ Eat 50% more than normal.</li></ul>	Fat loading prepares the body and brain for the low caloric diet in PHASE 2.
<b>Phase 2 Weight Loss</b>  <b>Day 3 through the remainder of your program (25-50 days or more)</b>	<ul style="list-style-type: none"><li>○ Start eating 6x per day and ONLY foods listed in this book.</li><li>○ Continue taking both the Advance spray as well as the B12 Endure. Also start the LEAN pills during this phase. Take 1 lean with breakfast and 1 lean with lunch.</li><li>○ Avoid all foods outside of the program.</li><li>○ Weigh everyday</li></ul>	On your diet days your body will start to draw fat from your fat reserves.
<b>Phase 3 Stabilization</b>  <b>(21 days after diet or phase 2)</b>	<ul style="list-style-type: none"><li>○ NO starches or sugars</li><li>○ Increase calorie intake.</li><li>○ Introduce other foods not on the diet.</li></ul>	The stabilization phase is to maintain your new weight. This is a way to exit the program without gaining the weight back. You should stay within 2lbs of your goal weight.

- Increase water intake to 2-3 quarts per day. Try adding a glass or two of green tea to your day.
- Cut American beef down or out.
- Check all condiments for any form of sugar. 'Garlic Salt' may list sugar as an ingredient. Any seasoning salt or seasoning product must be carefully checked.
- If having trouble with constipation, we suggest using "Ease", (Available from us) a Very good natural laxative or get any all natural laxative at any health food store and follow directions.
- Make sure there are no additives in chicken or other protein sources – many times these are injected with some form of sugar even in the grocery store.
- Consider if you are potentially at your ideal weight. Are you in the suggested weight range for your height and build? Are you also hungry and not feeling as good, etc? It may be time to stop losing.
- For women, your menstrual cycle may be coming into play.
- Have you changed or started one or more medications?
- Since the protocol says you are not required to eat all the food each day, you may consider dropping one of your fruits.
- You may do an "apple day" every so often. To break a plateau, you may have apples throughout the day with purified water and herbal teas and follow with a 4-6 ounce steak or chicken breast with a tomato.
- Consider adding a brisk walk, some yoga, or any type of 15-minute activities to your day – anything that raises the heart rate throughout the day. The activity increases your metabolism and may increase your rate of loss. Exercise is barely mentioned in the protocol. Our interpretation is that exercise is good for everyone; however, it is simply not required to lose weight on this protocol successfully. That being said, we have observed that participants who have a physically demanding jobs, seemed to maintain a slightly higher daily average weight loss than those who did absolutely no physical activity.
- Make sure you are getting enough sleep. More than a few participants have reported being up late and getting up early and the scale reflecting little to no weight loss. However, simply weighing again an hour or so later (without eating or drinking anything) reveals a drop in the scale of 2 pounds. This suggests that routine and adequate sleep can affect what the scale registers. While this probably doesn't actually affect the rate of loss, it can cause discouragement and, therefore, exceptions such as being up late and getting up early should be kept in mind.

An important point to note with The Weight Loss Company system is that when you have dropped for example 16lbs, you have probably lost 14 lbs. of abnormal fat. Whereas with other diets, when you lose 16 lbs. you could be losing 8 lbs. of lean body mass, 4 lbs. of good fat reserves and 4 lbs. of ab- normal fat.

We offer a simple yet Advanced System that promotes a safe, natural approach to weight loss that is based on eating "REAL FOODS" Unlike most programs that focus on suppressing the appetite and limiting food intake, we will coach you on what foods to eat that will optimize nutrition intake and promote fat-burning while restricting those foods that quickly turn to fat. Your Weight Loss Will Be Substantial, Seeing Results Every Day Will Keep You Motivated!

The rate of weight loss experienced on the WLC protocol is safe and motivating. Our clients lose an average of three to five+ pounds per week. The amount you lose can be influenced by individual variables such as age, gender, starting weight and how strictly you follow the program.

### The Difference Is Clear:

-  Advanced supplementation that both complements a diet and acts as a catalyst in getting you to your goal weight much faster.
-  A step by step process to insure great results as well as a exit strategy to get you to your goal and KEEP YOU THERE.
-  Our program builds a lifestyle around good, healthy eating habits. 80% of your battle comes from proper nutrition. We give you the tools you need.
- **NO Surgery**
- **NO Prescription Drugs or Harmful Hormones**
- **No Pre-Packaged Foods**
- **Not An Exercise Program**



**BINGE / FAT LOADING DAYS****Day 1 & 2 Binge / Fat Loading Days**

The binge days of this program are to get you both mentally and physically prepared for the program. Typically speaking when you are in a caloric deficit "or low calorie diet" your body's own natural reaction is to go into a survival mode where it tends to store body fat for survival. By introducing the Advance Spray and doing a binge, we are getting the brain to relax as we introduce the spray to the system. Fat loading puts your brain into a relaxed state. This is where we need to be prior to moving into phase 2.

**Product Use During Binge Days:**

Start day 1 through end of phase 2

Start using the **Advance Spray**, shake bottle thoroughly and spray 3 times directly under the tongue first thing in the morning and again 3 times in the evening before bed. Make sure to HOLD THE SOLUTION UNDER THE TONGUE FOR 3-5 MINUTES TO MAXIMIZE EFFECTIVENESS.

**Start every other day from day 1 through the end of the program**

Start the **B12 ENDURE** this tablet should be placed directly under the tongue and allowed to dissolve thoroughly 3-5 minutes. This is a 5,000mcg tab so every other day is recommended.

**YOUR TRUE WEIGHT**

It is very important that you keep an accurate record of your weight. You should always weigh yourself FIRST THING IN THE MORNING AFTER USING THE BATHROOM. Remember to use your weight loss journal found in the back of this book. Seeing the weight fall off will help keep you motivated throughout this program.

**BEGIN FAT LOADING**

During the first two days you will OVEREAT! Load up on **fats** and carbohydrates. The goal is to eat 50% more than your current caloric intake. This will enable your body to access your abnormal fat deposits once you begin the low calorie routine or PHASE 2. Eat what you like but stick to healthy foods and **stay** away from high sugar items as you will find yourself having cravings for this after you start PHASE 2. The foods most commonly consumed during the binge phase include pizza, bagels and cream cheese, milkshakes, pasta, croissants, burgers and fries.



### Day 3 - Goal Weight / The Weight Loss Phase

During the weight loss phase you will follow a low calorie diet that will consist of nutrient rich fruits, vegetables & lean proteins. This program is **LOW to ZERO Carbohydrates, Fat, Dairy or Sugar**. You will be in a calorie range of 600-800 calories per day. This is low but the types of foods you will find that are approved are high in nutrient value, plus the Advance Spray will help your body to have adequate nutrition. This is important so your body does not deplete muscle mass. Also remember with this protocol calorie counting is not **as** important **as** portion size & frequency of meals is what **really** matters.

#### Product use during PHASE 2:

Continue with the Advance Spray two times per day as well as the Endure B12 one time every other day. At this point you will also start the **LEAN** Appetite support pills. You should take ONE capsule with breakfast and one with lunch.

#### Daily Routine During Phase 2

*see food lists for portion size and options*

<b>Breakfast</b>	<b>1 serving Lean Protein</b>
<b>Snack 1</b>	<b>1 serving Fruit</b>
<b>Lunch</b>	<b>1 serving Lean Protein 1 serving Vegetable</b>
<b>Snack 2</b>	<b>1 serving Vegetable/Fruit</b>
<b>Dinner</b>	<b>1 serving Lean Protein 1 serving Vegetable</b>
<b>Snack 3</b>	<b>1 serving Vegetable</b>

#### Phase 2 Tips: "If you fail to prepare, prepare to fail!"

- You should be eating every 2-3 hours
- DO NOT SKIP MEALS - This will only negatively effect your results.
- Eat your fruit in the morning hours to eliminate high blood sugar into evening hours.
- STAY HYDRATED
- Prep your meals, measuring out and preparing your meals in advance can save you time as well as cut down the chances for poor decision making.

### Stabilization for 21 Days

**We cannot express enough the importance of maintaining this part of the program/protocol. This is vital to resetting the metabolism, SO YOU WILL NOT REGAIN YOUR WEIGHT!**

It is imperative that you continue following your low-calorie diet for two days after your last dose day. After the last diet day with our Spray, you will do 2 additional 600 to 800 calorie **Diet Days** without taking any spray. The next 3 weeks (21 days) will be your "Maintenance Period. The goal during this time is to "Maintain" the weight you have lost. This is an important step to completely reset your metabolism via the hypothalamus gland and improve your metabolism.

During the maintenance phase you will try to instill a new weight set point in your body. You should attempt to keep your weight as steady as possible during this phase. It seems the faster this is done and the more consistent one stays at a weight, the quicker the body takes over in making sure the new weight is maintained. **Remember you must completely avoid all white flour and sugars.** You must eat more than you did while on the initial phase. You may now have the additional vegetables and fruits that you couldn't have before (with the exception of potatoes, juice drinks or dried fruit). You may now also have turkey, lean pork and other fish. Continue to weigh yourself every morning to make sure you do not gain more than 2 pounds on any day. Should a gain of over 2 lbs. occur, you may have a "steak day" during a steak day you will avoid food during the day and in the evening eat a large steak with tomatoes. This should correct the weight gain. You can purchase and continue to take of B12 during this phase after consulting with your fat loss consultant, but it is not crucial to do so for your fat loss program.

After 21 days on the Maintenance Phase you may start to slowly add carbohydrates into your diet. Remember, too much white flour and white sugars over a period of time you may find yourself regaining some of your weight. **There are no benefits for you to ever eat white flour or sugars as they are empty calories and will convert to FAT.**

As mentioned above, the avoidance of major stress is of the utmost importance. Time and time again, we have seen people regain their weight on this program due to significant stress in their lives. If you do have stress, seek a positive outlet in which you can either reduce or even eliminate your stress..

**Doing this phase properly is of the utmost importance to your long-term success.**



## HYDRATION

**Hydration is a HUGE part of this protocol. We suggest 1/2 ounce of water per body pound per day. Example:**

If you weigh 180lbs you must drink 90 ounces of purified or filtered water per day. We realize this is a challenge for some people but it helps flush our toxins in the body and helps keep you regular during this program. Here are some other beverage options to choose from.

Zevia	0 Calories
La Croix	0 Calories
Pellegrino	0 Calories
Perrier	0 Calories
Vitamin Water Zero	0 calories (sweetened with stevia)
Green Tea	0 Calories
Oolong Tea	0 Calories
Yerba Mate Tea	0 Calories
All Variations Of Tea (unsweetened)	0 Calories (sweeten with stevia)
Crystal light PURE	0 Calories (sweetened with stevia)
Unsweetened Coconut Milk	45 calories per 8oz
Unsweetened Almond Milk	40 calories per 8oz
Unsweetened Rice Milk	45 calories per 8oz
Carbonated water (flavored)	0 calories

- Also infusing water with Lemon, lime will assist with absorption and increase hydration.
- If you need to sweeten your beverage use natural sweeteners STEVIA, TRUVIA, Zero or Zsweet are approved and contain 0 calories.
- Avoid using artificial chemical sweetners such as equal, sweet & low and splenda THESE WILL SLOW DOWN WEIGHT LOSS.
- ALWAYS filter your water, do not drink tap water “unless its filtered”



## Menu suggestions & WLC Approved Foods

The list provided are all nutrient rich foods that will give your body what it needs and keep out what it does not. Our main objective is to get you to your target weight goal as well as maintain optimal nutrition during the process.

**Tip: Choose ORGANIC when possible.**

### PROTEINS: Grilled or Baked (NO Frying)

Calories calculated at 3.5 ounce servings. This is the appropriate serving size unless otherwise listed. 3.5 ounces is roughly the size of the palm of your hand. Remember **WE ARE NOT CALORIE COUNTING.**

Name	Calories
Buffalo Steak	157
Chicken Breast	157
Edamame	120 (11g protein / 1/2 cut serving)
Egg White	51 (3 egg whites serving)
Beef Fillet	210
Beef Tenderloin	235
Beef Top Sirloin	195
Cod Fish	89
Crab	83
Flounder	99
Grouper	100
Haddock	95
Halibut	119
Lobster	100
Mahi Mahi	72
Monkfish (poor mans lobster)	65



### PROTEINS: Grilled or Baked (NO Frying) (continued)

Calories calculated at 3.5 ounce servings. This is the appropriate serving size unless otherwise listed. 3.5 ounces is roughly the size of the palm of your hand. Remember **WE ARE NOT CALORIE COUNTING.**

Name	Calories
Mussels	89
Ocean Perch	103
Orange Roughy	107
Red Snapper	109
Sea Bass	105
Shrimp	84
Sole (filet)	99
Tilapia	145
Scallops	111
Rainbow Trout	190
Tofu (1/2 Cup)	94 (10.1g of protein)
Tuna (canned white albacore, water packed)	70
Greek Yogurt (plain)	108 - 130 (7.2oz serving)

#### Protein Tips:

- Do not eat beef everyday
- Any white fish is great. NO salmon, herring, mackerel or sardines. These fish contain too much oil and can slow down weight loss.
- A wide variety of proteins gives you a wide array of nutrition.





## VEGETABLES

All veggies may be served raw, steamed or grilled Calories below calculated at 1 cup or 3.5 ounces

Name	Serving Size	Calories
Artichoke	1	141 - 5.3 grams of protein
Asparagus	6 spears	30
Arugula Salad	Unlimited	Negative
Bok Choy	1	10 (2.6g protein)
Brussel Sprouts	1	38
Cabbage (green)	Unlimited	Negative
Cabbage (red)	1	29
Celery	Unlimited	Negative
Collard Greens	1	30 (3g protein)
Cucumber	Unlimited	Negative (0.5g protein)
Fennel	1	12
Kale	1	50 (7g protein)
Leaf Lettuce (romaine, dandelion, mesclun, mixed greens, etc.)	Unlimited	Negative
Leek	1	10
Mustard Greens	1	30 (3.1g protein)

Vegetable list continued on next page



### VEGETABLES (continued)

All veggies may be served raw, steamed or grilled Calories below calculated at 1 cup or 3.5 ounces

Name	Serving Size	Calories
Okra	10 pods	25 (3.8g protein)
Onion (red)	1	15
Spinach	Unlimited	Negative (3.5g protein)
Spaghetti Squash (baked)	1	45
Squash (yellow)	1	25 (1.5g protein)
Swiss Chard	1	32
Tomatoes	1	20 (1.5g protein)
Turnips	1	21
Watercress	1 bunch	20
Zucchini	1	30





## FRUIT (Must Be Eaten NOT Juiced)

Choose 2 different servings per day

Name	Serving Size	Calories
Apple (any kind)	1 medium size	44
Apricot	1	30
Blackberry	1 cup	70
Blueberry	1 cup	50
Grapefruit	1	100
Lemon	1	20
Lime	1	10
Orange	1	37
Pear	1	45
Plum	1	25
Raspberry	1 cup	64
Strawberry	1 cup	49
Tangerine	1	26



