

THE CENTERPIECE
OF OUR PROTOCOL,
AN INCOMPARABLE
VARIETY OF DELICIOUS
FOODS!

During your weight loss journey, you will have the choice to eat from a variety of Ideal Protein foods that are easy to prepare and available in a variety of textures, tastes, and flavors. Whether you prefer salty, sweet, savory, crunchy, smooth, hot or cold, there is a choice that will satisfy everyone.



FOCUSED ON
YOUR HEALTH

It's not just about losing weight. The Ideal Protein Protocol is about getting your life back and taking control of your health for the long term. We want to help you maintain your weight loss success. You will not only see results, but also be empowered with valuable information that will help sustain your results throughout your new lifestyle.



ONE-ON-ONE COACHING

Exclusively available from Ideal Protein approved healthcare professionals and trained coaches.

- Dedicated Coaches provide weekly support sessions and ongoing education/support.
- Weekly personalized weight and measurement progress analysis.
- Daily online support via the MyIdealSmart Web Portal, offering access to coaching, cooking and fitness videos.

Book your appointment
today to meet with an
Ideal Protein trained
Coach and begin your
journey!



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CA45105V2 / US45110V2

An Uncompromised Personal Transformation Protocol

www.idealprotein.com



LOSING WEIGHT
IS NOT EASY, BUT IT IS
SIMPLE.
FOLLOW THE
PROTOCOL.



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FUNDAMENTALS OF THE IDEAL PROTEIN PROTOCOL

The body has three sources of energy from which it draws to meet its metabolic needs:

Carbohydrates, Protein, and Fat.
Chronologically, the body will first draw on its carbohydrate reserve before turning to protein and fat.

During the weight loss phases of the Protocol, we limit carbohydrate intake to encourage the body to turn to its fat and protein components for energy.

By eating protein foods, the Protocol helps to support muscle mass and teaches you how to develop smarter eating habits and lifestyle choices, to help maintain your weight after weight loss is achieved.

The Ideal Protein Protocol is not a high-protein diet. It simply offers a variety of good, quality, protein-based foods that are easily assimilated.

The Ideal Protein Protocol is a weight and lifestyle management protocol medically developed and based on validated science for safe weight loss. It features one-on-one coaching and a healthier lifestyle education.

Ideal Protein brings our relationship with health and food back to its fundamentals.



LIFESTYLE BUILDING

PHASE 1 - WEIGHT LOSS

Followed until 100% of your weight loss goal is achieved.

- 3 Ideal Protein packets per day
- + Vegetables
- + Unlimited lettuce
- + Dinner meal of your choice*

BREAKFAST

Ideal Protein Apple Flavored Oatmeal

LUNCH

Ideal Protein Vegetable Chili Mix with vegetables and a salad

DINNER

Beef Stroganoff with vegetables and lettuce

DAILY SNACK

Ideal Protein Ready-to-Serve Caramel Flavored Pudding

You have achieved your weight loss goal!

PHASE 2 - PRE-STABILIZATION

Followed for 14 days.

- 2 Ideal Protein packets per day
- + Vegetables
- + Unlimited lettuce
- + Lunch meal of your choice*
- + Dinner meal of your choice*

PHASE 3 - PRE-STABILIZATION

14-day gradual reintroduction of healthy carbohydrates and fats in the morning. Ideal Complete must replace protein food once daily.

- 1 Ideal Protein packet per day
- 1 Ideal Complete
- + Vegetables
- + Unlimited lettuce
- + Lunch meal of your choice*
- + Dinner meal of your choice*

LIFESTYLE LIVING

Congratulations you are now in Lifestyle Living!

PHASE 4 - MAINTENANCE

Phase 4 is our structured approach to stabilization and maintenance, also called Lifestyle Living. It's a 12-month stabilization period, with ongoing support to help you maintain your weight loss success.

Smarter, Healthier Choices for Lifestyle Living

Lifestyle Living means to live a healthier life with better eating choices and smarter decisions. You'll be empowered to:

- Be mindful of what you eat and how much you're eating
- Understand how and why your body gains fat and how to avoid it
- Have fun with your food by adding variety to your meals

It's time to enjoy the freedom of your new lifestyle and the added health benefits that come along with it!

IDEAL COMPLETE, A TOOL TO HELP YOU SUCCEED

It's easy to stray from the path of healthy eating. You know it's important not to skip meals, but sometimes life can be busier than expected. That's where Ideal Complete comes in.

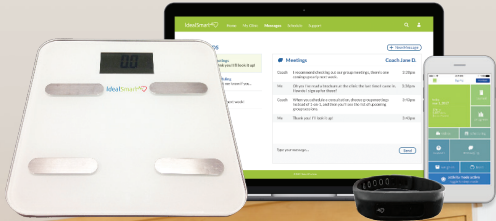
Ideal Complete is our line of complete meal replacements, with options for breakfast, lunch or dinner, for anyone who wishes to replace a meal while on the go.



THE TECHNOLOGY COMPANION TO THE IDEAL PROTEIN PROTOCOL!

Discover a personalized Lifestyle Building assistant designed to help you achieve your weight loss goals and maintain your results with smarter Lifestyle Living tools and support.

- Track your meals with the IdealSmart App
- Monitor your active time with the IdealSmart Band
- Measure your BMI with the IdealSmart Scale
- Keep an eye on your success with the IdealSmart Web Portal



For more information, visit idealsmart.com

*According to the Ideal Protein Weight Loss Protocol