

Program Benefits

- ✓ Published journal articles in American Journal of Clinical Nutrition, Peer Reviewed Journals and National Institute of Health confirming accuracy in medical studies.
- ✓ Provides significant cash, insurance revenues into practice with existing patient load.
- ✓ Lifestyle Nutrition Counseling Program® is 60% less expensive and substantially more profitable than commercialized and diet supplement programs.
- ✓ Medically based, behavior modification approach to disease prevention and weight loss that adds credibility to your practice, increases patient loyalty, and boosts respect from community and peers. Also generates significant new patient referrals.
- ✓ Provides meal plans for cardiac, diabetic, glycemic, high fiber, Atkins, Mediterranean Diet, Zone, metabolic typing, food combining, alkaline, blood type, vegetarian and Pritikin like.
- ✓ Patients eat whole healthy foods based on their food preferences for weight loss, weight gain and weight maintenance.
- ✓ Concentrates on blood sugar management, functional foods, oxidation, inflammation and insulin resistance, not just calorie management. This method decreases the patient's hunger, cravings and appetite.
- ✓ Health Risk Assessments are effective tools to motivate your patients and provide Wellness Programs to corporations, municipalities, and businesses and are effective practice builders.
- ✓ Minimal competition. There's an open market for weight loss and disease prevention programs that focus on real food. Online programs and point counting are not effective.
- ✓ Custom aerobic and resistance exercise programs designed that utilize specific target heart rate zones and calorie burning goals during aerobic and anaerobic exercise bouts.
- ✓ Minimal competition that focuses on real food. Online programs and point counting have been proved to be ineffective.
- ✓ Accurately evaluates body fat, lean body mass, total body water, target goal weight and basal metabolic rate (BMR).
- ✓ Can utilize an assistant, nurse, tech or wellness coach to implement program.
- ✓ Ongoing training and support from clinical nutritionists.



It's a Lifestyle...Not a Diet!®