



CRACKING THE WEIGHT LOSS CODE

Congratulations! You've just taken the first step to getting back to YOUR OPTIMAL BODY and discovering a slimmer, healthier you.



My name is Dr. Aplin and I want to start by telling you why I'm so passionate about helping people lose weight. I've been in the healthcare field for over a decade now and one thing became apparent very early on...

WEIGHT GAIN LEADS TO CHRONIC CONDITIONS

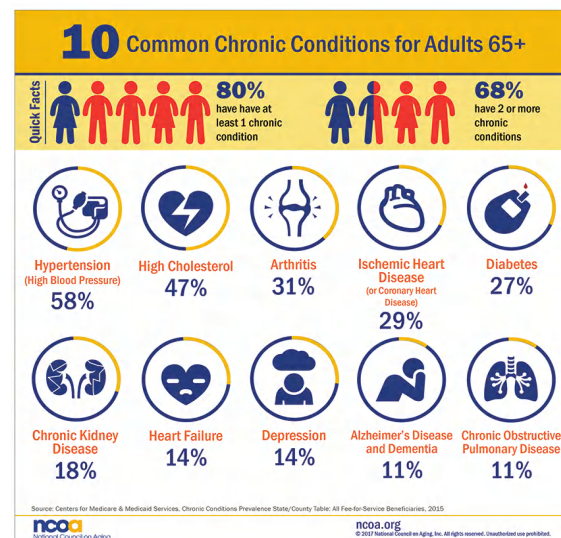
Now I'm not saying that to scare anyone or make anyone feel bad. It was just an important discovery on my journey to Weight Loss mastery. Everyone has an Aunt Sally who can't wait to corner you and talk about her knee pain. Or the Uncle Jim who had a heart attack last year and "had no idea it was coming". I decided to stop beating my head against the wall and fix the problem at its source.

That's when "Optimal Body LLC" was born, and I haven't looked back since. Our motto here is "Live. Optimally." Because everyone deserves to live a long healthy life with the people they love, doing the things they are passionate about, and doing them while **LOOKING** and **FEELING** the way they want.

Losing weight is about more than just looking in the mirror and liking what you see. In fact, we say it right from the beginning. We aren't looking to produce magazine models. It's about taking back control of your life and saying YES I want to feel good at the beach, **YES** I want to be able to spend more time with my kids/grandkids, **YES** I want more confidence, **YES** I want to buy smaller clothes, **YES** I want to feel like the real me, and **YES** to all life has to offer.

Whatever your motivation is, say YES to a better you.

If you're like most of our clients, you've tried other programs that only produced short term results, or are tired of killing yourself at the gym, only to lose 1-2 pounds per month.



WHY WEIGHT GAIN ISN'T YOUR FAULT (REALLY!)

There's a sad stigma in our society today. People think if you're overweight it's because you can't control what you eat. **WRONG!!!!** If that were the case, then why do we all know people who can eat whatever they want and never gain weight? Why do we know people who eat healthy and exercise and can't seem to drop the pounds?

To put it simply, **IT'S YOUR BODY CHEMISTRY!** There is one factor that science has repeatedly proved to be true.... Hormones control metabolism. So whether weight gain is in your "genes", happened after giving birth, or just sort of happened over time, it is 100% controlled by the hormones naturally occurring in your body.



This is why when you're a teenager and your hormones are **RAGING** like crazy, you can eat whatever you want and not gain the weight. Then something happens. And for everyone that time is different. For some it's in their 20's, others their 30's or 40's and still others in their 50's and 60's.

Things...start...to slow...down...

This is caused by an increase in stress and hormones that cause belly fat, and a decrease in hormones that tell you to **BURN FAT**. Doesn't seem really fair right?

Healthy, natural weight loss works by working with your metabolism to "flip the switch" and turn your body into a fat burning machine, to help shed pounds fast!

Why fad and yo-yo dieting is actually making people fatter.

Metabolism 101: There are only 2 major sources your body can use for energy.

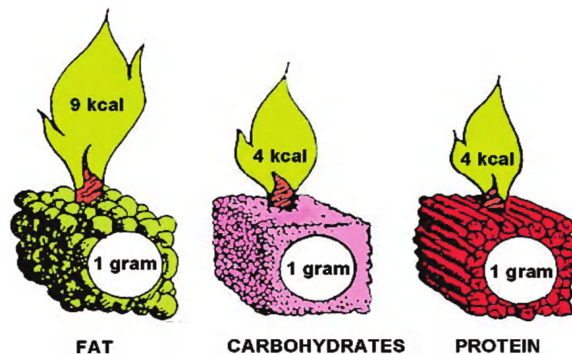
1) Sugar (carbohydrates) and 2) Fat.

Sugar is really easy to convert into energy quickly, so your body always wants to use that first. Fat has **WAY** more energy than sugar, but it's "locked away" (more on that later) and harder to get to. So you go about your day, needing more and more energy, your body first grabs onto whatever sugar is available.

But what happens when the sugar runs out???

It turns to the next closest thing...muscle. When muscle is broken down, it turns into **MORE SUGAR** for your body to use as energy. Since muscle is being broken down for those quick burst of energy, the stubborn fat still hasn't been lost. **BUT**, as you start to gain weight back, you are replacing that lost muscle with **MORE FAT**.

This is why yo-yo dieting can actually cause you to have more fat, even if you weigh the same amount!



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I'm sure everyone reading this would agree, if you were told that going on a particular diet you would be sure to gain MORE fat, you would run for the hills or avoid it like the plague. But that's what's happening with even the most reputable "weight loss" programs all over the country today!

**If you're like me, you're thinking the same thing I did all those years ago.
THERE MUST BE A BETTER WAY. Read on.**

UNLOCKING FAT

Aka "The stubborn belly fat problem"

So now you know hormones control metabolism, but why is that belly fat so stubborn???? Well, its stubbornness comes from one of its key functions: Protecting your body from toxins. Now everyone has heard of "Toxins" or "Free Radicals" as they are sometimes referred, but what the heck are they?



In the simplest terms, **Toxins = Acids**. And just like if you were to get battery acid on your skin, these acids wreak havoc inside the body.



Where do these acids come from??? EVERYWHERE! They are in the foods you eat, the water you drink, the air you breathe, the lotions you put on your skin. They are virtually unavoidable in today's society. But your body is smart. It doesn't want those toxins bouncing around inside you doing damage to everything in their path, so it "traps" them, the only way it knows how; in your fat cells.

The more acids floating around, the more fat cells need to be produced, typically around the mid-section (sound familiar?). And now that these acids are trapped, your body doesn't want to "give up" the fat (also familiar?), because it would be releasing the toxins back into the blood stream.

The key to "unlocking" the fat is to FIRST neutralize the acids and THEN help the body rid itself of toxins. Once the fat has been unlocked the body is ready to become a FAT BURNING MACHINE! And remember, the hormones are the master control center for metabolism, so ensuring proper hormone balance, along with promoting the body's natural fat burning process is the key to success most people are looking for.

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CRACKING THE WEIGHT LOSS CODE.

I'm not going to say cracking the weight loss code was easy. In fact it took several years to develop. But now I can proudly say we've been able to help thousands of people, just like you, LOSE WEIGHT the HEALTHY WAY, and do in a way that is SUSTAINABLE for their lifestyle.



So what makes our programs different?

It may be easier to start by saying what our program isn't. There is NO counting calories or points, NO pre-packaged foods, and NO exercise required.



Our programs take a customized approach to care with a focus on the things that matter MOST, like improving metabolism, balancing body chemistry and speeding up fat burning to get results fast. Most people realize dieting doesn't work. You can put highest grade gasoline in your car, but if the engine is broken, the car still won't run. In essence, we focus on **FIXING THE ENGINE FIRST** so people of any age can lose weight in a way that's **SIMPLE, NATURAL, and SUSTAINABLE**.

One more missing ingredient:

Have you ever met someone who has tried something that seems to be working for everyone else, but isn't working for them? The missing ingredient is often SUPPORT. Psychology shows that the #1 indicator of success (in any endeavor) is how much support someone has. It's nice to have support at home from friends, family and loved ones, but Optimal Body takes support to a whole new level with our Health Coaching team. Because of our health coaching team, our client's always have a team of people in their corner fully invested in their success.



They can be reached by phone, email, and 1 on 1 virtual appointments, and we never limit the amount of support someone has access to. When you win, we all win!

Again, welcome to the Optimal Body team, and we are grateful you have chosen us for this important journey to getting back to YOUR OPTIMAL BODY!

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TOP 10 WEIGHT LOSS HACKS TO SUPERCHARGE RESULTS

1. Drink More Water

Why it matters: Water makes up 60% of the human body and is essential for all bodily functions. Having adequate water intake helps to burn more calories, aides in digestion, helps the body deliver oxygen (increased energy), and helps eliminate toxins.

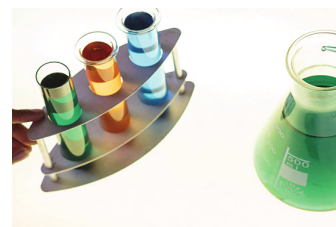
What to do: The amount of water someone needs is based on their weight so a good standard to use is $\frac{1}{2}$ your body weight in ounces. For example a 200 pound person requires approximately 100 ounces of water per day.



2. Balance pH

Why it matters: pH is a measure of how acidic or alkaline something is. When the pH becomes too acidic, it can increase cravings and cause the body to retain more water weight. Overconsumption of acidic foods (carbs, sugars, dairy and red meats, beer and soda) can cause a shift in the normal balance.

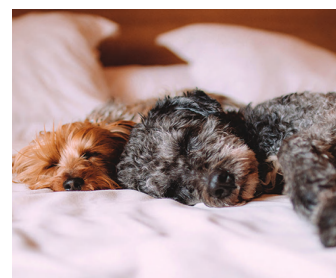
What to do: To help balance the pH, eat more alkaline foods like green leafy vegetables, almonds, apples, honey, herbal teas, and alkaline (pH balanced) water.



3. Get good rest

Why it matters: Sleep patterns to suffer as weight increases. Sleep plays an important role in metabolism and our hunger response by helping regulate hormones. Those who are sleep deprived tend to eat more, but at the same time their metabolism is slower.

What to do: Avoid caffeine in the afternoon and no large meals before bed. If hungry after dinner, consider a light snack like an apple. Turn off electronics when going to bed. No screen time! Use meditation or guided breathing techniques to relax your brain and your body.



4. Cook your own meals

Why it matters: When eating out, you don't have control over the ingredients they use. Certain ingredients can cause dehydration, sleep disturbances and increased inflammation. Pre-packaged foods are filled with preservatives to keep them on the shelves, but won't nourish your body.

What to do: Cooking your own meals puts you back in the driver's seat of what goes into your body. If you need help with recipes that taste amazing and are designed to give your body the nutrients it needs you can find them www.facebook.com/myoptimalbody or on instagram @myoptimalbody.



5. Portion Control

Why it matters: Portion sizing seems to keep getting bigger and bigger. When we let a restaurant or package of food dictate what a “portion” should be, it’s often more than what the body needs.

What to do: Learning what your body needs as opposed to wants is an important part of losing weight. Once you’ve determined what the right portions are for you, use meal prep containers to keep your portions within your defined amounts.



6. Meal Prep / Planning

Why it matters: Meal prep is simply planning out what your meals are going to be for the day, week or month. The busier someone is, the further out in advance they may need to plan for. With a plan in place you are less likely to reach for the convenience foods.

What to do: It only takes about an hour of focused attention per week. I typically recommend setting aside an hour on a Sunday afternoon and planning out what your meals and snacks are going to be for the week. Use this to create your grocery list, and only buy foods you have a plan for using that week.



7. Keep Healthy Snacks Close

Why it matters: With more and more people working from home, it seems to be getting easier and easier to make unplanned trips to the pantry. Whether it’s the convenience, stress, or just plain boredom, people are consuming more calories.

What to do: Keeping healthy snacks within arms reach will reduce the need for those extra trips to the pantry. My personal favorites are almonds and apples.



8. Spot hidden sugar and artificial sweeteners

Why it matters: Sugar is everywhere, often hiding in plain sight. We know sugar consumption is a leading cause of weight gain, so knowing how to avoid it is a critical step in losing weight.

What to do: Know and avoid the common names of hidden sugar or artificial sweeteners (above).

**Fructose, Sucralose,
Dextrose, Lactose,
Cane Sugar, Corn Syrup,
Splenda, Dextrin,
Sucralose and Xylose**

9. Blend it up

Why it matters: For some, it can be a challenge to get in all the nutrients one needs in a day. With busy work and home life schedules, preparing 3 meals a day may not be realistic for everyone.

What to do: Supplementing one meal a day with a fresh smoothie is a great way to get a big dose of nutrients quickly to help reduce fatigue and get you energized for your day. There’s no right or wrong way to make a smoothie so long as you are using fresh or frozen fruits and vegetables and high-quality protein powder.



10. Manage Stress

Why it matters: Stress causes a rise in the hormone Cortisol, which increases fat storage, especially in the belly.

What to do: Engaging in self-care activities is the easiest and most enjoyable way to manage stress. Examples include going for walks, talking to loved ones, deep breathing exercises and meditation.



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