



it shows



Genuine Results

Your guide for healthy
weight loss - naturally



Introduction

The right approach to weight loss

Healthy changes that can fit into any lifestyle.

Whether you are **ACTIVE** (but don't have time to exercise), **DEDICATED** (you workout regularly) or **ELITE** (very fit and exercise regular), this guide can help you achieve a healthier body naturally.

At Genuine Health, we believe a lean, well nourished body is a healthy body and we can help you achieve it- naturally.

Inside this guide, you will find easy tools and tips that you can incorporate into your daily life, such as how and when to feed your body right, ways to become more active, increase muscle, reduce stress, and more.

With proper nourishment and regular activity, you will feel more energized, while reducing your risk for serious disease and illness – not to mention a slimmer waistline too.

Congratulations on taking the first step by opening this guide...time to get started!





Food Facts

Foods to include and foods to avoid

It's all about balance

A healthy eating plan includes all food groups for optimum energy, immunity, digestion and weight loss. The key is knowing which ones to consume, which to avoid, and how frequently you need to eat.

Here are some easy tips for making the right food choices:

Refined Carbohydrates

Reduce/Eliminate: Starchy foods containing white flour, refined oils and sugar such as bagels, breads, muffins, cookies, potato chips and crackers.

Replace with Complex Carbohydrates:

Whole grain breads, high-fibre cereals, and brown rice. Fruits and veggies count too! Be sure to include a variety of colourful and organic sources daily, including berries and dark leafy greens.

Why? Carbohydrates such as whole grains and vegetables are naturally low glycemic foods which keep insulin levels balanced and provide long-lasting energy. They also contain essential nutrients including fibre for intestinal health, antioxidants to combat free radical damage as well as vitamins and minerals for optimum health and well-being.



High-fat Proteins

Reduce/Eliminate: Processed and high-fat meat sources such as hamburgers, hotdogs and marbled steaks.

Replace with Lean Proteins: Most varieties of wild fish, all-white poultry meats, soy, eggs, lower fat dairy sources such as yogurt and cheese, beans, legumes and pure protein supplements.

Why? Protein helps maintain a healthy metabolism which is vitally important for weight loss. Protein also promotes easier fat burning, increases lean muscle, stabilizes blood sugar levels and boosts natural immunity.



Need expert advise? Go to genuinehealth.com and click on **Genuine advice**, for your personalized weight loss plan.



Bad Fats

Reduce/Eliminate: All foods containing hydrogenated oils as well as vegetable oils such as corn, safflower, sunflower and fried foods.

Replace with Good, Healthy Fats:

Omega-3 rich foods such as mackerel, sardines and free range eggs. Include oils such as borage, hemp seed, olive or macadamia nut for healthy Omega-6, 7 and 9.

Why? Significant research shows Omega-3 essential fatty acids (specifically EPA and DHA) are essential for overall health and protection against disease. Most people are deficient in these fats, making proper diet and supplementation very important. As an added bonus, they can also enhance fat burning.

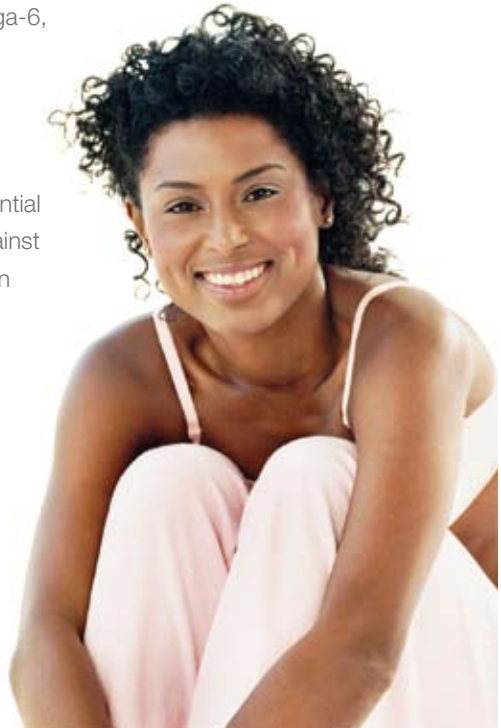
Low Nutrient Fibre

Reduce/Eliminate: Most foods containing white flour and sugar such as breads, cereals, pastas, cookies, crackers, bagels, candies and alcohol.

Replace with High Nutrient Fibre:

100% whole grain breads, steel-cut oatmeal, whole wheat pastas, brown rice, multi-grain bagels and cereals, as well as fruits and vegetables such as apples, carrots and broccoli.

Why? The more fibre-rich foods you eat, the fuller you feel and the less likely you will over-indulge otherwise. Most importantly, fibre helps move stored toxins and promotes a healthier intestinal tract.



Eating Well in 3 Easy Steps

What to eat? Here's a typical day of healthy, balanced meals and snacks.

Breakfast Super Smoothie

Mix the following ingredients in a blender for a healthy source of long-lasting energy:

- ¾ cup of low fat milk, juice or water
- 1 banana
- ¾ cup of frozen berries
- 1 scoop of whey protein powder (such as natural vanilla **proteins+**, **proteins+ Instant Smoothie** or **Vegan proteins+**)
- ½ teaspoon of omega oil blend (such as **o3mega+ 3679**)
- 3 ice cubes

Lunch

- Colourful garden salad with tin of wild salmon or 2 hard boiled eggs
- Chopped walnuts
- Low-fat balsamic or olive oil dressing
- 2 pieces dark 70% chocolate (organic)

Activity tips: Depending on your activity level, you can make slight adjustments. See below for some helpful tips.

▶ Active

Instead of oatmeal, you can use low-fat, no-sugar yogurt

▶▶ Dedicated

To boost post-exercise results, add an extra scoop of **proteins+**

▶▶▶ Elite

To boost exercise performance, add one scoop of **transform+** or **proteins+**

▶ Active

For extra fibre, add 1 cup of brown rice

▶▶ Dedicated

For increased carbohydrate needs, add ½ whole wheat pita with hummus

▶▶▶ Elite

To feed hungry muscles, add ½ sandwich made with whole grain bread

Inside Tip

Snack during the day

Handful of almonds, sliced apple, low fat cheese with whole grain crackers or grapes.

Yes, you can have dessert too!

Mix 1 scoop of chocolate **proteins+** to one cup of plain or organic yogurt.

Did you know?

The pH connection to weight

loss. Studies show a link between an acidic pH and being overweight. To reduce your risk, ensure your diet is rich in alkalizing foods such as dark, leafy greens and deep coloured fruits, and avoid processed foods, animal proteins and dairy products. Or better yet, enjoy 1 serving of **greens+** every day. It's proven to be more alkaline-forming than spinach or raisins! In just one week you can improve your pH level while increasing your energy and overall health too. To test your pH, look for **Genuine Health pH paper** at select stores.

It's not just WHAT you eat, but WHEN According to leading performance nutritionist and author of *The Metabolism Advantage*, Dr. John Berardi, each time you eat, you stimulate your metabolism. When you limit your meal times, and/or skip meals altogether, your body goes into 'famine mode' meaning it doesn't think food is coming as often, so it stores fat instead of burning it for energy.

To boost your metabolism and keep it running at its highest, Dr. Berardi recommends eating every 2-3 hours daily. For example: 3 mid-sized meals, with 2-3 small snacks in-between.

Dinner

- Colourful salad or grilled veggies with balsamic/olive oil dressing
- 1 all-white grilled chicken breast or piece of fish such as mackerel
- 1 cup of wild, whole grain rice or small sweet potato



► Active

For variety, replace chicken with 3 egg whites/1 yolk omelet

►► Dedicated

Instead of salad, enjoy 1 cup of veggie chilli for added protein

►►► Elite

For increased calorie needs and protein, add tempeh or replace chicken with lean steak

Exercise: How Much and How Easy it Can Be

Before starting any exercise regime, consult with a doctor or health specialist to determine your overall health, including your current weight, BMI and blood pressure.

If you do not exercise regularly, you should begin with approximately 10 to 20 minutes three times weekly, adding five minutes the next week and so on. Remember to vary your exercise routine to avoid boredom and to challenge your body each time. As your fitness improves, aim for at least 30-45 minutes of cardiovascular exercise like speed-walking, swimming or jogging five to six days a week. Every effort counts. The key is that you do something active every day!

1

BEGIN EACH DAY WITH A WALK.

Don't worry about your pace or distance. Just put your shoes on and go. Health studies show those who exercise in the morning are more dedicated, plus they use stored fat for energy more efficiently.

2

TAKE THE STAIRS.

Every step counts towards your daily goal of 30 minutes of exercise. What's more, you get the bonus of burning more calories, moving you closer to your weight loss goals.

3

FIND AN ACTIVITY YOU LOVE AND THEN SCHEDULE IT INTO YOUR WEEKLY CALENDAR.

Research shows that if you like a particular activity, you are more likely to stick with it. So pick something you enjoy – be it tennis or yoga – and schedule it often.

Want Faster Results? Hire a trainer.

Hiring a personal trainer even for just a handful of sessions can get you on the right track. Make sure they take your current level of health into consideration and set realistic goals. A trainer is also a great motivator for times when you'd prefer to skip the gym!

4

SEEK OUT CLUBS OR COMMUNITIES.

If you've often considered a 5 or 10k race why not join a local running club? In addition to expert instruction, you'll make new friends and have fun too.

5

MIX AEROBIC ACTIVITY WITH FULL-BODY STRENGTH TRAINING.

Strength training not only increases bone mass, improves posture, mobility and immunity, it also boosts metabolism and burns calories more efficiently. For best results, most experts recommend a minimum of three 20 minute sessions of strength training per week



**Inside
Tip**

Keep in mind that as we age we naturally lose bone density. It's important that you incorporate weight-bearing exercises regularly to reduce your risk for fractures, poor posture and osteoporosis.

Vitamins and other Supplements

What you should take daily and why

Why include supplements?

In today's hectic lifestyle, it's not easy to eat right all of the time. In addition, many of the fruits, vegetables and grains we eat no longer contain the nutrients they once did due to soil depletion, pesticide use and other environmental factors. While supplements should not replace the importance of a healthy diet, leading health experts such as Dr. Joey Shulman, author of *the last 15*, agree most of us need more than a multi-vitamin to fill nutritional voids and add extra health insurance.

Here are 3 supplements everybody can benefit from daily:

1) A green food supplement such as **greens+**



WHY Just one serving equals the antioxidant equivalent to six organic salads! **greens+** is rich in phytonutrients lacking in most diets and is research-proven to increase energy and improve well-being. It is nutrient-dense and only 30 calories.

2) An Omega-3 fatty acid supplement such as **o3mega**



WHY There is a vast amount of research linking Omega-3s with cardiovascular protection, brain function, joint health, mental outlook, weight loss and skin. **TRY o3mega+ fit** which contains Omega-3s derived from wild, pure fish oils plus borage oil – a healthy Omega-6. Proven to help speed fat loss more efficiently when combined with exercise.

3) A high quality, easily absorbed **multi-vitamin**



WHY Vitamins and minerals play important roles in the body including immune support, bone growth and development, metabolism, cardiovascular health and more. **TRY multi+ daily trim**. Provides a complete, high potency multi-vitamin formula enhanced with green tea extract for easier weight loss, including stubborn abdominal fat.

Weight Loss Supplements that are Safe, Natural and Proven

Our weight loss formulas contain only natural, research-proven ingredients in research-proven dosages. While there are no ‘magic pill’ solutions for easy weight loss, when combined with a healthy diet and regular exercise, they can help boost your results and achieve your goals. Based on your needs and goals, choose the one(s) that are right for you!

Achieve targeted fat loss

abs+ Contains a clinically proven combination of EGCG from green tea and CLA to promote easier weight loss, including fat stored through the mid-section. Results from a double-blind, placebo-controlled study conducted at the University of Toronto showed **abs+** caused a significant reduction in body weight in as little as 90 days*.



Results include:

- ✓ Reduce your waistline by 1 - 2 inches
- ✓ Lose 4 to 7% of your body weight
- ✓ Increase fat and calorie burning



Reduce your waistline and increase your metabolism EXTRA fast with our **NEW absolute leanX extra strength kit**.

Kit includes **abs+** 90 softgels & **lean+ extra strength** 60 capsules

Kick-start a sluggish metabolism

lean+ extra strength Based on the latest research, we enhanced our award-winning **lean+** with an increased dosage of **ForsLean® Coleus forskohlii** root extract, giving you EXTRA fast and effective results – safely and naturally. The **ForsLean® Coleus forskohlii** research includes a landmark, placebo-controlled study published in the **Obesity Research** (2005) which showed our exact dosage (500mg) can increase weight loss and improve body composition in overweight adults in as little as 90 days, with no unhealthy side effects.



Results include:

- ✓ A faster metabolism
- ✓ Loss of overall body weight, while still maintaining lean muscle
- ✓ Whole body fat loss

Confused about calories? Here's an idea of what you need:

Inside Tip

	Weight Loss	Increase Lean Muscle	For Overall Health
Men	2,200	3,100	2,700
Women	1,400	2,200	1,900



Cycle your protein, boost your results. To avoid developing food allergies or mild intolerances, try rotating your protein supplement every week or two. This can easily be accomplished with **proteins+** and new **Vegan proteins+**.

Achieve a leaner, healthier body **NEW proteins+ Instant Smoothie a day**, **NEW Vegan proteins+** and **proteins+**. Contain only the purest, most absorbable forms of protein - including all-natural **alpha+™** whey protein isolate and our new 100% vegan blend, both with digestion enzymes, and no artificial ingredients.



- Results include:
- ✓ Increased metabolism and lean muscle
 - ✓ Decreased fat storage
 - ✓ Improved immunity

transform+ Provides a full serving of research-proven **greens+** that's rich in phytonutrients and antioxidants, PLUS a highly absorbable source of all-natural protein.



- Results include:
- ✓ Increased energy and vitality
 - ✓ Increased metabolism & weight loss
 - ✓ Improved immunity

Reduce food cravings crave-free Don't let carbohydrate cravings or unsteady blood insulin levels impact your weight loss success. With crave-free, your body gets all-natural willpower support.



- Results include:
- ✓ Replenishment of essential minerals
 - ✓ Balanced blood sugar levels by increasing insulin sensitivity
 - ✓ Keeps you feeling fuller longer, by slowing down the rate that food leaves your stomach

Improve overall body shape

shape+ Contains a synergy of 3 highly effective, all-natural ingredients, including a special mineralized seaweed source of Calcium, Hydroxycitric acid (HCA) and EGCG from green tea extract.



- Results include:
- ✓ Suppressed fat production (lipogenesis)
 - ✓ Increased fat breakdown and loss (lipolysis)
 - ✓ Reduce total body weight by 10-12%

A healthy meal on-the-go



nutrilean+ A 100% delicious and nutritious meal on-the-go, containing a balanced blend of all your essential nutrients including slow-

burning carbs, lean protein and healthy fats, plus 24 vitamins and minerals. Just mix with water and go!



Forget the Fads

Here are 7 easy tips for healthy living:

- 1** Take time for yourself. Breathe, read, walk or meditate for 20 minutes daily.
- 2** Drink lots of pure, filtered water to help cleanse your system.
- 3** Laugh every day – it's good for the body and spirit.
- 4** Eliminate white foods from your diet (flour, sugar, rice, pasta, breads) and eat only whole grains instead.
- 5** For extra fat-burning power, add weight training to your exercise routine 2 to 3 times per week.
- 6** Consume high quality supplements for added health benefits.
- 7** Go easy on yourself – it's okay to lose a battle if you win the war.

Stress and Weight Gain

Studies now show a direct link between stress and weight gain – specifically around the mid-section. Stored fat in this area should be avoided as it has been linked to higher incidents of heart disease including stroke and heart attack.

For an easy way to reduce stress in your everyday life, try deep, focused breathing.

Breathing activates the opposing part of your central nervous system 'the parasympathetic', which calms the body so it can function properly. It may also keep weight off too, as studies show those who experience frequent stress and anxiety are more likely to be overweight.

FAQs

Q: How many pounds can I lose per week?

Studies show 1 - 2 pounds of weight loss per week is ideal for sustainable results. This can be achieved by sticking to your healthy eating plan at every meal and increasing the intensity of your workouts. Keep in mind the harder you work, the more calories burned and the faster your results!

Q: How much of each food group should I consume?

Ideally you will want to consume 40% of your foods from low-glycemic carbohydrates, 30% from lean, pure proteins and 30% from healthy, essential fats. For example, a dinner meal might include: 1 cup wild, brown rice, 1 skinless chicken breast (about the size of a deck of cards) and a variety of grilled veggies with olive oil, salt and pepper.

Q: I tend to crave sweet foods after a meal, how do I overcome this?

Instead of reaching for cookies, chocolate or other sweets which elevate your insulin levels and promote fat storage, try a cup of non-fat organic yogurt with a scoop of protein powder such as **proteins+** in natural chocolate flavour. For extra crunch, add a handful of chopped almonds or non-sweetened granola.



Q: I tend to start off great and then fail miserably when it comes to eating healthy. What can I do?

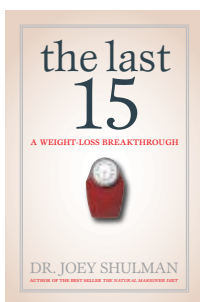
First and foremost, recognize that eating healthy is a lifelong commitment and not a temporary 'fix'. Leading studies show those who lose the most weight and keep it off the longest are those who have committed to this approach – without deprivation diets or drastic measures. Some days will be harder than others, so the key is that you try your best each day and listen to your body.

Further Help and Information:

To read more about our **Healthy Weight Loss Program**, including our specific weight loss supplements, info on healthy and cautionary ingredients and product research, go to: www.genuinehealth.com.

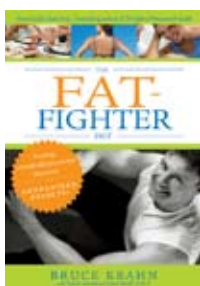


NEW! Custom design your own lifestyle using our new Self Analysis Tool, **Genuine advice**. Simply complete our quick and easy online questionnaire to get a healthy eating, exercise and supplements plan that's right for you.



the last 15 by Dr. Joey Shulman

Losing the last 15 doesn't have to be on-going struggle! Find out how to shed the final pounds naturally for life. Dr. Shulman shows you how in this easy, practical guide based on the latest research.




The Fat Fighter Diet by Bruce Krahn

Bruce Krahn, CPT, will teach you how to quickly gain control over your health and fitness and how to shed those stubborn fat pounds - for life.



Sign-up for our **Health & Happiness** on-line newsletter at www.genuinehealth.com

 Achieve your weight loss goals for a healthier, vibrant life – naturally.

By combining a healthy diet with regular exercise and the right kind of supplements, you can achieve and maintain the leaner, healthier body you want and deserve.

Get healthy. Get inspired! Go to www.genuinehealth.com to access our **Healthy Weight Loss Program**, containing daily meal plans, recommended lifestyle programs to help you achieve your specific health and wellness goals, answers to FAQs and more.

Get started today!



Feel the difference in 21 days!



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