



CONTROL-IT

Weight Management Program



BIOTICS[®]
RESEARCH
CORPORATION

"The Best of Science and Nature"

www.bioticsresearch.com

The Obesity Epidemic

About 108 million adults in the United States are overweight or obese.

Obesity or being overweight substantially increases the risk of morbidity. Higher body weights are also associated with increases in all-cause mortality.

Translation: Obesity makes you get sick and DIE!

Health Problems Linked to Obesity

- High Cholesterol
- Type 2 diabetes
- Coronary Heart Disease
- Stroke
- Gallbladder Disease
- Osteoarthritis
- Pain and Inflammation
- Sleep Apnea
- Respiratory Problems
- High Blood Pressure

Obesity increases the risk for endometrial, breast, prostate, and colon cancers.

Conclusion:

Losing weight is NOT just about appearance

Social and Economic Factors

Fit people tend to earn more money,
have better social lives and have
less depression.

Why is the US so overweight?

The Cause:

- Lack of sleep
- Chronic stress
- Unlimited amount of sugar

*According to data published by the USDA in 1999, the estimated annual amount of sugar consumed per person was **160 lbs per year.***

What is BMI?

BMI equals a person's weight in kilograms divided by height in meters squared. It is a more accurate assessment of obesity than weight alone.

$$\text{BMI}=\text{kg}/\text{m}^2$$

Risk of Associated Disease According to BMI and Waist Size

BMI		WAIST LESS THAN OR EQUAL TO 40 IN (MEN) OR 35 IN (WOMEN)	WAIST GREATER THAN OR EQUAL TO 40 IN (MEN) OR 35 IN (WOMEN)
18.5 OR LESS	UNDERWEIGHT	—	N/A
18.5-24.9	NORMAL	—	N/A
25.0—29.9	OVERWEIGHT	INCREASED	HIGH
30—34.9	OBESE	HIGH	VERY HIGH
35.0—39.9	OBESE	VERY HIGH	VERY HIGH
40 OR MORE	EXTREMELY OBESE	EXTREMELY HIGH	EXTREMELY HIGH

**So all you have to do is eat less and
exercise more...**

...Right?

Actually....

...No (the opposite is true)

WEIGHT LOSS MYTHS

Eat Less and exercise more (bad advice)

Caloric restriction \neq weight loss

Intentional caloric restriction will lead to weight gain

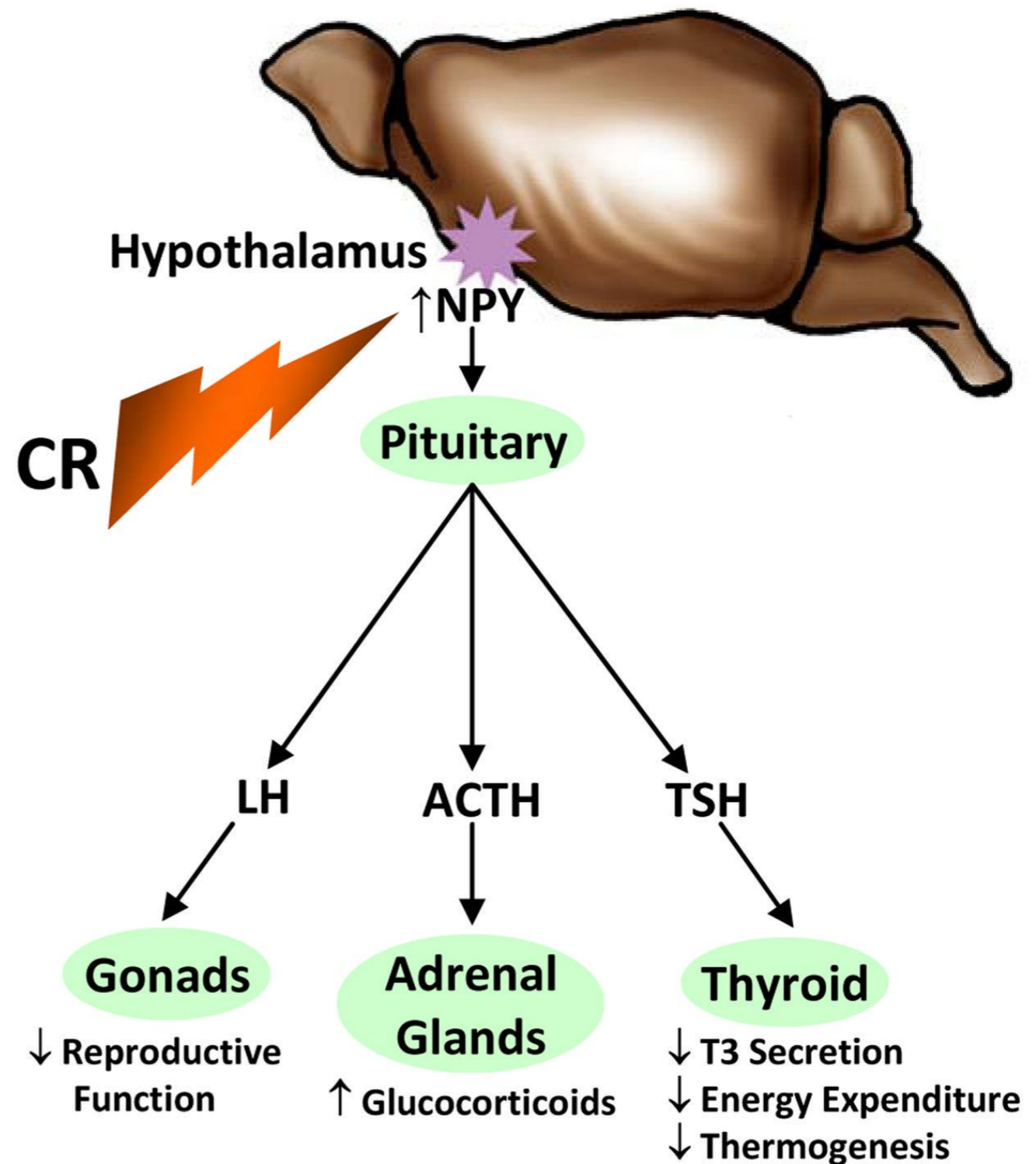
Exercise \neq weight loss

Exercise can be another source of stress

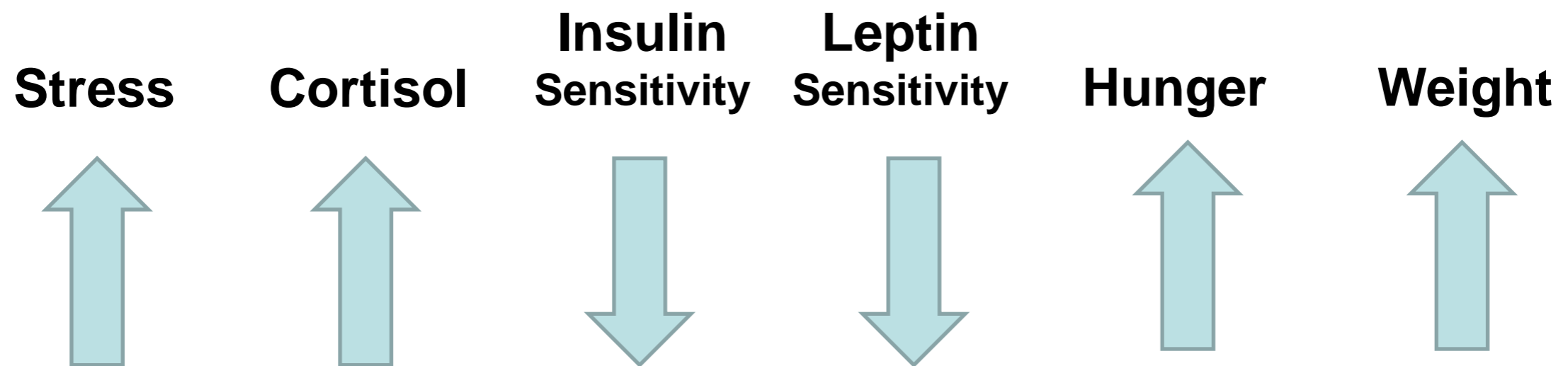
Eat more and exercise less (good advice)

Better long-term success (no rebound weight gain)

Reducing calories causes the endocrine system to hang onto weight



How Stress Causes Weight Gain



3 Roadblocks to Weight Loss

- **Hormone imbalance**
(inflammation & appetite)
- **Neurotransmitter imbalance**
(appetite & cravings)
 - **Food allergies**
(inflammation & cravings)

The 3 Keys to Successful Weight Loss

(have nothing to do with diet and exercise)

- **Hormone balance**
- **Neurotransmitters (brain chemistry)**
- **Food allergies and sensitivities**

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Hormone Imbalance

- **Cortisol:** Hormone produced by stress
- **Insulin:** Causes you to store calories
- **Leptin:** Produced by fat cells and related to satiety
- **Thyroid hormone:** Regulates the burning of calories

High Cortisol Level

- Hormone produced by stress
(intense exercise creates stress and increases cortisol)
- Causes you to actually crave junk food
- Associated with central obesity
(big butt or belly)

High Cortisol Level

- Contributes to insulin resistance
- Cortisol increases during times of fasting and stress (like when you are dieting and exercising)

Insulin: Stores Calories & Regulates Sugar

You can't burn fat when you are producing a lot of insulin

- Sugar and refined carbohydrate trigger excess insulin production
- Breakdown of fat is greatly enhanced by the absence of insulin.

Too Much Sugar → Insulin Resistance

- Insulin resistance creates a functional deficiency of insulin and glucose.
- Insulin resistance plus elevated cortisol leads to a loss of lean muscle mass and increase in fat.

Symptoms of Insulin Resistance

- Fatigue
- Weight gain and difficult weight loss
- Brain fog, inability to focus
- Carbohydrate craving
- Periods of hypoglycemia after high carb meals – despite high levels of glucose and insulin.
- Moody and/or depressed

Insulin Resistance Leads to Carbohydrate Addiction

Rats fed excessive amounts of sugar developed an opioid-like dependence, with withdrawal symptoms similar to withdrawal from morphine or nicotine.

Obesity Research 10:478-488 (2002) Colantuoni et al

Insulin Resistance

Eating refined carbohydrates causes the body to produce excess insulin. Over time, the body does not respond to the insulin as well—causing more insulin production.

In type 2 diabetes, there is plenty of insulin but the body is not responding, creating high blood sugar.

Insulin Resistance

Over time, insulin resistance causes triglycerides and cholesterol to increase. It creates the “metabolic syndrome” (aka “syndrome X”), which consists of high triglycerides, high cholesterol, with high LDL (bad cholesterol) and low HDL (good cholesterol).

Leptin

Fat cells produce a hormone called leptin. One of the things it controls is your desire to eat. Losing weight lowers leptin and increases appetite.

In order for a weight loss program to work permanently you **MUST** take leptin into account.

Leptin

High cortisol and high insulin levels increase the capacity for leptin to make you desire food.

Are you beginning to understand why hormone balance is so important for successful weight loss?

Thyroid

Hypothyroidism or even borderline hypothyroidism can keep you from losing weight.

Hypothyroid Symptoms

- Feel cold even when others do not.
- Fatigue and lack of motivation
- Poor memory
- Loss of interest in sex
- Dry, itchy or scaly skin
- High cholesterol
- Muscle cramps at rest
- Constipation
- Cysts and fibroids
- Sadness or crying for no reason.
- Puffiness under the eyes
- Ankle swelling
- Depression
- Frequent colds
- ***Inability to lose weight***

Hypothyroidism: Diagnosis is Often Missed

The British Medical Journal [BMJ 2000;320: 1332-1334 (13 May)] published research examining how hypothyroidism is diagnosed. The authors concluded that there are indeed flaws with the way that we diagnose hypothyroidism.

Hypothyroidism: Diagnosis is Often Missed

A study appearing in *Archives of Internal Medicine* (2000;160:526-534.), says that 13 million Americans may have thyroid disease and not know it.

The 3 Keys to Successful Weight Loss

(have nothing to do with diet and exercise)

- Hormone balance
- **Neurotransmitters (brain chemistry)**
- Food allergies and sensitivities

Why do We Crave Bad Foods?

It comes down to brain chemistry

A neurotransmitter is a substance produced by a nerve cell that enables it to communicate with other nerve cells. Antidepressant medication works by making neurotransmitters more active.

Dopamine: An Important Neurotransmitter

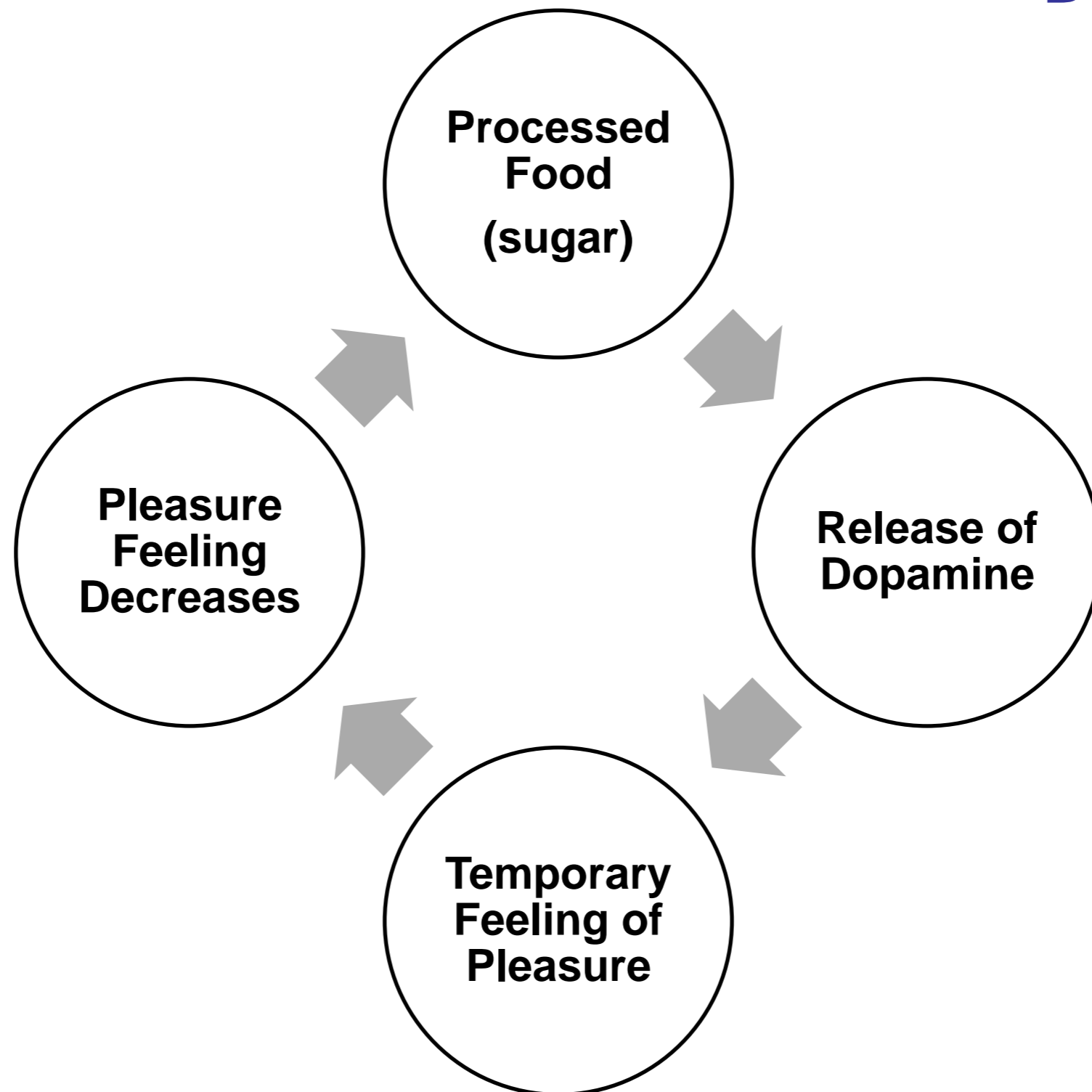
- Dopamine levels are elevated not only by most drugs of abuse but also by natural rewards such as food or sexual contact.
- Drug addictions are linked to the craving for dopamine release.

Am J Physiol Regul Integr Comp Physiol 286: R13, 2004;
doi:10.1152/ajpregu.00590.2003

Dopamine

- Eating processed food (as well as refined sugar), triggers the release of dopamine. The release of dopamine can cause continual pleasure seeking behavior.
- This pleasure producing mechanism is referred to as the dopamine re-enforcement pathway, which is the basis of any addiction—including food addiction.

Processed Food Vicious Cycle



The Solution?

If the dopamine system is blocked, animals that have already been trained to lever press for food, amphetamine, or cocaine do not continue to do so.

Am J Physiol Regul Integr Comp Physiol 286: R13, 2004;
doi:10.1152/ajpregu.00590.2003

The 3 Keys to Successful Weight Loss

(have nothing to do with diet and exercise)

- Hormone balance
- Neurotransmitters (brain chemistry)
- **Food allergies and sensitivities**

Hidden Food Sensitivities

Believe it or not, a good food can be bad for you.

When most people think of a food allergy they think of eating a strawberry and then immediately breaking out into a rash.

Hidden Food Sensitivities

There is another kind of food allergy. It is a **delayed hypersensitivity reaction.**

The body can be adversely affected by the food for up to 72 hours after it is ingested.

Hidden Food Sensitivities

- The result of this type of sensitivity is often a chronic health problem that, in the patient's mind, has absolutely nothing to do with the diet.
- There are many possible symptoms including, skin problems, irritable bowel, chronic sinusitis, headaches and many other symptoms.
- One particular problem that a hidden food sensitivity can lead to is the inability to control appetite and the inability to lose weight.

Hidden Food Sensitivities

One interesting aspect of these hidden food sensitivities is that the food is often a favorite food. Often when a patient is told that the particular food is causing problems, they say, “What am I going to eat?” Dr. Theron Randolph, who many consider to be the father of clinical ecology, called alcoholism the ultimate food allergy.

Hidden Food Sensitivities

Addressing hidden food sensitivities helps bring food cravings under control *and* it helps reduce systemic inflammation

Hidden Food Sensitivities

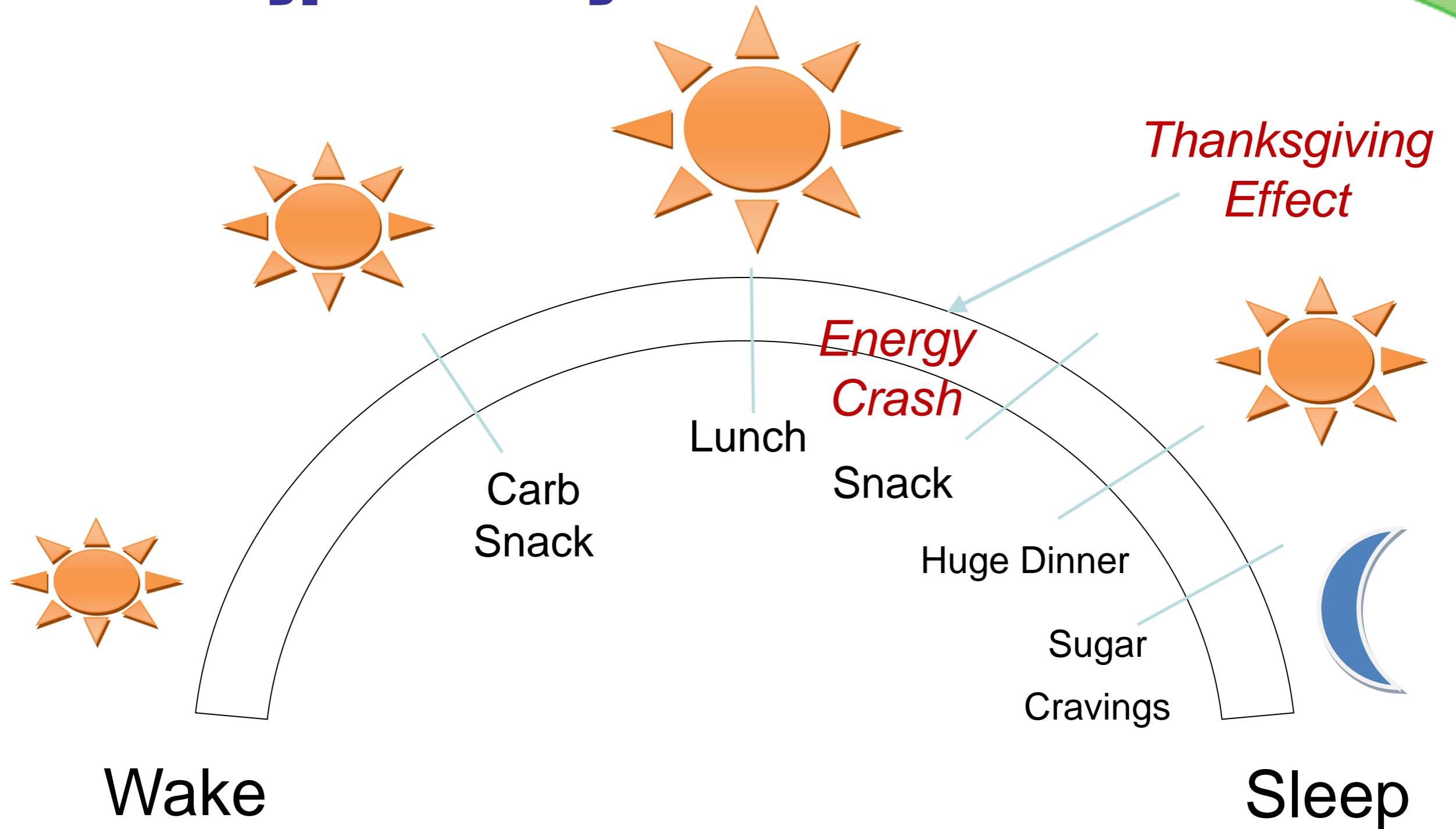
- The two common culprits are wheat (specifically gluten, a protein that is found in wheat and some other grains) and dairy.
- The CONTROL-IT system actually addresses hidden food sensitivities—no one else does this, yet it is one of the keys to successful weight loss.

CONTROL-IT works
by addressing these
3 roadblocks to
weight loss

The Key to Successful Weight Loss:

***It is not about how much
you eat, it is about what
you eat and when!***

Typical Daily Meal Intake Pattern

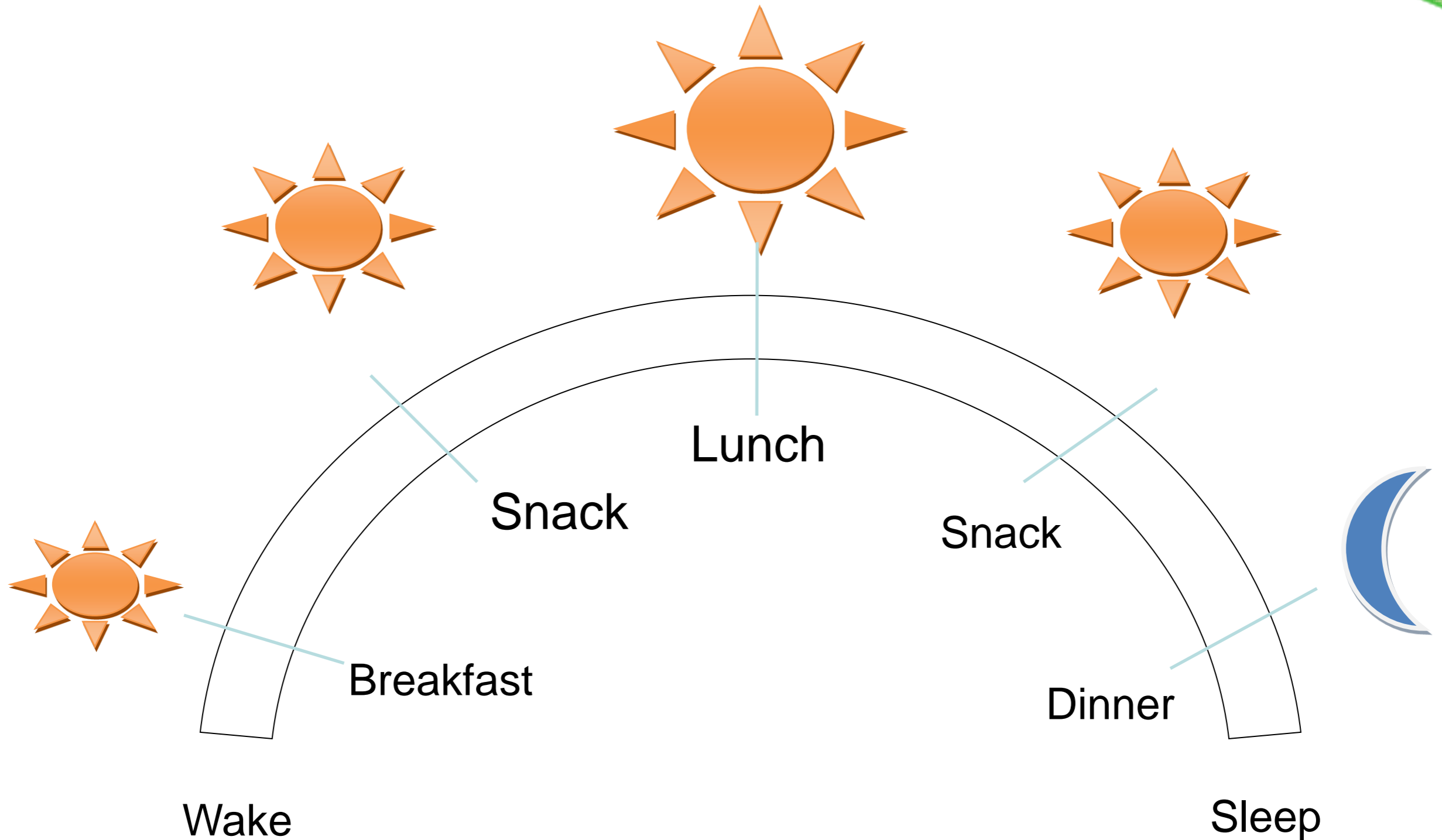


The Thanksgiving Effect

Thanksgiving Dinner:

- **Eat large dinner**
- **Huge glycemimic load**
- **Exaggerated secretion of insulin**
- **Get sleepy within minutes**
- **Take a nap**
- **Wake up**
- **Wander back into kitchen looking food!!!!**

Ideal Daily Meal Intake Pattern

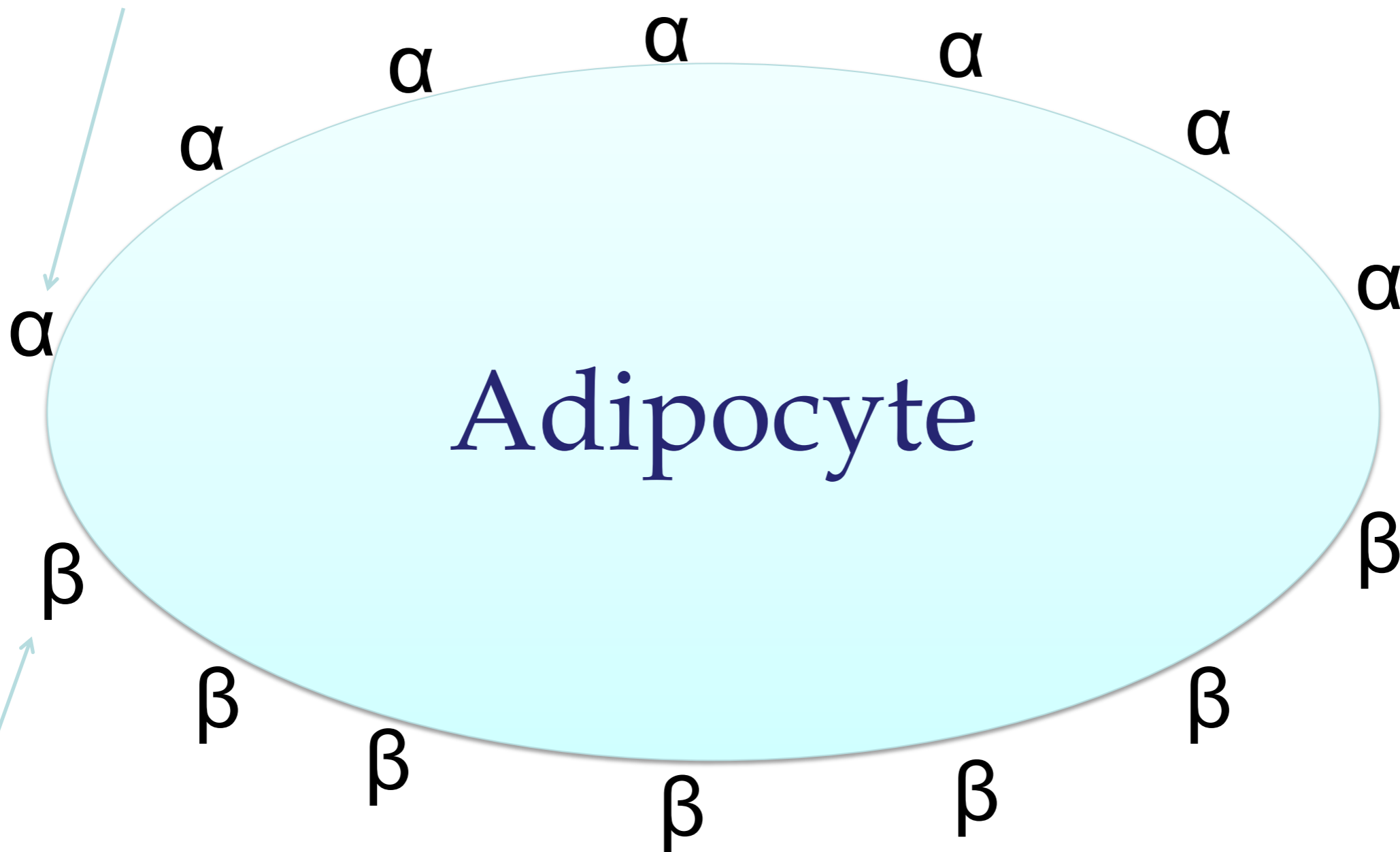


You need to eat fat to lose fat

Consuming the right amount and type of fat will encourage weight loss

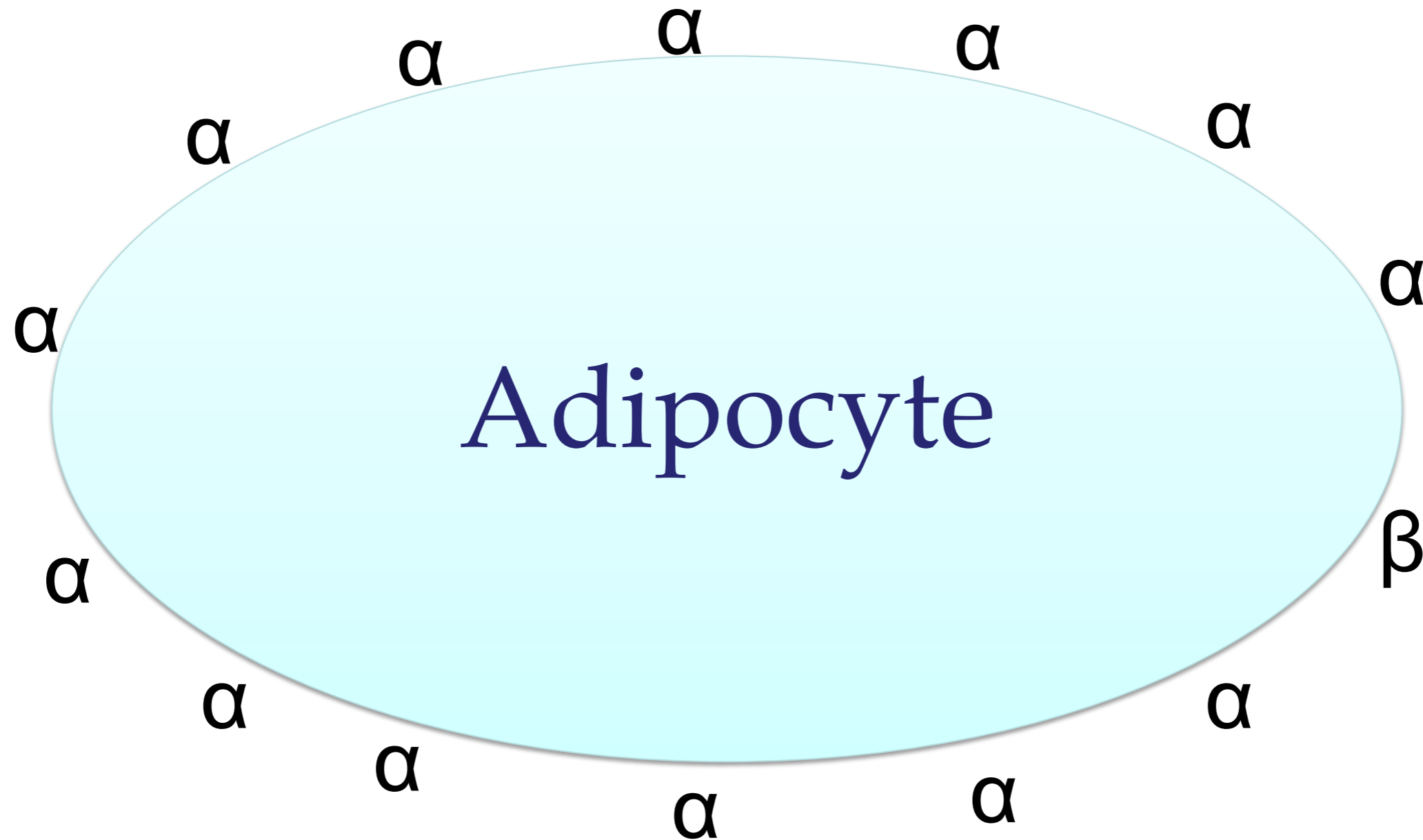
Omega-3 Fatty Acids

α -receptors = **Fat storage**

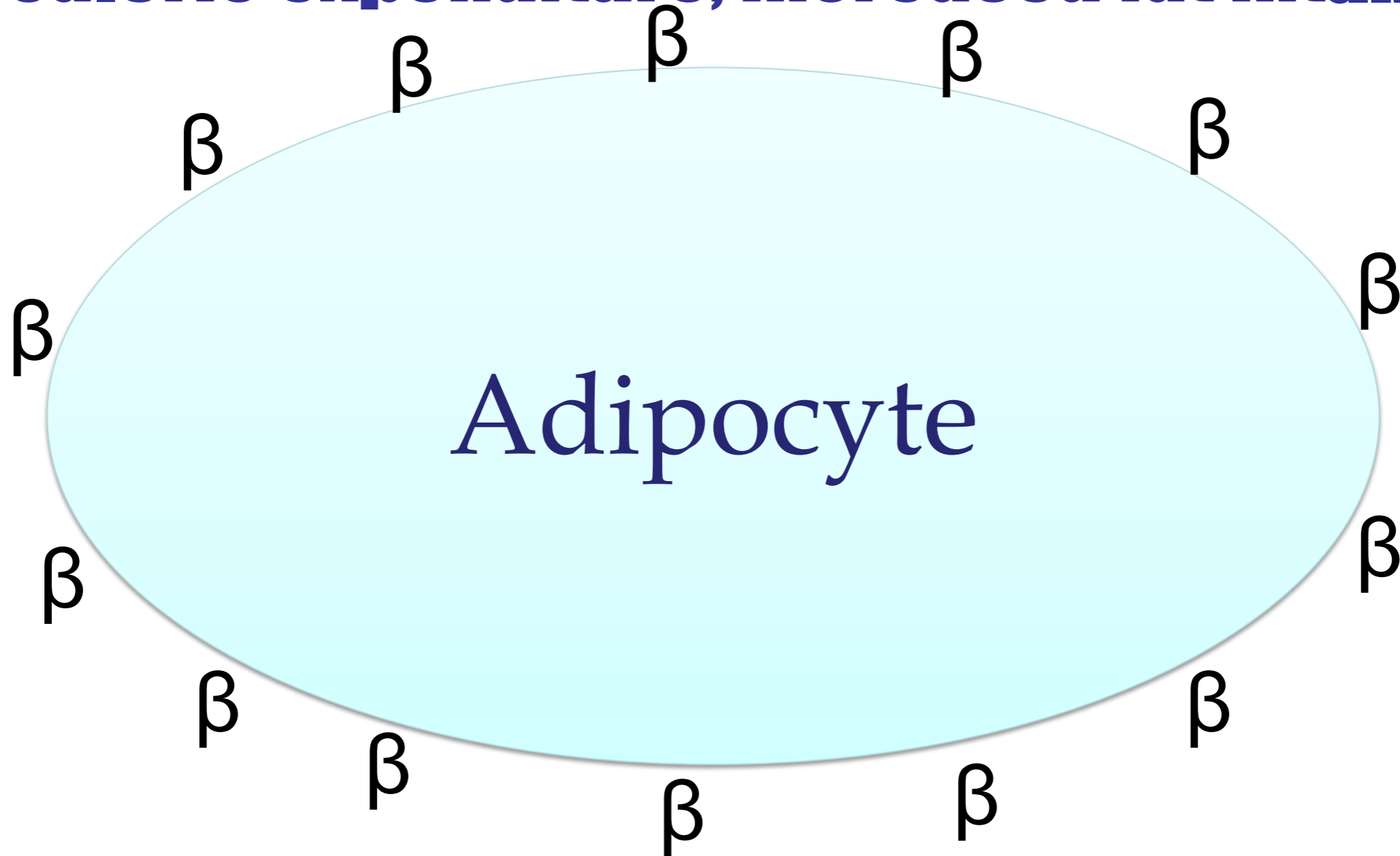


β -receptors = **Fat burning**

Fat Storage comes from low
calorie intake & decreased fat intake



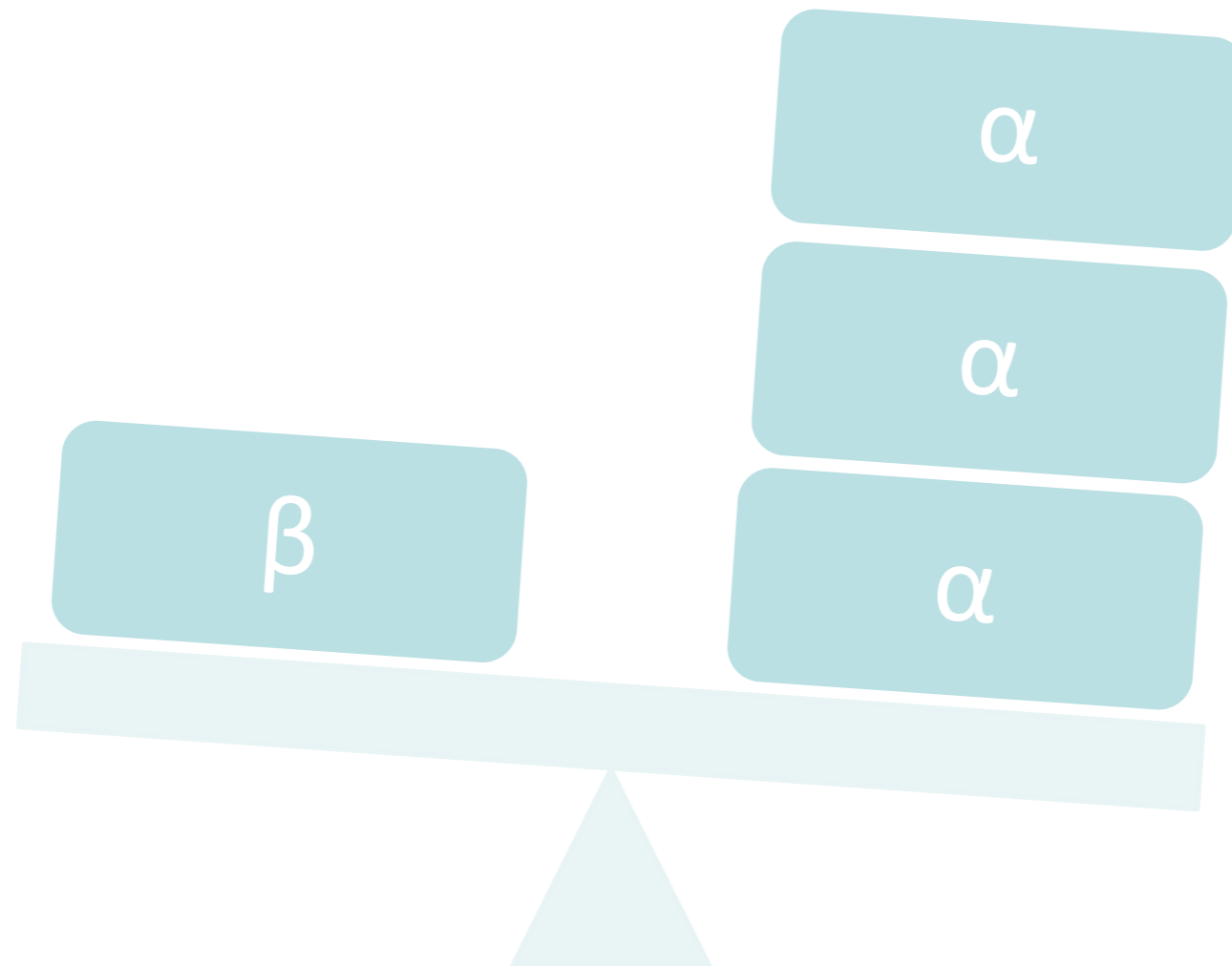
Fat Burning comes from increased caloric expenditure, increased fat intake



↓ Caloric Intake & ↑ Energy Output

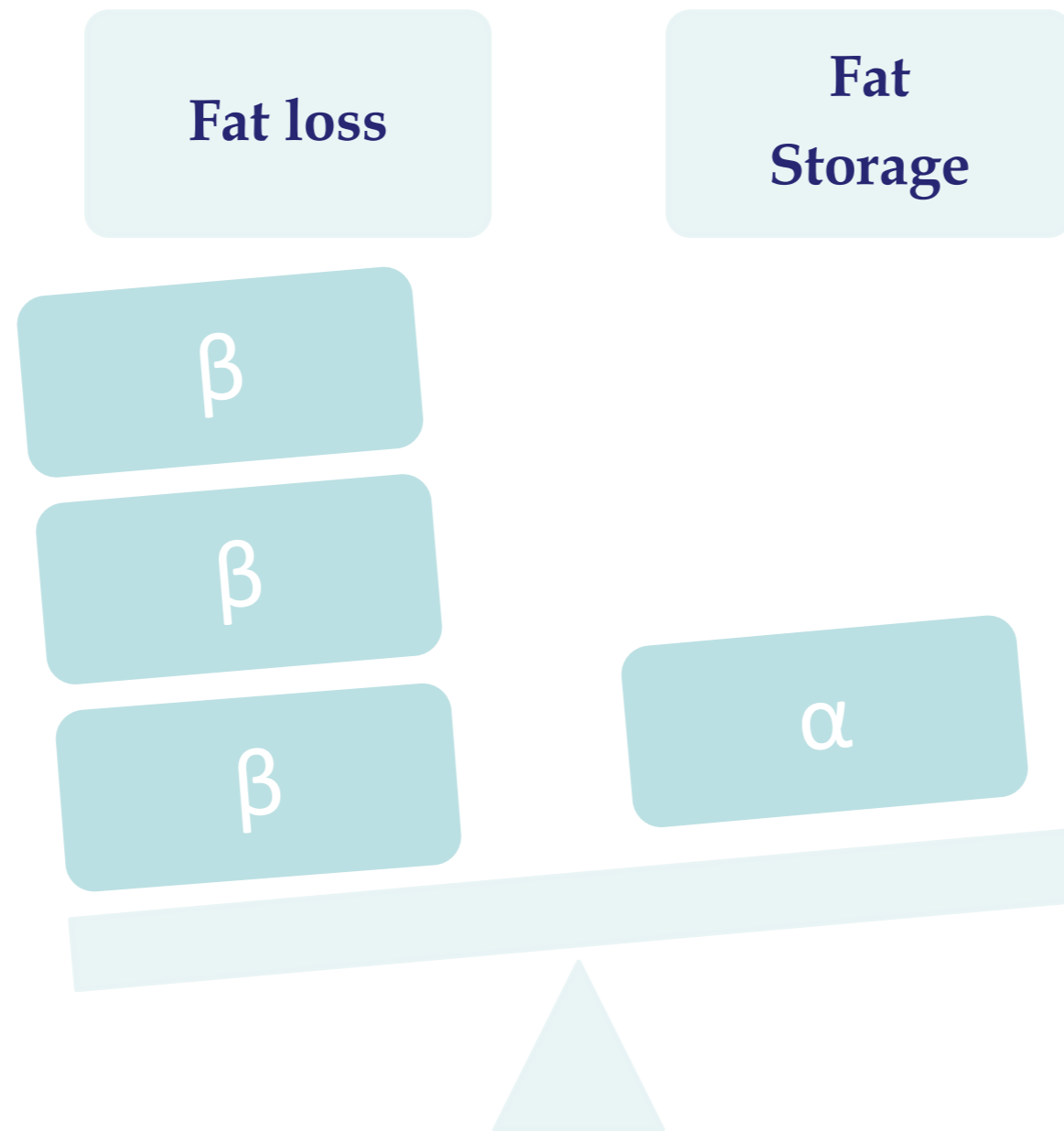
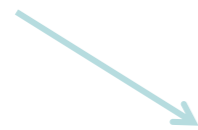
Fat Loss

Fat Storage



↓ Caloric Intake & ↑ Energy Output

Omega-3
fatty acids
Increase β
receptors



What Makes **CONTROL-IT** Different?

- Simple & Easy to follow
- Removes DIET mentality
- Creates self awareness
- Strive for consistency NOT perfection
- Lifelong educational process NOT quick fix

Case Studies using CONTROL-IT

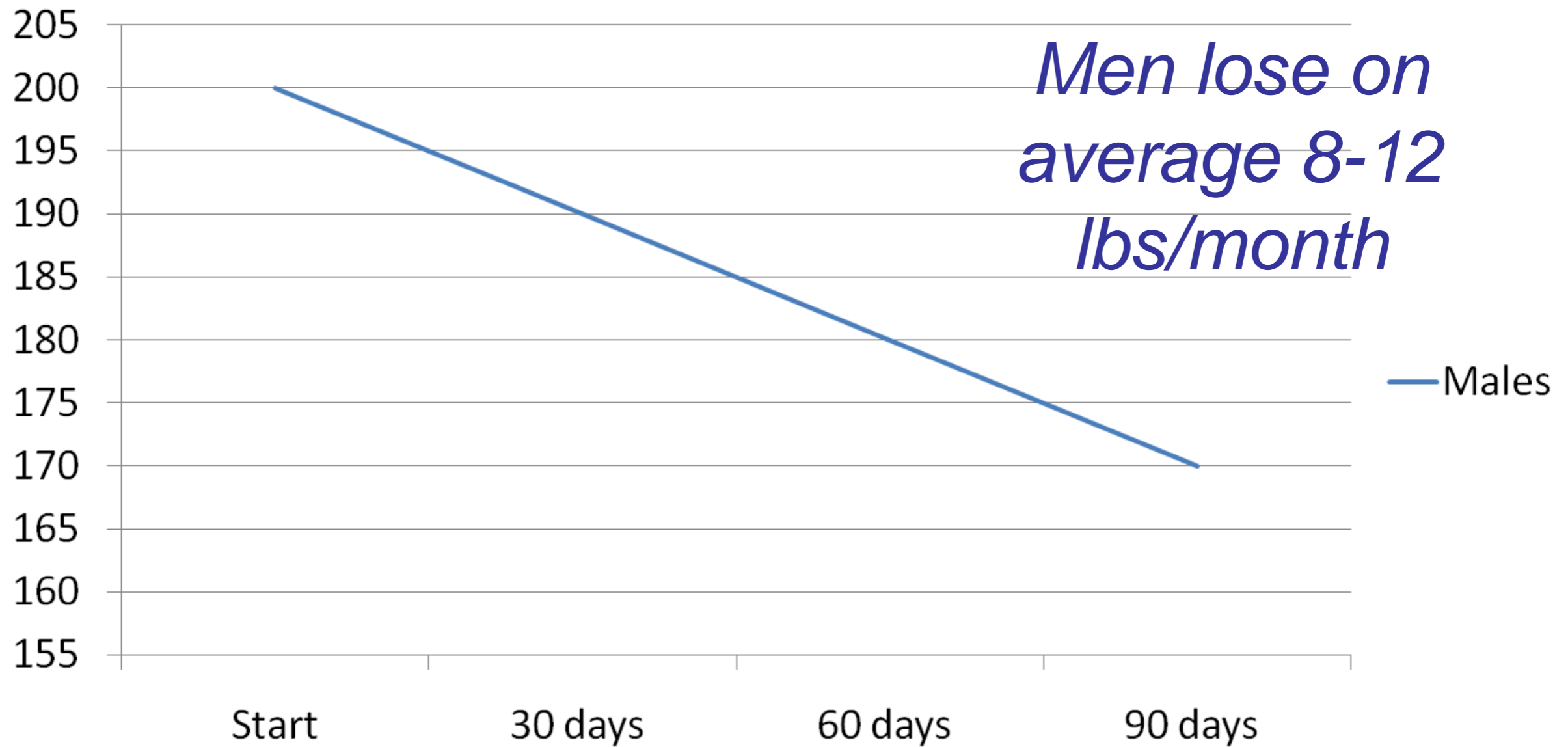
Over 700 patients reviewed

Doctors noted an average **weight loss:**

- Male 16-24 lbs (8-12 lbs per month)
- Female 8-12 lbs (4-6 lbs per month)
- Weight loss was continuous and sustainable after initial 8 week period

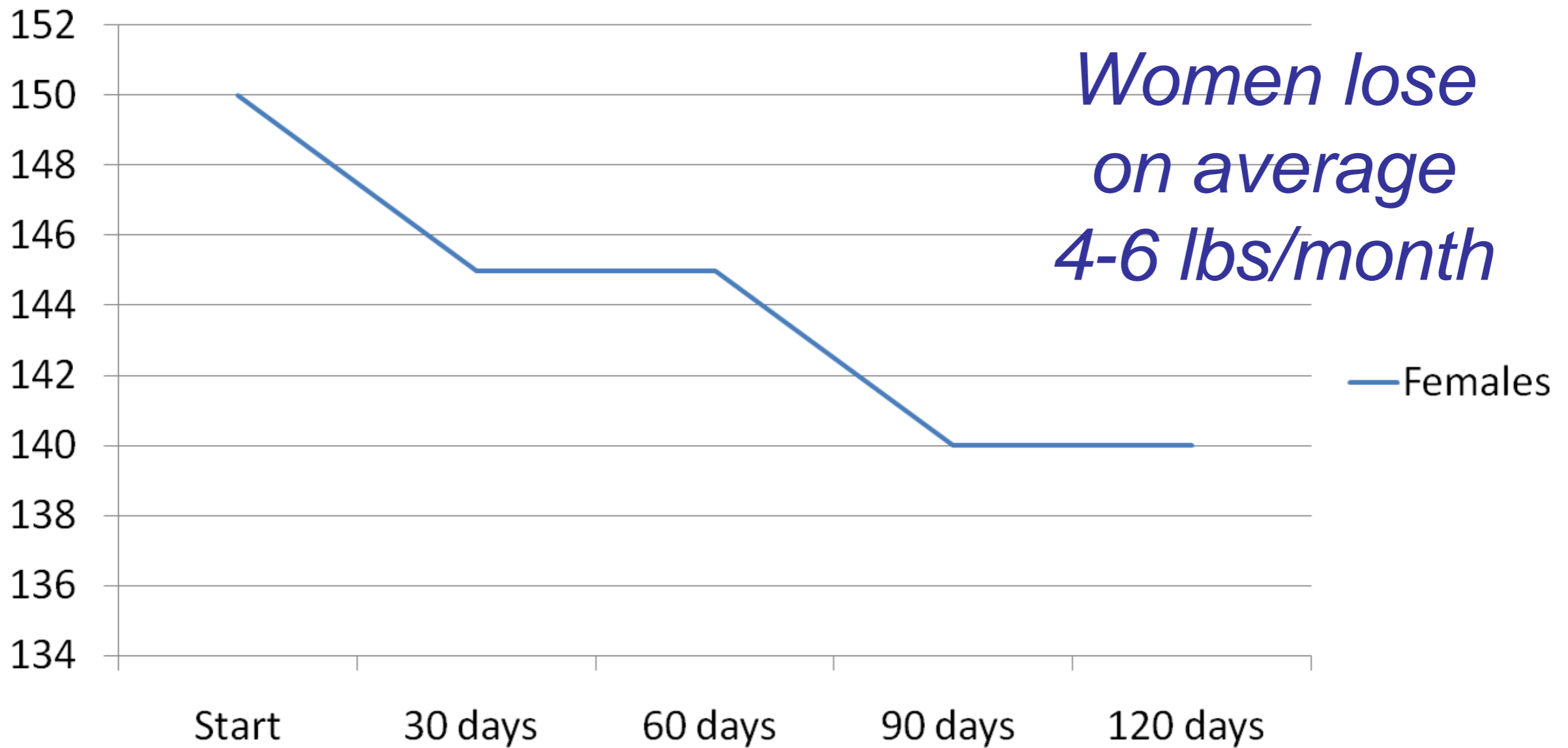
Male Weight Loss Pattern

Males



Female Weight Loss Pattern

Females



Case Studies using CONTROL-IT

Over 700 patients reviewed

Doctor noted the following:

Cholesterol:

- 10-50 point reduction in total cholesterol
- Noticed a consistent reduction of LDL and triglycerides levels
- Noticed a consistent increase of HDL levels
- Many patients were able to discontinue medication

Case Studies using CONTROL-IT

Over 700 patients reviewed

Doctor Noted the following:

Blood pressure:

- 5-20 point reduction of systolic blood pressure
- 5-10 point reduction of diastolic blood pressure
- Many patients were able to discontinue medication

Six Keys to Weight Loss

- It is not *how much* you eat, but *what* you eat that really matters.
- You need to *eat fat to lose fat*.
- Eat for fuel not for pleasure.
- Your caloric intake should follow the *path of the sun*.
- Strive for consistency, not perfection.
- Practice the 80/20.

Success Stories



Started Jan 2007 - 360 lbs



By Nov 2007 - 230 Lbs

Success Stories



Couple lost a combined total of
over 30 lbs in 2 months

So what's stopping you?