

Protocol Overview

Weight Loss Phase: Phase 1

Objective: The Weight Loss Phase was designed to maximize fat loss through nutritional ketosis, a safe and natural metabolic state in which the body's primary fuel source is coming from ketone bodies – energy molecules produced by “burning fat”.

On the Ideal Protein protocol, nutritional ketosis is achieved by restricting carbohydrates (sugar) and calories (to between 850 – 1100 calories/day) thereby compelling the body to transition to fat (fatty acids) as an alternative energy source, which provides ample energy to meet the body's daily needs.

Throughout the Weight Loss Phase, lean body mass (muscle) is preserved through the intake of our protein-based partial meal replacements, which contain protein of high biological value. Depending on one's starting weight, clients can expect

to consume between 3-5 partial meal replacements daily, in addition to 4-6 ounces of a whole protein source, such as beef, chicken or fish. Essential daily nutrients such as fiber, water and micronutrition are provided through the intake of low-glycemic vegetables (4 cups per day), micronutrient replacements (MVI, Potassium, Omega-3 Plus, Cal-Mag) and 64 ounces of water.

Typical results vary up to 6 to 8 pounds lost during the first two weeks and up to 2 pounds per week thereafter when the Ideal Protein Weight Loss Protocol is followed properly. Clients remain in the Weight Loss Phase until they reach their weight loss goal or objective.

Stabilization Phase: Phase 2

Objective: The Stabilization Phase was designed to help defend the body's “new” weight against its former weight, or “weight set point.”

Following weight loss, the body fights to regain lost weight by increasing hunger and appetite, reducing satiety (period of feeling “satisfied” between meals), and lowering energy expenditure. This creates what is known as an “energy gap” – a state in which more calories are desired than required. This can make weight loss difficult to manage and maintain. The objective of Stabilization is to narrow this “energy gap” through research-based nutritional interventions that effectively manage hunger, promote greater satiety and maintain weight loss.

During week 1, clients segue into Stabilization through what is called a “Step-down” week. During this step-down week, calories are increased by removing 1 Ideal Protein partial meal replacement and replacing it with 4-6 ounces of lunch protein as well as 4 cups of vegetables. Clients are required to record their intake during this week in an accompanying food record, which will be used as a “template” from which clients can construct meal examples during their Stabilization onboarding, which occurs on week 2 of Stabilization.

During this 45-minute onboarding appointment, coaches determine the client's daily macro targets through a tool on the platform. Using the step-down food record as a template, clients

can easily incorporate these macro targets of protein, added fats and carbohydrates into their existing food record, creating sample menus for the week ahead.

The reintroduction of carbohydrates is a crucial part of Stabilization, and is achieved through a foundation of unlimited low-glycemic vegetables and a slow and measured increase in net carbohydrates, beginning at 40 net carbs (75 for clients doing the alternative protocol) and increasing weekly by 5 net carbs as tolerated per hunger and satiety ratings (recorded in the journal) as well as weight trends, or until 75 net carbs is reached (115 net carbs for alternative protocol).

Once a client's hunger is managed and weight remains stable, which may occur through various weekly “tweaks” in macronutrients (per coaching algorithms), the client can segue into Maintenance. Clients are recommended to remain in Stabilization until weight loss and hunger are stabilized.

The current recommendations of duration in this Phase are as follows:

- For weight loss < 20 pounds, minimum of 2 weeks in Stabilization
- For weight loss 20 - 49 pounds, minimum of 4 weeks in Stabilization
- For weight loss 50 - 80 pounds, minimum of 6 weeks in Stabilization
- For weight loss over 80 pounds, minimum of 8 weeks in Stabilization

Maintenance Phase: Phase 3

Objective: Once weight loss and hunger are stabilized and manageable, clients enter our 12-month, 17-visit Weight Maintenance Phase. During this Phase, net carbs will continue to be increased (past 75 net carbs) based on activity level. During the Maintenance Phase, clients will still receive 1:1

coaching support and guidance as they navigate the “real food” environment. In addition to ongoing education and support, both in-person as well as through our app, clients will be encouraged to complete 2 tune-ups per year to effectively maintain weight loss.