

# THE BIG SECRET!



## What You Should Know About Weight-Management

When consumers choose a **program** to help them lose weight (there are hundreds of options) there are **two red flags** that help them with the decision-making process. Just these two red flags should **weed out more than 90%** of the available commercial weight-loss programs and schemes. In assessing a program, just ask these two questions and you'll discover why the **Fitness Protocol** is the **ONLY** real answer to long-term, credible weight-management.



### Red Flag #1:

#### What is the measurement for progress?

If the measurement used to gauge progress is **"pounds-on-scale"** or **"BMI"** (body mass index) or anything other than **"body-composition"** (lean mass vs. body-fat), then, run away from this program right away. It is based on a **faulty measurement gauge**.



Just this red flag alone would **eliminate** almost all **commercial weight-loss programs** including the biggest name in the business you see on T.V., in magazines, radio, internet and almost everywhere.



### Red Flag #2:

#### Are you required to purchase pre-packaged food?



This is where you must consider the **true nature** and **focus** of a weight-loss company or program that **requires** you to purchase their **pre-packaged foods**. Let's face it. Are they interested in **your health** or more interested in **selling you their foods**? After all, most healthy foods can be purchased at your local grocery store... **for much less!**

Most commercial weight-loss companies are primarily engaged in the pre-packaged food business. Actual weight-loss "programming" and "education" is just a **give-a-way** in order to get you signed signed-up for a **FOOD PURCHASE program**. You'll notice that at the end of every ad: **"Price does not include food."**

# ASK US!