

DR. SHARI LIEBERMAN

Transitions.

lifestyle system

Ph.D, CNS, FACN
Faculty Member of the School of
Nutrition, University of Bridgeport
Clinical Nutritionist – Private Practice
Author of:
The Real Vitamin and Mineral Book
Get off the Menopause Roller Coaster
Dare to Lose



THE TRANSITIONS™ LIFESTYLE SYSTEM – No Excuses, Just Results!

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- How many times have you tried to lose weight and failed?
- Dr. Shari Lieberman wants you to know that you did not fail; your diet failed you.
- In order to end the cycle of yo-yo dieting and unhealthy eating, Market America has partnered with Dr. Lieberman to bring you Transitions, a total-lifestyle-system approach to health and weight management.
- Nothing else on the market today offers the complete system that can help you finally achieve your goals for long-term success.



Transitions is not a diet; it is a plan for health and life!

THE “5” FAT FACTORS

- There are **5 fat factors** that cause people to become metabolically challenged and make it difficult for them to lose weight.
 1. Yo-Yo dieting - Losing and gaining significant amounts of weight again and again.
 2. Crash dieting - Going on a drastically low-calorie diet.
 3. Sedentary lifestyle - Getting too little exercise.
 4. Garbage in - Overeating the wrong kinds of foods with too much sugar, fat, and synthetic chemicals, and too few nutrients
 5. Chronic stress - Being on constant alert from physical and emotional pressures.



HOW DIETING AFFECTS METABOLISM

- When you go on a diet, your brain misreads the lack of food as a life threatening time of famine and slows the rate at which your body burns fuel for energy
- When you crash diet or cut calories drastically to lose weight, you are temporarily slowing down your metabolism
- When we eat less food than we need to maintain our weight, our brain thinks that we are starving and that we are going to die. Our brain does not know that we have a refrigerator and cabinets full of food. It thinks that we do not know where our next meal is coming from.
- Our brain goes on red alert. It sends a message to our thyroid to slow down metabolism and conserve energy until the food is plentiful again.

HERE IS WHERE YOUR BODY BEGINS TO STORE FAT!

DIETS AREN'T THE SOLUTION- They Are Part Of The Problem

- Most diets do not teach you how to eat for life
- Diets are meant to be followed for a period of time, and then you go back to your normal way of eating which makes it easy to revert back to old eating habits. This is where you begin to gain back body fat.
- People often get bored on diets and begin to cheat “just a little” and then soon they abandon the diet
- Diets do not address your metabolism problems - they make metabolism even worse through the starvation response and muscle protein loss rather than fat. They do not correct hormonal imbalance or carbohydrate sensitivity.
- Diets are usually deficient in important vitamins and minerals

LETS TAKE A LOOK AT THE MOST POPULAR DIETS TODAY....

TREND DIETS – What the Research Shows

- 160 overweight and obese adults followed either Atkins, Zone, Weight Watchers (calorie restriction) or Ornish diet for one year.
- Several studies have compared popular diets and found that the average weight loss in one year is only around 10 pounds!
- Dropout rates for dieting are very high and range from 35-47%
- Most diets are calorie-restricted and induce muscle rather than fat loss
- Weight loss is mostly muscle
- Weight is gained back as fat



TREND DIETS – Calorie Restriction

- Slows metabolism 10-15%!
- Increases hunger and appetite
- Cannot be followed long term
- Weight is lost mostly as muscle
- Weight is gained back as fat
- You get “fatter” as you lose and gain each time
- Calorie restriction promotes a decline in energy expenditure (slows metabolism)



TREND DIETS – Meal Replacements

- More severe than calorie restriction
- 95% gain back weight within 1 yr, 97% within 2 years with meal replacements
- Unsuccessful quick fix
- Weight is lost mostly as muscle
- Weight is gained back as body fat
- Cannot be followed long term
- Leave you feeling tired, deprived, and weak
- Even though they are vitamin fortified they are not nutritionally balanced

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TREND DIETS – Low Carbohydrate

- Low carbohydrate - unnecessary restriction of fiber-rich foods and very high in fat
- 20-30 grams of carbs/day is the general restriction
- Government recommends 25 grams of fiber/day! That's 25 grams of good carbs!
- Difficult to follow long term
- May result in fatigue
- Weight loss mostly as muscle and water

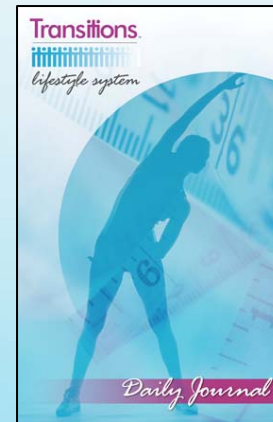


TRANSITIONS™ LIFESTYLE SYSTEM

– 3 Step Approach

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1. **Healthy Eating Habits**
2. **Behaviour Modification**
 - ✓ Transitions Journal
 - ✓ Dietary Supplementation
 - ✓ Support DVD
3. **Change Body Composition (Exercise)**



TRANSITIONS™ LIFESTYLE SYSTEM

STEP #1 - Healthy Eating Habits

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- This program teaches you how to eat for life
- This is not a diet this is a way of eating that helps utilise metabolism and allows you to lose weight naturally
- You will be eating foods that provide the optimum ratio of healthy carbs, proteins and fats
- Addresses the problems of carbohydrate sensitivity and fat storage
- With this Lifestyle System you will not go hungry, feel deprived, or quit from lack of variety (boredom)
- Emphasis on adopting a diet made up of low-glycaemic foods



TRANSITIONS™ LIFESTYLE SYSTEM - **Transitions.** ***Healthy Eating Habits***



The Glycaemic Index (GI)

- Glycaemic Index (GI) measures the impact of carbs on blood sugar levels using a 1-100 scoring scale (1 is equivalent to low GI with 100 representing high GI levels)
- High GI foods quickly raise blood sugar levels and insulin production
 - ✓ High GI foods throw your metabolic switch into fat storage mode
- Low GI foods promote weight loss while preserving lean muscle mass and increasing metabolic rate
 - ✓ Low GI foods give your body a steady stream of energy
 - ✓ Enables your body to utilise all the nutrients in consumed foods
- **Addresses body composition resulting in fat loss!**

LOW vs. HIGH GI FOODS

Low GI Foods:



High GI Foods:



LOW GI WORKS BEST

- Best impact on blood sugar levels
 - ✓ Decreases hunger, increases satiety
- Less restrictive and variety of healthy food choices
- Can be followed for life
- Fiber rich foods:
 - ✓ Vegetables
 - ✓ Fruits
 - ✓ Lentils
 - ✓ Whole unprocessed grains and more
- Preserves lean muscle
 - ✓ More permanent weight loss
- Addresses body composition through fat loss

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STEP 2 - Behaviour Modification

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- Daily Journal
- Dietary Supplementation
- Support DVD
- Exercise suggestions



THE TRANSITIONS[™] LIFESTYLE SYSTEM – Behaviour Modification

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Daily Journal: The Core of the Transitions[™] Lifestyle System

- Imagine having a steady support system 24 hours a day, seven days a week for 30 days at a time.
- Explains the Transitions Lifestyle System, Low GI, Menu Options, Low GI Food List, Daily Affirmations, Progress Logs, Supplement Reminders, Stress Reduction Activities, and Relaxation/Exercise suggestions
- Going through the journal is like meeting with Dr. Lieberman each day and letting her guide you through the system.



THE TRANSITIONS™ LIFESTYLE SYSTEM – Behaviour Modification

Support DVD: Transitions™ Lifestyle System

- DVD is 20-30 minutes in length
- Powerful behaviour modification support tool for weekly meetings or for personal support.
- Lively and entertaining – as though Dr. Shari is in your living room with live participants.
- Covers topics such as: “Why Can’t I Lose Weight?”, “Getting Healthy Mind & Body” and more.

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THE TRANSITIONS™ LIFESTYLE SYSTEM – Behaviour Modification

Transitions™ Dietary Supplementation

- Transitions nutritional support supplements help accelerate your weight management goals
- **2 Dietary Supplements:**
 - Glycaemic Support (GS)
 - Energy & Uptake Support (EUS)



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GLYCAEMIC SUPPORT (GS)

- Helps to maintain healthy blood sugar levels
- Assists in avoiding the “crash and burn syndrome”
- Helps to reduce sweet and carbohydrate cravings
- Aids in the production of energy
- **Easy to Use:**
 - Take 1 capsule twice daily with food or as professionally directed.

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ENERGY & UPTAKE SUPPORT (EUS)

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- Helps to maintain healthy energy intake
- Helps maintain satiety
- Reduces fat biosynthesis and assists in reducing weight
- Assists in reducing weight regain with healthy diet and exercise.
- **Easy to Use:**
 - Take 1 tablet three times daily with food or as professionally directed.

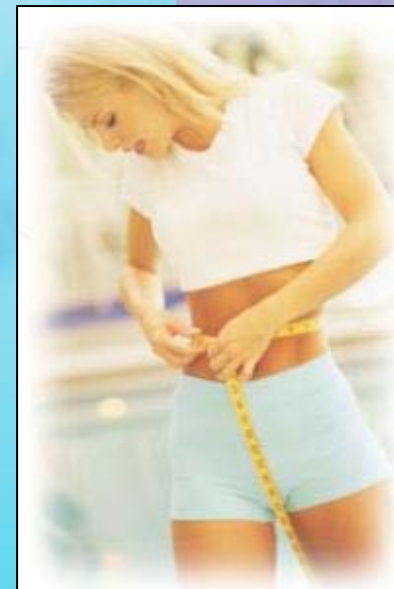


THE TRANSITIONS™ LIFESTYLE SYSTEM

STEP 3 - Change Body Composition

- This program will show you how to create your own exercise program to boost your metabolism
- Your body will develop more lean muscle mass enabling you to burn more fat – **muscle dictates metabolism!**
- Through exercise, you help decrease your body fat
- With exercise your body will be in fat-burning mode

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THE TRANSITIONS[™] LIFESTYLE SYSTEM – Change Body Composition

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Exercise and Metabolism

- Exercise builds muscle, and lack of exercise (sedentary lifestyle) builds fat
- Exercise burns up calories, and sitting around causes calories to accumulate as fat
- Our jobs and our leisure activities have become more sedentary. We go from car to office to car to couch to computer - our body fat inches up and our muscle mass disintegrates



THE TRANSITIONS[™] LIFESTYLE SYSTEM – Change Body Composition

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Burning fat the correct way

- If you want to burn body fat, boost metabolism, change body composition, and improve the way your body handles carbohydrates, you must be physically active
- More specifically, you must do some form of an aerobic activity for at least 30 minutes to an hour at least three times per week and also do some form of resistance training such as lifting weights two to three times per week
- Even if you are physically challenged in some way, or have never exercised a day in your life, working out needs to be a part of your life



1. *The following testimonials are only examples of the results which are possible from following the Transitions[™] Lifestyle System. The average person may not experience the results shown in these testimonials.*
2. *The Transitions[™] Lifestyle System includes a combination of healthy eating habits utilising low glycaemic foods, exercise, and proper nutritional supplementation to achieve optimal results.*
3. *Some testimonials are Distributors of Market America and Transitions products.*

Success Stories

Jeff Latinville

Transitions[™]
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BEFORE



AFTER

Total weight loss of 9 Kilos

In only 3 weeks!!

" I have had such amazing results through this diet ... I've lost over 9 kilos in less than a month ... "

Success Stories

Lawuan Davis

Transitions™

lifestyle system



BEFORE



AFTER

Total weight loss of 4.5 Kilos

In only 6 weeks!!

" These products in combination with one another have given me unbelievable results." ... I have lost weight and created muscle!"

Success Stories

Marda Arkebauer

Transitions_™

lifestyle system



BEFORE



AFTER

Total weight loss of 23 Kilos

In only 4 months!!

"... people began to say, [Is that really you?] It made me feel so good all over and it's a real inspiration to keep going."

Success Stories

Anne Bast

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BEFORE



AFTER

Total weight loss of **27 Kilos**

In only **6 months!!**

"...what a surprise and joy it was to win first place for the District 2004 Transitions Weight Loss Challenge. Transitions has helped me in so many ways."

Success Stories

Shelly Helm

Transitions
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BEFORE



AFTER

Total weightloss of 22 Kilos

In only 6 months!!

"... I would never be able to find the right words to express the immense joy and happiness I feel ... HUGE thank you for developing this product line!"

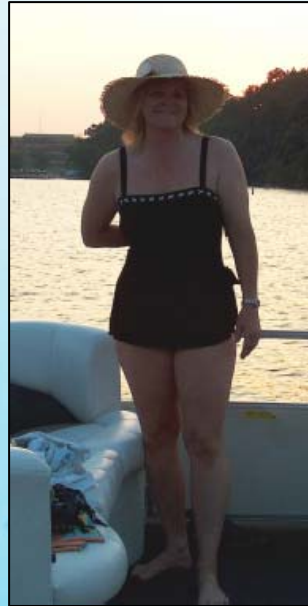
Success Stories

Melissa Girtman

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BEFORE



AFTER

Total weight loss of **30 Kilos**

In only **4 months!!**

"These products do much more than help you lose weight, they change people's lives!! ... if they work for someone like me, they will work for ANYONE!!"

THE TRANSITIONS[™] LIFESTYLE SYSTEM

Forget
the diet... Live
the lifestyle!

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- Follow a low GI lifestyle
- Use dietary supplements to support carb utilisation and metabolism
- Utilise the Transition support tools to ensure success
- Use exercise to improve body composition and naturally increase metabolism

LET'S GET STARTED!



THE TRANSITIONS™ LIFESTYLE SYSTEM – No Excuses, Just Results!

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The Transitions™ Lifestyle System is the most important system that you will ever be involved in. It's truly about taking charge of your health and well-being. Getting slim and fit is the icing on the cake! In my partnership with Market America, we will continue to bring you the very best products that fit right into the system, including more food items, supplements, CDs, DVDs, a fabulous Web site and other educational materials to empower you to get others on the system.

Yours in Health,
Dr. Shari Lieberman

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