

Why Should Athletes and Trainers Choose Isagenix? Interview with Jason Courie, A.C.E. Certified Trainer, 04 August, 2005

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36 Minute Interview of Jason Courie Summary / Notes - Transcription by Elisabeth Andersen

Jason Courie - Senior Trainer - certified in so many different areas - was a competitive body builder - 1990 Gold's Classic Body Building Champ - has helped several Body Builders place within top 3 in National Competitions. MOTTO: train hard but have fun.

Tell us, how did you get started with the Isagenix?

Trainers are probably the number one most skeptical persons that you could approach about Isagenix because we have been taught for decades that losing weight this fast is absolutely unsafe. Probably any other person other than Peter Greenwall could not have gotten me to even try the system.

But because of his enthusiasm I had to give it a try. I said to myself that anyone who was that excited, there had to be something to it. Really, I was on a mission to prove him wrong. I said I am going to prove to you that this is impossible. So I put two of my clients on the system, and I did it with them, and both of my clients in the 9 days lost nearly 15 pounds!

I was really just amazed at what it did for me. My picture was posted on WeightLossHallOfFame.net - that photo was specifically done after I had trained with Isagenix for 4 weeks, just to see and prove to my clients what can be done with Isagenix. So that photo was done after 4 weeks on Isagenix. My body fat percentage went from 10 1/2% to about 8 1/2%; I went from a 36 inch waist down to a 34 inch waist and lost almost 12 pounds - and this was in about a 4 week period! After that time I was pretty convinced that this was absolutely amazing.

Even more than the weight loss, hypertension runs in my family - heart disease runs in my family - every male in my family has died from heart disease - and I have had hypertension since I was a teenager. A couple of years ago, it got so bad to where I really had to watch my exercising and what I eat - my only other option was to start taking medication to live, and that was the last thing that I wanted to do!

So, I went in and got a thorough physical before I started the program, and my blood pressure was 158 over 106 before I started. After that 4 week period, it dropped down to 118 over 83, and it has been leveled out ever since! I knew this was doing something on the inside, but it was absolutely amazing.

You lost the 12 pounds, but did you maintain your lean muscle mass? Did you gain lean muscle?

One of the biggest things that body builders - or anybody - is faced with when you are trying to lean up is that you are usually going to lose some lean mass. You have to double up on your exercise and have to cut way back on your calories. These guys are getting down to 5% or 6% body fat to compete. I was not at that level, but I was pretty lean, and so I assumed that I was going to lose lean muscle mass. But I actually gained lean muscle mass on the program and that was absolutely amazing. I mean, I have never seen a system where you can gain lean muscle mass and lean up to that extent - not any where - that is just impossible - until now. I have never seen anything like that.

Is this why you started using Isagenix with your clients?

Absolutely! I knew if it would do this for me, it would work wonders with my clients. I have worked with kids that were over 300 pounds where they were not old enough to get a drivers license, to 7 year old kids, to 70 year old adults, and with people who had that last 10 or 15 pounds to lose and just could not get it off, no matter how much cardio they did, no matter how strict they would stay on their diets. I trained people for five or six years and they would hit a plateau and could not lose any more weight. I was baffled. I wanted to know why this was - why can't you lose this unless you cut way back on your calories and then you lose muscle mass, and you don't want to do that. Until I was introduced to this system, I haven't seen any other way - and I talk to athletes and trainers all over Atlanta, Georgia - and all over the country, as far as that goes. There hasn't been a system where you can lose that kind of weight and actually gain lean muscle mass until Isagenix.

What makes Isagenix different from some of these fad diets that are out there, or other weight loss programs on the market?

Well there are three key things that I see that separate Isagenix from other diets that are out there.

1) You are addressing the issue of Cleansing. As we know, when toxins enter the body, then fat is produced to enrobe the toxins. And unless you address the issue of Cleansing, your body will release a certain amount of fat, but then it will get to a certain point where it will say:

"Whoa - we are not releasing any more fat because there are still toxins there and we still need to protect the organs."

None of these other diets address the issue of Cleansing. So you have two options - cut back on your calories and lose lean body mass along with the fat, or you are not going to get the fat loss you are looking for.

A lot of these diets tell you to eat fat and take out the carbohydrates. When you eat fat, every fat gram is 9 calories. A carbohydrate gram or protein gram is 4 calories. So fat takes more than twice the amount of work to burn off. So it is kind of ironic that some of these programs are telling you to eat fat which contains things that clog up the arteries and things that will actually invite more health conditions - and that is what some of these programs are telling people to do And on top of that, you have no energy level to work out. You are taking away the thing that produces glycogen - which is stored energy - so you

have the energy to work out...You are putting fat into your body which is what you are trying to take off in the first place, and you are taking away the carbohydrates which contain a lot of nutrients that we need, and the things that are there that we use as fuel to burn off in our work out. A lot of these programs don't make any sense.

2) The second thing that I see is absorption. None of these other programs address the issue of absorption. We can put all the nutrients in the world into our bodies and if they are not being absorbed, they are being no good to us. It would be like going to the gas station and filling up our glove box with gas. Well, you are putting gas in the car, but if it is not in the gas tank, the car is not going to run - it is not doing us any good. So if we are putting nutrients into our body but if they are not being absorbed, they are not going to the organs and are not going where we need them to go, then they are not doing our bodies any good. Therefore, they are either going to be stored as body fat or flushed out of the body and not used....

3) Atkins Diet - high protein & fat - low carb - fad diets that you see out there are not complete - you are not going to see the results that you see with the Isagenix. And also the reason for this - that is why you see the "yo-yo" effect - they start to exercise, they start to cut back on the calories, and they start to shed the body fat. Then their body says:" Wait a minute! We still have all these toxins in the body." So then the body starts producing more body fat to enrobe the toxins. That is why you have this "yo-yo" effect. Unless you address the issue of Cleansing, you are never going to get that weight off.

How does Isagenix enhance athletic performance?

(1) A number of athletes in a number of sports...**want to be bigger and stronger** - and this definitely promotes that, and it is the good kind of big - gaining lean mass. And the reason you can gain more lean mass is because of the enzyme delivery system and the high quality whey protein. When you are an athlete, and even a body builder, trying to put on lean mass, you can do it so much faster with this system, because of the high quality whey protein and the enzyme delivery system.

Also any athletes that need **focus** such as golf. I can attest to this because I have shot some of my best rounds while drinking **Want More Energy** while playing golf. My focus was better. Any sport where people need focus, this system is incredible. I have shot some of my lowest rounds while on the products. I know that having good focus makes a huge difference.

Also **energy and endurance**. Anybody who hikes, bikes, swimmers, cyclists, people that do triathlons - they need energy and endurance. If you are not putting in the proper combination of simple carbs and complex carbs in your body, you are going to crash and burn - you are not going to be able to get through your work outs. Therefore it is going to be hard for someone who is trying to train 4, 5, 6 hours to do a good complete thorough work out. And with the **Ionix Supreme**, the **Want More Energy** and some of the other nutrients, this is incredible for energy and endurance. It also helps with recuperation, so people can work out longer and harder and recuperate faster. So there are a number of benefits for athletes that no other nutrients or systems provide.

Example: Joseph - in his 60's - just ran his 52nd or 53rd marathon - goal is to run 100 - having run that many marathons in the past, has had quite a bit of experience with training, and running preparing for marathons. He found Isagenix - he was doing the Antioxidants like there was no tomorrow. He was doing the Ionix. He was doing the IsaLean with the IsaPro. He was drinking the Want More Energy before, during and after his work outs and runs. There was one that he ran in San Francisco, and I just have to tell you this -- Joseph ran the same marathon a year ago. And when he ran it this year, he actually shaved an hour and 20 minutes off his time. He called and was absolutely beside himself - he said he just could not even believe it. He has been in the fitness arena a long time -- everybody is looking for that magic miracle stuff to enhance your performance - the bottom line is he knew what it was! But he said that had it not happened to him, there is no way he would have believed it. I am not surprised. I have seen some pretty amazing things. I have clients that I have trained for 10 or 12 years, that we

couldn't get past the "sticking point", or I would get them on the exercise bike and after 12 minutes were absolutely exhausted. We got them on the program and they are now doing 35 or 45 minutes of exercise that they could not do before. I have seen it do some amazing things. Pro athletes and body builders have a tremendous competitive edge when using this system.

As a former competitive body builder, and now training some body builders for competition, how does this help them?

Well there are two key things that body builders try to do when they are preparing for competition:

- 1) Gain as much lean mass as possible
- 2) lean up as fast as possible.

When they get into the phase where they start to lean up, most body builders lose a tremendous amount of lean muscle mass trying to get to that 5% or 6% body fat so they can compete. Many of the body builders I have worked with using this system (Isagenix program) I have seen maintain or even gain lean mass because of the enzyme delivery system and the fast recuperation with this program. That is why they have such a tremendous edge. If you are working out twice as long and taking in half the calories, you need a system like this so that you can maintain your muscle mass. And Isagenix does it better than anything else out there.

Isagenix Whey Protein

I once heard Dr. Jay Williams talk about our whey protein. You can find other whey proteins out there, but the difference in ours is like a glass of pure clear water compared to a glass of water clouded with a handful of dirt added. We have the best of the best when it comes to the shakes.

Just because it says "whey protein" , if it is not organic, it still has those toxins in it, which of course we know toxins make the body produce more body fat. So even though you are taking a whey protein that says "fat free" on it, because of the hormones in that whey protein when it enters the system is going to cause your body to put on more body fat. That is why this organic whey protein with the enzyme delivery system, is so superior.

Another advantage for the body builders is that they can lean up much faster, without having to cut back on their calories and lose muscle mass - they can do it by Cleansing and maintain their muscle mass. They are going to have a huge advantage over their competitors who have had to starve themselves and lose muscle mass to lean up.

What has Isagenix done for your clients?

Example -- My dad - a golfer - play with him 2 or 3 times a week. Saw his health declining - went from hitting ball 275 yards on the golf course to 220 yards - having back pains, had put 40 pounds on, had to get on 8 or 10 prescription medications for his cholesterol and blood pressure. Scared the life out of me because of our family history with heart disease. We actually had a couple of episodes where he had to go to the emergency room because his blood pressure got so high. After 3 weeks on the program, he lost 21 pounds, was able to get off about 80% of his medications, he is now more active than most 20 year olds I know.

Joint Problems & Inflammation -- I have also had clients with different joint problems and inflammation who got on the system and started to use the Ionix Supreme. After just a few days they have started to see the inflammation go down, the pain in their joints go down.

Kids Weighing Over 300 Pounds -- Probably the biggest thing I have seen has been with the kids I have worked with, some over 300 pounds and they feel like they have no hope. When you are that big, and you have that much weight to lose, especially when you are a child, you feel like there is no way

to get this weight off. At the rate of a pound or two a week which is the rate we would normally see with traditional diet and exercise - when you weigh 300 pounds and all you can lose is 1 to 2 pounds a week - that is going to take a long time to get down to your goal weight. When you can do a pound or two a day with Isagenix, then that brings a lot more hope to the table and that is probably the biggest thing that I have seen Isagenix do for my clients. These kids that we had no idea what to do with, were depressed, had lost hope, had food addictions, now they have hope and they have a chance to regain their life back. Especially with the low quality food in the schools, and the soda and candy machines, we now have a way to fight back.

Isagenix makes my job a lot easier! When I can produce the kind of results in 9 Days that would normally take us 9 weeks or longer to produce, I am happier, my clients are happier, it makes my job a whole lot easier.

Also helps with client retention. When a client is paying \$600, \$700 or \$800 dollars for personal training and working out, they are sore, taking their time, and not seeing the results they want to see, it is only a matter of time before you see that client drop off. If you can produce results for them in a very short time, more than likely you are going to keep them as a client a lot longer and on top of that you are going to see some referrals coming in from them, because 9 times out of 10 they are going to have friends and family and co-workers see them and ask what they are doing. You are either going to have a new Isagenix customer or a new personal training client.

Thank you, Jason!