

WHAT IS A HEALTHY BALANCED 40-30-30 DIET?

CONTENTS

- 1) Statement from Isagenix **SUPPORT CENTER: Balanced Diet**
- 2) Comments by Elisabeth Andersen
- 3) Research notes on 40-30-30 Meals by Ken Kliewer, M.S.,SLP

(1) WHAT IS A HEALTHY BALANCED DIET?

Taken from the ONLINE SECURED OFFICE **SUPPORT CENTER**, in the INDEX under **Balanced Diet**:

About 30% of all your calories should come from complex carbohydrates like wholegrain bread, unrefined rice or pasta, cereal, grain products, fruits, vegetables and beans. About 30% should come from high-density lipoprotein fats and 40% from proteins. It is advisable to sparingly use fats, salts, and sugars consuming 5-7 servings of fruits and vegetables, 3-4 servings of protein products and proteins, per day.

Isagenix is a balanced 30-30-40 nutritional program, a very healthy supplement to a healthy diet.

(2) COMMENTS

Check out the label on the IsaLean Shake, soups and bars.

You will see that they are 40 % protein, 30% complex carb (whole grains/seed/legumes) and 30% friendly fats (as in such things as flax and other non-hydrogenated and non-transfat vegetable oils.)

Eating a 40-30-30 meal for your one or two Healthy Meals of Your Choice per day is a key for losing weight using the Cleanse and the Shakes. It can make all the difference for some people in either having success or failure with the Isagenix programs. A 400 to 600 calorie meal that is NOT balanced 40-30-30 may actually slow down the calorie burning and fat burning process. (See research below.)

We have had the same experience as Ken, that eating 40-30-30 TOGETHER with any one of the Isagenix Programs makes ALL the difference for fast and lasting results! After all, Isagenix is a "cleanse and nourish the body lean" program.

Cleansing and two great nourishing Shakes a day are not enough to do the whole trick if the 3rd meal throws off the perfect 40-30-30 balance so that the body metabolism slows down again and stops burning fat until you get it back in balance with another Shake at the next meal. Or if you don't add a proper 40-30-30 Snack at 4 pm - you can't go from noon to 6 or 7 pm without some 40-30-30 nutrition and not slow down the metabolism. That is what is so terrific about the Isagenix Snack tabs! They are a balanced 40-30-30 snack! Try 1 to 3 at a time with a few dry roasted almonds – delicious, nutritious and balanced!

Jay Willimas talks about the 24-Hour Turn Around - you can also turn it around the WRONG DIRECTION by making meal choices outside of the 40-30-30 balance, or skipping that 4 pm 1/2 Slim Cake, 1/2 IsaLean Bar or 3 IsaLean Snack tabs and a few dry roasted almonds!

Borrow the books from your Library.

Order Jay Williams book, and Dr. Gray's book and CD on your Isagenix website.

Knowledge is Power!

RESEARCH ON 40-30-30 MEALS

by Ken Klierer, M.S.,SLP

Dear Elisabeth and Isagenix friends,

Several of our Isagenix clients have had minimal success on our Isagenix products. I made the hypothesis that when these clients ate their 400-600 calorie meal, they sabotaged their increased fat burn (and weight loss results) by eating a meal that was counterproductive to the fat burning process, even though it may well have been within the 400-600 calorie count.

With this in mind, I began researching the term 40-30-30, and came across a fascinating book entitled, "40-30-30 Fat Burning Nutrition by Joyce & Gene Daoust. The book focuses on the zone diet with over 100 personalized zone meals and recipes, copyrighted 1996. Library of Congress Catalog Card Number 96-61472, ISBN:1-56912-086-2. This book screamed, share this with everyone in the company because it has 40 (Protein)-30 (Carbohydrates)-30 (Fat) meal suggestions that keep your body burning stored fat 24 hours (and this is the heart of our Isalean shake formula).

If we share this book with our clients and they 'buy into this plan" we are going to see increased weight loss. How? Here's a quote from page 68 on the best of the Fat Burning Nutrition (which the Isagenix shake is built around) included in this book. " FBN or Fat Burning Nutrition has the best results with Fat Flushed Meals that are even more strictly structured than the regular FBN meals (mentioned earlier in the book) **for those who want to accelerate fat loss to near genetic maximum rates.** This accelerated plan follows the 40-30-30 Fat Burning Nutrition ratio and contains only low glycemic carbohydrate sources from fruits and vegetables (no starches or refined sugars) with quality protein and fat. By completely eliminating high-glycemic carbohydrates from your diet, the "FASTEST RESULTS CAN BE EXPECTED!" Other suggestions in the book are as follows:

1. For fastest weight loss avoid all starchy, high glycemic carbs at dinner and eat plenty of fruits and vegetables as your main source of carbs. p.89

2. To maximize the stimulation of the fat burning hormone glucagon, eat a bite or two of protein FIRST, BEFORE EATING ANY CARBS. p. 88

The authors have had 25 years experience with over 50,000 people and testify to the fact that the 40-30-30 system works. p.3

3. Stored fat is the body's **PREFERRED** source of energy...not carbs. When you use these balanced meals (as our Isagenix shakes are balanced to 40-30-30, I had to add that) and start burning stored fat for energy, not only will you have more energy and better concentration and mental focus, but you will look and feel great, **since you are finally losing the right kind of weight - FAT...NOT MUSCLE!** p.8

The book explains how their system works in the body, gives nutritional guides with menus for each meal, food and combinations of fresh food (which is the best) to make the 40-30-30 system work, and an appendix that includes meals on the road at fast food places, and frozen dinners, etc. It is a phenomenal book! p. 8

4. Another key to unlocking your fat is that a moderate amount of carbs, protein, and a little fat helps keep the blood sugar balanced. Fat in the diet, slows down the digestion and absorption of the carbs, and provide a steady ongoing supply of glucose which keeps the fat storage hormone-insulin, at a low level. Protein in a meal stimulates the release of the fat-burning hormone, glucagon, **and thereby maximizing your ability to burn stored body for energy!** On the other hand, if you eat a high carb meal it **stimulates** a biochemical response that forces your body to burn glucose (**bad**) RATHER THAN THE STORED FAT... AS ITS MAIN SOURCE OF FUEL. p. 11

5. Never skip eating your protein at breakfast or lunch...if you do YOUR BODY WILL STORE FAT INSTEAD OF BURNING IT! In another words, don't sabotage your results by eating incorrectly at any meal. p. 11

6. Diet Endocrinology- the study of how food affects hormonal responses. Food>Macronutrient ratio (Carbs, Protein, and Fat) takes one of two tracks:

Good track: 40-30-30 ration produces glucagon =s Maximizes fat burning = good eicosanoids and produces optimal health. Glucagon works the opposite way from insulin and is therefore considered the fat burning hormone!!! By eating protein in a meal, along with the right balance of carbs and fat..stabilizes the blood sugar concentrations and stimulate the release of glucagon. Glucagon is like a magic bullet for burning fat because it mobilizes the release of stored body fat from the adipose tissue directly into the bloodstream, allowing your muscle cells to burn fat (their preferred source of fuel) instead of blood sugar

for energy! Glucagon also stimulates 'good' eicosanoid production by your body. This causes your blood vessels to get larger or dilate (validation). When your blood vessels dilate, you have more oxygen available to burn fat. **With more oxygen available, you stay in aerobic metabolism longer...thereby maximizing your body's ability to burn fat.** p.27

Bad Track: Bad food combinations other than 40-30-30 produces insulin =s minimizes fat burning and produces bad eicosanoids which equals compromised (bad) health. p. 21 **Insulin is the fat storage hormone.**

6. High intensity aerobic exercise will stimulate the body to release **HGH or human growth hormone, the body's most powerful fat-burning hormone.** High intensity exercises will reduce insulin and increase glucagon (the fat mobilization hormone). The exercise will also lower body fat and increase lean muscle mass (the ideal). Remember, as you prepare to exercise (walking, jogging, aerobic) the hormonal response you create during periods of exertion is controlled by the ratio of carbs, protein, and fat in the last meal that you ate before your workout!!! (So, take a Isagenix shake with a perfect 40-30-30 blend 45-60 minutes before you start to work out for maximum benefit! p.29

I am glad to share this information and wish all of you success with your clients! Please feel free to e-mail me at kkliwer@usd483.net where I work as a Speech-Language Pathologist, if you have any questions or comments.

Sincerely, Ken Kliwer, M.S.,SLP

Good books that have helped me understand nutrition have come from Barry Sears **In the Zone**, Jay Williams-**The 24 Hour Turn Around**, and **Dr. Gray's** DVD on diet and nutrition.

Please recommend the book by Sears as a must read, and the great part is that it explains how the hormones react to food. It is slow reading and not exciting...but so necessary.