

Happy, Healthy, and Fit with ISAGENIX

by John Gray, Ph.D.

Author "Men Are From Mars, Women Are From Venus"

Many people begin weight loss programs because they want to look really good. And that's great, because you do start to look really good as your body gets healthier. But not everybody needs to lose weight just to look good. Being overweight is a condition of not being healthy. And when you are not healthy, it is very hard to be happy and it is very difficult to have the energy to create a productive and fulfilling life.

For most people who begin the Isagenix program, including myself, the primary motivation is to lose some pounds to fit into your clothes in an easy and fast way. The Isagenix program certainly provides that. But what people are not always aware of is how much more it does. In my opinion, the reason the Isagenix program is so effective in losing weight is that the nutrients in the products stimulate healthy brain function.

When the brain is producing plenty of endorphins, neurotransmitters and hormones, it is very easy for people to eat a healthier and more moderate diet. With the greater energy and motivation that comes from optimal brain function, people are also motivated to be more active in both their minds and their bodies. This increased excitement, enthusiasm, motivation and well-being is what helps people to lose weight very quickly.

But, it is so much more. When men begin taking in the nutrients they need for optimal brain chemistry, symptoms of increased dopamine immediately begin to occur. They have more interest in their home life, in their romantic partner, and in doing and enjoying the little things in life rather than only focusing on the big things or the most challenging things. Most men when faced with a huge challenge, will rise to the occasion and feel motivated, energized and focused.

The problem is, afterwards, they come down from their high and they go to their caves. And sometimes they don't come out. With the ideal nutrients, from regular use of the Isagenix products, men spend less time in their caves at home because they have more energy at home and feel a greater need for relationships.

One of the common experiences women have is feeling overwhelmed and stressed with too much to do and not enough time. This is a symptom of low serotonin levels in the brain. Serotonin is the neurotransmitter that generates the feeling of optimism, comfort and contentment. When Serotonin levels drop, women often feel depressed or experience nagging food cravings. This then leads to feeling dissatisfied after a meal and wanting more. This same feeling translates into relationships, feeling dissatisfied and wanting more. The secret in creating more in a relationship is to focus on giving to receive more. But if your experience is that you are not getting enough, then it becomes difficult to give. By raising Serotonin levels, women immediately have so much more to give.

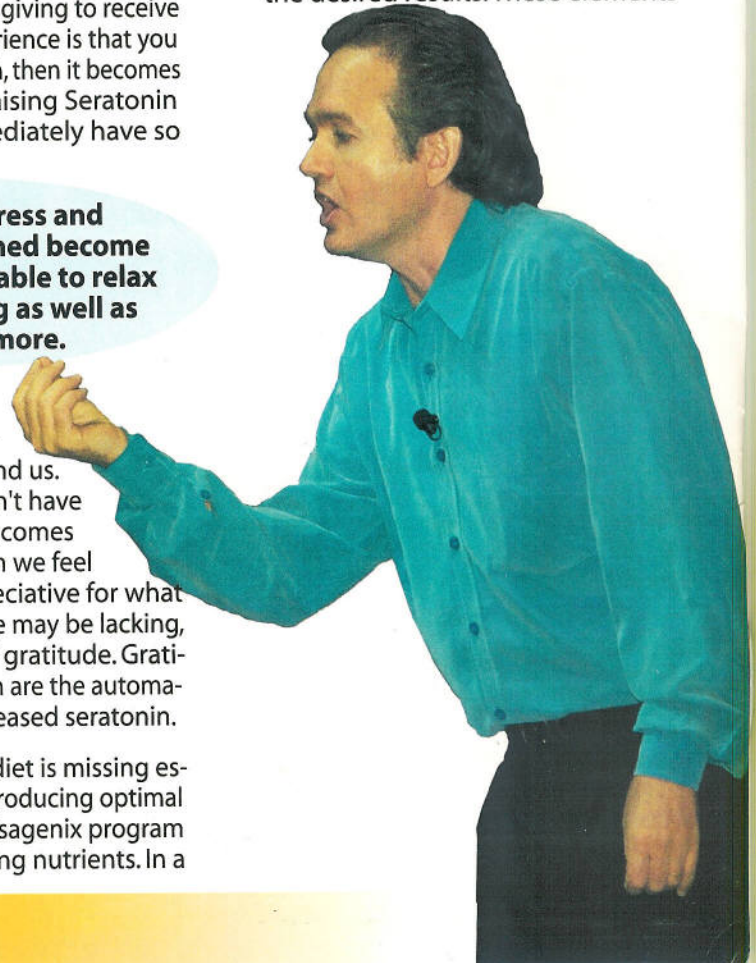
Feelings of stress and being overwhelmed become less and they are able to relax and enjoy giving as well as receiving more.

Our experience in life has so much to do with how we perceive the world around us. If we perceive we don't have enough, then that becomes our experience. When we feel optimistic and appreciative for what we have, although we may be lacking, our hearts are full of gratitude. Gratitude and appreciation are the automatic symptoms of increased serotonin.

The typical western diet is missing essential nutrients for producing optimal brain chemistry. The Isagenix program provides these missing nutrients. In a

simple way, we have the opportunity to assimilate these nutrients every day, which leads to optimal brain function. This then leads to better relationships through increased energy and focus, increased happiness and optimism, dynamic stress management, immediate weight management, and better communication. Ultimately what makes every area of our lives fulfilling is when we have meaningful relationships. But this is based upon optimal brain function, and Isagenix provides that opportunity every day. And, it is an everyday process.

Everyday your brain requires certain nutrients. The Isagenix program provides those nutrients. Although often described as the ultimate weight-loss program, it really is the ideal program for creating optimal brain function. It contains the missing elements in a synergistic form that will bring about the desired results. These elements



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include the ideal stacking of amino acids from milk whey. Tryptophan, which is the amino acid responsible for creating serotonin, is actually in the Isagenix Program. The amino acids in the IsaLean Shake are the prime ingredients required to produce healthy neurotransmitters like dopamine and serotonin.

Yet this isn't enough. These proteins need to be broken down efficiently. For that, enzymes are added to the shake. As we get older, our pancreas becomes less efficient at manufacturing enzymes to break down proteins. Sometimes the major source of depression in a person is simply lack of enzymes to digest proteins.

Additionally, seventy trace minerals are added to the IsaLean Shake to fully activate the enzymes as well.

The Isagenix program also provides Omega 3 oil supplements, which are particularly helpful to synthesize serotonin and dopamine. These essential fatty acids are a vital part of the process of converting amino acids in neurotransmitters.

In addition, vitamin B6 and B12

are important in this process of creating neurotransmitters. Vitamin C and many of the B vitamins are essential for this process to occur. These vitamins and others are available in the Isagenix Essentials. When taken together as a program, these different elements provide an incredible basis to create optimal brain chemistry, which leads to better relationships and long-lasting health.

It is always exciting for me to share my own personal transformation through using these products. I began using them regularly two years ago. Within two 9-day cycles, I lost over 20 pounds, mostly around my waist, which is where I was carrying a spare tire. As exciting as that was, what became more exciting to me were the extra benefits of optimal brain chemistry. I benefit everyday from the program, which is why I take these nutrients everyday.

Using the Isagenix program is what inspired me to write the book, The Mars and Venus Diet and Exercise Solution.

For the last 10 years, I have been researching amino acid supplementation and brain chemistry and its effect on relationships. With all that research, I still could not find the product that could deliver the solution. It is of no use to tell people how to create optimal brain function, if you don't have the vehicle to do that for them. Isagenix is that vehicle. I speak about the benefits of Isagenix often, and as people get on the program they let me know of their exciting results. For me, the most gratifying stories are from parents of children telling me that teachers are calling home asking what has happened to their child after just two or three days of being on the Isagenix products. The children can now listen and cooperate. It's amazing not only with children but with men as well.

Women feel greater happiness, and greater appreciation of what they have in their lives. Mostly though, I hear women talking about how wonderful the change is in their husbands. This certainly reveals that it affects men in a positive way in the relationship. But to me, it also says, the woman's attitude has changed as well. Often when we feel better, we think that the world is a better place.

As a counselor for over 30 years, it is incredibly satisfying to provide people with the nutrition their body requires to sustain the psychological transformation they gain through therapy or self help seminars. So many times I've assisted people in making positive changes in how they perceive their lives. However, because they didn't have the nutrients to support that kind of optimal brain functioning, those results would go away. Caring for our minds and hearts is very important. But in order to do this, we must first care for our bodies. Ultimately, when it comes to loving, we must first love ourselves. There is no greater way to love ourselves than to nourish our bodies everyday with the nutrients we need.

John Gray, Ph.D. is the best-selling relationship author of all time. His phenomenal best-selling book Men Are from Mars, Women Are from Venus (Harper Collins 1992) has sold more than 15 million copies and is a best-seller in 40 different languages throughout the world.

Dr. Gray is a Certified Family Therapist, Consulting Editor of the Family Journal, a member of the Distinguished Advisory Board of the International Association of Marriage and Family Counselors, and a member of the American Counseling Association. He's been interviewed on "The Oprah Winfrey Show," "Good Morning America," CNBC, and CNN, as well as countless local television and radio programs across the country. He has been profiled in USA Today, People magazine, and is regularly quoted in Cosmopolitan, Glamour, and other popular magazines.

These Statements have not been evaluated by the Food & Drug Administration.

