

In the Battle of the Bulge  
Medical Technology Offers Smart New Weapons

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Arizona-based Natural Weight for Optimized Living  
Offers New NMR LipoProfile Test  
As it Begins Country's Largest Study of MD-supervised Diet Plan

SCOTTSDALE, AZ -- (date) -- "There's more to successful, long term weight management than sheer willpower," says David M. Klein, Ph.D., founder of Arizona's fastest growing weight management company that abides by the belief that weight loss diets are best supervised by physicians. "Although emotion and encouragement play important roles in succeeding in any weight loss plan, the proposition is still mostly science-based. And if the primary tool you're using to determine the success of your diet is your bathroom scale, you could be doing your body irreparable harm," warns the weight loss guru.

Because the weight management plan has proven so successful while improving health markers including blood pressure, cholesterol, fasting blood sugar levels (insulin resistance), Body Mass Index, and even EKGs, Dr. Klein announced that the four Natural Weight centers\* would systematically track the progress of more than 1000 of its members so the data can be presented at scientific meetings and in scientific journals by 2010. The average first month weight loss for members is 15-18 lbs.

"Medical science can play a big part in the ultimate success of any battle against excess weight," explained Dr. Klein. "The kind of success we're seeing with our members is nothing less than remarkable. We look forward to sharing the results so that more individuals will appreciate the role that the physician and medical technology plays in a healthy long-term weight management commitment."

Dr. Klein's trademarked weight management system evaluates the success of the diet not only by the pounds shed but by getting a fix on the body's changing glycemic index (how quickly a food raises your blood sugar), lean body mass, an EKG, blood pressure, potassium levels and more.

Now the company will be providing an advanced blood test, the NMR LipoProfile, that can evaluate and count the different types of lipid particles in blood that carry cholesterol and cause a condition called *atherogenic dyslipidemia*, which can lead to heart disease. Atherogenic dyslipidemia is also associated with insulin resistance and metabolic syndrome, and is present in the majority of obese individuals. (Metabolic syndrome is a clustering of risk factors that increase the the chance of developing diabetes and cardiovascular disease.)

"The NMR LipoProfile test is on the cutting edge of medical diagnostics," explains Michael Richman, M.D., F.A.C.S., a Los Angeles-based cardiothoracic surgeon who is CEO and President of the Center for Cholesterol Management, and also serves as Natural Weight's senior medical director. "It can help us identify individuals with increased cardiometabolic risk

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\*Scottsdale, Chandler, Glendale, Tucson

factors. For years physicians were perplexed why 50% of the people who suffer heart attacks have so-called 'normal' levels of cholesterol as measured by the old, traditional blood test. Now we know why," adds Dr. Richman. "The answer is that many of these people have an increased LDL particle *number*."

"I tell my patients that they should imagine the LDL particles as cars on a highway and the LDL cholesterol as passengers in a car. It is not the number of passengers that cause a traffic jam but the number of cars," explains Dr. Richman.

"The NMR LipoProfile can then be used periodically as a tool to monitor the effectiveness of lipid therapy," added Dr. Richman. Dr. Richman is also the cholesterol expert on WebMD and serves on the editorial board of the Journal of Clinical Lipidology. In addition he oversees heart health screening programs in California for firefighters, police officers and other groups of individuals at high risk of heart attack and heart disease. Just last year the American College of Cardiology and American Diabetes Association issued a consensus statement reflecting their belief that measuring lipoprotein particles is the most accurate means of identifying individuals with increased cardiometabolic risk.

Periodic NMR LipoProfile tests, along with others, can show whether the weight management plan is succeeding in reducing the number of LDL particles down to the target range for risk reduction.

"Metabolic syndrome affects more than 47 million Americans," explains Dr. Klein. "It's at epidemic proportions and most Americans haven't even heard of it! Believe it or not, the heart disease, diabetes and other diseases that evolve from metabolic syndrome kill more people each year than cancer, car accidents and respiratory diseases combined. Although it's frequently characterized by excess abdominal weight, high triglyceride levels and elevated blood sugar, it's best thought of as a pre-diabetic condition. Regular weight loss diets are usually not very successful for people with metabolic syndrome. It requires a specialized approach."

### Physician Supervision is Unique

In their distinctive approach to weight loss, a range of medical tests is used by physicians at the weight management centers to help ensure that important health markers improve as the pounds drop off.

*NMR LipoProfile* – Helps identify which participants have metabolic syndrome so a customized diet can be configured to help get their blood sugar levels back on track and reduce insulin resistance. The test also identifies which individuals may have a hidden risk of heart disease or heart attack.

*EKG* – The electrocardiogram or EKG measures the heart's electrical activity. It can show the overall health of the heart and the presence of an irregular heartbeat. This is crucial for many people who have been dieting on their own, because the active ingredient in some nonprescription diet aids can cause palpitations by stimulating the heart. Also for those new to

the program, low levels of potassium, which are common in many people who have been on very high protein diets, can also cause cardiac irregularity – because the heart muscle needs potassium to beat properly and regulate blood pressure. So an EKG before starting a diet will show whether the individual’s heart is healthy enough to begin a diet and what modifications the Natural Weight center physicians should consider for that person.

*Blood pressure* – Those with high blood pressure may need to ensure their diets are rich in potassium, low in sodium and low in alcohol. In the obese, weight loss can lower high blood pressure. That is important since high blood pressure is associated with heart disease, diabetes, kidney disease, stroke and blindness. (If blood pressure is particularly low, your physician may advise against particular weight loss diets.)

*Fasting blood glucose levels* – A fasting blood sugar level of 110 or higher is a common marker associated with metabolic syndrome. A low calorie diet comprised of several small balanced meals throughout the day, rather than the traditional breakfast, lunch and dinner, may help reduce wild swings in blood sugar levels, tame cravings for high-carbohydrate foods and facilitate weight loss.

*Nutrient levels* – A blood test can analyze appropriate levels of nutrients including calcium, potassium, and vitamin D. Since much of the weight loss of high protein-low carbohydrate diets is actually water there is an associated loss of heart-essential potassium. A diet low in fruits, vegetables, whole grains and other complex carbohydrates will also be low in healthful fiber and nutrients such as vitamins B, C, D and iron.

*Body Mass Index* – A BMI of 30 or higher is considered obese. Periodic BMI tests are simple, noninvasive and can help track the progress of a particular diet to reduce fat content and improve lean muscle mass. As lean muscle mass is increased, many dieters feel a renewed sense of energy and stamina.

### Key to Weight Management Success

“At any given moment, more than 90 million Americans are on a weight loss diet,” notes Dr. Klein. “But it has always troubled me that anybody...I mean anybody...can start themselves on any crazy fad diet without a second thought about potential irreparable harm. That’s why I started this multi-disciplinary approach to weight management. And it appears we’ve cracked the code, so to speak.”

### How it works

- High fiber, high protein, nutritious snacks are specially formulated with nutrients and amino acids that provide balanced nutrition as well as natural amino acids that curb hunger pangs without resorting to using prescription appetite suppressants.
- H<sub>2</sub>O – Clients are encouraged to drink a minimum of eight 8-oz glasses of fluid a day, with half of the fluids as water. Water helps maintain muscle tone, gastrointestinal functioning, and is a natural appetite suppressant.

- Small pre-packaged meals are spread out throughout the day to keep the blood sugar at healthy levels and reduce insulin resistance. Many clients who previously were on prescription medications for diabetes or heart disease have lost weight so successfully that they have been able to discontinue prescription drugs with their own physicians' supervision. The small meals/snacks comprise about 800 calories/day. DIY (do it yourself) dinner provides an additional 400 calories.
- Dinner can be any high protein, low glycemic content meat, fish or poultry of the dieter's choosing with two full servings of approved vegetables.
- In-person group support sessions help motivate participants and provide encouragement as it relates to real issues – from relationships to current events. “We are aware of the stresses that tough economic times can exert on individuals,” explains Dr. Klein. “Where there's stress, overeating is not far behind. We offer behavioral modification to help deal with these very real issues.”
- Regularly scheduled medical tests are included to ensure that as the weight drops, important health markers improve.

“The majority of obese individuals are insulin resistant,” explains Dr. Richman. “This weight loss program focuses on high-protein, high-fiber, nutrient-rich, snacks or small meals throughout the day to keep blood sugar levels in check. Amino acid content in the snacks helps to curb hunger but accomplish this without using any prescription drugs.”

“We're proud to be able to say we are making a lasting, positive impact on people's lives,” adds Dr. Klein. “And when the additional data show over then next two years that this type of physician supervised weight management program can help individuals lose weight while improving so many critical aspects of their health, then we will have accomplished something very important.”

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Note to editors: Dr. Klein welcomes editors to attend a free introductory orientation session at one of the four centers, or to follow select consenting weight loss members through their program and efforts. We will make every effort possible to help editors when they are working on special weight loss print or broadcast features.

Natural Weight for Optimized Living helps individuals lose weight for a broad spectrum of reasons – to lose weight for heart health, lose weight prior to gastric bypass, achieve goal weight prior to athletic trial, improve appearance before a 20<sup>th</sup> year high school reunion, help minimize metabolic syndrome markers and maintain long term weight stability for optimal health.