

Transitions Lifestyle System[™] Overview

“Learning to Live Life to The Fullest”



DR. SHARI LIEBERMAN, **Ph.D. CNS, FACN**

Transitions_™

lifestyle system

*Founding Dean, New York Chiropractic
College's MS Program in Applied Clinical
Nutrition*

*Chair of the Exam Committee, Certification
Board for Nutrition Specialists*

*Recipient of the National Natural Foods
Association 2003 Clinician of the Year
Award*

Author of:

Dare to Lose: 4 Simple Steps to a Better Body

The Real Vitamin and Mineral Book

Transitions Glycemic Index Food Guide

The Gluten Connection



THE TRANSITIONS LIFESTYLE SYSTEM™

No Excuses, Just Results!

Transitions™

lifestyle system

- 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 approach to health and weight management.
- Nothing else on the market today offers the complete system that can help you finally achieve your weight loss goals for long-term success.



***Transitions is not a diet;
It is a complete lifestyle for a healthy life!***

THE COST OF BEING OVERWEIGHT

- **Two Of Every Three Americans Have Weight Challenges**

- **300,000 Deaths Per Year**
 - **Unhealthy Dietary Habits**
 - **Physical Inactivity**

- **Getting Worse**
 - **25% of All Children are Overweight**

“Medicare Redefines Obesity as Medical” -USA Today – July 15, 2004

BEING OVERWEIGHT IS A HEALTH DANGER

“Medicare turns obesity from a personal failure to a medical problem”

**-USA Today
July 15, 2004**

The Statistics

- 58 million overweight, 40 million obese, three million morbidly obese
- Eight out of 10 over age 25 are obese
- 78% of Americans not meeting basic activity level recommendations
- 25% completely sedentary
- 76% increase in type II diabetes in adults 30-40 year old since 1990

Statistics

- 80% type II diabetes related to obesity
- 70% of cardiovascular disease related to obesity
- 30% of gallbladder surgery related to obesity
- 26% of obese people have high blood pressure
- Physician office visits: \$62.7 million
- Restricted activity days: \$29.9 million
- Bed-related days: \$89.5 million

Statistics

- Obesity puts you at higher risk for illness than smoking
- Employer insurance premium skyrocket, productivity is lowered
- 25% of all white children overweight (2001)
- 33% African American and Hispanic children overweight (2001)
- Hospital costs associated with childhood obesity rising from \$35 million (1979) to \$127 million (1999)

Statistics

- One in four overweight children will be diagnosed with type II diabetes
- 60% already have one risk factor for heart disease
- Type II diabetes went from 4% in 1990 to 20% now
- 85% of children diagnosed with type II diabetes are obese

WEIGHT LOSS

WHAT'S IN IT FOR ME...

- **Lower Risk For Many Diseases and Conditions**
- **Improved Appearance**
- **Improved Health, Energy, Stamina**
- **Greater Mental Clarity**
- **Feeling of Accomplishment, Control and Self-esteem**
- **Improve Overall Quality of 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



THE “5” FAT FACTORS

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



THE “5” FAT FACTORS

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 due to physical and emotional pressures



DIETS AREN'T THE SOLUTION

They Are Part Of The Problem

- **Most traditional diets do not teach you how to eat for life - they are just a quick fix and cause muscle loss rather than fat loss**
- **Diets are meant to be followed for a certain period of time - and then you go back to your old habits and gain back the muscle you've lost as body fat (that's why you get fatter)**
- **People often get bored on diets and begin to cheat “just a little” only to abandon the diet**

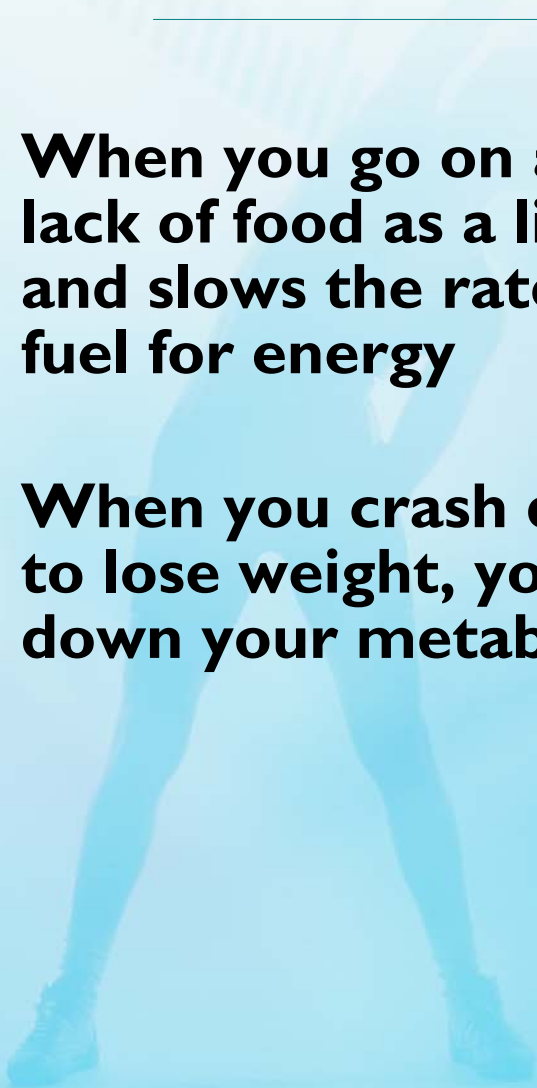
MOST DIETING ALTERS BODY COMPOSITIONS

- **MUSCLE DICTATES METABOLISM!**
- **Muscle burns calories**
- **The objective is to maintain muscle mass while losing fat and most diets fail at this**
- **The more fat you carry the fewer calories your body burns.**
- **It is easier to gain or regain weight in the form of body fat.**

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

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**



HOW DIETING AFFECTS 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 (starvation mode).**
- **Your brain goes on red alert. It sends a message to your thyroid to slow down metabolism and conserve energy until the food is plentiful again (fat storage mode).**

***HERE IS WHERE YOUR BODY BEGINS TO
STORE FAT!***

TREND DIETS

What the Research Shows

- In one study, 160 overweight and obese adults followed either Atkins, Zone, Weight Watchers (calorie restriction) or Ornish diet for one year
- This study showed that at three, six and 12 months, no matter which diet you followed the average weight loss was approximately less than seven pounds. The average waist circumference loss was only one inch.



TREND DIETS

Calorie Restriction

- **Slows metabolism 10-15%!**
- **Increases hunger and appetite**
- **Cannot be followed long term**
- **Weight lost is mostly 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**
- **Studies have shown that 95% gain back weight within one year, 97% within two years with meal replacements**
- **Unsuccessful quick fix**
- **Weight lost is mostly 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 and generally very high in sugar**



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, extremely high protein & fat intake**
- **May result in fatigue, constipation**
- **Weight loss mostly as muscle and water**



DIETING ALTERS CARBOHYDRATE SENSITIVITY

- **People who have done low-carb and high protein become carbohydrate sensitive: here the body's insulin response becomes ineffective due to prolonged low-carb dieting**
- **Blood sugars rise too quickly, and as a result your body doesn't respond to insulin**
- **Then the excess carbs are stores as fat and your body fat percentage increases**



THE ANSWER...

TRANSITIONS™:

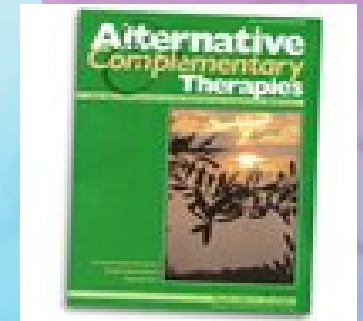
CLINICALLY PROVEN



**Weight Loss, Body Measurements,
and Compliance: A 12 Week Total
Lifestyle Intervention Pilot Study**

**Lieberman S, Spahr R, Stanton A, Martinez L,
Grinder M. *Alternative & Complementary
Therapies* 2005;11(6):307-313**

Transitions™ Lifestyle Study



- **56 participants (11 men, 45 women) enrolled in the study, 36 completed the study**
- **All participants received: The Daily Journal, FCI and CAI and were instructed on how to follow the System**
- **All participants were asked to attend 12 weekly support sessions**
- **Measurements were taken at the 1st, 4th, 8th and final 12th session meetings**
- **Weight, waist & hip (women), Weight, waist & chest (men), % body fat (Tanita scale)**

RESULTS

All Measurements Significantly Decreased From Baseline

- Weight Loss – **approx. 14 lbs.**
- Waist Circumference – **approx. 4 inches**
- Body Fat - **3.72%**
- Hip - 4.57 Cm (1.80 Inches)
- Chest - 7.21 Cm (2.84 Inches)

TRANSITION LIFESTYLE SYSTEM™

3-STEP Approach

Transitions™
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1. Healthy Eating Habits

2. Behavior Modification

- ✓ Transitions Journal
- ✓ Dietary Supplementation
- ✓ Low-GI Food Index Guide Book
- ✓ Transitions Entrees
- ✓ DVD Support Series
- ✓ NEW! Transitions Support Web site



3. Change Body Composition (Exercise)



TRANSTIONS LIFESTYLE SYSTEM™

STEP #1 - Healthy Eating Habits



- **This program will teach you how to eat for life**
- **This is not a diet - it is a Lifestyle System**
- **Helps support your metabolism and allows you to lose weight optimally - mostly as body fat**
- **You will be eating foods that provide the correct ratio of healthy carbs, proteins and fats**



TRANSITIONS LIFESTYLE SYSTEM™

STEP #1 - Healthy Eating Habits



- **Transitions addresses the problems of carbohydrate sensitivity and fat storage**
- **With Transitions, you will not go hungry, feel deprived or quit from lack of variety, and we don't count calories**
- **Transitions emphasizes adopting a diet made up of low-glycemic foods**



TRANSITIONS LIFESTYLE SYSTEM™

STEP #1 - Healthy Eating Habits



The Glycemic Index (GI)

- **Glycemic Index (GI) measures the impact of carbs on blood sugar levels**

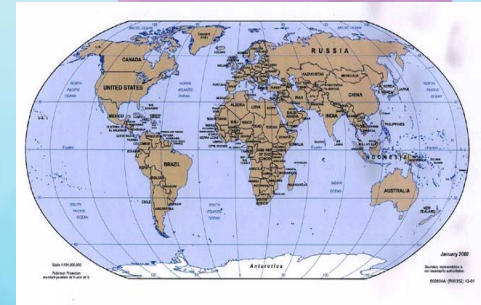
- **High-GI foods such as sugar, white flour and rice quickly raise blood sugar levels and insulin production**
 - ✓ **High-GI foods throw your metabolic switch into fat storage mode (independent of calories!)**

- **Low-GI foods promote weight loss while preserving lean muscle mass and do not lower metabolic rate**
 - ✓ **Low-GI foods give your body a steady stream of energy**
 - ✓ **Addresses body composition resulting in fat loss and optimal metabolic rate!**

EATING LOW GI: BACKED BY WHO & FAO

STEP #1 - Healthy Eating Habits

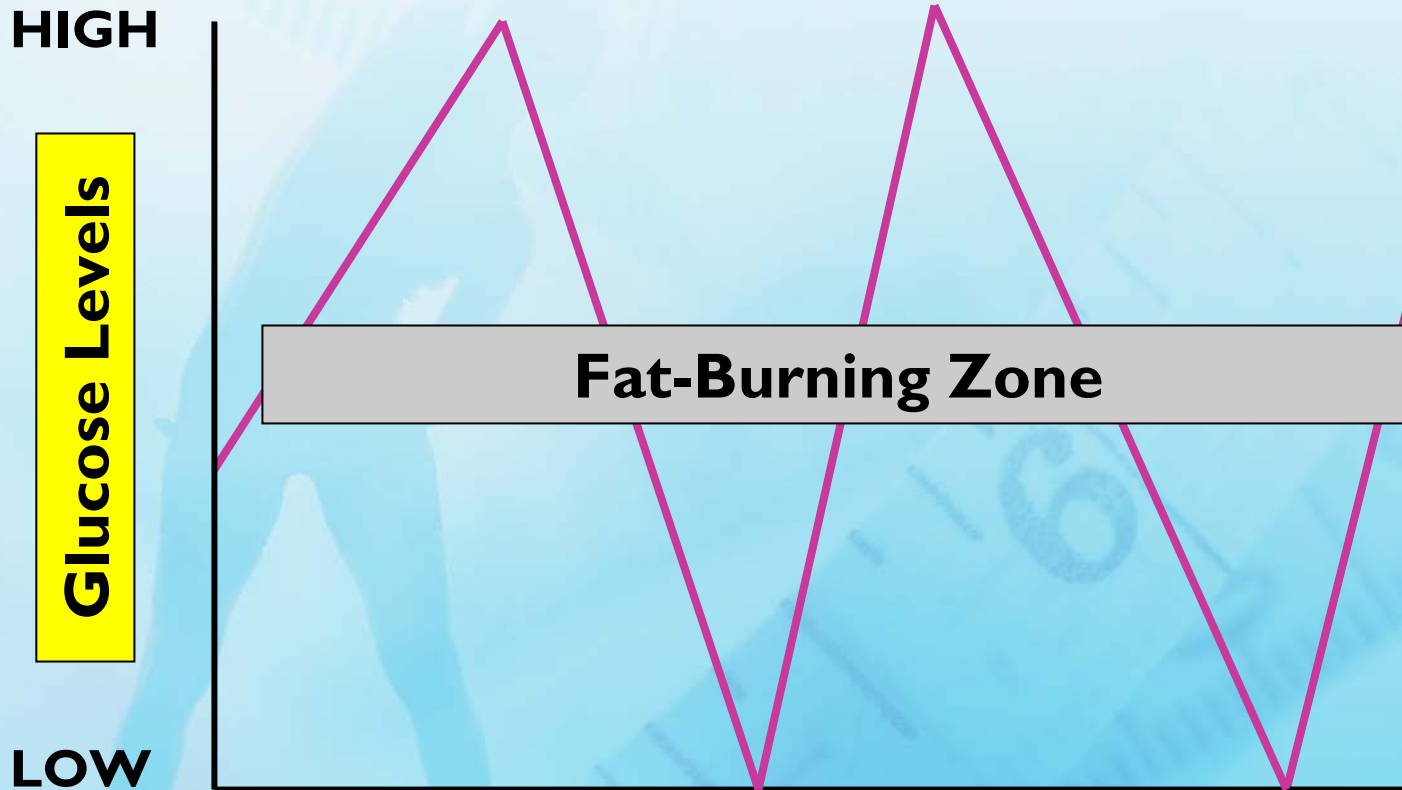
- **FAO**-Food and Agriculture Organization of the United Nations
- **WHO**- World Health Organization
- **FAO** stated: “People in industrialized countries base their diets on low-GI foods in order to prevent the most common diseases of affluence, such as coronary heart disease, diabetes and obesity.”



THE TRANSITIONS™ LIFESTYLE: EFFECTS OF HEALTHY EATING

STEP #1 - Healthy Eating Habits

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LOW vs. HIGH GI FOODS

STEP #1 - Healthy Eating Habits

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LOW GI FOODS



HIGH GI FOODS

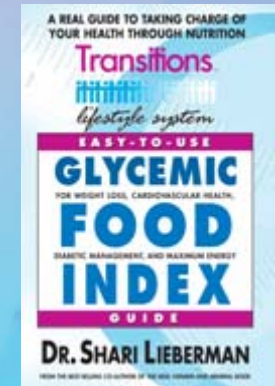


TRANSITIONS LIFESTYLE SYSTEM™

STEP #2 - Behavior Modification

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- Group Coaching/Support
- Daily Journal
- Support DVDs with Dr. Shari
- Weight-Management Supplements
- Transitions™ Entrees
- Low GI Food Index Guide Book
- Exercise Suggestions
- NEW! Transitions Support Web Site



The Daily Journal – ***STEP #2 - Behavior Modification***

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- Complete 30-Day Journal
- Progress Log
- Daily Affirmations
- Supplement Guide
- Stress & Relaxation Techniques
- Exercise Suggestions
- Menu Suggestions
- Maximizes Your Weight Loss



Code: 6387

SUPPORT WEBSITE - ***www.TransitionsLifestyle.com***



***STEP #2* - Behavior Modification**

- Personal Progress Tracking
- Distributor Dashboard and Report Card
- Variety of Recipes
- Meal Planner & Grocery List
- Supplement Reminder
- Ask and Expert
- Shop Transitions / Market America
- Exercise Planner
- Dr. Shari's Newsletter
- Stress-Reduction Tips and Much More...



Code: 6422

Are Carbohydrates Your Issue?

CAI Provides the Solution!

STEP #2 - Behavior Modification

- Are you a carbohydrate addict?
- Are carbs getting in the way of achieving your weight management goals?
- **Carbohydrate Absorption Inhibitor (CAI):**
 - ✓ Reduces the effects of high glycemic index foods on blood sugar levels
 - ✓ Allows carbs to be used for energy rather than being stored as body fat*

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Code: 6379

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Is Metabolism Your Issue?

FCI Provides the Solution!

STEP #2 - Behavior Modification

- Does you have issues with your metabolism no matter what you do?
- Have you yo-yo dieted?
- Just by looking at fries do you seem to put on pounds?
- **Fat Conversion Inhibitor (FCI):**
 - ✓ It supports healthy metabolism
 - ✓ Helps control appetite
 - ✓ Inhibits fat absorption
- ✓ **Are you caffeine sensitive?**

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Code: 6381

Metabolism needing a kick-start? TC-Ephedra Free Provides the Solution!

STEP #2 - Behavior Modification

- Do you want to maximize your fat loss ?
- Does your metabolism need some serious support?
- **Thermochrome - Ephedra Free:**
 - ✓ Supports healthy thermogenesis
 - ✓ Promotes weight loss
 - ✓ Increases energy
 - ✓ Supports healthy blood sugar levels

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Code: 6377

Is Body Fat Your Issue?

CLA Provides the Solution!

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STEP #2 - Behavior Modification

- Do you have issues with belly fat and/or overall body fat no matter what you do?
- Is your body fat getting in the way of you achieving your weight loss goals?
- Conjugated Linoleic Acid (CLA):
 - ✓ It helps reduce overall body fat and stubborn belly fat
 - ✓ Prevents the regaining of the fat you've lost*



Code: 6408

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Is Stress Your Issue?

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Anti-Stress Provides the Solution!

STEP #2 - Behavior Modification

- Is stress getting in the way of achieving your weight loss goals?
- Are you a stress eater?
- **Transitions Anti-Stress Formula:**
 - ✓ Helps enhance and stabilize mood
 - ✓ Balances stress hormone levels
 - ✓ Promotes relaxation without drowsiness
 - ✓ Great for anyone under stress



Code: 13175

Introducing: **THE MEGA-LOSE KIT**

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- Do you want to jumpstart and dramatically improve your weight-management success?
- Then use *Transitions MEGA-LOSE Kit!*

- ✓ 1 Bottle of CAI
- ✓ 1 Bottle of FCI
- ✓ 1 Bottle of CLA
- ✓ 1 Bottle of Anti-Stress
- ✓ 1 Daily Journal

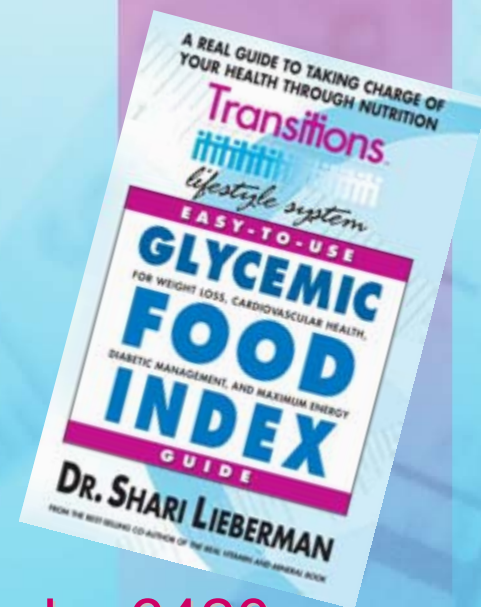


Code: 6421

Glycemic Index Food Guide

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- The **most up-to date** list on GI rankings of your favorite foods
- Easy-to-use, extensive guide identifies common low glycemic foods and beverages
- Can be used at home or on the go as your first resource whenever you want to select a food that can help you reach your weight loss, health and dietary goals



Code: 6420

TRANSITIONS LIFESTYLE SYSTEM™

STEP #2 - Behavior Modification

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DVD Support Series: Transitions Lifestyle System

- Each 20-30 minute segment:
- Provides helpful tips
- Informs on a variety of topics
- Ensures your success
- Powerful support tools for weekly meetings or personal support
- Lively and entertaining
- Covers topics such as: “Why Can’t I Lose Weight?,” “The Misleading Label,” “Detox Diets & Plateau” and more



MAKING THE RIGHT CHOICES

STEP #2 - Behavior Modification

- *Do you rely on fast food at least twice per week?*
 - *Do you have difficulty eating well because of time or location?*
 - *Do you lack the time to prepare meals at home?*
- **A new study in the Lancet Medical Journal indicates that eating fast food makes you fat. The Transitions Entrees and the On the Go Bars & Shakes are excellent alternatives to fast food and other unhealthy food choices.**

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STEP #2 - Behavior Modification

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Transitions Entrees

- Delicious low-glycemic meal option
- Low fat, low sugar, portion-controlled
- Just heat in microwave or in boiling water and serve
- Shelf stable - requires no refrigeration
- Can travel anywhere - job/office, dorms, hotel, etc.
- Can add a salad or vegetables to the entrée

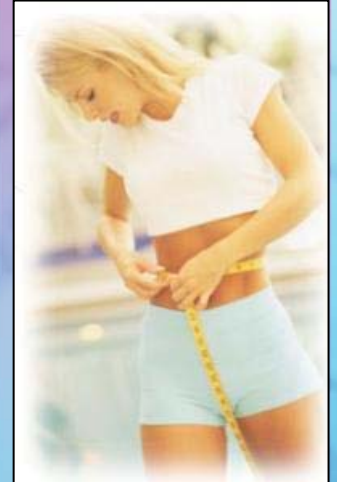


TRANSITIONS LIFESTYLE SYSTEM™

STEP #3 - Change Body Composition

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- **Muscle Dictates Metabolism!**
- **This program will show you how to create your own exercise program to boost your metabolism and change your body composition**
- **Your body will develop more lean muscle mass enabling you to burn more fat**
- **With constant yo-yo dieting you lose muscle and gain body fat**
- **With exercise your body will be in fat burning mode**



THE TRANSITIONS LIFESTYLE SYSTEM™



STEP #3 - Change Body Composition

- **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 declines**
- **You must be physically active to burn fat**
- **Engage in aerobic activity for at least 30 min/ 3 times per week**
- **Do resistance training such as lifting light weights, lunges, squats, water aerobics, etc. two three times per week**
- **Everyone can find a way to make working out a part of your life**



TRANSITIONS™ WORKS

- 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 utilizing low glycemic foods, exercise, and proper nutritional supplementation to achieve optimal results.**
- 3. Some testimonials are provided by Distributors of Market America and Transitions products.**

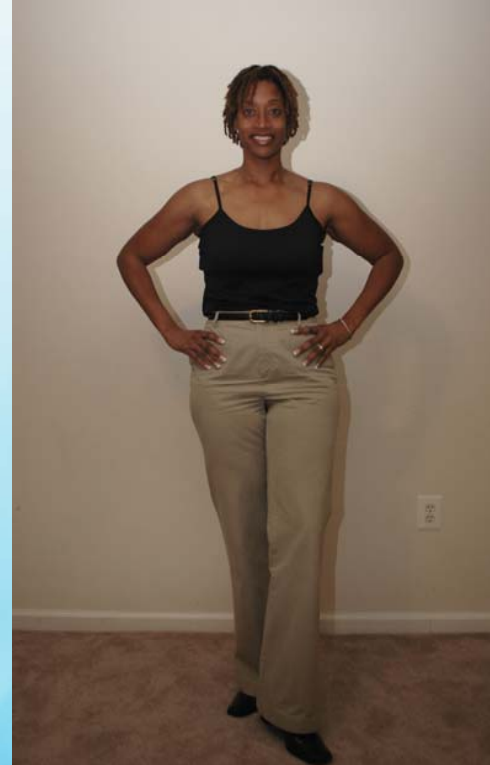
Success Stories

Cheryl Vault

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Before



After

Total weight loss of 31 pounds
Went from a size 16 to a 12

"I made a promise to myself that I would be fit by forty. I feel and look better at age 40 than I did at age 20 thanks to the Transitions Lifestyle System."

Cheryl Vault

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*Results shown in this testimonial may not be typical. Individual results will vary. The person shown is an Independent Distributor of Market America products. Transitions supplements are part of The Transitions Lifestyle System which includes a healthy diet and exercise.

Success Stories

Brenda and Gabor McLaughlin

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lifestyle system



Then

Now

Brenda's Results

Total weightloss of 20 pounds

Went down 4 sizes

In only 6 months!

Gabor's Results

Total weightloss of 25 pounds

Went down 3 pant sizes

In only 8 weeks!

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Success Stories

Lawuan Davis

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BEFORE



AFTER

Total weight loss of 10 pounds
Total loss of 3 inches
In only 6 weeks!

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

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Success Stories

Vicki Whited

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BEFORE



AFTER

Total weight loss of 42 pounds
Went from a size 16 to 6

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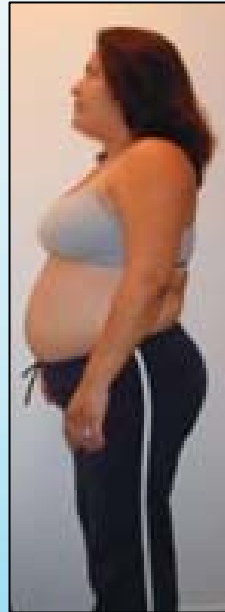
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Success Stories

Lily Townsend



BEFORE



AFTER

**Total weight loss of 65 pounds
Went from a size 16 to a 4
In only 4 months!**

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**"I have gone from a size 16 to a size 4 and am full of energy. I am extremely passionate about sharing with anyone who is willing to listen how they, too, can change their lives and embrace the body they were meant to have!"
-Lily Townsend**

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Success Stories

Marda Arkebauer

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BEFORE



AFTER

Total weight loss of 50 pounds

Total loss of 22.5 inches

In only 4 months!

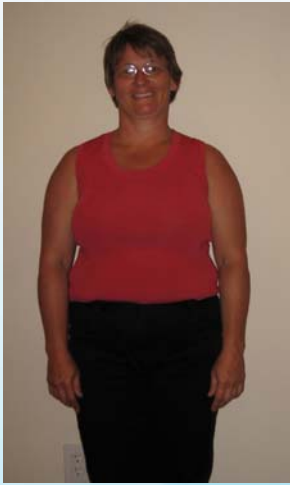
“... people began to say, [Is that really you?] It made me feel so good all over and it’s a real inspiration to keep going.”

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This was Denise in just 12 Weeks!

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Week 1



Week 6



Week 12



Well, it's hard to admit that I was that out of shape. I had been Yo-yo dieting all my life, losing and gaining the same 50 pounds over and over again.

I have a renewed passion for life and my work. I want to pass the gift of health on to my clients, friends and family. There is no reason to feel like you can't change things.

Good Luck!

I know you can do it!

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Success Stories

Anne Blast

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BEFORE



AFTER

Total weight loss of 60 pounds
Total loss of 87 inches
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.”

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Success Stories

Shelly Helm

Transitions
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BEFORE



AFTER

Total weight loss of 47 pounds
Total loss of 37 inches
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!”

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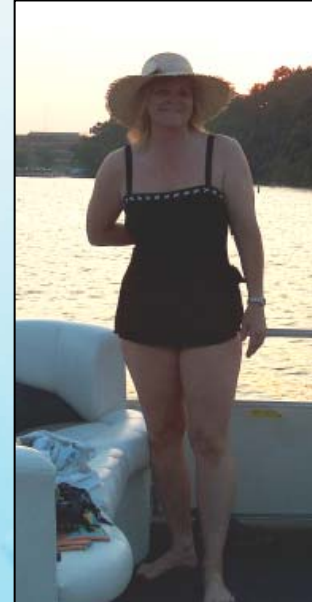
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Success Stories

Melissa Girtman



BEFORE



AFTER

**Total weight loss of 65 pounds
Went from a size 18 to a 10**

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“These products do much more than help you lose weight, they change peoples lives!! ... if they work for someone like me, they will work for ANYONE!!”

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Transitions Lifestyle System[™]

***Start today and begin your
transition to a new you!***

***We know what you
are thinking...***

Can this work for me?

What is this going to cost me?

THE TRANSITIONS LIFESTYLE SYSTEM™

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**ONLY
\$319.95**

- **12-Week Support Meeting Enrollment**
- **Includes:**
 - **MultiTech – (30-Day Supply)**
 - **Fat Conversion Inhibitor – (30-Day Supply)**
 - **Carbohydrate Absorption Inhibitor – (30-Day Supply)**
 - **Conjugated Linoleic Acid – (30-Day Supply)**
 - **Daily Journal – (30-Day)**
 - **Transitions™ Lifestyle Glycemic Food Guide**
 - **12-Weekly Support / Educational Seminars**

Forget
the *diet...* **Live**
the *lifestyle!*



THE TRANSITIONS LIFESTYLE SYSTEM™

Transitions.
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**ONLY
\$239.95**

- **Two (2) - Six-Week Support Meeting Enrollment**
- **Includes:**
 - **MultiTech – (30-Day Supply)**
 - **Fat Conversion Inhibitor – (30-Day Supply)**
 - **Carbohydrate Absorption Inhibitor – (30-Day Supply)**
 - **Conjugated Linoleic Acid – (30-Day Supply)**
 - **Daily Journal – (30-Day)**
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Forget
the diet... Live
the lifestyle!



THE TRANSITIONS LIFESTYLE SYSTEM™

No Excuses, Just Results!



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**

Don't Become a Statistic!

***Next Twelve-Week Session
Starts...***

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