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**WIN is for people who who want to lose their excess fat weight at the most rapid rate possible.**

**WIN is based on science, it's like magic, but, most of all, it works!**

# WEIGHT-LOSS INTENSIFIED NATURALLY

## The Last Weight Loss Plan You'll Need

- Have you tried diets in the past that didn't work?
- Are you tired of diet products that contain chemical ingredients that you know aren't good for your body?
- Are you tired of yo-yo dieting?

If your answers to the above questions are yes, then **WIN** could well be the weight loss program for you. **WIN** was originally going to be called the *No Nonsense, Nutritionally Intensive, Accelerated Weight Loss (NONNIAWEL) Protocol* but since that name is way too long, we shortened the name to **WIN**. **WIN** helps one's body to burn fat at the fastest rate possible.

### LEPTIN REDUCING DIET

**WIN** works by **significantly and quickly reducing the levels of Leptin molecules** in the body that govern metabolic mode. By reducing Leptin levels, the body can get **into the fat burning mode**. The secret of **WIN** is its intense nutrition yet low carbohydrate intake. With scant carbohydrate intake and powerful nutrition the body is able to burn fat and not trigger survival mechanisms that derail most diets.

### WORKS FOR YOUNG & OLD

The **WIN** program works for people of all ages, genders, types and situations. We have seen a 62 year old woman go from 340 pounds to under 200 pounds in seven months, and a teenage girl drop from 180 pounds to 115 pounds in only a few months.

**WIN** consists of **three food powders** that are mixed together in water and drunk in place of meals, and the food powders taste great.

**WIN works amazingly well because** it facilitates the body operating in **the fat burning mode** and because it improves cellular processes through its huge and varied types of food nutrients — fatty acids, amino acids, minerals, trace minerals, vitamins, phytonutrients, polyphenols, etc. Most importantly, **WIN** helps one's body to avoid the starvation response that derails most diets. This is why **WIN** is a total **WIN**.

### Meet Ray

A good example of **WIN** results can be seen with Ray (pictured below). At 60 years of age, Ray lost more than 150



pounds, including the first 100 pounds in the first 90 days of following the **WIN** protocol. He felt no loss of energy while on the **WIN** protocol. His overall health improved, including that his **blood pressure dropped 20 points** and his capacity for exertion increased. Prior to **WIN**, he couldn't walk 300 yards without stopping several times to rest and he was sweating profusely. Now Ray bicycles 22 miles at a time four times a week. Prior to **WIN**, he used to come home exhausted from work and would just sit and watch TV. But, now, **he has unstoppable energy**, working on antique cars and mentoring college aged students as they launch their lives. **He never runs out of energy!**

### Meet Greg

Another good example of **WIN** results can be seen with Greg (pictured below). Greg lost 90 pounds in three months.



The impetus for Greg to utilize **WIN** was that he wanted to run the Boston Marathon for one last time (at age 74), but he had put on quite a bit of weight since his last previous marathon several years earlier. So, he needed to lose a significant amount of weight in order to be able to have a good chance of completing the race. With help from the **WIN** powders, Greg was able to do that so quickly that he calls **WIN** "magic". He was featured in past Boston Marathon advertisements.

### Meet Sierra

We can't show Sierra's photos (she's too shy), but at 17 years of age and 180 pounds of weight, Sierra wanted to be skinny. So, she started taking **WIN** and in three months got down to 115 pounds. She has been off the **WIN** diet for many months and has not gained a pound back. Sierra loves being skinny and has been able to change her life completely with skinny clothes and a "skinny" attitude. She has so much more energy than during the many years before when she carried so much fat because she **feels light and in charge**.

# Being in the Fat Burning Mode is the Key To Maintaining a Normal and Healthy Weight

To create energy, human cells can either burn fat or sugar. Since burning sugar releases energy faster than does burning fat, the human body is designed to burn sugar in times of exigency (to enable fight or flight). Other than that, however, burning fat is more desirable than burning sugar because:

1. **Burning sugar generates twice as many free radicals**—for the same amount of energy created. Free radicals age and damage us.
2. Burning sugar also **increases the rate of glycation**—caramelizing of tissues, i.e., protein-sugar-cross-linking or wrinkles, dryness and loss of function.
3. Burning sugar also causes the **loss of muscle tone and bone density** during sleep. (See FAQ)
4. If that weren't enough, the sugar burning mode is a **fat storing mode**, so when we are burning sugar, we are also storing fat.

The **primary driver of metabolic mode** (meaning whether our cells burn fat or sugar) is the amount of **Leptin molecules** circulating in our blood stream. Leptin is a messenger molecule (hormone) made in fat cells.

If the amount of Leptin in the body indicates plenty of stored fat then the body burns fat. Otherwise, it will burn sugar and conserve and build up fat reserves. The fat burning range for Leptin is **4.0 to 9.0 ng/ml**.

Leptin levels below 4.0 ng/ml indicate to the brain that a famine is occurring and that the body should conserve energy and try to store every possible calorie as fat until the famine ends. But, levels of Leptin above 9.0 ng/ml are "off the scale" and cannot be measured and are interpreted by the brain as being zero.

The problem with modern life and our overabundance of food is that it is easy for Leptin levels to rise above 9.0 ng/ml. **Virtually everyone who is overweight has Leptin levels that are above 9.0 ng/ml** and, therefore, the body is in the sugar burning and fat storing mode, despite having excess amounts of fat.

The **WIN** protocol was designed to help a person's levels reduce quickly so that one can quickly get into the fat burning mode and burn off excess body fat safely and rapidly.

## THE WIN PROTOCOL

- Drink one serving of the **WIN** powders mixed in water three to four times daily (i.e., **every 3 to 5 hours**) instead of food.
- During the first week, you should take **four to five servings of WIN per day**. This is the time in which the body is switching from sugar burning to fat burning mode and an extra serving helps one to not feel hungry or tired.
- **Plan your schedule** so as to not delay drinking your daily **WIN** servings. Even if you aren't hungry, **take your WIN serving on or ahead of schedule**, or else your body may enter a stress mode, putting you into the sugar-burning and fat storing-mode.
- In order to ensure staying in the burning mode, sugar rich foods should not be eaten while one is on the **WIN** program, i.e., **NO fruit, sweets, starchy** vegetables, bread, pasta, etc.
- You can, however, take any supplements desired that have **zero or close to zero calories**.
- Follow your doctor's advice with prescription medication.
- **Drink additional water** to flush metabolic byproducts and toxins out of the body (40-60 ounces extra water daily).
- **If you do not have at least one bowel movement per day** then you should consider colonics or enemas or other measures to remove bowel waste (See FAQ).
- **Exercise is optional**, but will enhance your results and, will especially enhance how good you feel. If the thought of exercising is discouraging to you, then start without exercise and as weight loss occurs you may become desirous to improve your health even more by adding exercise. However, you should consult with a physician before starting to exercise and start gradually; building up to 30 to 60 minutes of vigorous, resistance that causes deep breathing and perspiring. Exercise should not be done to the point of exhaustion.

**A WIN Serving** includes (amount based on your body size):



1. A heaping tablespoon (15 to 30 grams) of **GPS (Green Power Superdrink)**
2. A heaping tablespoon (15 to 30 grams) of vegetable protein: **Hechoco, Richoco or RicoCu**
3. A scoop (22 grams) of **Essential Seven (E7)** (any flavor)
4. Mixed in 17 to 30 ounces of **Water**

## Important Notes about WIN:

- **Low blood sugar** is required to maintain one's body in the fat burning mode because low blood sugar reduces your body's production of Leptin. Low blood sugar will result from exclusively eating the **WIN** mixture since it contains only about 170 calories per serving. If you have a blood sugar condition, you should consult with your physician. Diabetics must monitor blood sugar and be prepared to adjust medications so that blood sugar doesn't go dangerously low.
- **Toxins will be released in a greater quantity** than normal during the time that you are doing the **WIN** program (since toxins are stored in fat which is being burned up). Usually, this isn't even noticed, but if you do experience headaches or body aches from exiting toxins then the following will help toxins to leave your body faster: sauna, stretching, lymph draining massage or dry brush massage, coffee enemas or colonics, eating salad greens (for fiber), as well as eating **Zeolite** or **Bentonite Clay** which help absorb exiting toxins.

## Frequently Asked Questions About the WIN Program

- **Certain supplements** are quite helpful for some people, by neutralizing toxins and by helping fat burning to occur more readily. Perhaps, the most generally helpful supplements are **OGF** and **AID** ([www.Maxifying.com](http://www.Maxifying.com)), **Cleanzyme** and **Iodine** ([www.Healthy-Living.org](http://www.Healthy-Living.org)).
- When you end your **WIN** program, it is essential that you eat primarily fat and protein foods and low calorie vegetables for three weeks before starting to eat grains, fruits or sugars. If you disregard this advice, or if you end the **WIN** program before your Leptin level has been reduced sufficiently, it is probable that your body will switch back to sugar burning, fat-storing mode and you will regain fat weight.
- For more information yet, the **WIN** web page is at [www.Healthy-Living.org/win](http://www.Healthy-Living.org/win).



**Your 3X Daily WIN**

**Question:** Why does one lose muscle tone and bone density during sleep while in the sugar burning mode?

**Answer:** While one is in the sugar burning mode, one's body's cells will not burn fat, but will only burn sugar. Since during sleeping hours, one is not eating food, one's body will dismantle bones and muscles and convert them into sugar (this is called gluconeogenesis or autolysis) for the cells to burn to gain energy to maintain body temperature and keep the heart beating. This is the true cause of osteoporosis, osteopenia

and loss of muscle mass as people become sugar-burners.

**Question:** In simple words, what is the the **WIN** program?

**Answer:** It is to **drink WIN drinks** in place of food.

**Question:** Explain more about why **WIN** works so well?

**Answer:** Dieting, typically puts the body in starvation mode (due to few incoming minerals, enzymes, amino acids, etc.). **It is the intense amount of nutrients in WIN that help to prevent this starvation/sugar-burning response.**

**Question:** What things could derail a person's success with the **WIN** program?

**Answer:** Stress is the most likely impediment to success with the **WIN** protocol. High Cortisol levels, due to fear, pain, worry or inadequate sleep, will push the body into sugar-burning mode, the opposite of the desired fat burning mode.

Therefore, we recommend one or more of the following to relieve stress:

- Meditation
- Walking barefoot outside or utilizing an Earth Grounding product while sleeping
- Cortisol Reducing FGFs

**Question:** The **WIN** protocol specifies that no other foods or beverages are to be consumed. But, what if I need to eat or drink something at a social event because I don't want to appear to be anti-social by refusing food and drink?

**Answer:** Participate with a glass of water or celery stick. In most cases, this will satisfy the requirement to be sociable. If truly, you must eat more at a particular occasion, then eat a small amount of protein and salad greens (but, don't eat the croûtons, dressing or fruit). Be warned - a rather small amount of carbs or sugar (including fruit sugar) **can put a complete stop to the fat burning mode** and cause a delay of several days in getting back into a fat burning mode.

**Question:** What if I hit a **WALL** of extreme psychological hunger? Can I chew on something or have a regular solid food meal?

**Answer:** Yes, maybe you can, but, also, maybe not. The challenge is that your subconscious mind is very powerful. If you eat one serving of "high-calorie" food (i.e., a piece of fruit or bread), your subconscious mind will try to command you that you must eat another and another. Each time you give in to this urge, you may experience a delay of several days before effective fat burning resumes. You may be the type of person that cannot cheat and afterwards resume the **WIN** protocol.

**Question:** So, what can I do when powerful cravings for food arise?

**Answer:** Outmaneuver or outsmart your sub-conscious brain in these ways:

- Fill up your stomach with **WIN**— dilute it so the volume is greater!
- Chewing is another great strategy. So, chew on Popsicles made from **WIN**. Other great choices would be to chew on cucumbers, celery or salad greens.
- Go over in your mind the reasons why you want to lose weight.
- Get your mind involved with something enjoyable. Call an old friend. Go for a drive or walk. According to many studies, a 30 minute "strategic" delay will usually be completely sufficient, even for the most intense cravings to subside.
- As a very last resort **go to a salad bar with a friend** and eat a huge bowl of salad greens, onions, etc. Avoid the croûtons, cheese, dressings, etc. Drink lots of water and talk to your friend.

**Question:** What if I am stressed because of work or harmful social relationships?

**Answer:** That could be a challenge because emotional stress releases Adrenaline, which turns into Cortisol, which triggers the body to go into the

sugar burning mode. Therefore, you will need to take measures to reduce the Adrenaline and Cortisol production in your body. These measures include: meditation, consuming Fibroblast Growth Factors (FGFs: Laminine, Stem Fit Active or Stem Renu) or skin contact with the earth's electron flow (barefoot at beach or park or by being connected to the earth through an earthing sheet—Learn more about Fibroblast Growth Factors at [Healthy-Living.org/fgfs](http://Healthy-Living.org/fgfs) or Earthing at [SleepingEarthed.com](http://SleepingEarthed.com)).

**Question:** What if I need to do extreme physical labor—will I find it difficult to work as hard as needed because of the scant calories in the **WIN** powders?

**Answer:** If the calorie burning demands of the tasks to be done are very high, and your body hasn't yet become an efficient fat burner, this is possible. You should be preemptive by taking **extra servings of the WIN powders before you hit an energy crisis**. During intense physical activity, most of the calories being burned in your cells are going to be coming from stored fat (which is good), but, the cells may need a small amount of carbohydrate calories, too, which are normally more than sufficiently supplied by the **WIN** powders.

During extreme physical exertion, and during the initial switchover from sugar burning to fat burning mode, which occurs during the first week or two, **three scoops per day of WIN powders may simply not supply enough carbohydrate calories** to avoid energy loss, mental fatigue or extreme hunger, so take four or five servings on those days. The OGF and AID supplements mentioned on the previous page are helpful. However, getting your body working efficiently in the fat burning is the main way to solve this issue. So, adding fast burning Parent Omega Fatty Acids is a great option. Learn more at [Healthy-Living.org/peos](http://Healthy-Living.org/peos).

**Question:** What if I cannot financially afford three servings a day of the **WIN** nutritional powders, but can afford only two servings?

**Answer:** Then take two **WIN** serving per day and eat low calorie vegetables such as salads, cucumbers, celery, etc..

**Question:** I'm allergic to chocolate. What can I substitute for Chocolate E7 and HeChoco or RiChoco since they contain chocolate?

**Answer:** In regard to the E7 powder, you can pick another flavor of E7 that doesn't have chocolate. Such other flavors of E7 include Berry, Natural, Apple Cinnamon and Vanilla. The main purpose of the Richoco, Hechoco and RicoCu powders is to supply high quality amino acids. So, you could substitute RicoCu, which has no Chocolate, in place of Hechoco or Richoco.

**Question:** I'm allergic to milk. Is there anything in the **WIN** products that is sourced from milk?

**Answer:** Yes or no — it depending on which flavor of E7 you choose.

GPS, Hechoco, Richoco and RicoCu **are totally vegan**. Apple Cinnamon Essential Seven **is also vegan**. However, the other flavors of E7 contain Small Molecule Whey Protein, which is derived from the whey of cow's milk.

It should be noted, however, that very few people will have an allergic reaction to the Small Molecule Whey Protein (in the other E7 flavors) because the Small Molecule Whey Protein was designed for individuals who are allergic to milk. The Casein and Lactose (the proteins that cause milk allergies) have all been removed. The whey extract is then predigested until its amino acid molecules become di and tri peptides —700 Daltons in size (small enough to be digested without a stomach) and unlikely to cause an allergic reaction.

What we are saying is that you will probably do just fine with E7 flavors that contain Small Molecule Whey Protein (which is all the other flavors other than Apple Cinnamon). But, you won't know until you try.

**Question:** I'm concerned that there may be too little fiber in the **WIN** protocol for my body to have healthy bowel movements. I already have trouble with constipation, so should I eat salads or other fiber or take laxatives?

**Answer:** We understand this concern. There is fiber in the **WIN** powders and

since one is going to be drinking considerable amounts of water with the **WIN** powders, it may be that you will not have any problems with stool formation and expulsion. However, many people do have problems with constipation (lazy bowel) and for these people we recommend that they consume salad greens for additional fiber (since they have very few calories). Colonics and enemas may also be appropriate, or herbal teas or fiber pills, etc. to assist the stool to exit the bowel. After a while of being on the **WIN** program, constipation often disappears because of the large amount of minerals in **WIN** which help stimulate peristalsis and help remedy lazy bowel.

**Question:** Please explain the Leptin/Cortisol relationships to fat burning and sugar burning modes more detailedly?

**Answer:** The body's powerful survival mechanisms are built around sensing amino acids (via cellular mTOR) and Leptin molecules (via Leptin receptors in the Hypothalamus gland of the brain). One cannot successfully fight these survival mechanisms, but need to cooperate with them.

Leptin levels normally exist in proportion to stored fat and are the main driver of metabolic mode. As long as Leptin levels remain within the range of 4.0 ng/ml to 9.0 ng/ml the Hypothalamus gland in the brain will be satisfied that a famine is not occurring and the Hypothalamus will signal for fat burning. That is what is needed for optimum weight management.

When Leptin levels rise above 9.0 the high levels will damage (desensitize) the Leptin receptors in the Hypothalamus gland (much like too much sound can damage ear drums or strong smells can desensitize the nose).

When Leptin receptors become insensitive to Leptin, they cannot measure any Leptin in the blood and will report that levels of Leptin are zero. With that, the Hypothalamus gland will signal for sugar burning to occur and building up of fat reserves in order to respond to the perceived famine. Since overweight people have high levels of fat, they will also have high Leptin levels

(above 9.0 ng/ml). The high Leptin levels, which puts their bodies in fat storing, sugar burning mode, is what prevents them from burning up their excess fat.

Through the **WIN** protocol, however, Leptin levels are able to be brought down into the fat burning range of 4.0 ng/ml to 9.0 ng/ml. Within a few days of having Leptin molecules be in this low Leptin range, the Hypothalamus gland receptors will self-repair themselves and “discover” that Leptin levels are in the fat burning range and signal for the normal, desirable fat burning mode.

Cellular **mTor receptors** monitor amino acid and mineral levels and if those molecules are under-supplied, the cell itself will go into a starvation response or stress mode.

**Adrenaline and Cortisol levels create a “fight or flight” adaptation.** Their presence instructs all of the body’s cells to temporarily burn sugar — because sugar burns faster and the body is more concerned about reacting to a short-term crisis with maximum energy than in avoiding long-term free radical and glycation damage. As previously mentioned, for persons with chronically high Cortisol, meditation, Earthing or Fibroblast Growth Factor products may be needed to lower Cortisol in order to stay in the fat burning mode.

The secret in all this is to maintain high nutrient levels, but low Leptin levels and low Cortisol levels.

Back to Leptin — Leptin is made in fat cells, **the more fat that one has on his/her body, the more Leptin will also exist in his/her body**, and the more likely it will be that Leptin levels will be above 9.0 ng/ml at which Leptin amount, one will be in the sugar-burning mode.

One must understand at this point that Leptin production is dramatically **influenced by blood sugar**. The lower one’s blood sugar level is, the less Leptin that will be produced. Conversely, the higher the blood sugar level, the more Leptin that will be produced. This is the grand secret of the **WIN** protocol. By reducing blood sugar, Leptin production goes down significantly and, thus, can become less than 9.0 ng/ml even with higher body fat percentages so so that fat burning mode can be achieved and fat can begin to be burned away.

See the chart at the bottom of the page in order to get an idea of how body fat percentage correlates to metabolic mode (note that the body fat percentages assume normal to high blood sugar, and not lowered blood sugar, as caused by the **WIN** program). In other words that is where body fat percentages need to be in order to maintain fat burning mode without the **WIN** protocol.

### More things to know about managing metabolic mode:

- **Lack of nutrients** in the body, especially the lack of amino acids, minerals and enzymes puts the body into stress and into sugar-burning mode. In animals, this is called cribbing, where an animal will chew on the feeding crib, trying to get the missing minerals it needs. The genius of the **WIN** program is the way in which it couples low amounts of carbohydrates with intense amounts of minerals and other nutrients that prevent a stress mode from developing.
- **Excess protein consumption.** has the bad result of the excess protein being converted to sugar. So, a steak (or too much of any protein) can turn into sugar.
- **Pregnancy hormone (HCG)** forces the body into fat burning mode.
- **Lack of sleep** always results in higher Leptin levels because it is during sleep that the metabolic systems of the body are reset and excess Leptin is removed from the blood stream. Without seven or more sleeping hours, one will arise with high Leptin levels and start the day in sugar burning mode.
- **Moderate exercise** of 30 to 45 minutes duration or short, **maximum intensity exercise** of three to four, 60 second sets of maximum intensity effort, followed by 2 to 3 minutes recovery between each set can temporarily influence the body to go into the fat burning mode.

**Question:** Why would a Leptin value that is higher than 9.0 ng/ml cause the Hypothalamus to put the body into a sugar-burning mode? It seems that a high Leptin level would be indicative of a large amounts of stored energy (fat) and therefore the Hypothalamus should recognize that there is no danger of famine?

**Answer:** The reason is that high levels of Leptin will, over time, damage the Hypothalamus’s Leptin sensors (or better said, will desensitize them, just like a continuous, very bad smell will

In the chart below, the fat burning mode starts at 22% for women and 15% for men.



desensitize the smell receptors in the nose). As previously mentioned, with damaged Leptin receptors, the Hypothalamus cannot sense Leptin molecules even though the Leptin levels may be quite high. In this desensitized condition, the Hypothalamus will believe that Leptin levels are zero (which would indicate a very serious famine) and will put the body into sugar burning, fat storing mode.

**Question:** How do I know when to end the **WIN** regimen? Can one continue with the **WIN** program too long, or end too soon?

**Answer:** The best answer is to continue until one's **body fat has been reduced at least to 22% (for women) or 15% (for men)**. Doing so ensures that the production of the Leptin hormone (which governs metabolic mode) will remain in the fat-burning range (4.0 to 9.0 ng/ml) after blood sugar rises after discontinuing the **WIN** protocol, and thus enable one's body to continue to burn fat. If a person stops the **WIN** regimen before reaching these body fat percentages, his/her body will likely go back to sugar burning mode and start regaining weight **unless he or she is very careful to follow a Leptin Sensitivity Diet**.

Note that as one gets closer and closer to one's permanent weight goals (within the last ten to fifteen pounds), one should start drinking **WIN** for only two meals per day (eating one normal meal daily). Then, when one is within the last five to ten pounds of one's ideal weight, one should drink **WIN** for only one meal a day and have two normal meals. This is important so that Leptin levels do not drop below 4.0 ng/ml and initiate sugar-burning mode (which will increase hunger) by being too low. Remember, that once one stops the **WIN** protocol entirely, higher blood sugar levels will ensue and will increase Leptin production, so that what was a 5.0 ng/ml Leptin level may easily become a 10.0 ng/ml Leptin level. Keeping Leptin levels within the fat burning range is critical.

**Question:** What diet do you suggest after finishing with the **WIN** protocol?

**Answer:** There are two phases:

**Phase 1:** First, **for three weeks after finishing the WIN protocol**, you should totally avoid carbohydrate-rich foods and sugars, so that your blood sugar will not spike, which would spike Leptin levels. Disregarding this will rapidly increase Leptin levels to above 9.0 ng/ml. Even a 5.0 ng/ml level of Leptin can become greater than 9.0 ng/ml with carbohydrate-rich foods.

**Phase 2:** After this three week period, your vigilance against eating carbohydrate-rich foods can be lessened. However, you should eat a Leptin sensitive diet forever. This is a diet that emphasizes fats and smaller than normal amounts of protein and carbohydrates. Request a copy of our Leptin Sensitivity Diet plan at [www.Healthy-Living.org/win](http://www.Healthy-Living.org/win).

**Question:** What kind of variations on the basic **WIN** plan have worked well for others?

**Answer:** For the majority of people, the best plan is the straight **WIN** protocol with no variation. That's because most people cannot continue **WIN** once they put solid food in their mouth. Their subconscious become too insistent that they eat again, and again. So, they are better off to be "perfectly" disciplined by **ONLY** drinking **WIN** drinks and consuming nothing else.

However, for those whose subconscious brains are not quite so "insistent", the **once a week salad option** is a good variation. Once, a week, invite a friend to join you and fill your salad bowl with leafy greens, green peppers, alfalfa sprouts, bean sprouts, mushrooms, celery, and as many low calorie things that have a crunch as possible, including a few ground up almonds or apples and then drench the salad with oil and vinegar dressing. Eat this slowly. It gives your subconscious brain a huge reprieve from the concern it feels for you, that you are killing yourself by not eating. The fat in the salad dressing and the extra carbs will cause overall fat loss, but your subconscious may be happier.

As you near your weight loss goals, you can reduce your number of **WIN** from three or four per day to one to two **WIN** drinks per day.

**Question:** What is the best possible diet for long term health, longevity and energy?

**Answer:** That actually cannot be specified for a general population. Some people do very well eating a ketogenic diet (almost no carbohydrate). However, others do poorly on a ketogenic diet.

Generally speaking, however, for maximum longevity, health and energy, you should:

1. **Avoid junk** (nutrient empty) **food** almost as scrupulously as one avoids cigarette smoking. After making healthier choices for a while, the brain rewires itself and the cravings for junk food go away.
2. **Eat enough protein** to maintain muscle mass, **but no more** than enough since excess protein turns into sugar.
3. **Keep carbohydrate and sugar consumption low** enough so that your blood sugar will stay between 90 to 95 mg/dl, while maintaining good cholesterol profiles and lots of energy. If the latter cannot be done (specifically, high HDL) with that low of blood sugar, your fallback goal is under 105 mg/dl.
  1. Most people have sugar levels between 105 mg/dl to 140 mg/dl, which is too high for maximum longevity and health.
4. **Good fat can be eaten in large amounts.** (See the Leptin Sensitivity Diet, available at [www.Healthy-Living.org/win](http://www.Healthy-Living.org/win) for examples of good fats). Fat does not affect blood sugar, and therefore, fat can be eaten in a virtually any quantity desired, as long as fat gain does not occur. When you think about it, since excess protein and carbohydrate work against health and longevity, fat should be your friend. It's your best calorie source.

If you have questions, please don't hesitate to call or email us at [info@healthy-living.org](mailto:info@healthy-living.org) or 800-704.0986.