

## Transitions Weight Management System Study Protocol and Results of the In-House Studies

Based on an overwhelming interest in the study protocol and results of the two weight management studies, this article represents a discussion of those studies. The goal of this article is to provide you with a greater understanding of how the studies were conducted thus providing you with selling points to share with your customers or even personal tips for your own lifestyle. Thank you for your interest and diligence in communicating your desire to learn more about these studies and we hope that you and your customers will be as successful on the Transitions Weight Management program as our study participants have been!

### Methods

To recruit participants, an email was sent out to the field in which we had over 1000 people apply! It was absolutely overwhelming! From this large applicant pool, we narrowed it down to 150 participants, divided between both studies. Initially, we had 6 people drop out of the pool because of various reasons -including that they simply did not feel that the study protocol was something they could follow. Throughout the duration of the studies, an additional 46 people dropped out (18 from Study 1 and 28 from Study 2).

The purpose in sharing the number of drop-outs in the program is to illustrate that commitment is a MUST in a weight management program!!! Supplements cannot do all of the work themselves, but require a level of commitment on your part to conform to a healthy diet, incorporate exercise as much as you can into your daily regimen and take your supplements regularly as directed. If you or your customers are not committed to the program, your results will reflect it. You will only get out of it, what you put in!

Study 1 participants were given a 4-week supply of Transitions TC-AMP, along with dietary recommendations, a food diary, exercise log and weekly checklists. Study 2 participants were given an 8-week supply of three products - Transitions Fat Conversion Inhibitor (FCI), Transitions Carbohydrate Absorption Inhibitor (CAI) and ThermoChrome Ephedra-Free. Apart from the supplements, all other aspects of the two studies were the same.

Participants were asked to comply with the following "Rules" of the studies:

- 1. Adhere as strictly as possible to the recommended supplement regimen.**  
Timing is everything for the Transitions Weight Management System. Each supplement must be taken at specific intervals throughout the day, corresponding to an individual's eating schedule. To ease the burden of compliance, we created a Daily Supplement Layout in a table format, illustrating times throughout the day that participants needed to take their supplements. If you or your customers are

taking multiple supplements, this would be a great resource that you could create as well!

2. **Adhere as strictly as possible to the recommended dietary regimen.** Participants were given a 3-page handout illustrating the cornerstones of a healthy diet. This handout included recommendations, such as consuming at least 3-5 fruits and vegetables per day and eating a variety of these types of foods; choosing whole grain breads rather than processed cookies, crackers or white breads; and limiting the amount of saturated and trans-fat as found in margarines, commercially baked foods, etc. It also touched on monitoring portion size, reading the nutrition labels on foods, and knowing your diet pitfalls and learning to avoid those situations. The handout did not include any "fad" diet recommendations but rather, outlined tips for healthier eating that can and should be maintained throughout a lifetime.
3. **Record their daily food intake in a Food Diary.** Studies show that when individuals record what they eat, they become more aware of how much food they are actually eating. Participants were asked to complete a daily Food Diary throughout the study - writing down everything they ate, including a description of the food, the exact amount eaten, estimated caloric value, and why and what type of setting they were in when they ate these foods. Participants could then use this tool to determine their average daily intake, identify weak situations when they were vulnerable to over-eating and become aware of those sticky situations.
4. **Exercise most days of the week for at least 30 minutes and record this in an Exercise Log.** Participants were asked to participate in physical activity at least 3-4 days per week for at least 30 minutes daily. They were also asked to record what type of exercise and the duration in an Exercise Log. This is yet another tool that you could also create to keep yourself on track! Exercising is key to any weight management program and can be incorporated into every lifestyle.
5. **Report weekly with the Study Checklist.** Individuals often have trouble losing weight because they do not have to report to anyone and there isn't a real sense of responsibility for their actions with regard to eating healthy and exercising. Recognizing this, the study checklist was developed, not only as a tool for our corporate team to examine their weekly progress during the study but also as a way to provide the crucial support mechanism that many people wanted and needed. Participants were asked to respond weekly by email to report their adherence to the recommended dietary recommendations, the number of times they exercised, how many glasses of water they were drinking daily and how well they complied to the supplement regimen. If they did not send in their checklist, they were contacted to make sure they would be sending in their checklists soon.

In addition to complying to the protocol above, participants were contacted bi-monthly to ensure that they were adhering to the program as well as not experiencing any side effects or difficulties with what was asked of them. Again, many commented that the support given throughout the study was quite helpful in enabling them to stay on track. Providing this same type of support to your customers would be an excellent way to promote their success and ensure that you have a repeat customer!

As you know, weight management is a very difficult and trying struggle! It requires a high level of commitment and endurance and for some, major lifestyle changes. The tools provided to participants in each of the studies simply represent ways in which they could report to Market America, keep on track and make themselves more aware of their daily actions. Each of these tools - the Food Diary, Exercise Log and Weekly Checklist can be created by you to use either for yourself or as handouts for your own customers! Most importantly, when selling the Transitions Weight Management System to your customers, commit to being a support person to whom your customers can turn. Become knowledgeable about the supplements, give them positive support and be there for them on the days when things get tough. This will help ensure their success.

## Results

*These studies were not designed to be "clinical" studies nor intended to appear in a scientific journal. Market America did not weigh participants at any time during the study, thus, we cannot guarantee that reports were accurate. Bearing this in mind, below are the results of the in-house examination of the Transitions products:*

Study 1, the Transitions TC-AMP study, concluded at the end of four weeks with 54 of the initial 72 participants having completed the study. The average weight loss among participants was 7.8 pounds over the 4-week period, which was perfectly in line with the 1-2 pound per week healthy weight loss recommendation. While this was the average, 14 individuals lost 10 pounds or more with one participant reporting a loss of 25 pounds! Positive feedback about the TC-AMP product included the following:

- TC-AMP provided appetite suppression or curbed appetite!
- TC-AMP gave them "good" energy without making them jittery or anxious!
- TC-AMP was easy to take and had no bad side effects!

Study 2, the Transitions FCI, CAI and Ephedra-Free study, concluded at the end of eight weeks with 44 of the initial 72 participants having completed the study. The average weight loss among participants was 16.5 pounds over the 8-week period. While this was the average, 12 participants lost 20 pounds or more with one participant reporting a loss of 42 pounds! Among the positive feedback that we received from our participants in this study were the following:

- Gives Great Energy!
- Curbs Appetite!
- They work! They're great! They're excellent!

While some participants experienced moderate side effects such as slight stomach upset, gas or headache, the majority of the participants reported few side effects with any of the four products. Both studies produced a moderate, average weight loss in participants, when coupled with a healthy diet and consistent exercise regimen. Because this study was not designed to be a clinical study but only an

internal study to test the efficacy and safety of these products, these results will not be published.

As mentioned earlier, weight management is, for some, a constant struggle. Obesity and overweight are very often associated with more than simply overeating or lack of exercise, but also one's genetic background, their emotional status and dependency on food, their environment and a host of other possible issues. Transitions Weight Management System was developed to aid and assist individuals in maintaining a healthy weight and was quite successful in doing so in the in-house studies conducted several months ago. Coupled with commitment, a healthy diet and regular exercise, Transitions is a shoe-in for your business, your customers, and you as well for helping all of us maintain a healthy weight for a healthier lifestyle!