

Freeing patients from the tyranny of food during weight loss

When drug therapy is discontinued. When the counsellor moves on. When the patient is "cured" of excess weight. This is the point at which a dieter requires the maximum attention and assistance. Lipotrim weight maintenance programmes assist your patients in long-term weight management

Weight maintenance requires control of eating behaviour over a sustained period of time. While willpower can often help people lose weight over a short defined period, control for the months, years or even decades required for maintenance is quite a different story. Loss of weight by any means confers absolutely no lasting gift for weight maintenance. Weight loss, however achieved, is only the beginning of the treatment, not the end point.

A person who has lost weight has to cope with the fact that the calorie requirement to maintain a lighter body is lower than they had become accustomed to eating. Returning to pre-diet eating behaviour will result in an early return to pre-diet weight. There is no "set point". There is only a prolonged habitual approach to food choices and portion sizes that satisfy.

What usually surprises Lipotrim dieters, is the sudden freedom from food tyranny in conjunction with the appearance of urinary ketones, which are induced by a very low calorie, low carbohydrate intake and sustained long enough to deplete body stores of glycogen and force the utilisation of stored fat. Weight loss with Lipotrim is certain due to the large calorie gap between intake and any level of expenditure. What allows the dieter to lose substantial weight, however, is the prolonged freedom from the desperate drive to eat. This freedom is lost as soon as food is reintroduced.

Lipotrim weight maintenance formulas are not simply meal replacements

One of the most dramatic metabolic consequences of substantial weight loss is an improvement in insulin resistance. In the immediate post-diet condition there is usually a continued excessive secretion of the now normally functioning insulin, which can lead to mild hypoglycaemia. This is interpreted by the patient as a strong signal to eat. Unless this is blocked, the dieter will overeat and regain weight.

Maintenance requires calming these food cravings. Slowing the absorption of glucose from the gut into the blood-

stream is the surest way to minimise the insulin response and reduce the recurrence of cravings subsequent to a meal.

Using what is well known to solve a major problem

Reliable and controlled slowing of the absorption of glucose from the gut is achieved by the addition of soluble fibre to a meal. Nourishment is still important, however, especially when food intake will become restricted. The addition of a complete micronutrient mix to the potent soluble fibre assures the provision of the complete complement of essential amino acids, fatty acids, trace elements, vitamins and minerals that one would expect to be provided by a full meal. The result is a greatly enhanced record of post-diet weight stability.

Weight management is enhanced in pharmacies

Many practices treat their own patients with Lipotrim, and the weight loss successes with their major clinical benefits more than justifies the practice time.

The difficulty comes with justifying practice time and resources

for patients who have achieved weight loss and are now both healthier and trying to maintain a normal weight. The expectation that this patient will sustain the weight loss without considerable help is naïve. Pharmacy-based programmes are ideal for the varying needs of patients. Obesity prevention, treatment and long-term management is a pharmacy health promotion service. Care of patients during weight loss, is ideal when carried out by the pharmacist who understands the implications of diseases or drug treatments that may interact with the weight loss programme. But, it is in the post-diet stage that the pharmacist is best placed to provide the essential long-term guidance, support and education that will increase the length of time that the weight loss is maintained. Pharmacists armed with the Lipotrim programme can assist your overweight patients cope with long-term weight management. ●

OBESITY TREATMENT MADE SIMPLE

"The need to advocate a minimal calorie gap is a myth" NAPC Review

Control Type II Diabetes Pharmacy Monitored Lipotrim weight loss and weight maintenance

Lipotrim Weight Loss Programmes have been extended to include pharmacies.

Over 600 pharmacies are already involved.

Lipotrim is an ideal option for preventing or reversing Type II diabetes.

Virtually all compliant patients will normalise blood sugar in a few days and lose in excess of 10% of pre-diet weight within a few weeks.

Benefits also for pre-surgical, hypertensive, asthmatic, arthritic and hyperlipidemic patients.

Manage cardiovascular risk factors and diabetes by managing weight

Over 20% of your patients are already obese.
YOU CAN MAKE A DIFFERENCE

PCT funding not required.

Information on practice or pharmacy monitored programmes

Lipotrim

Downing Park, Station Road
Swaffham Bulbeck, Cambs. CB25 0NB
Tel: 01223-812812 Fax: 01223-812900
mail : gp@lipotrim.demon.co.uk www.lipotrim.co.uk

Lipotrim

Stephen Kreitzman

PhD RNutr

UK Registered

Nutritionist

Valerie Beeson

Howard Foundation

Research Ltd

Cambridge