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# Bedtime Belly Buster

for dummies®
A Wiley Brand

Know the dangers of belly fat

Sleep better and burn fat

Embrace lifestyle changes for long-term health

**LaReine Chabut**
Creator of *Lose That Baby Fat*
and best-selling author

Isagenix Special Edition

# About Isagenix

Established in 2002, Isagenix provides systems for weight loss, energy, performance, healthy aging, and wealth creation. With more than 550,000 customers worldwide and more than 100 life-changing products, packs, and systems globally, the company is committed to producing Solutions to Transform Lives™. In 2017, Isagenix surpassed $5 billion in cumulative global sales through an independent network of Associates in the U.S., Canada, Puerto Rico, Hong Kong, Australia, New Zealand, Taiwan, Mexico, Singapore, Malaysia, Colombia, Indonesia, the United Kingdom, Ireland, and the Netherlands. Isagenix is a privately owned company with headquarters in Gilbert, Arizona. For more information, visit **Isagenix.com**.

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# Bedtime Belly Buster

Isagenix Special Edition

**by LaReine Chabut**

for dummies®
A Wiley Brand

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# Bedtime Belly Buster For Dummies®, Isagenix Special Edition

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# Introduction

According to the National Institute of Health, being overweight is linked with a wide range of health problems, including type 2 diabetes, high blood pressure, heart disease and strokes, and certain types of cancer, each of which affects millions of Americans each year. Achieving a healthy body for life and learning how to manage your weight have become more important than ever.

Excess weight gain is often associated with excess belly fat, which poses an even greater health risk than regular weight gain because belly fat surrounds vital internal organs. Fortunately, the *Bedtime Belly Buster* offers one solution to help reduce belly fat at bedtime by alleviating late-night cravings. As it turns out, you don't have to go to bed feeling hungry, and you can wake up feeling refreshed with the Bedtime Belly Buster.

## About This Book

This book is intended to explain how the Bedtime Belly Buster works and how it can help reduce belly fat with products from Isagenix International, LLC, a company that offers nutritional products and other health and wellness products. The concept of the Bedtime Belly Buster was originated by Isagenix distributors as a way to help reduce cravings before bedtime. One chapter addresses how the Isagenix nutritional system, based on the concept of reducing calories and intermittent fasting, helps reduce body fat and helps maintain weight loss results.

Although this book is designed to help you better understand why belly fat accumulates and answers basic questions about how using the Isagenix nutritional system may benefit you, reducing belly fat with the Bedtime Belly Buster is just one component of how the Isagenix nutritional system can help you manage weight throughout your lifetime.



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## Foolish Assumptions

I'll assume a few things if you are reading this book. First, I'll assume you're interested in learning how to reach your health and weight management goals. I also assume you have an interest in learning about what belly fat is and how you can get rid of it.

If these assumptions describe you, this book is for you. If neither of these assumptions describes you, but you are still interested in managing your weight through nutrition, this book is still for you!

## Icons Used in This Book

Occasionally, throughout this book, you see little icons in the left-hand margin. Here's what these symbols mean:

REMEMBER

This symbol alerts you to important information you'll want to keep in mind as you explore using the Bedtime Belly Buster.

TIP

This icon indicates helpful information you don't want to miss, such as how to make healthier choices at mealtime or where to find nutritional supplements.

## Beyond the Book

In a short book like this there is only so much I can cover. So, if you find yourself wanting to know more about the Bedtime Belly Buster and other healthy things you can incorporate into your lifestyle, just go to `www.Isagenix.com`.

## Where to Go from Here

Each chapter in this book is written to stand on its own, so you can skip around or read from beginning to end. If you don't want to read this book cover to cover, feel free to jump ahead to whatever chapter interests you.



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IN THIS CHAPTER

- Getting an inside look at belly fat
- Comparing subcutaneous fat and visceral fat
- Identifying the causes of belly fat
- Exploring the risks associated with visceral fat

# Chapter 1
# Getting the 411 on Belly Fat

Excessive abdominal fat, or the fat that accumulates around your midsection, is often associated with weight gain. Many of the factors that contribute to belly fat become bigger problems as we age. To make matters worse, excess weight gain from belly fat often is accompanied by a loss in muscle mass.

It's only natural to want to have a flat stomach, although the health benefits of getting rid of belly fat should be the real motivation once you discover the risks associated with excess belly fat. Fortunately, there are science-backed strategies for reducing belly fat successfully, one of those being the *Bedtime Belly Buster*, which we explain in Chapter 3. Read on to find out more about belly fat and the risks associated with it.

## Subcutaneous Fat versus Visceral Fat

There are two different kinds of fat in your body. Just beneath the skin, the fat that you can pinch, is called *subcutaneous fat.* Subcutaneous fat can usually be found around the belly and just underneath the skin on the hips or thighs — a reality that a lot of people



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probably wish wasn't true. This kind of fat is located all over your body and a healthy amount of it is important for your body to function properly. However, years of accumulation of subcutaneous fat results in that "pooch" or bloated belly look.

*Visceral fat*, on the other hand, accumulates deep within the abdominal region around your internal organs, including your heart. It's also sometimes referred to as belly fat. If you have too much visceral fat, you may be at higher risk for certain health conditions and diseases.

Figure 1-1 shows you where each type of fat is located.

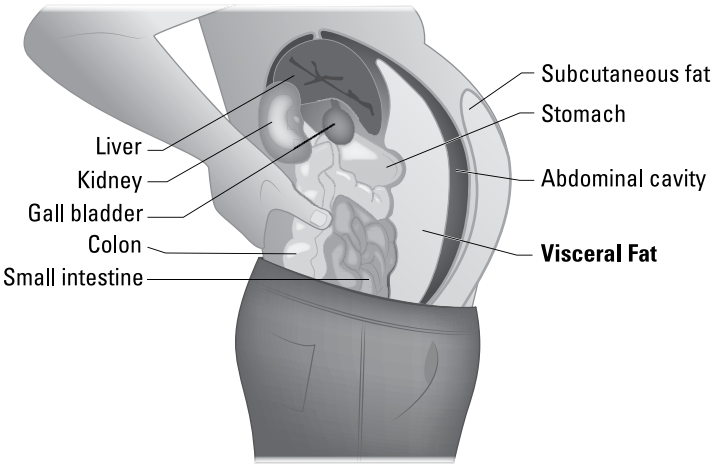


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**FIGURE 1-1:** Visceral fat and subcutaneous fat shown in the abdomen

Although having a large belly may be unhealthy, much of the fat in the stomach area that lies directly under the skin (subcutaneous fat), is not necessarily as hazardous to your health as visceral fat. Visceral fat, the unseen fat that surrounds your internal organs, is considerably more harmful because it surrounds and sometimes interferes with the normal functioning of your internal organs. Here are some differences between the two.

Unlike subcutaneous fat (the type of fat you can pinch), visceral fat is not immediately noticeable, but is potentially more dangerous due to its close proximity to organs such as the heart and



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the liver. People who lose weight generally lose visceral fat first because it is more metabolically active than the fat you can see (subcutaneous fat). The most common method for losing both subcutaneous fat and visceral fat is to reduce caloric intake. Taking in fewer calories than you expend during physical activity will help you lose weight.

TIP

In Chapter 4, you can find out how to add the Isagenix nutritional system to help with your weight loss goals and maintain your results. Later on, in Chapter 5, you will find out more about how diet can affect your waistline and how adding protein will improve your odds of meeting your weight loss goals.

## Tackling the Facts about Visceral Fat

In a health setting, the word *visceral* means in or near your vital organs (known as your viscera). These are the internal organs that lie deep in your chest or abdomen, like your heart, stomach, and your intestines. You also have visceral muscles that are found in the walls of your visceral organs. Visceral fat surrounds those organs.

REMEMBER

Since your vital organs are located in your midsection, visceral fat accumulates in the area around your belly. Basically, visceral fat is centrally located.

In general, visceral fat is relatively small in proportion to your total body fat. However, it can accumulate, and unlike subcutaneous fat, visceral fat surrounds the liver, kidneys, pancreas, and other organs that are necessary for maintaining optimal health and wellness.

Everyone needs *some* fat to cushion internal organs and to provide a reservoir of stored energy, but a sedentary lifestyle combined with overeating often leads to an excess accumulation of visceral fat. And, not surprisingly, the accumulation of visceral fat usually occurs simultaneously with an increase in total body fat and a reduction in energy-burning muscle mass.

Where and how you develop belly fat or visceral fat is affected by many factors, such as aging, hormones, and genetics. Understanding who you are and how susceptible you may be to belly



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fat will help you address the factors you can control, like diet and exercise. Here are a few facts that affect how visceral fat develops:

- **Aging:** Aging often is associated with natural loss of muscle mass, increased protein requirements, and decreased requirements for total calories needed to maintain body weight. As a result, people tend to experience issues with belly fat more readily as they age.
- **Hormones:** As we age, we tend to produce lower levels of certain hormones, which makes us more vulnerable to the accumulation of belly fat. Men tend to lose their capability to store fat in their limbs as they get older, which forces more fat to deposit around their waists. Women tend to gain weight in their belly due to the shift in estrogen that takes place during menopause.
- **Genetics:** The genes we inherit from our parents directly affect where we store our fat and our predisposition to weight gain.

## Knowing the Dangers Associated with Visceral Fat

Although having excess subcutaneous fat may be a problem in itself, the slow accumulation of visceral fat poses a greater risk to your health in ways that subcutaneous fat does not, primarily because visceral fat accumulates within the abdomen and may interfere with internal organs, including your heart.

REMEMBER

The danger of excess visceral fat is due to its metabolically active nature. Visceral fat secretes a variety of inflammatory proteins and related compounds that can lead to a higher risk of chronic disease.

Having visceral fat is even more risky than simply being overweight. Because no two bodies are the same, a good way to look at it is if two people have the same height and weight but one person carries more visceral fat; the one with more visceral fat is likely to be at a higher risk for heart disease.



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From approximately age 30 to 60, the typical adult may lose about half a pound of muscle per year while simultaneously gaining about one pound of fat. That's a wake-up call for anyone who wants to lead a healthier lifestyle as he or she ages. What is important to know is that most people with an excess of subcutaneous belly fat also tend to have an excess of visceral fat. Higher levels of visceral fat are even linked to a greater risk of heart disease and diabetes than a higher than normal BMI (body mass index), which you can read more about in Chapter 2. Among the many risk factors associated with visceral fat, low muscle mass in combination with increased amounts of visceral fat may increase the risk for cardiovascular disease.

TIP

A useful method you can use to estimate your visceral fat is to measure the circumference of your waist and hips. Simply measure each using a tape measure (around the largest point of your waist and hips) and then divide the waist measurement by the hip measurement. If you're a man, this ratio should be less than 1.0; if you're a woman, the ratio should be less than 0.85 (I cover more methods of measurement in Chapter 2.)

This ratio does not just measure visceral fat though. Some of it will be attributable to subcutaneous fat that lies just underneath the skin. To see how much of that fat is visceral, measure your stomach once when standing up and once when lying down. The subcutaneous fat will fall to the sides of your body and disappear, but the visceral fat will remain where it is.

Visceral fat is especially risky because the fat cells do more than just sit there and cause you to feel bloated or make your jeans feel too tight. The fat cells may actually change the way your body functions. Additionally, storing excess fat around your internal organs interferes with hormones that regulate appetite, weight, mood, and brain function.

Carrying around excess visceral fat raises the risk of a variety of chronic health problems:

- **Diabetes:** Visceral fat accumulation is sometimes associated with insulin resistance, which is a primary factor in type 2 diabetes and other obesity-related conditions. Insulin resistance is the decreased ability of cells in your body to respond to insulin. Simply put, it is the beginning of the body not dealing well with sugar. Leading a sedentary lifestyle or



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lack of physical activity causes the cells to be less responsive to insulin, which may promote weight gain. A vicious cycle can occur with insulin resistance promoting weight gain, which promotes more insulin resistance. Besides general weight gain, insulin resistance is also sometimes associated with abdominal obesity.

- **Heart disease:** Heart disease is the leading cause of death in the U.S. Heart disease can occur when the small blood vessels that supply blood and oxygen to the heart become narrowed by deposits of fatty arterial plaque, which can harden over time and block arteries, causing heart attacks and other fatal conditions. Visceral fat is associated with an increased risk for cardiovascular disease markers that include high blood pressure and high cholesterol.
- **High blood pressure:** High blood pressure means that the force of the blood flowing through your blood vessels is consistently too high. When blood pressure is too high, your heart has to work harder to keep blood pumping through your body. High blood pressure also causes strain on artery walls and can damage delicate blood vessels, like those in the eyes and kidneys. Eating a healthy diet and leading a healthy lifestyle is one of the many factors that you can control to help prevent visceral fat from accumulating and creating an increased risk of high blood pressure.
- **Cancer:** Cancer is recognized worldwide to be a major health problem affecting millions of people each year. An expanding waistline may potentially increase your chances for certain cancers. This includes colorectal, pancreatic, breast (after menopause), and uterine cancers. Too much visceral fat can tell your body to make more insulin than it needs, and high levels of insulin over time may potentially lead to increased risk for certain types of cancer.
- **Dementia:** Studies have shown a link between obesity, vascular disease, inflammation, and cognitive decline, including dementia. Excess pounds on the body have been found to equate with less brain volume and, therefore, poorer brain function into older age.
- **Obesity:** Obesity is one of the most important health issues facing the United States today. More than one-third of adults in the U.S. are estimated to be obese. Obesity is a complex, dynamic process involving genes and hormones, factors



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over which we have little control; however, one key factor to weight gain and obesity, excessive calorie consumption relative to our energy expenditure, is something we can control to maintain a healthy weight and prevent the accumulation of unhealthy belly fat.

REMEMBER

The presence of visceral fat is often associated with many chronic diseases. One factor we can control to prevent or reduce the accumulation of unhealthy visceral fat is to reduce our caloric intake relative to the energy we expend through a healthy diet and regular exercise. One technique that may help you accomplish this goal is known as the Bedtime Belly Buster (see Chapter 3).

## WEIGHT GAIN CULPRITS

The following lists some of the major factors in weight gain to help you identify how you can start making changes.

- ***Poor diet:*** Eating too many calories, and too many of the wrong kinds of calories, is the leading cause of weight gain, especially in the U.S. Studies show that U.S. consumers meet dietary guidelines on average only seven out of 365 days in the year.
- ***Reduced physical activity:*** Increases in your waistline generally go hand in hand with decreases in physical activity. It's important to move your body-everyday!

  ***Hormonal changes:*** Hormonal changes happen throughout your lifetime, whether you're a woman or a man. And hormonal alterations are a real cause for concern when trying to tackle weight gain.
- ***Slowed metabolism:*** As you get older, your body changes how it gains and loses weight. Both men and women experience a declining metabolic rate, or the number of calories the body needs to function normally.
- ***Poor sleep:*** While everyone knows quality sleep is a cornerstone of good health, what might be surprising is that it can also help with weight loss. A study published by the American Academy of Sleep Medicine found that those who lack quality sleep are more susceptible to weight gain.



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IN THIS CHAPTER

- Finding your BMI (Body Mass Index)
- Determining your waist-to-height ratio
- Looking at some guidelines for good health

# Chapter 2
# Are You at Risk? Looking at BMI and Waist-to-Height Ratio

Maintaining a healthy body composition helps lower the risk of chronic disease associated with being overweight and obesity. In fact, the FDA has stated that, "In recent years, unprecedented numbers of Americans of all ages have become either overweight or obese. This trend toward overweight and obesity has accelerated during the past decade. Unfortunately, this trend towards obesity shows no signs of letting up."

In this chapter, you discover a couple of ways to determine your body fat composition, as well as some advice to help you avoid becoming overweight or obese. And when you're done with this chapter, head to Chapter 3 to find out about the Bedtime Belly Buster and how it can help reduce belly fat.

## Using BMI to Estimate Body Fat

There are many different ways to find out if you are overweight and at greater risk for serious health complications related to being overweight or obese. One of the easiest ways to assess your



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weight is to calculate your *body mass index* (BMI). Your BMI is a measure of your weight in relation to your height. Obviously, the taller you are, the more you can weigh without being considered overweight.

Doctors have long used BMI to categorize individuals as underweight, normal, overweight, or obese. BMI is most commonly used in a clinical setting to assess your health status and your risk for certain health problems

## Calculating your BMI

To figure your BMI, simply divide your weight in pounds by your height in inches squared (height in inches × height in inches). Then multiply the result by a conversion factor of **703.**

TIP

To determine your BMI using an online calculator, just type "BMI calculator" into your search engine.

Here are a few examples using this formula:

A person who weighs 150 pounds and stands 5 feet, 6 inches has a BMI of 24.

A person who weighs 130 pounds and stands 5 feet, 4 inches has a BMI of 22.

A person who weighs 200 pounds and stands 5 feet, 10 inches has a BMI of 28.

## Understanding your range

Now that you have your BMI, it's time to check out your results.

- If the result is less than 18.5, you are underweight.
- If the result is between 18.5–24.9, you are at normal weight.
- If the result is from 25–29.9, you are overweight.
- If the result is 30 or greater, you are considered obese.

REMEMBER

Being overweight (a BMI over 25) can be associated with a wide range of serious health problems, from heart disease to diabetes. Knowing your BMI arms you with the information needed to help set clear goals for getting to a healthier weight.



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TIP

Keeping your body composition within the normal range can help you be in a healthy place. Check out the tips later on in this chapter to help you address being overweight or obese or avoid these conditions altogether.

## Waist-to-Height Ratio — An Even Better Body Fat Measurement

Although BMI is a useful measurement for most people over 18 years old, it is only an estimate, which doesn't take into account age, ethnicity, gender, and body composition. More evidence exists today that suggests that BMI may not be as accurate as another body shape measurement known as *waist-to-height ratio*.

Waist-to-height ratio is determined by dividing waist circumference by height. Experts advise that waist circumference should be no more than half the length of your height. So, if you are a person that stands 6 feet tall (72 inches), your waist circumference should be no more than 36 inches.

Using the waist-to-height ratio for determining waist circumference helps demonstrate that, even if you are at a normal weight, you may still be at greater risk for heart related disease because of the accumulation of visceral fat (refer to Chapter 1).

REMEMBER

Using the waist-to-height ratio helps assess risk by measuring the amount of fat carried around your middle.

## Ways to Fight Being Overweight to Improve Long-Term Health

Now that you know your waist-to-height ratio and are armed with your numbers, there are things you can do to counter weight gain and/or prevent obesity.

The following tips are general in nature, and the amount and level of exercise will vary depending on your age, level of fitness, and existing body composition, as well as other health factors.



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- **Be active and exercise.** A total of 45 to 90 minutes of physical activity per day is recommended to help you reach a healthy weight. Aim for 150 to 250 minutes of moderate-intensity exercise each week.

  Something you can do at any stage in your life to stay fit is *walking.* A workout doesn't need to be strenuous or mean going to a gym. Other activities, like gardening or playing with your kids, are fun, simple ways to add in some exercise. It all adds up!

- **Use resistance.** Think bone density**.** Lifting weights two to three times per week can help increase bone density and support metabolically active muscle tissue. Not only will strengthening your muscles make everyday activities easier, but it can also help you improve your overall health. Bigger muscles generally burn more fat!

- **Eat protein.** Greater protein intake from quality sources low in calories, like lean meats, low-fat dairy foods, or plant-based protein, may help to prevent age-related muscle loss, better manage appetite, maximize exercise performance, and promote weight control. See Chapter 5 for more ways to meet your protein needs.

- **Be consistent.** Maintaining a healthy body weight for two years or more significantly increases your long-term term success. Sticking with successful weight-management plans and exercise strategies has benefits for long-term health in addition to helping you keep off excess pounds.



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IN THIS CHAPTER

- Explaining the Bedtime Belly Buster
- Discovering the components of the BBB
- Seeing results with the BBB
- Looking at success stories from the BBB

# Chapter 3
# Tackling the Bedtime Belly Buster (BBB)

Now that you've read about the dangers of visceral fat, finding a way to battle it is what this chapter is all about. One popular way to beat belly fat is with the *Bedtime Belly Buster*, or BBB for short. The BBB is a nightly routine to help you feel full and increase your metabolic rate while sleeping, which will help to reduce or avoid belly fat.

The BBB first came to be when Isagenix International, LLC, a health and wellness company specializing in weight management solutions, among others, came up with a solution to address belly fat by offering products to be used at bedtime. Isagenix offers other nutritional products and supplements to help you achieve your health and weight management goals (see Chapter 4).

In this chapter, you find out what the BBB is and how it works. You can also gain inspiration from a few success stories of people just like you who have tried it.



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# Understanding How the BBB Works

If you've ever tried to lose weight, you know that restless nights can be quite normal. It's not just those late-night cravings for carbs that can get to you. Some scientific studies suggest that the calorie deficit inherent in a restricted calorie diet may also disrupt normal sleep patterns.

Studies also have shown that providing your body with a serving of whey protein before bedtime will help you to feel full and boost your metabolic rate while you sleep. The core components of the BBB are a serving of IsaPro whey protein blended with Isagenix Fruits or Isagenix Greens.

Together, these BBB components are designed to satisfy late-night cravings while helping you get your rest. This, in turn, can help keep you on track to release stubborn belly fat.

REMEMBER

Getting enough quality protein is an important nutritional strategy for protecting against muscle loss while dieting (see Chapter 5). Research shows that, on average, around 30 percent of weight lost from dieting is from lean body mass.

# Knowing the Components of the BBB

The core components of the BBB are intended to provide extra support for your weight loss efforts through nutrition and restful sleep.

The Bedtime Belly Buster (BBB) consists of the following core components:

- Vanilla or Chocolate IsaPro
- Isagenix Fruits or Isagenix Greens

For an extra kick of nutrients before bedtime, the following complementary products are commonly taken with the BBB.

- Sleep Support & Renewal
- IsaOmega



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- Fiber Pro
- Complete Essentials Daily Pack

## IsaPro Whey Protein Concentrate by Isagenix

IsaPro contains high-quality protein from whey, which has been shown to offer benefits such as support for muscle maintenance and growth. Consuming a serving of whey protein before bed also helps to support better recovery from exercise and may support satiety when taken at bedtime.

IsaPro is available in both Chocolate and Vanilla, each of which will give you that sweet sensation without the empty calories, fat, and sugar of typical late-night treats.

## Isagenix Fruits and Isagenix Greens

Isagenix Fruits and Isagenix Greens add flavor to the BBB without excess calories or sugar. In addition, they provide valuable phytochemicals from fruits and vegetables and contain only 1 gram of sugar.

Some popular combinations used with the BBB are Vanilla IsaPro and Isagenix Fruits, and IsaPro Chocolate and Greens.

## Complementary products

These popular complementary products help provide your body with the right amounts of nutrients to support overall health. They include the Complete Essentials Daily Pack, IsaOmega with fish-derived omega-3 essential fatty acids, and FiberPro, which adds prebiotic fiber, designed to support digestive health and promote regularity (see Chapter 5 for more on prebiotic fiber).

## Sleep Support & Renewal

Scientific research has identified a significant link between inadequate sleep and weight gain. Making adequate sleep a priority is an important step in reaching your weight loss goals that many people overlook. Sleep Support & Renewal spray contributes by helping to support a restful, complete night's sleep with natural ingredients including melatonin and chamomile flower extract. (***Note:*** This spray is not to be included in the BBB drink itself!)



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# Preparing the BBB

The bottom line of the BBB is that by supplementing your nighttime regimen with the high-quality undenatured whey protein in IsaPro and using the Sleep Support & Renewal spray before bedtime, you can help your body transform your waistline while enjoying a good night's rest.

Here are the simple steps for preparing the BBB (also see Chapter 7 for a recipe round-up).

**Instructions:** 30 to 60 minutes before bedtime is the ideal time to prepare your BBB.

1. **With an IsaBlender® vessel, shaker cup, or regular blender, combine 4 or 5 ounces of water, IsaPro, Fruits or Greens.**

   Because the mix foams so rapidly, shake the vessel vigorously before blending.

2. **Blend all of the ingredients for 30 to 60 seconds.**
3. **If desired, add a few ice cubes and re-blend.**

   Enjoy this nutrient- and protein-dense bedtime treat followed by Sleep Support & Renewal spray. And don't forget IsaOmega, Fiber Pro, or Complete Essentials Daily Pack if these products meet your needs.

REMEMBER

Keep in mind the BBB is not recommended on an Isagenix Cleanse Day (see Chapter 4 for more on Cleanse Days).

# Seeing Success

The BBB began as sensible nutritional advice posted on social media. Then hundreds of testimonials and "before-and-after" pictures of newly flattened stomachs came pouring in after individuals using the BBB claimed it helped them lose weight and flatten their stomachs (or "blast that belly") with the components of the BBB. However, keep in mind that there's no such thing as a one-product wonder that can cause weight loss overnight. The BBB's effects are demonstrated through continued use over time in combination with a reduced-calorie diet and regular exercise.

This section includes some of the many testimonials from users of the BBB.



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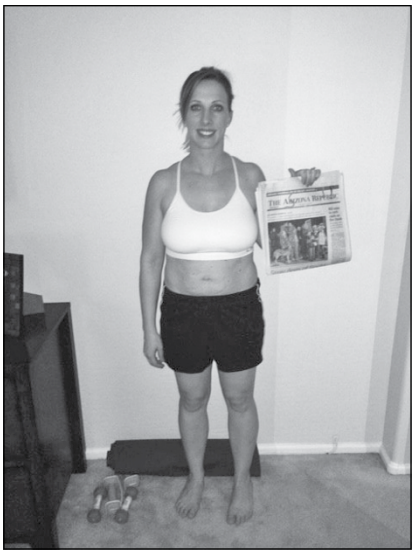
REMEMBER

**Disclaimer:** The results achieved by the individuals featured in these testimonials are not typical and are only presented as examples of what is possible with the Isagenix nutritional program, including the Bedtime Belly Buster. Weight loss, muscle gain, lifestyle, and other results depicted in this publication reflect exceptional experiences of Isagenix customers and should not be construed as typical or average. Results vary with individual effort, including the amount and type of exercise, body composition, eating patterns, time, and other factors, such as genetic and physiological makeup. In a study performed in 2012 by University of Illinois at Chicago researchers, subjects lost an average of 9 pounds after 30 days on an Isagenix System. The subjects also had a greater level of adherence and had more consistent weight loss from week to week compared to subjects on a traditional diet.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



*I wanted a healthy alternative to the "bedtime snacks" I was consuming, and was also looking for a way to trim down the belly fat that had been hanging around since pregnancy. It is the perfect no-guilt "snack" to have before bed!*

–LAUREN CRIDER, 2017 ISABODY FINALIST



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*Before my first physique body competition, I got down to 6% body fat, and a year later I am still building muscle while staying lean. I was following a healthy nutritional and strenuous exercise program, but I give credit to Isagenix and the BBB for helping me reach my goals.*

–JESSE JOHNSON, 2015 ISABODY FINALIST



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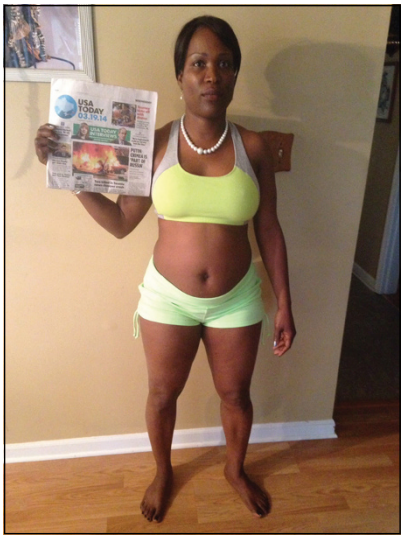

*For me, five nights prior to a planned event is ideal to begin the BBB. I use the BBB when preparing for a photoshoot and when I feel bloated. I love the fact that I have this option, especially when I occasionally decide to indulge in foods that are not the healthiest option.*

–JOYCE BELL, 2017 ISABODY FINALIST



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*My life at 280 pounds was not an easy task. My stomach circumference (48 inches) was the largest part of my frame. Due to Isagenix and a healthy, balanced diet, my waist is now the slimmest part of my frame (30 inches) and showing some abdominal muscles I haven't seen since I was a young athlete. Now 3 years later, I still enjoy the Bedtime Belly Buster as I lay my head on my pillow at night grateful for my strong, lean, and healthy body.*

–MARK OSTROWSKI, ISAGENIX 100-POUND CLUB MEMBER



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IN THIS CHAPTER

- Taking a holistic approach to your health with Isagenix
- Discovering why the Isagenix System works
- Looking at what an IsaLean Shake contains
- Finding out the steps on a Cleanse Day
- Promoting lasting results with Isagenix meals and foods

# Chapter 4
# Maintaining Your Results with the Isagenix System

Now that you've learned about the BBB, in this chapter you will find out about the Isagenix 30 Day System because reducing belly fat is just one component of maintaining a healthy body. Isagenix takes a holistic approach to health by providing a system of products that work together to help you achieve your health goals, such as weight loss, healthy aging, energy, and performance, so you can stay healthy for the rest of your life.

The Isagenix 30 Day System is a flexible, long-term program to help you achieve your health and weight loss goals. The system consists of "Shake Days" and "Cleanse Days." On Shake Days, the system calls for replacing two meals with shakes and a third meal of up to 600 calories. The system also calls for Cleanse Days, one or two days a week of fasting supplemented by the herbal drink Cleanse for Life and Isagenix Snacks wafers.

Once you reach your health and/or weight-loss goals, staying on a maintenance program with the Isagenix system for long-term



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health and wellness will help you maintain your weight and reduce the chances of adding belly fat.

## Getting Started

Starting any new program usually comes with lots of questions and a need for information. For a quick-start guide, check out IsagenixHealth.net to become acquainted with Isagenix solutions online. You will find answers to your questions on how to get started with Shake Days and Cleanse Days along with videos, podcasts, and other supportive information.

REMEMBER

Always consult with your doctor or healthcare professional before trying any new health or weight loss program.

## Why the Isagenix System Works

The Isagenix 30 Day System is designed to help people achieve weight loss based on the following three principles:

- **The 30 Day System is a nutritionally sound weight management program that maximizes nutrition while minimizing calories.** Reducing calories while maintaining optimal levels of nutrients leads to healthy weight loss. The quantity of whey protein in the IsaLean Shake helps to satisfy appetite, which is important when you're trying to limit your calories. In addition, whey protein contains high levels of branched-chain amino acids that simultaneously helps to build and sustain muscle while on a reduced-calorie diet. Many calorie-restricted diets provide an inadequate amount of lean, quality proteins and nutrients and thus contribute to muscle loss.
- **Cleanse Days are designed to facilitate weight loss by minimizing calories through intermittent fasting, which promotes fat to be mobilized for fuel.**
- **Cleanse Days are unique.** Not only are you consuming fewer calories and sustaining fat burning, but you are also giving your body nourishment to support its natural detoxification systems. The limited calories consumed on



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Cleanse Days also help to condition the stomach and body for eating less with less of an appetite. The natural cleansing herbs in the product Cleanse for Life supports the liver and the body's natural detoxification systems with antioxidant botanicals and nutrients during weight loss.

# Shaking It Up: Discovering IsaLean Shake

To say there are plenty of options when it comes to meal replacement shakes is somewhat of an understatement because, as you probably know, there are a *ton* to choose from. Isagenix offers a meal replacement shake, the IsaLean Shake, which is one of the core pillars of the Isagenix 30 Day System. When used as part of a system, this clinically tested meal replacement, designed to be low glycemic, keeps you feeling full longer and helps you lose unwanted fat while maintaining your lean muscle.

IsaLean Shakes are delicious, complete meal replacement shakes that deliver dense nutrition with 24 grams of protein from a high-quality whey-based blend, energy-fueling carbohydrates, good fats, filling fiber, and a full array of vitamins, minerals, and enzymes packed in under 300 calories per shake. The following sections cover the key ingredients that make the IsaLean Shake high quality nutrition.

## High-quality protein

The IsaLean Shake is a beverage with quality protein from whey, rich in branched-chain amino acids including leucine, which may trigger protein synthesis in muscles. Using a high-quality protein helps to make you feel fuller longer — which plays a critical role when embarking on a reduced-calorie diet. Studies show that many restricted calories diets tend to be less than ideal for protein distribution and that consuming about 20 to 40 grams of protein at each meal leads to better weight management and increased muscle growth.

IsaLean Shakes are packed with 24 grams of protein (with IsaLean Pro a higher protein meal replacement option with 36 grams of protein), mostly from whey protein that has a high concentration of branched-chain amino acids.



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## No artificial flavors, colors, and sweeteners

Isagenix does not use any artificial flavors, colors, or sweeteners in any of its products, including its IsaLean Shake. IsaLean Shake is sweetened with low-glycemic, natural fructose (in amounts equivalent to what's in half of a medium-sized apple). The additional carbs in the shake are there in just the right amounts to provide you with energy, while still supporting healthy blood sugar management.

## Macronutrients for energy

Carbs, protein, and fat — otherwise known as *macronutrients* — are calorie-containing nutrients that fuel many functions of the body. IsaLean Shakes have a healthy balance of these macronutrients, in addition to a good dose of fiber. Some meal replacements may advertise their supposed rank over others with their "low-fat" or "low-carb" status, but these may not provide complete nutrition and will most likely leave you feeling hungry again relatively soon after consumption. Each IsaLean Shake provides 24 grams of protein, 24 grams of carbs, 6 grams of fat, and 8 grams of fiber along with all the necessary micronutrients (vitamins and minerals). It was designed as a balanced, low-glycemic meal-replacement that allows for steady blood sugar control and staying fuller between meals.

# What Does a Shake Day Look Like?

On Shake Days, you replace two meals with an IsaLean Shake and consume a nutritionally balanced third meal of up to 600 calories. Depending on your daily routine and the meals you replace during the day, you can customize Shake Days to fit your schedule for the greatest benefit.

If your goal is weight loss, one strategy could be replacing your largest meal of the day with a shake to help you better manage calorie intake. Another strategy might be to choose which meals you swap for a shake, according to the demands of your daily routine. For example, if you want to have dinner with your family,



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you could have a shake for breakfast, a shake for lunch, and enjoy a meal with your family for dinner. It's not necessary to always follow the same Shake Day schedule. If your routine is different from day to day, adapt your Shake Day in a way that works best for you.

TIP

Relying on the convenience of an IsaLean Shake when you are most crunched for time can help you avoid temptation and the potential to make unhealthy choices.

## Ending Your Shake Day with the BBB

At the end of a Shake Day, using the Bedtime Belly Buster (BBB) is a great way to support your weight loss efforts with nutrition and restful sleep. Providing your body with a serving of whey protein before bed offers satiety and has a thermogenic effect, which boosts metabolism.

The BBB is also a sweet treat that can help satisfy your late-night cravings and help you avoid overindulging in less healthy alternatives.

The core components of the BBB include a serving of IsaPro (not to be confused with the IsaLeanPro Shake), blended with Isagenix Fruits or Isagenix Greens, taken before bedtime. As a complement to the BBB, Sleep Support & Renewal spray can be used at bedtime to help you get a restful night's sleep. For the complete BBB recipe, see Chapter 3.

## Using Cleanse Days to Boost Your Success: Intermittent Fasting

Cleanse Days aren't complicated, but for most people they are very different from a typical routine. An Isagenix Cleanse Day is a form of nutritionally supported *intermittent fasting.* Intermittent fasting is an eating pattern that involves regular fasting days and draws from a growing body of research that supports the benefits of this lifestyle for weight loss, weight management, and general health.



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# UNDERSTANDING THE BENEFITS OF INTERMITTENT FASTING

Based on *calorie restriction* (CR), intermittent fasting has attracted considerable attention in the media lately as experts have found that intermittent fasting supports many aspects of health, along with other potential long-term benefits.

The latest research has found some of these benefits to include using body fat for energy during fasting periods, reducing fat mass, and improving insulin sensitivity after each fasting period. Other research suggests fasting activates cellular repair or "self-cleaning" mechanisms along with metabolic and cardiovascular benefits.

Ordinary fasting can be tough and may leave you feeling hungry or low on energy. Isagenix builds on the science behind intermittent fasting by offering nutritional support through Cleanse for Life and other Cleanse Day support tools like Isagenix Snacks, Whey Thins, e+, or IsaDelight chocolates, each of which can help you to feel nourished and energized while keeping overall calories low.

## How does a Cleanse Day work?

The overall goal of Cleanse Days is to significantly limit calories for a period of one to two consecutive days per week (a total of four days per month) while receiving nourishment from Cleanse for Life and other Cleanse Day snack options. Cleanse Days are about letting your body rest and recharge — *there are no laxatives or diuretics involved.*

On a Cleanse Day, you drink four deep cleansing servings of Cleanse for Life, spaced evenly throughout the day in the morning, noon, late afternoon, and evening. You also choose from Cleanse Day support tools, or small snacks, to help you manage cravings and provide steady energy while still keeping calories very low.

In addition to Cleanse for Life and Cleanse Day support tools, *stay hydrated* with your choice of calorie-free beverages, such as plain, unsweetened coffee or tea, herbal tea, and water throughout the day.



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## Sample Cleanse Day schedule

This sample Cleanse Day schedule is one example of how you can organize your day.

TIP

Stay hydrated with water and calorie-free beverages.

**Early Morning**

- 1 serving Ionix Supreme
- 1 cup Isagenix Coffee
- 2 Isagenix Snacks
- 1 Natural Accelerator capsule

**Midmorning**

- 1 deep-cleansing serving of Cleanse for Life
- 2 IsaDelight chocolates

**Noon**

- 1 deep-cleansing serving Cleanse for Life
- 2 Isagenix Snacks

**Midafternoon**

- 1 deep-cleansing serving Cleanse for Life
- 1 serving e+ energy shot
- 1 Natural Accelerator capsule

**Evening**

- 1 deep cleansing serving Cleanse for Life
- 1 to 2 IsaFlush capsules
- 2 Isagenix Snacks



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## Customizing your Cleanse Day

If you don't feel ready to try a full Cleanse Day at first, there's nothing wrong with gradually easing into Cleanse Days. For example, you might prefer to start out with a 12- or 16-hour "mini cleanse" as a way to experiment with Cleanse Days and see what works best for you. In this approach, you begin your day by following a typical Cleanse Day schedule and then break your Cleanse Day in the late afternoon or evening with an IsaLean Shake.

# Looking at Results from the Isagenix System Compared to a Heart-Healthy Diet

Unlike other weight loss regimens, the Isagenix system incorporates both an intermittent fasting (Cleanse Days) and a calorie-restricted regimen *together* (Shake Days).

After an 8-week study conducted at the University of Illinois at Chicago, people on the Isagenix System lost more weight, more total body fat, and twice as much visceral fat compared to subjects on a traditional heart-healthy diet, leading to greater improvement in cardiovascular risk factors. After 8 weeks, the study concluded that subjects on the Isagenix System achieved:

- 56% more weight loss
- 47% percent more fat loss
- Twice as much visceral (abdominal) fat loss
- Better improvements in cardiovascular health markers
- Better adherence with Isagenix Systems (easier and more convenient)

A two-phase weight loss/weight management study by Skidmore College additionally demonstrated the following results:



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- After 12 weeks of following the Isagenix Weight-Loss System:
  - 20% reduction in fat mass
  - 9% increase in lean body weight percentage
  - Significantly better cardiovascular health
- After 52 weeks of comparing weight maintenance with an Isagenix System vs. a heart-healthy diet:
  - The Isagenix group maintained weight loss and continued to lose body fat and abdominal fat.
  - The Isagenix group continued to increase lean body mass percentage.
  - The Isagenix group maintained improved cardiovascular health.

# Introducing Isagenix Foods and Meals into Your Diet

Isagenix products are formulated with the intent to nourish and satisfy. They are designed to help support weight management, healthy aging, energy, and performance. These products also offer something that non-processed "whole foods" generally don't provide: convenience. The following foods and meals contain quality protein, fiber, vitamins, and minerals. They also contain other health-promoting compounds from fruits, vegetables, and herbs. The following products are just a few healthy options to help you meet your goals whether they are staying on track with weight management or simply wanting a healthier you.

## IsaLean Bars

Meal-replacement bars have gained popularity as a weight-management aid. While the use of conventional diet plans and meal replacements can lead to nutrient gaps in your diet, meal replacement bars are an easy and convenient solution to manage portion control. IsaLean Bars offer a balanced ratio of carbohydrates, good fats, and protein for sustained energy.



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## Ionix Supreme

One of the most popular Isagenix products is Ionix Supreme. Ionix Supreme is a nutrient-rich tonic, featuring a blend of adaptogens to help the body adapt to and resist the effects of stress. Ionix Supreme can benefit overall health with a blend of plant-based adaptogens specifically chosen for their benefits in modulating the consequences of chronic stress. Ionix Supreme also contains antioxidants for combating free radicals to support healthy aging.

## Whey Thins

You can satisfy your savory tooth on Cleanse Days or any day for that matter, with gluten-free Whey Thins. These savory and delicious protein-packed snacks come in convenient, 100-calorie individual packs to satisfy cravings without loading the calories and also offer 10 grams of protein.

## Nutritional supplements

When the focus is on cutting calories, vitamin and mineral intake can suffer. A lower intake can sabotage weight-loss goals by affecting key metabolic processes in the body. Supplementing meals with a vitamin and mineral supplement containing calcium and vitamin D — like *Complete Essentials Daily Pack* can help ensure giving the body all the micronutrients it needs to thrive. These daily packs, which are individually wrapped in A.M. and P.M. packs, one for men and one for women, are formulated to help consumers meet their daily nutritional needs. The product is designed to contain tailored nutrients for men and women.



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IN THIS CHAPTER

- Discovering what goes into making a nutritious meal
- Finding what role protein plays in your diet
- Promoting good health with fiber

# Chapter 5
# Blasting Belly Fat with Nutrition

Have an upcoming birthday and worried about the extra pounds you've gained since last year? If so, you're not alone. Research shows that weight and BMI gradually increase during most of our adult lives, especially if you overindulge on a regular basis. Poor dietary habits like over eating and eating too much unhealthful food, especially foods that are high in sugar, high in fat, and low in fiber, all add up to weight gain.

The corresponding loss of muscle may lead to a greater increase in belly fat accumulation (clinically known as visceral fat) and increased risk for chronic disease.

Although it may feel like your body is working against you, adding proper nutrition into your diet with high quality protein, fiber, and fruits and vegetables can help. You've already read how the Bedtime Belly Buster (Chapter 3) and the Isagenix 30 Day System (Chapter 4) can be convenient nutrition solutions. It's also important to consume healthy snacks and meals that complement Isagenix products.

Read on for more on how you can improve your diet to feel healthy and meet your goals.



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# Harnessing the Power of Protein

Consuming a diet that is rich in protein has been shown to support increased metabolism, greater muscle building, enhanced weight loss, and long-term weight maintenance. While a balanced diet is essential for a healthy lifestyle, protein is a key nutrient for promoting fat loss and stimulating muscle growth.

TIP

Additionally, you can maximize the benefits of protein for your weight-loss goals by consuming the right amount and the right type of protein at the right time.

## Making sure you're getting enough

There are many studies that show diets higher in protein help to fuel weight loss while maintaining muscle mass. In fact, one study found that older adults who had higher intakes of dietary protein lost 40 percent less lean muscle mass than those who had a lower protein intake.

Researchers have found that 1.2 to 1.6 grams of protein per kilogram of body weight per day is optimal in promoting sustained weight loss. To reach this level, a typical woman needs approximately 90 to 120 grams of protein per day while a typical man needs approximately 105 to 140 grams per day.

## Choosing the right protein

Dairy protein, such as whey protein, has a naturally higher amount of branched chain amino acids (BCAAs) than [most] other protein sources, making it the protein of choice for many looking to build lean muscle mass. Protein that has a higher concentration of BCAAs is more effective in building muscle and supporting weight maintenance.

Studies show that women who consumed three to seven servings of dairy per day gained more muscle mass and lost more fat than women who consumed less dairy. *Whey protein* is a top-quality protein and good for boosting muscle protein synthesis, which helps build muscle.



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## Knowing when to add protein

People generally consume less protein for breakfast as compared to lunch and dinner. The morning hours are considered an opportunity for shifting dietary habits in a way that could have a lasting impact on weight loss.

Distributing your remaining protein intake throughout the day has been shown to support fat loss and improve muscle strength and growth. Depending on your specific protein needs, you should aim to get 20 to 30 grams of protein in each meal. Remember balance is the key, so trying to get some protein at every meal is important.

# Feeling Fit with Fiber

Fiber doesn't sound like the most exciting topic; however, learning more about how much fiber can affect your health might change your outlook.

What you may not know is that getting the right amount and the right types of fiber in your diet can have benefits far beyond digestive health. In fact, the amount of dietary fiber you receive may have a beneficial impact on your immune system, your heart, how well you control your appetite, and even how well you manage your weight.

## Defining types of fiber

What is commonly referred to as "fiber" in foods actually consists of a variety of plant-based compounds, each with different properties and unique benefits. There are different types of dietary fiber that provide beneficial effects. For example, some types of fiber dissolve in water while others don't. Other types of fiber, known as gel-forming fibers, thicken when mixed with water. Oatmeal is a great example of a food rich in this type of fiber.

These different properties contribute to fiber's healthful effects in a variety of ways. Insoluble fibers are known to promote digestive regularity by adding bulk to stool, making it easier to pass. Gel-forming fibers can help you feel satisfied longer following a meal by slowing the rate of digestion, which makes this type of fiber useful in weight management.



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## Understanding your needs

Did you know that in the U.S. only about 5 percent of adults meet the recommended amount of dietary fiber in a typical day? The recommended daily allowance is at least 25 grams for women and 38 grams for men, but the average adult consumes just 16 grams daily. This means that 95 percent of people are missing out on the potential health benefits of getting the minimum recommended amount of fiber.

To increase your daily intake of fiber, it's best to increase gradually to meet your recommended daily level. Sudden dietary changes can lead to gastrointestinal upset, even when you're making a change to support better health. One approach is to add a few servings of fiber-rich foods like whole grains, beans, fruit, and vegetables each week to work toward meeting your goal.

Not only do most of us fail to consume the recommended amount of dietary fiber, but we also fall short on variety. By selecting from a variety of different fiber-rich foods, you can be sure to get the greatest benefit for digestive health. To expand your variety of fiber, start by adding foods like banana and psyllium hulls that are sources of soluble fiber, known for supporting digestive balance. Also include foods like flaxseed, oats, and wheat germ that promote digestive regularity because they're rich in insoluble fiber.

# How to Build a 400-600 Calorie Meal

Whether you are preparing breakfast, lunch or dinner, making a balanced 400–600-calorie meal requires a few elements (see Figure 5-1). Start with nutrient-dense foods to give you the right balance of protein, carbohydrate, fat, and fiber, then follow the suggestions below to make crafting a healthy meal easy and delicious.

**Vegetables — portion size, size of two fists:**

- Raw veggies
- Cooked veggies
- Veggie soups
- Fresh fruit



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*Illustration provided courtesy of Isagenix.*

**FIGURE 5-1:** A balanced 400–600-calorie meal.

**Good fats — potion size, thumb:**

- Coconut oil
- Olive oil
- Avocado
- Other cooking oil

**Protein — portion size, palm of hand:**

- Poultry
- Beef/game/lamb
- Dried peas
- Fish



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- Lentils
- Eggs
- Beans
- Low-fat dairy

**Complex carbs — portion size, size of fist:**

- Quinoa
- Brown rice or other whole grains
- Sweet potatoes or yams
- Cereals (sugar-free, whole grain)
- Legumes



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IN THIS CHAPTER

- Understanding how exercise helps you stay healthy
- Learning how sleep influences your health
- Finding out how stress affects the body

# Chapter 6
# Belly Fat and Lifestyle Changes

Prolonged periods of inactivity or leading a sedentary lifestyle are often associated with declining health. However, regular moderate physical activity, such as walking or biking, can help to reduce stress, improve sleep, and increase your chances of weight loss, including loss of belly fat.

In the following chapter, you can learn more about making healthy lifestyle choices and important actions you can take to improve your chances of living a healthy lifestyle.

## Exercising for Good Health

Unfortunately, many people who lose weight gain it all back and then some within three to five years. Incorporating regular exercise into your lifestyle will not only contribute to benefits in your overall health, but will help you lose weight and maintain your weight loss.

According to the American College of Sports Medicine, those with a goal of preventing weight regain should complete 150 to 250 minutes per week of moderate physical activity, such as brisk walking, mowing the lawn, and swimming. The overall calorie



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burn should be between 1,200 to 2,000 calories per week, which is considered enough to prevent weight gain greater than 3 percent.

The following sections contain a few ideas for ways to exercise that can help you hit these marks.

REMEMBER

Check with your doctor before starting any type of exercise regimen.

## Doing cardio

While most cardiovascular exercise (walking, biking, running, and so on) will not build muscle, it will help you burn calories and lose fat. If you are trying to lose weight, keep in mind that people who include cardio generally lose more weight compared to those who don't, assuming they both consume the same amount and type of calories.

REMEMBER

There is strong scientific evidence that regular aerobic activity generally leads to some pretty impressive benefits:

- **Improves cardiovascular health:** About 40 minutes of moderate intensity aerobic exercise three to four times a week can lower the risk for heart disease and stroke.
- **Boosts your mood:** Whether you're in the mood for a workout or not, mounting evidence suggests that you will feel better after you've finished one because it raises your feel-good hormones or endorphins.
- **Keeps you active as you age:** Regular aerobic exercise paired with good nutrition and resistance training can keep your muscles strong and mobile as you age while supporting healthy cognitive function.
- **Supports immune health:** Not only does regular aerobic exercise make you feel better physically, but studies also have shown that it can help support healthy immune function for better long-term health.
- **Improves quality of sleep:** Aerobic exercise has been shown to promote better quality sleep and the speed in which you fall into REM sleep (the most restful and restorative phase of sleep).
- **Increases your overall energy levels:** Regular aerobic exercise helps keep your overall energy levels higher. It's the release of endorphins during your workout that supports lasting energy throughout your day.



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## Lifting weights

Resistance training with light weights or resistance bands is a great way to build muscle, which can help to burn fat. Muscle is more metabolically active than fat, so your overall calorie burn will be higher throughout the day and you will look leaner if you have more muscle and less fat.

A good way to start is with two to three sets of 10 to 12 repetitions of bicep curls, overhead presses, squats, and lunges using light weights or a resistance band. Once your body has adapted and you become comfortable with this amount of weight, you can increase the weight and number of repetitions and sets.

## Adding HIIT

There is one type of exercise that is very popular these days for providing pronounced benefits –it is called *high-intensity interval training* (HIIT). Basketball, soccer, and any exercise that consists of short bursts of energy followed by a short recovery period is considered HIIT.

By adding high-intensity intervals to your exercise routine, you can stimulate your metabolism for up to 24-hours post-exercise. HIIT workouts also help you maximize your time. Some research suggests that including these brief bursts of all-out effort can help you achieve better results in less time compared to typical moderate-intensity exercise.

TIP

A good way to try HIIT is by adding sprint intervals into your next jog or run. Depending on your level of fitness, try including short bursts at an all-out pace for 10 to 30 seconds followed by three minutes of recovery at a comfortable pace to help rev up your calorie burn and keep it elevated long after your workout ends. Of course, you must decide whether your own personal circumstances, including your age, weight, and fitness level, make you an ideal candidate for HIIT.

# Getting a Good Night's Sleep

Even missing one hour of sleep can disrupt your metabolism and hamper your body's ability to burn fat efficiently. Of course, this is not an excuse to oversleep and skip the gym; rather it's a reminder to make getting at least seven to eight hours of sleep each night a priority.



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Remember that the *quality* of sleep is just as important as the *quantity* of sleep. Quality sleep is achieved by limiting noise and light in the bedroom, turning off smartphones and tablets, and adding a quality melatonin supplement. To help prime your body for a restful night's sleep, taking something containing melatonin has been shown to help those who take it fall asleep faster, and improve the overall quality of sleep.

TIP

Melatonin is found in Sleep Support and Renewal (see more about this in Chapter 3), and helps regulate all aspects of human physiology, especially sleep/wake cycles, energy metabolism, hormone release, brain growth, muscle growth, and body fat.

REMEMBER

If your goal is weight loss, making sleep a priority is something you must do. Sleep deprivation disrupts the normal functioning of your immune system and reduces mood and motivation, which are important factors in exercise and maintaining a healthy lifestyle. Reduced sleep also has been shown to decrease glucose tolerance, increase stress hormones like cortisol, and disrupt your normal pattern of growth hormone at night. All the more reason to get your sleep at night!

## Managing Stress

It's no secret that stress can put your health at risk; increased amounts of stress prolong and heighten the amount of the stress hormone cortisol in your system, which is associated with a variety of negative health effects including increased abdominal fat. Additionally, people with increased stress often cope through binge eating and drinking.

In short bursts, stress is protective, preparing us with a "fight" or "flight" response. However, chronic stress can be harmful to the body. Beyond its association with abdominal fat, increased concentrations of cortisol is linked to a spectrum of other risk factors including blood sugar imbalance. Elevated levels of cortisol also can potentially disturb the immune system and can even affect the brain by impairing learning and memory. All this presents a good argument for better attention to techniques for stress management.

TIP

Adaptogens are herbs and botanicals that can help the body better manage the effects of stress on the body. Isagenix Ionix Supreme is a daily tonic that includes adaptogens and is the perfect complement to lifestyle habits, such as exercise, to support overall health and stress management.



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IN THIS CHAPTER

- Getting the BBB ingredients
- Understanding the bedtime routine of the BBB
- Following the BBB recipe

# Chapter 7
# Tips for Blasting Belly Fat: The BBB Guide

The *Bedtime Belly Buster* (BBB) is a simple strategy that's intended to support your weight loss efforts with nutrition and restful sleep. The BBB is also a sweet treat that can satisfy your late-night cravings and help you avoid overindulging in less healthful alternatives.

Officially, the BBB consists of the following core components: IsaPro Whey Protein Concentrate and Isagenix Fruits or Isagenix Greens. Additional Isagenix products, including Complete Essentials and Sleep Support & Renewal Spray, are used by many people in conjunction with the BBB to provide even more effective results.

This chapter provides a simple guide for how the BBB works and tips for how to use it. Stay tuned to the end where you can find the recipe roundup.

- **Start with IsaPro Whey Protein Concentrate:** ***IsaPro*** comes in two delicious flavors, Chocolate and Vanilla, which give you that sweet sensation without the empty calories, fat, and sugar of typical sweet treats. Additionally, the high-quality whey protein that is found in IsaPro as part of



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the BBB has been shown to stimulate metabolism and energy expenditure. In short, that means the extra protein helps you burn more calories while you sleep.

- **Add Isagenix Fruits or Isagenix Greens:** Containing 1 gram of sugar, Isagenix Fruits and Isagenix Greens add flavor to the BBB without the extra calories. In addition, it provides some valuable phytochemicals from fruits and vegetables. While traditionally the BBB is used with Vanilla IsaPro and Isagenix Fruits, the combination of the new IsaPro Chocolate and Greens is also becoming a favorite.
- **Make sure you blend the BBB:** To enjoy the BBB at bedtime, you can use an IsaBlender or shaker cup; in any case, you'll definitely want to blend it. Because the mix foams so rapidly, shake the vessel vigorously before blending. Don't forget to add a few ice cubes too for a cold treat!
- **Get the timing right:** Providing your body with a serving of whey protein before bedtime has a thermogenic effect, which boosts your metabolic rate and can help to support weight loss while you sleep. The ideal time to enjoy the BBB is 30 to 60 minutes before bedtime.
- **Use the BBB on Shake Days:** The BBB has assisted many people in losing those last few pounds and stubborn belly fat. It is the perfect addition to Shake Days (see Chapter 4), and since IsaPro is the core component, research supports its beneficial effects. Keep in mind it's not recommended on a Cleanse Day (see Chapter 4), but can be the perfect Shake Day "nightcap."
- **Take the Complete Essentials P.M. Daily Pack:** Complementing your BBB with the vitamins, minerals, and phytonutrients found in the Complete Essentials P.M. Daily Pack provides your body with the right amounts of nutrients to support overall health and wellness. The Complete Essentials Daily Pack (A.M. and P.M.) gives you the equivalent amount of vitamin C found in eight oranges, the chromium found in 10 cups of broccoli, the magnesium in four dark chocolate squares, and the biotin in a half cup of almonds.
- **Use Sleep Support & Renewal Spray:** Inadequate sleep has been linked to weight gain, so Sleep Support & Renewal spray is used to support a restful and complete night's sleep in conjunction with the BBB.



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TIP

With Sleep Support & Renewal spray you are getting safe and effective amounts of melatonin for your brain, which helps to increase natural sleep time, reset the body's sleep-wake cycle, and promote healthy aging. The fast-acting, spearmint-flavored spray contains additional ingredients such as theanine and chamomile that have been shown to promote a calm and relaxed state.

Depending on your goals, additional products such as IsaOmega and FiberPro are commonly taken with the BBB for an extra kick of nutrients before bedtime.

## RECIPE ROUNDUP FOR THE BBB

1. **Add one scoop IsaPro (not to be confused with IsaLean PRO Shake), Isagenix Fruits or Isagenix Greens and 4–5 ounces of water to an IsaBlender or shaker cup.**

   Shake contents vigorously before blending to avoid possible foaming.

2. **Blend for 30–60 seconds.**

   If desired, add a few ice cubes and blend again.

3. **Enjoy this high-protein, nutrient-dense treat 30–60 minutes before bedtime.**



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Each Isagenix product mentioned in this book is best consumed not as a stand-alone product but as part of an overall program to improve your health. The best approach to improve your overall health is to integrate the recommended products and dietary supplements in conjunction with a balanced diet and as part of an overall fitness program. As with any health or fitness program, a sensible diet and regular exercise plan are key factors in achieving long-term weight loss and improved health.

The weight loss testimonials presented in this book apply only to the individuals depicted, cannot be guaranteed, and should not be considered typical. In a study performed in 2012 by University of Illinois at Chicago researchers, subjects using Isagenix products lost an average of 9 pounds with an average of 2 pounds of the loss from visceral fat after 30 days on an Isagenix system. Individuals who use the Isagenix nutritional system discussed in this book, including the Bedtime Belly Buster, may not achieve the same results.

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## Fight stubborn belly fat while you sleep

Being overweight is often associated with numerous health problems. Excess weight gain often shows up in the belly, in the form of visceral or belly fat, which poses an even greater health risk. If you struggle with weight gain and belly fat, the *Bedtime Belly Buster* may be able to help. This friendly guide walks you through the components of the BBB and how it works. You also get valuable info on assessing your health risk, as well as nutrition and lifestyle changes to transform your body for long-term health.

## Inside...

- Identify the causes of belly fat
- Know the different types of belly fat
- Find out your risk for health problems
- Learn about the Bedtime Belly Buster
- Sleep better and burn fat
- Get to know the Isagenix system
- Fight weight gain with good nutrition
- Develop good habits for health

ISAGENIX®

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