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**WIN** is for people who who want to lose excess fat weight at the fastest, possible rate.

**WIN** is based on science, works like magic, and changes lives fast!

# 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** helps one's body to burn fat at the fastest rate possible while significantly boosting health.

### LEPTIN REDUCING PROTOCOL

The primary reason that **WIN** works so well is that it repairs Leptin Receptors in the Hypothalamus gland of the brain and helps maintain low blood Leptin levels. This enables the body to **get back into and continuously function in the fat burning mode.**

### COMPREHENSIVE NUTRITION

Another reason for **WIN's** success in promoting healthy fat loss that it provides powerful and multi-varied types of nutrition — amino acids, fatty acids, minerals, trace minerals, vitamins, phytonutrients, etc. — so that **stress responses are avoided** which could otherwise impede healthy fat burning

### WORKS FOR YOUNG & OLD

The **WIN** program has worked for people of many ages, body types, health status and situations. Our success stories run the gamut from 80 year olds down to teenagers and for both men and women.

### Down 62 Pounds in 60 Days

A good example of **WIN** results can be seen with with this 42 Year Old Former Marine who during 60 days lost more than a pound a day, dropping from 257 to 195... in just 60 days. Also, his blood pressure dropped more than 20 points from 152/91 to 109/71.



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

## WIN PROGRAM DAILY STEPS —

Continue the **WIN** program until reaching your optimal weight.

- First, **make sure your doctor agrees** to your planned **WIN** experience. Follow your doctor's advice with any prescription medication you are taking.
- During the five to ten days, 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 extra servings during this time is key to not feeling hungry or tired. Be preemptive — don't let yourself get hungry.
- Thereafter, drink a serving of the **WIN** powders mixed in 20 to 40 ounces of water **two to four times daily (every 4 to 6 hours)**. Drink all of each **WIN** drink quickly (IE don't sip it over, but drink it all within 2 minutes). Drink enough **WIN** servings each day so that you're never hungry. Even if you aren't hungry, **take your next WIN serving before getting hungry**, so that your body doesn't enter a stress mode, putting you into the sugar-burning, fat storing-mode.
- Feel free to take any zero-calorie **supplements** desired (Vitamin A, B, C, D, Iodine, herbal teas, etc.), as long as those supplements have **zero calories**.
- **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 improve your results. If the thought of exercising is discouraging to you, then start without exercise. You may become desirous later to add exercise. However, you should consult with a physician before starting to exercise and you should start gradually — building up to 40 minutes of vigorous, exercise that causes deep breathing and perspiring.

The **WIN Drink** consists of: four different powders mixed in



water.

A **WIN** serving (for someone over 170 pounds) includes:

1. Four tablespoons of Ricatein (Soluble, Stabilized Rice Bran)
2. Two tablespoons of Vegetable Protein (**Hechoco, Richoco or RicoCu**).
3. Two heaping teaspoons of **GPS (Green Power Superdrink)**
4. One to six teaspoons of Lakanto Monk Fruit Sweetener (*to taste*).
5. Mixed in 20 to 40 ounces of **Water**

A person under 170 pounds can reduce the above doses somewhat (as long as one's energy remains high). All persons should take six **OGF** and two **AID** capsules each morning.



## WIN WORKS BECAUSE IT FACILITATES FAT BURNING:

**Human cells either burn fat or sugar** in order to meet their energy needs. Fat burning **is a FAR healthier** metabolic mode than sugar burning. The human body is designed to burn sugar during emergency situations only. The release of adrenaline or cortisol into the blood stream or the absence of Leptin in the blood stream switches metabolic mode to sugar burning until the emergency is over. Note that:

1. **Sugar burning generates twice as many free radicals** as fat burning. Free radicals damage the body.
2. **Sugar burning increases the rate of glycation**—i.e., protein-sugar-cross-linking which causes age spots, wrinkles, dryness and loss of optimal function.

3. **Sugar burning causes the loss of muscle tone and bone density** during sleep because during sleep there will be no incoming food to make blood sugar. The body of a sugar burning person will, therefore, break down bone and muscle in order to provide blood sugar to keep the heart beating and to maintain body temperature. Being in the sugar burning mode is the true cause of osteoporosis and loss of muscle tone in older people and should be avoided.
4. The sugar burning mode is also a **fat storing mode**... meaning that dietary sugars/carbs are either immediately burned for energy or stored as fat. Being a "sugar burner", therefore, makes it very difficult time to lose fat since one's body is trying to store fat.

## Leptin "Levels" Determine Metabolic Mode

The metabolic hormone **Leptin** is the driver of **metabolic mode**. Leptin is made in fat cells. Therefore the more fat that is stored in one's body, the higher one's levels of Leptin will be. The Hypothalamus gland in the brain detects how much Leptin has been released by fat into the blood stream. When Leptin levels are **between 4.0 ng/ml and 9.0 ng/ml one's metabolic mode will normally be set by the Hypothalamus to healthy fat burning**.

If Leptin levels are **below 4.0 ng/ml** the Hypothalamus will believe that a "famine is occurring" and will signal for the **fat storing mode so that the body will conserve energy and store every possible incoming calorie as fat** until Leptin levels increase (fat levels have increased). This is a great survival mechanism, except that if Leptin rises to **above 9.0 ng/ml, the high Leptin levels will damage Leptin sensors** (just like loud noises damages hearing). Damaged Leptin receptors report to the Hypothalamus that Leptin levels are zero, even though the levels are high.

A problem with modern life, caused by the availability of too much food, is that it is easy to consume more food energy than the body can utilize. Excess food energy ends up being stored as fat.

## Frequently Asked Questions About the WIN Program

Since Leptin is made in fat cells, as the amount of fat in one's body rises, eventually Leptin levels will rise to above 9.0 ng/ml. From that point on, losing weight is problematic. **Virtually everyone who is overweight has Leptin levels that are above 9.0 ng/ml** and, therefore, the body is virtually constantly in the unhealthy, fat storing, sugar burning mode.

The **WIN** protocol was designed to help repair Leptin receptors and reduce a person's Leptin levels so that the body **can be switched back permanently into the fat burning mode** and burn off and normalize body fat storage.

You can learn more about the role of Leptin in health in our Becoming Leptin Sensitive Booklet, available at [www.healthy-living.org/leptin](http://www.healthy-living.org/leptin).

### Additional Important Notes about WIN:

- **Two ingredients of the WIN Protocol are essential to repairing damaged Leptin receptors.** These are the **Ricatein** and the supplement **AID**. They contain molecules that stimulate the repair of those receptors.
- Although fat is where Leptin is made... **high blood sugar significantly increases Leptin production.** That's why maintaining **low blood sugar** is essential to the success of **WIN**. Low blood sugar reduces the production rate of Leptin in fat cells. Low blood sugar will result from exclusively eating the **WIN** drinks since the powders provide very few calories per serving. *If you have a blood sugar condition, (or any other health condition) you should consult with your physician. As advised by your personal physician, diabetics will need to monitor blood sugar and be prepared to adjust medications so that blood sugar doesn't go too low.*
- It is important to understand that **WIN** provides intense amounts of nutrients, but **not large amounts of amino acids**

(protein). That is because **too much protein can impede weight loss efforts.** Amino acid levels are detected in cellular MTOR sensors, and either too much or too little amounts of amino acids can cause responses that are not optimal for healthy weight loss. **WIN** is designed to provide enough but not too many amino acids in order maximize health and fat burning.

- **Toxins will be released in a greater quantity** than normal during the time that one is doing the **WIN** program. This is the result of toxins that are stored in one's fat which is being dismantled. Usually, the release of these toxins isn't even noticed because of the large amount of water that flushes the toxins away. If, however, one experiences headaches or body aches from exiting toxins then the following will help toxins to leave one's body faster: **coffee enemas or colonics, sauna, lymph draining massage, dry brush massage, or consuming Zeolite or Bentonite Clay** which absorb exiting toxins.
- If, ever, you feel uncomfortable, unhealthy or uneasy while doing the **WIN** program, stop, call or email us and describe what is happening. Even though the **WIN** program is good for many people, **it may not be for you. You are unique.**

### Frequently Asked Questions

**Question:** Please explain succinctly, what is the the **WIN** program?

**Answer:** It is to **drink WIN drinks** in place of food and to consume two types of supplement capsules.

**Question:** Explain succinctly why **WIN** works so well?

**Answer:** **WIN** fixes Leptin sensors and helps maintain Leptin levels within the fat burning range. It provides high amounts of assimilable nutrients, but keeps protein levels low enough to avoid cellular responses that do not

favor healthy fat burning.

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

**Answer:** No... there is nothing from milk — the protein options, GPS, Hechoco, Richoco and RicoCu **are totally vegan.**

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

**Answer:** You can pick the Ricocu powder (which has no Chocolate).

**Question:** I take laxatives because of problems with constipation. Can I continue to take take laxatives?

**Answer:** You can, but, you may not need them because of the fiber in **WIN** and the large amount of water that you will be consuming.

**Question:** Can an under-functioning thyroid impede weight loss with the **WIN** program?

**Answer:** Yes. Having enough circulating thyroid hormones ensures that one's energy production is unrestricted and basal temperature normal. For persons with impaired thyroid function, we recommend physician prescribed thyroid medications and/or taking supplemental Iodine. Learn more at [www.healthy-living.org/iodine](http://www.healthy-living.org/iodine).

**Question:** Can stress impede a person's success with the **WIN** program?

**Answer:** Yes. Stress can cause high cortisol levels which can push the body out of fat burning mode. Sources of stress are fear, pain, worry, inadequate sleep, etc. We recommend one or more of the following to remove stress hormones from the body:

- Periodic deep breathing throughout the day to remove stress hormones (5 to 6 minutes of deep breathing each time).
- Walking barefoot outside (10 minutes on grass, sand or dirt).
- Taking Cortisol reducing FGFs.
- Taking [Soil Based Organisms](#) removes Cortisol from the body.



- [Sleeping earthed.](#)

**Question:** 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 **WIN** or a 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 have a regular solid food meal?

**Answer:** Maybe, but probably, 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 command you that you must eat another and another. **Each time** you give in to this urge, and get kicked into fat storing instead of fat burning you may experience a **delay** of several days before effective fat burning resumes.

**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 the **WIN** drink so the volume is greater! A full stomach calms the subconscious mind.
- Chewing is another great strategy because it makes your subconscious think you are eating. So, chew on popsicles made from **WIN**. Other great choices would be to chew on cucumbers, celery or salad greens (things that have almost no calories).
- Review 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. As long as you don't exit the fat burning mode by eating too many carbs, you will stay in the fat burning mode (so that the only bad result will be you won't lose weight that particular day). If you exit the fat burning mode, however, you won't lose fat for several days.

**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, it is possible you will run out of energy and be unable to do the work. You should be preemptive by taking **extra servings of the WIN powders before you hit an energy crisis**. 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. Rather than taking extra **WIN** drinks, you could, instead, consume fast burning Parent Omega Fatty Acids. 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. for your third meal.

**Question:** I always thought that lots of protein would be a good thing while

dieting... and thought that only sugar and carbs were detrimental to dieting. Why does too much protein impede rather than help in losing fat weight?

**Answer:** Excess protein hurts in two ways.

1. Excess protein is able to be converted into sugar (just like bones and muscles can be converted into sugar at night when if one is a sugar burner). This means that large protein meals levels can raise blood sugar which will raise Leptin which could result in switching to fat storing instead of fat burning.
2. Secondly, cellular mTOR sensors detect amino acid levels. High levels of protein turn "off" cell defensive measures for maintaining perfect DNA. In other words, cellular self-maintenance declines with high levels of amino acids.

**Question:** Why exactly does stress switch one into fat storing mode?

**Answer: Adrenaline and Cortisol** (released because of stress) **create a "fight or flight" response in the body**. 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, although the high nutrition of **WIN** drinks may help greatly, it is also possible that increasing Interferon through Soil Based Organisms, Earth grounding or Fibroblast Growth Factor products may be needed to lower Cortisol in order to make it easier stay in the fat burning mode. The secret in all this is to maintain high nutrient levels, normal thyroid hormones, low Leptin levels and low Cortisol levels.

**Question:** How exactly does blood sugar affect Leptin levels?

**Answer:** Although Leptin is made in fat cells (and therefore, the more fat in one's body the more Leptin is in one's bloodstream), it is also the case that Leptin production is dramatically

**influenced by blood sugar.** Specifically, high blood sugar stimulates high production of Leptin in fat cells while low blood sugar does not stimulate extra production of Leptin. Therefore, 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 one of the grand secrets of the **WIN** protocol. By reducing blood sugar, Leptin production goes down significantly and, thus, Leptin can become less than 9.0 ng/ml even with much too high amounts of stored body fat. For example if one had an amount of body fat that would result in as 12.0 ng/ml level of Leptin with normal blood sugar, it could be only 8 ng/ml with low blood sugar (from drinking only WIN drinks). And, it works in the opposite direction, too. What might be an 8.0 ng/ml level of Leptin with normal blood sugar could become a 12.0 ng/ml level of Leptin with high blood sugar.

See the chart (next page) to get an idea of how body fat percentage correlates to metabolic mode (note that the body fat percentages assume normal levels of blood sugar. From this chart, one can see where body fat percentages need to be in order to maintain fat burning mode when one is eating normally (IE not on the **WIN** program).

**Question:** What other things affect one's ability to stay in fat burning mode?

**Answer:**

- **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, too much of any protein can turn into sugar.
- **Pregnancy hormone (HCG)**

forces the body into fat burning mode.

- **Lack of sleep** can result 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. Strive for at least six hours of sleep.
- **Moderate exercise** of 35 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, again, 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 desensitize the smell receptors in the nose). Damaged Leptin receptors are not easily repaired. As long as the Leptin sensors remain damaged, the Hypothalamus will believe Leptin levels are zero and that the person is starving to death. In this desensitized to Leptin condition, the Hypothalamus will put the body into sugar burning, fat storing mode.

**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. Such a meal 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 lessen the amount of your body fat that you burn up, in fact, you may not burn up any fat that day, but your subconscious will be happier.

**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 goal is to continue until one's **body fat has been reduced to 20% (for women) or 15% (for men)**. See the picture on the next page. By continuing until one is on the low side of the fat burning range, rebounding is not likely. Going lower than these fat percentages is not recommended as it will then be nearly impossible to maintain Leptin levels high enough and the sugar burning mode will result.

Getting one's body fat percentages into this optimal range 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 one starts eating normal food and blood sugar rises to normal. If a person stops the **WIN** regimen before reaching these body fat percentages, it is very likely that one's body will revert back to the sugar burning mode and one will start regaining weight. So, stay with the **WIN** program until one's body fat percentages (correlating to Leptin levels) are in the fat burning range.

**Question:** Does weight loss slow down as one gets near to his or her ideal body fat percentage... and therefore does one need to adjust the WIN program as one nears one's goals?

**Answer:** Yes and yes. That's because as there is less fat in the body Leptin levels

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



begin to be too low. The reason is that low body fat coupled with low blood sugar results in Leptin becoming too low. If one's Leptin level is below 4.0 ng/ml, the Hypothalamus will think "famine"... will panic... and will change the metabolic mode to fat storing (sugar burning) instead of fat burning. Therefore, as you near your ideal body fat levels (within the last ten or so pounds), you will need to begin bringing your blood sugar up so that Leptin production increases and one's Leptin level is not too low. There are a couple ways of doing this:

**Method 1:** Add more carbohydrate calories to the WIN drink. For instance, add a few tablespoons of Coconut powder or Cupuacu powder (they are both available at [www.healthy-living.org](http://www.healthy-living.org)) to each WIN drink. Both will contribute excellent nutrients and are just about perfect for bringing sugar levels up to just the right amount to raise Leptin back into the fat burning range.

**Method 2:** Add some real food... chicken salad, vegetables, etc. — just a little extra food each day — it's a little tricky, like landing an airplane, but the main idea is increasing your blood sugar at the very end (just a little).

**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 may rapidly increase Leptin levels to above 9.0 ng/ml. Even a 6.0 ng/ml level of Leptin can become greater than 9.0 ng/ml with carbohydrate-rich foods. The human body does not like change... and after being forced into fat burning mode, it will, if given the opportunity go right back to sugar burning mode. So, don't give it a chance until "fat burning" mode is the new normal.

**Phase 2:** After this three week period, your vigilance against eating carbohydrate-rich foods can be lessened. However, you should eat a Leptin friendly diet 80% - 90% of the time. A Leptin friendly diet is a diet that is high in vegetables and healthy fats, moderate in protein and low in carbohydrate and sugar. Get a copy of the Rosedale Diet book and/or request a copy of our Leptin Sensitivity Diet plan at [www.Healthy-Living.org/leptin](http://www.Healthy-Living.org/leptin).

**Question:** What are the general principles of a Leptin friendly diet?

**Answer:** A Leptin friendly diet does not spike blood sugar, which would then spike Leptin levels, which would damage Leptin receptors and make the Hypothalamus insensitive to Leptin, which would put one in a fat storing

mode. To avoid spiking blood sugar one should eat as follows:

1. **Avoid junk** (nutrient empty) **food** 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 and toxins** — both of which reduce optimal health and longevity.
3. Keep carbohydrate and sugar consumption low enough **so that your blood sugar will stay between 65 to 95 mg/dl.**
  1. Most people have sugar levels above 105 mg/dl, which is too high for maximum longevity and health.
4. **Good fat can be eaten in large amounts.** Fat does not affect blood sugar, and therefore, fat can be eaten in a virtually any quantity desired, as long as weight gain does not occur. Learn more from our E-Book available at [www.healthy-living.org/leptin](http://www.healthy-living.org/leptin).

**Question:** Why does one lose muscle tone and bone density during sleep when blood sugar is too high?

**Answer:** Blood sugar above 105 causes greater Leptin production, which eventually desensitizes Leptin receptors, triggering fat storing mode. While one is in the fat storing 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 autolyze (dissolve) some bone and muscle and convert those proteins into sugar (this is called gluconeogenesis or autolysis) and allows sugar burners to get enough sugar during the night to maintain body temperature and keep the heart beating. This is the true cause of osteoporosis, osteopenia and loss of muscle mass in people as they age.

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