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Why the hCG Protocol is Not a Diet

The hCG Protocol must not be thought of as a diet. In general, when someone goes on a “diet” it implies the sole reason for the diet is to lose weight and weight becomes the focus of the diet, not long term health and lifestyle change. In general, diets tend to have variability that does not address a change in metabolism. The purpose of the hCG protocol is to try to improve metabolism, detoxify the body, help the individual understand how different foods affect the body, and help the individual maintain the weight loss after the protocol has ended. You learn through the process. The protocol is set up to allow a person’s metabolism to change during the time they are on the protocol. It does not always happen but the chances are higher that it will if followed strictly. And it is strict. There is no variability to the protocol. Yes, if people “cheat” on the protocol some will still lose weight. However, the effectiveness of the weight loss decreases and more importantly, the chances for metabolism improvement diminishes significantly. To the point that if you “break” the protocol you need to think of the day you broke the protocol as Day 1. In other words, starting all over.

It took time to get to the point a person is at in their weight and their health. It takes time to get away from that point. This is a way to accelerate that improvement and decrease the time it takes to improve your health. The focus of the protocol is not the weight. The focus is on your health. If your health is improved then the weight loss becomes a side effect, not the focus. This allows for that weight loss to be long term. If you follow your improved habits then the chances of that weight loss being long term is high. In fact, once you go to a regular diet and improved habits, you may expect more weight loss.

The protocol is short and it is strict. But it is simple. You must think of it as doing 100% by the numbers or not doing it at all. Great thought has been put into this protocol to maximize its effectiveness. It is only for 39 days. It is a very simple protocol. We make it simple to follow by giving you every tool to succeed.