

Frequently Asked Questions About Professor Trim's

Q. What is the difference between men and women's weight loss needs?

A. Men generally store fat around the abdomen in larger cells that are more easily mobilised than the gluteal fat stores of women. There is also less psychological and social pressure on men to lose, hence making it much easier for men.

Q. Do I have to go somewhere regularly for meetings?

A. No. If you wish, you can attend monthly meetings at service clubs where these are available. Otherwise all information is downloaded and sent in kits.

Q. Why is the program in 3 Stages?

A. To guarantee long-term involvement and therefore lifetime weight loss.

Q. Why is Stage 1 only 21 days?

A. The aim of Stage 1 is to get a quick weight loss to motivate you to want to continue with changes that make you feel better. And while this would not be recommended without the supervision of a recommended program, research shows that big, quick losses are best for long-term maintenance in the presence of supervision.

Q. Are there problems with meal replacements?

A. In the past these have not been used widely because (a) lack of nutritional balance in the product, and (b) use without supervision has led to quick regain. Advances in food technology have now ensured good nutritional balance and expert supervision is guaranteed through the program.

Q. What's the difference between Professor Trim's and GutBusters?

A. Since the development of GutBusters in 1990, scientific knowledge in weight control has increased enormously. This new knowledge, plus the 3 stage program, plus face-to-face and at home options over a 12 month period all extend the ground-breaking work of GutBusters.

Q. Why should I trust this program instead of any other?

A. The main reasons are (a) scientific base (b) integrity of the developer and scientific patrons (c) experience of the developers (d) lack of ongoing costs (e) value for money.

Program Background

Professor Trim's succeeds and extends the highly popular *GutBuster's Men's Waist Loss Program*, started in Australia in 1990 by Dr Garry Egger. The title 'Professor Trim,' represents 10 of the world's leading obesity researchers who act as advisors to the program (*see below*).

Professor Trim's Professors

Professor John Blundell PhD, C Psychol, MBPS

Professor of Bio-Psychology, Leeds University, UK and Board Member of the International Association for the Study of Obesity (IASSO)

Professor Wendy Brown BSc (Hons), Msc, Dip Phys Ed, PhD

Professor of Physical Activity and Health, University of Queensland

Professor Ian Caterson MBBS BSc (Med) PhD FRACP

Bowden Professor of Nutrition, Sydney University and Vice President, International Association for the Study of Obesity

Professor Terry Dwyer MBBS, MPH, MD, FAFPHM

Director Murdoch Children's Research Institute, Melbourne

Professor Garry Egger MPH, PhD, MAPS

Director, Centre for Health Promotion and Research Sydney, and Adjunct Professor of Health Sciences, Deakin University

Professor James Hill PhD

Director, Centre for Human Nutrition, University of Colorado Health Sciences Centre, co-Founder, National Weight Control Registry

Professor Kerin O'Dea BSc, PhD

Director; Menzies School of Health Sciences, Darwin, NT

Professor Stephan Rossner MD, PhD

Director, Obesity Research Program, Luddinge Hospital, Stockholm, Sweden and Past President of the International Association for the Study of Obesity (IASSO)

Professor Boyd Swinburn MD, MBChB, FRACP

Professor of Population Health and Nutrition, Deakin University, Melbourne

Professor Klaas R Westerterp PhD

Professor of Human Energetics, Head of the Department of Human Biology, Maastricht University, The Netherlands

**Professors named here are not liable for detailed program content.*

Having Your Own Professor

You can get more detail or join the Professor through the web-site at www.professortrim.com or by phoning 1800 100 550 (toll free).

PROFESSOR TRIM'S WEIGHT LOSS FOR MEN

*Weight Loss and Good Health.
For men, by men.*

- World's only dedicated male program
- Overseen by 10 leading obesity researchers
- Easy to follow, scientific principles
- At-home, but with face-to-face support
- Three-staged approach for long-term results
- Expert guidance but with peer support
- World first 'virtual plus' program

From the developers of GutBusters



The Situation

More than 2 in 3 men over the age of 18 are now classified as overweight or obese. This can lead to a range of illnesses including heart disease, diabetes and some cancers. More immediately it can cause joint pain, bad back, reflux, asthma, breathing problems, skin problems, snoring, sleep apnea, daytime sleepiness, impotence, infertility and otherwise interfere with your quality of life. On the positive side, research has shown that even a 5-10% decrease in body weight can lead to big improvements in health.

About Professor Trim's

Professor Trim's is a scientifically based 'virtual *plus*' weight loss program for men. It's called 'virtual *plus*' because it combines options through the Internet, with home-supplied product and services, and face-to-face meetings and exercise options. The program is carried out in 3 Stages over a 12 month period.

Professor Trim's aim is to reduce a man's weight (and/or waist) by a pre-determined percentage. More importantly, it aims to keep this off — for life.

Program Principle

The Professor Trim program is based on the principle of *Volumonics*TM. This recognises that excess weight, is determined solely by an imbalance in calorific '*volume*', where volume defines the total amount of calories or kilojoules consumed in food and drink, and the total amount 'burned up' in physical activity, metabolism and heat loss.

Understanding and changing calorie volume (food/drink and physical activity) is the key to weight loss. It is the (unrecognised) principle behind all weight loss programs from Atkins to Weight Watchers.

Program Stages

The Professor Trim program works on modifying *volume* in three stages. The stages are as shown below:

Stage 1: Quick Start



Quick Start is a 21-day program designed to inspire men to greater heights, by getting quick results of around 5% weight and/or waist loss,

This stage involves the structured use of a nutritionally balanced meal replacement powder, along with a simple-to-follow approach to diet and exercise using the *Volumonics*tm principle.

Quick Start includes:

- 21-day's supply of meal replacements
- PT Meal schedule and planner
- 3x15 minute instructional video CDs
- Workbook-based instruction,
- Food and exercise options and schedules
- Interactive tests, menus and tips
- *Professor Trim's Waistline* newsletter.

Stage 2: Gut Busting



Professor Trim's 'Gut Busting' stage is an 8-week consolidation and continuing weight loss phase of the program, where the 'real work gets done' in shedding weight and getting you through the inevitable plateaus on your way to your long-term goal.

Stage 2 includes:

- Additional meal replacement product
- Full information pack containing text, workbooks, pedometer and video CD instruction
- Monthly video instruction downloads
- Face-to-face meetings (where available)
- A virtual bulletin board for peer and expert support
- Interactive feedback off the Internet
- Toll-free advice number.

Trained GPs and Pharmacists are also available in selected areas for further medical and pharmaceutical help if required.

Stage 3: Club Gut-Less

Club Gut Less is the ongoing weight loss and weight loss maintenance phase of the Professor Trim program, designed to make you 'brawn again'.

Club Gut Less includes:

- Face-to-face measure-ups (*where available*)
- Motivational updates
- Video lecture downloads
- Gym membership (additional, if desired)
- Professor Trim's Waistline
- On-line facilities for peer and expert support to help you through any difficult 'down' spots.

Membership includes 9 x monthly meetings

The Professor Trim's Ethic

Because it is based on state-of-the-art scientific principles, Professor Trim's is *not*:

- a quick-sale product based on fads or gimmicks;
- a typical female 'diet-based' program;
- a severe lifestyle change
- a 'sport's jock' program
- a short-term program

It is based on:

- an understanding of male physiology and psychology
- helping you to become 'brawn again';
- fitting in with your lifestyle (including drinking);
- making you feel, look and perform better for life.

Costs

Each stage of the Professor Trim program is independently priced (*see costs.pdf*). Automatic debit facilities are available.