

MODULE 3

It All Starts In The Gut

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OVERVIEW OF WEBINAR

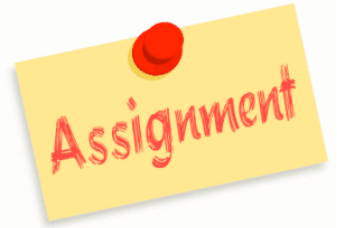
You do not need to read all of the materials in this Module before the Webinar. However, it's smart to have these materials available when watching to facilitate note-taking and comprehension. You'll especially need the Listening Guide (page 12) PRINTED and in front of you.

Week 1:

- Differences between the Client program and CIT program
- Review of Phase 1 Rules (see Client Chapter 2)
- Why Diets Don't Work and Results With This Program
- Healing The Gut
- Understanding Low Glycemic Eating
- Why Net Carbs Are Important
- The Ghrelin-Leptin Cycle
- Samples: Daily Journals and My Tracking Chart

HEALING THE GASTRIC MUCOSA

1. Understand the issues of "Acid-Stopping Medications" like Nexium and Prilosec and what they do long term.
2. Eat only small, frequent meals with no more than 2 or 3 oz of protein at one time (this is while it is healing only, because protein takes the most gastric juice to digest).
3. Do not fill the stomach with large amounts of food (cannot digest well enough for this), and do not let the stomach become completely empty (because burning will likely be the result).
4. If you are on "Acid-Stopping Meds," after 3 days on the natural protocol, you may, with the advice of your physician of course, begin to wean off the acid stopping medication.
5. About 30 minutes before a meal, drinking about 8 oz of water often helps to supply fluids to form sufficient amounts of gastric juices and prevent indigestion.
6. If Aloe & Digestive Enzymes do not bring resolution then take 2 to 3 capsules of Gastrex (available from Dr. Terry) 15-30 minutes before each meal. If possible take it with warm water to help it work faster. Gastrex promotes healing of the gastric mucosa and helps stop stomach burning and other gastric distress symptoms without suppressing digestion.
7. Ultimate Aloe and OPC-3 along with Vitamin C also promotes the healing of the gastric mucosa and assists in regeneration of epithelial cells and supports the immune system. Take 2 ounces with each meal until mucosa heals, then 2 ounces per day.



Week 1 Listening Guide
(see page 12)
Complete and return
to your Trainers
by end of Week 1.



Note:

When you encounter Clients with specific health challenges, always consult Dr. Terry for guidance before moving forward. Her background as an ND offers invaluable experience that is always of benefit to your Clients.

8. If Aloe does not heal the epithelial tissue an adjunct consideration would be temporary use of Dermatrophin PMG 1-2 twice per day to assist in the regeneration of epithelial tissue.
9. Drink diluted Braggs Apple Cider vinegar 10 minutes before meals. Add one or two tablespoons to 2 to 4 ounces of water and drink.

PROBIOTICS

Clinical research has shown that probiotics support immunity, digestive health and much more. Probiotics help maintain a healthy balance of essential bacteria in the gastrointestinal tract and are increasingly important in the American diet. Probiotics help to counter the negative effects that processed foods and numerous other factors may have on the bacterial balance in the gastrointestinal tract.

We always recommend our Nutriclean Probiotics, as they feature 10 billion probiotics from 10 different strains, offering the maximum benefits to our Clients. This brand is far superior to anything your Client may find on the shelf in a drug or health store. Read on to learn more about the components and why each is important.

Lactobacillus Plantarum: L. Plantarum has been shown to promote optimal digestive health. It is able to help reduce unhealthy bacteria (naturally present in the body) while preserving vital nutrients, antioxidants and vitamins. One of the most notable talents of L. Plantarum is its ability to synthesize L-lysine, an essential amino acid which is required for countless functions in the body. L. Plantarum competes for nutrients which the unhealthy bacteria live on. By doing so, unhealthy bacteria pass harmlessly through the body. It can be found in naturally fermented foods. Examples of foods rich in Lactobacillus Plantarum include sauerkraut, brined olives, and some cheeses, especially Italian, Swiss and cheddar. In your body it is found in the large intestine where it helps to break down protein into usable nutrients, thus reducing inflammation. It also fights Yeast. L. Plantarum is able to survive through harsh environments including rounds of antibiotics. This is especially important for emergency situations when someone may have to take an antibiotic. According to Donna Gates, Body Ecology Diet, the L. Plantarum in your intestines will survive the antibiotic onslaught, maintaining long-term health by ensuring that a yeast overgrowth will not occur.

Lactobacillus Acidophilus: L. Acidophilus is one of the most highly studied and widely used probiotic organisms. It is a strain of lactic acid, producing rod-shaped microbes that have numerous benefits for digestive health. L. Acidophilus produces vitamin K, lactase and anti-microbial substances, such as acidolin, acidophilin, lactocidin and

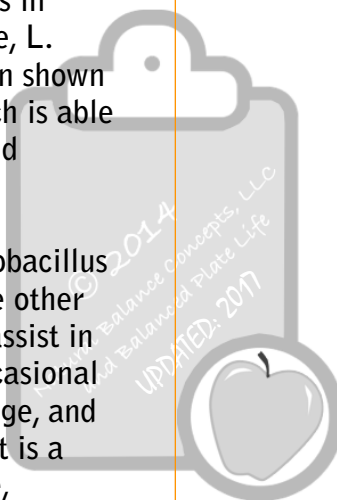
bacteriocin. Due to the multiple functions of this microorganism, scientists have discovered that administering *L. Acidophilus* orally helps maintain the proper balance of bacteria within the digestive tract. *L. Acidophilus* has been shown to promote digestive functions and support the immune system. The lactase that *L. Acidophilus* creates is an enzyme that assists in the breakdown of lactose into simple sugars, which can be very useful for optimal lactose metabolism.

Acidophilus is the most effective pro-biotic strain, defending against the greatest number of pathogens; inhibiting 11 disease-causing bacteria. Called the "sticker strain," *Acidophilus* has the ability to actually cling to the intestinal wall without harming it. In fact, it is best known for its ability to move un-disrupted through the stomach and into the intestines where it eats away at disease causing bacteria. It is known for reducing the occurrence of constipation and diarrhea, increasing nutrient uptake (especially calcium), preventing food poisoning and alleviating dermatitis and other skin and coat conditions.

Lactobacillus Rhamnosus: *L. Rhamnosus* is a strain of probiotics that aids in balancing the gastrointestinal microflora. It is one of the most intensely studied bacteria in the gastrointestinal tract. One of the remarkable things about *L. Rhamnosus* is its ability to tolerate and even thrive in the harsh acidic conditions normally found in the stomach. *L. Rhamnosus* has been shown to support immune function and promote a healthy urinary tract system (acidic condition). Research has shown that *L. Rhamnosus* helps maintain the integrity of the stomach lining. It is one of the more highly studied pro-biotic strains, primarily used in the treatment of gastrointestinal disorders. It also aids the body in resisting yeast and urinary tract infections. Apoptosis benefit.

Lactobacillus Salivarius: *L. Salivarius* resides in the mouth and small intestine. It has been shown effective in helping to reduce at least five potentially unhealthy bacteria which are involved in producing dental plaque. Researchers noticed the particular role of *L. Salivarius* in striving to support homeostasis within the intestines. Therefore, *L. Salivarius* may be related to the immune response. It has been shown through research to produce a high amount of lactic acid, which is able to inhibit the growth of *H. pylori*, thusly reducing the associated inflammation and risk of peptic ulcers.

Lactobacillus Casei: *L. Casei* is a rod-shaped species of *Lactobacillus* found in milk, cheese and dairy. It is a lactic acid producer like other species within the *Lactobacillus* genus and has been found to assist in the colonization of beneficial bacteria and can help relieve occasional diarrhea. *L. Casei* is active in a broad temperature and pH range, and can be found naturally in the mouth and intestine of humans. It is a lactase producer which aids in the optimal digestion of lactose, promoting optimal digestive health. It is reported to be one of the most potent defenders from the potentially fatal *Listeria* bacteria. It is also



known for its ability to induce an immune response that is helpful in protecting against sexually transmitted diseases. Fights viruses and cancers in studies.

Lactobacillus Helveticus: L. Helveticus has been well studied for many years and is commonly used in the production of Swiss-type cheeses to enhance flavor. Several beneficial probiotic effects are reported such as the ability to survive in the stomach and to reach the intestine alive, helping to support optimal lactose metabolism and helping to minimize the duration of occasional diarrhea. A number of studies have been conducted in regard to the myriad of potential health benefits offered by L. Helveticus. These studies have focused on health topics, such as bone mineral density and bone mineral content, calcium and bone metabolism, arterial flexibility and blood pressure. It also has been shown through research that strains of L. Helveticus diminish tumor growth, stimulating an anti-tumor immune response.

Bifidobacterium Bifidum: Bifidobacterium are rod-shaped microbes that have been identified as the most important organisms in the intestine for providing barrier protection. Like Lactobacillus, Bifidobacterium are lactic acid producing microbes found in fermented foods such as yogurt and cheese. Despite the fact that when we are born Bifidobacterium makes up approximately 95% of the total gut population, the Bifidobacterium population decreases in our intestines as adults and declines further as we advance in age. B. Bifidum is the predominant bacteria strain found in the microflora of breast-fed infants. It is believed that B. Bifidum contributes to the gastrointestinal health of breast-fed infants. In addition to barrier protection, research has shown that Bifidobacterium help to support the immune system by promoting normal lymphocyte and phagocyte activity. Supplementation has been shown to modify intestinal flora, ward off liver problems and protect against the damaging affects of radiation. It also helps control diarrhea and other intestinal disturbances.

Bifidobacterium Longum: B. Longum is a branched, rod-shaped bacterium that competes for attachment sites on the intestinal mucosal membrane, promoting the balanced colonization of bacteria. It has a high resistance to gastric acid and shares similar functions as B. Bifidum, such as supporting a healthy immune system and providing barrier protection. Aids in the cleansing and health of the colon and liver. It has even been shown to significantly inhibit the growth of colon, liver and breast cancers in laboratory animals. It is also known for supporting breast health.

Bifidobacterium Breve: B. Breve is another branched, rod-shaped bacterium. The job of B. Breve in the digestive tract is to ferment sugars and produce lactic acid, as well as acetic acid. B. Breve is like a champion among probiotic bacteria due to its superior ability to metabolize many types of food. The presence of B. Breve appears to inhibit E coli. B. Breve is also present in the vagina, where it helps to inhibit overproduction of candida albicans, also known as the primary cause of yeast infections in women.

Bifidobacterium Infantis: B. Infantis is a probiotic bacterium which inhabits the intestine of both infants and adults. According to a study sponsored by P&G Health Sciences Institute and published in the American Journal of Gastroenterology, B. Infantis may be beneficial to individuals experiencing occasional diarrhea, gas or bloating. B. Infantis plays an important role in basic digestion, proper metabolism and overall well-being. Inhibits gastroenteritis and can ward off some strains of E. coli. According to the Journal of Applied Bacteriology, B. Infantis is part of an important group of microorganisms, which are considered to exert a range of biological activities related to human health. This particular strain of pro-biotic has also been shown to produce compounds useful toward preventing solid tumor growth. It is particularly effective at relieving the symptoms of IBS among women.

While other probiotics products may deliver large amounts of Colony Forming Units (CFUs) and probiotic strain variety, they do not deliver the complete support that NutriClean Probiotics offers. This could be for a number of reasons. First, the number of CFUs in other products may be coming from a small number of strains. But NutriClean probiotics delivers its 10 billion CFUs from 10 probiotics strains, specifically targeting numerous areas of digestive and immune health.

Second, many of these products' strains and CFUs can easily become less viable due to their manufacturing process and extended shelf life. By the time you take the product, it may be significantly less effective. NutriClean Probiotics utilizes LiveBac® technology – a unique tableting process that delivers highly viable probiotic organisms far less susceptible to the effects of damaging environmental factors. This extends the active shelf life of our product.

Third, probiotics can become ineffective when they come in contact with stomach acids during the digestive process. This means that when you take a probiotics product, the number of viable strains and CFUs can become greatly reduced by the time they are absorbed into the body. To combat this, NutriClean Probiotics utilizes BIO-tract® technology, a patented delivery system that protects probiotic organisms from stomach acid on their way to the intestinal tract, ensuring a significantly higher percentage of organisms reaches the intestine alive.

Here are some terms that you might encounter when pursuing intestinal health:

Intestinal Flora: bacteria and other microbes which inhabit the intestines, normally a good variety of beneficial bacteria.

- **Dysbiosis:** an imbalance in the intestinal flora which can lead to loss of energy, mood swings, headaches, and other physical and emotional distress.
- **Antibiotic:** anti=against, bios=life. Usually refers to antibacterial agents, but could also mean fungicides, virucides, and others.
- **Probiotic:** pro=in favor of, bios=life. Usually refers to capsules which contain high concentrations of a variety of beneficial intestinal bacteria.
- **Gut:** the small and large intestines.
- **Small Intestine:** attached to the lower end of the stomach, it consists of three distinct parts. The majority of nutrient absorption occurs here.
- **Large Intestine:** matter from the small intestine is dumped into the large intestine where water is reabsorbed into the body and the undigested fibrous parts of food are concentrated and readied for elimination.
- **Ileocecal Valve:** the connection between the small intestine and the large intestine. It gets its name from the last part of the small intestine (ileum) and the first part of the large intestine (cecum).
- **Parasite:** usually refers to worm parasites. Nematodes (roundworms), such as pinworms, and cestodes (flatworms), such as tapeworms can invade the gut. In addition, there are many protozoal parasites, such as Giardia and others.
- **Internal Cleanse:** a regimen of herbal agents, fiber, and drainers which are taken daily over a prolonged period of 1-2 months to cleanse the digestive tract of unwanted parasites and built-up fecal debris.

Yeast infections of the gut are very unhealthy, but often difficult to detect. Rapidly growing yeast can cause a variety of symptoms, including sugar cravings, brain fog, fatigue, PMS-like symptoms, depression, ADD and hyperactivity. When the yeast dies, toxic by-products of cellular disintegration can cause many other symptoms.

It Just Gets Worse and Worse

Your digestive tract is an open tube which begins at the mouth and ends at the anus. This tube is the largest contact with the outside environment, which is laden with bacteria, viruses, parasites, etc. It is therefore no wonder that upwards of 70 – 80% of the immune system is housed in this area, referred to as the gut or gastrointestinal tract.

The gut serves as a barrier, allowing only things of a certain size to pass in or out. Sometimes, due to an imbalance in the population of microorganisms in the gut, there is a breakdown in cellular integrity. Consequently, the gaps which normally exist between the mucosal cells lining the gut enlarge. Partially digested food proteins can then escape into the blood stream, a condition known as Leaky Gut Syndrome. When undigested food escapes, your immune system kicks in. It does not recognize these large particles, so it tries to get rid of the "intruders" by forming antibodies against them. This is where allergies and food sensitivities begin. In addition, an unhealthy gut is thought to play a part in childhood conditions such as autism and attention deficit disorder (ADD/ADHD). Clinical evidence verifies, without a doubt, the gut-brain connection!

ACID REFLUX

Have you ever heard of reflux? You may know it by the now-popular name, GERD. It seems like more and more people are suffering from this condition. Zealous drug advertisers have convinced us that we have too much stomach acid. Conventional therapy is based on the myth that acid indigestion, heartburn, or GERD are the result of too much stomach acid. According to Dr. Jonathan Wright, M.D., the facts say otherwise.

In a small percentage of people this may be true. However, for the majority, the opposite is true. According to Dr. Jeffrey Bland's team of medical researchers, which includes M.D.s, N.D.s and nutritionists, there are several conditions which are indicative of low gastric acidity. These include Addison's disease, asthma, celiac disease, eczema, gallbladder disease, gastritis, lupus erythematosus, osteoporosis, pernicious anemia, psoriasis, and others. Symptoms of low gastric acidity include bloating, belching, burning and flatulence immediately after meals, a sense of fullness after eating, indigestion, diarrhea or constipation, systemic reactions after eating, nausea after taking supplements, rectal itching, weak, peeling, or cracked fingernails, post-adolescent acne, iron deficiency, chronic intestinal infections, and others.

What Can You Do?

There may be hundreds of conditions and age-related disorders that have to do with the health of the gut. So, how can you find out if what you are experiencing has to do with your intestinal fortitude? And what can you do to improve it?

There is a way to fix the damage. With guided hard work, you can repair the damage done by these intruders and replace at least some of the intestinal good guys. The protocol is called the 4 R's, which stands for Remove, Replace, Reinoculate, and Repair.

1R. Remove: Refers to the removal of any gastrointestinal parasites and/or undesirable (pathogenic) bacteria or fungi that may be present and contributing to dysfunction and/or abnormal symptoms. Remove also refers to the removal from the diet of allergens and intolerant foods and substances.

2R. Replace: Denotes the replacement of any digestive factors (enzymes, for example) the body may not be making, or which it may be making in inadequate amounts.

3R. Reinoculate: Refers to the reintroduction of "friendly" or desirable gastrointestinal bacteria through the use of probiotics. Probiotics contain high concentrations of beneficial bacteria. Not all probiotics are the same. The encapsulated bacteria must be able to survive the trip through the highly acidic stomach in order to be viable when it is time to implant in the intestinal lining.

4R. Repair: Refers to nutrients which need to be provided for cellular repair and functioning of the gastrointestinal mucosal cells. In a normal, healthy intestine, the friendly bacteria produce molecules which directly nourish the cells lining the intestinal wall. With the loss of the beneficial bacteria, the cells lining the intestine literally starve to death. Small gaps between cells, normally sized perfectly to allow the transport of the proper sized molecules in and out of the intestine, then enlarge so that larger molecules, such as undigested food particles and pathogens, can infiltrate the body. This leads to allergies, fatigue, IBS, and other chronic conditions. In order to return your intestine to its healthful, well-functioning status, specific nutrients are required.



Avoid making political or other emotionally-charged posts that may alienate potential Clients.

Don't make multiple health-related posts at once; space them out throughout the day.

Don't turn the entire focus of your page into health; continue being yourself, too.

SOCIAL MEDIA

Potential Clients are everywhere, but we have found that social media provides a fairly simple platform for reaching more people in a shorter period of time. Throughout our Monday evening Conference Calls, we will share techniques and tips for branding yourself and maximizing your impact through an online presence on various social media sites. The number of sites you choose to use is completely up to you. It is generally advisable to master one at a time, and then add others. The tips provided below are designed to get you started:

Make sure that when people visit your page, they can immediately notice that you have a passion for health, and that you are training to become a Lifestyle, Health and Weight Management Coach. Prepare your audience that you will be certified in a few weeks and will begin offering online classes.

Make sure that all health-related posts are set to "Public" viewing status. Your friends may suggest your page to others. You don't want them to arrive to an empty page.

Post consistently, with a clear focus on positive things. Three posts per day should be your goal. Popular times are 9am, 3pm and 9pm. Cover these bases, and then add additional posts, if time permits.

When someone requests information about what you are doing, request their email address and add them to your Names List (see Module 1). You'll get specific instructions for what to do next in Module 6 (you'll have access to that during Week 2).

PARTNERING WITH NEW COACHES

The goal of Coaching is help others become healthy and lose disease-causing excess body fat, but it's also to grow your business. When you encounter a Client who wants to coach, or identify someone who would be a good Coach, it's important to have available the information they will need for becoming a partner.

Sponsoring a Coach is slightly different from the normal partnering process.

There are specific supplements required in order to participate in our CIT classes. We want to always be certain that the products ordered at the time of sponsorship are the right ones.

Regular Coaches order TLS Fast Start Kit (see page 10), plus the following additional supplements:

- Isotonix OPC-3 (small bottle)
- Isotonix Activated B-Complex (large bottle)
- Isotonix Vitamin D plus K2 (if indicated)
- TLS Green Coffee Plus Garcinia Cambogia OR TLS Thermochrome (if indicated)
- Nutriclean Advanced Fiber Powder

Pregnant/Nursing Coaches order Regular Fast Start Kit (see page 11), plus the following additional supplements:

- Nutriclean Probiotics
- Insotonix Digestive Enzymes (if needed)



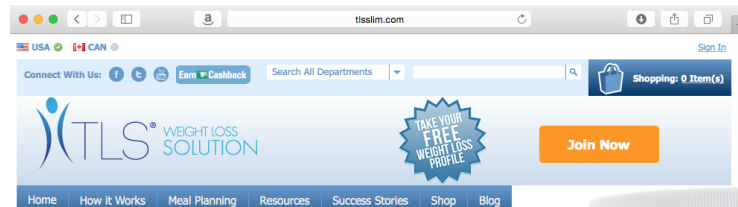
Market America/
SHOP.com
Executive Directors
David & Stacy Whited
teach to look for 3
things in a potential
business partner.
They must be:

**fun,
ambitious,
and
want more
out of life**

When those qualities are paired with a passion for helping others, you've got a great prospect!

FAST START PROGRAM

START YOUR BUSINESS FOR \$399 PLUS TAX **FREE SHIPPING!**



QTY	NAME	SIZE
1	TLS® Thermochrome™ with Advantra Z®	Single Bottle (30-Day Supply)
1	TLS® CORE Fat & Carb Inhibitor	Single Bottle (30-Day Supply)
1	TLS Tonalin® CLA	Single Bottle (30-Day Supply)
1	TLS® ACTS	Single Bottle (30-Day Supply)
1	TLS® Nutrition Shake - Creamy Vanilla Flavor	Single Container (14 Servings)
1	Isotonix® Multivitamin without Iron	Single Bottle (30-Day Supply)
1	TLS® Menu Plan Recommendation Questionnaire & Answer Sheet	Pack of 40
1	Independent UnFranchise® Owner Subscription Kit	
5	<i>Getting Started Guide</i>	
5	Small Flip Chart	



BEFORE

AFTER

DAN†

**Total weight lost: 89 pounds
in 12 weeks**

† Individuals following the TLS Weight Loss Solution can expect to lose 1-2 pounds per week. The persons sharing their stories are Independent UnFranchise Owners of Market America products. 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.



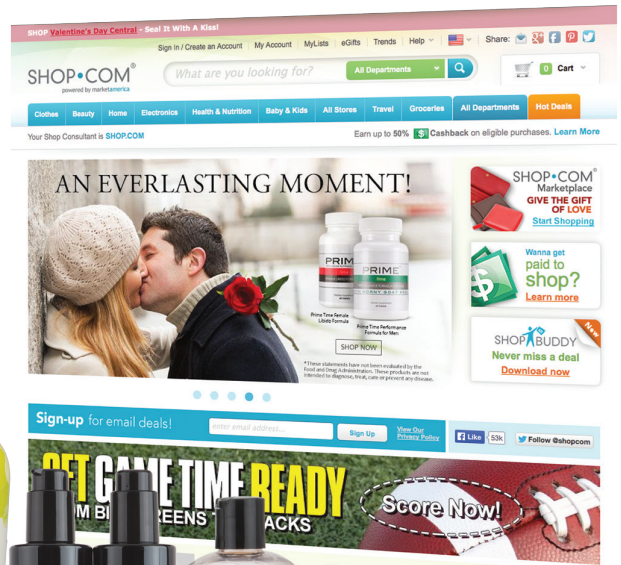
Fast Start Program

Start your business for only \$399 + tax
FREE SHIPPING



CONTAINS

SHOP.COM® website · UnFranchise® Business (300 BV & 3 BDCs)
Subscription Kit with selected ma® brands · Business-building materials



Qty	Name	Size
1	Isotonix OPC-3®	Single Bottle (30 Servings)
2	Awake® Energy Shot (Orange Flavor)	Single Bottle (60 ml, 2 fl. oz.)
2	Awake Energy Shot (Grape Flavor)	Single Bottle (60 ml, 2 fl. oz.)
1	Heart Health™ Essential Omega III Fish Oil with Vitamin E	Single Bottle (30 Servings)
1	Isotonix® Multivitamin without Iron	Single Bottle (30 Servings)
1	Ultimate Aloe™ (Strawberry Kiwi Flavor)	Single Bottle (16 Servings)
1	Isotonix Activated B-Complex	Single Bottle (30 Servings)
1	Fixx™ Argan Oil Shampoo	Single Bottle (8 fl. oz. ml, 237 ml)
1	Fixx Argan Oil Conditioner	Single Bottle (8 fl. oz. ml, 237 ml)
1	Royal Spa® Imperial Blend Bath & Shower Gel	Single Bottle (16 fl. oz., 473 ml)
1	Isotonix Daily Essentials Packets	Single Box (30 Packets)

Qty	Name
1	UnFranchise Owner Subscription Kit
5	ma® Catalog
5	2014 Annual Report (FY 2013)
5	Getting Started Guide
5	Small Flip Chart
1	Awake Energy Shot Product Information Handout
	UnFranchise® Management System (UFMS)
	(2 months service)

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WEEK ONE LISTENING GUIDE

Use this sheet for notes and action steps during Monday night's Video Conference Call and to respond to questions from the Week One recorded Webinar. When complete, send a photo in a GROUP text to both Trainers. We must have your responses before the end of Week 1.



Monday @ 9:25pm EST

Connection instructions will be posted on the CIT Facebook Group on Monday morning.

Don't wait until the last minute to connect. Give yourself time to solve any technology challenges.



Access the recorded webinar from the Week 1 Resources webpage, then provide your answers to the questions in the space below.

My main takeaway from this week's call is

QUESTION 1:

Something I learned this week about being successful in my business is

Marketing ideas for my business

QUESTION 2:

My next steps for this week

- 1.
- 2.
- 3.

QUESTION 3:

DECIDE & COMMIT:

I will watch the **Week 1 Webinar** on _____ (date)

I will make _____ health-related post(s) per day to my social media sites (see Social Media Calendar download for suggestions).

