

# MODULE 7

## Reading Labels, Emotional Eating and Hormones

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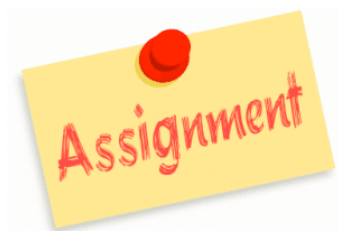
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# OVERVIEW OF WEBINAR

It is not necessary to read all of the materials in this Module before the Webinar. However, it's smart to have these materials in front of you while watching to facilitate note-taking and comprehension. You'll especially need the Listening Guide (page 13) PRINTED and in front of you.

Week 3:

- Staying focused
- Food fraud
- Reading labels
- Effects of stress on the body
- Hormones
- The importance of being "present" with your food
- Review of components of a balanced plate and calculation for net carbs
- Branding yourself rather than someone or something else
- Individual calls with the Trainers



Week 3 Listening Guide  
(see page 13)  
Complete and return  
to your Trainers  
by Saturday.

## CLIENT MATERIALS

Read and complete all assignments:

**Chapter 8: 21 Days To Healthy Habits For Life** (arrives Day 18)

**Chapter 9: Next Steps** (arrives Day 21)

## FOOD LABELS DEFINED

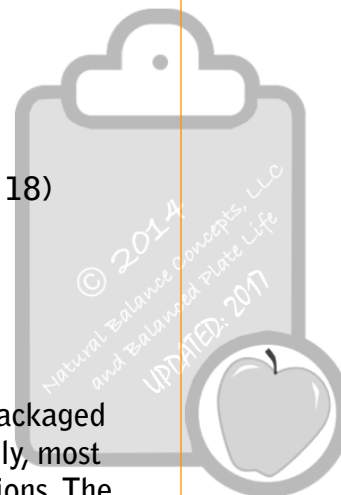
All the information you need to determine whether or not a packaged food item is "good for you" is on the package, but unfortunately, most consumers lack the knowledge necessary to make these decisions. The graphic on page 3 identifies key areas of the label, and provides essential information to help you become an educated consumer.

Keep in mind that you may need to do some simple math to determine the real nutritional value:

7 grams of protein = 1 ounce

4 grams of sugar = 1 teaspoon

Once you're finished with the nutritional label, then look at the ingredients. If you can't pronounce half of what's there, or if sugar appears in the first four ingredients, just walk away. Make sure you have reviewed and understand the section on reading labels in Client Chapter 7, Part 2



# 5 Steps to Use Nutrition Facts

**1 The Serving Size**

- This package contains 2 servings
- Consume **HALF** of the package to get the nutrients shown on the label

**3 Limit These Nutrients**

- Eating too much of these nutrients **may increase the risks** of certain chronic diseases

**Get Enough of These Nutrients**

- Eating enough of these nutrients can **improve your health and help reduce the risk** of some diseases

**5 Footnote**

- Tells you that %DV are based on a 2,000 calorie diet

Serving Size 1 cup (228g)	
Servings Per Container 2	
<b>Amount Per Serving</b>	
<b>Calories</b> 250	Calories from Fat 110
<b>% Daily Value*</b>	
<b>Total Fat</b> 12g	<b>18%</b>
Saturated Fat 3g	<b>15%</b>
Trans Fat 3g	
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 470mg	<b>20%</b>
<b>Total Carbohydrate</b> 31g	<b>10%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	
<b>Protein</b> 5g	
Vitamin A	<b>4%</b>
Vitamin C	<b>2%</b>
Calcium	<b>20%</b>

\* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg

**2 Calories**

- How much **energy** your body gets from a serving of this food
- 1 serving of this food provides you 250 calories (110 calories are from fat)

**% Daily Value**

- Helps you determine the nutrient level in a serving of food (high or low)
- Keep in mind that:
  - < 5% DV is **LOW**
  - > 15% DV is **HIGH**

The main target is to:  
Less than 100% for  Nutrient  
At least 100% for  Nutrient

MY PHARMACIST HOUSE

## ADRENAL GLAND BASICS

### Signs and Symptoms of Adrenal Fatigue:

- Tendency to gain weight and unable to lose it, especially around the waist (OR unable to gain weight)
- High frequency of getting the flu and other respiratory diseases and these symptoms tend to last longer than usual
- Tendency to tremble when under pressure
- Reduced sex drive
- Lightheaded when rising from a laying down position
- Unable to remember things
- Lack of energy in the mornings and also in the afternoon between 3 to 5 pm
- Feel better suddenly for a brief period after a meal
- Often feel tired between 9 - 10 pm, but resist going to bed
- Need coffee or stimulants to get going in the morning
- Crave for salty, fatty, and high protein food such as meat and cheese
- Increase symptoms of PMS for women; periods are heavy and then stop, or almost stopped on the 4th day, only to start flow again on the 5th or 6th day



- Pain in the upper back or neck with no apparent reasons
- Feels better when stress is relieved, such as on a vacation
- Difficulties in getting up in the morning
- Lightheaded
- Hypothyroid

Other signs and symptoms include:

- Mild depression
- Food and/or inhalant allergies
- Lethargy and lack of energy
- Increased effort to perform daily tasks
- Decreased ability to handle stress
- Dry and thin skin
- Hypoglycemia
- Low Body Temperature
- Nervousness
- Palpitation
- Unexplained hair loss
- Alternating constipation and diarrhea
- Dyspepsia

If you have many of these signs and symptoms, it is time you consider adrenal fatigue as a possible cause once you have ruled out other organic pathologies. None of the signs or symptoms by itself can definitively diagnose adrenal fatigue. When taken as a group, these signs and symptoms do form a specific syndrome or picture - that is of a person under stress. These signs and symptoms are the end result of acute severe or chronic excessive stress and the inability of the body to reduce such stress. Stress, once a "basket" term used by physicians to explain non-specific symptoms undetectable by conventional blood test, is of no mystery to the body at all.

The ability to handle stress, physical or emotional, is a cornerstone to human survival. Our body has a complete stress modulation system in place, and the control center is the adrenal glands. When this gland becomes dysfunctional, our body's ability to handle stress reduces, and symptoms will arise.

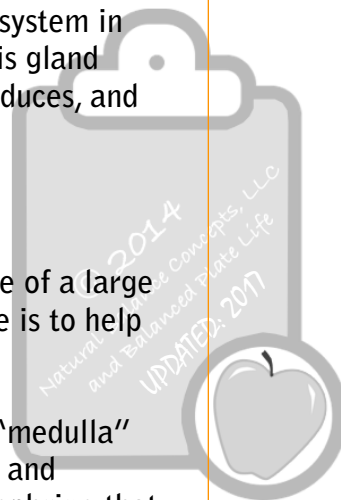
Let us now look at how the adrenal glands work:

The adrenal glands are two small glands, each about the size of a large grape. They are situated on top of the kidneys. Their purpose is to help the body to cope with stress and help it to survive.

Each adrenal gland has two compartments. The "inner" or "medulla" modulate the sympathetic nervous system through secretion and regulation of two hormones called epinephrine and norepinephrine that are responsible for the fight or flight response. The "outer adrenal

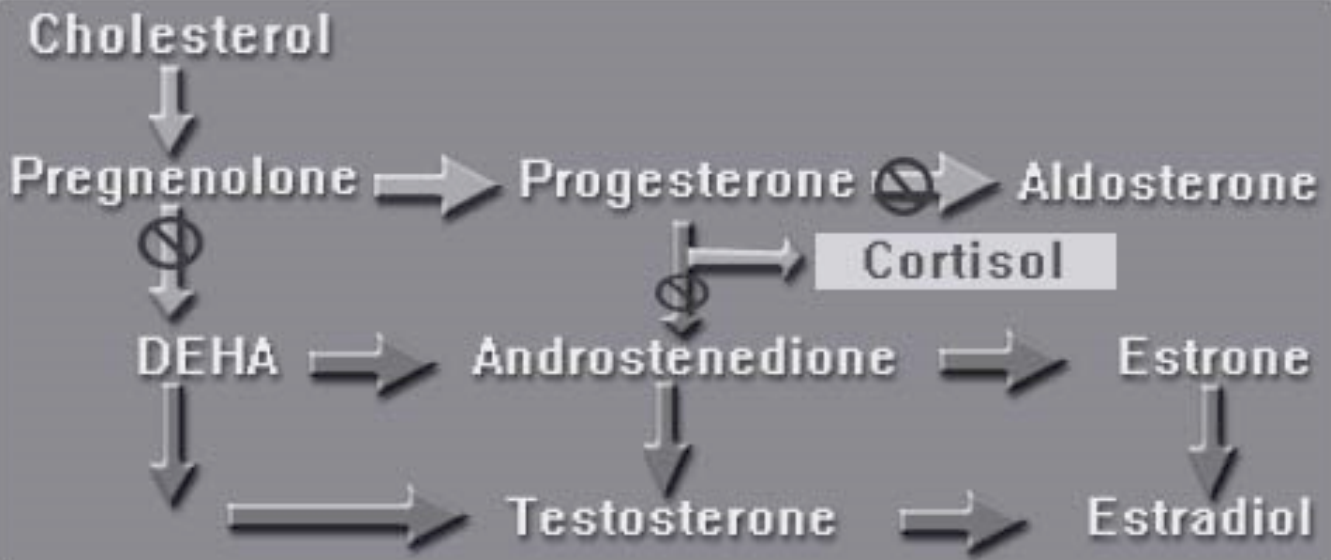


*The body simply cannot handle continued acute severe or chronic stress. Our adrenal glands eventually pay the price.*



cortex" comprises 80 percent of the adrenal gland and is responsible for producing over 50 different types of hormones in three major classes: glucocorticoids, mineralcorticoids and androgens.

## Steroid Synthesis-Chronic Stress



The most important glucocorticoid, is cortisol. When this is lowered, the body will be unable to deal with stress.

Mineralcorticoids such as aldosterone modulate the delicate balance of minerals in the cell, especially sodium and potassium. It therefore regulates our blood pressure. Stress increases the release of aldosterone, causing sodium retention (leading to water retention and high blood pressure) and loss of potassium and magnesium. Magnesium is involved in over 300 enzymatic reactions in the body. When the body lacks magnesium, it will suffer from a variety of pathological conditions such as cardiac arrhythmias, uterine fibroids and osteoporosis.

The adrenal cortex is also responsible for producing all sex hormones, although in small amounts. One exception is DHEA, a weak androgenic hormone that is made in large amounts in both sexes. DHEA, together with testosterone and estrogen, are made from pregnenolone, which in turn comes from cholesterol.

Pregnenolone also leads to the production of progesterone and is one of the intermediary steps in the making of cortisol. Pregnenolone is therefore one of the most important intermediate hormones being produced in the hormonal cascade. Prolonged deficiencies in

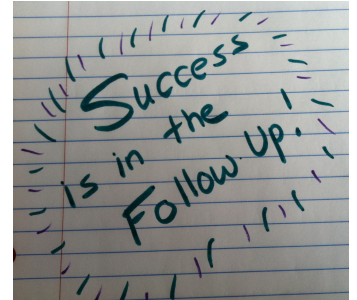
pregnenolone will lead to reduction of both glucocorticosteroids and mineralcorticoids such as cortisol and aldosterone, respectively.

## ONE-ON-ONE CALLS

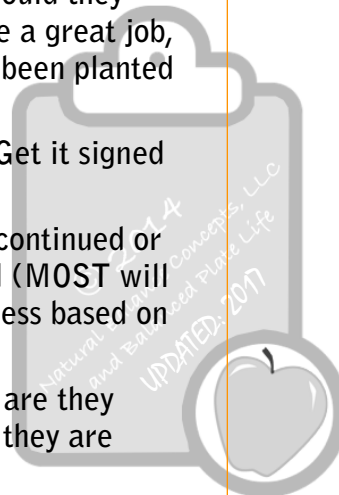
At some point next week, each CIT will have a personal call with the Trainers. The purpose of this call is exactly the same as it is for Clients (see "Making The Connection" in Client Chapter 7, Part 1). However, it also gives us an opportunity to model for you how you will conduct similar calls with your future Clients. Follow the instructions you received in the Intro Video on the Week 3 Resources page for scheduling this call.

During the call, we will cover the following topics as if you were a Client: (plan to have this page in front of you during our call)

1. How are you feeling? (focus on successes)
2. Have you enjoyed the educational videos, and provide instructions for watching the remaining videos.
3. Supplements: "Tell me how you are taking your supplements?" (Isotonix should be taken first thing on an empty stomach; note the timing of CORE etc.) Find out if they are running out of anything and need to reorder... then load their cart.
4. Offer them a portal tour and share with them the cashback (view the video on portal tour on <http://www.meeton.com> under Yardley Wang)
5. Referrals for Clients: Remind them of the evaluation form included with the "Phase Two Continues" email, and that you value their feedback and would love to know who might also benefit from the Lifestyle program.
6. Referrals for Coaches: Let them know you are looking for those interested in Coaching to help with our Expansion should they know someone. (If they have an interest or have done a great job, tell them they'd make a great coach. The seeds have been planted in several spots throughout the Client Chapters.)
7. Last chance for getting the Release & Waiver form. Get it signed and sent back to you...via text or email scan.
8. Their next step: Discuss whether Phase 2 should be continued or whether they are ready to move to Phase 2 Modified (MOST will continue on Phase 2 until Week 6). Discuss that process based on the following:
  - a. Where they are now and their goals? How far are they away from their goal weight size and body fat they are (Think: pant size)



NEVER  
SKIP  
THIS  
STEP



- b. What were their answers on the Weight Loss Profile on TLSSLIM.com (Rapid Results, Sure & Steady, Continued Commitment or Simply Delivered)
- c. You will email the next food list based on that decision you've both agreed upon

## COACHING FEES

You have the option of charging a fee for your coaching services in addition to the cost of supplements. In order to do this, you'll either need to be in close proximity to your Clients for payment by cash or check, or you may find it more convenient to accept credit card payments. Multiple third-party vendors are available for credit card processing but, we will share a couple that have reasonable fees and are easy to use on the Week 3 Resources page.

You have two options:

1. Create an invoice for supplements and coaching fees which your Client will pay via whatever method you choose to use, and then once paid, you will place the supplement order directly through your Unfranchise back office, or
2. Have your Client place a regular order for supplements through your website and then make a separate payment for coaching fees via whatever method you choose to use

There is no specific "right" or "wrong" option; it's merely an issue of which option you choose for your business. Option 1 is easiest for your Client, as it's a one-step payment for everything. However, if you do not have available credit for placing the order directly in your back office, then option 2 may be the better option for you.

## RACTOPAMINE

Ractopamine is a food additive that not only impacts Adrenal glands, it creates a domino effect that is staggering. (Note: Don't panic, go organic! This additive is not allowed in organic foods.)

The remainder of this section is taken directly from a 2013 online article written by Martha Rosenberg (see link in the margin). Martha is an investigative health reporter and the author of [Born With a Junk Food Deficiency: How Flaks, Quacks and Hacks Pimp The Public Health](#) (Prometheus Books).

Have you ever heard of ractopamine? Neither have most US food consumers though it is used in 80 percent of US pig and cattle operations. The asthma drug-like growth additive, called a beta-agonist,

### Also available online:

The information provided in the Ractopamine section may be viewed in its entirety here:

<http://>

[www.cornucopia.org/2013/10/ractopamine-meat-additive-plate-thats-banned-almost-everywhere-america/](http://www.cornucopia.org/2013/10/ractopamine-meat-additive-plate-thats-banned-almost-everywhere-america/)



has enjoyed stealth use in the US food supply for a decade despite being widely banned overseas. It is marketed as Paylean for pigs, Optaflexx for cattle and Topmax for turkeys.

The Center for Food Safety (CFS) and Animal Legal Defense Fund (ALDF) have sued the FDA for withholding records pertaining to ractopamine's safety. According to the lawsuit, in response to the groups' requests for information "documenting, analyzing, or otherwise discussing the physiological, psychological, and/or behavioral effects" of ractopamine, the FDA has only produced 464 pages out of 100,000 pages that exist. Worse, all 464 pages have already been released as part of a reporter's FOIA. Thanks for nothing.

CFS and ALDF have spent over 18 months meeting with the FDA and seeking information about the effects of ractopamine on "target animal or human liver form and function, kidney form and function, thyroid form and function" as well as urethral and prostate effects and "tumor development." The lawsuit says the CFS has "exhausted administrative remedies" and that the FDA has "unlawfully withheld" the materials.

Ractopamine's effects on animals are documented, say the groups, but effects on humans remain a mystery. Codex, the UN food standards body, established ractopamine safety residues on the basis of only one human study of six people and one subject dropped out because of adverse effects! "Data from the European Food Safety Authority indicates that ractopamine causes elevated heart rates and heart-pounding sensations in humans," says CFS. In an early Canadian study, monkeys given ractopamine "developed daily tachycardia"—rapid heart beat. Rats fed ractopamine developed a constellation of birth defects like cleft palate, protruding tongue, short limbs, missing digits, open eyelids and enlarged heart.

Two cousin drugs of ractopamine, clenbuterol and zilpaterol, cause such adrenalin effects in humans they are banned by the Olympics. Cyclist Alberto Contador failed a Tour de France anti-doping test in 2010 for levels of clenbuterol which he said he got from eating meat. Clenbuterol has been banned or restricted in meat after human toxicities. "The use of highly active beta-agonists as growth promoters is not appropriate because of the potential hazard for human and animal health," wrote the journal *Talanta*.

Certainly the ractopamine label puts no one at ease. "WARNING: The active ingredient in Topmax, ractopamine hydrochloride, is a beta-adrenergic agonist. Individuals with cardiovascular disease should exercise special caution to avoid exposure," says the label for the turkey feed. "Not for use in humans. Keep out of the reach of children. The Topmax 9 formulation (Type A Medicated Article) poses a low dust potential under usual conditions of handling and mixing. When mixing and handling Topmax, use protective clothing, impervious gloves, protective eye wear, and a NIOSH-approved dust mask. Operators should wash thoroughly with soap and water after handling. If accidental eye contact occurs, immediately rinse eyes thoroughly with water. If irritation persists, seek medical attention. The material safety data sheet contains more detailed occupational safety information. To report adverse effects, access medical information, or obtain additional product information, call 1-800-428-4441." This is used in food production?

### **Trade Travail**

Ractopamine is banned in the EU, Russia, China, Taiwan and many other countries. In 2007, China seized shipments of US meat and charged that frozen ribs, pig ears and sausage casing contained ractopamine. This year, when the US refused to comply with ractopamine-free certification, Russia closed its market to US beef, pork and turkey.



The US calls anti-ractopamine restrictions unscientific and unwarranted while its balking partners call the use of ractopamine unscientific and unwarranted. "China says it's worried about the higher levels of drug residues that can be found in pig organs, which are part of a traditional Chinese diet, and Russia claims the drug could pose health risks," reports Food Safety News.

In 2007 more than 3,500 pig farmers in Taiwan rioted because of rumor that a ractopamine ban would be lifted. Demonstrators, some carrying pigs, threw rotten eggs and dung at people and buildings chanting, "Get out, USA pork" and "We refuse to eat pork that contains poisonous ractopamine," reported Taiwan News. After Hou Sheng-Mou, the department of health minister, assured the crowd the ban was still in place and touched a piglet, for unclear reasons, the crowd left.

Last year, the riots were repeated replete with eggs and dung when newly re-elected President Ma Ying-jeou reversed the 2007 assurances and proposed that the ractopamine ban can be lifted with products labeled accordingly. Taiwan hog farmers fear "lifting the ban could spark widespread health concerns that would affect consumption of other meat products, undermining their livelihoods," reported the Associated Press.

The sale of Smithfield foods to Shuanghui International this year, China's biggest takeover of a US company, also has implications for ractopamine. Smithfield is converting its hog plants to "ractopamine-free" animals and announced that by last June its operations would be 50 percent ractopamine-free to please the Chinese markets. (Shuanghui is not guilt-free when it comes to beta-agonists—it was forced to recall its Shineway brand meat products because of clenbuterol fears.)

### **Penny Wise and Pound Cruel**

Why is ractopamine fed to animals? Why are antibiotics, hormones and arsenic fed to animals in the US? Ractopamine is a growth enhancer and livestock operations make more money with less feed. Optaflexx "served up 17 lbs. more live weight, 14 lbs. more carcass weight, 0.3 sq. in. more ribeye area, and 0.3% more dressing percent when fed according to label directions," extolled Beef magazine said in 2005. Ractopamine wasn't implemented until cattle growers were assured that it "wouldn't dilute quality grades" and didn't cause "altered animal behavior," assured the magazine.

Both assurances were premature. Ractopamine has caused more harm to pigs than any other drug. FDA reports link it to a startling string of conditions in cattle and pigs like respiratory disorders, hoof disorders, bloat, abnormal lameness and leg disorders, hyperactivity, stiffness, aggression, stress, recumbency (inability to get up) and death. Even the animal expert Temple Grandin has spoken out. "I've personally seen people overuse the drug in hogs and cattle," she said and "the pigs were so weak they couldn't walk." Ractopamine causes such hoof damage, hooves have actually fallen off reports Countryside magazine—a phenomenon Grandin reports with the similar drug zilpateral (Zilmax).

And meat quality? Turkey meat produced with ractopamine has "alterations" in muscle such as a "mononuclear cell infiltrate and myofiber degeneration," say a 2008 new drug application from Elanco, ractopamine's manufacturer. There was "an increase in the incidence of cysts," and differences, some "significant," in the weight of organs like hearts, kidneys and livers. ("Enlarged hearts" had been in rats in the Canadian studies.) Happy Thanksgiving.

### **Spin Jobs**

When a food additive no one knew they were eating comes under scientific scrutiny, Big Food and Big Pharma create an It's Innocuous fact sheet. Meat turns brown just like an apple says a fact sheet from the American Meat Institute defending the use of carbon monoxide to keep meat red. "People would be

more likely to die from a bee sting than for their antibiotic treatment to fail because of macrolide-resistant bacteria in meat or poultry," says a brochure from the Animal Health Institute defending antibiotics in meat.

Ractopamine is similarly neutralized by the National Pork Board. It "helps pigs make the most of the food they eat [thanks, guys!] by promoting the conversion of dietary nutrients into lean muscle, which helps produce a leaner meat product" and working "in the same way that human health supplements do."

Ractopamine is also "green" says Colleen Parr Dekker, a spokesperson for Elanco. Moving away from beta-agonists would increase corn demand and environmental impacts since the animals would need to eat more to produce the same amount of meat!

Global AgriTrends, an industry group agrees. If beef and pork producers dropped beta-agonists like ractopamine, 91 million more bushels of corn would be necessary! The green spin is reminiscent of the National Turkey Federation's Michael Rybolt testimony that antibiotics are green on Capitol Hill. Without antibiotics, more land would be needed to grow crops to feed turkeys and more housing would be necessary because the birds could not be squeezed together, he said. There would even be "an increase in manure," he threatened.

### **We're Eating What?**

If the Center for Food Safety and Animal Legal Defense Fund are successful in prying 100,000 pages of safety information about ractopamine loose from the FDA, there will probably be a collective, national "yuck" sound. But meat producers may see the writing on the wall before that happens. A beef industry conference in Denver in August included a pro-and-con discussion of the drugs with a video depicting distressed cows struggling to walk shown by meat giant JBS USA. On the same day, in an apparently unrelated event, Tyson Foods Inc announced it would no longer accept cattle fed the ractopamine cousin zilpateral because of cattle that had "trouble moving after being delivered."

Maybe ractopamine will eventually be phased out like lead in gasoline or rBGH in milk and for similar reasons. But, meanwhile, don't count on Smithfield's ractopamine-free initiative benefiting the US like it will China. "Americans aren't getting the ractopamine-free pork," Elisabeth Holmes, a staff attorney for the Center for Food Safety, revealed.

# WEEK TWO STUDY GUIDE

1. Stable blood sugar levels help your body improve **Energy** and **Cardiovascular** health and lose **Weight**
2. Low glycemic IMPACT eating is really about the **Quality** plus the **Quantity** of foods.  
It's more about the Glycemic **Impact** of foods rather than just the Glycemic INDEX of food
3. What is the glycemic range for foods that will spike your blood sugar levels and cause your body to store fat quicker? **70 or more**
4. A Mashed sweet potato has a higher glycemic index than a **Baked** sweet potato.
- 5 Which has a higher glycemic index ?.(Circle answer)  
A Whole Orange or a **small glass of Orange Juice**
6. Every cell of the body needs **Sugar/Carb/Glucose** to survive. But it's the wrong types of **Sugar or Glucose** that are the problem as well as too much.
7. What hormone brings the fuel of the body, which is **Sugar or Glucose** into the cells?**Insulin**
8. What are the 2 key storage spaces in the body for sugar? **Liver** and **Muscle**.  
Once these spaces are full, where is sugar stored?**Fat Cells**
9. This hormone is one of our appetite control hormones that tell the hypothalamus when we are full or satisfied. Name it.**Leptin**
10. Name the hormone that tells your body when you are hungry. **Ghrelin**
11. Based on the simple information from the webinar and the video module 2: explain what insulin resistance is and how it impacts your health. **It is when insulin is required too often in response to too much sugar in the body until it over time, cells are closed to sugar or destroyed and aren't available to accept the sugar. Increases triglyceride levels, increased blood pressure, type 2 diabetes and more.**  
(From Reading Labels Handout, webinar & video module 2)
12. What areas are the **PRIMARY FOCUS** when reading labels: Circle all that **ARE PRIMARY** for weight management and blood sugar control.  
a. **Proteins** b. Calories c. **Fats** d. **Ingredients**  
e. **Serving size** f. RDA g. **Carbohydrates**  
h. Cholesterol i. Sodium j. **Sugar** k. **Fiber**  
l. Daily Value m. Vitamins

13. When would consuming over 5 grams of fat in a serving be acceptable? **Consuming a Healthy Fat**
14. Which components below are included in the total carbohydrates on a label?  
Circle all that apply and add the one that is missing.  
a. **Fiber** b. **Sugar** c. **Sugar Alcohol** d. Whey  
e. **Glycerin** f. **Soy** g. **Complex Carbohydrates**
15. Your Net Carbs on a product package should be **9** or less.
16. Which carbohydrate foods are RARELY found in the appropriate Net Carb range for a single serving size? Name at least 3. **Most Grains, Pasta, Rice, potatoes, bread, dried legumes or beans**
17. How many grams of fiber per day is recommended? **25**
18. Name the two types of Fibers? **Soluble & Insoluble**  
Are they digestible? **No** How does this help Blood Sugar levels? **Helps remove excess sugars out of the body by preventing absorption of them in the blood stream thereby reducing the Glycemic Impact.**  
Note: **70%** should be insoluble
19. Sugar should be at **5** grams or less per serving on any package/bottled product you consume.
20. What products would be an exception to this? **Dairy Products which would then be 10 grams.**
21. What is the issue with Yogurt if there are 20 grams of sugar **10 grams are fine...the rest was ADDED JUNK SUGARS: Toss it**
- 22 Protein is important for **Metabolism** and building **Muscle** mass.
23. Recommendation is for 4 to 6 ounces of protein per meal for women and 6 to 8 ounces per meal for men... however, if you have **Adrenal Fatigue** this can be an issue in losing weight. What are your options to supplement protein to support your body's needs. **Hemp Hearts, Tempeh, Shake & High Protein Veggies**
24. Name hidden sugars that you would see in ingredients. Name at least 2: **HFCS, High Maltose corn syrup, molasses, Brown rice syrup, cane juice, lactose, dextrose & corn sweetener.**
25. What fat should never enter out mouth? **Hydrogenated Fats or Transfats**
26. What is Food Fraud about? **Food Fraud is where labels are really not the reality of what is in the product. It is corrupted food with either none of the ingredients that it says is in it or so many junk ingredients that aren't shown, that it's toxic. Books are written on the subject.**  
(Wellness101video.com)

# WEEK TWO WEBINAR ANSWERS

1. Why is it important to consider the amounts of protein we consume with each meal and snack?

ANSWER: Protein creates an adrenaline and cortisol response every time we eat it. For those who are adrenal fatigued (which is most everyone to one degree or another) it creates a roadblock to weight loss and promotes fat storage.

2. Which 3 supplements should be taken 20 minutes to almost one hour before meals? With which two meals should they be taken?

ANSWER: CORE and Green Coffee Plus Garcinia Cambogia must be taken before the two largest meals. CLA may also be taken at the same time for convenience.

Which supplement is best taken as follows: 2 before Breakfast and 1.5 before Lunch?

The research for the active ingredient in our Green Coffee Plus Garcinia Cambogia was used in these amounts to gain the best results. Final package directions were written differently for ease of use. For maximum success, use the dosing indicated above.

3. Describe the relationship between sugar and cholesterol. How does cholesterol support the body?

ANSWER: Consuming excess sugar is like sending shards of glass through our arteries. These shards create tiny nicks. The body then manufactures cholesterol to send out as band-aids for these spots to minimize damage. Most often, high cholesterol is not so much related to the amount of fat consumed, but rather to the amount of sugar that's being eaten. Cholesterol is found in every cell in our body. It's required for the production of cell membranes and hormones (including sexual hormones), is involved in creation of bile acids that help us digest fat and is essential for proper brain function. We HAVE to have it, but when it's over-produced by our body—especially in response to sugar—it can build up in the arteries and create blockages, which is what we want to avoid.

# WEEK THREE LISTENING GUIDE

Use this sheet for notes and action steps during Monday night's Conference Call and to respond to questions from the Week Three recorded Webinar. When complete, send a photo in a GROUP text to both Trainers. We must have your responses before the end of Week 3.



## 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.**

My main takeaway from this week's call is

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

Marketing ideas for my business

My next steps for this week

- 1.
- 2.
- 3.

### DECIDE & COMMIT:

I will watch the **Week 3 Webinar** on \_\_\_\_\_ (date)



Access the recorded webinar from the Week 2 Resources webpage, then provide your answers to the questions in the space below.

QUESTION 1:

QUESTION 2:

QUESTION 3:

