

LAB TESTING INFO

Metabolic Typing

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UNIQUE NUTRITION

Who's Diet Are You On?

If you're like most of us, it feels like someone else's diet. That's because it is. The health and fitness industry makes a lot of money from one-size-fits-all, fad diets. In fact, Market data Enterprises, Inc. estimated that the total U.S. weight loss market was worth over \$58 billion in 2009, and is likely to reach \$68.7 billion in 2010. In a 2006 survey, 68% of dieters preferred a program they could access from home/online/by phone, and 56% of them wanted a plan based on regular food—not diet food.

Introducing Metabolic Typing!

With Metabolic Typing, you're not just another random number amid the seventy-million other Americans who are currently trudging through an ill-fitted diet plan. Here, we design a complete program that not only addresses your weight, but the way you eat, the way you think of eating and all the aspects of your life that cause your body to be imbalanced by the wrong food. This isn't just about losing weight; it's about internal balance! Metabolic Typing is a customized nutrition plan that identifies exactly which foods work to balance your body chemistry. Here is where you learn to nourish your body, your mind and your soul!

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History of Metabolic Typing

Over thousands of years of evolutionary history, people in different parts of the world developed very distinct nutritional needs in response to a whole range of variables -- including climate and geography and whatever plant and animal life their environments had to offer.

As a result, people today have widely varying nutrient requirements, especially with regard to macronutrients -- the proteins, carbohydrates and fats which are the fundamental dietary "building blocks," or the compounds most essential to sustaining life.

For example, many people who currently inhabit tropical or equatorial regions have a strong hereditary need for diets high in carbohydrates such as vegetables and fruits and grains and legumes. These foods tend to provide the kind of body fuel that is most compatible with the unique body chemistry of people who are genetically programmed to lead active lifestyles in warm and humid regions of the world. Their systems are simply not designed to process or utilize large quantities of animal protein and fat.

Conversely, people from cold harsh northern climates are not genetically equipped to survive on light vegetarian food. They tend to burn body fuel quickly, so they need heavier foods to sustain themselves. Eskimos, for example, can easily digest and assimilate large quantities of protein and fat -- the very types of foods which would overwhelm the digestive tracts of people from, say, the Mediterranean basin.

The bottom line is that a diet considered "healthy" in one part of the world is frequently disastrous for people elsewhere in the world.

For instance, well known dietary expert Nathan Pritikin pointed out that Bantu tribes in Africa eat very low-fat diets, an approach that has long been widely regarded as very healthy in the U.S. and other industrialized societies. Not surprisingly, coronary artery disease and

other modern degenerative diseases are almost non-existent among the Bantu.

Pritikin's successors and other leading health professionals have long advocated low-fat diets for everyone. Yet this one-size-fits-all approach has clearly failed to reduce obesity and cardiovascular disease for large segments of our population. Like all other universal dietary recommendations, it overlooks the enormous amount of biochemical and physiological diversity among individuals.

As an example, Scottish, Welsh, Celtic, and Irish people have certain nutritional requirements, which are just the opposite of the African Bantu. The ancestral diets of the Scots and Irish and related cultures have always been very high in fatty fish. For this and other reasons they have a hereditary need for more fat than other populations. Remarkably, the low-fat diets that prevent heart disease in the Bantu can actually cause heart disease in some people of Anglo-Saxon descent."

You may be asking --- So why can't I just figure out what my Ethnic background is and eat that way?

To continue the above quote, in his book *Happiness is a Healthy Life*, Lendon Smith, M.D. writes, "The trick of eating is to figure out your racial / ethnic background and try to imitate it." It's a great idea, but there's just one problem -- in today's day and age, few of us have a clear-cut ethnic or genetic heritage. In places like the United States in particular, it has become a true genetic "melting pot."

People from different ethnic and cultural backgrounds have moved from continent to continent and country to country and mixed and mingled like crazy. So most of us have lots of different blood lines running through our veins.

This incredible discovery showed that "the raw materials in the foods we eat (vitamins, minerals, enzymes, etc.) are particularly important, since they're used by our

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bodies to repair, rebuild and heal tissue."

But the ultimate breakthrough was that "foods and nutrients are also essential because they provide the fuel that is oxidized (burned or combusted) in our cells to provide energy for all metabolic activities.

In fact every biochemical process in your body is entirely dependent on the rate, quality and amount of energy available to you.

When optimum energy is available to your body on all levels -- to all your cells, organs, glands and systems -- then optimum (balanced and efficient) functioning of your body, or good health, is possible. This is one step that helps a person get fit.

It is on the cellular level that all metabolic activity takes place and efficiency or inefficiency is determined. Each cell in your body is like a biochemical factory built to fulfill a specific metabolic function.

As food passes through the digestive tract, it is absorbed into the bloodstream where it is transported to the cells. Once nutrients arrive at the cells, they are assimilated into the cells, and then utilized by the cells for the production of energy and for the fulfillment of the cells' "programmed" function.

We all need a full spectrum of nutrients. But, different people have genetically programmed requirements for different amounts of the various nutrients. It is these differing genetic requirements that explain why a given nutrient can cause one person to feel good and fit, have no effect on another, and cause a third person to feel poorly.

Health consumers are being overwhelmed with complex and often sharply contradictory information about what to eat in order to feel well and stay healthy and fit.

One of the current diet debates is focused on the all-important issue of macronutrient consumption -- in other

words, health experts everywhere disagree strongly about how much protein, and carbohydrate and fat people should be eating.

For instance, some nutrition experts are big proponents of low-fat, low-protein, high carbohydrate diets. They contend that diets high in fatty foods like meat, cheese and vegetable oil will expand our waistlines, clog our arteries and put us all on the fast track to senility and premature death. Many of these experts advise us to cut fat intake to a bare minimum and stick to light vegetarian fare based on grains and fruits and vegetables.

Other leading nutritional gurus advocate just the opposite -- diets high in protein and fat and low in carbohydrates. They believe that the only way people can combat serious health disorders like obesity and heart disease is to heavily restrict their consumption of carbohydrates (like fruits, grains, breads and pasta), while making proteins (meat and fish and poultry) the mainstay of every meal.

Still other experts are firm believers in "40-30-30" diets -- in other words, they believe that all meals and snacks should be comprised of protein, carbohydrate and fat in a precise 40-30-30 ratio. In some people, this approach prevents certain kinds of unwanted hormonal shifts which, if left unchecked over time, contribute to serious chronic health problems -- including obesity, atherosclerosis, cancer, diabetes and chronic fatigue.

Countless other diets also compete for our attention, all promising similar kinds of long-lasting health benefits -- energy and fitness and disease-free lives -- despite the fact that they too offer sharply contradictory advice.

A quick stroll down the health and fitness aisle of your local bookstore reveals a dizzying array of choices -- macrobiotic diets, raw food diets, celebrity diets, organic food diets, rotation diets, dairy-free diets, sugar-free diets, cardiovascular diets, cancer prevention diets, diets for athletes, diets for women, diets to slow the aging

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process, diets to strengthen immunity, diets to combat depression or fatigue, cholesterol-free diets, hypoglycemic diets, and on and on.

The primary problem for health consumers is this: since the market is flooded with so many dietary options, and so much conflicting advice and opinion, people are left feeling confused, not knowing how to make sense of it all. Since people have no way to make rational dietary choices, they're forced into a process of endless experimentation, forced to play a never-ending game of "dietary roulette." They never seem to find the way to getting fit.

In other words, the most profound limitation of virtually all diet and nutrition books is that they're based on a system of chance. Since these books offer generic rather than customized dietary advice -- the programs they describe work fairly well for some people some of the time. That's why most nutritional books offer up a decent range of positive case histories.

But case histories can be very misleading. The real barometer of the value of any nutritional system is whether it can be relied upon to produce consistent and reliable clinical results for anyone who chooses to use it. This is simply impossible with diet and nutrition books now on the market.

In contrast, The Metabolic Bio Typing Diet is based on a completely different and truly revolutionary scientific technology (Metabolic Bio Typing) and provides what has long been desperately needed: a systematic, testable, repeatable, verifiable means for each of us to find an answer to the question, "What's right for me"?

To succeed at any diet, you must know your Metabolic Bio Type!

It is likely that you've reached the point where you think or even know that nutrition is important if you ever want to get fit and stay fit. You may have found yourself

asking questions like:

- Why is it that my best friend's nutritional supplements work absolute miracles, but make me feel terrible?
- How can one best selling book say one thing about nutrition, and the other bestseller say just the opposite?
- Why will a certain diet give my friend energy and help to lose weight but make me tired and gain weight?
- Why can't I get rid of my candida overgrowth problem, even though I've followed an "anti-candida" diet?
How can someone eat the best organic foods, take the finest nutritional supplements that money can buy, get plenty of rest, exercise regularly... and still not feel well?

Or maybe your concern is with more serious issues like...

- Why are two thirds of Americans overweight?
- How can so many people be obese when people are more diet-, health- and exercise-conscious than ever before?
- Why is degenerative disease skyrocketing?
- Why are younger and younger people falling prey to diseases of the aged?
- Why are cancer, heart disease and diabetes increasing each year?

And if you're a health professional working with nutrition, you may also be baffled by questions such as...

- Why does a low fat, low protein, high complex carbohydrate diet raise cholesterol in some people instead of lower it like it does in other people?
- Why does taking a nutritional product or protocol help one person with a problem but not another with the same

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problem?

If nutrition is so important, why doesn't it work for so many people?

Everywhere you look, there are contradictions. Your friend tells you one thing. You read about just the opposite in a health magazine. And a hot new bestseller at your local bookstore says something quite different altogether. In fact, that's another problem -- wall-to-wall books on health and nutrition, most of which just contradict each other.

How can there be so much confusion and contradiction about something that is supposed to be so good for you?

The unfortunate reason is that the majority of the people talking about nutrition know just enough to be dangerous. They know that nutrition can be the answer, but they don't know how to use it properly. And, yes, it is a two-edged sword: If you use it properly, it can help make you well. But, make no mistake. If you use it improperly, it can help make you sick or keep you that way.

Your own experience and all the contradictory books and articles that you've ever read, have already shown you are unique and that one size doesn't fit all. So, why would anyone ever think that one diet is right for everyone? Or, that what works nutritionally for one person would work for another as well? The fact is, you really can eat the best organic foods, exercise regularly, drink plenty of fluids, get sufficient rest, take the finest supplements that money can buy... and still not feel well, or even start feeling worse than before! So, what is the answer?

The answer is to find out what is right for you! Not what some book says. Not what a friend says. Not what the latest fad says is right. Bottom line? Unless you match your nutrition to your metabolism, you'll only be wasting your time and money!

Why is it so hard to find right answers? How do you know who to believe or who to trust?

The answer to this universal dilemma is that for decades, the wrong questions have been asked. Ask wrong questions and you're bound to get wrong answers to your needs.

What has been missed is the undeniable fact that on a biochemical level each of us is as unique as we are in our fingerprints. Standardized nutritional approaches fail to recognize that, for genetic reasons, people are all very different from one another on a biochemical or metabolic level. Due to widely varying hereditary influences, we all process or utilize foods and nutrients very differently. Thus, the very same nutritional protocol that enables one person to lead a long healthy life full of robust health can cause serious illness in someone else.

What accounts for all this metabolic individuality?

At any given point in time, there are a number of factors that determine peoples' unique nutritional requirements, but none is more significant than a person's ancestral heritage.

In the early part of the 20th century, a brilliant scientist by the name of Weston Price, DDS, demonstrated this in no uncertain terms. He traveled all over the world and sought out all the indigenous populations to study their diet and their health. His discoveries were remarkable and extremely important. What he discovered was that: The diets of all the indigenous peoples were tremendously varied (being dependent on geography, climate and the food stuffs naturally available). Yet those indigenous people who followed their ancestral diets were robustly healthy. But those who moved away or for other reasons strayed from their ancestral diet developed degenerative processes.

What can we learn from this?

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First and foremost, there is no one diet that is right for everyone, i.e., there never has been and there never will be a universally healthy diet.

Second, the only healthy diet is the one that meets one's genetically based requirements -- not what some book or diet expert says is right. Eat a diet that is right for your Metabolic Bio Type and not only can you stay healthy but you can reverse degenerative conditions as well.

Third, there are no good foods and there are no bad foods, except in terms of foods that are right or wrong for your genetic makeup. Think meat is bad for you? Then how do you explain the Inuit (Eskimo) who eats up to 10 pounds of meat a day, yet there isn't even a word in their language for cancer or heart disease. Think a high carb diet is bad for you? Then how do you explain the Quetchus of South America or the East Indians who have lived for countless generations on a near vegetarian diet? Think dairy is bad for you? Then how do you explain the Swiss whose ancestral diet was largely based on dairy and rye?

Your body is designed to be healthy. Good health is your birthright. The ability to experience radiant health is part of the genetic code built into every cell in your body. What you need to do in order to reclaim your birthright is to understand what your body needs as opposed to someone else's, in order to function the way it was intended it to.

In short, you need to eat right for your Metabolic Bio Type.

Fortunately, however, through the research that has been done over the past 25 years, there is available a systematic, testable, repeatable and verifiable advanced nutritional technology that enables people to discover their own unique dietary needs with a very high degree of precision. This technology is known as Metabolic Bio Typing. Through Metabolic Bio Typing those often mysterious, seemingly unanswerable questions become perfectly clear and answerable indeed.

Once you know your Metabolic Bio Type and you know what foods are right for you and what foods are wrong for you, then you need a simple to follow, step-by-step plan to help you transition into a healthy lifestyle that you can follow for the rest of your life.

It is important to realize that the idea of metabolic bio typing is not new. The roots of the concept of metabolic individuality can be traced to antiquity. The 5,000 year old East Indian system of medicine known as Ayurveda was based on the interaction of the 5 elements and the 7 energy centers in the individual and primary treatment addressed one's dosha (one's Metabolic Bio Type) before it addressed the symptom or disease.

Similarly, the ancient system of Chinese medicine recognized 5 elemental, constitutional types. Diagnosis and treatment in ancient Egyptian medicine was based on the 7 organ systems in the body. Greek physicians were concerned, as Hippocrates stated, with the patient who has the disease instead of the disease that has the patient, and evaluated the 4 humors (liver-bile Metabolic Bio Types). The ancient Roman philosopher Lucretius is attributed with the saying, "One man's meat is another man's poison."

The Modern Background of Metabolic Typing

In modern times, there have been some well-known and many not so well-known medical researchers who recognized the value of addressing biochemical individuality. In 1919, Frances Pottenger, M.D., published his Symptoms Of Visceral Disease, where he established the autonomic nervous system as the basis of metabolic individuality and correlated the influence of various nutrients on the autonomic nervous system.

Dr. W.H. Sheldon, in the '40's, published his famous Varieties Of Human Physique, providing photographic illustrations of his somatotypes (ectomorph, endomorph and mesomorph Metabolic Bio Types).

In the '50's, Dr. Melvin Page and Dr. Henry Bieler concurrently developed concepts of endocrine types and their relationship to various foods. Dr. George Watson,

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also in the '50's, in his astounding book, Nutrition And The Mind, published his research on the variable influences of oxidation (glycolysis, beta oxidation, citric acid cycle) in different individuals he classified as fast, mixed or slow oxidizers.

In 1956, the noted biochemist, Dr. Roger Williams, published his genotrophic theory on biochemical individuality, based on his research which suggested that every human being has, because of his genetic makeup, distinctive nutritional needs that must be met in order to achieve optimum health and well-being. Dr. Royal Lee's extensive writings in the 50's and 60's correlated nutritional influences of the autonomic and endocrine systems.

Dr. Emanuel Revici, in the '60's, recognized the critical necessity to address biochemical individuality and devoted his life's work to the development of an entirely new system of medicine based upon the variances between individuals in their catabolic and anabolic influences.

Dr. James D'Adamo, in the '70's, put forth a system of individual classification based upon ABO blood types. In the mid '70's, Dr. William D. Kelley met Dr. Roger William's call for "metabolic profiling" by becoming the first to apply William's concept of nutritional individuality to computer science in identifying the autonomic types, sympathetic, balanced and parasympathetic.

Further efforts to address metabolic individuality can be seen in current works of numerous other pioneers. Among the more recent who have joined the ranks are Dr. Elliot Abravanel, Dr. Paul Eck, Dr. David Watts, Dr. Rudolph Wiley, and the insightful founder of Nutri-Spec, Dr. Guy Schenker, to name a few.

What exactly is metabolic bio typing and why is it important?

Metabolic bio typing analyzes, evaluates, and interprets objective physiological and biochemical indicators along with symptomatology in order to define one's Metabolic Bio Type -- the specific, individualized, genetically-based patterns of biochemical metabolic individuality that dictate one's physiological and neurological "design limits" and requirements for nutritional substances.

The food that we eat is intended as the "fuel" for our body's cells, our engines of metabolism. Our cells in turn convert the fuel to energy to be used in all the life-supporting processes of metabolism that keep us alive and healthy. But like any engine, our body needs a certain kind of fuel to function optimally. A gasoline engine requires gasoline for fuel. A diesel engine is designed to run on diesel for fuel. But try to run a gas engine on diesel or a diesel engine on gas and not only will the energy output be deficient, but using the wrong fuel for the engine will cause real problems for the engine itself.

Similarly, our bodies have genetically-based requirements for specific kinds of foods and balances of nutrients in order to produce optimal energy and function in a state of optimal health. If we meet these "design requirements," we can expect to be healthy, energetic, fit and trim.

Failure to obtain on a regular basis the kinds of foods our body's are designed to utilize will initially produce sub-clinical health complaints such as fatigue, aches and pains, headaches, indigestion, weight gain, constipation, rashes, dry skin, low blood sugar, etc.

Long-term deficiency of the right foods for the Metabolic Bio Type will lead to degenerative conditions like asthma, cardiovascular disease, cancer, diabetes, arthritis, etc. In other words, it's not just that the Eskimos can eat up to 10 pounds of meat and huge amounts of fat and almost no carbohydrate, they need to eat that way in order to be healthy because that's what their metabolisms are genetically programmed to utilize as fuel. Similarly, each of us has very specific

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requirements for nutrients that must be met in order to obtain and maintain good health, energy and well being for a lifetime.

Without typing metabolically, there is no way to discern one's "medicine" from one's "poison", and to know how nutrients behave in one person as opposed to another.

This gets to the heart of some core premises of metabolic bio typing that have not only great significance for each individual in identification of a proper diet, but also have profound implications for scientific research. Let's look at two of these core premises of the system of metabolic bio typing.

Here's the first one

ANY NUTRIENT AND ANY FOOD CAN HAVE VIRTUALLY OPPOSITE BIOCHEMICAL INFLUENCES IN DIFFERENT METABOLIC BIO TYPES.

The metabolic type defines the way in which the body reacts to nutrients. Different metabolic types react differently to the same nutrient. For example, in one metabolic type 100 milligrams of potassium or eating, say, an orange (also high in potassium), will cause the body's pH to shift alkaline and produce a sedating effect. But in a different metabolic type, the same amount of potassium or an orange will produce an acid shift and a stimulating response. This has been observed tens of thousands of times through both objective metabolic type testing as well as through changes in symptomatology.

Now the second core premise

ANY ADVERSE SYMPTOM OR DEGENERATIVE CONDITION CAN ARISE DUE TO VIRTUALLY OPPOSITE BIOCHEMICAL IMBALANCES.

This same principle applies to any adverse health complaint, from simple to complex, from cramps to cardiovascular disease (CVD), from rashes to rheumatoid arthritis. For example, Healthexcel has seen

just as many cases of high cholesterol and CVD resolve through a high carbohydrate, low fat, low protein diet as we have seen resolve through the opposite low carb, high protein, high fat diet. Match the diet to the metabolic type and any degenerative condition has a chance to reverse. But eat the wrong foods for the metabolic type, even high quality, organic foods, and degenerative processes will only worsen.

The implications of these premises are staggering.

If they are true, then allopathic nutrition has no rational basis. Seeking a common therapy for all people for every condition is a wild goose chase and is doomed to failure.

If any nutrient or food can have totally opposite influences, biochemically speaking, in different people, how can there be a treatment, for any condition, that can work for all people?

The answer is that there can't be only one treatment. This is precisely why what works for one person can worsen the same condition in another person. This is why what makes your friend thin can make you fat. This is why what improves energy and performance for one person can worsen it in another.

Also, if it is true that two people with the same degenerative disease can have virtually opposite biochemical imbalances, and that when two opposite biochemical protocols are administered the problem resolves, then this clearly means that it's not the diseases that should be treated but the underlying metabolic type imbalances that have caused the diseases that need be addressed.

From this viewpoint, the diseases are not the problems; they are the symptoms, the manifestations, and the expressions of the underlying, foundational imbalances. The reality of metabolic individuality demands that the person who has the disease - not the disease that has the person - be treated!

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These premises of metabolic bio typing also explain why scientific research on nutrition is usually so inconclusive and produces such inconsistent results. For example, researchers have been confounded why calcium can lower blood pressure in some but raise it in others. Similar findings occurred with the effect of potassium. Until research on the effect of a given nutrient on a given condition is performed on a like metabolic type subject population, you will always see variable results.

In summary: Biochemical individuality is responsible for the fact that nutrients behave differently in different metabolic types.

The variable influences of nutrients on different metabolisms along with the same condition arising from totally different biochemical imbalances make it impossible to treat conditions with a standardized treatment protocol. Successful, predictable, reliable therapy can only be chosen once you know the metabolic type because only then will you know how nutrients behave in that person's metabolism. Degenerative conditions account for well over 80% of all of the adverse conditions that afflict the peoples of our country. This means that only a little over 1 out of every 10 people that go to doctors has crises or infectious conditions that require and respond to allopathic treatments.

More and more people every year fall prey to degenerative conditions and, sadly, at younger and younger ages. Diseases once viewed, as accompaniments to old age are now commonplace in our children. Yet, currently, there is no orthodox cure for nearly any degenerative disease.

It is every practitioner's experience that what works for one patient does not work for another with the same condition. The total body of scientific research is one gigantic pool of randomized information that is only growing in complexity.

The wrong questions have been and are still being asked. Instead of seeking answers to the effects of biochemical

substances on diseases, they need to turn their attention to understanding how nutrients affect individual metabolisms. Instead of thinking in terms of treating disease, they must learn to think in terms of building health and meeting and optimizing genetic functional capacity by addressing the needs of each individual's metabolic type.

The adverse influences in the environment will continue to increase in the years ahead. In order to survive and live a full, productive life in the current millennium, especially if one wants to live a healthy life, it is becoming increasingly important that each individual take responsibility for his own health and address the inescapable requirements of his biochemical individuality, for it is only in so doing that the body will adapt and maintain its defenses against the adversities of the environment and that the joy and exuberance of true good health can be known.

Require Material From Client

Eight Intake forms that must be filled out to fully understand your current health. Lab Fee: \$40 (covered)

Notes

Lab fees and cost of supplements are included in our consulting rates for the Metabolic Typing Test.

For many of our clients, addressing only the diet and lifestyle factors can be enough to achieve our objectives. However, some clients must go deeper beneath the surface, making functional lab testing necessary.

*We do NOT diagnose or treat disease. Our focus is on PREVENTION. We Identify and repair malfunctions in a system and bring you back to OPTIMAL health. Our goal is to restore YOUR body back into balance and harmony the way it was DESIGNED to be.