



WHAT IS THE ZONE[®]?

See what inspired Dr. Sears to discover the Zone[®].

predispose him to an early death, he turned his research to seeking the underlying cause of heart disease. The first clue came from the 1982 Nobel Prize in Medicine awarded for understanding how a group of hormones generated from dietary fat could control inflammation. **This started his scientific journey to determine the impact of the foods we eat on our hormones and our genes needed to keep inflammation in a Zone.**

Inside the Zone, you are able to maintain wellness by controlling inflammation. Outside the Zone, you are more likely to gain weight, develop chronic disease, and accelerate the aging process. His more than 35 years of research has been spent getting a more detailed understanding of the role of diet and inflammation which led to the development of **The Zone Pro-Resolution Nutrition[™] System designed to get you to the Zone[®] and keep you there.**

Dr. Sears has a long family history of early death from heart disease. His father, an All-American basketball player, died of heart disease in his early 50s, as did Dr. Sears' uncles and his grandfather. Knowing he carried the same genes that would

Understanding Inflammation

What is the Zone?

What are the Benefits

Zone Pro-Resolution Nutrition[™] System

- ✓ Zone Diet
- ✓ Omega-3 Fatty Acids
- ✓ Polyphenols

Call 800-404-8171 or visit zonediet.com for more information or guidance.

UNDERSTANDING INFLAMMATION

We often think of inflammation as something to be avoided, but **inflammation is how we protect our bodies from bacterial invasion and heal from physical injuries**. We need some inflammation to survive, but too much can begin to damage our bodies and increase the potential development of chronic disease. Surprisingly, another powerful driver of inflammation is **our diet**. The wrong dietary choices can be just as harmful as bacterial invasions or physical injuries in turning on the inflammatory responses deeply embedded in our genes.

Radical changes in our diet over the past 50 years have dramatically disturbed the **delicate balance of the turning on and turning off of inflammation resulting in chronic low-level inflammation**. This type of inflammation is known as **cellular inflammation**. Cellular inflammation is considered silent because it is below the perception of pain.

Cellular inflammation plays a critical role in causing...

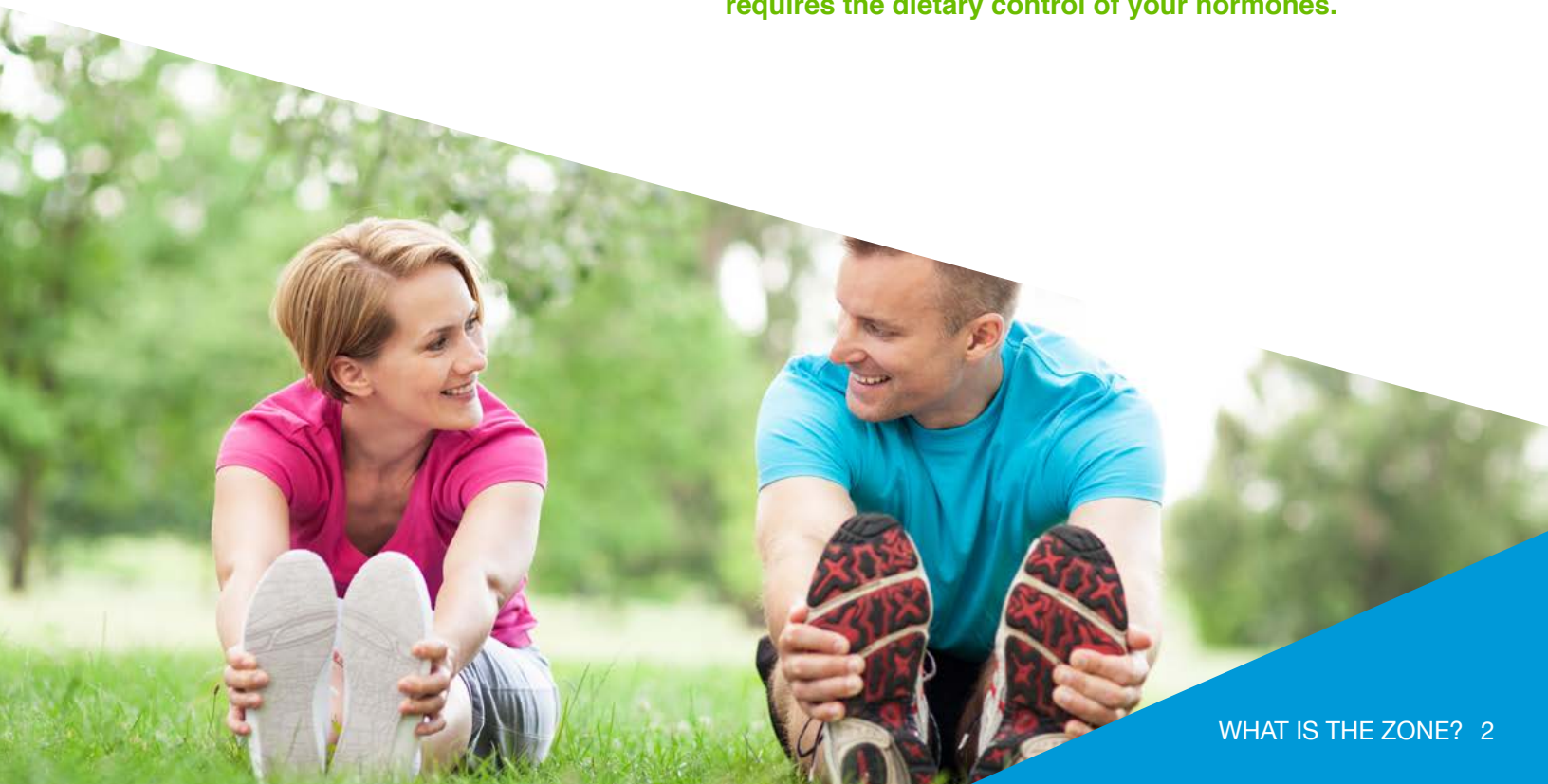
- **Weight gain**
- **Decreased physical performance**
- **Chronic disease**

WHAT IS THE ZONE®?

Inflammation created by the foods we eat.

The Zone is **a real physiological state** where the levels of cellular inflammation are constantly balanced. Inflammation plays a critical role in weight gain, decreased physical performance and our risk of chronic disease.

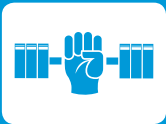
In the Zone, the initiation (i.e. turning on) of diet-induced inflammation is being constantly balanced by the resolution (i.e. turning off). The Zone is that careful balance of inflammation. Being in the Zone is defined by your blood chemistry, not your diet philosophy, but to **reach the Zone requires the dietary control of your hormones**.



WHAT ARE THE BENEFITS OF BEING IN THE ZONE?



Lose Excess
Body Fat



Improve Physical
Performance



Maintain Wellness
Over Time

**WITHIN THE FIRST
FEW DAYS**

you'll begin to see a **dramatic reduction in hunger and fatigue** followed by an **increase in your physical performance** as you are beginning to use more of your stored body fat for energy production.

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**BY THE END
OF WEEK ONE**

you'll also notice your clothes starting to fit better due to **loss of stored body fat**.

WITHIN 30 DAYS

you will see **positive changes** taking place in your **blood chemistry**, as your body begins to find that balance of inflammation.

The Zone becomes the key to maintain wellness based on the foods most compatible with your genetics regardless of your dietary philosophy. That's why we call it "Evidence-based Wellness®".



ZONE PRO-RESOLUTION NUTRITION™ SYSTEM

To get to **Zone** requires **reducing**, **resolving**, and **repairing** the damage coming from diet-induced inflammation. We have developed a comprehensive dietary system that makes it is easier than ever to get to the Zone and remain there. **That program is the Zone Pro-Resolution Nutrition™ System.**

3 STEPS

1. ZONE DIET



3. POLYPHENOLS



2. OMEGA-3 FATTY ACIDS



Each of the three components of the Zone Pro-Resolution Nutrition™ System has its own benefits, but working together they provide a powerful dietary system to get you to the Zone where diet-induced inflammation can be controlled throughout your life.

ZONE DIET®

The 1st step to reducing inflammation starts with what you're eating. The Zone Diet® is a highly personalized dietary program that is compatible with a wide range of dietary philosophies ranging from vegan to Paleo. The Zone Diet is a **protein-adequate, carbohydrate-moderate, and low-fat eating plan, rich in fermentable fiber and polyphenols.** The Zone Diet is personalized to your unique protein requirements based on your muscle mass (not your weight) and your level of physical activity. The types of protein you consume are based on your dietary philosophy. The types of carbohydrates you can eat are based on your current levels of insulin resistance. The fat you consume is primarily monounsaturated fat. The balance of protein, carbohydrate and fat at each meal allows you to balance your hormones to reduce your caloric intake **without hunger or fatigue for the next four to five hours after a Zone meal.**

The Zone Diet allows you to balance your plate at every meal with these 3 nutrients to get the best hormonal results.

1/3 PROTEIN

Chicken
Fish
Beef
Eggs
Low-fat dairy foods
Tofu
Soybean meat substitutes
Zone Foods

Fill 1/3rd of your plate with lean protein, about the size and thickness of your palm of your hand. This could include egg whites, fish, poultry, lean beef, low-fat dairy, or vegetarian sources rich in protein like tofu or soybean-based meat substitutes, or our patented Zone Foods. You should never eat any more protein than you need at a meal, but you should never eat any less.



DASH OF FAT

Olive Oil
Avocado
Nuts

Add a dash of monounsaturated fat. This could include olive oil, avocado, or nuts like almonds. However, the more fat you have in a Zone meal, the less stored body fat will be released for energy.

2/3 CARBS

Vegetables (Primarily)
Fruit (Limited Amounts)

To the other 2/3rds of your plate, add primarily colorful non-starchy vegetables and a little fruit for dessert. If you have moderate to high levels of insulin resistance, moderate your intake of carbohydrates that stimulate excess glycemic responses such as grains and starches. Having the right balance of protein and carbohydrate helps release stored body fat to be used as energy and promotes satiety by helping to stabilize blood sugar levels.

Following these simple guidelines, you are picking the foods you enjoy and prepared to your liking, to be in constant harmony with your hormones. This is the first step to Zone Living to help you to become more likely to achieve whatever goals you want out of life.

OMEGA-3 FATTY ACIDS

The 2nd step is resolving inflammation. The omega-3 fatty acids EPA and DHA are the essential building blocks to generate hormones needed to resolve cellular inflammation created by our diets. Consumption of omega-3 fatty acids helps support...



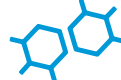
Heart
Health



Brain
Function



Behavior &
Mood Regulation



Resolution of
Inflammation



Athletic Performance
and Recovery



Vision

POLYPHENOLS

The final step to Zone Living is repairing the damage caused by diet-induced inflammation. Polyphenols are phytochemicals primarily found in fruits and vegetables. These are essential for both gut health and the activation of the key genes that help support the repair process. They can also help slow the effects of aging, improve cognitive function, boost athletic performance, maintain healthy blood sugar, and reduce oxidative stress.



PUTTING IT ALL TOGETHER

It's as
simple as
1-2-3 to get
to the Zone.

1

Zone Diet reduces diet-induced inflammation.

2

Omega-3 Fatty Acids resolve diet-induced inflammation.

3

Polyphenols repair the damage caused by diet-induced inflammation.

If you still have questions or don't know where to begin, give us a call or email.



[800-404-8171](tel:800-404-8171)



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