

# What's the Difference?

There's a HUGE difference between commercial weight-loss "programs" and education-based weight-management "courses" taught by health and fitness professionals. Just take a look.....

## Commercial Weight-Loss

**Motivation:** Quick-Turn Profits

**Measurement:** Pounds-on-the-Scale

**Protocol:** Restricted Calorie Dieting

**Pros:** No required exercise

**Pros:** Convenient

**Pros:** Easy prepared pre-packaged foods

**Pros:** Point A to B "Program"

**Cons:** **Slows Metabolism**

**Cons:** **Weakens Immune System**

**Cons:** **Creates Hormonal Imbalances**

**Cons:** **Aggitates the Nervous System**

**Cons:** **Generates Loss of Lean Mass**

**Cons:** **Increases Body-Fat**

**Cons:** **Decreases Energy Levels**

**Cons:** **Disrupts Sleep Patterns**

**Cons:** **Provides Short-Term Results**

**Cons:** **Initiates Yo-Yo dieting**

**Add-ons:** Pre-Packaged Foods

## Fitness Weight-Mgmt.

**Motivation:** Long-Term results

**Measurement:** Body Composition

**Protocol:** Proper Nutrition/Productive Exercise

**Pros:** Education-based

**Pros:** Physiologically sound protocol

**Pros:** Provides long-term lifestyle strategy

**Pros:** Incorporates grocery store foods

**Pros:** Decreased body-fat

**Pros:** Higher energy level

**Pros:** Increased Metabolism

**Pros:** Strengthened Immune System

**Cons:** **Longer Process**

**Cons:** **Requires Physical Activity**

**Cons:** **Requires Proper Nutrition**

**Cons:** **Requires Commitment**

**Add-ons:** Personal Training Sessions

**Add-ons:** Educational Materials

As you can see, there are far **more advantages** to an **education-based** fitness protocol when attempting to acheive your weight-management and lifestyle goals. Why? Because fitness protocol **adheres** to **basic human physiology** and **behavior**. Want to learn more? Ask your fitness professional or visit [www.infosupp.com](http://www.infosupp.com) and watch the weight-management videos.

## Let's Get Started!

