

The Perfect Body Perfect Health Body Transformation Program

Who Else Wants to Lose 20+ lbs in Just 28 Days?



Paul O. - "Before"

I lost over 30lbs of fat!



Paul O. - "After"



**Karen, 53, lost 12%
body fat**



Billy lost over 85 lbs!

"This approach to nutrition is exceptional. I finally feel like my whole life is in balance with this program."

Preperation Pack

(Including photos and comments from previous clients)

By Paul J.O'Brien

B.A., N.C.E.H.S., Dip. Acu., Dip. OBB, Cert Clin. Med. M.AFPA., M.C.Th.A.

Want to Build the Body You Never Thought You Could Have?

Then use the Traditional Chinese Methods and the nutrition course used exclusively by my clients and international athletes to build healthy, lean, high-performance physiques in record time.

In the years of helping people transform their bodies through Acupuncture, Traditional Chinese Medicine and cutting edge nutrition, I've developed a step-by-step method of guiding new clients to goals they never thought they could achieve. This is a truly a unique program, unlike anything else in the world. The results are nothing short of breath taking. Let me give you an example –

In 4 weeks one participant

LOST 6% Body Fat
LOST over 6 inches off his waist!
LOST over 16lbs of FAT – not weight – PURE FAT.

In 8 Weeks One patient...

LOST 13.2% Body Fat
LOST over 9 inches off her waist!
LOST 21.5 lbs of FAT – not weight – PURE FAT.

Compared to other leading weight loss programs produce about 0.5% Body Fat loss a week, my program is up to 3 times faster. Not only that my clients spend less that 20 MINUTES per week training.

Let me give you a brief overview of the **Perfect Body, Perfect Health Weight Loss Program**. It works using a number of different, yet vital tools, to totally assess and correct your health.

1. **Acupuncture and Traditional Chinese Medicine** - used to speed up your metabolism, release and balance digestive enzymes, correct the function of your stomach and spleen, resolve water retention and reduce cravings and appetite.
2. **Chinese Dietary Therapy** – used to eliminate foods that imbalance your organs and to increase foods that fire up your digestive function.
3. **Structural Realignment** – resolves any problems in the spine and hip which may lead to prolapsed and poor functioning organs, thus ensuring your body is balanced and able to function correctly.
4. **Amno Fu** – A Japanese Massage technique that directly treats digestive problems, including fat storage.
5. **Food Intolerance Testing** – Used to determine which foods you can process and which foods instantly get converted to fat in your system.
6. **Western Nutrition** – a ground up re-education of what food does, how it works and why. You'll learn how to eat, what to eat, when to eat, how to shop, cook and prepare for any

possibility. You're knowledge of nutrition and how to manipulate food to get any body you want is covered.

7. **My unique cutting edge fitness and training program.** Rebuilding your body's energy systems at a cellular level to train your body to burn fat and build muscle with just minutes of training a week.

Here's just one from the hundreds of testimonials I've received from one of my earliest weight loss patients – her results were spectacular.

Total Fat Loss – 26.4lbs. Total % loss 16%, Total waist inches lost – 11.3”

I first started the “Program” on 7/01/09, to lose weight, a stone I hoped if not more. I have benefitted greatly both from the Acupuncture treatments and the nutrition program. I lost a stone in weight with such ease it amazes me. I have learnt a great deal from program and am still learning. I enjoy reading the books and the audio cd's are very helpful.

Paul's professionalism, friendliness guidance and humour made it easy to adhere to the program, and I looked forward each week to the treatments. I would certainly recommend Paul and his nutrition program to others, not just those wishing to lose weight but to anyone who wants to feel good.

Geraldine,
51,
Dublin
21/04/2009

The method I use starts with a series of questions, and below I'll share those questions with you. If you want to build a better body, and better health and vitality ask yourself each one, and answer with complete honesty.

Read on . . .

What kind of body do you really want?

Think about it for a second. Ask yourself, “What kind of body do I really want?” Women often say something like, “Oh, I just want a nice, toned body. Not TOO muscular, but firm.” Toned and firm, you say? Okay, sounds good to me. Men usually say something like, “I want to be big – muscular and strong.” Or, “I want to be lean, with fully defined abs.” Well, I'm with you. Both noble goals.

Whatever that ideal body is for you, the point is, **you know what you want to look like.** You can picture it in your mind. You know exactly what kind of body you want. Now brace yourself and ask yourself honestly: “Why don't I *already* have the body I want?” “Why don't I look the way I want to look, *right now?*”

Ask yourself:

“What’s holding me back?”

Let’s consider the possibilities . . .

Is it a lack of motivation?

Maybe. In my experience, however, the people who actively seek out solutions to their problems have motivation enough. You don’t need to move mountains to get in the best shape of your life; you just need to get started, and everyone can do that. If you can start, you can finish – as long you start doing the right things! You see, once you’ve started to change your body, you don’t need motivational slogans and pep talks. What you need are results. Results are the true motivation. When you’re doing something that works, you just look in the mirror and say, “Damn, I look good – this stuff really works.” That’s it. It’s positive reinforcement of what you’ve been doing, and so you keep doing it. So the problem isn’t lack of rah-rah inspiration. It’s something else.

Poor exercise habits?

Sometimes, especially if you’re completely sedentary. If your daily activity involves nothing more than moving from one piece of furniture to another, you’re simply not going to get the body you want. Looking good naked requires intense exercise, but probably much less than you’ve been told is necessary. (1hr minutes three times a week? I don’t think so.) But even so, in my program I see lots of people who are already exercising with highly skilled trainers and coaches – and many times even they aren’t getting the results they’re looking for. So in my experience, the limiting factor is almost always something else. But what else could it be? What’s *really* holding you back?

Bad genetics?

Look, this is a definite NO. A complete cop-out. You know what bad genetics are? Being born without legs. A propensity to gain fat around your midsection is NOT bad genetics. Sure, each of us has certain genetic limitations; for instance, you may not be equipped to play centre forward with the Irish Rugby Squads, run like Sonia O’Sullivan - in other words, you may not have the genetic makeup to reach the upper limits of human performance. But you can always lose fat or gain muscle. In the years of working with people of all stripes, from office managers to elite athletes, I’ve yet to see a single case where we couldn’t make significant body composition change – and that’s what you really want, isn’t it? So if you’ve been using the old “bad genetics” routine, stop shaking your fist at the heavens, and look a little closer at the real problem.

So what IS the real problem? Ask yourself again: **“Why DON’T I have the body I want?”**

What’s *really* holding you back?

Look, it’s not your lack of inspirational posters. It’s probably not the set/rep scheme you use in the gym, and it’s definitely not your genetics. Make no mistake about it, your limiting factor nearly always resides in the 160+ hours per week that you spend outside of gym.

And what do you think is the most important factor in those 160+ hours? What, in that time, has the greatest impact on your body composition, health and performance? Answer: Nutrition and your digestive organs.

Whether you want to gain muscle, lose fat, or just live healthy, the limiting factor is almost always nutrition and the weakened state of the digestive system.

Poor nutrition and internal imbalance is what holds you back. And good nutrition and balance is what will move you forward. Good nutrition is what will feed muscle and shed fat. It’s what will improve

nearly every health marker you can measure. It's what will drastically improve recovery and mood, so you can work harder, longer. Good nutrition is what will get you the body you never thought you could have.

Change your nutrition, and you'll change your body entirely. Change your nutrition, and you'll quite literally change your life.

Just look at people who have made major changes to their body – and I mean major changes, the type of changes that make people take notice when you enter the room. The common denominator is that they all *completely changed their nutrition*.

“Well, great,” you say, “I understand the importance of nutrition to my body – and I do want to change – the question is *how!*”

Enter the Perfect Body, Perfect Health Program.

I've tried everything known to man to get better results out of my clients. I've made more errors than I care to remember. In fact, I know more about what *doesn't* work than anyone else I've ever met. And the funny thing about knowing what *doesn't* work is that it's the surest way to figuring out what *does*.

From that knowledge and experience, using the Precision Nutrition System of Dr. John Berardi, and the ancient wisdom and effectiveness of Traditional Chinese Medicine I've created a complete system containing everything you need to know about nutrition to make dramatic, rapid changes to your body, optimise and ensure total body health.

It's called the **Perfect Body, Perfect Health Program**.

The Perfect Body, Perfect Health Program is *what works*, pure and simple. Perfect Body, Perfect Health is a system designed with one single purpose: ***to turn research into results. Some of which you'll see in a moment!***

“What is Perfect Body, Perfect Health? What do I get?”

Perfect Body, Perfect Health is a series of weekly Acupuncture, and Traditional Chinese Medical sessions designed to promote the internal harmony of your body and naturally increase your fat burning potential, reduce hunger and cravings and increase your natural energy and vitality.

It's a completely integrated system of Acupuncture, TCM, Structural rebalancing, Amno Fu Organ Massage, Kinesiology Food Intolerance Testing, Western Nutrition, and my unique physical training system. Let's look at each of these elements a little closer –

Acupuncture and Traditional Chinese Medicine

Acupuncture for weight loss works, and it can help an awful lot in conjunction with the other treatments below. From a western point of view, this is because **acupuncture increases the metabolism (the bodies energy production system) and reduces cravings and hunger pangs.**

As always Acupuncture for Weight Loss works best once the underlying pattern of disharmony is discovered and a treatment plan to resolve it implemented. There are also a number of herbs as well as certain foods that can accelerate the process.

Each individual that I have seen for weight loss treatments has had a different pattern and pathology. It's never so simple as – “you've eaten too much and not done enough physical activity” although this is the primary cause, the effects that consistently bad diet and exercises habits can have on the body can the organ balance can be devastating.

For instance, the **Spleen and Stomach** in the Chinese Medical system are associated with the transportation and transformation of food, our digestive system. The Spleen is associated with the Sweet flavor (all foods have flavors and specific properties according to TCM), and sweet foods nourish and benefit the Spleen.



However in today's modern age of artificial high sugar convenience food's the Spleen is overwhelmed and ceases to function properly. Food is no longer transformed and transported which can lead to the formation of Damp in the body. This can significantly contribute to Weight Gain.

Dampness in the Chinese Medical system is simple an observation of the human body's condition and how it relates to the natural world. To understand what Dampness means in Chinese Medicine, simply think of how dampness affects a house. It's moist and heavy, things sag and fall under its wet pressure, from wallpaper peeling to floor boards warping and can lead to heavy mold growing on things.

The same symptoms can affect the body, an increase in water retention, excessive fluids in the body with symptoms of abdominal bloating, loss of appetite, nausea, a feeling of heaviness or being sluggish, slowing of the metabolism and stiff, aching or sore joints. Thus the body appears “to be Damp”. Dampness is often the underlying cause of weight gain in the patients I have seen.

Dampness however also affects the mind, and can leave one tired and depressed, craving sweet foods even more as the body naturally seeks out a remedy, one unfortunately corrupted by modern dietary habits, leading to a vicious circle of over or comfort eating.

Acupuncture for Weight Loss treatments often focus on resolving Dampness in the body and strengthening the Spleen and Stomach, promoting proper digestion and processing of food. This in turn **reduces the cravings for sweet foods, helps eliminate excess fluid and water weight and improves mood and energy levels** enabling the patient to take charge and improve their health through exercise and proper diet.

Traditional Chinese Dietary Therapy

Ever wondered why certain foods make you feel happy and energetic yet others foods leave you drowsy and dull?

Did you ever just crave chocolate only to find yourself apathetic and depressed, or perhaps you craving salty foods but just don't have the motivation to do anything after?

Well if you've ever truly wanted to understand cravings and learn how to maximize your body's help through simple food choices this is the therapy that could help you.

In Chinese Medicine as we've touched on before, diet has a profound effect on the body. Some foods heal and strengthen our bodies, others weaken and compound illness. Here at the Meridian Acupuncture Clinic I believe that one of the most important aspects of maintaining health is enjoying a healthy, balanced, whole foods diet.

Our digestive function is an integral part of the immune system and plays a significant role in a person's sense of well-being. Scientific evidence has demonstrated that there are more serotonin receptors in the gut than in the brain, providing us with modern evidence of this ancient knowledge. As such a functional digestive system is actually one of the crucial key to health and happiness.

Each organ relates to a different taste and flavour and eating foods that support your recovery is a very important part of Chinese Medicine. Therefore, I offer detailed dietary advice based on the function and health of your organs. For instance if suffering from a hot based pathology such as IBS, then enjoying Barley water or watermelon would be of great help in cooling the body. I've written a number of published articles on the subject that you can view on my website www.meridian-acupuncture-clinic.com



Spinal Diagnosis and Repair

There are few things worse than a bad back, and spinal problems can cause a myriad of seemingly unrelated problems, from nerve pain and tingling in the limbs, to reflux and digestive disorders and weight gain. Your spine is the central column supporting your whole body's health. Each organ is regulated and controlled by the nerves between your vertebrae and the slightest pressure pinching on one of those nerves can be chronically problematic.

Simply sitting in chair be it in the car or office is unpleasant. Beside which it isn't a great idea anyway. Chairs aren't really healthy for humans. Aside from the fact that most people slouch in them and develop poor postural habits and straining the upper back and neck with modern devices such as laptops and moving a mouse around all day, the chair itself shortens a muscle called the hip flexor. The hip flexor runs from the leg through the pelvis and attaches to the small of the back. Prolonged sitting shortens it and then pulls our lower back out of alignment and straining to support the full eight of our upper body. It's no wonder sitting down can leave you stiff and sore.

The discomfort of a bad back disseminates outward and is often perceived by our work colleagues as the constantly need to shift weight in a futile effort to find a comfortable position leaving us exasperated and annoyed.

Of course standing is equally problematic – if the central support structure of the human body is compromised every movement becomes a burden. Sleeping is no different. All too commonly back pain leads to restless and unfulfilling sleep. We awake to pain, irritability, frustration and exhaustion.

Worse yet, if we are stubborn enough to try and live through it then our co-ordination, concentration and movement are all greatly impaired and the reflexive movements can be compromised leading to greater pain and chronic health problems.

There are many available routes to relief from spinal problems - unfortunately many are ineffective simply because the actual vertebrae problems are misdiagnosed or simply ignored. In the Meridian Acupuncture clinic I use OBB therapies to provide a FULL detailed and accurate diagnosis of spinal health, assessing each vertebra and definitively being able to locate the exact nature of the problem. This is facilitated through applied kinesiology and is very gentle and non invasive.

Once the problem has been located a number of therapies can be applied to repair the area including tuina, cupping, acupuncture, dynamic re-patterning and more which you can read about below.



Dynamic Limb Re-patterning

Back ache, shoulder and neck pain, can be the bane of our life, and many physical and mental emotional dysfunctions and excess weight can be caused by subtle misalignments of the spinal vertebrae.

You can learn more about the problems caused by these misalignments in the above section on Spinal Diagnosis and Repair.

One of the fastest and most effective methods of correcting these spinal problems is with Dynamic Limb Re-patterning.

Dynamic Re-Patterning is used to treat clients who are suffering from subtle compromised movements within the actual mechanical structure of the body.

The spinal column can become prone to movements of the vertebrae which compromise it's structure over the course of one's life. These movements known as Sub Luxation's or Fixation's, can manifest as pain, aches, numbness etc. The Spinal Column is of fundamental importance to our health because it houses the Central Nervous System and this system supplies the vital nerve impulses that tell our organs how to function. As a result any movement within the spinal column can directly influence our entire well being.

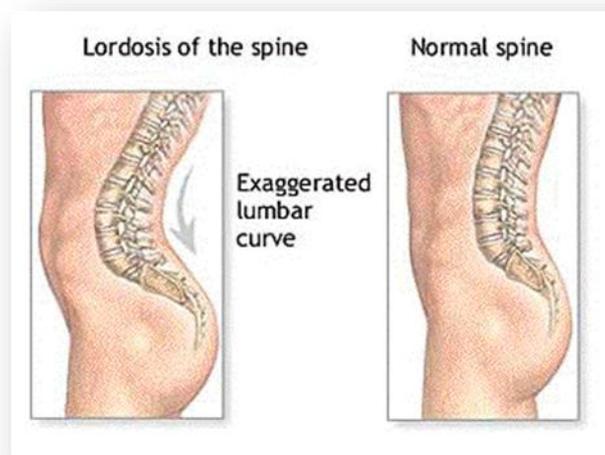
Even the act of walking can become compromised when we lose the structural integrity of the pelvic bowl.

Any movement of the pelvis can have a serious impact on our whole structural integrity. A useful analogy to understand this more clearly is to think of the movement of a ship. Direction and function of the ship is dictated by a central rotating column, the mast. When the mast of a ship turns the whole ship turns. The same is true of the pelvis and the spine.

Any deviation from the norm will affect the entire body. What can appear to be a knee or shoulder problem can actually be caused in part by a compromise in integrity of the pelvic bowl or one or more vertebrae of the spine.

A quick and simple test you can perform at home to test the integrity of the pelvic bowl is to lie flat on the floor and have somebody measure the variance of the length of your legs. If one side is longer than the other it may indicate a pelvic imbalance.

Dynamic Re-Patterning uses gentle manipulations that actually re-align the pelvis and the spine. The clients own body, when brought into certain positions, can correct these imbalances. This gentle system can dramatically improve one's gait, posture and general well being.



Amno Fu – Deep Tissue Abdominal and Organ Massage

If you've ever felt bloated and uncomfortable, had problems with digestion and suffered from constipation or diarrhoea, or easily put on excess weight, then this is the treatment option for you.

Amno fu is a traditional oil based massage system that just focuses on the abdomen. While deeply enjoyable and relaxing, its aim is to release all the twists and torsions in the bowels while balancing the internal organs, clearing trapped gases, blockages and releasing waste products.

This 30-45 minute treatment is a fantastic system for treating many the many stresses and strains of daily life, which can affect the bowel, lower back and can even treat deep emotional problems.

It is also particularly useful in resolving bad PMS or menstrual cramping and fertility disorders.



How does it work?



Using muscle tests and palpation we diagnose the internal organs for imbalance before applying oil to the area. Then using specific massage and holding techniques we unwind all the different fascia and connective tissue to remove the stress and tension out of the area, increasing the flow of body fluid and blood, balancing valves in the digestive tract and increasing the absorption of nutrients.

The massage techniques are followed through 3 times, each time going slightly deeper to reach the correct tissue.

Many of my patients, once they have experienced there first Amno Fu session, make it a priority to enjoy this deeply relaxing and profoundly effective treatment on a monthly basis to ensure their optimal health and well being.

**“If there is one treatment I wish I could get done every day it would be this one”
- Martin Q.**

Food Intolerance Testing

Do you find yourself frequently bloated, tired after eating or suffering from a sensitive stomach?

Do certain foods sap you of your strength and energy, others perhaps causes reflux or heart burn?

Have you noticed that eating certain things has a negative effect on your overall health?

If so then perhaps you'd like to know exactly what it is that causes these imbalances and what you can do to avoid them. This is where Food intolerance testing may be helpful.

An often overlooked factor in many chronic persistent health problems is that they can be a result of an excessive sensitivity to everyday foods, additives, pollens etc. Unfortunately this can go unrecognized for years leading to needless discomfort and suffering.

Food intolerances-commonly referred to as allergies-are quite frequently a source of irritation and chemical stress, leading to exhaustion, sinus problems, skin conditions, headaches, digestive problems such as irritable bowel syndrome, as well as inflammatory joint conditions including arthritis.

Discovering the hidden reasons why health problems persist is extremely worthwhile, as a sometimes slight modification to the diet or lifestyle can bring real lasting benefits.

In the Meridian Acupuncture Clinic I use applied Kinesiology and muscle testing to assist in making a clear diagnosis of food/drink intolerances and other sensitivities as your body instantly reacts to these stimuli and produces an immediate response within the nervous system reflected by a change in muscles performance.

This simple diagnostic tool has helped many patients make simple changes to their diet resulting in long lasting and profound changes in their health.



Western Nutrition

What to Eat, When To Eat, How Much to Eat and more Answered!

In conjunction with all the treatments listed above I combine this was a complete system of manuals and educational lessons, nutritional counselling and more designed to teach you everything you need to know to get the body you want.

You get:

Gourmet Nutrition



Gourmet Nutrition is the ultimate cookbook. Filled with healthy delicious and easy to prepare meals this is the one stop shop for your nutritional needs. Everything is covered from delicious breakfast balanced with the right food ratios, to simple delicious dinners that take just 5 minutes to make, you will never be left short wondering what to eat. But Gourmet Nutrition goes beyond a simple cook book. It's filled with the principals necessary to maintain a great eating lifestyle and make permanent drastic changes to your body. These tips and techniques act as refreshers to reinforce what I'll teach you over the course and ensure that you can apply the lessons you've learnt to the food you eat.

You'll learn everything from the proper nutritional habits to how to stock your kitchen so you'll avoid temptation and always have something healthy and nutritious and delicious on hand! What's more, it will tell you how to shop in just minutes and prepare your food like a professional chef saving you time and money!



The Success Guide

Before beginning any nutrition plan, whether it's a lifestyle-based plan like Perfect Body, perfect Health or a quick-fix, flavour of the month program like those you see in the media every day, it's important to start off on the right foot - with the right mindset.

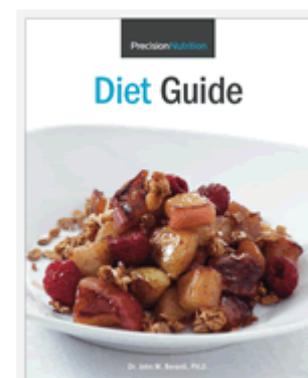
In this **brand new** introductory guide we provide an overview of the program and present 10 **success strategies guaranteed to help you stick with the plan.**

These strategies, taken directly from those who have been successful following the program, will be your "**secret weapon**" in your quest to change your body and change your life.

The Diet Guide

This is your comprehensive guide to diet and nutrition. Put aside all the tips, tricks and gimmicks you've heard over the years. Forget everything you've been told about nutrition and learn the right information from scratch – in one complete, beginning-to-end system that fills in the blanks and puts everything into proper perspective.

With the Nutrition Diet Guide, everything is covered, from food selection to meal timing to nutrition program design. You will learn everything you



need to know to lose fat or gain muscle. You'll set your goal in the beginning, and you'll learn exactly what to do to achieve it.

Everything is organized according to its importance in the grand scheme of things, and nothing is left to chance. You will **walk away knowing exactly what you need to do to build the body you want.**



The Quick Start Guide

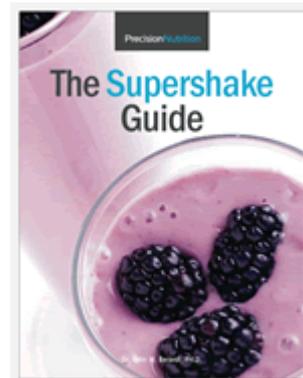
Rapid body comp change CAN happen – if you get all the right information, and put it to use immediately. That's what the Quick Start Guide is for.

I'll show you the exact steps that you need to take right away if you're going to succeed. Every step is laid out in detail, and in less than 45 minutes you will have done precisely what most people never think to do – the critical steps that make all the difference.

The Super Shake Guide

You're on the go all day long. Let's face it, sometimes things just don't go right, and you're stuck without a decent meal. But what do you do then? Blow your plan? Those cheats and missed meals add up quickly, and conspire to destroy your hard-earned progress. Well, not any more. Enter the Super Shake.

Filled with ample amounts of high-quality protein, essential fatty acids and micronutrition, the Super Shake will ensure you never lack great nutrition, no matter where you are or how much time you have. It simply blows the off-the-shelf "meal replacements" out of the water – and you can make it yourself, cheaply and quickly. In the Super Shake Guide, I'll show you exactly how to make them, I'll show you how to customize them for your body type and your goals, and I'll provide you with several Super Shake recipes to get you started.



5-Minute Meals

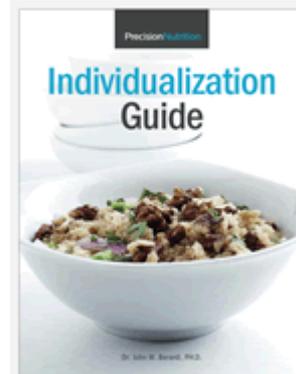
You've got a life. You've got a job, a family, a girlfriend/boyfriend/spouse, hobbies or school or other time commitments. What you don't have is endless time for meal preparation. But guess what? Without that meal preparation, you're pretty much doomed to body comp hell.

With the 5-Minute Meals Guide, however, consider it taken care of. You'll have a complete list of dozens of delicious, Perfect Body, Perfect Health Nutrition meals that can be made in less than five minutes. Great nutrition has never been this convenient.

The Individualization Guide

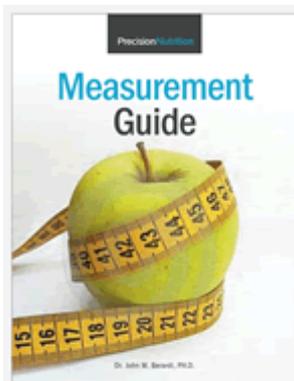
Clipping generic, cookie cutter plans from magazines will only lead to disappointment, for one simple reason: as your body changes, your needs change, and so your nutrition plan must change too. If you're not constantly tweaking your plan to fit your ever-changing nutritional needs, you're guaranteed to stagnate.

There is only one sure-fire way to continue to get results, and that is **tailor your diet specifically to your body, your goals** and the results you've gotten in the past. So how do you know how your body differs from others? And once you know, what do you do about it? How do you know what changes to make? The answers in the Individualization Guide, a step-by-step guide to a complex subject. I've made it easy to customize your diet for your specific needs – and you'll be amazed at the results.



to
it?

The Measurement Guide



In the Perfect Body, Perfect Health Program, we have a battery of assessments, questionnaires and tests that our clients undergo regularly. In fact, I use a mix of assessments that cover nearly every facet of health and human performance.

Coupled with the Precision Nutrition system, these assessments allow us to get rapid results with clients. In fact, I've done informal testing indicating that **regular assessments like these can speed up progress by 50-75%** — even using the same exercise and nutrition program.

And in this measurement guide I'll teach you exactly what to assess and how often - from body measurements to performance testing to blood work. Remember, **if you're not assessing, you're guessing.**



The Precision Nutrition Audio Collection

Different people learn different ways. Some by reading, some by demonstration, and some by listening. For those in the latter group, I use the Precision Nutrition Audio Series, a collection of audio segments covering the 10 Habits of Good Nutrition, the Nutrition Cheat Sheet, the Gourmet Nutrition Cooking Tips and the Super Shake. Put them on your MP3 player or listen to them in your car.



No Nonsense Nutrition Video Series

Want even more? How about the best-selling No Nonsense Nutrition video series? Included is video of the entire presentation from the No Nonsense Nutrition weekend seminar, a PN-style cooking demonstration, a hands-on healthy grocery shopping lesson, and a trip to the human performance lab.

“Is the Perfect Body, Perfect Health Program for me?”

The easiest way to describe who Perfect Body, Perfect Health is for is to tell you who it ISN'T for.

Perfect Body, Perfect Health is not for people who already have the bodies they want. If you've already got the results you desire, and look exactly the way you want to look, your nutrition is sufficient to achieve at least that much. **As I said, Perfect Body, Perfect Health is a results-based program**, and if you already got it, flaunt it. But if you think there's room for improvement to your health, performance or even to the way you look, read on.

Perfect Body, Perfect Health is also not for people who are just looking for academic educational material. I've written plenty of that (including published studies in medical journals, a bi-monthly medical column, 9 Fitness books, over 250 articles, and more), and this is something else altogether.

Perfect Body, Perfect Health is a practical, step-by-step system to get real-life results, with the weekly step by step support with me, coaching, teaching, treating and instructing you all the way, not a textbook to teach nutritional biochemistry.

BUT, if you're not yet getting the results you want – if you're overweight and want to lose fat, or underweight and want to gain muscle, or unhealthy and want to eat healthier, or tired and want increased energy – than Precision Nutrition is definitely, certainly, and absolutely for you.

Take a Look at some of the Results and comments.....



Billy lost over 85 lbs.



Karen, 53, lost 12% body fat.

"The PN approach to nutrition, supplementation and exercise is exceptional. I finally feel like my whole life is in balance with this program."



Omar lost over 40 lbs.



Martin lost over 50 lbs.



Steve lost 15 lbs.



Lionel lost 37 lbs.



Daniel lost 25 lbs.



Val earned a spot on *American Gladiators* as "Siren."

"I wanted to find a coach who could take me to the next level as well as provide some accountability and support, and Precision Nutrition has done that and more. I consider it the secret to my success!"



Mark lost 28 lbs



Linda, size 0 at age 48!

"Now that Precision Nutrition is a part of my life, I really feel that my whole fitness program is complete. I'm leaner than ever (size 0) and in the best shape of my life at age 48!"

More Comments From My Clients

Testimonial:

Paul,

Your program is amazing to say the least. I'm writing to thank you for showing me **an entirely new way to train my body.** I was blown away.

Sections of my abdominals that I've spent years trying to tone became so in mere weeks and only after a couple of sessions. **Many of my friends comment on how much stronger I look and how I have increased in mass and definition.**

Most of all, **I feel better than I ever did.** Thank you for **putting me on the road to gaining true strength and fitness.**

Sincerely,

Yarza Wynn

Testimonial:

Hi.

I must say that IT WORKS!!! I was never fat (in fact, my nickname is "chicken legs") but **I had the worst pot belly ever!!** After 1 week I realized that I no longer had any pot belly!

- Christine Song

Testimonial:

Dear Paul;

Wanted to take a moment to let you know I did the first read-through of the book last night and **liked it very much**. Indeed, **I am excited at starting this regimen** this coming weekend. I think **you are doing a great service** and I am confident I will be using more of the services in the future after I **take full advantage of this book**.

Thanks for offering a great product at a great price

Regards;

Jeff Daugherity

Testimonial:

Thank you so much for your great, information. I've been doing this for a couple of weeks and have already lost about **an inch around my waist!**

- Stephen

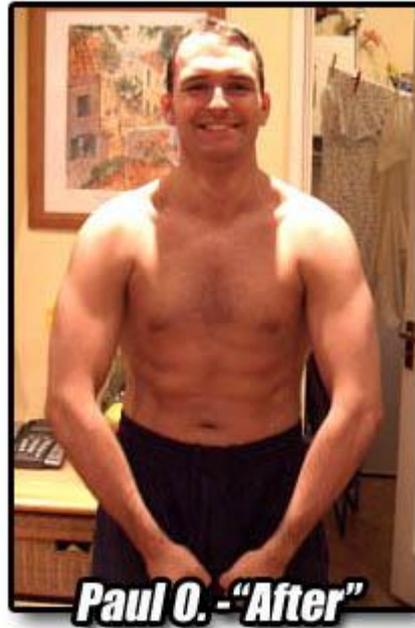
Testimonial:

Hi,

I've been doing your program for about a week now - and I'm stunned! My arms are **so hard and toned it's unbelievable**. I had really slim arms before, but they wobbled a bit at the back and were soft on top. The other day my boyfriend caught me and was shocked when he felt how hard my arms were - **now he wants to do the program too!** Thanks again for such an amazing program!

- Tracy

And of course – I don't just teach this program – I follow it my self – just take a look....



These are my **REAL photos** showing the **REAL results** produced But it didn't stop there. Read on to find out how you too can see the incredible transformation from a weak and wobbly body to a stunning physique.

I don't just talk about this stuff – I live it. I went from being overweight at 190lbs at 25% body fat with a 41" waist to a ripped lean 160lbs at 10% body fat in just 6 WEEKS!

“But I think my nutrition is already pretty good – do I still need this?”

Well, first of all, how do you know your nutrition plan is good? And secondly how do you know your body is processing that food correctly and getting the most from it?

Because you “try to eat healthy?” Because you think your diet is low-carb, or high-carb, or low-fat or high-fat, or low-protein or high-protein or high in fiber?

Because it looks good on paper?

Or because it meets some other criteria for “pretty good nutrition” that I don't know about?

Let me lay this out in the clearest, most concise way I know how . . .

If you don't already have the body you want, then your nutrition plan and your internal system is not good enough.

Listen, the only one way to determine whether your nutrition plan and health is any good is *look at your results*. That's the plain truth. I don't care if your plan meets so-and-so's guidelines, or is “low-carb” or contains enough vitamin C or whatever the latest B.S. indicator of good nutrition is in the popular press.

There is only one rule: *what works is good; what doesn't is not*. That's the only rule I live by.

Perfect Body, Perfect Health is entirely outcome-based – it's about getting results and nothing else. So if you want to know whether Perfect Body, Perfect Health is right for you, then just ask yourself this question:

“Do I have the body I really, truly want?”

Answer it honestly – don't worry, no one is listening.

If the answer is yes, then great.

But if you answered no – “in all honesty, I don't yet have the body I really want” – then I can say without the slightest hesitation that **Perfect Body, Perfect Health is exactly what you need.** Optimizing your nutrition plan and body's balance is the true secret to transforming your body – and Perfect Body, Perfect Health will show you exactly how to do it.

“What if I need help?”

I can assure you that you almost certainly WILL need help. You will need support. You will need clarification. You will have questions. And that's what the Perfect Body, Perfect Health provides.

I've been doing this long enough now to know what most of those questions will be, and I've answered all of the basic ones and many of the advanced ones in the Perfect Body, Perfect Health system itself.

For those that aren't answered there, you'll have the weekly one on one session with me, where you'll be able to ask questions and discuss all things nutrition and health.

“OK, so what does Perfect Body, Perfect Health cost?”

Let me warn you: if you're looking for a casual program, a celebrity diet, a tip here and there, a weight watchers weight in or something to sit on the coffee table, I strongly recommend you look elsewhere.

But if you've finally decided it's time to get serious about building the body you've always wanted, you're in the right place.

Simply put, Perfect Body, Perfect Health is a no-nonsense approach to getting results, based on the latest research and my years of experience in the field. It's a complete system, built for one purpose only: to give you precise control over your body through Traditional Chinese Medicine and modern cutting edge nutrition. There is nothing else like it.

The program, working with me directly to learn how to do this, and completely optimise your body takes at least four months. It's the surest way to transform your body, as I will cover every base and save you from your mistakes before they happen.

So how much is your health worth? How do you place a value on the learning the skills necessary and optimising your internal health to ensure you stay lean, strong and healthy for the rest of your life? The truth is this course and impact it will have on you is priceless, you can see that in the testimonials, photos and comments from the success we've had.

The cost for the 16 week course, materials and treatment sessions, lecture's etc, is just €2,000.

But obviously, not everyone can spend that kind of money.

So here's the deal. Enrol in the program now, prior to January 1st and receive the Early Bird Discount of €200 off. You get the complete program and 16 weeks of treatment for just €1800, but I'm going to make it even easier for you to avail of this body and life changing program.

Pay an initial registration fee of just €450

And you can pay the remained in weekly instalments of just

€85

I designed Perfect Body, Perfect Health to optimise your body and balance all your systems and teach you everything over a four-month period. The Perfect Body, Perfect Health system, complete with all 7 guides, the Gourmet Nutrition cookbook, the Audio and Video Library, costs **only €85 per week**, and you get the nutrition knowledge you need for a lifetime in a better body. **Remember Acupuncture is a recognized medical procedure and you can claim the cost of treatment back from your health insurance provider!**

“How Limited is this Program?”

There is a huge demand for this program, as you can see from the results and clients testimonials it works. BUT there are only so many hours I can work with people a week to ensure their complete success, so I am limited to offering ONLY 10 PLACES on the program per month.

When I last offered this program **I sold out of places in the first 3 days.** Well, those clients have gotten their results and I can once again offer the opportunity to help you get the body of your dreams!

You have absolutely nothing to lose, and everything to gain.

Don't procrastinate, don't hesitate. **Just take action.** You can build the body you never thought you could have – if you make the choice to begin right now.

CALL 087 901 9627 TODAY

TO SCHEDULE YOUR APPOINTMENT

OR CONTACT ME VIA MY WEBSITE

www.meridian-acupuncture-clinic.com

In good health and fitness,

Paul J,O'Brien

B.A., N.C.E.H.S., Dip. Acu., Dip. OBB, Cert Clin. Med. M.AFPA., M.C.Th.A.

Acupuncture for Weight Loss

Can a Few Needles Really Reduce Fat?

By Paul J.O'Brien

B.A., N.C.E.H.S., Dip. Acu., Dip. OBB Cert Clin. Med. M.AFPA., M.C.Th.A.

Acupuncture for Weight Loss is one of the most talked about aspects of this profession by the public and for a subject of great interest. As some of you may be aware, among my professional qualifications I am certified Fitness Instructor and Personal Trainer with qualifications in Diet and Nutrition as well, and author of over 8 fitness books. I can tell you categorically that the best way to lose weight and get in great in shape is correct the body's imbalances work hard and eat right.

This is why I introduced my Perfect Body, Perfect Health Program.

Regardless of your condition, if you follow these two principals you can, and will lose weight. (You can find out more about my fitness advice and exercises programs on my Top 1% ranked fitness website, Isometric-Training.com).

So how do I feel about Acupuncture for Weight Loss?

It helps, and it can help an awful lot in conjunction with proper diet and exercise. From a western point of view, this is because acupuncture increases the metabolism (the bodies energy production system) and reduces cravings and hunger pangs.

As always Acupuncture for Weight Loss works best once the underlying pattern of disharmony is discovered and a treatment plan to resolve it implemented. There are also a number of herbs as well as certain foods that can accelerate the process.

Each individual that I have seen for weight loss treatments has had a different pattern and pathology. It's never so simple as – "you've eaten too much and not done enough physical activity" although this is the primary cause, the effects that consistently bad diet and exercises habits can have on the body can the organ balance can be devastating.

For instance, the Spleen and Stomach in the Chinese Medical system are associated with the transportation and transformation of food, our digestive system. The Spleen is associated with the Sweet flavour (all foods have flavours and specific properties according to TCM), and sweet foods nourish and benefit the Spleen.

However in today's modern age of artificial high sugar convenience food's the Spleen is overwhelmed and ceases to function properly. Food is no longer transformed and transported which can lead to the formation of Damp in the body. This can significantly contribute to Weight Gain.

Dampness in the Chinese Medical system is simple an observation of the human body's condition and how it relates to the natural world. To understand what Dampness means in Chinese Medicine, simply think of how dampness affects a house. It's moist and heavy, things sag and fall under its wet pressure, from wallpaper peeling to floor boards warping and can lead to heavy mold growing on things.

The same symptoms can affect the body, an increase in water retention, excessive fluids in the body with symptoms of abdominal bloating, loss of appetite, nausea, a feeling of heaviness or being sluggish, slowing of the metabolism and stiff, aching or sore joints. Thus the body appears "to be Damp". Dampness is often the underlying cause of weight gain in the patients I have seen.

Dampness however also affects the mind, and can leave one tired and depressed, craving sweet foods even more as the body naturally seeks out a remedy, one unfortunately corrupted by modern dietary habits, leading to a vicious circle of over or comfort eating.

Acupuncture for Weight Loss treatments often focusing on resolving Dampness in the body and strengthening the Spleen and Stomach, promoting proper digestion and processing of food. This in turn reduces the cravings for sweet foods, helps eliminate excess fluid and water weight and improves mood and energy levels enabling the patient to take charge and improve their health through exercise and proper diet.

If you are finding it hard to shift excess weight or control your appetite, then perhaps you should try a course of Acupuncture for Weight Loss and increase your energy levels and speed up the metabolism.

Ear Acupuncture for Weight Loss

Listen as you drop the pounds!

By Paul J.O'Brien

B.A., N.C.E.H.S., Dip. Acu., Dip. OBB Cert Clin. Med. M.AFPA., M.C.Th.A.

Ear Acupuncture for Weight Loss is gaining increasing popularity with both the public and the media as a method of weight control. And it's no surprise considering that the Department of General Practice, University of Adelaide, South Australia conducted a study that showed that 95% of people who received Ear Acupuncture for Weight Loss felt a significant reduction in their appetite.

According to the results published by [Richards D, Marley J](#) in the [Australian Family Physician](#). 1998 Jul;27 Suppl 2:S73-7.

RESULTS: Of those who responded, 95% of the active group noticed suppression of appetite, whereas none of the control group noticed such a change. None of the control group lost the required 2 kg, with only 4 subjects losing any weight at all. Both the number of subjects who lost weight and the mean weight loss were significantly higher in the active group. CONCLUSION: Frequent stimulation of specific auricular acupuncture points is an effective method of appetite suppression which leads to weight loss.

The points used in the trial were those corresponding to the Stomach and Spleen, and those used to suppress appetite. I discuss the importance of the Stomach and Spleen and how they relate to weight loss in more detail in my article - Acupuncture for Weight Loss.

It's important to point out that although Ear Acupuncture for Weight Loss is an excellent and effective method for controlling food cravings (especially sweet) foods and reducing

the appetite it's not a magic pill or miracle cure. You still need to engage in a proper exercises program and correct clean diet. I should know, as well as being an Acupuncturist with a full time practice, I'm also a qualified fitness instructor and personal trainer and have helped hundreds lose weight and get in shape.

Ear Acupuncture for Weight Loss is a great tool in the quest to lose weight and improve your health, use it to help motivate you and stay on the straight and narrow as you make the necessary changes to your lifestyle.
