



## Get WISE: A Sensible Path to Weight Loss with Lean Beef

Higher-protein diets are becoming more and more popular as people seek new strategies for weight loss that will help keep them satisfied. As part of a healthy and higher-protein diet, the Beef WISE Study – which follows the *State of Slim*<sup>1</sup> three-phase, 16-week comprehensive weight management program designed to reignite, rebuild and reinforce your metabolism – shows that lean beef can help people lose weight while maintaining lean muscle and supporting heart health.

### The 5 *State of Slim* “Diet Rules” to encourage weight loss



Eat 6 times per day



Have breakfast within 1 hour of waking



Don't count calories, instead measure portions



Have the right carbohydrate and protein mix at every meal



Eat a healthy fat twice a day

### State of Slim Phase One\* Diet Plan

Choose 1 carbohydrate and 1 protein at every meal. For 3 of the 6 meals, vegetables should be the only carbohydrate source.

Food Groups	Example Foods
 <b>Protein</b> (Meat & Poultry, Fish, Eggs & High-Protein Dairy)	<ul style="list-style-type: none"> <li>• Extra-lean Ground Beef, Bottom Round Steak or Roast, Eye of Round Steak or Roast, Top Round Steak or Roast, Sirloin Tip or Top Sirloin Steak</li> <li>• Chicken and turkey breast (without skin), extra lean ground turkey breast</li> <li>• Cod, mahi-mahi, salmon, snapper, tilapia, tuna, white fish</li> <li>• Fat-free cottage cheese, nonfat plain Greek yogurt, egg whites</li> <li>• Protein powder</li> </ul>
 <b>Vegetable Carbohydrates</b>	<ul style="list-style-type: none"> <li>• Artichoke, asparagus, beets, broccoli, Brussels sprouts, cabbage, carrots, cauliflower, celery, cucumber, dark leafy greens, eggplant, fennel, green beans, mushrooms, onions/scallions, parsnips, peppers, salad greens, summer squash, tomato/tomato sauce, turnips/rutabagas, zucchini</li> </ul>
 <b>Carbohydrates</b> (Grains, Dairy & Dairy Substitutes, Starchy Vegetables)	<ul style="list-style-type: none"> <li>• Steel-cut oats, old-fashioned rolled oats</li> <li>• Unsweetened almond milk, fat-free milk</li> <li>• Pumpkin</li> </ul>
 <b>Healthy Fats</b>	<ul style="list-style-type: none"> <li>• Almonds, walnuts, canola oil, olive oil</li> </ul>

\*For phases two and three, check out the *State of Slim* comprehensive weight management program

### Excuse-Proof Your Workout\*\*



**Excuse:** I have no time.

**Solution:** Prioritize activity by tying it directly to other things that are important to you.

**Excuse:** I'm too tired.

**Solution:** Get moving anyway. You'll discover that physical activity actually boosts your energy.

**Excuse:** Exercise hurts.

**Solution:** Find something that doesn't. No matter what your ailment and no matter how out of shape you may be, there's something you can do without pain.

**Excuse:** I have no place to do it.

**Solution:** Walk – you can do that anywhere, including the local mall or around your living room.

**Excuse:** It's too hot, too cold, too snowy, too humid, too rainy – too something.

**Solution:** Head inside. Join a gym. Try an exercise video. Walk around a local mall.

**Excuse:** I hate exercise.

**Solution:** Adjust your attitude. Focus on the good things that will happen as a result of exercising.

\*\*Excerpted from “State of Slim: Fix Your Metabolism and Drop 20 Pounds in 8 Weeks on the Colorado Diet”

### About the Beef WISE Study

## Questions & Answers

**Q:** Why was the study conducted?

**A:** The study objective was to determine the impact of a higher-protein diet that includes lean beef on weight, lean muscle mass, heart health and diet satisfaction.

**Q:** How long was the study?

**A:** Participants of the Beef WISE study followed the 16-week *State of Slim* comprehensive weight management program, which consists of three phases focusing on how to reignite, rebuild and reinforce your body's fat-burning engines to help drop the pounds.

**Q:** What did participants of the study eat?

**A:** Participants followed a higher-protein, weight-loss diet and were split into two groups, the beef group and the non-beef group.

- The beef group was instructed to eat at least 4 servings of lean beef a week.
- The non-beef group did not eat any red meat during the study period.

**Q:** What did the study find?

**A:** Both groups lost the same amount of weight. Researchers concluded that lean beef is just as effective as other protein choices to help people achieve important health goals such as weight loss while maintaining muscle mass and supporting a healthy heart, as part of a healthy lifestyle plan that included exercise.

**Q:** Why does this matter?

**A:** A healthy diet should be satisfying and enjoyable, and this study shows that people can continue to include lean beef as a part of their weight loss diets and see positive results.