

There are a lot of keto-based, meal replacement diets, and multi-level marketing, commission-based schemes, on the market today, but there is **only one Ideal Protein Protocol**, offered by the healthcare community for 20 years.

Benefit	Proof Point	Ideal Protein
<b>The Original Structured Keto Protocol</b>	Medically developed, offered by the healthcare community for 20 years	✓
<b>Proven with Healthcare Professionals</b>	Working with thousands of physicians and clinic partners internationally	✓
<b>Medical Advisory Board to Guide Science and Innovation</b>	Highly regarded physicians and industry experts	✓
<b>Highest Quality Protein</b>	FAO/WHO PDCAAS scoring approved by FDA & Health Canada. Our products have the highest value of 1*	✓
<b>Owned Product Manufacturing Plant</b>	Pharmaceutical-grade facility with certified Quality Control. Produces products specifically for Ideal Protein containing all nine essential amino acids	✓
<b>Peer-reviewed Clinical Evidence</b>	Protocol backed by clinical trials, case studies, and peer-reviewed research	✓
<b>Thousands of Success Stories</b>	Powering life possible and inspiring real life transformations—24/7, 365 days a year	✓
<b>“Lifestyle” Keto with Focus on Behavioral Change</b>	A lifestyle program with a full plan for long-term maintenance	✓
<b>Patient Progress Reporting</b>	Progress reports for patient’s physician/HCP	✓
<b>360 Clinic Support</b>	Top notch training programs, professional marketing, and account management	✓
<b>Proprietary Patient Mobile App</b>	Puts program in the palm of patients’ hands & syncs with Ideal Protein digital tools	✓
<b>Product Variety</b>	Over 80 products (with a wide variety of textures and flavors)	✓
<b>Both Whole Foods &amp; Partial Meal Replacements</b>	Maintains gut health and helps real-world food navigation	✓
<b>Adequate Protein and Supplements</b>	Supports lean muscle mass and micronutrient intake	✓
<b>Certified Quality Control</b>	FDA registered. Gluten-free certification. Peanut-free facility	✓
<b>Unique Macro Code with Structured Maintenance Plan</b>	Ongoing support for weight stabilization and maintenance	✓
<b>One-to-One Coaching</b>	Provides ongoing patient education, support, and behavior modification	✓

**Don’t compromise when it comes to your patients’ health.** With Ideal Protein, you can be confident you are offering your patients the highest quality, most effective, medically developed weight loss protocol available.

\*Except veggie- and collagen-based