

# THE METABOLIQ® EDGE

*When you understand the real benefits of METABOLIQ, there is no competition*

Your goal seems so simple; you want to look better, transform your body and shed unwanted fat. There are thousands of products that claim to deliver exactly what you need. The truth is that the majority of products and programs will fail you. Nearly all of these will trade short-term results for your long-term health. The ingredients, mechanisms of action and nutritional targets are usually guesswork and marketing hype, not backed by any credible scientific evidence. Even the most popular products only suppress symptoms without offering true root-cause resolutions.

## METABOLIC CORRECTION™ YEARS AHEAD OF THE FIELD

The METABOLIQ System works because it is a true science-based root-cause solution to weight loss through metabolic correction. METABOLIQ is revolutionary because it is the world's first and only system that corrects your metabolism. It has been 30 years in the making and is the culmination of three decades of scientific findings, breakthrough discoveries and award-winning research. This ground-breaking, innovative system offers the most complete, science-based solution for correcting metabolism.

### WITH THE METABOLIQ SYSTEM YOU WILL:

- Learn how to activate your muscles and trigger a biochemical signal that initiates natural fat-burning 24 hours per day.
- Discover how to minimize the storage of new fat.
- Learn the difference between good carbs and bad carbs.
- Receive a comprehensive program to ensure you get results fast, along with on-going training and support from world-leading experts.
- Adopt a new easy-to-follow lifestyle to keep you looking and feeling great for life.



## REAL SCIENCE, REAL RESULTS

At Qivana, there are no gimmicks, yo-yo diets or get-thin-quick schemes. Qivana's METABOLIQ® System is a realistic, comprehensive approach to healthy weight loss that is sustainable for life. The METABOLIQ System is backed by research demonstrating that the weight loss is fat loss, not muscle loss, and that the muscles are actually protected during weight loss. Following the METABOLIQ System, not only will you lose weight, but you will lose the right weight and improve your body composition. You can expect real improvements with lasting results because METABOLIQ ensures you break the weight gain and loss cycle for life.

***Qivana's METABOLIQ System is the world's first and only system that corrects metabolism™.***

## ENGINEERED BY EXPERTS



The METABOLIQ model is based on more than 90 peer-reviewed studies with results significant enough to be published in the most respected scientific journals. METABOLIQ was co-formulated by world-renowned scientist **DR. DONALD K. LAYMAN**, whose personal achievements have earned him international accolades and awards as a world-leading expert in human metabolism. The METABOLIQ System was formulated using decades of this cutting-edge research and Dr. Layman's unique insight and superior understanding of the relationship between metabolic activities and body composition. Dr. Layman was the first to uncover and describe the role that specific amino acids play in reducing body fat while building lean muscle mass.

Dr. Layman joined forces with naturopathic physician, **DR. MARCUS LAUX**, a pioneer in natural medicine and leading expert on science-based nutraceuticals. Integrating Dr. Laux's years of private family practice and weight loss experience, these doctors collaborated to create the ultimate METABOLIQ Lifestyle program.

METABOLIQ is the healthy approach to weight management; backed by credentialed experts, proven science and real results. The METABOLIQ Lifestyle program goes beyond weight loss; it's a program designed for a lifetime of increased health and balanced well-being. That's because at Qivana, our commitment is not to sell you a product once, but to teach you very simple principles that will get you real results for life.

***“The elusive quest for body smart, sane, and satisfying weight loss is now officially over. The Holy Grail for highly effective, sustainable and fat-targeted weight loss has finally been discovered and delivered through the METABOLIQ System.”*** Dr. Marcus Laux

## THE TRUTH BEHIND WEIGHT LOSS

During weight loss, it's absolutely critical you lose the right weight. Loss of muscle and bone becomes even more dangerous during weight loss. If you lose weight simply by restricting what you eat then you will lose weight from every part of your body. You will lose body fat, which you want to lose, but you will also lose weight from your muscles, bones, heart, liver, intestines and kidney, which you don't want to lose. These muscles and organs, known as lean tissues, are obviously important to keep your body running. More notably, these lean tissues are the parts of your body that burn calories. If you lose weight with the wrong type of diet, you will lose lean tissues and reduce your ability to burn calories. This makes it more and more difficult to lose weight or to keep

weight off. The longer you use a bad diet the fewer calories you can eat. If you can do the right things during weight loss and just lose fat while you protect muscles and lean tissues, then you can keep losing weight and prevent it from coming back.



# WHY SHOULD I CORRECT MY METABOLISM?

The science speaks for itself. When you correct your metabolism your total body transformation is natural, healthy, dramatic and sustainable. As you correct your metabolism, you will:

- Improve your body composition by activating lean muscles and naturally burning off fat.
- Promote fat-burning 24 hours per day by triggering specific, newly discovered, natural biochemical signals. If a weight loss product does not produce these signals, metabolic correction cannot occur.
- Protect vital lean muscle tissues and organs during weight loss. This is the key that is missed by every major diet program, and it is critical for long-term success and healthy aging!
- Watch your energy levels increase and your food cravings disappear.
- End the useless and dangerous yo-yo diet of losing weight rapidly only to regain it within a few months.

**METABOLIQ is the safe, satisfying and sustainable solution that can finally correct your metabolism by giving you real foods that get you real results.**

## BURN FAT 24 HOURS PER DAY

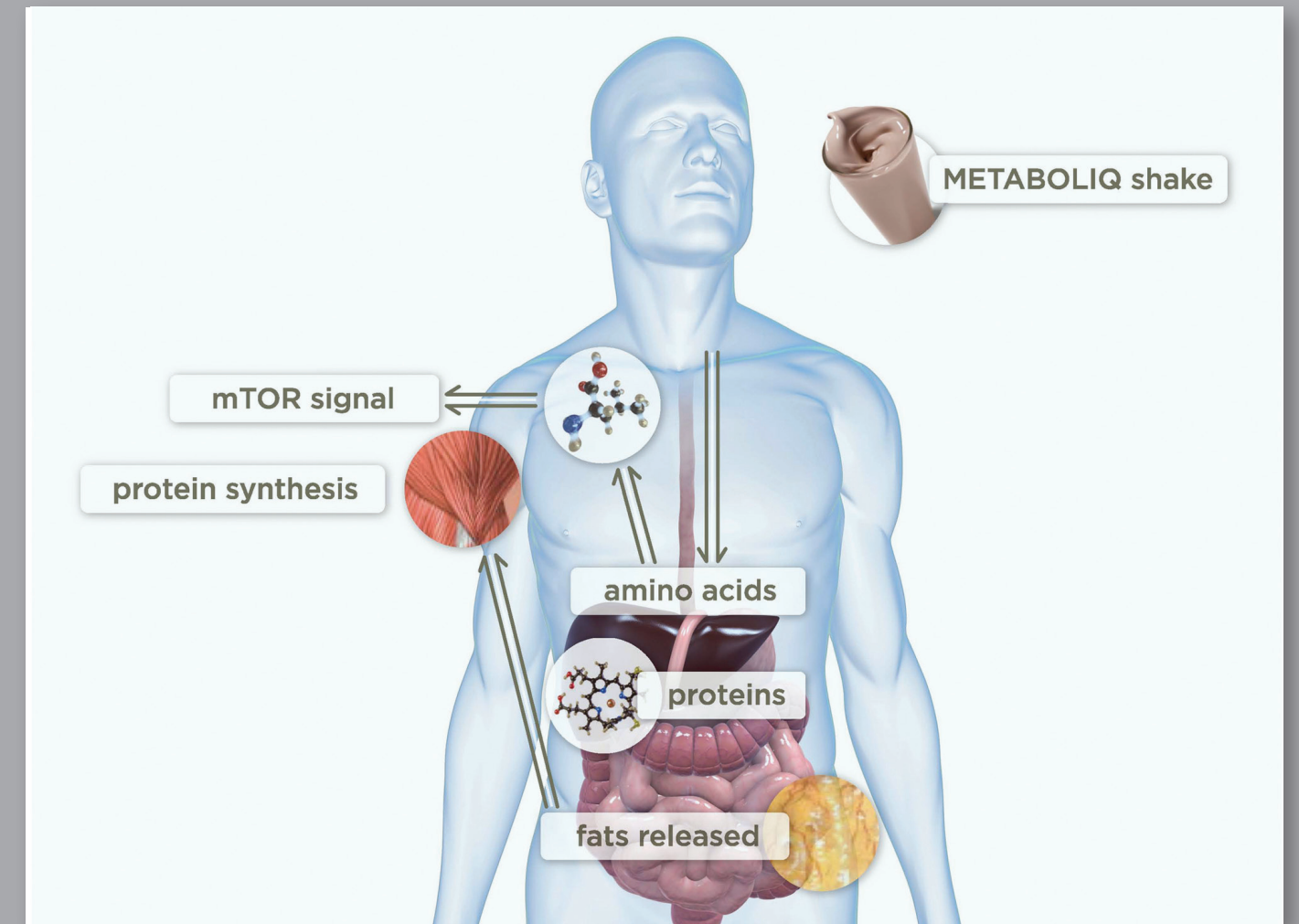
The METABOLIQ System has been precisely engineered to give you a total body transformation in 90 days. The science behind the METABOLIQ System is now being recognized as one of the most significant findings for healthy weight management in decades.

Dr. Layman's research revealed the secret to creating the optimal body composition and burning off fat naturally while minimizing

new fat storage. His breakthrough research established the direct connection between burning off body fat by eating specific types and amounts of proteins throughout the day. This unlikely effect also nourishes and protects your lean muscles during weight loss. This connection of burning off fat while protecting and nourishing lean muscles is the essence of metabolic correction.

*98% of dieters fail to maintain weight loss after six months. Correct your metabolism!*

## HERE'S HOW METABOLIC CORRECTION WORKS:



- 1 You eat the right types and amounts of protein at each meal.
- 2 Your body breaks down protein into amino acids.
- 3 Highly specialized amino acids send a signal to the muscles.
- 4 The signal stimulates muscle protein synthesis (*muscle building*).
- 5 The muscles use excess fat stores as fuel to build new muscle.
- 6 You burn fat 24 hours per day nourishing, building, and protecting your precious lean muscles.

The METABOLIQ System stimulates your body to use your own muscles to burn off excess fat, resulting in a total body transformation. METABOLIQ is formulated by Dr. Layman, who chose each ingredient specifically for its precise action and effect in the body. It's science, not hype. It's sustainable, not a fad. It's proven, not wishful thinking. With the METABOLIQ System, everything—from calories to types and amount of fat, source and amount of carbohydrates, types of protein and ratio of amino acids—is precisely determined to achieve a specific metabolic function that will increase your results, and nourish your lean muscles while burning off excess fat. With METABOLIQ products, there is no guesswork, only scientific proof.

# THREE REASONS WHY OTHER DIETS FAIL YOU


With global obesity rates skyrocketing, scores of companies have recently created products to cash in on the trend. These clever looking products often promote new and unique methods for losing weight, while others throw a fresh face on old and tired products and ingredients. Too often, companies make a weight loss product or system with little or no consideration for scientific validation, quality of ingredients or overall long-term effects. Sadly, these products don't improve your health. Yes, you may lose weight, but unfortunately in most cases, you will yo-yo right back to where you were and even gain more weight back in the long run.

## WHY DON'T MOST PROGRAMS WORK?

- 1 Other programs ignore the latest scientific research demonstrating the importance of nourishing, protecting and activating lean muscles and tissues during weight loss. Failing to protect and activate these lean tissues will cause you to lose precious lean body mass (*muscle*) along with losing your fat. The very worst thing you can do is lose lean tissues, because research has shown that you quickly replace that muscle with fat once you stop the diet, making your body worse than before you began. METABOLIQ is backed by science and is proven to activate your muscles and use them to burn excess fat.
- 2 Some of the most popular programs only offer surface solutions without addressing the root cause of weight gain—your metabolism. Fat burners, carbohydrate blockers, fat blockers, starvation diets and harsh stimulants do nothing to address the root cause. METABOLIQ addresses the root cause and corrects your metabolism.
- 3 Few programs are backed by scientists that have researched the psychology of weight management. These programs fail to offer real long-term solutions to ensure your success once you transition off the program. The most important part of weight loss is adopting new habits that you can sustain for a lifetime. METABOLIQ has a comprehensive program that actually teaches you new habits or skills to keep you lean and growing healthier and stronger once you've reached your ideal weight.  
  
The goal for smart and lasting weight loss is losing the right weight, improving your health and properly refining, shifting and improving your body composition. This requires research and testing, scientific expertise and experience, precision-engineered formulas and a long-term plan for your success. Missing any of these ingredients will cause you to fall victim to yet another frustrating yo-yo diet.

*Supplements of whey protein, but not soy protein, may improve body weight without restricting energy intakes or habitual diets in obese and overweight adults.*

"The Journal of Nutrition 141: 1489-1494, 2011.



*"The METABOLIQ products are designed around my discovery of the role that amino acids play in signaling. Properly designed, these products signal muscles to repair their structure and strength, ultimately energizing their ability to burn calories. These discoveries have led to a revolutionary change in obesity research and new strategies for weight loss. Qivana is the only company to fully integrate my discoveries into a comprehensive and sustainable weight management program."* Dr. Donald K. Layman

## DON'T SETTLE FOR LESS THEN METABOLIQ

When you begin to understand the comprehensive nature and scientific depth of the METABOLIQ System, it's clear there is no competition. Qivana stands alone. A simple label comparison will never reveal the full depth of science and comprehensive nature of the METABOLIQ System. Simply having more or less of a particular ingredient doesn't always make it better. Don't settle for imitators. METABOLIQ is a scientifically proven program with each quality ingredient selected by our doctors and scientists for its ability to quickly and effectively contribute to correcting your metabolism.

**It's time to experience real weight loss with real, sustainable results that last a lifetime with the METABOLIQ System—the world's first and only system that corrects metabolism!**

*"Whey Protein but Not Soy Protein Supplementation Alters Body Weight and Composition in Free-Living Overweight and Obese Adults"*

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