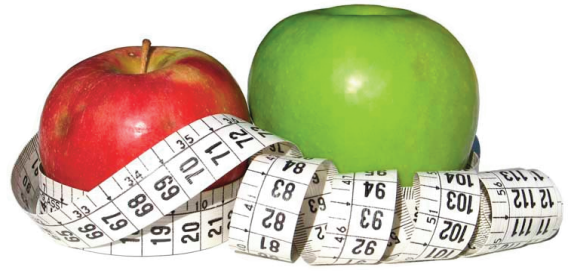


# The Real hCG Diet



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With over 30 years of clinical success, it's hard to believe that the hCG (human chorionic gonadotrophin) diet is just now gaining national notoriety. The brain behind the program, Dr. A.T.W. Simeons researched hormones and their connection with obesity in the 1940s. The subject of his original research was boys with a medical syndrome resulting in obesity, underdeveloped gonads, stretch marks, and excess fat in the lower abdomen, hips, buttocks, and breasts. Dr. Simeons administered hCG (a natural hormone found in men and women), to the boys that resulted in a redistribution of the body shape along with normalization of sex organs. A "distinct decrease in the circumference of the hips" and redistribution of body contour was noted. The boys also "seemed to lose their ravenous appetites".

Dr. Simeons took his ideas one step further and combined the hCG with a very low calorie diet on normal, but overweight patients. Theorizing that hCG's ability to mobilize fat would curb appetite, and supply the energy needed to maintain such a diet, the results were impressive. In several thousand patients; the average weight loss was between 0.6 to 0.9 pounds per day. One hundred percent of patients experienced very significant weight loss, without experiencing unusual hunger.

### How hCG works for weight loss

One of the most prominent functions hCG performs is assuring that

a developing fetus receives the calories and nutrients it needs to grow, nearly independent of the daily caloric intake of the pregnant woman. How does it do this?

Our bodies like to maximize caloric intake in case lean times are ahead. Excess calories tend to wind up in "problem" areas such as the hips, buttocks, abdomen and thighs. This type of fat is called abnormal fat. However, when pregnancy introduces hCG to the body, fat from these areas is mobilized. This fat then makes its way to the fetus. This way, if a woman doesn't consume the nutrients needed for fetal growth, her fat reserves will suffice. In the absence of pregnancy, weight loss with hCG occurs when this newly mobilized fat is utilized by the body (and not re-absorbed). A low calorie diet ensures the body puts this fat to use.

In addition to mobilizing abnormal fat stores, hCG also acts to reset your metabolism. This metabolic reset is what makes maintaining your new weight easier than with most other diets.

### The hCG Diet protocol

Dr. Simeons continued to fine-tune his program for decades. The result was two separate protocols: A three-week plan, for patients desiring weight loss up to 18 pounds; and a six-week plan, for up to 34 pounds of weight loss. Along with daily use of hCG, the patient is required to follow a 500-calorie a day diet, consisting of 4 meals per day (2 meat and vegetable meals, and 2 fruit meals). While on the hCG plan, only mild exercise,

such as walking or biking, is recommended.

### Safety and Results

Over many years of researching thousands of patients, no serious or life-threatening complications have been observed. On the contrary, many patients experience additional benefits beyond weight loss. The HCG diet can assist with lowering cholesterol and blood sugar; decreasing blood pressure, increasing energy levels, reducing the appearance of cellulite and improving skin elasticity. Minor side effects such as muscle cramping and constipation can occur, but are quickly alleviated with simple modifications to the plan.

Most patients realize that a 500 calorie a day diet would result in weight loss without the addition of hCG. However, such diets are extremely difficult to follow because of the resulting persistent hunger and extreme low energy levels. HCG provides the body with up to 2000 calories per day, by breaking down your body's stored fat reserves. This provides the body with the fuel it needs to maintain the diet, by diminishing hunger and sustaining energy levels.

### Not without critics

With the recent popularity of the hCG Diet, those critical of the protocol have weighed in too. Most criticize the use of hCG saying there is no clinical evidence that hCG increases the amount of weight lost versus a placebo. What these critics fail to acknowledge is that Dr. Simeons himself had a similar view. However, Dr. Simeons realized that hCG's real benefits were in mobilizing the abnormal fat stores and resetting the metabolism. Thus allowing the

body to re-contour itself, curb hunger from a low calorie diet and make it easier and more enjoyable to maintain the diet. Resetting the metabolism was also key because it helped people avoid falling back into the same eating habits they had before the program.

There is clinical evidence to support the use of hCG with a low calorie diet. A study by W.L. Asher, MD, and Harold W. Harper, MD published in *The American Journal of Clinical Nutrition* concluded that "The hCG group lost significantly more mean weight, had a significantly greater mean weight loss per injection, and lost a significantly greater mean percentage of their starting weight. The percentage of affirmative daily patient responses indicating "little or no hunger" and "feeling good to excellent" was significantly greater in the hCG group than in the placebo group." You can find the published study at [www.ajcn.org/content/26/2/211.full.pdf](http://www.ajcn.org/content/26/2/211.full.pdf).

### **Words of caution**

As with most popular and successful products, it's best to beware of imitations and scams. The internet is full of sites offering hCG Diet plans and products. Real hCG is a prescription only product and cannot be sold without a doctor's prescription. What most health food stores and websites are offering is not real hCG, and is extremely diluted.

If you are interested in learning more about The hCG Diet or would like to start the program, please contact Dr. Michael Brown with Wellness Dimensions at (913) 906-7788.