



Metagenics Seminar

BREAKING THE OBESITY CYCLE

BEYOND WILLPOWER AND CALORIE COUNTING

JULY 2010



This Seminar has been approved for 6 QA and CPD points, and has been submitted for Chiropractic CPD points.

LOCATIONS AND DATES

QUEENSLAND

■ Sunshine Coast	Friday 2nd July	Mantra Mooloolaba, Cnr Venning Street & The Esplanade, Mooloolaba
■ Hervey Bay	Saturday 3rd July	Mantra Hervey Bay, Buccaneer Drive, Urangan
■ Rockhampton	Monday 5th July	Travelodge Rockhampton, 86 Victoria Parade, Rockhampton
■ Toowoomba	Tuesday 6th July	Quality Hotel Burke & Wills, 554 Ruthven Street, Toowoomba
■ Mackay	Wednesday 7th July	Ocean International, 1 Bridge Road, Mackay
■ Townsville	Friday 9th July	Mercure Inn Townsville, Woolcock Street, Townsville
■ Cairns	Saturday 10th July	Rydges Esplanade, Cnr. The Esplanade & Kerwin Street, Cairns
■ Brisbane	Sunday 11th July	Sofitel Brisbane, 249 Turbot Street, Brisbane
■ Gold Coast	Friday 16th July	Sofitel Gold Coast, 81 Surf Parade, Broadbeach

NEW SOUTH WALES

■ Ballina	Saturday 3rd July	Ramada Hotel and Suites, 2 Martin Street, Ballina
■ Coffs Harbour	Sunday 4th July	Novotel Pacific Bay Resort Coffs Harbour, Cnr. Pacific Hwy & Bay Drive, Coffs Harbour
■ Tamworth	Monday 5th July	Quality Hotel Powerhouse, Armidale Road (New England Highway), Tamworth
■ Port Macquarie	Tuesday 6th July	Port Pacific Resort, 6-14 Clarence Street, Port Macquarie
■ Kingscliff	Thursday 8th July	Mantra on Salt Beach, Gunnamatta Avenue, Kingscliff
■ Parramatta	Saturday 10th July	Rydges Parramatta, 116-118 James Ruse Drive, Rosehill
■ Manly	Sunday 11th July	Manly Pacific, 55 North Steyne, Manly
■ Newcastle	Monday 12th July	Noah's on the Beach, Cnr. Shortland Esplanade & Zaara Streets, Newcastle
■ Terrigal	Wednesday 14th July	Country Comfort Terrigal, 154 Terrigal Drive, Terrigal
■ Katoomba	Thursday 15th July	Palais Royale, 230 Katoomba Street, Katoomba
■ Wollongong	Sunday 18th July	Novotel Northbeach, 2-14 Cliff Road, North Wollongong
■ Batemans Bay	Monday 19th July	Coachhouse Marina Resort, 49 Beach Road, Batemans Bay
■ Cronulla	Wednesday 21st July	Rydges Cronulla, 20-26 The Kingsway, Cronulla
■ Sydney	Sunday 25th July	Sofitel Sydney Wentworth, 61-101 Phillip Street, Sydney

A.C.T.

■ Canberra	Saturday 17th July	Hyatt Hotel Canberra, Commonwealth Avenue, Yarralumla
------------	--------------------	---

VICTORIA

■ Mt Eliza	Saturday 17th July	Morning Star Estate, 2 Sunnyside Road, Mt Eliza
■ Melbourne	Sunday 18th July	Sofitel Melbourne on Collins, 25 Collins Street, Melbourne
■ Glen Waverley	Monday 19th July	Novotel Glen Waverley, 285 Springvale Road, Glen Waverley
■ Geelong	Tuesday 20th July	Mercure Hotel Geelong, Cnr. Gheringhap & Myers Streets, Geelong
■ Bendigo	Wednesday 21st July	All Seasons Bendigo, 171-183 Mclvor Road, Bendigo
■ Albury	Friday 23rd July	Country Comfort Hovell Tree, Cnr. Hovell Street & Wodonga Place, Albury

SOUTH AUSTRALIA

■ Barossa	Friday 23rd July	Barossa Weintal Resort, Murray Street, Tanunda
■ Adelaide	Saturday 24th July	Stamford Plaza Adelaide, 150 North Terrace, Adelaide

TASMANIA

■ Hobart	Thursday 22nd July	Rydges Hobart, Cnr. Argyle & Lewis Streets, Hobart
■ Launceston	Friday 23rd July	Hotel Grand Chancellor, 29 Cameron Street, Launceston

WESTERN AUSTRALIA

■ Perth	Sunday 25th July	Novotel Langley Perth, 221 Adelaide Terrace, Perth
■ Bunbury	Monday 26th July	Sanctuary Resort Bunbury, 100 Old Coast Road, Pelican Point, Bunbury

NORTHERN TERRITORY

■ Darwin	Tuesday 27th July	Vibe Hotel, 7 Kitchener Drive, Darwin Waterfront
----------	-------------------	--

NEW ZEALAND

■ Takapuna	Friday 9th July	Spencer on Byron, 9-17 Byron Avenue, Takapuna
■ Ellerslie	Saturday 10th July	Novotel Ellerslie, 72/112 Greenlane East, Ellerslie
■ Tauranga	Sunday 11th July	Hotel on Devonport, 72 Devonport Road, Tauranga
■ Napier	Monday 12th July	Napier War Memorial, 48 Marine Parade, Napier
■ Nelson	Tuesday 13th July	Monaco Resort, 6 Point Road, Nelson
■ Dunedin	Thursday 15th July	Scenic Circle Dunedin, Cnr. Princes & High Streets, Dunedin
■ Christchurch	Saturday 17th July	Crowne Plaza Christchurch, Cnr. Kilmore & Durham Streets, Christchurch
■ Wellington	Sunday 18th July	Intercontinental Wellington, 2 Grey Street, Wellington

ALL SEMINAR TIMES

Registration	2:30 to 3:00 pm
Session 1	3:00 to 4:30 pm
Break	4:30 to 5:00 pm
Session 2	5:00 to 6:30 pm
Dinner	6:30 to 7:30 pm

SPEAKERS

- Paul Mannion
- Roberta Barbiellini
- Marla Cunningham
- Erica Smith
- Angela Carroll
- Gina Wilson
- Rochelle Lane

PROUDLY PRESENTED BY:

Health World Limited
 741 Nudgee Road, Northgate, Qld 4013
 PO Box 675, Virginia BC, Qld 4014
 Ph: (07) 3117 3300 Fax: (07) 3117 3399
 www.metagenics.com.au
 Email: hworld@healthworld.com.au
 or orders@healthworld.com.au

Health World (NZ) Limited
 PO Box 35383, Browns Bay, North Shore City, New Zealand
 Ph: (09) 478 2540 or 0508 227 744
 Fax: (09) 478 2740 or 0508 227 733
 www.metagenics.co.nz
 Email: info@metagenics.co.nz



MSE2097 - 03/10

* No tape recorders or video cameras allowed within any venue.

We expect many venues to be fully booked. Please book early to avoid disappointment.

SPEAKERS



PAUL MANNION

ND, BHSc

As Technical Director for Health World Limited, Paul combines his 15 years of clinical practice as a Naturopath with a keen interest in research and product development. Paul's role is to ensure that clinicians have the tools, products, information and education they need to achieve optimal results with their patients. Paul's broad clinical experience with Hemaview™, VLA and other Metagenics concepts ensures that all seminars and programs are clinically focussed and relevant to the needs of today's Healthcare Practitioners.



ROBERTA BARBIELLINI

MEd, BHSc (Hons), Adv. Dip. Nat., Dip. Hom., Dip. Mass., Dip. Comm.

Roberta is the Technical Services Manager at Health World Limited. She is a Naturopath with 10 years of practice experience and five years of lecturing experience. Roberta's backgrounds in science and naturopathy have given her a balanced perspective and thorough understanding of complementary medicines. With her years of educational experience and unique insights, Roberta's seminars are always informative, thorough and interesting.



MARLA CUNNINGHAM

Dip HSc (Herb Med), BHSc (Comp Med)

As Seminar Development Coordinator for Health World, Marla produces the Metagenics Seminars and ensures that all the latest research is communicated effectively to Clinicians. A talented Naturopath, researcher and author with over nine years experience, Marla produces many useful clinical tools that Practitioners use regularly. With her strong understanding of the science behind the protocols, Marla's presentations take the best of the Natural Medicine literature and transforms it into highly relevant, valuable information for your clinical practice.



ERICA SMITH

BHSc (Comp Med), Adv. Dip. Nat., Adv. Dip. Herb Med.

Erica is the Technical Support Officer for Metagenics New Zealand Limited. As a Naturopath, and member of the Health World Technical Team, she is involved in researching and writing technical material and in the development of clinical case studies. Erica's practical, clinically focussed presentation style is always well received. Her blend of research and clinical experience, combined with warmth and motivation, helps to bring the very latest in Natural Medicine research into your clinical practice.



ANGELA CARROLL

Adv. Dip. HSc (Nat), Adv. Dip. HSc (Acu), Adv. Dip. H.M., NFMC

Angela Carroll is the Metagenics Programs Manager. She is an experienced Naturopath, TCM Practitioner and Natural Fertility Management Counsellor. Angela has been in the Natural Medicine Industry for over 16 years, running her own successful clinic, and in her years at Metagenics, she has presented at our Practitioner Programs; VLA, Hemaview™ and Frequency Specific Microcurrent, as well as presenting clinically focused seminars to Practitioners throughout Australia and New Zealand. With this experience she understands well the needs and concerns of Practitioners in practice.



GINA WILSON

BHSc (Nat), Dip Nut. Dip. Herbal Med.

As a Research and Development Officer for Health World, Gina balances a keen scientific intellect alongside practical clinical awareness to develop effective evidence based products and educational seminars. A skilled Naturopath with more than seven years experience in the Natural Medicine industry, Gina understands the challenges faced by Practitioners in clinic and presents information that is useful and relevant to everyday practice with warmth and humour.



ROCHELLE LANE

BHSc, Adv. Dip. Nat.

Rochelle Lane is a Naturopath with a number of years experience in the Natural Medicines industry and a keen interest in the scientific foundations of functional and naturopathic medicine. Rochelle worked for a number of years in clinical practice before joining the Health World Technical Support team and is now involved in providing Practitioners with ongoing support, writing technical materials and researching the latest scientific information in this field. Rochelle brings her experience and technical expertise to every seminar she delivers, making her presentations interesting, clinically relevant and extremely valuable.



BREAKING THE OBESITY CYCLE

BEYOND WILLPOWER AND CALORIE COUNTING

Over the last few years, Australia, New Zealand and the United States have been fighting it out in the media for the title of 'The Fattest Nation in The World'. Around one quarter of all Australians and New Zealanders are obese, and over 60% of adults are overweight. No longer can we presume the stereotypical active, outdoor lifestyle, and tables laden with healthy fresh produce is the norm for most of the population – instead, a serious overweight and obesity crisis has taken hold. Not just a cosmetic issue, obesity is a fundamental driver of some of the most significant health burdens our patients face, including diabetes, cardiovascular disease, cancer, osteoarthritis and dementia. As a Healthcare Practitioner you need the skills, tools and the confidence to address this fundamental healthcare challenge.

DESPERATELY SEEKING SLIMNESS

Despite the huge profile and public spending in the weight loss industry, weight loss attempts are fraught by failure. Over a two year period, 95% of people that adopt a weight loss diet will regain the weight they have lost. These failed attempts both deplete patient's motivation, as well as their metabolism, and create a vicious cycle of crash diets and increasing rebound weight gain.

A key reason why all of these strategies fail is that they rely on the willpower of the patient following the chosen diet. In an environment with an overabundance of calorie-dense, highly palatable foods, combined with ever-reducing needs for physical exertion, many people are unable to control their appetite to sufficient levels. One of the most successful weight loss strategies has been bariatric surgery, which is an extreme method for reducing appetite and calorie intake. Hence, natural strategies that focus on the emerging science of neuro-enteral signaling pathways which reduce appetite and calorie intake without the feeling of deprivation, are a key clinical strategy that can improve success rates substantially.

GIVE YOUR PATIENTS A METABOLIC ADVANTAGE

The two key dogmas of weight loss are "calorie in, calorie out" and "a calorie from any source is still a calorie". Any Practitioner with some experience of weight loss patients will know that both of these statements are false. Some patients genuinely follow a program to the letter, only to have disappointingly slow results, even though they should be in calorie deficit. Other people consume substantially more food without gaining any weight at all. Science is showing that there are in fact many factors that can enhance or limit the capacity of a patient to lose weight effectively. This seminar will provide detailed strategies on harnessing the power of thermogenesis, mitochondrial synthesis, neurotransmitter imbalance in emotional eating, the role of optimal pH in fat loss and much more.

IT'S THE TERROIR THAT MAKES THE DIFFERENCE

Winemakers know that the particular climate, geography, soil type and many other factors substantially influence the wine that ends up in the bottle, even before there is any human intervention. Likewise, the success of your patients in weight loss does not occur independently of other factors which impact on their health. To achieve optimal results requires a focus on the whole environment of the patient. This seminar will showcase the latest science on the impact of a wide range of factors on weight loss. Toxicity is a key issue, including the emerging understanding of the role of gut flora in driving visceral obesity. Low lean muscle mass, insulin resistance and inflammation are physical issues that need to be addressed, while stress, mood disorders and negative self talk are key psychological factors or 'subconscious saboteurs' that will limit success. When these factors are addressed, many patients find they achieve a healthy weight effortlessly, rather than the previous slow painful battle they have experienced.

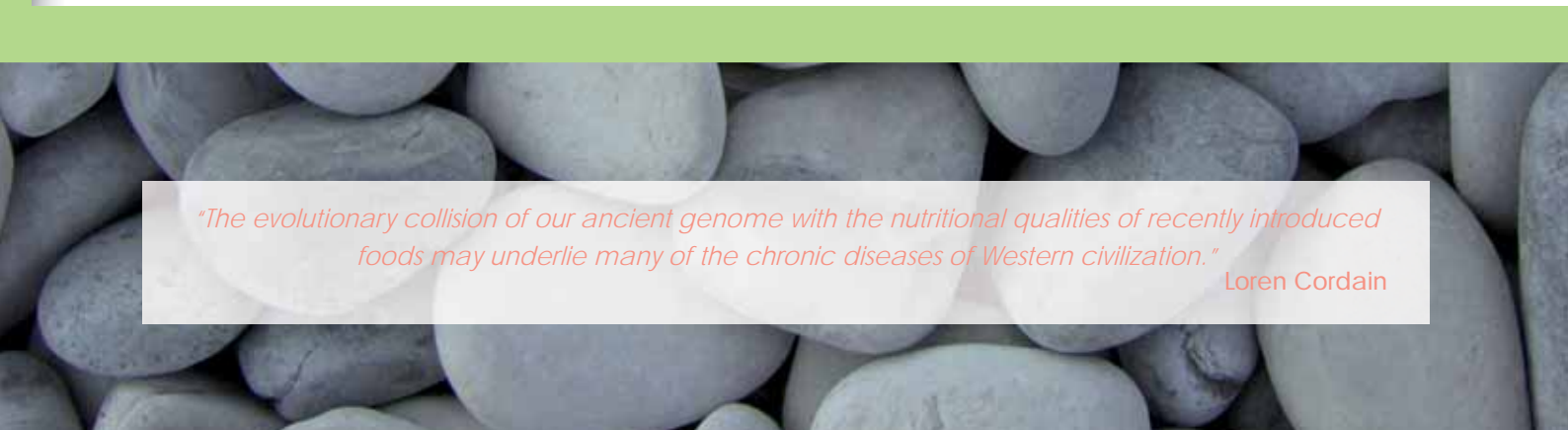
WHERE ARE YOUR PATIENTS GETTING THEIR WEIGHT LOSS ADVICE FROM?

The rise of direct marketing, online and retail weight loss programs means that there is an overwhelming amount of inaccurate, conflicting and superficial information bombarding your patients. Many will have tried these programs with little success, and will be suspicious of other approaches. As a Healthcare Practitioner you need to ensure that you have a professional, easy to use, approach to weight loss that your patients will follow and in which you can be confident of results. The key difference in your program, is you the Healthcare Practitioner. Study after study shows that the quality of the relationship with the Practitioner and the frequency of contact are key determinants in the success of a patient in their weight loss endeavours. This seminar will provide you with tools to differentiate your program from the ineffective, one size fits all approach, and to promote you and your clinic as the weight loss specialists that your patients require.

WHY YOU WILL BENEFIT FROM ATTENDING THIS SEMINAR

- Identify the key factors causing dramatic increases in the incidence of obesity
- Review the latest science on the link between gut signaling peptides and appetite regulation
- Discover the powerful dietary strategies that can be employed to provide your patients with a 'metabolic advantage'
- Learn about new, evidence-based, clinically effective Natural Medicines for appetite regulation, thermogenesis, emotional eating and more
- Refine your prescriptions for exercise and physical activity
- Analyse the drivers of weight gain, including environment, dietary factors, stress, nutritional insufficiency, intestinal permeability and toxicity
- Receive newly developed advertising and marketing materials to help promote your practice as a centre of excellence for weight management
- Network with other Practitioners and discuss cases in a friendly learning environment

"Part of the secret of success in life is to eat what you like and let the food fight it out inside."
Mark Twain



"The evolutionary collision of our ancient genome with the nutritional qualities of recently introduced foods may underlie many of the chronic diseases of Western civilization."

Loren Cordain

TESTIMONIALS FROM OUR PREVIOUS SEMINAR

Naturopath, Cairns

"So informative - I would recommend to anyone in the Healing/Natural Therapies field"

Naturopath, Sydney

"Great seminar, providing up to date clinical information in easy to understand terms"

Naturopath, Frankston

"Very comprehensive, well thought out, step by step explanation and treatment approach. Everything you need."

YOUR SEMINAR ATTENDANCE INCLUDES

- Fully referenced, comprehensive seminar manual
- Detailed treatment protocols for each condition discussed
- Technical product information on the Metagenics weight management range
- A certificate of attendance for continuing education credits
- An executive summary of the material
- An entertaining presentation delivered by a clinically focused, experienced natural health Practitioner
- Our famous, healthy and delicious meal – a great opportunity to chat with the presenter and network with other Practitioners

THERE'S A SEMINAR VENUE NEAR YOU

Metagenics is committed to providing the best education to all Practitioners no matter where they are. That's why Metagenics seminars are presented at 45 venues throughout Australia and New Zealand.

Call customer service now on 1800 777 648 to reserve your place today.

