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Ideal Protein launches whitepaper unveiling synergistic approach to enhance GLP-1 medication

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Ideal Protein, a leader in scientifically validated weight management solutions, announced the release of itsÂ groundbreaking whitepaper,Â â??Maximizing the Promise of GLP-1 Medicationsâ?Â This comprehensive document explores how integrating GLP-1 receptor agonistsâ??such as Ozempic, Wegovy, and Zepboundâ??with structured nutrition, coaching, and behavioural support canÂ bridge the growing care gapÂ in obesity treatment and drive sustainable health outcomes.

GLP-1 medications have revolutionised obesity treatment, yet challenges like affordability, side effects, muscle loss, and weight regain persist. According to the whitepaper, 30 per cent of patients discontinue GLP-1s within 30 days, while studies show 40-60 per cent of total weight lost on these medications may come from muscle mass, exacerbating long-term health risks. Ideal Proteinâ??s protocol addresses these issues through a protein-forward dietary approach, personalised coaching, and micronutrient support, proven to preserve 95-98 per cent of lean body mass during weight loss.

â??As we move into the era of improved weight loss medications such as GLP-1s, it is important to remember that the treatment of obesity and nutritional metabolic disorders requires a multipronged approach,â? saidÂ Dr Douglas Rothrock, MD, FABIM, FACC, FABOM, Chief Scientific Advisor at Ideal Protein. â??Nutritional training, behaviour modification, and

physical activity are still key to maintaining a proper weight and metabolic reset. Ideal Protein is in the perfect position to be the partner with weight loss medications and GLP-1s to promote a broad and significant metabolic reset with weight loss.â