



Burn 500 Healthy Eating and Weight-Loss Program

Company Overview

Mission

To teach people to learn healthy strategies, techniques and lifestyle changes necessary to augment their current diet to eat right for wellness, reduce their risks of diet related chronic diseases and lose all the weight they want.

Definition

The Burn 500 Healthy Eating and Weight-loss Program is an education-based four-stage program that incorporates lifestyle changes, nutrition education, healthy cooking techniques and best ingredient shopping for the goals of optimal health, chronic disease prevention and long-term weight-loss and maintenance. Obesity is best defined as a result of a calorie imbalance, where more calories are coming in than going out. It's a disease that doesn't happen overnight, but is the result of years of improper eating and poor lifestyle choices. In fact its calorie differential is so exact that 80% of those who become obese do so eating within 50 calories of their personal point of weight-loss over 5 to 20 years time. Our program teaches participants to eat at or below their point of weight-loss and helps identify that 1/3 of a can of soda, 1/2 of a cookie, bite of candy bar or few chips that is keeping you from meeting your weight-loss goals. The program is not easy and starts with a 120 day commitment because many times you have to be taught new eating habits that may have been introduced when you were a child.

Origins

Chef Charles Michael started designing the Burn 500 Healthy Eating and Weight-loss Program in Dallas, Texas in 2011 and completed the course in 2013 in Phillips, WI. Core course content is derived from his trilogy of authored nutrition, lifestyle and healthy eating cookbook's entitled *Eat The Right Foods*, *Cook The Right Foods* and *Shop The Right Foods* (Chef Media & Publishing Group 2008-2011) completed about the same time he finished culinary school in 2011. It was during the culinary program that he began helping several people successfully lose weight based on his books and personal experience of losing 100 pounds. He became frustrated with one 450+ student who he got started on an exercise program that would eat in 5 minutes, 7 times the calories that he burned in an hour and a half of exercise. It was at that point that he realized that you can't outrun your appetite and all the exercise in the world wasn't going to make you lose a pound if you didn't know how to eat right. After interviewing several obese students, he realized that few had any idea of what their personal point of weight-loss was or how they became obese, the relationship of food to calories or even counting calories or any idea of what consisted of a healthy meal and an appropriate number of calories for the meal. As chefs we were learning to kill our future customers by frying in fat, cooking in butter, covering items in cream sauces and serving oversized portions.

From that point on he calculated the calories in Ho-Hos, Ding Dongs, Bags of Chips, Candy Bars and Big Gulp sodas in terms of the calories burned on various exercise equipment for the student. That Super Big Gulp costs you 6 hours on the treadmill, that Ding Dong another 3 hours on the stair master and that grab bag of chips 2 hours on the elliptical. This led to 100 Calorie Exercise burns a key strategy in helping meet daily calories goals. Realizing that there was a total disconnect between food and drinks and each 3500 extra calories resulting in a gain of one pound, Chef Charles started writing articles that would help demystify weight-loss. In what started out as a series of 36 lessons that were to be taught at a local health club that went bankrupt, ending up becoming a full-blown 4 month long course that wouldn't depend on a club, group class or scheduling conflicts. A house sold in Dallas, and a grandmother who broke a hip, opened a chance to be near family and focus for 1 year on writing, producing and editing 80+ instructional video lessons, the 90+ daily articles, 60 = daily tracking forms and worksheets, the website and off-line course books in a variety of formats offered in this program.

The Burn 500 program targets the 1/3 of Americans who are looking to eat even healthier and the other 2/3 that are overweight and should eat better with frank advice about correcting their lifestyle and eating habits. This is a comprehensive program that seeks a 120-day commitment to eat right and seeks that participants spend that hour of "Gym-Time" on education about eating right. Chef Charles has spent countless hours researching 100's of books and publications and formulating a program that targets the 80% of heart disease and diabetes, of which he also suffered, and 40% of cancer that the CDC says could be avoided by simply stopping smoking, beginning an exercise program and eating a healthful diet. The online program comes with all the forms to print out or can be ordered with a forms book so that you have a log of your entire journey for reference. The program is also available by a 6-book set or 3-book/6-DVD compilation for at-home use.

Description

The Burn 500 Program realizes that everyone has different time constraints, cooking abilities, health conditions, weight-loss goals and offerings at their local restaurants and grocery stores. That said, the program focuses on educating the participant to make the best eating decisions from what's available to them, not forcing them to eat expensive prepackaged foods or prepared meals. Core to the program, is daily educational articles or videos about augmenting what you eat week after week to eat more food with fewer calories. Armed with nutrition knowledge, participants learn to take control of what they eat, whether they are formally dining, eating on the go or cooking at home. The program stresses reducing your consumption of red meat and selecting alternative proteins like fish, legumes and soy to make our plate consist of up to 2/3 or more of fruits, vegetables, whole grains and less than 1/3 quality proteins and low-fat or no-fat dairy.

The goal of reaching a personal point of weight-loss or weight gain is fundamental to the programs success. For some this might just be cutting a sugary drink, junk food item or skipping dessert. For others it may take weeks to augment your diet until you naturally

eat the amount of calories that allows you to neither gain nor lose weight. By augmenting your diet we mean substituting, avoiding or replacing innutritious foods with nutritious foods which allow you to quench your hunger by eat more and more food with fewer calories. Once you augment your eating to meet your personal point of weight loss, you will then decide to lose between ½ to 2 pounds per week depending on your commitment level. From this weekly target you will calculate a daily calorie goal. That daily goal can be reached by two proven methods; consuming calories below your point of weight loss or through burning calories from exercise. The only goal of the program then becomes; “Did I meet today’s calorie goal, or not?” If I did, awesome, if I didn’t and still ate under my personal point of weight-loss, I still won. If I ate too many calories I can always make up the difference the next few days by eating better or exercise. If not, it’s ok because no single meal, day or week will define you’re success in this program, it’s the weeks, months and years that will make the difference.

Seven days of a success reducing calories eaten or burned through exercise by 500, equals 3500 calories or 1 pound of weight-loss. This easy to achieve 1 pound per week weight-loss can result in about a 50 pound per year total loss. If it took you 50 years to put on that extra 50 pounds, losing it in one year should be a snap. Armed with this information, 3500 calories equals a pound, the only secret to weight-loss becomes; “Are you gaining that pound or losing that pound?”

While exercise can play an important part of weight-loss maintenance, we do not encourage nor ask people to step up their exercise commitment until later or after the program conclusion. We know that you can’t out run your appetite, so the time spent teaching you to make a split second decisions to choose one food verses another can save you countless hours in the gym. Don’t believe me? Which is faster the time it takes to eat that burger, fry and shake from the drive through or the 9 hours of walking required to burn the 1800 from this innutritious food? This program stresses thinking of food choices, as an exercise commitment. Ask yourself if it’s worth walking an extra 2, 4, 6 or even 9 hours for this high calorie food that’s wrecking havoc on your weight-loss goals.

The benefits of eating healthy have a natural side effect of weight-loss, feeling better and living a life that’s preventive towards chronic diseases tied to eating. The program also utilizes a free Internet based food log and nutrition program that allows you to track all foods you eat and exercise you perform on your computer or for a small fee on your smart phone. As an additional service, food and exercise logs can be accessed by an authorized Burn 500 representative for corporate wellness programs or one-on-one healthy eating consultations.

Each day of the program offers an article and/or video on a topic related to the theme of the week. Each day a weight-loss tip is given, followed by a healthy recipe with a featured super food and its health benefits or claims explained. In the beginning, 100 calorie snacks are identified to show just how few chips, bites of candy or sips of a drink makeup 100 calories. Toward the end, healthy snacks recommendations are made to help maintain proper nutrition between main meals. Finally, any forms, to do lists, external program links or downloadable formulas are available for the day as well as can be

purchases online for a food diary that can be used for future and hindsight reference. The following chart lists the weekly topics and corresponding tracking that is performed to augment your diet.

Think The Right Foods	
1.	Intro to the program
2.	Are you living a healthy lifestyle?
3.	Food and mood. Why do we overeat?
4.	How much should I eat?
Eat the Right Foods	
5.	How to eat in a healthy way?
6.	Breaking bad habits
7.	Diet busters. Food to cut or avoid.
8.	Diet savors. Food to add to your diet.
Cook the Right Foods	
9.	Cooking at home to control what you eat.
10.	Cleansing your house of unhealthy foods
11.	Eating the best quality proteins
12.	Revvng up your metabolism for optimal health
Shop the Right Foods	
13.	Restaurants and their hidden calories
14.	How to shop healthy at grocery stores
15.	Eating to prevent, maintain or reverse chronic disease
16.	Life long success with the Burn 500 program

Tracking

Think The Right Foods			
1.	Fruit/Veg Serv/High calorie Foods	1.	Getting F/V, limit high calorie foods
2.	Track time of day	2.	Freeing up time for exercise/cooking
3.	Track food and mood	3.	Mood tied eating
4.	Identifying stress	4.	Reducing stress in your life.
Eat the Right Foods			
5.	Track portions	5.	Identify variety of eating
6.	Track bad habits	6.	Identify habits to correct
7.	Track calories from sugar & fat	7.	Identify replacement foods
8.	Track fiber & over/under	8.	Identify fiber and goals being meet
Cook the Right Foods			
9.	Track condiment usage	9.	Ways to turn good food bad
10.	Track nest ingredients	10.	Filling house with healthier foods
11.	Track recipe substitutions	11.	Making your recipes healthier
12.	Track revving up your metabolism	12.	Rev metabolism, burn more calories
Shop the Right Foods			
13.	Restaurant menu analysis	13.	Ways to say calories
14.	Substitute foods	14.	Best of grocery products
15.	Chronic disease prevention	15.	Are you living to prevent disease?

16.	Track success/failures	16.	How to succeed.
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Goals of the Program

The stated goals of the Burn 500 program are to help the participant:

- Learn to have a healthy relationship with food
- Learn certain lifestyle changes that are pro health
- Learn to eat a healthy diet wherever you eat
- Learn healthy cooking techniques
- Learn how to pick the most nutritious foods at restaurants or grocery stores
- Learn to incorporate super foods into your meals for chronic disease prevention
- Learn how to create a sensible weight-loss plan for long-term success
- Learn where your personal point of weight-loss is

The healthy eating participant is supported in reaching these goals by a 16-week program available 24-hour, 7-day-a-week website, online/offline e-tools, healthy eating tracking forms or complete course by books/DVD and optional one-on-one consultant support. By achieving these goals, the dieter learns to eat and select healthy foods in appropriate portions and preparation techniques to meet their weight-loss and wellness goals.

Program Objectives

- Educate participants to demystify weight-loss
- Direct participants to eat at or below their personal point of weight loss
- Implement a strategy to return to a normal BMI
- Setup a timeline and plan based on 10% weight-loss goals to lose all the weight-you-want with a final end week date based on a set calories reduction and exercise burn goal of between ½ to 2 pounds per week.
- Incorporate a non-cardio exercise program to go along with any cardio exercises a participant may do.
- Optimize food selections to include certain super foods to reduce the risks of many diet related chronic disease.
- Upon completion of the program, setup a formal plan based on 10% weight-loss goals to lose all the weight you at your desired rate per week.

Benefits

The Burn 500 program is a flexible program that allows participants to set their rate of weight-loss from a range of ½ to 2 pounds per week. Different from other programs that may require costly prepared foods or have highly restrictive diets, each week the Burn 500 program helps you replace high calories foods with low calories foods that you like to eat, allowing you to eat more and more food with fewer calories.

The Burn 500 program may be most helpful for those who have been told by their doctor to, “Watch what they eat” because of symptom(s) leading to a chronic diseases tied to eating poorly or obesity. Our suggestions meet or exceed standards established by the American Heart Association, American Cancer Association, American Diabetes Association and the 2010 Dietary Guidelines for Americans established by the FDA.

Question to ask the doctor

1. Do I have any special dietary needs that need to be addressed?
2. Are there any foods that might affect medications you're taking, especially super food, fruits or vegetables?
3. Are there any special supplement suggestions for your current condition?
4. If you have food allergies, or intolerances, and what foods should be avoided?
5. At what level of intensity can you began an exercise program?

Precautions

Burn 500 is a diet and exercise program that meets the basic nutritional needs of most people. As with all diet and exercise programs, individuals should check with their healthcare provider to make sure the program is suitable for them. Some foods can interfere with medication, so consult your doctor before changing your diet if there are foods which may interfere with drugs being taken.

Risks

The goal of the program is to fall within Federal Guidelines for Americans 2010 with meals, and include, if necessary supplementation to assure participants get their RDA of vitamins and minerals. The greatest risk to this healthy eating program is that people upon the conclusion of the 16-week program they may revert back to their prior lifestyle of poor eating habits, gain lost weight back increasing their potential risks of chronic diseases.

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The Company, Eating Healthy, USA

Obesity and obesity related chronic disease for all practical purposes, will bankrupt America by 2030. Not only will their costs melt down the healthcare systems, but the greater costs may be a loss of productivity in the work force. Being overweight or out-of-shape is currently the biggest problem our military has for finding new recruits. Similarly, health care cost of the obese and their lack of productivity will create a shortage of fit workers as the population becomes over 50% obese by the year 2030. In light of this, Healthy Eating, USA has a multitude of Eat Right products, seminars, and publications that have been developed and tested that will be concurrently released with the Burn 500 program. They are as follows:

Eating Healthy Guide Books. 25 select cities where we offer information on restaurants that offer healthy options based on our criteria with dining coupons and a frequency program. These cities will also be key the first areas we offer the following services as a company offering, out-sourced offering or by franchise. www.EatingHealthyUSA.com

Eat Right Employee Wellness. We offer employers everything from lunch seminars to food service and catering to employee participation programs encouraging healthy lifestyles and eating right. www.EatRightEmployeeWellness.com

Eat Right Vending. Healthy snacks and healthy meals will be dispensed by vending machines to company seeking healthy foods for their employees. Contracts to supply meals and vending are contracted through local commissionaires and restaurant filling orders with propriety recipes. www.EatRightVending.com

Eat Right Delivery. We delivery fruits and vegetables baskets and some healthy staples delivered to a company's door to break room snacks, to be taken home by employees or designed as rewards program for healthy initiatives. We will also expand this to program to select residential customers in areas we expand this franchise to. www.EatRightDelivery.com

Eat Right Super Foods. We have crafted 4 super food formulas of freeze-dried or dehydrated and powderized fruits and vegetables. Formulas for heart healthy, diabetes maintenance, cancer prevention and weight-loss, are based on 2 scoops getting you a days supply of key fruits and vegetables important in reducing your risk of these diet related diseases. These powders can be added to drinks, smoothies or food items. They will be offered online and to select retailers. www.EatRightSuperfoods.com

Eat Right Food Scanner. This software program is a compilation of about 80,000 food UPC codes which can be used to quickly scan items in your pantry, refrigerator or freezer. The program rates the foods scanned based on your diet profile and gives a red, yellow or green light to eat based on the nutritional label data. We are currently completing this database and will offer the program to personal trainers, nutritionist, dietitians and wellness centers once complete. www.EatRightFoodScanner.com

Chef Media & Publish Group. This is our publishing company with 14 current titles focused on providing healthy eating and lifestyle advice. Services include video production for TV or Internet and the publication of cookbooks, ebooks and or ondemand printing. www.ChefMediaPublishingGroup.com

Eating Right is the Cure. This is our 501(c) corporation tha helps distributes child education materials on obesity and offer seminars to help kids fight obesity. www.eatingrightisthecure.com

Demystifying Weight Loss Documentary. Currently about 15 minutes of content is shot for this documentary. Its target audience is schools and the DVD market with the possibly of small screen preview through Mark Cuban and Todd Wagoner's Landmark Theaters, both personal friends. Further content is being shot as partners are selected and more people get into our program. www.WhyCantILoseit.com

TV Pilot Show Productions. We currently have shot pilots for 4 cooking shows, *Perfect Meals, If A Kid Can Cook it...So Can You, World Famous Dish* and *Cooking for Your Health*. These as well as several other in-house produced seminars may be pitched to networks or turned into Internet styled episodes utilizing sponsors/advertisers. www.PerfectMealsTV.com

Chef Charles Michael Tour. We would like to start off 2014 with a tour of Americans 25 fattest cities and offer a week of book signings, cooking classes and culinary events we have developed. We would offer the following classes; Cooking for Heart Health, Cooking for Cancer Prevention, Cooking for Diabetes Managements, Cooking for Obesity. Cooking Healthy for Kids and our Perfect Meals showcase event of the best of a multicourse cultural dinners for flavors around the world. www.ChefCharlesMichael.com