



with Chef Charles Michael

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Live from The Eat Right Studio

What, Who, When, Where, Why & How

What is Burn 500?

The Burn 500™ program is an on or offline course that covers the basics of healthy eating in a step by step process that starts by having readers make a 120 day commitment to eat better. Participants record foods in a weekly food log which is analyzed multiple ways to put better foods in your mouth each week. The program expands on the two proven methods of weight loss: calorie reduction and calorie burn from exercise. In the first month THINK, participants learn principles of weight loss and lifestyle changes necessary to lose weight permanently. The second month EAT covers the basics of a healthy diet and identifies foods that can help or hurt your diet. The third month COOK is about taking control of what you eat by learning healthy cooking techniques that you can use while cooking at home. The final month SHOP takes you outside the home teaching you best of choices at restaurants, supermarkets and selecting foods to reduce your risks of diet related chronic diseases. Even though the program is only 4 months, the participant's weight-loss journey may take several years to complete. All the tools, planning and tracking guides are included to help participants lose as much weight as they want based on losing between ½ to 2 pounds per week and then maintain that weight-loss for the rest of their life.

Who Joins Burn 500?

We target 2 types of people; the 1/3 of Americans who already eat healthy and want to eat even better and the 2/3 of Americans who are overweight or obese and need too. That said an ideal participant is someone wanting to lose weight or become even healthier by further reducing their risks of diet related chronic diseases. While the program targets baby boomer needing to lose weight and reduce risks of heart disease, cancer and diabetes, skyrocketing child obesity makes course content applicable to those much younger. The Burn 500 program may be most helpful for those who have been told by their doctor at any age to, "Watch what they eat" because of a symptom or symptoms leading to a chronic diseases tied to eating poorly or being obese. 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.

When did Burn 500 start?

The Burn 500 Healthy Eating and Weight-Loss Program is a brand new program, created based on Chef Charles Michaels' trilogy of authored books EAT/COOK/SHOP the Right Foods (Chef Media & Publishing Group 2008-2010) and a series of 36 nutrition, fitness and lifestyles articles developed for lunch seminars taught at a private health club. Unfortunately, the health club went in to bankruptcy after the third seminar. The seminars ended up being the catalyst for the program that evolved into 77 video lessons, 83 articles and over 60 forms to track your eating habits based on the topics that hundreds of attendees mention that they were interested in. The program was

developed from 2011 through 2013. It officially went online on November 1, 2013, and book sales started in the spring of 2013.

Where do Burn 500 participants meet?

Everywhere! We offer the Internet based program to anyone with internet access or as a 6-book or 3-book/6-DVD compilation. Once you subscribe to the program you can use yours or our social media links to find people with similar interests in your area. An e-book version should be available in 2014 for tablet users.

Why should you join Burn 500?

Being healthy is more than your body being in shape; it many times means changing your lifestyle and making new priorities in your life. Eating right will not only cause you to feel better and lose weight, but the curative properties of food might even reverse, help maintain or prevent chronic diseases common to those who eat a Western diet. Whether you are obese or not; our focus is to teach you lifestyle changes and eating right, not telling you to diet and exercise like so many others do. If you have lost control of your body, and your eating habits have made you unhappy and unhealthy, then now is the time to embrace the Burn 500 program. If it took you 50 years to gain those 50 pounds, then losing it in a year should be a snap. The programs recommended for those who want:

1. Continued Health
2. Weight Loss
3. Reduced Risk of Cardiovascular Disease
4. Doctor Recommendation
5. Improvement in Appearance sought
6. Those wanting to age a little bit more graceful or longevity

How to Join Burn 500?

1. Go to our website Burn500.com
2. Decide if you want to take the program online or offline.
3. Start immediately on the online course or wait for your course book(s)/DVDs to show up in the mail in 5-10 days time.
4. Potentially, find a person in your area to take the program with or use our social media to connect with others with your same health issues and wellness goals.
5. Sign the 120-day Commitment to eat healthy, over the next 4 months and plan to lose all the weight you want and return to normal.
6. At the end of 4 months put a formal plan together based learned knowledge and personal commitment to lose ½-2 pounds per week, setting 10% goals until you lose all the weight you want.

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