


**Beyond Conspiracy:**

# THE TRUTH

**ABOUT hCG,  
LOW  
CALORIE  
DIETS &  
WEIGHT LOSS**



Knowledge  
is Power: Take  
charge of your  
health and well being  
by learning the facts  
about the latest  
weight loss  
fad

## DON'T LET MYTH, CONSPIRACY & MISINFORMATION SABOTAGE YOUR WEIGHT LOSS EFFORTS

### The Truth About the “Hottest” Weight Loss Fad

-While hCG can play an important supportive role during a weight loss effort, many popular claims made by doctors and clinics offering “hCG weight loss programs” are myths, misunderstandings & outright fraud. Here are some common examples:

- hCG causes the body to release fat from fat cells
- hCG “resets” the metabolism, making weight loss permanent

-hCG causes the body to burn more fat than dieting alone

Most “hCG weight loss programs” utilize a potentially dangerous, out- dated “crash” diet, which certainly results in weight loss. The problem is the resulting weight loss may slow down the body’s metabolism, making any weight loss difficult to maintain. As well as, increasing the likelihood of rebound weight gain and the development of “yo-yo” dieting.

- Don’t overpay for an out-dated, potentially harmful crash diet & claims which can’t be substantiated
- Read the following article outlining the history of hCG use for weight loss & arm yourself with the knowledge needed to make safe, effective decisions

# BEYOND CONSPIRACY

## The Truth About hCG Weight Loss Programs

In 1954 [Dr. A.T. W. Simeons](#) began using low dose injections of Human Chorionic Gonadotropin (hCG) in conjunction with a strict Very Low Calorie Diet (VLCD) in the treatment of overweight and obese patients at his clinic in Rome, Italy. In 1971 Dr. Simeons published the book entitled "[Pounds and Inches](#)". This book was intended to be an explanation of his approach to the treatment of obesity for interested physicians. "[Pounds and Inches](#)" described Dr. Simeons's observations and hypothesis about obesity and the role which low dose hCG injections play in its treatment.

Dr. Simeons's approach gained a certain amount of popularity between 1954 and the mid to late 1970's. At which point scientific studies being conducted began to indicate that hCG had no direct role in causing greater or faster weight loss, than use of a VLCD alone. Studies conducted at this time also failed to support the claim that hCG injections "[reprogramed the hypothalamus](#)" (an area of the brain responsible for many life sustaining functions), thus preventing regain of lost weight. In addition, no significant supporting evidence was found to exist for Dr. Simeons's hypothesis that hCG somehow directly encourages the release of fat from fat cells, or that hCG positively effects the distribution of body fat.

These scientific findings, combined with the increasingly widespread use of low dose hCG injections as a weight loss mediation, prompted the Food and Drug Administration (FDA) to require that hCG manufactures include a statement on the hCG product information which reads "THERE IS NO SUBSTANTIAL EVIDENCE THAT HCG INCREASES WEIGHT LOSS BEYOND THAT RESULTING FROM CALORIC RESTRICTION, THAT IT CAUSES A MORE ATTRACTIVE OR "NORMAL" DISTRIBUTION OF FAT, OR THAT IT DECREASES THE HUNGER AND DISCOMFORT ASSOCIATED WITH CALORIE-RESTRICTIVE DIETS"

Following the addition of this statement to hCG package inserts the use of both hCG injections and the Simeons VLCD protocol for weight loss drastically decreased. The use of low dose hCG injections for weight loss continued in relative obscurity until author and infomercial star Kevin Trudeau released the book "[The Weight Loss Cure They Don't Want You to Know About](#)". In this book Trudeau presents the story that Dr. Simeons's use of low dose hCG injections and VLCD was a miracle cure for obesity which was vigorously suppressed as the result of a conspiracy orchestrated by the FDA. Trudeau cites the FDA mandated hCG package insert as evidence of the grand conspiracy.

Trudeau modified the treatment protocol outlined by Dr. Simeons, to include a combination of fasting, teas, colon

cleanses and herbal supplements, which of course, could be purchased through affiliated sources.

The publication of "[The Weight Loss Cure They Don't Want You to Know About](#)" re-ignited interest in Dr. Simeons' approach to weight loss and seemingly over night a plethora of clinics and doctors offices began offering weight loss programs straight out of 1954. In nearly every instance, these doctors and clinics are utilizing the exact same approach outlined by Dr. Simeons in his 1971 book, despite the fact that nearly every hypothesis proposed failed to demonstrate scientific support. More importantly, the dietary modifications which most if not all the experienced weight loss can be attributed, are severely flawed.

Much has been discovered since 1954 in the fields of nutrition and medicine, and what may have seemed to be a cutting edge approach then cannot be viewed in the same light today. The diet outlined by Dr. Simeons and currently prescribed across the country by doctors and clinics, results in [weight loss largely in the form lean mass](#) (muscle tissue, bone tissue, organ tissue, body fluid, etc). This is detrimental both in terms of long term health and in the ability to maintain weight loss. Since every pound of lean mass lost reduces the body's ability to burn calories, weight loss largely in the form of lean mass has a negative affect on an individuals ability to maintain a weight loss and directly contributes to the phenomenon known as "yo-yo dieting". In addition the out-dated diet encourages the formation of eating habits which will make the maintenance of any weight loss achieved all the more difficult.

Low dose hCG injections can be used as an effective means of support to an individual undertaking a weight loss effort, however the health professionals guiding the program should understand the proper role of low dose hCG injections and more importantly the limitations as to what can be realistically expected from low dose hCG injections in conjunction with diet and lifestyle modifications.

MedShape Weight Loss Clinic, a national leader in weight loss, utilizes programs based on dietary & lifestyle modifications designed to facilitate significant improvements in weight and overall health not only in the short term, but life long. MedShape Weight Loss Clinic has harnessed the supportive benefits which hCG can provide during a weight loss effort, but has also developed strategies & products which can offer support and solutions above & beyond what hCG alone in conjunction with a VLCD can achieve.