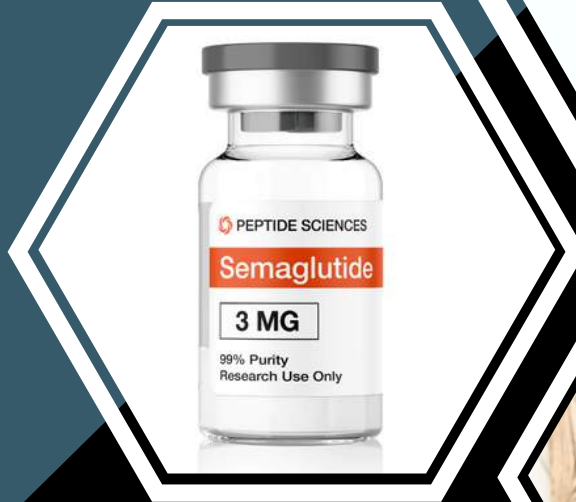


EXECUFIT
TRAINING & NUTRITION COACHING



FREE REPORT

SEMAGLUTIDE

THE GOOD, THE BAD & THE UGLY

The most misunderstood and potentially dangerous peptide that's sweeping the medical weight loss industry!

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Introduction

Thank you for choosing to access my free report on Semaglutide. In today's digital age, navigating through the overwhelming influx of information can be a daunting task. It seems like every day a new "guru" emerges, capturing the spotlight with advice on all kinds of topics. Nowhere is this more prevalent and potentially confusing than in the realm of fitness and wellness. Determining the credibility of self-proclaimed 'experts' can be quite difficult, if not impossible at times. So I thought I should take a moment and provide some insight into my extensive health & fitness experience.

I believe it's essential for you to feel confident in the information I present as being both factual and devoid of any hidden motives or agendas. For starters, let me clarify that I have no financial ties to the sale or usage of semaglutide. I have absolutely no affiliations with any pharmaceutical companies or manufacturers of the Semaglutide peptide. So I really have no reason to try to sway you one way or the other. My goal is simply to educate you and try to counter a lot of the bad information that is circulating around the use of this powerful peptide.



Introduction (con't)

A brief background: I am a seasoned 55-year-old master trainer with over three decades of expertise in the fitness industry. Throughout my career, I've guided hundreds of folks just like you, to achieve the peak of their physical well-being. Around my mid-forties my passion began to shift more into the areas of longevity and hormone / peptide therapy, particularly for older adults, enhancing the impact of proper training and nutrition.

My 30 years in the trenches with all types of clientel as well as my personal fitness journey has culminated in the creation of my H.E.A.T. system (High Efficiency Anabolic Training), a remarkably effective strength training & supplement protocol tailored specifically for busy elite executives.



My wife Nikki and I just opened our first Optimal Health & Vitality health transformation center in May of this year and I'm currently working to finish my first book, "55 Going On 30" which should be available this Fall, 2024. In the meantime, I hope you find this report both informative and invaluable, especially if you are contemplating taking the Semaglutide route in your weight loss journey!

Coach Griff

BODY OPTIMIZATION SPECIALIST

Peptide Basics

Peptides are naturally occurring short chains of amino acids, which are the building blocks of proteins. They play a crucial role in various biological processes within the human body, acting as signaling messengers, regulators, and even structural components. Due to their smaller size compared to proteins, peptides are often able to penetrate cell membranes more easily, allowing them to interact with specific cellular targets and exert diverse physiological effects.



In recent years, peptides have garnered significant attention in the fields of medicine, skincare, and nutrition. Their potential applications range from therapeutic interventions, such as peptide-based drugs for treating diseases, to cosmetic products designed to enhance skin health and appearance.

Peptides can be synthesized and modified to exhibit specific properties, making them a versatile tool for targeted interventions. Peptides such as BPC-157, TB-500, CJC-1295, Ipamorelin, Tesamorelin, and GHK-Cu are already gaining widespread use by trainers, athletes, and even hollywood actors who wish to take advantage of the incredible healing and regenerative properties of peptides.

Peptide Basics (con't)

Many western countries are way ahead of the U.S. with regard to peptides as several countries around Europe are actually starting to prescribe peptides for all types of medical conditions. Thymosin Alpha, for example, shows amazing promise in healing auto-immune disorders and is even being prescribed as adjunctive therapy to chemotherapy and radiation in cancer patients.



As for the commercial success of peptides in the U.S. medical mainstream, probably the greatest advances in peptide research, excluding Semaglutide, revolve around the longevity, anti-aging community. With the rise in popularity of medical / longevity spa's the spotlight on peptide therapy continues to shine bright and hopefully leads to more and more mainstream popularity. I myself have been using and experimenting with several peptides for over 2 years now with incredibly impressive results! I have also seen amazing results with many of my clients who are using peptides as part of my total body optimization coaching program.

Semaglutide: The Good

In the ever-evolving landscape of health and wellness, a groundbreaking peptide has taken center stage, changing the game for those on a quest to shed excess pounds. Enter Semaglutide, a once-weekly injectable peptide initially developed for the management of type 2 diabetes. Little did the scientific community know that this peptide held the key to a revolutionary approach to weight management.

Semaglutide belongs to a class of drugs known as glucagon-like peptide-1 (GLP-1) receptor agonists. It works by mimicking the effects of natural GLP-1, a hormone that regulates blood sugar levels, but its weight-loss benefits were soon discovered as a pleasant side effect. As patients using Semaglutide reported significant reductions in body weight, researchers and clinicians began to explore its potential in the realm of obesity treatment.

It turns out that in addition to helping regulate blood sugar it also works as a Ghrelin receptor agonist. Ghrelin is also known as the “hunger hormone” since its release is what sends a signal to our brains that we are full. So in effect, another way it leads to weight loss is by tricking our brains into thinking we are full before we truly are which obviously leads to a decrease in daily calorie intake.

Semaglutide: The Good

The turning point came when the FDA approved semaglutide for weight loss in June of 2021 after previously only being approved for diabetes (in the form of Ozempic.) This new approval was followed quickly by the introduction of Wegovy, a big-pharma version of Semaglutide that is specifically marketed for “weight loss.” Wegovy, with its catchy name and sleek marketing, quickly gained popularity as the go-to solution for those struggling with obesity. Its once-weekly dosing schedule made it a more convenient and appealing choice for individuals looking to embark on a weight loss journey without the burden of daily injections. Could this be the magic bullet for weight loss the majority of a grossly overweight population are endlessly searching for? The popularity of Semaglutide and Wegovy appears to be not just a trend but more like a paradigm shift in the way big pharma and its army of loyal, professional script writers, are now addressing the global obesity epidemic.

As with any medical “breakthrough” treatment, it's essential to approach these developments with a critical mind and consult with a “qualified” healthcare professional that is very knowledgeable about peptides specifically. This can be easier said than done however. While Wegovy and Semaglutide show immense promise, with users reporting weight loss of between 20-35 lbs in as little as a month, individual responses may vary, and this type of treatment is not the best choice for everyone.

Semaglutide: The Good

If you are less than 20 lbs over your ideal weight, for instance, you probably should not even consider Semaglutide but instead choose a holistic approach to weight management, including a whole food, animal based diet made up of 5-6 small, high protein meals a day combined with 45 minutes to one hour of strength training a minimum of 3 times a week. Unfortunately, far too many medical providers see only massive dollar signs around this amazing peptide and they are often ill-equipped to provide the necessary dietary advice that should be mandatory before ever prescribing this powerful drug! This is precisely why I decided I needed to write this IMPORTANT report, and give it away for FREE!

Most practitioners prescribing GLP-1 agonists don't even test a patient's body fat before, during or after treatment. This should be mandatory as it is the only feasible way to know what % of weight lost is from muscle and how much is from fat. As you will soon see, this measurement is a critical peice of data to avoid "The Ugly" that will no doubt leave tens of thousands of users with major long term, often debilitating symptoms of metabolic syndrome within a short time after stopping the therapy.

Semaglutide: The Bad

So the obvious “bad” is that there are definitely some uncomfortable side effects with this type of peptide. While the side effects are mostly dose dependent, achieving an effective dose does require a sufficient enough dose that most users will experience intense nausea. While this seems to come and go in waves, it can be mitigated somewhat with some basic anti-nausea medications such as Pepto-Bismol or by eating small amounts of a very bland food to help coat the stomach when the waves hit. I usually opt for an apple & cinnamon rice cake. They really seem to do the trick for me. While all folks are going to respond differently with regard to nausea, it is a safe bet that you will have to deal with it on some level if you choose to use this peptide.

Most doctors prescribing this medicine have never even taken it themselves, how could they provide an experienced, educated description of what to expect when taking it? I don't recommend ANYTHING to my elite coaching clients that I haven't tried myself! I can tell you, the nausea AIN'T NO JOKE people! It's very short lived and comes in waves when it hits but it can really make most people develop a “love / hate” type relationship with the therapy. Even though you only need one injection per week, you can expect the waves of nausea to keep coming and going everyday until the user comes completely off the medication.

Semaglutide: The Bad

Another unwanted side effect that most people will experience is the awful acid reflux that often seems to come with the use of Semaglutide therapy. This is in part because of how the medication works by slowing digestion and thus leading to a constant feeling of being overly full. At times it actually feels as if your food wants to start coming back up. I know....not too appealing is it? Well if you want to take this path then you'd better get used to it!

The other reason for this is that most folks are not eating the right way in the first place so acid reflux tends to rear its ugly head, even if the user didn't have a problem with it before. While I do not typically like to recommend the use of antacid products like Nexium or Prilosec, most folks will find it helpful to include a regular daily antacid just for the duration of treatment to help mitigate this side effect if it presents itself.

As with any medical "breakthrough" treatment, it's essential to approach these developments with a critical mind and consult with a "qualified" healthcare professional that is very knowledgeable about peptides specifically. This can be easier said than done however. While Wegovy and Semaglutide show immense promise, with users reporting weight loss of between 20-35 lbs in as little as a month, individual responses may vary, and this type of treatment is not the best choice for everyone.

Semaglutide: The Bad

If you are less than 20 lbs over your ideal weight, for instance, you probably should not even consider Semaglutide but instead choose a holistic approach to weight management, including a whole food diet of 5-6 small meals a day combined with one hour of strength training a minimum of 3 times a week.

Unfortunately, far too many medical providers only see massive dollar signs around this amazing peptide and they are often ill-equipped to provide the necessary dietary advice that should be mandatory before ever prescribing this powerful drug! They are actually incentivised to put everyone on the drug who wants it, which is precisely why I decided I needed to write this IMPORTANT report, and give it away for FREE!

This next section is the most important thing you need to know before starting Semaglutide treatment! It can literally make the difference between losing body fat and gaining control over your health or losing too much muscle causing permemant damage to your metabolism. Now let's take a look at THE UGLY!!

Semaglutide: The Ugly

So as if the acute side effects during use weren't enough to make you think twice about trying Semaglutide, let me tell you the dark ugly secret that is actually far worse, potentially, than those other side effects. You may have heard from one of these so-called health guru's online that once you start semaglutide you are stuck using it for the rest of your life. This is completely false! However, there is a sliver of truth mixed within the "intent" of that statement. You see, the single biggest danger to improper Semaglutide use is the loss of muscle.

That is the **ULTIMATE SIN** but more on that in a second, however this is why I say there is a sliver of truth to those saying you have to stay on it forever. Our lean muscle is the single most important organ in our body and in fact, it's the sole determining factor of our resting metabolism. In other words...how many calories you burn when you are sitting on the couch watching Netflix is determined by how much muscle you have.

Now since we are fighting the natural process of muscle loss anyway, (about 10-15 lbs. per decade after the age of 30) it is paramount that when losing weight at a fairly rapid pace we do not sacrifice lean muscle in the process! This is why so many people will just regain the weight they lost (and then some) as soon as they stop taking semaglutide. The problem however, isn't this remarkable peptide! The problem is that without proper nutritional guidance from a qualified fat loss specialist, a person will lose between 40-60% of their total weight loss from lean muscle! You read that right...up to 60% of weight lost is LEAN MUSCLE!

Semaglutide: The Ugly

So unless you want to ruin your resting metabolism by staying in a catabolic muscle wasting state while using Semaglutide, you absolutely MUST make sure you are eating enough quality protein divided into 5-6 small meals a day. Using protein supplements was my saving grace when I experimented with Semaglutide. I just didn't want to eat much solid food and the thought of eating 6 x a day was no longer appealing, to say the least!

The very nature of how this medication works causes the user to have no appetite and have a constant feeling of fullness so you can understand how most people will lose such a dramatic amount of weight so rapidly. The problem is they end up starving their bodies of essential amino acids from protein that our bodies need to function. This leads to being in a constantly catabolic state in which the body cannibalizes its own muscle mass to get the amino's it needs. Sounds pretty severe right? Well it should because it is severely impacting your long term health if this happens!

This is undoubtedly the biggest problem regarding the widespread use of semaglutide, the thousands of medical professionals that are prescribing this to anyone and everyone without the first clue on how to counsel their patients on the needed dietary protocol that will help them preserve their precious muscle mass. Not only are most doctors prescribing this medication utterly clueless on how to eat optimally but they don't even bother to warn the patient of the almost inevitable significant lean muscle loss and the permanent damage that could cause to their longterm metabolic health.

Semaglutide: Dosing

It's important to use these medications exactly as prescribed by your medical provider. Injections are typically administered subcutaneously (under the skin) in the abdomen, thigh, shoulder or upper gluteous area. Because peptides are water based it only requires a very small insulin type needle so there is typically little to no site injection pain. I personally have found that intermuscular injections work just as well (possibly quicker) and I find them to be even less painful injections when put directly into muscle. Additional anecdotal evidence provided by several of my clients would suggest this is a personal preference and really has no bearing on effectiveness of the medication.

- The recommended starting dose for weight loss is 0.25 mg once a week for four weeks.
- After the initial four weeks, the dose is increased to 0.5 mg once a week for an additional four weeks.
- If further weight loss is desired and the patient tolerates the 0.5 mg dose, your healthcare provider may increase the dose by 0.25 mg every 4 weeks with the maximum recommended dose being 1 mg per week.

Ok, now that the official dosing guidelines are out of the way, let me point out a few things that you should consider before consulting with a peptide specialist. Keep in mind, by “peptide specialist” I am ruling out probably as much as 90% of general physicians. They are completely clueless in most cases. In fact, chances are that you are already more knowledgeable about using Semaglutide safely and effectively than your family doctor just for having read my report this far!

Semaglutide: Dosing

One more thing you need to consider before discussing with a doctor is the financial motivations that exist with this type of therapy. Unlike most prescription medicines, Semaglutide is charged by the dose with your medical provider making a large percentage of the profit. This obviously incentivizes less than scrupulous physicians to increase dosing with every client the same way, in order to maximize profits. In fact, medical spa's are popping up all over the country, seemingly overnight, just trying to capitalize on this massive wave of popularity we are seeing with Semaglutide as a weight loss "magic bullet."

Similar to Botox type injections, you can expect to be charged based on the amount of product you are using. The problem with this is that everyone will adapt to the therapy differently and in my experience, some people will not need to increase to a full dose of 1 mg a week.



The increase in the nasty side effects and additional cost involved, in some cases, is completely unnecessary. I always counsel my clients to use the smallest effective dose that achieves an average weight loss of 1.5-2 lbs per week. Losing any more than that means you are starting to cannibalize precious muscle tissue, **THE ULTIMATE SIN!**

Summary:

Here is my summary broken down into bullet points for you as a quick reference guide:

- Semaglutide is a naturally occurring peptide made up of a string of amino acids. It works very well to reduce appetite and regulate blood sugar levels leading to significant weight loss in most users.
- It is administered once a week via intermuscular or subcutaneous injection using a tiny insulin needle.
- It's two unavoidable side effects are waves of nausea and acid reflux. Both are fairly easy to manage and tolerate with some simple over the counter remedies.
- The only known long term side effect is muscle wasting which is completely avoidable with moderate strength training along with adequate protein intake. Losing muscle is THE ULTIMATE SIN since it lowers your resting metabolism leading to rebound weight gain, and longterm metabolic dysfunction, among other things. Sadly, this all too often result is usually ignored by prescribers.
- It can be very costly and is not yet covered by many insurance companies for weight loss. Doctors are incentivized to prescribe a higher dose than what might be in the patient's best interest since they often charge based on dosing.
- Most family doctors still don't know very much about peptides so it can be challenging to find a well qualified practitioner who has done their research and offers sensible dietary support during treatment.
- It works best in folks with substantial weight to lose, at least 20 lbs or more in my opinion. It is not ideal for everyone.

Summary:

So to sum it all up, Semaglutide definitely is a game changer in the weight loss arena but as with any medication, it is not for everyone and definitely has it's share of negative attributes. **If it is used correctly** and combined with a quality eating schedule that includes adequate protein, it can radically change lives for the better with no apperant long term side effects. **UNLESS**...you disregard this report and end up starving yourself in an effort to lose a lot of weight in a very short period of time. Hopefully by now however, I've given you enough info that if you do choose this route to help you lose weight, you will heed my advice and avoid the worst and most damaging side effect of _____

(Fill in the blank)

If you answered “losing muscle mass” (muscle wasting, losing lean muscle, lowering resting metabolism, are all exceptable) You would be correct! **CONGRATULATIONS!!**

You get an A+ for paying attention!



But more importantly you are now armed with the knowledge you'll need to make a better, more informed decision on whether or not Semaglutide is right for you!

Semaglutide: Coaching

CONTACT ME

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 [Execufit Coaching](http://www.ExecufitCoaching.com)

I am not able to give you medical advice but if you decide you want to take this route and have a medical practitioner who is willing to prescribe Semaglutide, I'm now offering a Semaglutide coaching and management solution for anyone using the drug who is interested in maximizing the benefits of using this medication while being certain to minimize the side effects and potentially life changing, long term hazards associated with it.

I decided to write this report this because I honestly want to make a difference and I hate seeing so many people making the same mistakes with this powerful peptide. Whether you are interested in any of my coaching programs or not, I hope to hear from you even if its just a quick note letting me know if you got great value from this report so I can get an idea if I should do more like this in the future. I wish you all the best in your fitness quest.

I will always be here to help if I can!

Coach Griff
BODY OPTIMIZATION SPECIALIST