

## Laurel Beatty

Laurel began her focus in the medical industry in 2001, building and selling software to medical clinics. After selling that company in 2005 Laurel and her husband, Mike, purchased and operated the largest integrative medical clinic in the state of Florida. Dr. John DeCosmo was, and is, their Medical Director.

Dr. DeCosmo had a weight loss program that utilized low carbohydrate, low glycemic index foods along with eating a proper amount of protein. This continued to prove very difficult to get quick and lasting results so Laurel located a protein product that had several basic flavors of protein food supplements. She took control of the supplements and weight control departments for the clinic and hasn't looked back.



In 2006, the Beattys brought a popular ketonic body program into their medical clinic. Laurel was the test subject to participate in the program and lost 20 pounds in 60 days, and kept it off... (See her testimonial). In that same year, Laurel worked with a team of other consultants to bring a new protein product line into the United States including the development of their sales force. Laurel was instrumental in developing weight control collateral materials from the dieter level to the coach level to the clinic level.

From 2006 to 2012 she attended and spoke at trade shows, conventions and many educational seminars. She also trained weight control clinics. She wrote coaching/training manuals for her clinics and coaches. She is almost always available to answer questions. She built strong personal relationships with her customers. Being part of changing people's lives and hearing about them getting off medications and leading a better quality of life is always so rewarding.

In January 2013, Laurel and her husband used their experience and knowledge to launch their own product line under the name of their national weight control company, ITG Diet, which Mike has owned and operated since 2008. Going directly to manufacturers with ITG Diet to develop a better product line was the best route to continue to help their current dieters on their weight loss journey.

Building on Dr. DeCosmo's weight loss plans the program now utilizes ITG protein foods along with customized supplements for a simpler 3 Step Weight Loss Plan. Dieters enjoy the new variety of products and find the new program easy to follow. It is very satisfying to be able to continue to help improve people's health and quality of life.