



INE | INSTITUTE OF
NUTRITIONAL
ENDOCRINOLOGY



Solving Complex Client Health Challenges That Most MDs Can't Solve

Dr. Ritamarie Loscalzo



The Best Way to Double Your Practice: Discover the Key to Unlocking Even the Most Difficult Client Cases



The Top 4 Skills You Need to Get Results with Complex Cases

1. Superior interviewing skills – knowing what to ask and how to ask
2. Excellent understanding of the “**inner workings**” of the body
3. Functional assessment tools
4. A complete holistic toolbox





October 10 – 12, 2014

Austin, Texas

a 3-Day Transformational Workshop

www.SHINEConferenceEvent.com





This Unique Live Event Is For:

- ✓ **Nutrition** coaches
- ✓ **Institute for Integrative Nutrition (IIN) grads** looking to go deeper
- ✓ **Naturopaths** who want an organized proven system for assessing and managing their clients
- ✓ **Chiropractors, MD's, and Nurse Practitioners** expanding into the functional medicine/functional nutrition realm
- ✓ **Health coaches** of all varieties
- ✓ **Fitness personal trainers** and coaches
- ✓ **Dietitians and nutritionists**
- ✓ **Acupuncturists**
- ✓ **Massage therapists**
- ✓ Anyone who **aspires to a career in the health field**
- ✓ Extremely serious **self-taught health enthusiasts**

[**www.SHINELive2014.com**](http://www.SHINELive2014.com)





SHINE Is For You IF:

- ✓ You are passionate about being the best practitioner you can be
- ✓ You feel intimidated by the challenging cases
- ✓ You want to grow your practice by getting great results
- ✓ You love to learn and grow
- ✓ You learn by doing
- ✓ You feel inspired when surrounded by like minded health practitioners



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Day 1: Demystify

- ✓ Overview of nutritional endocrinology and the interconnections between hormones and body systems
- ✓ Clinical presentation of imbalances in the HPAT Axis
- ✓ Biochemistry and physiology of the HPAT Axis
- ✓ Adrenal fatigue and the epidemic of stress-related illness
- ✓ The inner workings of the thyroid and the role of digestion, stress, and the immune system as a cause of thyroid imbalances



Day 2: Decipher

- ✓ Functional Assessments for HPAT
- ✓ Sleuth history taking
- ✓ Functional exams that can be done long distance
 - Home testing
 - Blood testing
 - Specialty labs
 - Genetic testing
 - Practical, hands-on testing
- ✓ Case studies



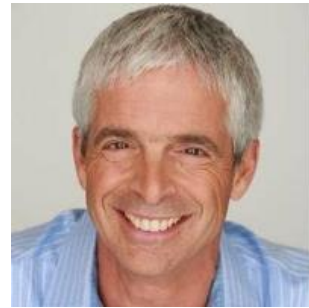
Day 3: Determine

- ✓ Diet and lifestyle factors that contribute to HPAT Axis imbalance
- ✓ Herbs that support HPAT axis balance
- ✓ How to put together effective protocols for restoring energy and well-being using HPAT Axis strategies
- ✓ The role of a gluten-free diet in managing HPAT Axis
- ✓ The role of exercise in HPAT Axis imbalance
- ✓ Tools for balancing mental and emotional factors in regards to HPAT Axis imbalance
- ✓ Herbs and elixirs for HPAT hormone balance
- ✓ Kitchen wisdom for hormone balance
- ✓ Hormone balancing nutrient protocols
- ✓ Creating community education and programs that balance the HPAT Axis
- ✓ Getting known for your expertise in this complex and highly in-demand area



Transformational Speakers

- ✓ **Speaker #1:** *The Impact of Gluten on Thyroid Function* with **Tom O'Bryan, DC, CCN, DACBN**
- ✓ **Speaker #2:** *The Neuroendocrine Connections to Food as Medicine* with **Dr. Deanna Minich, PhD, FACN, CNS**
- ✓ **Speaker #3:** *The Zen to Wellness – Healing the Adrenals Through the Asian Self-Care Practices of Acupressure, Pranayama (Breathing), Meditation, Tai Chi / Chi Gong and Tonic Herbs* with **David Weinthal, DOM, Lac**
- ✓ **Speaker #4:** *The Hazards of Personal Care and Cleaning Products* with **Donna Kasuska, BSCHE, Chemical Engineering**

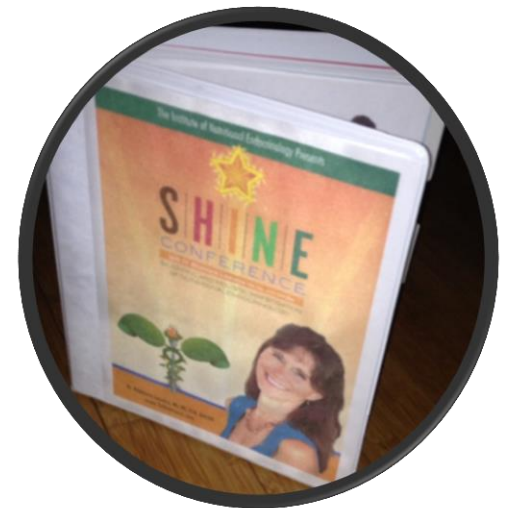


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What You're Gonna Get

- ✓ A hormone balancing toolkit binder
- ✓ Step-by-step hormone assessment protocols
- ✓ Checklists of protocols for quick patient plans
- ✓ Unique thyroid balancing charts
- ✓ Step-by-step adrenal balancing protocols
- ✓ Comprehensive list of specialty labs all in one place
- ✓ Done-for-you recipes and meal plans to personalize for your clients
- ✓ In-office and at-home testing demos



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What You're Gonna Get As a VIP

- ✓ Enjoy gourmet, plant-based, organic, whole food meals and stay nourished throughout the event
 - Breakfast – All 3 days
 - Lunch – All 3 days
 - Friday night buffet dinner
- ✓ A special VIP support package “Goodie Bag”
- ✓ Pre- and Post-Conference online seminars and support



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An Investment in Your Success

Regular price conference only is \$1297	Conference-Only Ticket  <i>Add to Cart!</i>  <u>\$397</u>	VIP + Conference Ticket  VIP <i>Add to Cart!</i>  <u>\$597</u>
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- ✓ VIP includes a BONUS 70-page Home Assessments Handbook (digital)

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VIP Quick Action Bonuses

Expires midnight August 31st, 2014

✓ SHINE Conference: January 2014

Digital Videos and
Handouts (Value \$497)



✓ Done-For-You Client Education Tool

PowerPoint Presentation On Blood Sugar Balance
with Transcript (Value \$197)

TOTAL Value: \$694

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VIP Quick Action Bonuses

First 15 to Register

✓ Kitchen and Pantry Makeover Course

Video Collection (Value \$197)

✓ Spring into Vitality LIVE Event 2015

Free Ticket for You and a Guest
(Value \$997)

✓ Eating for Hormone Health

Raw Food University Video (Value \$27)

TOTAL Value: \$1221

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S.H.I.N.E. CONFERENCE FEATURES	Conference Only	Conference plus VIP Package
A hormone balancing toolkit binder	✓	✓
Step-by-step hormone assessment protocols	✓	✓
Checklists of protocols for quick patient plans	✓	✓
Unique thyroid balancing charts	✓	✓
Step-by-step adrenal balancing protocols	✓	✓
Comprehensive list of specialty labs all in one place	✓	✓
Done-for-you recipes and meal plans to personalize for your clients	✓	✓
In-office and at-home testing demos	✓	✓
VIP goodie bag		✓
Gourmet breakfast – all 3 days		✓
Lunch – all 3 days		✓
Friday night buffet dinner		✓
<i>Prepare for Success</i> Pre-conference teleseminar		✓
<i>Get Results Right Away</i> Post-conference teleseminar		✓
<i>Assess Your Own Body Chemistry: Home Testing Handbook</i> e-book		✓



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- ✓ Quick Action Bonuses of up to \$1415

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Which Will You Choose?

The Hard Way (Alone)

- ✓ Keep learning and struggling to master complex cases on your own
- ✓ Create your own protocols and checklists
- ✓ Waste precious time and money

The Easy Way (with HELP)

- ✓ Learn the “Cliff Notes” version of my 23 years of clinical experience
- ✓ Use tried and true checklists, assessments, and protocols
- ✓ Get results, get referrals, and double your practice fast

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