

5TH EUROPEAN LIFESTYLE MEDICINE CONGRESS

Life is about water and medicine



BALANCING BEHAVIOUR EXPERIENCES OF THE DEVELOPMENT AND APPLICATION OF THE MINDiet PROGRAM IN HUNGARY

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CONFERENCE HANDOUT

NOVEMBER
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BUDAPEST
HUNGARY



Dear Chair, dear Colleagues, welcome!

Come with me to a journey through time and space that started 10 years ago for me with a rollercoaster-like trip to ICU that almost came out at the cost of my Grandfather's life.

After a quick fix to his heart at 70, he dropped 25 kgs in 6 months, and as he improved, I – a career shifting management consultant, a first grade psychologist – realised that the fine line between fat or fit is just the matter of mindset.

You, dear Colleagues, may see me now as the founder of MINDiet, but actually MINDiet found me, and I've had a life before that.

I'm coming from a culture - management consultancy – where you are only as successful as your last quarter (and sometimes just as the last project), and that's how my clients demanded to fix their lives after we've fixed their organisations.

“You are the psychologist, do something”, they've said.

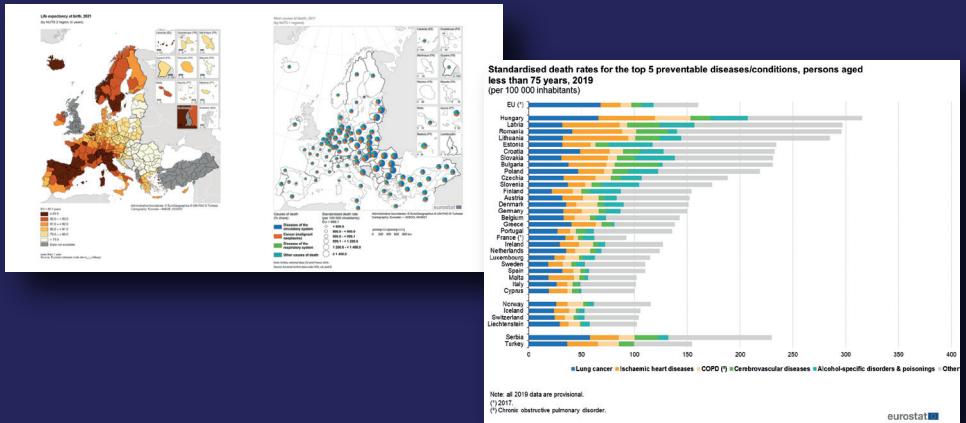
One in particular asked for “to do something now with the porker” looking back at him in the mirror every morning. As another example of how important it is to distinguish between self-acceptance and the promotion of excess weight that stems severe but mostly reversible medical conditions, he was the victim of mainstream media, the indoctrination of false body positivity – until up to the point it started causing him bedtime troubles. The half-six types.

Applying performance psychology and behavioural medicine together in the NLPt framework with clients struggling with their looks paved the way for holistic prevention and illness reversal for us in the past 10 years.



Hungary - a highly individualistic, atomised and material society - was the unfortunate, but proper backdrop to develop MINDiet between 2014-2017, and to perfect our workflows before entering the market last year.

In Hungary, we are not just famous for the forced expatriation of our scientist who later are awarded with the Nobel-price in their exile, but graphs like this, too. You are all familiar with these illustrations, but please note that Hungary - before Covid - topped the chart of preventable death rates in Europe.



The world of work also takes it's toll on the population, resulting half of the adults living with one or more chronic illnesses or already dead by the age of 65 – the current threshold for retirement here.

Wellbeing programs, which are the employer branding distractions in the hands of HR departments, offering \$3/person jumparound applications and fruit days, cannot and will not turn the tide for sure.

You all know this, however it important to state that there is no light version for health development. Health development is either successful or just a waste of time, it either delivers holistic health improvement or does nothing, but harm.

The pandemic, dear Colleagues, arrived to worsen the already critical tendencies.



During and after Covid, with the rise of mental and behavioural disorders – eg. PTSD, depression, anxiety, panic – and the decay of cognitive flexibility and affective balance, worldwide data indicates near-future increase of somatic decay at an unprecedented scale – unless coping mechanisms and lifestyle choices improve quicker – and we are about to experience an overload on our already overwhelmed healthcare systems.

Dear Colleagues, not the doctors are few, but the patients are many.

We have to admit that we already have far more patients than we can serve well without risking or sacrificing our own wellbeing. Sadly, most of the patients are at least partly responsible for their own medical condition, exacerbating their illnesses by persisting in unhealthy habits even after being prescribed maintenance medication. It is evident that they should work more on their own health and prevent their own illbeing, however they will not be able to heal themselves without evidence based expert advice.



To our best knowledge, behavioural medicine represents the last resort to prevent – or reverse the need of – medical treatment, is the only option to manage such epidemic, as the post-covid era increased allostatic load and the demand for prevention and treatment effectiveness.

Unfortunately our practical experience also approves that non-directive processes – coaching and even therapy – are insufficient on the long run without the proper directive approach and care MINDiet provides.



The general public's overall wellbeing tendencies are now also explored by our own survey, as our history approves our healthy scepticism towards pathologic results sponsored by Big Pharma and Big Food in the fields related to lifestyle.

Hopefully we are not alone, but definitely ahead of our times.

Based on our survey conducted in person during public events on an open invite basis, 2 out of 5 respondents are overweight, 1 out of 5 has hypertension, of which 1 out of 4 are not even medicated. 1 out of 5 never sleeps through a night, the rest sleeps through only 4 nights on average per week. 1 out of 5 is feeling tensed every day. 2 out of 5 never walks an hour per day.

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Clients' Problem

- Biased/**misinformed**/unaware/negligent
- Good at hiding illness (from self and **others**)
- Easily **adapts** to discomfort
- Blind to/**understates** early signs of disease
- Sees/finds/accesses experts too late**

MINDiet Survey 2023

- 20% never sleeps through the night
- 34% never walks an hour daily
- 20% sits for more than 6 hrs daily
- 20% never knows their food source (always eats out)
- 26% feeling tensed every day

MINDiet's Solution

- Research, science communication and edutainment
- Detailed baseline assessment and **360° anamnesis**
- Research based **triage** system
- Personal health and rejuvenation **strategy**
- Real time monitoring (~100 factors) and **diagnostics** (within and between clients)
- >80% **success** rate with 'on the job' therapeutic design
- Long term **care and attention**
- Session-to-session in person **interview**
- Team-level weekly **progress analysis/ knowledge management**
- Scientific Advisory Board**

MINDiet

Talking to the subjects in person revealed how biased, misinformed – many thanks to industry experts quoted/paid by corporate marketers – and unaware about the laws of physiology in general. Additionally, our bodies and we are great at hiding illness from self and others, while we are blind to signs of illness, and understate symptoms.

In life sciences nothing ever stagnates, but in a constant progress either towards health or decay. It is black – with all its shades – or white. In other words, as a medical provider, you are either the part of the problem, or the solution.



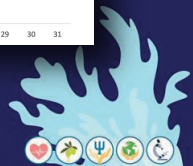
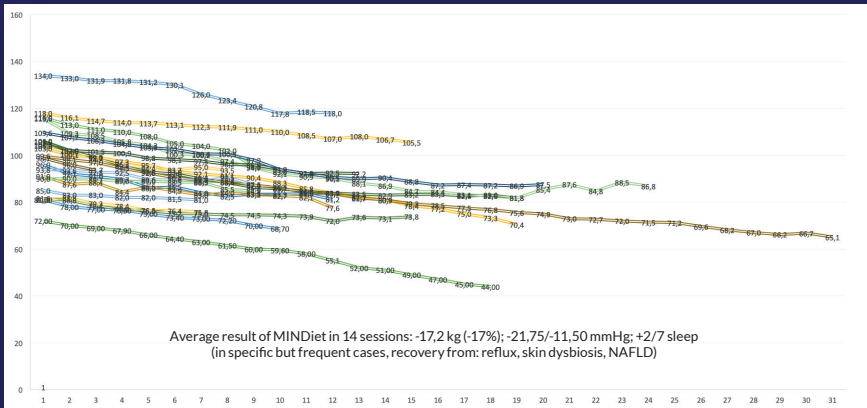
Our solution at MINDiet addresses most, if not all, of these problems in a holistic, causal intervention framework, and we measure success in objective medical data.

Contrary to symptomatic treatments, we offer evidence based solution from research, academic seminars and edutainment through targeted “on-the-job” intervention development and application, long term mental care and medical attention.

Session-to-session intervision and team-level case progress analysis with knowledge management lead by our scientific advisory board assures state-of-the-art service quality at MINDiet.

Over the years we have managed to double our effectiveness, resulting an above 80% success ratio, and we have seen beautiful results within only 14 MINDiet sessions on average in

- **weight management**, -7-39 % with an average of -17% (and it is natural),
- **sleeping disorder** with an average of 2 nights/week improvement resulting most nights slept through on a weekly basis, and where applicable,
- recoveries from **nonalcoholic fatty liver disease (NAFLSD)**
- moderation of **substance abuse** (alcohol, nicotine...)
- recoveries from **reflux**,
- **hypertension** with an average drop of 21/11 mmHg,
- **skin dysbiosis** and
- **erectile dysfunction**.



It was a long journey from the first clients – one with Hashimoto, who still keeps weight and health in check in the 9th year follow up – to the past 20 as of today for MINDiet.

Worth to mention MINDiet’s rejuvenation ability as body composition reflects precisely on the risk of All Cause Mortality: our client’s biological age was reversed by 21 years just after 8 MINDiet sessions, resulting a 13 years younger-than-chronological body.

C2 (M,60) SESSION	1.	4.	6.	8.	10.	Δ
BODY MASS (Kg)	80,6	76,6	73,4	72,2	68,7	-11,9 Kg
M. AGE (years)	68	62	55	47	47	-21 yrs

A typical case of Metabolic Age improvement with the MINDiet Program

MINDiet’s before-after image speaks for itself. Those are not vitamins, dear Colleagues.

Anamnesis (F, 52)

- Obesity (115,6 kg)
- Stage 2 Hypertension (med)
- Low quality sleep (med)
- High cholesterol (med)
- Physical difficulty
- Daily discomfort

C10

- Corvalolcor 160 mg/50 mg 1x1
- B. Thyrostat 100mg 1x1
- Tallonin 12,5 mg 2x1
- Merformin 1000 mg 2x1
- Amelodipin 5 mg 1x1
- Traxentan 1 mg 2x1
- Roxera 30 mg 1x1
- Fibrilat 0,25 mg 1x1
- Aspirin Protect 1x1

Results (13 months)

- Excess weight (84,8 kg)
- Normotension (med.)**
- Good quality sleep
- Hypothyroidism (med)
- Normal cholesterol**
- Regular physical activity
- Balance energy, flexibility
- Open-minded, curious, creative

- Valsartan Sandoz 80 mg 1x0,5
- L. Thyrostat 50mg 1x1
- Xigbato 5 mg/1000 mg 1x1
- Roxera 10 mg 1x1

The middle-aged female client of my colleague, Emese, arrived in severe but mostly reversible medical condition to the MINDiet Program. Dropping 30 kgs (-29%), normalising blood pressure and cholesterol, improving sleep and overall quality of life concluded in ‘I love myself better than ever’, a statement she never thought would ever say. This result alone serves as evidence why our 2 year long rigorous internal training program worth every day, but you need to be a psychologist or an MD to become one of us at MINDiet.





Anamnesis (M, 50)

Obesity (133 kg)
 Type 2 Diabetes (137/12 units of Insulin)
 Stage 2 hypertension (med.)
 Low quality sleeping, apnoe
 6 types of medications
 Helplessness

Results (6 months)

Overweight (118 kg)
 Type 2 Diabetes (56/4-6 units of Insulin)
 Normotension (med.)
 Improved sleeping
 Increased energy level
 Decreased hunger
 Reduced doses and types (4) of meds.



Anamnesis (M, 35)

Overweight (82.7 kg)
 Stage 2 hypertension (med.)
 Overcontrolling
 Mild symptoms of burnout
 Short term goals only
 Inmoderateness, Snacking

Results (3 months)

Normal weight (83.7 kg)
 Normotension
 Finds challenges in his job
 Intentions and strategy
 Moderated behavior
 Balanced eating
 'Able to let things go'



Anamnesis (M, 45)

Excess weight (81.5 kg)
 Unhealthy eating habits
 Uncertainty, indecision
 Hesitation, lack of confidence
 Deteriorating physique
 Workplace stress

Results (9 months)

Normal weight (73.1 kg)
 Healthy eating habits
 Firmness, satisfaction, strenght
 Self-confidence, strategy, plans
 Daily sports, running weekly
 Improved consciousness
 Successful professional life
 'I do my job and achieve success'



Anamnesis (M, 55)

Overweight (96.7-99 kg)
 Stage 2 hypertension (160/100, no med.)
 High cholesterol
 Problems with his gastric system
 'You have to understand, I could never live without bread'

Results (1 month)

Reduced weight (93.7 kg)
 Elevated blood pressure (124/87, no med.)
 No stomach-ache in weeks
 'After one week I see results, without restriction'



Anamnesis (M, 55)

Overweight (109.6 kg)
 Type 2 Diabetes (med.)
 Stage 2 hypertension (125/80, med.)
 High cholesterol
 Poor sleep (3-4/7)
 'I'm full of misery, I've woven my life from different types of stress.'

Results (8 months)

Reduced weight (88.2 kg)
 Normotension (107/70, no med.)
 Improved sleep (5-6/7)
 'My life is much more effective, I've dropped 20 kgs, and halved my meds'

A male client – C12 – of my other colleague, Réka, turned out to be suffering from hypertension that was reduced by 26/13 mmHg (mm of mercury) without medication in a month. He also reported addiction to bread – or whatever it was that resembled bread – that was gone during that short period, so as the gastric issues he was experiencing before. He saw “results after one week, without restriction” he could perceive.

Another male, my own client, started the work “full of misery” having a “life woven from different types of stress” with consuming around a ‘how is that even possible amount’ of 10+ litres of Diet Coke daily, despite his type 2 diabetes and kidney problems. C18, says after 8 months – now free from coke and UPFs for quite some time – that “my life is more effective now, I’ve dropped 20 kgs and halved my meds” meaning his blood pressure was normalised without further medication.

“Healthy living became natural, almost can't believe myself!”
 (11th session, F, 45)

“I'm eating fine, full of energy, sleep well, and old faces hardly recognize me!”
 (15th session, F, 50)

Being psychologists, we are not only measuring the success of our interventions real time in medical data, but have open ears to our clients state of minds, who often self-report notable results regarding the improvement of their Quality of Lives, and share amazing stories with us.



MINDiet also gained the attention of the scientific community countless times from Mexico through Vienna to Bucharest since 2014, and a couple of thousand professional and interested participants already attended our presentations.

Personally I hold our first-ever poster's success, the "Best Poster" award at *Semmelweis Symposium 2021 - Excellence in Clinical Research and Innovation* the dearest to my heart, where the old proverb "no one is a prophet in his own land" provided MINDiet with a rare exception.



BEST POSTER AWARD
SEMMEIWEIS SYMPOSIUM 2021
Excellence in Clinical Research
and Innovation, Hungary



BEST POSTER AWARD
SELYE START 2022
Interdisciplinary Excellence
Hungary



BEST POSTER AWARD
SELYE SYMPOSIUM 2023
Interdisciplinary Excellence
Hungary

Dear Colleagues, I wish we had more time to discuss our results in detail. On the 25th of November, we will be presenting at EANLPT's annual Practice and Research conference. Let me invite you, if you can't wait another year to hear from us again.

Many thanks for the organisers and I wish you to be well and healthy!

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