



LEAN™

90 Days to Lean

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SECTION 1: WELCOME TO YOUR NEW YOU

Congratulations! By taking this first step to purchasing LIMU LEAN, you are committing to a slimmer, healthier you. Did you know 8 out of 10 Americans over the age of 25 are considered overweight? Did you also know that obesity is the most pressing health issue in developed countries today and the leading cause of death in the United States? At LIMU, we've decided to take a stand and take part in the battle of the bulge ... and you are on the front line of that battle.

Some tips to get started:

- Measure your waist and hips immediately
- Weigh yourself immediately
- Keep track of all this information using your Food Journal, so you can measure your success
- Read the LIMU LEAN Start Guide for all product instructions

An important element of the LIMU LEAN system is the coaching you will be getting from the person who sold you the product, or, if you prefer, a form of virtual support from us at LIMU. This is so all our Members will have great success in not only shedding pounds, but also in learning more about weight loss in general and how the LIMU LEAN system can build your business.

Coaching includes an initial weekly follow up call or email to help keep you on track, moving to monthly calls or emails after your first month using the system.

Need help? Have questions? Call our LIMU LEAN hotline at 1-888-W8T-LOSS (1-888-988-5677) M-F, 9-6 p.m. EST, or email us anytime at limulean@thelimucompany.com. Those you come in contact with will have had their own LIMU LEAN experience and will be ready to assist you as needed.

The Coaching Guide is here to help educate you about how fun and healthy a new lifestyle can be! It also provides some tools to help you along your way.



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SECTION 2: COUNT YOUR CALORIES ONE BY ONE

Learn how many calories foods you eat actually have. We've included a small nutrition guide to help you with the basics. The calorie counts below are only averages—remember to read labels carefully for accurate calorie count and serving sizes.

Complex Carbs (Avg. 100 calories)

(whole-grain, 125 calories)

- Dried or Cooked Beans (1/3 cup)
- Fresh Lima Beans (1/2 cup)
- Corn on the cob, small ear (1 5" long)
- Corn, kernels (1/2 cup)
- Corn, popped (no oil or salt added 3 cups)
- Cooked Lentils (1/3 cup)
- Peas, black-eyed, split, cooked (1/2 cup)
- Peas, fresh (3/4 cup)
- Mashed Potatoes (1/2 cup)
- Baked/Broiled Potato (1 3" long)
- Sweet Potato (1/4 cup or 2 1/2 in long)
- Winter Squash (3/4 cup)
- Baked Yams (1/4 cup or 2 1/2 in long)

Breads & Crackers

(whole-grain: wheat/rye/sourdough)

- English Muffin (132 cal)
- Bagel (270 cal)
- Whole-wheat, Rye, Sourdough bread (1 slice 83 cal)
- Diet or Lite Bread (80 cal per slice)
- Hamburger Bun (120 cal)
- Hot dog bun (110 cal)
- Whole-wheat Tortilla (120 cal)
- Melba Toast (6 slices 72 cal)
- Pita (160 cal)
- Roll Whole-wheat, Rye, Sourdough (170 – 200 cal)
- Corn Tortilla (41 cal)

Whole Grains, Cereals, Pasta

(no sugar-coated cereals)

- Cooked Cornmeal (1 cup)
- Grapenuts (2 oz 200 cal)
- Cooked Grits (3/4 cup 107 cal)
- Cooked Kashi (1/2 cup 100 cal)
- Cooked Macaroni (1 cup 174 cal)
- Cooked Whole-wheat Noodles (1/2 cup 210 cal)
- Cooked Oatmeal (1 cup 129 cal)
- Cooked White Pasta (1 cup 212 cal)

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- Cooked Whole-wheat Pasta (1 cup 176 cal)
- Cooked Brown Rice (1 cup 216 cal)
- Cooked Wild Rice (1 cup 166 cal)
- Shredded Wheat (1 large biscuit 84 cal)

Meat (Avg. 200 calories)

(4.5 oz. portions)

- Catfish
 - Haddock
 - Red Snapper
 - Cod
 - Abalone
 - Sea Bass
 - Tuna (water packed)
 - Halibut
 - Flounder
 - Grouper
 - Mahi-Mahi
 - Tilapia
 - Scallops
 - Clams
 - Lobster
 - Trout (Brook)
 - Oysters
 - Swordfish
 - Crab
 - Shrimp
 - Chicken (white-no skin)
 - Turkey (white breast-no skin)
 - Turkey (ground)
 - Pork Tenderloin (labeled)
-
- Protein Substitutes: ¼ c. soy beans cooked (115 calories); ½ c. tofu (80 calories); ½ c. beans (kidney, pinto, black bean) & ¾ c. cooked rice
-
- Secondary Options (may have 1-2 weekly); Round Steak (fat-trimmed); Dark Chicken (prefer white); Pink Salmon; Lean Lamb; Hot Dog
-
- Lean Ground Beef (4 oz. 185 cal)
 - Pork Loin (4 oz 237 cal)
 - Rump Roast (4 oz 184 cal)
 - T-Bone Steak (4 oz. 200 cal)
 - Dark Turkey (4 oz 183 cal)
 - Venison, cooked (4 oz 179 cal)



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Vegetables (Avg. 50 calories)

(1½ c. cooked)

- Artichoke (1 medium)
- Asparagus
- Beans (green or yellow)
- Beets
- Broccoli
- Brussels Sprouts
- Cabbage
- Carrot
- Cauliflower
- Celery
- Chillies
- Collard
- Coriander
- Cucumber
- Eggplant
- Garlic (1/4 c.)
- Green Onion tops
- Greens (beet, chard, dandelion, spinach)
- Lettuce (Romaine & Iceberg)
- Baby Lima Beans (1/2 c.)
- Mushrooms
- Mustard Greens (fresh)
- Okra
- Onions
- Chinese Pea Pods
- Peppers (green & red)
- Pimiento
- Radishes
- Rhubarb
- Rutabaga
- Shallots
- Spinach
- Assorted Sprouts
- Squash (Spaghetti, Summer, Zucchini, Yellow)
- Tomato (1 medium)
- Tomato (canned in juice, unsalted)
- Tomato Juice Unsalted (8 oz)
- Tomato Paste Unsalted (3 TBSP)
- V-8 Juice, unsalted (2/3 c.)





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Fruits (Avg. 40 calories)

(Fresh, dried, or canned w/o sugar)

- Apple (1 medium)
- Apricots (Fresh 2 medium; Dried 4 halves)
- Banana (1/2 large)
- Berries 1/2 cup (Boysenberries, Blackberries, Raspberries, Blueberries)
- Cantaloupe (1/4 6" in diameter)
- Cherries (10 large)
- Cranberries (unsweetened 1 cup)
- Dates (2)
- Fruit cocktail (1/2 cup)
- Grapefruit (1/2 small)
- Grapes (12 grapes 1/2 cup)
- Honeydew melon (1/8 7" in diameter)
- Kiwi (1 medium)
- Lemon/lime juice (1/2 cup)
- Mandarin Oranges (3/4 cup)
- Mango (1/2 small)
- Nectarine (1 small)
- Orange (1 small)
- Papaya (3/4 cup)
- Peach (1 medium)
- Pear (1 small)
- Pineapple (fresh 1/2 cup; canned w/o sugar 1/2 cup)
- Plums (2 medium)
- Pomegranate (1 small)
- Prunes (Fresh 2 medium, dried 2 prunes)
- Raisins (2 Tbsp)
- Strawberries (3/4 cup)
- Tangerine (1 large)
- Watermelon (1 cup)





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SECTION 3: OUTSMARTING YOUR FOOD

- Be active! Find ways to increase your daily activity. Most weight loss authorities recommend 30 to 60 minutes of physical activity each day to stay healthy. So, if you can't do strenuous exercise, try walking for 30 minutes a day. If you can do more, start lifting weights at least twice a week to help you burn more unwanted calories.
- Skipping meals does not help you lose weight. When you skip a meal, your body thinks it is starving and slows down metabolism to compensate. It then wants more food at the next meal and you wind up overeating. The result is you consume more calories than you would if you just ate smaller, more frequent meals throughout the day.
- As mentioned, the best approach to weight loss is eating smaller and more frequent healthy meals and snacks to keep your blood sugar balanced. It's the very reason LIMU recommends two shakes, one sensible meal and three snacks throughout the day, in addition to drinking six to eight glasses of water.
- Water is one of your body's most important needs. Drinking plenty of water every day does all kinds of good things for you! It keeps you hydrated, raises your metabolism, allows stored fat to be burned more efficiently, slows the heart rate, reduces blood pressure and makes for a healthier heart and body. Drink enough water to make your urine clear and colorless all day—it's the easiest way to tell if you are drinking enough.
- What you think are hunger pains may actually be your body's way of telling you you're thirsty. Make sure you are drinking the recommended six to eight glasses of water each day to help you lose weight successfully. If you're on the go, drinking four 16-oz. bottles of water is equivalent to the eight glasses recommended.
- "Empty calories" is a term used to describe foods with high calories and low nutritional value. Examples of empty calorie foods are fried foods, chips, candy, soft drinks, sweet packaged goods, white rice, white bread, cookies, crackers, beer, wine and other alcoholic beverages. For optimum weight loss, replace these foods with choices that provide real nutrition, like broiled meats, whole grain breads and cereals, brown rice, fruits, vegetables and low-fat yogurt.
- Don't be overly restrictive. Everyone has favorite treats. Allow yourself a little indulgence; just minimize frequency and quantity. Having a small treat once in a while can be very rewarding to your weight loss experience. Cutting out too many of your favorite treats usually leads to an early relapse, so choose one day a week when you can indulge yourself a little bit.
- Read and understand food claims and labels, because calories count. Pay particular attention to the suggested serving size, as packaging can be deceiving. A product labeled "fat free" does not automatically mean it is low in calories. Similarly, a product labeled low in sugar or low in carbohydrates does not mean it is also low in fat or calories. Read labels and learn more about what you are choosing to eat.

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- Watch portion sizes and find out what “one serving” really means. Reduce portion sizes at home and especially when you eat at restaurants. For example, one serving of pasta means 1/2 cup of cooked pasta, but many restaurants serve a pasta dish with as much as 4 servings. When eating out, keep in mind you do not need to clear your plate. Do yourself a favor and get a to-go box up front, divide your meal and don't overeat. With the overly generous portion sizes restaurants offer, it is easy to turn one meal into two. That's good for weight loss and for saving money.
- Ask for more vegetables when eating out instead of the starches that may come with your meal. Skip the bread and butter and eat less rice and potatoes. Most restaurants are very willing to make healthy substitutions.
- Reducing salt intake is an important part of your weight loss plan, so try not to add any more salt to your food than necessary. One good strategy is to not have a salt shaker on your table at all. Flavor your food in a healthier way by using herbs and other spices and spice blends that do not contain salt.
- The three main risk factors for Type 2 diabetes are an inactive lifestyle, a highly caloric diet and being overweight. Our weight loss study is designed to help you change behavior in all three areas.
- Not all fats are created equal. Some fats actually help promote good health, like Omega-3 oils, canola oil and olive oil, while others increase the risk for heart disease. It is most important to replace bad fats (saturated and trans fats) with good fats (monounsaturated and polyunsaturated fats). Saturated fats are usually found in meat products and packaged foods and trans fatty acids are found in packaged snack foods, deep-fried foods or foods containing hydrogenated oil. Paying closer attention to labels will help you optimize your nutrition plan, and you can learn even more about calorie counting at sites such as <http://www.acaloriecounter.com>.
- It is a nutrition myth that all red meat is bad for your health. While fish and skinless poultry are usually better choices, instead of excluding red meat, choose leaner cuts of beef and pork. For beef, choose eye of round, top round roast, top sirloin and flank; for pork, choose tenderloin and loin chops.
- Try to avoid or minimize your use of alcoholic beverages as part of your weight loss plan, as they contain empty calories, high sugar and high fat gram counts. People who restrict their consumption of beer and other alcoholic beverages have found weight loss can be accelerated.
- If you need a soft drink, choose ONE zero-calorie beverage per day. It is best not to have soft drinks as a primary beverage. Flavored water may provide the extra taste you need but check labels carefully for caloric and sugar content.



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- When using salad dressing or other condiments, instead of pouring them over your food, put the dressing in a separate cup and dip your fork in the dressing before spearing your food. This gives the flavor but significantly reduces the calories from condiments and dressings.
- Rinse canned vegetables with water twice while still in the can in order to flush out extra sodium. Heat them in plain water after rinsing twice.
- Decaffeinated coffee and tea are better options than regular, and even better without cream or sugar. Use non-fat milk, fat-free or sugar-free flavorings and no-calorie sugar substitutes to enhance taste.





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SECTION 4: FOOD JOURNAL

Track everything you consume every day in your Food Journal. This is also a good place to keep track of your weight and measurements on a weekly basis. Keeping a good food journal helps you pinpoint your eating patterns and change your habits. Keep your food journal with you so you can track your consumption even when you're out.



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FOOD JOURNAL

Week # _____



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Food Journal

Weight: Hip: Waist: Calories:

DAY FOUR

DAY FIVE

DAY SIX

Total _____

Total _____

Total _____



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SECTION 5: SNACK IDEAS

Even though you are committing to a new way to eat meals, it is still important to be aware of the snacks between shakes and sensible meal. Below is a list of helpful Better Choice snack tradeoffs to replace your not-so-good-for-you snacks with some better-for-you ones:

Energy Boosters

- celery
- carrots
- cucumbers with low-fat ranch dip
- seasonal fruit (stay away from bananas!)
- green leafy vegetables
- fresh berries
- dried fruits, especially cranberries and plums
- raisins
- pomegranates
- unsweetened apple sauce
- rice cakes
- snack pack puddings (fat-free)

Protein Boosters

- nuts of any kind, in moderation
- all types of cheese – cottage cheese, cream cheese, string cheese
- peanut butter
- whole grain cereal
- turkey, ham, bacon
- yogurt
- chicken, tuna and salmon in cans (packed in water, not oil)
- hummus
- beef or turkey jerky
- peas, beans and edamame (soy beans)
- protein bars – 100 calories or less
- fruit and nut bars – 200 calories or less
- pickles
- peppers – jalapenos, bell peppers, yellow peppers
- guacamole – mixed with tomato or salsa
- broth soups, ham and bean soups
- tofu
- sushi with brown rice
- shrimp
- lox (thin-sliced salmon)
- imitation crabmeat



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SECTION 6: PUMP IT UP

It doesn't take something extraordinary to kick those calories to the curb—there are plenty of ordinary ways to burn them off.

There are lots of day-to-day things we do that burn calories without us even realizing it; whether we walk to the neighbor's house, walk the kids to the bus stop or walk the dog. We just need to become more conscious of the calories we're putting in our bodies and the ones we're politely burning off. Below are a few simple exercises that will help you burn 150 calories—a nice way to start exercise if you haven't done much up to this point.

Some of these are no-brainers. Maybe you skimp a little on the time devoted to each one, or maybe you don't do them at all. Either way, save this list and try to do at least a few a week, knowing you're burning 150 unwanted calories each time:

- Walk a mile at a pace of 15 to 20 minutes per mile
- Swim laps for 20 minutes
- Bicycle for 30 minutes
- Run a mile at a pace of 10 minutes per mile
- Climb stairs for 15 minutes
- Rake leaves for 30 minutes
- Play basketball for 15 to 30 minutes
- Play volleyball for 45 to 60 minutes
- Dig around in your garden for 30 to 45 minutes
- Jump rope for 15 minutes
- Dance for 30 minutes

Any of these will burn 150 calories!

If you want to run a few miles every day or swim for long periods of time, speak with your doctor first. Your doctor may be able to suggest exercises and activities specifically geared toward your individual health needs.

Remember: the more intense the workout, the less time required to burn calories. Be sure to choose an activity you enjoy—it's much harder to stick with an exercise routine if you're not really wild about what you're doing.

Always use common sense: if you feel pain, dizziness, major discomfort or unease while working out, stop and call your doctor immediately.

Do whatever you have to do each week to get to the call and always keep our advice at the top of your mind so you can stay on top of your game!

One more thing? You can totally do this. You really can.



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SECTION 7: FAQs

What makes up the LIMU LEAN system?

Our unique weight management system is composed of products that work together to promote healthy weight loss while delivering great nutrition. The easy-to-use LIMU LEAN system includes three products that are designed for synergistic use ...

- Meal Replacement Shakes (Dutch Chocolate, Creamy Vanilla)
- Appetite Controller
- Digestive Health Cleanse

What makes LIMU LEAN different than other systems?

LIMU LEAN is the only weight management system that includes the super-nutrient Fucoidan. You can enjoy some of the benefits you get from LIMU Original while using our LIMU LEAN system to help you manage your weight, and we encourage you to continue drinking LIMU Original for your overall wellness. In addition, the proteins and formulas used in the shake and our other LIMU LEAN products are specifically engineered to make you healthier even while you're losing weight.

Can I still eat while using LIMU LEAN?

Absolutely! In fact, we recommend that you eat a sensible meal and three healthy snacks each day. Starving yourself won't help you lose weight, but our LIMU LEAN products in conjunction with the right nutrition and activity plan will! Just remember to count your calories and maintain a sensible eating plan.

How does the Meal Replacement Shake help me manage my weight?

Each Meal Replacement Shake provides a healthy balance of nutrients, including 20 grams of protein and 35% of the Recommended Daily Allowances for many important vitamins and minerals. It can be used as a full meal replacement (which helps you stay satisfied) and we recommend drinking two shakes each day for optimal weight loss. The shake contains an optimum balance of protein sources for a lean and toned lifestyle and offers an easy way to keep portion size under control.

How much money could I save by replacing some of my meals with the LIMU LEAN Meal Replacement Shakes?

We estimate that replacing breakfast and lunch meals would save an average of at least \$3 to \$4 per meal. A complete LIMU LEAN system provides enough product to replace 56 meals per month, which means you could save between \$168 and \$224 in a month by using our Meal Replacement Shakes.



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Does the Meal Replacement Shake contain any preservatives?

The Meal Replacement Shake contains NO preservatives.

Does the Meal Replacement Shake replace my daily consumption of LIMU Original or Blu Frog?

Not really, because our Meal Replacement Shakes are formulated to assist in weight loss. You should continue drinking two to four ounces of Original LIMU a day for optimal health, and continue drinking Blu Frog whenever you need extra energy.

Can children use the LIMU LEAN Meal Replacement Shake?

Yes. The ingredients in our Meal Replacement Shake are nutritious, healthy and designed for use by both adults and children.

Can you give me some guidelines to follow for my sensible meal?

Here are some suggestions to help you make the healthiest food choices possible:

- Fruits and vegetables add fiber, water and vitamins to your meals with relatively few calories. Eat at least five servings of fruit and vegetables per day.
- Choose whole-grain foods more often: wheat or multi-grain breads, brown rice, whole-wheat pastas and high fiber whole grain cereals.
- Drink 6-8 glasses of water daily. Water is essential to your body and an important element of your weight loss plan.
- Get enough protein in your diet, especially from lean meats, skinless poultry, fish, eggs and beans.
- Limit your added salt, sugar and alcohol intake. Sodium should be limited as part of a healthy weight loss plan and sugary foods and alcohol contain calories with no nutritional value.
- If you already take vitamin supplements, continue taking them.

Does the Meal Replacement Shake require FDA approval?

Our Shake is manufactured to safety and quality standards that meet or exceed all government standards. The FDA regulates the quality and safety of dietary supplements, but there is no FDA-specific approval offered for dietary supplements.

Why is the Appetite Controller an important part of LIMU LEAN?

On any weight management plan, you are bound to get hungry. Used once a day, our Appetite Controller not only keeps you from being overcome with hunger pangs, but also works as a metabolism booster, helping you burn fat more efficiently.



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Why is it essential to use the Digestive Health Cleanse?

The LIMU LEAN Cleanse acts as a 7-day tune-up of sorts for monthly digestive health. It allows your body to better support optimum nutrient absorption and is a good source of natural dietary fiber. It also aids in relieving digestive stress through the 9 different healthy bacterial species included in the Cleanse.

How long will it take me to lose weight with LIMU LEAN?

Weight loss is different for every person. However, our pre-launch trial study showed most people losing weight after the very first week of integrating the LIMU LEAN lifestyle into their routine. Others lost weight after the first few weeks.

Is there gluten in any of the LIMU LEAN products?

No. Every single LIMU LEAN product is gluten-free, as is our entire line of LIMU products.

How many carbohydrates are in each Meal Replacement Shake?

There are 30 grams of carbohydrates per shake; however, only three of those grams are sugar carbohydrates. The recommended daily limit of sugar carbohydrates for weight loss is about 20 grams per day.

Can I drink the Appetite Controller and the Shake together?

All of the LIMU LEAN products have been created to be taken together, but not necessarily mixed together. We recommend that you mix your Shake, Appetite Controller and Cleanse with water, in order to not add calories to your intake. You can also mix our products with whatever beverage best suits you, but remember you may be adding calories.

Is the Appetite Controller better to take hot or cold and should I sweeten it?

Since your body must naturally heat any cold beverage up, it's best if you drink the lemon-flavored Appetite Controller hot for faster bioavailability. There are already some great natural sweeteners in the Appetite Controller, so adding more isn't necessary.

Is it important to have less or more calories than the daily recommended amount?

It is very important to keep within the calorie range recommended, and not skip shakes or your sensible meals because your body needs the nutrients. As a reminder, women should consume approximately 1200 calories per day, while men should consume approximately 1600 calories per day.



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Why is it important to keep track of my weight and waist measurements weekly?

Many people experience “plateaus,” a normal phase in the weight loss process. Measuring and weighing yourself at the beginning of every week will help you stick to the program and see what results you’re having.

Does LIMU LEAN have an online support system?

Yes! Sign up for our Virtual Coach program and you’ll get regular emails and information to help you in managing your weight. Additionally, you’ll receive a call from our Corporate Office once a week.

Who can I talk to about coaching and what is available?

For starters, use our Virtual Guide or our Personal Guide. With regular contact by telephone or email, we’ll help you meet your weight loss goals. (Phone is 1-888-W8T-LOSS and email LIMUlean@theLIMUcompany.com)

What is the best time of day to drink the Appetite Controller?

You know your body best and you know what time of day your cravings are likely to hit, so use it for those times. Some people even like to split up a single portion over the course of a day. Keep in mind the Appetite Controller will give you a metabolism boost, so you may not want to make it your late night beverage.

Can I travel with the LIMU LEAN system?

Absolutely! The LIMU LEAN system is so simple, you can use it wherever it is you are. Your travel plans will never interfere with your diet plans again.

What can I add to my Meal Replacement Shakes?

Our Shake can be enjoyed without adding anything other than water. You may add chopped almonds, fruit or ice for a thicker Shake, but don’t forget to count the extra calories. You may want to mix your Shake in a blender rather than the blender bottle provided, if you are adding extra ingredients.

If I use twice as much powder in my Shake, or if I drink more than two Shakes per day, will I lose weight twice as fast?

Our Meal Replacement Shake should be used only two times a day in order to maintain optimal nutrition, in combination with sensible meals and a greater level of exercise or activity. Using more of the product will not help you lose weight more quickly. The system was designed as a synergistic plan, and we recommend you follow the instructions as you participate.



I'm not losing as much weight with the LIMU LEAN system as I am losing inches. What does this mean?

As your body starts to rid itself of fat, it may replace the fat with new muscle. When this happens, you'll notice that you're losing inches all over. This is why it's important to start out with initial measurements; you can't always tell how well it's working by the scale alone!

Can I use the Meal Replacement Shake in combination with weight loss pills?

We do not recommend using any other weight loss products while you are using the LIMU LEAN products.

Can women who are pregnant or nursing drink the Meal Replacement Shake?

We do not recommend women who are pregnant or nursing use our LIMU LEAN products. If you are pregnant or lactating, you should consult a physician prior to starting any weight loss program.

What side effects might I expect to see with LIMU LEAN?

Any new weight management program may cause minor side effects, such as constipation, sleepiness or headaches. Often those side effects are caused due to not eating enough or not drinking enough water or not getting the right level of fiber in your diet. For some, the enhanced nutrients in the LIMU LEAN products may be different than those your body is used to. Be sure to use all of the LIMU LEAN products as recommended, and report any serious side effects to your physician. You should also consult your doctor to address any possibility of allergies.

How do I combat weight loss plateaus?

First of all, evaluate what you're eating. What is your protein intake? What is your sodium intake? Can you increase your exercise? All of these things will help get you beyond any plateaus. Remember that being on a plateau is just your body's way of reassessing its needs and is actually a good thing!