

# How to begin Kickstart?

## **Book a Vital Blueprint**

1-on-1 consult with Dr Rui Includes lab results and symptom review Custom therapeutic plan for your goals



# A doctor-led metabolic reset for men.

Feel better fast, no gimmicks, no longterm pressure.

Just structure, support, and smart medical tools.

- Albufeira, Portugal
- www.menshealthinst.com/mrprograms
- WhatsApp: +351 962 687 641 (message only)

# **Doctor Follow-Up and Counselling**

- Review your progress + next steps
- 1 cravings & habits session with Cecilia (CBT tools)
- €110 credit toward the full 90-day MR90 program or 16-week Exec Plus

### Results you may see in 4 weeks:

- ✓ Improved energy
- ✓ Waistline reduction
- Better glucose control
- Clear plan for what's next

#### **Smart Tools**

- · Daily app tracking
- 14-day CGM glucose monitoring
- Al-powered meal tips + habit nudges
- Core supplement guidance: magnesium, omega-3, multivitamin
- 3 daily habits: protein breakfast, post-meal walks, evening wind-down



## A Simple Week-by-Week Reset

#### Week 1

Smart carb swaps + morning movement

#### Week 2

Hydration challenge + meal rhythm (CGM glucose monitor begins)

#### Week 3

Sleep quality + stress reduction tools Learn from your glucose trends

#### Week 4

Full medical review
Reset reflection and upgrade path

Decide if you want to continue with MR90



## **How to Start MR90?**

#### **Book a Vital Blueprint**

Full 60-min consult with Dr. Rui Personalized therapeutic plan based on labs, goals & lifestyle

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# MR90: Your 12-Week Metabolic Reset

## A doctor-led transformation for men ready to reclaim their energy, metabolism, and control.

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## **Ongoing Medical Support**

- 2 additional doctor follow-ups (midpoint and final)
- Full lab review + plan adjustments
- Optional med support: Ozempic, Metformin, TRT (if indicated)

# Real Counselling, Not Just Coaching

- 6 check-ins with Cecilia for mindset, triggers, CBT-based habit change
- Focused on long-term motivation, not guilt or hype

#### **Smart Tools + Tech**

- 2 CGM glucose loops (14 days each)
- App-based tracking + nudges
- Weekly "Metabolic Pulse" report from smart scale
- PDF Meal guides + Al food/restaurant Q&A

€110 discount if you've completed Kickstart



# Your 12-Week Journey

#### Week Highlights:

- Week 1: Smart carb swaps + energy zones
- Week 2: Meal timing and CGM #1 begins
- Week 3-4: Movement, sleep & stress scorecard
- **Week 5–6:** Flex meals and mid-program medical review
- Week 7–8: Break plateaus, CGM #2 and new labs.
- Week 9–10: Strategic fasting and mindset anchoring
- **Week 11–12:** Exit plan, relapse prevention, and final doctor review



# Book a VB to Start Exec Plus

### **Everything in MR90**

Includes the full MR 90 structure of metabolic reset and therapeutic plan with Concierge Add-Ons

# **Exec Plus-Level Upgrades**

- 3 private doctor sessions (Priority Booking with Dr Rui)
- 8 flexible check-ins with Cecilia (mindset + counselling + on-demand WhatsApp)
- Executive KPI dashboards & metabolic tracking
- 2 CGM loops, synced smart scale, custom metabolic pulse reports
- App-based Al nudges, meal timing, sleep, and recovery tips

# and frequent flyers who want expert care on their

For founders, executives,

**(b)** Exec Plus: 16-Week

**Performance Reset** 

terms.

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#### **Built for Travel and Pressure**

- Business-travel playbooks
- Airport/hotel meal guides
- Jet lag tips + trip-specific macros
- Concierge supplement stack: omega-3, night glycinate, adaptogens
- Optional mastermind (monthly peer & expert check-in)



# Your 16-Week Executive Journey

### **Highlights by Phase:**

- **Weeks 1–4:** CGM start, fasted wins, protein strategy, lab review
- Weeks 5–8: Zone eating, sleep upgrade, body recomposition, CGM #2
- **Weeks 9–12:** Energy, libido reset, strength focus, 2nd medical review
- Weeks 13–16: Social strategy, longevity rituals, final doctor audit and forward plan

#### **Lifestyle Focus:**

- Energy and mood control
- √ Jet lag & travel resilience
- ✓ Sleep architecture
- √ Identity & relapse resistance
- Optional TRT & lab-based supplement refinement