

Pound for pound:

Ideal Pauline Weight Loss and Wellness Center brings cutting-edge vision to weight loss

More than a decade ago, Pauline Bujnowski had just had her third child. Like millions of others, she was having trouble keeping her pregnancy weight off. Fortunately, she found a solution that changed her life — Ideal Protein.

“It was my third child, and after each pregnancy I just couldn’t get the weight off,” Bujnowski said. “Finally, I came across Ideal Protein. I signed up for it and lost more than 40 pounds without being hungry and I was more energetic than I ever was before.”

Inspired, Bujnowski made another life-changing move and opened Ideal Pauline, now known as Ideal Pauline Weight Loss and Wellness Center, in Livingston 10 years ago. Today, she is the owner of one of the largest Ideal Protein clinics in New Jersey with a team that is responsible for 43,000 pounds of weight loss.



‘Having a coach allows you to lose two times the amount of weight you would lose if you were doing it on your own. It’s not restrictive — it’s structured. The coaching is the most important part of this program. The one-on-one experience with my team is priceless.’

— Pauline Bujnowski, owner of the Ideal Pauline Weight Loss and Wellness Center in Livingston

“Once you know about it, you just want to shout it from the rooftops to help all those people who are struggling with weight loss,” she said.

Despite the ups and downs of the past year, it’s always beneficial to look at life through a positive lens, and this pandemic is no

excuse. Ideal Pauline Weight Loss and Wellness Center has reached new heights post-pandemic, expanding into health and wellness like never before.

Ideal Protein is a doctor-designed three-phase, ketogenic weight-loss protocol that treats weight loss as health care and uses food as medicine to empower you to lose weight and live your best, healthiest life for the rest of your life.

Phase 1 addresses weight issues at their source; reducing carbohydrates and fats while ensuring adequate daily protein intake. “In other words, the goal is to lose fat, not muscle,” Bujnowski said.

After meeting with Ideal Pauline coaches, clients leave with food for a week, vitamins and everything else they need to get started. They return weekly for weigh-ins, to talk with coaches and for more food.

Ideal Protein meals, snacks, desserts and drinks include items such as peanut butter or chocolate almond bars, creamy risotto, chips and even macaroni and cheese. In addition to the Ideal Protein meals, the plan offers the flexibility for clients to prepare their own dinners, consisting of 6 ounces of protein and vegetables.

Once clients have achieved their weight loss goal, they move into Phase 2 — stabilization.

“Typically, once you stop a weightloss plan, the weight loss may only be short term if you don’t have the proper tools and support to prevent you from gain-

ing the weight back, because the body will naturally want to regain the weight lost,” Bujnowski said.

the course of their lives.

“Having a coach allows you to lose two times the amount of weight you would lose if you were doing it on your own. It’s not restrictive — it’s structured. The coaching is the most important part of this program. The one-on-one experience with my team is priceless,” Bujnowski said.

Phase 3 is the maintenance stage. By this time, clients have learned hundreds of delicious recipes to include in their regular eating and continue to work with coaches. Weekly one-on-one sessions with weight loss coaches gives clients the education that is needed to build smarter living and better eating choices once the protocol is completed.



The Ideal Pauline Weight Loss and Wellness Team: Gabe, Pauline, Chris and Marina.

A key to Ideal Pauline Weight Loss and Wellness Center’s success is the long-term support the team offers. No client is left on his or her own, and coaches are available seven days a week to answer questions, share tips and offer support. Unlike many other weight-loss programs, dropping a few pounds is not where the journey ends. Through personalized coaching, clients receive healthy lifestyle education so that they are able to sustain their weight loss results over

“There is a science behind this program,” Bujnowski said. “All clinics are not the same. This is a life-changing protocol. Most people who come to see me have tried everything, and nothing’s worked, and they find success with this.”

Ideal Pauline Weight Loss and Wellness Center is located at 2 West Northfield Road in Roosevelt Plaza in Livingston. Visit idealpauline.com for more information and to schedule a consultation.



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