



TURNING OFF

*YOUR
HUNGER
SWITCH*

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Certain names and identifying characteristics mentioned in this book have been changed.

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Introduction

If you've ever tried losing weight by going on a diet and failed, then you're not alone. In fact, it's estimated that at any given time, over 50% of all adults are on some kind of diet. And, of all these people who are dieting, it's estimated that over 97% of all them fail to lose weight and keep it off. So, shortly after starting a new diet, not only have they put the weight back on that they might have lost, but also, many times they've gained more weight than they actually started with. How's that for adding insult to injury. You end up weighing more than you were before you started. There has to be a better way!

Well, there is, and it all begins with knowing about the Hunger Switch. But what exactly is the Hunger Switch? Well, we'll get to that in just a minute, but for now, please know that this book isn't just another re-hash of a confusing diet that involves eating only certain foods at certain times, or counting calories or points. It's not about juicing, or fasting, or cleansing, or anything like that. Instead, it's a book that teaches you why diets don't work because they conflict with the way your body was designed to work. You see, each of us is born with a Hunger Switch - a literal reflex that forces our body to eat. When you go on a diet, this

switch gets turned on and causes your body to crave food. When this switch is turned on, it makes dieting practically impossible.

Once you know how to control your Hunger Switch, which this book will teach you, losing weight becomes extremely simple. That's because, when you control the Hunger Switch, you can eat the foods you want - when you want to eat them. It's just that you'll be able to do it in a manner that will help you lose weight.

Isn't that what we're all looking for? A simple approach to dieting that isn't complicated but still gets results. A way to eat your favorite foods without the guilt or the fear of getting fat. But, why should this matter to you? Well, if you're reading this book, there's a good chance you need to lose weight, and if you're like most people, this can be an ongoing and very frustrating battle.

Part of this frustration stems from not having the will-power to stay on a diet or exercise program for any length of time – something we will discuss in greater detail later – but also, it comes from not knowing what food choices to make, or exercises to do, that will actually help you lose weight. Which is exactly the opposite of how you'd think it would be. After all, with all of the diets and diet products available on the market, figuring out a weight loss plan should be easy, right? Sadly, that's just not the case.

In the U.S. alone, there are literally tens of thousands of published diet books and programs. There are also dozens of health clubs, exercise machines, meal replacement shakes at the grocery store, pre-packaged diet foods, and 30-minute infomercials selling us everything from workout videos to juice machines, as well as an untold number of other weight

loss lotions, potions, and remedies. Yet, even with the never-ending advice and readily available weight loss products, coming up with a successful weight loss plan is anything but easy. Instead, it's extremely difficult and completely confusing. It's enough to make you crazy! That's why knowing about the Hunger Switch should matter to you. It takes the confusion and guesswork out of losing weight and because of this, gives you a much greater chance of actually reaching your weight loss goal.

So if you're looking to lose weight and you're determined that, this time, you're going to do it - but you don't know where to start - then this book is for you.

Chapter 1

Being Overweight is a BIG Problem!

It's estimated that over one-half of the adult population in civilized countries is overweight! In America, that figure is even more shocking. According to medical and insurance statistics, nearly 70 percent of adults and 30 percent of children are overweight. That's over 160 million adults and 20 million kids. Obesity, next to smoking, is the most common preventable cause of death in the United States – almost 300,000 premature deaths a year. And don't kid yourself. If you're overweight then you're at risk.

While these numbers might suggest that people aren't concerned with the way look or feel, that's not true. On the contrary, most people with weight issues desperately want to be healthy and trim, to feel better, and to look their best. That's why over one third of all Americans (over 100 million

people,) go on a diet every single year. They want to look and feel better. Sadly though, no matter how much they try, most of them fail to accomplish their weight loss goals – at least in the long run. In fact, it's estimated that of the people who diet and lose weight, an astounding 90 to 95 percent of them regain this weight within a short period of time, and in many cases additional pounds as well! Perhaps you've experienced this when you have dieted. You lose a few pounds, only to gain them back a little while later, and then some.

So, does this mean that diets don't work? Not exactly. In the short run, many diets – if followed – actually do help people lose weight. The problem is that for most people it's next to impossible to stick to a diet. While many people lose weight at the beginning of a diet, in the majority of cases, this weight loss is only temporary.

The Yo-Yo Effect

Here's how the scenario typically plays out. You go on the latest diet you've heard about and for a few days, or sometimes even weeks, you're disciplined enough to follow the diet, which usually involves eating less food. However, after a little while, you just don't seem to have the willpower to continue with whatever food restrictions you've been following and you go back to eating in a normal manner. Or, even worse, you go on a binge eating frenzy and, before you know it, you put those pounds right back on.

Now what? Well, you're once again unhappy with how you look and it's time to go on another diet. However, this time - like the last time - you're really determined to

lose weight and keep it off. You're strict at first and you even lose a few pounds, but you eventually get tired of the food restrictions and you stop following your diet - again. The weight comes right back on, and many times, a little more than you started with. And so the cycle goes. Does this sound familiar? If so then you know how frustrating it can be.

While it's always better to continue to try to lose weight, for the sake of your mental and physical well-being, the weight loss yo-yo-ing needs to stop. It's time to lose weight and keep it off for good. You simply have to come up with a program that doesn't leave you feeling deprived and doesn't require too many restrictions.

HEALTH CONCERNS OF YO-YO DIETING

The repeated loss and regain of weight, known as yo-yo dieting or weight-cycling, can be extremely dangerous – even if it's just 5 to 10 pounds at time. In fact, research points to a link between weight cycling and high cholesterol, high blood pressure, and gallbladder disease. It has also been linked to overall life dissatisfaction, low self-esteem, and decreased self-confidence.

Losing Weight is Harder than Ever

If continuously losing and gaining weight isn't bad enough, consider this: At a time when we have so much in the way of technological advances and increases in scientific knowl-

edge, losing weight is harder than ever before. But why is it this way? There are three main reasons:

1. Serving sizes are bigger than ever before
2. Unhealthy food is cheap and convenient
3. Knowing how to lose weight is totally confusing

1. Food Serving Sizes are Bigger

Think about how a typical meal differs from what you ate as a child, or what your parents ate when they were younger. Are your portion sizes bigger or smaller? Definitely bigger, right? Our portion sizes have increased so much that we often consume a whole day's worth of calories in a single meal. For example, a cheeseburger, fries and soda can easily contain 1,200 to 1,400 calories, which could represent an entire day's worth of calories for a person looking to lose weight. Sadly, many people are eating meals of this size without even being aware of how many calories they're consuming.

As an even more extreme example of how serving sizes are out of control, consider the food served at the hamburger restaurant, the Heart-Attack Grill (yes, this is a real place). Here, the waitresses dress like nurses and they sell burgers like the 6,000 calorie "Triple Bypass Burger," or the nearly 10,000 calorie "Quadruple Bypass Burger." These burgers are so over the top, that to date, several people have literally suffered heart attacks while eating them. One man even died while still at the restaurant. Talk about an appropriately named place.

While the Heart Attack Grill is, fortunately, not a

typical example, it does demonstrate a definite trend in food serving sizes. They're getting bigger and bigger and bigger! Just look at the following table that compares the caloric value increases of some popular foods. As you'll see, each item has anywhere from two to three times as many calories as it did twenty years ago.

Food	20 years ago (Average Serving)	Today (Average Serving)
Bagel	140 calories	350 calories
Cheeseburger	333 calories	590 calories
Pizza	210 calories	500 calories
Soda	85 calories	300 calories
French Fries	210 calories	610 calories

Even meals we think are healthy can be loaded with calories. Just look at few “healthier” meals from some popular restaurants found around the country and notice the high number of calories in each meal.

Meal	Restaurant	Calories
Fish Tacos with Rice and Beans	On the Border	2,100 calories
Chicken Caesar Salad	Cheesecake Factory	1,510 calories
Fresh Atlantic Blackened Salmon	BJ's	1,090 calories
Pecan Crusted Chicken Salad	T.G.I. Friday's	1,360 calories
Combo Lo Mein	P.F. Changs	1,968 calories
Sierra Turkey Sandwich	Panera Bread	810 calories
Tomato Basil Soup	Cosi	597 calories
Veggie Deluxe Sandwich	Quiznos	1,060 calories
12" Tuna Sub with Cheese	Subway	1,280 calories

While these “healthier” options don’t come anywhere near the 10,000 calorie “Quadruple Bypass Burger” from the Heart Attack Grill, they are still very high in calories for one meal, and this is something of which you need to be aware when you’re trying to lose weight.

Once you learn more about the Hunger Switch you’ll know that it isn’t about counting calories. However, that doesn’t mean that calories don’t count. They most surely do. The great thing about when you can turn off your Hunger Switch is that you’ll be able to eat the foods you love without blowing your daily caloric budget and, therefore, putting on unwanted weight. (If you don’t know a lot about calories just yet, don’t worry. In the coming chapters, we’ll bring you up to speed on everything you need to know.)

2. Unhealthy Food is Cheap and Convenient

Another reason why it’s harder to lose weight today than ever before is that it’s too easy to get food whenever we want it. Just look around. There are probably a dozen drive-through restaurants within a few miles of your home, with many of these drive-through restaurants being open 24-hours a day. Talk about convenient.

In addition to this, from a price perspective, a lot of this food is really cheap. Think about it. Just about every fast food restaurant has a value menu with a variety of items that cost less than a dollar. And let’s face it, who only orders one item from the value menu? It’s more likely that you’ll order two, three, or even four items.

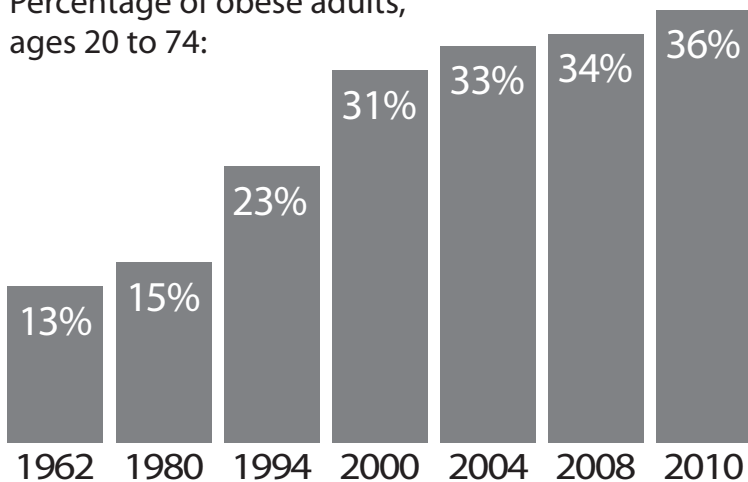
Bottom line is that it is often easier, cheaper, and more convenient to feed yourself and/or your family a fast food

meal instead of preparing a real meal with ingredients from the grocery store. It's no wonder that people are becoming more and more overweight.

This all begs the question, where will society be 10 or 20 years from now? More importantly, where will you be with respect to your weight 10 or 20 years from now? Will you still be yo-yo-ing? Or, will you have lost the weight you want and kept it off?

Obesity over time

Percentage of obese adults,
ages 20 to 74:



3. Losing Weight is Totally Confusing

You would think that with all the information out there about dieting, that understanding everything about weight loss would be simple. Unfortunately, that's not the case.

If anything, most people are more confused about dieting than ever before. Now, rather than addressing this problem right now, let's postpone this discussion until the next chapter. There, we will not only identify more of the reasons why we're so confused about dieting, but we'll also present solutions on how to overcome this confusion. It's a great chapter and contains invaluable, yet simple, information about dieting. It will allow you to - once and for all - end the dieting confusion.

What Now?

With the odds clearly stacked against you, how are you expected to overcome the fact that so much of the food available today is cheap, convenient, and packed with way too many calories? Well, you've got to educate yourself. This starts with a better understanding of what it really takes to lose weight. Not the gimmicks or diet fads, but the scientifically proven facts. And like it or not, the facts about weight loss have everything to do with the food you're putting into your body. Now, that doesn't mean you can't eat your favorite foods. On the contrary, once you know about the Hunger Switch you most certainly can. Rather, it simply means that it is important to know more about the types of foods you're eating and the consequences these foods might have on your weight loss goals. For example, if you're looking to lose weight but still want to enjoy a hamburger with fries, you'll need to have a rough idea of how many calories you're consuming. This way you'll be able to plan your diet/exercise regimen to compensate for the added calories you're taking in.

At this stage of the book, please don't worry too much about the details of what you can or can't eat, how many calories you need to consume, or the type of exercise you need to do – we'll cover this in more depth in future chapters. For now, just know that overcoming all of the obstacles that are stacked against you, with respect to losing weight, can be done. Best of all, you've already taken the first step by getting this book. As you continue reading you'll learn everything you need to be successful.

THINGS TO CONSIDER FROM CHAPTER 1

There's more to being overweight than just the jaw-dropping statistics. Behind the numbers are real people, just like you, who are desperately trying to be healthier and who want to look and to feel better. Sadly, many people often have no idea how to go about achieving their weight loss goals.

Losing weight is harder than ever for the following reasons:

- 1. Food serving sizes are bigger than ever before*
- 2. Unhealthy food is cheap and convenient*
- 3. Knowing how to lose weight is totally confusing*

The first step in losing weight is educating yourself about the facts. Know what you're eating and how it will either help or hurt you with your weight loss goals.

Chapter 2

Changing the Way You Think About Dieting

The obesity epidemic is very real and it's only getting worse. Just look around and you'll see that more and more people are getting bigger and bigger. In fact, as a civilization, we're probably the heaviest we've ever been. Ironically, this comes at a time when there's more information available about how to lose weight than ever before. There are countless books, websites, blogs, TV shows, and magazines all giving the latest advice about how to lose weight. Plus, there are thousands of weight loss centers, gyms, boot camp programs, and personal trainers to help us to get fit. But, with all of this, we're actually getting bigger and not smaller. Why?

Well, we've talked about how fast food is cheaper, more convenient, and packed with more calories than ever

before. But that's only part of the problem. The main reason we're gaining weight at such an alarming rate is that most people are completely and utterly confused about what it takes to actually lose weight - and who can blame them? There's so much contradictory information about dieting out there that coming up with an easy to follow weight loss plan is anything but easy.

For example, one diet might suggest to avoid carbs altogether, another says to only eat them before 3:00 p.m., while yet a third says to only eat the slow-digesting or "good" carbs. First of all, what's a "good" carb, and second, which advice about eating carbs is actually right? But it gets worse. You've got diets that say only eat raw foods, only have cabbage soup, eat according to your blood type, only eat healthy fat, eat every three hours, eat within an eight hour period during the day, don't miss breakfast, don't eat breakfast, never eat cooked vegetables, drink this green juice, and so and so on. It's enough to make your head spin!

So, when you consider all these "tips and tricks," that usually end up contradicting each another, it's pretty clear why people are totally confused about dieting. So what's the truth? Well, to answer this question we need to look at the way the average person goes about dieting. This will give valuable insight into why we're so confused and most important, what we can do about it.

Changing the Way You Think About Dieting

Most people typically think of going on a diet as a temporary solution to being overweight. They believe that going without a certain type of food, or eating less food for a

certain period of time will help them lose weight. It certainly can - at least until they go back to eating normally. But that's the problem. Temporarily eating less food, or depriving yourself of a particular type of food, isn't a good long-term solution for losing weight. To lose weight and keep it off for good, you've got to change the way you think about dieting. It can't be a quick fix, temporary solution, and it certainly can't be based on restriction and deprivation.

Dieting Equals Deprivation

Most diets fall into one of two categories. They're either food restrictive in terms of how much you eat, or choice restrictive in terms of what you eat. For example, the popular Paleo-type diets encourage you to NOT eat bread, or any type of grain for that matter. Instead you're encouraged to eat meats and plants - things that mimic what "early man" would have eaten. But think about it. While cutting down on bread might make sense in some circumstance, does it really make sense to eliminate bread from your diet FOREVER? More to the point, do you really want to cut bread out of your life forever? Probably not.

Now, think about the diets that cut your calories, or restrict the amount of food you eat. These might include diets like Jenny Craig, Weight Watchers or the HCG Diet. While these can certainly help you lose weight, in many cases they leave you feeling so hungry that it's next to impossible to stay on them for any type of extended period. Plus, many of these diets cut your caloric intake to dangerously low levels.

While some people have the necessary discipline

to deprive themselves of food, most don't - and there's a reason for that. Our bodies aren't designed to thrive on small amounts of food for long periods of time. You're supposed to eat a wide variety of foods without feeling hungry all the time. Sure, you probably have to eat a little less food, but stop adhering to the rules that say you can't eat your favorite foods and that if you're not hungry you're doing something wrong.

Being Hungry Sucks

Being hungry isn't fun. That gnawing, empty feeling in the pit of your stomach. It's awful, and it's very real. While a little hunger can be a good thing - it lets us know when it's time to fuel our bodies - too much hunger can lead to binge eating, overeating, and obesity.

If you're going to lose weight and keep it off for good, you have to figure out a way to control your hunger so it doesn't play as large a role in your decision-making. If you eat to alleviate hunger, you'll almost always overeat and, as we've discussed, gaining weight is a result of eating too much food.

Now, while it's important to avoid feeling hungry to the point where you overeat, it's equally important to recognize when you're not really that hungry but you still feel like eating.

Diet	Main Feature
Paleolithic Diet	Eat foods (meats and plants) that early humans ate. Sometimes called Caveman or Stone Age diet.
Atkins Diet	Low carbohydrate diet to promote stored fat to be used for energy.
South Beach Diet	Replaces bad carbs and bad fats with good carbs and good fats.
Weight Watchers	Foods have a point value and dieters eat what they want so long as they stay under the point total.
Cabbage Soup Diet	Low calorie diet consisting of cabbage soup.
Cookie Diet	Calorie controlled - eat low fat cookies to control hunger.
Blood Type Diet	Eat according to your blood type.
Alkaline Diet	Avoid acidic foods while eating foods with low pH levels.
Jenny Craig	Weight counseling with prepackaged foods
HCG Diet	Very low calorie. Incorporates HCG injections.
Zone Diet	Splits calories of carbohydrates, protein and fat according to a 40:30:30 ratio.
Glycemic Index Diet	Eat foods with a low glycemic value.
Eat-Clean Diet	Eat foods that don't have preservatives. Mixes lean protein with complex carbohydrates.

Figure 2.1 - Characteristics of some popular diets

CLEAN PLATE SYNDROME

Who, as they were growing up, didn't hear about the plight of starving children in other parts of the world who would love to eat your left over food? Yes, there really are starving children, and it's a tragedy. We should all do what we can to help. However, this was our parent's way of laying a guilt trip on us for not eating all of our food. Well, contrary to your parent's advice, there is no need to feel bad if you don't eat all the food on your plate.

This tendency to eat all of the food on our plates, regardless if we're hungry or not, is called the CLEAN PLATE SYNDROME. The obvious problem with this "syndrome" is that with the large portions we're being served, we're consuming way too many calories. If you really want to lose weight, you're going to have to start your meals with less on your plate.

If diets don't work because they're either food restrictive or choice restrictive, then it makes sense to address these two issues. Figure out a way that you can eat the foods you love without being hungry all the time. Easier said than done, right? Well, not exactly. In the next couple of chapters we'll reveal how knowing more about the Hunger Switch can do just that.

THINGS TO CONSIDER FROM CHAPTER 2

Even though there is information everywhere about dieting and losing weight, most people are totally confused about what it really takes to shed the pounds.

We need to change the way we think about dieting. Dieting is not a good, long term solution for keeping weight off because diets typically restrict your food choices and food amount to the point where adhering to a diet is next to impossible.

Hunger is the great diet saboteur. For you to stick with any kind of healthy eating plan you shouldn't be constantly thinking about food. You shouldn't be constantly hungry, and you shouldn't ever feel deprived.

With bigger serving sizes, we are eating way too much. While we want to avoid dieting in a traditional sense, we have to figure out how to eat a little less food.

Chapter 3

Where to Begin

As we've started to discuss, even though diet and weight loss information is everywhere, most people don't know how to lose weight and keep it off. For example, in a recent online survey, less than 20% of people knew how many approximate calories they needed every day to maintain their current weight, let alone how many calories they needed every day to lose weight. If that's you, don't worry because by the end of this chapter you'll know what it takes to reach your ideal weight.

Losing Weight doesn't have to be Complicated

To lose weight you have to eat less food than your body uses for energy. Let's say that again – to lose weight you need to eat less food than your body uses for energy. This is as basic as it gets from a definition standpoint but it truly doesn't need to be more complicated than this.

Forget about all of the crazy diets and food restrictions, and just focus on the fact that, when you eat less food than your body needs, your body will tap into other sources for the energy it requires. Here's the really great part: If you're overweight, you already have this stored energy in your fat cells. Which means, if your body isn't getting all the energy it needs from the food you eat – it can get it from your fat cells, and this is what causes you to lose weight.

From an energy standpoint, for the most part your body doesn't care if the calories you eat come from a healthy salad or a cheeseburger. It's all calories - or energy. Just so long as you eat less than your body needs, you'll lose weight. Where we often get into trouble is that the typical cheeseburger has a lot more calories than the typical healthy salad. Plus, the nutritional value of the cheeseburger is certainly questionable.

Bottom line though, you should start thinking in terms of total food taken in versus total energy out. While some "experts" will dispute this, saying that it's too simple or that you need to eat certain types of food to lose weight – don't make it more complicated than it needs to be. Forget about the rules and regulations of the thousands of diets out there and break it down so that it's as simple as possible. Food in versus energy out. In other words – calories eaten versus calories burned. If you eat more calories than your body needs to function, you'll put on weight. Likewise, if you eat fewer calories than your body needs to function, you'll lose weight. It really is that simple. Calories in versus calories out. Food in versus energy out.

So what is a calorie?

We've all heard of the term, but what exactly is a calorie? Well, the scientific definition is "a unit of heat used to indicate the amount of energy that foods will produce in the human body." Obviously, that doesn't mean much to anyone – other than perhaps a scientist. What about the rest of us? What's the average Joe's definition of a calorie?

Just like a pound is a measure of weight, and a mile is a measure of distance, a calorie is a measure of energy. So, when it comes to food, or the calories in food, just think of it in terms of energy you are providing your body. The more calories a food contains, the more energy that food will provide. So, what is a calorie? It's simply a measure of energy in the food you eat.

Now, every food has a specific number of calories. For example, a medium size apple contains about 80 calories, whereas a twelve-inch meatball sandwich from Subway contains about 960 calories.

FOOD	AMOUNT	CALORIES
Spaghetti	2 cups - cooked	350
Cornflakes	1 cup - no milk	100
White Rice	1 cup	205
English Muffin	20 oz	150
French Fries - McDonalds	Large	500

Chocolate Chip Cookie	Medium	70
Apple	Medium	93
Broccoli - Raw	1 cup - chopped	30
Bread (White)	1 slice	80
Pepperoni Pizza - Pizza Hut	1 slice (4.3 oz)	370
Big Mac - McDonalds	1	550
Famous Star w/ Cheese - Carl's Jr.	1	670
7 Layer Burrito - Taco Bell	1	430
Meatball Marina Sub - Subway	12"	960

Figure 3.1 - Caloric content of a variety of foods

Nutritional Facts Food Label

So, how do you figure out how many calories you're eating without always having to look up some kind of chart? Well, you can usually check the food label. That's because all packaged foods, and even some fresh foods, have a *Nutrition Facts* label somewhere on the packaging. This label provides the total number of calories in a particular food, as well as a breakdown of the individual ingredients. These ingredients include fats, carbohydrates, and proteins,

as well as vitamins and minerals. From a calorie standpoint, only fat, protein, and carbohydrates count. For example, pictured here is the nutritional label for a cookie.

Nutrition Facts	
Serving Size: 1 cookie (23 grams)	
Amount Per Serving	
Calories 118	Calories from fat 54
% Daily Value	
Total Fat 6g	9%
Saturated Fat 1g	5%
<i>Trans Fat</i> 0g	
Cholesterol 10mg	3%
Sodium 80mg	3%
Total Carbohydrate 14g	5%
Dietary Fiber 0.5g	4%
Sugars 7g	
Protein 2g	
Vitamin A 0%	• Vitamin C 2%
Calcium 0%	• Iron 4%

Figure 3.2 - Nutritional Facts label for a cookie

You'll notice that this label shows how each cookie contains 118 calories, which includes 4 grams of fat, 13 grams of carbs, and 1 gram of protein. Protein and carbs contain 4 calories per gram, and fat contains 9 calories per gram. So if you do the math:

FAT: 6g of fat x 9 calories = 54 calories

CARBS: 14g of carbs x 4 calories = 56 calories

PROTEIN: 2g of protein x 4 calories = 8 calories

TOTAL: 54 + 56 + 8 = 118 calories

Now, while you shouldn't have to break down the caloric content for the food you eat, it's good to have an understanding of how it's calculated. Also, it's good to have an idea of how many calories a food contains. Here's why: If losing weight is about eating fewer calories than your body needs for its daily activities, then it makes sense to know how many calories you're eating. It also makes sense to know how many calories your body needs every day to function normally, as this will give you a baseline as to where to start. Oh, and by the way, there's actually a name for this baseline, it's called your Basal Metabolic Rate, and we're going to talk about it next.

A FEW THINGS ABOUT NUTRITIONAL LABELS

If you look at the above label you'll notice how many calories there are in fat, compared to carbs and protein. It's over two times as much per gram! That means you're going to get nearly twice as much energy from fat than from carbs or protein.

1 gram of fat = 9 calories

1 gram of protein = 4 calories

1 gram of Carbs = 4 calories

One thing to keep in mind when reading these labels is that, many times, the number of calories you see on the label only represents the number of calories per serving – not the total number of calories for the entire meal. That’s why, when you’re calculating the total number of calories you’re eating, you must always consider the “Servings Per Container” line and make the appropriate adjustments.


Basal Metabolic Rate (BMR)

Did you know that if you woke up tomorrow and decided to lay in bed all day, without drinking, eating, or even moving, you’d still burn calories? That’s because even though you’re not choosing to move around, your body still requires energy to do a number of really important things. For example, you need energy for your heart to beat, to regulate your body temperature, and to maintain your breathing. You even need energy for your hair and nails to grow. The number of calories your body burns performing these things is called your Basal Metabolic Rate, or BMR.

Now, as much as we’d like to, sometimes, stay in bed all day, that’s not realistic. We go to work, play with our kids, exercise, clean the house, and all of the other kinds of activities we do on a regular basis. These activities require energy, or calories, as well. If you sit at a desk all day, you burn fewer calories than a person who walks around a lot for their work. Likewise, if you exercise a lot, you’ll probably burn more calories than a person who watches a lot of television.

To calculate the total number of calories your body uses

every day is simply a matter of adding your BMR calories to your activity calories. This is the total number of calories you can eat every day without putting on weight. If you eat less than this number you'll lose weight, and if you eat more than this number you'll gain weight. That's why it's so important to know these numbers, as without them, you really have no idea as to how much food you can eat every day in order to reach your weight loss goals. Because of this, let's start by calculating your BMR. To do this you will need a few pieces of information: your age, your gender and your weight.

 CALCULATING YOUR BASAL METABOLIC RATE
WOMEN: $655 + (4.35 \times \text{weight in lbs}) + (4.7 \times \text{height in inches}) - (4.7 \times \text{age in years})$
MEN: $66 + (6.23 \times \text{weight in lbs}) + (12.7 \times \text{height in inches}) - (6.8 \times \text{age in years})$

Reading the formula is fairly straight forward. For example, if you're a 35 year-old woman who is 5 feet 6 inches tall (or 66 inches), and weighs 150 pounds then your BMR is:

$$\text{WOMEN} = 655 + (4.35 \times \text{weight in pounds}) + (4.7 \times \text{height in inches}) - (4.7 \times \text{age in years})$$

This is calculated as follows:

$$655 + (4.35 \times 150) + (4.7 \times 66) - (4.7 \times 35) =$$

$$655 + 652.5 + 310.2 - 164.5 = 1,453.2 \text{ calories}$$

This number means that this woman will burn approximately 1,453 calories before she does any sort of activity. It doesn't include the calories she'll burn doing things like walking, running, or any of the other activities she chooses to do. We'll calculate this total number in a little bit.

Let's also calculate the BMR for a 45 year-old man, who is 6 feet tall and weighs 220 pounds. The formula is as follows:

$$\text{MEN} = 66 + (6.23 \times \text{weight in pounds}) + (12.7 \times \text{height in inches}) - (6.8 \times \text{age in years})$$

Here's the calculation:

$$66 + (6.23 \times 220) + (12.7 \times 72) - (6.8 \times 45) =$$

$$66 + 1,370.6 + 914.4 - 306 = 2,045 \text{ calories}$$

This 220 pound man will burn a little over 2,000 calories every day before any form of activity.

To calculate the total number of calories you burn in a day, you simply add your BMR to the number of calories you typically use in the way of activity. From an activity standpoint, you can fall into one of three categories - Sedentary, Moderately Active, or Very Active.

Sedentary (No regular physical activity)

Moderately Active (30 minutes per day of moderate activity)

Very Active (60 minutes per day of moderate / vigorous activity)

If you work at a desk all day and do very little exercise, your activity level would be classified as sedentary. However, if you worked at a desk all day but also went to the gym every morning, your activity level would be, at least, moderate (depending on what you do at the gym), and if you had a job where you were always on the go, plus you worked out every day, more than likely your activity level would be very active. Now, let's put it all together.

Assuming you've calculated your individual BMR, classified your daily activity as either sedentary, moderate, or very active, you can now establish how many calories you're using a day. To do this is really simple. All you do is multiply your BMR by a factor that corresponds to your activity level. These factors are:

Sedentary – Multiply your BMR by 1.3

Moderately Active – Multiply your BMR by 1.5

Very Active – Multiply your BMR by 1.7

Let's now put it all together. This time let's start with the man and assume his moderately active. We already have calculated that his BMR is 2,045 calories per day. Now, we simply multiply his BMR number by 1.5.

Moderately Active: $2,045 \times 1.5 = 3,067.5$ calories

This is the number of calories this man can consume in a given day and not put on any weight. As you can see below, if he were sedentary, that number would go down, and if he were very active that number would go up.

Sedentary: $2,045 \times 1.3 = 2,658.5$ calories

Very Active: $2,045 \times 1.7 = 3,476.5$ calories

Now, let's look at the example of the woman. She was 35 years old, 5 feet 6 inches tall, and weighed 150 pounds. We calculated her BMR to be approximately 1,450 calories. With this we can calculate her total caloric needs for all three activity levels.

Sedentary: $1,450 \times 1.3 = 1,885$ calories

Moderately Active: $1,450 \times 1.5 = 2,175$ calories

Very Active: $1,450 \times 1.7 = 2,465$ calories

These calculations are the total number of calories this woman could eat every days to maintain her current weight.

Creating a Calorie Deficit

So, why is it important to know how many calories you need each day? Well, knowing this allows you to know how you're going to either lose weight, maintain weight, or gain weight. If you're eating more than your body needs, then you're going to gain weight because those extra calories will get stored as fat. This is called a calorie surplus.

On the other hand, if you eat exactly what your body needs, you'll maintain your weight. This is called being

calorie neutral. And finally, if you eat less than your body needs to perform your daily functions then you're going to lose weight. This is called creating a calorie deficit.

TO GAIN WEIGHT - Calorie Surplus

Eat more than what your body needs

TO MAINTAIN WEIGHT - Calorie Neutral

Eat exactly what your body needs

TO LOSE WEIGHT - Calorie Deficit

Eat less than what your body needs

Putting it all Together - The Simple Math of Losing Weight

Now, let's put it all together. Do you remember when we said that losing weight came down to eating less food than your body uses for energy? This is the calorie deficit situation we've just outlined. But how much less food should you eat? Well, let's use the woman from above and assume she lives a sedentary lifestyle. Let's also assume she wants to lose ten pounds. To begin, we start with the fact that there are 3,500 calories in one pound of body fat.

1 POUND OF BODY FAT = 3,500 CALORIES

Since we already know that she wants to lose ten pounds, we then multiply 3,500 x 10, bringing the total calorie deficit she needs to lose ten pounds to 35,000.

3,500 CALORIES x 10 POUNDS OF FAT = 35,000 total calories

Keep in mind that this woman, who we've classified as sedentary, requires 1,885 calories every day to maintain her weight. By just looking at these numbers you can see it's going to take her a while to eliminate 35,000 calories from her diet. Plus, keep in mind that if you're trying to lose weight you don't ever want to starve yourself or eat too little food.

With that said, a good suggestion for losing weight safely and effectively would be to eat about 500 fewer calories than your body needs every day. For this woman, considering she needs 1,885 calories per day to maintain her current weight, to be safe she should never eat less than 1,385 calories per day.

Knowing that she needs a calorie deficit of 35,000 calories to lose 10 pounds, and that she should only look to eliminate about 500 calories per day from her diet, she can come up with a time frame for losing 10 pounds. All she has to do is divide the 35,000 total calories by the 500 calories per day. Doing this will let her know that it's going to take her about 70 days to lose 10 pounds.

$$\mathbf{35,000 \text{ total calories} \div 500 \text{ calories per day} = 70 \text{ days.}}$$

Perhaps a more popular way to look at losing weight is on a weekly basis. Here's what that might look like.

$$\mathbf{500 \text{ calories less per day} \times 7 \text{ days} = 3,500 \text{ calories}}$$

Do you see anything interesting about having a daily calorie deficit of 500 calories? If you do this, your weekly calorie deficit is 3,500 calories, which happens to equal the

number of calories in one pound of fat. That means if you have a daily calorie deficit of 500 calories, then you'll lose one pound every week just from eating less. And that's the simple math behind losing weight. Now that you know about it, you can concentrate on the hard part — actually doing it.

Keep in mind that, so far, we've only talked about eating less food to establish a calorie deficit. You can also exercise to create a calorie deficit and we'll discuss this more later.

IT'S JUST WATER – NOT FAT!

As we've demonstrated, eating 500 fewer calories per day will cause you to lose one pound of weight every week. So, if you ever hear of someone losing more weight than this, you should question it. It could be that they're exercising, in which case they might lose up to two pounds a week, maybe three - but anything more than this is virtually impossible, at least when it comes to fat loss.

So why do people claim they lose more than this? Well, it's more than likely not fat they're losing. It's probably water. That's right, your body can store pounds and pounds of water. When someone goes on a diet and has rapid weight loss in a short amount of time – you can bet it's mostly water. After a little while, their "weight loss" slows down to normal levels, or they start eating again and the weight comes right back on.

*Bottom line - **DON'T BE FOOLED BY OUTLANDISH WEIGHT LOSS CLAIMS!** You can lose 1-2 pounds of fat every week if you're disciplined, but it's virtually impossible to lose more than this for any extended period of time in a safe manner.*

The science behind losing weight doesn't have to be complicated or confusing. In fact, it's better when you simplify it as much as possible. It begins with knowing how many calories you can eat per day, and then adjust your intake to meet your goals. In the case of wanting to lose weight, it's almost always going to be about eating less food. However, while that's easy to say, it's very difficult to actually do. But that's where this book will help.

THINGS TO CONSIDER FROM CHAPTER 3

Most diet/weight loss plans overcomplicate the weight loss process. They offer all kinds of advice on the types of food you should eat, or not eat, and it just gets to be too confusing. It's time to simplify it and here's how to do it:

- 1. Calculate your daily caloric needs by using the BMR equation and then multiply this number by the appropriate activity factor quotient for sedentary, moderate, or active lifestyles. This is the total number of calories you can eat every day without putting on weight.*
- 2. Decide how much weight you want to lose and then break this down to how many fewer calories per day you need to eat.*
- 3. The next step is to plan your eating and exercise activities to accomplish these goals and we will talk more about this in the coming chapters.*

Chapter 4

Your Hunger Switch

Now that we've established some important weight loss fundamentals - primarily, that if you want to lose weight you're typically going to have to eat less food - let's address one very big problem. Eating less food is extremely difficult to do. In fact, for most people, it's virtually impossible. Especially over any kind of extended period. The truth is that the average person rarely sticks to a diet because they're fighting a very real, very powerful, natural reaction to eating less - HUNGER.

Nothing sabotages a diet like being hungry. Sure, you might be able to go for a day or two eating less, but eventually your body craves more food. Unfortunately, when you get to this point, you often go overboard and eat too much. So, unless you can somehow control your hunger, you're going to have a really hard time achieving your weight loss goals. Ideally, if you just didn't have to think about what

you were eating, or whether or not you're eating too much, that would be perfect. Fortunately, that's what your Hunger Switch can do.

Your Hunger Switch

Hunger is why diets fail. It's why low carb diets fail. It's why low fat diets fail. It's why every other crazy diet you've ever been on has failed. Remember, if you want to lose weight, you have to eat fewer calories than your body needs. This is good news however, there is a downside - your hunger reflex. Your hunger reflex is something you can't control with your conscious mind. It's pure reflex. Just like when you put your hand on a burning hot stove, you don't need to consciously think about whether or not to pull it back. It's happens as a reflex. That's how hunger is. It's pure reflex, and when this reflex gets enacted your body automatically turns on your hunger switch.

Think about it: What do you do when you're hungry? You eat. That's how you react to the reflex, and it's the only way to get your hunger switch to turn off. If you try to summon up the willpower to not eat, your hunger reflex just gets stronger and stronger and stronger, until it's so overpowering, that you simply have to cave in and eat.

Think back to the last time you were on a diet. Doesn't matter what kind of diet it was, because the reflex is the same in every case. Why did your diet fail? You stayed with the program for a while. Maybe a day. Maybe a week, maybe even a month. But eventually, your hunger reflex got so powerful that you had to eat. Then, because you allowed

your hunger reflex to get too strong, you probably ended up overeating.

Yet imagine if you had been on that same diet, but you were never hungry. Your hunger switch didn't get flipped to the "on" position. What would have happened? Well, you would have lost as much weight as you wanted, right? Failure would have been practically impossible. It was your hunger reflex that killed your diet, and is responsible for you not being at the weight you want right now. Now, if hunger keeps a low carb diet from working, and a low fat diet from working, and everything else from working, what possible solution is there for getting down to your ideal weight? One of the most clinically researched weight loss ingredients in the world is a super-fiber that when taken before you eat, helps turn off your Hunger Switch.

The World's Greatest Super-Fiber

One of the world's greatest super-fibers is a plant called *Amorphophallus Konjac*, or Konjac for short. This strange looking plant is native to warm regions of Asia and has been used for over 1,500 years as both a source of food and medicine. For example, it's regularly used for conditions such as constipation, blood sugar stabilization, and high cholesterol. However, best of all, it can also help you lose weight.

Konjac is a zero-calorie, all natural, dietary fiber that, when taken with water, actually swells within your stomach by hundreds of times its normal size. But how does this relate to losing weight and controlling your hunger? If there's something in your stomach 30 minutes before you eat, then there's less room to accommodate food. Meaning that you'll

probably eat less than you normally would without really trying. The Konjac super-fiber gives you the feeling of being satisfied without having to eat everything as much as you normally would. And that's where the claim about losing weight without changing your lifestyle comes into play. You don't have to change the way you think about food - Konjac does that for you. You'll naturally eat less without having to think about it, and without having to worry about being hungry.

Think about it. If you eat a little bit less at one meal, then another, and another, over time this can really add up. Just 100 less calories at every meal, adds up to a whopping 30 pounds of fat over a twelve month period.

Now, just because the Konjac super-fiber is going to help you eat less, that doesn't mean it's going to prevent you from eating, altogether. You still have to be careful that you don't order or prepare really large meals. The "Clean Plate Syndrome" that we talked about earlier is a very real thing and will typically win out over any dietary supplement. That's why it's critically important to order or prepare smaller food portions, or meals that don't pack quite so many calories. But don't worry. When you take Konjac before you eat – particularly when you eat a smaller meal - you can do so with the confidence that you're not going to be as hungry as you otherwise would be. And not being hungry will make all the difference!

Feeling Full is Just the Beginning

Have you ever heard of the word "satiety?" It's a term that refers to the feeling of being full after you eat. In fact, there's

even a satiety index that ranks foods according to how full they make you feel. It was created by Dr. Susanne Holt, at the University of Sydney in Australia. She and her team developed a study where they had subjects eat a variety of foods and then rank their relative “fullness” compared to white bread. Meaning people were asked if they felt more or less full compared to when they ate white bread, and by how much. This “fullness” ranking is known as the satiety index and it’s pictured below. (See figure 4.2)

Foods that have a higher satiety value will typically make you feel full for a longer period of time. These include things like vegetables, eggs, boiled potatoes, skim milk, broth-based soups, and even popcorn. On the other hand, low satiety foods typically won’t satisfy you for as long, and as a result you’ll tend to feel hungry soon after you eat them. These low satiety foods include things like nuts, crackers, chips, chocolate candies, and candy bars.

Konjac and Satiety

The reason that some foods have a higher satiety value than others has to do with the time it takes your body to digest these foods. You see, some foods move very slowly through the digestive track. These are high-satiety foods. Other foods though, move very quickly through the digestive track. These are low-satiety foods.

A good rule of thumb with respect to the satiety value of foods is that the more natural the food is, the higher the satiety value tends to be. Things like whole wheat and grains, fruits, vegetables, and oatmeal are great examples of high satiety foods. But what’s this got to do with Konjac?

Konjac is an all-natural fiber and as such, it moves very slowly through the digestive system - giving it a very high satiety value. That means Konjac is going to help you feel fuller for longer. You're not going to feel as hungry like you might when you eat low satiety foods. Yet another way that Konjac helps you eat less food.

3 Ways to use Konjac

There are a few ways to incorporate Konjac into your daily routine. First, you can use it by itself without changing the way you eat or exercise. Second, you can use Konjac in conjunction with healthy eating options. Keep in mind, though, using Konjac isn't about deprivation or going to extremes. It's about eating the foods you love but doing it in a more sensible manner. Finally, for the best possible results, you can use Konjac in conjunction with healthy eating choices and with moderate exercise.

So, which option is right for you? Well, that depends entirely on what your weight loss goals are. If you're looking to lose a few pounds and you just need a little extra help, you may only need to use Konjac by itself. On the other hand, if you're looking to lose a moderate to substantial amount of weight, then you're probably going to have to incorporate healthy eating choices and, perhaps, some moderate exercise into your lifestyle. It really comes down to how much weight you want to lose and, most importantly, how quickly you want to lose it.

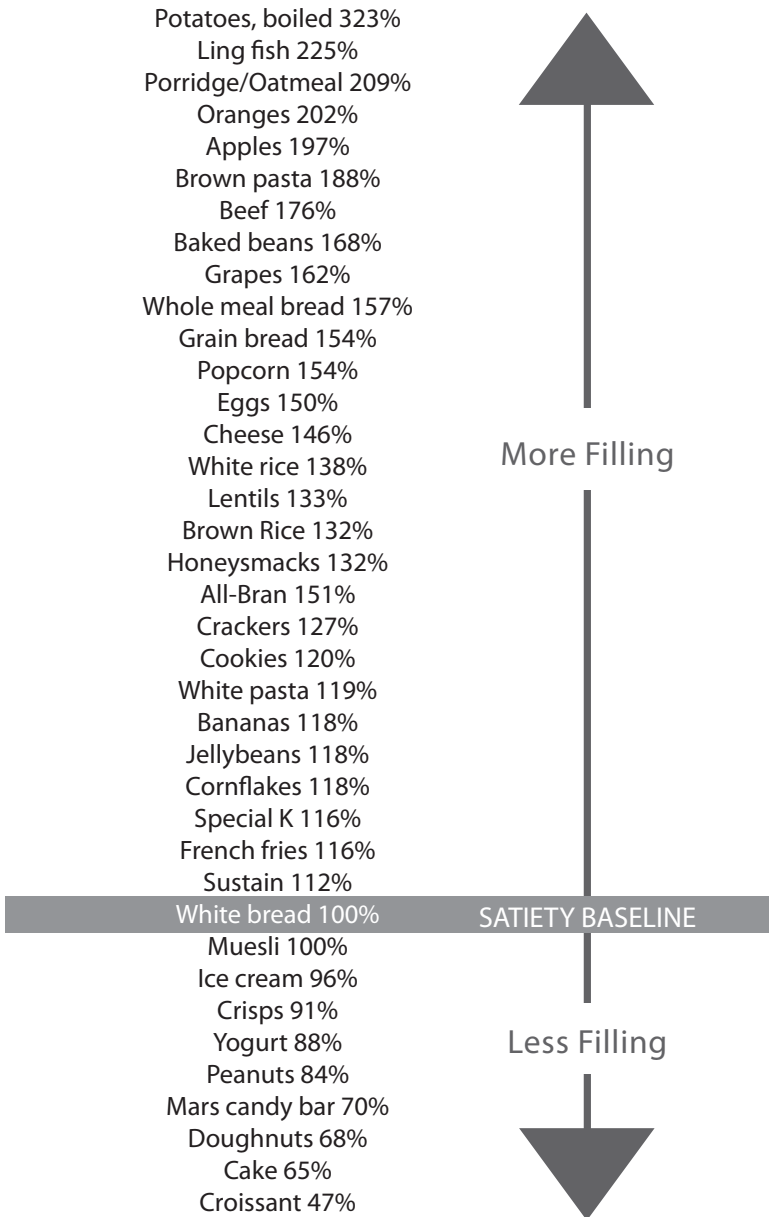


Figure 4.2 - Satiety Values of Common Foods

Options when using Konjac:

1. By itself – No change in lifestyle
2. With a healthy eating plan
3. With moderate exercise

Using Konjac with no Change in Lifestyle

You really can use Konjac without changing your lifestyle. This means you don't have to change the way you diet or exercise. All you do is take Konjac 30 minutes before you eat. Doing this, and only this, should help you lose weight, but it's not a guarantee. Remember, losing weight comes down to calories in versus calories out. No dietary supplement in the world can compensate for eating too much food.

Assuming that you're looking for a little extra help in losing the weight you're having a hard time with, then Konjac by itself is the perfect way to go. If you add a touch of healthy eating and moderate exercise to your regime, you'll lose weight that much faster. It comes down to how quickly you want to do it. Many people don't want to change their lifestyle, and that's okay. With Konjac, you don't have to change, and you can still lose weight.

Using Konjac with Healthy Eating Choices

If you're ready to take your weight loss results to the next level, in conjunction with taking Konjac, you can also make healthier eating choices. Using Konjac can help you make those better choices without feeling deprived - like most other diets usually make you feel.

In the previous chapter we talked about what it takes

to lose weight by eating less food. We mentioned that a healthy, realistic goal might be to eat 500 fewer calories per day. This would help you lose about a pound of fat every week. As mentioned though, it's easy to say things like, "eat less food," but very hard to actually do. There are two reasons for this.

First, when we diet, we're almost always facing the very real challenge of being hungry. Unless this is addressed, it's going to destroy your weight loss goals. Even if you're not looking to incorporate healthy eating into your lifestyle, you're still going to need help eating less food - help that Konjac can certainly provide.

Second, another challenge you face when it comes to making better food choices is the confusion about what actually constitutes healthy food. Making the right choice can be extremely difficult. Because of this, we've dedicated the next chapter to helping you understand what it means to eat healthier.

Always keep in mind that losing weight is about calories in versus calories out. It's not about eliminating certain types of foods or depriving yourself. It's about eating a variety of foods, while not eating too much.

Using Konjac with Moderate Exercise

Creating a calorie deficit by eating less food is really only part of the equation. To burn more calories you can also do some moderate exercise. Now, think about this. If you can eat 500 fewer calories per day, you'll lose about one pound a week. But, if you also burn 500 calories per day through moderate exercise, that's another pound every single week. Now, you may be thinking, "two pounds a week. Big deal."

Not so! Two pounds of fat every week is a safe, realistic goal and over time will really add up. Most importantly, when you lose weight in a steady, reliable manner like this, you're more likely to keep it off. In addition to helping you lose or maintain weight, exercising has many other health benefits. Just look at what exercise can do:

- Boost metabolism
- Lower insulin levels
- Assist in preventing heart disease
- Assist in preventing stroke
- Lower blood pressure
- Raise HDL cholesterol (the good kind)
- Lower LDL cholesterol (the not-so-good kind)
- Improve blood flow
- Control and may even help prevent type 2 diabetes
- Help reduce back pain by strengthening muscles
- Improve posture and flexibility
- Help osteoporosis, by contributing to bone formation
- Improve mood, ability to manage stress, and reduces depression and anxiety.

Best of all, to experience these benefits doesn't require a specific type of exercise. You can participate in sports, do household chores, work in your garden, take an exercise class, go for a walk, perform work-related tasks, lift weights, etc. All types of exercise have some benefit. The important thing is to get out and move. In chapter 6, we'll discuss more about exercising and how to get the most out of it, if that's what you're looking for.

KNOW WHAT YOU'RE GOING TO EAT

As mentioned above, you could take all the Konjac you want, but if you eat too much food – you're going to gain weight. And if you're like most people, you tend to eat what's in front of you – THE CLEAN PLATE SYNDROME.

To overcome these tendencies, it's best to do a little bit of planning before you eat. If you're going out for lunch, look at the nutritional facts from the restaurant's web site before you go. Find the meal that not only looks appetizing, but also fits with what you're looking to eat from a caloric standpoint.

If you're cooking or preparing a meal, know in advance how much you need so that you can not only put the appropriate amount on your plate, but also so you won't be tempted to go back for seconds, thirds, or even fourths.

Making these decisions in advance will go a long way to helping you succeed with your diet. And don't worry about the hunger that typically is associated with eating less food. If you take Konjac 30 minutes before you eat, you'll be fine.

A Few other Things about Konjac

Konjac does not contain any stimulants, so you won't feel jittery when you take it like you might with many other dietary supplements.

Konjac is made in the United States from superior ingredients. This is really important because not all Konjac pills are created equally. In fact, they can differ significantly and you've got to be really careful that you're buying the highest quality ingredients – which Konjac surely contains.

THINGS TO CONSIDER FROM CHAPTER 4

While it's easy to say "eat less food," doing this is another story. That's where Konjac can help. Konjac is an all-natural fiber made from the Asian Konjac plant. When taken just prior to eating, Konjac helps control your hunger and allows you to eat less food. Plus, because of its high satiety value, it helps you feel satisfied for a longer period of time.

With Konjac you can eat all the same types of food you're used to eating. No special diet is required, although eating healthy foods is always preferred and recommended, as is doing some moderate exercise.

Options when using Konjac:

- 1. By itself – No change in lifestyle*
- 2. With a healthy eating plan*
- 3. With moderate exercise*

Chapter 5

Making Better Food Choices

A healthy diet isn't about deprivation, unrealistic weight loss expectations, or severe dietary restrictions. A healthy diet is about feeling good, gaining more energy, and not feeling so hungry that you'll go on some kind of eating binge. Keep in mind that it probably took years to put on the excess weight, you shouldn't, therefore, reasonably expect that it's going to come off overnight. Granted, most of us want to lose weight as quickly as possible, but it just doesn't happen that way. Many of the extreme diets or exercise routines that promote faster than typical results, can be really dangerous, so it's best to avoid these diets as much as possible (Remember the HCG – 500 calorie per day diet). Besides, there's absolutely nothing wrong with losing a couple of pounds a week, especially when you know it's safe. Plus, losing weight in a steady manner absolutely increases your chances of keeping it off.

It's NOT About Being Perfect

So how do you go about implementing a healthy eating lifestyle? For the greatest chance of long term success, you'll want to do it in a number of small steps instead of all at once. Trying to make all the changes overnight isn't realistic, and it will typically lead to cheating or giving up entirely. So instead, start slowly and make the necessary changes over a period of time.

For instance, you might add a salad to a meal once a day, or use olive oil instead of butter when cooking. As these initial changes become part of your regular routine, you can add more and more changes. Eventually, these small changes will add up and your diet will have transformed for the better.

Above all, remember that, in your quest to lose weight, you don't have to be perfect. Let's say that again because it's really important - your diet doesn't have to be perfect. Instead, your goal should be to feel better, have more energy, and to be a healthier person. Don't ever think that you'll never be able to eat your favorite foods again. Nothing should be 100% off limits. If you enjoy fast food, for instance, there is nothing wrong with having it every now and again. Just be aware that the amount of calories in most fast food meals is very high, and if you're eating too much fast food, you probably won't lose the weight you want.

Bottom line is that you want to create a diet that you can actually live with, not one that is so strict you'll never have a realistic chance of sticking with it. For most people, this simply means eating less food, particularly less

unhealthy foods. It doesn't mean avoiding the foods you love. That's why Konjac is so effective at helping people lose weight. By taking it 30 minutes before your meal, you simply don't have to worry as much about overeating.

Cheating on Your Diet is OK

Something that tends to help people stick to a diet is when they incorporate a cheat meal, or even a cheat day into their weekly routine. This means that one day a week you allow yourself to eat whatever you want - and by that we are referring to the type of food you eat, not necessarily the quantity of food.

For example, if you've chosen to use Konjac in addition to eating healthier, one day a week you might get a burger and fries. Use this cheat day as motivation to eat as healthy as possible on the other days of the week. However, if you do have this cheat day, be careful not to overdo it. Don't treat it as a day where you can consume two, three, or even four times the amount of food you normally would. Instead, just don't worry about the type of food you eat on these days.

Having this cheat meal can really help you stick to your diet over the long run as it gives you a reward for being disciplined on the other days of the week. Above all, on these days make sure you take your Konjac as it will absolutely prevent you from eating too much.

HYDRATION – YOU NEED WATER

Did you know that more than half of your body weight consists of water? In fact, every part of your body depends on water to function properly. Blood is composed of 82% water, the brain is made up of 95% water, and lungs are almost 90% water. Water is critical for balancing all systems of the body including the heart, muscles, and kidneys. The body uses water to remove waste, to lubricate joints, and to maintain its temperature. The importance of water to the human body cannot be stressed enough.

When it comes to drinking water, a reasonable goal is to have about six to eight 8-oz. glasses of water per day. The easiest way to do this is to keep a bottle of water with you throughout the day. Also, a simple test to tell if you are drinking enough is to check your urine. If it's colorless or pale yellow you are probably well hydrated.

Real Food... can be Really Good

In your quest to make better food choices, you should try to eat a wide variety of healthy, real food, while avoiding processed, junk-type foods. Please note that we say “less” processed food, not “no” processed food. But what does the term “real food” exactly mean?

Think of real food as food that is more natural, like meat, poultry, fish, eggs, fruits, vegetables, and nuts. Foods that you can readily identify and that aren't loaded with chemicals or additives. These are the foods your grandparents might have eaten and that have only a few ingredients.

On the other hand, processed foods, or junk foods, tend to have dozens of ingredients, many of which are completely unrecognizable and impossible to pronounce. Just look at the following nutritional label and notice how many different ingredients there are some types of ice cream.

Nutrition Facts		INGREDIENTS: FROZEN DAIRY DESSERT [MILK, SUGAR, CORN SYRUP, CREAM, WHEY, MONO AND DIGLYCERIDES, GUAR GUM, CAROB BEAN GUM, NATURAL FLAVOR, CARRAGEENAN, ANNATTO (FOR COLOR), VITAMIN A PALMITATE, TARA GUM], CHOCOLATE CHIP COOKIE DOUGH PIECES [WHEAT FLOUR, SUGAR, BROWN SUGAR, PALM OIL, WATER, SOYBEAN OIL, POWDERED SUGAR (SUGAR, CORNSTARCH), CHOCOLATE LIQUOR, SALT, COCOA BUTTER, NATURAL FLAVOR (MILK), SOY LECITHIN, BAKING SODA], CHOCOLATE FLAVORED CHIPS [SUGAR, COCONUT OIL, COCOA POWDER (PROCESSED WITH ALKALI), MILKFAT, SOY LECITHIN (AN EMULSIFIER), VANILLA EXTRACT].
Serving Size: 1/2 Cup (68 g)		
Amount Per Serving		
Calories 150	Calories from fat 45	
Total Fat 5g	% Daily Value	
Saturated Fat 3.5g	8%	
Trans Fat 0g	18%	
Cholesterol 10mg		
Sodium 50mg	3%	
Total Carbohydrate 25g	2%	
Dietary Fiber 0g	8%	
Sugars 16g	0%	
Protein 2g		
Vitamin A 6%	• Vitamin C 0%	
Calcium 6%	• Iron 0%	
*Percent Daily Values are based on a 2,000 calorie diet		

Figure 5.1 - Nutritional label for ice-cream

**Ingredients on the food label are listed in order from greatest to the least amount contained in the food. In most foods, the first three items listed indicate the primary ingredients used to make the product.*

How did you Get your Food?

Another way to determine if the food you're eating is "real" or not, is by looking at how the food is delivered. As a rule of thumb, anything that comes out of a vending machine, drive-through window, cellophane wrapper, cardboard, or plastic bag more than likely doesn't qualify as being overly healthy or real. While some of these foods may have started out as real, they get over processed to the point where there is little left but fat, sugar, and salt! If you're trying to make better food choices, these are the types of food you should probably avoid.

Carbs, Proteins, and Fat

From our previous discussion about nutritional labels, you'll recall that the calories you eat can come from carbs, protein, or fat. Both carbs and protein have about 4 calories per gram, and fat has about 9 calories per gram. This means that you'll get more calories from a meal high in fat, than you would from a meal high in either protein or carbs. Therefore, knowing more about how carbs, protein, and fat affect your weight is going to help you make better food decisions. Let's start by talking more about carbs.

The Carb Craze

Do you remember about 10 years ago when the Atkins Diet was starting to really gain in popularity? Although this diet wasn't new – Dr. Atkins published his original diet book in 1972 – it really seemed to introduce the world to low-carb eating. Since then, we've seen hundreds of other carb related diets claiming to be the sure fire way to help people

lose weight. But what's the real truth about carbs, and why are they often considered the enemy when it comes to losing weight?

Good Carbs and Bad Carbs

Foods that are classified as carbs, or carbohydrates, can vary significantly. For example, at one end of the carb spectrum we have cookies, candy, and soda, while at the other end, we have fruits and vegetables. Obviously, eating a bowl of broccoli will affect your body differently than eating a bowl of potato chips. That's why, instead of lumping all carbs together in the same bucket, they have been separated according to similar characteristics. This separation simply defines carbs as being either "good" or "bad." Good carbs are the ones we want to eat most of the time, and bad carbs are the ones we want to avoid as much as possible. Good carbs are sometimes also known as complex carbs, and bad carbs are sometimes known as simple carbs.

While classifying carbs as either good/complex or bad/simple, is somewhat simplistic, it works for most people. After all, do you really care if the carbs you're eating are monosaccharides, disaccharides, oligosaccharides, or polysaccharides? Of course you don't. You just care about how eating certain carbs will either help or hurt you when it comes to losing weight. Identifying them as either good or bad makes it easy to do this and can help you make better food choices.

GOOD CARBS	BAD CARBS
<ul style="list-style-type: none"> • Also known as Complex Carbs • Digest Slowly • Prolong Energy • High Fiber • Makes you feel full longer • Natural Sugar • Low Insulin Levels • Carbs used for Energy • Low Glycemic • Helps with Weight Loss 	<ul style="list-style-type: none"> • Also known as Simple Carbs • Digest Fast • Short Energy • Low Fiber • Refined / Processed • Hungry Sooner • Added Sugar / Calories • Spike in Blood Sugar: • High Insulin Levels • Carbs convert into Fat Cells • High Glycemic • Weight Gain
GOOD CARB EXAMPLES	BAD CARB EXAMPLES
<ul style="list-style-type: none"> • Sweet Potatoes • Brown Rice • Oatmeal • Whole Grain: Pasta / Bread • Most Fruit • Green Veggies • Beans • Natural Sugar 	<ul style="list-style-type: none"> • White Bread • White Rice • Potatoes • Corn • Soft Drinks • Pastas • Cereals • Refined Sugars

Figure 5.2 - Characteristics and examples of good and bad carbs

Carbs and Insulin

Something else you should know about carbs is that carbs are actually sugars. That means when you eat carbs, whether from a cookie or from a bowl of pasta, you're consuming a form of sugar. Granted, the nature of the sugar from a cookie is different to that of pasta, but both cause your blood sugar levels to go up. Typically, carbs that cause your blood sugar levels to rapidly spike are identified as bad carbs, or as mentioned above, simple carbs. On the other hand, carbs that cause your blood sugar levels to increase more gradually, are identified as good carbs, or complex carbs. But why does this matter?

As stated, eating carbs causes your blood sugar levels to increase. This, in turns, triggers the release of the hormone insulin, which acts to bring your blood sugar levels back to normal. It does this by removing sugar from your blood and depositing it into your fat cells. And that's the problem. When sugar goes into your fat cells, it makes your fat cells get bigger. Even worse, your fat cells aren't limited as to how big they can get, or how much sugar they can accept. That's why many diets recommend you try and keep your blood sugar levels as stable as possible. This prevents the spikes in insulin that we're talking about and, thereby helps prevent your fat cells from growing, and growing, and growing.

In looking at the figure 5.3 below, you can see how your body releases insulin in relationship to both simple and complex carbs. When you eat simple carbs - cookies, white bread, or refined sugar - your insulin levels spike. This leads to the uptake of sugar into your fat cells. However, you'll notice that when you eat complex carbs - brown rice,

whole wheat bread, or vegetables - your body doesn't experience these same insulin spikes, which essentially blocks the pathway for sugar to make its way to your fat cells.

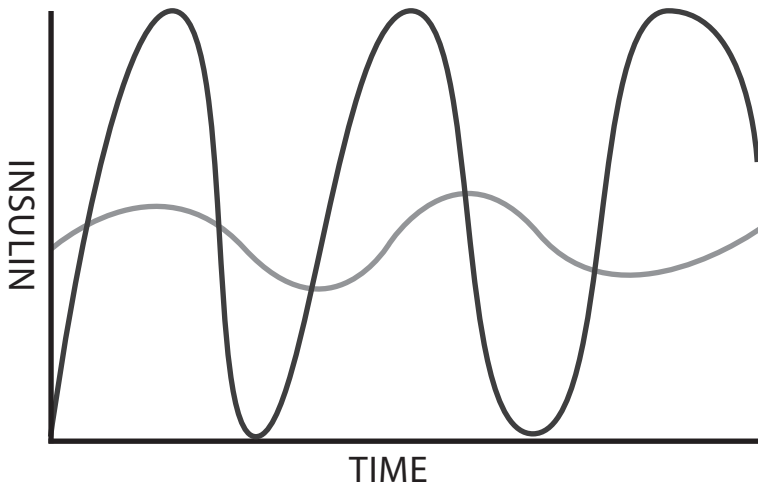


Figure 5.3 - Insulin's relationship to good and bad carbs

Konjac and Blood Sugar Levels

Another benefit of Konjac is that it has been clinically shown to help stabilize blood sugar levels - regardless of what you eat. This prevents the insulin spikes that we've been talking about and can help you maintain your weight. This is just another way that Konjac helps contribute to your overall weight loss goals.

SHOULD YOU SWITCH TO DIET SODA?

Some of the worst carbs you can consume come in the form of sugary drinks. These drinks are just empty calories that cause your insulin levels to rapidly rise and your fat cells to take in all that sugar - which then gets converted to fat. Because of this, you should avoid sugary drinks. Just one can of Coke, for instance, contains 140 calories. If you drink more than one can per day, then you're really in trouble.

If you feel like you need to drink soda, there are plenty of calorie free sodas that are good substitutes. Yes, recommending diet soda is controversial, but if you drink diet soda, you'll take in a few hundred less calories every day as well as prevent the insulin spikes that can cause weight gain.

Fiber

Did you know that good carbs contain fiber? That's because, unlike most other carbs, fiber can not be digested by the human body. As it passes through your body it helps in a variety of ways such as lowering the risk of heart disease, diabetes, and stroke. It can also help in weight loss, blood sugar level control, and in regularity.

Fiber can be either soluble or insoluble. Soluble fiber dissolves in water and is found in foods like oatmeal, nuts, beans, and some fruits. These fibers help, mainly, with blood sugar levels and cholesterol. Insoluble fiber does not dissolve in water and is found in foods like wheat, brown rice, legumes, and certain vegetables such as carrots and

cucumbers. Insoluble fiber helps your digestive system by promoting regularity and aiding with constipation.

While most adults need up to 30 grams of fiber each day, most of us consume only about half this amount. However, that's where Konjac can help. It is an all-natural fiber and can add several grams of fiber to your diet each day. Now, while taking a fiber pill, like Konjac, will never be truly comparable to eating more fiber, it does help nonetheless. In fact, clinical studies on the active fiber that's in Konjac have shown how it can help with the ailments we've described above - stabilizing blood sugar levels, aiding in digestion and regularity, and even lowering cholesterol.

You should always consult your doctor about your personal situation, and if you're on some kind of medication, you should never stop taking it without your doctor's approval. However, with that said, fiber is extremely beneficial and most of us need more of it. Konjac is one small way you can accomplish this.

Protein

Protein provides the amino acids that serve as the basic building blocks of the body. These are essential for growth, energy, and maintaining our cells, tissues, and organs. Most experts recommend that adults get anywhere from 10 to 35 percent of their calories from protein. That's roughly about 45 grams per day for women, and about 55 grams per day for men.

Protein comes from either animal or plant sources. For example, the protein from things like fish, chicken, and beef is obviously animal based, whereas the protein from beans, peas, nuts, tofu, and soy products are plant based.

Fat

Did you know that not all fat is bad for you? In fact, your body needs certain fats to survive. These essential or healthy fats, help nourish the brain and the heart, as well as the hair, nails, and skin. They can be found in foods like olive oil, avocados, nuts, seeds, canola oil, and fatty fish like salmon.

On the other hand, there are also unhealthy fats, like saturated and trans-fats, that are best to avoid as much as possible. Saturated fats come primarily from animal sources, and trans-fats are usually found in snack foods, baked goods, candies, cookies, etc.

KEEPING A FOOD JOURNAL

At this point you may want to track your current caloric intake. To begin, don't make any changes to your diet. Eat like you normally would, in the quantities you're currently eating. Keep track of every single bite of food, every candy, every chip, and every vegetable. At the end of each day, total the number of calories. At the end of the week, add up the total for the week and divide that number by seven, giving you the average number of calories you're eating each day.

You can then determine how many calories you need to cut out of your diet so you can lose weight. Remember, if you want to lose a pound a week, you'll need to cut 500 calories each day. A bonus to this tracking task is, that since you've tracked your food for a week, you'll already know exactly what you eat and the quantities. This will help to show you which foods you can easily eliminate from your diet when you're looking to cut calories.

Putting it all Together

Now that you have a basic understanding of carbs, proteins, and fats, you're ready to start implementing this knowledge into your healthier lifestyle. So, as you go to your favorite places to eat, and as you prepare your favorite meals, you'll be able to make better food choices.

THINGS TO CONSIDER FROM CHAPTER 5

Eating complex or "good" carbs reduces the insulin spikes that are often associated with putting on weight. Plus, they help you to feel full for a longer period of time. If you just can't avoid eating bad carbs, then at the very least make sure you take Konjac before your meal.

Protein builds muscle and burns fat. You need to eat protein to build the muscle in your body. And as an added bonus, your body burns lots of calories digesting protein, so be sure to eat protein with every meal.

Fat is your friend. Eating the right kinds of fat is essential to staying healthy and being slim. So stock up on avocados, coconut oil, and butter.

As you look to minimize unhealthy foods, remember it's more about moderation. Nothing is 100% off limits. Your food choices need to be ones you can live with.

Chapter 6

Do I Really Have to Exercise?

Exercise is not just for people who are trying to shed extra pounds. That's because exercise helps with both your physical and your mental health. Best of all, to reap the benefits of exercise you don't have to go to extremes. Sure, if you want to join your local Cross-Fit club, or do some kind of really intense workout - you can.

But you don't have to. Don't ever think that if you're not killing yourself every time you exercise that you won't be losing weight, feeling good, or reaping the benefits. Exercise doesn't have to be hard to be beneficial. Besides, why risk potentially injuring yourself by doing things you're not ready to do. Simply finding ways to be more active in your day will be the best way to start. Whether you schedule time to exercise every day, or just make an effort to move a bit more is up to you. No matter what you do, you'll quickly see improvements in the way you look and feel.

Exercising Helps you Eat Less

If you're committed to losing weight, then exercise is a great compliment to eating healthy food. In fact, exercise can actually reinforce your healthier eating habits. That's because when you exercise, you're more aware of your weight loss goals and this awareness tends to help you make better eating decisions.

A great goal with exercising is to burn about 300 to 500 extra calories per day. This will burn up to an additional pound of fat every single week. Add that to your healthy eating plan and you're on your way to a newer, slimmer you. If you can't burn this many calories every day, don't worry. Any amount of exercise is better than no exercise. Do what you can and increase the intensity when you're able. And, just like your diet, the simpler you make your exercise routine, the more likely you'll stick with it.

In figure 6.1, you'll notice that the more intense the workout, the quicker you burn calories. As you'd expect, things like jogging and swimming burn calories fairly quickly. However, if you're not quite ready to go jogging or swimming, then start with walking. If you walk just a little longer, you'll burn the same amount of calories as you would by swimming or jogging. And remember, no one knows their body better than you, so figure out what you're going to do and how quickly you'd like to do it.

APPROX NUMBER OF MINS TO BURN 500 CALORIES							
BODY WEIGHT	120	140	160	180	200	220	240
Aqua-aerobics	131	113	99	88	79	72	66
Boot Camp	78	63	52	45	39	35	31
Boxing: Heavy Bag	66	57	49	44	40	36	33
Cycling: Outdoor	75	64	56	50	45	41	38
Cycling: Spin Class	53	45	39	35	32	29	26
Jogging: 6.5 miles/	53	45	40	35	32	29	26
Martial Arts	53	45	39	35	32	29	26
Pilates	150	129	113	100	90	82	75
Racquetball	61	53	46	41	37	33	31
Rollerblading	75	64	56	50	45	41	38
Rowing	66	56	49	44	39	36	33
Running: Interval	24	21	18	16	14	13	12
Strength Training: Max Rest	110	94	82	73	66	60	55
Strength Training: Min Rest	64	55	48	43	38	35	32
Swimming Laps	71	61	53	47	42	39	35
Walking: 3.5 miles/	107	92	80	71	64	58	53
Yoga	210	180	158	140	126	115	105

Figure 6.1 - Minutes to burn 500 calories

Awesome Benefits to Exercise

In addition to losing and maintaining weight, regular exercise has many other benefits. Here are just a few:

Benefit 1. Boost Energy Levels

As you know from personal experience, life can be hard. Our days tend to be long and, at times, jam-packed with responsibility. So, why add exercise to your already busy day? It's simple. Physical movement will increase your vigor, improve your muscle strength, and increase your endurance. It also helps your cardiovascular (heart and lungs) system to efficiently deliver nutrients and oxygen to your body which leaves you with more energy to complete your everyday activities.

Benefit 2. Improve your Mood

When you need an emotional boost, or just need to blow off steam, participating in some form of physical activity is a perfect option. Exercising frees endorphins that assist in elevating your mood. In fact, if you suffer from any form of depression, exercising may have the same effect as taking antidepressants.

Benefit 3. Strengthen your Mind

Your brain can weaken over time if it is not exercised. Working out can excite proteins that reside in your brain and this can even aid in the formation of new brain cells, thus strengthening your mind. Exercise is the very best thing for learning and improving memory.

Benefit 4. Fight off Viruses

When your workout is complete, the levels of a protein

called “immunoglobulin” increase. This protein temporarily strengthens your body’s immunity to infections, including the common cold and influenza, for up to 24-hours after the completion of exercising.

Benefit 5. Combat Chronic Disease

Researchers agree that exercise can help prevent or manage a number of health concerns, including type 2 diabetes, high blood pressure, cancer, high cholesterol, and more. The American Cancer Society states that roughly 33% of all cancer deaths in the United States each year can be linked to a poor diet, obesity, and inactivity.

Benefit 6. Sleep Better

When you exercise on a regular basis, you’ll find it easier to fall asleep, and will experience a deeper sleep than when you don’t exercise. The only caveat is to not exercise too close to bedtime. Exercise causes us to have more energy, so you don’t want to be super-energized right before trying to sleep.

Benefit 7. Decrease stress

Ever notice how when you’re stressed, you tend to forget things? Stress atrophies the brain, particularly the memory center. However, raising your heart rate, through exercise, reverses damage to the brain caused by stress. In addition, just 30 minutes of moderate exercise can increase levels of neuro-hormones like dopamine, serotonin, and norepinephrine. These soothing brain chemicals elevate your mood and improve cognitive function and learning.

These are only a few of the many important reasons to include exercise in your daily routine. With regular exercise of about 30 minutes per day, you will quickly see health benefits, and you'll feel so much better about yourself.

A Few Things Before you Begin

Before you start your new exercise program, here are a few things to keep in mind:

1. Choose an activity you enjoy and will continue to do. Keep in mind, however, that even if you love the activity, it may become boring at times. When you get bored, change it up. Do something different or add something new to your routine.
2. Fitness will not happen overnight. It takes time and patience. Allow two or three weeks to begin feeling the effects and a couple of months to really see the results in a mirror.
3. Start slow and build up over time. This can help lower the risk for injury and make the exercise more enjoyable. It also helps you to set goals for the next workout. If you walked for 15 minutes today, make a goal to walk 20 minutes the next day.
4. When you first start, it's probably going to hurt a little but that's nothing to worry about. It means you're using your muscles either in different ways, or more than they are accustomed to being used. If you are so sore that you can't

move, then you've done too much and should seek medical advice.

5. Always warm up before starting. A simple warm up is to do your activity at a slow pace for 3-5 minutes.

6. For the maximum health benefit, participate in 30 minutes of moderate exercise on most days. If you have a hard time fitting in 30 minutes at one time, you might, perhaps, break it down into two 15-minute sessions. If that's still too much, then do what you can.

7. When your exercise session is finished, gradually reduce the intensity as a cool down before stopping. This allows your heart rate to decrease to a normal rate.

THINGS TO CONSIDER FROM CHAPTER 6

Exercise will help you to lose and maintain your weight. However, more than this, it will help you to feel much better about yourself.

The exercise you choose doesn't have to be one of those extreme workouts that you see on TV. It can be as easy as dancing, jumping rope, swimming, or walking. It's even better if you can combine exercise with social activities.

Work out with a friend, join a team, or take a hike through the woods with the family. In short, remember that humans are built for movement! We are not made to be couch potatoes. Get up off the sofa, turn off the television, and start moving!

Chapter 7

Attitude = Success

Think about the last time you started a new diet. You were totally motivated to finally make your dream come true! However, after a little while, planning meals became a chore and cooking a healthy meal took more time than calling for a pizza. Exercising was no longer fun and you found yourself coming up with all kinds of excuses – it's too early in the morning, it's too hot, it's too cold, etc. Before long, you're just not as motivated about your diet and your weight loss goals. You then find yourself back at square one and ready to give up entirely. Even worse, you may be on the verge of convincing yourself that you're supposed to be fat.

Stop! Don't give up! There's still one piece of the puzzle that we haven't yet talked about that really can make the difference: Your attitude.

Your attitude is one of the most important factors in determining your long term weight loss success. No matter

what you do in other areas — eating healthy, exercise, taking supplements — none of it matters without the proper attitude. If you want to be successful at weight loss over the long term, you must start with your attitude. You've got to want it.

Take Control of Your Thoughts

Losing weight is as much a mental challenge as it is physical challenge. If you don't change your way of thinking, you may find it difficult to experience long term weight loss success. To help with your attitude, here are five strategies you can utilize to help.

1. Know WHY you eat

When people are asked about the reasons they eat, hunger falls pretty far down on the list. So, if you're not eating because you're hungry, then why are you eating? Many of us turn to food for comfort or to find happiness.

When you find yourself looking through the refrigerator for something to eat, even though you've just finished a meal a short time earlier, then it's a pretty clear sign that you aren't eating because you are hungry. Instead, you may be stressed, bored, sad, lonely, angry, or feeling some other kind of emotion, and your trip to the kitchen to find something to eat may be an attempt to help you feel better.

When this happens, stop and ask, "Am I really hungry right now, or am I just looking to eat to change the way I feel?" If this is the case, try to identify why. Then, determine if there is another way you could feel better without turning to food.

2. Positive Self-Talk

Which sounds more like you?

a) "I'll never be thin. I only lost one pound this week. One pound! It's going to take forever at this rate. I shouldn't have had that cake last night. I may as well just give up."

b) "This is going pretty well. I lost another pound this week. That makes ten pounds in six weeks. Not bad! That birthday cake was really good, last night. I think I'll walk a little extra today so that I'll, maybe, lose another pound next week."

Both of these statements are talking about the same thing, but one is obviously more positive than the other. What about you? Is your self-talk positive or is it negative?

Stop listening to the negative thoughts in your head. Instead, think about the success you've had with your weight loss experience and focus on that. When you start to believe that you can succeed at losing weight, it's going to make it much easier to follow through. Keep in mind the famous words of Henry Ford when he said, "Whether you think you can or can't - you're right."

3. Make Conscious Choices About What You Eat

Too often, we eat things we know aren't good for us and we do it without even thinking about it. Being conscious of what you are eating, and when you're eating it, helps you to manage eating when you aren't hungry. It helps you to feel satisfied with your food choices and stops the feelings of deprivation that often occur.

4. Never Give Up

No matter what happens during the course of the day, never

give up. If you have a bad day where you couldn't control your eating, simply try again tomorrow. Don't wait weeks or months to try again. Commit to starting again at your very next meal.

5. Take it one Day at a time.

A lot of diet books and diet gurus will tell you that you have to commit to making changes for the rest of your life. While this may be true, for most people it's overwhelming. Just take it one day at a time. Focus on what you're going to do today, or plan out the next couple of days. If you do this, pretty soon you'll string a lot of good days together and you'll have the confidence to know that you can do it for a longer period of time. Continue to focus on the short term and the long term will take care of itself. Above all, if your short term goals start to unravel, then go back to point number four - NEVER GIVE UP. Start again at your very next meal.

It Won't Happen Overnight

It is important to remember that nothing will happen overnight. That may be hard to accept but it's the truth. It's going to take time and patience. You aren't going to lose 50 pounds in a couple of weeks, no matter what the latest diet fad suggests. Remember, your goal should be to lose 1-2 pounds each week. You didn't gain the weight overnight — even though it feels that way — so don't expect it to come off overnight.

THINGS TO CONSIDER FROM CHAPTER 7

Achieving the right mind set is like a light bulb turning on in your brain. Something clicks, and it all starts to make sense. The mental blocks begin to fade, your belief in yourself and your self-worth begins to grow, you begin to feel empowered to make the necessary changes; you take control.

It is important to recognize that there is no magic involved here. Changing your mind is going to take time, practice, learning new skills, being realistic about your expectations, and a good support system. It will require a lot of hard work, but the results are well worth it!

The fact is that if you want to lose weight and become healthy, you're going to have to do some things that may take you out of your comfort zone. You'll have to say no to the super-sizing, skip the fries, and cut back on the treats... all things that might be difficult to start, but will get easier over time.