

# THE Mediterranean DIET

## 30-DAY CHALLENGE

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### THE BEACH BODY PROGRAM INTRODUCTION MANUAL



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The information in this manual is not intended to replace medical advice. No action or inaction should be taken based solely on the contents of this information.

Before beginning this or any other nutritional or exercise regimen, consult your physician to ensure it is appropriate for you.

The information and opinions expressed here are believed to be accurate, based on the best judgment of the author. Readers who fail to consult with appropriate health authorities assume the risk of any injuries.

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### The Mediterranean Diet 30-Day Challenge

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# INTRODUCTION



Congratulations on picking up a copy of **The Beach Body Program**! I'm 100% certain that if you apply the methods in this book, you will be well on your way to creating the body of your dreams. From day #1 on **The Beach Body Program**, you'll see your scale moving down, your body shrinking and your clothes fitting better. And not only will you begin to dramatically improve your physical appearance, you'll feel healthier and more energetic than you have in years. For many people, these significant and immediate improvements in appearance and well-being often result in greater confidence and even a whole new outlook on life. I sincerely hope this is your experience!

**The Beach Body Program** was created as a solution to all of those 'mainstream' diet programs on the market which are time-consuming, inefficient and just plain ineffective. After reading well over 500 medical studies, dozens of diet books and reviewing hundreds of diet systems, programs, gadgets, pills and potions, I have put together what I feel is the 'end-all, be-all' rapid weight loss diet system — the best ever created. But don't get me wrong, this is not just unproven theory. This book is the result of more than a decade of research and more than two-and-a-half years of real-world tweaking and testing. Understand that this is not another one of those diets which works for some and not others. This diet works for everyone. And not only does this diet work, it works fast, and it works every time — without fail.

I decided to take time from my busy schedule to write this book after a great deal of encouragement from my friends, family and personal training clients. All of them have not only complimented me on my ultra-effective diet system and urged me to take it public — they have also praised my ability to break down difficult concepts so that



anyone can apply them and enjoy success. I have worked to condense this book into as few pages as possible, in order to give you the ‘meat’ of the system without all of the dry, boring medical data that goes along with it.

While I have done my best to put this book together without any ‘fluff’, I feel it is extremely important to explain the reasons behind the methods. Like many people, I like to skip ahead and get to the ‘actionable’ parts of the system. When I do that, however, I usually don’t get the exact results that are promised. That’s because, like most people, I tend to take what sounds good to me, while ignoring the parts that I don’t particularly like or want to do. Please trust me on this, and read this entire book. You have to know the reasons why the system works. When you fully understand the science, you will be far more likely to follow the ‘rules’ — and in return, you will see some very dramatic weight loss.

**The Beach Body Program** is broken down into three main components for easy reading.



**1. Diet:** The diet portion of **The Beach Body Program** is just that – the actual diet. It consists of four phases with radically different elements. For example, during your first week on the diet you're very likely to see weight loss of around 7-10 pounds. In Phase #4, you'll learn how to determine your BMR, and how to use it to calculate the calories and nutrients you'll need each day to meet your weight loss goals. You'll also learn how to effectively time your meals, how to create a 24/7 fat-burning environment through the foods you eat, how to balance your hormones to increase fat-burning, and how to use optional supplements to dramatically increase your weight loss.



**2. Exercise:** While the diet portion of this book alone will turn your body into a fat-burning furnace, I have added quality exercise routines which can nearly double your results. One of the reasons most diets fail is because the amount of exercise needed to make the diet work requires way too much time. But when it comes to exercise, fat loss is actually driven by intensity, not time. With **The Beach Body Program**, you'll enjoy some serious fat-burning and body shaping workouts in just 20-30 minutes per day — and only for three days per week.



**3. Willpower, Motivation and Mindset:** Most people find this section eye-opening, because it dispels some of the often-repeated, common myths about willpower which prevent many from succeeding. It's not only interesting, but an important element of this diet plan. This section will help you power through your willpower challenges, and give you a host of easy-to-follow options which can virtually guarantee your success on **The Beach Body Program**.

All in all, the pages that you are reading are designed to help you strip off 10 ... 15 ... even 20 pounds or more of stubborn fat from your body over the next 21 days. But more importantly, this book is going to give you the keys to creating the body you've always wanted, because you can use these methods to become as lean and healthy as you desire. Yes, I'm talking about six-pack abs, and even single-digit body fat percentages, if that is what you want to accomplish. This book is going to give you the ultimate 'secrets' on how to lose weight virtually on command, and how to keep that weight from ever coming back. In reality, this book will give you a new life. A life in which you are no longer embarrassed about your weight or body shape; a life filled with happiness and increased self-confidence; and most importantly, a longer and healthier life for years and years to come.

# RAPID WEIGHT LOSS

In all my years in the diet and fitness industry, I have yet to have anyone ask me how to lose weight slowly. In fact, most people who come to me for weight loss advice have already let things go too far, and are seeking the fastest way possible to lose the excess weight they have put on. I truly believe that the #1 reason that most diets fail is because they simply do not produce results fast enough. Let's face it. It is simply no fun at all to spend hours in the gym, followed by eating small portions of food that we can't stand, day after day, while watching the scale move at just a pound or two each week.

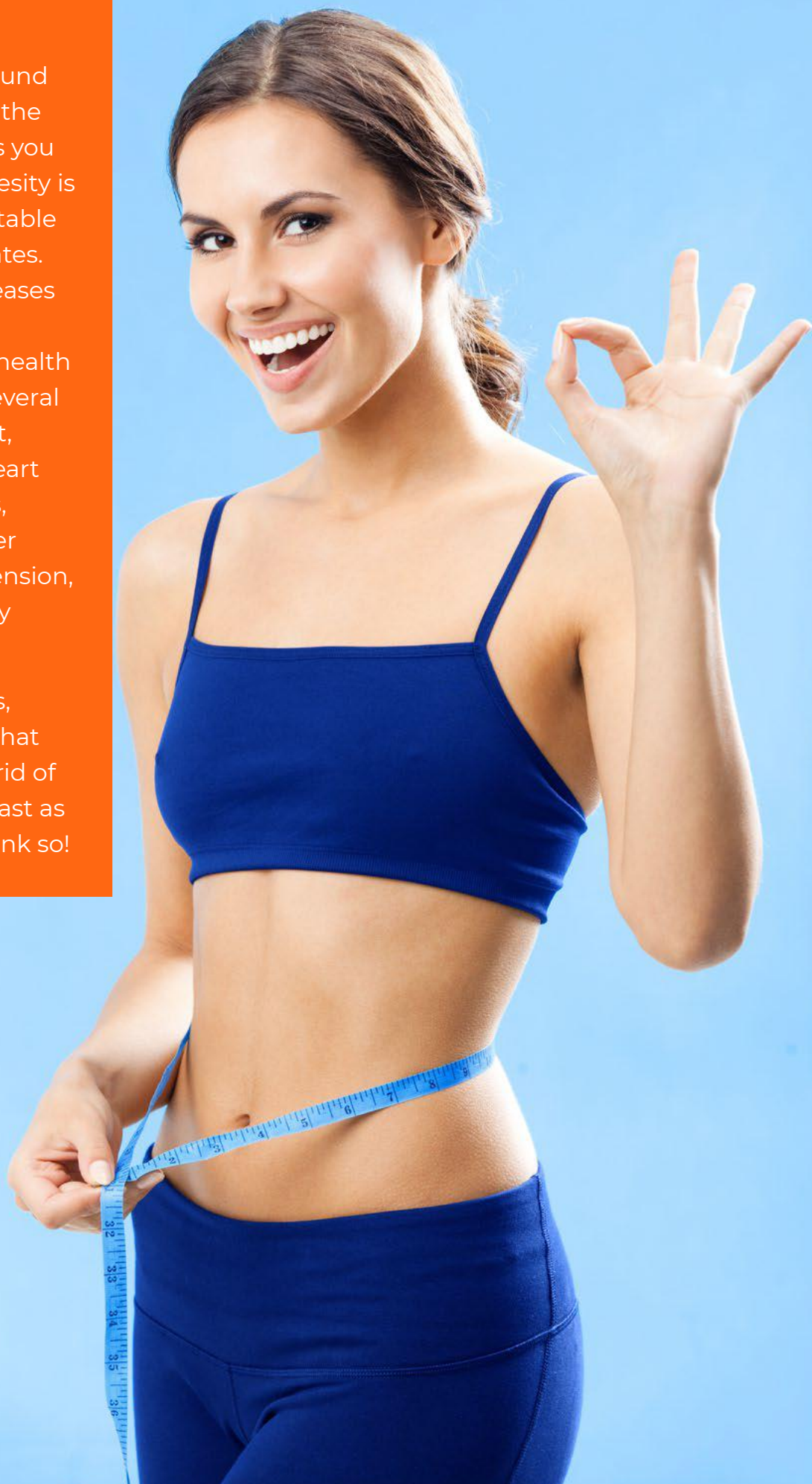
For a diet to be successful, I truly believe that the diet must produce visible and significant results fast. When the dieter sees real results quickly, he or she becomes more engaged. And when I can get the dieter engaged by seeing real results, a 'snowball effect' occurs; results get better and better as dieters see themselves getting leaner and leaner.

On **The Beach Body Program**, you will see real results quickly. These results will be the feedback and motivation you need to continue on with the diet, as you will be able to see your weight loss goals in your sights.

When people first hear of **The Beach Body Program** and the dramatic weight loss results it produces, their first question is usually something to the effect of, "Isn't it dangerous to lose that much weight so quickly?" This is actually a great question, considering the fact that we have been bombarded with statements to that effect. The fact is, in all of my research over the past decade, I have yet to find any safety data regarding the speed at which weight loss is achieved. Instead, most of the studies concerning weight loss deal more with the methods by which weight loss is achieved, rather than the speed at which the weight comes off.

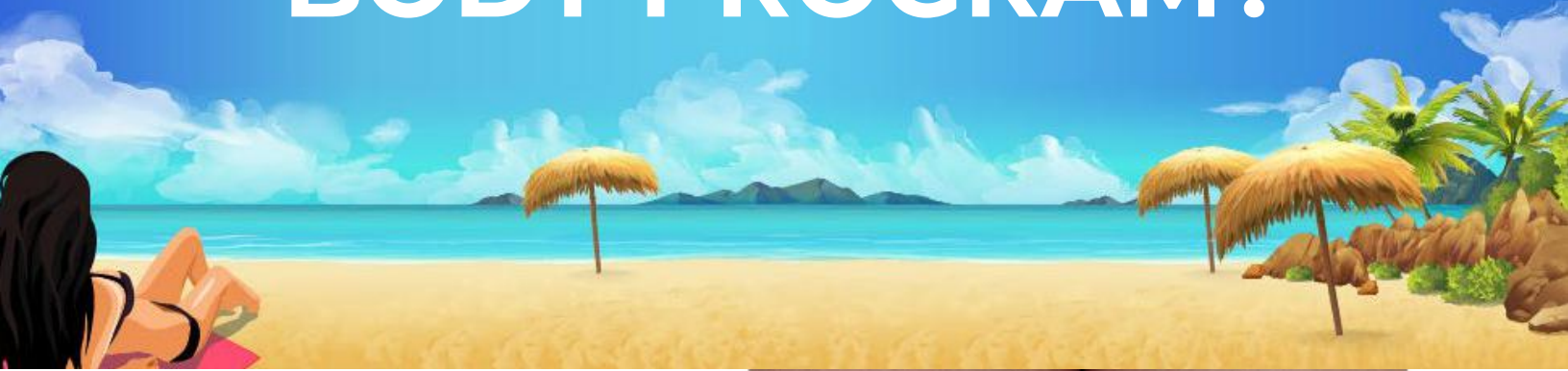
The fact is, carrying around extra body fat is one of the most dangerous things you can do. As it stands, obesity is the #2 cause of preventable death in the United States. Being overweight increases your risk of numerous diseases and negative health conditions including several types of cancers (breast, colon, etc.), coronary heart disease, type 1 diabetes, sleep apnea, gallbladder disease, stroke, hypertension, osteoarthritis and many others.

Considering these facts, doesn't it make sense that you should be getting rid of your excess weight as fast as humanly possible? I think so!





# WHY THE BEACH BODY PROGRAM?



Research has shown that most overweight people are carrying around 10-20 pounds of unwanted body fat. Research has also shown that most diets fail. From my experience, most diets fail because they take the long, slow, boring approach to weight loss. When weight comes off at 1-2 pounds a week, the rewards for the sacrifices it takes to get there really aren't worth it. **The Beach Body Program** accomplishes in three weeks what most diets take four to five months to do.



**The Beach Body Program** was specifically designed to be an extremely rapid method for burning between 10-20+ pounds of body fat.

I understand that for a diet to be ultra-successful, it absolutely must produce very rapid results.

When results come quickly, the dieter receives necessary feedback that the diet is working, and that it's worth doing. This results in the dieter sticking with the diet. When the dieter sticks with the diet, the results 'snowball' and the outcome is successful weight loss and a brand new body.

This is why **The Beach Body Program** works! You will soon notice favorable body composition changes in the very first couple of days on the diet. In the first week alone, you will likely see in the neighborhood of 10 pounds of fat stripped away from your body. Your clothes will be looser, you'll feel lighter, and you'll look and feel 10 times better!



# 21 DAYS TO MAKE A HABIT



Research has shown that it takes approximately 21 days for a person to develop a new habit.

This means:

# 21

Days of eating healthy ...

Days of going to the gym ...

Days of doing whatever it is that you want to implement as a habit into your life.

Far too often, when we try to implement a new habit into our lives, we look at it in an unmanageable light. Because of this, these new healthy habits never get off the ground. Instead of focusing on just 21 days, we sabotage our goals with the mindset that we will have to sacrifice forever.

So, instead of starting out with thoughts of making a new habit for life, you can make it a lot easier simply by telling yourself that you are only going to 'try' this diet for 21 days. We can all do 21 days, right? Let your brain know that once this 'trial period' is over, you can go back to your old eating habits and lifestyle. Then, while your brain lets you participate in this 'trial', it will also be working to form new neural pathways — once it realizes that the new habit has benefited you positively in some way. This is the science behind how we develop habits, and research has shown that it takes around 21 days to develop new habits and break old ones.

In the case of **The Beach Body Program**, your brain will have noticed that it now takes less work to move your body throughout the day, because it has shed so many pounds. It will notice the increased energy you have as a result of your daily walks, weekly resistance training and other exercise components of this diet. Your brain will also take note of your physical appearance, your muscle tone and how your clothes now fit much more loosely. Basically, your brain will see remarkable benefits which will stick with you and cause you to follow along the path of good eating and exercise habits for life.

Now, understand that research has shown neural pathways to any habit (even those bad ones) can be lifelong, which means bad habits can resurface when triggered to do so. This means that you constantly have to be aware of your thoughts and you need to make conscious efforts to avoid engaging in those bad habits of the past. Believe me, after 21 days, it's relatively simple to convince yourself to avoid those bad habits of the past. While you will be able to indulge in your favorite foods, they will not be able to take over your life.

My intention in **The Beach Body Program** is not only to help burn fat away fast but to also force new, good habits of eating and regular exercise that will stay with you forever. This will ensure that you get the body you've always wanted and keep it for life.



# THE TRUTH ABOUT WEIGHT LOSS

Let's face it. There is simply no other industry in the world that is more confusing or more contradictory than the diet and fitness industry.

**Ask 10 so-called 'fitness experts' what the best way to lose weight is, and you're very likely to get 10 different answers. But who's right? Who's wrong? And how do we know?**

The fact is, the diet and fitness industry is a multi-billion-dollar industry that spends hundreds of millions of dollars every year in an effort to convince us that they hold the 'quick and easy' solution to our weight loss problems. These 'solutions' come in many forms, be it pills, powders, prescription drugs, gadgets, gizmos, personal training, medical weight loss clinics, pre-packaged meals, books, magazines ... you name it. And their marketing efforts have tremendous reach as they use television, internet ads, billboards, radio, and so on. Heck, some of the biggest fitness magazines in the marketplace are even owned by supplement companies themselves!

Now, don't get me wrong ... many of the methods listed can have an impact on weight loss. But nothing can strip the weight off faster than the combined methods you're about to learn. I realize that, in an age of sensationalism, many readers are expecting me to pull some 'magic pill' out of my hat and reveal some 'secret' fat-loss method that no one else knows about, but that won't necessarily be the case.

Some of the methods involved are likely things you have heard about before. Others will be things you've probably never heard of, while still others will be things you likely dismissed or simply didn't understand.

One of the biggest problems is that most people don't understand how these methods can work together, or how to implement these methods the right way for maximum weight loss. But trust me. These methods really work. And they work faster and more permanently than even the most powerful prescription diet drug and the most intensive workout program combined! The purpose of this book is to give you what works, without all the fragmented information you have been subjected to, and without all the confusion and contradictory advice.



# HOW WE GET FAT



If you're expecting me to point the finger at any specific macronutrient in your diet as the cause for your excessive weight, it's not going to happen. Quite simply, we do not get fat by eating carbs and we don't get fat simply by eating fat. We get fat through abundance — by consuming more calories than our body needs on a daily basis over a period of time.

You and I both know that your excess weight did not just happen overnight from eating a candy bar or cupcake. It just doesn't work that way. We gain weight by regularly consuming more calories than our bodies actually need. In other words, if your body needs 2000 calories per day and you are consuming even slightly over that amount, say 2100 calories per day, over time those extra 100 calories turn into excess body fat and significant weight gain.

In the upcoming pages, you will learn how to calculate exactly how many calories your body needs every day, so that you can immediately and consciously put an end to any future weight gain forever!

The second reason we become fat is because most of us never give the body any time to actually burn away the fat that we have accumulated. You see, your body can only be in one of two states at any given time: FED or FASTED. When your body is in the fed state, there is simply no way that it can burn body fat.

On the other hand, when your body is in the fasted state, it is constantly mobilizing stored body fat from your body's fat stores and using that fat for energy — resulting in weight loss. The more time your body remains in a fasted state, the more fat you will

burn. The problem, however, is that research has shown many of us remain in a fed state for approximately 20 hours a day! That's up to 20 hours of every single day being 100% incapable of burning any of your stubborn body fat. What's worse is that not only are those hours spent being incapable of burning body fat, you are also very likely to be adding to the fat you already have!





**There are a few things I should point out here for clarification.**

**1. There is no such thing as a fat-burning food.**

Food provides calories to your body. Calories are used for energy and the calories that are not used for energy are simply stored in your body's fat cells. That being said, fat is more easily absorbed into fat cells than glucose (carbs) or amino acids (protein), but excess calories from each will still fit nicely into a fat cell. I saw an article the other day that claimed blueberries are one of the best fat-burning foods we can eat. If that was truly the case, logic would tell us that we need to go out and eat 20 pounds of them so we could get lean quickly. But we all know that this would not really do anything but add to our weight problems. Keep this in mind the next time you see a magazine cover that promises to give you the 'Top 10 Fat Burning Foods'. Food does not burn fat!



**2. When you eat a meal, your body typically runs on those calories for the next 4-6 hours.**

This means you are in a fed state (not a fasted one) during that time. Most people will eat another meal (or at least a snack) in the next six hours, which keeps the body fed instead of fasted. So, if your last bite of food is at 8 p.m., your body is likely going to be fed until 2 a.m. At that time, your last meal will be digested and the body will switch over to using body fat to keep it going through the night (we all fast during our sleeping hours). Now, when you wake up at 6 a.m. and eat breakfast (break-fast, get it?), your body immediately stops burning fat and goes right back into a fed state.



# HOW TO GET THIN



As previously stated, I don't have any 'magic solutions, pills or potions' for weight loss. What I do have are the only scientifically-proven methods for rapid fat loss and the reasons why they work. When these methods are combined, you can rest assured that you have the ultimate blueprint for losing weight fast. In well over a decade of research, there has simply been no faster way to lose weight than the methods you are about to learn. Just keep in mind that while the solutions may sound simple at face value, the devil is in the details, as you will see.

Before we get started with the rules of fat loss, let's first take a look at metabolism and nutrients and how they both affect weight loss and weight gain. This will give us a primer for everything to come.

## **MASTER YOUR METABOLISM**



# NUTRIENTS



## What the Body Needs (and what it doesn't)

Our bodies need nutrients, vitamins, minerals and water for good health and proper functioning. Amazingly, the human body is capable of producing thousands of nutrients that it needs to sustain its own life. The nutrients that the body manufactures itself are known as 'nonessential nutrients' because the body is able to actually produce those nutrients itself, and it's not essential that you go out and get those nutrients from the food you eat. Conversely, 'essential nutrients' are those nutrients that you must get from the food you eat. To sustain life, it is essential that you get these nutrients from your dietary intake.





- **Nonessential nutrients:** The nutrients manufactured by your body that you do not need to get from the food you eat.
- **Essential nutrients:** The nutrients you must get from your diet because they are not being made in the body.



Some examples of essential nutrients include water, proteins, fats, vitamins and minerals. One very common nutrient that has been purposely omitted here is carbohydrates. The biological fact of the matter is that there is not a single carbohydrate that is essential to the human diet — not sugar, not starch, not fiber. The fact is, carbohydrates do not provide any nutritional benefit to the human body — none whatsoever. You will learn a lot more about this in the coming sections. But before you dismiss this, understand that **The Beach Body Program** is not a 'lifestyle diet' that tells you to get rid of carbs forever. This diet is geared to strip off your excess body fat and get you on track to eating all of your favorite foods without ever gaining the weight back. As you will see, lowering carbs is one method for helping you reach your goal weight.

**The Beach Body Program** is about maximizing the nutrients that we do need while restricting those that we do not. Really, it is all about eating the right foods in the right quantities at the right time. When done correctly, we are able to put our body into a 24/7 fat burning mode.



# FIBER



Fiber is actually a carbohydrate, but I felt the need to devote a specific section to fiber because of the misinformation surrounding it. In most low-carb diets, fiber carbohydrates are not counted as ‘dangerous’ weight-gaining carbohydrates. This is because fiber cannot be digested by the human body. Since fiber is not digested by the body, it does not create the rapid rise in blood sugar like other carbohydrates and therefore it doesn’t have the insulin response that other carbs do.

But beware. There are two schools of thought on fiber. While modern medicine encourages a diet high in fiber, there are other medical researchers who state that too much fiber is the cause of numerous diseases and irregularities such as constipation, IBS, Crohn’s disease, colon cancer and others. If you’d like to see some of the latest research on fiber and how it may be causing irreparable damage to your body, I strongly encourage you to visit [www.GutSense.org](http://www.GutSense.org).

That being said, in normal doses, fiber is not going to create any complications for you. It will actually make you feel full faster. However, you should be sure to get your fiber from vegetables and salad greens rather than forcing yourself to get 30 grams per day as recommended by the mainstream medical community. When you try to ‘force’ the fiber by consuming too much, that is when the trouble starts.

If you are concerned about constipation, some researchers believe that constipation itself is caused by too much fiber in the diet. Increasing your water intake during this diet is essential to good health, proper kidney functioning, and preventing or relieving constipation.

# FRUITS AND VEGETABLES – THE “MIRACLE FIBER”



As I just mentioned, it's best to get your fiber from fruits and vegetables. Not only does this natural fiber help curb your appetite by making you feel full faster, fruits and vegetables are also loaded with **essential nutrients**.

It's best to eat a variety of fruits and vegetables. You could make a colorful salad with as many different varieties of fruits and vegetables as possible. Each variety is dense in specific micronutrients.

Fruits and vegetables are also rich in antioxidants. Antioxidants help your body fight cancer, heart disease, and dozens of other deadly diseases. They also promote better brain function and boost your immune system.

As you can clearly see, fruits and vegetables are so powerful and important to optimal health, they could be considered king of the food world.

Eating a variety of fruits and vegetables and providing your body with these essential micronutrients and antioxidants is critical to achieving maximum results with **The Beach Body Program**.

Unfortunately, the standard American diet (S.A.D.) is severely lacking in fruits and vegetables. And for many reasons, it is often difficult to eat several servings and a variety of fruits and vegetables every day.

Maybe you genuinely don't like the taste of vegetables. Or perhaps it's difficult to find healthy, natural, organic fruits and vegetables.

Alternatively, even if you absolutely love the taste of fruits and vegetables, it is often very hard to ensure that you consume enough high-quality produce to meet your daily requirements.

Luckily, today I have a little surprise for you!

This is my secret for ensuring that I always get the necessary dose of fruits and vegetables I need ... every single day.

It's the the only greens supplement I recommend – **Organifi Green Juice**. Now, some of you may have already heard of this product, some may have even tried it before! **Organifi Green Juice** completely embodies everything I believe in!

Each serving is packed with the antioxidant equivalent of 12 servings of fruits and vegetables.

And with over 70 organic and natural ingredients, you can be sure you're getting a vast amount and variety of healthy micronutrients.

It only takes about 30 seconds to mix a scoop of **Organifi Green Juice** with water. And you'll be pleasantly surprised at how good it tastes!

You could think of **Organifi Green Juice** as the ultimate nutritional insurance because feeding your body with these vital micronutrients and antioxidants is critical to achieving maximum results in minimum time with **The Beach Body Program**.



Here are just a few of the amazing reasons why I love this stuff:

**Reason #1 - Phenomenal nutritional insurance:**

Nature loves variety! **Organifi Green Juice** is packed with 75 specially selected natural ingredients in optimal amounts. **Organifi Green Juice** makes it easy to avoid nutrient deficiencies and optimize total body health.

**Reason #2 - Energy:**

Boost your absorption of nutrients and feel the difference. **Organifi Green Juice** contains whole-food sourced ingredients in their natural form, with co-factors and enzymes intact that are recognized as nutrients and absorbed by the body.

**Reason #3 - Alkalinity:**

**Organifi Green Juice** is massively alkaline forming, with more than eight grams of nutrient-dense RAW green super-foods per serving.

**Reason #4 - Protection and immunity:**

**Organifi Green Juice** is full of plants, fruits, herbs and mushrooms to detoxify and protect. Each serving provides the antioxidant equivalent of between 10 and 12 servings of fruits and vegetables.

The best reason  
of all though is  
**... it tastes  
AMAZING!**





**Organifi Green Juice** does such a great job at masking the taste of the supplements, especially that pesky wheatgrass and spirulina!

But here's something to get really excited about ...

In order to get you the absolute best results possible, I have teamed up with **Organifi Green Juice** to offer my new customers an exclusive discount. You won't find this discount anywhere other than RIGHT HERE!

I take **Organifi Green Juice** every morning and add it to all my favorite smoothies. It really is my all-in-one greens vitality boost!

So, make sure you don't miss out on this special offer and lock in your discount by clicking here NOW.

**SPECIAL OFFER!**

**Get a Head Start on Your Transformation with**

**40%** **Organifi Green Juice** For  
Off a **Limited Time!**

**Regular Price \$116**

**Yours today for only \$69.95**

Don't miss this chance to get this exclusive discount. With an industry leading 'Empty Bottle' No Questions Asked **60 Day Cash Back Guarantee** - this is truly risk free!

**Click Here To Lock In Your Exclusive Discount on the Only Greens Supplement I Recommend...**

# PROTEIN, FAT, CARBOHYDRATES



The primary nutrients humans consume are protein, fat and carbohydrates. Understanding the role each of these primary nutrients plays in our health and in our ability to gain or lose weight is an important feature of **The Beach Body Program**. I strongly encourage you to familiarize yourself with this portion of the diet, as it will have long-lasting ramifications on your ability to lose weight.

## Protein

Proteins are the foundation of your body's cells, tissues and organs. They are essential to your muscles, hair, skin, organs and hormones. While the body can survive without eating another carbohydrate and while it can last for extended periods without eating fat, a lack of protein in your diet will cause degeneration of your muscle tissue and organs, which will eventually lead to death. Knowing how important protein is to the body, it is unbelievable to see how many people still get most of their calories from high-carbohydrate diets.

Several studies have shown that the recommended daily allowance for protein consumption is far lower than it should be,



especially for those engaged in regular exercise. What this research has shown is that people following the 'recommended daily allowance' of protein consumption while engaging in regular physical activity were actually losing valuable muscle tissue, because there was not enough protein in the body to repair and rebuild their muscles after their workouts.

Proteins are made up of amino acids and there are just 20 amino acids that make up all human proteins. Of these 20 amino acids, the body can only produce 12 by itself. This means the other eight amino acids must be obtained through the foods you eat.

Lysine, leucine, isoleucine, methionine, phenylalanine, threonine, tryptophan, and valine are the essential amino acids that are not made by the body (there are two others necessary for infants and small children). We get these amino acids when we consume proteins like meat, fish, poultry and legumes. Protein sources that contain adequate amounts of all of the amino acids are called 'complete proteins'. Those food items that do not contain all or adequate amounts of amino acids are known as 'incomplete proteins'.

In general, animal proteins (meat, fish, poultry, cheese, eggs) are considered 'complete proteins'. The 'incomplete proteins' are those that are plant based, usually in the form of grains, legumes, nuts and seeds. To get enough essential amino acids through plant-based protein, one usually has to combine several different food groups together in a strategic combination.

Breaking down and processing protein takes a lot more energy and much more time than breaking down other nutrients. In other words, the body has to work a lot harder to digest protein than it does with carbohydrates and fat.

The extra energy it takes to break down and process protein reduces the amount of energy (calories) your body receives from the food it consumes. This is good. Also, because it takes longer to break down and assimilate protein, the process of emptying the stomach takes longer as well, which causes us to feel full longer, which reduces hunger pangs and increases the time we need before our next meal. Effectively, this



results in fewer meals (or at least fewer big meals) eaten each day and as a result, fewer calories consumed.

It is believed that the body can only use about 50% of the protein we eat. This means the other 50% is eliminated from the body as waste, because protein is not stored in the body in the same way that fat and carbohydrates are. So when you eat calories primarily from protein, you can rest assured that these protein calories are repairing and rebuilding your body, with the excess being eliminated as waste. The extra protein will not be stored as body fat.

As you will see, this is in stark contrast to the excess carbohydrates and fat we eat, which are stored in our bodies (in our fat cells) instead of being eliminated.

A diet adequate in protein is essential for anyone who wants to lose excess body fat. Protein consumption not only increases fat oxidation, it also has the remarkable ability to spare lean body mass. You should be doing everything humanly possible to ensure that your lean body mass is spared. The reason for this is when your lean body mass is spared, your resting metabolic rate is maintained. When you lose lean mass, your metabolic rate slows down. Losing lean mass is a common occurrence in those who eat low-calorie diets without enough protein, and in those following inadequate vegetarian and vegan diets.

A very important point to understand is that the loss of lean body mass virtually guarantees the regain of any fat loss. This is the primer for 'yo-yo' dieting and the reason for the high failure rate of most diets. Most diets focus on just the numbers on the scale. The problem comes when lean mass is lost in conjunction with body fat, which is the case in most mainstream diet plans. The weight is lost but because much of the weight was lean mass, the metabolism has slowed and it is unable to effectively stop or even slow the weight from coming back.



Adding protein to your meals causes your body to release a hormone called glucagon. Glucagon works to slow down the harmful effect of excess carbohydrates being deposited into our fat cells. It does so by slowing the rate of absorption of those carbohydrates. Additionally, there are new studies that have shown that when the body releases glucagon (using the protein consumed in your diet), it also works to stimulate fat-burning by freeing up your stored body fat, so that it can be used to fuel your body.

As you will see, when we increase protein consumption and significantly decrease the amount of carbohydrates we consume, we benefit from a dual fat-burning effect. On one hand, when the body does not have carbohydrates to turn to in order to fuel the body, it begins to use stored body fat. Secondly, the release of glucagon into the body appears to have the added effect of attacking the fat stores that the insulin has worked to preserve. **The Beach Body Program** is strategically designed to take advantage of both of these events.



# WHEY PROTEIN



Whey protein is considered a 'complete protein' in that it has all of the amino acids you need to sustain life. In the past, whey protein shakes were awful and gritty. Science has come a long way, however, in making these shakes a lot more palatable.

Do they taste like your favorite milkshake topped with whipped cream and a cherry? Hardly ... but depending on the brand and the flavor, there are some choices out there that are actually pretty good. And by adding some sugar-free flavored syrups (like they use in coffee shops), you can incorporate some good variety and make some very tasty shakes.

When choosing a whey protein to use in this diet, be sure to choose a brand that allows you to keep carbohydrates as low as possible (no more than three grams per scoop). Additionally, during this diet, you will want to keep fat as low as possible as well (no more than three grams per scoop). This will ensure the best possible conditions for your weight loss goals.

I have found what I believe to be the very best protein for this diet, for several reasons. It is low in calories, high in top-quality protein, it tastes great and it



includes the electrolytes needed on this diet, so you don't have to purchase and take them separately.

I use this protein exclusively and it is the same protein that is used by my personal clients — and I highly recommend it for anyone on **The Beach Body Program**.

[Click Here To Order This Protein Online \(Fast Delivery And Best Value\)!](#)

Depending on your weight, you may need more than one scoop. If you take two scoops, just be sure that you are not exceeding six grams of carbohydrates. Six grams of carbohydrates will not have much of an impact on your blood sugar.



As you will see, whey protein will make up a large component of The Beach Body Program. For some, purchasing whey protein powder to make up many of their meals for the next 21 days may seem expensive, but when you consider that you can get all your meals for the day for about \$5, this is actually pretty cheap. Plus, you'll find that a lot of time is freed up that is normally spent on cooking and eating meals, which gives you more time to take a walk or engage in other exercise to really drive this diet home.

Take whey protein powder as a substitute for your daily protein requirements which are listed in the Diet Manual.

## Fat

Unfortunately, fat has received a bad rap for decades. So much so that it has become ingrained in our minds to intuitively reach for anything that says 'low fat' even when we know better!

The notion that fat makes us 'fat' makes perfect sense at face value, especially when you consider how calorically dense fat actually is. A gram of fat contains nine calories while the same gram of protein or carbohydrates is only four calories.

Fat doesn't have anywhere near the thermic effect that protein does (only 3% vs. 30%), so consuming fat is not necessarily going to 'turbo charge' our metabolism. By the same token, it is important to note that fat by itself also does not make us fat.

In fact, fat plays an important role in many parts of the body. While we can go for long periods of time without fat, we cannot live without it completely. Those fats that we cannot live without are known as essential fatty acids (EFAs). Research has shown that these EFAs actually help us to mobilize the stored body fat that we want to get rid of, in addition to having numerous other health benefits. In **The Beach Body Program**, we will focus on getting an optimal amount of these good fats to enhance our ability to lose weight fast, while becoming healthier.

## Essential Fatty Acids (EFAs)

Your health, good or bad, is driven in large part by the level of inflammation in your body and the amount of lean muscle mass you have. In fact, there are several diseases (including obesity) that are linked to inflammation and the lack of muscle mass.

When you control the inflammation in your body, you can effectively control the onset of numerous diseases, including type 2 diabetes, heart disease, depression, arthritis and obesity.

Muscle mass decreases over time, especially when we are not eating enough protein and not engaging in exercise. The less muscle mass we have, the more weight we will





gain. Maintaining optimum muscle mass is crucial to keeping body fat at bay.

A healthy body is one that has low levels of inflammation and higher levels of muscle mass. While many attribute high levels of inflammation and loss of muscle mass to aging, the fact is that we can keep our bodies young through proper nutrition and exercise. We get old from the inside out. So it is important to keep inflammation down and exercise up.

Essential fatty acids are exactly that: essential. EFAs are mainly polyunsaturated fats. Humans must ingest them because our bodies are unable to create them. Once broken down, EFAs contribute to vital organ function. EFAs regulate body functions and are essential to cardiac cells. Other functions impacted by EFAs are heart rate, blood pressure, clotting, fertility and conception, and immune system functions.

You may have heard EFAs referred to as omega-3s, linolenic acid, or omega-6s. The American Heart Association recommends a diet that has EFAs included at least two times weekly, and they say that you should eat oily fish to get the benefits. Fish oil capsules are a great way to get your essential fatty acid needs. To maximize the effectiveness of this diet, essential fatty acid intake is imperative.

The two major forms of omega-3 fats used by the body are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

Research has shown that a person who keeps a diet high in omega-3s is at low risk of cardiovascular diseases. Other research has also suggested that EFAs may reduce depression and feelings of suicide.

You may be wondering: how will this help my diet? Well, the key to this fatty acid is that during the metabolism of these acids, energy is generated in the cells. During your diet, your energy sources from protein and essential fatty acids will help your metabolism to continue running and burning those extra carbohydrates (or stored fat) for fuel.



## **Fish oil also has other benefits, such as:**

- **Reduces inflammation**
- **Eliminates joint pain**
- **Improves vision**
- **Increases mental focus**
- **Manages ulcers, Crohn's disease, and colitis**
- **Provides healthier gums**
- **Gives you smoother skin, hair and nails**
- **Decreases triglyceride levels**
- **Increases daily calorie burn**



After 30 days taking EPA/DHA supplements, you will really see and feel these benefits. So be sure to continue on with EPA/DHA well after this diet to increase health, maintain (and still lose) weight and keep fat from coming back.

EPA/DHA balance should be 2:1. Based on the research I've read, the appropriate amount is around 2g EPA to 1g DHA each day. For most 'regular' strength fish oils on the market, this comes out at about 10 EPA/DHA capsules each day or five teaspoons of straight fish oil. This may sound like a lot but it will get your EPA/DHA levels up to where they need to be for optimum health and ease of fat burning.

**[Click Here To Order My Personally Recommended Fish Oil Online!](#)**

## Carbohydrates

Although carbohydrates are the most common source of energy in humans, the simple fact is that there is not a single carbohydrate that is essential to human life. Also, you should note that sugar provides absolutely zero nutritional value - ZERO!

**Carbohydrates are classified into two types: simple and complex.**

**Simple carbohydrates** are also known as simple sugars. Simple sugars are those found in refined sugars (and the foods they are made with, such as cookies, candies, etc.), but also in foods like fruit and milk.

**Complex carbohydrates** are known as starches. Starches include grain products such as cereals, bread, pasta, crackers and rice. Like simple carbohydrates, complex carbohydrates can be refined or left unrefined. Refined carbohydrates are considered to be less healthy as the refining process strips away much of the vitamins, protein and fiber. Unrefined carbohydrates cause less insulin spike and because of that, they are considered to be the healthiest of the carbohydrates.

Regardless of whether the carbohydrates are simple or complex, they both cause spikes in blood sugar. As you will see shortly, these spikes in blood sugar are the #1 cause of unwanted body fat.



# WATER




Most people I know are guilty of not drinking enough water. Drinking adequate amounts of water every day is absolutely essential for weight loss. If you don't drink enough water, you simply will not get the full weight loss benefits that you're after.

Water helps your kidneys work at full capacity. When your kidneys aren't working at full capacity, the liver needs to help out. The problem with this is that the liver is responsible for metabolizing fat in your body. When your liver is helping out the kidneys, it can't do its job at full capacity as far as metabolizing the fat we need to burn.

When on **The Beach Body Program**, you will lose water weight along with body fat. Remember, water weight is still weight and partly responsible for bloat and tight-fitting clothes. The fact is, carbohydrates are hydrophilic (which means they cause water retention) and water retention is not something we want. Protein, on the other hand, encourages water to be released from the body.

Once you restrict your carbohydrate intake, you will begin to let loose some of that stagnant water that is being stored in your body. Because of this, it is essential that you consume enough water every day to avoid dehydration. Further, water acts as your body's filter, flushing out dead cells and waste. Because you are burning a great deal of fat during **The Beach Body Program**, you will need ample water to help flush out the waste by-products of fat burning.

You will find that when you restrict the amount of carbohydrates you eat and increase the amount of water you drink, your body stops storing water and will use it more effectively. This results in a lighter and 'cleaner' body.



My advice is to drink 8-10 glasses of water every single day. This amounts to about a half gallon of water. This may seem like a lot of water at first, and you may have to actually force yourself to drink that much. However, once you do this for a while, you will regain your natural thirst and actually be thirsty for this much water every single day. And again, once you begin drinking this much water, you will find that your body will not retain water, but will instead use it to flush your system – keeping it clean and functioning right.

# METABOLISM



The primary function of our metabolism is simply to provide the right amount of fuel (at the right time) to keep our bodies alive and functioning properly. It accomplishes this through a complex series of chemical reactions whereby food is converted into the energy we need. When we eat, the food we swallow enters our digestive tract and is broken down by digestive enzymes. Carbohydrates are converted to glucose, fats to fatty acids and protein to amino acids. Once these nutrients are broken down, they are absorbed by the bloodstream and carried into the cells of the body. Our metabolism then works to release these nutrients as energy, using them to build and repair lean tissue or store them for later use.

There are two basic metabolic processes. One is constructive and is responsible for building and storing energy for the body. The other is destructive, though in a positive sense, as it breaks down nutrient molecules to release energy. The constructive metabolic process is called anabolism, while the destructive process is called catabolism.

**Anabolism** promotes the growth of new cells, the maintenance and repair of tissues, and the storage of energy – usually through body fat – for future use. Small nutrient molecules are converted into larger molecules of protein, carbohydrates and fat.

**Catabolism** is responsible for immediately providing the body with energy to use. Instead of building up nutrient molecules, it breaks them down to release energy.

These two processes do not occur simultaneously but are balanced by the body based on several factors. Catabolism, in particular – though some attribute this to overall metabolism – has three components:

**1. Basal metabolism:** Sometimes called resting metabolism, this is the metabolism component responsible for keeping you alive by ensuring normal body functions. Even if you are bedridden the whole day, basal metabolism is still at work. Basal metabolism is the metabolism's main component, as 60-70% of the calories from the food you eat are used for this. People who want to lose weight usually aim for a higher basal metabolic rate (BMR).

**2. Physical movement:** This can range from a simple movement of your fingers to strenuous exercise. Adding physical movement to our lives increases the amount of calories our bodies need. When we reduce the amount of food we need, these calories must come from our stored body fat.

**3. Thermic effect of food:** This indicates the digestion and processing of the food you take in. Depending on the type of nutrients you consume, approximately 10% of the calories of the foods you eat are burned through this. As you will see, the digestion of certain foods will require much more calorie expenditure than others. Protein takes a lot of calories to digest while carbohydrates take far less.

## What Affects Metabolism?

Your metabolic rate, or how fast or slow your metabolism works, is influenced by a number of factors:

- **Genetics:** Yes, metabolic rate is also inherited. Sometimes this makes a world of difference between a person who can eat almost everything and not gain an ounce, and a person who easily balloons after indulging just once.
- **Age:** There are actually two schools of thought on the topic of age and metabolic rate. On one hand, experts say that the younger you are, the faster your metabolism is. They believe that metabolism begins to slow down as you age. However, new evidence



suggests that metabolism is largely based on our activity levels rather than age itself. These studies focus more on the fact that as we age, we become less active due to a number of reasons (work, family and other obligations that keep us from being more active).

- **Gender:** Men have a faster metabolic rate – usually 10-15 percent faster – than women because their bodies have a larger muscle mass. Muscle plays a key role in a fast metabolism, as will be discussed in the exercise portion of **The Beach Body Program**.
- **Amount of lean body mass:** As already mentioned above, more muscle = faster metabolism.
- **Diet:** Some foods will help you, some will only harm you. But calories are king in metabolism. For a handy way to determine the calorie counts of the various foods and drinks you consume, use our **free Food Calorie Checker** tool online by [clicking here](#).
- **Stress level:** Stress is inversely proportional to metabolism. The more stress you are subjected to, the lower your metabolism will be.
- **Hormones:** Specific hormones metabolize specific nutrients. How well these hormones work, then, directly affects metabolism. To a certain extent, diet and stress levels affect the hormones involved in metabolism, as you will find out later. Hormonal disorders or imbalances can affect metabolism as well.



Looking at all these factors that influence metabolism, you now probably have a general idea of what you need to do to increase your metabolism: accept the things you cannot change, and work on those that you can!

Now that we have had a primer on metabolism and nutrients, let's get started with the rules of fat loss and how we can begin applying them to real-world action.



# A SURPRISINGLY SIMPLE WAY ANYONE CAN RAPIDLY ACCELERATE WEIGHT LOSS



Before we get to the surprisingly simple way anyone can rapidly accelerate weight loss, let's cut to the truth about losing weight. There may be no other industry in the world more confusing or contradictory than the diet and fitness industry.

Ask 10 'experts' for the 'secret' to losing weight and you're likely to get 10 different answers. So who's right? Who's wrong? And how do you know?

Diet and fitness is a multi-billion-dollar industry that spends hundreds of millions of dollars every year in their never-ending effort to sell us the 'quick and simple' solution to ending our weight loss problems forever.

To be sure, some of these solutions really can help you lose weight permanently. Others may help you drop a few pounds quickly only to see the weight come back because they're designed to produce short-term results but don't work long term. And some of them simply don't work at all.

The purpose of this chapter is to cut through all the confusion and contradiction and give you something simple that actually works!

Of course it all comes down to diet and exercise. Without a doubt exercise is important to overall health.

However, you may be surprised to discover that diet is actually more important than exercise.

As the saying goes: 'You can't out-train a bad diet'.

Why? Because while a calorie may be a calorie, the source of the calorie (the food you eat) can make all the difference in the world – especially when it comes to shredding fat and shedding pounds.

Our bodies need protein, carbohydrates, and fat. Yet not all carbs, proteins, and fats are equal ... not even close.

There are good and bad sources of all these nutrients.

Take carbs for example. Fresh, natural and organic fruits and vegetables are the best source of carbs.

Yet the typical person loads up on bad sources of carbohydrates – specifically processed junk foods like French fries, potato chips, and pasta.

The same is true for proteins and fats. Many people don't realize your body actually needs fat. Or that eating the right fats can actually help you lose weight.

Healthy fats are found in foods like avocados, olives, olive and coconut oils, and nuts, for example. Think about it. You could eat all the spinach, kale, and broccoli you want and have a hard time gaining any weight, even if you weren't working out on a regular basis.

On the other hand, if you're constantly loading up on cheeseburgers, French fries, pizza, soda pop, and other staples of the typical diet, you'll have a hard time losing weight no matter how much you exercise.

You can enjoy these foods in moderate amounts without feeling guilty, but the typical person eats too much of these processed carbohydrates and packs on pounds as a result.

That's why you cannot out-train a bad diet.

On the other hand, depending on your personal situation you could easily drop 10 to 20 pounds in a few weeks by doing nothing more than making a few simple changes to the food you eat.

That's why I want to focus this chapter on food and highlight the importance of what you put in your body.



Now, if you're expecting me to place all the blame on any single food or group of foods as the sole culprit for weight gain, I'm sorry to disappoint you – but that simply isn't the case.

We do not get fat by eating carbs or fat. It's not that simple. The truth is a bit more complex.



We gain weight by repeatedly eating too much over a long period of time. More specifically, by consuming more calories than our body needs day after day.

If you have excessive weight to lose, you know that weight did not just suddenly appear overnight, right?

It wasn't one cupcake or one extra helping of lasagna. It was repeatedly eating more sweets or snacks or even healthy foods than your body needed for energy.

The excess calories you consumed over that long period of time are stored as fat and result in weight gain.

Unfortunately, there is no 'magic' overnight solution. And you should run from anyone who claims to have a 'magic pill' for losing weight overnight.

Sure, you may lose a few pounds quickly, but pills won't work long-term. The weight will come back.

And that's not what I want for you. You deserve better than that.

However, if you are smart about what you eat, you can still enjoy an occasional hamburger, a slice of pizza, or your favorite dessert while losing weight and more importantly, keeping the weight off.

It all comes down to understanding that all foods are not created equal. Some foods are better for weight loss than others.

The key is understanding which foods accelerate your weight loss and produce the quickest results.

And that's what I am excited to share with you today!

This program, **The Beach Body Program**, is a scientifically proven method for losing weight – and more importantly, keeping the weight off – as rapidly and safely as possible.

## Three Natural Weight-Loss Super Foods...

I've discovered three little-known, natural, and powerful super foods capable of cleansing your body of all toxins, metals, and acids and helping you lose excess weight faster than you may have imagined possible.

I still find it amazing that these three super foods remain such a secret. As you'll see, adding these 'super foods' to your daily diet is incredibly simple.

These super foods can increase your energy and vitality, and make you feel 20 years younger practically overnight.

If you follow the simple steps I'm about to share, you will be shocked at how quickly you can shed pounds and shred fat... even if you do indulge in an occasional hamburger, fries, or slice of pizza.

Believe me, I could write a book on these three super foods but for now, I'll just give you the quick highlights:

### Super Food #1: Chlorella<sup>1,2</sup>

If you're serious about shedding pounds, then one of the tiniest organisms found on Earth may be the simple solution. Chlorella is a microscopic, single-celled, blue-green algae that lives in fresh water. It is revered as a super food and natural medicine.

More importantly, scientists have shown chlorella to be enormously beneficial in weight loss and many other aspects of good overall health.

A research team in Kyoto, Japan, found that chlorella [promotes weight loss](#) by controlling gene expression to produce reductions in body fat percentages, fasting glucose levels, and total circulating cholesterol.

Thanks to rich amounts of trace [minerals](#), chlorophyll, and antioxidant [phytonutrients](#), chlorella has an extraordinarily high nutrient density.



## **Chlorella contains:**

- 16 vitamins and eight minerals (plus vital trace elements and minerals)
- 19 amino acids (including the nine essential amino acids) making it a highly digestible complete protein
- The highest concentration of RNA/DNA nucleic acid in all known plant foods
- The richest source of chlorophyll known to man
- Essential fatty acids (omega-3 and omega-6)
- And much more.

## **Here's a short list of the incredible health benefits chlorella provides:**

- Improves digestion
- Helps with constipation
- Boosts your immune system
- Cleanses the blood
- Relieves inflammation
- Promotes optimal blood pressure
- Reduces fibromyalgia pain
- May reduce cancer risk
- Effective for hormone imbalances
- Increases white blood cell count
- Detoxifies harmful radiation
- Reduces body odor
- Helps tissue growth and repair
- And many more.

## **TO HELP SHRED FAT FASTER:**

*For the next 30 days, mix one tablespoon of chlorella in water twice per day - once in the morning and again in the evening. Or you could add it to your favorite smoothie recipe.*

## Super Food #2: Cacao

Cacao is a raw form of chocolate. But did you know that not only is it a powerful aphrodisiac, it is said to be the most pure form of vitamin C?! Cacao can give you enough energy to replace your morning cup of coffee. Or you can add it to your coffee to create a more healthy and flavorful morning beverage.

Cacao's biggest health benefit could be that it is one of the strongest antioxidants on Earth.

Cacao has more antioxidant flavonoids than any other food tested so far – including blueberries, red wine, and both black and green teas.

In fact, cacao has up to four times the quantity of antioxidants found in green tea.

The long list of health benefits provided by antioxidants in cacao includes:

**Promoting heart health:** Helps dilate blood vessels, reduce blood clotting, and improve circulation. Helps regulate heartbeat and blood pressure, lowers LDL cholesterol, and reduces the risk of stroke and heart attacks.

**Protection from environmental toxins:** Helps repair and resist damage caused by free radicals, and may reduce the risk of certain cancers.

**Serotonin:** Cacao raises the level of serotonin in the brain, thus acting as an anti-depressant, helping to reduce PMS symptoms and promoting a sense of well-being.

**Endorphins:** Cacao stimulates the secretion of endorphins, producing a pleasurable sensation similar to the runner's high a jogger feels after running several miles.

**Phenethylamine:** Phenethylamine is created within the brain and released when we are in love. It acts as a mild mood elevator and anti-depressant, and helps increase focus and alertness.

**Anandamide:** Anandamide is known as the bliss chemical. Cacao contains both nacylethanolamines, believed to temporarily increase the levels of anandamide in the brain, and enzyme inhibitors that slow its breakdown. It also promotes relaxation, and



helps us feel good longer.

**Essential minerals:** Cacao beans are rich in a number of essential minerals, including magnesium, sulfur, calcium, iron, zinc, copper, potassium and manganese.



**Magnesium:** Cacao could be the world's #1 source of magnesium. Magnesium balances brain chemistry, builds strong bones, and helps regulate heartbeat and blood pressure.

Magnesium deficiency, present in 80% of people, is linked with PMT, hypertension, heart disease, diabetes and joint problems.

**Sulfur:** Cacao is high in the beauty mineral sulfur. Sulfur builds strong nails and hair, promotes beautiful skin, detoxifies the liver, and supports healthy pancreas functioning.

**Essential fats:** There is a misperception that chocolate is fattening. In truth, the fats in cocoa butter are healthy fats. Cacao contains oleic acid, a heart-healthy monounsaturated fat, also found in olive oil that may raise good cholesterol.

**Appetite suppressant:** Yes, that's right! Raw chocolate actually has appetite-suppressant properties and is often added to weight loss products to help control hunger.

**Aphrodisiac:** Chocolate has long been the food for lovers and is a symbol of sensuality and sexuality. The ancient Aztecs gave chocolate as wedding presents and other South American civilizations believed that chocolate was the food of the heart.

## **TO HELP SHED POUNDS FASTER:**

*For the next 30 days, create a delicious-tasting, energy-boosting beverage by mixing one tablespoon of cacao with water, almond milk, or your personal favorite healthy drink. Do this twice daily - once in the morning and again in the evening.*

### Super Food #3: Goji Berries<sup>3</sup>

Also known as wolf berries, goji berries have been a staple of traditional Chinese medicine for thousands of years.<sup>4</sup>

Goji berries have a natural tinge of sweetness combined with a very slight herb-like taste.

They also contain tiny seeds that add a nice texture to your meals. You can eat goji berries raw or soak them in hot water. You can also add goji berries to trail mixes, smoothies, or as a garnish to salads or yogurts.

A 500-gram bag of dried goji berries usually costs about \$15 to \$20 at most natural food stores. Organic goji berries have been known to sell for \$30 to \$40.

You may find the best bargains at local Asian stores. Yet I've discovered an even more affordable source I'll share in a moment.

Goji berries are loaded with beta-carotene — an important nutrient known to help promote healthy skin.

Goji berries can also help boost the immune system and protect the eyes. And goji berries are an excellent source of vitamin C that can reduce tough cold symptoms.

Even better, goji berries are low in calories, fat-free and are packed with fiber — which also helps you manage weight and go to the bathroom on a regular basis.

Finally, goji berries are an excellent source of antioxidants. They contain 21 trace minerals, **and 15 times the iron of spinach.**<sup>5</sup>



***TO INCREASE ENERGY AND ACCELERATE WEIGHT LOSS:***

*For the next 30 days, add a serving of goji berries to your daily routine. You could even mix all three super foods - chlorella, cacao, and goji berries - with your favorite fruits in a blender to create a super food smoothie!*



So that's it. Pretty straightforward, right?

I'm absolutely convinced beyond the shadow of a doubt that chlorella, raw cacao, and goji berries are three of the most healthy super foods on the planet.

Yet I'll admit it was a challenge to narrow it down to just three super foods because a healthy diet obviously consists of more than just these three foods. So let me share...

## A Short List of Other Super Foods...

**Spirulina** is an incredible super food that provides a concentrated source of protein, vitamins, antioxidants, and other nutrients.

**Lecithin** is vital to the construction of your cells. It also repairs liver damage and improves memory.

**Pea protein** is packed with branched-chain amino acids. BCAAs help you lose weight by keeping you full between meals.

**Wheatgrass** is so potent that just a single scoop of this super food is equivalent to five full servings of fruits and vegetables.

**Slippery Elm Bark** cleanses your body from the inside out.

**Alfalfa** is known as a cure for kidney problems, reduces swelling, and nourishes the digestive, skeletal, glandular, and urinary systems.

**Bilberry** promotes cardiovascular and eye health.

And **kelp** helps reduce water weight and toxins in the body.

This list is nowhere near exhaustive. There are many lesser-known natural herbs and ancient ingredients that have incredible fat-burning properties.

If you've struggled to lose weight or constantly lack energy, then simply adding these super foods to your diet along with the other strategies you'll discover in this proven program will be a real game-changer for your overall health and weight loss.

Yet if you're like most people, then you have a very busy life. You have a job, a spouse or significant other, and possibly children. And you have other interests that could include church, volunteer work, sports, pets, and on top of all that, you have a social life.

Believe me, I understand! And that's what led me on my search for...

## The ULTIMATE Super Food Solution

After months of experimenting, I finally discovered a fantastic product that combines all of the super foods I've told you about – and over 70 natural and organic ingredients in all – into one super-healthy powdered drink mix.

It's called **Organifi Green Juice** – the world's first premium super food cocktail.

At first I was skeptical because not many of these types of products deliver on their promises. So I put this one to my demanding tests and held it to my stringent standards.

From the beginning, I was impressed with the long list of high-quality ingredients but that alone was not enough for me.

So I tracked down the creator of **Organifi Green Juice** and grilled him with tough questions about the ingredients and the manufacturing process.

I came away from the meeting impressed by his research and the sources of the organic and natural ingredients they used.

At the end of my investigation, I was convinced **Organifi Green Juice** was far and away the best supplement I had ever found.

Why do I make this bold statement?

**Let me give you a long list of reasons why I consider Organifi Green Juice my personal 'nutritional insurance':**

- Each serving packs the antioxidant equivalent of 12 servings of fruits and vegetables (something sorely lacking in the typical modern diet).
- It contains over 70 organic and natural ingredients from the highest-quality sources that can be found around the globe.
- It contains countless nutrients and minerals that can't be found in everyday foods.
- It contains essential prebiotics, probiotics, and digestive enzymes to promote and improve gut health.
- It can help you accelerate weight loss and achieve optimum health in just 30 seconds per day.



- It gives you a healthy and sustained energy boost without any crash.
- And perhaps best, it tastes absolutely fantastic!

As you can clearly see, Organifi Green Juice isn't like other supplements. It has been a real game-changer for me and my family. This is my 'go-to' all-in-one greens drink.

That's why Organifi Green Juice gets my seal-of-approval. So what's the biggest difference?



## An Abundance of Natural, Organic, Nutrient-Dense Ingredients Combined into a Single Green Powder

Most supplements are not natural. They're actually manufactured in a lab in a process that provides a small fraction of the nutrients, vitamins, and minerals found in nature's whole foods.

**Organifi Green Juice** is made with the highest quality whole foods available. Even better, this powerful combination of super foods is freeze-dried when it is at its freshest to preserve as much of nature's nutrition as possible.

And there are no shortcuts taken in creating the product either. Instead of using the standard (and cheaper) hot-milling process, each and every ingredient in **Organifi Green Juice** is cold-milled to maintain its integrity before being combined into a single delicious and super-healthy green powder.

The synergistic effect of combining these 70+ organic and natural ingredients in very specific quantities and combinations provides incredible health benefits you'd never get from consuming each ingredient individually.

Shortly after adding **Organifi Green Juice** to my daily routine, I felt more energized and alive than I've felt in years. Most people notice the difference after just a few days.

And it gets even better.

Aside from the tremendous health and weight loss benefits, **Organifi Green Juice** is ...

### A Simple, Great-Tasting Weight-Loss Shortcut

Most of these healthy green powders taste like grass clippings. That makes them tough to swallow and gives you good reason not to use them.

**Organifi Green Juice** is naturally sweet. And all the health benefits I've covered so far are packed into a single scoop you can consume in just 30 seconds per day.

Whether you mix it with a glass of water or add it to your favorite smoothie recipe, you'll



look forward to this ultra-healthy energy boost every day.

After all you've discovered about super foods today, I think you'll agree that **Organifi Green Juice** is hands down the single best and fastest way to nourish your body with the nutrients it needs every day.

It will also help you achieve optimal results in the shortest amount of time with this program, **The Beach Body Program**.

It's also important to point out that **Organifi Green Juice** contains absolutely no synthetic chemicals, artificial colors, flavors, preservatives, or sweeteners of any kind.

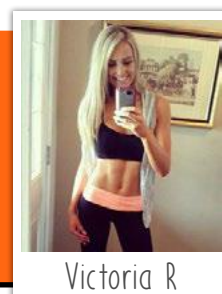
And you won't find any GMOs, herbicides, pesticides, wheat, dairy, gluten, corn, lactose, sucrose, dextrose, egg, yeast, peanuts, or animal products in **Organifi Green Juice** either.



So it's suitable for just about everyone on the planet, regardless of allergies or dietary preferences.

Don't just take my word for it though. Here is what people actually taking **Organifi Green Juice** have to say about the world's first premium super food cocktail.

"I am a believer in **Organifi Green Juice**. Love the energy it gives me before a workout. I'm in better shape now than I have ever been in my life. I love you guys, and will ALWAYS use **Organifi Green Juice**. as part of my daily routine. BTW, I also teach fitness now."



Victoria R



Dave T.

"At 57 and 510 lbs I knew I had to do something to protect myself against the heart disease that runs in my family. Now at 59 I have lost 35 lbs, weigh 175 lbs, and my total cholesterol is down to 136. I feel great, have tons of energy, and I am prescription free! I am pushing 60 and feel better that I did in my 40's!!!"

Based on my own personal experiences and those of my clients, I'm absolutely convinced you'll see similar results.



Since you're new to the **The Beach Body Program** community and because I want you to experience the fat and weight loss results you deserve as quickly as possible ...

For a **limited time**, I've arranged for your personal supply of **Organifi Green Juice** to be delivered straight to your doorstep with absolutely **no risk** and guaranteed results at the lowest price possible.

I can't guarantee how long this special offer will be available so if you have any interest at all in taking my #1 recommended supplement for a 'test-drive', then please take advantage of this opportunity today while it's still available.

Before I tell you how much you'll save, let me give you all the information you'll need to make an informed decision.

This is an easy decision because there is **no risk** whatsoever. **Organifi Green Juice** comes with a no-questions-asked 60 day Money-Back-GUARANTEE.

In other words, if you don't agree that **Organifi Green Juice** is the best supplement you've ever tried and that it's not all I've promised ...

In fact, if you're anything less than 100% completely satisfied for any reason at all – even if you don't like the label ...

You can return the bottle (even if it's empty) for a **FULL REFUND** of the entire purchase price.

That's your personal **GUARANTEE** that **Organifi Green Juice** will deliver all the health and weight loss benefits you expect and deserve.

Now, here's the really exciting part ...

I have teamed up with the friendly folks at **Organifi Green Juice** to offer my most valued customers like you an **EXCLUSIVE DISCOUNT**.

This highly discounted price is not available to the general public. And when you add monthly delivery **and act today ...**

## You'll SAVE 30% OFF the Regular Price.

Most people pay \$116 per month plus shipping and handling.

Through this special offer, you'll pay just \$69.95 + shipping and handling.

Remember, **Organifi Green Juice** contains over 70 organic and natural ingredients. You'd spend a lot more than \$69.95 and waste hours of valuable time trying to source these ingredients yourself – if you could even find them. And each super-healthy scoop packs in the nutrient value of 12 servings of fruits and vegetables you can enjoy in just 30 seconds for less than the price of your morning cup of coffee.

If you're truly serious about accelerating your weight loss results, you won't hesitate to take advantage of this special offer.

Please don't delay though, because I can't guarantee how long this exclusive discount will be available.



## SPECIAL OFFER!

Get a Head Start on Your Transformation with

**40%** OFF **Organifi Green Juice** For a **Limited Time!**

**Regular Price \$116**

**Yours today for only \$69.95**

Remember, with the protection of a **60 day Money-Back GUARANTEE**, this is truly a **RISK-FREE** opportunity. You have nothing to lose and everything to gain.

**[Click here to lock in your discount today!](#)**



# The Undisputable Rules of **Fat Loss**

As mentioned in the introduction of this book, there are universal laws of fat loss which simply cannot be ignored or replaced. These rules absolutely, positively must be followed if you want to lose weight.



## Fat-Loss Rule # 1: In order to burn fat and lose weight, you absolutely must create a calorie deficit over time.

Remember how I explained that we gain weight over time by consuming even just a few calories more than our body needs? Weight loss works the same way. However, we are not going to lose weight at the same slow pace we gain it. Instead, we are going to 'turbo charge' our fat loss. But just keep in mind that the primary factor in weight loss is a calorie deficit over time. You simply must have this and you absolutely cannot lose weight without it.

Now as simple as this sounds, there is actually a lot more to it.

If you're like most people, you've probably struggled with losing weight in the past. You've probably tried to cut calories, but didn't see the weight come off as expected. And there is a reason for this – and it's for this reason that so many dieters become frustrated.

Here's the thing – and this is VERY important. We all have our own specific Basal Metabolic Rate (BMR). BMR is the amount of energy (calories) your body needs/uses during the day, at rest or during sleep. In other words, it's the amount of calories that your body burns while keeping everything working properly. It does not take your physical activity into account, and neither will we while on this diet.

These BMR calories that are needed and used by your body every single day of your life can come from the food you eat, from your own body fat, or through a combination of the two. Obviously, we want our body to use fat for its energy needs because that's what makes us thinner.

Getting a 100% accurate BMR requires a trip to the lab, being hooked up to some crazy-looking gizmos, and running a gas analysis on your body. Luckily for us, science has come up with a formula to calculate our BMR based on sex, age, height and weight. It's not going to be 100% exact, but it will give us a rough estimate that we can effectively work with to lose weight. To get your BMR score in just one click, use our **free BMR Calculator** online by [clicking here](#).



Most people are told that in order to lose weight, they just need to burn more calories than they consume. While this sounds like good advice on the surface, it is faulty because it fails to take our BMR into account. And that's why simplistic solutions like 'eat less and exercise more' almost always end up in frustration and diet failure.

### **Here's what I mean ...**

My BMR is approximately 1900, meaning my body is going to burn at least 1900 calories every day to keep me alive and functioning properly. Now, if I regularly consume more than 1900 calories each day, the weight is going to creep up on me (it is generally accepted that 3500 calories = one pound of fat).

So, let's say I have never heard of BMR (most people haven't), and I'm regularly eating 2500 calories each day without much physical activity. Because I'm regularly eating about 600 calories over my BMR (1900) every day, I'm gaining weight pretty steadily. Because that weight has crept up on me, I decide to go on a diet. In doing so, I take the advice of well-meaning doctors and fitness experts and decide to start 'eating less' by cutting 500 calories a day from my diet. Now, that's a decent chunk of calories that I've eliminated from my diet, but even though I have cut 500 calories, I'm still consuming 100 more calories than my BMR. Because of this, not only am I not losing weight, I'm still putting on the pounds, albeit more slowly than I was before.

Now, because I'm not losing weight, I decide to 'exercise more' and I start hitting the gym three days per week. During those exercise sessions, I'm burning about 300 calories per workout (that's about average). Since I am now eating 100 calories over my BMR, this regular exercise (300 calories) now puts me 200 calories below my BMR (per exercise day) ... and now I'm finally losing weight. (Yay!) But since I have to burn 3500 calories to lose a pound of fat, and I'm only dropping 600 calories per week under my BMR, I'm only on schedule to lose just one pound of fat over the next six weeks! (Boo!)

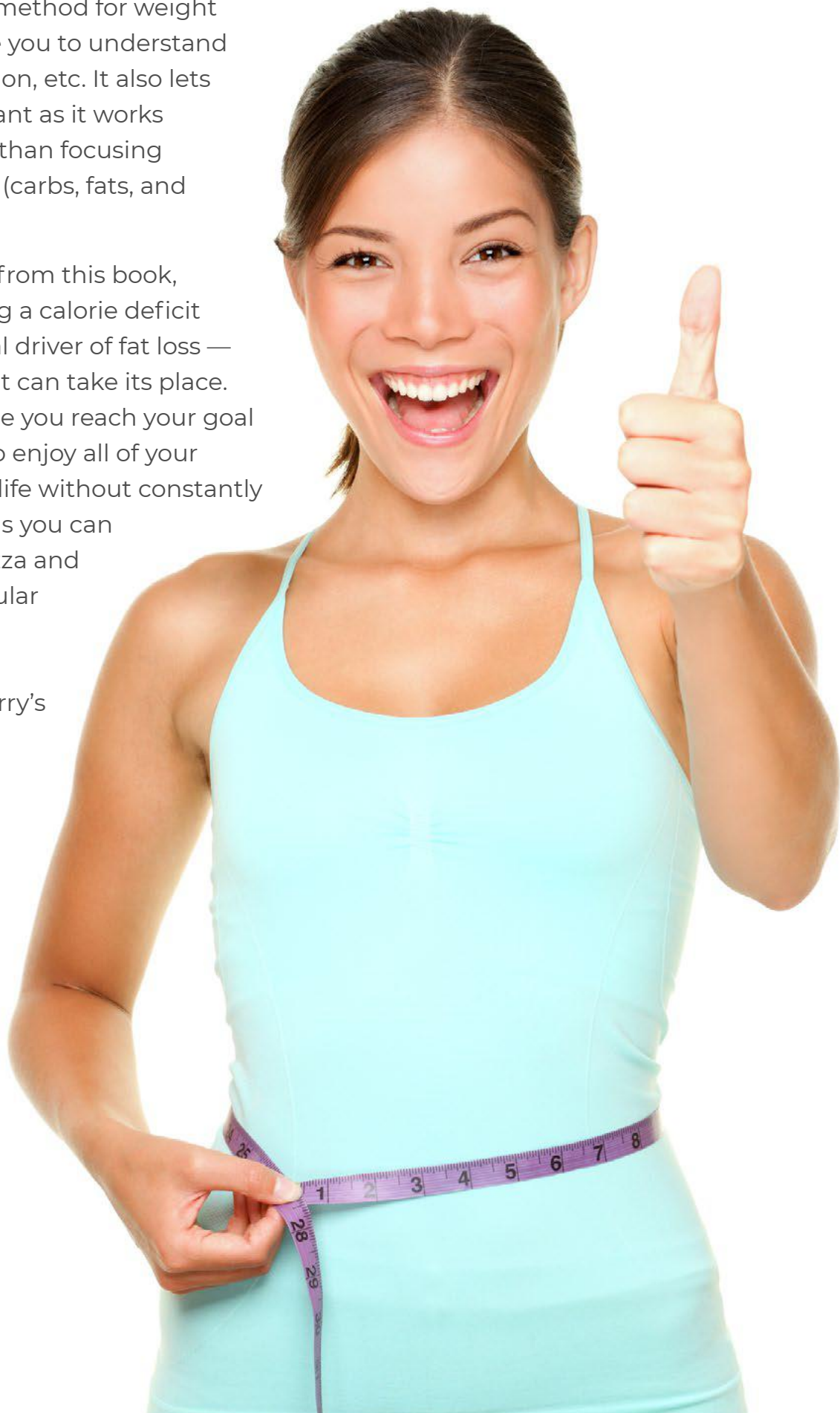
### **And this is why so many diets fail ...**

People start with good intentions but they give up in the long run because the dieting and exercise aren't producing results fast enough. And the reason for this is that most people do not know their BMR. Once you understand your BMR, you can effectively devise an effective calorie-cutting plan which will result in real fat loss. As much as I would like to give you a magic pill, this is truly the driving factor of all weight loss.

Knowing your BMR puts you in control. You will learn how many calories your body actually needs. Then, you can cut out as many calories as you want in setting your weight loss plan. Your body will then tap into your fat stores to make up for all the calories you deprive it of (through the calories you cut from your diet and any exercise/physical activity you engage in).

This is truly a liberating method for weight loss, as it doesn't require you to understand hormones, fat mobilization, etc. It also lets you eat whatever you want as it works solely on calories rather than focusing on macronutrient ratios (carbs, fats, and protein).

If you take nothing else from this book, understand that creating a calorie deficit over time is the universal driver of fat loss — there is nothing else that can take its place. The best part is that once you reach your goal weight, you can begin to enjoy all of your favorite foods and live a life without constantly worrying about the foods you can or cannot eat. I enjoy pizza and cheeseburgers on a regular basis, and I don't think a day goes by that I'm not enjoying some Ben & Jerry's ice cream, and I simply do not gain weight. This has nothing to do with carbs, fat or protein ... and everything to do with BMR and calorie consumption.



## Fat Loss Rule #2: Before you can begin to burn body fat, the fat must be mobilized!

Fat burning is a greatly misunderstood concept. You see, burning fat is actually easy to do. It just takes a bit of physical activity. The fact is, we burn fat all day long. The problem is that this fat we are burning is primarily the fat from the food we eat and the fat that is sitting around in our bodies (in the liver and intestines), but not the fat inside our fat cells.

**Mobilizing body fat** — getting the fat out of our fat cells to be burned — is the hard part, and losing this fat is what results in weight loss and a better-looking body!

Right now, your fat cells are filled with triglycerides (three fatty acids and one glycerol molecule make up a triglyceride). Because triglycerides are made up of three fatty acids bound together with a glycerol molecule, they are too large to leave the fat cells by themselves like free-flowing fatty acids can. Because of this, triglycerides must be mobilized from the fat cells so that they are available to be burned as energy.

When I say that fat must be ‘mobilized’, what I mean to say is that those triglycerides must be broken back down into fatty acids so that they can ‘escape’ the fat cells that they are stuck inside.

By first mobilizing the fat and then using that fat for energy, your body will become leaner. **Fat mobilization is the first step in the weight loss process.**



## Fat Loss Rule #3: You can control how much fat you mobilize

The rate at which fat can be mobilized is largely controlled by an enzyme called hormone-sensitive lipase (HSL). HSL is primarily controlled by insulin and catecholamines. When HSL is activated, fat can be mobilized. The problem is that when insulin or triglycerides (from the food you eat) are found in the bloodstream, HSL activity comes to a halt and fat cannot be significantly mobilized from your fat cells. Essentially, this means that any time you eat, you will be unable to mobilize body fat.

Catecholamines (adrenaline and noradrenaline), on the other hand, increase HSL activity and drive fat mobilization.

So you can control how much fat you mobilize through your diet by keeping insulin low and catecholamines high.

## Fat Loss Rule #4: You must keep the catecholamines high and insulin low

As long as catecholamine levels are high and insulin levels are low, fat mobilization will occur. For anyone who has struggled to lose weight, the reason is because your insulin levels are constantly high and your catecholamine levels are low. That being said, the key to getting the fat out of your fat cells and ready to be burned lies in increasing catecholamines and decreasing insulin as much as possible. As mentioned, you can control both through diet and exercise (and via supplements).



# HOW TO INCREASE CATECHOLAMINES (AND LOWER INSULIN)



There are four main ways to simultaneously increase catecholamines while reducing insulin.

**These methods include:**

1. Reducing caloric intake (via dietary fasting)
2. Reducing carbohydrate intake
3. Exercise
4. Supplements

Unlike most diet and exercise programs, we are going to employ all four of these methods in order to give our bodies the ultimate environment to release fat from our fat cells, so that it can be used by the body for fuel.

Before moving on into the specifics of the diet, I would like to first address each of the four fat-mobilizing elements above, and how each is going to help you strip away body fat in very rapid fashion.

# REDUCING CALORIES THE RIGHT WAY



As stated, you absolutely must create a calorie deficit over time if you want to burn body fat and lose weight. There is no way around this, as a calorie deficit is a universal law. When you create a calorie deficiency, your body must meet its BMR needs through the mobilization of your stored body fat. When you create a calorie deficit, you naturally reduce the amount of insulin your body sends to the bloodstream. At the same time, catecholamines increase and this results in the body's ability to mobilize fat to meet the needs of your BMR.

## Short-term fasting

Creating a BMR-related calorie deficit truly works like magic once you understand it and put it into play. It simply works. Now, if you're ready to 'turbo charge' your fat loss, there is no better way to do so than through intermittent fasting. Intermittent fasting not only helps ensure you are reducing calories (through fewer meals), it also lowers insulin to near zero and it dramatically increases catecholamine levels so that your fat cells are opening up and letting the fat pour out of those cells like crazy!

Please, whatever you do, **do not skip this section**. Forget everything you've read or heard about fasting. When done properly, short-term dietary fasting is the absolute 100% quickest (and healthiest) way possible to strip your body of stubborn body fat. And there are dozens of well-researched medical studies which back this statement up.

Understand that our bodies are either in a fed state or a fasted state. As long as your body is in a fed state, it simply cannot mobilize your stored body fat for fuel. Once your body has entered a fasted state, however, things really get going ... and the fat will

literally melt off of your body.

The problem is that many of us spend as many as 20 hours a day in a fed state. Because of this, we can never really get into a serious fat-burning mode.

As you know, when we eat more calories than our bodies need each day, the extra calories are stored in the form of fat deposits. These fat deposits act as our energy reserves. If these energy reserves are not used, they simply accumulate, resulting in more and more weight gain.

The problem is that most of us never use our energy reserves and therefore we do not lose weight. You see, the body uses the food you eat as its primary source of fuel and it only uses your energy reserves when energy from the last meal is no longer available. But in a world where food is cheap, easy to get, and very plentiful, most of us spend our days in a constantly fed state where we never have to tap into our energy reserves. Short-term fasting reverses this trend.

When set up properly, you will be spending more time in a fasted state than a fed one, resulting in significant amounts of fat being burned from your body.

**Please, do not dismiss intermittent fasting just yet. It is really not that hard to do, and the results you will see in just a few days are going to be soooo worth it! Take it from someone who hadn't missed a single meal in 35 years of life – short-term fasting is a walk in the park. I promise you that you are going to love it because you will finally see your stubborn fat areas getting smaller and smaller.**





**Besides the incredible fat-burning effects you're going to get, here's a host of related health benefits associated with intermittent fasting:**

- Creating a calorie deficit that leads to permanent fat loss
- Appetite control
- Reduced body fat levels
- Healthier cholesterol levels
- Increased growth hormone production (which increases fat mobilization even more)
- Lean body mass maintenance (fat will be gone and easy to keep off)
- Reduced inflammation
- Reduced risk of disease (cancer, diabetes, cardiovascular disease)
- A cleaner, well-rested and recharged digestive system
- Increased lifespan
- Autophagy – your body will 'eat' its broken and ineffective cells. These old cells then get replaced with new cells, making your body stronger, healthier and more efficient.
- Increased blood flow to fat cells (this gets the stubborn fat out)
- Lowered insulin
- Increased catecholamines!



Those who know me know that I am a big proponent of short-term fasting. In fact, I have lost over 20 pounds of body fat in a single month simply by fasting for two 24-hour periods each week (lunch to lunch) over the course of a four-week period. Yes, I can fast and still eat every day! Fasting works. And when done properly, you will strip body fat away like nothing else.

Now, for those who are calling 'foul' because of what you've been told about 'starvation mode' or a 'slowed metabolism' – you can rest assured that short-term fasting

will not consume your lean body mass, nor will it slow your metabolism when done correctly (which you will learn how to do in the upcoming section). In fact, as long as you engage in resistance training and keep your fasts to a maximum of 72 hours, you will enjoy tremendous fat loss with no loss of muscle or lean body mass, and without a decrease in your metabolism.

Before we move on, let me assure you **The Beach Body Program** does not call for any 72-hour fasts, so please do not be alarmed. You will learn some 'tricky' ways to fast and still eat every day.

Usually, the second issue raised about fasting is hunger and hunger pangs. For this reason, some people will simply not give it a try. I have coached several people who were all for fasting, but when that first hunger pang came along they ran for the cupboards and refrigerators.

Hunger pangs do not indicate true hunger. These pangs are just a signal from your stomach to your brain telling you that the last meal you ate has been digested, and that if you don't give it food soon it's going to have to start burning fat.

Those who can't fast will have to work a lot harder than those who engage in short-term fasting. If you want incredibly fast fat loss, a short-term fast here and there is truly the way to go. Nothing works faster. Think about it. For the hours that you are not eating, your body switches to stored fat to supply you with your daily energy needs. The fat burned isn't coming back – it's actually gone for good!

As I and millions of others like me have learned, hunger pangs do not get stronger and stronger. Once you see that a short fast doesn't kill you, you'll probably become a big fan. You'll find that those hunger feelings just fade away when they are ignored. In fact, once you overcome the initial hunger pangs, you will find that it gets easier and easier to go without food. During my longest fast ever (72 hours), when I finally broke my fast I still was not even hungry.

Hunger is primarily a state of mind. Your body has become accustomed to sending you hunger signals when it has used up the food in your digestive tract. This is not true hunger. It's our lazy body's way of telling us to eat so it



doesn't have to go after body fat! Ignore those pangs and let your body go to work on your fat cells that it has conveniently been saving up for a 'rainy day'.

If you think about it, eating is also habit-driven. When we wake up, we immediately reach for the Cheerios out of habit, even though we may or may not be hungry. When it is lunchtime, we do the same thing, and dinner, of course, is no different. We have been told (through marketing) that breakfast is the most important meal of the day. Nonsense! Breakfast is the most important meal to skip every day. As you will see, the simple method of skipping breakfast can be the answer to all of your weight problems.

To sum it up, short-term fasting is safe and ultra-effective. Medical research has also shown it to be seriously beneficial to your health and longevity. And not only that, it's truly the easiest fat-burning method of all, because you can burn fat all day long without doing anything!

If you think fasting will be too hard, don't go crazy and try to do a 24-hour fast on your first try. Work yourself into it slowly by waiting longer and longer to eat your first meal. Skipping breakfast and having your first meal at lunch will do wonders.

Remember, the longer you go without food, the more fat you're going to burn. Once you eat, fat burning stops. So, most of the fat you are burning now is when you are asleep, and this is the time that physical activity is non-existent, so the amount of energy you need is very, very low. Yes, you are burning fat while you sleep but not as much as if you were awake and moving around.



# REDUCED CARBOHYDRATE INTAKE



As I've stated, creating a calorie deficit over time is the driving factor of fat loss, regardless of the macronutrients you eat (carbs, fat, protein). However, there are dozens and dozens of medical studies that have proven that by significantly reducing your carbohydrate intake, you can effectively create an environment where fat is more regularly being mobilized and used for energy.

By reducing carbohydrates in your diet, you effectively lower insulin while raising catecholamine levels. This is what makes a low-carb diet so incredibly powerful. The reason a low-carb diet is so effective is because it 'tricks' the body into thinking you are in **starvation mode** because you deprive the body of glucose (and glycogen). Your body expects glucose to be available on a regular basis. When the body finds no glucose or glycogen, it immediately switches gears and starts to burn fat as its primary energy source.

When you restrict carbohydrates in your diet, you will become leaner. This is an absolute fact. When you increase your carbohydrate consumption, under the right conditions, you will get fatter. This is not disputed. This is simply a matter of the human body's response to your hormones and how they are affected by the foods we eat.

## **Here's how it works ...**

When we eat carbohydrates, particularly those that are sweet or starchy, our blood sugar increases rapidly. When our blood sugar increases, our pancreas secretes insulin into the bloodstream. Insulin's job is to bring our blood sugar back to normal levels. It does this by moving the sugar out of the blood and into the muscles, liver and fat cells. If not for

insulin, this high blood sugar (aka glucose) would be toxic. As you may know, diabetics need to add insulin to their bodies to keep them alive and functioning. If not, the foods they eat would result in high blood sugar that could not be lowered, resulting in diabetic shock, diabetic coma or even death.

So insulin is a good thing with regard to keeping us alive, by alleviating high blood sugar levels that are triggered by carbohydrate consumption. But insulin is also very, very problematic with regard to our ability to lose weight.

As mentioned, when blood sugar is high, insulin's job is to move that sugar out of the bloodstream and into the liver and muscles to be used for energy. But there's more to it. Insulin is also a storage hormone. What this means is that when insulin is present in the bloodstream, as it is when we consume carbohydrates (such as sugar and starch), the excess carbohydrates (those that are not needed right away for energy) have to be stored somewhere.



So some of the carbs we eat are used for immediate energy. If we don't need that energy right away, those carbs (broken down into glucose) need to be stored somewhere – remember, insulin is moving it from our bloodstream to keep us alive!

The first places where this excess glucose is stored are the liver and muscles, in the form of glycogen. Our glycogen stores are our reserve tank for quick energy when sugar (glucose) is used up for the energy we need. But here's the thing ...

Unlike fat cells, our glycogen tanks only hold so much. And in terms of 'muscle glycogen stores', energy can only be used by the muscles that those 'stores' are in. So if your legs need energy, they cannot borrow glycogen from your arms and back, and vice versa.

So if you're eating a lot of carbs in your diet and you're not working out regularly, your glycogen stores are probably already full. Because the glycogen stores are full, the body needs to put the excess carbs you eat somewhere else ...

You guessed it: once those glycogen stores are full, any excess carbs are deposited into your fat cells. Unlike glycogen stores, fat cells grow and reproduce to store an unlimited amount of excess carbohydrates!

And, as I have already mentioned, not only does insulin force those excess carbohydrates and fat into our fat cells, it also slams the brakes on our body's ability to mobilize and burn the fat that is already stored in our fat cells.

So, as long as there are high levels of insulin flowing through your bloodstream, your body will be working to store fat rather than working to mobilize and burn it. You simply cannot consume a carbohydrate-rich meal and burn fat at the same time. Your body is either storing fat or burning it (fed or fasted). Always keep this in mind! If your body is in a fasted state, it becomes fed as soon as you start eating. This pulls the brakes on your fat-burning action.

A good thing to keep in mind is this: for every gram of carbohydrates you eat, your body is unable to burn at least that many grams of fat. And so long as you are eating carbohydrates, your body is storing everything it doesn't need – right into your fat cells (making you fatter). At the same time, those carbohydrates are making it impossible for you to burn stored body fat.

Keep in mind that our body is in constant need of energy: it needs energy whether we are out for a morning jog, cooking dinner, sitting on the sofa watching television or lying in bed sleeping. While we tend to think we only need energy when we are physically exerting ourselves, you need to keep in mind that there is a lot your body is doing 'behind the scenes' even while you sleep.

The fact is that our bodies are at work 24/7 to keep us healthy and functioning. And because of that, the body needs to fuel its work on a non-stop basis for as long as we live. Another thing to keep in mind is that YOU can make a decision to have your body running on carbohydrates or to have it running on fat. On **The Beach Body Program**, we will shift from carbohydrate-burning to high-octane fat-burning instead.

Contrary to popular belief, fat flows in and out of your fat cells (in the form of fatty acids) on a continuous basis throughout the day, making itself available to be used for energy. The problem is this fat cannot and will not be used for energy unless your insulin levels are way down. Insulin, however, will not be down as long as you're eating carbohydrates.

Now, when we eat three meals per day and everything is working properly, your body will become fatter after eating a carbohydrate-rich meal. It will become leaner in between meals after all the carbohydrates have been burned up, and the body begins to burn fat because it has run out of those carbohydrates.

The problem, however, is that when blood sugar spikes and insulin is secreted, blood sugar is normalized in a matter of minutes, while insulin remains 'on guard' in the bloodstream for the next couple of hours, preventing fat from being burned during that time.

Understand that various cells in the body have a need for fat. However, when those cells that need fat to function properly are not getting the fat they need (because of insulin present in the bloodstream), your blood sugar drops. Low blood sugar level is what tells your brain that you're hungry, and because you are hungry, you begin to eat again, before those fatty acids can ever be burned up. When you follow up with another carbohydrate-rich meal, those fatty acids will need to be stored away, because your body is again going to have to secrete insulin to lower blood sugar, and to use that blood sugar – instead of fat – for energy over the next few hours. And this starts the vicious cycle all over again, constantly hindering your ability to tap into those body fat stores.



By creating a calorie deficit (either with or without fasting) and by reducing carbohydrates, you create a phenomenal fat-mobilizing environment which simply cannot be beat. Adding a quality workout program gives you the ultimate method for stripping away stubborn body fat. With regard to glycogen stores, understand that you can use up that glycogen through exercise, and you can control those glycogen stores by the amount of carbohydrates you consume. When you reduce carbs, you reduce glycogen stores. This means the energy your muscles need will have to be fueled by fat - because there is no glycogen to provide energy. This means a lot more fat being burned up in the muscle!





# STARVATION MODE



Over time, the diet and fitness industry has bastardized the realities of 'starvation mode'. Most of us have been told that if you go without food for X number of hours, your body will enter 'starvation mode' which results in a low metabolism and the inability to burn fat or lose weight. They infer that if you enter starvation mode, the body basically 'locks up' and puts a stop to any fat-burning. I'm here to tell you that this is completely backwards. The starvation response actually occurs after your body has run out of energy, meaning it has depleted your fat stores and is now eating up your lean muscle mass to keep you alive. When this happens, your metabolism will, in fact, slow.

The starvation response (aka starvation mode) is a matter of the body slowing down its metabolism after **prolonged** periods of low energy intake. The body gets its primary source of energy through the food you eat. Once the contents of your digestive tract are used for energy, the body switches over to glycogen to fuel the body. Once the glycogen stores are used up (six hours max), the body then turns to using your fat stores for energy. This is **exactly** why we have fat stores in the first place. This provides fuel for the body when you have no food to eat. And this works like magic for about 72 hours.

At that time, if you are still without food, the body begins to fill its amino acid needs from your body's lean mass. Attacking your lean mass to get the amino acids your body needs to function properly will not immediately slow your metabolism down. However, we want to keep lean mass intact. That being said, I would never recommend a fast lasting longer than 72 hours.

To sum this up, skipping meals here and there and reducing calories will not put your body into starvation mode. Prolonged calorie restriction will. Keep this in mind when you begin to diet, as you will find it is vitally important to create a calorie deficit if you want to burn body fat.



# EXERCISE



Exercise boosts metabolism and burns fat. It also lowers insulin and increases catecholamines, and it's the best way to increase blood flow to adipose tissue and to transport fatty acids out of fat cells.

Exercise helps to burn fat because it requires you to move your muscles. Moving your muscles causes physiological changes that are necessary to maintain and build new muscle mass. Every pound of muscle in your body needs somewhere between 50-100 calories to maintain that muscle mass. And when you consider that fat is burned almost exclusively in your muscle, you can begin to see just how crucial it is to not only maintain the muscle you have, but to build new muscle as well. Simply put, the more muscle you have, the more fat you will burn. Conversely, losing muscle (by lack of exercise) reduces your body's ability to burn fat.

In addition to all the calorie and fat-burning effects, exercise also has the remarkable ability to stimulate fat tissue by increasing blood flow to your fat cells. This makes for easier fat mobilization – which is especially important in the stubborn fat areas like the hips, thighs, belly and buttocks, where insufficient blood flow is believed to be the cause of 'stubborn body fat'. That being said, understand that every time you exercise, you get a ton of fat-burning benefits. But also remember that physical fitness loves consistency. Being consistent with your workouts means serious results.

Exercise has a wide range of benefits besides fat burning and better fat mobilization. Exercise also regulates appetite, improves sleep patterns, elevates mood, and increases energy levels and promotes a general feeling of well-being. Exercise has also been shown to add years to your life, help you fend off many diseases and keep your body in

far better health than those who do not exercise.

A recent study revealed that people on low-carb diets who do not exercise still burn more fat than those on low-fat diets who do exercise. And while you will burn more fat on this diet than anything you've ever tried before, we can still take those results and nearly double them with a good exercise program.

New research has shown that low-carb, high-protein diets coupled with resistance exercises significantly increase fat loss while improving body composition. **The Beach Body Program** will not only result in a leaner body, but a more toned one as well.

And for women who still think that higher protein and resistance training will cause bulky muscles, fear not. While you will become more toned implementing this workout, I promise you will not 'bulk up'. Bulking up requires a significant amount of calories (and tons of carbs), a much more stringent weight training regimen and some hormone treatment before you ever look like those female bodybuilders you are trying not to look like.

## Exercise on a Low-Carb Diet

One of the chief complaints of people exercising while on low-carb diets is that they feel 'drained' or lethargic. This usually only happens during the first week or so, as your body adjusts from burning carbohydrates (glucose and glycogen) to burning fat. It's kind of like driving a car until you're out of gas, only to then switch over to the reserve tank.

Remember, your body normally has quick energy available to it through the glycogen stores in your muscle. Without that glycogen, your muscles need to recruit stored fat for energy. As your body depletes glycogen, you're going to feel slow and tired. Although this is typically not a good feeling, you should understand that the end result is very positive, because this feeling lets you know everything is working – that glycogen stores are being cleared for more whole-body fat burning.

I'm not going to lie: working out on a low-carb diet is not a lot of fun. That's why **The Beach Body Program** Exercise Routine is short – but seriously effective. And don't



worry about performance. A recent study conducted at MIT tested the aerobic capacity of a group of subjects while on a diet high in carbohydrates for four weeks, and then tested them while on a low-carb diet after four weeks. The participants complained of being lethargic during the first week of their low-carb diet but at the end of four weeks on the diet, they did not show a decrease in aerobic capacity from their regular diet. Even better, the study showed that essentially all the calories being burned during the low-carb diet were from body fat!

Knowing how many calories are burnt per session can help you determine how long to exercise for. A quick and easy way to do this is to use our **free Exercise Calculator** tool by [clicking here](#). It's a handy tool that helps you plan your workout routines most effectively!



# Exercise when Fasting

I tend to do my workouts in a fasted state because I want to skyrocket my catecholamine levels and take advantage of the significant increase in growth hormone that comes with fasting, as well as adding to the already 'turbo charged' fat-burning that is going on during my fast.

Research has shown that training in a fasted state does not limit your training efforts. In fact, it allows you to maintain your muscle (and even increase it) while burning loads of body fat.



# STUBBORN BODY FAT



If you have ever dieted before, you're probably well aware of the rear areas of body fat that seem next-to-impossible to get rid of. For men, these areas are typically their abs, love handles and lower backs. For women, the stubborn areas are their hips, thighs and buttocks. There is a biological reason that these are so hard to trim down, but we are going to take care of this problem with **The Beach Body Program**.

As you now know, catecholamines regulate fat mobilization. They are responsible for breaking down triglycerides into fatty acids and getting them out of the adipose tissue so that they can be burned for energy. In doing so, the catecholamines act on what's known as 'adrenergic receptors'. These adrenergic receptors consist of alpha 1 and 2 and beta 1, 2 and 3 subtypes. When alpha-1 and the beta receptors are activated, they cause fat to be broken down. When the alpha-2 receptors are activated, however, fat breakdown comes to a halt.

Now, here's the thing.

Stubborn fat areas have a very high density of alpha-2 receptors (the bad stuff), which is why it is harder to break down and mobilize fat in stubborn areas. In order to attack this stubborn body fat, we must find a way to improve blood flow to the stubborn areas and inhibit alpha-2 receptors.

In addition to increasing catecholamines, fasting, reduced calories and exercise also increase blood flow. The low insulin levels associated with reduced calories, fasting, exercise and a low-carb diet inhibit those alpha-2 receptors. As far as fasting goes, the longer you remain in a fasted state, the more your body will mobilize fat from the stubborn areas.

# FAT-BURNING SUPPLEMENTS

Most of the so-called fat-burning supplements on the market are pure junk. While they may give you a little extra ‘punch’, they are normally worthless considering the price you pay.

For fat-burning, one of the most effective supplements you can use is coffee. While caffeine is a powerful CNS stimulant by itself, there are compounds in coffee that have a unique and direct effect on fat cells, which makes them open and provide additional fat mobilizing effects beyond the stimulation of the caffeine by itself.

Drinking coffee in the morning in a fasted state (non-calorie sweetener and a drop of heavy cream is okay – but no sugar) is a great way to increase your fat mobilization and fat-burning as it ramps up catecholamine levels, reduces insulin and blunts hunger.

## **COFFEE / YOHIMBINE HCL**

A powerful supplement to take when you have your coffee is Yohimbine HCL. Yohimbine is an alpha-2 receptor antagonist, meaning it stops the action of alpha-2 receptors while increasing fatty acid mobilization from the stubborn areas. Yohimbine been shown to significantly increase fat loss through fat mobilization, increased blood flow and increased fat oxidation (fat-burning). This is a supplement that works very, very well. I take it regularly and I highly recommend it.

I will typically have a Yohimbine HCL first thing in the morning along with 1-2 cups of coffee. About 2-3 hours later (while still in a fasted state), I will have another 1-2 cups of coffee with another Yohimbine HCL.



In the U.S., you can buy Yohimbine HCL over the counter. In many European countries, you will need a prescription, so this may not be a viable option for you.

[Or you can order it online by clicking here.](#)

**(Include the Add-On of ProLab Caffeine Maximum Tablets if you don't drink coffee.)**



# SUMMARY



Before setting up our diet, let's do a quick review – and you can come back here without having to read through everything again, when you are all ready to get started on **The Beach Body Program**.

1. In order to burn fat and lose weight, you absolutely must create a calorie deficit.
2. Your calorie deficit is based on your BMR. Just reducing calories won't cut it.
3. Before you can burn fat, the fat must be mobilized from your fat cells. Burning fat is not the hard part – mobilizing it is.
4. Fat can only be mobilized when insulin levels are down and catecholamine levels are up. These are usually found in opposition of each other. In other words, when insulin is low, catecholamines are usually high, and vice versa.
5. We can lower insulin and increase catecholamines by reducing calories, fasting, lowering carbohydrate intake, exercise and strategic supplementation. Each method can have a significant effect on insulin and catecholamines all by itself – you do not have to implement all of them. However, when you put these altogether, you will lose weight.

THE   
**Mediterranean**  
**DIET**

# 30-DAY CHALLENGE

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## THE BEACH BODY PROGRAM DIET MANUAL



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# THE MOST ADVANCED FAT-BURNING METHOD IN YEARS

In this section of the book, we will get you set up with your own specific plan for rapidly burning body fat and losing weight. By creating a calorie deficit, employing short-term fasting, engaging in a low-carb diet and exercising 3-4 days per week, you will be able to lose more weight in three weeks than most people can lose in 3-4 months. This is truly an amazing method for fat loss and if you follow this plan, you will be amazed at just how good you'll look in three short weeks.

For ease, I want to break this down into bite-sized chunks of information.

## **Short-Term Fasting**

As mentioned, we spend most of our lives in the fed state. Because of this, most of us are never able to tap into our body's energy reserves (fat stores). Instead, we slowly pack on the pounds because we aren't truly aware of just how many calories our body needs. Instead of being constantly in a fed state, we're going to start spending more time in a fasted state. By doing so, we are going to immediately stop storing fat and instead, we're going to start burning it every single day.

Now, there are many ways to go about fasting. When I dropped over 20 pounds of pure body fat in a single month, I did so by doing two 24-hour fasts each week. I did these fasts from lunch to lunch. This meant that even though I fasted twice a week, I still got to eat every single day.

If jumping in head-first and doing 24-hour fasts sounds too difficult right now, I suggest you start with an 18-hour fast. That means you'll be in a fasted state for close to 18 hours a day and in a fed state for just six hours. The easiest way I have found to do this is by

simply skipping breakfast. That is, no eating from your last meal at night until around lunchtime the following day. I gave up breakfast about three years ago and haven't looked back. Since doing so, I have become extraordinarily lean and have improved my health.

Skipping breakfast lets you continue your fast while you sleep, until lunchtime. So if you eat your last meal at 6 p.m. and don't eat again until lunch at around 12 p.m. the next day, you will have reversed the trend that most people are stuck in. Just the simple act of skipping breakfast can put you in a fasted state that is significantly longer than your fed state. Remember, the longer you go without eating, the more fat you will burn. Fasting has a snowball effect which increases more and more the longer you go.

I normally eat two meals (all my calories for the day) between 12 noon and 6 p.m. (normally I eat at 12 p.m. and 4 p.m.). And as you will see, these short fasts will not make you 'extra' hungry just because you skipped breakfast. Research has shown that appetite stays the same or actually decreases the more you fast.

Just keep in mind that you will get a couple of hunger pangs during the day. Ignore these and I assure you they will go away – they do not get stronger and stronger! As you progress, you will find short-term fasting to be liberating. No more thinking about what you're going to eat, not a lot of cooking, etc. Plus, you will find that your head will be clearer and you'll actually have a rather euphoric feeling during the fast. You will feel empowered and in control, and you'll also be losing weight like crazy!

Implementing these short-term fasts are totally optional but they will help maximize your weight loss.



# GOING LOW-CARB



Perhaps the most exciting part about this diet, besides losing a great deal of weight, is the fact that once you reach your goal weight you can eat anything you want, any time you want, just as long as you do not exceed your BMR.

Seriously ... anything you want! I have just a little over 1900 calories I get to eat every day, and I love it. I regularly eat cheeseburgers and pizza, and there is not a night that goes by that I'm not eating Ben & Jerry's ice cream before bed. My body doesn't care if I eat nothing but carbs, protein or fat. It only cares that I give it the right amount of calories every day. My friends and family think I have some kind of advanced genetic makeup because I don't gain weight by eating those things, but it all comes down to science.

Now because we are trying to maximize our weight loss on **The Beach Body Program**, we need to force the body to mobilize as much fat as possible from our fat cells. As mentioned earlier, a low-carb diet does just that by 'tricking' the body into thinking there is no food (energy) available. By eating low-carb (and low-fat in this case), the body is deprived of the glucose that it needs to survive. By keeping glucose out, the body immediately starts getting its daily energy needs (our BMR calories) from our stored-up body fat. And since we have created a calorie deficit, it knows it needs to mobilize more fat than usual.

Now, don't be alarmed about the lack of available glucose that your body needs. The fact is, your body is going to get that glucose from the protein in your diet through a process known as gluconeogenesis. A low-carb diet ensures that your body is getting enough protein so that the protein you eat is used in the gluconeogenesis process, not your lean body mass. Also worth noting is that the process of turning that protein into glucose

(glucogenesis) is a highly demanding process which requires a great deal of energy – and the energy needed in this process will come from utilizing even more of your stored body fat!

As far as keeping on a low-carb diet, I recommend following the three-phase plan. This is not mandatory by any means, but has proven to be ultra-effective for my personal clients. The following is an ‘ideal’ plan. If you follow it perfectly, you will maximize the weight you lose. But if you have a setback here or there, don’t worry too much about it. As long as you are taking regular steps to use what you’ve learned, the weight will continue to come off. So don’t let any setbacks deter you.

Remember, nothing trumps a calorie deficit. As long as you are regularly creating a calorie deficit (below your BMR), you will be losing weight. Everything else (fasting, low-carb, exercise) is icing on the cake.

Again, this plan is for a ‘perfect world’ and it promises the most weight loss. Deviation from this plan does not mean failure on your part. It just means that your results will be slower when you are not following the ideal plan. **Do not give up after a setback!** Just get back on track as soon as you can. Remember, a single setback is not going to foil all of your hard work or adherence to a diet.

While I would like to see you stay as close to zero carbs as possible, I understand that doing so can be difficult.

Sometimes, it is just impossible to get our hands on food that has zero carbs, and sometimes it is simply impossible for us to control our desire for them. All I ask is that when/if you do eat carbs, make them a part of only your first meal of the day, and always try to stay below 30g per day max.

**The Beach Body Program** is broken down into four phases. The purpose of these phases is to maximize fat loss early on





while introducing more and more whole foods into your diet, eventually resulting in a nutritionally balanced and complete diet which will ensure proper health and healthy weight for the rest of your life.

After completing Phase #1 of **The Beach Body Program**, you will feel like you can do anything! Once you've finished week #1, you'll have no problems completing week #2 ... and after that, week #3 will be a 'walk in the park'.

As you've learned in the nutrient section of **The Beach Body Program**, protein is the most important nutrient for your body. Unlike carbohydrates, we simply cannot live without adequate amounts of protein in our diet. In the past I've had readers calculate their lean body mass to find out their daily protein requirements. However, since you will be eating a low-carb diet, getting adequate protein will come naturally.

## A WORD ABOUT FAT

Keep in mind that your body only needs so much fat each day. If it senses you are getting that fat from your diet, your body will slow down the fat-burning process and first use the fat that's available from your food.

This occurs when you eat fatty foods, as the fat from those foods enters your bloodstream as triglycerides. When triglycerides are detected in your blood, the body will temporarily put the brakes on fat-burning.

Don't worry too much about this. A bit of fat is not going to set you back – it's all about the ratios and the amount of calories your body needs. Most protein you eat will have trace amounts of fat in.



# THE BEACH BODY PROGRAM – PHASE #1 (DAYS 1-7)



As mentioned, **The Beach Body Program** is comprised of four phases. This first phase is a regimen that I use for my clients who need to lose weight 'yesterday'. It works fast and you will see a great deal of weight come off during these seven days (often in the neighborhood of 5-10 pounds or more).

This first phase is also going to cleanse your body and specifically your liver, which is very likely not functioning at its best. This will create an environment which will more efficiently burn fat and help you lose significantly more weight as time passes.

Much of this phase focuses on your gut. It cleanses your gut and detoxifies your liver (your fat pumping organ). Additionally, by increasing certain vitamins, you can effectively increase your insulin sensitivity and increase your body's adrenal function, which is imperative for fat mobilization.

The vitamins we will focus on getting more of are Vitamins A, D and C. During this phase, you should eat only from the allowed list of foods.



## The Beach Body Program Phase #1 – Allowed Vegetables

|                     |               |
|---------------------|---------------|
| 1) Artichoke        | 10) Celery    |
| 2) Asparagus        | 11) Kale      |
| 3) Beets            | 12) Mushrooms |
| 4) Bok choy         | 13) Onions    |
| 5) Broccoli         | 14) Peppers   |
| 6) Brussels sprouts | 15) Spinach   |
| 7) Cabbage          | 16) Squash    |
| 8) Carrots          | 17) Tomato    |
| 9) Cauliflower      |               |

### Allowed Vegetable Preparation Methods



Steamed



Microwaved



Raw

\*\*You can mix vegetables into a salad and drizzle with olive oil and/or balsamic vinegar\*\*

## The Beach Body Program Phase #1 – Allowed Proteins

|              |
|--------------|
| 1) Chicken   |
| 2) Beef      |
| 3) Eggs      |
| 4) Fish      |
| 5) Shellfish |
| 6) Turkey    |
|              |
|              |

### Approximate protein values:



• Fish fillets/steaks = approximately six grams of protein per ounce



• Beef = approximately seven grams of protein per ounce



• Chicken = approximately eight grams of protein per ounce



• Turkey = approximately five grams of protein per ounce



• Large egg = approximately six grams of protein

### Allowed Proteins Preparation Methods

All cooking methods are allowed with the exception of deep frying.

## The Beach Body Program Phase #1 – Allowed Liquids



Drink a minimum of one gallon of water each day – we drink only water during this phase because we are detoxing our liver (the fat pump) so that it will run more efficiently.

## The Beach Body Program Phase #1 – Allowed Supplements

Because this is a detox, we are going to give the body a break from processing supplements.

**Here is the breakdown for this diet day by day:**

### Day #1

- Eat 3-4 meals each day consisting of any combination of approved vegetables. During these meals, you can eat as many vegetables as you wish. Spread these meals out evenly so that you are eating every 3-4 hours.
- Remember to avoid eating for as long as possible in the morning so that you can increase fat mobilization and continue the fat-burning from your overnight fast.

### **Sample eating schedule:**

**Meal #1: 12 noon | Meal #2: 4 p.m. | Meal #3: 8 p.m.**

Optional Meal: an optional meal would be 8 a.m. to 9 a.m. for those who simply can't extend the night-time fast.

### Days #2, #3, #4

Eat your meals at the same 3-4 times on **Day #2, #3 and #4** – just as you did on Day #1. On these three days, however, you will add an approved protein to your first meal and to your third meal (two meals will contain protein along with vegetables).

- For women, add 15-20 grams of protein for each of the two protein meals.
- For men, add 20-25 grams of protein for each of the two protein meals.

## Days #5, #6, #7

Eat your meals at the same times on **Day #5, #6 and #7** – just as you did on Day #1. On these three days, however, you will add an approved protein to every meal (all meals will contain protein along with vegetables).

- For women, add 15-20 grams of protein for each meal.
- For men, add 20-25 grams of protein for each meal.



# THE BEACH BODY PROGRAM – PHASE #2 (DAY #8)



Phase #2 is simply a 24-hour fast. Your last meal in Phase #1 should have been in the evening, consisting of vegetables and a protein from the allowed sources. Then you will go without eating for a 24-hour period (dinner to dinner). This is going to allow your body to complete the detox through autophagy, burning up much of the fat-burning by-products from the rapid fat loss during Phase #1.

Your next meal will likely come in the evening on Day #8. For this meal, you can have whatever you want as long as carbohydrates are kept to 30 grams max. For those who simply cannot stand fasting, you can mimic what you did on Day #7 in Phase #1.



# THE BEACH BODY PROGRAM – PHASE #3 (DAYS #9,10,11)



For Phase #3, we will continue to work on getting your liver into peak condition while continuing to release and burn up a great deal of body fat. While this phase may seem contradictory to some, I promise that if you follow it, you are going to see dramatic results. For example, as strange as it may seem, saturated fat has been shown to reduce a fatty liver. Further, saturated fat has been shown to be the very best fat for females to reduce their hips, buttock and thighs.

By the end of the first two phases of this diet, your body will be primed to burn fat more efficiently. At the same time, your body is going to be craving fat. It is important to remind you again that fat, although very dense in calories, is not going to make you fat by itself unless you significantly consume more calories than your body needs, which is extremely difficult when eating high-fat foods.

Again, fat does not make you fat. This phase will cause your body to begin releasing fat and prime it to begin using fat as your primary fuel source. This phase (Phase #3) consists of what is known as a 'fat fast' during which you will get the majority of your calories from fat.

## Days #9, #10, #11

During these three days, you will follow the recommended calorie allotment while striving to get at least 80% of these calories from fat (no trans-fats). It is a low-calorie, high-fat diet which has been absolutely proven to let you shed a lot of body fat in a very short amount of time.

### **Here are the parameters of Phase #3:**

- For women, you should strive for 1000-1200 calories (max), with 80% to 90% of your calories each day coming from fat.
- For men, you should strive for 1200-1500 calories (max), with 80% to 90% of your calories each day coming from fat.
- You should again attempt to keep your morning fast going for as long as possible, with your first meal coming near lunchtime.
- You can consume 3-4 meals in the allotted calorie range as needed.
- Your primary drink should be water (one gallon a day or more).
- You can now add coffee or coffee/yohimbine combo during your morning fast for additional fat mobilization/fat-burning.

I recommend no more than 1200 calories per day for women and no more than 1500 calories per day for men, but for the best results, you should aim for the lower end of your spectrum if possible.

While it seems easy to get fat in our foods, you will see that it becomes difficult when you are trying to get 80% of your calories from fat – without trans-fats and without carbohydrates added in. Here are some tips:

- Getting enough good fat can be tricky. Fatty foods like bacon are typically only 50% fat and you need to be closer to 80% fat.
- Eggs are also close to 50% fat. Cooking them in a lot of butter (not margarine) or adding heavy cream to them (for a fluffy batch of scrambled eggs) and cooking in grass-fed butter or bacon grease is a way to increase your fat-to-protein ratio.
- Avocados are an excellent source of fat. Don't be alarmed by their carbohydrate content as it is almost all fiber.
- Nuts and seeds will help you get more fat into your diet. Macadamia nuts and sunflower seeds are some of the best high-fat foods you can possibly eat.



- Omega-3 fish oil capsules – add 2-3 capsules at each meal.
- Cream cheese is high in fat and is a great way to get more fat into your diet. I will typically buy thin-sliced luncheon meat (ham) and spread cream cheese into it, then roll it up and eat it for a snack or a meal.
- Add mayonnaise where you can. It is almost all fat.
- Use high-fat, well-marbled steaks – preferably rib eye. Keep all the fat on and focus on eating the fatty parts of the steak. You can grill these or pan-sear them.



### **My favorite recipe, lifted from a gourmet steakhouse:**

1. Let steak sit out at least 30 minutes to bring to room temperature.
2. Pour Worcestershire sauce liberally over both sides.
3. Put coarse sea salt and pepper over both sides.
4. Grill or pan-sear over very high heat.
5. After cooking, move to a plate and put a large pat of natural butter on the top and let sit for five minutes.

While this phase may be tough, understand that you are going to see tremendous results. Carbohydrates should be at a minimum. Fat should be maximized as much as possible.

If you find this portion of the diet to be easy, you can implement it any time you need to lose weight extremely fast.



### **Sample Eating Plan for Phase #3**

- **Morning fast:** coffee (no sugar – heavy cream and zero-calorie sweetener OK). Also try coffee/yohimbine for serious fat mobilization (optional)
- **Meal #1:** 12 noon – bacon and eggs with eggs cooked in butter or bacon grease
- **Meal #2:** 3 pm – macadamia nuts, almonds, sunflower seeds, pumpkin seeds
- **Meal #3:** 6 pm – steak with butter
- Add 2-3 omega-3 fish oil capsules at each meal

# RESEARCH PROVING THE EFFECTIVENESS OF A FAT FAST



The 'fat fast' was first identified by Professor Alan Keckwick and Dr. Gaston decades ago. It was actually their experiments which were later adapted and popularized by Dr. Atkins of The Atkins Diet.

In 1956, a study conducted by Professor Alan Keckwick and Dr. Gaston was published in the highly respected publication The Lancet. This study looked into the different types of calories (fat, protein, carbohydrates) and how each affected weight loss.

**At the start of their research, the participants were placed into one of four groups:**

- **Group #1** – 2000 calories per day
- **Group #2** – 1500 calories per day
- **Group #3** – 1000 calories per day
- **Group #4** – 500 calories per day



As expected, the fewer calories that were consumed, the more weight was lost. So group #4 lost more weight than group #3. Group #3 lost more weight than group #2, and group #2 lost more weight than group #1.

Next, the study placed overweight participants on a 1000 calorie per day diet, with different makeups:

- **Group #1** – 1000 calories per day balanced diet
- **Group #2** – 1000 calories per day with 90% of those calories coming from carbohydrates

- **Group #3** – 1000 calories per day with 90% of those calories coming from protein
- **Group #4** – 1000 calories per day with 90% of those calories coming from fat

Now, if a calorie is a calorie, as the medical mainstream indicates, then all four groups should have lost the same amount of weight. However, group #4 lost the most weight by far (group #1 lost the least amount, followed by group #2 and then group #3).

The result of this study proved a couple of things:

1. The more you restrict carbohydrates from your diet, the more weight you will lose.
2. The composition of your diet far outweighs the number of calories you eat when you are seeking to lose weight.

At the end of the study, Keckwick/Gaston determined that their patients, on average, could maintain their weight on a 2000 calorie per day 'balanced' diet, and could continue losing weight on a 2600 calorie per day diet, as long as carbohydrates were kept to a very minimal amount.



To drive this particular point home, I'd mention a recent 'experiment' done by Sam Felltham of the Smash the Fat blog. Sam recently embarked on a 21-day, high-fat/low-carb diet consisting of a whopping 5000+ calories each day. If a calorie is a calorie, Sam should have gained about 17 pounds over those 21 days. Instead, Sam only gained three pounds despite the fact that he consumed three times the number of calories his body needs each day.

In the 1960s, at the Oakland Naval Hospital, Dr. Frederick Benoit put seven obese men on a total fast for a period of 10 days. During this 10 day fast, the men lost an average of 21 pounds. However, only seven pounds were from body fat while 14 pounds were lean body mass.

Dr. Benoit followed this experiment by placing the same subjects on a 1000 calorie per day 'fat fast' consisting of 90% fat as in the Keckwick/Gaston study. During the 10 day

period on the fat fast, the subjects lost an average of 14 pounds each, with only a 1/2 pound loss in lean body mass.

In a more recent study, the results were very similar. In 2003, The Harvard School of Public Health divided 21 overweight volunteers into three groups:

- **Group #1:** Low-fat – high-carbohydrate
- **Group #2:** High-fat– low-carbohydrate
- **Group #3:** High-fat – low-carbohydrate + 300 additional calories (1800 for women and 2100 for men)

In this particular study, men received 1800 calories while the women received 1500 calories.

The results:

- **Group #1:** low-fat/high-carb lost 17 pounds
- **Group #2:** high-fat/low-carb lost 23 pounds
- **Group #3:** high-fat/low-carb + 300 calories lost 20 pounds despite consuming more calories than the low-fat/high-carb group.

We know from the Keckwick/Gaston study that they found, on average, their patients could consistently lose weight on a high-fat/very low-carbohydrate diet even if they were to consume as many as 2600 calories per day.

The research done at the Harvard School of Public Health showed significant weight loss between 1500-1800 calorie a day diets – when the diet consisted of high-fat/low-carb.

For my clients, I recommend no more than 1200 calories per day for women and no more than 1500 calories per day for men, but for the best results, you should aim for the lower end of the spectrum.

**Women:** 1000-1200 calories per day; 80-90% of those calories from fat (the more, the better).

**Men:** 1200-1500 calories per day; 80-90% of those calories from fat (the more, the better).

During the low-fat craze that began in the early 1980s, we became a nation obsessed with low-fat food products. As a result of this, we became fatter and more unhealthy as a nation. Additionally, we have seen a rise in diabetes and other diseases which have been linked to the lack of fat in our diets.

It must be understood that not all fats are the same. Unfortunately, fats were lumped together as being bad, and even the good fats have been largely eliminated from many people's diets.

We must understand that our bodies need fat to function properly. Depriving the body of dietary fat is a recipe for disaster.

There are healthy fats and unhealthy fats. The trick to losing weight rapidly is by consuming healthy fats and decreasing or eliminating unhealthy fats from our diets.

Saturated fat has been wrongfully vilified for decades. The fact is, if you want to lose weight rapidly – especially around your midsection – then you absolutely must increase the amount of saturated fats that you consume. In fact, in recent studies, it was shown that when women diet, those who ate the most saturated fat lost the most weight.



## Saturated fat (benefits)

- 1) Strong bones
- 2) Reduced risk of cardiovascular disease
- 3) Healthy liver
- 4) Healthy brain
- 5) Healthy lungs
- 6) Healthy immune system
- 7) Proper nerve function

## Polyunsaturated fat:

This is a type of fat found mostly in plant-based foods and oils.

- 1) Improves blood cholesterol levels
- 2) Reduces risk of heart disease
- 3) Decreases risk of type 2 diabetes

Omega-3 is a polyunsaturated fat which has a host of benefits, as discussed earlier, including increased calorie burn at rest, reduced risk of coronary artery disease, protection of irregular heartbeats, lower blood pressure and much more.

## Monounsaturated fat:

This is a type of fat found in a variety of foods and oils.

- 1) Improves cholesterol levels
- 2) Decreases risk of heart disease
- 3) Beneficial effects on insulin levels
- 4) Controls blood sugar
- 5) Benefits for those who are type 2 diabetics

## Trans fats (unhealthy fats)

- 1) Raises bad cholesterol and lowers good cholesterol
- 2) Increases cardiovascular risk
- 3) Alzheimer's disease
- 4) Cancer
- 5) Diabetes
- 6) Obesity
- 7) Liver dysfunction
- 8) Infertility in women
- 9) Depression, irritability, aggression

# Phase #4: CALORIE RESTRICTION BASED ON BMR



## Days #12 - 21

The final phase of **The Beach Body Program** will begin to gear you toward eating somewhat 'normally' compared to the 11 days that have passed. This phase involves a personalized calorie restriction to match your unique BMR and the aggressiveness of your weight loss goals.

### **Step #1: Determine your BMR**

As mentioned, getting a 100% accurate BMR requires a trip to the lab and a gas analysis conducted on your body. Thankfully, we don't need to do this. Instead, science has provided us with a calculation that, in my experience, provides a very accurate BMR which we can work with to lose weight.

Determining your BMR is fairly simple. I have provided calculations in U.S. measurements and in metric form. There are also separate calculations for men and women. Alternatively, you can skip the math and use our **free BMR Calculator** instead by [clicking here](#).

### **U.S. BMR Calculation for Women**

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

**A.** Multiply your current weight by 4.35. For example, if you weigh 150 pounds, the calculation would be  $150 \times 4.35 = \underline{\quad}$

**B.** Multiply your height in inches by 4.7. For example, if you are 5'6", you would be 66 inches. So, the calculation would be  $66 \times 4.7 = \underline{\quad}$



**C.** Multiply your age in years by 4.7. For example, if you are 30 years old, the calculation would be  $30 \times 4.7 = \underline{\quad}$

Now, you would take  $655 + \mathbf{A} + \mathbf{B} - \mathbf{C} = \underline{\quad}$ .

This number represents **your BMR**.

### U.S. BMR Calculation for Men

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

**A.** Multiply your current weight by 6.23. For example, if you weigh 150 pounds, the calculation would be  $150 \times 6.23 = \underline{\quad}$

**B.** Multiply your height in inches by 12.7. For example, if you are 5'6", you would be 66 inches. So, the calculation would be  $66 \times 12.7 = \underline{\quad}$

**C.** Multiply your age in years by 6.8. For example, if you are 30 years old, the calculation would be  $30 \times 6.8 = \underline{\quad}$

Now, you would take  $66 + \mathbf{A} + \mathbf{B} - \mathbf{C} = \underline{\quad}$ .

This number represents **your BMR**.

### Metric BMR Calculation for Women

**Women: BMR** =  $655 + (9.6 \times \text{weight in kilos}) + (1.8 \times \text{height in cm}) - (4.7 \times \text{age in years})$

**A.** Multiply your current weight by 9.6. For example, if you weigh 70 kilos, the calculation would be  $70 \times 9.6 = \underline{\quad}$

**B.** Multiply your height in centimeters by 1.8. For example, if you are 180 cm, the calculation would be  $180 \times 1.8 = \underline{\quad}$

**C.** Multiply your age in years by 4.7. For example, if you are 30 years old, the calculation would be  $30 \times 4.7 = \underline{\quad}$

Now, you would take  $655 + \mathbf{A} + \mathbf{B} - \mathbf{C} = \underline{\quad}$ .

This number represents **your BMR**.

## Metric BMR Calculation for Men

**Men: BMR** =  $66 + (13.7 \times \text{weight in kilos}) + (5 \times \text{height in cm}) - (6.8 \times \text{age in years})$

- A.** Multiply your current weight by 13.7. For example, if you weigh 80 kilos, the calculation would be  $80 \times 13.7 = \underline{\hspace{2cm}}$
- B.** Multiply your height in centimeters by 5. For example, if you are 190 cm, the calculation would be  $190 \times 5 = \underline{\hspace{2cm}}$
- C.** Multiply your age in years by 6.8. For example, if you are 30 years old, the calculation would be  $30 \times 6.8 = \underline{\hspace{2cm}}$

Now, you would take  $66 + \mathbf{A} + \mathbf{B} - \mathbf{C} = \underline{\hspace{2cm}}$ .

This number represents **your BMR**.

Here's an example for me.

I'm a 40 year old, 6'2 male weighing 190 pounds.

•  $66 + (6.23 \times 190 \text{ pounds}) + (12.7 \times 74 \text{ inches}) - (6.8 \times 40 \text{ years old})$

•  $66 + 1183.7 + 939.8 - 272 = \text{BMR of } 1917.$

## Step #2: Create a calorie deficit based on your unique BMR

Now that you have your own unique BMR, we will tentatively decide how much weight we want to lose per week by creating a calorie deficit. That means we will have to consume less calories than our BMR.

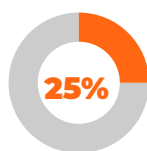
Remember, we need to create a calorie deficit over time, not just for a day or two. So, to start, we will focus on calories in terms of these remaining 10 days of the diet.

To calculate our weekly BMR, simply multiply your BMR x 10. This is the amount of calories your body needs for the next 10 days.

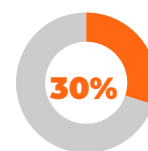
We will then decide how aggressive we want to be in our weight loss efforts. This will be based on a percentage of our weight loss goals.



a good starting point.  
weight loss will occur.



a more aggressive approach  
with faster weight loss.



a very aggressive approach which will yield significant  
results. Fasting techniques will need to be employed.

Here's my example: my BMR is 1917 (meaning my body burns 1917 calories daily to keep me alive and functioning properly). For my 10-day BMR, I multiply 1917 x 10 to get 19,170 calories. As long as I eat around 19,170 calories over the next 10 days, my weight will maintain. If I increase that amount, I will gain weight. If I go below that amount, I will lose weight – without fail.

Now, if I decide I want to be very aggressive in finishing up this diet, I will need to cut 30% of my calories out for the next 10 days (Days 12-21).

So 19,170 multiplied by .30 = 5751.

19,170 – 5751 = 13,419 for the next 10 days.

I am also going to remain fairly low-carb, shooting for no more than 30 grams each day. This will continue to give me the added benefits of a low-carb diet, which has a snowball effect when it is combined with reduced calories.

You do not have to remain low-carb at this point, as long as you are within your allotted calories. Following this section will force you to lose weight. However, to maximize your results, staying low-carb will be beneficial.

I am going to continue on with skipping breakfast and allowing fat to be burned more rapidly and for longer periods of time each day. This also has a significant snowball effect when it is combined with reduced calories and a low-carb diet.

I am going to follow the exercise program in **The Beach Body Program**. This further increases catecholamine levels while reducing insulin and creates an even greater snowball effect.

I am going to drink coffee every two hours and take yohimbine supplements during my fasts. This will cause an added and even more significant amount of fat to be released from my fat cells. Further, it will keep me more focused and give me a huge energy boost, despite my low-calorie diet!

When you combine all of these elements together, you have the ultimate secret weapon for burning fat faster than you ever imagined! If you follow this method precisely, you are going to see the most rapid body transformation you have ever seen on anyone – ever!

Based on my 30% calculation, I will be allowed 1341 calories each day. When I focus solely on nutrient-rich foods, this is both easy and filling. To keep your calories low and still feel full, you will want to focus on protein-based meals with vegetables (protein-based salads are your best bet, i.e. chicken salad, steak salad, etc.).

# PREVENTING WEIGHT REGAIN



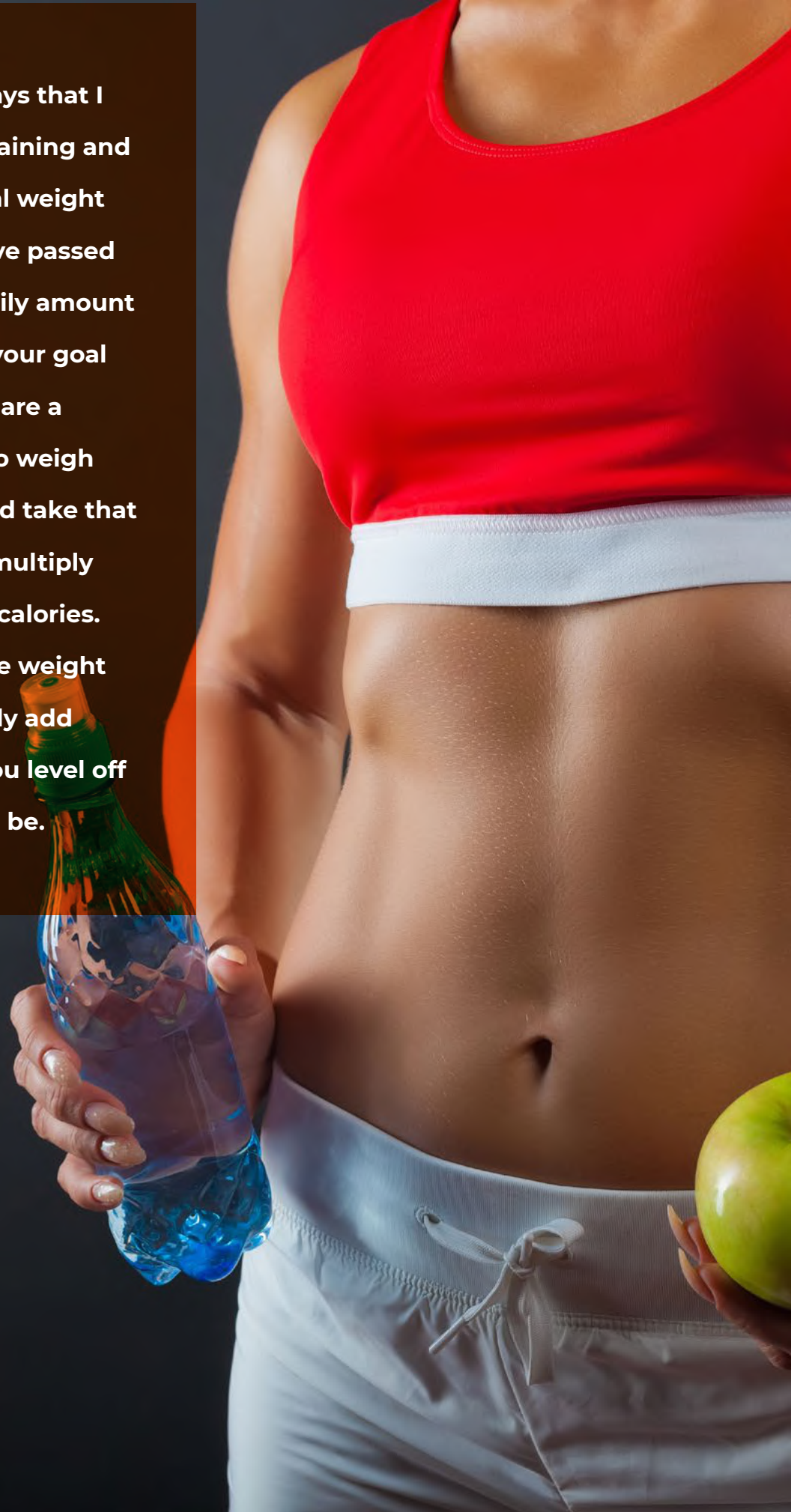
After your 21 days are up, you will have noticed a pleasant reduction in body fat. If you also engaged in **The Beach Body Program** Workout, you will likely have witnessed some very favorable changes in your body composition. Hopefully, those past 21 days will have given you a new outlook on calories and how the body gains and losses weight.

After those 21 days have passed, you will likely begin to add additional foods to your diet, to include more vegetables and fruit. While these are OK in limited quantities, it is advisable to stay away from bread, sweets (sugar, syrup, candy, cakes, cookies, etc.), and starchy foods (potatoes, rice, pasta) until you reach your goal weight. A good way to determine a goal weight for yourself while on this diet is by calculating your current Body Mass Index (BMI). A BMI between 21 and 25 would be an ideal target. To get a quick estimate of your BMI score, use our **free BMI Calculator** by [clicking here](#).

Once your goal weight is reached, you can enjoy all of your favorite foods again – just as long as you remain at your BMR. If you exceed your BMR on a regular basis, the pounds will creep back on you. If you stay below your BMR, you will continue to get leaner and leaner.

An easy way to keep the pounds from ever coming back is simply to continue your weekly workouts. The workouts are short but intense and they can provide you with lifelong health benefits. Resistance training is not only the best way to fend off body fat, it also provides very favorable body composition changes. Resistance training is not something to fear, nor will it take over your life.

One of the easiest ways that I have found for maintaining and even losing additional weight after three weeks have passed is to focus on your daily amount of calories based on your goal weight x 10. So if you are a female who desires to weigh 125 pounds, you would take that goal weight 125 and multiply it by 10 to equal 1250 calories. If you continue to lose weight from this point, simply add more calories until you level off to where you want to be.



# THE 3 POUND RULE



One of the cornerstones of **The Beach Body Program** is my 3 Pound Rule. The 3 Pound Rule ensures that the weight you have lost stays lost forever. It works like this: once **The Beach Body Program** is complete, or once you have reached your target weight, you will continue to weigh yourself every day (upon waking, after urination, before your first meal). If at any time the scale reads three pounds or more than your target weight, you immediately implement any of the phases of this diet, as each one can independently create dramatic weight loss in very short order.

This normally takes the place of counting calories to stay inside your BMR. However, once you focus on calories for a while, you have a pretty good idea as to how much you can eat while still staying below your BMR.

By continuing to stay active and by following the 3 Pound Rule, you will be able to easily keep the weight from coming back and continue to improve your body day after day – for life!



THE   
**Mediterranean**  
**DIET**

# 30-DAY CHALLENGE

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## THE BEACH BODY PROGRAM WORKOUT MANUAL



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# THE BEACH BODY WORKOUT



**The Beach Body Program Workout** is specifically designed to go hand in hand with **The Beach Body Program**. Contrary to popular belief, the best type of exercise for burning fat is not spending hours and hours on the treadmill doing cardiovascular exercises. Pure cardio (running for miles on the treadmill) is most effective for fat loss when body fat is already very low. To take advantage of your high-protein low-carb diet, it is crucial that resistance training be implemented when you're seeking to obtain maximum results.

**The Beach Body Program** Workout is a strategic combination of resistance training and cardio exercise that ignites your metabolism and forces your body to burn the fat that you have mobilized, while increasing the demands for even more fat mobilization. You'll not only burn calories like crazy during the workout, but these exercises will force your body to continue to burn additional calories even after your workout is over.

One of the reasons for this is that this diet is going to deplete glycogen from your muscle cells. Glycogen is carbohydrates-turned-sugar that is stored in your muscles for energy. Once the glycogen has been depleted from your muscles, you'll find it more difficult to work out. However, since fat loss is our ultimate goal in **The Beach Body Program**, the depletion of this glycogen encourages additional fat-burning even when you're resting.

One of the biggest problems with most workouts is that they are just too demanding. This causes people to fail in two ways. First, a workout that is too demanding, too taxing, too time-consuming simply can't be effective for most people because of the dedication it takes. The fact is, most of us have full-time jobs and family obligations, not hours to spend in the gym every night. Second, most mainstream exercise programs don't allow for adequate rest and recovery periods. You see, when you're working out, your muscles are tearing and breaking down, not building up. Only when you are at rest and eating properly do you rebuild the muscles that you have broken down. This takes an abundance of calories above your BMR to accomplish. When you begin working out before your muscles are repaired, you don't allow the muscles to build and therefore, you don't get the added calorie-burning that new muscle would create.

Most exercise programs have you working out way too much. If those programs allowed for more rest in between workouts, those involved in the workouts would see gains almost twice as much.

**The Beach Body Program** Workout is set up to not only maximize your results when working out, but also to maximize your rest periods to ensure you are burning fat and building muscle which will continue to burn fat long after you have completed **The Beach Body Program**.

Research has shown that short, intense exercises deliver far better results than long-term easier exercises. Because of this, **The Beach Body Program** Workout focuses on short, intense full-body workouts that take only about 20-30 minutes to complete. And shorter workouts make for a no-excuse reason to get things done!

So let's get started.

# DAILY WALK



The daily walk is one of the most simple and effective ways to lose weight. And it will not only help you to lose weight but also assist in keeping weight gain at bay forever. This is certainly not a fashionable method for weight loss and in fact, it's so rarely talked about that I think most people have forgotten that it even exists.

It's about getting up 20 to 30 minutes early, putting on your running shoes and hitting the pavement (or treadmill if you must) for a 20- to 30-minute brisk walk. Keep in mind that you will be in a fasted state during this time, so your simple little walk can actually produce some very significant results.

This daily, rapid-paced walk is an integral part of **The Beach Body Program**. This walk should be done every single day upon waking. Understand that this is a fast walk only. It's not a jog and it's not a run. Jogging and running can actually slow your progress on this diet. On the other hand, this fast walk will ignite your metabolism early on and it will actually increase your energy throughout the day, in addition to burning fat and increasing catecholamines for added fat mobilization.



To maximize this walk, I recommend drinking an ice-cold glass of water just before you step out the door. Optionally, if you are taking a 'fat-burner' (caffeine/Yohimbine HCL), you'll want to take it approximately 15 minutes before the walk.

When we understand that 3500 calories burns one pound off, and consider that walking burns only about five calories per minute, then you may be thinking, 'Why bother?' After all, it would take about 11 hours to burn a pound of fat at this rate.

But here's the secret that most people don't consider: even moderate exercise causes an eightfold increase in your metabolic rate (calorie burning). So, while you will be burning calories during your walk, that eight-fold increase in your metabolic rate provides benefits which last all day long. And this is why I strongly urge you to take your walk upon waking, as it primes your body for increased calorie-burning all day long. And when you do this every single day, it works synergistically with your diet and workout program to incinerate fat at an incredibly rapid pace.

A recent study conducted on 19 men during the fasting period of Ramadan (where fasting takes place from sunrise to sunset for an entire month) showed that those who engaged in aerobic exercise in a fasted state lost far more weight and far more body fat than those who exercised after eating. In fact, those who exercised after eating only lost body weight (not body fat).

The fact is, exercise in a fasted state forces your body to shed body fat as energy, to get through the workout. This is why your daily walk should be done in the morning prior to eating, because you will be in a fasted state and primed to burn only body fat during your short walk. With consistency (following the daily walk every day), you will see some pretty amazing results just from your daily walks.

As I mentioned, something even more powerful than helping to increase your fat burn during this diet is the remarkable ability of this daily walk to keep the fat from coming back. This daily walk increases your metabolic efficiency and should be implemented in your lifestyle permanently.

Your daily walk should be considered to be mandatory ... every single day. So, when the actual resistance workouts call for a day of rest, understand that the rest days do not apply to the daily walks.

# CONSISTENCY



Perhaps one of the big reasons why people fail to lose weight through exercise is that they lack consistency. That is to say, they work out hard for a week or two, take a break, work out for a few days, take more time off, and never really get into a consistent 'groove' to help their bodies become metabolic powerhouses.

The fact is, your metabolism needs consistency if you want it to be a 24/7 fat-burning machine. When you're consistent with an exercise routine, the body doesn't have to guess if it's feast or famine. When it gets put into a calorie deficit, followed by at least some physical activity, it will gladly begin to burn all the calories you want it to.



# RESISTANCE TRAINING



High-intensity exercises like the ones in **The Beach Body Program** Workout have been shown to burn fat up to 50% faster than traditional strength training and have been shown to speed up the metabolism, so that you are burning more calories throughout the day even at rest. And when you do these exercises in a fasted state, like your daily walk, your results will be even more exciting.

Quite simply, the resistance exercises included in **The Beach Body Program** Workout were picked because of their tremendous fat-burning qualities. And these are not your typical one-hour-in-the-gym type workouts. Instead, they are high-intensity, get-in-and-get-done exercises which will take you about 20-30 minutes to complete. And because these workouts are short in duration, they do not lead to metabolic slowdowns.



# WARM UP



Every workout should start with a light three- to five-minute warm-up. Start the warm-up by walking/marching in one place, bringing your knees up high. Gradually increase the speed but not to a point where you are getting tired or worn out. Remember, this is a warm-up to get the heart pumping a bit faster and your muscles heated up and ready for action.

It is important that your workouts are done in a fasted state. That is, they should be done as far as possible from your last meal (usually 3+ hours and right before your next meal). I want you to eat your next meal as soon as your workout is complete.

These workouts are all full-body workouts that should be done with at least one day of rest in between workouts.

**For example:** Work out on Monday and rest on Tuesday, work out on Wednesday and rest on Thursday, etc.



# FULL BODY FAT BLASTING WORKOUT



This workout is a short, intense workout that burns fat like nothing else. The key to this workout is reps, tempo and rest periods in between sets (for the built-in cardio).

Keep in mind that this book is not about making you a world-class bodybuilder, or anything close to that. This workout includes four of the best exercises you can do, because each exercise uses several large-muscle groups. This short workout will hit pretty much every muscle in the body, engaging those muscles and making them metabolically active.

The more muscles we can get to be metabolically active, the more stored body fat we are going to recruit to be burned for energy.

The harder the workout, the better your results. In other words, **DON'T CHEAT YOURSELF**. When you get in the gym, give it all that you've got while you're there – make every minute count!

For the most part, you should be able to complete this workout in about 20-30 minutes.

These exercises are typically done in the gym, unless you have a dumbbell set at home. I highly recommend an adjustable dumbbell set and a small weight bench for home use. You can get into the best shape of your life and stay that way with nothing else.

For some people, finding time to get to the gym is a hassle. For others, the gym is the only place they can get a good workout in. For those who can effectively work out at home for 20-30 minutes a day, definitely take a look at investing in some quality workout equipment for home use and see how you can get into amazing shape without stepping foot in the gym.



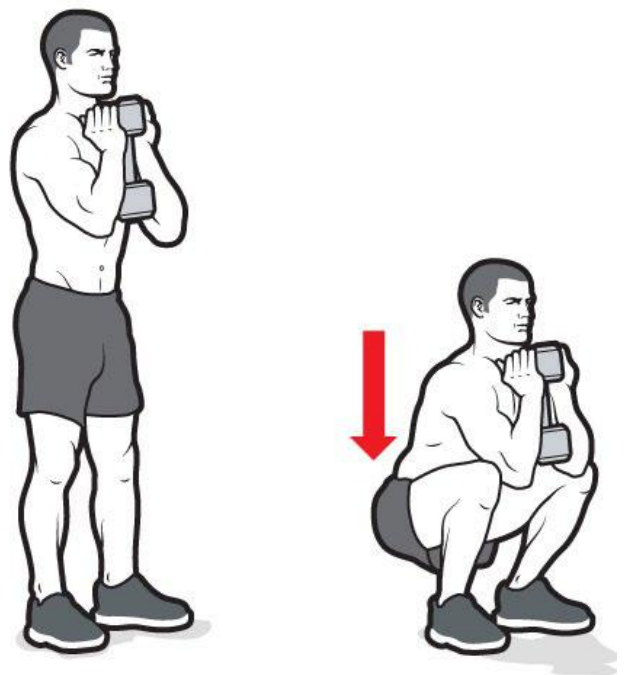
# GOBLET SQUAT



The Goblet Squat is one of the best fat-burning exercises that I know of. This squat builds muscle fast by incorporating over 240+ muscles. The more muscles you incorporate, the more metabolically active you are. And the bigger the muscles involved, the better. The Goblet Squat includes your glutes (butt), your quads (the large muscles in front of your legs), and your hamstrings (the large muscles in the back of your legs). These are some of the biggest muscles in the body. And because we get all these big muscles involved, we ignite the metabolism, burn fat and build new lean muscle.

## HOW TO PERFORM

Stand with your feet about hip-width apart while holding a dumbbell vertically in front of your chest with your elbows pointing toward the floor. To begin, push your hips back and bend your knees to lower into a squat position with your elbows brushing the insides of your knees. Next, push yourself back to an upright position. That's one rep.



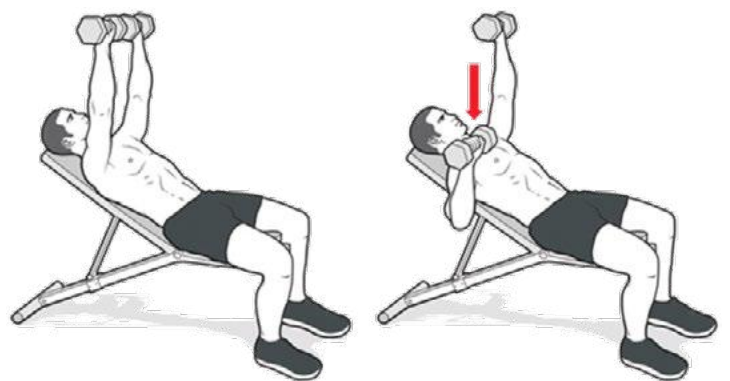
# DUMBBELL INCLINE BENCH PRESS



While the Goblet Squat involves the muscles below your waist, the bench press is essential for building muscle fast in your upper body. The bench press targets the biggest muscles on the front of your upper body, the pectorals (chest). It also involves smaller groups of muscles including the triceps (back of your upper arms), frontal deltoids (front shoulders) and stratus (the muscles along the sides of your ribcage).

## HOW TO PERFORM

Sit down on incline bench with dumbbells resting on lower thigh. Bring dumbbells to shoulders and lean back to incline position. Position dumbbells to sides of chest with your upper arm under each dumbbell. Press dumbbells up with elbows at your sides until arms are extended. Lower the weight to sides of upper chest until slight stretch is felt in chest or shoulder. That's one rep. Dumbbells should follow a light arch pattern, above upper arm between elbow and chest at bottom, traveling inward over each shoulder at the top.



# BENT-OVER ROW



The Bent-Over Row is another great exercise for building muscle fast. The Bent-Over Row works the largest muscles on the back of your torso, your latissimus dorsi (the large, upper-back muscles), spinal erectors (the muscles that run on either side of your back bone), and rear shoulders.

## HOW TO PERFORM

Start with your feet slightly wider than shoulder-width apart, holding dumbbells over each foot. Hold dumbbells more with your fingers than palms, keeping arms straight. Keep your chest up and your back straight (don't let it round), looking straight ahead. Knees should be straight but not locked. Bend at the waist, lowering the dumbbells to just below the knee, against the shins. Pull the dumbbells up with your elbows to your lower chest/upper abdomen and slowly lower, staying in the bent-over position. That is one rep.



# DUMBBELL UPRIGHT ROW



The Dumbbell Upright Row works several of the muscles in your shoulders as well as the triceps and upper chest.

## HOW TO PERFORM

With a dumbbell in each hand, stand with palms facing front of thighs. Pull dumbbells up to the front of shoulders with elbows leading out to the sides. Allow your wrists to flex as the dumbbells rise upward. Lower back down. That's one rep.

When the dumbbells are raised, your wrists should be in front of or just below your shoulders; elbows should be to the sides, not too forward.



# GETTING STARTED



To get started, choose a weight that is not too heavy, but still makes you feel that you cannot do any more reps than 15. Rather than perform 15 reps, however, you will only do 12 reps. After each set of 12 reps, you will rest just 30 seconds before starting the next set.

You will do three sets of 12 reps and move to the next exercise immediately, so that it can be started in 30 seconds from the last exercise.

Your tempo with these exercises should be one second to lift the weights and three seconds to lower the weights back down. As soon as the weights are lowered, lifting should begin immediately, using your muscles and not momentum to lift the weights (don't cheat yourself).

Rest means resting sits or stands, but do not stretch or move around too much. You want to use this short recovery time wisely so that you can muster up the energy to perform the next set of exercises with good form.

Here's what your workout should look like:

## Goblet Squats

- 12 reps
- Rest 30 seconds
- 12 reps
- Rest 30 seconds
- 12 reps
- Rest 30 seconds and move on to next exercise immediately

## **Incline Bench Press**

- 12 reps
- Rest 30 seconds
- 12 reps
- Rest 30 seconds
- 12 reps
- Rest 30 seconds and move on to next exercise immediately

## **Upright Rows**

- 12 reps
- Rest 30 seconds
- 12 reps
- Rest 30 seconds
- 12 reps
- Rest 30 seconds and move on to next exercise immediately

## **Bent-Over Rows**

- 12 reps
- Rest 30 seconds
- 12 reps
- Rest 30 seconds
- 12 reps
- Workout is complete

These exercises do not require a particular order. This is just the order I prefer. If you find an order that helps you get through the workout easier, by all means, adjust it accordingly. The main thing is to complete all of these exercises in a single workout. Now, if you still have the energy for it, feel free to follow suit with dumbbell hammer curls and triceps work in the same fashion. Those are smaller muscle groups but for those who need a little more, these make good filler exercises.

The reason why this workout burns calories and body fat has to do with both the tempo involved with lifting and lowering the weights (one second to lift and three seconds to lower), and limiting the rest period in between sets to just 30 seconds. This taxes your muscles and adds a significant amount of calorie burning cardio for a phenomenal 1-2 pound fat-burning punch.

# MIRACLE MIDSECTION WORKOUT



Consider the Miracle Midsection Workout as either a workout you can do on your off days, or in conjunction with the main workout. It is not mandatory, but it is a workout that is truly worth its weight in gold. This deadly combo workout can sculpt a set of six-pack abs faster than anything else. While most people are spinning their wheels doing crunches and sit-ups or messing around with machines and gadgets, this quick and effective abs workout is all anyone needs to flatten their stomachs fast.

## Here's what it consists of:

- Ab Blasters: 2-3 sets
- Front Planks: 2-3 sets
- Side Planks: 2-3 sets
- Steam Engines: 2-3 sets of 50



# AB BLASTERS



The Ab Blaster is the undisputed king of ab exercises, yet there aren't too many people who know about it. This exercise alone can single-handedly produce a midsection that belongs on the cover of a magazine, and it can be done anywhere at any time – sitting or standing. You can do these while driving to work, sitting at your desk or standing in line at the grocery store.

## **Here's how to do it:**

Take a deep, deep breath in (as far as you can) and then exhale completely while sucking in your stomach as far as you can, as if you are trying to touch your belly button to your spine while simultaneously contracting your buttocks muscles. Hold your stomach and buttocks muscles in while you begin to breathe. Attempt to hold this position for as long as you can. Shoot for one minute. Once you finally let your stomach out, repeat this a second time and then a third time. These three times make one set.

Complete three sets of these and you will see serious results in a matter of a couple of weeks, as these Ab Blasters have the remarkable ability to reduce waist size and flatten your stomach.

Again, these can be done virtually anytime and anywhere. People likely won't even know you are doing them. So, if you are employing these, don't worry about what days you do them. Just make sure you get a day of rest in between. If you want to do 100 of these during the day, by all means, go for it!



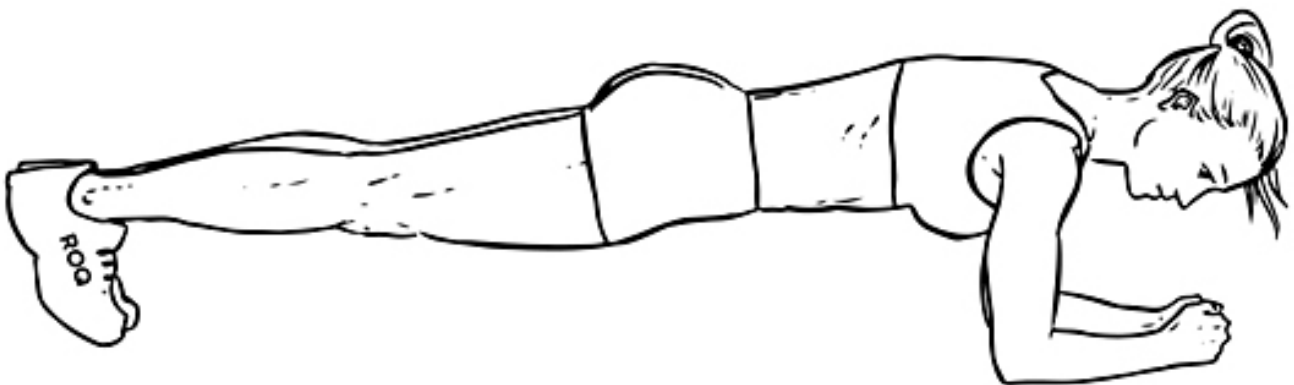
# PLANKS



Next to the Amazing Ab Blaster exercise, the Plank can do wonders for working your core. Planks will flatten your stomach and quickly eliminate 'love handles'. Here's how to do them:

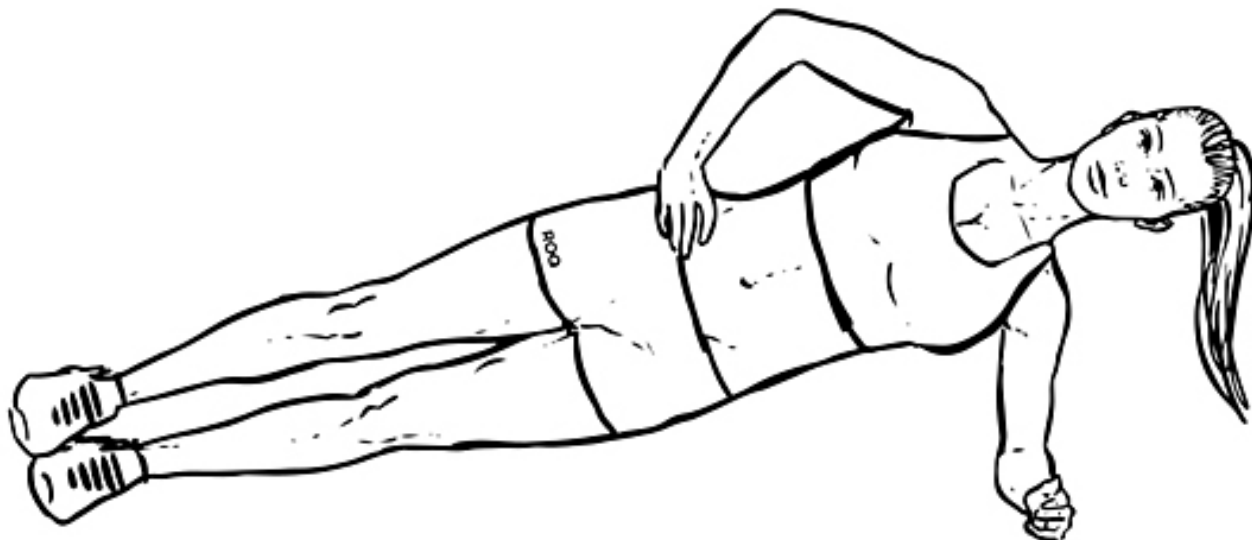
## **Straight Plank**

To do a plank, you simply get into a push-up position with a straight, flat back (don't raise your hips). Instead of resting on your hands on the floor, you rest on your forearms and toes. Hold your back completely straight while tightening your abdominals and holding them in. Hold this position for one minute, but work toward being able to hold them in for 2-3 minutes.



## Side Plank

Side planks work your oblique muscles. To do a side plank, rest your body on one forearm and the side of the same foot as that arm. Hold this position for one minute but work toward 2-3 minutes.



Repeat this with the other side.

### **Good planks workout involves the following:**

One minute Straight Plank

One minute right Side Plank, one minute left Side Plank

These three plank moves = one set. Try to do 2-3 sets during your workout.

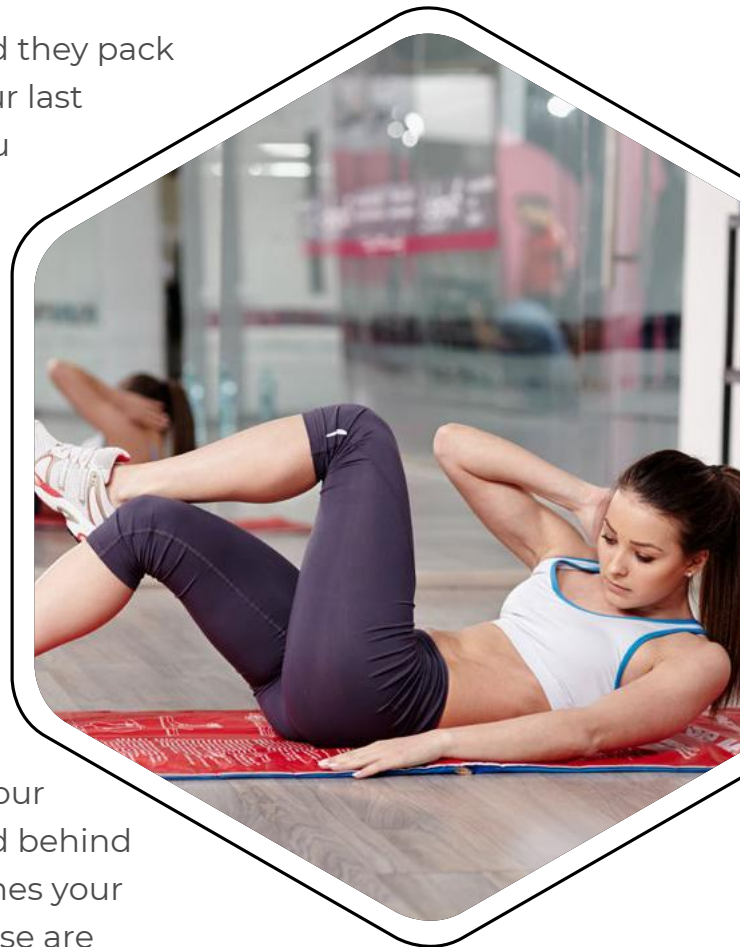


# STEAM ENGINES



Steam Engines are another great ab exercise, and they pack a nice cardio punch, to boot! These should be your last ab workout, as they involve a bit of cardio and you don't want to be exhausted prior to doing Ab Blasters and Planks.

To do a Steam Engine, stand up with your feet apart about shoulder-width, with your fingers interlocked behind your head. Now, lift your left knee up as far as you can (chest height), while bringing your right elbow down to touch that left knee while standing as upright as possible. When your left foot reaches the floor, raise your right knee up and touch your left elbow to that knee. This should be a continuous motion as if you are marching fast, in place, without stopping. As you touch your knee with your elbow, remember to keep your hands interlocked behind your head and always exhale as your elbow touches your knee. As you get going, you'll see exactly why these are called Steam Engines!



Each time an elbow touches knee is one rep. Fifty reps make a set (that's 25 right knee touches and 25 left knee touches). After each set, rest for 30-45 seconds and go again. Shoot for 2-3 sets per workout.

# WORKING OUT AFTER THE DIET



**The Beach Body Program** Workout is designed to help you burn body fat rapidly and if you follow this workout, you will see very significant results. Once the diet is over, you can maintain your weight by following sensible eating habits (staying at or below your BMR). However, by continuing to work out, you can continue to lose weight and sculpt a very toned body with these small, 20-minute daily efforts.

To easily maintain what you've accomplished after 21 days have passed, you should follow a workout program that burns 2000-2500 calories per week, which comes out to about 300 calories per day. This is easy to do. And if you continue your daily walks (which I strongly suggest you do), you can do a quick 15-20 minute workout and be able to easily keep the weight from ever coming back while dramatically improving your body composition.



# THE Mediterranean DIET

## 30-DAY CHALLENGE

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### THE BEACH BODY PROGRAM MINDSET & MOTIVATION MANUAL



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# MINDSET, MOTIVATION AND WILLPOWER



This part can be especially tough for perfectionists. If you are used to making things perfect, getting everything right, and always winning, it may be tough for you to change your eating habits without flipping out if you slip up. Don't worry. I've included the key to avoiding this. It's been said that it takes about 21 days to make a habit stick. Once you have completed 21 days, it will be a habit that you will be able to continue.

What is a habit? A habit is something you do automatically, something you do without thinking, and something that does not require self-control. The key to forming a habit is to not beat yourself up when you do fail. Perfection is not attainable. There will be slip-ups. The key to forming good, healthy habits is not going off the deep end when you do mess up.

**For example:** Let's say you are doing well and following **The Beach Body Program** without deviation, and you're on Day #7. Someone at work brings in cookies, a cake or one of your favorite treats. Everyone is eating a cookie and you don't want to be rude. Actually, you just can't resist it any longer and you have 1/2 of one cookie. Now, you're mad that you went off of the diet and took a few bites of some carbs. **THE KEY TO FORMING A HABIT STARTS RIGHT HERE.** Do not say to yourself: "Oh well, guess I ruined my diet for today, I'll just eat six more cookies and start my diet over tomorrow". Those six other cookies are going to count against you. Is 1/2 of a cookie better than six? Of course!

The thing you absolutely must remember is to keep trying no matter what mishaps you have along the way. This is why dieters fail. They set themselves up for failure by starving and then go overboard with food. After the feelings of guilt start coming up with the acid reflux, they make a resolve to 'do better tomorrow', and in the meantime, they shove even more bad food down their throats until the sun rises the next day.

# REGROUP



Make yourself a little 3 x 5 notecard with the following words on it:

**STOP**

**REGROUP**

**TRY HARDER**

When you stop, regroup, and try harder, you are putting your brain on reset.

**STOP:** Stop doing whatever it is you are doing at that moment that is derailing you from your goals. Put down the food you shouldn't be eating and go into another room.

**REGROUP:** Think about what it was you were just doing, ask yourself why you were doing it, and what you need to do to try harder (get carbohydrate-laden food out of sight or out of the house altogether, grab a cup of ice to chew instead of chips, etc.).

**TRY HARDER:** Do not throw up your arms and quit for the day. Act on what you just told yourself (what you need to do to try harder), and go on with your day.

Make a few of these notecards and put them where you will see them often. On the counter in the kitchen, on the fridge, on your desk at work. These are the places where you will be most apt to eat the foods you don't need to be eating.



# PUT YOUR GOALS ON PAPER



Studies have shown that writing down a goal gives you a better chance of attaining it. Write down your goal. Then, write down the steps you will need to take to attain it. When you break down a large goal into several smaller steps, it is easier to attain.

**For example:** A goal of losing 50 pounds sounds like a lofty goal. However, this goal can be attained. There are people who have done it successfully. What would be the smaller steps that would need to be taken to get there? Focus on positives:

“I will eat protein with every meal”

“I will walk for 30 minutes every day”

“I will follow my workout schedule no matter what”














**Try not to focus on negatives such as:**

“Stop eating chips!”

“Stop sitting on your butt!”

Negative commands and negative thinking will evoke rebellion. Rebellion will only lead you back into the old relaxed habits you had before.

## Where do you get your protein?

|   |  |  |
|---|--|--|
|  <b>Spinach</b><br>49% protein     |  <b>Kale</b><br>45% protein         |  <b>Broccoli</b><br>45% protein |
|  <b>Cauliflower</b><br>40% protein |  <b>Mushrooms</b><br>38% protein    |  <b>Parsley</b><br>34% protein  |
|  <b>Cucumbers</b><br>24% protein   |  <b>Green Pepper</b><br>22% protein |  <b>Cabbage</b><br>22% protein  |
|  <b>Tomatoes</b><br>18% protein    | <b>Protein in Meat:</b>  |  |
|   |  <b>Beef</b><br>25.8% protein       |  <b>Chicken</b><br>23% protein   |
|   |  |  <b>Eggs</b><br>12% protein     |



# KEEP A JOURNAL



Keeping a journal of your daily accomplishments can help you unload your brain and take a look back at how far you have come. Even if you only document a few sentences per day, writing can be extremely therapeutic. When I was a competitive swimmer, I used to record what the workout was that I did that day, and in a separate box next to the workout, I would write how I felt during certain drills and how my body responded to the overall workout. Day after day, I did this. I was able to look back at workouts, and then pick and choose different circuits if I had a day when I wanted a fast, less-intense workout. Or I could build a workout of circuits that I knew would challenge me when I had more time.

Record your thoughts and feelings and the experiences you are having on the diet. Note if certain foods don't sit right with your system. With everything you have going on in your life, it's impossible to remember every single thing you ate and how you felt. By writing it down, your brain is free to release this from storage and to process the things it needs to.

The things I am telling you will work in any aspect of your life – not just dieting. Those with sleep problems are counseled to write down what is racing through their mind when they cannot sleep. When we transfer our thoughts to paper, we are relaxed, refreshed, and reset to be able to take on more.

Keeping a weight loss or diet journal can be a major motivation when on a program like **The Beach Body Program**. It can also act as a valuable guide if you slip up and need to get back to your goal weight in the future.

# MOTIVATION



## Habit Breaking

To succeed in losing weight on this diet (or any diet for that matter), there will be some new habits that must be formed. Those habits involve temporarily changing the types of food we eat and increasing the amount of physical exercise we engage in. If you can temporarily control your old eating habits and substitute 'trial' new ones for the old ones, weight loss is guaranteed on this diet.

One of the reasons we fail in developing new habits (or breaking old habits) is because we look at these changes as being permanent, rather than temporary. However, when we tell our conscious mind that the new habit is only a temporary 'trial period', our minds and bodies will usually allow us to give it a try.

Tell yourself that you are only trying this diet for one week to begin with, and let yourself know that you can go back to your old habits as soon as the trial period is over. In the meantime, this new habit, which will be reinforced with great weight loss rewards, will end up forming new neural pathways which will make you able to continue this diet for as long as you want.

## Fast Results = Continued Success

One of the reasons we fail on diets is because results just don't happen fast enough. When we don't see any results in the first few days, we often give up and allow our old habits to take over once again. **The Beach Body Program** is the answer to this common problem. First, you will see significant results in the first couple of days. These results will keep you motivated, day in and day out. Your mind will let you continue your 'trial period'

because it is happy with the results it sees, and it 'knows' that the trial will be over in just a few weeks. Your mind will believe that once these days are over, it can go back to its old eating habits and former lifestyle.

With **The Beach Body Program**, your brain will have noticed that it now takes far less work to move your body throughout the day because it has shed so many pounds. It will notice the increased energy you have as a result of your daily walks and weekly exercise. It will also take note of your physical appearance, your muscle tone and how your clothes are now looser and more comfortable. Basically, your brain will see remarkable benefits, which will stick with you and cause you to follow along the path of good eating and exercise habits.

### **More Activity = Less Rest**

When you're awake and active, your body burns up to three times as many calories as it does when you are asleep. While there are only 24 hours in a day, eight hours of sleep is the perfect amount of rest that our bodies need each day. The other 16 hours can be used to burn calories you have worked so hard to mobilize. Now, I'm not suggesting that those 16 hours be used for grueling activity – only that you are doing something and keeping as alert and active as possible during that time.

### **NEPA (non exercise physical activity)**

This is the type of exercise you get during your daily routine which does not involve actual workouts. If you work construction, you are moving around a lot and getting a great deal of NEPA through your daily duties. However, if you are working a desk job, your NEPA is extremely low and it needs to be improved. If that is the case, think of ways that can burn extra calories while at your desk, like fast foot-tapping, stretching, taking a lap around the office every half-hour or so, walking to lunch or walking around at lunch. You could take the stairs, park far away, walk to work, etc.

You've got to keep calorie burning in the forefront of your mind. Remember, every calorie counts, and those calories all add up quickly.



## Eat Only When You're Hungry

Many of us fall into patterns of eating. For example, when the clock strikes 12 p.m., for many of us it is lunchtime – because that has been ingrained into our psyches for years. Instead of eating when everyone else eats, and instead of eating only when it is lunchtime or dinner time, try to focus on eating only when you are actually hungry.

## Eat Slower

Don't scoff down your food. For every bite, chew slowly and completely. Take your time and you'll see that even a small meal will be more satisfying — as if you sat down to eat a large meal. Research has indicated that simply eating much slower can actually stop insulin spikes, which is the cause of all our weight problems to begin with. Also, when you eat slower, you chew your food more completely, resulting in better digestion which leads to fewer digestive problems.

## Use Smaller Plates

My family used to use large plates in our house and, in turn, we would automatically fill those plates up. Simply by switching to smaller plates, we began to eat less food, even though we continued to fill our plates. When we were children, most of us were told that we had to eat everything on our plates. The fact is we don't need that much food. Put smaller portions on the plate and eat only until your hunger is satisfied. Don't get into the trap of filling up a large plate with food and forcing yourself to eat it all. And skip the seconds!



## Drink Before Eating

Drinking a large glass of cold water just before eating can quell your hunger pangs and make you feel more full. In turn, this feeling of satiety will cause you to eat less food.

## Weigh Yourself Every Day

Weighing yourself every day gives you inside information as to where your weight is headed. It allows you to tailor what you can eat and where you should be cutting back.

## Measurements

Like weighing yourself, you should also periodically take body measurements. This too will give you 'inside' information as to how you are progressing with your weight loss goals.

## Go Public

No one likes to 'eat' their words. By announcing to as many people as possible that you are dieting and have set a specific weight loss goal, you will naturally have a desire to keep your word and avoid the appearance of failure. Get on Facebook or start sending emails, tell the world what you're doing, and then hold yourself accountable to them.

## Get a Buddy

Dieting is so much easier with a diet buddy. This way, you both can hold each other accountable for maintaining the diet, staying on track and helping each other reach your goals.

## Eating Out

These days, it is much easier to eat the right foods when you dine out. Keep in mind that restaurant portion sizes are normally larger than their home counterparts. Skip the side dishes and focus on a lean protein main course. Consider only eating half and bringing the rest home for later. Most restaurant menus can be found online. If this is convenient, plan ahead what you are going to order.

## Zero Calorie Snacks

Sugar-free gum, candy and soft drinks can quell your cravings for sweets and stave off hunger pangs. Be sure to stock up on these before starting your diet if you are the type who has cravings for sweets.

## Use Seasonings

Use salts and seasonings to keep your diet interesting. We all know that eating the



same few things can get boring. Use various cooking methods and different seasonings to spice things up.

### **Ice Cold Water**

When drinking water, try to get it as cold as possible. Doing so has an added effect of burning more calories as your body needs to expend more energy to bring it up to body temperature.

### **Ready-to-Go Foods**

Because this diet consists mainly of food that need to be cooked, it is always good to have foods prepared in advance for when hunger strikes. This method does wonders in keeping you from reaching for the chips and cookies when you need to quell hunger pangs.

### **Stop At Your Ideal Weight**

Don't stay on the diet forever. Have a goal and reach it. Then, reward yourself appropriately. Once you reach your ideal weight, you can begin to indulge in richer foods that you love. Just always be sure to indulge in moderation and always keep track of where you stand in regard to your weight.

### **Cut Out Liquid Calories**

Stay away from sodas (unless zero calories), fruit juices and alcohol. These are laden with high calories and little-to-no nutritional benefits. Nine out of ten times, these are the prime culprits in weight gain.

### **Make it Fun**

Don't look at dieting as a chore. Make it fun. On this diet, you will find yourself eating less and, in turn, you'll have more time to do other things. Use that time wisely. Make the diet fun by changing up recipes. Don't look at it negatively or it will always be on your mind and could result in failure.

### **Keep Things in Perspective**

For every gram of carbohydrates you consume, you stop 1-2 grams of fat from being burned from your body's fat stores. Restricting carbohydrates forces your body to burn its fat for its daily energy needs. Keep this in mind when considering a carbohydrate-laden snack or meal.



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EVERY  
**ACCOMPLISHMENT**  
STARTS WITH  
THE DECISION  
**TO TRY.**

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# WILLPOWER



Willpower is often described as the ability for one to ignore a temporary pleasure or discomfort in order to pursue a bigger goal. This is especially true in the realm of weight loss.

Fifteen years ago, Roy F. Baumeister, PhD, sought the answers to willpower and its workings. Baumeister found that willpower is not a personality trait, a skill or a virtue. Instead, he found willpower acts much like a muscle does. And just like our muscles, Baumeister deduced, willpower can be strengthened ... and also worn out.

Of particular interest with regard to this diet program is that research has shown willpower to deplete the resources of the body. In other words, the mind-body response of exerting our willpower literally fatigues us (Ticeetal, 2007), reducing our physical power and having profound effects on muscular endurance.

Matthew Gailliot, PhD, a researcher at the University of Amsterdam, claims that willpower is fueled by glucose, just as the rest of our bodies are fueled by it (without our diet modifications in place). As Gailliot discovered, simple acts of willpower lower blood glucose, similar to the way it works in other parts of our body.

As we have discovered, when we reduce blood glucose, we reduce insulin levels and jack up our catecholamines. These studies in willpower seem to point to similar things. This appears to me as though simply exerting some self-control can significantly increase fat mobilization. Definitely something to keep in mind!



# CONCLUSION



I sincerely appreciate your trust in me and **The Beach Body Program** system. This has been an ongoing process of tweaking and testing for several years. It is truly the right combination of elements, done in the right order, so that anyone can finally achieve weight loss goals that they only previously dreamed about.

I've spent a great deal of time putting together something that works faster than any other weight loss program on the planet. Frankly, there is not another diet program out there than can produce fat loss as fast as this. If you strictly follow this diet for 21 days straight, you will witness some pretty amazing changes in your weight and overall appearance. Plus, you'll find yourself to be healthier and your skin and hair to be much more alive and vibrant, and you can go back to eating 'normally' and enjoying life without worrying about the foods you eat or your weight ever coming back. Don't write elements of this diet off as something that will not work for you, or something you can't do. This diet has now worked for thousands of people around the world!

I fully believe that you can make it happen as long as you follow the system.

Remember, there are no magic fat-loss pills out there. There are rules to fat loss and there are no shortcuts for them. Have some faith, put it to the test and see for yourself just how lean you can actually get.