

The background is a vibrant blue with several glowing white, curved lines that create a sense of depth and movement. A prominent feature is a path of small white dots that starts from the top left, curves downwards, then upwards, and finally downwards again, resembling a stylized 'S' or a path through a landscape. The overall aesthetic is clean, modern, and futuristic.

# The Great Diet Con

# “THE GREAT DIET CON”



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The suggestions, and techniques contained in this publication do not make any claims whatsoever. If you think that any ideas or suggestions put forward in this booklet may help you to regain control of your weight you must first discuss it thoroughly with your medical practitioner before implementing any changes, in order to ensure that it is safe for you to do so.

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There is a problem, a big problem, epidemic even enveloping the Western World and it is spreading. And that problem is the number of people battling with excessive weight. Worse no matter what they seem to do, the weight seems to stoically remain where it is or slowly, agonisingly increase.

If you are one of the unfortunate people battling with excess weight, first and foremost you must realise is that it is **not your fault**. Now that may seem a strange thing to say as many fat or overweight people mentally beat themselves up about how they have allowed themselves to balloon to such a large size and may even subconsciously feel that they must be greedy and lazy.

But if it is not your fault whose fault is it? We will be coming to that in a minute but just file away in your little grey cells that no matter how fat you are at the moment it is not your fault, got it..... **NOT YOUR FAULT**.

But just for now let's have a good look at some of the problems of being fat. Being overweight can have repercussions in two huge areas of life; social and health.

First let's take a look at society's view of overweight people. In general whether we like it or not we have predetermined opinions of types of people. We can't help it; it's just the way we are. For example words or descriptions often associated with overweight people are:

(If you are a person on the large side and of a sensitive disposition.... look away now!)

**Lazy,.... Greedy,.... Dumb,.... Slow witted,.... Just plain slow,.... Sweaty,.....**

**Clumsy,..... Accident prone....., Overbearing,.....Dim.....Stupid...**

**Un-ambitious.....Unhealthy.**

Don't blame me, I'm just the messenger but these are unfortunately common perceptions and bizarrely they are often even held by fat people about other fat people.

This unfortunate view can lead to discrimination socially and also in the work place. An interviewer may subconsciously suspect a fat person of being lazy and dim-witted even before the interview commences. The prospective candidate may then have an uphill struggle to convince the interviewer otherwise and may lose the position through no fault of their own. Subconscious prejudices are hard to over-ride.

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Other conditions a prospective employer may take into account are costs of health care for employees. Being overweight often automatically elevates people into a higher health risk bracket leading to higher premiums. Companies that offer health care to their employees may be taking this into account during the hiring stage.

Socially we are now bombarded with fashion shows dominated by rake thin models. So clothes are designed mainly with the slimmer person in mind making shopping difficult for the larger person.

Many overweight people are fairly self conscious about their weight and either take a genuine like it or lump it attitude, or in an attempt to gloss over the problem become either very loud or very timid.

The number of fat, overweight children has rocketed. In fact children in their early teens are manifesting fat related diseases of middle age. A simple cast around of the size of people in general in your local area will leave you in no doubt that the number of people that are fat and even obese has risen alarmingly over the past decade or so.

This paints a bleak picture indeed of being overweight and once again perhaps you should remind yourself that it's not your fault and you can do something about it. In a minute we shall look at the cause of this obesity epidemic as it is being called. In fact the condition is so bad that there is even an international task force to help fight obesity.

In the important area of health below is a list of conditions to which being overweight is a major contributor.

**Heart disease, heart or lung failure, vascular disease, blood clots, strokes, osteoarthritis in the knees, low back and ankles, diabetes, high blood pressure, fatty liver and liver failure.**

Now that's a depressing list if ever there was one. Let's look at it more closely.

Excess fat is not a store that sits there and does nothing. It needs a blood supply to keep it alive which requires the formation of yards of excess blood vessels and this puts an unnecessary strain on the heart and lungs. Consequently fat people tend to get out of breath doing just simple activities.

This is not a good condition to be in as it can lead to heart and lung failure, where the heart pumping as hard as it is able, cannot provide enough oxygen to the tissues of the body to sustain them.

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If this continues then the heart may enlarge and reduce blood flow even further resulting in possible heart disease and angina or even a heart attack. Fatty deposits in the blood vessels can block or interfere with the blood flow to vital organs, including the brain and heart, causing strokes, heart disease, angina or heart attacks. Fat people tend to suffer from high blood pressure with all the problems that can bring. So being fat is a predisposing factor for major heart and lung diseases, vascular diseases and strokes.

Fat can often accumulate to such an extent that it adds an enormous excess weight to certain joints. The major ones involved are the knees and ankles although the hips and joints of the low back can be affected.

Unfortunately excess weight often translates into excess wear, or osteoarthritis as it is called and the sufferer suddenly finds themselves on regular courses of painkillers and anti-inflammatory drugs to combat this situation. These pharmaceutical drugs can bring their own problems, often stomach irritation combined with liver problems. The situation may deteriorate to such an extent that joint replacement operations may become necessary, with all the risks that can bring.

As you will see in a minute society almost unknowingly actively encourages us to be fat, and at the same time then condemns us for being a health hazard----- to ourselves!

So let's now take a look at how our society has in a way unknowingly encouraged us to be fat.

First of all a consumer society has, as one of its major tenets, labour saving devices. If you consider what, if not your parents, then your grandparents had to do to get to work or school. They thought nothing of walking or cycling for miles to get to their place of work. Then to return home in the evening they had to go through the whole process again, (but obviously in the opposite direction). In developing countries they think nothing of jogging huge distances just to get to school or work and consequently produce such fantastic endurance athletes.

Now if we want something even as simple as a newspaper, more likely than not we will drive to the local newsagent. Let little Johnny walk 500 metres to school. Certainly not we'll fire up the four by four again. You name it, washing, dish washing, turning the hi-fi on, turning the television on, answering the phone, cooking, there is a plethora of labour saving devices to make it so much easier.

You can even order your groceries from the Internet and have them delivered. No more spending a morning walking from shop to shop; you could almost run your life from the comfort of your armchair,.... recliner of course.

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What this means is that our individual energy expenditure has dropped like a stone. As individuals our own energy consumption is generally much less than a similarly aged person forty or fifty years ago. And less energy expenditure means it is much easier to pile on the pounds or kilos.

The next big social change that has contributed to the ever-increasing waistline has been changes in the way we access food and how it is presented to us. Food is big business, huge, massive business. Food producers want you to shell out your hard earned cash for their product.

And unless you have a basic understanding of the food groups and what happens to them in your body, you won't have a chance of containing your weight.

You are sitting ducks to the food producers who provide you with ever so yummy foods and then in order to lure you in further, make them appear healthy and good for you with labels like **“low fat”**, **“no fat”**, **“reduced sugar”**, or **“ a healthy alternative”**, which unless you know certain basic facts about food processing in your body are actually fairly useless and misleading.

Unless you know what happens to food once you have ingested it, to the food producers it's like shooting fish in a barrel. Open season on the dumb consumer. They don't care if the food they sell you makes you fat, they just want you to buy it and they will play on your ignorance to bend the rules to entice you in. Smart, snazzy adverts wind you in, like a fisherman reeling in a trout.

Who, or what else do you think could have an effect on your weight? Well how about magazines. Look at the front of any magazine related to women, or health and there in letters that almost shout at you will be something extolling the virtues of a new exciting diet.

**“Drop a dress size in a week”**, **“Lose 12lbs in ten days”**, **“Lose lbs with our summer fruit diet”**, **“Six weeks to the figure of your dreams”**.

Or there may be a new wonder herb, potion, fat absorber, weight loss tea, diet pill, anything that will help you lose fantastic amounts of weight in short amounts of time.

Now these diets are there to sell magazines or wonder products. It is a fact that the human being is a lazy beast. Easiest is best. It is absolutely normal to want achieve something with the smallest amount of effort. We want to believe that we can drop large amounts of weight in short periods of time, better still if it doesn't involve any effort on our parts. If we can achieve something major with very little effort, we want it; it's as simple as that.

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Never mind that it took years of poor food management to pile on the pounds. Never mind that we must have shoved pounds upon pounds of the wrong food into our bodies. We want to believe that taking a few pills, or strapping on a few electrodes, or applying a little patch can reverse all this in a matter of a few days or weeks.

You open the magazine and read about the latest cabbage, bikini or smoothie diet and look at the promise it makes you. There's a picture of a gorgeous person lying in the sun in a bikini and you want to be like that. Well you do if you are a woman, obviously, slightly different if you are a man; but the overall impression is that you can be as slim as the person in the photograph if you follow this new diet or use that new product.

So you are actively encouraged by this article or book, to go on this diet or that diet, with the promise of fantastic results. But what happens when you actually take the plunge and follow the regime.

A typical diet goes something like this. You start a diet all fired up and raring to go. Now depending on the diet usually in the first week or two you may lose a shed load of weight. How marvellous. But do you know why you suddenly lose a large amount of weight and would it surprise you to know that a big portion of that is fluid? But you don't care it's weight isn't it?

Then as the diet continues you suddenly find the weight loss grinding to a halt. Strange you may think because you haven't altered anything. Then, horror of horrors, the weight may start to slowly creep back on. The scales must be wrong, that's it the scales have suddenly malfunctioned.

Then as you start eating normally (because you can't stay on a diet forever) you swell up as if you've swallowed a space hopper. This, unfortunate event is called rebound phenomena and is rife in the dieting community, and basically means that you end up heavier than you were before the diet.

In fact recent research from America suggests that for every diet you go on, you end up 5lbs heavier! Read that again and weep. Sure you will lose weight initially, but in the long run you will gain weight. And as I shall be mentioning later, short-term weight loss actually sets you up for long-term weight gain.

So there you have it, diets don't work and we will see why in a minute, but think about the psychological effect all this would have on a fat person. No matter what they try they just can't lose weight and even seem to put it on. They go through the rigmarole of diets, diet patches, muscle stimulating electrodes, fat absorbers, weight loss teas, diet patches, celebrity DVD's, appetite suppressants. They may even end up at the doctors or the dietician and still have no success.

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Weight loss just becomes a giant game of snakes and ladders. You work hard, really hard to lose weight and climb that ladder of success, and just as you're patting yourself on the back for a job well done, down you slither to the bottom of a giant snake, heavier than before and boy did the weight pile on super fast.

Magazine diets are there to sell magazines again and again and again. As are most diet books, that constantly top the book sales chart. Now some of these have their merits but they all miss out on some really important, in fact vitally important points that you must know to ensure you successfully regain control of your weight.

Of course not everybody fails on diets. But I am willing to bet that if it hasn't happened to you, then you know at least one if not several people that the rebound phenomena has happened to.

Where perhaps you see them on one occasion and they have lost weight and you see them again at a later date and blow me down, if they are not bigger than they were before.

And the reason I know you will know someone like this is because only **2%** of people that start a diet actually lose weight and keep it off. That means for every hundred people that diet, ninety eight will end up heavier than before.

Time for a sit down I think, ....or perhaps even a lie down. Now no-one in their right mind would want to take something on against those odds.

So let's look at that figure again; **if fifty people go on a diet only one will succeed.**

Now do you think diets work?

Before we take a good hard look at why diets fail and fail dramatically let's take a look at some simple, seemingly obvious changes you might make to lose weight and see what effect they actually have.

If you were going on a weight loss program tomorrow you would probably take the two most common steps. That is eat less food and cut out fats; a sure fire way to lose weight.

You can't possibly go wrong with that. Cut out the fat and reduce your calorie intake.

That is until you look at the work of one of America's nutritional experts at prestigious Harvard Medical School.

Are you ready for this; this will scramble your mind big time. In a wonderful experiment at Harvard, some people were split into three strict calorie controlled groups and limited to the same amount of activity.

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One group was put on an 1800/day calorie low carbohydrate diet.

One was put on an 1800/day calorie low fat diet.

And one was put on a 2100/day calorie low carbohydrate diet.

Now which group do you think lost the most weight after twelve weeks? It's a no brainer, obviously the 1800 low fat diet. Well if you would just like to wander over to this corner with me and I'll just pop this dunce's hat on your head.

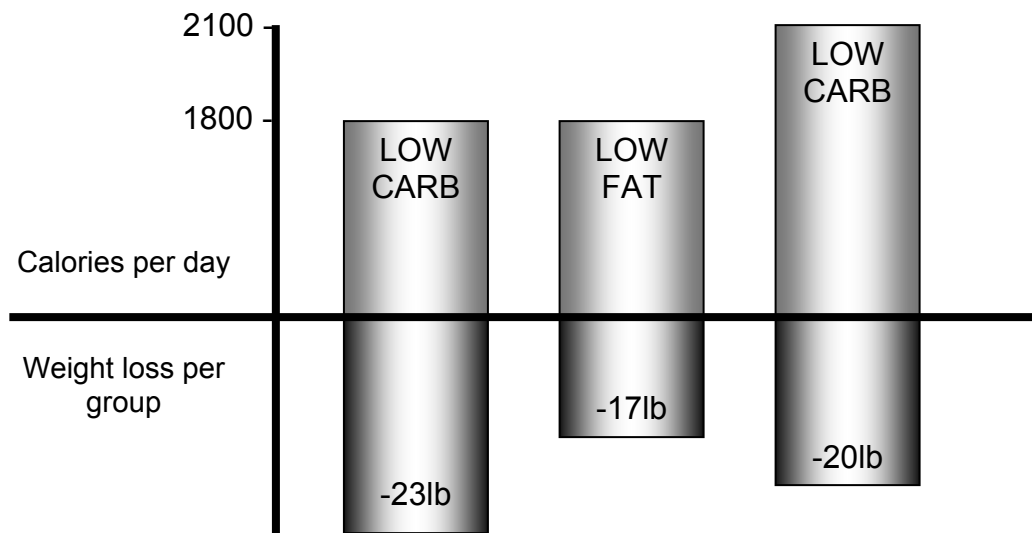
The group that ate the least calories and cut out most of the fat did not lose the most weight.

Believe it or not the low carbohydrate 1800 calorie/day group that is the relatively high fat group lost 23lbs in total, the low fat group lost only 17lbs.

And to really put your brain through the high speed whisk, the low carbohydrate on 2100 calories lost 20lbs, which is more than the low fat 1800calories diet.

The 1800calories/day low fat group actually lost the **LEAST** weight.

So if we look at those results again.



**The group on the lowest food or calorie intake and on the lowest fat intake actually lost the least weight.**

Unbelievable, how on earth can that be true? And in fact the group that lost the most weight actually had more fat in it then the similar group that had low fat.

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What the? Impossible! It doesn't make sense!?? .....time for another sit down, or perhaps a lie down in a darkened room with a cool moist flannel on your brow.

It's like watching a card sharp. He put that card under that container on the left, you saw him do it, you definitely saw him do it and you picked it but now he's pulling it out of the container on the right.

So right away with this simple little experiment a huge hole has been blown in the whole concept of what we believe we need to do to lose weight. So if one of our major beliefs about losing weight has been blown out of the water what chance do you have of losing weight and keeping it off?

**Cutting calories and cutting fat is not the answer to successful weight loss.**

So why don't diets work? First of all let's take a good hard look again at our conditioned weight loss assumptions. I say this because from a very early age it has been ingrained into us that to lose weight we must eat less and exercise more.

If you eat fewer calories than you expend then according to the law of thermodynamics you must lose weight. So increase energy expenditure and decrease food intake and voila it couldn't be simpler. Forget diets and magazines and books and wonder supplements, all you really need is a calorie counter and the body of your dreams awaits you.

But as we have just seen that simply doesn't work. With a low carbohydrate diet a 2100 calorie diet actually lost more weight than an 1800 calorie low fat diet. In other words participants on a higher fat diet taking in 14% more calories than those on a low fat diet lost more weight.

**Worse still the lowest calorie, low fat group lost the least amount of weight.**

And the reason diets don't work, is that there is a joker in the pack.

A jumbo sized joker and that jumbo sized joker is **you**.

Well when I say you, I really mean your body or to be more exact your metabolism. Your metabolism very basically means how your body works, how it process food and how it provides you with energy. It is all the chemical reactions that go on in all your cells that keeps you alive and keeps you how you are.

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Your metabolism doesn't read textbooks, doesn't understand the law of thermodynamics it just does what it wants, **or rather what it is programmed to do.**

In effect the reason that ninety-eight percent of people fail in diets is because they do not understand a few basic facts about their own metabolism and how it inadvertently has been programmed to store excess food and how to alter the programming to lose that weight.

Now that doesn't mean you need a Harvard degree in biochemistry and biology to work out what to eat or do, to safely and **permanently** lose weight, but you **DO** need some basic knowledge. You don't need an engineer's knowledge to drive a car but you do need some basic information about brakes, steering wheels, accelerator pedal etc.

The secret, if you can call it a secret, to losing weight is to work with your body, not, I repeat not work against it. It's like pushing your car. If you want your car to move it's no good pushing it if the hand brake is on. You will soon get very tired, very dispirited and give up. It would be much easier if you removed the hand brake, and then pushed..... or better still if you got in it and started the engine.

So why not do the same with your body.

- Remove the obstacles that are stopping you losing weight.
- Change your metabolism to actively help you to lose weight.

It's simple when you know how.

With me so far? Now that has been a lot of information to take in, so let's take another look at it.

Our population is generally more overweight now than at any other time in its history. This has been due to the simultaneous appearance of several factors.

The first is that our Western society has developed a huge number of affordable labour saving devices. Now there are devices to do almost anything we want. We don't even have to play sport. We can connect ourselves up to a computer and play it. How weird is that?

Over the past two hundred years or so, workers have steadily been moving away from manual work. First there was a huge population shift out of agriculture and fields and into factories with a corresponding drop in calorific output, and this has been superseded by a further population shift out of the factories and into offices.

Now rather than swinging scythes, rakes, sledge hammers, hoes and other equipment for hours on end, we have machinery to do it for us.

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Consequently the energy output for most people has dropped considerably compared to that of their ancestors. Now we are quite prepared to let people in far off countries, or equipment, carry out the heavy manual work for us.

Secondly in the Western world at least we are living in a land of food plenty. Agricultural husbandry has allowed us to increase the amount of edible animals that can be kept on a given amount of land.

Advances in animal welfare mean that thanks to them being pumped full of antibiotics and growth hormones they can be reared faster, bred larger and on less land. Crops can be sown and harvested better than before thanks to agrichemicals and changes in horticulture. Massive crops can be reared in acres of polythene tunnels fed in some cases solely by nutrient solutions. Genetic manipulation means that crops are more resistant to bugs and diseases.

Huge food conglomerates have risen up. Now instead of individual shops, fishmongers, bakers, butchers and patisseries, huge supermarkets are our main food suppliers and they can source food from all over the globe. Shortage, what shortage, for us in the West there is ample food, with ample choice all the time.

So already there have been two major shifts in our lifestyle, which has been amplified over the past fifty years, and has resulted in us consuming more and doing less.

**Not** content with that, we have managed to compound the problem even further.

Often we now require that food manufacturer's process and cook the food for us. Then we can save time cooking it. Usually so that we can spend more time sitting on our behinds, to either view a computer monitor or watch television. Or we can drive on over to a fast food outlet, for ready-made fast, processed food.

**But** all of this comes at a price. Processed food is often higher in fats, the type that rapidly accumulates in our bodily fat stores, and is usually less nutrient dense, as many are lost during processing. Starved of nutrients but not calories our metabolism cannot run at full efficiency.

Food manufactures aware of our limited knowledge of how food is processed by our body, distort information so that we are hoodwinked into buying what we believe to be a healthy alternative.

Who can forget the years and years of don't eat butter eat margarine, with the buzzword being polyunsaturated fat. Now we know that the type of fat used in these margarines a chemically altered fat is far, far worse for us than anything in butter.

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Many foods are labeled as the healthy alternative simply because they have low or even no fat, but as we have seen that doesn't mean it's better for you.

Some sausages and certain meats contain very little of actual lean meat. For example some chicken breasts can contain very little actual chicken meat but are made from chicken remains jet washed off carcasses processed, re-flavoured and sculpted to give a very good impression of the genuine article.

Manufacturers stay the right side of the law by using carefully worded packaging. Recently a major food manufacturer was reprimanded because it claimed its yoghurt was full of good beneficial bacteria,-----a good selling point!

In fact it was, it was just that the strain of bacteria used was destroyed in the stomach and never reached the intestine where it was supposed to have its benefit, so in fact the bacteria was useless. They didn't lie they just didn't really tell the whole truth.

For those of you interested in the manipulation of your food, “Fast Food Nation” by Eric Schlosser is a thoroughly thought provoking read and will probably make you puke your guts up. Well if it doesn't do that it will probably put you off many types of processed food for life.

In the face of all these changes what chance have you got, to effectively lose those excess pounds? Talk about swimming against the tide. It is no wonder that as a nation that we are fatter and less fit than ever before.

As I said at the start, if you are overweight it is not your fault, you are just an individual swept along in societies changes. It is just unfortunate that these specific set of circumstances have appeared at the same time. Probably if any single one was absent then we wouldn't be in this mess but we are.

Even worse we are passing the problem down to the next generation, our kids. It may come as a shock to find that many fat juveniles are now exhibiting the same diseases as middle aged people; high blood pressure, diabetes, heart problems and the list goes on.

It is no wonder that we are all getting fatter, and the irony is that even when we try to do something about it we often end up worse off. Diet follows diet and even what at first seemed fairly straight forward, that is cutting out fat doesn't appear to be the answer.

As we saw from the Harvard experiment simply cutting out fat and lowering calorie intake is not the answer. Worse still most dieters suffer from rebound phenomena where when they come off their diet, and they have to at some stage, as diets are just not sustainable, they end up fatter than before they started. This is the famous rebound phenomenon.

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Here is another strange fact. The French are generally considered to be quite thin. As a nation they do not exhibit the same levels of weight gain or obesity that other Western nations do. And guess what, the French diet compared to other Western nations is high in Fat. What on earth is going on? We've all been told to eat less fat to lose fat. Even your doctor will tell you to eat less fat, but that seems to fly in the face of what you've just read.

So is that the answer, eat more fat? Well the answer to that is yes and then again no. It depends on the fat and it depends on what “mode” your body is in when you eat it. In other words unless your body is programmed to lose weight then you're sunk.

Well how do you program your body to lose weight? Not quite so fast, we'll come to that in a minute. At the moment you may be really bewildered. What you have covered in this little booklet flies in the face of what you have been taught; yet it is true, you should know that is true from;

1. Just looking around you, recalling people that have ended up fatter after a diet than before.
2. From the experiments by the World famous Harvard Medical School, we have just discussed.
3. The fact that 98 percent of all dieters fail.

If nothing else just remember diets, including those aided by pills and fat absorbers etc. may help you lose some weight initially, but in the long run there is a 98% chance you will end up heavier than before and one of the reasons for that is this; **Dieting actually helps programme your body for rapid weight gain.**

Genetically your body is not programmed to deal with a constant abundance of food. It is programmed for periods of starvation and as soon as you start restricting calorie intake all sorts of body mechanisms kick in to save energy.

You are fighting your whole genetic programming and really can't hope to win. See I told you at the start it wasn't your fault.

And this refers to anything that restricts food intake. Diet patches, fat absorbers, diet pills, hypnosis, they will all end in failure for 98% of us because we are fighting our bodies and our genetic programming.

But if you knew what these mechanisms were, then you would have more than a good chance of perhaps turning them to your advantage. Keep that thought.

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Now you may well be wondering why your doctor hasn't told you about any of this and the unfortunate answer is that in all honesty your doctor doesn't know about it. Most doctors unless they have researched it still believe the answer to weight loss is to cut calories and reduce fat.

So in order to successfully lose weight you need to somehow get around that genetic pre-programming, and then you need a way of taking in the right food in the right quantities without cutting calories too much.

You must work with your body, somehow program it to shed that excess weight without fear of rebound phenomena and at the same time you need a mechanism that is going to work continuously 24/7. It would be no good if you could force your body to lose weight for only a few hours a day if it was intent on gaining it for the rest.

Sound like a tall order?

So what have we learned? If nothing else diets are a waste of time. Although there is an initial weight loss, your genetic make-up designed to ensure your survival simply makes up the weight loss and more the first chance it gets. It is simply doing what it is programmed to do.

Other factors also come into play as we get older to ensure that we store fat around our body ready for that next famine, which of course never comes because for us at present food is plentiful.

What we need is to first identify and then switch off the mechanisms that make our body's act like they do. Although there are several of them and you need to know them all in order to successfully lose weight. For now we shall look at just one to use as a demonstration.

Our bodies work by messengers. Something happens and the body reacts by sending out messengers to the rest of the body to tell it what to do. These messages may be despatched in many different ways.

If you put your hand in something hot, hot water or a flame, pain receptors in the hand signal to your nervous system to tell you to withdraw your hand very quickly before any serious damage is done, otherwise you could lose the use of your hand.

If you are placed in a dangerous situation, your nervous system becomes heightened; certain hormones are released into the blood that causes certain changes in your body.

Blood is diverted from your stomach and digestive system and shunted to your muscles. Your heart pumps harder and faster to make sure that well oxygenated blood reaches your muscles so that they are ready for action.

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Your pupils dilate so that you are more aware of everything, and everything in your brain speeds up so that you appear to have more time to do things in.

Within seconds your body has been prepared for action, to deal with a perceived emergency.

When the danger is over your hormones and nervous system reset to normal.

In your body right now are signals going on operating through these messaging systems telling your body to store food. To lose weight you must alter the signalling so that other hormones and nervous pathways are activated to counter this, and encourage weight loss.

So let's take just one good example of how signalling and the resultant nervous and hormonal changes that occur proceed to make you overweight. And I am willing to bet that very few of you will have even considered this and yet it is very well known by people that study physiology, or how our bodies work, and it is a major factor.

For reasons many of us don't understand we live in a very stressful society. So much so that even relatively minor occurrences seem to stress us out. This may be because social structure and social grouping has broken down so that normal social support networks no longer exist. Our grandparents for example often knew everybody in the street, and local area, whilst we are lucky if we know our next-door neighbours well. Populations were fairly stationary, whilst now people regularly move house to new areas with new neighbours on a regular basis.

We are also fed 24/7 constant news about the world most of which seems to be bad.

Consequently our chronic stress hormones are being pumped out constantly throughout the day. If someone makes an error driving a car we want to remonstrate with them tell them what idiots they are, make rude gestures to them, rather than accepting that they simply made a mistake.

One of the most potent of these stress hormones is called cortisol and it is without doubt coursing through your body right now. It is produced to in effect keep you going when you would rather stop. It is also called the famine hormone as it is released during periods of food shortage, so you can guess what one of the other major effects it has on your body is.

Yes, cortisol makes you store excess weight especially around your stomach. If you skip a meal cortisol is released, if you skip sleep, cortisol is released, if you drink too much caffeine, cortisol is released, if you are tired and run down cortisol is released, and if you are stressed at work, at home, in your car, on your phone anywhere cortisol is released. Oh yes and if you go on a diet,

# “THE GREAT DIET CON”

which usually makes you hungry and stressed cortisol is released. You're positively swimming in it.

So in a stressful state and with an abundance of food you will pile the pounds on.

*(Of course this is not the same as severe acute stress, perhaps after a bereavement, where people often go off their food and end up looking ill and haggard. Here other mechanisms have taken over. We are talking here about chronic everyday stress.)*

Now you can see why it is such an uphill struggle. Unless you can control it you are pushing that car with the brake on, and you will lose, and that is only one hormone you have to control. Perhaps you could take an anti-cortisol pill, but alas there isn't one. But you can control it fairly easily if you know how.

Wouldn't that be nice? By simply altering the signalling of this one hormone you could take a major step forward to sustained weight loss and control.

So what does this tell us? It tells us that our bodies are programmed by signals and messengers to store excess food. If we don't turn off this signalling and reprogram our body to lose weight for 98% of us our weight loss efforts will be wasted. Worse due to rebound weight gain we will probably end up heavier than before our diet.

**The answer is to work with our bodies by reprogramming them for weight loss.**

And If you really want to know how to lose weight quickly, safely and permanently; if you want to know how to control your cortisol and other important weight regulating hormones; if you want to get your body on your side to help you shed those excess pounds in a stress free manner then look no further than the “Feel Great by Losing Weight” program. It's all fully explained in there.

Simply go to [www.FeelGreatbyLosingWeight.com](http://www.FeelGreatbyLosingWeight.com) and select the *info/order* page.

So don't go stumbling about in the dark when it comes to weight loss. Find out why diets, diet patches, fat-absorbing pills, wonder teas, diet pills, diet-shakes don't work in the long run.

Be smart don't fight your body, simply re-signal and reprogram it to do what you want not what it thinks it should be doing. It's easy when you know how.

Here it is again for quick, simple, permanent, stress free weight loss without fad diets go to [www.FeelGreatbyLosingWeight.com](http://www.FeelGreatbyLosingWeight.com) and select the *info/order* page. Good luck and here's wishing you the desire to actually do something positive to get the body you deserve, not necessarily the one you've got now.