

New way of eliminating stubborn

fat
NEW

The Big Fat Lie

The truth about losing weight and getting healthy



Look Better, Sleep Better and Have More Energy!

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Lose Weight and Feel Great

Disclaimer: The information you are about to read is intended only as a guide for the average person trying to lose weight. The truth however is that none of us are 'average.' A real weight loss system needs to be individualized to your unique body type and monitored as you progress so tweaks can be made to keep you on the right track. This report is not intended to diagnose, treat or improve any illness. You should always consult your doctor before beginning any weight loss program.

When it comes to weight loss, most people fall short or accomplish their goals using a program that is not sustainable or healthy. The result is that some or a lot of weight is lost but it's not lost in a way that is healthy for the body.

As well, many people are under the impression that you must lose weight to get healthy when in reality the opposite is true. **You must get healthy in order for your body to be able to properly burn fat and lose weight – permanently.**

And when I say 'get healthy' it's not what you think.

In no way am I saying you are not healthy overall but rather it's getting specific parts of your body, i.e. certain glands and organs, healthier and functioning optimally that is the missing link to your long term weight loss.

And while there are a few key factors that must be addressed to kick start everything in the right direction so your metabolism will function again like it did in your teens or 20s (or for some people it never really did), when it comes to looking and feeling the way you used to 'back then' and want to RIGHT NOW...there are a few foods that you must incorporate and of course several you should avoid if you want to get on the right track.

These food *choices* and *avoidances* will not only help you shed the pounds but can also help reduce chronic pain, improve sleep and boost energy, and do it very quickly for most people. Those foods are listed at the end of this report; but first THE TRUTH.

The Truth

Most people are just plain lost about what it takes to lose weight so let me try to break this down for you.

There are two basic types of weight problems that need to be addressed:

1. Fat Weight
2. Water Weight

The first issue, fat, is typically a problem with glands and fat burning hormones that are not functioning correctly.

The second issue, water weight or fluid retention, is a problem of sodium and potassium imbalance. It can also be associated with gland and hormone issues but is most often diet related. Here is what you need to know about sugar and water weight: **For each gram of sugar you consume, your body must hold or retain about double the amount of water.** So sugar causes a massive amount of water retention. This is why when you eliminate sugars, you lose weight so fast – this is water weight.

So based on knowing that you will gain water, and fat, weight if you ingest sugar, the first obvious and quick way to get your weight moving down is to eliminate everything made with sugar. This is everything you already know is bad for you so it's really no mystery what this includes. It's kind of the ol' 'if it tastes sweet and awesome then it's probably bad for you' scenario.

What is Metabolism?

Metabolism is essentially the processes through which your body uses and generates energy. This occurs in many areas but for our purposes we are focusing on the digestive tract. Of the food you take in, the carbohydrates (simple and complex) contribute the most to energy.

This is done by your body breaking down the carbs into sugar that the body can use and, if there's some left over, store in fat cells – about now you might be saying to yourself... 'uh oh! I already see where this is going.'

Hang on, it gets worse!

The Skinny on Sugar

Never mind that sugar causes tooth decay, gives you a sometimes good but always fleeting high, is addictive and leads to diabetes along with a whole host of other issues. What you want to know is how does it make you fat?

The first thing you need to know is that there are *simple* carbohydrates and *complex* carbohydrates. Complex carbohydrates require a more complex process to digest. They will yield less fat overall but still must be kept in check as I'll explain briefly.

Simple carbohydrates are sugar, some of which are more useful to the body than others. Without going into the physiology of it all, just understand that you want to limit sugar and only eat the sugars found naturally in food (think fruit) and not the sugars that are manmade (think white sugar, soda and pastries).

In excess all sugars can be converted to fat but most fruits and especially apples and berries have fiber mixed in with the sugar which causes it to release slower and is broken down at a slower pace. This makes it more useful and gives your body more time to use it constructively for something other than filling up fat cells.

Any manmade sweeteners will make you fat faster. The worst of these sweeteners for many reasons, beyond even that it will fatten you up faster than a pig being prepped for slaughter, is high fructose corn syrup.

A Real Killer (Thanks a lot creepy food manufacturers!)

Since about the late 80's to early 90's, high fructose corn syrup (HFCS) has replaced regular table sugar in just about everything you can buy that is sweetened.

And it's no mystery that high fructose corn syrup is bad for your health. But just how bad is it really?

While there is some debate about just how detrimental the stuff is to your health, a number of studies conducted over the past 20 years or so are starting to mount some evidence of health dangers you and your family should know about. A few include:

1. You might end up with Type 2 Diabetes: You are significantly increasing your risk of falling victim to this almost completely avoidable disease when you take in HFCS over many years.
2. You will likely get fat: Already said this but it's worth stating again. Numerous studies show that HFCS leads to weight gain and does it at a rate much higher than other sweeteners. A Princeton University study found that rats that ingested HFCS gained fat at a rate that was 300% faster than those fed the same amount of a more natural sugar.
3. Your liver will hate you and may quit: Just like everything else you take in, high fructose corn syrup is processed by your liver. Because of the damage HFCS does to your liver, it affects this important organ's ability to properly filter out toxins which over time can lead to other health issues beyond just problems localized to the liver itself.

So what foods have HFCS in them you ask? Well, there are the obvious ones like most sodas, cakes, candies and cookies but there are others you may not have thought of. This includes a lot of yogurt, salad dressings and cereals (yes, even those that claim 'all natural' or 'heart healthy').

So how do you know if HFCS is in your product? Turn it over and look at the ingredients. You will see it there plain as day. When you see it, calmly put that food item down and walk away!



A Plan for your Carbohydrates (Simple Sugar and Complex Carbs) Intake

So what you need to know from all this is that sugar stimulates fat storing and not fat burning hormones. The *easy* solution is to break the sugar and junk food addiction. Easier said than done right? – but if you can break the habit you will drop weight.

A Quick Plan: Aim for taking in less than 30 to 50 grams of total carbohydrates (simple sugar and complex carbs) a day tops. And if you want to drop weight faster, you can even start lower and work your way up to the 30 to 50 grams. Start at like 15 or 20 grams and after a week allow yourself 25 grams a day and after a week of that allow yourself to take in 30 grams a day. Continue to add 5 grams per day each week and find your 'sweet spot.' This is the spot where you stop losing weight or start to gain again. If you start to gain then for simplicity sake, you have found your tipping point on the amount of sugar/carbs you should take in per day at your current activity level before you will start to pack on the pounds.

Example Sugar/Carb Schedule: Week One-20grms/day, Week Two-25grms/day, Week Three-30grms/day, etc...until you find your sweet spot.

Don't get your carbs from junk

Here's the thing. It is virtually impossible to keep carb intake low if you eat junk. For example, about 9 of your favorite tortilla chips will come in around 15 to 20 grams of processed carbs and a 12oz bottle of regular soda about 30 to 40 grams of carbs as simple sugar. While these items have different types of carbs, it's too complicated to worry about that. It's easier just to pick your low number in total carbs and don't exceed it and then stair-step it up as I described above.

Get your carbs from select fruits

What about fruits you say? After all they have sugar. Yes they do and yes you have to limit them. But for the carbs you do take in these are a great choice and particularly an

- apple (15 to 20 grams of carbs) or
- one cup of blueberries or blackberries (18 to 20 grams) or
- a cup or raspberries or strawberries (10 to 15 grams)

Go crazy with veggies

What about veggies you say? Do they have carbs in them? Yes they do but it is so much less than fruit and sweet foods that I won't really include them here in the carbs plan. You can actually eat them pretty much in unlimited quantities except a few like sweet corn (about 20 grams per ear) or carrots (roughly 7 grams per carrot). I recommend good veggies to eat below.

The Good the Fat and the Ugly

Fats are an important part of a healthy diet. They provide important essential fatty acids and all kinds of health benefits IF you eat the right ones.

The problem is that most Americans eat a ton of the bad fats (saturated and trans fatty acids found in fried foods, baked goods, crackers, chips, margarines, and most pre-packaged snack foods). And while all fats in excess can lead to weight gain, you do need some of the fats that are good for you. The food chart below will give you some healthy fat sources that you can eat in moderation as part of your meals and snacks.

The Problem with Protein Only Diets

So perhaps you have heard that you can just eat protein and avoid all other food types and you will be bikini ready in 30 days. The truth is that in fact most research shows that protein will trigger fat-burning hormones.

However excess protein (more than 6 ounces in a meal in some people) can actually trigger insulin. Insulin leads to fat storing, not burning. So you don't want to be triggering this hormone too much. This is why many diets you see will instruct you to consume small amounts of protein throughout the day.

The issue with just protein is that you run the risk of becoming deficient in nutrients (vitamins and minerals) and also you could build up too much protein 'waste' in your body which is again unhealthy.

The BIG PICTURE Goal

- A. Consume foods (and beverages) that fly under the radar, meaning they don't cause your body to leap into a fat storing process
- B. Eat these foods in small enough portions and distribute throughout the so that again, you are staying away from a fat storing state. (Good rule of thumb: Don't eat after 6pm)
- C. Eat foods that will actually stimulate the fat burning hormones to be produced

The reality is that for most overweight people, the hormones and metabolism are not working like they should – whether from past habits, pregnancy (yes, it does wreak havoc on your hormones and body in general and in some people more than others) or genetic weaknesses, physical trauma, emotional trauma or something else.

IMPORTANT: You will not be able to lose on a 'balanced' diet or a 'practical' diet until these fat-burning hormones are being released again.

It can also be a waste of time to exercise if your fat burning hormones are shut off. Ever known someone who exercises all the time but still can't lose the weight? Sure they are building muscle mass and burning some calories but until the glands that regulate fat burning are 'turned on,' it won't help nearly as much as it could or should and will largely be a wasted effort.

Sleep More to Lose More

You may have heard before that there is a connection between sleep and weight loss and the fact is that....well, there is. Basically, more *quality* sleep will result in a reduction of the hormones (like *ghrelin*) that tell you that you need to eat and an increase in the hormone (like *leptin*) that tells you to stop eating.

Sleep deprivation is the real issue here because it will cause your hormones to get imbalanced which will basically jack up your metabolism and appetite which means you become much more inclined to eat extra calories and likely the 'poor choice' type of calories at that.

Foods to Fancy

At *Health Coach Wellness & Vitality Centre* in Downtown Phoenix, we help many different types of overweight people (potbelly guy, pear shaped lady, pendulous abdomen person, woman with the weight all over). You describe it and we've seen it.

Look around and you will see all of those body shapes around you everywhere. The question then is if people gain weight in different ways wouldn't it make sense that different people would also lose weight in different ways that are specific for their body?

You bet they do and that is where a trained professional that can do testing to figure out HOW and WHY your specific body type gains and loses weight makes so much sense.

And while each person requires intake and avoidance of many different specific foods in order to really accelerate weight loss and improve health quickly for their specific type of body shape, there are a few foods and eating habits that almost all overweight people can benefit from.

Check these out and try to make them part of your everyday diet based on the amount of carbs you want to consume per day.

NUTS

The average American diet include little to NO nuts. Studies show that your hunger is actually reduced more with eating nuts than something like rice cakes.

Nuts also supply you with important essential fatty acids that bring all kinds of health benefits to you without making you fat barring an excess of them. Try a handful or two per day.

Nuts to eat should include walnuts, almonds, pine nuts, pumpkin seeds, and sunflower seeds.

Here's the kicker...you need to eat them raw. No salt, no chocolate, and no honey roasting. I know, I know...NO FUN!

APPLES & BERRIES

As far as fruits go, apples, apricots and raspberries and blueberries are the best options. They have more fiber and less sugar than many other options.

BEANS

Beans are low calorie and stuffed with protein and fiber. This helps you tone up and lose weight. Try to replace at least half of the red meat you typically eat with beans.

Be careful of refried beans since they are typically high in saturated fats.

EGGS

A Louisiana State University study found that people who eat eggs for breakfast lost more weight than those that opted for a bagel.

Unless you are on a strict restriction to avoid them for cholesterol reasons (which is controversial in itself) then go ahead and incorporate some organic eggs into your diet. You can even settle for just one yolk the rest egg whites as an alternative.

SEAFOOD/FISH

While some body types require a restriction in most protein sources while healing the organs and glands responsible for helping the fat burning hormones to ramp back up, once protein can be re-introduced, a great source is fish.

Wild caught Tuna and Salmon are great fish selections. Here are a few others as well that are acceptable for most body types:

Catfish, pike, cod, haddock, smelt, halibut, sea bass, whiting, Atlantic cod, perch, rockfish, shark, walleye, sole, trout and tilapia.

Some non-fish selections are oysters, clams, crab, lobster tail, scampi, mussels, squid, scallops and shrimp.

Taking in fish as your primary protein is a great way to keep saturated fat to a minimum while boosting your omega-3 intake, which pretty much everyone needs more of in today's fast paced and stressful society.

If you must dive into something that doesn't breathe underwater, try a lean turkey. It's a great substitution to change it up.

VEGGIES

Spinach, romaine, broccoli, kale (try it, its not bad) and other super-food veggies like these can pretty much be guaranteed to help your waist-wasting efforts.

Great options include:

Lettuce, radishes, green beans, cabbage, cauliflower, broccoli, leek, endive, spinach, Swiss chard, zucchini, green pepper, eggplant, mushrooms, asparagus, cucumber, celery, collard greens, garlic, ginger root, kale, mushrooms, okra, olives, onions, peppers, squash, seaweed and string beans.

Special Note: Some vegetables like carrots and beets are higher in carbohydrates and do not work well for some people when trying to lose weight.

Special Note 2: While avocados are a great source of fiber, excessive intake of avocados may tax the liver and prevent it from allowing the body to burn fat optimally. This is especially true for the pot belly shaped person.

Do Not Eat List

Let's face it, this is a list that most of us know but often choose to ignore. Nonetheless, while some people can get away with more than others, as a general rule everything on this list is a no-no.

SUGARS

This includes all sugars, the worst of which is white. Honey is a little better but remember it is still sugar so if you use it do it sparingly to just sweeten something a little that desperately needs it.

Sugars are an easy one to avoid because you pretty much know what contains simple sugar. Everything from soda to cakes to cookies are the obvious culprits. If you want to know if something has sugar in it, just look at the nutritional facts on the back for quick insight or even look at the ingredients.

By the way, as noted above, any food that has *high fructose corn syrup* in the ingredient list, suffice it to say that you are basically shutting off your fat burning hormones and sparking your fat storing ones when you take it into your body.

CARBOHYDRATES

This is a tough one for most people. The reason is that people crave it and once that craving comes a calling, and for anyone that has tried to reduce carbs, you know all too well that the cravings will come quickly.

This happens primarily with fast burning carbohydrates and those are the primary ones you should avoid. They include:

- Bread
- Pasta
- Potatoes
- Rice
- Cereal (most)

You've no doubt heard many times to avoid most of the carbs above if you want to lose weight but people will still often get confused on why they should not take in a healthy cereal. The answer is simply that they are still going to be high in carbohydrate grain and often with a lot of sugar added. So my best advice is to steer clear.

Try using my Plan for your Carbohydrates Intake above if you want to find your tipping point on how much leads to weight gain. Just don't forget you have to weigh yourself daily to see the impact.

SIDE NOTE: How to weigh yourself – Do it in the morning after you empty your bladder. This will give you the best consistency on tracking weight.

DAIRY

Due to the lactose sugar, milk, yogurt, and most cheese are not great options for most body types when trying to lose weight.

If you want a little yogurt, eat a couple of tablespoons 3 times a week max. Try to make it non-fat plain Greek yogurt. With all flavored yogurt, there is typically a lot of sugar in there. One way to make it go down a little easier is by adding a few berries, some crushed walnuts or almonds and even a tiny bit of honey or Stevia if you just can't live without that slight sweetness.

FRIED FOODS

Pretty much all fried foods are bad. So having said that you just flat out have to avoid them.

If you are going to cook something in oil, just make it olive oil and even better, make it cold pressed extra virgin olive oil!

SALAD DRESSINGS

While many people give salads a go to improve their health and lose weight, the reality is that most take in more calories than they would have with another meal selection.

The main reason is the salad dressing they select. To make it easy just stick with the non-flavored (i.e. raspberry) olive oil and vinegar dressing.

Sound boring? Try adding a little feta or parmesan cheese or sprinkle on some sea salt to make it more palatable.

Careful on Food Combining

Let's touch on something that most people really mess up – combining the wrong foods. Often times people will think they are eating the right foods that will trigger fat burning when in reality, because of what it is combined with, their efforts are fruitless.

One of the most common bad combinations is protein and sugar together in one meal – the effects of insulin (which will increase fat storage) are exaggerated and increased by as much as 200%.

Bad combos include:

- Sandwich (bread + meat = carb + protein)
- Hamburger or hotdog and the bun with ketchup (ketchup and bun are carbs)
- BBQ (sauce is sugar and probably even high fructose corn syrup)
- Any breaded meat or fish
- Teriyaki chicken
- Spaghetti and meatballs

HAVE QUESTIONS?

Regardless of if you want to lose 5 pounds or 105 pounds or if you need to change your eating and dietary habits to avoid preventable illnesses such as diabetes and heart disease, learning how to eat in a way that will stimulate the fat burning hormones for your body and make a quick impact on your health is the most important first step. YES....more important than exercise by a landslide. Although we also explain when and how to exercise for maximum results as part of the total plan to get your body back!

If you have any questions about this report or want to learn how your particular body type can best lose weight and get healthy, give us a call or shoot us an email. We are here to help.

We have workshops at our Downtown Phoenix location where you can learn:

- ✓ **What is really behind a resistant metabolism**
- ✓ **How to reignite a burned out metabolism (the pilot light is still on...I promise!)**
- ✓ **When to use exercise to lose weight and when it will actually cause weight gain**
- ✓ **How to burn stomach fat, not merely a few temporary water weight pounds**
- ✓ **How chronic pain and sleeping problems relate to your weight gain**
- ✓ **What it takes for your specific type of body shape to burn the fat**

Call our office at **602.257.4520** or send us an email at drlee@healthcoachaz.com for upcoming workshop dates and to get signed up. We will even send you tickets so you can get in for free. Workshop seating is limited and only RSVP admitted!

The secret to losing weight in the belly, hips and thighs begins with knowing what is required for your specific shape and metabolism status

One of the worst things you can do is try to formulate or implement your own weight loss program without understanding what the path of least resistance is for your specific body type. Eating right, living right, wellness and losing weight all go hand in hand. To start living naturally and healthily, many people need some guidance to get started. They need the help of a professional.

If you've haven't learned anything in this short eBook, learn this: **Don't procrastinate and put this off!** Procrastination is the biggest killer of weight loss goals and the biggest accelerator of health problems.

Take the action now. A great place to start is by attending one of the upcoming Rapid Weight Loss workshops. All workshops are delivered by Dr. Judson Lee who has been in the weight loss industry for more than 20 years and has amassed several other degrees along the way including certified strength and conditioning specialist, exercise physiology, personal training and is a board certified chiropractor. He truly is a well round natural and holistic physician. Not only are the workshops fun but Dr. Lee will answer any questions you have. As well, for the last 4 years Dr. Lee has worked with the co-writer of this ebook, Dr. Daron Stegall, who is also a board certified chiropractor, weight loss coach and published author.

As a bonus for this short book, we added a nutritional facts chart below to give you some important information on some of the foods discussed in this report.

FOOD				NOTES
FRUIT	SERVING	CARBS (grams)	FIBER (grams)	Some are more important to go organic on than others
Apple	5oz	21	3	High carbs & low protein
Avocado	½ of it	7.5	2.5	Very healthy but high fat
Blueberries	1 cup	20	3.4	
Grapefruit	½ of it	10	.7	
Raspberries	1 cup	14	6	
Blackberries	1 cup	18	7	High fiber
Strawberries	1 cup	10	4	
NUTS (Raw only)	SERVING	CARBS (grams)	FIBER (grams)	Great source of healthy fats so essential but don't overindulge
Almonds	1oz	5.8	1.9	Little high in sugar but also high protein
Walnuts	1oz	3.4	1.4	High omega 3 fats. Low sugar
Brazil Nuts	1oz	3.6	1.5	
Sunflower Seeds	1oz	5.3	1.9	High protein, high nutrients, low sugar
VEGETABLES	SERVING	CARBS (grams)	FIBER (grams)	Some are more important to go organic on than others
Asparagus	1 cup	8	3	Also has about 4 grams protein/cup!
Broccoli	1 cup	7.62	2	Low in sugar and high nutrients & protein
Cabbage	½ cup	3.5	1.8	
Celery	½ cup	2.2	1	Low carbs and sugars.
Cucumber	5oz	4.5	1.5	
Spinach	½ cup	3.4	2	
Bell Pepper (red & green)	½ cup	3.2	1	
Onions	½ cup	6.9	1.3	Notice higher carbs

Lettuce	1 cup	1.3	2	Very low sugar content. Good nutrients
Kale	1 cup	7	3	Has some protein. Super high nutrients
MEAT/FISH	SERVINGS	CARBS (grams)	PROTEIN (grams)	Try to go organic, cage free, hormone free
Cod	4oz	0	26	Excellent protein, low fat and no carbs
Salmon	4oz	0	29	Little higher fat
Scallops	100grams	0	20	
Chicken	100grams	0	33	There's a reason body builders eat it
Beef	100 grams	0	32	Go with low fat cuts
Egg	1 egg	.5	6	Good protein, high nutrients, low carbs