

# **The Fix Fat Forever Weight Loss System**

**The diet free guide to healthy weight loss**

By: Joe Martin

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Welcome to The Fix Fat Forever Weight Loss System!

Before we start, I want to quickly tell you the reason why I created this program. The reason I created this program was many of client's obsession with the scale. I've trained so many people who experienced frustration around weight loss and it derailed their whole program. They eat relatively well, and they exercise religiously. Some have tried different diet that are restrictive or just simply don't work with their lives. Somehow, they just can't seem lose any weight consistently. They are frustrated, they are at a loss, and I want to help them so bad!

My focus has always been on fat loss, which I still think is more important. But I wanted to offer something that could improve my clients' health AND get that pesky scale to go down. I wanted a program that took a sensible approach, that works for their lives, and not something that just looked good on paper. I created the The Fix Fat Forever Weight Loss System, in which I share with my clients what I have learned over the years of constant study, research, and consulting with weight loss professionals. And now, I am sharing this information with you in this home-study program so that your life will never be bogged down by weight, weight management, or the physical impact and emotional distress that comes with dieting.

You will start transforming your relationship with food, love every bite you eat, and enjoy your life to the fullest by looking good and feeling great. You will learn all my strategies and tips on how to release weight without obsessing about your every bite, and without having to count calories.

Besides a lot of great information and action steps, you will also get some tips to help you deal with mindset issues, which may have been holding you back from reaching your goals or sustaining success.

You will be provided with handouts and recipes that are relevant to the topics that we discuss. These are designed to give you the tools so that you can implement what you learn and take action right away.

You can do this program at your own pace, but I highly recommend that you set a date for accomplishing your goals and have someone to hold you accountable. Tell a friend about your plan, or even put it out there on Facebook or Twitter! Jumping in with both feet is really the best way to motivate your effort.

In this program, I will explain to you how to follow the meal plans, why diets don't work, the dangers of following a restrictive diet, the top ten reasons why we are an overweight nation, and how you can avoid the same trap so many Americans fell prey to. You will learn all about the strategies I use for my The Fix Fat Forever Weight Loss System that will help you lose weight effortlessly.

Before we begin, I want to take just a couple of minutes to tell you a little bit about myself. My name is Joe Martin and I am the founder of Joe Martin Fitness LLC (thought of the name all by myself). While we do a lot of different things in the health and wellness field, our specialty is in training women. It is an amazing blessing to be able to get up every morning and live my dream of helping others change their lives by improving their health and the way they look.

My intention when I created this program was to make a signature system available for people around the world to get started with their journey into health and wellness. I want you to be armed with my proven strategies that will help you manage your weight without the frustration and restriction that come with "diets." More importantly, these strategies are sustainable – they will bring you a lifetime of benefits.

My coaching approach is not about restriction or denial. The key to making dietary and lifestyle changes that can last for a lifetime is to understand how these positive changes can be integrated into our lifestyle and our circumstances, so that they are working for us, not the other way around.

## **My Story with Weight Loss**

Before we jump into our material, I want to take a few minutes to share with you the story of my own struggle with weight and my relationship with food.

I am a formerly overweight and out of shape person myself. My weight gained started when I was trying to get bigger for football. It worked! But I was putting on fat weight and it continued on. At one point a buddy and I were splitting a 6 pack of donuts washed down with a 20 ounce Mt. Dew every day on the way home from school. Then I would eat dinner on top of that shortly after getting home. A LOT of dinner. The turning point in my life came when I had to have surgery on my wrist and found out I would be in a cast for 6 months. I recognized it as a crossroad in my life. I could either continue to get fatter while I was in this cast for half a year or I could make some changes and become healthier. The decision I made to change put me on the path to becoming a fitness professional so I could help others reach their goals too. I learned about reading food labels, how to exercise properly, portion control, what types of food I should be eating, etc.. Since I have been there and know first

hand how hard it is to be overweight and out of shape, I never want anyone else to feel like that.

Now, working with my clients, my intention is to end their struggle and frustration with weight, especially folks who seem to be doing everything right – eating well and exercising religiously – yet are still holding onto the first fifty or final five pounds!

I support my clients with effective weight-management strategies, so that they can release those unwanted pounds without ever being bogged down by weight, weight management, counting calories, starving themselves and ruining their health. There's no forcing themselves to go through diet after diet and suffering the physical impact and emotional distress that comes with them. Here, we will start transforming their relationship with food, so that they love every bite they eat and enjoy their lives to the fullest by looking good and feeling great. I don't want you to become overwhelmed. While this is a four-week program, this will teach you how to eat for the rest of your life. There is no rush, so take your time.

## **Intention and Goal**

So, that's my story, and I am honored to share it with you.

Now, please take a moment to visualize what your life will be like when you finally release the excess weight. Would you have more self-esteem? Would you feel great and have the confidence to do the things that you have wanted to do? What would those things be?

Ask the bigger *why*, until you get to what really moves you.

Also, take stock of what is holding you back. Journal about your challenges and explore your obstacles. Get to the bottom of it. It's time to stop hiding behind your excuses and take action to live your life to the fullest.

## **Cultivate Awareness**

The first step to making changes is to be aware of the problem. To cultivate awareness, I highly recommend that you keep a food journal to observe your dietary habits. Instead of judging, simply be a curious observer and try to understand what you eat, how you eat (e.g., distracted by the TV, or savoring every bite), the environment in which you eat, and whether emotion is driving your behaviour.

This mindfulness will help you build the awareness you need to bring about changes. Now is the chance for you to get a handle on what you eat and drink, so that you can take control of how you feel and think.

## **Explanation of Meal Plan**

Included in this program are weekly meal plans with recipes. You can choose to strictly follow the meal plans, or simply use them as a guide to create your own balanced meals and snacks.

You will get seven days' worth of meal plans and a food swaps list. You will follow this for the next fourteen days, repeating those meals and snacks you like. Then you will start on the next 7 day meal plan for the following two weeks. If there are foods on the meal plan that you don't like or have food sensitivity/allergy to, then feel free to swap out the food for a similar choice using the same portion size as indicated on the plan.

For example: If you don't like shrimp, then swap the shrimp for a different fish or chicken breast with the same portion size. Or if you can't have dairy, then swap the suggestion for something else that is similar.

Your focus should not be on the grams or calories, but rather on the portion sizes of each food suggestion. If you are someone who wants to strictly follow the plans, matching calories and grams, that's OK, but not necessary. The intention is to teach you how to create properly portion-sized, balanced meals and snacks.

This is where the awareness comes in. Pay attention to how you feel after you eat certain meals or snacks. Are you bloated? Are you still truly hungry? Do you feel lighter and more energetic, or heavier and fatigued? Note how you feel in your food journal.

Any questions about the meal plans and recipes should be covered, but if not please get in touch with me so I can help.

### **Mindset Tip**

I want to conclude this segment with a mindset tip, and share with you what I call the 90/10 rule. Eat well and healthily 90 percent of the time, and let yourself indulge without guilt 10 percent of the time. Don't beat yourself up if you slip – this kind of guilt and self-blame does not help you stay on course.

Practically speaking, if you eat five times per day over a seven-day period, this actually works out to 31.5 meals. This means that you get 3.5 times over the course of a week to indulge. Keep in mind that skipping meals/snacks counts, over-eating counts, and under-eating counts. So, any deviation from the plan I've provided counts.

Please do not eat less than the meal plan provides. Deprivation is not a sustainable way to make changes that last. You may be able to go cold turkey on your favorite food for two weeks, but what happens after your "diet"? Most people will probably binge, feel bad, and give up. Allowing yourself to eat what you love, and possibly finding a healthier substitute to satisfy your taste buds, is how you can make healthy changes that will bring you benefits for a long time to come.

## **Conclusion**

We talked about setting intentions and goals and the importance of cultivating awareness. We reviewed your weekly meal plan and recipes. I suggest you can keep a journal to help you to get started.

I want you to write down three things that you have learned that you do to start cultivating the awareness, so that you can make changes.

In our next session, we will discuss the reasons why diets don't work, and the dangers of restrictive diets. We will look at the reasons behind America's weight problem and what you can do to improve your health. We are going to look at the three steps in my weight loss system to effortless weight release.

Last, but not least, I want to acknowledge you for taking action in improving your health. I am honored to support you in your journey!

If you ever have questions or need help with anything feel free to e-mail me:

Look great, feel even better

Joe Martin

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## Goal and Intentions

My goal is (state in a specific and measurable way):

My three-month goal is (state in a specific and measurable way):

What is my reason WHY? The reasons why I want to achieve these goals are (ask yourself “why” five times, each time digging deeper into the ultimate reason – connect your outcome with an emotion):



What I will be feeling and doing when I achieve these goals:

When I get stuck or fall off the wagon, I will do this to get back on track:

I appreciate my body as is, because:

## Breakfast 101

*Studies show making breakfast a daily habit can help you lose weight – and keep it off.*

If you think that you are saving precious time and cutting calories by skipping breakfast, think again. When you fail to consume the most important meal of your day, you tend to be starving by mid-morning, unable to think clearly or concentrate, and generally replace those missed calories (and then some) later on in the day.

Eating early in the day keeps us from "starvation eating" later on. But it also jump-starts your metabolism and helps keep your blood sugar levels stable throughout the rest of the day. When you skip breakfast, you're actually fasting for approximately fifteen to twenty hours, so you're not producing the enzymes needed to metabolize fat to lose weight.

It's important to break-the-fast with low-energy-density foods. Energy density is the number of calories in a specific amount of food. Some foods, such as fats, are very energy dense, meaning they contain a lot of calories per portion size, so you can only have a small amount of them. Foods that contain a lot of water and fiber have low energy density, meaning fewer calories per portion size. Water has an energy density of zero.

What does this mean?

If you eat foods with high energy density, such as bagels with full-fat cream cheese, breakfast sandwiches with sausage, cheese, etc., you rack up calories quickly. If you eat high-fiber, low-energy-density foods such as steel-cut oats, blackberries, walnuts, Greek yogurt or a smoothie, you get to eat more with fewer calories.

<b>Low-Energy-Density Breakfast</b>	<b>Calories</b>	<b>High-Energy-Density Breakfast</b>	<b>Calories</b>
½ cup steel cut oats cooked, made with ¼ cup 2% milk + ½ cup blueberries + ½ oz. of raw walnuts with 1 tsp. raw honey to flavor.	<b>317</b>	Tim Horton’s multi-grain bagel with light cream cheese and a medium coffee, with 1 cream and 1 sugar.	<b>575</b>

**Tips For Eating a Balanced Breakfast**

1. Wake up fifteen minutes earlier – it’s not that big of a deal!
2. Eat breakfast within an hour of waking up
3. Prepare your breakfast ahead of time if possible
4. Make a shake or smoothie if pressed for time

## Five Habits Cheat Sheet

Research says it takes twenty-one days to implement a new habit. It seems very hard to focus on only one habit at a time. When you start to dwell on all of the bad habits you want to change into good habits it can get very overwhelming.

Sometime over the next day or so, take twenty minutes out of your day and create a list of habits you want to add in or take out of your life. Prioritize them. Work on one habit at a time.

Throughout our time together, it is my hope that you will form healthier eating habits that enable you to make better food choices. Below is a list of five questions that will help you create better eating habits.

1. When did you last eat? If it's been longer than 2–4 hours, it's time to eat, so that you don't overeat when you finally get the chance to eat.
2. Where is the complete protein? Does your meal include a 3–4 oz. portion of protein? If not, find a lean protein source such as lean meat, fish, or a combination of grain and legume.
3. Where are the veggies (preferably green ones)? Does your meal or snack include at least a cup raw or half a cup of cooked vegetables? Have them steamed or stir fried preferably, but make sure you have at least five servings per day.
4. Where are the carbs? If you have fat to lose, make sure that the carbs you are choosing are high-fiber, low-sugar carbs. Choose beans or lentils instead of bread, rice, pasta or potatoes.
5. Where are your fats coming from? Get your fats from mono-unsaturated sources such as olive oil, olives, avocado, and even chia or flaxseeds. You need to have a modest amount of fat throughout your day. They are essential for your health and also help to keep you feeling satisfied.

Behavioral Habit Goals:

Create a list of three behavioral goals you will implement over the course of the next six weeks. Focus each goal on one behavior you need to either extinguish or add into your life.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Tips to Creating Meals in Under Ten Minutes

- **Start the Sunday Night Ritual: Integrate an hour on Sundays to plan and prepare meals.** Get your family involved in a fun way to help you prepare the meals for the week. Give everyone (kids and husbands) an appropriate job. For example: Husband BBQ's chicken breast and kids can wash the vegetables and fruit, and separate into baggies. Put on music, funny aprons, etc.
- **Boil a dozen eggs at a time and refrigerate.** You don't have to eat the whole egg; you can break away the whites (protein). Hard-boiled eggs will last at least five days in the fridge, and are a great compact snack.
- **Cook eight chicken breasts at a time.** Grill, BBQ, bake or broil with your favorite seasonings. Great for slicing over salad, or even having half of one as a snack. Keep 3–4 in the fridge, and individually freeze the rest. Take out a frozen breast the night before.
- **Chop up vegetables and store in individual containers.** Chop up whatever vegetables you like to eat raw. A good tip for making them last is to wrap them in a coffee filter. The filter will absorb any excess water, so they will last longer.
- **Wash entire heads of lettuce and chop for salads.** Store lettuce in an appropriate container. If it is already chopped up, it is very easy to make a salad in the morning.
- **Make a vegetable soup.** Make your favorite soup recipes and make enough soup for a week. Store 2–3 servings in the fridge. Put the rest in individual containers and store in the freezer.

- **Cook a huge amount of vegetable stir-fry.** Throw a bunch of vegetables into a wok and stir-fry with unlimited condiments of your choice. Store in the fridge in individual containers, so they are ready to grab. Add a chicken breast to it. This way, dinner is almost ready without having to cook when you get home from work.
  
- **Open and rinse cooked beans or lentils.** Open a can of your favorite beans and rinse until it stops foaming. Measure half-cup servings and store in individual containers, so they are ready to grab.
  
- **Pick 1–3 recipes and cook ahead of time.** Using the recipes provided, cook and freeze. Take out the meal in the morning, so it will be defrosted by dinnertime. Add a side of stir-fry or salad.
  
- **Portion out nuts/seeds.** Buy your favorite nuts/seeds in bulk and store in containers in the fridge. Portion out your weekly serving amounts into snack bags. This makes it really handy to grab and go.
  
- **Create a standard grocery list.** Create a standard list of the foods you run out of on a weekly basis. Ask your husband and your children to get the items on the list for you.
  
- **Eat the same lunches and snacks on Monday, Wednesday and Friday, and then switch on Tuesdays and Thursdays.** Planning to eat the same things on alternate days cuts down on the need to plan, grocery shop and prepare ahead of time. This way, you always know what you are having and can use the leftovers for lunches.

## **Why Diets Don't Work**

As I mentioned in the last segment, I have quite a bit of experience with dieting, and what I learned is simply that diets don't work. Let me tell you why.

Most people who diet gain their weight back. And the weight fluctuation created by yo-yo dieting is actually more harmful to your health than just staying overweight!

Diets are not sustainable – they are alienating, stressful, depressing and restrictive. Most people can stick to a certain protocol for a while, but most of them have requirements that make them hard to sustain in the real world, where we all have different things to juggle in our personal lives, careers, and family responsibilities.

Diets do not take into account bio-individuality – the idea that every body is different – how the body metabolizes nutrients, and how each individual has a different lifestyle that may or may not fit well with the rigid requirements of a dietary protocol.

Diets are expensive. Most diets require participants to buy specialty foods or prepared meals. On top of that, if you rely on prepared meals in order to know what you can eat, is this method sustainable? Do you know what you can eat or order when you are eating out or visiting friends and family?

Sometimes these protocols require supplements because certain foods are eliminated, thereby stripping the diet of certain nutrients. Supplements can be expensive. Moreover, there is no telling whether the body is actually utilizing the nutrients in the supplements. If the supplements are not in bio-available forms that are optimized for absorption, they will just pass out of the body and be practically useless. If you do use supplements, make sure you are taking quality products from a reputable source.

Last, but not least, some serial dieters keep trying different programs and still hold onto their weight, not because of the design of the programs or the theories behind the protocols, but because most diets fail to address some underlying mindset issues that are holding people back from creating lasting positive changes. These can include fear of failure, fear of success, self-sabotage, to name a few. Until we get to understand what is holding someone back from implementing changes and creating success on the deepest level, we cannot make changes that are effective and that come with ease.

## **Dangers of Restrictive Diets**

Diets are not only unsustainable and expensive; some of the more restrictive protocols can actually be dangerous to your long-term health. You may lose a dramatic amount of weight over a very short period of time, but you can also be throwing your body off its balance and creating systemic damage to various organs.

There are many diets that eliminate or strictly limit certain food groups. Obviously, if a certain food group is avoided, there is a gap in the nutrition that the dieter is taking in, which is creating a deficiency in the long run. Nutrient deficiency is one of the main causes of cravings, which of course can lead to bingeing and weight gain.

There are also many diets that are based on the idea of calories-in vs. calories-out. Of course, you cannot constantly take in a greater amount of calories than you burn and expect to lose weight. However, this approach has its problems, too. If calorie intake is restricted, the body's metabolism will slow down, and when the diet program is over and food intake is brought back to normal, the body will not be burning as many calories. The dieter will gain the weight back just by eating the normal amount.

In *The China Study*, by Dr. Campbell, Chinese subjects actually take in more calories from their plant-based diet than their American counterparts (factors such as activity level adjusted), yet they are healthier, with fewer health issues, including overweight and obesity.

Restricted caloric intake affects the metabolism, and can have an impact on thyroid function; it can also potentially lead to hypothyroidism. When the thyroid level is low, our metabolism gets down-regulated – and a lower metabolism eventually leads to weight gain.

Moreover, if the body fat level drops too low, it can lead to irregular periods for women (or absence of periods altogether). Body fat is very much related to estrogen level in the body. Low estrogen level not only causes irregular periods, but can also lead to infertility and osteoporosis.

On the other hand, a balanced lifestyle that includes a variety of wholesome foods is sustainable, and is the best way to combat cravings. A few dietary and lifestyle changes can lead to pleasurable and effortless weight loss that can bring you a lifetime of benefits. And this is what I want to share with you in this program.



## American's and Canadian's Weight Problems

Next, I want to talk about North America's weight problem. Everyone knows that carrying around extra weight is not good for our health. If you are overweight, your risks of getting type 2 diabetes, heart disease, certain types of cancer, sleep apnea, osteoarthritis, gallbladder disease, fatty liver disease and pregnancy complications all increase.

We have a weight problem. Presently, in the US, thirty-eight states have obesity rates over 25 percent. If we can understand the reasons behind this problem, we can prevent ourselves from falling into the same trap. I am going to share with you the top ten causes of our nations' weight problem, and you can see if you are falling into any of these traps.

**1. Too many processed foods** – they are cheap and convenient, but they are also full of sodium, sugar, chemicals and empty calories. When your body doesn't get the nutrients it needs, it will crave more food.

**2. Low intake of fresh, whole foods** – they are nutrient dense, and when your body gets the necessary nutrients, you will have fewer cravings. They also contain many micronutrients and phytochemicals that help us balance our body and regulate our systems, some of which are related to our metabolism.

So, on the first two points, I want you to start adding wholesome foods into your diet – fresh fruits and vegetables, as well as whole grains. The less processed they are, the better. You should be able to recognize the original form of the food! By adding in wholesome, fresh food, you will be automatically crowding out packaged, processed food. You only have one stomach and 24 hours a day – so, if you eat more good stuff, you have less room and time for unhealthy choices!

**3. Sedentary lifestyle** – many people are taking in more than they burn. Besides burning calories while we are doing the activity, movements and exercises also help boost our resting metabolic rate, and affect how our bodies store and utilize fat.

You don't have to have a gym membership, a fancy bike, or even a yoga mat to get started. For those who are not active, or hate the idea of sweaty, exertive exercises, just think about what kind of movements can make your body feel good.

If it's a nice day out, walk around the block for thirty minutes during lunch. Instead of sitting down for coffee, meet a friend for a walk in the park. Play catch with your kids; take your dog for a long walk; tend to your garden – all these are movements that are beneficial for your body.

**4. Supersized portions** – the larger the portion in front of us, the more we eat. To eliminate the problem of supersized portions, the best bet is to eat home-cooked foods. However, if you have to eat out, don't get tempted by a "better deal"! Think about the hidden cost of those supersized portions, and you will realize that it's not worth it.

Even normal portions can be very big in some restaurants. Share a dish with a friend, order an appetizer as a main course, or ask the server to put half of the plate in a doggie bag even before the dish hits the table.

**5. Supersized dishware** – our plates have become larger and larger, and we need more food to fill them; apparently, our perception of portion size is affected by the size of the plate. So, we are eating more than we used to, while our food seems to be getting more calorie-dense and we are moving less than ever!

First, downsize your dishware at home. You can also eat with a salad plate instead of a dinner plate. Fill half of the plate with non-starchy veggies, a quarter with whole grains or starchy veggies, and a quarter with high-quality protein. Then add good fat, sparingly.

You may need to go for seconds when eating with a salad plate – that's OK. But before you go for more, take a few minutes to get in touch with your body and feel if you are still hungry. By having to consciously add more food to your plate, you are cultivating the awareness and making sure that you only eat when you are hungry.

**6. Advertising and marketing** – big corporations throw a lot of marketing money into processed foods that are high in calories and low in other nutrients. These messages are strategically created and placed in the media to entice people into buying and eating more to benefit the corporations' bottom line, not your waistline.

**7. Misinformation and disinformation** – people are confused about what to eat. Unfortunately, the labels on processed and packaged foods do not always tell the whole story. Marketing companies take advantage of the loopholes in labelling laws, and position foods that contain a lot of sugar, high-fructose corn syrup, and other kinds of chemicals as healthy.

The best way to avoid falling prey to such “label tease” is, of course, to avoid packaged and processed foods as much as possible. If you have to buy packaged foods, read the labels carefully. I often avoid boxes that contain more than five ingredients, and never pick up those that start their nutrition labels with sugar!

**8. Cost of food** – processed, massed-produced food, and foods made with subsidized crops are cheaper than fresh produce and other sustainably grown whole foods. Just think about high-fructose corn syrup – it is in a lot of our foods, even savoury ones. It comes from corn – a subsidized crop – and it has been found to be one of the main causes of our weight problem.

I understand that the cost of food can be a big hurdle for some, especially in this economy. I often find that buying local, seasonal vegetables at the farmer’s market is a good bet. Seasonal veggies that are available in abundance are often cheaper, and as they come from local farms, the lower transportation cost is reflected in the price. Buying in bulk is also a great idea

**9. Time management** – most people are always on the go. They eat while they are doing other things, and this mindless eating often makes people overeat. Many people don’t have time to cook – they depend on fast food, takeouts, or dining out – most of the time, such foods are loaded with fat, sugar, sodium, and hidden calories.

Make a rule for yourself – whatever works for you that will prevent you from mindless eating while doing other things. You can keep a food journal to cultivate mindfulness, set a rule that you won’t eat in your car, or that you will put food into a bowl before you eat, instead of eating out of a bag.

**10. Stress** – when we are stressed, our body produces the stress hormone cortisol, which packs a triple whammy. Cortisol slows metabolism, affects blood sugar level, increases fat storage, and promotes cravings for fatty, salty and sugary foods.

Stress is a big topic, and I will cover this in my three steps to effortless weight loss in the next segment.

Now that we have uncovered the reasons that we have weight problems, let's take some time to review your food journal for this week. Questions I would like you to ask yourself as you review the journal are:

1. Did you consume at least five servings of vegetables each day? A vegetable portion size is 1 cup raw or ½ cup cooked
2. Were your carbohydrate choices high fibre and low glycemic?
3. How many cups of water did you have per day?
4. Which meals or snacks made you feel the best in terms of energy?
5. Did you skip any meals or snack? Why?

Seeing as time is a limiting factor for most people, I have given you a handout called **Tips to Creating Meals in Under Ten Minutes (pages 13-14)**. There are a number of suggestions you can implement so that planning, preparing and cooking whole foods is much easier and less time consuming.

Let's review what we discussed today:

- Why diets don't work, and the harmful effects of restrictive diets
- North America's weight problem, and solutions to combat it
- Review of your weekly food tracker, and questions to ask yourself
- Strategies to plan and prepare whole foods that remove limiting factors such as lack of time

## Portions Out of Control

The portions, servings, helpings, slices and amounts of what we eat have grown dramatically over the past two decades.

The bigger-is-better motto has taken over the food industry, in conjunction with mass marketing to convince us to buy bigger sizes in order to save money. Supermarkets and restaurants use the promise of better value as a way of pushing extra food onto customers.

- Pizza pies were 10 inches in diameter back in the 1970s. Today the average size for a pizza is between 16 and 18 inches!
- A Hershey chocolate bar weighed 0.6 ounces its first year on the market. The standard bar now weighs 1.6 ounces. That's almost three times its original weight!
- All of the most popular burger restaurants have increased the size of their hamburgers. The original Burger King burger weighed in at 3.9 ounces, and today a Double Whopper is 12.6 ounces. McDonald's original patty started out at 1.6 ounces, and now the Double Quarter Pounder is 8 ounces – that's five times more meat!
- Even diet food has grown in size. During the 1990s, Weight Watchers introduced their Smart Ones frozen meals with larger portion sizes. Lean Cuisine offered Hearty Portions, with 100 more calories than the original meal.
- Starbucks once offered the "short" cup of coffee at 8 ounces, but it is no longer on the menu. The smallest cup you can order is the "tall." At 12 ounces, this cup is nearly twice the size of what was once considered a regular cup of coffee.
- When Hot Pockets advertised that they had added 10 percent more filling to their microwavable sandwiches while keeping the price the same, their sales increased by 32 percent.
- If you compare the new edition of the classic cookbook *The Joy of Cooking* to the original, you will find identical recipes for cookies and brownies, except that the new recipe makes fewer servings: for example, 16 brownies instead of 30. The modern portions are twice as large.
- The Olive Garden restaurant chain offers the "Never-Ending Pasta Bowl," with unlimited refills of pasta for only \$8.95.

## **Portion Distortion**

Bigger portions mean we eat more than we need. When a larger portion is placed in front of us, we tend to eat 30–50 percent more! Most often, we don't even realize that we are eating more.

- Women ate 31 percent more, and men ate 56 percent more when served a 12-inch sub sandwich instead of a 6-inch sandwich.
- When cooking, people poured 4.3 ounces of oil from a 32-ounce bottle, but only 3.5 ounces from a 16-ounce bottle.
- Moviegoers ate 61 percent more popcorn when given the larger container than they did with a small size.
- Snackers poured about twice as many M&Ms from a jumbo bag (103) than they did when given a smaller package (63).

Adapted from *The Portion Teller*, by Lisa R. Young.

## Top Ten Reasons to Exercise

Exercise may be the closest thing to the fountain of youth. Not only does regular activity strengthen your muscles, and improve heart and lung function, but it can also reduce your risk of major diseases, stimulate the growth of new brain cells, and even add years to your life. Studies show just thirty minutes of physical activity on most days is all that's required to reap big benefits.

The range of health bonuses now attributed to exercise has surprised even doctors. Research suggests that workouts may do the following:

1. **Keep you young.** Workouts such as brisk walking or cycling boost the amount of oxygen consumed during exercise. Improving your aerobic capacity by just 15 to 25 percent would be like shaving 10 to 20 years off your age. Aerobic exercise may also stimulate the growth of new brain cells in older adults.
2. **Reduce infections.** Moderate workouts temporarily rev-up the immune system by increasing the aggressiveness or capacity of immune cells. That may explain why people who exercise catch fewer colds.
3. **Prevent heart attacks.** Not only does exercise raise "good" HDL cholesterol and lower blood pressure, but new research shows it reduces arterial inflammation, another risk factor for heart attacks and strokes.
4. **Ease asthma.** New evidence shows that upper-body and breathing exercises can reduce the need to use an inhaler in mild cases of asthma.
5. **Control blood sugar.** Exercise helps maintain a healthy blood-sugar level by increasing the cells' sensitivity to insulin and by controlling weight. Regular, brisk walking can significantly cut the risk of developing type 2 diabetes.
6. **Protect against cancer.** Exercise may reduce the risk of colon cancer by speeding waste through the gut and lowering the insulin level. It may also protect against breast and prostate cancer by regulating hormone levels.

7. **Combat stress.** Regular aerobic exercise lowers levels of stress hormones. For many people, exercise helps relieve depression as effectively as antidepressant medication.
8. **Relieve hot flashes.** Increasing fitness by walking or practicing yoga enhances mood and reduces some menopausal symptoms, such as hot flashes and night sweats.
9. **Protect men's health.** Pelvic exercises help prevent erectile dysfunction and possibly benign prostate enlargement, a common cause of urinary problems.
10. **Prolong life.** Studies lasting many years have consistently shown that being active cuts the risk of premature death by about 50 percent for both men and women.

Adapted from *Consumer Reports*, September, 2007



We will jump right into the three steps to effortless weight loss.

These three steps are based on my **The Fix Fat Forever Weight Loss System** signature system that addresses weight release way beyond food and calories. They take away the frustrations and restrictions that are so typical of traditional “dieting”.

My experience is that so many people who are struggling with weight know exactly what foods are good for them and what they should not be eating. They eat relatively healthily, and they exercise religiously. They are frustrated because they are doing the “right things,” but they plateaued, and they are frustrated. If that sounds like your experience, this system addresses the missing pieces that are exactly what you need to achieve your goal.

Here are the three guiding principles that I am going to share with you today:

1. Beat Cravings
2. Waste = Weight
3. Stress Management

## **1. Beat Cravings**

Cravings can be a way that your body is telling you something. Honor your cravings by getting to the root cause of it, and find out what your body really needs.

Most people battle with sugar cravings and addiction. It’s a big topic, so I am going to share with you a few tips here to get you started. I will also share my 3 week sugar detox program (pages 45-47).

## **Yin/Yang Imbalance**

Eating foods that throw our body out of balance can create a craving for sugar. It is very helpful to look at this idea under the lens of yin/yang balance. This concept is grounded in how the energetics of foods is regarded in oriental medicine. We can put all our foods along the yin/yang spectrum. Yin foods are the ones that are cool and expanding in nature, while yang foods are ones that are hot or warm, and contracting in nature. The idea of “cool” or “warm”, in this context, has nothing to do with the temperature at which the foods are served.

When we eat too many yang foods, such as red meat, salt and egg, our body will want yin foods to restore balance. Sugar and alcohol are extreme yin foods that our body would usually crave.

Armed with this knowledge, you can reduce your sugar cravings by eating less extreme yang foods and, instead, choose foods that are more neutral on the spectrum. Examples are whole grains, fish, sea vegetables, beans, root vegetables, and winter squash.

## **Energy Quick Fix**

Cravings for sugar or refined carbohydrates can happen when our body needs a quick energy fix. Since needing quick energy is a major reason for many people to reach out for sugar, I am going to show you my three principles and a few tips on how to boost your energy so that you are less tempted to go for the candy jar.

When I work with my clients on increasing their energy, I use these three principles:

1. Create sustained energy
2. Nourish and strengthen the nervous system
3. Reduce body's toxic load

To create sustained energy, eat meals that are low in glycemic load (GL). To create a meal of low GL, start with unprocessed whole foods such as whole grains, vegetables, and beans. They are high in fibre, which is particularly important because it moderates the speed at which the sugar is absorbed by the body. Also, make sure you include a moderate amount of good fat and lean protein to slow down absorption and increase satiety.

You will also want to avoid coffee and caffeinated beverages, which often times increase your sugar cravings by creating blood sugar fluctuations and exacerbating mood swings. You can explore coffee alternatives that often contain less caffeine and are less likely to cause jitters. Examples are black tea, green tea, white tea, and rooibos (South African red bush tea).

I am going to skip over the part on nourishing the nervous system, because we are going to touch upon that when we talk about stress management later in this segment.

Now, let's talk about toxic load. What does toxic load have to do with energy? Well, quite a bit!

Our body needs to spend energy to detoxify and process environmental toxins that we put into our bodies – be it from our foods, the water we drink, the air we breathe, or the products and chemicals that we use. When your body diverts the energy to processing those toxic substances, less energy will be available to do things that matter – such as focusing on work, doing physical activities, or spending quality time with your friends and family.

To reduce your toxic load, you can try foods and herbs to support liver, kidney and colon detox. Examples are milk thistle, dandelion root, and yellow dock. Drinking a glass of warm water with the juice of half a lemon first thing in the morning is an easy way to support liver health.

You can also buy and eat organic foods as much as possible to reduce exposure to pesticides and herbicides. Pay close attention to the ingredients of the personal and household products that you use.

## **Nutrient Deficiency**

Cravings can be a sign of nutrient deficiency. Cravings for different flavors or texture can translate to a lack of various nutrients.

For example, sugar cravings can be our body's way of telling us that we need certain nutrients besides protein. These nutrients include chromium, carbon, phosphorous, sulphur, and the amino acid tryptophan.

I am including a handout (pages 36-38) on the relationship between the flavor or food that you crave, and the possible nutrient deficiency.

## **Dehydration**

Cravings can be caused by dehydration. Our body often misinterprets the sensation of thirst as hunger. Next time you feel a craving coming on, drink a glass of water and wait fifteen minutes; then see if you are still hungry.

## **Food Allergies**

Cravings can be an indication of food allergies – some people crave foods that they are allergic to. You can do an allergy test at a doctor’s office to find out, but they are not necessarily the most accurate. The best way is to do an elimination diet over the course of a few weeks, during which you eliminate the suspected foods, and then slowly add them back into your diet and observe your reactions.

## **Soul Nourishment**

Cravings can also be caused by non-physiological factors such as boredom, loneliness, or need for comfort. In this case, we will have to look outside of food and nutrition for coping strategies.

## **2. Waste = Weight**

My second guiding principle is waste = weight. The more toxic substances and metabolic waste that your body holds on to, the harder it is to release the weight.

You retain weight when your body holds onto metabolic waste, fluid, and toxins. Your body retains fat to protect itself from fat-soluble toxins. Until you let the toxins go, your body will not release the fat. You want to help your body get the existing toxins out, while reducing the amount of environmental toxins that you put into your body.

Some toxins also affect our endocrine system, our hormonal balance, our thyroid function, and our metabolism.

The human body is very intelligent, and many organs perform the function of detoxification and elimination. The first step is simply to put less “junk” and toxic substances into your body, so that your detox organs can free up bandwidth to deal with toxins that have been accumulating in your body.

Here are a few things that you can do right away:

- Buy organic produce as much as possible – learn about the “dirty dozen” and the “clean 15” (pages 40-42), which is a list of produce that is most contaminated with chemicals such as pesticides and herbicides.
- Reduce and work toward eliminating processed and packaged food from your life.
- You can facilitate your body’s elimination process, reduce fluid retention, and aid your body’s natural detoxification process by eating cleansing foods such as berries and leafy greens.

### **3. Stress Management**

So, what does stress have to do with weight? Turns out to be quite a bit!

As we discussed earlier, when we are stressed, our body produces the stress hormone cortisol, which packs a triple whammy. Cortisol:

- slows metabolism, affects blood sugar level, and interferes with insulin secretion;
- increases fat storage – especially around the mid-section; and
- promotes cravings for fatty, salty and sugary foods.

Plus, if you are stressed, you can’t relax and get the rest you need, which further spikes cortisol production and creates a vicious cycle.

There are various herbs that you can take to nourish your nervous system, depending on whether you want to strengthen and restore it, or to encourage calm and relaxation.

Try adaptogens such as ginseng and holy basil, or relaxing herbs such as chamomile, lemon balm and oats.

Calcium has a calming effect on the nervous system, so load up on calcium-rich foods such as leafy greens or bone broth during dinner.

Of course, avoid caffeinated beverages as much as you can, and explore coffee alternatives such as black tea, green tea, yerba mate, or rooibos.

If you regularly suffer from anxiety, you may want to look into brain chemistry imbalance – amino acid therapy can help balance. But this is something that you will need to work on with a qualified professional.

Besides nutrition-based strategies, you can also try these relaxation techniques to help reduce stress:

- **Meditation and breathing exercises** – Dr. Andrew Weil has a few easy breathing techniques on his website.
- **Yoga** – this can be seen as a form of moving meditation, and it helps release hormones that are conducive to relaxation. It is a way to encourage conscious, deep breathing, and hip-opening poses are particularly great for releasing stored stress and emotions.
- **Stretching** – taking time to hold a stretch can help you slow down and refocus your energy. Take the time to breath into your stretch, and close your eyes. Forward bends, whether seated or standing, are very soothing for the nervous system.
- **Exercise regularly** – exercise, especially cardiovascular exercise, releases endorphin, which is a feel-good hormone. It will take your mind off sugar, and most people report a decrease in food cravings and appetite a few hours post-workout. It can be as simple as taking a walk around the block for fifteen or thirty minutes during your lunch break – just start moving, and build on it.
- **Stop multi-tasking** – focusing on one thing at a time helps you become more efficient and more focused. For me, at least, a scattered brain creates inefficiency, which then leads to stress.
- **Journaling** – set aside a few minutes in the morning to journal. Set an intention for the day, write about what you are grateful for, set a couple of goals, and write down what you are going to do to take care of yourself and have fun. You can do the same thing in the evening. I like to write down things that I am grateful for, my accomplishments of that day, and appreciate the magic, no matter how small, that happened to me or around me.
- **Practice a bedtime ritual that helps you wind down** – i.e., turn off the TV, computer or any screens at least an hour before bed; have a warm cup of chamomile tea, or read a book. The blue light from electronic devices can interfere with your ability to relax and fall asleep. Getting enough rest is critical to nourishing our nervous system. When we are deprived of sleep, our body secretes the stress hormone cortisol, which prompts us to reach for sweet foods.

## **Mindset Tip**

I want to share with you one mindset tip.

When you face challenges in adapting the dietary and lifestyle changes for weight management, and want to just go back to the old familiar way of eating, ask yourself what is costing you not to take action?

And you need to go deep, and think deeper than the immediate consequences. Keep asking “then what?” For example, if you keep eating sugar, then you won’t lose the extra weight. This means you will be less confident about yourself, and maybe it means you won’t get that promotion and pay raise at work. It means you won’t have the extra income to take that vacation that you always dreamed of, or maybe you won’t get the peace of mind in knowing that your kids can attend the private school . . . now that’s a motivation!

Before we close, let’s take a couple minutes to review your food trackers. How are you feeling? Take a minute to do a complete body scan. How is your digestion? Are you still experiencing sugar or food cravings?

Here are some questions to ask yourself:

1. Are you making the best possible choices, given the circumstances?
2. Do you bring snacks with you when you are out of the house?
3. What excuses are you making up to rationalize your choices?
4. Does each meal include a lean protein, either animal or vegetarian?
5. How much alcohol are you drinking?

We reviewed my three principles to increase energy.

1. Create sustained energy
2. Nourish and strengthen the nervous system
3. Reduce the body’s toxic load

## Dinner

### Dinner Facts:

1. Your digestion is weaker later in the day, making it harder for you to digest your evening meal.
2. The body does not require a lot of calories later in the day, specifically at dinner, because you are supposed to be winding down for the night.
3. Most people unintentionally choose foods that spike their blood sugar levels, causing them to overeat at dinner, and then have cravings afterwards.

Do you find yourself having gas, bloating, heartburn or acid reflux in the later parts of the day, or mostly after dinner? That's because our digestive enzymes are strongest in the morning and weaken as the day progresses. Additionally, any stress that you go through during the day has a negative effect on your nervous system, and can slow down your digestion.

Are you someone who skips their afternoon snack, comes home starving, nibbles and snacks their way until dinner is ready, overeats at dinner, and then feels really tired afterwards? Again, that has to do with digestion and also the lack of meal preparation and planning.

How do you create easy and tasty dinners that you and your family will enjoy? It's simple. Prepare one meal for everyone. No stress or fussing. You can alter your meal to fit your needs, while still enjoying your favorite foods that the rest of the family is eating. Get creative with it.



**Top Foods to Add at Dinner Time:**

1. 1 cup of dark-green vegetable
2. 1 cup of vegetable soup (homemade or low sodium)
3.  $\frac{1}{3}$ – $\frac{1}{2}$  cup of low-glycemic whole grains (buckwheat, quinoa, brown rice, etc.)
4. Swap the pasta or the whole grain for spaghetti squash, or mock mashed potatoes (made with cauliflower)
5. Lean protein (chicken, turkey, beef, fish)

**Substitution Ideas:**

Fajitas – lettuce wraps instead of tortilla shell

Sheppard's Pie with mock mashed potatoes

Spaghetti squash with meatballs

Turkey burgers with sweet potato fries

Homemade pizza with chicken and veggies

## Instant Flat-Belly Strategies

### 1. Ban Bloat

A lot of times we feel "big" in the middle, not because of fat (thankfully!), but because of what's going on in our stomach. Keeping our digestive system happy, especially avoiding bloat, can go a long way in helping us look and feel slimmer.

Here are a few tips to ban bloat:

- Use herbs such as basil, dill, ginger, fennel, and mint – all of these herbs have gas-relieving properties.
- Introduce fiber-rich food gradually – fiber is great, but if you are not used to a fiber-rich diet and suddenly eat a lot of fiber-rich food, your GI tract will act up.
- Cook beans properly – soak beans for at least four hours, and use spices or kombu to improve digestibility.
- Notice how your body reacts to vegetables such as broccoli and cabbage.
- Look for potential food intolerance (e.g., lactose or gluten) – if your body cannot digest and assimilate these properly, they can cause gas.
- Yoga poses, such as twisting, can help relieve gas – these poses stimulate the movement of the smooth muscles of the intestinal walls and help "move things along".

## **2. Reduce Fluid Retention**

You can easily gain 3–5 pounds, and a dress size around the waist, if you are experiencing water retention. For most women, hormonal fluctuation is the main cause of fluid retention. Although you may not be able to get rid of all the fluids that Mother Nature imposes on you, there are a few things you can do to minimize the "impact":

- Stay hydrated
- Reduce salt intake
- Reduce sugar intake
- Reduce toxic load and detox regularly
- Use herbs with diuretic properties, such as dandelion greens, uva ursi, corn silk, alfalfa, stinging nettle, celery seeds and parsley
- Use the sauna to help relieve stored water

## **3. Facilitate Elimination**

Facilitating elimination can help get rid of "dead weight" that is bogging you down. It also helps to reduce your toxic load, which can cause you to hold onto excess weight.

Here are a few things you can do to help "move things along":

- Drink fresh carrot and apple juice to aid colon detox
- Drink a cup of warm water with two tablespoons of fresh lemon juice, first thing in the morning – it is very alkalinizing and cleansing
- Exercise regularly – movement helps peristalsis
- Ensure adequate intake of dietary fiber – fruits, vegetables, whole grains, flaxseed, wheat bran, and psyllium husk.

## Food and Cravings

<i>If you crave this . . .</i>	<i>what you need is . . .</i>	<i>and here are healthy foods that have it . . .</i>
Chocolate	Magnesium	Raw nuts and seeds, legumes, fruits
Sweets	Chromium	Broccoli, grapes, cheese, dried beans, calves' liver, chicken
	Carbon	Fresh fruits
	Phosphorus	Chicken, beef, liver, poultry, fish, eggs, dairy, nuts, legumes, grains
	Sulfur	Cranberries, horseradish, cruciferous vegetables, kale, cabbage
	Tryptophan	Cheese, liver, lamb, raisins, sweet potato, spinach
Bread, toast	Nitrogen	High-protein foods: fish, meat, nuts, beans
Oily snacks, fatty foods	Calcium	Mustard and turnip greens, broccoli, kale, legumes, cheese, sesame
Coffee or tea	Phosphorous	Chicken, beef, liver, poultry, fish, eggs, dairy, nuts, legumes
	Sulfur	Egg yolks, red peppers, muscle protein, garlic, onion, cruciferous vegetables
	NaCl (salt)	Sea salt, apple cider vinegar (on salad)
	Iron	Meat, fish, poultry, seaweed, greens, black cherries
Alcohol, recreational drugs	Protein	Meat, poultry, seafood, dairy, nuts
	Avenin	Granola, oatmeal
	Calcium	Mustard and turnip greens, broccoli, kale, legumes, cheese, sesame

	Glutamine	Supplement glutamine powder for withdrawal, raw cabbage juice
	Potassium	Sun-dried black olives, potato-peel broth, seaweed, bitter greens
Chewing ice	Iron	Meat, fish, poultry, seaweed, greens, black cherries
Burned food	Carbon	Fresh fruits
Soda and other carbonated drinks	Calcium	Mustard and turnip greens, broccoli, kale, legumes, cheese, sesame
Salty foods	Chloride	Raw goat's milk, fish, unrefined sea salt
Acid foods	Magnesium	Raw nuts and seeds, legumes, fruits
Preference for liquids rather than solids	Water	Flavor water with lemon or lime. <i>You need 8–10 glasses per day.</i>
Preference for solids rather than liquids	Water	You have been so dehydrated, for so long, that you have lost your thirst. Flavor water with lemon or lime. <i>You need 8–10 glasses per day.</i>
Cool drinks	Manganese	Walnuts, almonds, pecans, pineapple, blueberries
Pre-menstrual cravings	Zinc	Red meats (especially organ meats), seafood, leafy vegetables, root vegetables
General overeating	Silicon	Nuts, seeds. <i>Avoid refined starches</i>
	Tryptophan	Cheese, liver, lamb, raisins, sweet potato, spinach
	Tyrosine	Vitamin C supplements or orange, green, red fruits and vegetables
Lack of appetite	Vitamin B1	Nuts, seeds, beans, liver and other organ meats
	Vitamin B3	Tuna, halibut, beef, chicken, turkey, pork,

		seeds and legumes
	Manganese	Walnuts, almonds, pecans, pineapple, blueberries
	Chloride	Raw goat milk, unrefined sea salt
Tobacco	Silicon	Nuts, seeds. <i>Avoid refined starches</i>
	Tyrosine	Vitamin C supplements or orange, green and red fruits and vegetables

1. *Lectures, Cheryl M. Deroin, NMD, Southwest College of Naturopathic Medicine, Spring 2003 (healthy food recommendations)*
2. *Bernard Jenson, PhD, The Chemistry of Man B. Jensen Publisher, 1983 (deficiencies linked to specific cravings and some food recommendations)*

## **Five Tips to Reduce Toxic Load**

To reduce your body's toxic load without an elaborate cleansing program, you can try the following:

1. **Gentle Detox:**

Use foods and herbs that support liver, kidney, and colon detox. Drinking a glass of warm water with the juice of half a lemon first thing in the morning is an easy way to support liver health.

Encourage elimination through the skin (the largest organ for elimination) through sweating and dry brushing.

2. Buy and eat organic foods as much as possible to reduce exposure to pesticides and herbicide.
3. Avoid processed, packaged foods – chemical ingredients, artificial sweeteners, and trans fat – your body doesn't recognize them as food, and will spend a lot of energy processing, detoxifying, and eliminating them.
4. Avoid alcohol – processing alcohol is a lot of work for the liver.
5. Upgrade your personal and household products to reduce the amount of harmful chemicals that you are regularly exposed to.

*Taken from the **Environmental Working Group** ([www.foodnews.org](http://www.foodnews.org))*

## **Finding Healthier Food**

You can lower your pesticide consumption by nearly four-fifths by avoiding the 12 most contaminated fruits and vegetables and instead eating the least contaminated produce, according to EWG calculations. When you eat the 12 most contaminated fruits and vegetables, you'll be exposed to an average of 10 pesticides a day. When you choose fresh produce from the 15 least contaminated fruits and vegetables, you'll consume fewer than 2 pesticides per day.

## **The Dirty Dozen™**

**Of the 12 most contaminated foods, 7 are fruits: peaches, strawberries, apples, domestic blueberries, nectarines, cherries and imported grapes. Notable findings:**

More than 96 percent of peaches tested positive for pesticides, followed by nectarines (95.1 percent) and apples (93.6 percent).

Nearly 86 percent of peaches contained 2 or more pesticide residues, followed by apples (82.3 percent) and nectarines (80.6 percent).

Strawberries and domestic blueberries each had 13 pesticides detected on a single sample. Peaches and apples were second, with 9 pesticides on one sample.

Peaches had been treated with more pesticides than any other produce, registering combinations of up to 67 different chemicals. Strawberries were next, with 53 pesticides and apples with 47.



**Celery, sweet bell peppers, spinach, kale, collard greens and potatoes are the vegetables most likely to retain pesticide contamination:**

Some 95 percent all celery samples tested positive for pesticides, followed by imported cucumbers (84.5 percent) and potatoes (84.2 percent).

Nearly 85 percent of celery samples contained multiple pesticides, followed by sweet bell peppers (61.5 percent) and collard greens (53.2 percent).

A single celery was contaminated with 13 different chemicals, followed by kale (10), and collard greens, domestic green beans, spinach and lettuce (9).

Celery had been treated with as many as 67 pesticides, followed by sweet bell peppers (63) and kale (57).

## **The Clean Fifteen™**

**The vegetables least likely to test positive for pesticides are onions, sweet corn, sweet peas, asparagus, cabbage, eggplant and sweet potatoes.**

Asparagus, sweet corn, and onions had no detectable pesticide residues on 90 percent or more of samples.

More than four-fifths of cabbage samples (82.1 percent) had no detectable pesticides, followed by sweet peas (77.1 percent) and eggplant (75.4 percent).

Multiple pesticide residues are extremely rare on vegetables low in overall contamination. No samples of onions and corn showed more than one pesticide. Sweet potatoes showed multiple pesticides in 9.3 percent of samples.

The most contaminated single sample among the low-pesticide vegetables showed 4 different chemicals.

**The fruits least likely to test positive for pesticide residues are avocados, pineapples, mangoes, kiwi, domestic cantaloupe, watermelon, grapefruit and honeydew.**

Fewer than 10 percent of pineapple, mango, and avocado samples showed detectable, and fewer than one percent of samples had more than one pesticide residue.

Nearly 60 percent of honeydew melons had detectable pesticides but only 14.2 percent of samples contained more than one residue. Grapefruit had residues on 54.5 percent of samples, and 17.5 percent showed multiple pesticide residues.

Today, we are going to discuss medical conditions and weight gain, plus the importance of taking action and getting support.

## **Medical Conditions and Weight Gain**

Like I mentioned, there are certain medical conditions that are related to weight gain. If you have pounds that just won't go anywhere, you will want to look into a few things that are medically related. A common example is low thyroid condition. Thyroid hormone is closely related to metabolism, and low thyroid can mean a slower metabolism, which translates into fewer calories burned.

Some women retain weight because of estrogen dominance. If you are also suffering from PMS, your weight issue may be partly due to estrogen dominance. Some medication can also lead to weight gain. That includes certain steroids, some antidepressants, anti-seizure medication, diabetes drugs, high-blood-pressure drugs, as well as certain heartburn drugs.

Here is an interesting article called "Is Your Medicine Cabinet Making You Fat?"(<http://www.medicinenet.com/script/main/art.asp?articlekey=56339> )

Of course, for anything related to prescription medication, make sure you discuss your condition with your doctor before making any decisions.

Lastly, food sensitivities can cause the body to retain 5–8 pounds of water very rapidly. An elimination diet, with the guidance of a trained health professional, is a good way to find out if food sensitivities are causing weight gain for you. Some usual suspects include gluten, dairy, egg (egg white has higher allergenic potential than egg yolk), and soy.

## **Mindset Tip**

Last, but not least, I want to share with you this last mindset tip – and I think it’s one of the most critical mindset changes that you need to make for changes to happen.

Sometimes people say they want to achieve something – they sound very driven; they pay for all the coaches, programs, products and equipment they can get their hands on; but they still cannot take the actions to get to where they want to be.

There may be subconscious fear and mental blocks that are holding them back. If you have been trying to make changes to your diet and lifestyle, but are unable to make breakthroughs beyond a certain point, I invite you to dig deeper into what is holding you back. Maybe it’s not just a matter of willpower at the present moment that is preventing you from succeeding. You may have to do some work to see if any of your past experience is responsible for some limiting beliefs that are holding you back.

I recommend the book called *The Big Leap*; it talks about the concept of “upper-limiting.” Some people, when they achieve success, would do something to decrease their overall happiness – self-sabotage. They think that they do not deserve the joy. Again, this is deeply rooted in your belief system and your early experience. I encourage you to get the book if you want to dig deeper.

## **Get Support, Take Action**

Since we are now at the end of this course, I want to assure you that you have more than enough information and knowledge to release your weight. However, no matter how much material you have read, or how many pages of notes you have taken, health does not happen by osmosis. I urge you to find the right kind of support – be it with me, with some other coaches, or with a friend or family member – so that you can take meaningful action and make positive changes to your life.

To get you started right away, I am going to share with you information on how to do a three-week “sugar cleanse” to jumpstart your health and help curb your cravings.

## **The Three-Week Sugar Cleanse**

Now, last, but not least, comes the week-by-week instruction on the three-week sugar cleanse. This simple process can help you wean off sugar and jumpstart your health and wellness. Most people who follow this manage to lose weight, gain more energy, increase mental clarity, and improve emotional well-being.

So, here we go:

For the first week, your main goal is to cultivate awareness and mindfulness. Practice reading labels and identifying all the sources of added sugar in your diet. You can refer to the handout “the many names of sugar” and do some detective work. This is a great way to teach kids to read nutrition labels as well, and most children enjoy being a nutritional detective.

For the second week, start increasing your consumption of wholesome food. By adding in healthful choices, you will naturally crowd out processed and packaged foods, which most often are our main sources of added sugar. Make sure you pay attention to the beverages you consume as well, and, if possible, substitute sugary beverages with water and herbal tea. One word of caution: Artificial sweeteners do more harm than good, so you want to avoid diet drinks as well.

For the third and last week, avoid all forms of sugar – and no artificial sweeteners either. You may choose to use natural sweeteners very sparingly if you have to – you can refer to the handout for a list – and you can also sweeten your food using fruit juices or puree in very small amounts. The first couple of days may be a little tough, but you should be free of your sugar dependency by the middle of this third week.

### **Alternative Names for Sugar/Synonyms**

If you encounter one of the names below in a product ingredient list – it's sugar in one form or other and will contribute 4 calories per gram consumed (exceptions noted in parentheses). Artificial sweeteners contain no calories but are at times controversial due to other health risks they may or may not pose.

Aspartame – marketed as Nutrasweet (artificial, 0 calories)

Acesulfame potassium (acesulfame-K)

Barley Malt Extract

Brown Rice Syrup

Brown sugar

Corn sweetener

Corn syrup, or corn syrup solids

Crystalline Fructose

Dehydrated Cane Juice

Dextrin

Dextrose

Evaporated Cane Juice

Fructose

Fruit juice concentrate

Glucose

High-fructose corn syrup

Honey

Invert sugar (golden syrup)

Lactose

Maltodextrin

Malt syrup

Maltose  
Mannitol (2.6 calories)  
Maple syrup  
Molasses  
Neotame (artificial, 0 calories)  
Raw sugar  
Rice Syrup  
Saccharin (artificial, 0 calories)  
Saccharose  
Sucralose – marketed as Splenda (artificial, 0 calories)  
Sucrose  
Sugar  
Sorbitol (2.6 calories)  
Sorghum syrup  
Syrup  
Treacle  
Turbinado Sugar  
Xylose

Well, this concludes **The Fix Fat Forever Weight Loss System**, and I want to acknowledge you for taking action to improve your health and wellness. Please stay in touch – send me a note, and let me know how you are doing on this program. I look forward to helping you in my other home study programs, classes, or coaching programs. Bye for now!

Joe Martin

[JoeMartinFitness.com](http://JoeMartinFitness.com)