

Day 12: Cutting Through the Bull

"I lost 10 pounds in 3 minutes on the new Ab Professor! You Can Too!"

Professional marketers know how to play on your emotions, don't they? They have all it down to a science. Ignore their ads, their promises, their dreams of hope. They will only waste your time and money. How many workout products have you bought that are now collecting dust?

America is obese because America is confused.

More Doctors Smoke Camels than Any Other Cigarette!

Speaking of marketers, they actually created the line above. This is what you heard or saw in their cigarette ad campaigns in the 50's. Surprised?

Before 1958, study after study proved that smoking had no serious side effects on health. The government convinced us that smoking was safe. Amazingly, even the medical community agreed that smoking was harmless.

All those experts and studies were wrong. As everyone was touting the safety of cigarettes, lung cancer rates were soaring. That is until 1958 when the Surgeon General first linked smoking to lung cancer. Since this realization, lung cancer rates have been steadily decreasing. Today, there would be no way we would ever see a doctor endorse smoking.

Expert Noise

Every day we hear experts who have opinions on what we should do to lose weight. We see the ads and the famous people promising us this or that will work. Yet we have tried everything out there and none of it works. Why?

America is one of the most 'nutritionally educated' countries in the history of the world and yet we are the most obese. We know more than other countries but we are worse off than they are.

Think about this: even our doctors were fooled into supporting smoking because of all those studies that showed cigarettes had no serious side effects on health. The experts were fooled by the experts!

We see this exact trend today with the low-fat craze.

But Dr. Mo Ignored the Noise...

Meet Dr. Mo, who participated in our 2015 Altered! weight loss challenge. As an expert, she was confused too. Mo was classified as obese at 207 pounds, and knew that she was not being a good role model for her patients.

This is what she would think to herself when she treated her obese patients:

"Oh my god, I don't want that to happen to me. I'm not going to deny that eating is my problem; eating for comfort, eating out, eating junk, eating French fries and pizza... I've wanted to lose the weight for the longest time."

Dr. Mo did REV!, just like you and lost 32.6 pounds in 8 weeks. She dropped out of the 'obese' risk category and looks great! She now confidently tells her patients how to eat right for the rest of their lives using the simple principles of Personal Trainer Food.

The Simple Facts About Weight Loss.

If you do listen to the noise, losing weight seems so complicated. But if you take a look back through history, you will find the simple answer.

From 1960 on, people stopped eating meat, eggs, and vegetables. Instead, they ate more processed foods filled with sugar, starches and processed fillers. Just like cigarette smoking and lung cancer, sugar consumption and obesity are following the same lockstep trend.

For the past 45 years since 1965:

1. Fat consumption has declined.
2. Calorie consumption has only slightly increased, by about 5%.
3. The number of people who are overweight and obese has skyrocketed from 6% in 1965 to a whopping 65% in 2010!

At the same time...

1. The manufacturing process for flour has improved tremendously.
2. The consumption of sugar has skyrocketed.
3. The consumption of flour has skyrocketed.
4. We now have the highest number of gym memberships sold per year.

Fat is not making us fat; that is a myth. Up until about 1960, we ate lard and butter most every day and there was no obesity epidemic. Calories in and calories out is a myth. We are eating about the same number of calories per day as we were in 1960. And all those people sweating it out in gyms has not solved the obesity trend.

The only difference? The increase in consumption of sugar, flour, starches and processed junk has increased, and THAT is making us fat.

It's that simple.

How did it go today? Let us know! Write down any questions you have and feel free to reach out to us.

You can Live Chat us at www.PersonalTrainerFood.com

Email us at WeightlossCoach@PersonalTrainerFood.com

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