

Day 20: The Body You Wanted for a Lifetime VS. Junk Food You've Wanted for an Hour?

If you have ever asked a Weight Loss Coach what you should do if you get hungry while on REV, they probably told you to add more meat, eggs or leafy greens.

People are really surprised when we don't tell them how much to add. They will thoughtfully pause then cautiously ask "but don't those things have a lot of calories and fat? I don't want to slow my progress down!"

You have nothing to worry about. Here's why.

Calories Only Exist if You Count Them

The problem: a "calorie" is a form of measurement which was invented to measure heat production, not food energy. Calories are measured by burning food up and observing how much heat the food produces. The thing is, our bodies are not steam engines; they do not run on heat.

When we think of food only in terms of calories, we tend to see what we eat as being burned through exercise or stored on the body as fat and nothing else.

Here are five ways your body uses the food you eat without 'burning' it:

1. It is used to build and repair tissues such as muscles, skin, bone and hair.
2. It is used to build hormones, proteins and enzymes your body needs to function.
3. It is turned into secretions such as bile, sweat and stomach acid.
4. Your gut bacteria eat that food to stay alive.
5. The food may not be digested (need we go there?).

...but sugar calories make you fat, don't they?

Sugar makes you fat. Not calories.

Sugars and starches are devoid of nutrients your body can use. Unlike meats, eggs and vegetables, they are not needed to build anything in your body. When you eat a piece of chocolate cake, the flour and sugar are converted to glucose and sent to your liver. If there is a lot of glucose, the excess is sent into your bloodstream.

Note: a piece of cake will obviously create excess glucose, as will consistently eating smaller quantities of starches and sugars over time.

The problem is that high blood sugar levels are damaging to your body. When blood sugar levels increase, your pancreas releases insulin to pick up the excess glucose so it can be tucked away on your thighs, butt and belly as fat.

Did you see what happened there? The flour and sugar were not converted into "caloric energy" and then "burned." Nor were they used by your body to grow hair, repair tissues or build anything. They were almost immediately turned into blood sugars and then into fat.

Mike's Wager

To prove the Calorie Myth, Mike proposed a wager: he would eat 12 Big Macs a day for 10 days, but without the bun. He went to his doctor first, and got his official weight before starting this crazy experiment.

Mike did this in response to a diet book that the media and everyone else was going crazy about. The book was focused on using portion control and counting calories as a means to lose fat. His wager: if he gained weight, he would purchase 1,000 copies of that book and personally hand out all 1,000 copies to his Personal Trainer Food Customers.

When Mike weighed in after 10 days, he had not gained a single pound! In fact, he LOST 2.7 pounds on this crazy high-calorie diet.

Mike doesn't care how many calories he eats to this day. He effortlessly maintains a lean and healthy physique eating food he enjoys. Mike is passionate about teaching people like you to do the same each and every day.

In the meantime, what happened to that diet book everyone was crazy about? ...hmm...we're sorry...we can't remember the name. It must have been just another fad.

Can I Have Another Piece of Chocolate Cake?

Now suppose you bring home a whole chocolate cake from the office, left over from a co-worker's birthday party. Of course you don't want food to go to waste, so you are bringing it home to share with your family.

Suppose also that you are counting calories to lose fat and realize that you have about 500 calories left for the day since you skipped lunch. You are hungry, but you really do feel like having something sweet right now. Just one piece of chocolate cake won't kill your calorie count!

So you eat just one piece.

An hour later, how are you feeling? Hungry again, right? Again, you think to yourself that another 500 calories over the course of the entire week is not going to kill your fat and calorie-counting, points-deducting diet plan. Besides, eating a piece of chocolate cake would be a good reward for all your hard work!

So you have another piece...

Wrong Food Addiction

Two hours later how much cake do you have left? For people with Wrong Food Addiction, it wouldn't be too much of a stretch to say that there won't be much cake left by morning. Some (perhaps even you) can relate to stuffing the box holding the remaining crumbs deep into the garbage can in an attempt to hide the indiscretion from others in your household.

(Some of our Weight Loss Coaches who were previously obese will even admit that they went so far as to buy a whole new cake before anyone noticed it was missing!)

Recall when you were fasting how you created awareness between craving and hunger? When you are hungry, you have a physical reaction to needing food. When you are craving, it is an emotional REFLEX.

As you read this, did you see how you have trained yourself to emotionally react to situations by

eating? When you see left over chocolate cake from work, do you feel like you need to bring it home and not waste it? When the cake is in your fridge, how much of your mind is preoccupied with the thought of eating it or resisting eating it? Do you feel rewarded when you eat it? Did it soothe your senses temporarily? Is your mouth watering right now as you are reading about cake?

That is Wrong Food Addiction. Is all that really necessary?

Overcoming Addiction

Now, instead of cake, let's say that you had a huge steak in your fridge. You get a little hungry, and, recalling the advice of your Weight Loss Coach, you decide to have some steak.

An hour later, how are you feeling? Kind of full, right? Two hours later? You are probably still feeling pretty good. And by morning (even though we see no problem with eating the whole steak if you want), there is probably a good amount of steak left in your fridge. Eating steak is a smart move. It keeps you feeling fuller longer, your blood sugar levels even, and it is not stored as fat on the body.

Here is another really smart thing eating steak instead of sweets does: it avoids the cycle of addiction.

Note: while we are using steak as an example here, ALL meats, eggs and leafy greens have the same benefit; you can use any of your PTF entrées in your freezer to help you overcome addiction. They will work in the exact same way! You can always find some salad greens in the refrigerator here at the Personal Trainer Food office for this same reason!

Food Is Not a Reward

"It's your birthday, have some chocolate cake."

"If you behave I will get you some ice cream..."

"I always go to the State Fair; I love the deep fried Snickers bars so much!"

"Let's get some donuts and coffee after church."

"We always have chips and beer along with cupcakes in our team colors on game day."

"I can have cheat meals if I work out."

In order to fully break the cycle of food addiction, you must let go of the idea of using food as a reward or celebration. If you can do that, you will never again have to go through the embarrassment of hiding the evidence in the garbage can the next morning.

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

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