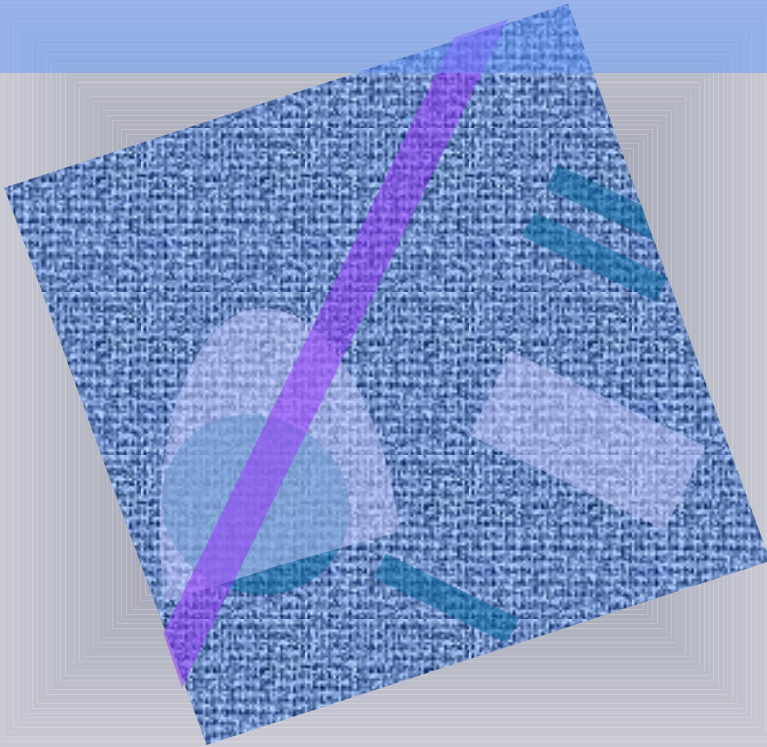


*Weight Management by*

*Tarzan-maxx*



# *Why Conventional Diets Fail*

- *Weight-Loss Vs. Fat-Loss*
  - *Conventional diets emphasize weight-loss.*
  - *The key to permanent weight-management is understanding the difference between “weight-loss” and “fat-loss.”*

# *You Can't Starve Fat*

## *Here are the Physiological Facts:*

- Fat is stored energy*
- Your body can adapt to starvation*
- Fat requires oxygen to be burned*
- Oxygen requires exercise*

# *Personalization is Key to Your Success*

## *One Size Does NOT Fit All*

- People are genetically different*
- People live individual lifestyles*
- Individual food preferences*
- Individual caloric intake requirements*

# *The Myth*

- *The Myth Behind Restricted Calorie Dieting – By the Numbers!*
  - *9 calories in one gram of fat*
  - *3,500 calories = one pound of fat*
  - *3,000 calories = average American diet*

## *The Myth... continued*

- *Theoretically, if you weigh 200 lbs and reduce intake by 1,000 calories per day, you should lose 2 lbs per week or 104 lbs per year*
- *By the end of the second year, you should weigh – 8 lbs.*

# *Conventional Diets*

## *Lose Muscle... Not Fat*

- The body is efficient at storing fat*
- Easier to convert muscle into energy*
- Conventional diets starve muscle*
- Most diets don't include aerobic activity*

# *A Typical Dieter*

*Meet Joe Dieter*

*Physical Characteristics*

- Age: 40*
- Height: 5' 10"*
- Weight: 200lbs*
- Body Fat: 23%*
- Daily Caloric Intake: 3,000*
- Two Big Meals per day*





# *Typical Dieter 2 Weeks*

- Calorie intake reduced to 2,000 per day*
- Results: Weight drops to 190 in 2 weeks*
- Symptoms: Metabolic rate declines / sluggish*



# Typical Dieter 5 Weeks

## “Plateau Busters Program”

- Calorie intake cut to 1,500 per day
- Results: weight drops to 180
- Symptoms: requires sleep/sluggish/headaches
- Cravings: sugars and fat



# Typical Dieter Results

## Post Diet Statistics

- Results = 170 lbs after 10 weeks
- Body fat = 22%

## Program Results

- Lost 30 lbs
- Lost 1% body-fat

# **Typical Dieter The Real Story**

**Lost 28 lbs of Lean Muscle Tissue**

**Lost only 2 lbs of Body-Fat**



# Typical Dieter 1 Year Later

- Age: 41
- Weight: 203 lbs
- Body-fat: 32%
- Calorie intake: 2,000 (1,000 less than last year)



Yo-Yo Dieter:

Remembers losing weight – goes back to commercial weight-loss center.

# *Concept of Individuality*

- *Old Philosophy: You must conform to our program.*
- *New Philosophy: Our program will conform to you.*

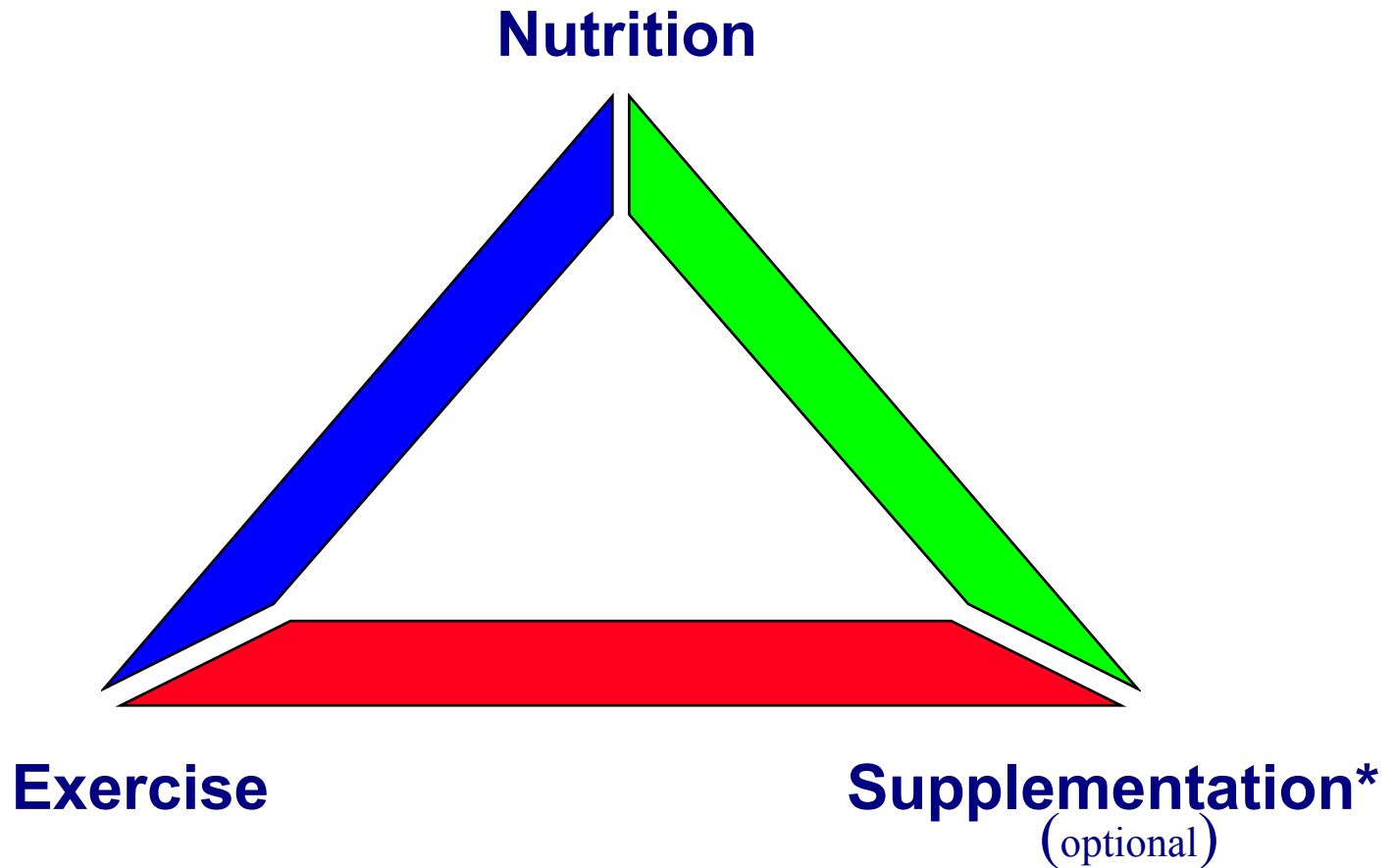
# *Unique Physical Characteristics*

- *Height*
- *Weight*
- *Gender*
- *Ethnicity*



- *Age*
- *Body-fat*
- *Stress*
- *Genetics*

# *Elements of Individuality*

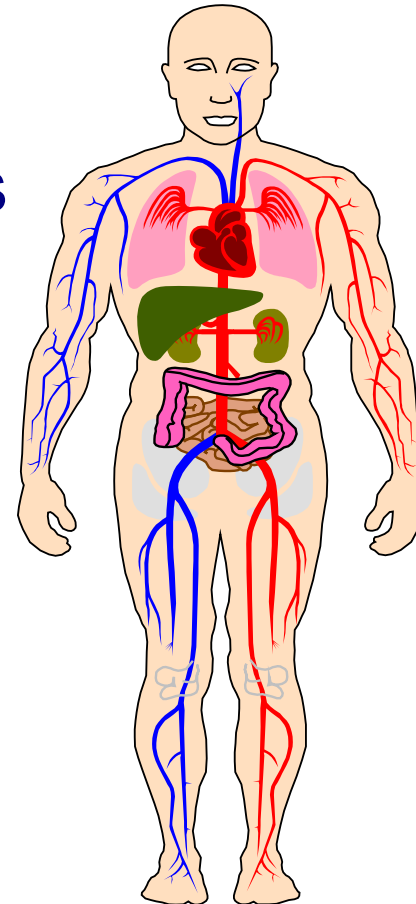




# *Nutrition*

## *Individual Mechanisms*

- Calorie requirements
- Metabolism

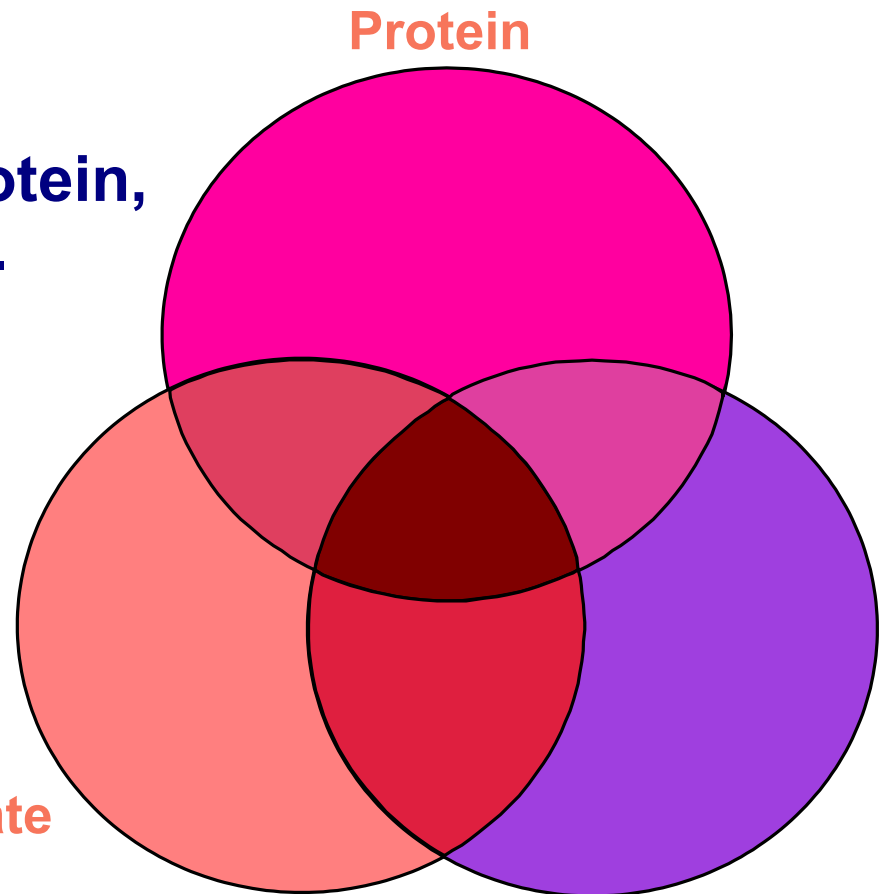


# Nutrition

## Energy Conversion

Your body requires a *specific* balance of protein, carbohydrates and fat.

That balance is determined by how *your* body converts these elements into fuel.



*Often indicated by food preference.*

# Exercise

“... A comprehensive weight-control program, *one which includes exercise*, is the only effective treatment for long-term weight reduction and weight-control.”

- American Medical Association -  
Council on Scientific Affairs



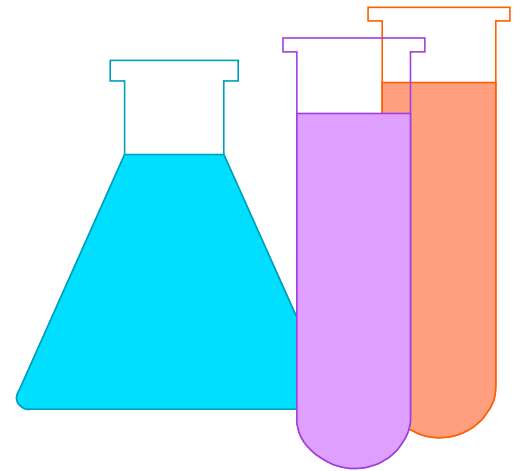
# Exercise

- Aerobic exercise
- Fat requires oxygen to be burned
- Oxygen requires exercise
- Anaerobic exercise for muscle/tone

# Supplementation

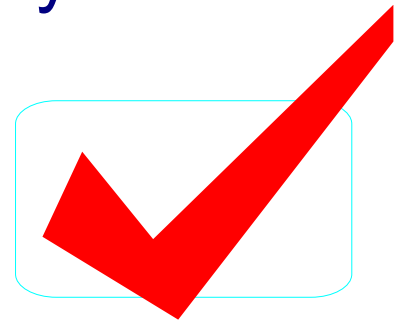
Modern technology depletes foods through:

- Cooking
- Pesticides
- Modified animal feed
- Genetic alterations



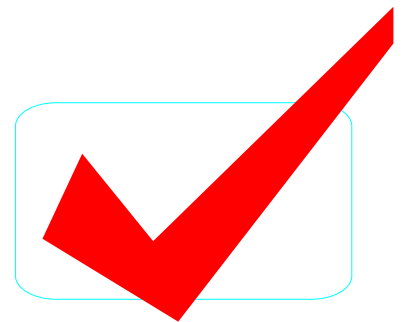
# How to Achieve Your Goals

- Focus on fat-loss instead of weight loss
- Learn more about how YOUR body works
- Learn more about food
- Design a menu for YOUR body's needs



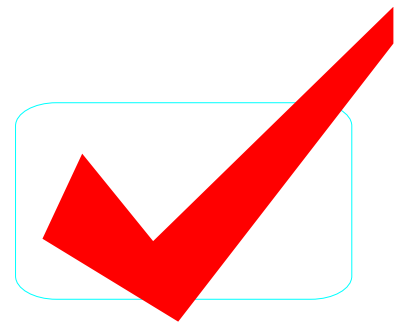
# How to Achieve Your Goals

- Retain a personal trainer
- Design an exercise program around YOU
- Exercise at least 3 days a week
- Chart YOUR progress



# How to Achieve Your Goals

- Learn about nutritional supplements
- Only take that which you need
- Take them consistently





# How to Achieve Your Goals

Make the healthy lifestyle  
commitment for a Lifetime

