

FAT BURNER SECRETS

VOLUME 1



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The Problem

Why are some people naturally lean, while others struggle to lose fat?

Does it seem like no matter what you do from diet, weights, cardio, and maybe even drugs, you just can't lose the fat?

I can relate. I used to think I was trapped inside a body that wasn't really me also.

So here is the truth: Your Body Hates You!

Actually I have this backwards. Your body loves you so much it will do almost anything to keep you alive. Unfortunately this does not help us look good naked 😊.

But here is the real problem, dieting sucks! This is the real point of this report. Putting on the pounds is pretty easy for most. Just dig in and enjoy.

That is of course unless you are one of the genetic freaks we hate so much. But the point is for very good reason it is easier to gain weight than to lose it.

I have always had a fascination with diet and fat loss. I have been obsessed with this topic for as long as I can remember. I guess it comes with the scars of being a former fat kid. I have read and done it all trying to lose the fat.

Why?

Basically to try and "fix myself." Just like my friend who as always wanted to be huge. He dedicates all his time to studying muscular physiology for the same reason. We make a very good team, especially when you throw in our buddy, who is studying endocrinology. Between the three of us, we have most anything physical covered.

I may be lean at 10% body fat, but I am still not completely happy. My doctors are thrilled during physicals and think I am crazy to want to be leaner...so does my family. I am not saying they're wrong either. But at 10% body fat, I'm simply not satisfied. Most athletes have been here before and understand where I am coming from. Or you just may think I am simply nuts...

But read on because this pertains to all of us.

Personally, I have found that using the secrets revealed in this report can have a profound impact on how lean you can become now and for the long term. If you desire to lose that stubborn body fat and keep it off then pay attention because this report contains the answers.

One last thing before we get started. I urge you to go lock the door, take the phone off the hook, and get comfortable so that you can devote your full attention to what you are about to read.

Yes, this report is that important!

It's no understatement to say that what I am about to reveal could change your body and future.

So without further ado, let's get started ...

Fat Be GONE

Although you may disagree, fundamentally losing weight is not that difficult.

Despite all the reports of miracle diets, magic pills, and synergistic workouts, it still boils down to the basics of diet and exercise. But still there are some road blocks to have success:

- 1) Sticking to your diet... short term. Hunger, deprivation, anxiety all work in concert to keep you fat.
- 2) Keeping the fat off... long term. Harder than most people think. Old habits can come back to haunt you.
- 3) Fat burning enzymes in the body can be out of balance, preventing even the most rigorous of exercises from working correctly.
- 4) Crashing metabolism from dieting... "What?" Yes, dieting actually slows down metabolism.

Now sure there are pharmaceutical drugs that can correct just about any of these issues but let's say we are looking for a natural long term solution, such as losing pounds of body fat without having to deal with muscle loss, crashing hormones, and a whole host of other problems.

This is an issue I have been working on for years and I found some good solutions. Unfortunately, most of them were far from a complete solution. They would deal with one small problem but leave all the rest to chance.

Making Life A Little Easier

So what exactly do we need?

A total solution to lose the body fat and keep it off without having to count every calorie and live like a monk for the rest of our days would be great. It sounds simple, but everything I have tried until now has failed miserably.

For the other obsessed or athletic types like myself, the ultimate goal would be to lose *all* the body fat you want without screwing up your body on the way down.

What we need is to lose fat without losing muscle, slowing down our metabolism, and having a runaway appetite. Staying lean year-round without a ton of effort sure would be nice ☺.

How about packing on some muscle without packing on the fat? Sounds like a dream, I know.

Most solutions to date come with a high price of temporary results and jitters so bad you can only sleep every 48 hrs. Even these attempt at a solution only work to a limited degree and only look at part of the problem.

Ultimately, *Fat Burner Secrets* is about addressing all the problems that come along with getting lean. From some extensive research into what is available in the world of natural fat burners, I have found a solution that solves many of the problems I have mentioned.

I will show you all the facts. What is crap and what isn't.

Before you begin to think this report is only for the nuts like me who want to be ripped year round, fundamentally losing 10Lbs and keeping it off is basically the same as getting to 6% body fat and staying there year round. Both situations have the same problems: hunger, metabolic slowdown, impaired fat burning, crashing hormones; all of which derail your chances of success.

Why Dieting Sucks

When we look at what the mountain of literature on dieting, it is apparent that there is very little success. In fact, about 90% and more of dieters gain back the weight they lost within only a few years. This leaves many to conclude that, with such a poor rate of success, is it really worth even attempting?

Initially losing the weight is not where the problem lies, as I discussed earlier...it is continuing to lose it and then keeping it off for the long term. Researchers are continually focusing on correcting this problem. If we dedicate ourselves tirelessly to eating less and getting plenty of exercise, the weight usually drops off pretty easy at first. But keeping it off long-term is where most of us fail miserably.

Why does this happen? Why do we gain this body fat back so easily even when it was so excruciating to take it off in the first place? The reasons include both physiological and psychological reasons. But a lot of it has to do with behavior, and almost no one likes self-imposed restrictions. This can cause anxiety, which most humans don't particularly enjoy.

But physiologically, dieting to lose fat can cause all sorts of problems which prevent great success such as decreased metabolism and energy, not to forget slower fat burning.

But that's not the worst of it. The longer we diet, the more primed we are to store calories again. Your body can't wait to store fat for the next famine.

The few who succeed, although a very small percentage, tend to display certain characteristics such as eating and exercise habits that are different from their failed cousins. These successful dieters make permanent changes which keeps the body fat loss maintained. Through the use of self-monitoring and long-term calorie restrictions, they are able to maintain their results.

But wouldn't it be nice if there was a solution to fix these problems?

It's Not Your Fault

It's easy for weight loss 'experts' to claim all weight loss failures are due to lack of willpower. This turns out to be just too simplistic of an explanation.

Literally, it's your brain and its puppet master control over your hormones to blame. When dieting, your brain begins to send out strong appetite and hunger signals to bring us back to our pre-diet bodies. That's on top of the other metabolic derangements, such as slowed metabolic rate and decreased fat burning, along with increased fat storage capacity that occurs with dieting and weight/fat loss.

Athletes and bodybuilders that are dieting come with a separate set of problems altogether, although the mechanisms involved are related. Most athletes equate suffering with progress so psychological issues are not a problem. This can be both a good thing and a bad thing however. On one side, athletes never complain about hunger or having to change habits because to them it is all part of the grand scheme of things. But most confuse working harder with working smarter.

For very lean people, problems are primarily physiological, not psychological. Without supplementation (or 'props' and 'gear' as it is otherwise known), natural athletes drop lean body mass at an amazingly fast rate and have totally screwed up their hormone levels. Staying lean, except for the genetic freaks we love to hate, is nearly impossible without some help. You'll know why soon.

When we get lean past a certain point, specifically in the range of 10-12% body fat for men and perhaps 18-20% body fat for women, a chain reaction begins whereby levels of testosterone, growth hormone, thyroid, and the other 'good' hormones begin to crash. At the same time bad hormones like Cortisol skyrockets and our appetites soar through the roof. Loss of muscle accelerates and that last bit of fat becomes extremely difficult to lose.

This isn't a big deal for those bodybuilders who need only be lean for contest day but the stories of those that explode up after the contest are common. The physiology, coupled with months of deprivation, can lead to month-long binges where, you guessed it, fat comes back with a vengeance.

The good news is nearly all of these problems can be corrected naturally with the right mix of supplementation.

It's Your Brain Stupid

Research on the topic of obesity has exploded and it's not hard to see why. America is now being the fattest nation in the world. Everything we eat is processed and our technology driven lives make even the most basic exercise a thing of the past.

For decades they have tried to find a unifying theory to explain why we are all getting fat. The most conclusive one thus far is the concept of the 'set point,' which states that our body tries its best to maintain a set point for body fat or body weight and will do what is necessary to maintain that level.

This 'set point' is basically the biological mechanisms that control eating behavior, maintains bodyweight at certain levels, and controls the partitioning of calories.

In layman's terms, the brain has a preset idea of how fat it thinks you should be. This is your set point. This set point is usually imprinted at a young age. The following variables may affect your set point:

- (1) When you were in the womb, what your mother did is now affecting you. (Still love you mom 😊). If she was obese or under-nourished or over-medicated, you will most likely also be overweight and have trouble losing and keeping weight and fat off. You may have more fat cells than you would have had your mother not been obese, as well as a brain that 'wants' you to be fat. Other aspects of your physiology, such as your hormones, may also be imprinted while you're in the womb.
- (2) What you did during puberty can affect your set point, as well as what you do as an adult. Things such as overeating for a long time or staying fat long enough can cause set point to go up (above where it was when you were born). Contrary to what you may have been told, you can also add fat cells if you stay fat or overeat for long periods of time, and this may affect set point as well as your propensity to put fat back on after you diet. Pregnancy also appears to raise the set point in women too. It's bringing the set point back down that's the problem.

In most people, when you overeat, the metabolic rate actually increases and hunger decreases a little. It's during dieting that the real problems I talked about above start to kick in. Excess calories are stored as fat with excellent efficiency. The problem occurs when you begin to eat less. This sparks hunger, metabolic rate and hormone crashes, fat burning slows down, and muscle loss going up. I told you your body hates you. Plus, it is much better at dealing with more food than less. This is by design to keep you alive.

Survival Instinct

There was a time in the history of humankind when being fat up to a point was actually beneficial because it helped us to survive when food was not available. With the exception of tropical environments, and up until very recently, that was usually about half of the year. People typically would get fatter during the summer when food was readily available to make sure they could survive the winter when food wasn't as available.

The increase of body fat gave people stored energy so they could make it through the harsh winter in addition to helping them keep warm. It wasn't a danger or risk to be fat under these conditions. It was a benefit. It's only in recent times where being fat is considered a health risk, primarily because people get fat and stay fat for long periods. The normal starvation period that we evolved from, which leaned us out for half of every year, doesn't occur anymore.

Our modern lives are one long fattening cycle. To contrast, being skinny meant that you tended to die when food wasn't available because you starved to death that much sooner.

The ones who could handle starvation the best, by storing calories as fat efficiently when food was available and/or by slowing metabolic rate and all the rest when it wasn't survived and we carry their genes. This is known as the Thrifty Gene hypothesis; in case you were interested in a little geek speak.

"So at one time we were the geneticly lucky"

Dieting is identical to starvation to your body, as it differs only in extremity. In both cases, you're eating less than your body needs and in both cases your body adapts pretty much the same. In other words, your body doesn't 'know' that you're only going to diet for a certain amount of time just to look good in a bathing suit. It only 'knows' that you're eating less and adapts accordingly.

The Solution

The basic problem is your body appears to have its own idea of how fat it wants you to be. In order to keep your body within this 'set point," the brain will do magical manipulations of hunger, metabolism, and fat burning.

In order to ensure your survival, the body works harder when it has less food than more food. Since your body is always anticipating the next famine to occur, it is always trying to pack away the pounds for a rainy day.

The price we pay for dieting is decreased fat burning, an increase in fat storage, and increase in hunger. Additionally, in response to that famine, your body has an extremely well developed way of keeping you alive by slowing your metabolic rate, making you less active so that you burn less calories, making you hungry so you'll go look for what food might be available, decreasing fat burning, and many others. All of these functions of the body are designed to help you survive until food becomes available again.

As far as your body is concerned, dieting is really no different than starvation. The only real difference is one of extreme, eating something versus eating nothing. In both cases, your body 'knows' that you're eating less than you should and it adapts accordingly.

In volume 2 of *Fat Burner Secrets*, I reveal the solution that correct each and every one of these issues. To download volume 2 simply enter your name and email in the form below, and click "Send Me Volume 2".

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