

# Why You Need to Diet But Avoid Fad Diets

**Why you need to diet.....You're At Risk.** Weight Loss for you is serious now. Your health is at serious risk and it's no longer a game. Leave it up to the diet impostors and risk more than a few bucks. You deserve better.

**Why you need to diet.....You're Malnourished.** Other weight loss programs only make it worse. This diet begins by correcting all sorts of nutrition issues. It's a mess but we take care of it.

**Why you need to diet.....You're Off Balance.** Metabolism and total energy balance are not balanced and it's keeping you fat. This diet returns balance, lowers your BMI set point, and eliminates the problem forever.

**Why You Need To Diet.....You're Habitually Bad.** If bad habits keep you fat, can good habits keep you thin? Yes!

Most online weight loss programs don't even mention the diet basics of **WHY** you need to diet -- fix **WHY** you need to diet and your weight problem takes care of itself.

**A diet must address these 4 issues:**

- **AT RISK....**for major health problems
- **MALNOURISHED....**starved for nutrients
- **OFF BALANCE....**energy conservation stores fat
- **BAD HABITS....**out of control

Let's take a short class on "**Why You Need To Diet**". This is valuable information that **empowers** you, the dieter, to win the war against obesity.

## 1st Lesson -- Fad Diets Don't Fit the Diet Definition

A diet prevents **weight gain**. As you lose weight by losing fat, a diet should prepare your body NOT to gain weight in the first place. Unfortunately, many Fad Diets fall outside of the diet definition.

How are Fad Diets outside the diet definition? By promoting fast weight loss solutions, Fad Diets cause weight loss through muscle loss. Without muscle, you have no protection against future weight gain.

Why the attack on muscle and not fat? During rapid weight loss, fat metabolism stays in a "build

fat" state. It doesn't have time to switch to a "breakdown fat" state. So you lose muscle while dieting. With lose of muscle, your metabolic rate decreases and future weight gain is inevitable.

## Lesson #2 -- Fad Diets Are Not Nutritious

The average American is starving for vitamins and minerals. A diet that doesn't fix the nutritional status of a dieter, will fail miserable like most do.

If you are overweight or obese, correct the vitamin deficiency before starting a diet. This helps to control appetite and avoid the tendency while dieting to over-eat. Try eating more fresh vegetables and fruits and the problem quickly resolves.

## Lesson #3 -- Fad Diets Are Not Scientific

Never accept a claim made by a diet program that is not backed up by real science. How do you know if it's backed up by science? A real diet making real science claims are ALWAYS clear where or who the source is.

The table below should help...

Scientific Diet Claim	Fad Diet Claim
<p data-bbox="126 1085 781 1184">"In the September, 2002, vol.34, ed.102, journal <i>Nature</i>, Dr. Stephen Laws from the University of Texas in Austin, demonstrated...."</p> <hr data-bbox="120 1264 789 1268"/> <p data-bbox="126 1318 776 1387">Date, Journal with volume and edition/issue, author, the author's academic institution -- all clearly written.</p>	<p data-bbox="829 1085 1195 1115">Here are some Fad Diet claims:</p> <ol data-bbox="829 1121 1105 1254" style="list-style-type: none"><li>1) Dr. Laws claims....</li><li>2) Our diet showed....</li><li>3) In a recent study...</li><li>4) I recently read that....</li></ol> <hr data-bbox="829 1304 1498 1308"/> <ol data-bbox="829 1357 1471 1526" style="list-style-type: none"><li>1) Who is Dr. Laws? Why does he "claim" and not "demonstrate"?</li><li>2) If it's "your or our diet" let someone else report on it.</li><li>3) What recent study?</li><li>4) What journal? Is this just a review? If so, tell us that.</li></ol> <p data-bbox="829 1582 1349 1612">**No specifics given on dates, journals, etc...</p>

## **In Summary, Fad Diets are...**

1. Fast
2. Not Nutritious
3. Vague
4. Marketed with Deception

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