

HEART PLAN

**WEIGHT LOSS SUCCESS
Begins in Your Heart**



HEART PLAN – WEIGHT LOSS SUCCESS Begins in Your Heart

START HERE – Finding Your Weight Loss “Why”

PART 2 of 5.

To the weight RE-GAIN companies you are a “repeat customer.”



Fully 95% or more of weight loss programs fail to keep the weight off as long as one year. So, their customers try it again. A REPEAT CUSTOMER is a polite way of saying the “weight loss” program failed to have you keep the weight off the first time.

If a weight loss program worked, you’d only have to do it one time.

Or, as a spokesperson for the biggest RE-GAIN Company testified under oath at a government hearing in London:

“Weight regain is an inevitable part of dieting and most dieters put any weight they lose back on eventually. People have to get over the idea that you just diet once and that is it.”

Whew, isn’t that a bit shocking to you? They are publicly declaring that their program is only a short time remedy, that they worthless for you long term.

But their admission gets worse...

In a report to its stockholders, the same RE-GAIN company noted above said it is proud that they have a very “*high lifetime revenue per customer.*” Meaning, most of their money is made from people who come back over and over...they make most of their money from “repeat customers.”

With all those “repeat customers” the RE-GAIN companies are so proud of, you have to ask:

- Are the RE-GAIN companies **ignorant** of the science of what causes their programs to create weight re-gain? (If they are, you'd have to really worry about what they're telling you to do to lose weight, wouldn't you?) OR...
- Are the RE-GAIN companies counting on you failing to stop your weight re-gain, so they can get you back next year, or the year after that? (Isn't that the definition of **evil**?)
- **Thus, the RE-GAIN Companies are either ignorant or they are evil.** Or both. Which is it? (There is no other option...no other way to characterize what they are doing.)
- Isn't that like shooting you in the foot, then charging to take you to the hospital?
- Any way you look at it, they always profit from the RE-GAIN they cause you.

To me, that's just not right — **incompetent or evil**? Are those your only weight loss choices? You deserve better. All of us do.

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PART 2 of a 5 Part Series.

See the continuation of this chapter, in Part 3.

– Boyd Jentsch

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