



## Diets Cause Weight Re-GAIN - Here's How What they never tell you before you buy a weight loss program.

(And likely won't admit, even after you pay them for it.)

by Boyd L. Jentzsch

Before you depart with your scarce cash on a low calorie weight loss program, take a look at what the Science of Weight Loss Nutrition has to say about DIETING.

Let's start with the basics, then work up to the Re-GAIN problem.

**One pound is 3,500 calories.** So, If you want to lose weight you need to shed 3,500 calories for every pound you want to lose.

**The average person has a Basic Metabolism Rate of about 2,000 calories a day** (of course you may need more or less, but this number serves to illustrate the point.)

Now, that same average American eats about 2,100 calories a day. That's just 100 calories too much. In the vast scheme of things, that's not all that much. What harm can just 100 calories do?

Those EXTRA 100 calories a day add up to about a pound of extra weight a month – 10 pounds a year.

When faced with that many extra pounds year after year, what is the sensible thing for you to do? You go on a DIET, of course.

**Most of the diets out there have you eating 1,000 calories a day.** In fact, Weight Watchers has a patent on how they make sure you ONLY eat 1,000 calories a day with their pre-packaged food.

But Jenny Craig and NutriSystem, as well as a host of other well-known weight loss programs, all **push you into eating about 1,000 calories less a day than your body requires.** They may fancy it up with pre-packaged foods, give you pills to kill the hunger, or employ any number of strategies to make you eat less. One even uses an extract from pregnant mare urine (hCG) to make you ignore the hunger signals.

But, one way or another, **the intent of the weight loss programs is to get you to eat a lot less food** (hCG has you eating ONLY 500 calories a day, 1/4 your basic metabolism requirement – that mare urine really better work or you'll get monstrously hungry).

**With a 1,000 calorie a day deficit, you are going to lose about 2 pounds a week.**

That's too slow for some of you. But doesn't everyone tell you that losing weight any faster is not healthy? As far as it goes, that information is correct...before the wheels fall off the idea.

(And forget about trying to lose weight faster than 2 pounds a week. No matter how you do it, it will really screw up your body, so don't even think about it. You need to know that the fastest way to Re-GAIN a LOT of extra weight is to lose weight fast.)

(Plus, you don't need to pay a lot of money to lose weight faster than 2 pounds a week. Just don't eat. STARVATION is a quick weight loss option, and its totally FREE.)



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### This Is What 100 Calories Looks Like

*by Justin Sedor*

Diet fads come and go every day, each one more extreme than the next. No carbs, no fat, high fat, no meat, high meat, no gluten — we don't know about you, but we can hardly keep up. The one piece of conventional wisdom that we just can't seem to shake, though, is the idea that cutting calories will help us lose weight. Okay, yes, there is definitely truth to the concept that a net calorie deficit will result in body-weight reduction. But, obsessing over those little numbers on the back of your

(Checkout this sidebar for  
"What 100 Calories Look Like."  
[http://www.refinery29.com/  
100-calorie-snacks#slide](http://www.refinery29.com/100-calorie-snacks#slide))

Losing "2 pounds a week" is only PART of the equation. The part unspoken is that even at that "slow" weight loss rate of 2 pounds a week, you are setting yourself up for automatic Re-GAIN...plus metabolic diseases down the road. Did you sign up for Re-GAIN with your highly branded program (take your pick): "Jump Start"... "Simple Start"... "Fast 5 My Way"... "Real Success"... " "?

Let's jump into the REAL weight loss equation...

- when you ONLY eat 1,000 calories a day...
- you are promised to lose about 2 pounds a week, which is...
- about 8 1/2 pounds a month, and...
- a whopping 100 pounds a year. Right?

Lose 100 pounds a year! Yup. Sounds great. **So, if you ONLY need to lose 50 pounds, it seems like a cake walk** (sorry for the apt metaphor, but it just slipped out). What could go wrong?

Well, quite a bit, actually. Where the theory of "lose 100 pounds in a year" goes seriously off track is... no one gave your body that memo.

Turns out that when you are eating 1/2 the calories your body is used to, and really needs to sustain life (and do all that wonderful things you expect your body to do), your body has **TWO AMAZING AUTOMATIC BODILY REACTIONS** - plus one totally unexpected one. So, let's talk about that...

(See the last page and surprising conclusions of "Diets Cause Re-GAIN" here...)

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## Diets Cause Re-GAIN, concluded...

### #1 AUTOMATIC BODY REACTION TO YOUR LOW CALORIE DIET

Feeding your body just 50% of your Basic Metabolism Rate for days on end, sets off your body's alarms. The first thing it does is...

**- IT LOWERS YOUR METABOLIC RATE**

Simply put, your body is making due on fewer calories.

When your body figures you have been starving it for too long, STARVATION is the NEW NORMAL. It adjusts its "appetite" for adequate nutrition by LOWERING YOUR METABOLISM. **The longer you starve yourself, the less calories you feed yourself, the lower your metabolism will go.**

Eating ONLY 1,000 calories for a couple of months could seriously lower your metabolism by at least 300-500 calories a day. That means that, while your body needed 2,000 calories a day, it would now need only 1,500 to 1,700 calories a day.

**(This also explains why you lose most of your weight the first few weeks when on a low calorie diet.** The longer you are on it, the less your body requires because you have progressively lowered your metabolic rate. The net result is you lose less and less weight each week, the longer you are on the program. **Now you know why.)**

Here's the thing...

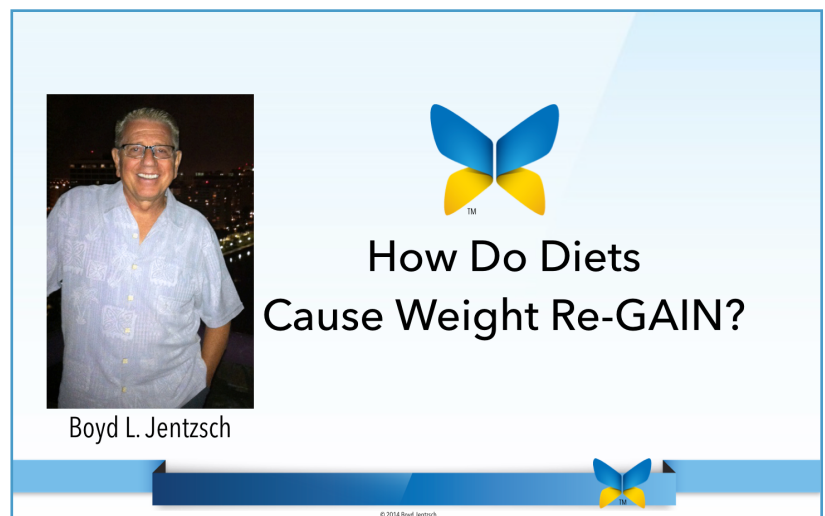
**Once your metabolism is lowered, THERE IS NO KNOWN WAY TO RAISE IT AGAIN. Once down, it stays down.** That should be enough to scare you off of low calorie diets, but we are not done yet.

When you quit the low calorie diet, and go back to eating 2,100 calories a day...like you used to, you will be accumulating 400-600 EXTRA calories every day.

**That's sets you up to Re-GAINING 3.5 pounds to 5 pounds each MONTH after you leave the program. You ready for that?**

**Whew! Does that surprise you? It sure did me.**

So, unless you are amazingly disciplined, and can quickly learn to eat ONLY 1,400 to 1,600 calories a day, you will shortly weigh significantly more than when you started. The lower the



Watch this Short Video, that shows how low calorie diets cause **automatic** weight Re-GAIN.

calorie diet, the faster you'll regain. (Sorry hCG, but the numbers, and the proven science of the human body, don't lie.)

(Your body isn't trying to sell you anything. It's just doing what it was designed to do. If weight loss program sellers have a problem with that, they can take it up with the proven science.)

**And don't forget, you used to struggle eating ONLY 2,100 calories a day, and kept gaining weight. How are you going to handle eating ONLY 1,400? And doing that for the rest of your life - or end up battling obesity?**

And that is where the news gets worse.

## **#2 AUTOMATIC BODY REACTION TO YOUR LOW CALORIE DIET**

Hunger is your body's way of telling you something is wrong. Hiding the hunger symptom with pregnant mare urine, African Bush beans, or any other "hunger blocker" just hides the symptoms (assuming they actually can do that over the long haul).

Hunger pains or not, your body still needs to eat. That need doesn't change. Your body requires not just calories, it also needs all the nutrition inside those calories for healthy functioning. Full, proper nutrition is part of the blueprint of your body. How are you going to cram into those reduced calories all the nutrition your body needed when you were eating 2,100?

But, I digress. Where were we? Ah, yes...HUNGER.

Well, as it turns out, when you get into STARVATION MODE and your body lowers its metabolic rate to adjust to the "new normal," you are also invoking the STARVATION RESPONSE. What does that mean?

The STARVATION RESPONSE is your body's second automatic response to eating too few calories. Stripped of its scientific terms it means...

**- YOU GET THE UNCONTROLLABLE MUNCHIES**

Considering a low calorie diet, you were thinking all you had to deal with was a lower metabolic rate, and figuring out how to eat a lot less for the rest of your life...right?

**Nah, the news just got worse.**

Your body doesn't like to eat less...**it really doesn't like eating less.** So, it ramps up your hunger. Not just any hunger, but **hunger for sugary foods, lots of them.**

And when it momentarily gets its fill of sugar, it will turn your attention to eating fat-laden foods.

SUGAR AND FAT CRAVINGS WILL TAKE OVER YOUR LIFE. For months. Likely much longer.

**You thought you had a "food discipline problem" before? Now it's really serious.**

I promised to tell you about **TWO AMAZING AUTOMATIC REACTIONS** to low calorie diets - plus one totally unexpected one. Well, the two are, as noted above:

- **IT LOWERS YOUR METABOLIC RATE**
- **YOU GET THE UNCONTROLLABLE MUNCHIES**

**NOW, the news gets REALLY BAD.**

**IT'S TIME FOR THE TOTALLY UNEXPECTED AUTOMATIC BODY REACTION...**

One more scary reason to not go on a low calorie weight loss diet.

- **THEY STOP the FAT BURNING**

Yup. There you have it. The reason you went on a diet was to get rid of the fat. Correct?

What no one is going to tell you when you buy their program is that the **FEWER** the calories you eat, and the **LONGER** you go without getting the nutrition your body really needs, the more it **TURNS OFF your body's fat furnace.**

**On a low calories diet, you're not burning fat (or very little). You may be losing inches, but it's not fat your body is burning. It's your muscles. And body organs.**

Woops! Did someone leave that out of their sales pitch to you?

An important fact to consider...people who literally starve to death still have 6-8% body fat.

**Your body is designed to really hold on tight to its body fat stores.** It figures it never knows when it might need it. So, while you may be partially starving yourself, your body says, "Look, I've got some muscle and organs that I can trim a little here or there, burn those. I'll keep the fat for when I REALLY need it."

Here is the insidious part...your muscles are where most of your calories are burned. So, if you've lost several pounds of muscle due to a low calorie diet, **you have LESS ABILITY TO BURN CALORIES** when you start eating normal again. With your metabolic rate already lowered, the loss of muscle – your fat burning furnace lowers it even further – making it even easier to Re-GAIN WEIGHT. **You easily end up weighing even more than when you started.**

**Muscle and organ tissue loss is real when you are on a low calorie diet for more than a few days.** It is just one more thing that gets in your way when you try to keep the weight off after you get off a program and go back to eating "normal."

The really scary part is that while the body is robbing your muscles and organs of tissue to feed your body, when you are starving yourself, **there is no reason it doesn't steal some of those calories from your heart**, and other vital organs. Do I need to draw you a picture of what that means to your health and longevity?

There you have it.

**TWO AMAZING AUTOMATIC REACTIONS to low calorie diets – plus ONE TOTALLY UNEXPECTED REACTION:**

- **Automatically LOWERS YOUR METABOLIC RATE**
- **Automatically gives you THE UNCONTROLLABLE MUNCHIES**
- **Unexpectedly STOPS THE FAT BURNING**

But we are not quite done yet. The tragedy of low calorie diets is not just that they cause automatic Re-GAIN, although that is bad enough in itself.

When your body experiences repeated episodes of...

>>>Lose weight>>>Re-GAIN weight>>>Lose Weight>>>etc....

...You set yourself up perfectly for Metabolic Diseases, like...

- Heart disease
- Hypertension
- Diabetes
- Obesity
- 1/3 of all Cancer types
- PLUS a bunch of other really bad stuff



**The added weight, and the yo-yo cycling of your weight, all caused by using low calorie diets over the years,** makes it inevitable that you will be stricken by one or more of these terrible, life-sucking, longevity killing diseases. And you will die before you are ready, most likely after many years of declining and incapacitating health.

Of course, you never signed up for any of that when you decided to purchase a weight loss program, or use a quick weight loss product. Would you agree on that? But it is nonetheless true. No one will tell you that before you buy their program. Not one of them. (Perhaps they don't want to know all that themselves.)

There is no money in them telling you the truth about low calorie weight loss programs. It's a shame they value your money more than your life..

**QUIT Re-GAINING lost weight.  
STOP DIETING.**

**Diets Cause Weight Re-GAIN - Here's How  
What they never tell you before you buy a weight loss program.**



(And likely won't admit, even after you pay them for it.)

**Part of the "Science of Weight Loss Nutrition" Series.**

– Boyd Jentzsch

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