

The TOTAL Solution For The Weight Loss Impaired

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INTRODUCTION

There are hundreds, maybe even thousands, of weight loss programs in existence today. Some of them are quite good, some of them are ridiculously bad, but even those programs that are safe and effective do not fully address the entirety of the weight loss challenge for those who are “weight loss impaired”. Who are the weight loss impaired?

Someone who is weight loss impaired has tried numerous diets, a variety of exercises, perhaps has hired a personal trainer, maybe has used supplements or drugs, and maybe has even tried acupuncture or hypnosis at one time or another. The weight loss impaired are those people who have tried “everything” to lose weight and either were unable to lose weight at all, or who did lose some weight and then gained it all back – and sometimes more. The weight loss impaired are frustrated, desperate, and usually more than a little depressed about their weight problems.

The fact is for most people to lose weight and keep it off, it requires a combination of approaches. There is no single “magic” diet, exercise program, or pill that can do it all. This program takes the synergistic approach of combining diet, exercise (with a program that can be tailored to almost any fitness level), and weight loss supplements (healthy ones, not dangerous stimulants), PLUS takes into consideration hormonal and physiological barriers to weight loss. It is intended to be used with the mental/emotional conditioning approaches contained in my E-Book, [“Training Your Brain For Weight Loss”](#).

All that may sound pretty complicated, and it certainly could be made to be complicated, but it really doesn’t need to be. All of those factors will be discussed piece by piece and by the end of this book you’ll finally have a complete understanding of why it’s been so hard to lose weight and what you need to do (and perhaps more importantly how to get

yourself to do it) to finally be successful at getting rid of the excess weight and keeping it off for good.

Now, this is not to say that this program is effortless. It requires some effort on your part. You will need to make some changes not only in what you eat and how you exercise, but also in how you think, and possibly in how you interact with others. It is quite possible that you may even need to rethink some of your personal relationships. You may even need to rethink your career. Some of these things you may not be ready to do immediately. That's OK. Even if you only follow the diet and exercise recommendations, the vast majority of people, even the weight loss impaired, will lose weight and develop habits that will keep the weight off for life. But that's a very big "if" isn't it? In fact, it's that "if" that has probably been your downfall on other weight loss programs you may have tried.

The fact of the matter is that there are actually a number of very good weight loss programs out there that really do work, but they don't work if you don't actually follow the recommendations. And therein lies what makes this program different.

When combined with the materials in ["Training Your Brain For Weight Loss"](#), the focus of this program is on first getting control of your thoughts and emotions that in the past have sabotaged your attempts to do a weight loss program. This is done through a variety of techniques, from simply getting clear on your priorities and finding the appropriate motivation, to methods as diverse as Neuro-Linguistic Programming, self-hypnosis, Emotional Freedom Technique, and the Sedona Method. Different people will do better with one approach versus another, so the best of human performance technologies are presented so that there's a high probability of finding things that work for you.

The resources for your transformation are all included, with the exception of certain professional services that may be needed by a small number of people.

So if you're ready to finally make a lasting change in your weight and your life, let's get started.

HOW TO USE THIS BOOK

The first part of the book goes into detail on the biochemical and hormonal factors that cause weight gain or loss. This information is provided for the benefit of the analytical types for whom it is important to have a good understanding of how things work.

On the other hand, if you just want to “cut to the chase” and find out what to do and what not to do, you can skip over the second section and go straight into the instructions for the diet and exercise parts of the program, beginning with Chapter 2 (beginning on page 16).

CHAPTER 1 UNDERSTANDING WEIGHT GAIN AND LOSS

Before I go the various aspects of how to lose weight, I think it is helpful to have an understanding of the factors involved when someone becomes overweight. Weight gain typically occurs from a combination of interacting physical, emotional / psychological, and sometimes “energetic” factors. The vast majority of these factors exert their effects on weight gain or loss through their stimulation or inhibition of certain hormones, so let’s begin there.

First, what is a hormone? A hormone is often described as a “chemical messenger”. A hormone is a chemical released by a gland that is typically released into the bloodstream to tell certain cells and tissues to take some action that the body needs to have performed. The release of hormones is controlled by the central nervous system (specifically the brain), as well as by feedback systems that are triggered by certain sensors in the body that monitor the hormone levels in the blood, or monitor the effects of the hormones.

Under normal circumstances, diet, exercise, sleep, stress levels, and exposure to certain chemicals will determine hormone levels and function and the function of certain hormones in turn determines whether the body burns sugar, burns fat, breaks down muscle, or stores sugar, stores fat, or builds muscle. There are three primary hormones that promote fat storage: insulin, cortisol, and estrogen. There are six hormones that promote fat burning: thyroid hormone, growth hormone, insulin-like growth factor, glucagon, testosterone, and adrenaline. Even though there are more fat-burning hormones, the fat storing hormones are stronger in their effects. First let’s look at the fat storing hormones and what stimulates them.

Insulin is the strongest of the fat storing hormones. Insulin is released by the pancreas for the purpose of regulating blood sugar levels. When you eat a meal that is high in carbohydrates, the carbohydrates are

digested and absorbed into the blood as glucose (blood sugar). When there is a large amount of blood sugar present, large amounts of insulin are released. So, here's the first clue on how to lose weight: if insulin is the strongest of the fat storing hormones and carbohydrates cause the release of insulin, what type of food should you limit your intake of if you want to get rid of fat? (Hint: It's carbs!) Insulin will first store excess sugar (more than what is necessary for immediate use by the brain and other tissues) as a compound called glycogen. Glycogen is stored in the liver and muscles and can be quickly converted to blood sugar for fuel when needed, such as during brief periods of heavy exertion. There is pretty limited space for glycogen storage, so if there's more blood sugar that needs to be stored, the remaining amount will be converted and stored as fat.

There are many fat cells in the body and each fat cell can enlarge over 100 times its original size to accommodate more fat (which is why it is quite possible to get fat again after liposuction), so there is a large potential for fat storage. Again, the primary factor that stimulates insulin release is consuming carbohydrates, particularly refined sugars and grains. Vegetables (here we are talking about fresh or frozen whole, raw vegetables without any added ingredients such as sugar) also contain a high percentage of carbohydrates, but they do not stimulate insulin release as strongly as refined sugars and grains. Fruits (fresh, whole fruits) tend to increase blood sugar somewhat more than vegetables, but usually not nearly as much as grains. This is because vegetables and fruits are high in fiber and nutrients like beta-carotene that slow the absorption of their carbohydrates into the bloodstream when you eat them. Whole grains, because of their fiber content, stimulate less insulin response than refined grains. Whole grains are a much more concentrated source of carbohydrates than most vegetables and fruits (fruits and vegetables have a much higher water content than whole grains) and it is easier to consume more grams of carbohydrate from grain sources than from vegetables and fruits, so even whole grains tend to be problematic for causing fat storage. As mentioned earlier, insulin is the strongest of the fat storing hormones. It is such a

powerful stimulator of fat storage that it can literally shut off fat burning for 24 to 48 hours when it is released in large quantities. **In fact, a single slice of white bread will be enough in most people to dramatically inhibit all fat burning for one to two days, regardless of how a person eats or exercises during that time period.** This is why limiting carbohydrate consumption is critical to fat burning. This is not to say that you cannot lose weight if you are eating refined carbs, because you can definitely still lose water weight (which is usually necessary in an overall weight loss program), but it becomes very difficult to lose actual fat. Excess refined carbohydrate consumption with its accompanying insulin release is a key problem in the failure of many people's weight loss attempts. In fact, some diet plans actually recommend that people "cheat" or "reward" themselves with carbohydrates periodically in order to keep them motivated. That "reward" may seem like a good idea at the time, but it sabotages your progress and may contribute to frustration and eventual failure of the diet in the long run. Refined carbs need to be kept out of your diet if you are going to have sustainable weight loss. This point will be emphasized repeatedly as we go along.

Cortisol is another hormone that stimulates fat storage, primarily around the lower abdomen. Cortisol is released by the adrenal glands and its release is associated with stress. It is speculated that the storage of fat around the abdomen during times of stress served a survival purpose for our ancestors who had to live under harsh conditions – basically storing fat to be used for energy when physical demands were high and/or food supplies were low. Stress can take more than one form though, and these days emotional stress has largely replaced physical stress. This means we store fat in response to cortisol but we do not have the events present that would allow us to burn off the fat as were present in earlier periods of human existence. As just stated, stress can take more than one form, all of which can stimulate cortisol release and cause fat storage. Emotional stress, illness or injury, heavy physical exertion, relationship problems, major life changes, etc. can all cause excess cortisol release and its resulting weight gain.

It is interesting to note that excessive or excessively intense exercise can stimulate cortisol release – which means for people who are already overstressed and their adrenal glands have been overworked, **too much or the wrong kind of exercise can actually promote weight gain!** And if you think you can overcome that effect by going on a starvation diet along with the heavy exercise, think again! Not only does inadequate food intake stimulate even more cortisol release, your body will still not burn fat in the presence of high cortisol even though you're hardly eating anything. Instead, the high cortisol will cause your body will burn muscle tissue to convert to blood sugar. Although burning muscle will cause you to lose weight, you will actually be increasing your percentage of body fat, which again typically is deposited around the midsection. Furthermore, since muscle tissue has a high metabolic rate, the more of it you burn up, the slower your metabolism will get. If you've starved yourself and exercised like a maniac but still couldn't lose that roll of belly fat, now you know why. Later in the book, we'll discuss how to get off the cortisol "merry-go-round".

Estrogen is another fat-storing hormone. You might think this only applies to women, but men produce estrogen in small quantities and can be exposed to chemicals in food, water, and the environment that act like estrogen in the body. Estrogen is produced by the ovaries and adrenal glands. The adrenal glands are the source of natural estrogen in men and in post-menopausal women. As we mentioned a moment ago, there are outside sources of estrogen. One of the most common sources of what are called "exogenous" (not to be confused with "erogenous") estrogens is meats, particularly beef and pork, and dairy products. This is because commercially-raised cattle and hogs are often given extra estrogen to cause them to grow and fatten faster, and residuals of these hormones are in the meat and dairy products we consume. But meat is not the only source of estrogens in the diet. Various pesticides and chemical fertilizers used on produce can act as estrogens in the body. Because of the presence of these exogenous estrogens, it is recommended that you stick to naturally raised beef and

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