



A SCIENCE BASED APPROACH TO HEALTHY EATING



the
BELLY
FAT *Diet*

by John Chatham

LOSE your belly
SHED excess weight
IMPROVE health

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SECTION ONE

Getting Started with Belly Fat Loss

- Introduction to the Belly Fat Diet
- The Dangers of Excess Belly Fat
- What You Can Expect from the Belly Fat Diet
- Everything We Thought Was Wrong: Blasting the Myths about Belly Fat

1

INTRODUCTION TO THE BELLY FAT DIET

A flat abdomen has always been the icon of fitness, good health and attractiveness. Every day, there are new diets, workouts and exercise equipment products geared towards losing belly fat and achieving flat, sexy abs.

But losing belly fat isn't just about looking good; it's about being healthy. We now know that excess belly fat is a huge indicator of overall health, especially the risks of heart disease, diabetes and stroke. Losing stored belly fat not only makes you look great and feel better about yourself, it lowers your risk for several diseases and conditions that can greatly affect and even shorten your life.

For decades, getting flat abs was viewed as something that required a great deal of hard work and deprivation. Even people who were fairly fit and active complained that they just couldn't shed that tummy pooch or extra five pounds around their middles. Most people attack that stubborn area with thousands of crunches and one new diet after another, and then become frustrated when there are no new results.

The great news is that in the last five years, we've had so much new research into how and why our bodies both store and use belly fat. Studies done by respected doctors, nutritionists and scientists have revealed that losing stubborn belly fat isn't necessarily about calories, fat grams or crunches. In fact, they've pretty much thrown out all of the things we used to believe about losing belly fat and getting a flat, toned stomach.

Fortunately, that research has also proven that losing belly fat can actually be much faster, easier and more pleasant than anything we used to believe. It doesn't require starvation, hours in the gym or any fancy gadgets or equipment.

The Belly Fat Diet has distilled all of the new research results into one, easy-to-follow plan to help you finally lose that excess fat around your waistline. Best of all, you can do it without being hungry, without spending hours working out or without spending a ton of money on supplements, gym memberships or equipment. You'll eat as much as you want whenever you're hungry, work out as little as twenty minutes per day and feel energized and satisfied.

By following the Belly Fat Diet plan, you'll get dramatic results faster than

you ever thought possible and you'll do it without being miserable or sacrificing your health.

We'll provide you with the science behind losing belly fat, as well as a food and shopping guide, recipes, meal plans and a workout program that you'll customize just for you. All you'll need is a commitment to change your body and your health for the better!

Measure Your Risk: A waist measurement of more than half your height in inches indicates serious risk of heart disease, stroke and diabetes. To measure your waist properly, use a measuring tape to measure the circumference of your waist at the belly button. A woman who is 5'4" (64 inches) and has a waist measurement of 32 inches or more is at serious risk of developing these health problems.

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THE DANGERS OF EXCESS BELLY FAT

During a recent television appearance, renowned cardiologist and author Dr. Mehmet Oz caused quite a stir by announcing that your waist measurement is the most important indicator of overall health. During the show, he explained that if your waist measurement is more than half your height (in inches), you are at serious risk for heart disease, stroke and type 2 diabetes. This announcement had many people looking at their measuring tapes not just as a way to measure their fitness, but as a way to measure their future.

Why is excess belly fat so important and what does it have to do with all of these health risks?

Excess Belly Fat Damages Your Liver

Several recent studies on the connection between obesity (particularly excess belly fat) and high levels of liver fat have shown that there is a much higher rate of fatty liver in those with excess belly fat. Fatty liver is a leading indicator of several lipid and metabolic disorders and even liver cancer. In these studies, researchers investigated what makes some obese people develop lipid disorders. They found that liver fat is strongly associated with increased secretion of very low density lipoproteins (VLDL), which contain the highest amount of triglycerides. High levels of triglycerides carry an increased risk of metabolic abnormalities and increased risk of heart disease and premature death.

Decreasing excess belly fat and blood cholesterol is the recommended treatment for reducing and even reversing fatty liver.

Excess Belly Fat Increases Insulin Resistance and Type 2 diabetes

When we eat, our food, especially carbohydrates, is broken down into glucose so that it can be used to power every cell in our bodies. However, to be used as energy rather than stored as fat, glucose requires the help of insulin.

Insulin is a hormone secreted by the pancreas. Its job is to serve as a key that unlocks your body's cells so that glucose can enter and be used by the cells as

energy. Fat cells, particularly abdominal fat cells, lessen the sensitivity to insulin, making it harder for glucose to pass through cell walls. Because the glucose can't enter the cells, it remains in the bloodstream (high blood sugar). The pancreas responds by producing and releasing more insulin. This cycle repeats itself and grows worse over time. This is what leads to metabolic syndrome and type 2 diabetes.

Excess Belly Fat Greatly Increases the Risk of Heart Disease and Stroke

Because belly fat is so close to the liver (and often accompanied by excess fat directly surrounding the liver), it boosts production of LDL cholesterol (the one we don't want boosted!). This cholesterol eventually becomes a waxy substance known as plaque, which sticks to artery walls and eventually causes swelling, narrowing the arteries. This narrowing increases blood pressure, which seriously taxes the heart. It also increases your chance of blood clots, which can cause stroke.

Excess Belly Fat Increases the Risk of Dementia

Excess belly fat has even been linked to an increased risk of dementia. In fact, excess belly fat increases your risk of developing dementia by as much as 145%! This is a result of the same inflammation in the artery walls, which decreases proper blood flow to the brain.

With all of the serious health risks linked to belly fat, it's easy to see that getting rid of excess belly fat should be a very high priority. Fortunately, while we have lots of "scary" research that shows the risks of belly fat, we also have all of the new research that shows us how to get rid of belly fat quickly, easily and permanently.

Identifying The Two Kinds of Belly Fat

There are actually two kinds of belly fat: subcutaneous fat and visceral fat. Subcutaneous means under the skin. This is the fat you can see and pinch, since it's just below the skin layer.

Visceral fat is the fat that surrounds your vital organs. In the case of abdominal fat, your liver is most commonly affected.

Excess subcutaneous fat around the abdomen is usually accompanied by excess visceral fat around the liver.

The good news: The Belly Fat Diet plan attacks BOTH types of belly fat.

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WHAT YOU CAN EXPECT FROM THE BELLY FAT DIET

You Will Lose Weight, but You Will Also Specifically Lose Belly Fat

Because most diets are designed to help you lose weight by cutting and/or burning calories, they result in weight loss that includes the loss of stored water and lean muscle tissue. If you're able to stick to them for long, you may see a nice new number on the scale, but you still look flabby because you've lost muscle instead of stored fat.

This plan does not rely on simply cutting calories to lose weight. You'll probably take in fewer calories, although some people who have been on low calorie diets will actually start taking in more. The key is that you will be taking in the right calories — from foods that actually help to speed up your metabolism, burn stored fat and utilize your food better to provide energy.

You Will Not be Counting Calories, Carbs or Fat Grams

There are two reasons for this.

- This diet does not rely on cutting calories to lose belly fat.
- The foods list is designed to provide plenty of nutrition and satisfaction without empty calories, excess carbs or unhealthy fats. As long as you stick to the foods list and follow some simple guidelines, there's no need to track everything you put in your mouth.

You Will Not Be Portioning or Weighing Anything

One of the reasons that most diets fail, even diets that are based on solid science, is that they take too much time to follow correctly. People today are busy; our schedules are already overloaded and our time is already stretched too thinly.

Diets that require you to keep journals, track exchanges and measure, portion and take note of every morsel are a lot like having a second job. No matter how good a diet is, if you don't have time to follow it, it won't work for you.

Again, by sticking to the foods list and following some simple guidelines, you will get plenty of food and plenty of nutrients, without getting too much fat or too many unhealthy carbs. There's nothing to track, nothing to measure.

You Will Not Be Hungry All The Time

One of the keys to losing belly fat is to eat as frequently as possible, even grazing all day long. Because of this, you won't have to be left feeling hungry or have to suffer through cravings brought on by too little food or a lack of the right nutrients.

It may take your body a week or two to get used to your new way of eating, so you may find yourself feeling hungry frequently. However, when you are hungry, you're supposed to eat! There's no need to deal with a grumbling stomach until the next scheduled meal. Eat!

You Will Not Be Tired and Grumpy

Frequent meals and snacks keep your blood sugar steady. Spikes in blood sugar are quickly followed by crashes in blood sugar. This is the cycle that occurs when you skip meals and then eat a large meal, or get too hungry and grab a snack filled with sugar and simple carbs.

This cycle will leave you feeling fatigued, foggy and irritable. It gets even worse when you limit the good carbs and fats in your diet.

The Belly Fat Diet allows you to eat whenever you want — but you're also eating a diet rich in healthy carbs and fats, so you have a steady supply of energy without all those spikes and crashes.

You Will Probably Lose Weight Faster Than You Expect

It used to be accepted as fact that you should never lose more than two pounds per week. This is because most diets cut calories to lose weight. Losing more than two pounds per week meant that you were reducing your caloric intake to unhealthy levels.

Because the Belly Fat Diet does not rely on this method, but rather helps your body to reset and maximize its fat burning and fat storing systems, you can safely lose more than two pounds per week. The old method of dieting actually caused your body to feed on itself by using its own muscle tissue as a source of

protein and energy. With this plan, you'll get plenty of calories, protein and other nutrients. You'll also be resetting your body's fat burning and fat storage systems. This means that the weight you lose will be stored fat, not lean muscle, so it's perfectly safe for you to lose more than two pounds per week.

Some people might lose between five and ten pounds the first week. Do not be concerned that you're losing too much too soon. This is a response to increased metabolism, the shedding of unneeded stored water and targeting stored fat. Weight loss often then levels out in the following weeks to an average of between three and five pounds per week.

Not only will the lean muscle tissue you already have be safe, but you'll also actually be adding more lean muscle on this plan.

“It’s Just Water Weight”: How many times have you heard that phrase? Fad diets do result in fast initial weight loss and a good deal of that weight is water. However, not all water weight loss is temporary. Excess sodium and processed foods cause your body's tissues to retain excess water. The Belly Fat Diet plan cuts out processed foods, additives and excess sodium, which will stimulate your body to flush out all of that unnecessary fluid. Also, the plan is a permanent lifestyle change, not a quick fix. Hopefully, you won't be going back to an unhealthy diet once you reach your fat loss goals, so you won't be packing that water back on. Therefore, some of the weight you lose in the first week or so will be water, but it won't be coming back.



EVERYTHING WE THOUGHT WAS WRONG: BLASTING THE MYTHS ABOUT LOSING BELLY FAT

Until very recently, the nutrition and exercise communities had very firm ideas about losing belly fat that went back decades and seemed set in stone. It was considered scientific fact that the only way to lose belly fat was to stick to a very low-calorie, low-fat diet and spend as much time as possible (an hour or more per day was recommended) on strenuous cardio exercise and abdominal workouts.

Excess Belly Fat is Not Your Destiny

This long-held belief about losing belly fat led to a great deal of frustration for dieters. It supported the idea that some people were just genetically predisposed to carry more belly fat, with no hope of redesigning their bodies. Because what we were doing wasn't working, it was assumed that some of us just weren't meant to have flat abs.

The numerous research studies and findings that have come out recently offer a great deal of hope to people who had given up on ever losing that stubborn belly fat. It's much more encouraging to find out that there is a cure for excess belly fat; it just isn't what we thought it was!

Low Calorie Diets Actually Increase Belly Fat

For decades upon decades, it was accepted as simple, scientific fact that the only way to lose fat was to take in fewer calories than you use. We spent years finding our daily caloric requirements (based on sex, age, activity level and height) and figuring out how many calories we needed to cut in order to lose a pound of fat. There were a few things that made this difficult.

First, cutting calories does not specifically address losing belly fat. Second, this mathematical approach to losing weight led many people to cut their caloric intake too low. This brought about a couple of results:

- People were unable to maintain such a low-calorie diet, so they found themselves on the yo-yo dieting cycle of losing weight, falling off the diet, gaining back even more weight and starting another low-calorie diet.
- Those who were able to stay on their low-calorie diets eventually reached the infamous “weight loss plateau”. This is because our metabolisms are designed to conserve energy and store fat (mostly in the abdomen) when they detect a food shortage. If your food intake is too low, your metabolism will virtually shut down to prevent starvation.

We now know that low-calorie diets are almost the opposite of what we need to lose weight, especially to lose belly fat. While you shouldn't take in twice as many calories as you can use in a day, you also shouldn't cut them too low. The balanced answer? Taking in enough (high quality) calories for your body to function efficiently and your metabolism to run at top speed.

Dietary Fat is Not the Enemy

Most of the low-calorie diets we've always been told to follow were also low-fat diets. It was assumed that all fat was bad and that we had to get it out of our diets in order to get it off of our bellies.

The problems are that **a)** fat is an essential nutrient to our bodies and **b)** without enough fat, we're unable to stick to our diets and we're back to the yo-yo cycle.

Fat not only enhances the flavor of our food, it also gives us a feeling of satisfaction and fullness, which can curb cravings and prevent overeating. Fat is also used to transport essential vitamins and minerals.

We now know that all fats are not created equal; there are bad fats, good fats and better fats.

Trans-fats, which are found in processed foods and hydrogenated oils, have no place in a healthy diet. Saturated fats, which are found primarily in animal products such as meat and butter, need to be kept to healthy levels. Polyunsaturated fats, such as olive oil, avocado and canola oil are actually good for us, as are the Omega 3 fats found in many fish, nuts and seeds.

The key is not to cut out all fat, but to cut out the bad fats and get plenty of the good ones. The healthy fats not only improve our heart health and brain function; they can also specifically help us to lose belly fat.

Burning a Ton of Calories is Not the Answer

The other long-held belief about losing belly fat was that you had to burn it off by spending hours at the gym or in a class, huffing and puffing your way to a flat belly. Again, this belief came down to math: it was thought that the more calories you burned, the more fat you lost.

Once again, this approach did not specifically target the loss of belly fat. Many people spent hours on the treadmill or in an aerobics class and saw the numbers on the scale drop while the belly fat stayed put. This is what led to the theory that some people are predisposed, by genetics and heredity, to carry more belly fat than others.

This is why we saw a surge in popular diets that claimed to work with your “set point” of weight or BMI or to address certain body types.

Thankfully, we now know that these methods and theories simply failed to address the ways and the reasons that our bodies are designed to store fat or dispose of belly fat. While our genetics and heredity may decide whether we have a long torso or wide shoulders, whether we tend to store fat on our hips or on our thighs, they do not mean that some people can have flat abs and some can't. Anyone can have a slim waist and toned abs. Some of us may have to work harder at it, but we can all achieve it.

All the Crunches in the World Won't Help You Lose Belly Fat

For years, it was accepted as fact that in order to lose belly fat, you had to do specific exercises that targeted the abs. People spent hours doing sit-ups or crunches without seeing results. There's a very simple reason for this: resistance exercise does not burn fat in a specific area. Exercise burns calories and speeds up your metabolism, but your body doesn't burn fat from your abs because you're doing crunches or burn fat from your upper arms because you're doing flies.

Cardio, and to a lesser extent, resistance exercise, burns calories overall. This can help you to lose weight overall and prevent the storage of new fat. However, this is an overall effect, not a targeted effect.

Resistance exercises such as crunches build and tone lean abdominal muscles, but your muscles are located beneath (or behind) the fat layer. This is why you can do loads of crunches and still have a fat tummy. The muscles are there, you just can't see them. In order for those crunches to result in a flat, toned tummy, you have to get rid of the fat that's hiding those muscles.

Before you get discouraged about all those wasted crunches, understand that the exercise you've been doing and the exercise you're about to do will soon pay

off. If you've been working out regularly, those muscles are under there, you just need to reveal them. The Belly Fat Diet is going to help you do that, and much more quickly and easily than you're probably thinking.

Our bodies have very specific systems, checks and balances for utilizing, storing and disposing of stored fat. By using what we have learned about these processes and working with them, we can finally lose the excess belly fat that has stubbornly refused to budge.

By making some simple and even very pleasant (how does snacking all day and getting a good night's rest sound?) diet and lifestyle changes, we can finally transform our bodies into lean, toned, fat-burning machines without having to live the life of an athlete or eating the diet of a bird.

In the next section, we'll explain these fat burning and fat storing processes and how you can use them to finally get the body you've always wanted.

[See How to Lose Weight Fast >>](#)

SECTION TWO

How to Lose Your Belly Fat

- The Top Five Tools for Losing Belly Fat Fast and Forever
 - Understanding How to Break the Cortisol Cycle
 - Reversing Insulin Resistance
- The Supplements That Help You Lose Belly Fat and Feel Great Doing It
 - Eating More to Weigh Less
 - It's Not Cheating If It's Part of The Plan!
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