

Venus Factor didn't work as promised, Try this one It did Work !!!

THE BETA SWITCH



MAIN
MANUAL

THE BETA SWITCH: THE NEW STUBBORN FAT SOLUTION FOR WOMEN

By Sue Heintze

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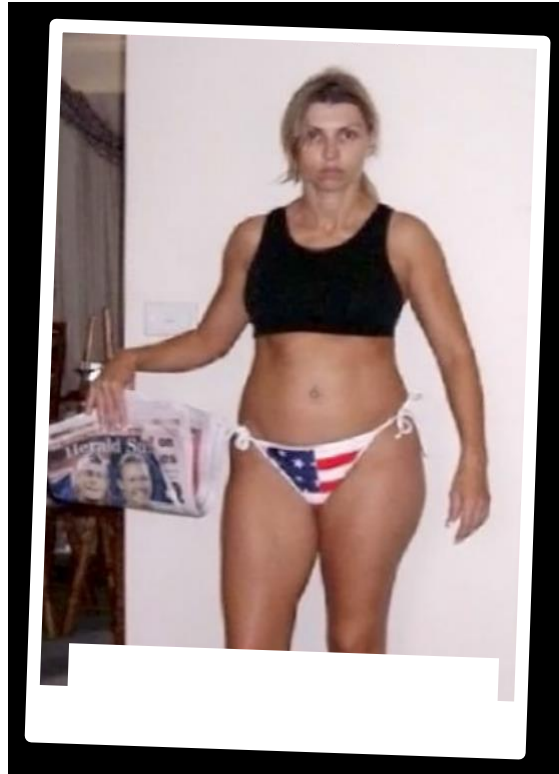
Sue's Story

First, I want to make it clear that getting rid of unsightly cellulite and extra fat does NOT require yet another diet of rabbit food or doing endless boring exercises.

You won't have to stop eating out... or say no to your favorite foods... or even count calories.

Even people who aren't overweight often struggle with cellulite... so there's more to this than what you might think.

If you've purchased this program, there's a good chance you suffer from cellulite or stubborn fat deposits that just won't go away. I'm sure you've tried many things — from a myriad of diets to lots of exercise. And then there are the expensive machines, creams, pills, potions, and possibly even surgical procedures that promise to melt away your cellulite and extra fat for good.



And, after years, or maybe even decades of trying – you still haven't found the 'magic solution'.

In this program, I'm going to bring you the honest truth about what you CAN do to diminish, and even eliminate your cellulite and localized fat deposits that we, as women, are so prone to.

You might be thinking, "That's nice and all, but what does a fitness model like you know about what it's like to fight cellulite and stubborn fat?"

Well, I'm glad you asked!

First, I'm not a fitness model. I'm an ordinary person who struggled with body image issues for much of my life – I was just lucky enough make several discoveries about diet and exercise that turned that around.

You see, I certainly wasn't born one of the lucky ones... and I have to be extremely disciplined to be completely cellulite free.

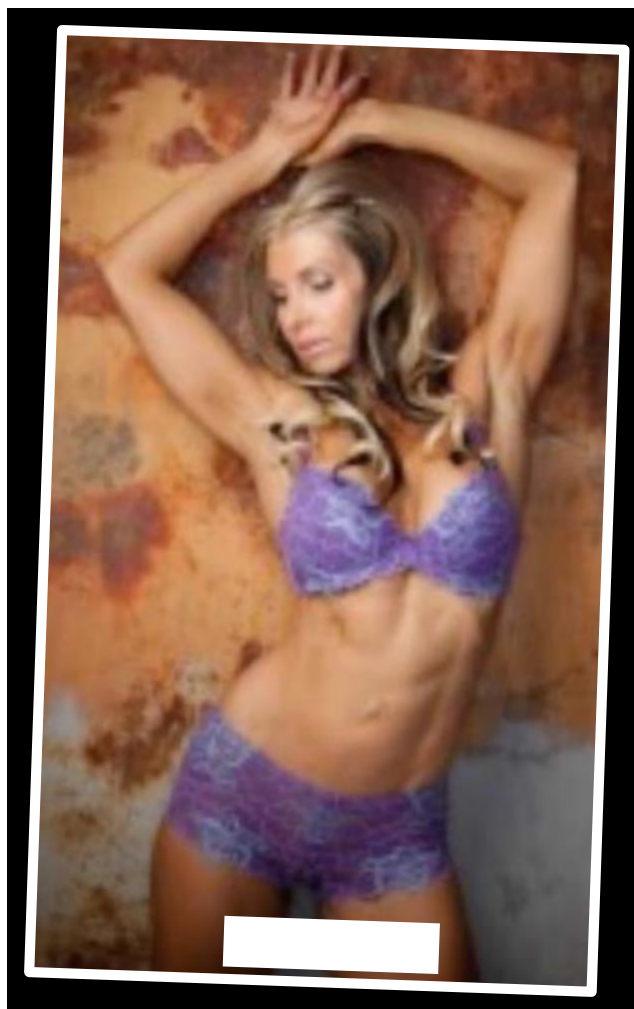
Even though I'm not overweight and I work out regularly, whenever I carry additional body fat, it goes to my thighs — and that bloody cellulite returns!

Like so many of you, the fat on my lower body is very, very stubborn and I have to follow a strategic plan to remove it.

Before I go on, I want to make something clear. Please don't think you're a freak of nature if you have cellulite. Women ARE predisposed to it. It's a fact of life. So we don't like the way it looks but it doesn't make us any less a person and it's really important that you love and appreciate your body no matter what – even if you do have a few dimples.

Having said that, I totally understand what it's like to not want to hang out with friends at the beach or wear youthful, sexy clothing because you're embarrassed about what you look like. As I mentioned, I really struggled with my body image when I was younger – even though I wasn't overweight.

In fact, for much of my life I was very active and what some might label a 'fitness fanatic'; but you wouldn't have known it. All I wanted was to look lean and athletic – like I worked out and looked after myself.



Inevitably, I tried every diet in the book in an effort to lose my dimples. My life consisted of copious amounts of cardio (I hadn't yet discovered the benefits of weight training) and eating as little as possible through counting calories.

It wasn't long before I was totally burned out – which then led to another vicious cycle that caused even more problems — binge eating.

All that yo-yo dieting took a big toll on me. I felt like a failure, and I was physically and emotionally worn out.

There WAS something good to come out of this demoralizing process, however. In fact, now I'm even grateful! Going through these exasperating experiences gave me a deep understanding of what people like you are going through.

I know that you don't want to spend all your spare time cooking gourmet meals, counting calories, or pounding away on a treadmill for hours on end with nothing to show but sore knees.

From experience I knew (like you) that fad diets didn't work long term, but I still wanted to get results as quickly as possible (who doesn't love instant gratification). I'm not a very patient person by nature, but I am learning.

When I finally put the puzzle together, within a short time I was losing fat and cellulite while building lean shapely muscle... and a new and svelte me was emerging. Now in my 40's, I'm in the best shape of my life.

Since 2003 my dedicated team and I have been helping thousands of others achieve health, fitness, and a svelte body and better life through nutrition and fitness. To date, we have coached 30 winners and 4 Grand Champions of Australia's national body transformation competition.

In my role as Body Transformation Specialist I have appeared on national and international television, as well as writing regularly for Oxygen Magazine.

I've been a contributor to many other publications too, including Shape Magazine, Women's Health and Fitness Magazine and Women's Weekly (Australia's biggest circulating magazine). To round off my industry experience I've also competed in natural figure competitions at State and National level.

At 41, I gave birth to my beautiful daughter, Kyah, so I also appreciate and relate to the struggles women have when it comes to managing a family, relationships, career, and exercise.

Almost everyone with a weight or body image problem can relate to my before story; but my vision is to help as many people as I can relate to my after story. With over 20 years' experience, I feel I'm in a unique position to do so.

Read on to find out the TRUTH about cellulite and stubborn female fat, and what you CAN do about it!



Sue
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What's The Beta Switch?

It's a process in your body that takes you out of fat-storing mode and makes it massively easier for you to get rid of stubborn fat.

You see, there are two types of receptors in your fat cells that either speed fat loss or slow to completely stop it.

The type that speeds fat loss and gets you back to your sexy self faster is called beta-receptors. Think beta for your Bodacious Bod!

The type that slows fat loss, laughs at your hard work, and keeps you fat is called alpha-receptors. If your alpha receptors are active, you'll store more fat.

Men and women have these receptors, but women have up to 9 times more of the fat storing alpha receptors in their stubborn lower body fat areas!

While you're probably relieved that it's not your fault for hanging on to stubborn fat, that doesn't make the fat go away. It takes very specific techniques to kick your beta receptors on so you can lose fat.

However, if you can flip the switch and turn on your beta receptors, you'll lose fat faster. And you'll do it without starving yourself or doing hour after boring hour of cardio.

In fact, once the beta receptors become active, you can lose fat at the same calorie and exercise level you were gaining fat at with the alphas. Pretty neat, eh?

Not to mention that you get to have a daily indulgence 'treat' and a couple of 'splurge' meals each week as part of the techniques you'll use to drop fat.

So, as you can see, you want to flip on the beta switch.

Things that keep your beta switch **ON** include:

- Healthy thyroid hormone levels (the hormone that drives your metabolism)
- Healthy leptin levels (the hormone that tells your brain to shut off your appetite)
- Avoiding insulin spikes (the hormone that manages your sugar levels)
- Healthy levels of estrogen (a natural female hormone)

Things that shut it **OFF** include:

- Low thyroid
- Low leptin
- High insulin and repeated insulin spikes
- High estrogen

What most diets get right is lowering your insulin levels and avoiding insulin spikes.

But most other diets work against you when it comes to turning on your beta switch and leaving it on. Studies have shown that it takes just a few days of calorie restriction before your thyroid and leptin levels drop.

When your thyroid levels drop, alpha receptors activate and your fat-burning beta cells shut off.

When your leptin levels drop, you get hungry. If they drop enough, you start **craving** food...and I mean craving food. And if you give in to those cravings and eat too much, your insulin levels will skyrocket. And you stop losing fat.

And all of that happens within just a few days on a typical diet.

So you start some other diet, see some results, but in less than a week your hormones start working against you — slowing your fat burning ability and making you hungrier. Yikes! No one wants that!

Fortunately for you, The Beta Switch isn't a typical diet.

With The Beta Switch, you get to eat in a way that keeps your thyroid and leptin levels in a healthy, range...and not for just the first few days. With The Beta Switch, your hormones will stay at healthy, fat burning levels for the entire time.

The other thing on the list of things that can turn on or shut off your beta switch is estrogen. Now, there are times during your normal hormonal cycle when more of the beta receptors are just naturally active.

The stingy alpha-receptors are more active when estrogen is higher, and estrogen is higher from about day 10 to 25 in a typical menstrual cycle (day 1 is when your period starts). That means that it's harder for your cells to get rid of stored fat during that time.

Estrogen is a natural part of being a woman, so don't think that it's bad. Not having enough is bad and having too much is bad, but you need some in order to be healthy. And The Beta Switch will naturally help you get to a healthy level of estrogen.

When estrogen is lower, from day 26 to day 9 of the next cycle, your beta-receptors will have a better chance of releasing fat. That makes it easier to lose fat and see faster results for your efforts during that time.

But I want to make it easier to lose fat all the time, not just certain days. And I bet you'd like the same thing.

That's why I designed this diet and exercise program to keep your beta receptors active more of the time and to suppress your alpha reactors. And I'll teach you things you can avoid to prevent your estrogen levels from getting abnormally high all the time.

The final result is that you'll lose stubborn fat, decrease or totally get rid of cellulite, and you'll get to feel like a normal person while you're doing it.

Let's talk a bit more about cellulite and stubborn fat.

What Is Stubborn Fat And Cellulite?

Cellulite

(If you don't have problems with cellulite, skip forward a few pages to "Stubborn Fat" and start reading there. Otherwise, you'll want to read this section.)



Cellulite is usually found in places where we store stubborn fat -- the thighs, bum, backs of the arms, and stomach. It is those areas of skin that look lumpy, kind of like cottage cheese or the surface of a golf ball.

Let's get it straight from the beginning – cellulite is not a disease, an illness, or

a 'condition.' It's simply additional fat. It looks different because of the structure of the fat cells in the connective tissue of women. If the connective tissue doesn't hold in the underlying fat, it creates that lumpy look.

Underneath the dermis (the skin's inner layer) and epidermis (the outer layer) are three specific layers of fat. Cellulite tends to develop in the subcutaneous fat layer, just beneath the skin.

Cellulite affects women more than men because the structure of the layers of skin and fat is different in males. The subcutaneous fat layer in a woman is organized into large upright chambers where the fat is stored. In men, these chambers are organized into small slanting units.



Along with the female hormone Estrogen which tends to increase fluid build-up, and our tendency for thin skin, the superficial fat shows through more easily in women.

Additionally, your body composition (muscle to fat ratio), genes, skin thickness, age, and lifestyle all influence whether or not you have cellulite and how much you have.

Most women and teen girls have some cellulite and even “skinny” people can have cellulite.

While essentially there is no “cure” because that’s how females are built, you CAN definitely reduce and dramatically improve the appearance of cellulite -- providing you attack it with a strategic and targeted plan that covers all the issues I mention below.

It’s important to understand that as cellulite diminishes, often it will appear to look worse before it gets better.

Women have different layers of fat, and when we gain body fat, it begins around the smaller muscles first and around the organs within in your body that you can’t see (this is the most dangerous place for fat to be stored).

After the small muscles and internal organs, fat spills out to other areas. That’s why, over time, we get a build-up of subcutaneous fat, which may also give us the cellulite look.

When we lose body fat, the reverse happens. Unfortunately, that's not in the order we would like! Given that it is most dangerous to store fat around our organs, our bodies will naturally do what is best for us, which is to use the stored fat there first and foremost.

When you first start losing fat, you'll feel better, but you may not see physical changes right away.

The changes ARE happening, but they start from the inside first!

As fat accumulates (and there is more and more of it), it becomes harder and firmer because there is less circulation to these parts of the body. That's also why the surface of the skin on the fatter parts of our bodies feels colder to touch.

When your fat begins to melt away, your blood will begin circulating to these areas again and 'loosening' up the fatty deposits. This may make you feel 'softer' and 'squishier' in these areas...and you may even think these areas feel fatter and look worse. I call it the 'squishy fat' stage.

Don't be alarmed! It's a **GOOD** sign that the fatty deposits are shifting. With time, you'll continue to lose more and more of these fat cells and be on the way to beautiful, firm, smooth legs (or insert your own particular troublesome area).

That same process is part of why women sometimes feel that when they train with weights they are getting 'bigger' instead of leaner. Don't buy into the misconception that weight training will make you bulky!

It may feel this way initially because you are adding beautifully 'toned' lean muscle tissue underneath the layers of fat. Remember, you are losing fat from your internal organs first, but once you start losing it from under your skin, your beautifully firm and sculpted body will be revealed! And then the muscle that you have will look sexy and sleek.

The moral of the story? Be patient, Grasshopper; be patient!

Although I've been talking about cellulite, some of you may have 'trouble areas' without the cellulite. We call that stubborn fat. Let's take a closer look at it.

Stubborn Fat

Stubborn fat is the fat that accumulates in particular areas such as the hips, butt, and thighs of lean women. It may show as cellulite, or it may not. Stubborn fat is very difficult to remove (so it is aptly named!), as you are probably aware.

It's there in obese women too, but they may not realize that it's 'stubborn' until they get rid of more of their overall fat.

Now, some of you may be thinking that you have stubborn fat but you're not lean. The Beta Switch will help you get rid of both kinds of fat. And your 'regular' fat will melt away much faster if you keep your beta receptors turned on.

And lucky for you, when you get to your stubborn fat, you won't hit the seemingly unbreakable wall that other women do. You'll already know how to keep your beta receptors turned on and happy, so although you'll notice a slowing of fat loss in your trouble spots, you'll be able to lose them.

One of the reasons fat is believed to be preferentially stored in these stubborn areas is for breastfeeding. As mothers (or the ability to be a mother – because we are female) we are genetically programmed to have a backup supply of fat so we can care for our offspring in times of famine.

When women lose fat, typically we lose it from our upper body first. No matter that we may have a lot more fat down below; our body will always take the fat from our upper body first. That's the pattern of fat loss for most women. And as frustrating as that is, we can't change that.

So, stubborn fat is doubly difficult — it's stored easily and it's extremely hard to shift once it is stored.

Like we talked about before, body fat contains two types of adrenoreceptors – beta and alpha. These adrenoreceptors control fat cell metabolism as well as blood flow into and out of the fat cell. In very basic terms, beta receptors promote fat metabolism and alpha receptors block fat metabolism. Continuing in very basic terms, in the game of fat loss, beta receptors are good and alpha receptors are bad.

You'll remember that earlier I mentioned that stubborn fat contains far more alpha receptors than beta receptors. Lower body fat has been found to carry as much as 9 times more of the baddies (alpha receptors) than the goodies (beta receptors). This doesn't paint a pretty picture.

The ability to lose stubborn first depends on the ability to mobilize or break down that fat out of the cells and into the bloodstream. Stubborn fat is not mobilized out of the cells as easily as fat is mobilized from other areas of the body, due to the ratio of good to bad adrenoreceptors.

It's important to again highlight that you will only lose stubborn fat after you have lost fat from the more easily mobilized areas of fat. Your body won't touch stubborn fat until all the other fat is gone.

Lack of blood flow to areas of stubborn fat is also an issue (as if we needed any more!). This makes it harder for the fat to be mobilized away from the cells to be burned off as energy.

You see, there's something called re-esterification. If we were to get all geeky, we'd talk about alcohols and fatty acids, and how fat that isn't mobilized and used can be re-esterified. But we're going to keep this really simple.

When you exercise and manage to get some of the fat in your stubborn areas released from your cells, if you don't do something that mobilizes that fat and actually uses it for energy, re-esterification will ultimately mean that the fat is sucked right back into the cells you just worked to release it from.

I told you there's a reason it's STUBBORN fat. But don't despair. There are ways to prevent re-esterification.

Your ability to lose stubborn fat first depends on the ability to mobilize or break down that fat out of your cells and into your blood stream. AND you need to make sure the fat is burned off and not left circulating in the blood stream only to be stored as fat once again.

I'll show you EXACTLY how to do that in the Beta Switch Targeted Training Program.

You might be thinking, “Hey! Wait a minute! I thought this was just a diet. Why are you talking about exercise?”

While The Beta Switch Diet is all about getting (and keeping) you in fat burning mode, I’ve a secret to share with you — Most fat loss happens because of your diet.

That’s right... You’ll be able to lose the majority of extra fat if you just follow the diet and never lift a finger to exercise.

So, if you’re extremely busy and just don’t have time for exercise right now, stick to the diet and you’ll lose fat. If you have a lot of insulin resistance, it may take a few weeks for your hormones to balance enough for you to start seeing results, but it WILL happen.

However, if you want to accelerate your results or you’ve reached the point where all you have left is stubborn fat, exercise is vital.

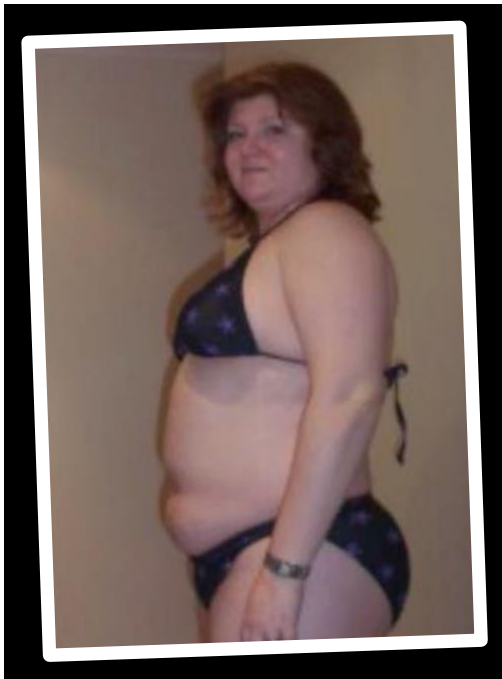
Diet alone will be slower at getting rid of stubborn fat, but if you’re like most people, you have ‘regular’ fat to lose first. And diet without exercise can get rid of that fat at a respectable rate.

And frankly, once you’re at the “just stubborn fat” point, it only takes 12 weeks (or less) to burn through it with the right exercise program. Once you’ve burned through the stubborn fat with exercise and diet, you can go back to The Beta Switch diet and the stubborn fat will stay gone.

The only exception is if you need to add a little extra shape from time to time. It’s your muscle that gives you the sexy shape we all admire, and although your diet can keep the fat gone, it won’t keep your muscle shapely. In maintenance, if you don’t want to exercise regularly, you can use your mirror to tell you when to exercise for a few weeks.

So, this diet is really all you need unless you want faster results or you need a little muscle for a sexier shape.

Now, before we go much further, I’d like to share Carolyn Gerdtz’ story with you. Carolyn used The Beta Switch (when it was called a different name) and had



amazing results! She lost 86 lbs. (39kg) and went from over 45% body fat to around 15%!

She shared the following with me when I asked her what reaction her family had:

“I finally sent them some photos (only around a week ago) and they were completely speechless. My Mum didn’t think it was me, until she looked really closely!

My Dad was also really amazed, and my sister sent me an email starting with the words “OH MY GOSH! I can’t believe how you look... it’s amazing! All I can say is I’m so very proud of you and how far you have come and what you have achieved. You’ve inspired me!” It was so wonderful to receive that. AND of course, my wonderful husband thinks he has the best looking wife around now!! LOL!!!”

You can read Carolyn’s full story in *The Beta Switch: Real Life Motivation From Women Like You* manual. But I wanted to share a small piece of it here so that you understand just how powerful the program is.

Alright, let’s get back to you and your own transformation!



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