



NEWSLETTER APRIL 2005

IN THIS ISSUE:

- 8 steps to success
- Athlete's Corner: Eating for endurance
- Monthly shortcuts: Metabolism
- Discussion: Supplements
- Got 5 minutes?
- Recipe of the month

8 Steps to Success

Would you invest your money in a business that only has a success rate of 2%? Literally millions of people do: The \$42 billion diet industry (books alone!) has a roughly 2% success rate but countless people continue nonetheless to invest their dollars, time and energy on weight loss fads.

The weight loss industry flourishes because there is so much emotional investment in it. The trick isn't in getting into shape, it's in staying there for life. Stop for a moment and be practical. Long term success means accepting a slower rate of progression. It means accepting that nothing worth having comes easy. If you're looking for a quick way to get lean, I can't help you. What I can do is share why diets don't work, and tell you what does.

With the clutter of diets on the market today, it comes as no surprise that people are confused. When it comes to eating right, conflicting advice is abundant. You're probably thinking you need a degree in biochemistry before considering a program. Protein or carbs? Tuna or Twizzlers? At first glance today's nutrition-related research appears to be relatively comprehensive. We have more "results from leading studies" than ever before, yet we're simultaneously witnessing a steady increase in the rate of obesity.

How much more data do we need before we understand that it really isn't all that complicated? How much time do we need before we decide to move from contemplation into action?

Curiously enough, despite the overwhelming pyramids of books and training plans available, many people are still attempting to fight this battle by seeking out more information. They know everything there is to know and yet (notice the trend) they *still want more*. I'm firmly convinced that the lack of knowledge isn't what prevents us from reaching our goals. It's the lack of how to apply that knowledge to real life. I'm astonished at how often I hear "this isn't going to be a good week"... **as though eating right requires "time off" from everyday life!**





NEWSLETTER APRIL 2005

All the fundamental principles you need to achieve good health and optimal body composition are out there, and have been for as long as we've been alive. Unfortunately, no one really wants to hear this. People are still holding out for something clever, something revolutionary. They don't want to be told to move and eat their vegetables! They want to hear they can lose 20 pounds in 4 weeks.

Well sorry.

Without a doubt, the success of any plan in the long term depends as much on psychology as on biochemistry. To suggest that weight is "about food" would be like describing **Animal Farm** as a book "about pigs". Clearly, there's more to a good program than what you put in your mouth. But it's a start. And that's where we'll begin. The first few days are never easy, but once you start seeing results, your motivation will increase dramatically.

Extreme diets notwithstanding (easy to identify and undeserving of further discussion), most popular trends do get results so long as you follow them to the letter. To what extent they work, and for how long, varies. But as long as one is consistent, and does not mix principles haphazardly, results are met. Why? Because if you pay attention, these programs generally are in complete agreement on the basics.

How can that be?

Apparently, it boils down to this very basic truth: success has more to do with **basic habits** which far outweigh **any combination or ratio of protein, fat and carbohydrates**

Aha.

To succeed all you need to know are the following principles:

1. **Eat between 5-6 mini-meals every day. In other words, eat every few hours, no matter what. Pack snacks, because we're all busy, and it's not an excuse.**
2. **Pair lean protein with complex carbs at each mini-meal*.**
3. **20-25% of your energy intake should come from healthy fats (such as flaxseed oil, salmon, and nut butters)**
4. **Stop drinking calories, from lattes to juices. The best choices are water, seltzer, green or white tea, the occasional diet soda, and your morning cup of coffee (black or with skim).**
5. **Eat mostly unprocessed foods. That includes bars or other healthy packaged snacks.**
6. **The 6 meal mantra makes this next point obvious, but it merits a second mention: *Don't Skip Breakfast*. Your metabolism will grind to a halt. If your excuse is that you're not hungry, I'm afraid it has already happened.**
7. **Move. You don't need to go to a gym. Just be active. Take the stairs. Walk to lunch.**





NEWSLETTER APRIL 2005

- 8. Sleep. The metabolisms of those who get 8 hrs a night are 23% higher than those who get 5-6 hrs. Undoubtedly this is linked to cortisol levels in the blood. If 8 hrs isn't realistic, just try to get 1 hr more than you currently do, on a regular basis.**

**Complex carbs include berries, most vegetables and high fiber cereals such as Fiber One. Exception: workout and post-workout drinks and meals require simple carbs.*

If you look carefully, every program ultimately reverts to these fundamental basics once their initial induction phases, hazing periods, or whatever you want to call them, are over. Stop looking for new answers, and accept that this is all you will ever have to work with.

Anyone who undertakes a sustained, intelligent program and adheres to it deserves respect. The principles are simple but implementation is far from easy. It takes work, and focus. You shouldn't need a calculator to eat your lunch, but you do need to plan ahead.

Athlete's corner: eating for endurance

Being relatively active, I enjoy feeling healthy, strong and energized. I'm not alone. Most of my clients are looking to get to get lean and toned. If that's where you want to go with your training, then here are the key points that will help you maintain lean muscle mass, gain energy (get faster), and lose body fat.

- 1** Eat enough calories. It takes energy to burn fat. Aside from making you feel lousy, excessive dieting will slow down your metabolism. Your body will still function, but not at peak levels. If you are trying to work out on fewer calories, you won't be able to do so at a high enough intensity for a long enough period of time benefit from it. Over time, your body will lose muscle not fat. Since muscle is the tissue in your body that burns calories, your metabolic rate will slow, and no matter how much you diet, you will not lose fat.
- 2** Eat carbohydrates. Carbohydrate is the energy that fuels strength-training exercise. Don't be misled by fads. The research is clear: if you want to train hard and long, you need carbohydrates to achieve your goals
- 3** Eat enough protein, and don't shy away from healthy fats. Protein is used (among other things) to make the hormones that regulate your metabolism. Healthy fats such as flax and nuts with help you reach your goal.
- 4** Drink plenty of fluids. Drinking fluid is absolutely essential to promote peak performance. We have a poor thirst mechanism, and are already dehydrated by the time we feel thirsty. You must drink before you are thirsty. Even mild dehydration will limit your mental and physical performance, and it may impair your long term health.





NEWSLETTER APRIL 2005

5 We've known for a while that eating small, frequent meals promotes calorie burning versus fat storage. Five to six meals a day are best—more if your calories are higher than 3,000 a day.

The latest research information points not only to timing of meals, but timing of nutrients. Since this is a relatively complex discussion, it is best to determine what your needs are individually, rather than blindly calculating estimates with rough formulas.

Shortcuts: reviving a sluggish metabolism

Eat more

Eating and digesting food burns calories—this is called thermogenesis. If you eat a small meal every three hours for a total of five to six mini-meals a day, you'll burn 10 percent more calories per day than if you eat two or three big meals.

Lift weights

The more muscle you have, the more calories you burn, even at rest

Think green

It's easy. Green tea has thermogenic properties and promotes fat oxidation beyond that explained by its caffeine content per se. Studies show that those who consume green tea have a 4% increase in thermogenesis, with an overall energy expenditure increase of 4.5%

Cardio in moderation

Sustained exercise can lower your body's set point, past a certain point. Going overboard with cardio can backfire. Your metabolic rate will adjust by becoming more efficient and burning less. Hardcore athletes will benefit from this as the "efficiency" allows them better performance (endurance). For the rest of us though, it can become quite frustrating when more work = less results.

Intervals

Use interval training to stimulate fat metabolism. Remember: "train the same, stay the same". Mix it up. Steady state cardio will result in a metabolic plateau.

Keep your stomach happy

A large dinner can increase pressure in the stomach, causing stomach acid to back up into the esophagus, which leads to heartburn. Dining mini-meal style keeps this extra pressure off. What does "mini" mean? A healthy mini-meal contains 300 to 400 calories and a balance of 15 to 20 percent protein, 50 to 55 percent carbs and 30 percent fat. Those of you in the program know by now what constitutes a mini-meal – so keep up the good work

Drink water

No need to drown. 1 extra cup a day is a start.





NEWSLETTER APRIL 2005

Discussion: Supplements

How do you really know what's in a bottle of dietary supplements?

With most supplements, you cannot rely on the label to tell what is inside the bottle. Laboratory tests by the FDA show that supplements often do not contain the listed ingredients. There are about **2400** vitamin brands in the U.S. Even the best brands of other vitamins can be anywhere from 30-70% biochemically incorrect for use by cells. Many vitamin formulations are internally unstable because ingredients react with each other, and potency decreases during manufacturing and storage.

How big of a problem is this?

Of the 10 top national brands tested, only 2 contained 100% of the active ingredients shown on the label. Some of the leading brands, including the #1 selling brand in the country contained as little as 20% of the active ingredients.

Each brand tested was labeled "certified potency," "standardized," "guaranteed potency," or with some other similar phrasing.

What's the solution?

Although the FDA requires supplements to contain what's on the label, it is not enforced. However, supplements which are manufactured to FDA approved "**USP**" (**United States Pharmacopeia**) quality standards are government certified to actually contain what's on the label. **USP quality standards are the same standards which pharmaceutical drugs must adhere to.**

If you are taking supplements, I urge you to look for the official "USP" designation on the label. With non-USP supplements, you really don't know what's in the bottle.



**You May Be Wasting \$1 Out Of Every \$2
With Non-USP Grade Supplements**

Non-USP Supplements May Have Different Contents Than What's On The Label

The Actual Contents May Be:

To make tablets, ingredients are exposed to high heat and pressure, which reduce the potency of the ingredients.

10,000 IU Retinyl Palmitate and none of the antioxidant beta carotene.

1%-30% of actual B-vitamins diluted in a base of corn starch with Sodium Benzoate,

160 mg vitamin C dilution.

250 IU vitamin D dilution.

Synthetic vitamin E.

No benefit of insignificant amount.

Actual ginseng content is 0 mg.

Supplement fails to dissolve rapidly, and is not absorbed.

Supplement Facts

Serving Size: Two Tablets

Two Tablets Contain% DV*

Vitamin A	10,000 IU
From Beta Carotene	5,000 IU
From Retinyl Palmitate	5,000 IU
Vitamin B-1	10 mg
Vitamin B-2	10 mg
Vitamin B-3	40 mg
Vitamin B-12	24 mcg
Vitamin C	200 mg
Vitamin D	400 IU
Natural Vitamin E	200 IU
Vitamin K	100 mcg
Biotin	300 mcg
<hr/>	
Royal Jelly6 mg
Ginseng50 mg
<hr/>	
*Daily Value (DV)	
Timed Release: Disintegrates over 6 hours for timed-release benefit.	

5 minutes a day

Do these exercises while watching TV, or on the phone

- **Triceps Dip** - Two sets of 10-12
 1. Sit on the edge of a hard chair or bench.
 2. Grab the edge with your hands. Bending your elbows, dip your rear down toward the ground in front of the chair.
 3. Straighten your arms and raise yourself back up. Keep your back straight and chest lifted.
 4. Keep your body close to the bench or chair — don't lean way out to the side.





NEWSLETTER APRIL 2005

- **Wall Sit**

1. Put your back against a wall. Slide your body down until hips are parallel with your knees. Now hold it as long as you can.
2. Make sure you've created a right angle with your knee and your ankle, like the side and top of a box. The knee must be directly over the ankle to avoid putting too much pressure on the knee. Hips and head should be a straight line.
3. Stand up when it starts to hurt. Work up to two minutes.

Recipe of the month

Pan Bagnat (Provence)

This sandwich, essentially a salade niçoise on a roll*, is a street-favorite specialty of Nice and Cannes.

* The recipe has been modified to fit your EatStrong program!

Ingredients: (for two)

- 1 100% whole wheat pita (traditionally one would use round chewy bread rolls)**
- 2 tbsp extra-virgin olive oil**
- 2 tablespoons red wine vinegar**
- 6 oz (187 g) can water- packed solid white tuna**
- 1/2 green or red bell pepper, seeded and thinly sliced**
- 1 tomato, thinly sliced**
- 1 hard-boiled egg, sliced, 2 extra hard boiled egg whites.**
- 6 anchovy fillets**
- 2-4 lettuce leaves such as butter (Boston), green leaf, or red leaf**

Directions:

- 1. Cut Pita into two halves. Sprinkle the insides with the olive oil and vinegar**
- 2. Drain the tuna and place it in a bowl. Using a fork, flake the tuna into smallish pieces. Divide evenly between the pitas. Do the same with the bell pepper, tomato, egg, anchovy fillets and lettuce.**
- 3. Experiment by adding sliced black olives, green beans, mushrooms, or other vegetables.**

