

INSIDERS REPORT:

**Weight Loss, Lies,
Secrets and you!**

**Secrets EXPOSED
for 1st time EVER!!**

Reality TV

We've all seen or at least heard about the quick and amazing weight losses achieved on popular television shows. Most of us realize that the body transformations of the contestants that occur over a few weeks are far from typical. Yet, we are still drawn to watch. How realistic are these shows and is our national obsession with rapid weight loss healthy?

In a recent insider leak, it was reported that the contestants on a popular 'reality' television weight loss show actually had to sign waivers not only protecting the outcome of the show but protecting the timeline of the show's production.

Like anything in life, these shows possess both a positive as well as a negative aspect. On the up side, millions of viewers who watch are often overweight or obese themselves. They may feel hopeless and depressed about their poor dietary and exercise habits and these shows can be quite an inspiration to confirm that change is indeed possible. Seeing others struggle with their weight on television gives them someone to relate to and learning what determination and nutrition education can accomplish may give them the boost they need to make some changes in their own lives.

The big problem, however, is that the contestants on these shows have the assistance of personal trainers and are given instructions on what exactly to eat. They have no outside pressures and are in a facility that is set up to accommodate a rigorous 8 hour training schedule each day. Most of the public does not have the privilege of these services. In a leak of some of the food diaries of the participants, the amounts of food consumed was extremely limited and lacking in sufficient fruits and vegetables.

These shows are basically sending a semi-correct message: that healthy eating habits and physical activity are the keys to weight loss. The unrealistic aspect of them is that such drastic measures are taken to obtain the shocking physical changes and these measures do not support the message being spruiked. Extreme weight loss can be dangerous to your health as well as difficult to maintain. According to a former contestant, most episodes were not shot weekly as depicted on television; more time elapsed in reality thus

exaggerating the amount of weight lost in one week. Also, she states that she was taught to dehydrate herself to manipulate the numbers on the scale, to ignore the advice of the nutritionists and listen to the show's trainers, and was left with a very poor body image of herself.

Keep in mind that generally the quicker the weight comes off, the quicker it will go back on. You have not learnt the triggers for the weight gain nor addressed the root cause. The inevitable is that you will 'find' what you 'lose'. If you've ever had the flu and didn't eat for a couple days you know what I am talking about- you may have been excited to realize that you lost a few kilograms (pounds). But it wasn't permanent, was it? As soon as you began eating as you normally did your body reclaimed those lost kilograms (pounds) just as quickly as it lost them. You didn't gain all that excess weight in a matter of a couple of weeks so you cannot expect to lose it that fast.

Apart from the unrealistic timelines of losing weight, there is the physical impact these shows have on the health of the participants. DEXA scans show, in real time, the fat deposits that are diminished through any weight loss activity. They also show loss of bone, lean muscle mass and hydration. DEXA scans were recently leaked to show the impact that reality television shows can have on the body. Whilst the desired effect of fat loss was achieved, the contestants were left depleted of lean muscle mass and the significant bone loss put them at risk of Osteoporosis later in life.

So back to the waivers, why is it that these shows do not inform the viewers of the true results? Significant weight loss is achievable but not in a 'lab rat' type situation. It must encompass healthy principles and adhere to strict guidelines. Next time you are watching one of these shows, by all means be inspired. But do not think that you are not going to achieve your weight loss goals unless you follow these dangerous practices.

MLM Weight Loss Systems & Shakes

As the ever growing demand for reaching a healthy weight grows, many MLM weight loss companies are striking the market with urgency. There are so many available that it is confusing where to turn. Maybe you have been approached by a friend to try a product that they sell?

Nutritionally, most of these products are sound. However, they are designed to give you a feeling of satiety (fullness). Some actually state that they are designed to partially fill your stomach so that you eat less. Most are based on a common formula of whey protein. This can provide many nutritional benefits but does not replace the need for a natural and healthy diet inclusive of sufficient fats, vitamins, minerals and proteins.

These programs are based on sales, not wellness. If they are recommended to you by a reliable health professional, they are often accompanied with an exercise program and a warning that the solution is temporary. Remember, you are not learning anything about the root cause of your weight gain. You are not learning to eat healthily. Once you stop taking the shake, you will regain the weight. That is the how these programs are designed. You will buy again if you achieved initial success.

Insider leaked information:

I've been in fitness for a long time now and have seen many trends come and go but none as prevalent as that of the current multi-level marketing product craze. It seems that every gym and every Jack and Jill on Facebook are hocking something that claims to add beauty, fitness benefits, weight loss, and a cure for obesity. We all know deep down these claims are false, irresponsible, and self-serving. We want to believe though, both those who sell and those who buy. We want to believe because we will do almost anything to avoid being uncomfortable and face hard truths.

That is why people who sell multi-level marketing products talk a lot more than those who are their customers. If they talk and dance fast enough perhaps they can convince you otherwise of what you already know deep down is a lie - that you can have your cake (or diet cheese puffs) and eat it too, or that you can enjoy that brownie-flavored energy bar and it will help you get and stay thin. You want so desperately to have the body you've always wanted *and* to find something that tastes as good as the food you're addicted to.

Lucky for you, there are plenty of people who are happy to sell you that bill of goods and with good reason - there's plenty of money in it for them. It's profitable to give customers what they want and tell

them things they like to hear. Unfortunately, in fields like medicine, fitness, and wellness, doing so is also often an injustice. We all know the truth about diets of all kinds. They only work in the short term. Period.

In selling his multi-level marketing diet product, my former co-worker used to tell me that he was helping to “solve the obesity epidemic.” He came up to me at the gym the other day asking my opinion on supplements and which ones I take and recommend. I started in on the potential benefits of a multivitamin and protein supplementation and then he launched into a pitch of a product he reps. I thought he was asking a genuine question, but it really was just a set up for them to go right into the pitch. He wasn’t interested in what I had to say. He was waiting for the opportunity to give his elevator pitch. Put succinctly - regardless of ones profession, if someone talks a lot more than they listen, odds are they are thinking about their needs and not yours.

Multi-level marketing professionals hide behind the curtain of saving lives and healing people. The reality is many in the fitness industry are preying on the weak people - the obese, those in poor health, and those lacking self worth after putting on a few kilograms (pounds).

Even if we’re in it for altruistic reasons, many in fitness quickly discover that it isn’t an easy field in which to make a decent living. This is the cause of the multi-level marketing craze in our industry – greed, and specifically greed in response to coming from a position of lack or want. The challenge is that many in fitness barely make a living wage. The majority in health and wellness live paycheck to paycheck and lots of us have white-collar pedigrees but make blue-collar (or below) wages. The desire to make extra money and work less can be very appealing and tempting. Not only that, you have a built-in support network of fellow marketers. Well, I suppose one could call this support, but then again it matters where you sit in the proverbial pyramid. I’m guessing it pays to be at the top, complete with sunny resort getaways and fancy seminars in swanky hotels.

Diets & Online Programs

Many diets and online programs are designed for you to have a 'win' initially. They deliver that in most cases. You lose weight in the first few weeks. If you are doing an online program, you are likely to lose weight over a 12 week 'transformation' period.

Insiders report that the sales procedure for these programs contains a discounted 'second sale' offer. Before you have even unpacked your resources, or logged onto your account, the sales agents have started a file for you to 're-join' or 're-purchase'. After all, you are bound to lose weight the first time around (if only for a short time) so you will blame yourself for the failure to continue losing weight, not the program purchased. The sales agents and designers are relying on your inability to reach your goal weight and maintain it. They are not helping you by discounting your second or third round. They have little overheads once you have made an initial purchase.

Insider leaked information:

I work at a 12 week online transformation franchise. The challenge is designed more for young, fit people, not for the over 40's. Our marketing addresses the younger market who often bring along clients from other demographics though. The exercise regime is quite advanced, even on the 'easy' level. You have to be fully self motivated, there is no personal encouragement. Video encouragement is to the masses. We rely on you having the ability to be self-driven, the program is designed for the masses, not individuals.

The menu plans are plain. We do not encourage food as an exciting part of the program. If you don't have an emotional investment in food, you will eat less. Many are concerned that the challenge provides a message that you need to succeed, without success- you are a failure. We don't see it quite that way but are happy to help again if you do 'fall off the wagon'. In fact, we encourage more than one 12 week transformation challenge to secure your goals.