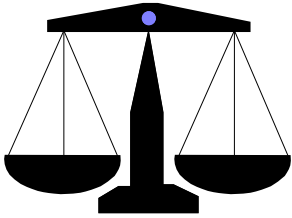


FOR LONG-TERM AND CONTINUAL FAT LOSS,

PROPER DIET AND EXERCISE

ARE EQUALLY IMPORTANT!



HERES' WHY!

You may have heard that if you want to lose weight safely and efficiently, proper diet and exercise are essential. Unfortunately, most people desperate to lose weight do not heed these words and therefore wind up doing one or the other. As a result, the vast majority of the weight management population ends up either wasting their time exercising inefficiently, or becoming a “smaller version of themselves” (*due to the loss of lean body mass from restrictive calorie dieting*), or both. Perhaps, lack of reasoning and/or understanding of how proper diet and exercise favorably alters body composition, is what has kept the American population from acknowledging and consequentially integrating these two critical components into their conditioning regime. In order to understand why this approach is the **ONLY** method that will yield “long term” and “continual” success, it is essential to first understand why one without the other, will **NEVER** produce the desired results.

THE ADVERSE EFFECTS OF DIETING WITHOUT PROPER EXERCISE

The “Commercial Weight Loss Centers” throughout the United States have long been known for their restrictive calorie approach to weight loss (“Eat Less to Weigh Less”). As discussed in one of our first articles we explained why restrictive calorie dieting can actually increase body fat levels. But what happens if your diet **IS** properly structured and you still don’t exercise? Although you may not lose as much lean body mass, the rate of fat loss you experience may be minimal. Why? When the body is fed the proper amount of calories (*within the proper ratio of protein, carbohydrates and fats for each individual*), lipolysis (*the breakdown and release of free fatty acids into the bloodstream*) is increased. As these free fatty acids, that were once stored in the fat cells, enter the bloodstream, they become readily accessible to the muscles, which is where they are burned for energy and eliminated from the body.

If regular and proper exercise (*especially aerobic exercise*) is **not** maintained, the uptake of free fatty acids into the muscle cells is significantly decreased.

Consequently, the oxidation and/or metabolism of body fat is also decreased. So what happens to the fatty acids if they are not taken up and metabolized (*burned*) by the skeletal muscles? They will continue to circulate throughout the body until they are eventually re-deposited back into the fat cells.

THE ADVERSE EFFECTS OF EXERCISE WITHOUT PROPER DIET

In health clubs all over the United States, tens of thousands of people trying relentlessly to lose weight, will exercise four, five, maybe even six times per week and never see the results they would like. In time, more than 70% of these individuals will become discouraged with the lack of progress that they experience and will abandon their efforts to lose weight. In most cases, these individuals will either follow a diet that is disproportionately high in carbohydrates, or they will just eat randomly and hope for the best. In either case, lipolysis (*the breakdown and release of fatty acids into the bloodstream*) is likely diminished. As a result, a disproportionately high amount of sugar and amino acids may be used to fuel the exercise session. This in itself, will inevitably lower blood sugar levels, leaving the individual tired, hungry and short of their fitness objective.

Following, are the combined benefits of proper diet and exercise. As you can see, it is essential to simultaneously integrate both in order to achieve long-term and continual success.

PROPER DIET

<u>EFFECT</u>	<u>BENEFIT</u>
*Maintains optimal levels of energy by regulating blood sugar	Provides necessary energy needed to exercise.
*Maintains lean body mass	Provides lean, tone physical appearance.
*Accelerates lipolysis (breakdown and release of body fat)	Provides working muscles with concentrated source of energy.
*Maintains metabolic machinery such as fat burning enzymes	Allows the body to burn fat at an accelerated rate 24 hours/day.
*Maintains metabolic rate	Reduces the risk of conserving energy in the form of body fat.
*Inhibits lipogenesis (the storage of body fat)	Inhibits the increase of body fat.

PROPER EXERCISE

EFFECT	BENEFIT
*Increases lean body mass	Increases the total number of calories burned in a 24 hour period
*Increases fat burning enzymes inside the muscles	Increases the total amount of fat burned in the body 24 hours per day.
*Increases fatty acid oxidation (fat burning)	Accelerates the reduction of body fat.
*Oxygenates the blood	Provides the necessary oxygen needed to burn body fat.
*Accelerates lipolysis (the breakdown and release of body fat)	Increases the muscles' ability to burn fat 24 hours per day.
*Increases metabolic rate	Allows the body to waste excess energy, rather than storing it.

As you can plainly see, the combined effects of proper diet and exercise, by far exceed any other possible method of achieving long term and consistent weight loss.