



# **SIMPLE WEIGHT MANAGEMENT GUIDEBOOK**

**A holistic programme that works in  
tune with your mind & body so you can  
eat plenty, stay full & feel satisfied**



***...powerful habits to transform your life!***

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## Introduction

### With our compliments

This complimentary bonus is a weight management programme designed to work naturally in tune with your mind and body.

We're going to reprogramme your thinking and understanding around food and how your mind and body interact with different foods. Then we'll give you a set of success principles, core behaviours and recommended actions to help you systematically create and maintain your optimal weight through the long-term consistency of good habits.

When we do private health consultations, weight loss is the most common request.

Most people are fed up with diets and see them as the only way to lose weight until now. You'll learn throughout this programme that diets go against your biochemistry and natural instincts, hence why they're usually hard work and miserable!

We'll teach you how to eat in a healthy way that keeps you full and satisfied without the need to count calories (life's too short for that 😊)!

This isn't a weight loss programme, although we cover short term only weight loss. Its aim is to help you reach and maintain a healthy optimal weight over your lifetime by developing healthy, energising and satisfying habits around eating, that nourishes your mind and body.

You can eat anything you desire within reason, even have a regular binge day if you choose 😊.

This is very powerful!

We sincerely hope you get lots of value from this information and wish you the very best of future health & happiness.

Best Wishes

*David & Stephen*

Health & Wellness Mentors

#### Disclaimer

All the information and recommended action steps provided in this guide are with the sincerest intentions to genuinely help you enhance your weight management, general health, well-being and make you feel good. It is the culmination of thousands of hours of research into books, published medical studies and the study of professional expertise. Vibrant health accepts no liability for the results of any actions you take following the information contained within. We strongly advise you to do your own research prior to the taking action steps and consult a medical professional if in doubt with any aspects.

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## Understanding What You Are?

**PLEASE NOTE:** The **simple weight management programme** starts on page 15; you may have already read the next 11 pages if you've already gone through the essential or advanced programmes. We use the same intro in all the programmes to lay the foundations.

*This section is crucial to help you get the most from the programme by understanding what you really are (energetically).*

### Spiritual beings

You may or may not know that you, me, and every other human on the planet are magnificent spiritual beings having a series of human experiences.

### Why, you may ask?

In a phrase... '**soul evolution.**' You like everyone else, chose to be the person you are, along with the path you are currently on in this lifetime, as you knew it would present you with the lessons and challenges that your soul needs to allow it to evolve further.

Most people at this point usually say to me *"If I had a choice, I'm pretty sure I wouldn't have chosen this body and this life!"* 😊

I can assure you that you and everyone else, consciously chose (whilst in the spiritual realm) their current life before they were born. Now unless you are drawn towards the study of spiritual or philosophical pursuits, the chances are you could easily think life is just random and a one off.

To help you put things into perspective, here's a brilliant bit of wisdom entitled 'the rules for being human'...

**1. You will receive a body.**

*You may like it or hate it, but it will be yours for life.*

**2. You will learn lessons.**

*Life is a constant learning experience and everyday provides opportunities to learn lessons.*

**3. There are no mistakes, only lessons.**

*Your development towards wisdom is a process of experimentation, trial, and error. Compassion is the remedy for harsh judgement of ourselves and others. Forgiveness is not only divine, it's also 'the act of erasing an emotional debt'.*

**4. A lesson is repeated until learned.**

*A lesson will be presented to you in various forms until you have learned it. What manifests as problems, challenges, irritations, and frustrations are more lessons? They will repeat until you learn them, then you go on to the next lesson. To blame anyone or anything else for your misfortune is an escape and a denial; only you are responsible for you and what happens to you.*



**5. Learning lessons does not end.**

*While you are alive, there are always lessons to be learned. Surrender to the rhythm of life, don't struggle against it. Be humble enough to always acknowledge your weaknesses and be flexible enough to adapt from what you've been accustomed to.*

**6. "There" is no better than "here."**

*When your "there" has become a "here", you will simply obtain another "there" that will again look better than "here."*

**7. Others are merely mirrors of you.**

*You cannot love or hate something about another person unless it reflects something you love or hate about yourself. Be tolerant; accept others as they are and strive for clarity and self-awareness. Strive to truly understand and have an objective perception of your own self, your thoughts, and feelings.*

**8. What you make of your life is up to you.**

*You have all the tools and resources you need. What you do with them is up to you. Take responsibility for yourself. Learn to let go when you cannot change things. Don't get angry about things.*

**9. Life is exactly what you think it is.**

*You create a life that matches your beliefs and expectations. You get what you think about and dwell on most of the time, it is a precise universal law called the 'Law of Attraction'.*

**10. Your answers lie inside you.**

*The answers to life's questions lie inside you. All you need to do is trust your instincts and your innermost feelings, whether you hear them as a little voice or a flash of inspiration.*

**11. You will likely forget all this...but you can remember it whenever you want 😊.**

These universal truths apply to every single human being and are a wonderful little guidance system to keep reminding us of who we are and how it (life) works.

Let's go deeper...

**Everything is just energy**

Here's a little bit of science which is also important to understand (to lead us into the health stuff); everything in the universe is just energy vibrating at a certain frequency and that includes us as human beings.

Although the body you are sat in, appears to be physical flesh and blood (we are actually 70% - 75% water), if you viewed it under a powerful enough microscope you would see at a certain level, you are simply trillions of atoms vibrating.

Away from the microscope, you appear to be solid. This is the same with any seemingly solid object, it too is just vibrating atoms that give the appearance of solidity to our senses.



## We are all born as high vibrational beings

When we are born, we have the pureness and high vibrations of a new body and soul just beginning its journey. This is the beauty of nature and evolution at work and if you were to measure the frequency, it would be very high indeed.

This is why we are all energetically drawn to new-born babies and small children because they are in a state of high vibration. It is the same for young animals, think puppies or kittens, they're adorable.

You could say every birth is a miracle of nature as each new-born has gone through a natural gestation and incubation period before entering the world independently.

## Homeostasis

This high vibrational, optimal state is known as homeostasis, it is the default healthy setting of the body. As long as we have decent habits and generally nourish the body, it should stay in the high vibrational state of homeostasis.

Unfortunately, the vibrational state starts to diminish if we're not careful 😞.

## The PROBLEM....

***Modern day life is slowly poisoning us (if we allow it)!***

Whether we like it or not, modern life in the western world particularly, is not conducive to good health, we're negatively bombarded from many directions which starts to lower our vibration and vitality.

The list is long but here are the common ones:

- Processed food
- Food additives (MSG, High fructose corn syrup, aspartame)
- EMF radiation (Wi-Fi, smart metres, devices)
- Air pollution
- Anxiety/Stress/Fear/Negativity/Guilt/Shame
- Vaccinations
- Prescription medication

Each element above has the effect of lowering your vibration and subsequently your health and vitality.

Making a conscious effort to reduce these effects and adopt habits to raise your vibration is the key. More importantly, all the good habits we're suggesting you do, will help do this for you 😊.



## You could also join a tribe for this!

If we all lived in the wild like indigenous people do, we wouldn't need to give health a second thought as we'd instinctively live-in harmony with our surroundings. We'd only ingest natural foods and be away from vibrational lowering foods, devices, and environments.

Tribes people just don't suffer from every day stress/fear/anxiety...hmmm!

## Solution

As we're living in the modern world with many things lowering our natural vibration (which has the potential to lead to multiple potential health problems), we can mitigate this by adopting the right actions which naturally raise our vibration and health.

And we simply do this until these actions become fixed habits, then it's plain sailing 😊.

## Adopting the Right Mindset

Good health is **always** your number 1 priority in life!

### Here's why....

When Stephen and I are giving health presentations, we ask the audience if they could have anything they want (and money is no object), what would they choose?

We usually get replies such as, a large mansion, a super yacht, huge log cabin in the woods, handsome rich partner etc.

We then point out that to fully enjoy any of it, the most important thing of all is to have good health. Of course, you can still have some enjoyment whilst in poor health but to fully enjoy anything in life, being in good health is essential and why it is your number 1 goal in life.

When your health is good, you feel good, your life flows much easier  
and everything is more enjoyable 😊

As Stephen's spirit guide Qual says, "**What does your wealth look like, without your health?**" to emphasise the importance of prioritising your health.

### Formula 1 racing car analogy!

I want you to start thinking of your body as though you were operating a high-performance formula 1 racing car.



- To get the best performance out of it you would only put in quality petrol, oils, and lubricants.
- You would make sure you understood how to get the best out of it and drive it accordingly.
- You would only drive it in suitable environments and take special care of it to make sure it always operates with a high performance. You would look after it!

As busy humans, we tend to put any old petrol in it (junk food), never really bother to read the manual to fully understand how it works (life is far too busy!) and we don't really pay much attention to it, until something starts to go wrong (Dr will fix it with a prescription!).

That tends to be the reality of modern life for a lot of people 😞!

### Let's talk about **FEELING GOOD** 😊

We've established that good health is always your number 1 priority in life.

A natural consequence of good general health and wellbeing is **feeling good**. When you feel good, positive, and happy, your vibration rises, and life becomes much easier and that's what all the vibrant health programmes are about.

Each habit will incrementally raise the vibration of your body each time you do it. You will feel good each time you do a recommended action, sometimes its subtle, sometimes it's obvious, sometimes it's exhilarating, as you'll see 😊.

There'll be a combination of physical, emotional, and psychological wellbeing benefits. The more you do them, the better it is for your general health and the better you'll feel good.

## Complete Health & Wellbeing Models 1 & 2 - IMPORTANT

When it comes to health and wellbeing, most people predominantly associate it with their physical body and their mental state of mind.

Our own philosophy is that we actually have **8 specific areas of health** (YES 8!) which we all need to continually nurture for complete health and wellbeing.

We use 3 visual images (models) to help you understand how it all fits together, here are the first 2;

### Model 1 ~ Your 8 Health Buckets

The image on the following page is our own model that represents the 8 areas, each area is depicted by a bucket that has a very small but continual leak at the bottom.



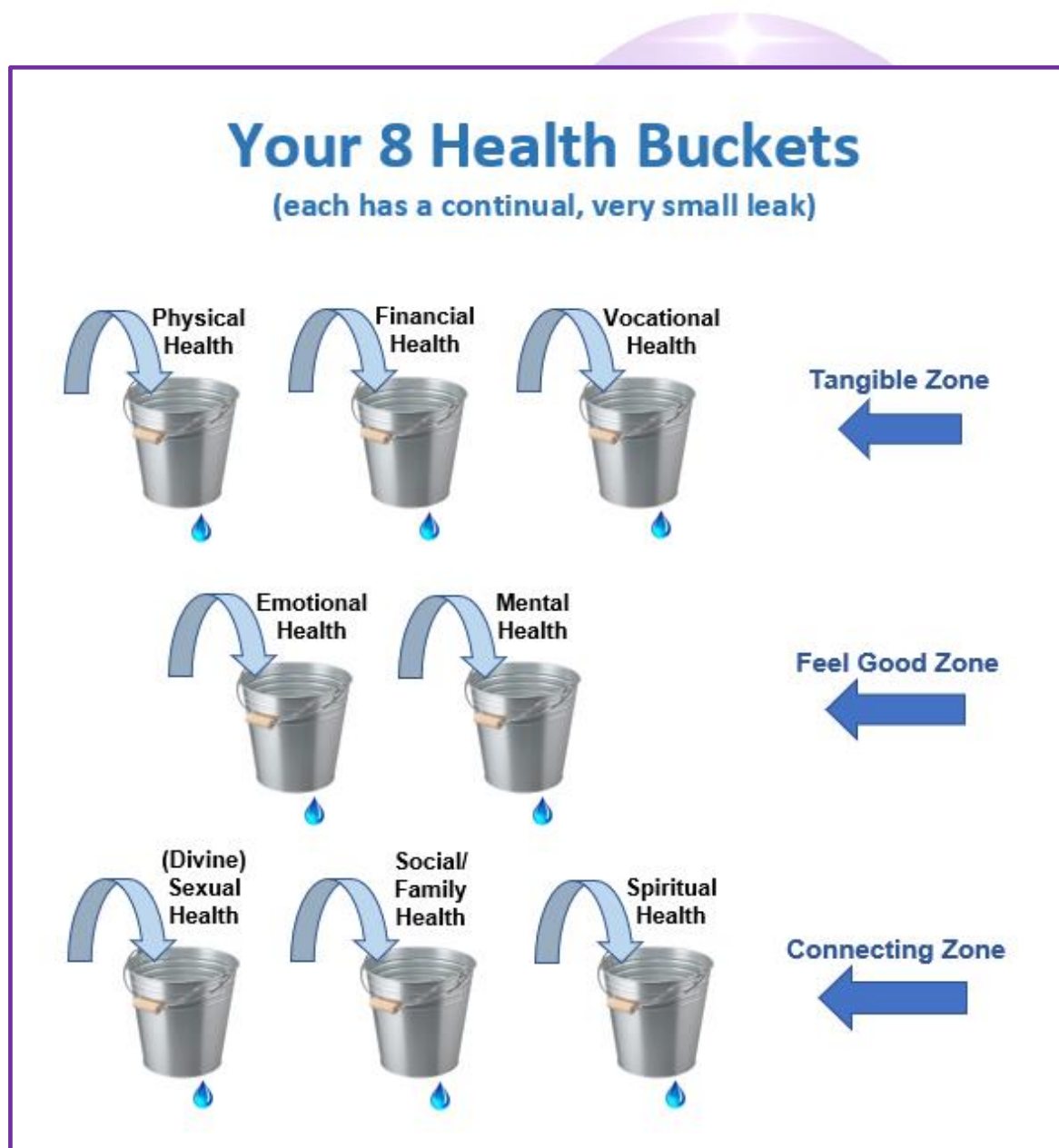


*It's obviously metaphorical, working on the basis that each bucket holds the water that lubricates and makes each of your 8 key areas run smoothly and healthily. However, each bucket slowly leaks and will eventually drain dry if neglected.*

*You job is to continually pay attention and nurture all 8 areas (i.e., keep topping up with water) using the recommended actions/habits, to maintain good health and wellbeing.*

*If you neglect any bucket(s), a part, or parts of you will eventually be running on empty and potentially start to create health problems/issues.*

Each of the recommended habits in the essential and advanced programmes, enhances at least 1 primary bucket and also enhances multiple secondary buckets.



Let's now delve further into each bucket and zone...



## The Tangible Zone (these are external to a degree, and what others can see)

1. **Physical health** ~ the most obvious one, all the essential habits (1 – 11) will help you take very good care of this.
2. **Financial health** ~ we only touch on this one directly with 1 habit (habit 22). It is obviously very important to nurture and look after your finances as we all live in world where we need money to live and thrive.
3. **Vocational health** ~ this is very important indeed, yet so often neglected. It can be your occupation and/or your passion(s) related to your highest values (habit 15 will help you establish your values). Your true vocation in life is what your soul longs to do, an inner urge and therefore it has a strong connection to your spiritual health. If you are doing what truly inspires you in accordance with your highest values, that is your main spiritual path in this lifetime.

It is important that what you do as your vocation (could be main job, secondary business, or hobby) gives you fulfilment, otherwise you can end up suppressing your life away, if you are just doing it for the money. If you are not fulfilled with your main job, you need to look at moving towards a vocation (you can start it part-time) that you would love to do, which is in accordance with your highest values.

It may take some time and planning (baby steps at first) to get there, but it will fill you with energy, enthusiasm, and joy when you align this part of you (neglecting this part is why so many people are lost and unfulfilled and dread Monday mornings!). When you're in tune with your vocational health, your emotional and mental wellbeing and fulfilment, will go through the roof 😊.

**The Feel-Good Zone** (The most important zone, the heart ❤️ of the operation, when you nurture and balance these 2 areas, you will **feel very good** about yourself and that is the number one aim of this whole programme).

4. **Emotional health** ~ this is how you feel at any given time and is the most important bucket of all 8. Every single one of the 22 habits will enhance your emotional health and make you feel that little bit better each time you do it. Habits 13, 14, 16, 17, 18, 19 & 20 are specifically designed to build your emotional health. With practise, they will get you feeling good all the time and that's when the magic happens 😊.
5. **Mental health** ~ this is how you internally see yourself and affects your confidence, self-esteem, and self-worth. It is the second most important bucket after emotional health and positively links to all 22 habits. Similar to emotional health above, habits 12, 13, 14, 16, 17, 18, 19 & 20 are specifically designed to build your self-image and confidence and make you feel really good about yourself.

When your **emotional and mental health** are in great shape, everything else will fall into place much more easily.

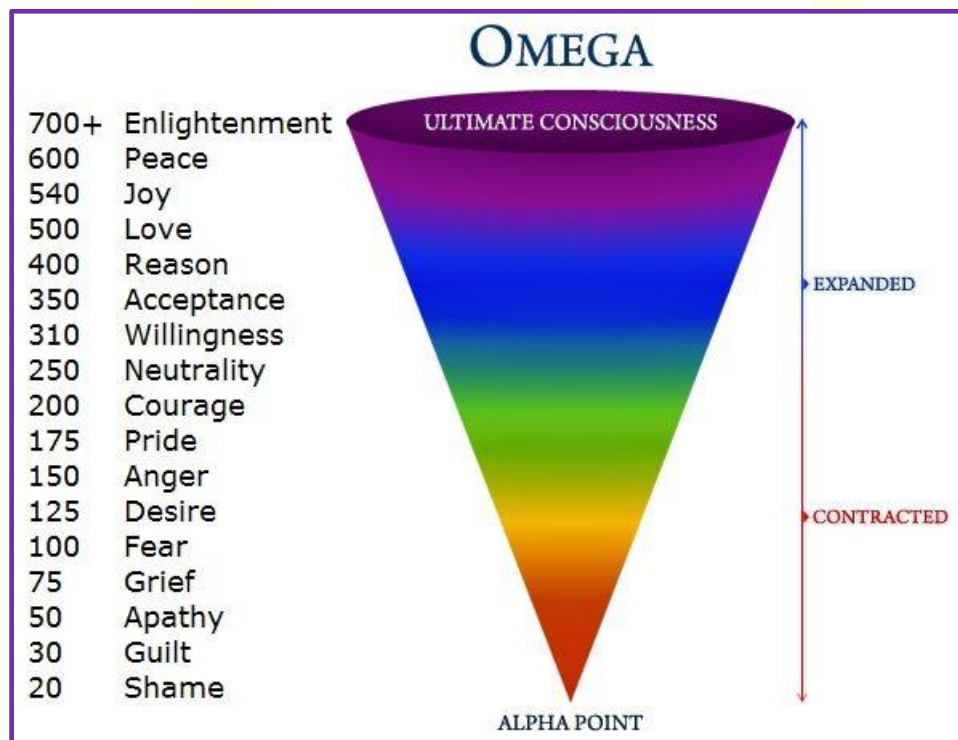


**The Connecting Zone** (as humans, we intuitively want and need to connect with others).

6. **Divine Sexual health** ~ this one isn't exclusively about sex with a partner, it applies to everyone and is about connecting to your divine creative power released through orgasm. It is about tapping into the glorious elixir of life and bathing in the divine life nourishing energy that creates everything in the universe. It is highly recommended to connect regularly with it (regardless of if you are in a relationship or not), habit 11 will help you fully understand and take care of this. You'll learn how it relates to the Emotional Vibration Chart (model 2) in a significant way.
7. **Social/Family health** ~ We all have a deep human need to feel wanted and accepted by other humans. Having a social circle of friends, work associates, like minded advocates and close family bonds are all important for your mental and emotional wellbeing. It is important to regularly connect and nourish these relationships to feel complete as a human being. Habit 21 will help you with this.
8. **Spiritual Health** ~ As the saying goes "for what profits a man if he gains the whole world and loses his soul?" Understanding you are a spiritual being having a human experience and acknowledging/connecting with a higher power is very important indeed for your spiritual health and your integrity as a human being.

**Also...**to feel genuinely fulfilled with your life, your spiritual health needs continually nurturing. Having a higher purpose/vocation (in line with your highest values) with the intention of benefitting fellow human beings and advancing humanity in some way (no matter how big or small), is nourishing for your soul and spiritual health. Taking care of your spiritual health will also help to keep you grounded and more fulfilled, habits 9, 12 – 15 and 17 - 21 will help you with this.

### Model 2 ~ Emotional Vibration Chart (aka Map of Consciousness)



This chart is courtesy of the late Dr David R Hawkins MD who through extensive testing and research has mapped the range of human consciousness.

It is officially known as the 'Map of Consciousness,' however we're going to refer to it as the **Emotional Vibrational Chart** simply because that is easier to relate to in terms of health and getting you to focus on the key aspects.

It maps the 17 levels of human consciousness (each labelled as an emotion) on a scale of 1 – 1,000 which represents the levels of **energetic vibration** connected to the level of consciousness of each of the emotions.

You can see that the really good emotions of love, joy and peace are at the higher vibrational end of the scale and as we all know, feel really good. **That's where we all want to be!**

Conversely, fear, grief, and guilt etc, are at the lower end of the chart and don't feel so good to experience.

### ***Important distinction...***

We can all pretty much experience the whole range of emotions briefly from time to time. For example: we can be deliriously happy or really angry, these are fleeting short term emotional experiences.

However, underlying all of this, we each have an average vibration calibrating somewhere between 0 – 1,000. Dr Hawkins established that around 75% of the world's population is below 200 and only a small handful of people (less than 20) are above 600. Quite surprising!

There have been just a small number who have calibrated at the very top of the scale (enlightenment), here's 3 you may have heard of Jesus, Buddha, Krishna!

Instead of using the phrase average vibration, let's call it **resting vibration**.

**The most important aspect of all ~ the higher your resting vibration, the better you naturally feel!**

Now, it is quite obvious looking at the chart, if you have a higher resting vibration of say love (500) you are generally going to feel much better than if you had a resting vibration of anger (150).

**This whole programme is devised to incrementally raise your vibration through all the actions/habits to continually move you up the scale.**

Although on the surface you could be mistaken for thinking this is just a health and wellbeing programme, it's actually a feel-good programme as the repeated actions/habits are designed to push you up that chart so you vibrate higher and naturally feel better 😊.

The higher your vibration, the more conducive the energetic environment for the cells of your body.



### **Key note:**

You cannot make big leaps in your resting vibration, for example: you cannot just go from say anger to love quickly, you can experience them as individual emotions in quick succession, but you have to go through each level in turn.

The chart is for your intellectual understanding, **your job is to simply focus on the recommended actions and mindset** with each habit as they will incrementally raise your vibration, slowly but surely.

And, more importantly, this isn't a quick fix, it's an incremental action programme for your lifetime (or until even better information is discovered and supersedes any aspect), hence why we want to help you install them as fixed habits.

### **Please burn this into your brain**

It's your thoughts and corresponding feelings that are the driver with all of this as they **emit an energy field which affects everything around you.**

You attract whatever is vibrating on the level you're vibrating at, so **the higher up you get** on the chart (ideally love, joy and peace), **the better the circumstances and events you experience** and most importantly, **the better you feel!** 😊

## **How to Get the Most from this Habit**

Stephen and I created this programme as a 2-step process to learn each habit;

1. First step, **learning**: the information on the habit is to educate you on the importance to your health and **why** you should adopt it.
2. Second step, **doing**: you then know exactly **what** and **how** to do it, until it becomes a deeply ingrained habit.

Hopefully, you'll feel inspired to do the recommended actions until the habit becomes fixed and subsequently automatic for you 😊.

### **It just takes a bit of discipline first**

The best definition of discipline I have heard is 'giving yourself a command and following it.'

The difference between discipline and habit is this;

**Discipline** is making decisions and taking actions using your **conscious mind**.

**Habit** is carrying out actions using your **subconscious mind** as you no longer have to think about it, you just do it.



So, once you have learned and understood the benefits of each individual habit, you just need a bit of discipline to carry them out daily until they become a fixed habit.

...and voila 😊!

## Habits

**We are all creatures of habit** as this is how the unconscious mind operates when we repeat an action enough times.

Scientifically speaking, every single thought or action creates an electrical impulse across the neural pathways of your brain to create what are known as synapses. By repeating specific thoughts or actions you strengthen the neural pathways/synapses until they reach a point where conscious attention is no longer required. It then becomes stored in your subconscious mind and body, as a fixed habit.

If you repeat an action long enough the brain will naturally and unconsciously want to keep doing it and that is the plan!

### Only 66 days needed!

There is a lot of talk about a habit becoming fixed after just 21 days, but recent scientific studies show it takes 66 days to fully ingrain a habit subconsciously.

Stephen and I do 'earthing' (habit No 2) every single morning whatever the weather, we have done it for that long (several years) it would feel weird not doing it.

The first week or two is where the most discipline is required. After 66 days, you will have done it that many times, it will feel like the most natural thing in the world. It will be like getting dressed or brushing your teeth, you don't have to think about it, you just do it.

### So, are you ready to get going?

I (David) will now take you through the full simple weight management programme.

We sincerely believe that if you adopt the recommended principles, behaviours & actions and turn them into consistent long-term habits, you'll experience significant benefits on multiple levels (physical, mental & emotional), and that is our aim!



## 1. It's just a process (that your body will love 😊)

**“LET'S GET ONE THING STRAIGHT... there are no magic pills, potions, secret ingredients or wonder foods that will magically make you and keep you slim forever, unfortunately 😞.”**

### Let's kick off with the solution...

The key to maintaining long term weight management and never having to diet ever again, can be summed up as follows;

**Engage in the long term consistency of good healthy habits that stimulate and satisfy both your digestive and biochemical needs.**

In other words, healthy habits that keep you feeling full, satisfied and happy.

Feeling full and satisfied without overeating or frequently bingeing is all about balancing what is happening in your stomach with what is happening in your brain.

### Please pay attention...

Through advances in molecular genetics, neurology and biochemistry we're finally able to learn what causes us to really gain and lose weight (it's **not** what you think!) ...

And more importantly, what eating routines and actions allow you to feel full, satisfied, have more energy and stay at a healthy weight.

If you like the idea of never having to diet again in your lifetime and maintain a healthy (optimal for you) weight, you're going to like this 😊!

We're going to educate you and give you the tools and processes to create the following:

- The ideal weight and shape you (realistically) want for the rest of your life.
- Excess weight loss (short term only) to help reach your optimal weight and shape.
- Eliminate all the emotional misery that the cycle of 'weight gain, then diet' brings!
- Change the way you think about eating, no more guilt or emotional eating.
- An eating regime that fills you with energy, satisfaction and makes you feel good about yourself 😊.

### Bold claims?

On one level YES, and as the words in the box at the top of page says, there is no magic ingredient!

It all comes as a result of many simple actions and intelligent strategies over a period of time that you systematically develop as a set of good healthy habits.



We want you to embrace this, so it becomes an automatic and natural way of being for the rest of your life. So, we're going to...

- ✓ Reprogramme your thoughts around food and how your mind and body interact (crucial to understand, so you realise why dieting is absolute madness)!
- ✓ Teach you the behaviours, routines and habits that work in tune with your mind and body, so you feel full, satisfied, healthy and more energised (and your self-esteem goes crazy 😊).

### **Just in case you're wondering...**

You can have plenty of treats, pretty much eat whatever you wish, **in moderation!**

This isn't about eating salads forever or counting calories, it's about having a good balanced diet, eating plenty and staying satisfied 😊.

### **It's much more than about food, it's a holistic process**

I'm sure you already know; we only allow access to this weight management programme if you've purchased either the essential or advanced programmes as there's a much bigger prize at stake here.

Almost without exception, all the weight loss and diet programmes focus on what you put in your mouth! Seems logical but there's are many additional elements that often get neglected, that are absolutely crucial.

For instance... your **sleep** patterns, your **water** intake, your **eating window**, your **gut health**, your general **movement/exercise**, and the scope of your **nutritional habits** all have a strong bearing on your weight and shape.

Hence, natural weight loss/management that makes you feel good (i.e., satisfied and healthy) is a holistic process. You need to adopt several related habits to get the real benefits, as opposed to just focusing on your food intake.

#### ***Think of it like this...metaphorically...***

*Just focusing on food (like a typical diet) is metaphorically akin to just changing the oil, spark plugs and filters when the car engine is running a little sluggish.*

*It will make a difference but limited... it is far better to also tune up the whole engine and make sure all the cars' systems are running efficiently.*

That's what the essential & advanced habits will do for you, they'll tune up your general health and wellbeing, so the weight management habits have a bigger impact and you get enhanced results, that'll make you feel even better 😊.

When we trialled the **essential programme** over 44 days, everybody who measured their weight, reported a (welcome) weight loss and that's without any specific focus on weight loss/management.





The **advanced programme** (if you have it) will enhance this a step further as these habits will help you eliminate a lot of emotional stuff (e.g., guilt, anxiety, stress) that can play havoc with your weight and is a major problem in today's civilised world, certainly with obesity.

*In fact, it's no coincidence that the major increase in mental health issues since 2020 is creating a surge in weight gain and obesity as they are inextricably linked.*

The **first 4 advanced habits** all help you deal with and start **eliminating the emotional stuff**, the other 7 advanced habits all help you feel better in yourself (e.g., happier, more confident, higher self-esteem). You'll see in section 6 (*The Dangers of Emotional Eating*) how much impact emotional issues and low self-esteem work against you, when it comes to eating.

### **Will this programme be easy?**

Yes, it's just one simple recommended **action** after another, for you to follow in whatever timescale suits you. Take all the time you need as this is a new routine for you to play around with and tweak as required to suit you – then you can use it for the **rest of your life**.

Once you fully understand how your mind and body interact by studying this programme, you should feel pretty motivated because the lifetime rewards on offer are significant...

#### **'Eating plenty to feel full and satisfied whilst maintaining your optimal weight!'**

Your task is to slowly but surely carry out the list of recommended simple actions and behaviours until they are fixed habits, then it becomes natural and very easy (as we're creatures of habit) 😊.

The whole basis of this programme is to eliminate that dreaded weight gain/loss cycle forever, the one that goes something like this...

*...bad eating habits ~ weight gain ~ some guilt and self-loathing ~ diet ~ psychological torture/misery ~ weight loss ~ improved self-esteem ~ end diet ~ slip back into bad eating habits... repeat ad infinitum!*

### **Automation is the key**

We're going to educate you and reprogramme your mind so that your decisions, food choices and lifestyle brings you satisfaction, enjoyment and more energy, in short leads you towards vibrant health 😊.

### **Adjustment period**

As mentioned, there is no time limit, this is about creating highly rewarding habits that will nourish your mind and body for a lifetime. There will be some trial and error



'tweaking' to hit the sweet spot (that's just right for you) with certain habits, so stay flexible, take your time and do it at your own pace.

Your objective is to find the right balance that keeps you satisfied, allows you to enjoy your food, makes you feel healthier and feel good about yourself 😊.

The transition from where you currently are to what we've described above is not a success or failure proposition. **It's a journey** where you may encounter the odd side street (slightly off track) or dead end (fallen off the wagon temporarily) whilst you adjust to the new psychology and behavioural actions, to take you from where you are to the promised land.

Once you've gone through the programme and are ready to start your permanent weight management journey, its simply then about having some patience and perseverance, doing one simple action at a time until it all becomes habitual.

By then you'll see some very positive changes, feel good and want to do it 😊!

### Final words

A lot of this programme becomes self-explanatory to a degree, once you understand how your stomach and brain interact with regards to eating. You'll discover the key battle ground is **your mind!**

The whole diet and weight loss industry focuses (more like obsesses) on your body and calories/scales! However, as we explain in the advance programme prologue, your body is an instrument or reflection of your mind.

We're going to teach you a routine that **automatically** synchronises your mind and body to work in your favour, so...

- ✓ You always eat plenty and feel satisfied every day.
- ✓ You feel more energised and healthier.
- ✓ You can still have whatever you want in **moderation** (plus the odd binge).
- ✓ You can lose excess weight initially, to reach your (realistic) optimal weight.
- ✓ You can automatically maintain your optimal weight without having to diet ever again.

**If you like the sound of all this... please read on!**



## 2. Your Hidden Enemies (in the Food Chain)!

“The sad truth is... **the food industry wants you addicted to unhealthy foods that make you fat and are using the latest research into neuroscience and human behaviour to covertly manipulate you... REMEMBER THIS!**”

Your **Simple Weight Management** educational journey so far...

1 – You understand there’s no quick fix and long term consistency of good habits is the key.

- The **bad news** ~ if you’re overweight, the food industry has a lot to answer for!
- The **good news** ~ if you’re overweight, the food industry has a lot to answer for!

Confused 😊? It’s not a typo, let me explain...

Its **bad news** when you understand what the food industry is really doing to the food chain, and you’ll fully understand after reading this section and section 5 (*How Different Foods Affect You*).

However, its **good news** though, if you’ve been beating yourself up (or giving yourself any sort of self-criticism) over your weight, bad habits or lack of willpower etc, **as there are lots of hidden elements working against you.**

Why **good news**? To put it succinctly...

**... a big chunk of the problem isn’t your fault** (so you can start **letting go** of the ‘weight’ of any blame and self-criticism you’ve been secretly carrying).

**... however, it is still your responsibility to fix it though** (and that’s what we’re going to help you do 😊)!

**First of all, let’s go back in time;**

Stephen read a book a while ago called ‘Gardening Through the Ages’ which had photographs of gardeners from each decade throughout the 20<sup>th</sup> century.

What he observed was that the gardeners and people in the background after 1980 looked to have a lot more body weight than all those in the pictures prior to 1980.

This got the cogs in his brain working overtime, so he started doing further research in other books with pictures spanning different decades and it became obvious that something had definitely changed from the 1980’s onwards.

He discovered 2 key causes; we’ll discuss the second one in section 8 (*The Magical Waistline Regulator ~ Genius 😊*). The primary cause of the obesity epidemic which began slowly in the 1980’s is the **mass introduction of processed and fast foods** into modern day living.



Now everybody already knows that lots of processed food and fast food consumption isn't good for your health, but **it goes much deeper than you realise!**

### **Mass manipulation 1 ~ The food industry wants you addicted to unhealthy food!**

Although food is a necessity to fuel us and we need to produce a lot of food to feed the world's population, it is also a highly competitive and profitable industry.

What changed though, with the introduction of processed and fast foods flooding the market, is the use of food science, neuro science and manipulative marketing to get us all to consume more.

Food corporations have spent huge amounts of money on research to study human behavioural reaction to food. This is research on a whole new level using the very best neuro-scientists, flavour experts, behavioural experts and marketeers.

### **The 'dark' science of fast food**

Advanced food science, driven by consumption and profit has created food that is highly pleasurable and addictive, **that takes over your brain** and that's where the problem begins!

They've figured out how to get food to stimulate the neuro circuitry 'pleasure centre' in your brain to release endorphins and dopamine.

So, when you bite into that 'Big Mac' or bucket of fried chicken, you feel a rush of pleasure.

The neuro-scientists and flavour experts have engineered the food to create a **momentary bliss** by maximising sensory pleasure using **natural flavour extracts** and **additives**.

Although the companies try to put a positive 'healthy' marketing spin on it, these foods are carefully engineered blends of salt, sugar and fat, with very little nutrition value and laden with calories 😞.

### **It gets worse...**

The pleasurable dopamine hit you get as the food stimulates your pleasure centre is a natural chemical motivator for you to repeat the process – making it more addictive so you crave the 'un-nutritious' food to repeat the dopamine high!

To add to this, the behavioural scientist boffins know that once you've experienced their addictive food, your brain is then activated by the cleverly researched company branding and restaurant layout, which act as triggers to fuel your further desire for it.

So, they've created an association in your brain between their branding and your dopamine high from eating their food. So, anytime you see an advert for their fast food brand or drive past one of their restaurants, it momentarily triggers the high, vastly increasing the chances of you wanting it again.



Every parent knows what happens when they drive past a popular fast food restaurant that they've previously taken their kids to! The boffins have even figured out how to get young kids addicted at a very early age by making the whole experience very pleasurable on multiple levels.

Studies also show the more fast food you consume, the more powerful your cravings become over time. Can you see why so many people get addicted to fast food?

### **It's only humans, right?**

In a 2009 there was a study of the effects of fast food on rats, they were fed it over a 14 day period.

After the 14 days they didn't want to eat normal food as it didn't satisfy them anymore. Some of them would starve for a while as they craved the pleasurable high that the fast food gave them.

I'm guessing rat food is generally boring, so when they were fed nothing but highly pleasurable food, they started to become addicted!

### **What makes it so pleasurable and addictive?**

Fast food is high in fat and sugar and low in fibre with very limited nutritional value.

It is the natural flavour extracts that create the dopamine high in your pleasure centre and the additives and fillers that often create other issues (mood swings, headaches, lethargy etc) especially with people who eat fast food very regularly.

You can really understand the effects from the documentary 'Super-Size Me' by Morgan Spurlock who ate nothing but McDonalds for 30 days. He gained 25 pounds, felt like sh\*t for most of it and gained many ailments.

*Obviously, nobody in their right mind would live mainly on fast food, we're just making the point of how addictive and damaging the ingredients are, if eaten to excess.*

### **What is does to you**

Your organs break down fast food very quickly (due to its composition and lack of fibre), so it hits your bloodstream in around 15 minutes – this blood sugar spike will give you a surge of energy as a big dose of glucose is now in your system.

So far, it's all good, you get the dopamine high and a surge of energy fairly quickly as your bloodstream is now full of glucose 😊.

If you've then got some hedges to trim, logs to chop or lawns to cut, this energy could be very useful. However, if you're not doing much and don't use this glucose for energy, it could just be turned into fat by insulin and stored for future use 😞.

Around 3 hours later you'll experience the blood sugar crash with the possibility of associated issues (headaches, lethargy etc) if you eat it regularly and... more cravings



to eat something with high fat and sugar content... can you see the vicious circle forming 😞?

Eating a lot of fast food impacts you both physically and mentally in a negative way.

### **The odds have been stacked against us**

Genetically we haven't changed but our access to cheap food has, and we're being bombarded all day long by the food industry to consume more and more of it.

The food/behavioural scientists and marketers' job is to make more money by making us fat. They've also made unhealthy food cheaper to eat so the less 'well-off,' generally tend to suffer more with weight problems.

So, over-eating and weight issues are not necessarily down to greed, a lot of it is down to manipulation from the food chain boffins.

### **Let's put this into context**

We've focused on fast food so far in this section but it's pretty much the same for any highly processed food as well.

However, we're not here to simply undermine processed and fast food. The majority of us love a bit now and again as it is pleasurable, **the key is moderation.**

We'll cover this subject in more detail in section 5 (*How Different Foods Affect You*).

### **Mass manipulation 2 ~ Misleading marketing**

Clever marketing from food manufacturers has played on our desire to be healthy and lose weight.

They use the latest findings in neuroscience to overcome resistance, along with a tactic known as the '**health halo effect.**'

They know the market wants healthy food that doesn't make us fat, so they advertise it accordingly with healthy related terms such as...

*Low fat, Refined, Enriched, Supports heart health... , May reduce the risk of...*

These can be very misleading indeed as these terms are generally highly visible on the packaging to make the product appear it is a 'wonder food' in terms of health and nutrition.

On closer inspection, many of these products have an ingredient or two that is recognised as healthy and beneficial (so they can claim: '*supports heart health...*' or '*may reduce the risk of...*' as an enticing statement), however they are often loaded with many additional ingredients (flavour extracts, additives, preservatives etc) that are unhealthy and can even make us fat.



When you see the words **'low fat'** think **'chemical sh\*t-storm'** or **'hidden sugar'** 😊!

If a person is described as **'refined'** they are highly likely to take it as a compliment, as it is a mainly positive word. However, when it appears on food labelling it effectively means **'stripped of most of the original nutrients & goodness'** 😞.

**'Enriched'** also has positive connotations on face value but again, when it's on food packaging it's negative, it means **a little bit of nutrients & goodness** but not much 😞.

These marketing tactics are a manipulative paradox, the cleverly designed packaging gives the appearance of healthy food when the reality is often anything but 😞.

### **Mass manipulation 3 ~ Fooling your tastebuds**

So, the food science boffins use clever manipulative marketing to get you to try their product, but to keep you buying it, they need to make it taste very desirable to get you hooked.

The way to do this is stimulate your pleasure sensors by adding **highly addictive sugar** substitutes. Some of these even bypass our natural appetite control hormones and trick us into eating more than we need (that is very naughty 😞 we cover it specifically in section 5 (*How Different Foods Affect You*)).

In a nutshell, they've loaded processed and fast foods with sugars and sugar substitutes and derivatives. If they labelled it directly as sugar, many of us wouldn't touch it, but what they've done is disguise it with a multitude of different names such as;

*Beet sugar, Brown sugar, Corn sweetener, Corn syrup, Dextrose, Evaporated cane juice, Fructose, Fruit juice concentrates, Galactose, Grape sugar, High Fructose Corn Syrup (HFCS), Invert corn sugar, Invert sugar, Lactose, Malt, Maltose, Malt syrup, Molasses, Maple syrup, Raw sugar, Rice syrup, Sucrose.*

That's just 22 names of sugar related substitutes (there are many more) that make food more pleasurable and addictive.

Another common flavour enhancer called **Monosodium Glutamate (MSG)** is created from a chemical called glutamate and is often used to enhance the flavour of savoury dishes. It is often used in Chinese food and some fast foods.

There are numerous reactions related to MSG from headaches and sweating to nausea and feeling weak.

### **Final words**

The food industry mass manipulation has now been around for decades, and it is getting even more manipulative as neuro and behavioural science discovers more about how we function.



**Awareness and education** are the key – once you understand what is really going on, it loses its effects as you. Similar to a new scam doing the rounds, once you become aware of it, you're not going to mindlessly fall for it.

In a nutshell, processed foods and fast foods are generally unhealthy and contain a lot of sugar, unhealthy fat and 'questionable' ingredients and additives.

They're not good for the waistline in excess and often end up making you feel lethargic and sluggish, after the initial enjoyment from eating it.

However, there's nothing wrong with the odd fast food burger or cookie, they are pleasurable to eat, Stephen and myself both love a coffee and a slice of cake. The message is **limit** this type of food (will cover this in detail in section 5 ~ *How Different Foods Affect You*), **moderation as always, is the key** 😊.

**STOP PRESS** – here's me (David) talking about how I love a slice of cake and my neighbour Carol has just rang the doorbell and brought round a chunk of homemade chocolate cake, here's a picture of it >>>> right, I'm off to put the kettle on 😊!



**Are you ready to be put off diets...forever?**

### 3. The 'Crazy' Psychology of Diets!

***“NEVER GO ON A DIET AGAIN... they are not about actions, they're about thoughts (usually obsessive thoughts) which are emotional triggers to make you want to eat... they're actually a mild form of psychological torture!”***

**Your Simple Weight Management educational journey so far...**

- 1 – You understand there's no quick fix and long term consistency of good habits is the key.
- 2 – You're **mindful of the hidden dangers in the food chain and will work around them.**

**Your brain isn't equipped for dieting.**

Let me ask you a question...

Who do you know that goes on a diet, loses the weight they desire and then reverts to a healthy eating regime from that point forward and lives happily ever after?

One in a million at most!

**Here's the standard torture (sorry, I mean remedy 😊) for weight loss...**





When you've finally had enough of what you see in the mirror, you... **go on a diet**, which means calorie restriction for a period of time to try and eliminate the excess weight.

Here's what generally happens...

*The excess weight reduces... you're happy with it to a degree... you then gradually slip back into your old habits... the weight goes back on... you're not happy again and need to do something... you start another diet!*

Before you know it, you've become a yo-yo dieter repeating this cycle ad nauseum... **sound familiar?**

If you like diets, you are in a very small majority... they are depressing and there's no wonder when you understand the psychological forces at play!

### **Psychological torture**

In section 4 (*Understanding How Your Mind & Body Interact*), we're going to teach you about what happens in your mind with regards to eating and what is really controlling what you put in your mouth!

Here's the crazy bit with diets... although it seems logical, diets mean **calorie restriction** which automatically triggers 2 natural processes in you...

- i) Your body responds to the lack of food and goes into starvation mode which means it wants to store fat as a safety precaution, as it notices a lack of food.
- ii) It triggers a hormone in your brain called Ghrelin (fully explained in section 4), which is your hunger hormone, making you want to eat.

So, the mere act of **restricting calories not only makes you hungrier, it also makes your body want to store fat** to protect you!

So now you're feeling hungry most of the time whilst your body is trying to do the opposite (store fat) of what you're attempting to do (lose weight) 😞!

Yes, diets help you lose a bit of weight initially (first few weeks perhaps) but then it gets much harder due to the contradictory conditions you've put your body in!

Diets are very cruel, to say the least... so let's delve further into the mind of a dieter.

### **The civil war going on inside a dieter's mind**

We'll cover the importance of your biochemistry in section 4 (*Understanding How Your Mind & Body Interact*), as this is crucial to understand so you can work in harmony with it (but only if you want to manage your weight whilst eating plenty and feel satisfied 😊).

Before that, let's talk about the conflicting thoughts in your head when you sit down to eat whilst on a diet...



*You sit down at the dinner table with friends or family who are having a normal meal of meat and potatoes with a load of fresh veg and gravy.*

*Your **left brain** (the logical part) says I need to eat less to lose weight so I'm going to skip the potatoes and gravy.*

*Your **midbrain** (controls your emotions) makes you feel good about yourself for being disciplined.*

*Meanwhile your **right brain** (responds to; patterns, arrangement, rhythm, routines) says somethings missing... meat & veg goes with potatoes and gravy, you always have them together, what are you playing at... get some potatoes & gravy on the plate!*

*Your **brain stem** (responds to; physical stimulus) thinks this isn't right, where's the potatoes to make me feel full and satisfied?*

Do you see the contradictions going on inside your head?

Not only that, because the different parts of your brain are at loggerheads, the net effect makes you focus even more on the food you are trying **not** to consume (triggering your hunger hormone – we'll go on this deeper in section 4). So, now you crave it even more, whilst you're trying to resist it, to lose weight!

**There's a civil war going on** in there between the different parts of your brain, that's why dieting and calorie restriction sucks, is mainly counter-productive and you feel so miserable 😞.

This civil war in your head then makes you obsess even more about food (its chemically driven as you'll discover in section 4) whilst at the same time you're trying to eat less. **It is just a mild form of torture!**

*Your self-discipline is saying... "I've gotta be good and eat low calorie food, whilst your right brain is craving the lovely cream cake you usually have after a meal!"*

Sound familiar?

It's like you're trying to push a broken-down car to get it moving, only to find someone else is trying to push it in the opposite direction... **its bloody hard work.**

**Now let's add in some guilt, blame and shame for good measure!**

So, despite the psychological torture that comes with being on a diet, it's all you know as that's the conventional way to lose weight, right?

Now, if you're like the majority of dieters, you're also going to add a load of guilt, blame and shame in to the mix, if you don't do it perfectly!

Let's briefly talk about margins of error in the world at large around us...

- The world's best football strikers who earn multi-millions every season, don't score in around 40% - 50% of games.



- The best basketball players who also make multi-millions every season, only make around 50% of attempted shots.
- Experienced competent lawyers don't win every case.

Yet, when it comes to diets – one blemish, one bad day and dieters tend to feel guilty and beat themselves up. For some strange reason, **there tends to be an all or nothing mentality** around diets.

It's your brain that sabotages your diet – often causing a miserable cycle of shame, guilt and a touch of some self-loathing.

**Common traits** - do you recognise any of these emotional traits that regular dieters tend to suffer from...

### **Guilt trip**

One muffin and guilt sets in, *"I'm useless, I've deviated from the diet plan, no willpower, I'll never lose weight 😞."*

Subconsciously – it's easier to deal with being overweight than with the huge 'perceived' guilt of failure.

### **Shame of Judgment – secret eater**

Diet infidelity – you eat salad in front of everyone to play the game as you've declared you're on a diet, but you're craving food (ghrelin flooding your system), so you scoff a lovely cheesecake in secret.

Now you're racked by guilt from not sticking to your diet and the prospect of shame as people find out you can't stick to a diet.

*"Might as well give in now, I'll never be thin 😞 pass me the doughnuts!"*

### **Shame of Judgment – avoider**

Avoiders are so conscious about being judged that they have a tendency to avoid the psychological effects of judgment and avoid people, situations and places where they might be judged.

### **Final words**

We sincerely hope that unless you're a masochist, we've put you off dieting forever as that is our intention 😊.

Once you've gone through the next section, your awareness will expand around this subject as you begin to understand how your biochemistry works and what causes so much misery in diets.

And conversely, understand how working with your biochemistry means you can ditch diets forever, stop counting calories, eat plenty and feel great 😊.

**Excited yet? Are you ready to get into the real 'meat' of this programme?**



## 4. Understanding How Your Mind & Body Interact

*“The battle over eating isn’t between your willpower and the chocolate cake; it’s between your brain chemicals... **WORKING WITH THEM IS THE KEY** 😊!”*

Your Simple Weight Management educational journey so far...

- 1 – You understand there’s no quick fix and long term consistency of good habits is the key.
- 2 – **You’re mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you’re ditching diets forever!

### The bad news...

You’re hardwired to store fat!

**Think about this...** back in the day when we were all cavemen and women, it was a case of feast & famine as we had to live off the land.

We’d get plenty of exercise as the pursuit of food was the core daily activity of the hunter gatherer caveman.

We’d typically eat fruit, nuts, vegetables and tubers from nature and meat from anything we could catch and kill. When the bounty was good, we’d all feast as we didn’t know when we would next eat.

Even though by today’s standards, it was a very healthy natural diet, we would however, still put on weight and store fat when we feasted, due to the large number of carbohydrates and calories.

Being a fat caveman was effectively a ‘badge of honour’ as it meant we’d recently eaten very well. **Storing fat is nature’s way of storing energy for us**, to use when we need it in the very near future (following days).

So, storing fat is a natural function of the body and a very good thing if you’re a caveman.

Now, with modern society having the convenience of supermarkets that sell every food we could ever want, we’re unlikely to experience a feast or famine scenario (unless we get marooned on a desert island!).

So even though we’re hardwired to store fat and we live in a society with access to food 24/7, we’re very unlikely to need it for sustenance in a famine type of scenario.

More importantly, nobody wants to store excess fat/weight! Obviously, we can’t undo nature’s hardwiring, but we can work with it.

**How...** in a nutshell, you just need to train your body and mind to develop habits that work with your biochemistry, so it doesn’t store excesses. **All the answers you want are in this programme (we’ve even summarised them for you)** 😊!



I'm sure you'll be pleased to know that one activity we're not going to do in this programme is count calories or use a point based system (life is far too short for that malarchy 😊!). You'll understand why by the end of this section.

## First, we'll cover calories and weight gain

Let's really simplify it...

- A calorie is basically a measurement of energy in food.
- You eat for energy to power your body.
- If you eat more calories than your body consumes, it will store what you don't use as fat, for future energy use.
- This problem is *(as of course we all know)* ... if you keep consuming more calories than your body needs and you don't use them for energy, this fat store quickly turns into an unwanted weight gain.

If you're overweight and then **undereat**, thinking it will help you shed excess weight *(although it seems logical!)*... you inadvertently run the risk of triggering your body into starvation mode and now it keeps hold of the excess weight as a survival mechanism, it's just cruel 😞!

We're quite surprised how many people we encounter who undereat because they are trying to lose weight.

For effective weight management is important you **don't overeat** or **undereat**, you must eat what your body needs to function.

We'll be naturally taking care of this as you'll see 😊. First though, we need to discuss what is going on with your hormones (around food) as this is **crucial** to understand.

## The good news

Your body naturally wants to take you to your optimum weight – the key is not to get in its way.

Your body is communicating with you constantly about how to do this. The problem is that we ignore this communication as we eat for pleasure, boredom, medication (to deal with stress, depression etc) and habit.

We want to change tack now and get you to start thinking of your body as a finely tuned biological miracle of nature (and it is when you study its mind-blowing complexities!).

**If you think your job is to resist your biological nature (which is what dieting and undereating does 😞), you're going to lose the battle time after time.**

So, to get to your optimum weight, we're going to work with nature (so biology is on your side) and to do that, you need to understand what's happening between your digestive system and your brain.



## Let's talk biochemistry and your appetite control centre

Your appetite comes in 2 forms, physiological signals that make you hungry and emotional inputs, that lure you to food.

We'll talk about emotional eating in section 6 (*The Dangers of Emotional Eating*), for now we're going to cover the physiological signals in depth.

Your appetite is controlled by your **Hypothalamus** (it also controls your sex drive, we'll come back to that) which is a gland in your brain, it has a **satiety (satisfaction) centre**.

The satiety centre is controlled by 2 key counterbalancing **chemicals**...

**i) CART** ~ this chemical stimulates the hypothalamus to increase metabolism and reduce appetite.

**ii) NPY** ~ this chemical stimulates the hypothalamus to decrease metabolism and increase appetite.

These 2 chemicals are stimulated by 2 **hormones**...

**i) Leptin ~ this is your 'full' hormone.** Your body knows when it's had enough, it produced leptin to stimulate CART to reduce your appetite and burn calories.

**ii) Ghrelin ~ this is your 'hunger' hormone.** When your stomach is empty, it releases ghrelin to stimulate NPY to increase your appetite and decrease metabolism.

### **Leptin and Ghrelin are your hunger on and off switches.**

Your satiety centre is waiting to be turned off by **NPY** (meaning you need more food) or turned on by **CART**, whichever fills up the receptor dock first dictates **what you feel**.

They are also influenced by lack of water and sleep as well as any sexual activity (we'll cover those 3 in more detail later) along with **ghrelin** and **leptin** influences from your stomach

These 2 hormones are powerful, especially **Ghrelin**, it sends strong messages to your hypothalamus when your stomach is empty, shouting **FEED ME**.

If these messages keep coming (they pulse every 20 – 30 mins) they get stronger and stronger to the point where they are very hard to ignore as your body just wants food, **NOW**.

If you deprive yourself (through that crazy mild torture method known as dieting) by restricting calories **your willpower now has to battle some very strong GHRELIN hormones flooding your brain**.

This is why diets are so hard psychologically and very often fail as the lure of a huge Sunday roast or big slice of cheesecake, sends your ghrelin production into overdrive.



## The only way to end this powerful chemical urge is to eat.

If you think you can fight your own powerful biology with willpower, you're going to lose the battle most of the time.

We've only touched on the key hormones that control hunger/satiety; however, you actually have 9 that tell you to eat more and 14 telling you to stop.

Now you understand why diets are so hard and usually miserable, when you realise...

**The battle isn't between the box of doughnuts and your willpower, the real battle is between your powerful brain chemicals.**

The answer you really want to know is; **how do I keep those pesky ghrelin gremlins at bay and still feel satisfied?**

Glad you asked 😊...

In a nutshell, by the end of this programme, you'll have a set of actions/habits that keeps your appetite satisfied whilst eating plenty (anything goes withing reason). We're going to systematically reprogramme your body with a routine that prevents those pesky ghrelin gremlins from wreaking havoc!

The right habits will incrementally train your body and brain to work in harmony and pay attention to its **signals**, this will help you naturally gravitate towards your optimal weight.

Once you've ingrained the habits and resolved any underlying issues (covered in section 6 ~ *The Dangers of Emotional Eating*), all it takes discipline initially, until it becomes automatic (subconscious) 😊.

### Final words

We're all emotional beings that are governed by emotional feelings such as "I feel hungry" or "I feel full." The feeling is technically a chemical process happening in your brain.

The brain will instinctively lead you to take a certain action (head to the fridge) if the associated strong feeling (feed me) needs to be pacified.

As humans, we are very much emotional beings but if we go deeper, we're actually all chemically addicted to those cocktails in our brain that makes us feel certain emotional states, that we all desire 😊.

The **key** to this programme is producing those chemical states you want (**feeling satisfied and happy**) whilst getting the physical outcome you desire (**optimal weight**).

Section 5 (*How Different Foods Affect You*) is very important indeed – understanding how your body reacts to different foods will form the basis of your new routine.

**Are you ready to discover what effects different foods have on you?**



## 5. How Different Foods Affect You

**“Eating ‘GOOD FOR YOU’ foods (naturally in tune with your body and digestive system) make weight management easier because they satisfy you and reduce gorging, whilst processed foods add to your waistline as they make you hungry!”**

### Your Simple Weight Management educational journey so far...

- 1 – You understand there’s no quick fix and long term consistency of good habits is the key.
- 2 – You’re **mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you’re ditching diets forever!
- 4 – You’re aware the real battle is between your brain chemicals and balancing them.

### First, let’s go back to basics

As you already know, we use the ‘emotional vibration chart’ throughout our programmes as 1 of 3 foundation models, as it’s an excellent visual metaphor to help you understand what is happening on an energetic level.



Every action or thought you do/have either raises your vibration (energises it) or lowers your vibration (drains it). The change may be subtle or huge, but either way its polarised, your energy is either going up (good) or down (not so good).

### Let’s apply this to food and give it labels

For complete simplicity, we’ll polarise it and have ‘good’ and ‘bad’ categories with regards to what it does to your body and energy.

So, now think of food as either ‘Good for you’ ~ as it **energises** you’ or ‘Bad for you’ – as it **drains** you energetically.’ To summarise;

**‘Good for you’** foods **satisfy** and **energise** you.

**‘Bad for you’** foods (after the initial enjoyment and surge of energy) tend to make you hungry and feel sluggish.

I’m sure you already know the above as its fairly obvious. As we continue through this section, we’ll clearly define the ‘good for you’ and ‘bad for you’ foods, as the ultimate goal here is to keep you feeling full, satisfied and energised with the right combination.

To begin reprogramming your mind around food, we want you to start thinking of all food as **energetic fuel** for your body – we’ll come back to this.

Just to put your mind at rest, this is not about super healthy routine consisting of lettuce leaves and kale etc! Far from it, more like a varied balanced eating routine with plenty of ‘good for you’ foods with room for a few ‘bad for you’ treats too (we love a nice cream cake and as for cheesecake... 😊!).

**Moderation** as always, is the key!





Before we get into individual food groups, let's first touch on digestion...

## Your digestive system

You have an amazing digestion system that determines whether the food you consume get used as energy, stored (as fat) or eliminated.

**Energy** – goes into your bloodstream to be used.

**Stored (as fat)** – goes into your fat cells.

**Eliminated** – goes straight through you and is expelled.

Your liver is responsible for your metabolism and is your bodies processing machine by shipping off all the useful stuff (e.g., nutrients, minerals) to different destinations to be used as energy and to help the body function.

Your body has **7 essential requirements** in the form of nutrients, vitamins, minerals, proteins, fats, water and carbohydrates, to function efficiently.

The 3 major types of energy come from carbohydrates, proteins and fats.

## Quick one on fat

As discussed in section 4 (*Understanding How Your Mind & Body Interact*), you are hardwired to store fat as an energy source.

Of course, the problem as we all know, is when you keep storing it without using your existing reserves!

**Your body processes fat efficiently** meaning you retain more of it as your body doesn't need to work hard to metabolise it, (not ideal for weight management 😞 but we'll automatically work on that part through other means!).

## Let's distinguish even further between 'Good/Bad For You' Foods

If you've gone through habit 10 (quality nutrition) of the essential programme, we have a saying "***If you can grow it or kill it, consider it in tune with your body***"

We often refer to it as 'live food' as it's made in nature, therefore naturally in harmony with your body as it energises you.

The opposite, which we call 'dead food' means its ingredients have been changed from their natural state into a **processed** state and it energetically drains you.

As mentioned, '**bad for you**' foods which are predominantly processed, are generally more desirable to the taste buds due to additives to enhance the flavour. There are lots of downsides though.... they often leave you feeling hungry (takes discipline not to eat the whole tub of pringles in one go once you start... we've all been there 😊), sluggish and bloated as your body has to work harder to process them.



## The trade off

We (i.e., the vast majority of us) can't live our lives just eating salads and vegetables, we need some 'bad for you' foods for enjoyment (we're just emotional beings who want to feel good eating) as they light up our pleasure centre's 😊! So, here's the trade off – that lovely cheesecake or cheeseburger makes us **feel good** initially, even though it ultimately drains our energy.

It's all a balance, feeling good from 'bad for you' foods is part of the game, the key is to get the **overall balance** right between the 'Good for you/Bad for you' foods in your overall eating routine, we'll cover this later on in this section.

With habit 10, you'll see we've added a link to the reader's digest book called '**Foods That Harm, Foods That Heal**' which pretty much aligns with 'Good for you/Bad for you' foods and live/dead foods.

So, let's now get specific...

### 'Bad For You' Foods

You'll need to pay close attention to food labelling to spot these bad boys and limit what goes in your trolley;

#### ➤ Refined (Simple) Sugar

Natural sugars are found in fruit as fructose and in dairy products, as lactose.

**Refined sugar** comes from sugar cane or sugar beets, which are **processed** to extract the sugar. Typically used to sweeten cakes, cookies, some cereals, drinks and things like tomato sauce and salad dressing. Most of the processed foods we eat add calories and sugar with little nutritional value.

Low-fat foods are the worst offenders, as manufacturers use sugar to add flavor. It's a naughty trick as they know weight conscious folks will be attracted to the words 'low fat!'

#### ➤ Refined (aka bleached/enriched) Flour

The process of making refined flour strips it of all its nutrients and vitamins. It also stimulates hunger pushing you to eat more.

Typical foods that contain refined flour (essentially white flour) are white bread, white rice, pastries, white pasta, cakes, some breakfast cereals.

#### ➤ High Fructose Corn Syrup (HFCS)

As first mentioned in section 2 (*Your Hidden Enemies in the Food Chain*) regarding sugar derivatives, HFCS is a sweetener made from corn starch which is quite prevalent in the food chain in such things as fast food, ice creams, sauces, soda drinks, fruit juices and syrups.



The big problem is that it messes with your hormones, **it doesn't turn off NPY/Ghrelin** so you don't feel full in the same way as eating 'live/good for you' foods. The danger is that you keep eating 😞. HFCS is a major contributor to the worldwide obesity problem.

All 3 (refined sugar, refined flour & HFCS) play havoc with your eating hormones and give your body confusing signals, not to mention make you feel sluggish and bloated. We're not saying don't eat them, rather **limit** them in your general diet, as always, **moderation** is the key.

### ➤ **Bad Fats (Saturated & Trans)**

These 2 have a big bearing on long term weight gain and clogging of the arteries if consumed in excess. These are the fats that go solid at room temperature such as animal fats, butter, margarine and lard.

**Saturated fats** – these are found in meats and dairy products. You can limit the amount you consume with lean cuts of meat.

**Trans fats** (think long shelf life) – this fat contains hydrogenated vegetable oil and is found in foods such as cookies, crisps, chips, margarine, fries, biscuits, pies.

### ➤ **Carbohydrates (Simple)**

Carbohydrates (carbs) is the odd one out in this section as it appears in both the 'Bad for you' and the 'Good for you' as **not all carbs are created equal**. Let's me explain...

Foods contains three types of carbohydrates: **sugar, starches and fibre**. They are either called **simple** or **complex** carbohydrates depending on the food's chemical structure and how **quickly** the sugar is digested and absorbed.

**Simple carbs** are digested quickly and send immediate bursts of glucose (energy) into your blood stream. That's why you generally get a rush of energy after eating fast food or a dessert, often followed by a crash when that sudden burst of energy is depleted.

They provide an initial burst of energy but lack vitamins, minerals and fibre. Simple carbs are found in food such as; fast food, cakes, white bread, white pasta, chocolate, sweets, sugary cereals, ice cream and sodas.

***The anomaly** – some fruit and vegetables are classed as simple carbs, however as they contain vitamins, minerals, dietary fibre and are very beneficial to your health, we class them as 'good for you' foods, hope you're keeping up 😊!*

**Carbohydrate Summary** - Carbs are a vital energy source for your body to fuel it, without them you would experience fatigue and feel sluggish.

Eating excess carbs when you don't use them as energy, is what creates weight gain and simple carbs are not good for your waistline in excess 😞.



## Blood sugar (*the rebounding effect*)

We touched on the negative effect that fast food and processed food has on your blood sugar in section 2 (*Your Hidden Enemies in the food chain!*). Let's add a bit more...

Blood sugar (also known as blood glucose) levels **increase after you eat** as your body converts the food into sugar to use as energy. The sugar that isn't needed to fuel your body right away, gets stored as glycogen.

As your blood sugar rises it decreases hunger, your pancreas releases insulin, causing your body to absorb glucose from the blood which lowers your blood sugar level to normal.

Low blood sugar stimulates your hunger, the *potential issue* with 'bad for you' foods is that the simple (refined) sugars in them, spike your blood sugar level, giving you a surge of energy. After this subsides, your blood sugar level plummets, making you feel sluggish and hungry again.

To combat this hunger and slump in energy, the lure of more 'bad for you' is very inviting as you get to stimulate your pleasure centre again. It's known as a rebounding effect, so you can see why 'bad for you' food can very easily become addictive.

This rebounding effect isn't good for your waistline and your general energy levels, hence why it is very important to **limit** 'bad for you' foods.

### 'Bad for you' food summary

You might be thinking killjoy as it appears we've just castigated all the good stuff from your new eating routine 😞.

A lot of the 'bad for you' foods are very tempting as they are manufactured to appeal to your taste buds. The stark truth when it comes to your health...

**Refined Sugars, Refined Flours, HFCS, Bad Fats** and **Simple Carbohydrates** all have little nutritional value, high sugar and/or fat content and only short term energy value. After the initial enjoyment and satisfaction, they generally leave you feeling lethargic, sluggish and still hungry. Eaten in excess (always a danger as they stimulate your pleasure centre without satisfying your hunger), they are not very beneficial for your waistline, due to the high calorie content.

As you know, the 'bad for you' range is basically processed foods, fast foods and foods related to the 'hidden enemy' elements, discussed in section 2 (*Your Hidden Enemies in the food chain!*).

'Bad for you' foods are generally pleasurable to eat as they're designed that way (to stimulate your pleasure centre in the brain). The message is **limit** the amount of these foods to a maximum of 20% your overall diet, you may wish to even cut some of them out completely.

Are you ready for the good stuff now 😊?



## 'Good for you' Foods

Let's start with healthy fats;

- **Monosaturated fat** – these fats are found in plant based food such as avocado's, olives, nuts, seeds and vegetable oils and help with regulating your cholesterol and reducing the risk of heart disease.
- **Polyunsaturated fat** – also reduces the risk of heart disease, in addition these fats are also good for brain function and cell growth. The 2 main classes of polyunsaturated fats are omega 3 fatty acid and omega 6 fatty acid.

**Omega 3 fatty acid** – this can be found pine nuts, sunflower seeds, walnuts, flax and fish.

**Omega 6 fatty acid** – it's mainly plant based oils such as flaxseed oil, grapeseed oil, sunflower oil, poppyseed oil and soybean oil.

Both Monosaturated fat and Polyunsaturated fat have multiple health benefits in helping your body function and should form a core part of your everyday eating routine for healthy weight management.

- **Fibre** - this is your friend on multiple levels 😊

Fibre is a type of carbohydrate that the body can't digest as it cannot be broken down into sugar molecules. Instead, it passes through the body undigested and helps regulate blood sugar and **reduce hunger**.

Dietary fibre is found mainly in wholegrain cereals/breads, pulses, fruit and vegetables. It is made up of the indigestible parts or compounds of plants, which pass relatively unchanged through our stomach and intestines.

Good sources of fibre include – all fruit & vegetables, dried beans, lentils, peas, oats, oat bran, barley, seed husks, flaxseed, psyllium, soy milk and soy products.

**Health benefits** – it is important for several body functions such as, lowering blood cholesterol, stabilising glucose, reducing the risk of conditions such as heart disease and some cancers and.... just great for **keeping your weight under control**.

Food's high in fibre are often bulky and, therefore, filling. Soluble fibre forms a gel that slows down the emptying of the stomach and the transit time of food through the digestive system. This extends the time a person feels full.

Not only is it healthy, naturally based, good for the functioning of the body, it is a **key component** in healthy weight management.

- **Whole Grains** – these are your friends too 😊

As this is closely connected to fibre, we'll cover it next.



Whole grain means that it has all 3 of its original elements which are;

The **outer shell** (or bran), the **germ** and the **endosperm** that between them contain fibre, B vitamins, phytochemicals, carbohydrates and protein.

The whole grain is packed full of micronutrients and fibre and generally very good for your health and they keep you fuller for longer (good to have for breakfast).

When it comes to food packaging...

**100% whole grain** or **100% whole wheat** is what you're looking for and not **refined** whole grains which indicates that the outer shell and germ have been stripped away so you only get the endosperm.

Be aware of these marketing tricks;

- **Multigrain** – it may have multiple different grains in the food however, it doesn't tell you if they've used whole or refined grains. The chances that they've used 100% whole grains is slim, as it's unlikely they wouldn't want to make a big feature of it on the packaging.
- **Whole Grain** – seems good at first glance, however it may have blends in it, you're looking for **100% whole grain**
- **Whole grain blend** – usually indicates it doesn't have much whole grain at all.

Also look out for the preliminary phrases – '**Good Source**' or '**Excellent Source**', as this usually indicates it only contains a small portion of whole grains per serving.

➤ **Protein** - this is your friend too 😊

Protein plays a significant role in the general maintenance of the cells in your body.

It powers you, is a key building block (bone, skin, muscles, cartilage) helps repair tissue, oxygenates blood, helps with digestion and more.

Typical protein foods include – beef, lamb, veal, pork, chicken, turkey, fish, prawns, crab, lobster, mussels, eggs, milk, yoghurt (especially Greek yoghurt), cheese.

**The best bit** – **your body works hard to process protein** increasing your metabolism to digest it 😊! We cover this further, later in the programme.

➤ **Carbohydrates (Complex)**

**Complex carbs** are digested more slowly and supply a slower steadier release of glucose into your blood stream giving you energy over a longer period of time. You feel satisfied longer because it takes longer for your body to break down the complex carbs into simple sugars that your body can use.



Complex carbs are found in food such as; fruits, vegetables, nuts, seeds, sweet potato, potatoes, brown rice, oatmeal, whole grain & whole wheat breads, whole wheat pasta, quinoa, lentils, beans, couscous.

Notice there is a strong correlation between complex carb foods, good fats, fibre and whole grain? **These are very much your friends on multiple levels 😊!**

### **'Good for you' food summary**

**Good fats, Fibre, Protein, Whole Grains and Complex Carbohydrates** are very beneficial indeed to the general functioning of your body and the fuelling of your body for energy. They are also very beneficial for your waistline and for keeping you full and satisfied.

**'Good for you'** foods should form the **majority** (minimum 80%) of your overall diet. By doing this, you'll also reduce the desire to want so much of the **'bad for you'** foods as you'll be feeling fuller and more satisfied. You can then indulge and really enjoy a bit of **'bad for you'** food 😊.

### **IMPORTANT ~ Energetic fuel (for today only)**

As mentioned earlier in the section, we want you to see food as **fuel** and **medicine** for your body.

All food gives you potential energy to fuel your body and **'good for you'** foods act as medicine to keep your body in good healthy order.

As you know, too much calorie consumption creates excess weight as fat and too little sends your body into starvation (storage) mode.

**Pay close attention** (this is crucial to maintaining your optimal weight) ...

**You need to eat (fuel) for today only** (specifically - the next hours) – if you're going to be chopping logs, running 5 miles or laying a patio, you're going to need plenty of energy, so eat accordingly and fuel up for these tasks.

Conversely, if you're having a lazy day at home and have nothing energetic planned, eat less as you don't need so much to energy fuel you (as you don't want to store it).

**Only fuel your body in line with the energy you'll need** for the tasks you have in the next few hours.

Its common sense really. It may take a while to adapt to this, as we're creatures of habits with a multitude of temptations around us. However, the new routine we're going to recommended to you, will naturally help you with this 😊.

We'll touch on this again in **section 10 (Your New Routine – 15 Core Behaviours)**.



## Final words

The 80%/20% balance between the 2 groups is where the weight management battle is won and lost. No food is off limits, have whatever you want, just in a controlled way.

By the end of the programme, we're going to build you a new routine based around this balance, that will take care of all the important aspects – **feeling full, satisfied**, more **energised** whilst still enjoying your food.

**'Good for you'** foods fuel (sate and energise) you – so you'll be including plenty of live foods in the form of complex carbs, healthy fats (monounsaturated & polyunsaturated), whole grains, fibre and protein in your diet 😊.

**'Bad for you'** foods (mainly processed food), increase inflammation, make you hungry, feel sluggish and add to your waistline – so you'll **limit** these!

Let's now cover underlying issues that unfortunately cause weight gain...

## 6. The Dangers of Emotional Eating

*"Studies show that people with high levels of **negative emotions (stress, anxiety, depression etc)** from underlying issues are more likely to have weight problems by using food to self-medicate... **ITS IMPORTANT YOU DEAL WITH ANY UNDERLYING ISSUES!**"*

### Your Simple Weight Management educational journey so far...

- 1 – You understand there's no quick fix and long term consistency of good habits is the key.
- 2 – **You're mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you're ditching diets forever!
- 4 – **You're aware the real battle is between your brain chemicals and balancing them.**
- 5 – You fully understand how *'Bad for you'* and *'Good for you'* foods affect your body.

### Modern reality!

Our ancestors ate to survive, we eat because... we're bored, stressed, depressed, frustrated, at the movies, watching TV, passing the fridge, the list goes on!

Eating is an emotional experience for us as we **'feel'** hungry, **'feel'** satisfied and **'feel'** full and derive a lot of pleasure as that cheesecake hits our tastebuds. All of these emotional experiences are created by the chemicals in our brains (hormones and neurotransmitters) that are triggered by the food we eat.

The emotional satisfaction can however, turn into a coping mechanism and make us crave certain foods to feel better (from the chemical high of the serotonin/dopamine release) to help mask certain underlying issues that make us feel low.





In these circumstances, it is nothing to do with hunger but using food to self-medicate to feel better. If the underlying issue isn't dealt with, this can escalate into a multitude of health related problems.

### **Emotional (comfort) eating**

This has become a major problem over the last couple of decades as we tend to live more stressful lives. Having a lot of stress and anxiety in your life can very easily lead to eating excess food as a form of medication, known as comfort eating.

In a nutshell, we turn to food to derive some pleasure to combat the negative emotions we're trying to cope with.

If you were snacking or gorging on carrot sticks and walnuts for comfort, it wouldn't be so bad. Unfortunately, the comfort foods we generally reach for, are generally not good for the waistline 😞. This is all do with the chemical influences in our brains created from the stress related emotions.

### **Soul food ~ masking the empty void**

Quite a few people also experience a void in their life (usually around mid-life) and feel a deeper longing for something more meaningful and fulfilling. Although life is relatively comfortable, there's an emptiness deep in their soul, that they just can't ignore.

It's a nagging restlessness that surfaces from time to time but there's no obvious way to deal with. What many do is ignore it (hoping it solves itself) and turn to the pleasure of eating (among other distracting activities) to distract from it.

Eating temporarily eases the feeling but it's essentially 'papering over the cracks' and it will still be there, until the underlying issue (that is causing the emptiness void) is dealt with.

*Advanced Habit 15 (Authenticity & Values) helps with identifying underlying voids and what's missing.*

### **Brain chemicals influencing moods/eating**

The following 5 interacting brain chemicals are the primary influencers of your emotions and affect your mood and hunger;

- **Serotonin** ~ It's the feel good chemical
- **Dopamine** ~ It's the pleasure and reward chemical
- **GABA** ~ helps you relax
- **Nitric Oxide** ~ helps to calm you
- **Norepinephrine** ~ puts you into the fight or flight mode

In simplistic terms, when these chemicals are nicely balanced (normal state) you'll feel pretty good/normal and go about your day. If there's a drop and they become unbalanced through say stress, you don't feel so good, so now you are strongly influenced (by these chemicals) to correct the balance and feel better.



And you guessed it, to get the quick fix to rebalance the chemicals and feel better, many people turn to the food cupboard in search of specific 'mood foods' that are generally not good for the waistline.

## Mood foods

Studies show that certain moods have a tendency to make us reach for certain foods as follows;

- Feeling **Depressed** ~ reach for **sugary foods** (e.g., cake, chocolate)
- Feeling **Angry** ~ reach for **crunchy or tough foods** (e.g., breadsticks, meat)
- Feeling **Stressed** ~ reach for **salty foods** (e.g., crisps, crackers)
- Feeling **Anxious** ~ Reach for **soft & sweet foods** (e.g., ice cream, trifle)
- Feeling **Lonely** ~ Reach for **bulky foods** to fill you up e.g. (pasta, pizza)

## Here's how the chemical process works

We'll use dopamine (gives you a nice feeling of reward from eating) as the example...

After a normal morning, let's say you're now feeling very stressed from the events of the afternoon and your levels of dopamine drop in your brain.

Your brain wants to feel better and rebalance this chemical drop. You turn to food, get a rush of dopamine and now feel better.

Although it makes you temporarily feel better, it only masks the underlying stress (if this is caused by a deeper issue) that you were feeling. Of course, this can turn into a much bigger problem over time if you continually turn to food for comfort, to deal with underlying emotional issues.

As the comfort foods we instinctively go for tend to be calorie laden, self-medicating with food can become a ticking timebomb to your long term health leading to conditions such as diabetes and heart disease (adding even more stress/anxiety/depression 😞).

## High/chronic stress and the weight gain vicious cycle

You store fat in a couple of ways, as subcutaneous (under the skin) and belly fat. Belly fat is the most dangerous, the anatomical name for it is the omentum. It hangs underneath the muscles in your stomach (hence why some men's beer bellies are solid as there's a wall of muscle in front of it).

- As the omentum grows in size from a bad habits (excess consumption of 'bad for you' foods) it puts more pressure on surrounding organs which often lead to high blood pressure, high cholesterol and conditions related to heart disease.



- When you're highly or chronically stressed, your body increases its production of steroids and insulin which increase appetite.
- This often results in craving high calorie sweet and fatty foods which increases the fat deposit in the omentum, which in turn creates inflammatory chemicals in the liver.
- This then creates a resistance to insulin making the pancreas secrete more of it which makes you even hungrier.

It's a dangerous self-perpetuating cycle governed by hormones and chemicals.

Being overweight from comfort eating, whether it's dealing with chronic stress or anxiety etc, looks like (from the outside) it's caused simply by the over consumption of 'bad for you' foods.

**The reality**... it's actually a coping strategy (caused by your brain chemicals) to self-medicate against the underlying negative feelings (stress, anxiety, depression, emptiness etc) to feel better.

Without this knowledge, a person struggling in this way is likely to suffer from low self-esteem and blame themselves for their lack of willpower and discipline, which makes it even worse.

### **The remedy to comfort eating**

To put it succinctly, we need to deal with the underlying negative issue to remove the influence to comfort eat.

**Habits 13 & 14** (emotional freedom and release tools) from the advanced programme are specifically designed for dealing with underlying emotional issues. Doing these habits everyday will start dissolving the underlying negative energy and diminish its power.

**Habits 4** (deep breathing), **6** (laughter), **9** (meditation), **11** (orgasm's), **17** (feel good now) are all designed to relax you and make you feel good and flood your system with the feel good brain chemicals 😊.

**Habit 15** (authenticity & values) assists with resolving any deep emptiness/lost voids. It is designed to help you identify and align your true values (what really matters to you) with your everyday life. This is about being the authentic you and nourishing your soul by doing the things that naturally inspire and motivate you.

This is why (I know we bang on about it 😊) this programme is not sold separately and is only available in conjunction with either the essential or advanced programmes as there are so many other factors influencing your weight and eating routine. It's important that you pay attention to most/all of the habits to get the best overall results and routine for you.



## Subconscious (deep seated) issues

Developing the recommended habits in the programmes can eradicate a lot of issues and significantly enhance your health, however if the problem is a deep seated issue in your subconscious, it needs a different approach.

Here's a general example of a deep seated subconscious programme that is causing someone to stay permanently overweight (without them realising) ...

*A young lady aged 10 is starting to receive sexual advances from a male friend of her parents. She starts getting comments like "Aren't you a pretty little thing?" and "You'll be breaking hearts in a few years."*

*Not only is she getting unwanted comments, but the male friend is also touching/stroking her at every opportunity when the parents aren't in the same room.*

*She is completely freaked out and very unnerved by this but feels helpless as this is a very good friend of her parents. She feels if she says something it's going to cause a big row, he'll deny it and her parents are likely to think she made it up, take his side and castigate her for making such an allegation. She doesn't know what to do and feels she just can't risk saying something.*

*Her subconscious minds priority (as explained in the advanced habits prologue) is her safety and protection.*

*To protect her, it decides if she makes herself less attractive, she won't attract the unwanted attention anymore. So, it makes her eat more to put on weight and become less attractive.*

*She gains weight as a 10 year old as the subconscious programme kicks in, but now spends the next 30 years battling with her weight. She doesn't overeat or eat to excess but it doesn't matter what routine or diet she tries; she just cannot shift the weight.*

***Here's the key*** ~ *that subconscious programme she developed as a 10 year old to make her larger and less attractive is still operating and causing her to carry extra weight. If that programme isn't removed, she'll always battle with weight, no matter what she does.*

Subconscious issues such as this, need to be dealt with professionally via a practitioner in the form of a psychologist, therapist, hypnotist or similar, who are suitably trained to deal with them.

If you feel you have a deep seated issue, we'd highly recommend you consider getting a professional opinion/assessment and go from there.

## Beware of mindless eating

This is a major problem in the modern world!



With many families having TV's all over the household in addition to multiple devices, we've collectively developed the very bad habit of mindless eating, which is eating without paying much attention to the food, due to distractions in our environment.

When we're eating whilst focused on something else (TV, device) we don't savour the flavours in the same way and **don't notice how much we're eating**.

### **Popcorn Study**

*Researchers wanted to find out if people who typically ate movie popcorn would eat more of it regardless of the freshness.*

*98 volunteers were handed a box of fresh or week-old popcorn before entering a movie theatre. They found that they ate, in statistical terms, exactly the same amount regardless of whether it was fresh or stale.*

*Due to the influence of the environment (they were in the habit of eating popcorn whilst watching a movie) the volunteers didn't even notice the popcorn they were eating was stale due to mindless eating.*

Multiple studies show that when we're distracted whilst eating, we **don't register the amount** we've eaten in the same way. This often leads to overeating as it takes around 20 minutes for our satiety hormone Leptin, to kick in. By then, it's too late, before we've realised, we've eaten far more than our body needed!

This is also linked to the lower emotions (stress, anxiety, depression) with the tendency to distract ourselves with food and entertainment at the same time.

**The remedy** is to get into the habit of eating without distraction (no devices) and take your time, so you consciously savour every mouthful. Its fine to eat and chat with others, just remove any external distraction whilst eating.

Studies show that your environment affects your eating, the more relaxed and distracted you are, the more you're likely to eat. To reduce this;

- ✓ Choose **conversation** over TV/music/devices (distraction makes you eat more)
- ✓ Have a **warm room** instead of cold room (cold makes you likely to eat more)
- ✓ Use **bright lights** instead of soft lights (soft lights make you likely to eat more)

### **Emotional eating test**

You'll see we've added an emotional eating test on the action planner in section 12 (*Rebooting Your Body ~ Action Plan*). The test asks you to do a food diary for 24 hours whilst also monitoring your hunger level each time you think about wanting to eat.

You'll see we've added a 1 – 7 hunger scale in section 10 (*Your New Routine ~ 15 Core Behaviours*) to gauge your hunger level. This exercise will help you identify if you're emotional eating, just be completely honest as you do it.

If you find you are regularly using food to self-medicate to help you cope with underlying issues, it is an important step to acknowledge it. From there, you can take steps to **get the underlying issue resolved**.



## Final words

Self-medicating with food is human, having a big juicy pizza followed by a big tub of ice cream is ok once in a while if you've had a 'day from hell,' as long as you go back to normal the day after.

If you discover you are emotionally eating on a regular basis, **please take action**, whether it's adopting the appropriate habits to gradually eliminate the issue or seeking professional help, it needs to be resolved.

Let's now move on to something your body will love 😊...

## 7. The Multiple Benefits of Exercise (non-negotiable 😊)

*"Exercising regularly will... stimulate fat loss, strengthen your immune system, build more muscle mass, boost your metabolism, reduce the stress in your life, increase your self-esteem, enhance your mood/libido and increase the chance of more sex... **THAT'S ABOUT IT THOUGH!** 😊"*

### Your Simple Weight Management educational journey so far...

- 1 – You understand there's no quick fix and long term consistency of good habits is the key.
- 2 – **You're mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you're ditching diets forever!
- 4 – **You're aware the real battle is between your brain chemicals and balancing them.**
- 5 – You fully understand how 'Bad for you' and 'Good for you' foods affect your body.
- 6 - **You're aware of the dangers of emotional eating, the cause of it and the remedy.**

**With exercise, you get to inflate your health and deflate your waist 😊**

...plus fill your body with endorphins!

**We all know...** exercise is an essential ingredient of good weight management, good health and feeling good!

So, what image comes to mind when I mention regular exercise?

A lot of people automatically think exercise means a workout at the gym, or a 5 mile run as that's what fit and healthy people do!

Regular exercise (also essential habit 8) comes in many forms (as you'll see) and is your friend indeed, not only in terms of weight management but on multiple levels...

It increases your metabolism whilst reducing your appetite by turning on your sympathetic nervous system and putting you in a good cycle of behaviour and a positive attitude, as it stimulates endorphins (you feel rewarded).



As stated in habit 8, you don't need to join a gym or go running, daily walking is good enough, even if you can't leave the house to exercise for health reasons, there are alternative simple solutions as you'll see shortly (we've got all bases covered 😊).

**Bottom line** – it's very important that you regularly do some form of exercise not only for weight management reasons but for your general wellbeing and of course your physical and mental health.

### **Let's talk about burning calories & fat**

Most of your calories are burned in the general functioning of your body. Only 5% - 30% are burned through physical activity.

Any type of movement speeds up your metabolism (eating protein naturally does it 😊).

**Important to understand...** when you lose weight without exercise you lose both muscle and fat. However, when you gain it without exercise, you only gain fat!

**To reiterate...** if you go hard on a traditional diet without regular exercise and lose 2 stone, you've lost some muscle as well as a load of excess fat. If you then fall back into bad habits and regain that 2 stone without doing any exercise, you'll gain it **all** back as excess fat 😞.

This is why some dieters who lose huge amounts of weight and then gain it all back (you've seen them in magazine articles) look worse than when they first started dieting.

### **Storing and burning fat**

There's only one reason we need to eat food – for **energy to power the body**.

In simple terms, when you eat, your body takes what it needs to power itself and then stores any excess (sugar) as an energy reserve in the form of glycogen. Once your reserve of glycogen is full, your body then stores any excess as fat.

To break down fat through exercise, we have to use up the stored glycogen first as that is the energy reserve your body will automatically use. This can take 30 mins of exercise, **then** it automatically burns fat.

So, once you've been pounding the treadmill for 30 minutes, you'll now start to burn fat. Sound daunting? Fear not, there is a better solution!

### **Muscles are the key**

**Muscle serves as a primary energy consumer for your body.** Strength training/toning muscles burns most calories, making muscle an anatomical ally if you work them.

Gone are the days of running miles to lose weight, working/toning your muscles is far better to stimulate energy consumption (and you don't need to leave home 😊).



Every pound of muscle you have, uses between 40 -120 calories a day just to sustain itself. When you work them too, they use up even more calories 😊!

So, when you add a little more muscle (think toning – not body building 😊), you'll use more energy and store less fat – **muscle is a lot heavier than fat**, hence we highly recommend you lose any obsession with the scales and focus on your waist size and toning up. Let's put this into perspective...

Let's say you develop a toning routine focusing on your core muscles. After 30 days you lose 2 inches off your waist but still weigh the same, would you be happy?

*You're now 2 inches slimmer and have turned some of the fat into muscle and because muscle weighs more, you still weigh the same, so who 'gives a sh\*t' what the scales say, your waist size, metabolism and body composition (& self-esteem) have all improved 😊!*

What we're really trying to say is **lose the obsession with the scales** they don't directly reflect what's really important ~ **how you look and feel!**

### Let's get practical

Here's a selection of activities for all circumstances (see essential habit 8 for more specific details), whether you're pushed for time or struggle to get out the house, we've got all the bases covered.

#### ✓ **Walking**

Just 20 – 30 minutes a day out in nature will stimulate your metabolism, burn a few calories and do wonders for your physical and mental wellbeing from all that sunshine and vitamin D 😊.

Why not consider getting a step tracker or download a step tracker app and aim for 10,000 steps a day. Stephen and his wife did this and found themselves going for a quick walk in the evening to make sure they hit the 10,000 steps as it becomes self-motivating to hit the daily target once you set one.

Recommendation ~ 20 – 30 mins a day or 10,000 steps a day.

#### ✓ **Strength training**

Not as bad as it sounds 😊. To work your muscles (to tone and burn fat), consider using some weights or your body weight.

Simple exercises such as press ups and planks give your core a good workout and tone it up. Simple to do anywhere, why not do it for a few minutes during the ad break.

Recommendation ~ 20 mins sessions, 2 or 3 times a week is ideal.





## ✓ **Cardio**

Whether its running, playing sport or hitting the gym, raising your heart rate is very good for you as it increases stamina, burns calories and the sweating releases toxins.

Some physical exercise (preferably at least once a day) is vital to improve your health and reduce your waist size.

Vigorous sex also counts as cardio!

Recommendation ~ 20 mins sessions, 2 or 3 times a week is ideal.

## **High Intensity Interval Training (HIIT)**

This will work wonders for you as it combines both cardio and strength training (for short periods), so you get to work both your heart and your muscles at the same time.

As the name suggests, it's doing an exercise at high intensity for a period of time, then resting, then doing it again, then resting and so on. The idea is you do a series of these timed intervals over a set duration.

*E.g., you bounce energetically on a mini trampoline for 1 minute, then rest for 1 minute and keep alternating at 1 minute intervals for a total of 10 minutes. At the end of the 10 minutes, you will have spent 5 minutes energetically bouncing and 5 minutes resting.*

The high intensity element does wonders for your physical health and weight management. The idea is you give maximum effort for a short burst. Sports science tells us that short periods (just 5 or 10 mins) of HIIT does more for health and fitness than say a couple of hours running at a steady pace.

If the thought of this feels daunting as you'll be giving it all you've got (hence: high intensity), just start with very short intervals of say 20 seconds and build it up.

HIIT gives you the opportunity to really work your body for very short periods of time. You can easily fit 3 lots of 3min/5min/10min sessions in per week and do wonders for your physical health ~ burn calories, work muscle and stimulate your metabolism and endorphins 😊.

## **Exercise aids (easy home workout)**

As also featured in habit 8...

- ✓ **Mini trampoline** (aka rebounder) ~ burns calories and strengthens your core without putting any strain on the joints. You can do a few minutes during the ad break or while dinner is cooking.
- ✓ **Exercise (yoga) ball** ~ you can sit on it whilst watching TV or put your feet on it, either way, you'll find yourself instinctively moving your body, strengthening your core (when you sit on it) and burning calories.



- ✓ **Exercise band** ~ you can work and tone every set of muscles in your body at a level that suits you, as you create the resistance. You can stand and do a few minutes while you're waiting for the kettle to boil, it all adds up.

**No excuse zone** - the home workout devices remove the 2 common excuses of 'not convenient' or 'don't have the time.' You could even do 10,000 steps around the house if the weather is horrid. If you find yourself justifying an excuse, just remember what our teachers used to tell us *"you're only cheating yourself 😊!"*

### Alternative/fun activities

- ✓ **Fidgeting** ~ studies show people who constantly fidget have better health. Even micro movements stimulate your metabolism and other systems to improve your general health.
- ✓ **Sex** ~ the act of having sex burns calories and stimulates your metabolism. Plus, sex and hunger are closely chemically connected in the Hypothalamus, if you satisfy one, you impact the other. There are multiple health and well-being benefits to this one 😊.

### Genius! weight management aids

- ✓ **Magical weight regulating device** ~ see section 8!
- ✓ **String theory** ~ see section 8!

Sorry to tease you by making you wait until the next section 😊, these 2 very simple aids will automatically help you manage your weight and waist size!

### Final words

Your body thrives on movement and exercise, it stimulates your metabolism and burn calories, it also does wonders for your self-esteem and mental wellbeing.

Remember - **muscle serves as a primary energy consumer for your body** aim to include plenty of muscle strengthening and toning exercise.

Whether its regular 20 – 30 minute sessions of cardio/strength training, walking 10,000 steps a day or grabbing 5 minutes here or there every day on a mini trampoline, make sure you develop the habit of regular exercise to suit your schedule.

Finally, if circumstances permit, have lots of good sex, you won't feel hungry and you'll get a good workout in the bargain 😊.

Think of exercise as (endorphin producing) medication for your body!

### Are you ready for some MAGIC?



## 8. The Magical Waistline Regulator (simply genius 😊)

*“This magical waistline regulating device (costs around £10) used with a bit of common-sense eating, is all you’ll ever need to control your weight... **THEY DON’T LIE!**”*

### Your Simple Weight Management educational journey so far...

- 1 – You understand there’s no quick fix and long term consistency of good habits is the key.
- 2 – You’re mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you’re ditching diets forever!
- 4 – You’re aware the real battle is between your brain chemicals and balancing them.**
- 5 – You fully understand how ‘Bad for you’ and ‘Good for you’ foods affect your body.
- 6 - You’re aware of the dangers of emotional eating, the cause of it and the remedy.**
- 7 – You appreciate the importance of regular exercise and its multitude of benefits.

### **Simplicity is genius, as they say!**

This little beauty came about purely from Stephen’s observations.

You may have already come across this magical device (revealed shortly) without realising it. But don’t let its simplicity fool you, it works like a dream!

### **First though, let’s go back in time**

*We initially touched on this in section 2 (Your Hidden Enemies in the Food Chain)! We’ll repeat it for completeness and then reveal the other big contributing factor of the obesity epidemic.*

Stephen read a book a while ago called ‘Gardening Through the Ages’ which had photographs of gardeners from each decade throughout the 20<sup>th</sup> century.

What he observed was the gardeners and people in the background after 1980 looked to have a lot more body weight than all those in the pictures prior to 1980.

This got the cogs in his brain working overtime, so he started doing further research in other books with pictures spanning different decades and it became obvious that something had definitely changed from the 1980’s onwards.

As revealed in section 2 (*Your Hidden Enemies – in the Food Chain*), the mass introduction of fast food and processed food into the market was the obvious primary cause of this collective weight gain but was there something else too?

### **Then...**

The penny dropped...the big contributing factor to this weight gain was staring him right in the face, in these pictures!

**Elasticated waistbands** became very popular around 1980!



The start of the obesity epidemic not only coincides with the mass introduction of processed foods and 'questionable' ingredients but also the widespread use of elastic waistbands!

The **magical waistline regulator** is a good old-fashioned belt 😊!



### **Belts don't lie!**

In our view, elasticated waistbands are a major contributing factor to weight gain as you are simply unaware you are putting on weight.

If we all went back to wearing normal belts, we would all be slimmer and healthier. Stephen and I always wear them.

A belt keeps check of your waistline, you always know which hole/notch your belt is on.

If you need to move up a hole/notch as a little weight has crept on, you'll very quickly notice and adjust your eating habits accordingly. Within a few days or a week or two you would be back to the usual notch.

### **There's a psychological benefit too**

Every time you put your clothes on with a belt and you're still on the same hole/notch, you get a reminder that your waistline is still the same, which is good news 😊.

There's no nagging feeling that a few pounds have crept on, you're getting continual feedback about your waistline.

### **It's a cybernetic loop**

The process is known as a 'cybernetic loop' which is basically a feedback system to help you get what you desire.

Your thermostat controlled central heating system operates on the same principle. You set the thermostat temperature as required and if the sensor detects a drop below that temperature, it fires up the heating system to raise the temperature. Once it reaches the set temperature, it turns the heating system back off.

A belt as a cybernetic loop is quite appropriate as you loop it round your body to detect any unwanted weight gain and then react accordingly with adjusted eating and perhaps a bit of exercise until you're comfortably back to the usual hole/notch.

### **No fashion excuses**

You might not be in the habit of wearing belts. Perhaps you don't wear them for fashion reasons, if so, we highly recommend you put your health priority above any fashion priorities. Nobody will notice anyway, now that you've got that 'glint in your eye' from your new routine 😊.



There are countless options and sizes for every style, type of clothing and season (I know, I've just googled it)!

It must be a fixed belt (i.e., not stretchable in any way) with a buckle and series of holes/notches. You know it makes sense!

### **String option ~ the Hollywood trick**

Here's another recommended practice; take a normal piece of string and tie it around your waist (so it touches your body circumference) while standing. Make sure its comfortable whilst in a standing position.

Every time you sit, your stomach will press forward (everybody's does btw 😊) and you'll feel the string become tighter.

This is a cue to pull your stomach muscles in. The string makes you aware of your stomach and you'll automatically contract the stomach muscles to pull them in. After a while, you'll do it automatically (subconsciously) without even realising you are doing it.

As you go about your day, this will tone your stomach muscles (mini workout without really any effort) and also improve your posture 😊 and nobody knows about the string except you! Give it a try.

They use this in Hollywood to improve posture and create a leaner look.

### **Final words**

Not only does a belt keep a check on your waistline, but it also gives you a regular psychological boost every time you put the clothes/belt on and you're still on the same hole/notch.

Putting on a few pounds now and again is just normal life, especially after a blowout, heavy weekend or perhaps a holiday. This magical waistline regulator will soon have you back on track and prevent a slow creeping weight gain (that nobody wants) 😊.

### **Recommended action steps**

- i) Dig out all your belts and buy any extra you may need.
- ii) Start wearing them as much as possible every day.
- iii) Also use the string around the waist method to appreciate the benefits.

**Are you ready for part 1 (of 2) of your Blueprint for Success?**



## 9. Reprogramming Your Mind & Body (11 Success Principles)

“We’re going to reprogramme your **thoughts, behaviours and actions** around food and exercise to develop a new healthy routine that will help you create and maintain the body you want for the rest of your life... **JUST FOLLOW IT** 😊”

Your Simple Weight Management educational journey so far...

- 1 – You understand there’s no quick fix and long term consistency of good habits is the key.
- 2 – **You’re mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you’re ditching diets forever!
- 4 – **You’re aware the real battle is between your brain chemicals and balancing them.**
- 5 – You fully understand how ‘Bad for you’ and ‘Good for you’ foods affect your body.
- 6 - **You’re aware of the dangers of emotional eating, the cause of it and the remedy.**
- 7 – You appreciate the importance of regular exercise and its multitude of benefits.
- 8 – **You marvel at the simplicity of the ‘magical waistline regulator’ and will use one.**

### Reprogramming your mind with your Blueprint for Success

The first 8 sections are predominantly educational to help you understand how your body and mind interact when it comes to food and how the world around you can affect your eating habits.

By having this background knowledge, you understand **what** is happening and **why** certain actions and habits are recommended. As with any weight management or health related programme, it’s all about the actions you subsequently take as a result, that ultimately counts.

So, from this section onwards, we’re going to get more practical culminating in a set of success principles, behaviours and recommended actions for you. This will help you establish the right habits to systematically create a healthier, leaner body (ultimately your optimal weight) that makes you look and feel good.

### Changing your beliefs

This whole programme is about changing your beliefs, so you don’t fall into the standard routine of; *bad habits – need to lose weight – calorie restriction – obsessed by food – lose some weight – happier – slip back into old ‘bad’ habits - repeat* 😊!

### Simple weight management ~ 11 Success Principles

We’re now going to establish a set of success principles to guide you as **part 1** (of 2) of your **blueprint for success**

#### 1. Think of food as fuel (for today only) and medicine.

Your body needs food for one purpose only – **energy** to power and maintain itself.



Your body is incredibly complex and mind-blowingly beautiful in all its automatic functions that enable you to go about your daily life. Apart from choosing what clothes to wear, taking pride in your appearance, there's basically nothing else to do, except fuel it!

To get the very best out of this phenomenal biological machine, it makes sense that you power it with the **best fuel available**. Yes?

The closer the food is to nature, the higher vibration it is and the more in tune it is with your body.

Your body at any time is a reflection of how you have been treating it, forget the past, we can't change that, but you can make a substantial difference moving forward.

Every time you are choosing what to eat, think “**What am I going to fuel my body with today?**”

Only fuel it accordingly with what it needs in energy for today's tasks: **Energetic day ahead – consume plenty of fuel**, lazy day ahead – **less** fuel needed!

**Regularly over fuelling and not using it** ~ you'll store the excess as fat 😞!

Nothing wrong with having some high calorie treats for pleasure (we all love a cheesecake 😊) as that is good for morale and your wellbeing. **Moderation** is the key.

Love your body by fuelling it predominantly (at least 80%) with what it likes best for optimal performance (close to nature/'good for you' foods) and it will love you for it.

## 2. Eat to stay full and satisfied

You need to eat to stay full (with the right routine), to both lose weight and maintain your ideal weight.

It's not about eating less as calorie restriction leads to the slowing of the metabolism and putting your body into starvation mode (i.e., fat storing mode!). It also sends your hunger hormone (ghrelin) crazy, making you want food even more, hence why diets are such torture.

Remember, you are hardwired to eat – but not a lot, so don't overeat, learn to recognise when your hormones are telling you are full, by eating slowly and savouring each mouthful.

You should eat plenty of **complex carbs, good protein, good fats and fibre based foods** that naturally keep you satiated – such as fish, chicken, fish, lean meats, eggs, whole grains, oatmeal, fruits, veg, nuts, seeds, olive oil.

## 3. Wisdom – work smart with intelligent strategies

Consistently eating right and healthy should make you feel more energetic, feel good about yourself and more positive about life in general.



However, you need to be mindful that eating is an emotional action and it's also an addictive one, meaning it can be very pleasurable and also a burden if it becomes a self-medicating mask to cope with deeper issues.

It's important you understand (to a degree) how your mind and body interact and adopt a corresponding set of habits, processes and strategies that work in tune with both your biology and neurobiology.

Your body naturally wants to take you to your optimum weight as your organs and the processes of your body are programmed to function best, at your ideal weight and size.

Weight management becomes simple when you work with your biology! Study this programme and the success guides (in the index) until it all becomes second nature.

#### 4. Automate your routine

With regards to food, when we overthink, we tend to overeat or alternatively obsess about it (mild torture) whilst dieting. Keeping it simple with habitual routines is the key.

Use some trial and error to develop the ideal routine that works for you. After a while, the routine will become a set of established habits that automatically create the optimal weight and body you desire.

It doesn't matter how long it takes to establish your ideal routine as once you've got it, you can use it for the rest of your life (no more calorie restricted mild torture ever 😊).

Establishing habits do 2 important things ~ they train your mind to automatically do the right things whilst systematically training your body to feel a certain way. Take your time and tweak until you get the outcome you desire.

#### 5. Waist is the Key

Your waist measurement is far more important than your actual weight as that can fluctuate depending on the time of day and be influenced by stress levels, hormones and menstrual cycles etc.

**Reality check** – what do a lot of the people do, after attending diet clubs that base progress on a weekly weight in?

From our observations and discussions, **they go on a binge** 😊. This is human nature, they know they'll be accountable in front of everybody at the weigh in, so they restrict calories more on the day or two before it and then once it's done, they have a little blowout later that day or in the next 24/48 hours.

The weekly accountability is great as it motivates people to lose weight using the 'mild torture' method, but if we're being brutally honest (*and a little judgmental!*) there is an element of self-delusion for those who binge straight after.

So don't pay much attention to what the scales say (we know you'll still check occasionally out of habit 😊), focus on staying full and reducing your waistline instead.





The closer your waist to ideal, the healthier your arteries and immune system and the more energy you'll have. Drop your waist size and you'll drop your blood pressure too.

Focus on exercise activities that strengthen your core muscles, not only will it tone your stomach muscles, but it will also burn fat helping to reduce waist size.

Developing a healthy eating routine that keeps you satisfied, plus some regular exercise & toning, along with the habits in the main programmes, will shrink it for you 😊.

## 6. Love Yourself Unconditionally

Appreciate the complexity and beauty of your brain, body and internal organs and how they interact, it's a phenomenal process. Always be kind to yourself and remember its human to have bad days.

Whenever you're feeling guilt or shame, I want you to think about your sat nav when you're driving, you'll like this 😊...

**Sat – Nav (GPS) analogy** – we all know how they work, we put in the desired destination, press go, and it gives us precise directions. But what happens if we miss a turning?

It doesn't start berating you and ask what you're playing at! It simply and calmly recalculates the route and guides you back on track to arrive at your destination, no matter how many mistakes or missed turns you make.

However, when it comes to the mild torture regime of dieting, one bad session or day and people generally beat themselves up mercilessly at how useless they are, "I always be fat", "can't even stick to a lousy diet," "That's it, I've blown it, might as well throw the towel in now, pass the cookies!"

Instead, take a deep breath and remember that mistakes and wrong turns happen in life and you're only human doing your best!

**Face it head on**, acknowledge the little detour and say to yourself (preferably with laughter as it desensitises it) ...

***"At the next available moment, make a right turn back onto my lovely, satisfying, energising, healthy eating routine that makes me feel good"*** 😊

So, don't take it too seriously, you're allowed to eat anything in moderation. It's completely fine to have a bad 'anything goes' day or weekend and return to normal the next day/Monday morning, always be kind to yourself.

### Fancy a binge day or two?

If you've got a big event on, say a wedding, party or holiday, and want to have a big binge day(s), go ahead! Just do it and get straight back into the new routine as soon as the event is over.



You may put on a pound or two whilst bingeing, but by getting straight back into your new routine the following day or a few days later, you'll stimulate your systems and be back to where you were in no time.

**I'm speaking from experience** ~ if you're in a disciplined healthy routine (such as this programme) you'll enjoy getting back into the routine.

***Think about it like this** ~ binges are good for the soul; you get to have a blowout and feel good doing it! However, there is a downside with regards to feeling bloated/sluggish/hungover from the excesses. So, once you've stabilised your new routine, your body will want to get back into it, as it feels good 😊.*

*I'm sure we've all been on foreign holidays with very late nights and lots of excess, but towards the end of the holiday, we're actually looking forward to an early night and not drinking for once!*

## 7. It's a Holistic process ~ Use The Supporting Habits

Use the accompanying essential/advanced habits to nourish your mind, body and soul alongside your weight management/eating routine.

**Optimal Hydration** (Habit 1), **Intermittent Fasting** (Habit 3), **Quality Sleep** (Habit 5), **Gut Health Regime** (Habit 7) and **Quality Nutrition** (Habit 10) all have a big impact on weight management.

**Earthing** (Habit 2), **Optimal Breathing** (Habit 4), **Meditation** (Habit 9), **Emotional Freedom** (Habit 13), **Emotional Release Tools** (Habit 14) and **Self-Esteem & Self-Confidence** (Habit 16) all have a big impact on your mental health.

**Regular Laughter** (Habit 6), **Regular Orgasms** (Habit 11), **Feel Good Now** (Habit 17), **Positive Expectation** (Habit 18), **Gratitude & Appreciation** (Habit 20) and **Socially Connecting** (Habit 21) all have a big impact on your emotional health and help you feel good/connected/wonderful 😊.

Hence (I know we bang on about it 😊) why this programme is only available in conjunction with the essential/advanced programmes, as there are so many connected facets of your health that need taking care of to support good weight management practices.

Traditional weight management programmes tend to only focus on what goes in your mouth rather than a holistic approach, to take care of all the key elements that effect your weight, health and wellbeing.

## 8. Create a friendly support network

It's a team game, surround yourself with friends, family and the vibrant health community who will continually support, guide, nurture and encourage you.

**Exercise** - if you can find an exercise partner for the outdoor stuff (walking, running, sports etc) you'll add a social/fun element and more importantly, additional motivation for those days you're not quite feeling it.



## 9. Engineering your environment for success

This is very important and pretty obvious really...

Set up your immediate (home/work) environment for success as it's far easier to reach and maintain your optimal weight when your environment is automatically supporting you.

By doing this, you're making the right actions/habits easier to do through convenience and the power of suggestion because the right foods/drink/equipment/information are immediately available around you. Here's some examples;

- ✓ Both Stephen and I always have mini-trampolines around our home so the opportunity to have a bounce for a couple of minutes increases. I'll often have a bounce whilst the kettle is boiling. These little bits of exercise add up.
- ✓ On my kitchen surface I have a bowl of fruit and my *infamous* 'nut station 😊' which is 6 bags of different nuts/seeds next to my blender. Every time I walk into my kitchen, the foods I see are all 'good for you' foods that my body and health love.
- ✓ Both Stephen and I have an earthing bedsheet (Habit 2, **Earthing**) so we sleep earthed every night.
- ✓ I have drinking water available around me all the time (Habit 1, **Hydration**). Whether sat at my desk (just taken a drink right now 😊), at the table or on the sofa, there's always a glass of water by my side. When I'm out during the day, I have a 2 litre bottle of water in my van (which I'm never far from). By having this readily available in my environment, I automatically drink more as I have the constant visual reminder (just by seeing it) of this important habit, all day long.

Suggestions...

- ✓ **Inspiration** ~ Print off and laminate (if you can) the set of 6 success guides and place them on your fridge or food cupboards, as continual inspiration.
- ✓ **Label** ~ Place a sign on your food cupboard and/or fridge saying 'Fuel Store' as a constant positive reminder.
- ✓ **Belt** ~ Leave a coiled belt on your set of bathroom scales as a continual reminder that it's not your weight but your waist size that is more important.
- ✓ **Exercise** ~ perhaps develop a habit of doing say 3 minutes of a mini-trampoline or 1 minute plank every time you boil the kettle;

**The exercise psychology:** *whereas I have a bounce whilst waiting for the kettle to boil (making the dead time productive) I've set up the **trigger** of putting the kettle on as a time to have a quick bounce. If you pick a regular event (e.g., exit the bathroom, boiling the kettle, every 3<sup>rd</sup> advert break) as a **trigger** to do a quick exercise, these minutes will productively add up, you'll feel good for doing it and these brief exertions will hardly detract from your day 😊.*



## 10. Slow down and savour your food

Remove any unnecessary distractions (TV) to minimise mindless eating, take your time and savour every mouthful. This gives you greater satisfaction and allows your brain to keep up and register when you are feeling full.

Eat healthy portions without overloading the plate (consider smaller plates) and wait a while before deciding on seconds (it takes around 20 minutes to register full).

It's very easy to miss leptin (your full hormone) kicking in if you are distracted by external influence such as screens/media due to mindless eating or you eat too quickly. What happens is you overeat as you miss the signals and then feel uncomfortable and bloated, you might then need to undo your trousers and belt a little 😞!

**Summary** ~ remove any screen distractions, eat healthy portions without overloading the plate, eat it slowly and savour every mouthful. Wait a while before deciding on seconds.

## 11. Movement and exercise are your best friends

Whether its sex, gardening, dog walking, dancing, fidgeting, or any physical exercise – just get moving regularly.

From stimulating fat loss, strengthening your immune system, building more muscle mass, boosting your metabolism, enhancing your mood, increasing your self-esteem and reducing the stress in your life... your body will love you for it.

## Final words

Beliefs are more important than actions for humans as we base our actions on our beliefs at any given time.

These 11 principles are to help you develop a new mindset that will create a supporting framework around you to take care of all aspects of weight management, related health and wellbeing.

In a nutshell, we're reprogramming your mindset, this concludes **part 1** (of 2), of your **blueprint for success** 😊.

**Are you ready for part 2 of your blueprint?**



## 10. Your New Routine – 15 Core Behaviours

*“Your goal isn’t to be perfect... just healthy, satisfied and feeling good about yourself with a consistent eating routine that your body loves... **THAT’S IT** 😊!”*

### Your Simple Weight Management educational journey so far...

- 1 – You understand there’s no quick fix and long term consistency of good habits is the key.
- 2 – You’re mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you’re ditching diets forever!
- 4 – You’re aware the real battle is between your brain chemicals and balancing them.**
- 5 – You fully understand how ‘Bad for you’ and ‘Good for you’ foods affect your body.
- 6 - You’re aware of the dangers of emotional eating, the cause of it and the remedy.**
- 7 – You appreciate the importance of regular exercise and its multitude of benefits.
- 8 – You marvel at the simplicity of the ‘magical waistline regulator’ and will use one.**
- 9 - You’re reprogramming your mind & body with the 11 powerful success principles.

### This is part 2 (of 2) of your Blueprint for Success

As with all our transformational programmes, we want you to develop the right habits which create the results you desire. Get this right and then on autopilot and your life start to become much easier and feels good 😊.

However, there is going to be a trial and error and adjustment process in the beginning to figure out what actions work best for you, before you turn them into long term habits.

We’re now going to go through the key elements of a daily healthy eating regime that will... **keep you full, energised and satisfied.**

#### 1. Early fibre

We know that fibre fills us up and helps us with satiety. So, fibre early in the day is a very good way to start.

Consume fibre in the morning (oatmeal, cereal, whole grains, fruit & veg) as it makes you less hungry in the afternoon.

Studies show that breakfast eaters on average are thinner than those who skip breakfast because they keep their metabolism genes turned on.

To consume more early **fibre**, consider...

- ✓ Eating breakfast cereals that contain barley, wheat or oatmeal.
- ✓ Switching to wholemeal or multigrain breads and brown rice.
- ✓ Snacking on fruit, dried fruit, nuts or wholemeal crackers.
- ✓ Having fruit on your breakfast cereal or oatmeal.
- ✓ **Smoothies** ~ you can pack lots of fruit into a smoothie that you have at breakfast or during the morning.
- ✓ Adding an extra vegetable to every meal.



## 2. Plenty of daily protein

Current health guidelines suggest that on average, women should be eating 45g of protein each day and men 55g.

Many experts suggest it should be more, especially as you get older to combat age related muscle loss. Some studies claim that we should be eating a minimum of 1g per kg of weight, so a 70kg person needs to eat at least 70g per day.

The bottom line is that we need to eat plenty of good protein each day, it helps keep us feeling fuller (reduces cravings), preserves our muscles and stimulates our metabolism in a good way 😊!

Here's a selection of 22 high quality proteins...

- Meat** – Bacon, Chicken breast, Chorizo.
- Fish** – Tuna, Prawns, Mackerel, Sardines, Anchovies.
- Cheese** – Feta, Cottage Cheese, Halloumi, Parmesan.
- Nuts** – Almonds, Walnuts.
- Legumes** – Lentils, Beans.
- Seeds** – Quinoa, Sesame, Mixed Seeds.
- Other** – Eggs, Tofu, Greek Yogurt.

**Protein for breakfast** ~ consider eating a decent amount of protein for breakfast? It helps you stay fuller for longer and stimulates your metabolism early in the day. This could be in the form of eggs & bacon or perhaps fish (kippers).

## 3. Snacks ~ have high quality options available

- ✓ **Fruit & veg options** – lovely live foods full of fibre, this is a fantastic way to hydrate (see habit 1), keep you full and energised, whilst avoiding a post-sugar crash.

If you're on the move, have a few pieces of fruit available. If you're at home, you can have a selection of cut up strawberries, grapes, blueberries, raspberries, pineapple and apple etc, in a bowl in the fridge to snack on if you feel hungry. Alternatively, have a few carrot sticks ready to munch on.

- ✓ **Other 'Good for you' options** - more live tasty foods to keep you feeling full and energised (avoiding cravings).

If you're on the move or at home, grab some mixed nuts, or a few walnuts or almonds. Alternatively, a few chunks of feta, halloumi or cheddar.

## 4. Craving a sweet taste?

These recommendations help combat hormonal surges during the day to satisfy any cravings;

- ✓ **Fruits** such as - pineapple, strawberry, mango, pears, peaches, apricots, bananas, plums, kiwi, apple are all sweet tasting to help with sweet cravings.



- ✓ **Chocolate** 😊 – dark chocolate with at least 70% cocoa content is good for your brain (see essential habit 10). It is very rich too, so you'll feel satisfied much quicker than with milk chocolate, without eating much of it.

Why not have some of these foods always readily available (at home or on the move) as emergency snacks!

**Reality check** – as I write this (1<sup>st</sup> Feb 2022), the doorbell has just rang and my neighbours Carol has just brought round a large slice of cheesecake she made a couple of days ago 😊. Look at that bad boy >



This was completely random, and the moral of the story... this core behaviour is about healthy snacks to satisfy and keep you feeling full, but of course, you can have something full of sugar if you fancy it, as life is too short not to have cheesecake, **moderation as always**, is the key 😊!

## 5. Psychological advantage

This plays a big impact on how much you eat, however you can use it to your advantage.

Studies show that you'll eat more of something with the following...

- ✓ **Relative portion size** - we instinctively put more food on a bigger plate to fill it. It doesn't matter if we're at a buffet or at home. The bigger the plate the more we eat. Conversely, **use smaller plates and you'll eat less.**
- ✓ **Not waiting 20 minutes before you have more** – as it takes around 20 minutes for leptin (your full hormone) to kick in and register that you're feeling full, learn to **wait 20 minutes after eating to decide if you want more**, whether its seconds (if it's still warm!) or a dessert.

***Tip** – if suitable, consider using recipe box services such as Gusto, Hello Fresh or Noom. Not only are the meals very nutritious and healthy, the portion sizes are ideal too, I've noticed friends who use these services find it naturally helps with weight management.*

## 6. Slow down your hunger

Hunger pangs, as your ghrelin hormone kicks in, tell you to eat but **not how much**.

The problem is the average person has finished eating a meal well before the satiety signals kick in which takes around 20 minutes. They may even go for a big second helping as they don't feel full yet.

If they're also distracted (mindless eating) there's also a likelihood they'll eat even more as the amount isn't fully registering.



### Here's a little trick...

20 minutes before a meal, have a little good fat in the form of 10-12 almonds or 5-6 walnuts or 15 – 20 peanuts. This will stimulate your hormonal system (ghrelin reduces) and reduce the desire to eat. You can now take your time to really enjoy and savour the meal, without the (hormone driven) temptation to 'wolf' it down. You'll naturally eat less and can eat more for pleasure (not hunger).

**Practise the habit of eating slowly and savouring each mouthful. You'll naturally eat less and enjoy your food more.**

You'll also prevent that uncomfortable bloated feeling from overeating.

## 7. Drink plenty of water

The very first habit in our main programmes is hydration, as it's the most important of the 22 habits.

It's very easy to mistake thirst for hunger so here's a recommended daily habit to aid weight management;

- ✓ Drink a glass of water **before each meal**, this will quench any thirst and take the edge off your appetite and prevent you overeating.
- ✓ Keep some water in the fridge overnight and drink a glass (or two) of chilled water very first thing after getting up. This will rehydrate you from the effects of sleep (helps your focus) and kick starts your metabolism as the chilled water hits your stomach – double win 😊.

**Tip** - When you feel hungry, drink a glass or two of water first to see if that's what your body wants.

## 8. Have lots of healthy sex

If you're in a relationship, regular healthy monogamous sex isn't just good for your physical, mental, spiritual and emotional health, it's also good for your waistline.

Sex and hunger are both regulated by the brain chemical NPY in your hypothalamus. By satisfying one, you satisfy the other, that's a **big** double win 😊.

## 9. Avoid eating late at night

As featured in essential habit 5 (Quality Sleep), studies show that individuals (as part of a diet group) who spread their calories over a longer period of time did not lose as much weight.

Others who ate the same calories but over a shorter period of time with a 6pm cut off, lost quite a bit of weight.





We don't advocate diets (as you know 😊) but we do advocate finishing eating early, ideally 3 hours before you go to bed, to allow your body time to metabolise the food before you go to sleep.

Also see essential habit 3 (Intermittent Fasting) about eating all your meals and snacks for the day in a shorter time period.

## 10. Avoid alcohol binges

Although there are lots of calories in alcohol, the danger is that you want to eat a triple kebab and a double portion of cheesy chips after a big session. Hence why late night food outlets (especially on weekends) do a lot of business.

Eating late at night is also not good for weight management as discussed in essential Habit 5 (Quality Sleep). **Moderation** is also the key with alcohol.

## 11. Sleep like a baby

Getting good quality sleep helps keep you thin, among many other benefits as shown in essential **Habit 5** (Quality Sleep).

When your body doesn't get the 7 or 8 hours of quality sleep it needs, it finds ways to compensate for the resultant decrease in the secretion of serotonin and dopamine. To balance this, it typically craves sugary foods to increase serotonin and dopamine.

The disruption to your system from lack of sleep can even stimulate NPY which increases your appetite.

## 12. Eating strategy ~ use meal consistency (early days)

To help you as you embark on your new eating routine, start by keeping it simple in the beginning by picking a meal or two (breakfast/lunch) that you'll consistently have.

Research shows...

*The more variety of flavours in your meal, the **more** you're likely to eat. Think about a nice meal at say an Indian or Chinese takeaway with multiple dishes on the table. As there's so much to try, it is very tempting to just keep on eating (we've all done it)!*

So, let's pick breakfast as an example and assume you have a nice bowl of whole grain cereal every morning. If you do this, that's one main meal you can cover very easily, you just need to make sure you have a box of cereal and milk available.

The whole point of meal consistency is to give you less to think about and plan in the early days as you've got a lot of changes and new habits to get your head around and adopt. We've noticed when clients try and adopt too many habits/changes in one go, they can get overwhelmed.



As well as breakfast, you could also do something similar with lunch in the early days, perhaps you could have 2 or 3 lunch options that you rotate. Now you've only got to plan for your main evening meal each day.

As you develop your routine and it all becomes familiar and a natural part of your thinking, it will start to become second nature as you'll be doing a lot of good stuff automatically through habit (and that's the whole idea 😊).

### 13. Eat throughout the day to stay satisfied and avoid cravings/binges.

When your blood sugar is low, that's what stimulates hunger and leads to cravings that can easily turn into binges.

You need to stay satisfied all day long with 3 main meals, nutritious snacks as required and plenty of hydration (in line with the recommendations in this section).

Cravings aren't about genuine hunger from your stomach, they are from the chemicals in your brain, they will subside after 20 – 30 minutes. If you want to eat something to satisfy it, have some water, piece of fruit, some nuts or dark chocolate.

### 14. Inspect labels in the supermarket

It's important you get into the habit of looking at food packaging labels. If you're buying fresh products from nature, you already know its natural. It's the processed, 'bad for you' foods that you need to be mindful of the ingredients.

Using the information in section 2, look out for additives and the main 'bad for you' culprits...

*Refined sugars, refined flour, High Fructose Corn Syrup (HFCS), Monosodium Glutamate (MSG), Bad fats and their derivatives.*

**Moderation** – a little bit of what you fancy is completely fine 😊, as you know, just **limit** these types of foods in your diet (maximum 20%, less if you can).

### 15. Gauge your hunger

Use the hunger monitor below (perhaps place on your fridge as a reminder) in the **first few weeks** to really pay attention to how you feel in terms of hunger, so you become really in tune with your hunger hormones.

It's not always easy at first to figure out what makes you want to eat, are you genuinely hungry from the inside or are you actually reacting to external circumstances (stress or emotional needs)?

Throughout your day at various times, pay attention to what your stomach is telling you and rate your hunger on a scale of 1 - 7. This will help you become familiar with your genuine level of hunger so it's your stomach dictating your eating decisions.



Here's the monitoring scale...

1. **Hungry** ~ stomach is gurgling, you could eat a horse!
2. **Taken the edge off** ~ You're ok, not desperate to eat yet.
3. **Satisfied and not hungry** ~ you can go a lot longer.
4. **Full and feeling good** ~ You've finished an average sized healthy portion.
5. **Over full** ~ you pushed the boat out a little and went for seconds helping of pudding that you didn't really need.
6. **Completely Stuffed** ~ double helpings all round, you're audibly groaning and regretting not stopping 20 minutes ago.
7. **Stuffed to Exploding** ~ you've gorged on mountains of food, feel a bit sick, need to undo your trousers and not move for 2 hours.

#### **Emotional eating test - recommendation**

Complete a food diary over a 24 hour period (a normal day) whilst also recording your hunger level (using the hunger gauge above) each time you think about eating food. Also make a note of what sort of food (sweet, savoury, salty etc) you desire.

After 24 hours, do an honest assessment and see if you are genuinely hungry when you think about eating or you are using food as a distraction to make you feel better.

#### **Quick (weight management) hacks**

- ✓ **Red pepper** – eating red pepper earlier in the day has an appetite reducing element that decreases food intake desire, later in the day.
- ✓ **Cinnamon** – enhances satiety in the brain and reduces blood sugar levels and cholesterol, stick it in a smoothie or sprinkle on drinks or toast.
- ✓ **Turkey** – contains tryptophan which increases serotonin to improve your mood and helps combat depression.
- ✓ **Carrot & apple (slices)** – are a good antistress food (emergency food) as they have a little bit of sweetness to satisfy any craving and also give you something to crunch.
- ✓ **Get a massage** – the physical interaction with another person has both a positive effect on a physical and psychological level. It increases the amount of oxytocin (love hormone) in your system and decreases blood pressure and the effects of stress 😊.
- ✓ **Occupy your hands** - studies show that when you keep your hands busy and brain occupied – video games, gardening, knitting etc – you're not thinking about eating and reduce the temptation to mindlessly snack.



## Additional weight loss tip

You've probably heard the phrase...

***“Breakfast like a king, midday meal like a prince and evening meal like a pauper”***

This is sometimes referred to as front loading calories as you have the majority of your calories in the first half of the day to fuel your body and give it plenty of time to absorb it and use as energy.

Regularly having a large calorie laden evening meal adds the propensity for your body to store fat as its not getting the chance to use it for energy (unless you have a physically demanding day the following day).

This tip goes hand in hand with **fuel your body** for the tasks ahead.

## Final words

These 15 recommended core behaviours and the associated mindset will have a very big bearing on the success of your new routine.

That concludes part 2 (of 2) of your **blueprint for success** 😊.

**Next is a temporary routine to shed some excess weight, but only if required.**



## 11. Weight Loss Routine (Short Term Only – If Required)

**“EAT YOUR WAY TO WEIGHT LOSS... here’s a natural way (short term only) to burn more fat and increase your vitality whilst still eating plenty and feeling full”**

### Your Simple Weight Management educational journey so far...

- 1 – You understand there’s no quick fix and long term consistency of good habits is the key.
- 2 – **You’re mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you’re ditching diets forever!
- 4 – **You’re aware the real battle is between your brain chemicals and balancing them.**
- 5 – You fully understand how ‘Bad for you’ and ‘Good for you’ foods affect your body.
- 6 - **You’re aware of the dangers of emotional eating, the cause of it and the remedy.**
- 7 – You appreciate the importance of regular exercise and its multitude of benefits.
- 8 – **You marvel at the simplicity of the ‘magical waistline regulator’ and will use one.**
- 9 - You’re reprogramming your mind & body with the 11 powerful success principles.
- 10 - **You’re going to adopt a permanent new routine using the 15 core behaviours.**

### Short term (only) weight loss routine

In the trials we did with just the **essential programme** (first 11 habits), every participant who was above their optimal weight (the majority), all naturally lost weight over the 6 week trial period, without any specific focus on it.

If you’re currently overweight, just adopting the majority of the **essential habits** and following the recommended **success principals** and **core behaviours** in this programme, is highly likely to help you lose any excess weight you desire, over a period of time.

The time period is effectively down to your level of commitment (which is in your hands to do it at a pace and level that is right for you – there’s no rush!), its dependent on how much excess weight you desire to shed and how vigorously you dedicate yourself to following the programme.

If you wanted a **kick start** to get there faster, this section is dedicated purely for that purpose. It is simply a short term only weight loss routine (2 – 4 weeks only).

*WARNING – if you thought for a moment that this has something to do with that 4 letter word with ‘die’ in it – slap yourself on the wrist 😊*

### The Weight Loss Routine is called; - Intermittent Fasting-Protein Cycling (IFPC)

As the name suggests, there are 2 processes involved;

1. Protein Cycling (PC)
2. Intermittent Fasting (IF)



The beauty of this routine is that it stimulates weight loss and a rejuvenation process (think detox) at the same time. It combines how you eat (PC part) and when you eat (IF part).

Intermittent fasting (essential habit 3) is already familiar to us, so let's start with the new bit...

### Protein Cycling (PC)

You already know from section 5 (*How Different Foods Affect You*) that protein is very good for your body (particularly in maintaining your cells) and very good in terms of weight management as your body has to work hard to process and metabolise it.

With protein cycling, you simply alternate your daily intake of protein between high and low amounts.

So, it works by eating a high protein amount one day and then a low protein amount the next day and keep alternating this over the duration of the cycle (2 – 4 weeks).

The amount of recommended daily protein is based on your body weight as follows;

Your Body Weight	High Daily Protein Amount (minimum)	Low Daily Protein Amount
9 Stones	57 grams	22 grams
10 Stones	63 grams	25 grams
11 Stones	69 grams	27 grams
12 Stones	76 grams	30 grams
13 Stones	82 grams	32 grams
14 Stones	88 grams	35 grams
15 Stones	95 grams	37 grams
16 Stones	101 grams	40 grams
17 Stones	107 grams	42 grams
18 Stones	114 grams	45 grams

*Note: use the nearest full stone to your actual weight, e.g., if you are 10st 5lbs ~ use the 10st amounts, if you 14st 9lbs ~ use the 15st amounts.*

### Intermittent Fasting (IF)

You already know the benefits of intermittent fasting from **habit 3** of the essential programme.

To combine the fasting element all you are going to do it limit your eating window (time between first meal and last meal of the day) as follows;

On your **high protein days** the fasting should be a **12/12 cycle** which means a 12-hour fasting period and a 12-hour eating window (e.g., if you have your first meal at 8am, you must consume your last food of the day by 8pm).



On your **low protein days** the fasting should be a **14/10 cycle** which means a 14-hour fasting period and a 10-hour eating window. (e.g., if you have your first meal at 8am, you must consume your last food of the day by 6pm).

*N.b. you can increase the fasting window to 16 hours (16/8 cycle) if you feel comfortable, once you've got used to the routine.*

## The benefits of IF

Fasting helps weight loss as follows;

It decreases insulin levels which improves fat-burning, as insulin is the main storage hormone for fat. So, when you eat, insulin goes up and you store fat, or as glycogen in the liver. When insulin goes down, you start to break down glycogen and burn fat. Low levels of insulin tell the body to start burning the stored fat.

**Warning** - when your eating windows narrow with IF, there's a tendency to eat fewer calories (as less time, busy schedule etc). So, reducing consumption (calorie restriction) during an intermittent fast can actually sabotage weight loss. This is why **it's very important to eat quality food and the usual amount, during your eating window** and not restrict calories.

## The added 'vitality' bonus

Both intermittent fasting and protein cycling in their own right will help with weight loss as highlighted.

However, there is an additional benefit, the low protein days combined with intermittent fasting trigger a state in the body known as **autophagy** which is basically a cellular detox process which helps to rejuvenate the parts of your cells that keep you healthy and cleanses the cellular waste.

Your cells enter a phase where they literally digest themselves (self-eating) to rejuvenate the good part and clear-out the bad stuff (toxins). Autophagy basically cleans out the junk that saps your vitality.

## IFPC summary

You get **natural weight loss** triggered by eating plenty of protein (high protein days) and intermittent fasting as they both stimulate fat burning.

And you get **natural added vitality** through the process of autophagy triggered by the reduction in nutrients (low protein days) and intermittent fasting.

You should only do this combined process for short periods (2-4 weeks at a time) to aid weight loss as you're ultimately looking to reach your optimal weight so you can then have a consistent eating routine (as per this programme) to maintain it.

You can use intermittent fasting on its own to suit you (highly recommended), please refer to habit 2 in the essential programme.



## Protein foods

You'll obviously need to check labels or weigh your protein to make sure that you eat the correct amount depending on which part of the protein cycle you are in.

*N.b. this is the **only time** in the whole programme where you need to pay attention to the weight of the food. Use weighing scales or go via packaging labels as required.*

Here are list again of high quality protein foods;

**Meat** – Bacon, Chicken breast, Chorizo.

**Fish** – Tuna, Prawns, Mackerel, Sardines, Anchovies.

**Cheese** – Feta, Cottage Cheese, Halloumi, Parmesan.

**Nuts** – Almonds, Walnuts.

**Legumes** – Lentils, Beans.

**Seeds** – Quinoa, Sesame, Mixed Seeds.

**Other** – Eggs, Tofu, Greek Yogurt.

## Planning

It's important that you take some time to plan your meals during the IFPC phase to make sure you're eating the right amount of protein each day with the right eating window.

Nothing else changes, you still follow all the principles, behaviours, essential habits and recommended actions in this programme.

It's very important, **you still eat plenty to stay satisfied** and to maximise your results. Your overall diet should have plenty of 'good for you' foods particularly from nature's table and **minimal** 'bad for you' foods.

## Final words

This is a short term only process to help kick start you moving towards your optimal weight and feel rejuvenated at the same time.

Take your time and perhaps try it for a week to familiarise yourself with the routine.

**The final piece of the jigsaw is next – are you ready for action?**





## 12. Rebooting Your Body ~ Action Plan

*“You’re going to build the foundations and create the environment to start your journey moving towards your optimal weight and a lifetime of natural holistic weight management and vibrant health... **THE BALLS IN YOUR COURT** 😊”*

Your **Simple Weight Management** educational journey so far...

- 1 – You understand there’s no quick fix and long term consistency of good habits is the key.
- 2 – You’re mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you’re ditching diets forever!
- 4 – You’re aware the real battle is between your brain chemicals and balancing them.**
- 5 – You fully understand how ‘Bad for you’ and ‘Good for you’ foods affect your body.
- 6 - You’re aware of the dangers of emotional eating, the cause of it and the remedy.**
- 7 – You appreciate the importance of regular exercise and its multitude of benefits.
- 8 – You marvel at the simplicity of the ‘magical waistline regulator’ and will use one.**
- 9 - You’re reprogramming your mind & body with the 11 powerful success principles.
- 10 - You’re going to adopt a permanent new routine using the 15 core behaviours.**
- 11 - You understand there’s a short term option to eat plenty and still lose weight if desired.

### Time to reboot your body

We’re at the business end of the programme, now it’s time to put it all into action!

Let’s just have a reminder of what you’re about to embark on;

- ✓ Your new routine is about understanding and automating your biology to reboot your body back to your optimal weight & size and create a leaner and healthier body, that makes you feel good and more energised.
- ✓ It’s about eating the right foods and regularly moving your body to help your organs and systems function efficiently.
- ✓ You’ll be helping your body’s chemicals and hormones do what you want them to do, **burn fat, not store it** and **keep you feeling satisfied, not hungry** 😊.

This whole programme is about automating your habits and rebooting your body back to its factory settings (optimal weight).

### Small gestures lead to long term success

Psychology studies show that making a small gesture like clearing all the ‘bad for you’ ingredients out the cupboard or buying a step tracker or buying some exercise gear, **triples** your chances of success.

Its initially about momentum, as one positive action means you’re 3 times more likely to follow through with your intended plan/new routine.

Let’s set the groundwork!



## Action Step 1 ~ Prepping your environment

This step is psychologically very important as it's setting up the foundations for your new weight management routine.

In section 9 (*Reprogramming Your Mind & Body ~ 11 Success Principles*) we discussed engineering your environment for success, we highly recommend you cover these 5 key aspects;

- 1. Inspiration** ~ print off all the success guides at the rear of the programme and place on your fridge or kitchen cupboard where you'll see them every day.
- 2. Have a clear out** ~ go through your food cupboards and get rid of anything that you're realistically not going to consume. Be bold and have a clear out (any highly processed stuff dripping in refined sugars and bad fats), you need to make space for your new routine foods.
- 3. Exercise needs** ~ dust off, buy/order any exercise equipment and clothing you need such as mini-trampoline, exercise ball, exercise band, trainers, exercise clothes etc.
- 4. Equipment needs** ~ dust off, buy/order items that will become a regular part of your routine such as belt(s), blender, fruit bowl, smaller plates.
- 5. Fun stuff** ~ why not get yourself a laughing bag (mechanical laughing device - £5 online) so you can have a good laugh anytime you have a bad day. Or a kitchen apron with a slim and sexy body featured on the front as it makes you laugh when you see it. These are to keep things light-hearted and to remind you that you're only human and doing your best 😊.

## Action Step 2 ~ Prepping your new shopping list

If you've read every word so far in this programme (I hope you have 😊) you've probably already binned certain foods in your mind and added others you're going to consume from now on.

Now you need to sit down and draw up a general list of food for your new eating routine – we recommend you plan for a whole week's eating.

We don't want to give you a precise meal plan as only you know your tastebuds. This programme is a generic blueprint in terms of the recommended food groups, principles and behaviours, whilst leaving it for you to individually tailor it to suit your personal needs and requirements.

Here's a guideline;

Think in terms of ***“what nutritious, healthy, mostly natural foods that keep me full, am I going to fuel my body with...”***.

- **Breakfast** ~ using the meal consistency recommendation (page 65) plan for one or two breakfasts you'll consistently have. Consider options with plenty of whole grains, complex carbs, fibre and protein.



- **Lunch** ~ again using the meal consistency recommendation (page 65) plan for a small number of lunch options you'll consistently have. Consider options with healthy fats, complex carbs, whole grains, fibre and protein.
- **Dinner** ~ feel free to vary this as much as you want. Consider options with complex carbs, healthy fats, proteins, legumes, vegetables. Also consider recipe box services (see below).
- **Drinks** ~ plenty of water, natural fruit juices (ideally no added sugar) and smoothie options.
- **Snacks** ~ as you want to stay full and satisfied, you'll want to have a few snack options. Consider all types of fruit, all types of nuts & seeds, yogurt, dark chocolate.
- **'Bad for you' foods** ~ although the above list shows healthy and nutritious options that will help satisfy you and keep you full, you need some treats too! As we've said throughout the programme, nothing wrong with some 'bad for you' foods, moderation is the key.

*Use the 80%/20% rule ~ aim to eat at least 80% nutrient rich 'good for you' foods.*

**Recipe Box Service** – if your budget and circumstances allow, consider a recipe box delivery service (Gusto, Hello Fresh, Noom etc) as their ingredients and meal options pretty much tick all the right boxes in terms of variety, ingredients and quantity.

We've never personally used them but have family and friends who do, and their feedback is very good indeed, we're really impressed.

**Adjustment/experimental period** – it may take you a few weeks to establish an eating routine works really well for you. Don't be afraid to experiment and adjust as necessary, remember, we're creating something here that you can use for the rest of your life to achieve the size & shape you desire. Take all the time you need and get it just right for you, there's no rush.

### **Action Step 3 ~ Know your optimal waist size**

I would wager money that you've measured any previous weight loss successes by the number of pounds you lost, right? There's a fair chance you also set a target weight too!

Obviously, we're not interested in the bathroom scales anymore as they won't take into account your newly toned muscles.

What we are interested in right now though, is your current **waist size** and the **optimal waist size** you want to accomplish with this programme.

Measuring your current waist size allows you to see the progress you are making as you progress, this also adds motivation as it starts to reduce.



**Important** - rather than pick a specific measurement you want to achieve as your optimal waist size, pick a **waist size range** you would be happy with. For instance, pick say 29 to 30 inches or 32 – 34 inches, as this allows for natural fluctuations and reminds you that your body naturally fluctuates (and stops you obsessing with a specific number like you most probably did with the scales 😊).

## New helpful habits

### ✓ Plan your day in advance

Plan each day in advance, so you know what you are going to eat for each meal, this helps prevent skipping meals. The only time you should skip meals is if you've planned a specific fast, say a 24 hour fast.

You'll probably only need to do this in the first few weeks as you're likely to develop meal routines that work well for you and become a regular choice.

### ✓ Pay close attention to food packaging labels

Make it a habit to read food packaging labels to understand the ingredients and spot any **hidden enemy** foods. Look out for **manipulative marketing** (*low fat, sugar free*) which often gives the impression of healthy and nutritious food until you discover they often have substitute ingredients that aren't good for you.

**Avoid/Limit** ~ simple/refined sugars, bleached/refined flour, trans fats, saturated fats, HFCS and MSG.

Look for **100% whole grain** or **100% whole wheat** and watch out for **refined** whole grains which indicates that the outer shell and germ have been stripped away so you only get the endosperm.



**Action Planner** ~ Here's an action planner covering the 9 individual actions (from the 3 action steps) for you to check off as you complete them.

	<b>Rebooting Your Body Action Planner</b>	Completed on date:	Check (✓)
1	<u>1. Prepping Your Environment for Success</u> <b>Inspiration:</b> Put up motivational and supportive information where you'll see it.		
2	<u>1. Prepping Your Environment for Success</u> <b>Clear Out:</b> Have a good clear out of food cupboards and make space for the new foods.		
3	<u>1. Prepping Your Environment for Success</u> <b>Exercise Aids:</b> Buy or order any exercise equipment that will support your new routine.		
4	<u>1. Prepping Your Environment for Success</u> <b>Equipment Needs:</b> Buy or order any new equipment that will support your new routine.		
5	<u>2. Prepping For Your New Eating Routine</u> <b>Shopping List:</b> Plan out your new weekly shopping list for your new routine.		
6	<u>2. Prepping For Your New Eating Routine</u> <b>Daily Meal Planning:</b> Plan each day's meals in advance (first few weeks) to help routines.		
7	<u>3. Emotional Eating Test</u> <b>24 Hour Food Diary:</b> Record your food intake whilst monitoring hunger levels. Then assess it.		
8	<u>3. Waist Size Progress Tracking</u> <b>Waist Size Target:</b> Measure your current waist size and decide your optimal waist size range.		
9	<u>3. Eliminate Surplus Items</u> <b>Bathroom Scales:</b> Sell or throw away your bathroom scales, we dare you 😊!		
<b>Every worthwhile journey is accomplished one step at a time, just keep moving forward</b> ❤️			



## Final words

It's page 78 and we've come to the end or shall we say, it just the start 😊.

We highly recommend multiple readings of this material and to use it as a reference guide as often as you feel inclined to.

Take your time, feel free to experiment and tweak as much as you need to establish the routine that works best for you.

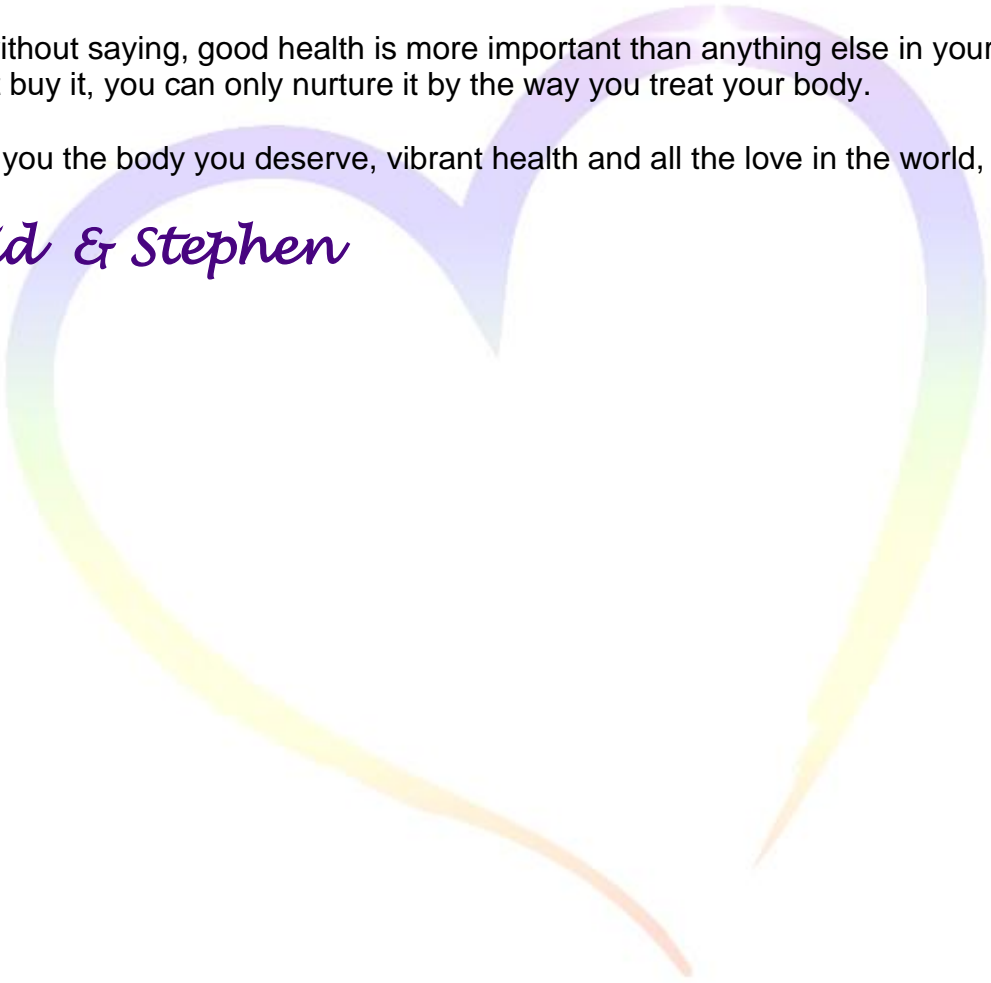
We'll leave the final word to Qual (Stephen's spirit guide);

***“What does your wealth look like, without your health?”***

It goes without saying, good health is more important than anything else in your life as you can't buy it, you can only nurture it by the way you treat your body.

We wish you the body you deserve, vibrant health and all the love in the world,

*David & Stephen*



**The 6 Motivational Success Guides all follow...**



# The 11 Success Principles of Simple Weight Management

## 1. Think of food as fuel and medicine.

Your body needs food for one purpose only – **energy** to power and maintain itself 😊.

## 2. Eat to stay full and satisfied

You need to eat to stay full and satisfied (with the right routine), to both lose weight and maintain your optimal weight 😊.

## 3. Wisdom – work smart with intelligent strategies

Working intelligently in tune with your body makes weight management much easier, you feel satisfied, feel good about yourself and more positive about life in general 😊.

## 4. Automate your routine

When we overthink food, we tend to overeat or alternatively obsess about it when dieting. Keep it simple with meal/snack consistency and habitual routines 😊.

## 5. Waist is the Key

Focus on your waist measurement as the indicator of your progress. Wear a belt (they don't lie) to help you and enjoy the sense of achievement as you feel it get looser 😊.

## 6. Love Yourself Unconditionally

You're an astonishing human organism blessed with a brain and body that operates with phenomenal complexity. Always be kind to yourself, you're doing your very best 😊.

## 7. It's a Holistic Process ~ Use The Supporting Habits

Every single habit in the vibrant health programmes will enhance your weight management routine and results, make sure you adopt them 😊.

## 8. Create a friendly support network

It's much easier as a team game, surround yourself with friends, family and the vibrant health community who will continually support, guide, nurture and encourage you 😊.

## 9. Engineer your environment for success

This is a new way of life for you with huge rewards both physically and mentally at stake, so set up your immediate (home/work) environment for the success you desire 😊.

## 10. Slow down and savour your food

Fall in love with the food in your new routine by consciously taking your time and savouring every mouthful. Eat with minimum distractions (no TV/devices) to help you 😊.

## 11. Movement and exercise are your best friends

Whether its sex, gardening, dog walking, dancing, fidgeting, or any physical exercise – just get moving regularly. Your body will love you for it and you'll feel good 😊.



## The 15 Core Behaviours of Simple Weight Management

- 1. Eat fibre early in the day** ~ Fibre fills you up, helps you with satiety levels and makes you less hungry in the afternoon 😊.
- 2. Eat plenty of protein daily** ~ It keeps you feeling fuller, helps preserve your muscles, stimulates your metabolism and helps reduce cravings 😊!
- 3. Have high quality snacks available** ~ Keeps you full, energised and handles cravings, have some fruit, nuts or chunks of quality cheeses (haloumi, feta, cheddar) on hand 😊.
- 4. Have sweet tasting snacks available** ~ Combat sweet cravings with sweet tasting fruit (e.g., strawberry, pineapple, mango, tangerine, kiwi, apple) or dark chocolate 😊.
- 5. Use eating psychology to your advantage** ~ Use smaller plates and you'll eat less. Consider recipe box services, they're good for portion control and very healthy/nutritious 😊.
- 6. Slow down your hunger and eat less with 'good fat' snacks** ~ Eat a few almonds, walnuts or peanuts 20 minutes before a meal, it will take the edge off hunger 😊.
- 7. Drink water before each meal** ~ Drink a glass of water before each meal, it will also take the edge off hunger and prevent over eating 😊.
- 8. Have lots of healthy sex** ~ Quality monogamous sex does wonders for your general health & wellbeing and is good for your waistline too, what's not to like! 😊.
- 9. Avoid eating late at night** ~ Stop eating 3 hours before bedtime, it gives your body time to metabolise the food and is kind to your waistline 😊.
- 10. Avoid alcohol binges** ~ Alcohol is full of calories and stimulates late night hunger (double cheesy chips & large kebab!), moderation is the key 😊.
- 11. Sleep like a baby** ~ Make sure you have a good sleep routine and get a minimum of 7 – 8 hours quality sleep every night, it helps keep you thin and energised 😊.
- 12. Use meal consistency** ~ Decrease your food choices by eating similar meals once or twice a day and you'll automatically decrease your appetite and waist size 😊.
- 13. Eat throughout the day to stay satisfied** ~ Eating nutritious meals and snacks regularly throughout the day, avoids cravings and keeps you satisfied 😊.
- 14. Inspect labels in the supermarket** ~ Develop the habit of checking food labels to spot hidden enemy ingredients and to fully understand what you're eating 😊.
- 15. Gauge your hunger** ~ Get in tune with your hunger hormones by paying attention to and gauging your real hunger level, it's a good skill to have for your waistline 😊.





## The 22 Supporting Habits to aid Simple Weight Management

### Core habits that directly enhance weight management:

1. **Optimal Hydration** ~ a game changer, vital component in weight management 😊.
2. **Earthing** ~ a gift from nature to nourish your body and immune system 😊.
3. **Intermittent Fasting** ~ multiple benefits to enhance weight management 😊.
5. **Quality Sleep** ~ recharging your body, the bedrock of good health 😊.
7. **Gut Health Regime** ~ this will supercharge your vitality and immune system 😊.
8. **Regular (Basic) Exercise** ~ this will tone, energise and fill you with lovely endorphins 😊.
10. **Quality Nutrition** ~ high grade 'fuel' to nourish and energise you 😊.

### Relaxation habits that enhance weight management:

4. **Deep Breathing** ~ The gateway to relaxation and restoration 😊.
9. **Meditation** ~ Rejuvenation for your mind, body and soul 😊.

### Fun habits that enhance weight management:

6. **Regular Laughter** ~ Flood your body with endorphins and feel great 😊.
11. **Regular Orgasms** ~ elixir of the gods, the biggest natural high you can experience 😊.
17. **Feel Good Now** ~ Rewiring your brain to feel good and put a spring in your step 😊.

### Emotional Detox habits that enhance weight management:

12. **Taking 100% Responsibility** ~ Where your true power starts, anything is possible! 😊
13. **Emotional Freedom** ~ The gateway to mental liberation and peace 😊.
14. **Emotional Release (Tools)** ~ Letting go of all that mental clutter so you can soar 😊.
20. **Gratitude & Appreciation** ~ Nourishing your heart & soul and feeling wonderful 😊.

### Self-Esteem habits that enhance weight management:

15. **Authenticity & Values** ~ Finding and living your true purpose to make your heart sing 😊.
16. **Self-Esteem & Self Confidence** ~ Magnifying your self-esteem & feeling of self-worth 😊.
18. **Positive Expectation** ~ Your very own pair of rose tinted spectacles to view life 😊.
19. **Programming for Success** ~ Rewiring your brain to attract outcomes you desire 😊.
21. **Socially Connecting** ~ Fulfilling your psychological need to feel deeply connected 😊.
22. **Abundance Mindset** ~ Helping you naturally attract more abundance into your life 😊.



## The KEY Fundamentals of Simple Weight Management

- ✓ **Effective weight management** is simply the long term consistency of **good healthy habits** that both stimulate and satisfy your **digestive** and **biochemical** needs 😊.
- ✓ **Don't overeat** or **undereat**, you must eat what your body needs to function, that keeps you feeling **full** and **satisfied** 😊.
- ✓ **You can't outdo nature** – too many hormones and neurotransmitters working against your willpower 😊.
- ✓ Learn to **eat well with the right foods** to create the chemical states you want (**feeling full & satisfied**) whilst getting the physical outcome you desire (**optimal weight & feeling great** 😊).
- ✓ Think of food as **fuel to power your body** with the energy it needs for **the next few hours** and fuel up accordingly (*physical day = eat more / lazy day = eat less*) 😊!
- ✓ Think of **exercise** as **medication** and a way to fill your body with lovely **endorphins** 😊!
- ✓ **Worked muscle** serves as a **primary energy consumer** for your body 😊.
- ✓ **'Good for you'** foods **sate** and **energise** you – make these at least **80%** of your daily diet 😊.
- ✓ **'Bad for you'** foods (mainly processed food), increase inflammation, make you hungry, feel sluggish and add to your waistline – **limit to 20%** (maximum) of your daily diet 😞.
- ✓ **Life's too short** not to eat **'bad for you'** foods, indulge yourself and enjoy them guilt free, but remember – **moderation is the key** 😊!
- ✓ Lose the **obsession with calories** – let your **body, stomach** and **brain** give you **signals to stop eating** when you're satisfied. **Use body chemistry** – **not willpower** 😊.
- ✓ It's all about developing a **healthy & energising routine** for the **rest of your life**, where your body looks after you, take your time & **find the 'sweet spot' that's right for you** 😊.

### Your simple weight management educational journey...

- 1 – You understand there's no quick fix and long term consistency of good habits is the key.
- 2 – **You're mindful of the hidden dangers in the food chain and will work around them.**
- 3 – You know working with your biochemistry is the answer and you're ditching diets forever!
- 4 – **You're aware the real battle is between your brain chemicals and balancing them.**
- 5 – You fully understand how **'Bad for you'** and **'Good for you'** foods affect your body.
- 6 - **You're aware of the dangers of emotional eating, the cause of it and the remedy.**
- 7 – You appreciate the importance of regular exercise and the multitude of benefits it gives you.
- 8 – **You marvel at the simplicity of the 'magical waistline regulator' and will use one.**
- 9 - You're reprogramming your mind & body with the 11 powerful success principles.
- 10 - **You're going to adopt a permanent new routine using the 15 core behaviours.**
- 11 - You understand there's a short term option to eat plenty and still lose weight, if required.
- 12 – **You understand what steps to take next to turn all this into your reality.**



## The 12 Section Intro's of Simple Weight Management

**Section 1.** “**LET’S GET ONE THING STRAIGHT**... there are no magic pills, potions, secret ingredients or wonder foods that will magically make you and keep you slim forever, unfortunately 😞.”

**Section 2.** “The sad truth is... **the food industry wants you addicted to unhealthy foods** that make you fat and are using the latest research into neuroscience and human behaviour to covertly manipulate you... **REMEMBER THIS!**”

**Section 3.** “**NEVER GO ON A DIET AGAIN**... they are not about actions, they’re about thoughts (usually obsessive thoughts) which are emotional triggers to make you want to eat... **they’re actually a mild form of psychological torture!**”

**Section 4.** “The battle over eating isn’t between your willpower and the chocolate cake; **it’s between your brain chemicals**... **WORKING WITH THEM IS THE KEY 😊!**”

**Section 5.** “**Eating ‘GOOD FOR YOU’ foods** (naturally in tune with your body and digestive system) **make weight management easier** because they satisfy you and reduce gorging, whilst processed foods add to your waistline as they make you hungry!”

**Section 6.** “Studies show that people with high levels of **negative emotions (stress, anxiety, depression etc)** from underlying issues are more likely to have weight problems by using food to self-medicate...**ITS IMPORTANT YOU DEAL WITH ANY UNDERLYING ISSUES!**”

**Section 7.** “**Exercising regularly will**... stimulate fat loss, strengthen your immune system, build more muscle mass, boost your metabolism, reduce the stress in your life, increase your self-esteem, enhance your mood/libido and increase the chance of more sex... **THAT’S ABOUT IT THOUGH! 😊!**”

**Section 8.** “This magical waistline regulating device (costs around £10) used with a bit of common-sense eating, is all you’ll ever need to control your weight... **THEY DON’T LIE!**”

**Section 9.** “**Your goal isn’t to be perfect**... just healthy, satisfied and feeling good about yourself with a consistent eating routine that your body loves... **THAT’S IT 😊!**”

**Section 10.** “You’re going to reprogramme your **thoughts, behaviours and actions** around food and exercise to develop a new healthy routine that will help you create and maintain the body you want for the rest of your life... **JUST FOLLOW IT 😊!**”

**Section 11.** “**EAT YOUR WAY TO WEIGHT LOSS**... here’s a natural way (short term only) to burn more fat and increase your vitality whilst still eating plenty and feeling full”

**Section 12.** “You’re going to **build the foundations and create the environment** to start your journey moving towards your optimal weight and a lifetime of natural holistic weight management and vibrant health... **THE BALLS IN YOUR COURT 😊!**”



## **Exercise & Equipment Guide to aid Simple Weight Management**

### **Core activities recommendations...**

**Walking** ~ walk for 20 – 30 minutes a day, every day (you'll get multiple additional benefits – serotonin boost, more vitamin D, feel good 😊).

**Any general exercise** ~ any regular exercise (jogging, swimming, sporting activity, gym workout) that raises your heart rate is very good for you. 2 or 3 sessions a week is ideal 😊.

**Working your Muscles** ~ anything strength related from using small weights, resistance equipment (e.g., exercise band) or your body weight (press ups, planks, squats etc) will work wonders as you'll burn fat and get toned 😊. Aim for 2 or 3 times a week for 20 minutes.

### **Convenience (fits easily into your busy home routine) activities...**

**Exercise ball** ~ sit on it or put your feet on it whilst watching tv, you'll instinctively move and it's basically effortless 😊, all movement is good for you.

**Rebounding** (aka mini – Trampoline) ~ bounce for a few minutes every day whilst waiting for the kettle to boil or during the adverts. You'll work muscles, raise your heart rate and feel good 😊.

**String around your waste** ~ as you feel it throughout the day, you'll automatically tense your stomach muscles, giving them a workout, tone your core muscles and flatten your stomach 😊.

### **Fun activities...**

**Sex** ~ safe monogamous sex is very good exercise and has multiple benefits (reduces appetite, puts a twinkle in your eyes, raises your energy and makes you feel great 😊).

**Music** ~ Put your favourite music on loud (everyone has songs that energises them) and dance around the house 😊.

**Talk on the go** ~ walk around when you're on your mobile phone, you'll rack up a load of steps and will hardly notice you're doing it (it all adds up!) 😊.

### **Recommended tools & equipment**

**Belt** – a very simple automatic weight regulator, belts don't lie 😊.

**Tape measure** ~ keep an eye on your waste measurement, (forget the scales 😊).

**String** ~ tie around your waste to make you automatically pull your stomach in and tone it 😊.

**Step Tracker** ~ consider getting a step tracker watch or phone app and set a daily minimum step level (10,000 a day is great), this will motivate you to walk more to hit your daily target 😊.

**Exercise Band** ~ very good for simple resistance exercises at home 😊.

**Rebounder (mini-trampoline)** ~ a great work out tool that only takes minutes out of the day 😊.

**Exercise ball** (aka yoga ball) ~ another great work out tool to have around the house. You can use it for a few minutes for a more vigorous workout or a gentle workout whilst watching TV 😊.

**Our Logo** ~ we've purposely had the heart in the logo embedded with the emotional vibration chart with a little star in the 'feel good' emotion area at the top (look closely), to prompt you to always aim there. Symbolising self-love (heart) it's a reminder to keep your vibration high 😊.

