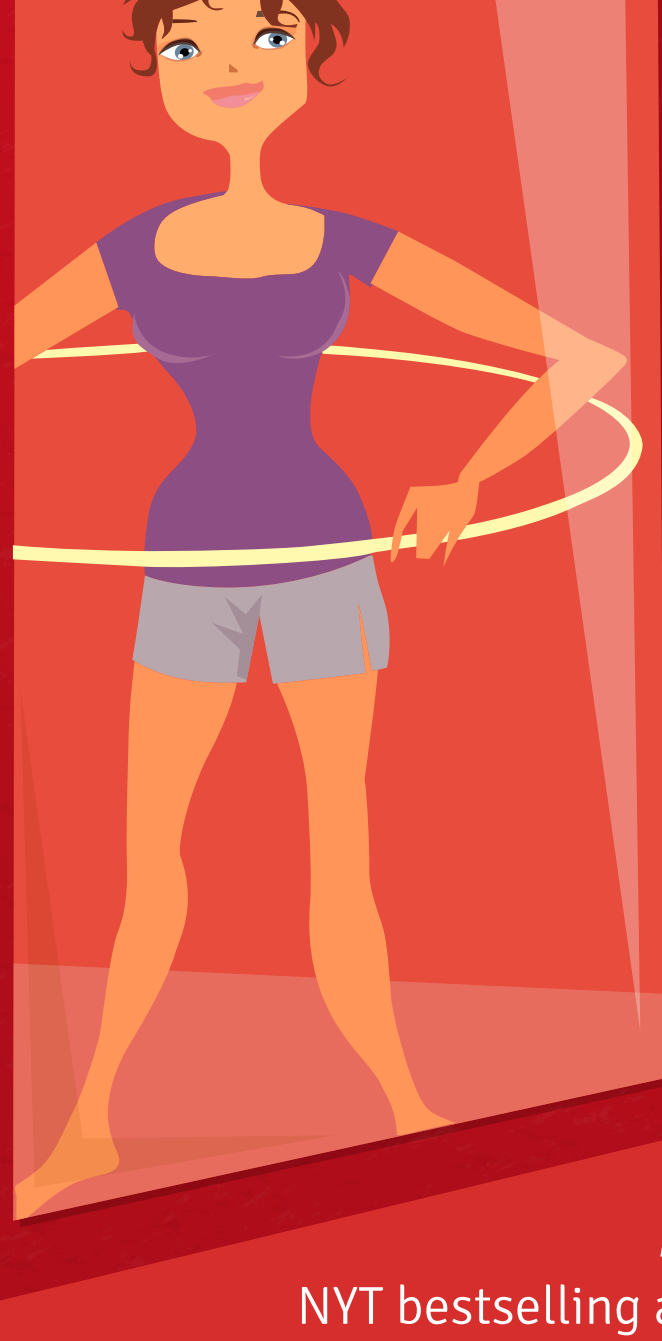


# 7 Big Fat Weight Loss Lies

## 7 Ways Your Body Has Been Deceived By Decades of FALSE Fat Loss Advice



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HOST

**FAT LOSS SUMMIT**



### IF YOU'VE STRUGGLED TO LOSE WEIGHT AND KEEP IT OFF, IT'S NOT YOUR FAULT BECAUSE...

You've been a victim of the **"Side View Mirror Effect"**

Just as cars have inherent blindspots that their side view mirrors DO NOT pick up, so do you. When it comes to losing weight, there are things you simply don't know you don't even know.

Likewise, side view mirrors also tell you that "objects in mirror may be closer than they appear", thus giving "false" information.

When it comes to fat loss advice, there's no shortage of FALSE information being thrown your way every day that is obviously not helping you lose weight and keep it off.

Here are some of the biggest Fat Loss Lies that continue to sabotage your weight loss efforts.



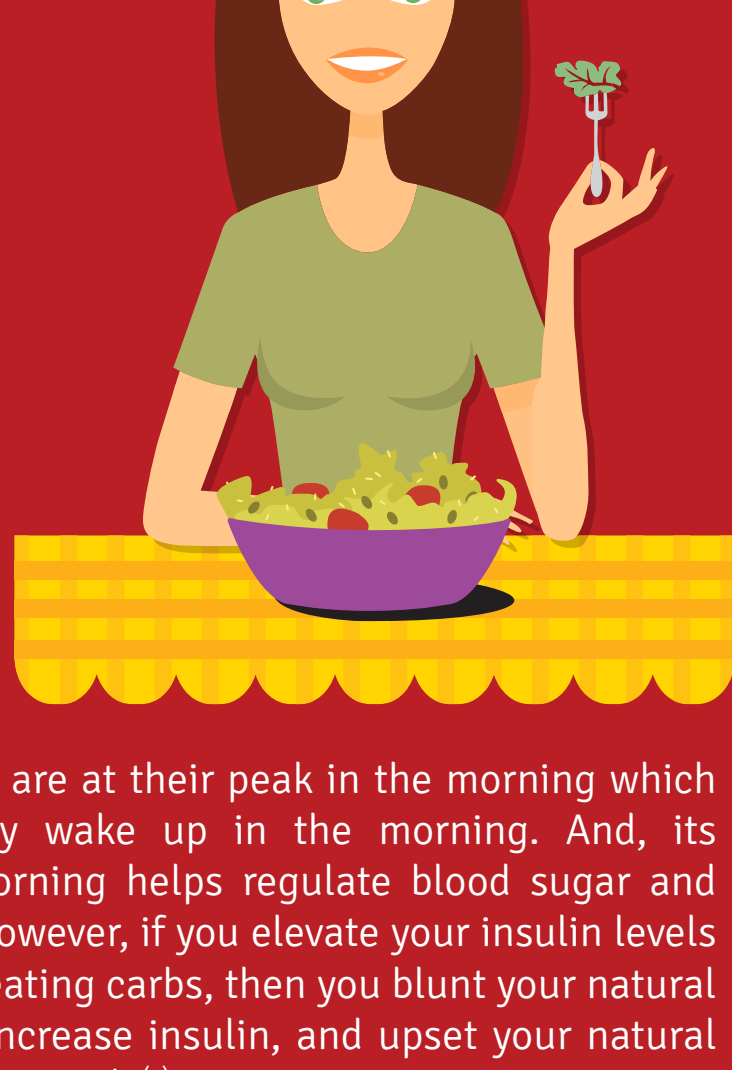
### 1 LIE: Cardio is King

According to a study in the European Journal of Applied Physiology, 20 weeks of daily cardio training led to significant decreases in thyroid hormone and metabolic rate <sup>(1)</sup>.

Since your thyroid governs your metabolism, you want to avoid anything - like too much cardio - that will negatively impact it.

### 2 LIE: Start Your Day With Carbs

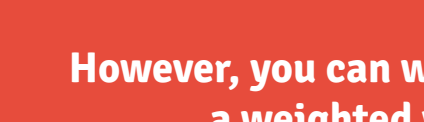
Have you ever had a bowl of cereal or oatmeal for breakfast and felt hungry less than an hour later? Other than the extreme hunger, constant cravings, and low energy that eating carbs creates, it also leads to a rise in blood sugar, which stimulates the release of your fat storing hormone, insulin.



Also, cortisol levels are at their peak in the morning which helps you naturally wake up in the morning. And, its presence in the morning helps regulate blood sugar and facilitate fat loss. However, if you elevate your insulin levels in the morning, by eating carbs, then you blunt your natural cortisol response, increase insulin, and upset your natural hormonal cycles. Not good! <sup>(3)</sup>.

### LIE: You Can Walk Your Way Thin

Walking is like breathing. It should happen on a daily basis without a thought. But the truth is that walking alone is NOT going to help you lose a significant amount of weight.



To lose weight by walking, the average person will burn about **100 calories per mile (about 2,000 steps)**. Thus, to lose just one pound (3,500 calories) per week, you'd have to walk at least 10,000 steps per day to create any noticeable caloric deficit. This simply isn't likely for most people.



However, you can walk less and get faster fat loss results by walking uphill or wearing a weighted vest to increase the resistance your body is moving against.

### 4 LIE: You Have to Eat Every 2-3 Hours



Our Paleolithic ancestors never had this luxury but for some reason we've been led to believe that our modern body - which has not evolved at all - needs to constantly be fed to keep our metabolism happy.

**Here's the deal:** if you eat every 2-3 hours, you train your body to become a "sugar burner" (not a "fat burner"), in which you end up craving more sugar, carbs, and food throughout the day, which makes it near impossible to lose weight.

Furthermore, constantly eating keeps your insulin levels high, which can eventually lead to insulin resistance, increased fat storage, type 2 diabetes, and even heart disease <sup>(2)</sup>.

**How about this:**

eat when you're hungry, stop when you're **80% full?**

### LIE: Move More, Eat Less

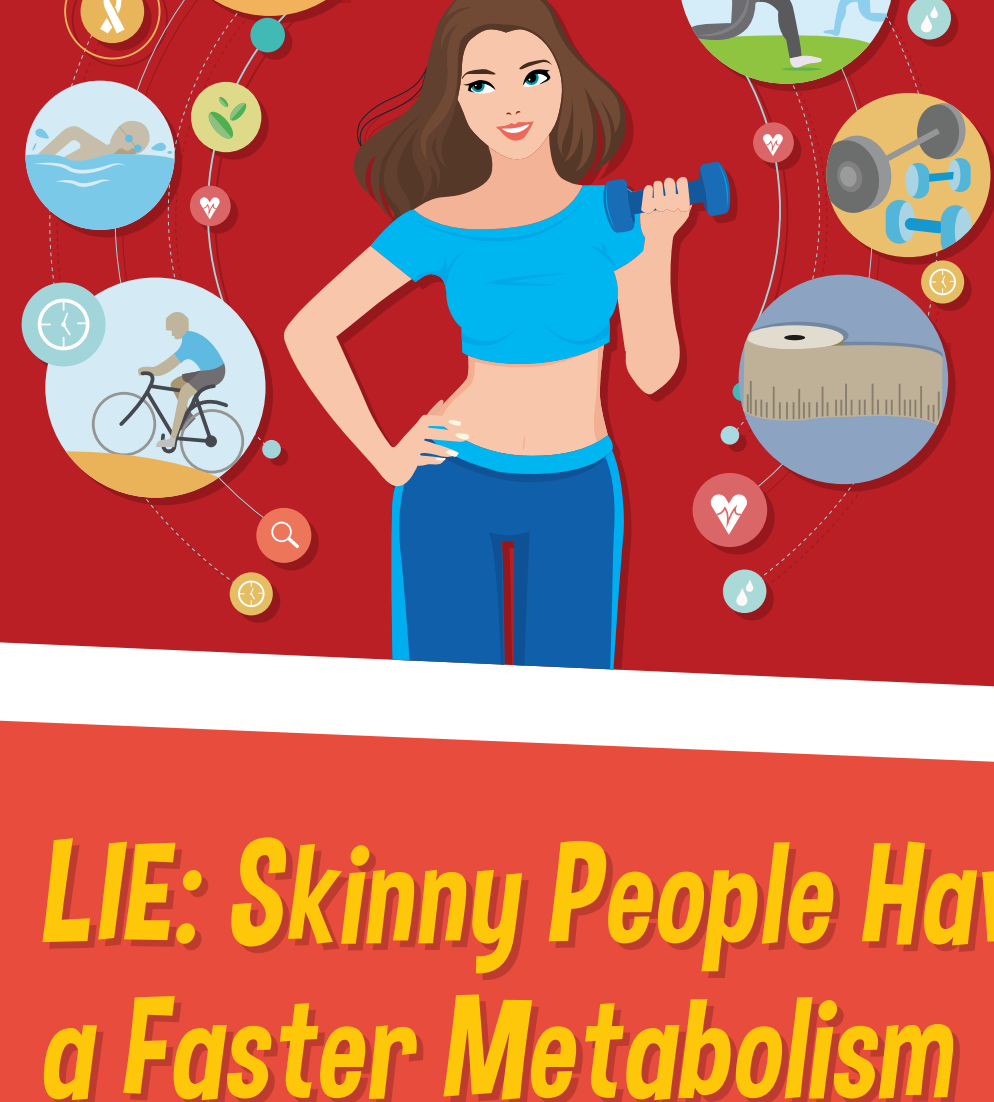
Energy balance can play a role at ensuring you lose weight and keep it off but nowhere near to the extent that we once thought. If you've been eating well and exercising properly and that stubborn weight still won't budge, then you know there's something else at play.



Your physiology (ie. hormones, internal processes, etc...) is really what matters when it comes to losing weight for good. You can work yourself to the bone in the gym and starve yourself in the kitchen but both will have serious negative consequences on the precious hormones - like cortisol, thyroid hormone, testosterone, etc... - your body relies on to keep you looking and feeling your best.



### 6 LIE: "Diet" Foods Are Best

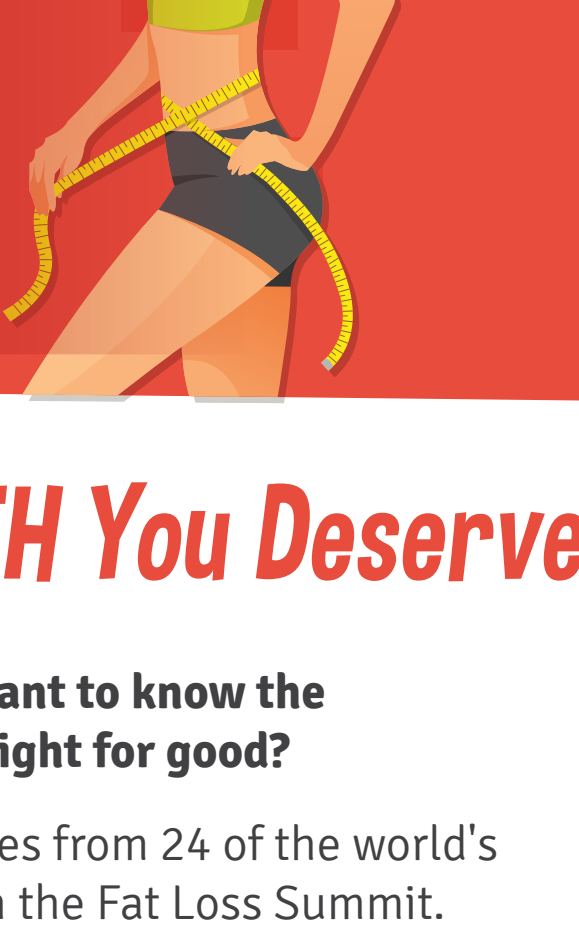


Contrary to popular belief, replacing blatant sugar with artificial sweeteners like Splenda or aspartame don't help you. A study from Purdue University showed that rats consuming yogurt with zero-calorie substitutes gained more body fat and more overall weight than rats eating yogurt with pure sugar <sup>(4)</sup>.

The reason is due to how these sneaky chemicals confuse your body's sensory systems. Normally, sweet foods provide a "salient orosensory stimulus" that strongly predicts that you are about to take in a lot of calories. However, when NO calories follow the sweetness, your brain prompts you to eat more to fill the gap.

### LIE: Skinny People Have a Faster Metabolism

The truth is that since it requires more work to MOVE more weight, those who are heavier have a higher metabolic rate. Regardless of your weight, the key to keeping your metabolism burning calories 24/7 is to build and preserve your muscle since it accounts for 70% of the calories you burn each day.



## Get The Fat Loss TRUTH You Deserve

Now that you know the lies, want to know the TRUTH about how to lose weight for good?

Get the science-backed, proven strategies from 24 of the world's leading fat loss experts - for FREE - in the Fat Loss Summit.

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THE BEST STRATEGIES FROM 24 EXPERTS TO HELP YOU BURN FAT 24/7

#### References:

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