

## Chapter 1      Where No One Has Gone Before

How many times have you tried to lose weight? Or tried the latest fat burner pill, or the newest diet? What about that extreme exercise program that promises a body for the beach? Or the miracle wrap that tells you losing fat is simply a matter of squeezing it out of you? Come on. Let's get serious!

There's a simple reason why you failed before: these methods simply DO NOT WORK!

And here is the proof: a staggering 69 percent of the U.S. population wouldn't be overweight or obese<sup>1</sup> (over 50 percent in the EU<sup>2</sup>). This problem is also on the rise in Asia, particularly in Malaysia, where obesity rates are now over 50 percent.<sup>3</sup> So if all of these methods DO NOT WORK, it's time to try a completely different approach.

First, I'd like you to understand WHY you failed before.

*1. National Insititute of Diabetes and Digestive and Kidney Diseases.*

*2. World Health Organization*

*3. The Lancet: Global, regional, and national prevalence of overweight and obesity in children and adults*

### DIETS

Just hearing the word "diet" probably makes you think of being penalized, right? And this makes sense when you consider that diets are specifically designed to RESTRICT calories. That's right, call up any diet you want under any name, and it all comes down to reducing the number of calories you eat. According to the U.S. government, eating less and exercising more is the ONLY way to lose weight. The problem is, it's JUST NOT true. While this approach WILL WORK for SOME people, it certainly IS NOT the answer for the majority of the population.

Here's why: When you reduce your food intake, you're likely hungry and miserable. Not something you'll want to do for the rest of your life is it? Second, calorie restriction is a proven way to REDUCE your muscle mass. That's right, reduce your food intake, and in order for your body to survive it must decrease the structure that utilizes fuel, namely your muscle. The more muscle you lose, the slower your metabolism, and eventually you bottom out—very unhealthy.

So, reducing calories (dieting) is a TERRIBLE WAY to lose fat. You'll feel hungry, have less energy and simply fail with this approach. With this system there is NO DIET. In fact, you may actually end up eating more than you usually do, while losing more body fat than you ever thought possible. Sound crazy? Just happens to be true with our approach.

### EXERCISE

I love to exercise, always have, but you'll never catch me in the gym for an hour on a treadmill or bike. The truth is, I plain HATE extreme cardio (my idea of cardio is a long walk on the beach). On the other hand, I do enjoy lifting weights, but it's not for everyone. In fact, I've never lost belly fat by lifting weights; I guess it's just my genetics (or is it?).

For a moment, let's discuss why people fail to lose fat through exercise, starting with some popular trends.

First, we have the one-hour, extreme programs that promise to have you in “beach ready” condition in only 90 days. While this sounds great, are you really excited about doing intense exercise for an hour a day, seven days a week for the rest of your life? Didn’t think so.

Oh, but don’t worry: now another company tells you they can get you in shape with 30-minute workouts, 7 days per week. Still not excited? I’m still not surprised.

Let’s be honest. If you simply don’t like exercise, doing it for more than 10 minutes a day, a few days a week probably isn’t going to happen. And when was the last time you heard of a program that gives you real results with less than 10 minutes of exercise, anyway?

Well, with this system you’ll not only lose body fat and build a stronger body in less than 10 minutes, you can do it in as little as two days a week!

When I was developing this program I created a number of rules for myself. One was I WOULD NOT do ANY cardio during the testing phase, and would only exercise 10 minutes or less, just two days a week.

During the first four weeks I dropped eight pounds of body fat. By week seven, I’d packed on 12 pounds of muscle, and my body looked completely different. While I’m a big believer in humility and letting go of our egos, I have to say I enjoyed all the compliments...you will too!

You can get the same results or better results than mine, just by following what I’m about to teach you. It’s really that simple.

### **FAT BURNERS AND DIET PILLS**

If you’re like me, you’re probably sick of the latest, greatest company pushing a miracle herb from the amazon that melts the fat right off your body. After all, if popping pills were all it takes to lose fat, 69 percent of Americans wouldn’t be overweight. Period. No, the problem just isn’t that simple.

While there are a number of good supplements on the market, most fitness experts agree they only address about five percent of the solution. From a body builder’s perspective, proper nutrition and exercise make up the majority of what builds muscle, burns fat and shapes the body. But most of us aren’t bodybuilders; we just want to lose the extra fat and be fit and strong. It would be great if taking a pill once or twice a day produced these results, but so far this ever-elusive magic pill has yet to be invented.

At LifeWave, we’ll never ask you to take a magic, weight-loss pill. Instead, we have a scientifically proven system for shifting your hormones back to your younger years, when you were a natural, fat-burning machine. Using science and nature, you’ll finally be able to lose unwanted body fat.