



## Use It to Lose It: bodybugg® digital display

August 2007

### See it and lose it

The successful weight loss equation consists of two parts: 1--making the **calorie connection**, which is realizing that weight loss is a matter of eating fewer calories than you burn, and weight maintenance means eating as many calories as you burn; and 2--**motivation** to do it. In other words, if you come to peace with yourself and accept that weight management is only about eating versus moving, and you find a good reason to be fit, you will be successful!

### Calories in, Calories out

You must come to accept the factual calories in and out aspect of weight management; otherwise, there's no point in trying to solve for the motivation aspect. Repeat after me: if you're overweight, it's not because of your age, it's not your thyroid, it's not menopause, it's not because you don't eat enough, it's not your parents' fault, it's not the number of fat cells you were born with, it's not that you don't do your aerobic work in your target heart range, it's not high fructose corn syrup (HFCS), it's not that you weren't breast fed, it's not your medication, it's not your hormones, it's not sugar, it's not trans fat, it's not saturated fats, it's not carbohydrates, it's not because you eat after 7:00PM, it's not because you had a baby, it's not because you eat the wrong glycemic foods, and, no, it's not the fast food industry's fault if you are overweight and don't like it.

I've heard all the excuses, and people in my discipline (weight control research) and the way our society works are largely to blame for the spread of misinformation that results in the list of excuses above. The scientific community keeps giving us "fodder" every time something new is published related to weight gain. Then the media gets hold of it and twists the data into another "why we are fat" story. And while some of the above issues may add to the difficulty of maintaining the proper calorie balance for weight control, none of them, or anything else for that matter, can stop anyone from losing weight. **Only you can stop yourself.**

The undisputable laws of energy tell us it's an energy (calorie) imbalance that causes body mass changes – period! So at the end of the day, keep this in mind: we buy food (energy/calories), we prepare it, we eat or drink it and we get warnings signals from our clothes, mirror and/or scales that we are eating more than we burn. Therefore, the bottom line if you are overweight is the fact that you consistently eat more calories than you burn. Your appetite drives you to put food in your mouth, and because you do not move enough to offset the intake, the weight slowly creeps up. **Unfortunately, one's daily gains in weight are virtually unnoticeable – ah, until now.**

So let's get past the calorie piece and all the misinformation and boil it down to one simple sentence you can apply to your life right now: "I won't think about anything else except eating fewer calories than I burn until I reach my goal." Say it again! "I won't think about

anything else except eating fewer calories than I burn until I reach my goal". I know what you are about to say next...

### Okay, but what should I eat?

Don't even ask that question--most people listen and nod but never do (at least for any significant length of time). And where were you during the first part of this newsletter? **Pick a diet, any diet or foods you like and take your daily multivitamin. You know the difference between good food and not so good food – so eat the best you can, but less than you burn.** Let's not overcomplicate weight loss.

### You can't manage what you don't know

How much do I burn so I know when to stop eating? Now that's a legitimate question, and it's quite clear that many people don't know the answer.

A national poll was just conducted on this very issue. Here are the results: 90% of people polled had no idea how many calories they could eat before they gained weight; 50% couldn't guess; and only 33% correctly understood that any calorie is responsible for weight gain. Combine that report with the fact that 50% of all food dollars are spent in restaurants and these results from another poll: when asked to choose the meals lowest in fat or calories from 4 restaurant meals, no participant was able to do it. Sixty-eight percent were wrong each time; 27% correctly chose one; no one aced the test, and a Ph.D. in public health flunked the test. This poll exposed the fact that restaurants can "disguise" high calorie meals by naming them something that might sound healthy (e.g. using words like "salad", "chicken sandwich", etc.). This information will be used to force restaurants, through legislation, to post calorie counts for all foods (most chains are now doing this, at the very least on-line).

Everything we've discussed so far highlights the disconnect humans have between their waistline and brain when it comes to maintaining fitness. In our defense, we were originally designed to eat all we could because food was scarce. But now it's everywhere and extremely palatable. We must find a way to "override" our natural instincts, especially since, *before now*, we weren't able to see the fat accumulating until it had gotten away from us.

As mentioned above, in the past the only way you discovered you were eating more than you burned was over time as clothes got tighter and scale numbers began to change. Unfortunately, by then, it's too late or too hard for you to do what *you thought* you had to do to lose weight. Then you find yourself waiting for the "magic" something, or you put it off until you think the time may be right, which, by the way, is generally never (unless some important or traumatic event occurs – ah – the motivation piece).

### *Making the calorie connection creates motivation*

The ability to virtually see body fat coming and going in real time, any time, is finally possible with the new bodybugg® accessory, the digital display device.

The bodybugg program helps you manage the facts by showing you the calorie connection and giving you continuous feedback; this in itself offers the motivation most bodybugg users need to be successful. Now we're taking it to the next level. We believe the new digital display device will offer bodybugg users the ultimate on-command motivation through its ability to communicate to you in real time, wherever you are, without your having to connect to your computer. **Imagine looking at your watch and knowing that X amount of body fat has just left your body.**

Now *that's* motivation to keep going. Or, picture yourself at anytime during the day glancing at your display and seeing that your calorie intake at that point is going to be above your burn if you decide to "eat the whole thing". That's motivation to either leave some food on your plate, or to "get moving" if you eat the whole thing because you know all you have to do to cancel out the extra calories is move. You can watch it happen with the continuous visibility provided by the bodybugg display. And you're doing it your way with your foods and choice of how you move. **Every calorie out cancels a calorie in, period.** That's having control & freedom – and that's motivation!

### *The games we can now play to lose weight*

The new digital display device can be worn as a watch, clipped anywhere on your clothing, placed in your pocket or any other carrying compartment you choose.

And you can make a game of managing your numbers by setting alarms for all your target numbers (e.g. calories burned, steps, physical activity).

#### **The calories-burned-outpacing-intake game**

- To lose weight, keep your burn ahead of your daily or weekly intake until you hit your goal – see it all day
- To maintain weight or prevent gain, keep your intake even with your burn – view it at anytime, long before the clothes tighten.

Imagine waking up first thing in the morning and seeing how much weight you lost while you were asleep. Now you know exactly how much you can eat for breakfast and still lose weight. Now picture lunch time: you glance at your display, it shows you burned 1200 calories so far today and you know you only had a 210 calorie Apex breakfast bar. This gives you the freedom to chose up to 900 calories for lunch (now that's a huge meal) and still be losing weight. Imagine the same snacking and dinner scenarios – always knowing how many calories you're burning so you know how much you can eat at any time – and if you eat more, you simply make it up on the burn side and you always have proof that it's happening.

#### **The calories-per-minute game**

You can run your entire day by viewing your calories burned per minute.

Example: the average person is awake about 1000 min/day. If you kept your calorie burn at 2cals/min, you know you'll burn 2,000 cals not including the calories you burn when you sleep, which would add extra 500cals for a 150LB person (more if you're heavier). Your daily total burn

will be 2500cals. In this case, eat your 2000 and you're on your way to losing 1LB per week by simply glancing at your display device and keeping your burn at 2cals/min. Anytime the number dips below, you'll be motivated to move, which can be as simple as fidgeting, pacing or performing an activity standing rather than sitting (e.g. talking on the phone, watching an event or TV, reading, etc.).

#### **The daily steps game**

Set your daily steps target at a number you know will earn enough of a burn that you won't be able to eat more than your output. Example: I know that if I get 12,000 steps/day I will almost never be able to eat more than I burn. Therefore I find ways to hit that number. Keep in mind that any movement does two things: burns many more calories per minute than sitting, and generally any level of activity prohibits eating.

There are many other games you can play with the new display device that will make dieting almost too easy. [Click here](#) to view more on how the product works, and be sure to watch the video on [www.myapex.com](http://www.myapex.com) and [www.bodybugg.com](http://www.bodybugg.com).

### **Summary**

Up to now it had become very clear to the scientific community that only highly motivated people were successful in losing and maintaining weight, which is why the success rate for all structured programs is embarrassingly low (80% of dieters gain back all lost weight in the first year and 95% regain all and more after 5 years). Our goal was to lower the motivation threshold by simply giving dieters instant facts that can be controlled their way 24/7. In demonstrating minute-by-minute results, most users would be afforded the motivation needed to continue progress. And by making your equation always visible, you have the freedom to choose to sometimes get "out of control"; you know you can make up for it with no guessing.

In closing, if anywhere in this newsletter I offended anyone, please accept my apology, but I am trying to turn the increasing tide of obesity and unwanted weight gain. We're no longer looking for reasons why people don't succeed. **Everyone has the ability to control their weight within a healthy range** including getting their body fat to any desired level. Will we save everyone? No, but all most of us ever needed was to have the facts in front of us so we could have control.

If you've struggled much of your life with weight, hopefully these breakthrough but fact-based tools (bodybugg with display) will give you all you need to be successful: you can finally do it your way with real numbers and no guessing. No matter what, in the end, 1 of 2 things will happen to all bodybugg users: you will reach your goals; or if not, you'll know why you didn't. Either way you'll have learned an important message that must be passed to the next generation so they have *only the simple facts* and favorable odds on *preventing* unhealthy weight gain: it's far easier to prevent weight gain than reverse it, and a calorie out cancels a calorie in, every time. We've provided the tool—now you just need to use it to lose it.

Here's to instant gratification--

**Neal**