



New Year's Resolutions? Finally One You Can Keep

New Year's resolutions have always been a bit of a mystery to me in the sense that we wait until January 1st to change something in our lives that must be important—otherwise why make a resolution? According to Webster's Dictionary, a resolution is "the act or process of resolving; the action of solving or a solution" – i.e. something resolved is a resolution that is upheld; therefore, it is obviously something that needs fixing.

History tells us the Romans named the first month of the year after the mythical god of beginnings, and now, centuries later, it's become traditional to wait and attempt to repair something on the dawn of a new year. But what's wrong with a "new" month, week or day, for that matter? My point is if you want or need to change something in your life, you need a plan that can hold up (or it's not a resolution); otherwise you will virtually guarantee disappointment, leading to another try at a similar resolution the following year – and on that note . . .

Bleak Statistics

Approximately half the adult population makes a New Year's resolution (NYR), of which 50% give up the task by the end of the first quarter, and before years-end up to 90% of all these "resolvers" have abandoned their promises – that's bleak and basically makes the act of setting NYRs an exercise in futility.

Continuing with statistics: of the people who make resolutions, fewer than 20% have a plan for how they will accomplish them, and even fewer people document anything related to their goal. Now we are right back where we started: maybe 5-10% document anything during the process and, guess what? It looks like that same number of people achieve success, about 10%.

It's no surprise that fitness goals are the most popular of NYRs, with *weight reduction*, *exercising more* and *eating healthier* holding down the top spots. I believe those of us in the fitness industry meet most of the people who make resolutions. Unfortunately, this includes many individuals who lack proper planning. For instance, people think joining a gym is a weight loss plan (75% of new members' list weight loss as their primary goal) and somehow believe that a membership to a room full of exercise equipment will magically melt the pounds away. It doesn't, and national health club statistics validate this: there are 35 million health club members (of which a little more than half are active, and the vast majority of those who are active were fit before they joined), and just as many (35 million) *former members*. Trust me, you are not a *former member* unless the experience did not work for you. And you can't blame it all on the facility – most of the problem is that you did not purchase the "directions" for use as it relates to weight loss. Successful weight loss is about diet, folks – not the 1 hour a day performing exercise – you need to plan for the other 23 hours of the day!

This time you can almost bank on your fitness resolution

If you want to make a fitness New Year's resolution and keep it, I have the answer: get "bugged." The bodybugg™ is your 24-hour-a-day fitness consultant and motivator, and your plan is not just laid out every minute for as long as you like, but it becomes part of your body and changes magically as you change.

You make a mistake, bodybugg™ gives you the fix; you cheat, it catches you and puts you right back on track; you want to know what and how much to eat at any given moment and still hit your goal on time, you got it. If you want to eat whatever you like, and lots of it, you can because with the bodybugg™ there are no restrictions on how you manage the calorie deficit number that puts you at your goal on time. If you can't find time to "exercise", you don't have to, *moving* is your exercise. If you hate to "diet", there's no such thing with the bodybugg™, the foods you choose to eat are your diet. If you don't like to record your foods, you don't have to; the bodybugg™ will tell you how much you consumed based on your body's changes. And finally, if you want to know exactly how many calories you can consume or need to burn at any point in time and stay on track to your goal, you got it.

I could go on but hopefully you get the point. The bodybugg™ is almost four years in the making and designed around all the things that cause people to fail at weight control. We spent two of those research years interviewing and collecting data from everyday people who have tried and failed at weight reduction, just like virtually everyone. All current diet, behavioral & lifestyle approaches delivered in the U.S. have a combined failure rate of 80% in the first year, and by the 5th year 95% of all weight reducers regain the lost weight and then some – talk about bleak!

The most surprising thing we learned from our research (although it should have been obvious all along) was that all these dieters knew what they were "supposed" to eat and do to lose weight, they just couldn't do it or maintain the perceived necessary protocols: eating healthy, low-calorie foods (e.g. from the food pyramid) and exercising 30-60 minutes daily, all of which I can't do. And then it hit us!

The makings and outcomes of a new paradigm

It wasn't that today's recommended guidelines *wouldn't* work; it was the fact that the vast majority of the population can't incorporate them based on two primary problems: 1) living the necessary lifestyle to become successful (e.g. run a household) that forces a person to take advantage the current non-fitness friendly environment including sedentary jobs, being transported from place to place (i.e. hurrying up to sit somewhere else) and the need to acquire food quickly. So, there was no chance that the perceived guidelines above would fit without a major lifestyle overhaul; hence "I'll wait and make a New Year's resolution and start then." This brings us to the number 2 problem: addiction to one's current life-

style - in other words, exercise is not fun, it's often painful and time consuming; and "eating fruits, veggies and lean cuisine is something no one around me does and makes me long for my favorite foods".....And eventually the person is pulled back into their previous ways.

This is what we had to solve for!

Preaching to people to follow guidelines or counseling them on how to incorporate current recommendations doesn't work, plain and simple. Just look around at America continuing to get fatter while being told what to eat and do. We only had to look at those of us who do manage to stay in shape without even coming close to following "guidelines," and **then the lights came on:** rarely does anyone gain weight on purpose, meaning the vast majority of the population has no idea HOW MUCH they can eat because they can't "connect" with calories. If no one really knows how many calories they burn, how can they be expected to know, *how much* they can eat, especially when daily gains or losses (of body fat or weight) are easily tolerated and virtually unnoticeable until their pants or dress size has changed? You just can't see it coming!

Bingo! We got it: what if you could see it coming or going before it actually does, would you make whatever minor adjustment within your current lifestyle to stay on goal? What if it was 1 less bite of whatever you normally eat, or 100 more steps within your regular day? Of course we got a resounding YES from all the participants.

All we had to do was find a non-invasive way to determine how many actual calories an individual burns throughout the day, keep them informed in real time, and let them manage their lives anyway they choose based on this information. It's now clear that people only need continuous visibility to that number (calories burned) and feedback on their progress so they can **control their weight their way**. And because we know the undisputable laws of energy (calories in < calories out = body fat/mass reduction), we only had to let individual lifestyles become the weight control program. In essence, each individual sets their own "guidelines": *their* world is the "gym," and their foods are *their* "diet". Movement is exercise, and whatever they consume is the diet – but they own it. The bodybugg™ was born! (See side bar for an optional program path.)

If it sounds to good to be true it generally is

Not so this time. Our pilot study of 2 years produced results that bordered on unbelievable for both exercisers and non-exercisers alike: a greater than 80% success rate in not just achieving the desired weight loss but maintaining it, which is the complete opposite of all other diet attempts and programs combined. We have recently launched a 2-year clinical trial at University of Hawaii to completely validate and publish all successes.

The final findings from all research

We've discovered that the magic of the program lays in how the freedom, flexibility and visibility of what's happening before it happens puts the users in complete control. There are no restrictions on how to reach your goal: set the goal, including the date by which you need to achieve it, put on the armband, live your life, follow the number and arrive on time. During each participant's plight, they learned that a calorie burned cancelled a calorie consumed, and that no matter how you do it, the more you move the more you can eat. Finally, a revelation: it's not what you eat and do, but how much you eat and move. Additionally, with the ability to know accurately how many calories our users were burning, they always knew how much they could consume during their last evening meal or how to make up for it over the next day or two if they consumed too much – the users gained complete control of their destinies.

The fitness cascade phenomenon

The calorie education and success in doing it their way led to a not-so surprising behavioral change in our pilot groups. What we coined the "fitness cascade phenomenon" prevailed in almost all subjects, meaning as they lost weight they began to move more and eat more healthily. In fact, most of the non-exercisers eventually incorporated some form of traditional exercise into their lifestyles, from simply taking longer walks to engaging in previously favorite sport activities to joining health clubs. So the big lesson for us was that you can't tell people to change; you have to make change easy for people to accomplish or figure out by themselves – and if they do, the individual will own it and generally maintain it. We dubbed this the "inside-out" approach, and we truly believe that in using this method, we have cracked the weight control code by *fitting the program to the person, not the person to the program*.

Time will tell, but at this point we believe that the launch of this product into every American household will change the world as we know it today. We are in the midst of a massive, crippling epidemic of weight related disease – and not simply physically and emotionally but also economically. The bodybugg™ has the potential to turn the tables by becoming a part of everyone's life, whether it's to prevent weight gain or reverse it.

So if you feel the need to make a fitness resolution, you are now free to keep it! And you don't have to wait for January to start your new beginning.

Happy New Year!

-Neal

P.S. There are people who want all the information they can get, including personalized food plans, exercise guidelines, coaching, etc., so of course we built all that in into the bodybugg™ program, even knowing quite well that very few people would actually take full advantage of this option. And although many people may think an "ideal roadmap" is what they want, because at that moment they are highly motivated to change everything, we know from experience that compliance won't last long (as has been found with all diet programs). The difference is that now these illusionists have the tools they need to incorporate the "do it your way" path instead of setting themselves up to fail. The bodybugg™ program leaves little room for failure because people always have access to their true numbers, which allows anyone unlimited options for compliance . . . compliance is now a simple matter of sticking to a number.