



## Variety in Your Diet – In Today's Sedentary World *Choices are Plentiful But Amounts Must be Limited*

The old dieters' complaint of stating that their "metabolism" is so slow that they get fat or can't seem to lose weight, no matter how little they eat, is now coming to light.

The fallacy in this statement is that metabolisms between like-size humans with different parents do not vary nearly enough to match the weight gain differences that these chronic dieters seem to infer. Furthermore, we have established that heavier people burn more calories when performing the same work as lighter humans and we have conclusively demonstrated that the vast majority of overweight people dramatically underreport their calorie intake, while overestimating their activities or daily calorie expenditure.

It is the overestimation of calories spent—or total daily energy expenditure (TEE)—that has recently caused all of us in the scientific community to revisit the statement, not necessarily the science. In other words, the scientific answer has always and still is correct—the small variance between human metabolisms do not match the complaint. But the credence in the complaint from the literal sense (no matter how little I eat, I can't lose) is rooted in TEE.

### *Old calorie expenditure formulas are based on old world lifestyles*

Now that we are able to measure how many calories people **actually** burn daily with the new Apex bodybugg™ armband, we were shocked when we discovered the results.

TEE by almost all people in modern developed nations, including exercisers, is much less today than in previous years and far less than formulas predict.

We discovered that our daily lifestyles, including our children's, burn so few calories that we can't make up the difference between what we currently expend and what the average person 50 years ago (before the overweight/ obesity epidemic spread) burned by simply adding a one-hour workout, especially if you plan to eat the typical American diet, even if it's basically healthy. No wonder people were thinking "slow metabolisms."

To put a picture to the above, most families have two working parents that drive to work to sit in a chair

until it's time to drive home and sit in a chair, all the time feeding themselves because food is always convenient and available—no chasing, growing or even preparing it. Children have the same basic routine—driven to school to sit, come home to sit or lie down and be entertained by video games. Adding a one-hour *intense* workout to anyone only increases the calories they burn on *that* day by about 400, which is much less than is contained in a popular café mocha (550 calories) or a typical fast food hamburger (560 calories). To make matters worse, life has gotten so busy that we don't have the time to walk to our destinations even if we wanted to. We have to hurry up to sit somewhere else—movie, dinner, sporting events, talk on the phone, etc.

Bottom line is that the manner in which we structure and consume foods that has been passed down for generations, no longer fits our mostly sedentary way of life. And don't look for this to change any time soon if you plan on raising a family and making a living in a world that requires most of us to sit down to do it. In fact, I would argue that life will become more and more sedentary as the world demands faster information through the use of technology.

### *Time to change the way we think about and structure meals*

If you want to be successful in achieving weight loss and maintaining it, it's no longer an option to think of only "three-squares" a day or the way in which most of us have been taught to eat.

It is well documented that successful dieters, celebrities and most athletes consume more than four "meals" a day and consistently use healthy snacks such as meal replacement drinks (MRD), bars or other sources of controlled calories in their daily food planning. It's time everyone did! Time to change—time for our meal selections to catch up with our rapidly evolving society.

Our bodies can no longer "automatically" burn the amount of calories we consume to maintain a small waistline or proper health. We now have to start thinking about it in order to properly manage outcomes. And yes, that means to some degree,

counting calories until we have “re-wired” our brain to be able to identify how much food we need to consume in order to look the way we want.

### Shrink the portion sizes and increase the frequency

The goal is to manage hunger (meal frequency) and make up for the inability to move as much as our free-eating predecessors (self-controlled portion sizes with accurate accounting).

Think four to six meals a day depending on caloric allotment for weight loss. If you are allowed less than 2000 calories a day, consume no less than four meals with up to two being Apex snacks; greater than 2000 calories, eat no less than five meals including up to three snacks. Remember, Apex snacks are nutritionally accurate, not spiked with crazy or unneeded stuff and now come in a variety of choices.

### Take all your consumers, including family members, to your Fast Fitness Food Grocery Area to save money and calories

If weight control is the goal, there is a re-education process.

The good news: by incorporating Apex snacks into your daily diet you will not be spending more money, but in fact should have a significant reduction in your monthly food bills. Remember, the Apex foods are replacing calories that would be purchased in grocery stores, fast food restaurants or supplied by other paid sources. The added bonus is that when you were spending more money the old fashion way, you were gaining weight. Now you should be spending less money and on your way to a better body. Talk about a win-win!

### Get creative using the variety of Apex snacks and recipes

We are continuing to expand our fitness food line to offer economical alternatives to less healthy fast foods and snacks while making them fit any venue, food plan or occasion. (See the table).

If we plan on reversing the current weight gain health epidemic, it won't happen without a dramatic departure from our current way of viewing and consuming foods. Our lifestyle changes have outpaced our body's ability to evolve our eating habits that would otherwise naturally control our caloric intake in order to maintain health.

Incorporating healthy snacks or meal substitutes into our daily caloric allotment in order to control portions and accurately determine calories is only the

## Apex Food Products

### Ready to Eat Products

Drop a bar, cookie or bag of jerky into a backpack, lunch sack or gym bag, or keep one in your desk drawer for a quick pick-up. Store a full box in your home pantry so a supply is always on hand.

<b>FIT</b>	<b>cal./serving</b>
Bars	210
Soy Bars	160
<b>FIX</b>	
Crisp Bars	150
Low Sugar Bars	150
Cookies	160
Jerky	90

### Meal Replacement Drinks

Keep a jug or can in your home pantry. Carry along a pouch in your gym bag or briefcase, and don't forget your Apex shaker bottle so you can mix up a batch anytime.

<b>FIT</b>	<b>cal./serving</b>
Meal Replacement Drinks	220
Soy Meal Replacement	150
<b>LEAN</b>	
Meal Replacement Drinks	150
<b>MAX</b>	
Meal Replacement Drink	280
Whey Protein	90

beginning of how we will have to manage our food in the future if we plan to stay fit and earn a

living in the modern world. Stay tuned because the best is yet to come and already here. (Hint: as alluded to earlier, imagine the ability to measure your total calorie expenditure every minute of everyday, no matter what you do and when you do it by simply pushing the Bodybugg™ button).

Until next month—and don't forget your multi!

*Neal*