



## Diet Control – Who Needs It?

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### It's easier than you think

Now that we finally have tools (bodybugg® and digital display) that enable us to manage our waistlines and keep our calories in check 24/7, all we need is – well – *control*. By this I mean eating within the limits that allow us to achieve and maintain our weight or body composition goals. And we can certainly stretch those limits by choosing to move more when we want to eat more. In fact, we now have the ability to glance at our calorie burn and eat to match it – the more we move, the more we can eat and still stay on track. Boy, are we making this easy or what? However, there are some people for whom we need to make the road to fitness even simpler in order for them to succeed long term.

### The last hurdle for many dieters

While calorie burn is very manageable, controlling calorie intake can be difficult for many dieters. In other words, your burn is your burn and you can increase it by simply moving more, but for many people, it takes *will power* to eat just the “right number” of calories that weight loss or maintenance requires. And of course, you have to know that the “right number” is your calorie burn (bodybugg users always have that number). But identifying your *actual intake number* and knowing when to put down your fork is more challenging, especially when restaurant food is consumed regularly. The best solution is to do everything you can to eliminate the problem.

### Controlling calorie intake using Fast Food

Fitness Fast Food (FFF), that is. Yes – by incorporating ready-to-eat bars, drinks and/or shakes into one’s food plan, you can ease your way to the finish line and keep yourself there. Proper use of these fitness fast foods allows you to diet or maintain your weight your way with continuous satisfaction.

### Establish an accurate intake number while satisfying cravings with Fitness Fast Foods

#### Mitigating the need for willpower

Few people know how to dramatically minimize or even eliminate their dependence on willpower when it comes to controlling food intake. Anyone who’s ever tried to lose weight has heard that willpower is the key to their success. Although some people think they can only succeed if they follow a specific plan or are told or given exactly what to eat, ironically this is the primary reason for failure. In today’s world, following a structured meal plan that’s not ultimately convenient or satisfying is difficult and DOES require willpower. All these programs eventually lead us back to our previous eating habits—just look at the weight regained by the vast majority of dieters.

So, first of all, since you now have a tool to measure *how much you can eat*, you shouldn’t have to worry about *what* you eat (as long as you are not being ridiculously unhealthy in your food choices). Possessing this tool means you don’t have to muster the willpower needed to stick to a specific diet plan (which probably consists of foods you don’t like or normally consume). Therefore, if you can eat whatever you like, it’s just a matter of controlling portions. Ending each meal feeling satisfied, and using fitness fast foods, you can begin to break away from that final requirement of dieting: willpower.

#### Keep your favorite meal(s)

Most people would prefer to not have to exhibit willpower during their favorite meal of the day, so we recommend that you “save” for it. Saving calories for a meal is best accomplished by incorporating, throughout the day, low-calorie, high-satiety foods (like our fitness fast foods). Thus you are not skipping meals and, in fact, you may actually be adding them.

EXAMPLE: My average burn is 3000 calories daily (3300 on workout days and 2700 most others) and my favorite meal is dinner. I generally consume about 1500 calories at dinner time (including a cocktail or two or . . .). I spread the remaining 1500 calories throughout the day including a 700 calorie lunch, which is generally a large sandwich and my only other traditional meal of the day. All other meals are fitness fast foods.

The sample menus at the end of this newsletter are examples of meal plans I often recommend to others who seek proper weight control, but prefer to regularly enjoy large meals of their choice rather than structured programs that have previously failed them, or they simply can’t or won’t diet (these plans are not as drastic as mine, but you certainly could indulge as I do). Keep in mind the more you move, the more you get to eat, so on days you know you are going to really splurge, burn an extra 500 calories and add them to your meal!

#### Establishing the right intake number

Consuming food in this manner also helps conquer the issue of the right *intake number* because the calories are easy to identify and add to your daily records. Even the calories in any shakes you make are clear and accurate because YOU are the chef—you add the ingredients. Additionally, talk about portion control with fitness fast foods—let’s face it, when it’s gone it’s gone. When the wrapper or glass is empty, the meal is over and you know exactly how many calories you consumed.

### ***The right number without the need for willpower***

Continuing with my personal example, at dinner time I know I have 1500 calories left and there's no way I can consume more than this of any food or drink. This is especially true since I have eaten frequently throughout the day (high-satiety, low-calorie FFF); this prevents out-of-control hunger, and I never have to think about portion control or what this last meal should be. It becomes a matter of what I want to eat, period. And my weight remaining relatively constant from week to week is the final validation that, at the end of the day, I am consuming my burn.

### **Get your cake and eat it, too – Make a shake to fill in the blanks**

The best part of all is that you can meet all your body's nutritional needs when properly incorporating fitness fast foods. With shakes we can fill in any potential nutrient gaps caused by lack of interest or availability of particular foods, such as fruits or veggies. Unfortunately, most people are not big fans of veggies (unless they are doused in high-calorie sauces or dressings). And too often we don't get enough fruits on a daily basis to make up for the missing veggies.

Fruits and vegetables have many common nutrients; in particular the phytochemicals that we've recently determined may contribute to longevity. We don't know everything about how these generally under-eaten foods contribute to our health, but we do know that people who eat lots of "green stuff" and other colorful foods tend to be healthier than people who don't. And although our multi-vitamin & mineral and antioxidant formulas can supply any potentially missing nutrients, pills can only provide the nutrients we know about. There are still unknown nutrients and important fibers contained in plant foods, not to mention that a food's health benefits may also be linked to the synergistic effect of being combined with specific amounts of other nutrients.

### ***Design your "perfect food"***

Use one of our many shake mixes as your base and mix in stuff you might not eat but that's important for health – I'd probably keep the veggies out of the blender and use different fruits to supply the missing nutrients. We promise you'll love our recipes—just look at some of these examples: [Banana Split](#), [Cinnamon Roll](#), and [Minty Cookies-n-Cream](#). Calorie counts range from 250 to over 500 calories per serving, but of course this is ultimately up to you.

Use this link for a complete list of our drink mix recipes: [http://my.apexfitness.com/vip/content/recipes/sub\\_categories.php?cat=8](http://my.apexfitness.com/vip/content/recipes/sub_categories.php?cat=8)

### **Final note:**

This type of meal planning (and what you'll find in many of my other publications) is perfectly adapted to the changing lifestyles of the 21<sup>st</sup> century. We at Apex are keenly aware of how difficult it is to run a successful household, but with all we know today it shouldn't be a constant struggle to get or stay fit and healthy (unless you

just don't want to). Old methods of achieving health and weight control are just that – old. It's a new and rapidly changing world that requires continuous adaptations in order to keep up and succeed. And by succeeding I mean achieving happiness as you pursue all your goals – including looking and feeling good everyday.

Well, there you have it. You just lost weight eating a bunch of tasty meals, consumed a perfectly balanced diet, and probably saved money. If you think that was easy – well, it was – so keep it up and enjoy life.

**-Neal**

P.S. Keep an eye out for these upcoming Fitness Fast Foods: Strawberry Fruit Fuel, the Apex Brownie featuring Hershey's chocolate, Iced Cranberry Breakfast Square (back by popular demand), the Berry Workout Shake, and our caffeinated Latte/Mocha cookies.

### **Typical Weight Loss Formula for a Medium-sized, Sedentary Female**

#### **1500 calorie menu template**

#### **7-8:00 AM – 250 cals**

1 Apex cookie or breakfast bar, milk & multivitamin  
20g Protein  
370mg Calcium

#### **11:30 AM – 500 cals**

Any sandwich, restaurant meal or favorite lunch food

#### **3:00 PM – 220 cals**

Apex bar (the Brownie will satisfy that afternoon sweet craving)  
13g Protein  
50-100mg Calcium

#### **Last meal – 5-600 cals of anything, anytime**

Favorite restaurant or dinner foods, drinks & multivitamin

**Typical Weight Loss Formula for a  
Medium-sized, Sedentary/Low Active  
Male**

**2000-2700 calorie menu template**

**1st meal – 250-500 cals**

Milk & 1-2 Apex cookies or breakfast bars & multivitamin

20-38g Protein

370 –500mg Calcium

**2nd meal - 6-800 cals**

Your favorite lunch food

**3rd meal – 3-400 cals**

Apex bar or shake (make for taste & nutrients)

**4th meal – 7-1000 cals of anything at anytime**

Favorite drinks, dinner foods & multivitamin

**5th meal (late night snack or nagging “sweet tooth”)** Melted Apex cookie on whatever calories you have left for a satiating, healthy dessert!

**Double Chocolate Fit Drink Mix  
Banana Split**

**Nutrition Facts** (approximate)

Calories 550

Protein 32 grams

Fat 4.5 grams

Carbs 93 grams

Fiber 5.8 grams

Calcium 950 mgs

**Ingredients**

1-1/2 cups nonfat milk

2 scoops Double Chocolate Fit Drink Mix

1 large banana

1/4 cup fresh pineapple chunks

4 whole frozen strawberries

1/2 cup shaved ice (or equivalent cubes)

**Directions**

Add ingredients in the order specified to blender, mix, and serve immediately. Use less milk and more ice to thicken (and reduce calories). Add additional scoops of Fit Drink Mix for a higher-calorie smoothie. Garnish with fresh fruit if desired.