



The Wait to Lose Weight Crisis: Solving It!

The Price of Waiting to Lose Weight

There is virtually no disease in adulthood unaffected by weight including Alzheimer's, depression, heart disease, cancer, vision, arthritis, etc. You name it, weight gain is either the direct cause (e.g. most cardiovascular disease) or has some indirect relationship by dramatically accelerating the onset of something that might otherwise remain dormant (many types of cancers) or exacerbates the symptoms of all the above. There isn't enough room in this newsletter to list all the negative issues related to something that is self-inflicted, but you get the picture— it's ugly to the point of ridiculous.

It's not just about you

When someone develops a disease caused by weight gain, there is much more to it than his or her personal woes/costs. It's the burden on society—including the loved ones that we should be considering—and it's exactly that thought process that should keep all of us constantly motivated to do our best to keep our weight under control.

For instance, if you have a heart attack brought on by eating too much food (primary cause for this number one disease), you are draining funds and resources from our health care system, which pushes health insurance costs higher (premiums are up 73% since 2000 while average salary increases are 15%), eventually making it unaffordable for many families and companies.

Additionally, the people closest to the sick one are not just emotionally impacted. If the person eventually requires life-long attention, which is very common following strokes, heart attacks or during the progression of Alzheimer's, they will have taken down the others around them who now must sacrifice much of their still developing family life in order to support the necessary care until the end. This process is not just financially and emotionally taxing on the individuals who must be the caregivers, but it creates a ripple effect throughout their lives, including how they communicate with all others while they remain stressed with the situation.

Wasted Resources: The hard costs of being overweight (see sidebar)

The latest and most conservative estimate of health care costs directly related to treating people who eat too much is ~\$119 billion (indirectly it's ~a quarter of a trillion dollars). New, 2005 data has the estimated number of deaths ascribable to obesity at 280,000/year and 80% of these deaths occurred among people with BMI in excess of 30. These numbers are only going to get worse based on our current trend (see child and adult charts in sidebar). And we now (2006) know, according to a 30-year study published in the Annals of Internal Medicine, nine out of 10 adults will become overweight at some point in their lives and half of everyone in the U.S. will at some time during their presence on earth reach the obese stage!

To me, the shortened lifespan or dollars do not explain the worst part of all, which is the quality of life before death for these people and the fact that we are talking about a disease

we as a society created. We all know the cure for God's sake—so let's all do our part in allowing our great doctors to use all these wasted resources to work on more important issues such as researching and treating uncontrollable maladies in children and adults, rather than "lighting candles in the wind" by having to spend each day giving all their attention to a self-inflicted disease.

How it happens

Now that the "scolding" is over, I do understand the issues. It's not exactly all our fault, but 100% in our control (see my Jan. 06 newsletter regarding appetite & evolution). For the vast majority, weight creeps up very slowly such as 1-5 lbs./yr. after adulthood. Daily, weekly, monthly and often yearly increases in weight are virtually unnoticeable and easily tolerated. Basically you can't see or feel it coming because as it's happening you're not sure if it's just the lighting in your bathroom or maybe the slow growing bulge is just muscle sagging due to age—but then finally something you often wear doesn't fit or you step on a scale. By then you think, well, I must do something, and joke about it, but as time goes on (and again because you can't see or feel it daily) you gain a few more, make another joke or futile attempt to reduce the bulge for a week or two, and move on to the next year with the same result. The next thing you know, it's too late because you are 20-40 lbs. overweight. You are less comfortable moving, or are settled into a life that doesn't allow time to do what you believe you must do to get back in shape: completely change your life and eating habits—and we know how that goes.

The good news

The risk of acquiring weight related disease climbs significantly with only a gain of 10-20 lbs. after age 18. I know, this is supposed to be the good news part. Well, it is. Just flip it—lose 10 or 20 lbs. and the benefits come rapidly. And the best news of all, with the exception of liposuction, it doesn't matter how you lose the weight. Certainly there are better food choices than others, but at the end of the day, if you get the fat off by cutting calories and/or moving more by any means, you are on the way to living better longer.

We scare people when we tell them they have to work out and eat foods that are hard to find, expensive, or not palatable in order to get healthy. And it's no wonder they won't do it.

"Change the tune"

When you look at diet success statistics, you know we have a problem: using current diet, behavioral and lifestyle approaches to lose weight, 80% will gain it back in the first year while 95% of the participants return to original or higher weights within 5 years.

The message has to change, and its good news: do it your way and any way!

Move/walk more if you can't work out, eat foods you like, just less, and see what happens. Trust me, we know. We call it the fitness cascade phenomenon: you begin to look and feel

better because you're lighter and the next thing you know, you are making healthier food choices, and beginning to do things you haven't done for years, including participating in more active lifestyle activities. And all because you can! The point is, don't start with all of it because you won't finish. Besides, you don't need to or ever have to.

The better news

We recognized that the current fitness and healthy eating recommendations are not working (not that they wouldn't if you follow them), so we asked the question: what if you could see the fat coming or going in real time everyday, allowing you to take full control in any manner you chose so you wouldn't have to change your lifestyle?

The function that our bodies can no longer achieve properly, which is balancing our calories within our lifestyle no matter what we eat or do so we maintain a healthy weight, the bodybugg™ accomplishes by keeping us informed of what's happening before it happens. In other words, the device tells the individual that the body fat is coming or going in real time anytime, so they can, at any point, do what's needed to prevent or reverse weight gain—and do it any way they want or can (e.g., a few extra steps or one less bite).

The best news

Based on the results of our 18-month pilot program study (see table 2) measuring weight loss in non-gym and health club members, we believe we may have solved the complexities of weight control in the modern world. The bodybugg™ success rate was 80% in the first year and still continuing well into the second, compared to the inverse of all other weight-loss strategies combined.

We simply gave everyone the truth by showing them how much they moved in calories so they always knew how much (never told them what) to eat in order to look the way they wanted. In other words, we fit the product to the person not the person to the product: here is your number, do it your way, the more you move the more you can eat and every calorie out cancels a calorie in no matter how you do it.

We are not the only ones that believe we have the answer because as you can see from our recent awards and publicity (see p. 3), we may be on the way to reversing this serious self-inflicted epidemic.

Parting motivation

We have enough uncontrollable diseases to keep our doctors busy till eternity. We don't need them spending time fixing something we ourselves can cure. It's not fair for anyone to die because our doctors are preoccupied by a disease caused by society's excess. We all want to make a difference in the world and some of us may think we don't have much of an opportunity to change things. But as we have seen here, by staying or getting in shape, we cannot only save our life but potentially many others. Now that's making a difference!

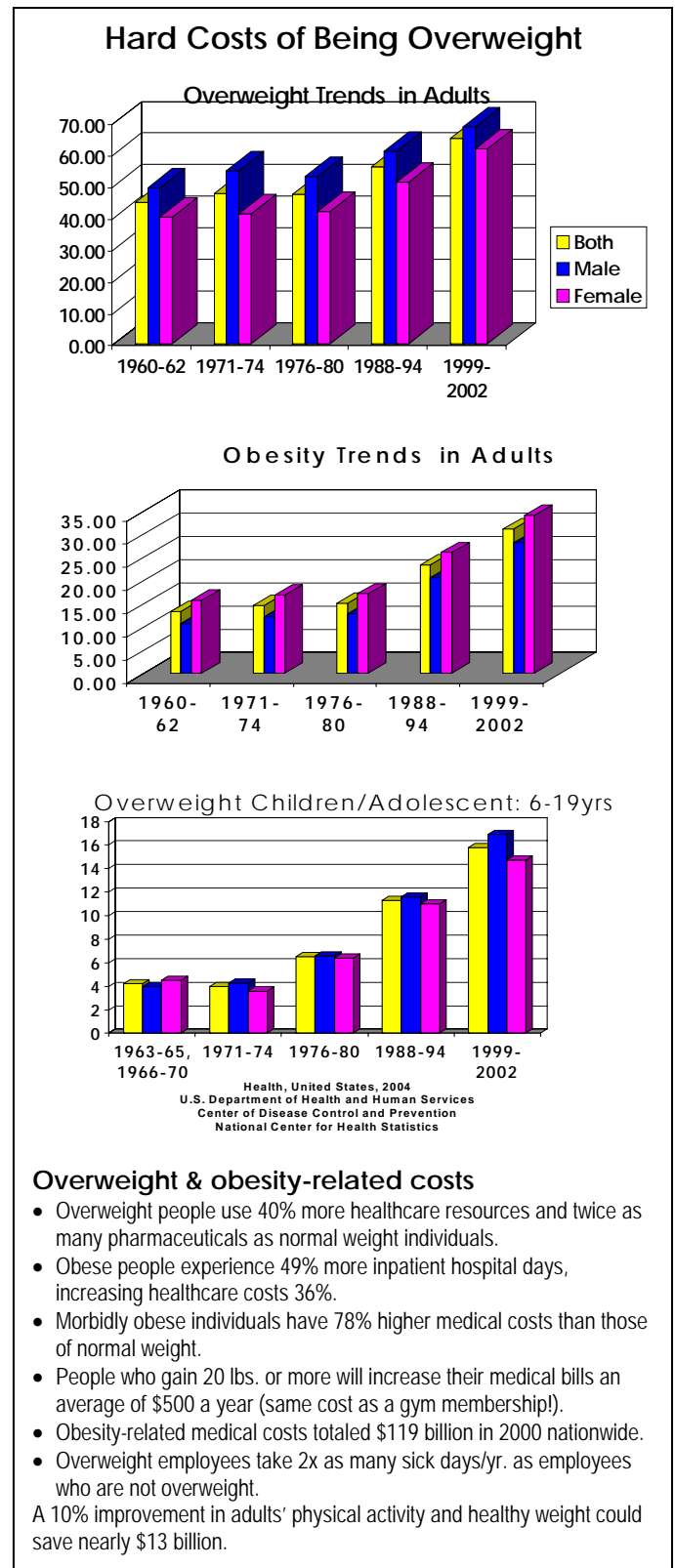
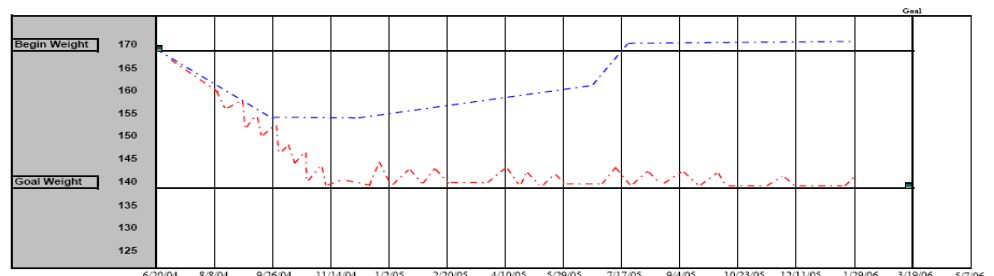
Table 2

bodybugg™ Pilot Findings

Launched clinical study at UH: Assessment of the effectiveness of the bodybugg™ calorie monitoring system for short- and long-term weight control.

The Norm: 80% regain loss within 1 year (NHANES).

Pilot Study: 80% are still maintaining loss into 2nd year.



Highest Honors

2005 winner:



personal health category



APEX FITNESS BODYBUGG A WEARABLE ENERGY TRACKER TAKES THE GUESSWORK OUT OF WEIGHT LOSS

The Bodybugg is like having a personal trainer strapped to your triceps. The 2.9-ounce gadget uses four sensors to calculate your energy expenditure with 92 percent accuracy—on par with in-the-lab measurements. An accelerometer tracks your movement; two thermometers gauge body temperature (one's for your core, the other for skin); and a galvanic-skin-response sensor measures sweat. Upload the data to bodybugg.com, and the site will chart your daily calorie burn against your intake. \$500; apexfitness.com



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Dieter's Pal

Gizmo The Bodybugg is the Big Brother of dieting: Strap the three-ounce device to your arm and its sweat sensors and thermometers measure to 92 percent accuracy how many calories you burn in a day. Take it off and the data is uploaded to the Bodybugg Web site, where it is compared against your intake (you log what you've eaten). After a few days, we learned exactly how many StairMaster minutes would burn off a panini. So if your concern about your weight borders on obsession, Bodybugg could be your salvation—or undoing. (bodybugg.com; \$499)

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Weight watcher: The Bodybugg calorie counter