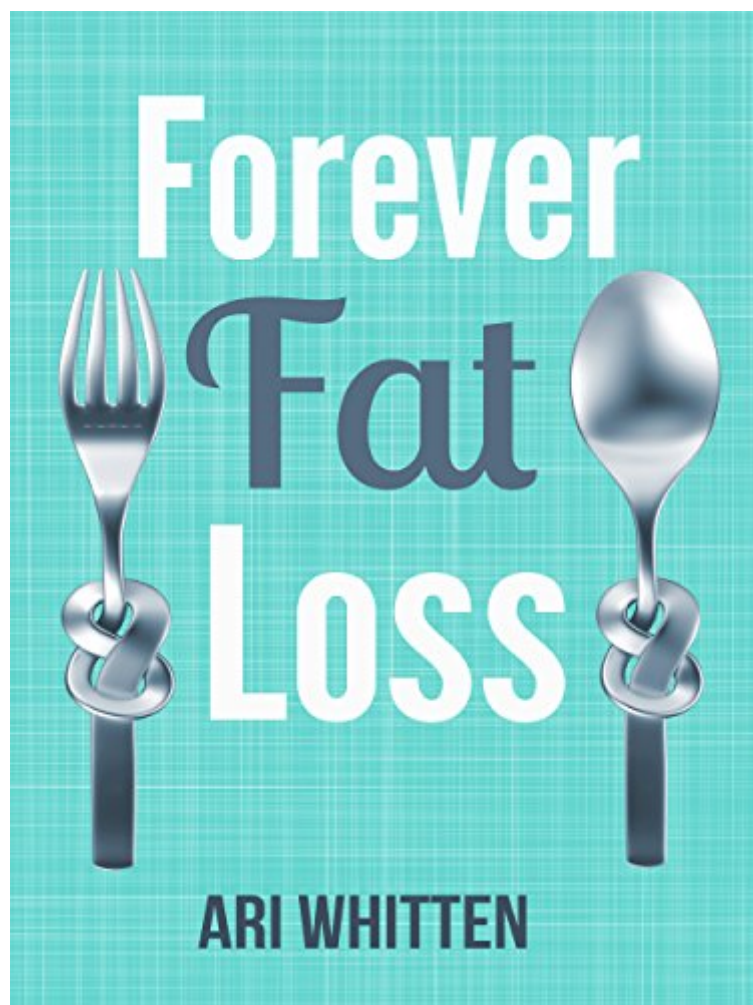


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Forever Fat Loss: Escape The Low Calorie And Low Carb Diet Traps And Achieve Effortless And Permanent Fat Loss By Working With Your Biology Instead Of Against It





Synopsis

Escape the Dieting Trap and Transform Your Life Have you been spinning your wheels, trying diet after diet, only to lose and regain the same 10, 20, or 30 pounds over and over again? Author Ari Whitten™s here to tell you that it™s not your fault! The common weight loss strategy of œburn more calories than you take in• will fail 95% of you in the long term, simply because this goes against your body™s natural wisdom. So it™s time to stop fighting against your biology and start working with your biology. Forever Fat Loss will show you how. Eat What You Crave and Get Leaner By the Day Sick of suffering through diets where you need to restrict fat, carbs, or calories? There is a better way. Satisfy your cravings for sweet, salty, and fatty foods, and still reach your fat loss goals effortlessly. Forever Fat Loss sheds light on a whole new way of eating that will keep your taste buds happy without increasing your pants size. Be inspired by the included meal plans, and stay on track with the printable daily habit checklists. Eliminate the Hidden Triggers That Are Keeping You Fat Did you know that one hour of watching television shaves more minutes off your life than one cigarette? How is your sleep affecting your waistline? Why is it that 500 calories of broccoli affects your body differently than 500 calories of processed food? The answers to these questions may hold the secret to why you can™t lose weight, even if you™ve struggled with diet and exercise for years. Forever Fat Loss takes you step by step through scientifically proven methods for increasing health and shedding excess fat. Uncover the Secrets of the Fat Loss Industry Discover the real causes of the obesity epidemic that the fat loss industry never told youœ because they aren™t even aware of these causes themselves. Learn why people actually lose weight on low-carb diets. (Hint: it™s not from restricting carbs!) Find out what kind of exercise actually works and how much of it you should be doing. From magnesium and metabolism to insulin and leptin, it™s all covered in this comprehensive plan that will have you working with your biology rather than against it. There™s no excuse--Ari makes this plan accessible to everyone, whether you™re eating the standard American diet from your couch or dashing off to a meeting as the CEO of a Fortune 500 company. Download this book today and break free from the diet trap FOREVER. For more information and to take the FREE fat loss test, please visit: AriWhitten.com

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Customer Reviews

This is a gem of a book: inexpensive, brief, and truly useful. If you spend an afternoon with this book I think you will learn more about what is currently known about the causes of obesity than almost any other armload of books on the subject. And most likely, that means you will know more about how to deal with it as well. The thing that distinguishes the approach in this book is that the author neatly sidesteps most of the usual politics and economics of food, the bizarre fanaticisms of the fitness industry, the various diet cults, and the well-meaning but useless advice usually given out of frustration by physicians. Instead, he simply reviews the current state of the research in obesity and its causes, and offers a simple high-level counter-strategy based on that review. The core findings the author reports are relatively uncontroversial among obesity researchers: 1. Quality and length of life are significantly impacted by metabolic diseases 2. Obesity is a significant driver of metabolic diseases 3. Chronic overconsumption is the primary driver of obesity statistically Then we get to the part that makes a difference: 4. Chronic overconsumption is in turn driven primarily by high reward, high variety availability, disruption of circadian rhythms, and adverse metabolic changes caused by being sedentary. And the remarkable and important implication, supported by the low success rate of calorie restriction and calorie burning focused strategies: 5. The things we do to lose weight in the short run by far most often make things worse in the long run: we forcibly restrict intake, we

systematically restrict particular macronutrients, we take on unsustainable calorie burning regimens and in general we rely on strategies that go against our biology and force us to constantly rely on our limited willpower. I think all of this is entirely plausible and is a reasonable explanation for why we tend to fail with diets in general in the long run. If you are in accord with the argument so far, the obvious question is what other sort of strategy would work in the long run. There are two seemingly reasonable answers: (1) finding some way to make one of the short term effective strategies work better in the long run, and (2) finding a strategy that somehow avoids the things about the effective short term strategies that makes them unsustainable. In other words, why do all of the strategies we use become unsustainable over time? Do we: (1) fail at our motivation and start cheating or giving up? Or (2) is there something intrinsically unsustainable about the strategies we are using? The first answer seems to be the one that is most obvious and most commonly assumed. We need to find behavioral methods or motivational tricks to keep us on track forever. The author focuses more on the second answer, he suggests that in general we have accepted a "Sloth and Gluttony" model of the causes of obesity, and as a result have focused almost entirely on "starve and burn" strategies, and these simply don't work. The causes of obesity override our natural, intuitive weight regulation and appetite mechanisms and then the solutions we try continue to try to override those rather than working with them. That focus makes sense of the remarkable success of "mindfulness" strategies for weight regulation. So the reason "starve and burn" doesn't work is that the human body has elaborate mechanisms for regulating our intake and activity based on our biological needs, and these tend to win out in the long run over any efforts we make to forcibly override them. The stimulus causes of obesity are sidestepping and exploiting our natural weight regulation mechanisms by using reward and variety to override our natural appetite mechanisms. This is exacerbated by problems that our modern lifestyle creates with our sleep, our psychological stress levels, and the engineering of foods that differ in important ways from the ones we co-evolved with. So according to this way of thinking, the way to regulate our weight in the long run is simply to eat foods that come mostly from plants and animals, without the elaborate flavor engineering and relatively less optimal oils that characterize most of the modern supermarket fare, to eat simply rather than exposing ourselves to elaborate tempting buffets all the time, and to move as much as possible as enjoyably as possible. Rather than forcing ourselves to starve and exercise. It may sound a little like a "romantic noble savage" approach to weight control, but it is far more specific and well thought out than that. It overlaps quite a bit with the ancestral health strategies like "Paleo" and relies on the same general principles at a high level, but it is a lot more flexible than most interpretations of that. It draws more on research and less on attempts to capture a particular

version of pleistocene lifestyle. It is essentially the best of what makes the Paleo strategy work, but without the arbitrary aspects that often sneak in based on idiosyncratic anthropological data. To the degree that any strategy replaces engineered foods with whole foods while still giving us enough protein, and prevents us from being sedentary and lets us get good sleep, it should promote healthy weight regulation. That is, regardless of whether it is low or high in carbs or low or high in fats. There are no toxic foods or superfoods in this strategy, there are only more or less simple, optimal, natural sources of nutrition that are better simply because they have more micronutrients, are far less "supernormal" rewarding stimuli, and provide what we crave without making us as compulsive about eating them. Also the shift from exercise to enjoyable activity is not just a reframing but a meaningful difference in the kinds of habits we would change. Avoiding sitting all day is a far more important and potentially far more sustainable strategy for activity than trying to keep up an intense schedule of gym workouts, and in the long run, probably even more effective for weight regulation. I think we have yet to see good empirical data specifically comparing this strategy directly to others, and such a thing may well not be practical, but it seems to me to make a lot of sense. The author draws from research and interpretations of research that I find credible and I think summarizes it very well and his suggestions are about as good as anything I've ever seen. In general, the degree to which we can prepare our own simple, whole food meals and stay active is the degree to which we can regulate our weight in the long run.

I love this book. It is genius. I ordered it about a month ago and have already lost 8 pounds and I feel great. I had the hardest time losing weight after my second child was born. I was eating nothing and working out a ton and not only was I not losing weight but I was gaining. After reading this book I started eating more food and instead of avoiding hunger pangs and cravings I can give into them and give my body what it is asking for. And I actually stopped exercising and have just increased my NEAT and the pounds have been falling off. You have to read this book to understand but this is seriously an answer to my prayers. I have so much more energy to do the things I love with the people I love. I was a total skeptic but this book is full of truth. It doesn't teach you how to diet it teaches you how to live and it is something that is totally doable no matter what stage of life you are in. Worth every penny.

Nothing new here for me, but then again I do keep up with Stephan Guyenet's blog (along with many other blogs). I don't understand why the author felt the need to repeat himself so much unless it was to pad out the book. You can skim this book and still get the gist of it. If you are new to

Paleo diets then you'd want to read with a bit more attention. He talks about how UNrestrictive his diet is, but really if you think this is unrestrictive then I'd hate to be on a diet that he'd consider to be restrictive. He says not to eat things that you find super delicious, and to give up all soft drinks, grains, pasta and legumes, and nothing that comes in a box or from a fast food restaurant, etc.... um, that's pretty restrictive. It would be much better to admit that this is a restrictive diet. It's bound to be since that's what dieting is all about. And saying that low-carb diets are doomed to failure and that 95% of people regain all that they've lost plus some is simply not true. I lost 50 lbs on a low-carb diet several years ago and I've kept it off, even though I no longer eat low-carb. I have several friends who have also lost large amounts of weight (on various diets) who have NOT regained their weight. IMHO, counting calories does work. The trick is not to cut your calories so much so that your metabolism crashes. That way you can still have some of that super delicious thing that you crave. I know there are lots of studies coming out that claim sitting will kill you, and the author recommends getting a standing desk, or treadmill desk, if you have to sit a lot. Again, this is nothing new to me. I asked my employer for such a desk last year but was turned down. I'm doomed to sit behind a desk. On the other hand, my mom was an accountant and sat behind a desk for decades, and came home and watched tv every evening, and she's turning 90 in a few months. Hmmmmm, sitting a lot didn't kill her and she doesn't have any horrible illnesses either. There are some good concepts in this book for those who don't do a lot of independent reading like I do. But if you are already familiar with WAPF and Paleo diets then you can pretty much skip this book. At the end he tries to sell you a \$150 diet plan from his website. I went to the website and took a "quiz" that was supposed to tell me something. I never got the results email that I was supposed to get. I'm really disturbed by the fact that this author feels the need to bash people who don't appreciate his book. Look at some of the one star reviews and the comments he added. People are entitled to their opinion on this public forum.

We all know diets don't work, but what are ya gonna do? Pills and shots don't work. What we need is to really understand what this metabolism Setpoint is and how to fix it. This is the first book that actually makes sense. No more calorie counting, no more gym memberships (we don't use anyway). No more deprivation. You have to understand it before you can fix what's caused you to have a slow metabolism. And you can fix it. Really worth reading.

After struggling for years losing weight, this book has helped me adopting a few easy changes which have allowed me to lose weight whilst eating more and bringing carbs back into my diet. As

a result I've found more energy and I feel good. Thank you Mr Whitten!

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