



Easy Guide to Weight Loss

**Recent studies show that over 60% of North Americans are overweight!
Here's your guide to losing the fat and getting fit!**

How weight loss works

Here's the simple explanation of how weight loss works:
1 pound of body fat contains approximately 3500 calories.
In order to lose one pound of body fat in one week you need to create a 3500 calorie deficit. You may accomplish this by:

1. Cutting 3500 calories from your diet
2. Burning an additional 3500 calories through exercise
3. A combination of both calorie cutting and exercise

The **most effective and permanent approach** is a combination of proper nutrition and exercise! For instance: you may cut 250 calories from your daily diet (1750 calories/week) and do hour of exercise 5 times per week (burning an average of 350 calories/session = 1750 calories). Congratulations...you just lost one pound of body fat! Most cardio machines display an estimate of calories burned.

No matter how dedicated you are, it is unrealistic and unhealthy to try:

- ✓ Losing more than **two pounds per week**
- ✓ Eating fewer than **1200 calories per day**.

Body Fat Percentage

Body fat percentage is a measure of body composition: the portion of the total body mass that is fatty tissue as opposed to lean body mass (muscle, bone and everything else). This index is a much better indicator of progress during weight loss than jumping on the scale every week.

Body Fat Percentages		
Description	Women	Men
Essential fat	12-15%	2-5%
Athletes	16-20%	6-13%
Healthy	21-24%	14-17%
Overweight	25-31%	18-25%
Obese	32%+	25%+
Average N. American	25%	19%

You have three general categories:

1. **Underweight** – Those that are below the level of “essential fat” that is necessary for life and proper bodily functions.
2. **Healthy** – Within the upper and lower ideal body fat levels.
3. **Overweight** – Above the upper level of healthy fat. (Overweight or Obese)

The percentage for women is greater than that for men, due to the demands of childbearing and other hormonal functions. Recent studies

have shown that over 60% of North Americans are overweight or obese! You may get an estimate of your body fat percentage with our hand-held analyser or see a trainer for a more accurate measure. Watch for overall trends not day-to-day fluctuations!

**Body fat percentage is more important than actual weight!
So get off the scale and try out our body fat analyser.**



The Real Deal

Skinny does not mean healthy! Many “skinny” individuals would never last 20 minutes on a treadmill. Focus on being **FIT** and **HEALTHY** for your lifestyle!

Fad Diets

Those TV commercials and diet books make it look and sound so easy! And every week there is a new diet craze or exercise gizmo that guarantees you will miraculously shed the pounds (in just minutes a day)! Do NOT be fooled! Building a new body takes time and patience.

You can not instantly remove body fat that took YEARS to accumulate!



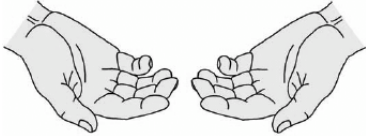
10 Tips to Keep you on Track!

- 1. Drink at least 2 litres of water every day** – Substitute pure, clean water for the sugary juices and soft drinks that are simply no good!
- 2. Eat a healthy breakfast every morning** – Your body needs fuel after fasting for 8 hours. Skipping breakfast can lower your metabolism by 40%!
- 3. Stack up on the fruits and vegetables** – Fruits and vegetables are rich in nutrients and low in calories. Aim for 3 servings of whole fruits that are high in fibre and nutrients and 4 servings of vegetables, 1 cup raw or $\frac{1}{2}$ cup cooked each serving.
- 4. Eat smaller, more frequent meals** – The standard 3 big meals a day tends to lead to larger portions and more calories eaten in a day.
- 5. Avoid eating until you are “full”** – Eat slowly to the point where you are comfortable rather than “stuffed”.
- 6. Steer clear of processed foods** – Processed and refined products such as white flour and sugar are nutrient void and calorie dense!
- 7. Limit desserts, sweets and snack foods** – There’s nothing wrong with a treat once in a while...just keep it to no more than one serving per day and try to keep that serving to 200 calories or less.
- 8. Avoid after dinner snacking** – Most after dinner snacking is absent minded eating in front of the TV. Do you really need that snack just before bed?
- 9. Limit caffeine and alcohol** – Aside from Caffeine’s negative side effects on the nervous system...it actually requires 2 cups of water to replace the water that 1 cup of coffee depletes! Alcohol, at 7 calories/gram should be treated like fat in your daily intake. Moderation is key.
- 10. Exercise** – Studies show that among those that are successful at maintaining weight loss, more than 90% exercise! On the other hand...at least 90% of those who do NOT exercise gain back all any weight loss within a few years.



Do I need to count calories???

Trying to track calories could make you mental! Instead here’s a quick reference that looks at portion control. When planning a meal do NOT exceed these guidelines:

Grains	Meat & Alternatives	Fruits & Vegetables
 <p>An amount up to the size of your fist.</p>	 <p>An amount up to the size of the palm of your hand and the thickness of your little finger.</p>	 <p>As much as you can hold in both hands.</p>