

### Introduction

**Fact:** There is no such thing as a magic pill, or a special food or fat melting workout that will enable you to lose weight overnight.

The best way to achieve permanent results is to follow a complete and integrated fitness program that focuses on a change in **body composition** (body fat vs. lean muscle). Building lean muscle is the key to success in weight management. And building lean muscle requires a combination of sensible nutrition and exercise in order to achieve the desired positive change in body composition.

### Calories In vs. Calories Out

To positively change the composition of your body (decrease fat, increase lean muscle) you have to manage calorie intake and expenditure. If you burn more calories than you take in each day you will lose weight: this is the *only* way to lose weight. If you do the opposite- take in more calories than you burn- you will gain weight.

Excess calorie intake gets stored as fat - even if you're eating nothing but healthy, supportive foods. Even though this appears to be a simple concept, don't be fooled. The caloric deficit must be kept small for you want to maintain lean muscle and only lose fat weight. This strategy allows you to keep a high metabolism while at the same time transforming the shape of your body.

If you reduce calorie intake too severely, your body will "think" you are starving and it will set into motion a series of metabolic and hormonal events that ultimately lead to muscle loss and a slower metabolism. Even worse, skipping meals and starving yourself causes your body to increase the level of fat storing enzymes so you are actually teaching your body to become efficient at storing fat!

### **Muscle is your Metabolism**

The amount of lean muscle you hold is directly related to your metabolism and your metabolism defines the shape of your body. Your metabolism is simply the rate at which your body burns calories. Lean muscle burns a lot more calories than fat so when you lose muscle, your metabolism drops and you burn fewer calories.

So not only must you take in sufficient calories to burn fat rather than muscle, it's also important to build muscle, which in turn boosts metabolism. And the way to do this is, of course, to increase the amount of exercise you do. While aerobic activities such as running, swimming, fast walking help to tone muscle and burn extra calories, resistance training is the only way to increase the amount of muscle you have in your body.

A consistent and effective exercise program will help you burn more calories and maintain or even build lean muscle mass. Your goal is to keep your activity up and your intake down and you *will* achieve results.

**Exercise and nutrition are both essential to weight management.**

**Our Weight Management Program provides the complete formula for success:**

**The Five Factors of Fat Loss**  
**Supportive Nutrition**  
**Sensible Supplementation**  
**Resistance Training**  
**Smart Cardio**  
**Personal Assistance**

***Let us show you how our program will enable you to achieve results safely and effectively.***