DIET AND EXERCISE ARE NOT THE ANSWER!

WHAT ARE THE 3 SECRETS YOU ABSOLUTELY NEED TO KNOW IN ORDER TO LOSE WEIGHT?

#1 HORMONE IMBALANCE: Why diet and exercise may be the exact WRONG thing to do

Cortisol: This is the hormone of stress; it gives you belly fat (or a big bottom). It contributes to insulin insensitivity. High cortisol can increase the effect of another hormone, leptin (leptin is involved with food cravings). In short, high cortisol can cause you to overeat and to crave junk food. The interesting thing is that denying yourself food ***(dieting) and exercise may actually increase your stress and cortisol levels.***

Insulin: Symptoms of insulin resistance include fatigue, weight gain, brain fog, carbohydrate craving, and periods of hypoglycemia after a high carbohydrate meal (often needing a nap after eating). Approximately 50% of patients with high blood pressure are insulin insensitive. Approximately 30% of American adults are insulin insensitive and 25% have Syndrome X (high cholesterol with high LDL ["bad" cholesterol and low HDL "good" cholesterol]). The *Journal of the American Medical Association* states that if a patient has three or more of the following symptoms: waist measurement greater than 40" in men (35" in women), triglycerides greater than 150 mg/dl, HDL lower than 40 mg/dl, blood pressure greater than 135/85 or fasting glucose of 110 mg/dl, Syndrome X is present. The horrible truth is that insulin insensitivity makes your crave sugar and starch.

Leptin: Many people think that fat cells are just big bags of fat. Actually, they produce a hormone called leptin, which has a lot to do with whether or not you are satisfied with the amount of food you eat. People who are overweight produce a lot of leptin. When they lose weight, the signal sent to the nervous system by the leptin is missed and the body begins to think that it is starving. Did you ever wonder why you can lose weight easily at the beginning of a program and as time goes on losing weight and maintaining control becomes much harder? The answer is leptin.

You have been told your entire life, "Eat less, and exercise more to lose weight." Ever wonder why it hasn't worked? Reducing the number of calories or eating less actually suppresses the thyroid, making your body conserve energy. Dieting also increases cortisol levels, creating food cravings. This is why dieting does not work.

If you don't get your hormonal system back into balance, you really can't effectively lose weight: Control-IT gives you a scientifically proven way to balance your hormonal system and make weight loss easier and much more fun. You don't go hungry; you don't become stressed and you don't get tired of the program.

DON'T GO ON A DIET—CHANGE YOUR PHYSIOLOGY—FOR GOOD!

#2 FOOD SENSITIVITIES: A "good" food can actually be bad for you.

When most people think of a food allergy they think of eating a strawberry and then immediately breaking out into a rash. There is another kind of food allergy. It is a delayed hypersensitivity reaction. The body can be adversely affected by the food for up to 72 hours after it is ingested. The results of this type of sensitivity may surprise you. The result is often a chronic health problem that, in the patient's mind, has absolutely nothing to do with the diet. There is a plethora of possible symptoms including: skin problems, irritable bowel, chronic sinusitis, headaches and many other symptoms. One particular problem that a hidden food sensitivity can lead to is the inability to control appetite and the inability to lose weight.

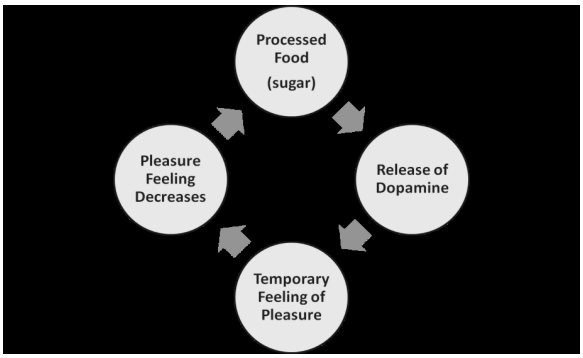
One interesting aspect of these hidden food sensitivities is that the food is often a favorite food. Often when a patient is told that the particular food is causing problems, they say, "What am I going to eat?" Dr. Theron Randolph, who many consider to be the father of clinical ecology, called alcoholism the ultimate food allergy.

The two common culprits are wheat (specifically gluten, a protein that is found in wheat and some other grains) and dairy. The Control-IT system actually addresses hidden food sensitivities—no one else does this, yet it is one of the keys to successful weight loss.

#3 BRAIN CHEMISTRY: Triggering your pleasure centers causes you to overeat

Eating processed food releases a neurotransmitter in the brain called dopamine, which causes a feeling of pleasure. Dopamine levels are elevated not only by most drugs of abuse but also by natural rewards such as food or sexual contact. Drug addictions are linked to the craving for dopamine release. The release of dopamine can cause continual pleasure seeking behavior. –This pleasure producing mechanism is referred to as the dopamine re-enforcement pathway, which is the basis of any addiction. Since dopamine is triggered by both sugar and processed food, eating junk food creates addictive behavior and overeating.

The Processed Food Vicious Cycle



Control-IT: Scientifically proven weight-loss.

- It is not how much you eat, but what you eat that really matters.
- You need to eat fat to lose fat.
- Eat for fuel not for pleasure.
- Your caloric intake should follow the path of the sun.
- Strive for consistency, not perfection.
- Average weight loss: Male 16-24 lbs (8-12 lbs per month); Female 8-12 lbs (4-6 lbs per month)
- Weight loss is continuous and sustainable after initial 8 week period

Call our office to attend a FREE workshop to learn about this incredible system!

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