

Get ready to abandon what you thought was true about weight loss, eating well and exercise

Here's just a small sampling of what you are about to learn:

- Why most explanations for overweight and obesity are pure nonsense and how these reasons actually create barriers to weight loss.
 - The real cause for the rising incidence of overweight and obesity over the last 30 years.
 - The \$60 billion gimmick that's the basis for almost all weight-loss diets.
 - Why people's weight is not influenced by what they eat or how much they exercise.
 - The single best method to determine the weight at which you'll be healthy and fit.
 - Six reasons why you should never go on a diet ever again.
 - How to decide exactly when, what, and how much to eat in order to reach and maintain your perfect weight.
 - Why the advice to consciously eat less and exercise more is totally impractical and futile.
 - The only four eating rules you need to know. They're simple, easy-to-remember, and non-burdensome, but here's the best part --- most of the time, they can be ignored.
 - The importance of eating whatever you want and viewing cravings as a positive physiological signal you must satisfy.
 - The surprising and irrefutable evidence that exercise does not assist with weight loss.
 - How to get 80% of the well-established benefits of increased activity without spending any time exercising.
 - The eight problems with weight, nutrition, and fitness research that will cause you to seriously question new "breakthrough" solutions you read or hear about in the media.
 - How to protect yourself from weight-loss, food and exercise industry advertising that can sabotage your efforts to become healthy and fit.
-

Check out what others are saying

During the development of this course, several people had a chance to review it and provide their feedback. Here are just a few of their comments.

“The information in this course turned my understanding of how to lose weight upside down and made so much sense I knew it would work. 16 months later I had lost 70 pounds with no food deprivation or struggle --- and I can’t imagine ever gaining the weight back now that I have an accurate understanding of how my body works.”

Sharron Patapoff, 61-year old mother of two

“I read an early draft of Allen’s course about two years before it was published that changed my entire thinking about weight management. I’ve applied what I learned to my own situation with great results and am eager for the published version to be available for my patients.”

Dr. Westfall, practicing physician and inventor of the CPR Microshield

“As the co-editor of a health journal I’m exposed to almost everything new written on the topics of weight, nutrition, and fitness. I can honestly say that Allen’s course is one of the most comprehensive, accurate and eye-opening texts I’ve seen on these topics in many years. Everyone interested in separating out the facts from the fiction and improving their health should take advantage of this valuable resource.”

Jon Robison, PhD, MS Nutritionist, Co-Editor of *Health At Every Size Journal*

“Your course is 180 degrees opposite of everything I ever learned in 50 years of dieting. You have given me a wealth of information to draw upon. I’m sure I’ll be referring to your course often.”

Barbara Balderson, Beaverton, OR

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

**Internalize the wisdom in this
breakthrough course and never
struggle with your weight ever again**

Allen Oelschlaeger

**Truths Publishing
Mequon, WI**

All rights reserved. No part of this publication or its ancillary materials may be reproduced in any form (photocopy, digital file, audio recording) or transmitted by any means (electronic, mechanical, Internet) without prior written permission of both copyright owner and the publisher – except as brief, referenced citations imbedded in articles or reviews.

This publication and its ancillary materials contain the opinions and ideas of the author and were developed solely to provide helpful information on the topics of weight, nutrition and fitness. It is sold with the understanding that the author and publisher are not engaged in rendering medical, emotional, psychological, or any other kind of personal professional services. Therefore, you should not:

- Use the included information as a replacement for diagnosis and/or treatment by a qualified medical or mental health professional.
- Delay seeking or disregard professional advice due to any information presented.
- Start a weight-management, nutrition and/or exercise program without consulting a qualified medical professional.

If you suspect you have a specific medical, emotional or psychological condition, please seek the assistance of a qualified and competent professional.

While all attempts have been made to verify information provided in this publication and its ancillary materials neither the author nor the publisher assumes any responsibility for error, inaccuracies or omissions.

The author and the publisher disclaim any liability, loss or risk, personal or otherwise, that's incurred as a consequence, directly or indirectly of the use and application of any of the contents of this publication and its ancillary materials.

Attention corporations, healthcare providers and organizations:

Use this course for wellness programs, health promotion, and education on weight loss, nutrition and fitness. For bulk-purchase pricing, please contact:

Truths Publishing, LLC
10440 N. Riverlake Dr.
Mequon, WI 53092
Phone: 888-309-3839 (option 1) ▪ Fax: 866-406-2374
BulkBuy@TruthsPublishing.com
<http://www.TruthsPublishing.com/BulkBuy>

Oelschlaeger, Allen.

Finally, the straight scoop about weight, nutrition, and fitness / by Allen Oelschlaeger.

Includes free access to several online special reports

ISBN 13: 978-0-9792734-3-8

ISBN 10: 0-9792734-3-9

BISAC Subject Headings:

HEA019000 HEALTH & FITNESS / Weight Loss

HEA017000 HEALTH & FITNESS / Nutrition

HEA007000 HEALTH & FITNESS / Exercise

Table of Contents

| | |
|---|------------|
| <i>Section 1: Introduction</i> | <i>1</i> |
| Why I wrote this course | 3 |
| How this course is different | 13 |
| Taking full advantage of this course’s value | 23 |
| Course structure | 29 |
| <i>Section 2: Preparing to Become “Healthy and Fit”</i> | <i>33</i> |
| Step 1: Decide what’s important in your life relative to weight, nutrition and fitness..... | 35 |
| Step 2: Believe it’s possible to become “healthy and fit” | 39 |
| <i>Section 3: The Straight Scoop About What You Read and Hear</i> | <i>43</i> |
| Step 3: Realize billions of dollars are spent to sabotage your efforts..... | 45 |
| Step 4: Ignore all scientific research and “expert” advice | 53 |
| Step 5: Don’t let an “outsider” decide what you should weigh | 61 |
| <i>Section 4: The Straight Scoop About the Physiology of Weight Management</i> | <i>69</i> |
| Step 6: Determine your “healthy and fit” weight using the only legitimate approach..... | 71 |
| Step 7: Trust the brilliance of human physiology | 79 |
| Step 8: Learn the secrets about the physiology of weight loss | 83 |
| Step 9: Don’t pick a fight with your body about what you should weigh..... | 95 |
| Step 10: Stop all real or imagined starvation and food deprivation | 107 |
| Step 11: Ignore the foolish explanations given for the increased incidence of obesity | 115 |
| Step 12: Understand the REAL cause for the incidence of obesity rising over the last 30 years | 123 |
| <i>Section 5: Twelve Steps to Reaching Your Perfect Weight</i> | <i>133</i> |
| Step 13: Never go on a weight-loss diet EVER again | 135 |
| Step 14: Deprogram your mind of your intellectual reasons for eating | 153 |
| Step 15: Be mindful of giant food portions..... | 163 |
| Step 16: Increase the pleasure you get from eating | 171 |
| Step 17: Evaluate your emotional reasons for eating | 179 |
| Step 18: Become an expert on your body’s natural regulatory eating signals | 187 |
| Step 19: Reconnect with your hunger | 191 |
| Step 20: Reconnect with your appetite | 209 |
| Step 21: Reconnect with your satiety | 225 |
| Step 22: Implement regulatory-signal-based eating | 251 |
| Step 23: Don’t obsess about the “number” on your scale | 269 |
| Step 24: Understand why your eating might be GOOFED UP | 273 |

| | |
|---|-----|
| <i>Section 6: Four Steps to Eating Healthily</i> | 281 |
| Step 25: Decouple nutrition from weight..... | 283 |
| Step 26: Realize how little is really know about nutrition | 289 |
| Step 27: Don't make food selection an unnecessary burden..... | 301 |
| Step 28: Sensibly take dietary supplements | 323 |
| <i>Section 7: Eight Steps to Optimal Fitness</i> | 331 |
| Step 29: Decouple nutrition and weight from fitness | 333 |
| Step 30: Become more opportunistically active | 345 |
| Step 31: Go for a walk..... | 353 |
| Step 32: Improve your physical functionality | 357 |
| Step 33: Get rid of any aversion you might have towards exercise..... | 365 |
| Step 34: Exercise a few times per week – if you want | 373 |
| Step 35: Get a good night's sleep..... | 381 |
| Step 36: Relax..... | 387 |
| <i>Section 8: Taking Action</i> | 395 |
| Congratulations! | 397 |
| View how your body works with curiosity, and then experiment | 403 |
| Recommended Actions | 407 |
| What to do if you or your physician thinks you should lose more weight..... | 411 |
| Dealing with the psychological impact of setbacks | 429 |
| <i>Excerpt Permissions</i> | 438 |
| <i>Can I Get Your Input?</i> | 439 |
| <i>How to Get More Information</i> | 440 |
| <i>Order Form</i> | 442 |

Section 1: Introduction

You are about to start on an extraordinary journey to learn the straight scoop about weight, nutrition and fitness and, specifically, the lost secrets of weight loss and overall health.

However, before beginning, it's important for you to have the following background information:

- An explanation as to why I wrote this course.
- A description as to how this course is different than other information available on weight, nutrition and fitness.
- My recommendations on how to take full advantage of this course's value.
- An overview of how the course is structured.

This section will provide you with this necessary information.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

Why I wrote this course

Before we begin our journey together I want to share a bit of my background so you understand why I devoted my time and energy to write this course.

I'll go into some detail here for several reasons:

- I want you to understand the rationale for my passion about the topics of this course and my commitment to your success.
- It will help you trust that the information I present in this course is valid and true.
- Since we'll be spending a fair amount of time together over the next few days or weeks, I want you to feel like you have somewhat of a personal relationship with me.

Let me start with the six-word summary of what caused me to commit the time and energy to develop this course.

I was fed up and disgusted ...

I was fed up and disgusted with:

- The massive level of ignorance in this country about weight, nutrition, and fitness and how this ignorance seems to be just fine and dandy with the weight-loss, food, and exercise industries.
- The constant and continuing stream of misinformation and misdirection about weight, nutrition, and fitness that's showered on the American public by the supposed "experts" on these topics.
- The amount we spend on prescription weight-loss medications, goofy exercise equipment, commercial diet programs, books and tapes, manufactured low-calorie and low-fat foods, appetite suppressants, herbal extracts, liposuction, diet foods, fitness clubs, hypnosis, and magnets – all of which don't seem to provide much help (e.g., 95% of weight-loss efforts fail, morbid obesity is on the rise, eating creates more worry than pleasure, more people are challenged by body-image issues, being active is viewed as a chore rather than fun).
- The gall of the weight-loss industry to take over \$60 billion out of our pockets each year for products and services that don't work and then attempt to convince us these failures are our fault due to our lack of discipline and will power!

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

- The weekly (sometimes, daily) reminders by the media that most of us are overweight and too sedentary.
- American's obsession with weight, food, diets and exercise and the resulting worry and guilt.
- The general lack of accurate and helpful information available on weight, nutrition and fitness.

Actually, I'm surprised I put up with all of this as long as I did. But, you know the drill – there are careers to worry about, kids to bring up, bills to pay and all the other stuff that you just HAVE TO DO every day that are distractions from what you should be doing.

But, I finally got to point – during the Thanksgiving holiday of 2004 – where I decided I MUST do something. But that was after 50 plus years of preparation.

Let me explain.

My early family life was dominated by weight and food issues

I grew up in a family with weight, nutrition and fitness challenges.

My earliest memories include family discussions about weight, diets, calorie counting, and food.

My mother went to a weekly meeting of stay-at-home moms focused on losing weight for all of my grade school years. My Dad was always being told by Mom that he needed to lose some weight. My older sister (7 years older) seemed to have a weight problem (at least in hers and my Mom's mind) from the time I was old enough to pay attention to such things.

I repeatedly heard stories of an aunt who had died prematurely due to being severely overweight as well as stories about other relatives with serious weight problems.

There were always calorie-counting books lying around, diet books being discussed, and nagging about the need to lose weight.

Extra weight became a very scary thing when the mother of my sister's husband died at the age of 50. Just prior to her death, she was so heavy she couldn't get out of bed and her heart ultimately failed under the stress.

I could go on and on – but let me just say that weight and food issues were an integral part of my life prior to college.

I was fascinated by health and fitness throughout high school

From the time I started high school, I had an interest in nutrition and fitness. I don't know why. It could have been a family environment thing, but I think it was probably more related to my inherent personality.

For example, I remember being fascinated by Kenneth H. Cooper classic book, "Aerobics", which started the aerobics movement back in 1968. I probably read that book five times by the time I was 16!

As another example, I was an early adopter of yogurt because of its "health food" properties. Today this is a pretty mainstream food but I can tell you, in the late 60s, you were pretty odd if you ate yogurt. It wasn't widely available (Yoplait wasn't introduced in the U.S. until 1977) so health food stores (bizarre places at the time) were where you had to go to purchase this peculiar food item.

But, again, I was interested in anything to do with nutrition/fitness and yogurt was certainly considered one of the "magical" health foods at the time. I even went to the extreme of culturing my own yogurt to ensure I wasn't missing out on any of its "magical" benefits that might have been lost through the manufacturing process.

I could give you thousands of other examples but I think you get the idea.

My fascination with health and fitness continued through my college years

During college I became further interested and involved into nutrition and fitness. I exercised frequently (running, tennis, weight lifting, racquetball), read the popular books on these topics, regularly visited our local health food store (a 10 mile trip) and took several nutrition courses.

My first semester in college, I chose a nutrition class to meet the university's science requirement. In that class, we needed to complete a paper that required a massive amount of library research. I remember doing a comparative review of three nutrition "experts" from different time periods and finding radical differences in their views. This was the start of my life-long skepticism of "expert" opinions about health and fitness.

I changed majors several times during my seven years as an undergraduate (yeah, I know you're supposed to get done in four, but school seemed like such a better place to be than the real world of the early 70s). I was in mechanical engineering and pre-medicine for several of those years, during which time I took several more nutrition courses due to my strong interest in this topic (OK, also because I was the only guy in the classes).

Following my first degree in biology I thought seriously about getting a Masters and then a Doctorate degree in nutrition.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

However, after some soul searching, I decided to pursue a degree in pharmacy – which, at the time, was a rigorous five year degree providing a foundation in physiology at the level of any medical school program.

However, unlike medical school, my pharmacy education provided a great depth of information on over-the-counter and prescription drugs, vitamins, minerals, and other nutrients --- what they do, how they're absorbed, how they're metabolized, how they work and other details far beyond what most physicians ever learn.

Bottom line, through my two undergraduate degrees, I received an education in human physiology, nutrition and pharmaceuticals that few others can claim.

Out of college, my education in nutrition and fitness continued

Upon graduation (2 degrees in 7 years), I did two things that dramatically expanded my knowledge base in nutrition and fitness.

First, I married a gal who had a degree in nutrition. She had studied food and its affect on our bodies at a far greater level than I and was passionate about this topic – so I can honestly say whatever I might not have known about nutrition at that point, she knew and I learned.

Second, I was accepted into a clinical pharmacy residency program at a large university teaching hospital on the East coast (I had lived on the West coast up until then). There I rotated through a variety of positions which included going on medical rounds with physicians, working in the emergency room, taking on a floor nurse's role for several weeks, and doing research on the impact of nutrition on post-surgical recovery rates.

During that time, I directly saw the health outcomes of issues related to the topics of this course. I saw surgery on obese people, delivered class instructions to diabetics, treated individuals with amputated limbs due to gangrene, dispensed medications to people with hypertension and heart disease, and a lot more.

This experience transformed my extensive book knowledge into real-life expertise.

From there I became a life-long researcher and observer in the area of weight, nutrition and fitness

At this point, I was almost thirty years old but I had gained a lifetime of education in the area of weight, nutrition, and fitness.

However, career-wise, I decided to go into business. I got an MBA from The Wharton School in Philadelphia and then was employed as an executive for a major drug company in strategy and marketing for 10 years. I learned, as an insider, how the pharmaceutical industry really works.

From there, I spent several more years in executive positions for both large and small medical device companies and became a student of marketing and personal development.

Then, in 1999, I joined forces with a couple of people I'd worked with previously to form an innovation and management-consulting firm, which is where I've been since.

Since leaving the pharmacy profession and during these last 20 plus years, I've been a fanatical researcher into anything having to do with weight, nutrition, and fitness. Somehow, my family experiences, personality and education caused me to pay VERY close attention to the vast amount of research in these areas – and to personally experiment with many of the new ideas that came along (just like I did with Dr. Cooper's ideas and yogurt in the late 60s).

I read the lay press about new research studies and then would rush to the library (more recently, the Internet) to review the actual journal article. I read my share of the many new books on weight, nutrition and fitness and then tracked how they fared once studied by researchers. I took many of the nutritional supplements promoted at the time and followed the teachings of some of the more popular diets. Basically, I was a lay researcher of anything having to do with weight, nutrition, fitness – and overall health.

Finally, I watched. As Yogi Berra once said, “you can observe a lot by watching”. Well, I think I've proved Yogi correct. My observations of people – in all their diversity – over the last 30+ years may have been my best teacher.

Our lifelong physiology experiment

Up until 1994, my wife and I were quite healthy. We managed our weight pretty well, exercised on a regular basis, and ate well. We had two children who were healthy, active kids.

But that year things changed dramatically – our 8-year old daughter was diagnosed with Type 1 diabetes, the lifelong disease resulting from the pancreas not producing insulin. From that point forward our daughter needed daily injections of insulin, with the amount dependent on the type and quantity of food eaten, the level of activity, stress levels, and other factors.

Treating diabetes is an ongoing physiology experiment where you try things, test, analyze the results, try different things, test again, analyze again – and on and on. Once you think you have things pretty well figured out, something changes and you need to start all over again. Despite our expertise in nutrition, physiology and medicine, my wife and I found managing our daughter's condition an enormous challenge.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

Our daughter's diabetes took our "hobbyist" interest in weight, nutrition and fitness and turned it into a second career. We went to seminars, read books, attended family-training workshops, and personally dealt with the day (and night) time issues created by this disease. By having our daughter treated at a nationally-recognized children's hospital, we learned from some of the world's experts.

What got me started in writing down what I knew about weight, nutrition and fitness

Ten years later, our daughter was heading off to college where she would need to manage her diabetes by herself and would no longer have us as filters for the daily deluge of misinformation on weight, nutrition and fitness to which we're all exposed.

So I started searching for a text on these topics she could have as a resource at school.

Despite a great deal of research, I couldn't find anything even close to being acceptable. Every book or course I reviewed was filled with so much misinformation and misdirection I was convinced reading any of them would cause her more harm than good.

How was this possible? How could there NOT be one text available with sufficiently accurate and helpful information such that I, in good conscience, could give it to my daughter as a reference?

I'm still dumbfounded by my discovery, but that was the reality. There just wasn't any comprehensive and in-depth text on the topics of weight, nutrition and fitness which I found adequate. So I became passionate about making such a text available I could provide to my daughter.

The process of creating this course

Beginning in late 2004, I started writing down what I knew about weight, nutrition and fitness and, by February 2005, I had written over 200 pages of material! I let my wife and a few others read it (including a couple of physicians and my older sister) and received incredibly positive feedback. Everyone told me I needed to find a way to share what I had written with others.

But I had a problem with that. What I had written was great starting point for my daughter – and a far cry better than any other information available on the topics of weight, nutrition and fitness. But, it was based only on my knowledge from years of interest in these topics and some preliminary research rather than a comprehensive and in-depth research effort. I was comfortable with the content, but I felt strongly I needed to do more investigation before I could share what I had written with others.

So, for the next year and a half, I became obsessed with researching the topics of weight, nutrition and fitness. I read over 100 books written for the lay public and another 50 written for medical professionals, spent hours and hours in our local medical college library, an equal amount of time in our city library and had discussions with various experts in the field. I read studies dating back to the 1800s, investigated almost every new study reported by media, and became a regular reader of several online medical newsletters.

I also shared the material I had written with my oldest sister in order to get her feedback.

Over the course of the year, I discovered most of what I had written was valid and true. In fact, I discovered a small subset of information about losing weight which aligned almost exactly with my previous beliefs and that had been clearly and consistently presented for over 100 years.

This information pointed out the failures of traditional weight-loss methods and described a single, coherent strategy that has worked for hundreds of thousands of people.

Frankly, I was shocked! An almost effortless weight-loss strategy had been around for decades, yet few people knew about it.

So I continued to write and, by the summer of 2006, my initial draft had turned into a 450-page course on weight, nutrition, and fitness.

Why I'm so passionate about sharing this course with others

In doing the research for this course, I've discovered the breadth and seriousness of weight, nutrition and fitness issues in the US population and throughout the world.

And the problems are only getting worse. Average adult weights are increasing, childhood obesity is on the rise, "good nutrition" has become more about taking the right supplements than eating good food, diabetes incidence is skyrocketing, high blood pressure is more prevalent, and more people are struggling with body-image issues.

Also, I realized the personal impact of weight, nutrition and fitness on my family is trivial when compared to what many experience. The stories I read and heard about people having to deal with weight challenges, health problems, discrimination, psychological problems – and on and on – have been heart breaking.

As I said at the beginning of this introduction, I'm fed up and disgusted. We must take our lives back from this mess and I see this course as my small contribution to the effort. [But, based on what I've learned, a very important contribution.]

See, I'm absolutely convinced this course presents the truths about weight, nutrition and fitness.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

One reason for this confidence is my own experience. Since completing the first draft of this course and following its recommendations:

- My weight dropped 20 pounds to what I view as my perfect weight.
- My lipid profile (triglycerides, cholesterol) is healthier than ever.
- I love food and have absolutely no worries about what I eat.
- The activities I participate in (skiing, tennis, inline skating, bicycling) are an absolute blast.
- My energy level is higher

Frankly, my personal experience has been so positive I can't imagine ever doing anything different relative to my weight, nutrition and fitness from what I'm doing right now.

And let me tell you about my sister. As I said above, I sent her the original 200+ pages in February of 2005. Here is her story written in August 2006.

Experiences of my sister

“At the end of February 2005 my brother asked if I would proofread something he had written. I was a school teacher earlier in my career so I guess he thought I'd do a good job of catching his spelling and grammar errors.

Honestly, proofreading a 200+ page manual wasn't high on my priority list so his course pretty much sat on my desk during March and April. In May, I started going through it and just kept reading until I was finished.

In fact, I devoured it and by Memorial Day weekend I was able to give it to him with all my edits – including one rather major one. He had slipped in a sentence that said “I think my older sister has given up on weight loss.” The truth is he was right but, after reading the text, I knew things were going to change. So I crossed out that sentence with a big fat black marker.

Now it's August 2006 and I'm compelled to share my story.

I was 59 when I started reading the course and had dealt with weight issues since college. After 40 years of struggle, I can definitely say I knew the weight-loss drill. I had lost a bunch of weight (using almost every method ever devised) and gained it all back (plus more) many times.

So, as I was proofing my brother's text, I couldn't help but evaluate the content in relation to what I had been exposed to previously. Surprisingly (*he was just my little brother*), it was easy-to-read, simple-to-understand, and even entertaining. But, more importantly, it just made so darn much sense.

I had always respected by brother for his knowledge on many subjects but I never expected something like this out of him. I had heard it all over the last 40 years and here in front of me was some information so convincing I knew it would work.

So I started applying what I learned and the pounds began to disappear. I lost 10 pounds in May, 10 in June, 10 in July/August, and 10 in September/October. Forty were gone by my 60th birthday on October 28th.

Understand, I had only read the course once and didn't have a copy to refer to (I had given back my edited copy). Also, when I talked with Allen by phone (I'm in Oregon and he's in Wisconsin) he didn't share any further information. In fact, relative to the course, the only discussion I remember having is his continued questioning if I was feeling any deprivation. Quite shockingly, given my previous experience, the answer was always an emphatic no.

As of this writing, I've lost 70 pounds in 16 months and have gone from a size 18-20 to a size 10-12. I am back to the old Sharron. As Allen says in the course, I can genuinely say I love my body, love food and love life. I thoroughly enjoy eating, I'm selecting foods I've never eaten before, I'm more physically active (although this didn't start until January), and buying new clothes has become one of my primary interests. When people ask how I did it, I just say "my brother changed my life."

I am looking forward to this new chapter in my life. This past 16 months has been so much fun and I have absolutely no doubts the fun will continue. Allen's text is not about making a new lifestyle choice with the risk of reverting back to the old one. Instead, it's about developing some wisdom that – once you have it – it's impossible to imagine it ever going away."

I don't know about you, but that story excites me – and makes me even more passionate about wanting to share my system with others.

Thanks again for purchasing this course. I look forward to hearing about your positive results or any other feedback you might have. Please provide your comments via any of the methods listed at the end of the course.

Key Points

- My unique education, background and expertise make me one of the world's premier experts on the topics of weight, nutrition and fitness so you should trust what you are about to learn.
- I hope you now feel a bit of a personal relationship with me and understand the reasons for my passion about the topics of this course and my commitment to your success.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

How this course is different

Prior to purchasing this course, I'm sure you've read other information about weight, nutrition and fitness. Given the constant deluge of books and articles on these topics, it would be almost impossible to not have.

Since much of the published material is similar, you might expect this course to follow suit.

It doesn't.

In fact, I'm confident you'll discover this course is like nothing else you've been exposed to on the topics of weight, nutrition, fitness, and overall health.

That's why I wrote it. If all I could do is create something akin to what's otherwise available, I wouldn't have wasted my time.

However, since this course is so different, it's quite possible some of your expectations won't be met, or you won't understand why I've included the information I have.

To prevent either of these things from happening, I want to explain the ten most significant differences of this course from others to prepare you for what's to come.

Difference #1 – Significant amount of content focused on trying to convince you that most of what you've learned about weight, nutrition and fitness is wrong

The primary objective of this course is to share the straight scoop about weight, nutrition and fitness.

However, I've learned that the myths, misinformation, and misdirection on these topics have been so ingrained in people's minds that most can't accept the truths unless they're first convinced of the fallacy of what they thought was true.

Therefore, you'll find I devote quite a bit of space to discrediting the most damaging misconceptions about these topics.

Obviously, this is a different approach from most other books and articles that seem hell-bent on perpetuating these falsehoods.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

Difference #2 – Emphasis on YOU deciding what’s important in your life relative to weight, nutrition and fitness

You’ll soon discover that a major theme of this course is that YOU are a unique human being with a unique physiology and a unique set of wants, needs and desires.

Therefore, it would be impossible for me to tell you what YOUR goals should be relative to this course. And, even if I could, I’d have NO right in doing so.

For me, this is SO fundamental I can’t imagine taking a different approach.

However, most other information on the topics of weight, nutrition and fitness is primarily prescriptive --- telling you what you should weigh, when you should eat, how long you should exercise, what you should eat, what heart rate you should sustain while exercising, how much you should eat, and on and on.

How can anyone possibly know any of this?

They can’t and you’ll understand why as you progress through the course.

Difference #3 – No “have tos”

As you go through the course, you’ll find no absolute rules you must follow. In fact, I rarely use words like “always” and “never”.

If you’ve read anything about weight, nutrition and fitness, you know this difference is a major one. In fact, the weight-loss industry has been built on taking the opposite approach --- creating a bunch of “have tos,” which ultimate leads to feelings of failure and guilt if they’re not followed.

Please listen VERY carefully because this may be a HUGE revelation to you.

Feelings of failure and guilt are NOT positive contributors to success.

OK, I know you already knew that, but it sometimes seems like the vast majority of Americans don’t – especially when it comes to weight, nutrition and fitness.

Instead, people continue to accept the weight-loss industry messages that suggest our problems would be completely resolved IF we JUST had the discipline and willpower to follow through with their rules.

You’re NOT going to see any “have tos” in this course, and you’ll understand why as you move through it.

Difference #4 – Little emphasis on food composition and preparation

In this course, you'll find no calorie charts, no fat content charts, no recipes, no pyramids, no list of "red light" foods, no food combination rules, none of that.

You might be wondering how a course covering weight and nutrition could not have any of these things.

Well, you'll soon learn. And when you do, you'll realize how important their absence is to your success. So just hold on.

Difference #5 – My lack of bias

Most things you read on the topics of weight, nutrition and fitness are written by one of seven types of authors:

- Psychologists/psychiatrists
- Physicians
- Dieticians/nutritionists
- Exercise physiologists or trainers
- Professional writers who did some extensive research on the topic
- Sales agents for some product/service
- Persons with a personal experience to share.

As a result, they all approach the topic with a particular bias.

For example, psychologists generally view all problems as having a psychological basis, dieticians think food selection is the answer, sales agents want to sell their product or service. They are all like the carpenter with only a hammer who sees everything as a nail.

Now, I'm not saying these folks don't have their heart in the right place; they do (well, OK, some don't) – but most ARE biased.

For example, many books are just a compilation of the author's experiences with patients during their career. Obviously, the patients with whom a psychologist interacts are going to be different than those of a nutritionist. Each patient's problems are different, their motivations are different, their treatment is different – and these differences, combined with the specific educational background of the author, influence the books content. The bias of a sales agent for a product/service and of the person with a personal experience to share is even more pronounced.

Because of my broad background, I don't have much bias. My education spans human physiology, nutrition, pharmacy and business. My work experience has been as a healthcare provider both in retail and hospital pharmacy and as a business person in both the pharmaceutical

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

and medical device industries. I've had a parallel career of being a day-to-day healthcare provider and educator for my diabetic daughter. My expertise lies in the topics of this course (weight, nutrition and fitness) as well as in sales and marketing and personal development.

So, don't expect any nail hammering from me. I've done my best to share the straight scoop without a bias towards some narrow view.

Difference #6 – Not traditionally written

I'm not a professional writer – I just have a passion for communicating the truths about weight, nutrition and fitness.

Therefore, this course isn't styled after a traditional book.

My goal is to educate you, get you to buy into the information, and drive you to action – NOT to win a Pulitzer Prize. Therefore, you may find my writing style unusual, the course structure and layout different from what you're used to, and some of my rantings a bit over the top.

If any of that annoys you, I hope you can get past it and focus on the content, which is where the true value of this course lies.

Difference #7 – Weight, nutrition and fitness are decoupled from each other

You'll see as you go through this course that I've mostly decoupled weight, nutrition and fitness from each other. Why? --- because:

- Exercise has little to do with weight loss
- Weight loss has little to do with food selection
- Food selection has little to do with fitness.

You've probably learned just the opposite. In fact, you might view these linkages as established facts.

They're not – and there's plenty of evidence to prove they are not.

But weight, nutrition and fitness have been so inextricably linked for so long that most people just assume these linkages are all valid and true.

As you'll soon learn, this coupling is one of the primary reasons for people's challenges with weight issues.

Difference #8 – Recognition of the strong connection between the mind and the body

Much information about weight, nutrition and fitness doesn't take into account the powerful linkage between the mind and the body. Either the advice is physiology based (e.g., eat less, select more nutritious foods, exercise more) or problems are presented as having solely a psychological basis.

Neither approach matches up with the reality of how tightly the mind and body are connected. I don't ignore this connection – in fact, I emphasize it.

Difference #9 – Comprehensive and in depth

As you already know, this course isn't short. Instead it consists of this 450-page comprehensive and in-depth manual as well as numerous supplemental educational materials available at the Truths Publishing online resource center.

Let me explain why.

Reason #1 – I didn't want you to need to look elsewhere for information.

As you know, I got started writing this course because I needed a resource to give to my diabetic daughter as she was heading off to college and nothing acceptable was available. I had no intentions of giving her just partial answers so, from the very beginning, I decided it would be comprehensive and in depth – or it wasn't worth doing.

I knew, for example, if I was able to get her to understand and internalize the truths about nutrition, she'd still be constantly exposed to the myths, misinformation and misdirection about weight loss and fitness. As I said above, since most people think these three topics are inextricably linked, I was concerned I'd cause more confusion than help. She'd compare my nutrition advice with that of some weight loss or fitness "expert" and become hopelessly bewildered.

Therefore, it was clear from the get go I needed to cover all three topics and integrate the information so, no matter what her primary interest, there'd be no inconsistencies.

Also, I needed to go sufficiently in depth on each topic, so she wouldn't have unanswered questions. The last thing I wanted her to do was to read this course and then, feeling like it was incomplete, be compelled to look elsewhere and find information which almost certainly would be contradictory.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

I concluded the readers of this course were likely to have the same needs as my daughter. So, in rewriting it for a broader audience, I decided to not compromise its original completeness.

Reason #2 – I’d seen the problems of a piece-meal approach to providing information on weight loss.

As far as I am aware, no other book or course is as broad and in-depth as this one on the topic of weight, nutrition and fitness. Sure, there’s information that might cover one topic pretty thoroughly, but then short-change the others.

In my opinion, this situation is part of the problem. People get bits and pieces of what they need to know about weight loss from various sources – with some of the information being correct and some being down right damaging – and then are expected to separate the wheat from the chaff.

Doing this is nearly impossible.

As you’ll learn, the human body is extremely complex, the amount of contradictory information about how to treat the body correctly is overwhelming, and there’s enormous financial incentive for the weight-loss industry to come up with “revolutionary” new answers (e.g., landmark new diet, previously undiscovered new weight-loss pill, magical new health food, ground-breaking new fitness contraption).

Therefore, it just isn’t possible for a lay person to filter through all this and come up with the right answers. In fact, as I’ve said, even “experts” can’t do it because they are too caught up in their professional or financial bias (see Difference #5 above).

So, you end up with piece meal information – some right, some wrong, some vague, some clear – which, in my experiences, causes confusion and hopelessness rather than clarity as to what someone should do.

I decided a comprehensive and in-depth course was the only solution to this problem.

Reason #3 – I knew that just sharing the straight scoop about which actions to take wouldn’t be sufficient.

As I said in Difference #1 above, the myths, misinformation, and misdirection on the topics of weight, nutrition and fitness have been so ingrained in people’s minds that most can’t accept the straight scoop unless they’re first convinced of the fallacy of what they thought was true.

If all I was to do is prescribe a set of actions to take, I could accomplish that in a couple of pages (in fact, I have in the Recommended Actions chapter at the end of the course). However, I know that reading through a summary like this would NOT be at all helpful to you.

As you'll learn, there are SO MANY fallacies and they are SO INGRAINED in people's minds, it's necessary to present sufficiently comprehensive and in-depth information to invalidate them.

Bottom line – I couldn't accomplish my goals of this course without it being more comprehensive and in-depth than any other information available on the topics of weight, nutrition and fitness.

I know this creates a bit more of a challenge to read it all. But, that's the nature of this course. It's not meant to be a quick read with a few tips and inspiring stories like so much of the information available. Instead, it's been structured to be your single source for complete, truthful and reliable information on how to become "healthy and fit" (see below).

Difference #10 – The course's goals

Over my lifetime, I've read hundreds of books and courses on weight, nutrition and fitness.

Here's what I've discovered.

Most have a similar set of goals.

- Books about weight obviously have the goal of weight loss.
- Then, with the books about nutrition, the primary goal is ... uh oh yeah weight loss.
- Finally, there are the books about fitness. Here the goal is ... well it's ... sure enough ... weight loss.

OK, these authors don't have a set of goals. They have just one goal – weight loss.

Haven't you noticed the same thing? All you have to do is watch how these books and courses are promoted. Weight-loss is almost always the primary benefit that's discussed.

Well, this course has different goals. Sure, if your weight is higher than where it should be, you are going to lose weight. Potentially a lot of weight.

But, losing weight a secondary benefit that comes from realizing the primary goal of this course - --- for you to become "healthy and fit."

Now, the term "healthy and fit" might seem a bit vague to you now, but that won't last long. One of your first assignments in Step #1 will be to decide specifically what it means to you.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

But, here, I want to share what it means to me in broad terms.

For me, being “healthy and fit” means that you:

- Love your body
- Love food
- Love life

Although you probably have some appreciation for what I’m getting at here, I doubt you understand the whole story.

But you will.

I promise you’ll soon fully understand why these seven words represent – for me – the ideal goals for a course on weight, nutrition and fitness.

So, those are the ten major differences between this course and others.

I hope this information prepares you a bit for what you’re about to learn and prevents any disappointment from the absence of things you may have been expecting, or any questioning why I’ve included information you might feel is unnecessary.

So are you ready to learn the straight scoop about weight, nutrition and fitness. Are you ready to have some fun?

Key Points

- This course is like nothing else you’ve been exposed to on the topics of weight, nutrition, fitness, and overall health. In fact, most everything you’ll learn in this course will probably be new to you.
- Since this course is so different, it’s quite possible some of your expectations won’t be met, or you won’t understand why I’ve included information I have.
- Understanding the ten main differences of this course should help you be bit better prepared for the information you’re about to learn. The ten differences are:
 1. Significant amount of content is focused on trying to convince you that most of what you’ve learned about weight, nutrition and fitness is wrong;

Section 1: Introduction

2. Emphasis on YOU deciding what's important in your life relative to weight, nutrition and fitness;
3. No "have tos;"
4. Little emphasis on food composition and preparation;
5. My lack of bias;
6. Not traditionally written;
7. Weight, nutrition and fitness are decoupled from each other;
8. Recognition of the strong connection between the mind and the body;
9. Comprehensive and in depth.
10. The course's goals.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

Taking full advantage of this course's value

I want to thank you for purchasing this course. There are a zillion books, courses and programs on weight, nutrition and fitness so I'm genuinely honored you chose mine.

Now I want you to be absolutely ecstatic with your decision. And, for that to happen, you need to take full advantage of the value that lies within this course.

See, I believe the information you now have in your hands will cause you to reach and maintain your perfect weight and revolutionize your health and well being – but only if you fully learn it, genuinely buy into it, and then take real action.

If these three things don't happen, you've wasted your money – but, of much greater importance, you will have lost out on the value this course can deliver to you.

Therefore, before we get into the course material, I want to spend a few minutes on the topics of learning, buying in and taking action.

Learning

For you to get the most value from this course, you really need to understand and internalize what I'm about to share.

Therefore, you need to tackle this course with a learning approach best suited for you.

You may have discovered this optimal approach during your school years. But, if not, I'd suggest the following:

1. Flip through the entire course quickly just to get introduced to the main topics, how the course is organized and its length.
2. Start reading at the beginning – and, to maximize your retention of the material, use some form of “hand-involvement” – such as taking notes or using a highlighter.

Benjamin Franklin said this about how to read: “I would advise you to read with a pen in your hand and enter in a little book short hints of what you feel is common or may be useful; for this will be the best method of imprinting such portcullis in your memory.”

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

You can take notes in a separate notebook, as Benjamin Franklin suggests, or right on each page of the course – or highlight passages and paragraphs you think are especially important or interesting.

I know you probably were told early in life not to write in books. With this course, please get that out of your head. The worse this course looks after you are done studying it the better.

3. The course has been designed to be read from beginning to end, so please don't skip around. Otherwise, you'll be faced with trying to grasp new concepts without having the necessary background information. Its best to review the material one step at a time in the order presented.
4. In the text, when I ask you to perform a task, I strongly encourage you to stop reading and do what I ask. If you're like most people – including me – you'd probably prefer to keep reading, thinking you'll get back to the task at some later point. Surprise, surprise! You won't – so do it right then and there.
5. If you read something you find particularly interesting, stop and think about it, talk with someone else about it, or get on the Internet and do a bit of research before continuing.
6. Once you've completed your first reading, put the course away and focus on taking action.
7. 30-60 days after concluding your first reading, read through the course again – paying particular attention to your notes or highlights.

Quite a list, huh?

I know, you're probably saying to yourself “is this guy serious”? Well, yes, I'm dead serious. I desperately want you to succeed and I know that won't happen through osmosis.

It would be pretty cool if I could just do a “vulcan mind meld” on you but I haven't figured that one out – well, at least not yet.

So, in order to understand and internalize what I'm about to share, you need to tackle this course with your own learning approach or the one outlined above. In either case, some reading, note taking, task completion, thinking and review will be required.

But, please don't think this process is going to be painful --- it won't be. As you'll soon discover, I've structured the course so it's easy-to-read, simple-to-understand, and even entertaining.

Frankly, I think you'll have fun reading through it the first time and will find the review process quite simple due to the inclusion of “Key Points” at the end of each step and a two-page comprehensive summary at the end of the course.

Buying in

Throughout this course, I explode the myths, misinformation, and misdirection that exist in the weight, nutrition, and fitness fields and, instead, share the straight scoop. As a result, much of what you'll learn may seem foreign if you've paid any attention to the "experts" on these topics.

Therefore, I'll do my best to convince you the information is valid and true by describing the research and logic behind my conclusions. My goal is for you to fully "buy in".

However, since much of the information will contradict what you've learned previously, you may be skeptical at times. My worry is that your skepticism will block your acceptance, which will keep you from taking the necessary action.

Therefore, I encourage you to have an open mind as you read through this material and, if you experience some skepticism, just ignore it for the next 180 days.

Let me say something very bluntly:

I'm quite confident most of the information you've read or heard about weight, nutrition and fitness is absolutely wrong.

That's the reason I put this course together. If all I could do is rehash the old and tired information about these topics that has clearly failed us (e.g., 95% of weight-loss efforts fail, morbid obesity is on the rise, eating creates more worry than pleasure, more people are challenged by body-image issues, being active is viewed as a chore rather than fun), I wouldn't have wasted my time.

Therefore, if you try to compare my information with media reports on "scientific" research-studies; weight, nutrition and fitness company promotions; or books/courses from industry "experts", you'll become hopelessly confused.

Or worse, if you just pick bits and pieces of my information and combine it with other information you've read or heard to create some composite program, you'll end up with a mess.

So, for the next six months, PLEASE be blindly accepting (unless, of course, my recommendations conflict with specific advice from your doctor or other medical professional) – even if you have some skepticism – until you've taken action and experienced the resulting outcomes.

Again, I'll do my best to provide an irrefutable case that the information in this course is valid and true so it'll be easy for you to "buy in" hook, line and sinker. But, if I fail in some areas, can you PLEASE find a way to just trust me for the next 180 days? That's the only way you'll gain the results possible.

Is that a deal?

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

Taking action

You'll see my system is quite simple and I guarantee success. But you need to ACT in order to benefit from its full value.

Action requires “buy in” as I've discussed above. But it also requires motivation and commitment.

As far as motivation, I'm going to assume you bought this course for a reason – and you know what that reason is. Therefore, you won't find much information about the “devastating” problems related to weight, nutrition and fitness that books/course on these topics usually have.

For example, a weight-loss book might devote half its page to providing information about how to determine if you're overweight (e.g., standard weight tables, body mass index calculations) and the significant problems associated with being overweight. A nutrition book might talk about American's love of junk food and all the terrible things this is doing to your health. Or a book on fitness might discuss the minimum levels of exercise you should be getting every day and how, if you're not active enough, how you're risking your longevity.

These authors probably do this in an attempt to fulfill their responsibility for getting the reader motivated to take action. I guess they figure if they share enough doomsday data and frightening statistics, people will respond.

Personally, I don't believe in this approach. I figure the last thing you need from me is a lecture to persuade you of some problem and its dire consequences. Motivation is pretty fragile and, in my experience, forcing you to read through a bunch of boring information (that's often down right scary), doesn't help.

So I'm going to approach motivation from a different angle.

Instead of trying to motivate you through scare tactics, I'm going to assume you're already plenty motivated or you wouldn't have bought this course. So, again, you won't find much “motivational filler”. But, I am going to ask you to make a personal commitment.

See, I believe in people's integrity so I expect, if you make me (and, actually more importantly, yourself) a commitment, you'll live up to it.

Now, I'm not kidding here. I really do want you to make me and yourself a promise. As I said above, I'm dead serious about you succeeding with this course and taking action is the only way that's going to happen.

So, here's the promise I want you to make – please repeat after me:

“I'll apply my best efforts to learn the material in this course, buy into it (even if this requires me to be blindly accepting at times), and then take action. And, once I start to take action, I'll stay with it for 180 days.”

Did you actually read these words out loud? Do I have your personal commitment?

One more thing

Before ending this section, I want to mention one more thing you can do to maximize the value of this course.

Once you've "got it" (you understand the material, you've bought into it and you've started to take action), then teach someone else what you've learned. Pick a family member or a friend that has a problem with weight, nutrition and/or fitness and share your new-found expertise. Give them this course to review, talk it over with them, and support them as they begin to take action.

If you take this extra step, you'll gain a much greater grasp of this material and benefit more as a result.

Key Points

- To get the most value from this course, you need to understand and accept the material presented and then take real action. More specifically, you must:
 - Study the material using an effective learning approach;
 - Buy into the information presented for the time being even if it conflicts with what you previously thought was true;
 - Apply what you learn over the following 180 days
- Don't prejudge the information presented through some intellectual analysis. Instead, take action for six months and base your opinion about the validity of the system solely on your personal experience with the results.
- Beyond "buying in" to the material presented, taking action requires motivation and commitment – both of which should now be in place.
- Teaching others what you've learned will maximize the value you gain from this course.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

Course structure

Here is how the course is structured:

Beyond the Introduction (Section 1, which ends with this chapter), there are seven sections as follows:

- Section 2: Preparing to Become “Healthy and Fit”
- Section 3: The Straight Scoop About What You Read and Hear
- Section 4: The Straight Scoop About the Physiology of Weight Management
- Section 5: Twelve Steps to Reaching Your Perfect Weight
- Section 6: Four Steps to Eating Healthily
- Section 7: Eight Steps to Optimal Fitness
- Section 8: Taking Action

Sections 2 through 7 provide the core information of the course via 36 steps. Sections 2 through 4 ask you to do some preparatory work and provide important background information. Then Sections 5 through 7 provides in-depth advice on how to reach your perfect weight, eat healthily and become optimally fit.

You should review these steps in order and, when asked, do any assigned task right then.

At the end of each step, you’ll find a list of Key Points which summarizes the information presented. I think you’ll find these lists helpful in internalizing the information as you go through the course and, then later, in saving time when you want to review some specific information.

Following the 36 steps, there’s a section on Taking Action which includes a two and one-half page consolidated list of Recommended Actions. I included this list so you wouldn’t have to pick back through the course to remind yourself of the specific actions I recommend you take.

Knowing the Key Points and Recommended Actions lists are available should allow you to focus your efforts (e.g., your reading, thinking, questioning, note taking) on understanding and buying into what I’m presenting, rather than trying to remember the details.

Finally, there is a chapter on what to do if you or your physician think you should lose more weight and how to deal with the psychological impact of setbacks.

Depending on your prior learning about the topics of weight, nutrition and fitness, your individual interests, and the specific goals you have for reading this course, you’re going to find some parts more readable than others. However, ALL the material is important to your ultimate

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

success. In fact, in many cases, information presented will only be fully understandable if you've read the prior content.

Therefore, I strongly encourage you read through all the information, even that which is less interesting. Please don't short-change the value of this course by skimming or skipping through sections you find too long, too boring, too detailed, too redundant, or too whatever.

There's a very good chance you'll have fun reading through this material but, if there are parts of the course which you find that not to be true, I encourage you to plow through them anyway. [If you really don't have the patience to read through a specific step, please – at least – review the “Key Points” for that step before reading on.]

Two more things you should be aware of before we get started.

1. The information in this course is intended for the general population. Therefore, if you have specific health needs (e.g., serious physical disorder, pregnant or nursing, eating disorder, depression or other mental illness, severely under/overweight) you should check with a qualified medical professional to determine if any of the Recommended Actions are not appropriate for your specific situation.
2. Beyond the information in this manual, this course includes free access to a website with downloadable reports (in PDF format) on a variety of topics. I briefly cover these topics in the course and then, for those wanting further information, I refer them to this online resource. At this website you also have the opportunity to subscribe to one or both of my free emailed newsletters.

Here is a brief summary of the currently-available reports.

- Self Image Primer

Throughout the course I make reference to the importance of having a positive self image. This report provides some valuable pointers on self-image development for individuals who struggle with this issue.

- Body Acceptance Primer

You'll learn in Step #2 that a prerequisite to becoming “healthy and fit” is accepting your body as it is right now. If doing this is an issue for you, my report on body acceptance should provide some help.

- Emotional Eating Primer

You'll learn in Step #17 that much of what is described as “emotional eating” has nothing to do with the existence of some psychological issue. However, that's not always the case. If, after reading this step, you conclude that overeating for emotional reasons is a problem for you, then you should definitely read this report.

- “Obesity Epidemic” Public Policy – A Need for Change

Public policy related to the worldwide increased incidence of overweight and obesity is primarily focused on increasing physical activity and “healthier” eating. But there’s one problem with this policy focus --- it hasn’t worked despite decades of effort. This report explains why and offers suggestions for a different public-policy emphasis that’s much more aligned with the available scientific evidence.

- “Childhood Obesity Epidemic” Public Policy – A Need for Change

This report expands on the one above with data specific to the “childhood obesity epidemic.” It identifies the many misconceptions about childhood obesity and offers health policy recommendations to address this growing problem which are based on scientific evidence rather than myths.

Again, to download a free copy of any of these reports, go to:

At this website I’ve also made available for a small fee some special reports for people with specific needs. Here are the two reports that are currently available.

- Additional Information for Diabetics

If you have Type 1 or Type 2 diabetes, you should definitely read this report. It provides a general review of the course’s recommendations within the context of this disease, including the identification of one recommendation for which you should exercise some caution and take a bit different approach than what’s advised in the course.

- Applying the Truths to Children and Adolescents

If you’re a parent, you should read this report before applying the information in this course to children or adolescents. Although most of the advice is as applicable to children and adolescents as it is to adults, there is some additional information use must know. This report provides a child-focused review of the course, explains your role as a parent, discusses public policy issues related to childhood obesity, and lists some valuable resources on feeding children and adolescents which you should definitely access.

If you don’t have access to the Internet, please refer to the last page of this manual for instructions on how to obtain the above reports by mail.

Finally, the Straight Scoop About Weight, Nutrition, and Fitness

Key Points

- Review the course from beginning to end and perform any assigned tasks right away rather than skipping them and reading on.
- Focus on understanding and “buying in” to the information rather than memorizing specific details. Realize that your notes and highlights, the “Key Points” section at the end of each step, and the two-page “Recommended Actions” list are available for your later review.
- ALL the material in this course is important to your ultimate success so please read through the information in order and don’t skim or skip sections. At a minimum, review the “Key Points” for each step before reading on.
- If you have specific health needs (e.g., serious physical disorder, pregnant or nursing, severely underweight/ overweight, eating disorder, depression or other mental illness) you should check with a qualified medical professional to determine if any of the Recommended Actions are not appropriate for your specific situation.
- Additional information is available at:
- Enjoy and have fun!
- I’d greatly value your feedback. Please provide your comments via any of the methods listed at the end of the course.

Order Form

Finally, the Straight Scoop About Weight, Nutrition, and Fitness is available at retail and online book stores or may be ordered directly from Truths Publishing.

Other publications providing truthful and unbiased information about weight, nutrition and fitness can be accessed via the publisher’s website at <http://www.TruthsPublishing.com>.

To purchase a copy of this course:

To order a copy of *Finally, the Straight Scoop About Weight, Nutrition, and Fitness* you have five options (for use in wellness programs, health promotion, and education on weight loss, nutrition, and fitness, see copyright page of this course for bulk-purchase pricing).

1. Purchase online at <http://www.LoseWeightCourse.com>
2. Call 888-309-3839 (option 1) and place your order over the phone using a credit card.
3. Purchase one of our health-information packages (which include the content of this course) at:
<http://www.LosingWeightCourse.com>
<http://www.ChildObesityCourse.com>
4. Send a fax to 866-406-2374 with your name, address, telephone number, email address and credit card information.
5. Mail your order, including a check or money order for the total amount, to:
 Truths Publishing ▪ 10440 N. Riverlake Dr. ▪ Mequon, WI 53092

| | | | |
|---|---------|-------|---------|
| Course Manual: | \$39.95 | _____ | \$_____ |
| Additional Information for Diabetics: | \$3.95 | _____ | \$_____ |
| Applying the Truths to Children and Adolescents: | \$7.95 | _____ | \$_____ |
| Wisconsin residents only, add 5.5%: | | | \$_____ |
| Shipping (add \$9.95 + \$2.00 for each additional copy) | | | \$_____ |
| TOTAL: | | | \$_____ |

Effortlessly Reach and Maintain Your Perfect Weight

Eat less and exercise more. For over a century, that's been the dominant prescription for weight loss. And this advice continues today despite its well-documented failure rate of more than 95%.

Over this same period, several insightful medical practitioners and eating specialists extensively researched a completely different approach to weight management – an approach delivering far greater success due to its precise alignment with the true nature of human physiology. Disappointingly, their amazing results have been overshadowed by the vast propaganda of the profit-driven weight-loss, food, and exercise industries.

Now, for the first time, the work of these maverick obesity experts has been comprehensively captured in an easy-to-read and simple-to-understand home-study course that:

- ✓ Discredits the prevalent myths, misinformation, and misdirection about weight loss.
- ✓ Explains the fundamental and unchanging truths about the physiology of weight management.
- ✓ Describes the researchers' successful approach and the uncomplicated steps for its implementation.



Get ready to abandon what you thought was true about weight loss, eating well, and exercise

Here's just a small sampling of what you'll learn:

- The real cause for the increased incidence of overweight and obesity over the last 30 years.
- Why the weight-loss advice to consciously eat less and exercise more is impractical and futile.
- The author's B.I.T.E. Method for effortless weight management.

"The information in this course turned my understanding of how to lose weight upside down and made so much sense I knew it would work. 16 months later I had lost 70 pounds with no food deprivation or struggle – and I can't imagine ever gaining the weight back now that I have an accurate understanding of how my body works."

– Sharron Patapoff, 61-year old mother of two

"I read an early draft of Allen's course about two years before it was published that changed my entire thinking about weight management. I've applied what I learned to my own situation with great results and am eager for the published version to be available for my patients."

– Dr. Westfall, practicing physician and inventor of the CPR Microshield

"As the co-editor of a health journal I'm exposed to almost everything new written on the topics of weight, nutrition, and fitness. I can honestly say that Allen's course is one of the most comprehensive, accurate and eye-opening texts I've seen on these topics in many years. Everyone interested in separating out the facts from the fiction and improving their health should take advantage of this valuable resource."

– Jon Robison, PhD, MS Nutritionist, Co-Editor of Health At Every Size Journal

Allen Oelschlaeger has undergraduate degrees in biology and pharmacy, a masters-level business degree and more than 35 years of experience as a pharmacist, medical-industry executive, and weight-loss researcher. His concern about the confusing, contradictory and inaccurate information available on weight, nutrition, and fitness compelled him to dig deeper into the scientific research, publish a newsletter on these topics and devote three years to writing this course.



In addition to this 36-step 450-page manual, the course includes free access to a website with downloadable reports on such topics as self image, body acceptance and emotional eating. Supplemental reports for diabetics and parents are also available via this valuable online resource.

US \$39.95

ISBN: 978-0-9792734-4-5



9 780979 273445

Truths Publishing

truthspublishing.com
loseweightcourse.com