

“SMART AND HEALTHY.”  
– DR. JOANN MANSON  
HARVARD MEDICAL SCHOOL

“PROVEN AND PRACTICAL.”  
– DR. THEODOROUS KELESIDIS  
UCLA MEDICAL CENTER

“AN IMPORTANT WORK”  
– DR. ANTHONY ACCURSO  
JOHNS HOPKINS MEDICINE

THE LARGEST SCIENTIFIC ANALYSIS OF HEALTH AND FITNESS EVER CONDUCTED.

# THE SMARTER **SCIENCE** OF SLIM

A PROVEN LIFESTYLE FOR SUSTAINABLE FAT LOSS AND HEALTH VIA EATING MORE AND EXERCISING LESS—BUT **SMARTER**.

**START**

**3 year study in *International Journal of Obesity and Related Metabolic Disorders***

**854 subjects aged 20-45**

**“Less than one in twenty (4.6%) lost and maintained weight successfully.”**





## The most addictive substances in the world

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Heroin	3
Cocaine	2.37
<b>Tobacco</b>	<b>2.23</b>
Barbiturates	2.01
Alcohol	1.93
Benzodiazepines	1.83
Amphetamine	1.67
Cannabis	1.51
LSD	1.23
Ecstasy	1.13

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# MIND THEN BODY

A PRACTICAL AND PROVEN ALTERNATIVE FOR THE OTHER 95% OF US

## QUANTITY

Calories In – Calories Out

Balance Metaphor

A Calorie Is A Calorie

Exercise A Lot

## QUALITY

The Set-Point

Sink Metaphor

SANE vs. inSANE Calories

Exercise Smarter





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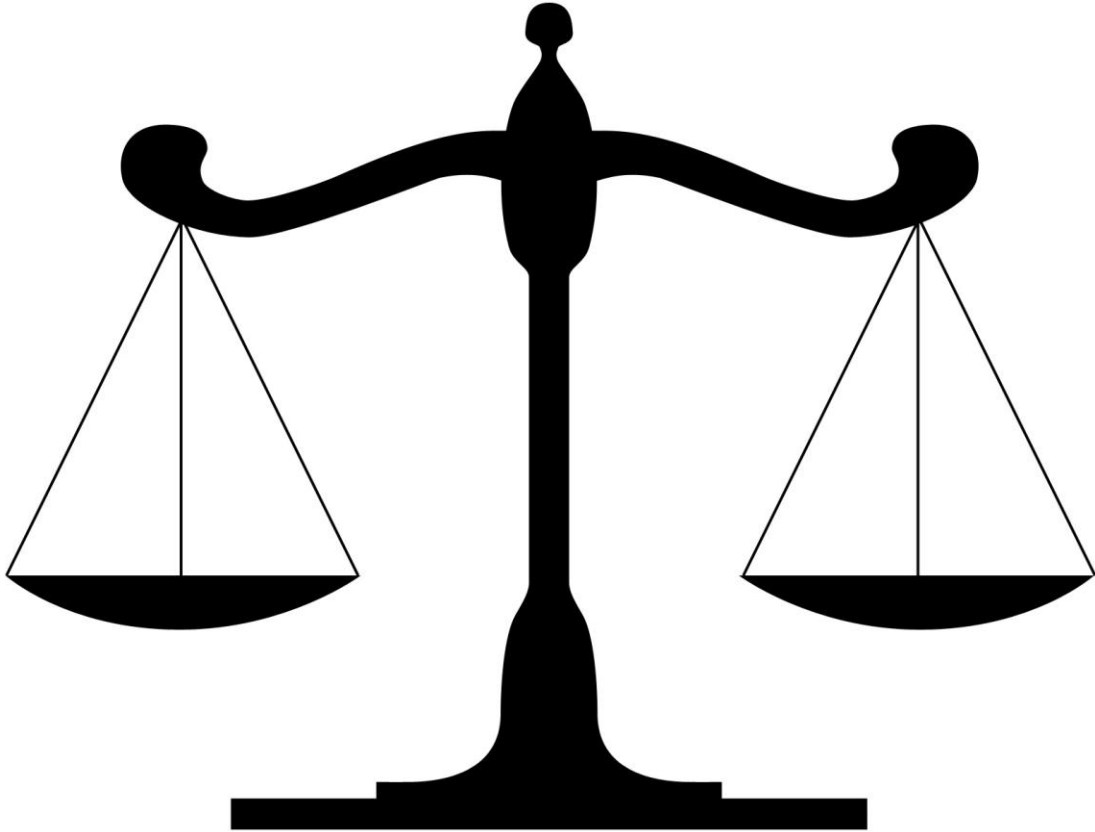
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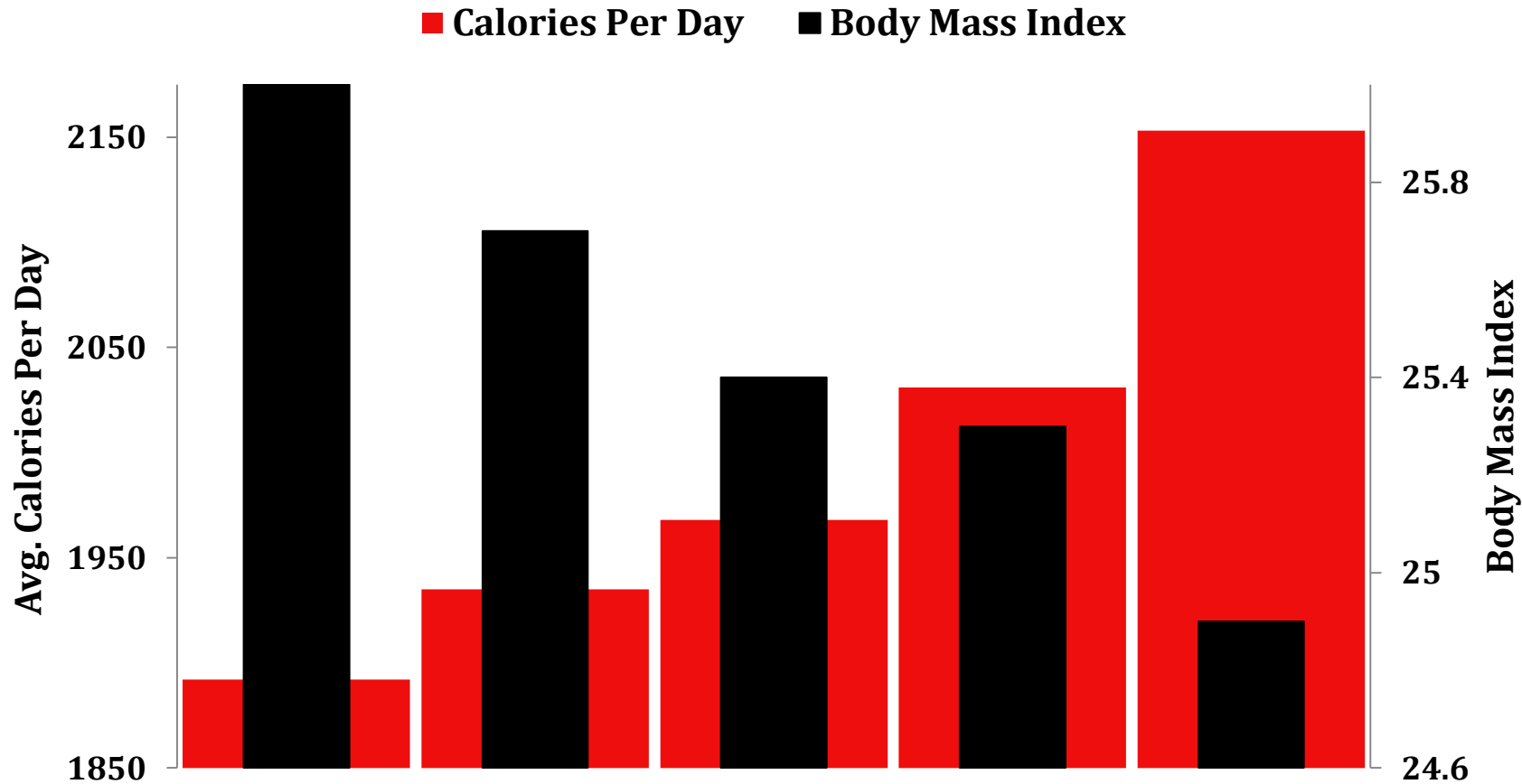


Harvard researchers looked at **51,529 people** and divided them into fifths according to the quantity of calories they ate



Did eating **more** correlate  
with weighing **more**?

# NO. THE MORE PEOPLE ATE THE LESS THEY WEIGHED





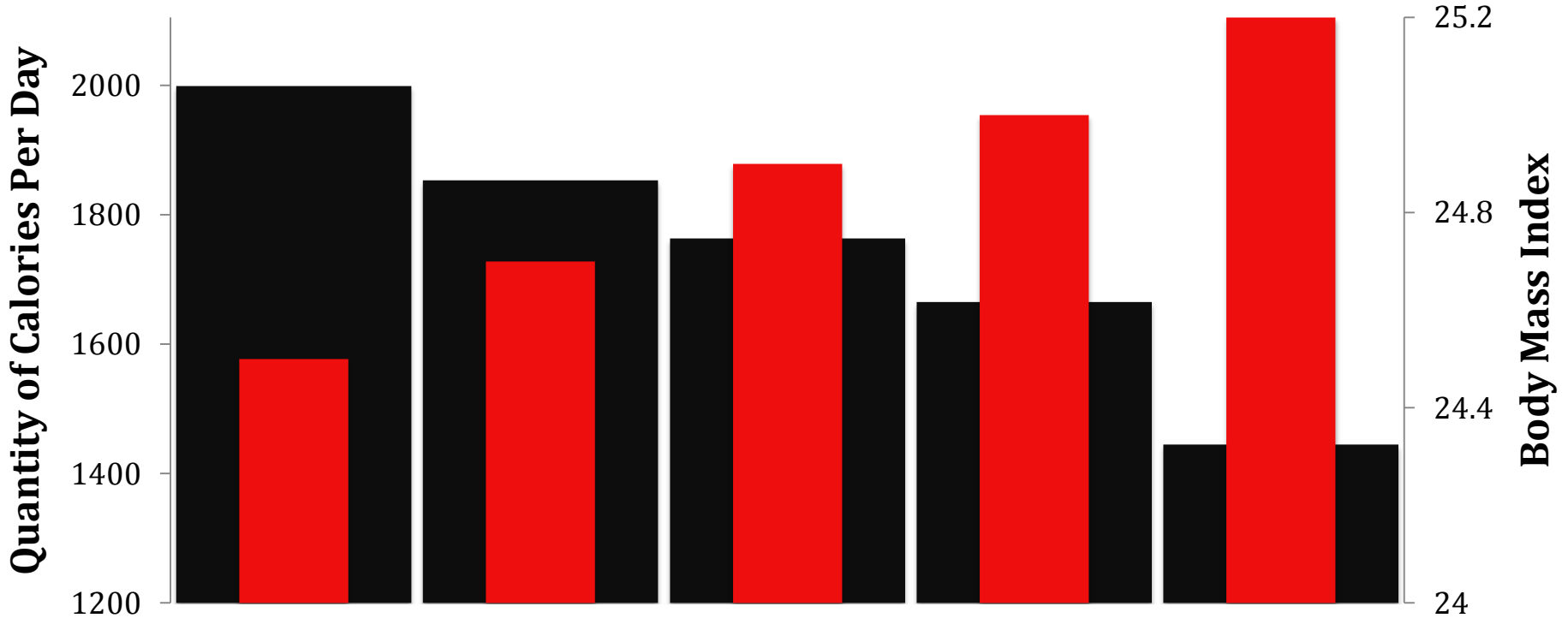
**Harvard researchers looked at  
another massive sample...this  
time **67,272 people****

Did eating **less** correlate  
with weighing **less**?



# NO. EATING LESS CORRELATED WITH WEIGHING MORE

■ Quantity of Calories Per Day    ■ Body Mass Index





## ***Women's Health Initiative study***

**49,000 women tracked for 8 years**

**One group ate an average of 120 extra  
calories per day—350,400 total extra cal.**

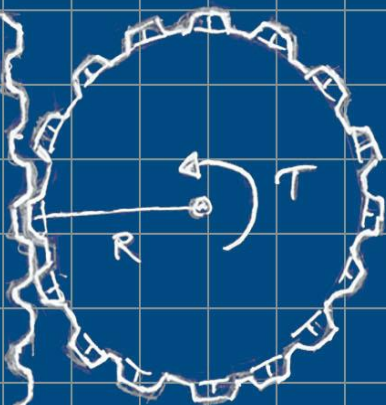
**\$700,000,000**

**According to metabolism  
math...350,400 / 3,500 =**

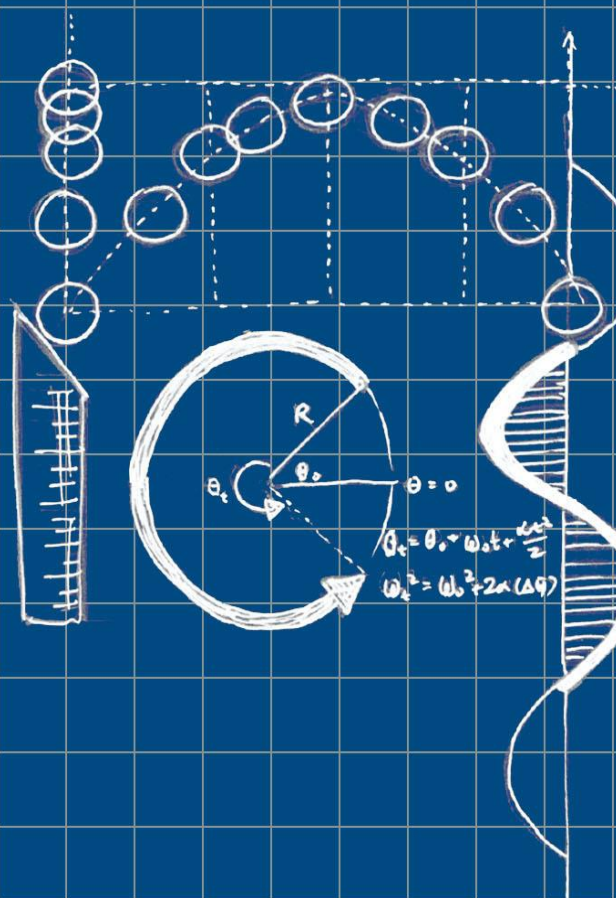
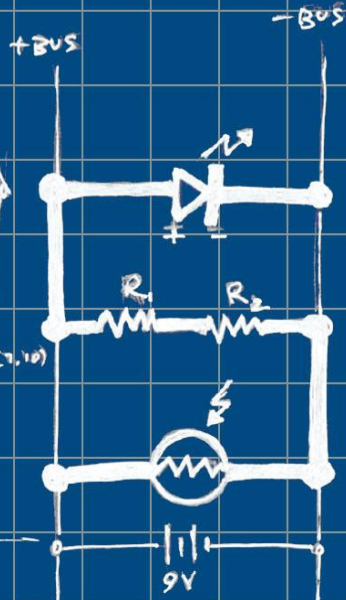
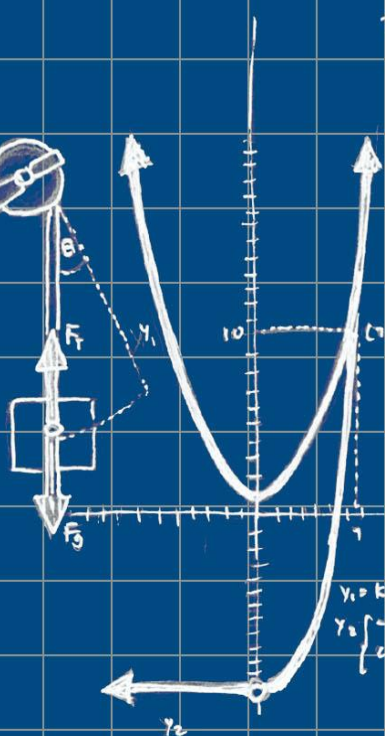
**100 lbs.**



**0.88 lbs.**



$$\begin{aligned} \Sigma T &= F \cdot R \\ &= m \cdot g \cdot R \\ &= I \omega \\ m \cdot g \cdot R &= I \frac{v}{R} \end{aligned}$$



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# CALORIE QUALITY DETERMINED BY **SANE**ity

HIGH-QUALITY = SANE    LOW-QUALITY = inSANE



## **Satiety**

High Satiety = Good

How quickly calories fill us up and how long they keep us full

## **Aggressive**

Low Aggression = Good

How likely calories are to be stored as body fat

## **Nutrition**

High Nutrition = Good

How many nutrients we get along with each calorie

## **Efficiency**

Low Efficiency = Good

How many calories our body can store as body fat



# GO **SANE**: EAT MORE. SMARTER.

"Attacking the obesity epidemic will involve giving up many old ideas that have not been productive. 'A calorie is a calorie' might be a good place to start." – Dr. Feinman, State University of New York



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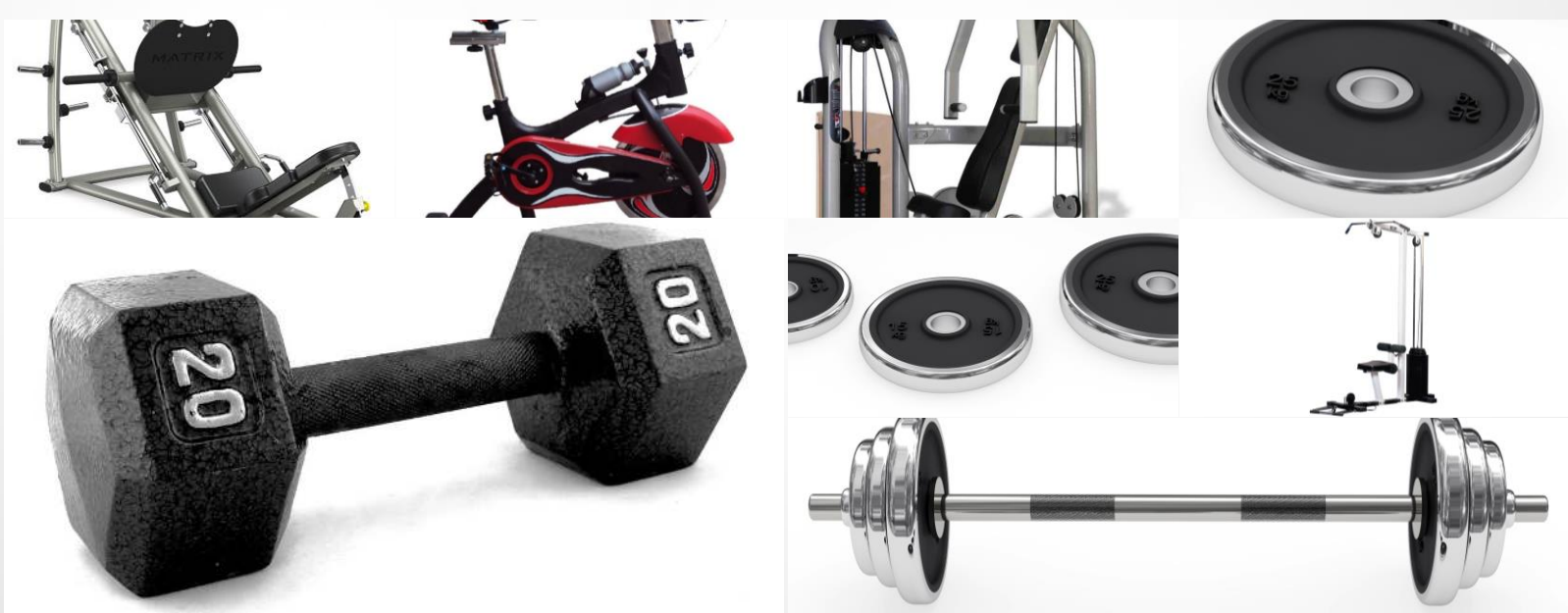
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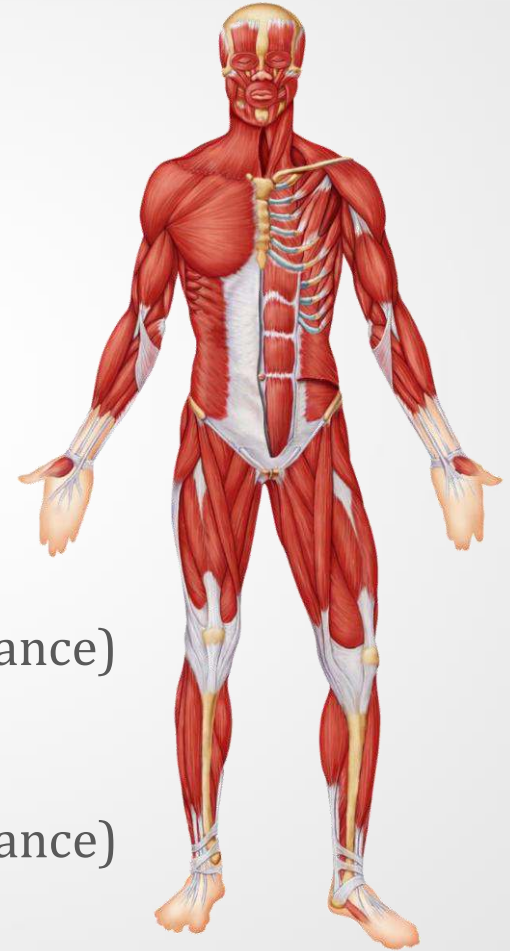
# GET **ECCENTRIC**: EXERCISE LESS—SMARTER

“We thought the findings [regarding exercising less—smarter] were startling because it suggests the overall volume of exercise people need to do is lower than what’s recommended.” – M. Gibala, McMaster University



1. Different fibers do different things.
2. More force = less endurance.
3. Most forceful fibers exercised = all other fibers exercised.

- Type 1 Fibers (low force, high endurance)
- Type 2a Fibers
- Type 2x Fibers
- Type 2b Fibers (high force, low endurance)



## FOCUSED ON QUANTITY

## FOCUSED ON QUALITY



We Pick Exercises Requiring A Little Force So We Can Exercise More

We Exercise A Few Muscle Fibers And Use Up Our Energy In Many Hours

We Do A Lot And Get A Little



We Pick Exercises Requiring A Lot of Force So We Can Exercise More Fibers

We Exercise A Lot of Fibers And Use Up Our Energy In A Few Minutes

We Do A Little And Get A Lot

# SKIDMORE COLLEGE “HARDER V. SMARTER” STUDY

Arciero PJ, Gentile CL, Martin-Pressman R, Ormsbee MJ, Everett M, Zwicky L, Steele CA. Increased dietary protein and combined high intensity aerobic and resistance training improves body fat distribution and cardiovascular risk factors. *Int J Sport Nutr Exerc Metab.* 2006 Aug;16(4):373-92. PubMed PMID: 17136940.

## HARDER

60% carb, 15% protein, 25% fat

Exercised 40min/day, 6 days/wk

## SMARTER

40% carb, 40% protein, 20% fat

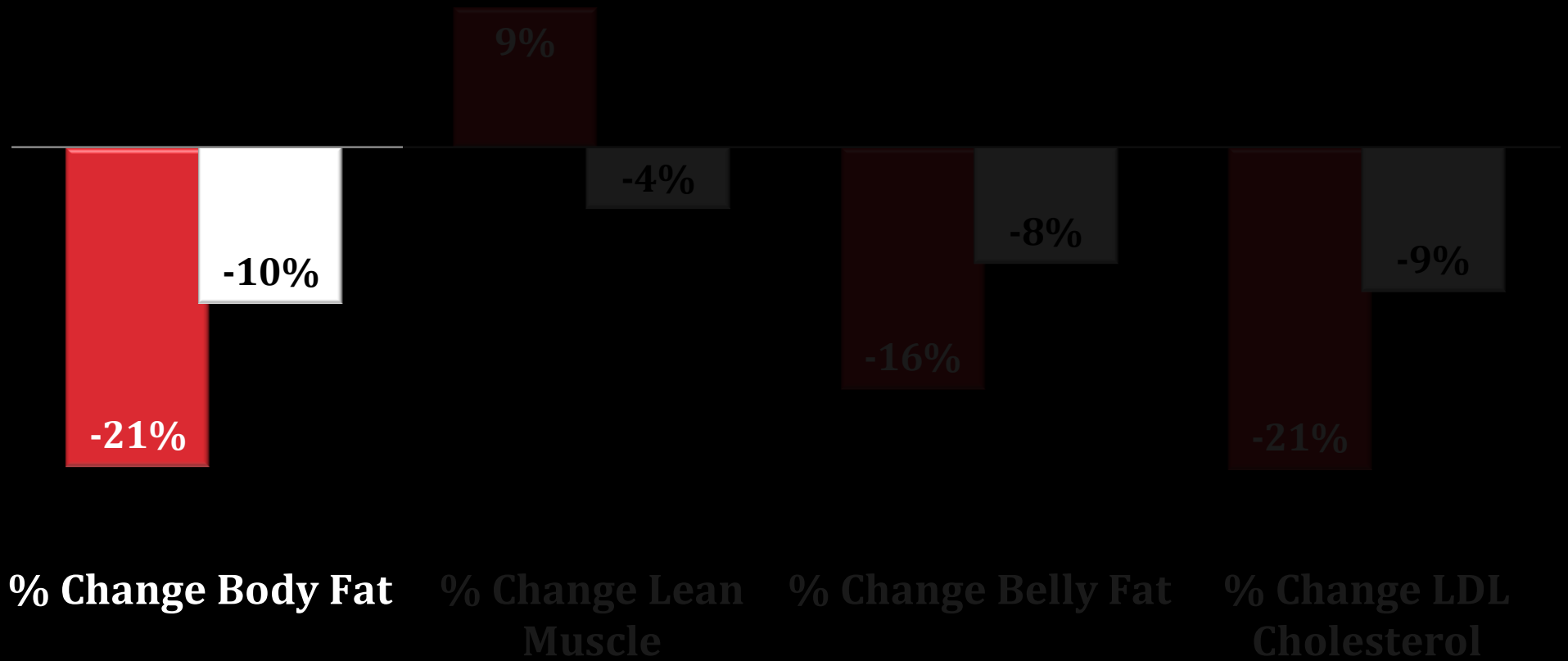
40% *less* exercise

At the end of the study the **Harder** Group “successfully” ate less and exercised eighteen hours more than the **Smarter** Group

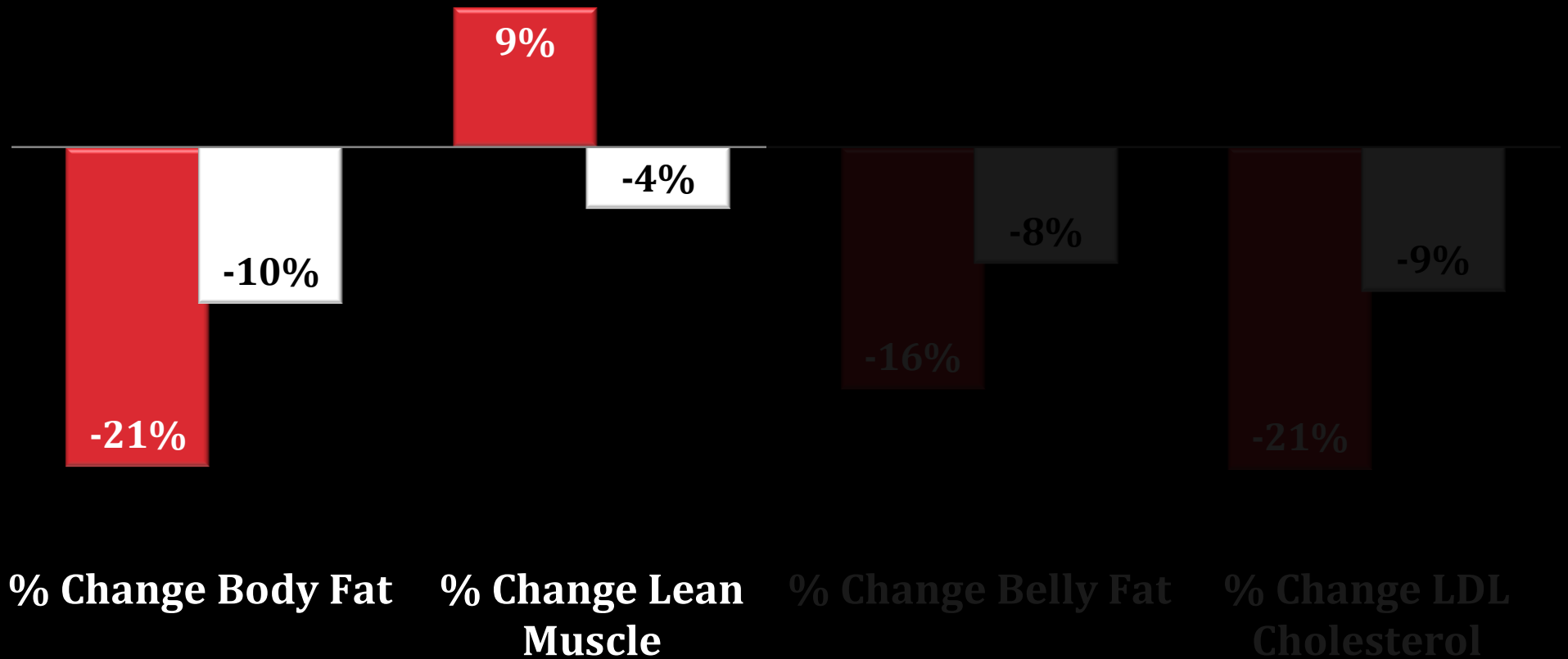




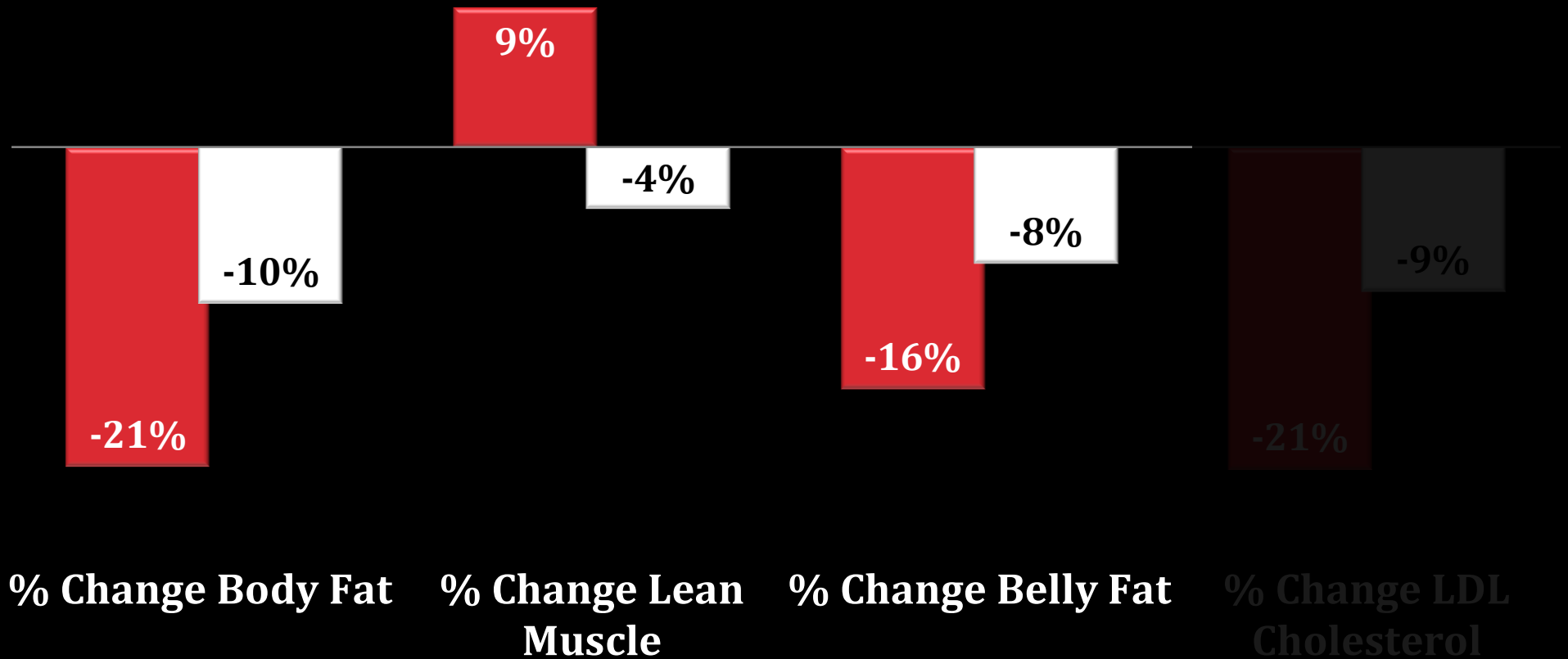
**■ Eat More. Exercise Less. Smarter. ■ Eat Less. Exercise More. Harder.**



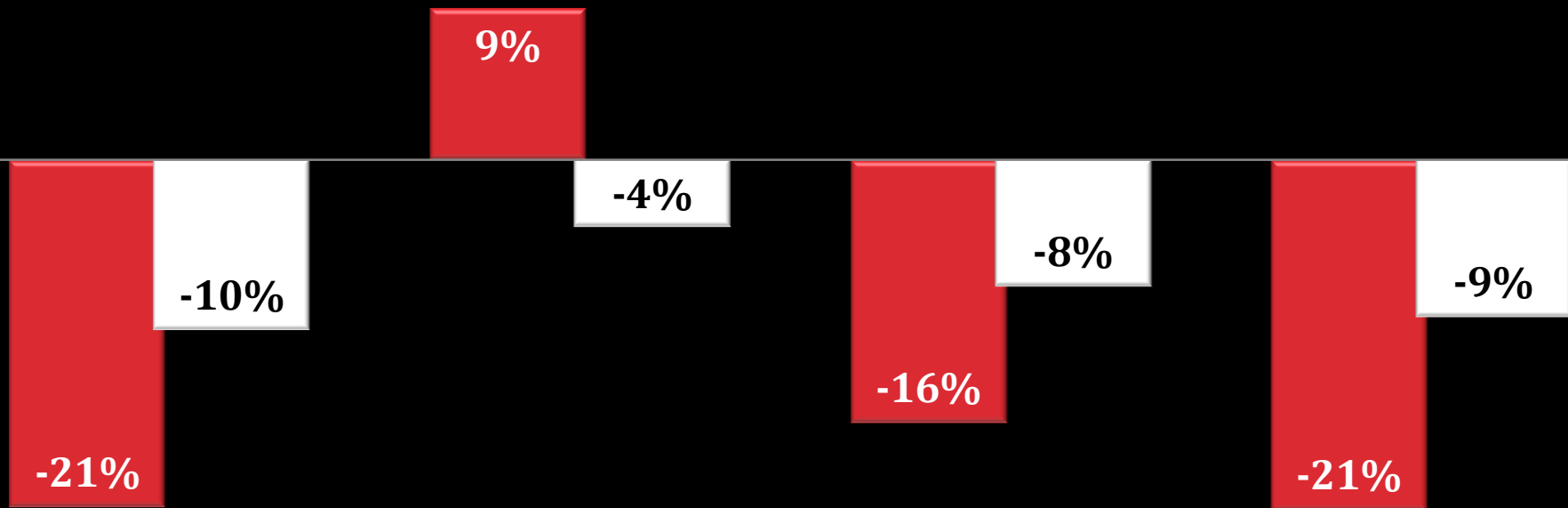
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**■ Eat More. Exercise Less. Smarter. ■ Eat Less. Exercise More. Harder.**



**■ Eat More. Exercise Less. Smarter. ■ Eat Less. Exercise More. Harder.**



**% Change Body Fat**

**% Change Lean Muscle**

**% Change Belly Fat**

**% Change LDL Cholesterol**

# HOW TO EAT MORE. SMARTER.

"Attacking the obesity epidemic will involve giving up many old ideas that have not been productive. 'A calorie is a calorie' might be a good place to start." – Dr. Feinman, State University of New York



# SANE SUMMARY

EAT AS MANY NON-STARCHY VEGETABLES AND NUTRIENT DENSE SOURCES OF PROTEIN AS POSSIBLE



## WAY WAY MORE

Non-Starchy Vegetables

Green leafy veggies, broccoli, cauliflower, celery, cucumber, eggplant, mushrooms, onions, peas, peppers, spinach, squash, etc.



## WAY MORE

Nutrient Dense Protein

Seafood, humanely raised meats, plain Greek yogurt, cottage cheese.



## MORE

Low-Fructose Fruits

Blueberries, blackberries, strawberries, raspberries, marion berries, grapefruit, oranges, etc.



## MORE

Whole Food Fats

Cocoa, coconut, avocado, flax seeds, chia seeds, olives, macadamia nuts, eggs, etc.











## **Ingredients (2)**

Chicken, lemon pepper.



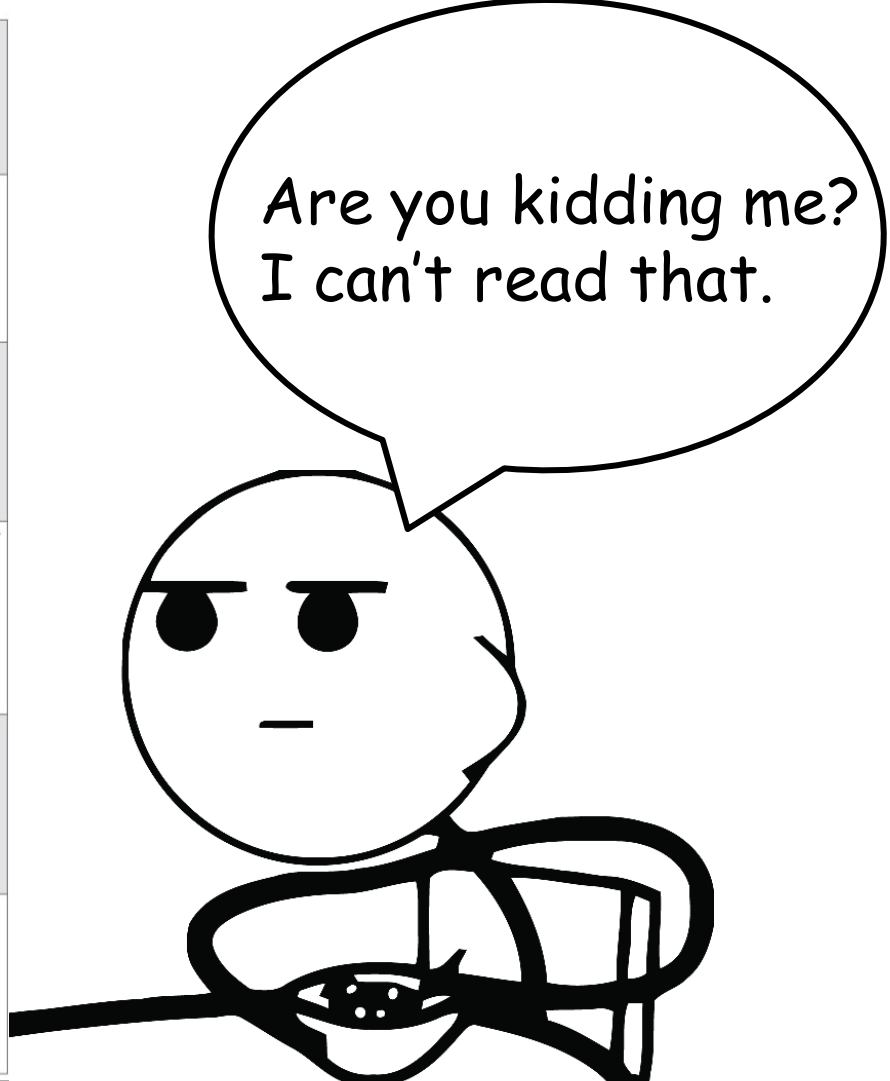
## **Ingredients (38)**

White boneless chicken, water, food starch-modified, salt, seasoning (autolyzed yeast extract, salt, wheat starch, natural flavoring (botanical source), safflower oil, dextrose, citric acid, rosemary), sodium phosphates, seasoning (canola oil, mono- and diglycerides, extractives of rosemary). Battered and breaded with: water, enriched flour (bleached wheat flour, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), yellow corn flour, food starch-modified, salt, leavening (baking soda, sodium acid pyrophosphate, sodium aluminum phosphate, monocalcium phosphate, calcium lactate), spices, wheat starch, whey, corn starch. Prepared in vegetable oil (Canola oil, corn oil, soybean oil, hydrogenated soybean oil with TBHQ and citric acid added to preserve freshness). Dimethylpolysiloxane added as an antifoaming agent.

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[www.facebook.com/moodyphotography](http://www.facebook.com/moodyphotography)

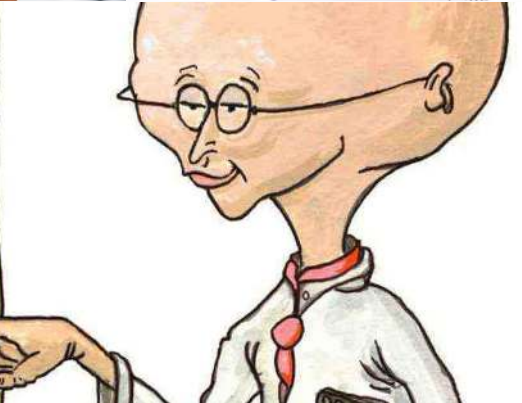
Sorry  
I  
Can't  
Be  
Perfect...  
☺

<p><b>How to Become Obese</b></p>	<ul style="list-style-type: none"> <li>• Only eat at least thirty grams of protein with dinner</li> <li>• Eat mostly starch and sweets</li> <li>• Eat dessert all the time</li> <li>• Eat unlimited low-quality food all the time</li> </ul> <p>Which amounts to eating this daily:</p> <ul style="list-style-type: none"> <li>• 10+ servings of starch or sweets</li> <li>• 0-1 thirty gram servings of protein</li> <li>• 0-1 servings of non-starchy vegetables</li> <li>• 0 servings of berries or citrus fruits</li> </ul> <p>Do not exercise.</p>
<p><b>How to Become Overweight</b></p>	<ul style="list-style-type: none"> <li>• Eat at least thirty grams of protein with lunch and dinner</li> <li>• Trade starch and sweets for protein and non-starchy vegetables at most dinners</li> <li>• Get too full for dessert sometimes</li> <li>• Eat unlimited low-quality food twice a week</li> </ul> <p>Which amounts to eating this daily:</p> <ul style="list-style-type: none"> <li>• 8 servings of starch or sweets</li> <li>• 2 thirty gram servings of protein</li> <li>• 2 servings of non-starchy vegetables</li> <li>• 1 serving of berries or citrus fruits</li> </ul> <p>Do not exercise.</p>
<p><b>How to Become Typical</b></p>	<ul style="list-style-type: none"> <li>• Eat at least thirty grams of protein with breakfast, lunch, and dinner</li> <li>• Trade starch and sweets for protein and non-starchy vegetables at dinner</li> <li>• Get too full for dessert at more than half of your meals</li> <li>• Eat unlimited low-quality food twice a week</li> </ul> <p>Which amounts to eating this daily:</p> <ul style="list-style-type: none"> <li>• 4 servings of starch or sweets</li> <li>• 3 thirty gram servings of protein</li> <li>• 4 servings of non-starchy vegetables</li> <li>• 2 servings of berries or citrus fruits</li> </ul> <p>Exercise traditionally.</p>
<p><b>How to Become Fit</b></p>	<ul style="list-style-type: none"> <li>• Eat at least thirty grams of protein with breakfast, lunch, dinner, and two hours before dinner</li> <li>• Trade starch and sweets for protein and non-starchy vegetables at lunch and dinner</li> <li>• Get too full for dessert most of the time</li> <li>• Eat unlimited low-quality food once a week</li> </ul> <p>Which amounts to eating this daily:</p> <ul style="list-style-type: none"> <li>• 2 servings of starch or sweets</li> <li>• 4 thirty gram servings of protein</li> <li>• 7 servings of non-starchy vegetables</li> <li>• 3 servings of berries or citrus fruits</li> <li>• 1 quarter cup of milled flax seeds</li> </ul> <p>Exercise less—smarter.</p>
<p><b>How to Become Hot</b></p>	<ul style="list-style-type: none"> <li>• Eat at least thirty grams of protein every four hours</li> <li>• Almost always trade starch and sweets for protein and non-starchy vegetables</li> <li>• Almost always be too full for dessert</li> <li>• Eat unlimited low-quality food twice a month</li> </ul> <p>Which amounts to eating this daily:</p> <ul style="list-style-type: none"> <li>• 1 serving of starch or sweets</li> <li>• 5 thirty gram servings of protein</li> <li>• 9 servings of non-starchy vegetables</li> <li>• 4 servings of berries or citrus fruits</li> <li>• 1 quarter cup of milled flax seeds</li> </ul> <p>Exercise less—smarter.</p>
<p><b>How to Become a Fitness Model</b></p>	<ul style="list-style-type: none"> <li>• Eat at least thirty grams of protein every three hours</li> <li>• Always trade starch and sweets for protein and non-starchy vegetables</li> <li>• Almost always be too full for dessert</li> <li>• Eat unlimited low-quality food once a month</li> </ul> <p>Which amounts to eating this daily:</p> <ul style="list-style-type: none"> <li>• 0 servings of starch or sweets</li> <li>• 6 thirty gram servings of protein</li> <li>• 12 servings of non-starchy vegetables</li> <li>• 5 servings of berries or citrus fruits</li> <li>• 1.5 quarter cups of milled flax seeds</li> </ul> <p>Exercise less—smarter.</p>



# HOW TO EXERCISE LESS. **SMARTER.**

“We thought the findings [regarding exercising less, smarter] were startling because it suggests the overall [quantity] of exercise people need to do is lower than what’s recommended...” – Gibala, McMaster University



Lowering our  
set-point is achieved  
by lowering weights



“Numerous studies have established that **eccentric** contractions can maximize the force exerted and the work performed by muscle.”  
– Dr. R.M. Enoka, Cleveland Clinic Foundation

“Greater maximum force can be developed during maximal **eccentric** muscle actions than during concentric... muscle actions.”  
– Dr. E.J. Higbie, University of Georgia

“Muscles are capable of developing much higher forces when they contract **eccentrically** compared with when they contract concentrically.”  
– Dr. N.D. Reeves, Manchester Metropolitan University



Lift resistance with both arms/legs. Lower resistance slowly with one arm/leg.



SIMPLE BUT NOT





# WHAT THE STUDIES SHOWED

DO SOMETHING DIFFERENT. GET SOMETHING DIFFERENT.

Quality, not quantity

Sinks, not balances

Hormones, not calories

Eating more, not less

Exercising less, not more

Optimizing biology, not fighting it





**IF WE DON'T WANT TYPICAL  
RESULTS, WE CAN'T DO  
WHAT'S TYPICALLY DONE.**

# ON A PERSONAL NOTE



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