

# Well Being



Your monthly resource of nutritional news and customized supplementation information. Vol. 6, Issue 4

## Winter's over. Where's the bikini?

### **Getting rid of winter weight gain is an annual rite of spring.**

Most people in America put on extra weight during the winter months. One reason for this is the normal mammalian response to the change in temperature: humans, like many other animals in this regard, store more of what they eat as fat to insulate against the cold.

Another reason is the great abundance of high calorie goodies served at every holiday gathering from Halloween through New Years. Unfortunately, by the time spring arrives many of us haven't yet changed our dietary habits from holiday gluttony to getting-ready-for-swimsuit-season abstinence.

Surprisingly, a recent study in the New England Journal of Medicine reported that, despite the myth of huge weight gains during the winter, the average gain for most people is just one pound. However, according to the same NEJM report, that one pound of gained weight is permanent for most people. And it is added to the following winter, and then added to again the winter after that...etc.

This confirms other research findings that people increase in weight each year as they get older – and that most of the permanent gain happens between Thanksgiving and St. Patrick's Day.

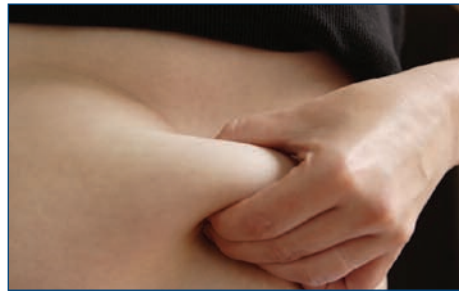
Are we helpless in the face of these facts? Must we succumb to the inevitable? Or is there a way we can enjoy our winter excesses without having them become a permanent addition to our waistlines?

### **A uniquely American phenomenon.**

No one *has* to be overweight. Statistically, however, more than 70 percent of Americans are. But consider this: that same statistic means that 30 percent of us are at a healthy weight, and are able to remain at that healthy

weight over time.

How is it possible? The 30 percent of Americans who are thin live in the same culture, watch the same television ads, celebrate the same holidays eating the same holiday goodies, shop in the same supermarkets and eat in the same restaurants as the rest of us. Are they just lucky? Do they have a special gene that keeps them thin? Or do they know something the majority of us don't know?



While genetics certainly does play a role for a very small percentage of people, a significant number of thin people are, in fact, just like the rest of us. They're thin because they diet. They diet. And they diet. Each year Americans spend billions of dollars on books, pills, diet programs and special foods, all promising a magical breakthrough solution to the problem of excess weight and winter weight gain. Sometimes these diets work. Most often (at least 70 percent of the time) they do not.

### **For most people, dieting can't work.**

Losing weight should be the simplest thing in the world. In an old story about investing on Wall Street, a new comer asks an old-timer, "How do you make money in the market?" The older man answers, "Nothing could be simpler: buy low, sell high." The newcomer then asks, "How can I learn to do that?" The wise man answers, "I said it was simple. I didn't say it was easy."

In theory, there is no secret to losing weight and keeping it off. All you have to do is *eat less food than your body burns*. What could be simpler?

The problem is that very few of us are able to do that. People have an enormous capacity to ignore inconvenient facts and avoid unpleasant feelings, and eating less food than the body burns is unpleasant...very unpleasant.

Hunger is your body's way of telling you it needs nourishment. When you fail to meet those nourishment needs, your hunger "punishes" you by becoming more intense and painful. Nobody likes pain. So nobody likes to do the one thing that is necessary to lose weight. Instead, we deceive ourselves by taking "fat burning" pills or following fad diets that allow us to continue eating more than our bodies can burn.

### **Eating isn't the culprit; unhealthy eating is.**

How can we convince ourselves to eat less than our hunger demands, and then summon up the willpower to continue doing that for months on end? The best place to begin is by understanding and accepting the reality of our problem. Let's start with why we overeat in the first place.

Eating is a behavior that generates pleasure. The pleasure it generates is usually intense enough to mask all other feelings for the duration of the behavior. While eating, it's nearly impossible to experience feelings of sadness, fear, anxiousness, irritability or other unpleasant feelings. Unfortunately, eating doesn't eliminate these unpleasant feelings, it only diverts our attention from them temporarily. As soon as we stop eating, the feelings return. We are tempted to begin eating again,

*continued on reverse side...*

## Winter's over. Where's that bikini? *continued:*

not because we are hungry, but in order to mask those unpleasant feelings again.

Repeat any behavior often enough, and it becomes habitual. Soon we are overeating not just to cover unpleasant feelings, but out of habit.

So, what happens when we begin a diet? We are actually starving ourselves in order to lose weight. We now have to contend with (1) the pain of our hunger as it punishes us, trying to get us to meet the body's demands for nourishment. (2) The unpleasant feelings we had been trying to avoid by eating attack us with even greater ferocity now that they are no longer being repressed. And (3) our habitual behavioral pattern of overeating now becomes a raging compulsion and obsession.

With a triple whammy like that, it's little wonder that so few dieters succeed in the long term. It's just too difficult.

### **The myth of strong (or weak) willpower.**

Theoretically, within every person is the power to control his or her own weight. That power is free will: the power of CHOICE. Theoretically, no power on Earth is greater. Once you choose to stick to seltzer and politely refuse all hors d'oeuvres and sweets at holiday parties, nothing can make you behave otherwise. You can be influenced to change it, you can be tempted, threatened, cajoled...you can even be convinced; but you cannot be forced.

That's the theory.

The facts appear to be somewhat different. Down deep, no one wants to be overweight. Everyday, people make ironbound decisions to control their intake of calories in order to lose weight. And everyday, those same people engage in a behavior that runs counter to their ironbound decisions. They overeat. This doesn't mean that willpower doesn't work. It only means that willpower *alone* doesn't work. Willpower is a necessary component of any attempt to control unhealthy eating behaviors. But willpower needs help.

With the right kind of help, you *can* begin and stick to an eating plan that has a lower daily caloric content than your body burns in a day. And you can begin and stick to an exercise plan that burns excess calories, tones your muscles and keeps you feeling good.

### **The Ideal Solution:**

**To lose weight and keep it off, give your body what it really needs.**

Help comes in many forms. Weight Watchers and Overeaters Anonymous use the power of the

group. Ideal Health offers help in two forms: (1) knowledge and (2) a series of supplements that can help support your metabolism.

Ideal Health's FitTest® and complementary FitCaps® have now made it easier than ever to beat holiday weight gain *and* to get fit and stay fit in the coming years.

The FitTest (FT) created primarily as a metabolic function test, looks at individual risk factors for altered carbohydrate metabolism. Some people's FT results direct them to their doctors, where undiagnosed blood sugar problems can be discovered. For most, the FT Customized Eating Plan has proven to be a safe and highly effective way of normalizing altered carbohydrate metabolism without the use of medications.

The most beneficial side effect of normalizing carbohydrate metabolism is weight loss and a reduction in body fat. The FT Customized Eating Plan and customized FitCaps dietary supplements have produced significant weight loss results for hundreds of people, particularly those whose family histories show an increased risk for the consequences of altered carbohydrate metabolism.

It's amazing how quickly the body responds when proper insulin and carbohydrate levels are supported through the use of the FT Eating Plan and FitCaps supplements.

## *April Special*

*Regularly \$99.95, the FitTest is just \$74.95 during April. Call 1-800-678-7667 today to take advantage of this special price!*

## *How To Communicate With Ideal Health*

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12 Kent Way, Suite 101  
Byfield, MA 01922

### **Fax us**

1-800-441-0081

### **E-mail us**

customercare@idealhealth.com  
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**Product & Test Questions**  
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## Clinical Services Corner

Two questions we often hear about weight loss are:

### **Why should older people be concerned about nutrition?**

Nutrition is important *throughout* life. Many chronic diseases that develop late in life, such as osteoporosis, can be influenced by prior poor eating habits. Insufficient exercise and calcium intake, especially during adolescence and early adulthood, can significantly increase the risk of osteoporosis, a disease that causes bones to become brittle and crack or break. But good nutrition in the later years still can help lessen the effects of diseases prevalent among older Americans or improve the quality of life in people who have such diseases. They include osteoporosis, obesity, high blood pressure, heart disease, certain cancers, gastrointestinal problems, and chronic undernutrition. Studies show that a good diet in later years contributes to a higher quality of life, enabling older people to maintain their independence by continuing to perform basic daily activities, such as bathing, dressing and eating. Poor nutrition, on the other hand, can prolong recovery from illnesses, increase the costs and incidence of institutionalization, and lead to a poorer quality of life.

### **Why is fiber important to your diet?**

Numerous epidemiologic (population-based) studies have found that diets low in saturated fat and cholesterol and high in fiber are associated with a reduced risk of certain cancers, diabetes, digestive disorders, and heart disease. However, since high-fiber foods may also contain antioxidant vitamins, phytochemicals, and other substances that may offer protection against these diseases, researchers can't say for certain that fiber alone is responsible for the reduced health risks they observe. Moreover, no one knows whether one specific type of fiber is more beneficial than another since fiber-rich foods tend to contain various types.

We hope you will find this addition of *Well Being* helpful and informative! Let us know what questions you would like to see answered here. You can e-mail us at: [customercare@idealhealth.com](mailto:customercare@idealhealth.com)



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