

## **THE ZERO RESISTANCE NO STRESS, NO WORRIES, CONSCIOUS EATING STRATEGY**

It is time to talk about food!

What should you eat? What is the best eating program for you to reduce your weight?

Hopefully by now you have learned that *food is not the problem*. If you get at the *cause* of your Emotional Obesity and Emotional Eating you will not want to eat foods that will sabotage your happiness or use them to handle emotional issues such as stress, comfort or reward. It is that simple.

This is the difference between the *Zero Resistance Weight Release Solution* and other programs. Unless and until you are *fully convinced* that you no longer want to medicate yourself with food, *no food plan or diet will work*.

Once you have turned off your Subconscious Fat Switch by dealing with your Emotional Eating and Emotional Obesity, you will be at the point of ZERO RESISTANCE, meaning your Conscious and Subconscious are in alignment. From that point on the eating part is really easy. You will *automatically* want to eat the right foods, at the right time, in the right quantity

Before we talk about the *solution* - how you can easily and effortlessly accomplish this without dieting - let's talk about the *problem* - why most people eat too much.

### **THE PROBLEM**

The key to *releasing* and then *maintaining* our weight is to simply taken in less calories than we burn. This is not rocket science. We *gain* weight because we are consuming more calories than we burn off. Our bodies then store the excess as body fat.

So why are we consuming more calories than we burn off? There are many reasons. The first, of course, is the issue of Emotional Eating and Emotional Obesity. This can increase our stress levels and well as contribute to a lack of sleep, lack of

physical activity, etc. which can cause us to eat more than we should as well as eat the wrong foods.

However, one of the main reasons we are consuming more calories than we burn off is that our *portions* have become larger and larger.

Let me give you some examples. Up until about 20 years ago the average size of a *Mars Bar*, *Milky Way* or similar chocolate bar was only 30 grams or 135 calories. Today the *same chocolate bar* is now 80 grams or 370 calories. That's almost *two and a half times* more!

What about the coffee we drink? There is a "specialty" coffee shop on every corner, and two or three in every mall. Years ago we didn't know about latte, cappuccinos, etc. Our choice was a small or a large cup of regular coffee. The average coffee was 80 calories. Today, with the larger and larger size cups and specialty coffees, an average cup is 150 to 480 calories. Again, this is *two to six times* the amount of calories *per cup* than we used to consume just a few years ago.

Check out a package of potato chips. Years ago a package of potato chips was 150 calories. Today the *small* package is 300-500 calories. That's *double or even triple* the amount!

For many years the *only* size bottle of Coca Cola you could buy was 160 calories. Now they have increased the size of the *small* bottle to 245 calories.

The main reason for larger portions is food marketing companies make more money if they increase the portion size. Even some restaurants do this. Many restaurants could lower the price of the food considerably if they cut the portion size to a *normal* size, but instead they serve *oversized* portions to increase profits.

Food is actually the smallest component in the cost of a food product or meal. The main cost is packaging, labor and advertising. (Getting the public to purchase the product or entice people to eat at the restaurant)

A perfect example of this is at most fast food restaurants you can upgrade or supersize your meal which gives you 50% more quantity for only 16% more money.

Also, once a company decides to manufacture the "large size" product at a higher price they will gradually phase out the smaller packaging size and the current "large size" becomes the small size. Then they come up with another *larger size* to increase the price again. No wonder we are getting fatter and fatter!

Another benefit to food manufactures in putting out larger size packages is they take up more space and are more visible when displayed in the convenience store or supermarket.

All of this is insidious, but it is making us fatter and fatter! And like sheep going to slaughter we are too dumb to know the difference. The scary thing about this is we are no more satisfied when we eat the larger portions as when we eat the smaller size.

There is ample research that shows that the more food we put on our plate, the larger the portion that is put in front of us, or the larger package the food comes in, *the more we will eat.*

In fact, further research shows that the larger the plate, the larger the spoon and the larger the serving or bowl, the more we eat *all without any awareness that we are overstuffing ourselves.*

You may think you are too clever to be fooled by a larger plate or bowl, but even nutrition “experts” get caught. One American study focused on 85 nutritionists who attended an ice cream celebration for a colleague. They were randomly given either a smaller 2 cup or a larger 4 cup capacity bowl and with either a 60 mil or 90 mil scoop.

After serving themselves their bowls were weighed while they completed the survey. The study found that even when *nutrition experts* we given a larger bowl they served themselves *31% more food without being aware of it.* They even served and *additional 14%* if they used the larger serving spoon.

## THE SOLUTION

So how can we reduce our caloric intake easily and effortlessly without dieting? Simple! All we need to do is become *Conscious Eaters* and use *Portion Control.*

Here is an example of how simple this can be. I was watching a TV news program where they were discussing different types of diets. One of the most successful was from a woman who did nothing more than cut her portions in half. She ate the *same* foods, but only ate *half* of what she did before.

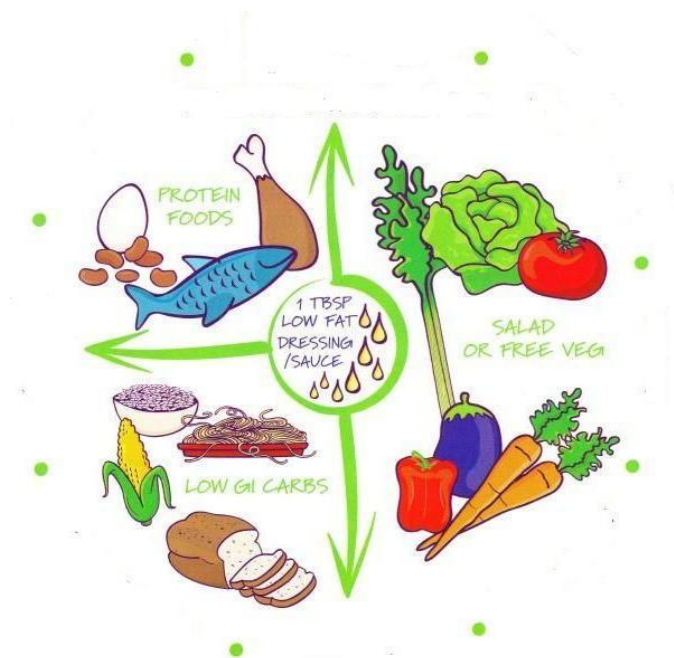
All she did was use *smaller plates.* Instead of a 12 inch plate, she used a 10 inch or an 8 inch plate. She put as much food on the plate as she wanted, but did not pile it any higher than 2 inches. There were no second helpings. The idea was to eat *half* of what she normally did. In a year’s time she lost 51 pounds.

She said after a very short time she was never hungry again and that the half portions were more than enough for her. The key to her success was not only the smaller portions, but there was no deprivation. She ate whatever she wanted. This is all she did!

Now, if she combined this with the *Zero Resistance Weight Release Solution* and got rid of the Emotional issues that *caused* her weight gain, she would never have worry about gaining it back again!

A Canadian study published in the Archives of Internal Medicine in June 2007 showed that using a plate or a bowl marked with portion sizes help patients with diabetes lose a considerable amount of weight *without dieting*. They were also able to reduce their medication and blood glucose levels just doing this one thing.

Here is a sample of how it was set up.



Whether you just cut your portions in half or use the above example of dividing your plate in thirds, the results are obvious. Size matters!

The solution is to focus on *Portion Control*. Portion Control is part of *Conscious Eating*. All you have to do is *Consciously* cut down the portions. (Use a smaller plate at home and order the small size meal when you are in a restaurant.)

A few other tips are:

1. Break down leftovers in to appropriate small portions.
2. Buy smaller packages.
3. Focus on single pack servings. They may cost a little more in dollars, but they won't cost you a lot more around your waist.
4. If you must buy in bulk then separate the package into smaller packages or individual servings.

So forget about dieting. The key to success is to develop a positive attitude toward *Portion Control*. Get it in your head that you won't be hungry, yet you will still have plenty of the foods you enjoy and the weight will drop off with no stress, no hunger and no deprivation.

This is really simple to do, and it's a no-brainer!

If you need a jump start consider something like Weight Watchers. If you use the *Zero Resistance Weight Loss Solution* with Weight Watchers it also becomes a no-brainer. What I like about Weight Watchers is it is not a "diet" program. Weight Watchers teach lifestyle changes and Portion Control using a special system that is easy to follow. There is never any deprivation because there are no foods that are eliminated from their program. You can eat virtually anything you want and you will seldom, if ever, be hungry on the plan.

They also have great meetings that are highly motivational that teach you a lot of tricks for food substitutes. They keep on top of the latest food choices in grocery stores and put you on to new products, not necessarily *their* products, that are nutritional, but also allow you to lose weight. Weight Watchers is a fun place to go to release your excess weight and they have been at this longer than anyone else.

Where I live there is a company called "*Lite and Easy*". They are not everywhere, but there are similar companies all over the world. What they do is prepare all your meals for you using FRESH food. This is not like the prepackaged food that some of the others offer.

Basically it is a *Portion Controlled*, calorie controlled eating plan using fresh foods that tastes good, but there are no decisions to make about what to eat or how much to eat. They give you 3 large and 2 small meals every day.

I am very busy and decided to try the 1,600 calories one and within a few days I thought I was eating too much! There was so much food! The reason for this is they take out the junk food and substitute it with good food so there is plenty to eat. I was never hungry and actually had to *remind* myself to eat.

The food was good and there were tasty snacks. They delivered fresh food once a week in 2 large Styrofoam containers. One had frozen food (which was your evening meal – which by the way was quite substantial, and the other container was all fresh food for breakfast, lunch and snacks. It included fresh foods such as eggs, vegetables, salads, etc. All of it was nutritionally balanced. *Lite and Easy* or companies like them are an excellent choice if you are on a busy schedule.

These companies charge a fee for their services. You can easily do it yourself for less cost using simple portion control. I am not “recommending” either company, but you may find them helpful in getting started. If you combine them with the *Zero Resistance Weight Release Solution* you are resolving the *cause* of your weight issue and also systematically setting up and eating plan that is guaranteed to take care of the food part of the equation.

You also received a bonus program titled *The “S Factor”*. Aside from using the simple Portion Control system, the “S Factor” will help you release another *one half to one pound per week* without any dieting. Please listen to it after you have listen to and read everything else that is included with this program.

### READING PRODUCT LABELS

The following guideline for the proper percentage of DAILY intake will help you to balance your eating.

Nutrient	Carbohydrates	Fat	Protein (Women)	Protein (Men)
<b>Healthy Range</b>	45%-65%	20%-35%	10%-35%	10%-35%
<b>1200 calories</b>	135-195 g	27-47 g	*60-105 g	N/A
<b>1500 calories</b>	169-244 g	33-58 g	*60-131 g	*75-131 g
<b>1800 calories</b>	203-293 g	40-70 g	*60-158 g	*75-158 g
<b>2100 calories</b>	236-341 g	47-82 g	*60-184 g	*75-184 g
<b>2400 calories</b>	270-390 g	53-93 g	*60-210 g	*75-210 g

Products with nutrition labels usually show two figures. The first is the “per serve” and the second is the “per 100 grams of food”. Use the 100 grams to compare.

Use the per SERVE figure to decide whether the number of calories in the serving is right for your needs

First you must address whether or not the company serving size is the same as you ideal serving. Once you decide on how much of the product you consider to be a “serve” take a look at *the energy rating* on the label. It may be listed in Calories or Kilojoules. A Kilojoule is about 4.2 times as much as a calorie so you can *multiply* by 4.2. To convert the other way you can *divide* 4.2

## Protein

Protein helps you feel more satisfied and keeps you blood sugar levels steady. The daily requirement is likely to be around 50-80 grams. This figure will give you a feeling whether or not the product is a good source of protein or not.

## Fat

This is often broken down into total fat and saturated fat. In general you want no more than one third of the fat to be saturated.

## Carbohydrate

The Institute of Medicine's Food and Nutrition Board advises that a healthy carbohydrate intake can be anywhere between 45 and 65 percent of total calories. The “grams of total carbohydrate” is the first thing to look at. If it's very high, you can almost always put that food right back on the shelf - even if the carbohydrates are coming from a "good" (nutritious) source.

## Fiber

High fiber foods generally have higher nutritional value. Look for products with 3 or more grams of fiber per 100 grams or more than 8 grams per 100 in breakfast cereals.

## Sodium

Foods are considered to be low in salt if they contain less than 120 mg per 100 grams of food. Moderate salt foods usually contain less than 450 mg per 100 grams of product.

Ingredients listed on a package are in order for highest to lowest on weight of the ingredient. This will give you an indication of how naturally nutritious the product really is. Look for real foods like fruit, milk, grains etc. You will be shocked at the number of chemical names on food product labels.

## CALORIES IN CALORIES OUT

As we mentioned earlier, in order for our bodies to get rid of excess weight we have to take in less calories than we burn.

A basic formula to find the number of calories you need to MAINTAIN your weight is to multiply your weight by 10. So if your weight is 180 pounds multiply 180 times 10 = 1800 calories. If you take in less than the MAINTAINANCE level your body will burn off the fat to compensate.

How many calories should you eat every day to consistently reduce your excess weight?

To consistently reduce their excess weight a *woman or active teen* needs to keep their calorie intake around 1200 calories

To consistently reduce their excess weight *men and active teens* needs to keep their calorie intake around 1600 calories

The above is just an estimate. You should consult with a nutrition expert if you want to find the exact amount that is right for you.

## EAT LESS EAT MORE OFTEN

If your body thinks it is starving it will hold on to the fat. The solution is to make sure your body doesn't think it is starving. The easiest way to resolve this is to break down your eating into 5 times per day. To make the best use of your metabolism divide your food evenly over the day.

The recommendation is 3 meals per day and two snacks. This avoids you becoming unnecessarily hungry. It also affects blood glucose and cholesterol levels positively. However, it is important to never keep the calories left over from earlier in the day and use them up later in the day, especially in the evening.

Almost every weight loss program including Weight Watchers, Jenny Craig and the rest, not only encourage smaller meals, but also eating 5 times per day. One of the reasons we get so hungry is we wait too long before eating. So if you have 3 small meals and a couple of healthy fruit snacks in between you will not be hungry and *will actually lose a lot more weight* than eating 3 meals per day with nothing in between.



## DIVIDING YOUR DAILY CALORIE INTAKE

The chart below will give you an idea on how to divide your Daily Calorie Intake between meals and snacks. When you spread out your intake you will find that you are seldom hungry, even at a low calorie intake.

Daily Calorie Goal	Breakfast	Morning Snack	Lunch	Afternoon Snack	Dinner	Evening Snack*
1300 cal	300	100	350	100	350	100
1600 cal	400	100	350	100	350	100
1800 cal	400	200	450	200	450	100
2200 cal	500	200	450	200	550	200

\*Evening Snack should be eaten no less than 2 hours before bedtime.

### **WATER**

You have often heard you need to drink a lot of water. This is absolutely necessary, even though a lot of people don't do it. I didn't do it either until I was convinced how important it was. After doing it for just a week I felt much better, my weight seemed to drop off more rapidly and my skin looked better too!

You do not need to struggle with food. You can reduce your caloric intake easily and effortlessly without dieting. Just practice the simple eating guidelines listed above and you will never have to "diet" again and you won't be hungry either.

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NOTE: The above is my recommendation based on what worked for me and my clients. Before changing any eating habits you should consult your doctor, dietitian or nutritionist for specific advice.