



SPECIAL REPORT

The Truth About FAT LOSS And The Way To A Leaner YOU - REVEALED !



By Lucho Crisalle, RD

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CONGRATULATIONS on your decision to download this **SPECIAL REPORT** from ExerciseAndNutritionWorks.com. Just by the fact that you are reading this right now, I can tell that you're **heads above** most other people wanting to achieve their diet and nutrition goals. YOU are willing to do things differently, and smarter; you are looking for real strategies that will **ensure** your success.

This report is going to reveal the secrets professional athletes, actors and actresses have been using for years to become leaner in record time. These secrets will show you how to reach your diet and nutrition goals *naturally* and *easily* by providing you the proven strategies and tools that will remain a mystery to everyone else.

The Truth About Fat Loss:

The only way to assess your progress in a weight management program is to
Look at your Body Composition or Body Fat Percentage
INSTEAD OF YOUR BODY WEIGHT.

MUST-KNOW KEY POINTS THAT DETERMINE YOUR
SUCCESS.....OR FAILURE....

Measuring your body composition once is **not enough** as it is merely a starting point. It is necessary to measure your body composition **weekly** as that will give you an accurate picture of what is going on with your body. The table below illustrates the possible outcomes based on your dietary intake:

MUSCLE	DIETARY INTAKE	FAT
↑ ↔	Nutrition plan is PERFECT!!!	↓
↑	Eating TOO MANY calories	↑
↓	NOT EATING ENOUGH calories	↑
↓	NOT EATING ENOUGH PROTEIN	↓

Here is how you interpret the table above:

- If you are **gaining or maintaining muscle** and **getting rid of fat** (at least two pounds fat/week), you have a perfectly designed meal plan.
- If you are **gaining muscle and gaining fat**, you are eating too many calories.

These two revelations should not come to you as breaking news as they are common knowledge and anyone who has ever contemplated going on a diet is certainly aware of them. The next two points though, are known by very few people; *only those who are successful with their weight management programs are aware of them*, and now you too will know how to make sense of this information:

- If you are **gaining fat and losing muscle** you are **not getting enough calories**.

Contrary to popular belief, and most diet programs on the market today, losing weight does NOT correlate with getting results. Most people EAT LESS or lower their caloric intake when they diet because they have been misled into believing that they must starve to lose weight.

The truth is that you **MUST FEED YOUR MUSCLE** to get the results you want because **MUSCLE** is the **FURNACE** that we use to burn fat!

We have seen many people on popular programs lose weight and later realize that the weight they lost was their hard earned muscle.

LOSING MUSCLE SLOWS DOWN OUR METABOLISM.....

.....A SLOW METABOLISM MAKES IT EASIER TO GET AND STAY FAT.

Here is how some of the most popular programs on the market work:

If you are a male you get 1600 calories,

and

If you are a female you get 1200 calories,

regardless of your activity index (which is how many calories you burn being “you”), how many calories you burn in exercise, how many calories your body needs to keep you warm and digest food, and completely disregarding your BMR which is your Basal Metabolic Rate. According to the dictionary, BMR is “the rate at which energy is used by an organism at complete rest, measured in humans by the heat given off per unit time, and expressed as the calories released per kilogram of body weight or per square meter of body surface per hour.” Certainly any plan that disregards your BMR does NOT have your best interest in mind.

Going on low calorie diets, regardless of their name, will cause your metabolism to slow down and save energy, until you eventually realize you cannot survive on 1200 or 1600 calories and go back to eating like before.

The problem is that ***after losing muscle due to a low calorie diet, you now have a SLOWER METABOLISM***, so eating like you did before will ***get you fatter faster*** and in no time you realize your pants no longer button.

So you go back on the low calorie plan (some count “points” or fiber, or have come up with convoluted ways of calculating 1200 and 1600 calorie meal plans not taking the individual [YOU] in mind) so you can “lose the weight” again.

This is nothing more than a merry go ‘round of losing the weight, and the weight lost consists of even MORE MUSCLE making your METABOLISM EVEN SLOWER now the second, third, or fourth time around. You are being set up for failure and, **as long as you keep doing what you have been doing, you will keep getting the same results.**

This brings us to the fourth possible result you may see when measuring your body composition:

- If you are losing muscle and losing fat, you are not getting enough protein.

There are only three reasons why we lose muscle:

1. Not getting enough protein.
2. Doing cardiovascular exercise at too high of an intensity.

3. Too much stress in our lives.

Not getting enough protein. The most commonly found factor for losing muscle is not getting enough protein. Protein needs must be assessed on an individual basis as no two people need the same amount to maintain their muscle mass.

Doing cardiovascular exercise at too high of an intensity. When we engage in cardiovascular exercise, there is something called the “anaerobic threshold.” This is the point where we begin to only burn sugar to fuel our exercise and can no longer access fat as a fuel. If you cannot talk while exercising cardiovascularly, you are only burning sugar. Burning sugar is not a bad thing...the problem is that we can only burn sugar for a short period of time and we then secrete a hormone called cortisol to **BREAK DOWN MUSCLE TISSUE AND TURN IT INTO SUGAR** to continue our high intensity exercise.

THE ONLY WAY TO BURN FAT IN THE HUMAN BODY IS TO SUPPLY OXYGEN TO WORKING MUSCLES!!!!

If you cannot hold a normal conversation while doing your cardio, you are not burning fat, which is a good indication that you are eating away at your own muscle.

Too much stress in our lives. If you are one of those individuals who live a highly stressed life because of work, home, kids, finances, etc. you may be one of the many who make too much of the hormone mentioned above, cortisol. Cortisol is one of the “fight of flight” hormones and its job is to make glucose (sugar) readily available for those of us who live constantly “on guard” as if the world was to come crashing down on us for any of the reasons mentioned above. Because of this constant state of

“heightened awareness,” our bodies secrete way too much cortisol causing us to slowly but surely break down muscle tissue once again leading to slower, less efficient metabolism.

So, what IS the difference between losing WEIGHT and losing FAT?

You may be surprised to find that the bottle pictured to the left, a simple pint of water



(two cups) weighs a pound; and that you may gain or lose a pound or

more of body weight based on your hydration status and daily fluid

intake. Thus, your success or progress cannot be based on your body

weight alone. In fact, as you begin to exercise, your body starts to

store more "fuel" in your muscle cells. This fuel is called glycogen,

which is simply many glucose or sugar molecules hooked together and

stored in your muscles and body cells for later use. These glycogen molecules are so

highly concentrated that your body must also store water in your cells along with

glycogen in a ratio of 1:3 (one molecule of glycogen to three molecules of water).

Because water weighs a pound for every pint, and glycogen also weighs considerably,

your weight is sure to increase as you increase your exercise levels, and your glycogen

and water storage increases in response to this increase in exercise.

An analogy helps illustrate this phenomenon. If your car's fuel tank is on empty, and you

are going on a long trip by automobile, you will most likely fill up your tank. However, if

your tank is on empty and you are only going to the corner market, you may not go out

of your way to fill up your tank.

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The same is true with your glycogen storage; the more you exercise, the more your body begins to store glycogen (fuel) and water. Certainly, your car does not weigh as much when it is empty as it does when it is full. Does your car "get fat" every time you fill up the tank? Of course not! A car has only one gas tank.

In the human body, in contrast, there are millions of cells that fill up with glycogen and water so you can use glycogen as fuel next time you exercise, causing an increase in body weight, but not necessarily in body fat. The only way to know the difference is to measure your body composition or "body fat percentage" **weekly**.

The picture below shows the relationship between five pounds of fat (on the left) and five pounds of muscle (on the right) with a pint of water (one pound) between the two. Which one do you think weighs more in the picture below, the fat or the muscle?.....



They BOTH weigh the SAME; they are both five pounds -- however, the fat takes up three times as much room as the muscle does. Therefore, *if you were to gain five pounds, and drop three dress or pant sizes, would it really matter how much you weighed?* The answer to that question is a resounding **NO!**

WHAT MATTERS MOST IS YOUR BODY COMPOSITION, OR "HOW MUCH ROOM YOU TAKE UP."

If you just started a new exercise program, or got back into one after taking time off for a while, you will see your body weight increase. RELAX! And pay attention to your waistline as well as other clothing “markers” and forget about the scale.....I am certain this new bout of exercise has caused an increase in water consumption as well, which would make the numbers on the scale misleading. When it comes to assessing and monitoring progress, BODY FAT IS KING!!!!

If anyone tells you that you need a 40-30-30 or 60-20-20 or any other “one size fits all” combination of carbohydrates to protein to fat, RUN!!!!!!!!!!!!!!!!!!!!!!

THEY HAVE NO CLUE WHAT THEY ARE TALKING ABOUT!!!!

There is a proven amount of protein, carbohydrates, and fat your body needs and it is calculated based on your BODY WEIGHT, not a percentage. This is why it is critical to meet with a Registered Dietitian (RD) or one of the many Exercise & Nutrition Works' [Certified Fitness Nutrition Specialist™](#) weekly. They can obtain a "baseline" on how your metabolism is working and how it reacts to the nutrition and exercise plan introduced by monitoring your lean mass versus fat mass and use that information to determine YOUR EXACT NEEDS of protein and carbohydrates as an INDIVIDUAL.....NO ONE-SIZE-FITS-ALL COOKIE CUTTER APPROACH TO NUTRITION!

Methods for Measuring Body Composition:

There are several methods for measuring body composition or body fat percentage, and as stated above, it is these numbers (body fat percentage) that let you know (assess) if

you are making progress or not. We will start by discussing the ones that do **NOT** work and why, and move on to the reliable ones.

Remember how, when we eat carbohydrates they go into our muscle cells paired up with three times as much water? Great, that is the science behind how body fat scales and hand held devices measure your body fat and it is called bioelectrical impedance. When you stand on a body fat scale (shown to the right), it knows how much you weigh, and you enter your height. This lets the scale's computer know how much "mass" your body consists of. The



scale then sends real low ohms of electricity up your body and measures the time it takes for the electrical current to travel back down. Since water conducts electricity, the faster the electrical current travels up and down, the more water you have, and the computer interprets this as you having "more muscle" being that you store water in your muscle cells paired up with glycogen.

The handheld device shown to the left works the same way only that both your weight and height need to be entered as well as some other variables.



The flaw with both of these devices is that their results are based on your hydration status. If you had some alcohol the night before, and weighed or measured yourself in the morning, since alcohol causes mild dehydration, both devices will show you as having a higher body fat percentage as there is less water in your system. When you return home in the evening after drinking water (or other fluids) the entire day, both devices will show you as being leaner. The problem is worse with women as they tend to retain water during certain times of the

month and the least reliable of the two devices is the hand held one. This is especially true for women as it measures mostly upper body area which contains more fat due to breast tissue (fat).

The best and most reliable way to have your body fat percentage measured is DEXA (you can find out all the details on how to measure body fat percentage in our [Certified Fitness Nutrition Specialist™](#) home study course). Unfortunately it is also the most expensive. Speaking of expensive, there is another method which uses near infrared light to measure body fat percentage. It is called Futrex and the short of it is that it shoots a beam of near infrared light into your biceps, measures how long it takes for it to bounce off your bone, and uses that as the information to calculate your body composition. These machines range from \$2,000 to well over \$4,000 each!!! They are



pretty accurate; however, they do not supply the necessary information to make sense of your results. That is why we recommend using calipers along with our [What Works™ Nutrition Software](#) to measure, calculate, and track your body composition. With [calipers](#) we can measure three or seven sites in your body and calculate your body composition with an accuracy of ± 1 to 2 percent. [Calipers](#) can also show us if one or more of the sites are off due to recent exercise, sodium retention, menstrual cycle, etc. None of the other methods can provide that information.

Hydrostatic weighing (HW) or the “dunk tank” used to be considered the “gold standard” in body composition measurement many years ago before DEXA came along. Unfortunately, this method is plagued with many possibilities of error. Hydrostatic weighing compares your bodies’ density to the density of water. In this method, you are

first weighed above the water, and then under water, going on the premise that the reason you float (after expelling as much air from your lungs as humanly possible) is that fat floats. The difference between how much you weigh in the surface and how much you weigh under water is then calculated and that, among many other variables is how they calculate your body composition. Among many of its faults is that water has different densities at different temperatures (ice water is solid, hot water very fluid), you may also float due to gas in your stomach and intestines, or just due to failure of expelling all your air because of being scared of being under water with no air.

Because none of these methods are absolutes, the way to use body composition is not to find out your *exact* body fat percentage, but to establish a trend of progress or lack thereof by applying the four parameters listed in the table above to the body composition calculated.

When we work with individual clients, our programs start by:

- (1) Measuring your metabolism,
- (2) Measuring your body composition, and
- (3) Creating a meal plan.

Our plan is NOT a **diet** -- as you will be eating more food in our plan than you are probably used to -- based on YOUR NEEDS AS AN INDIVIDUAL (with the right amount of protein per kilogram of body weight and the right amount of carbohydrates per pound of body weight).

If you are involved in different sports or fitness activities, we take those into consideration and direct you on exactly what to do to get the results YOU want.

Once you have reached your goals, we meet once every three to four weeks to make sure you continue in the correct path and/or establish a maintenance program, depending on what your goals may be. Finally, as you establish new goals, or as your workout routine and schedule change, you should consult with your RD or [Certified Fitness Nutrition Specialist™](#) to re-assess your meal plan.

Want To Learn More?

Because of all of the misconceptions, misinformation and marketing hype surrounding proper nutrition, I created a Certification Program ([Certified Fitness Nutrition Specialist™](#)) for personal trainers, life coaches, high school and college sports coaches and anyone interested in learning more about nutrition.

This certification program can be a great add-on to your present profession and can easily increase your current income by an additional

\$3,000-\$17,000 per month!

The certification was created to take the individual from their base in nutrition – whether it is narrow or broad – all the way through the necessary knowledge to guide them in *helping themselves and others* become healthier by making better nutritional choices daily with information based on science, not marketing hype or folklore.

Our [Certified Fitness Nutrition Specialist™](#) certification demystifies nutrition, and also gives you a

RELIABLE AND PROVEN BUSINESS PLAN THAT CAN

SUBSTANTIALLY INCREASE YOUR INCOME!

The course consists of one CD-ROM and three DVD's, plus a set of calipers, and an American Diabetes Association Exchange List booklet.

The CD-ROM (Disc 1) contains articles and research, handouts and our Excel based [What Works™ Nutrition Software program](#) that I developed specifically for creating meal plans and monitoring client progress. We sell the software alone to health clubs, dietitians, personal trainers, etc. for \$500! Among the many features, the software has four cool graphs showing changes in weight, body composition, pounds of fat, and pounds of muscle making it easy to assess your clients (or your) progress. The articles and research as well as the handouts in disc one are very useful tools for you to educate yourself and your clients. One of the articles, *Executive Nutrition*, is designed to help you sell your services more effectively.

The software allows you to add more foods to the database based on your clients' preferences. It takes into account how many calories you or your client burn at rest, while exercising (everything ranging from weightlifting to rollerblading), through the thermic effect of foods, activities of daily living and BMR. All these factors yield the correct number of calories you or your client will need to reach your goals naturally and easily.

[As we all know, it is not as simple as “calories in, calories out.” That is why Disc #2 is a DVD instructional manual that walks you through how to use the software and calculate](#)

the correct amount of Protein, Fat and Carbohydrates based on body weight NOT SOME 60-20-20 OR 40-30-30 **one-size-fits-all** “MAGIC” FORMULA.

Disc #3 is a Nutritional Seminar in DVD format designed to teach you how to inform your clients and sell your services to large groups. This seminar follows along the information in the Executive Nutrition article with much greater depth and detail. It uses a communication style called Neuro Linguistic Programming (NLP) with the cutting-edge technology of Hemispheric Integration™, both of which are designed to help you communicate with your client more effectively.

Because we believe so highly in Hemispheric Integration™ we have included an introductory DVD (Disc #4) previewing the power of this technology. Hemispheric Integration™ has been described as the science of modeling excellence. The belief is that success leaves tracks and by following these tracks you too can be successful.

Our [Certified Fitness Nutrition Specialist™](#) program gives you the steps necessary to become successful. Now, all you have to do is click on any [Certified Fitness Nutrition Specialist™](#) link to get started.

Here are some real results from our students:

“Thanks for all the super & FAST Proto Whey and Power Crunch orders. They are keeping Little Kirk growing.....and no G.I. tubes needed!!!!!!!!!!!!!! I never would have known about Proto Whey if I didn't take your CFNS™ course. We even used it in the hospital while Kirk was there and the nurses liked the Power Crunch bars! All of Kirk's doctors really like the benefits Proto Whey/ Power Crunch give Kirk.

... I am blessed with a few clients that know Kirk and accept his needs for flexibility in any life plan. Working with super clients really brightens my day and it is fun to see how what I learned in your course helps them. I like the newsletters you send out, too. It's like continuing support even after finishing the course.

And, you do have the best prices on the web!

I love my CFNS™ job and I've seen it help my family and friends. Pretty awesome stuff, Lucho!!”

Best wishes,

Annemarie Wheeler
Owner, Quick Body Nutrition

“I want to express how much I appreciate your certification program for Fitness Nutrition. The manual of study provided was comprehensive, and the videos very informative, instructing the prospective nutritionist in how to instruct and educate their clientele. I love the software program!

I have, to date, designed close to a hundred menu plans for both men and women of various ages with a variety of nutritional needs. By taking body fat measurements (Skindex calipers) at regular intervals, inputting the information into the client's software menu program and reading the resultant graph, I am able to make reasonable deductions as to whether the client is progressing in the right direction toward his/her goals in regards to healthy body composition (fat/muscle). By offering this type of accountability to my clients, they are more apt to stay “on track.”

Also, I very much appreciate your expertise and years of experience. You have always been very available, helpful and professional in answering my questions and concerns regarding my clientele.

I enjoy helping people toward their nutritional goals and healthy lifestyle menu planning, and you have provided the very best in tools—your program and yourself!!

Thank you many times over!”

Sincerely,

Sherry Zedlitz, CFNS™

I want to thank you for your program. I've studied nutrition extensively and you touched on all the important factors that make a proper diet work. I have been giving seminars around the country on these principles with great success. When I started my seminars in 2004, a Doctor on the east coast was in attendance to my first seminar. I was quite nervous because of this. He was a good 70lbs overweight and brought along his wife & sister-in-law. They were active during the seminar by asking questions, taking notice, etc. I could tell they actually cared about their health. A few months later, I got a call from the wife who said she had lost 30lbs, her husband (the doctor) had lost 60 lbs, and his sister-in-law had lost 40lbs. The Doctor's sister-in-law also explained my methods to her husband and helped him lose 50lbs. From this seminar I gave, between those four people, they saw a total of 180lbs lost! This was very gratifying and I started seeing much more business when the doctor started referring his clients to me.

Since then, I've taken my success around the world, working with African Nutritionists and adopting some of their unique practices into my regimen. I have taught people with great success in the Bahamas while living on a small island there. I now reside in Santa Barbara, CA and work with high-end clientele on their nutritional needs. I account all of their success to the ideas and philosophies of Lucho. I have preached his words verbatim with great success. I recently finished holding a "Biggest Loser" contest with a local corporation. The 1st place contestant lost 81 lbs in 3 months, the 2nd place contestant lost 70 lbs in the same amount of time! To this day, I've helped people lose over 5,000 pounds!!!! All in 2 years. Thanks so much. Maybe we can work together on a project some day? I admire your simplistic approach that works so well.

Sincerely,

Matt Hackney, Personal Trainer

About the Author

As CEO and founder of Exercise & Nutrition Works, Inc., Lucho Crisalle, RD is recognized as an expert in the field of nutrition and supplements and the creator of the What Works! E-Zine.

He brings over 20 years of experience as a nutrition and fitness expert to Exercise & Nutrition Works, Inc., and provides the highest level of nutritional counseling and service in the industry.

He holds a Registered Dietitian credential requiring a Bachelor of Science Degree in Dietetics, completion of an intensive internship, and has passed the American Dietetic Association Nationwide Board Exam. He is well informed on the latest research on healthy eating, supplementation, problem solving, and lifestyle management.

Lucho has a minor in Exercise Kinesiology and is a Certified Master Practitioner of Hemispheric Integration™ and Neuro Linguistic Programming (NLP), making him uniquely qualified to guide you in the areas of exercise, nutrition, and achieving the psychology to attain your goals Naturally and Easily.

To learn more and to sign up for his FREE monthly E-Zine about nutrition, health and lifestyle management, visit www.ExerciseAndNutritionWorks.com and look for the yellow box in the upper right corner.

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As always, the advice of a competent Registered Dietitian or Doctor should be sought.

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