



**1**  
**WEEK**  
*Diet*

*A Foolproof, Science-Based Diet that's 100% Guaranteed to Melt Away 6 to 12 Pounds (3 to 6 kgs) of Stubborn Body Fat in Just 7 Days!*

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BY BRIAN FLATT

**LAUNCH HANDBOOK**

# THIS IS NOT A REVIEW OR A FREE REPORT!



This Launch Handbook is just a "small part" of the actual **Brian Flatt's The 1 Week Diet** program, so that you know THE FACTS and THE TRUTH of what you will get if you decide to make a purchase.

After reading this guide, if you feel that the information within **The 1 Week Diet** program is suitable for you and helpful to achieve your goals,

[Click here](#) to get the complete package.  
(or use the download button on the last page of this document)

## LEGAL DISCLAIMER

The information in this manual is not intended to replace medical advice. No action or inaction should be taken based solely on the contents of this information. Before beginning this or any other nutritional or exercise regimen, consult your physician to be sure it is appropriate for you.

The information and opinions expressed here are believed to be accurate, based on the best judgment of the author. Readers who fail to consult with appropriate health authorities assume the risk of any injuries.

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# INTRODUCTION

Congratulations! You've chosen the right way to get your body of dreams in the form of **1 Week Diet** Plan. The methods encapsulated in this eBook are more than enough to bring the drastic changes in your physical, mental, and psychological well-being. From day #1 on **The 1 Week Diet**, you'll see your scale moving, your body shrinking and your clothes fitting better. And not only will you begin to dramatically improve your physical appearance, you'll feel healthier and more energetic than you have in years. For many people, these significant and immediate improvements in appearance and wellbeing often result in greater confidence and even a whole new outlook on life. I sincerely hope this is your experience!

After reading well over 500 medical studies, dozens of diet books and reviewing hundreds of diet systems, programs, gadgets, pills and potions, I have put together what I feel is the 'end-all, be-all' rapid weight loss diet system – the best ever created. **The 1 week Diet** Plan composed of all the effective formulas and amazing solutions. Because this book is the extract of more than a decade of research AND more than two-and-a-half years of real-world 'tweaking and testing, this plan is entirely different when compared to other mainstream diet programs available in the market which are inefficient, time-consuming, and boring. Understand that this is not another one of those diets which works for some and not others. This diet works for everyone. And not only does this diet work, it works fast, and it works every time – without fail.

I decided to take time from my busy schedule to write this book after a great deal of encouragement from my friends, family and personal training clients. All of them have not only complimented me on my ultra-effective diet system and urged me to take it public – they have also praised my ability to break down difficult concepts so that anyone can apply them and enjoy success. I have worked to condense this book into as few pages as possible, in order to give you the 'meat' of the system without all of the dry, boring medical data which goes along with it.

While I have done my best to put this book together without any 'fluff', I feel it is extremely important to explain the reasons behind the methods. Like many people, I like to skip ahead and get to the 'actionable' parts of the system. When I do that, however, I usually don't get the exact results that are promised. That's because, like most people, I tend to take what sounds good to me ... while ignoring the parts that I don't particularly like or want to do.

You have to know the reasons why the particular system works. Read this entire book and trust me, when you fully understand the science, you'll far more likely to follow the rules. As a reward, you'll notice some dramatic weight loss.

## THE 1 WEEK DIET IS BROKEN DOWN INTO THREE MAIN COMPONENTS FOR EASY READING.

- **Exercise:** While the diet portion of this book alone will turn your body into a fat burning furnace, I have added quality exercise routines which can nearly double your results. One of the reasons most diets fail is because the amount of exercise needed to make the diet work requires way too much time. But when it comes to exercise, fat loss is actually driven by intensity — not time. With **The 1 Week Diet**, you'll enjoy some serious fat-burning and body shaping workouts in just 20-30 minutes per day.
- **Willpower, Motivation and Mindset:** Most people find this section eye-opening, because it dispels some of the often-repeated, common myths about willpower which prevent many from succeeding. This section will help you power through your willpower challenges, and give you a host of easy-to-follow options which virtually guarantee your success on **The 1 Week Diet**.
- **Diet:** The diet portion of **The 1 Week Diet** — the actual diet. It consists of four phases with radically different elements. For example, during Phase #1 of the diet, you're very likely to see weight loss around 5-8 pounds. In Phase #4, you'll learn how to determine your BMR, and how to use it to calculate the calories and nutrients you'll need each day to meet your weight loss goals. So, all the phases are unique and different in every manner.

It's just not the diet plan, in fact, it's the complete guide of how to how to effectively time your meals, how to balance your hormones to increase fat Burning, how to create a 24/7 fat burning environment through the foods you eat and how to use optional supplements to dramatically increase your weight loss

The success is guaranteed absolutely! All in all, the pages you're reading will surely help you to strip off 5 ... 10 ... 15 ... even 20 pounds or more of stubborn fat from your body over the next 7 days. But more importantly, this book is going to give you the keys to creating the body you've always wanted, because you can use these methods to become as lean and healthy as you desire. Yes, I'm talking about six-pack abs, and even single-digit body fat percentages, if that is what you want to accomplish.

Are you curious to know the ultimate secrets of weight loss? Do you want to know how to smartly maintain your weight? This book is going to tell you how to lose weight virtually on-command, and how to keep that weight from ever coming back.

In reality, this book will give you a new life. A life in which you are no longer embarrassed by your weight or body shape; a life filled with happiness and increased self-confidence; importantly, a longer and healthier life for years and years to come.



# RAPID WEIGHT LOSS



**FOR A DIET TO BE SUCCESSFUL, I TRULY BELIEVE THAT THE DIET MUST PRODUCE VISIBLE AND SIGNIFICANT RESULTS FAST.**



Throughout my experience in diet and fitness industry, I have yet to have anyone ask me how to lose weight slowly. In fact, most people who come to me for weight loss advice have already let things go too far, and are seeking the fastest way possible to lose the excess weight they have put on. **I truly believe that the #1 reason that most diets fail is because they simply do not produce results fast enough.** Let's face it! It is simply no fun at all to, day after day, spend hours in the gym, followed by eating small portions of food that we can't stand, while watching the scale move at just a pound or two each week.

For a diet to be successful, I truly believe that the diet must produce visible and significant results fast. When the dieter sees real results quickly, he or she becomes more engaged. And when I can get the dieter engaged by seeing real results, a 'snowball effect' occurs; results get better and better as dieters see themselves getting leaner and leaner.

On **The 1 Week Diet**, you will see real results quickly. These results will be the feedback and motivation you need to continue with the diet, as you will be able to see your weight loss goals in your sights.



When people first hear of **The 1 Week Diet** and the dramatic weight loss results it produces, their first question is usually something to the effect of, "Isn't it dangerous to lose that much weight so quickly?" This is actually a great question, considering the fact that we have been bombarded with statements to that effect. The fact is, in all of my research over the past decade, I have yet to find any safety data regarding the speed at which weight loss is achieved. Instead, most of the studies concerning weight loss deal more with the methods by which weight loss is achieved — rather than the speed at which the weight comes off.

The fact is carrying around extra body fat is one of the most dangerous things you can do. As it stands, **obesity is the #2 cause of preventable deaths in the United States**. Obesity puts you on greater risks of coronary heart disease, type 1 diabetes, gall bladder disease, sleep apnea, cancers (breast, colon, etc.), stroke, hypertension, osteoarthritis and many others. In other words, it leaves a negative impact on your overall health & wellness.

Considering these facts, doesn't it make sense that you should be getting rid of your excess weight as fast as humanly possible? I think so!



## WHY 1 WEEK?

All of those who are overweight should understand the pitfalls of carrying 6-12 pounds of unwanted and stubborn body fat. Evidently, it has been proved that most of the diets failed to give the promised results. Can you guess the reason? Due to the long, slow, boring approach to weight loss, the results are not so satisfactory that you've wished for. When weight comes off at 1-2 pounds a week, the rewards for the sacrifices it takes to get there really aren't worth it. **The 1 Week Diet** accomplishes in a week what most diets take 4-5 months to achieve the goal.

**The 1 Week Diet** was specifically designed to be an extremely rapid method for burning between 6 and 12 pounds-plus of body fat. I understand that for a diet to be ultra-successful, it absolutely must produce very rapid results.

The 'Oh so amazing' results are more than enough to induce the motivational vibes in your mind and you become more engaged, enthusiastic, and energetic to shed extra pounds faster. When results come quickly, the dieter receives necessary feedback that the diet is working, and that it's worth doing. This results in the dieter sticking with the diet. When the dieter sticks with the diet, the results snowball and the outcome is successful weight loss and a brand-new body.

This is why **The 1 Week Diet** works! You will soon see that you will notice favorable body composition changes in the very first couple of days on the diet. you will likely see in the neighborhood of 10 pounds of fat stripped away from your body with the help of this diet. Your clothes will be looser ... you'll feel lighter ... and you'll look and feel 10 times better!



# THE TRUTH ABOUT WEIGHT LOSS

As people are paying more attention on their health & fitness, this industry has just revolutionized from every aspect. The reality is there is simply no other industry in the world that is more confusing or more contradictory than the diet and fitness industry. Let's suppose, if we ask the 10 fitness experts what the best way to lose weight is. Do you really expecting the same answers from all of them? Well, It's a big NO because every experts will have a different opinion. And it will be very difficult to decide who's right? Who's wrong? And how do you know?

The fact is, the diet and fitness industry is a multi-billion dollar industry that spends hundreds of millions of dollars every year in an effort to convince us that they hold the 'quick and easy' solution to our weight loss problems. These 'solutions' come in many forms, be it pills, powders, prescription drugs, gadgets, gizmos, personal training, medical weight loss clinics, pre-packaged meals, books, magazines ... you name it. And their marketing efforts have tremendous reach as they use television, internet ads, billboards, and radio. Heck, even some of the biggest fitness magazines in the marketplace are actually owned by supplement companies themselves!

Now, don't get me wrong ... many of the methods listed can have an impact on weight loss. But nothing can strip the weight off faster than the combined methods you're about to learn. I realize that, in an age of sensationalism, many readers are expecting me to pull some 'magic pill' out of my hat and reveal some 'secret' fat-loss method that no one else knows about, but that won't necessarily be the case.

Some of the methods involved are likely things you have heard about before. Others will be things you've probably never heard of, while still others will be things you likely dismissed or simply didn't understand. The concept of weight loss revolves around the multiple, yet, effective combinations.

One of the biggest problems is that most people don't understand how these methods can work together, or how to implement these methods the right way for maximum weight loss. But trust me. These methods really work. And they work faster and more permanently than even the most powerful prescription diet drug and the most intensive workout program combined! The purpose of this book is to give you what works, without all the fragmented information you have been subjected to, and without all the confusion and contradictory advice.





# HOW WE GET FAT

If you're expecting me to point the finger at any specific macronutrient in your diet as the cause for your excessive weight, it's not going to happen. Blaming the excessive consumption of carbs and fats for your weight gain is totally wrong. We get fat through abundance — by consuming more calories than our body needs on a daily basis, over a period of time.

You and I both know that your excess weight did not just appear overnight from eating a candy bar or cupcake. It just doesn't work that way. We gain weight by **regularly** consuming more calories than our bodies actually need. In other words, if your body needs 2000 calories per day and you are consuming even slightly over that amount, say 2100 calories per day, over time that extra 100 calories turns into excess body fat and significant weight gain.

In the upcoming pages, you will learn how to calculate **exactly** how many calories your body needs every day, so that you can immediately and consciously put an end to any future weight gain forever!

The second reason we become fat is because most of us never give the body any time to actually burn away the fat that we have accumulated.

You see, your body can only be in one of two states at any given time: FED or FASTED. When your body is in the fed state, there is simply no way that it can burn body fat. On the other hand, when your body is in the fasted state, it is constantly mobilizing stored body fat from your body's fat stores and using that fat for energy — resulting in weight loss. The more time your body remains in a fasted state, the more fat you will burn. The problem, however, is that research has shown many of us remain in a fed state for approximately 20 hours a day! That's up to 20 hours of every single day being 100% incapable of burning any of your stubborn body fat. What's worse is that not only

are those hours spent being incapable of burning body fat — you are also very likely to be adding to the fat you already have!

## THERE ARE A FEW THINGS I SHOULD POINT OUT HERE FOR CLARIFICATION.

**1. There is no such thing as a fat-burning food. Food provides calories to your body.** We get the optimum level of energy by eating food. So, whatever we're eating is a source of fuel for our body. Calories are used for energy and the calories that are not used for energy are simply stored in your body's fat cells. That being said, fat is more easily absorbed into fat cells than glucose (carbs) or amino acids (protein), but excess calories from each will still fit nicely into a fat cell.

I saw an article the other day that claimed blueberries are one of the best fat-burning foods we can eat. If that was truly the case, logic would tell us that we need to go out and eat 20 pounds of them so we could get lean quickly. But we all know that this would not really do anything but add to our weight problems. Keep this in mind the next time you see a magazine article cover that promises to give you the 'Top 10 Fat Burning Foods'. Food does not burn fat!

**2. When you eat a meal, your body typically runs on those calories for the next 4-6 hours (through glucose and glycogen stores), which means you are in a fed state (not a fasted one) during that time.** Most people will eat another meal (or at least a snack) in the next six hours, which keeps the body fed instead of fasted. So, if your last bite of food is at 8 pm, your body is likely going to be fed until 2 am. At that time, your last meal will be digested and the body will switch over to using body fat to keep it going through the night (we all fast during our sleeping hours). Now, when you wake up at 6 am and eat breakfast (break-fast), your body immediately stops burning fat and goes right back into a fed state.



# HOW TO GET THIN

As I've stated earlier, I don't have any such magical pills, formula or potions for rapid weight loss.

The tool which I'm going to tell you is the scientifically-proven methods for eventual weight loss and the reasons why they work. When these methods are combined, you can rest assured that you have the ultimate blueprint for losing weight fast. In well over a decade of research, there is simply no faster way to lose weight than the methods you are about to learn. Just keep in mind that while the solutions may sound simple at face value, the devil is in the details, as you'll see.

Before we get started with the rules of fat loss, let's first take a look at metabolism and nutrients and how they both affect weight loss and weight gain. This will give us a primer for everything to come.





# NUTRIENTS

## WHAT THE BODY NEEDS (AND WHAT IT DOESN'T)

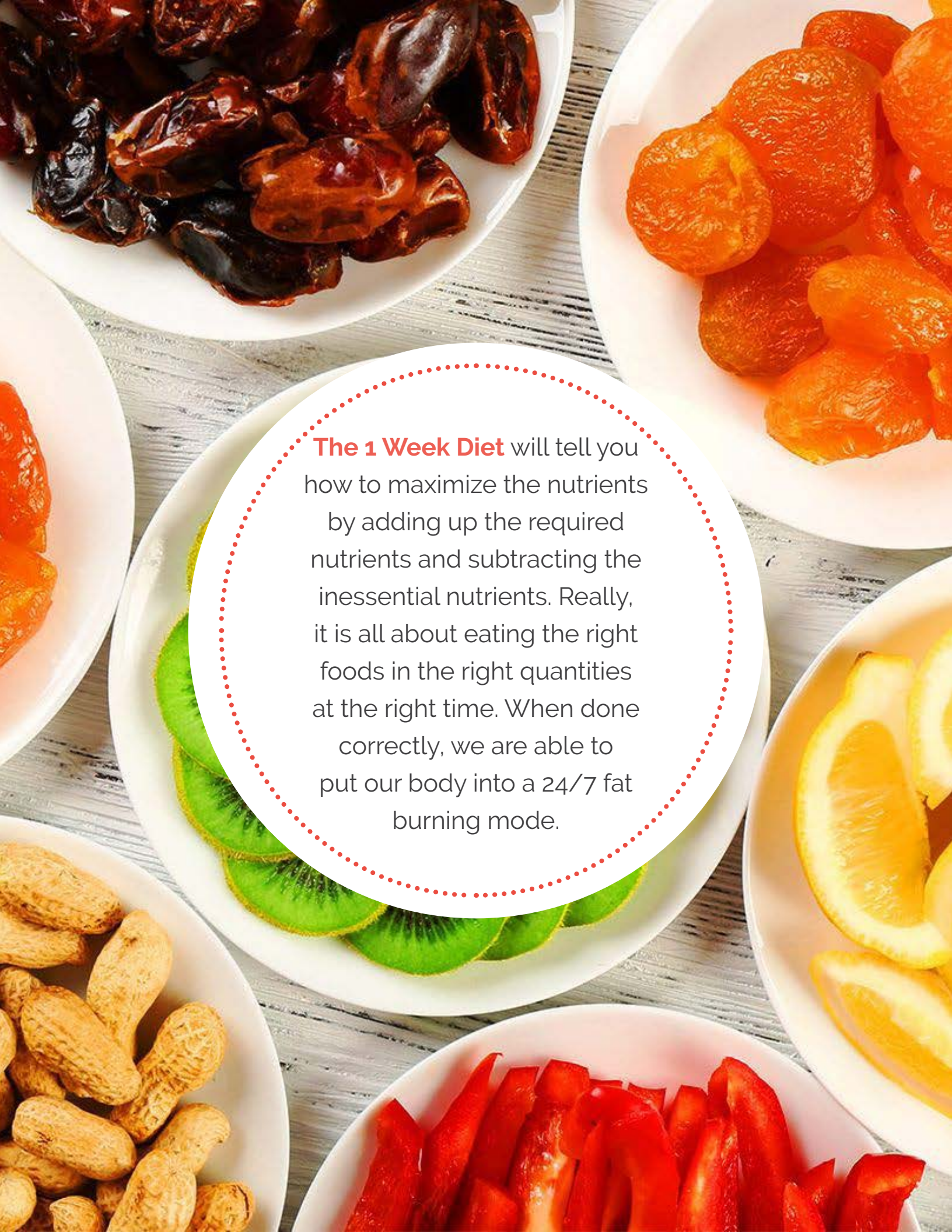
For a good health and proper functioning of your body, you need nutrients, minerals, vitamins, and water. Amazingly, the human body is capable of producing thousands of nutrients that it needs to sustain its own life. Nonessential Nutrients are those which human body produces. Because your body is manufacturing those nutrients, you don't need to go outside and get them from foods.

### Know the Difference between essential and non-essential Nutrients

- **Nonessential nutrients** are the nutrients manufactured by your body that you do not need to get from the food you eat. However, those nutrients that you must get from your diet are known as Essential Nutrients.
- **Essential nutrients** are they are not being made in the body and you must get those from your food. It's true that to sustain life, it is essential that you get these nutrients from your dietary intake.

Water, Protein, Fats, Vitamins, and minerals are included in the essential Nutrients. One very common nutrient that has been purposely omitted here is carbohydrates. The hidden biological fact is that there is not a single carbohydrate that is essential to the human diet – not sugar, not starch, not fiber. The considerable part over here is carbohydrates do not provide any nutritional benefit to the human body — none whatsoever you will learn a lot more about this in the coming sections. But before you dismiss this, understand that **The 1 Week Diet** is not a 'lifestyle diet' that tells you to get rid of carbs forever. This diet is about to lose the extra body fat while getting on the track to eat all of your favorite food without even gaining the weight back again. As you will see, lowering carbs is one method for helping you to reach your goal weight.



The image features a central white circle with a red dotted border containing text. Surrounding this circle are several white bowls filled with different types of food: dark brown dates, bright orange dried orange slices, sliced green kiwi, light brown almonds, sliced yellow lemons, and sliced red strawberries. The bowls are arranged on a light-colored wooden surface.

**The 1 Week Diet** will tell you how to maximize the nutrients by adding up the required nutrients and subtracting the inessential nutrients. Really, it is all about eating the right foods in the right quantities at the right time. When done correctly, we are able to put our body into a 24/7 fat burning mode.

# PROTEIN, FAT & CARBOHYDRATES

We consume three primary nutrients, namely, Proteins, fats, and Carbohydrates. Understanding the role each of these primary nutrients plays in our health and in our ability to gain or lose weight. If you know how all these three works, following **the 1 Week Diet** will be simpler for you. That's why; I strongly encourage you to familiarize yourself with this portion of the diet, as it will have long lasting ramifications on your ability to lose weight.

## PROTEIN

From your head's hairs to your toe's nails, everything is made up of proteins. They are the foundation of your body's cells, tissues and organs. If our body doesn't have sufficient amount of protein, our nails become brittle, the quality of hormones will be compromised, our skin will lose its integrity, and our organs won't function efficiently. While the body can survive without eating another carbohydrate, and while it can last for extended periods without eating fat, a lack of protein in your diet will cause degeneration of your muscle tissue and organs, which will eventually lead to death. Knowing how important protein is to the body, it is unbelievable to see how many people still get most of their calories from high-carbohydrate diets.



Proteins are made up of amino acids and there are just 20 amino acids that make up ALL human proteins. Of these 20 amino acids, the body can only produce 12 of these itself. This means the other eight amino acids must be obtained through the foods you eat. Lysine, leucine, isoleucine,

methionine, phenylalanine, threonine, tryptophan, and valine are the *essential amino acids* that are not made by the body (there are two others necessary for infants and small children). We get these amino acids when we consume proteins like meat, fish, poultry and legumes. Protein sources that contain adequate amounts of all of the amino acids are called 'complete proteins'. Those food items that do not contain all or adequate amounts of amino acids are known as 'incomplete proteins'.

In general, animal proteins (meat, fish, poultry, cheese, eggs) are considered 'complete proteins'. The 'incomplete proteins' are those that are vegetable-based, usually in the form of grains, legumes, nuts and seeds. To get enough essential amino acids through vegetable protein, one usually has to combine several different food groups together in a strategic combination. Breaking down and processing protein takes a lot more energy and much more time than it does to break down other nutrients. In other words, the body has to work a lot harder to digest protein than it does with carbohydrates and fat.

## HOW DO PROTEINS METABOLIZE?

Breaking down and processing protein takes a lot more energy and much more time than it does to break down other nutrients. The extra energy it takes to break down and process protein reduces the amount of energy (calories) your body receives from the food it consumed. This is good. Also, because it takes longer to break down and to assimilate protein, the process of emptying the stomach takes longer as well, which causes us to feel full longer, which reduces hunger pangs and increases the time we need before our next meal. Effectively, this results in fewer meals (or at least fewer big meals) eaten each day and as a result, fewer calories consumed. In other words, the body has to work a lot harder to digest protein than it does with carbohydrates and fat in a meanwhile decreasing your appetite level

Our body uses only 50% of proteins we eat and rest of 50% are eliminated in the form of waste. So, categorically, protein is not stored in your body as compared to fats and carbohydrates. So when you eat calories primarily from protein, you can rest assured that these protein calories are repairing and rebuilding your body with the excess being eliminated as waste. The extra protein will not be stored as body fat. As you will see, this is in stark contrast to the excess carbohydrates and fat we eat, which are stored in our bodies (in our fat cells) instead of being eliminated.

# WHY IS ADEQUATE PROTEIN CONSUMPTION IMPORTANT FOR WEIGHT LOSS?

A diet adequate in protein is essential for anyone who wants to lose excess body fat. Protein consumption not only increases fat oxidation, it also has the remarkable ability to spare lean body mass. You should be doing everything humanly possible to ensure that your lean body mass is spared. The reason for this is when your lean body mass is spared, your resting metabolic rate is maintained.

When you lose lean mass, your metabolic rate slows down. Losing lean mass is a common occurrence in those who eat low-calorie diets enough protein, and in those following low-calorie diets without sufficient protein (vegetarians and vegans).

A very important point to understand is that the loss of lean body mass virtually guarantees the regain of any fat loss. This is the primer for 'yo-yo' dieting and the reason for the high failure rate of most diets. Most diets focus on just the numbers on the scale. The problem comes when lean mass is lost in conjunction with body fat, which is the case in most mainstream diet plans. The weight is lost but because much of the weight was lean mass, the metabolism has slowed and it is unable to effectively stop or even slow the weight from coming back.

Adding protein to your meals causes your body to release a hormone called glucagon. Glucagon works to slow down the harmful effect of excess carbohydrates being deposited into our fat cells. It does so by slowing the rate of absorption of those carbohydrates.

Additionally, there are new studies that have shown that when the body releases glucagon (by consuming protein in your diet), it also works to stimulate fat-burning by freeing up your stored body fat, so that it can be used to fuel your body.

## THE TAKEAWAY!

When we increase protein consumption and significantly decrease the amount of carbohydrates we consume, we benefit from a dual fat-burning effect. On one hand, when the body does not have carbohydrates to turn to in order to fuel the body, it begins to use stored body fat. Secondly, the release of glucagon into the body appears to have the added effect of attacking the fat stores that the insulin has worked to preserve. **The 1 Week Diet** is strategically designed to take advantage of both of these events.

## WHEY PROTEIN

Whey protein is considered a 'complete protein' because it has all of the amino acids you need to sustain life. In the past, whey protein shakes were awful and gritty. Science has come a long way, however, in making these shakes a lot more tolerable.

Do they taste like your favorite milkshake topped with whipped cream and a cherry?

Hardly ... but depending on the brand and the flavor, there are some choices out there that are actually pretty good. And by adding some sugar-free flavored syrups (like they use in coffee shops), you can incorporate some good variety and really make some very tasty shakes.

When choosing a whey protein to use in this diet, be sure to choose a brand that allows you to keep carbohydrates as low as possible (no more than three grams per scoop). Additionally, during this diet, you will want to keep fat as low as possible as well (no more than three grams per scoop). This will ensure the best possible conditions for your weight loss goals.

I have found whey protein to be what I believe is the very best protein for this diet, for several reasons. It is low in calories, high in top-quality protein, it tastes great and it includes the electrolytes needed on this diet, so you don't have to purchase and take them separately. I use this protein exclusively and it is the same protein that is used by my personal clients ... and I highly recommend it for anyone on **The 1 Week Diet**.

**CLICK HERE TO ORDER THIS  
PROTEIN ONLINE (FAST  
DELIVERY AND BEST VALUE)!**



Depending on your weight, you may need more than one scoop. If you take two scoops, just be sure that you are not exceeding six grams of carbohydrates. Six grams of carbohydrates will not have much of an impact on your blood sugar.

As you know that whey protein will make up a large component of **The 1 Week Diet**. For some, purchasing whey protein powder to make up many of their meals for the next 7 days may seem

expensive, but when you consider that you can get all your meals for the day for about \$5, this is actually pretty cheap. Plus, you'll find that a lot of time is freed up that is normally spent on cooking and eating meals, which gives you more time to take a walk or engage in other exercise to really drive this diet home.

## FAT

Unfortunately, fat has received a bad rap for decades. So much so that it has become ingrained in our minds to intuitively reach for anything that says 'low-fat', even when we know better!

The notion that fat makes us fat makes perfect sense at face value, especially when you consider how calorically dense fat actually is. A gram of fat contains nine calories, while the same gram of protein or carbohydrates is only four calories.



Fat doesn't have anywhere near the thermic effect that protein does (only 3% vs. 30%), so consuming fat is not necessarily going to turbo-charge our metabolism. By the same token, it is important to note that fat by itself also does not make us fat.

In fact, fat plays an important role in many parts of the body. While we can go for long periods of time without fat, we cannot live without it completely. Those fats that we cannot live without are known as essential fatty acids (EFAs). Research has shown that these EFAs actually help us to mobilize stored body fat that we want to get rid of, in addition to having numerous other health benefits. In **The 1 Week Diet**, we will focus on getting an optimal amount of these good fats, to enhance our ability to lose weight fast, while becoming healthier.

## WHY WE NEED ESSENTIAL FATTY ACIDS (EFAS)?

Your health, good or bad, is driven in large part by the level of inflammation in your body and the amount of lean muscle mass you have. In fact, there are several diseases (including obesity) that are linked to inflammation and the lack of muscle mass.

When you control the inflammation in your body, you can effectively control the onset of numerous diseases, including, type 2 diabetes, heart disease, depression, arthritis and obesity.

Muscle mass decreases over time, especially when we are not eating enough protein and not engaging in exercise. The less muscle mass we have, the more weight we will gain. Lean muscle mass is crucial to keeping body fat at bay.

A healthy body is one that has low levels of inflammation and higher levels of muscle mass. While many attribute high levels of inflammation and loss of muscle mass to aging, the fact is that we can keep our bodies young through proper nutrition and exercise. We get old from the inside out. So it is important to keep inflammation down and exercise up.

Essential fatty acids are exactly that: essential. EFAs are mainly polyunsaturated fats. Humans must ingest them because our bodies are unable to create them. Once broken down, EFAs contribute to vital organ function. EFAs regulate body functions and are essential to cardiac cells. Other functions impacted by EFAs are heart rate, blood pressure, clotting, fertility and conception, and immune system functions.

You may have heard EFAs referred to as omega-3s, linolenic acid, or omega-6s. The American Heart Association recommends a diet that has EFAs included at least two times weekly, and they say that you should eat oily fish to get the benefits. Fish oil capsules are a great way to get your essential fatty acid needs. To maximize the effectiveness of this diet, essential fatty acid intake is imperative.

Eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) are the two major forms of omega-3 fats used by our body.

Research has shown that a person who keeps a diet high in omega-3s is at low risk of cardiovascular diseases. Other research has also suggested that EFAs may reduce depression and feelings of suicide. You may be wondering: how will this help my diet? Well, the key to this fatty acid is that during the metabolism of these acids, energy is generated in the cells. During your diet, your energy sources from protein and essential fatty acids will help your metabolism to continue running and burning those extra carbohydrates (or stored fat) for fuel.

## FISH OIL ALSO HAS OTHER BENEFITS, SUCH AS:

- Reduces inflammation
- Eliminates joint pain
- Improves vision
- Increases mental focus
- Treats ulcers, Crohn's disease, and colitis
- Provides healthier gums
- Gives you smoother skin, hair and nails
- Decreases triglyceride levels
- Increases daily calorie burn

After 30 days taking EPA/DHA supplements, you will really see and feel these benefits. So, be sure to continue on with EPA/DHA well after this diet to increase health, maintain (and still lose) weight, and to keep fat from coming back. EPA/DHA balance should be 2:1. Based on the research I've read, the appropriate amount is around 2g EPA to 1g DHA each day. For most 'regular' strength fish oils on the market, this comes out to about 10 EPA/DHA capsules each day or five teaspoons of straight fish oil. This may sound like a lot but it will get your EPA/DHA levels up to where they need to be for optimum health and ease of fat burning.

**CLICK HERE TO ORDER MY  
PERSONALLY RECOMMENDED  
FISH OIL ONLINE!**





# CARBOHYDRATES

Although carbohydrates are the most common source of energy in humans, the simple fact is that there is not a single carbohydrate that is essential to human life. Also, you should note that sugar provides absolutely zero nutritional value – ZERO!



## HOW MANY TYPES OF CARBOHYDRATES ARE THERE?

Carbohydrates are classified into two types: simple and complex. Simple carbohydrates are also known as simple sugars. Simple sugars are those found in refined sugars (and the foods they are made with, such as cookies, candies, etc.) but also in food like fruit and milk.

Complex carbohydrates are known as starches. Starches include grain products such as cereals, bread, pasta, crackers and rice. Like simple carbohydrates, complex carbohydrates can be refined or left unrefined. Refined carbohydrates are considered to be less healthy as the refining process strips away much of the vitamins, protein and fiber. Unrefined carbohydrates cause less insulin spike and because of that, they are considered to be the healthiest of the carbohydrates.

Regardless of whether the carbohydrates are simple or complex, they both cause spikes in blood sugar. As you will see shortly, these spikes in blood sugar are the #1 cause of unwanted body fat.



# FIBER

Fiber is actually a carbohydrate but its different form. In fact, felt the need to devote a specific section to fiber because of the misinformation surrounding it. In most low-carb diets, fiber carbohydrates are not counted as 'dangerous' weight-gaining carbohydrates. This is because fiber cannot be digested by the human body. Since fiber is not digested by the body, it does not create the rapid rise in blood sugar like other carbohydrates and therefore it doesn't have the insulin response that other carbs do.

But beware: there are two schools of thought on fiber. While modern medicine encourages a diet high in fiber, there are other medical researchers who state that too much fiber is the cause of numerous diseases and irregularities such as constipation, IBS, Crohn's disease, colon cancer and others. If you'd like to see some of the latest research on fiber and how it may be causing irreparable damage to your body, I strongly encourage you to visit [www.GutSenutSense.org](http://www.GutSenutSense.org).

Now, that being said about fiber ... in normal doses, fiber is not going to create any complications for you. It will actually make you feel full faster. However, you should be sure to get your fiber from vegetables and salad greens, rather than forcing yourself to get 30 grams per day as recommended by the mainstream medical community. The trouble begins when you try to 'force' the fiber by consuming the supplements.

Several misconceptions are linked with constipation. Despite it can help in easing the constipation, several others studies concluded that the excessive fiber intake in the diet can cause the constipation. Increasing your water intake during this diet is essential for good health, proper functioning and it has remarkable effects on relieving constipation.



# FRUITS AND VEGETABLES – THE “MIRACLE FIBER”

As I just mentioned, it's best to get your fiber from fruits and vegetables. Not only does this natural fiber help curb your appetite by making you feel full faster, fruits and vegetables are also loaded with **essential nutrients**.

It's best to eat a variety of fruits and vegetables. You could make a colorful salad with as many different varieties of fruits and vegetables as possible. Each variety is dense in specific micronutrients.

Fruits and vegetables are also rich in antioxidants. Antioxidants help your body fight cancer, heart disease, and dozens of other deadly diseases. They also promote better brain function and boost your immune system.

As you can clearly see, fruits and vegetables are so powerful and important to optimal health, they could be considered king of the food world.

Eating a variety of fruit and vegetables and providing your body with these essential micronutrients and antioxidants is critical to achieving maximum results with **The 1 Week Diet** program.

Unfortunately, the standard American diet (S.A.D.) is severely lacking in fruits and vegetables. And for many reasons, it is often difficult to eat several servings and a variety of fruits and vegetables every day.

Maybe you genuinely don't like the taste of vegetables. Or perhaps it's difficult to find healthy, natural, organic fruits and vegetables.

Alternatively, even if you absolutely love the taste of fruits and vegetables, it is often very hard to ensure that you consume enough high quality produce to meet your daily requirements.

Luckily, today I have a little surprise for you!

This is my secret for ensuring that I always get the fruit and vegetables I need ... every single day.

It's the simple solution and it is the only greens supplement I recommend – **Daily Energy®**. Now, some of you may have already heard of this product, some maybe even tried it before! It's called **Daily Energy®**, and it completely embodies everything I believe in!

Each serving is packed with the antioxidant equivalent of 12 servings of fruits and vegetables.

And with over 70 organic and natural ingredients, you can be sure you're getting a vast amount and variety of healthy micro-nutrients.

It only takes about 30 seconds to mix a scoop of **Daily Energy®** with water. And you'll be pleasantly surprised at how good it tastes!

You could think of **Daily Energy®** as the ultimate nutritional insurance because feeding your body with these vital micro-nutrients and antioxidants is critical to achieving maximum results in minimum time with **The 1 Week Diet** program.



## HERE ARE JUST A FEW OF THE AMAZING REASONS WHY I LOVE THIS STUFF:

- **Reason #1 – Energy:** Boost your absorption of nutrients and feel the difference. **Daily Energy®** contains whole food sourced ingredients in their natural form, with co-factors and enzymes intact that are recognized as nutrients and absorbed by the body.
- **Reason #2 – Phenomenal nutritional insurance:** Nature loves variety! **Daily Energy** is packed with 75 specially selected natural ingredients in optimal amounts. **Daily Energy** makes it easy to avoid nutrient deficiencies and optimize body health.
- **Reason #3 – Protection and immunity:** **Daily Energy®** is full of plants, fruits, herbs and mushrooms to detoxify and protect – each serving provides the antioxidant equivalent of between 10 and 12 servings of fruit and vegetables.
- **Reason #4 – Alkalinity:** **Daily Energy®** is massively alkaline forming, with more than eight grams of nutrients dense RAW green super-foods per serving.

**THE BEST REASON OF ALL  
THOUGH IS ... IT TASTES  
AMAZING!**



# WATER



70% of our body is composed of water. So, drinking the plenty of water is essential for all of us. Most people I know are guilty of not drinking enough water. When it comes to weight loss, drinking adequate amounts of water every day is very helpful for weight loss. If you don't drink enough water, you simply will not get the full weight loss benefits that you're after.

Water helps your kidneys work at full capacity. When your kidneys aren't working fully, the liver needs to help it. The problem with this is that the liver is responsible for metabolizing fat in your body. When your liver is helping out the kidneys, it can't do its job, as far as metabolizing the fat we need to burn, at full capacity.

When on **The 1 Week Diet**, you will lose water weight along with body fat. Remember, water weight is still weight and partly responsible for bloat and tight-fitting clothes. The fact is, carbohydrates are hydrophilic (which means they cause water retention) and water retention is not something we want. Protein, on the other hand, encourages water to be released from the body.

Once you restrict your carbohydrate intake, you will begin to let loose some of that stagnant water that is being stored in your body. Because of this, it is essential that you consume enough water every day to avoid dehydration. Further, water acts as your body's filter, flushing out dead cells and waste. Because you are burning a great deal of fat during **The 1 Week Diet**, you will need ample water to help flush out the by-product waste of fat burning

You will find that when you restrict the amount of carbohydrates you eat and increase the amount of water you drink, your body stops storing water and will use it more effectively. This results in a lighter and 'cleaner' body.

My advice is to drink 8-10 glasses of water every single day. This amounts to about a half a gallon of water. This may seem like a lot of water at first, and you may have to actually force yourself to drink that much. However, once you do this for a while, you will regain your natural thirst and actually be thirsty for this much water every single day. And again, once you begin drinking this much water, you will find that your body will not retain water, but will instead use it to flush your system – keeping it clean and functioning right.





# METABOLISM

To provide the right amount of fuel (at the right time) for proper functioning and keeping our bodies alive is the primary responsibility of the metabolism. It accomplishes this through a complex series of chemical reactions whereby food is converted to the energy we need. When we eat, the food we swallow enters our digestive tract and is broken down by digestive enzymes. Carbohydrates are converted to glucose, fats to fatty acids and protein to amino acids. Once these nutrients are broken down, they are absorbed by the bloodstream and carried into the cells of the body. Our metabolism then works to release these nutrients as energy, using them to build and repair lean tissue or store them for later use

## METABOLIC PROCESSES

There are two categories of metabolic processes; one is constructive which is responsible for building and storing energy for the body. The other is destructive, though in a positive sense, as it breaks down nutrient molecules to release energy. The constructive metabolic process is called anabolism, while the destructive process is called catabolism.

**Anabolism** promotes the growth of new cells, the maintenance and repair of tissues, and the storage of energy — usually through body fat — for future use. Small nutrient molecules are converted into larger molecules of protein, carbohydrates and fat.

**Catabolism** is responsible for immediately providing the body with energy to use. Instead of building up nutrient molecules, it breaks them down to release energy.



These two processes do not occur simultaneously but are balanced by the body based on several factors. Catabolism, in particular — though some attribute this to overall metabolism — has three components:

**1. Basal metabolism:** Also called resting metabolism, responsible for keeping you alive by ensuring normal body functions. Basal metabolism is the metabolism's main component, as 60 to 70% of the calories from the food you eat are used for this. People who want to lose weight usually aim for a higher basal metabolic rate (BMR).

**2. Physical movement:** This can range from a simple moving of your fingers to strenuous exercise. Adding physical movement to our lives increases the amount of calories our bodies need. When we reduce the amount of food we need, these calories must come from our stored body fat.

**3. Thermic effect of food:** This indicates the digestion and processing of the food you take in. Depending on the type of nutrients you consume, approximately 10% of the calories of the foods you eat are burned through thermic effect. Protein takes a lot of calories to digest while carbohydrates take far less. So, it's true that the digestion of certain foods require much more calorie expenditure than others.



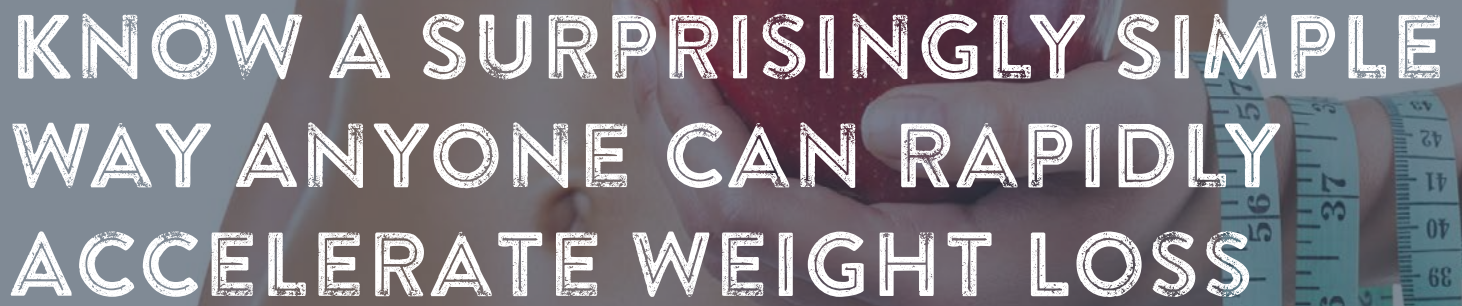
# WHAT AFFECTS METABOLISM?

Your metabolic rate, or how fast or slow your metabolism works, is influenced by a number of factors.

- **Age:** There are actually two schools of thought on the topic of age and metabolic rate. On one hand, experts say that the younger you are, the faster your metabolism is. They believe that metabolism begins to slow down as you age. However, new evidence suggests that metabolism is largely based on our activity levels rather than age itself.
- **Gender:** Men have a faster metabolic rate – usually 10-15% faster – than women because their bodies have a larger muscle mass. Muscle plays a key role in a fast metabolism, as will be discussed in the exercise portion of **The 1 Week Diet**.
- **Amount of lean body mass:** The rule of thumb is, more muscle = faster metabolism.
- **Diet:** Some foods will help you; some will only harm you. But calories are king in metabolism.
- **Stress level:** Stress is inversely proportional to metabolism. The more stress you are subjected to, the lower your metabolism will be.
- **Hormones:** Specific hormones metabolize specific nutrients. How well the hormones work, then, directly affects metabolism. To a certain extent, diet and stress levels affect the hormones involved in metabolism, as you will find out later. Hormonal disorders or imbalances can affect metabolism as well.
- **Genetics:** of course! Your metabolic rate is also inherited.

Now you would have a clear idea about how your metabolism gets affected by certain factors. You can even control some of them like diet, physical activity, stress levels, whereas, accept the things that you can't change. Instead of leaving all the hopes and courage, work on those modifiable factors that can control!

Now that we have had a primer on metabolism and nutrients, let's get started with the rules of fat loss and how we can begin applying them to real-world action.



# KNOW A SURPRISINGLY SIMPLE WAY ANYONE CAN RAPIDLY ACCELERATE WEIGHT LOSS

Though, you're very curious to know about the surprising way, but, let's be practical here and accept that diet and fitness industry is one of the most confusing or even, contradictory as compared to other industries.

Over 100 diet plans and exercise programs you'll find out within minutes, but, you don't have an idea what to implement, what is right, and how guaranteed the results are.

The purpose of this chapter is to cut through all the confusion and contradiction and give you something simple that actually works!

Of course it all comes down to diet and exercise. Without a doubt exercise is important to overall health.

However, you may be surprised to discover **that diet is actually more important than exercise.**

As the saying goes: 'You can't out-train a bad diet'.

Why? Because while a calorie may be a calorie, the source of the calorie (the food you eat) can make all the difference in the world – especially when it comes to shredding fat and shedding pounds.

Our bodies need protein, carbohydrates, and fat. Yet not all carbs, proteins, and fats are equal ... not even close.

There are good and bad sources of all these nutrients.

Take carbs for example. Fresh, natural and organic fruits and vegetables are the best source of carbs. But, what typical person eating are the bad sources of carbohydrates- pasta, French fries, burgers, potato chips, etc.

The same is true for proteins and fats. Many people don't realize your body actually needs fat. Or that eating the right fats can actually help you lose weight.

Healthy fats are found in foods like avocados, olives, olive and coconut oils, and nuts for example. Think about it. You could eat all the spinach, kale, and broccoli you want and have a hard time gaining any weight, even if you weren't working out on a regular basis.

On the other hand, if you're constantly loading up on cheeseburgers, French fries, pizza, soda pop, and other staples of the typical diet, you'll have a hard time losing weight no matter how much you exercise.

You can enjoy these foods in moderate amounts without feeling guilty, but the typical person eats too much of these processed carbohydrates and packs on pounds as a result. Think about it on a serious note. Decide which option is more profitable!

Depending on your personal situation you could easily drop 6 to 12 pounds in a few weeks by doing nothing more than making a few simple changes to the food you eat. That's why you cannot out-train a bad diet.

Now, if you're expecting me to place all the blame on any single food or group of foods as the sole culprit for weight gain, I'm sorry to disappoint you – but that simply isn't the case.

We do not get fat by eating carbs or fat. It's not that simple. The truth is a bit more complex.

We gain weight by repeatedly eating too much over a long period of time. More specifically, by consuming more calories than our body needs day after day.

If you've excessive weight to lose, you better know that weight did not just suddenly appear overnight, right?

It came gradually over days, weeks, months ... or even years.

It wasn't one cupcake or one extra helping of lasagna. It was repeatedly eating more sweets or

snacks or even healthy foods than your body needed for energy.

The excess calories you consumed over that long period of time is stored as fat and results in weight gain.

Unfortunately, there is no 'magic' overnight solution. And you should run from anyone that claims to have a 'magic pill' for losing weight overnight.

Sure you may lose a few pounds quickly, but pills won't work long-term. The weight will come back.

And that's not what I want for you. You deserve better than that.

However, if you are smart about what you eat – you can still enjoy an occasional hamburger, a slice of pizza, or your favorite dessert while losing weight and more importantly, keeping the weight off.

It all comes down to understanding that all foods are not created equal. Some foods are better for weight loss than others.

The key to understand is which foods accelerate your weight loss and produce the quickest results.

And that's what I am excited to share with you today!

This program, **The 1 Week Diet**, is a scientifically proven method for losing weight – and more importantly, keeping the weight off – as rapidly and safely as possible.

## THREE NATURAL WEIGHT LOSS SUPER FOODS...

I've discovered three little-known, natural, and powerful super foods capable of cleansing your body of all toxins, metals, and acids and helping you lose excess weight faster than you may have imagined possible.

I still find it amazing that these three super foods remain such a secret. As you'll see, adding these 'super foods' to your daily diet is incredibly simple.

These super foods can increase your energy and vitality, and make you feel 20 years younger practically overnight.

If you follow the simple steps I'm about to share, you will be shocked at how quickly you can shed pounds and shred fat... even if you do indulge in an occasional hamburger, fries, or slice of pizza.

Believe me, I could write a book on these three super foods but for now, I'll just give you the quick highlights:

## **SUPER FOOD #1: CHLORELLA<sup>1,2</sup>**

If you're serious about shedding pounds, then one of the tiniest organisms found on Earth may be the simple solution.

Chlorella is a microscopic, single-celled, blue-green algae that lives in fresh water. It is revered as a super food and natural medicine.



More importantly, scientists have shown chlorella to be enormously beneficial in weight loss and many other aspects of good overall health.

A research team in Kyoto, Japan, found that chlorella [promotes weight loss](#) by controlling gene expression to produce reductions in body fat percentages, fasting glucose levels, and total circulating cholesterol.

Thanks to rich amounts of trace [minerals](#), chlorophyll, and antioxidant [phytonutrients](#), chlorella has an extraordinarily high nutrient density.

## **CHLORELLA CONTAINS:**

- 16 vitamins and eight minerals (plus vital trace elements and minerals)
- 19 amino acids (including the nine essential amino acids) making it a highly digestible complete protein

- The highest concentration of RNA/DNA nuclei acid in all know plant foods
- The richest source of chlorophyll known to man
- Essential fatty acids (omega-3 and omega-6)
- And much more.

## HERE'S A SHORT LIST OF THE INCREDIBLE HEALTH BENEFITS CHLORELLA PROVIDES:

- Improves digestion
- Helps with constipation
- Cleanses the blood
- Boosts your immune system
- Relieves inflammation
- Promotes optimal blood pressure
- Reduces fibromyalgia pain
- May reduce cancer risk
- Effective for hormone imbalances
- Increases white blood cell count
- Detoxifies harmful radiation
- Reduces body odor
- Helps tissue growth and repair
- And many more.

### **TO HELP SHRED FAT FASTER:**

*For the next 30 days, mix one tablespoon of chlorella in water twice per day - once in the morning and again in the evening. Or you could add it to your favorite smoothie recipe.*

## SUPER FOOD #2: CACAO

Cacao is a raw form of chocolate. But did you know that not only is it a powerful aphrodisiac, it is said to be the most pure form of vitamin C?

Cacao can give you enough energy to replace your morning cup of coffee. Or you can add it to your coffee to create a healthier and flavorful morning beverage. Mouth-watering addition in a cup of coffee!



Cacao's biggest health benefit could be that it is one of the strongest antioxidants on Earth.

Cacao has more antioxidant flavonoids than any other food tested so far – including blueberries, red wine, and both black and green teas.

In fact, cacao has up to four times the quantity of antioxidants found in green tea.

The long list of health benefits provided by antioxidants includes:

- **Promoting heart health:** It helps dilate blood vessels, reduce blood clotting, and improve circulation. Helps regulate heartbeat and blood pressure, lower LDL cholesterol, and reduces the risk of stroke and heart attacks.
- **Protection from environmental toxins:** It helps repair and resist damage caused by free radicals, and reduces the risk of certain cancers.
- **Serotonin:** It raises the level of serotonin in the brain, thus acting as an anti-depressant, helping to reduce PMS symptoms, and promoting a sense of well-being.
- **Endorphins:** It stimulates the secretion of endorphins, producing a pleasurable sensation similar to the runner's high a jogger feels after running several miles.
- **Phenethylamine:** Phenethylamine is created within the brain and released when we are in love. It acts as a mild mood elevator and anti-depressant, and helps increase focus and alertness.



- **Anandamide:** Anandamide is also known as the bliss chemical. Cacao contains both nacylethanolamines, believed to temporarily increase the levels of anandamide in the brain, and enzyme inhibitors that slow its breakdown. It also promotes relaxation, and helps us feel good longer.
- **Essential minerals:** Cacao beans are rich in a number of essential minerals, including magnesium, sulfur, calcium, iron, zinc, copper, potassium and manganese.
- **Magnesium:** Cacao could be the world's #1 source of magnesium. Magnesium balances brain chemistry, builds strong bones, and helps regulate heartbeat and blood pressure. Around 80% of people are magnesium deficient. And it is linked with PMT, hypertension, heart disease, diabetes and joint problems.
- **Sulfur:** Cacao is high in the beauty mineral 'sulfur'. It builds strong nails and hair, promotes beautiful skin, detoxifies the liver, and supports healthy pancreas functioning.
- **Essential fats:** No, chocolate isn't fattening! Don't believe on myths. It's the quantity of chocolates that make you fat. In truth, the fats in cocoa butter are healthy fats. Cacao contains oleic acid, a heart-healthy monounsaturated fat, also found in olive oil that may raise good cholesterol.
- **Appetite suppressant:** Yes, that's right! Raw chocolate actually has appetite-suppressant properties and often added to weight loss products to help control hunger.
- **Aphrodisiac:** Chocolate has long been the food for lovers and is a symbol of sensuality and sexuality. The ancient Aztecs gave chocolate as wedding presents and other South American civilizations believed that chocolate was the food of the heart.

## **TO HELP SHED POUNDS FASTER:**

*For the next 30 days, create a delicious tasting energy boosting beverage by mixing one tablespoon of cacao with water, almond milk, or your personal favorite healthy drink. Do this twice daily - once in the morning and again in the evening.*

## SUPER FOOD #3: GOJI BERRIES<sup>3</sup>

Also known as wolf berries, goji berries have been a staple of traditional Chinese medicine for thousands of years.<sup>4</sup>

Goji berries have a natural tinge of sweetness combined with a very slight herb-like taste.

You can eat goji berries raw or soak them

in hot water. You can also add goji berries to trail mixes, smoothies, or as a garnish to salads or yogurts. They also contain tiny seeds that add a nice texture to your meals

A 500-gram bag of dried goji berries usually costs about \$15 to \$20 at most natural food stores. Organic goji berries have been known to sell for \$30 to \$40.

You may find the best bargains at local Asian stores. Yet I've discovered an even more affordable source I'll share in a moment.

## WHY TO EAT GOJI BERRIES?

Goji berries are loaded with beta-carotene – an important nutrient known to help promote healthy skin.

Goji berries can also help boost the immune system and protect the eyes. And goji berries are an excellent source of vitamin C, reducing tough cold symptoms.

The good part is Goji berries are low in calories, fat-free and are packed with fiber — which also helps you manage weight and go the bathroom on a regular basis.

Finally, goji berries are an excellent source of antioxidants. They contain 21 trace minerals, and **15 x the iron of spinach.**<sup>5</sup>



## **TO INCREASE ENERGY AND ACCELERATE WEIGHT LOSS:**

*For the next 30 days, add a serving of goji berries to your daily routine. You could even mix all three super foods – chlorella, cacao, and goji berries – with your favorite fruits in a blender to create a super food smoothie!*

So that's it. Pretty straightforward, right?

I'm absolutely convinced beyond the shadow of a doubt that chlorella, raw cacao, and goji berries are three of the most healthy super foods on the planet.

Yet I'll admit it was a challenge to narrow it down to just three super foods because a healthy diet obviously consists of more than just these three foods. So let me share...

### **A SHORT LIST OF OTHER SUPER FOODS...**

**Spirulina** is an incredible super food that provides a concentrated source of protein, vitamins, antioxidants, and other nutrients.

**Wheatgrass** – just a single scoop of this super food is equivalent to five full servings of fruits and vegetables.

**Pea** protein is packed with branch chain amino acids. BCAAs help you lose weight by keeping you full between meals.

**Slippery Elm Bark** cleanses your body from the inside out.

**Alfalfa** is known as a cure for kidney problems, reduces swelling, and nourishes the digestive, skeletal, glandular, and urinary systems.

**Lecithin** is vital to the construction of your cells. It also repairs liver damage and improves memory.

**Bilberry** promotes cardiovascular and eye health.

And **kelp** helps reduce water weight and toxins in the body.

Struggling to lose weight or constantly lacking energy? Did you say **Yes**? Then simply add these super foods to your diet along with the other strategies. You'll discover in this proven program that they will be a real game changer for your overall health and weight loss.

Yet if you're like most people, then you have a very busy life. You have a job, a spouse or significant other, and possibly children.

And you have other interests that could include church, volunteer work, sports, pets, and on top of all that, you have a social life.

Believe me, I understand!

And that's what led me on my search for...

## THE ULTIMATE SUPER FOOD SOLUTION

After months of experimenting, I finally discovered a fantastic product that combines all of the super foods I've told you about – and over 70 natural and organic ingredients in all – into one super healthy powdered drink mix. It's called **Daily Energy®** – the world's first premium super food cocktail.

At first I was skeptical because not many of these types of products deliver on their promises. So I put this one to my demanding tests and held it to my stringent standards.

From the beginning, I was impressed with the long list of high-quality ingredients but that alone was not enough for me.



So I tracked down the creator of Daily Energy® and grilled him with tough questions about the ingredients and the manufacturing process.

I came away from the meeting impressed by his research and the sources of the organic and natural ingredients they used.

At the end of my investigation, I was convinced Daily Energy® was far and away the best supplement I had ever found.

## WHY DO I MAKE THIS BOLD STATEMENT?

Let me give you a long list of reasons why I consider Daily Energy® my personal 'nutritional insurance':

- Each serving of packs the antioxidant equivalent of 12 servings of fruits and vegetables (something sorely lacking in the typical modern diet).
- It contains over 70 organic and natural ingredients from the highest quality sources that can be found around the globe.
- It contains countless nutrients and minerals that can't be found in everyday foods.
- It contains essential prebiotics, probiotics, and digestive enzymes to promote and improve gut health.
- It can help you accelerate weight loss and achieve optimum health in just 30 seconds per day.
- It gives you a healthy and sustained energy boost without any crash.
- And perhaps best, it tastes absolutely fantastic!

As you can clearly see, Daily Energy® isn't like other supplements. It has been a real game-changer for me and my family. This is my 'go-to' all-in-one greens drink.

That's why Daily Energy® gets my seal-of-approval. So what's the biggest difference?

## AN ABUNDANCE OF NATURAL, ORGANIC, NUTRIENT-DENSE INGREDIENTS COMBINED INTO A SINGLE GREEN POWDER

Most supplements are not natural. They're actually manufactured in a lab in a process, providing a small fraction of the nutrients, vitamins, and minerals found in nature's whole foods.

**Daily Energy®** is made with the highest quality whole foods available. Even better, this powerful combination of super foods is freeze-dried when they are at their freshest to preserve as much of nature's nutrition as possible.

And there are no shortcuts taken in creating the product either. Instead of using the standard (and cheaper) hot-milling process, each and every ingredient in **Daily Energy®** is cold-milled to maintain its integrity before being combined into a single delicious and super-healthy green powder.

The synergistic effect of combining these 70+ organic and natural ingredients in very specific quantities and combinations gives the incredible health benefits you'd never get from eating each ingredient individually.

Right after adding **Daily Energy®** to my daily routine, I felt more energized and alive than I've felt in years. Most people notice the difference after just a few days.

And it gets even better.

Aside from the tremendous health and weight loss benefits, **Daily Energy®** is ...

## A SIMPLE, GREAT-TASTING WEIGHT LOSS FORMULA

Most of these healthy green powders taste like grass clippings. That makes them tough to swallow and gives you good reason not to use them.

**Daily Energy®** is naturally sweet. And all the health benefits I've covered so far are packed into a single scoop you can consume in just 30 seconds per day.

Whether you mix it with a glass of water or add it to your favorite smoothie recipe, you'll look forward to this ultra-healthy energy boost every day.

After all, you've discovered about super foods today, I think you'll agree that Daily Energy® is hands down the single best and fastest way to nourish your body with the nutrients it needs every day.

It will also help you achieve optimal results in the shortest amount of time with this program, **The 1 Week Diet**.

It's also important to point out that Daily Energy® contains absolutely no synthetic chemicals, artificial colors, flavors, preservatives, or sweeteners of any kind.

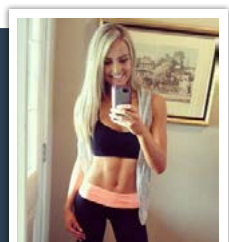
And you won't find any GMOs, herbicides, pesticides, wheat, dairy, gluten, corn, lactose, sucrose, dextrose, egg, yeast, peanuts, or animal products in Daily Energy® either.



So it's suitable for just about everyone on the planet, regardless of allergies or dietary preferences.

Don't just take my word for it though. Here is what people actually taking Daily Energy® have to say about the world's first premium super food cocktail.

"I am a believer in **Daily Energy**®. Love the energy it gives me before a workout. I'm in better shape now than I have ever been in my life. I love you guys, and will ALWAYS use **Daily Energy**®. as part of my daily routine. BTW, I also teach fitness now."



Victoria R



# THE UNDISPUTABLE RULES OF FAT LOSS

There are universal laws of fat loss which simply cannot be ignored or replaced. These rules absolutely, positively must be followed if you're really want to lose weight.

## 1. FAT-LOSS RULE

**IN ORDER TO BURN FAT AND LOSE WEIGHT, YOU ABSOLUTELY MUST CREATE A CALORIE DEFICIT OVER TIME.**

Remember how I explained that we gain weight over time by consuming even just a few calories more than our body needs? Weight loss works the same way. However, we are not going to lose weight at the same slow pace we gain it. Instead, we are going to 'turbo-charge' your fat loss. But just keep in mind that the primary factor in weight loss is a calorie deficit over time. You simply must have this and you absolutely cannot lose weight without it.

Now as simple as this sound, there is actually a lot more to it.

Most probably, you've struggled with losing weight in the past. You've tried your best to cut calories ... but didn't see the weight come off as expected. There is a reason for this... and it's for this reason that so many dieters become frustrated.

This is very important to understand the role of Basal Metabolic Rate. We all have our own specific **Basal Metabolic Rate (BMR)**. It is the amount of energy (calories) your body needs/uses during the day, at rest or during sleep. In other words, it's the amount of calories that your body burns



while keeping everything working properly. It does not take your physical activity into account, and neither will we while on this diet.

These BMR calories that are needed and used by your body every single day of your life can come from the food you eat, from your own body fat, or through a combination of the two. Obviously, we want our body to use fat for its energy needs because that's what makes us thinner.

Getting a 100% accurate BMR requires a trip to the lab, being hooked up to some crazy-looking gizmos, and running a gas analysis on your body. Luckily for us, science has come up with a formula to calculate our BMR based on sex, age, height and weight. It's not going to be 100% exact, but it will give us a rough estimate that how can we work effectively to shed those extra pounds.

Most people are told that in order to lose weight, they just need to burn more calories than they consume. While this sounds the-friendly-opinion, it is faulty because it fails to take our BMR into account. And that's why simplistic solutions like 'eat less and exercise more' almost always end up in frustration and diet failure.

### **Here's what I mean...**

My BMR is approximately 1900, meaning my body is going to burn at least 1900 calories every day to keep me alive and functioning properly. Now, if I regularly consume more than 1900 calories each day, the weight is going to creep up on me (it is generally accepted that 3500 calories = one pound of fat).

So, let's suppose, I don't know what BMR is and why it's important. My total calorie consumption is 2500 calories. As my BMR is suggesting that my body will burn 1900 calories per day, I'm still taking extra 600 calories. So, I'll gain weight pretty steadily. Because that weight has crept up on me, I decide to go on a diet. On the opinions from the doctors and fitness geeks, I start implementing the strategy of eating less. I cut down 500 calories a day from my diet. I'm still consuming 100 more calories than my BMR. Due to this change, I'm not only losing the weight, in fact, I can also gain the weight (a bit), but, more slowly than I was before.

Now, because I'm not losing weight, I decide to 'exercise more' and I start hitting the gym three days per week. During those exercise sessions, I'm burning about 300 calories per workout (that's about average). Since I am now eating 100 calories over my BMR, this regular exercise (300 calories) now puts me 200 calories below my BMR (per exercise day) ... and now I'm finally losing

weight (yay!). But since I have to burn 3500 calories to lose a pound of fat, and I'm only dropping 600 calories per week under my BMR, I'm only on schedule to lose just one pound of fat over the next six weeks! (Boo!)

## AND THIS IS WHY SO MANY DIETS FAIL...

People are very enthusiastic and energetic in the beginning of the powerful regimen composed of dieting and exercising. When they don't get the expected results fast, they would rather prefer to end up all their efforts. They actually miss the main component—calculation of BMR. Once you understand your BMR, you can effectively devise an effective calorie-cutting plan which will result in real fat loss. As much as I would like to give you a magic pill, this is truly the driving factor of all weight loss.

Knowing your BMR puts you in control. You will learn how many calories your body actually needs. Then, you can cut out as many calories as you want in setting your weight loss plan. Your body will then tap into your fat stores to make up for all the calories you deprive it of (through the calories you cut from your diet and any exercise/physical activity you engage in).

This is truly a liberating method for weight loss, as it doesn't require you to understand hormones, fat mobilization, etc. It also lets you eat whatever you want as it works solely on calories rather than focusing on macronutrient ratios (carbs, fats, and protein).

If you take nothing else from this book, understand that creating a calorie deficit over time is the universal driver of fat loss — there is nothing else that can take its place. The best part is that once you reach your goal weight, you can begin to enjoy all of your favorite foods and live a life without constantly worrying about the foods you can or cannot eat. This has nothing to do with carbs, fat or protein, and everything to do with BMR and calorie consumption.

## 2. FAT-LOSS RULES

### **BEFORE YOU CAN BEGIN TO BURN BODY FAT, THE FAT MUST BE MOBILIZED!**

Fat burning is a greatly misunderstood concept. Burning fat is actually easy to do. It just takes a bit of physical activity that all do in the entire day. The problem is that this fat we are burning is

primarily the fat from the food we eat and the fat that is sitting around in our bodies (in the liver and intestines), but not the fat inside our fat cells.

**Mobilizing body fat** — getting the fat out of our fat cells to be burned — is the hard part, and losing this fat is what results in weight loss and a better looking body!

Right now, your fat cells are filled with triglycerides (three fatty acids and one glycerol molecule make up a triglyceride). Because triglycerides are made up of three fatty acids bound together with a glycerol molecule, they are too large to leave the fat cells by themselves like free-flowing fatty acids can. Because of this, triglycerides must be mobilized from the fat cells so that they are available to be burned as energy.

When I say that fat must be 'mobilized', what I mean is that those triglycerides must be broken back down into fatty acids so that they can 'escape' the fat cells that they are stuck inside.

By first mobilizing the fat and then using that fat for energy, your body will become leaner.

Fat mobilization is the first step in the weight loss process.

### 3. FAT-LOSS RULES

#### YOU CAN CONTROL HOW MUCH FAT YOU MOBILIZE.

The rate at which fat can be mobilized is largely controlled by an enzyme called hormone-sensitive lipase (HSL). It is primarily controlled by insulin and the catecholamines. Fat can be mobilized with the activation of HSL. The problem is that when insulin or triglycerides (from the food you eat) are found in the bloodstream, HSL activity comes to a halt and fat cannot be significantly mobilized from your fat cells. Essentially, this means that any time you eat, you will be unable to mobilize body fat.

The catecholamines (adrenaline and noradrenaline) increases HSL activity, speeding up the fat mobilization process.

So you can control how much fat you mobilize through your diet, by keeping insulin low and catecholamines high.

## 4. FAT-LOSS RULES

### YOU MUST KEEP THE CATECHOLAMINES HIGH AND INSULIN LOW.

As long as catecholamine levels are high and insulin levels are low, fat mobilization will occur. For anyone who has struggled to lose weight, the reason is because your insulin levels are constantly high and your catecholamine levels are low. That being said, the key to getting the fat out of your fat cells and ready to be burned lies in increasing catecholamines and decreasing insulin as much as possible. You can control both through diet and exercise (and via supplements).





# LET'S GET STARTED

Now that you understand the reason behind **The 1 Week Diet** , we can jump into the specifics on how to set up and make this diet work for you. In **The 1 Week Diet** "Fat-Burning Guide and Meal Plan", you'll learn how to calculate body fat and learn how much protein you need every day to ensure you are burning fat and maintaining lean body mass. You'll also learn the "secret" method for maintaining your ideal body weight forever.

In **The 1 Week Diet** Progress Workbook, you'll get some incredibly effective, fatburning exercises that are combined with the diet portion of **The 1 Week Diet** , to produce unbelievable amounts of body fat loss.

In the Weight-Loss Motivator Handbook, you'll learn some very effective ways to make weight loss easier and more enjoyable.

I truly believe that if you follow **The 1 Week Diet** , you will quickly achieve your weight loss goals. I wish you all the best in your efforts and I do look forward to hearing about your body-transformation success!



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