

THE



MOST CRUCIAL FORMULA

FOR HEALTHY SCIENCE-BASED

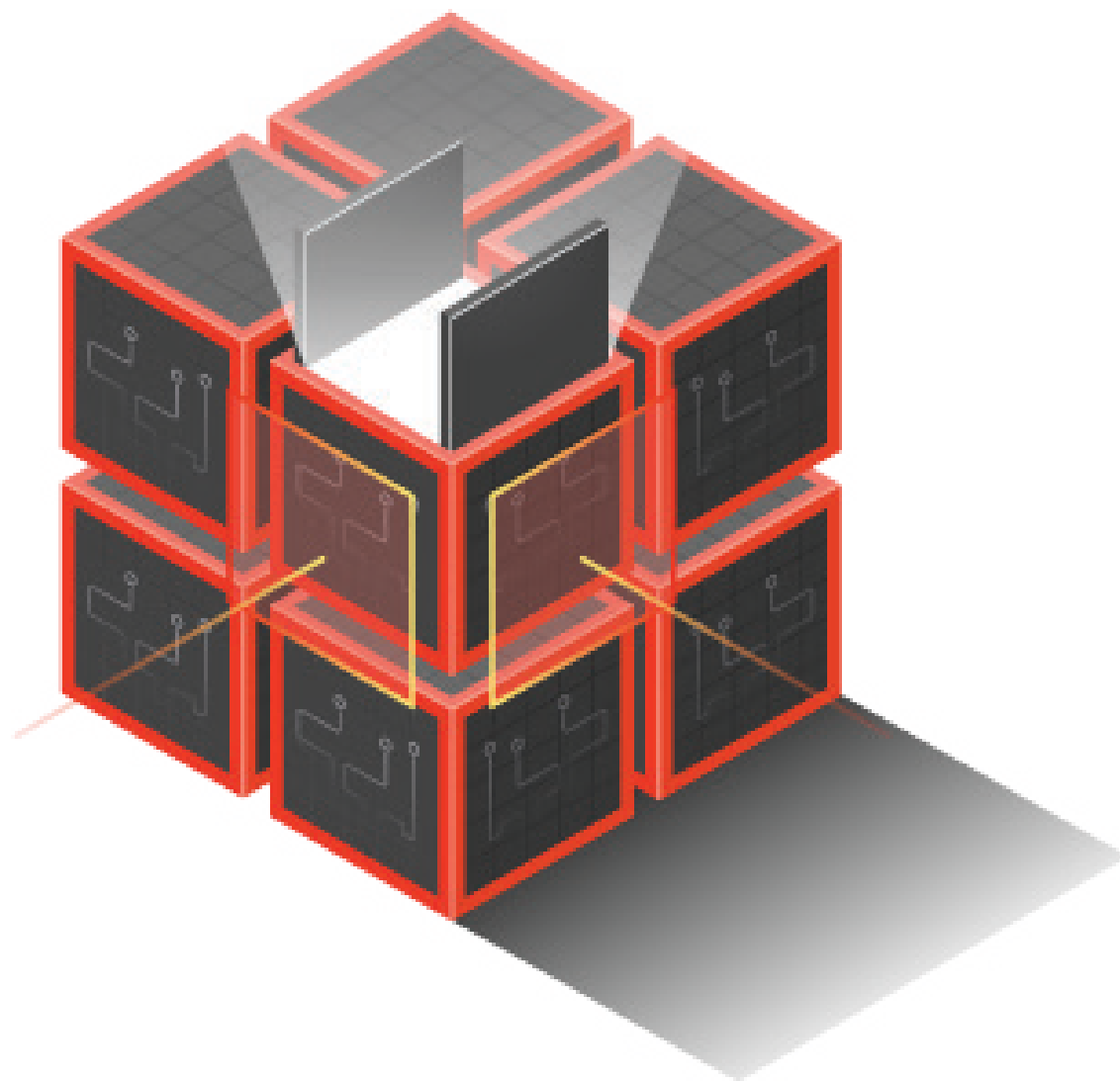
WEIGHT LOSS

FitPillars.com

Free Report



THE MOST CRUCIAL FORMULA FOR HEALTHY SCIENCE BASED WEIGHT LOSS



www.FitPillars.com

THE MOST CRUCIAL FORMULA FOR HEALTHY SCIENCE BASED WEIGHT LOSS

Have you ever wondered **why men have nipples**? It's pretty straightforward why women have. We are mammals and the breastfeeding process would be impossible without them. But what is the reason that men have as well?

Other than nerve stimulation during sexual intercourse, it seems they do not offer any other vital function. **So how come they're still around?** Well, the answer is pretty darn simple.

It's a part of the process an embryo goes through in the beginning stages of life, that has not changed for millions of years ^{1,2}. It hasn't changed because it has not been deemed as important enough of a reason to cause such an adaptation on our DNA. Nipples, after all, aren't that bad, right? They aren't holding us back in any way, so they get to stick around. The same pretty much applies to wisdom teeth as well ³. My point here is, **biologically speaking**, we haven't really changed that much since our ancestors (Homo sapiens) was roaming the wilderness hundreds of thousands of years ago.

However, since the industrial revolution, **our environment** over the last two hundred years, **has radically transformed**. And this is even more evident over the last thirty years with the exponential technological advances. Food supply and availability has never been that high before ⁴. And that's an amazing accomplishment, having less and less people struggling to be properly fed, year after year. On the flip side though, the **obesity rates** have been steadily growing ever since ⁵.

We can't change our environment, at least on a macro level. We have to adapt, perhaps change our environment on a micro level and retrain how we go about our diet and eating habits. That is unless you are at a normal body fat percentage, with enough healthy habits ingrained already. If that's you then kudos! But for most people (including myself growing up), unfortunately, this is not the case. And **for most people**, some (or a lot of) fat loss is probably going to be a significant factor when it comes to their **body image, confidence** and, of course, **health and wellbeing**.

So, how should we go about this? Let's start at the very beginning.

What is the definition of healthy weight loss?

It is the reduction of body weight (and maintenance thereafter) primarily from adipose tissues whilst preserving muscle mass and maintaining a healthy metabolism.

So, when we are aiming for weight loss, simply seeing the scale go down is not the end all be all of the equation. Going on juice cleanses, doing water fasting, eliminating entire food groups (hint: Keto) or straightforward starving can help you lose weight BUT it **comes at a cost and almost always, is never sustainable** (nor healthy for that matter).

Instead, when aiming for healthy weight loss, we want our weight reduction to be primarily from **body fat stores**. And by doing so, we get to preserve as much muscle mass as possible. But you might be thinking, "**Who cares if I lose some muscle as well?**". Why are muscles all that important when it comes to weight loss?

Well, the answer is pretty simple. Muscles require almost **300% more energy** than body fat does ⁶. Yes, you read that right, that wasn't a typo. Almost three hundred percent more. Therefore, **by preserving muscle mass**, your body's energy needs will remain high and your **metabolism will stay active and healthy** as well.

Now that we've covered what healthy weight loss actually is, let's see what this **crucial weight loss formula** looks like. Ready? Here we go:

$$W=EI-EO$$

Simple enough of an equation, right? It's so darn important though, so let's break it down, leave no stone unturned.

The variables stand for:

W = Weight

EI = Energy In (through food)

EO = Energy Out (via physical activity, exercise, chores, breathing, etc)

Using this equation, there are a grand total of 3 scenarios that can take place.

Weight Maintenance

When the energy coming in our body **matches** the energy going out, **weight stays pretty much the same**. In fancy terms, this is called **Homeostasis** ⁷ and the end result of the equation is zero, meaning no change (e.g. $2 - 2 = 0$).

Weight Gain

When the energy coming in our body **exceeds** the energy going out, the end result is **weight gain** (e.g. $2 - 1 = 1$).

Weight Loss

Finally and more importantly, when the energy coming in is **less** than the energy going out, the end result is **weight loss**. (e.g. $1 - 2 = -1$)

This is called **energy balance** and it has been scientifically proven over ⁸ and over ⁹ again.

Now let's look at an example of how this practically plays out and how it affects our body composition.

The **human body is a system**. And all systems consist of various parts. The body for example is **comprised of organs, muscles, bones**, etc that work together to perform a purpose, that is to survive.

Now, let's look at a funny analogy by one Zach Pridgen ¹⁰ using another system, in this case, a car. Which also consists of various parts and its purpose is to transport people from point A to point B. And if we could compare the two, it would be something like this:

- * Engine = Brain
- * Chassis = Spine
- * Battery = Heart
- * Oil Filter = Kidney
- * Knees = Suspensions
- * Leg Muscles = Transmission
- * Axis = Skeletal Mass
- * Radiator = Hypothalamus
- * Air Filter = Nose
- * Door Hinges = Scapula & Humerus
- * Paint = Skin
- * Windshield Wipers = Eyelashes
- * A/C = Lungs
- * **Fuel Tank = Stomach**

A neat analogy and a very helpful one. But there are some things that are not quite right, such as the A/C = Lungs for example. Cars can function just fine without an A/C, whereas the human body can only survive for just a few minutes without oxygen (or up to 24.03 mins, if you are Aleix Segura ¹¹).

Another so and so pair, which, **for weight loss purposes, is important for us to fully understand**, is the Fuel Tank = Stomach. True, both the Fuel Tank as well as the Stomach hold fuel/food that can be used by the car or body respectively.

But let's not forget about the **Reservoir (reserve tank)** and how that comes into play.

The Reservoir is a **backup source of fuel** that is filled up when there is a **surplus** of fuel coming in so it can be used when there is a shortage in the primary source. Pretty much every single car has one. It's the light that goes on to let you know you're low on fuel. But **how does the Reservoir translate to the human body?** You probably already know that, it's called **Body Fat**.

Despite the fact there's not light going on and off, **when there is a surplus of food** (energy coming in), **our body stores this extra energy as body fat** for future use. Which makes our weight go up on the scale. On the flip side, **when there is a lack of food** (less energy coming in), **our body can tap into its own fat stores** to keep us going. And of course this translates to weight loss. And the human body is so amazing, it can keep us alive with no food at all for quite a bit (up to 28-40 days in some cases ¹²).

Make no mistake. I'm not saying this is how you should approach weight loss. To starve yourself until you reach your goal. What I'm suggesting is far from it actually. I'm simply saying, **this is a survival mechanism, it hasn't changed for thousands of years** and now you understand how it actually works.

So then, is it just Calories In vs Calories Out (CICO)?

Well, mostly yes! And no, I'm not arguing with myself or the previous formula we just looked at.

Unless you are taking some kind of **medication** (for diabetes, antipsychotics, antidepressants, epilepsy medicine, steroid hormone medicine, blood-pressure medicine) **that has been shown to cause weight gain** ^{13,14}, in which case you should probably further discuss this with your doctor, **if you consume less energy** than your body needs and do it consistently enough, **you will lose weight**.

As long as you are in a caloric deficit, as far as weight loss is concerned, it doesn't really matter how your diet looks like. You could literally be eating **McDonald's every single day** while on a caloric deficit and still **lose weight and improve your health markers** at the same time ¹⁵. Or you could skip food altogether and **live on Twinkies, Doritos, Oreos** and protein shakes and you would still **lose weight**, lose quite a bit of body fat, **see a 20% drop in your LDL** or bad cholesterol and **another 20% increase in your HDL** or good cholesterol ¹⁶. Sounds great, right?

Note though, **these are not studies**, just one person examples. **I'm not actually suggesting you should take either one of these approaches**. Sure these people lost weight and improved their health markers but in both cases, it was a short-term thing. Not something they would want to or even be able to stick to forever. Now that would almost certainly be unhealthy. I'm simply including these examples here to show you, **weight loss is simply a matter of energy balance and maintaining a caloric deficit over time**.

How to lose weight and keep it off for good?

We might have seen that losing weight ultimately comes down to consuming less energy on a daily basis, but there is **another factor** that's way **more important than weight loss**.

That is, achieving **weight loss maintenance**, meaning to be able to maintain the lost weight for the long term. Sadly, the **majority of people** that are successful in their weight loss approach over the short term, **tend to regain the lost weight back** after a few months or years have gone by ^{17,18}.

So what does this mean? **Are all weight loss attempts futile**, it's not even worth the effort? Are all overweight or obese people destined to just **compromise** their dreams and **settle** for the status quo? **Definitely not!**

YOU have the power to transform your body and your life. You just need to make sure you have the **right strategies** and **proper tools** and then take it **one step at a time**. Play the long term game instead. Stop chasing silver bullets and trending fad diets, magic pills or shortcuts. Focus on the process, on the journey of getting there, instead of the final outcome.

Think of it like a game. And it is a game you have been playing already, but **without ever learning the rules**. That's why you were not winning. Now that you do though, your chances of success have literally **skyrocketed** in comparison to the rest of the people that still don't know how the game is even played.

Now that you have learned **the rules of healthy weight loss**, the ins and outs, permanent weight loss will become **a breeze** and you will be far ahead from **99% of the population** that try to **lose weight and fail time after time again**.

CONCLUSION

Congratulations on reaching the end of this report!

Your dedication speaks volumes.

Even if you've gleaned just one piece of information, it's been worth it.

Here's the final takeaway.

Your current state, whether overweight or obese, doesn't define you. Your DNA doesn't dictate your destiny. You might feel you've been dealt a "bad" genetic hand, but that's not the crux of the issue.

No matter how lost or confused you might feel, know this:

Achieving your dream body is simpler than you think!

The truth is, a few changes can lead to amazing progress. What if **losing weight could become easy and effortless?**

What if you could **eat whatever you want**, whenever you want, and still lose weight while improving your health? Sounds too good to be true, right?

Imagine waking up every morning, feeling proud of the reflection in the mirror. Wouldn't that feel amazing? Wouldn't that put a smile on your face?

How would you feel if people started complimenting you on your appearance and the weight you've lost? **Imagine the confidence boost.**

These might seem like bold claims, but all of these things are attainable, and it's simpler than most fitness professionals would have you believe.

Your age, gender, height, or lifelong weight struggles don't matter. You can transform your body to match your desires, as long as you make the right changes.

This report was here to guide you through that process.

Still, if you have questions, concerns, or need help with anything, don't hesitate to reach out.

We're always happy to help!

Finally, if you enjoyed reading this report and know someone who could benefit from it, feel free to share it.

They'll be thankful you did!

Best wishes,

The FitPillars Team
FitPillars.com



REFERENCES

1. Why Do Men Have Nipples? - 12 Days of Evolution #7, It's Okay To Be Smart, https://www.youtube.com/watch?v=CobYkJDBw_k
2. We were all female, AsapSCIENCE, <https://www.youtube.com/watch?v=z1Kdoja3h1k>
3. Why do we have wisdom teeth?, <http://humanorigins.si.edu/education/fun-facts/why-do-we-have-wisdom-teeth>
4. Food per Person by Max Roser and Hannah Ritchie, <https://ourworldindata.org/food-per-person>
5. NCHS, National Health and Nutrition Examination Survey, 1999–2016, “Data Brief 288: Prevalence of Obesity Among Adults and Youth: United States, 2015–2016” https://www.cdc.gov/nchs/data/databriefs/db288_table.pdf#5
6. ZiMian Wang, Zhiliang Ying, Anja Bosy-Westphal, Junyi Zhang, Britta Schautz, Wiebke Later, Steven B Heymsfield, and Manfred J Müller, “Specific metabolic rates of major organs and tissues across adulthood: evaluation by mechanistic model of resting energy expenditure 1,2,3,4”, 2010, doi: 10.3945/ajcn.2010.29885, PMID: 20962155
7. Homeostasis: <https://en.wikipedia.org/wiki/Homeostasis>
8. Hand GA1, Shook RP, Paluch AE, Baruth M, Crowley EP, Jagers JR, Prasad VK, Hurley TG, Hebert JR, O'Connor DP, Archer E, Burgess S, Blair SN, “The energy balance study: the design and baseline results for a longitudinal study of energy balance”, 2013, DOI: 10.1080/02701367.2013.816224
9. Schoeller DA1., “Insights into energy balance from doubly labeled water.”, 2008, PMID: 19136994 DOI: 10.1038/ijo.2008.241
10. Anatomy of a CAR Vs. Human, Zach Pridgen https://prezi.com/tea-ikgzuw_t/anatomy-of-a-car-vs-human/
11. Longest time breath held voluntarily (male): [http://www.guinnessworldrecords.com/world-records/longest-time-breath-held-voluntarily-\(male\)](http://www.guinnessworldrecords.com/world-records/longest-time-breath-held-voluntarily-(male))
12. How Long Can a Person Survive without Food?: <https://www.scientificamerican.com/article/how-long-can-a-person-survive-without-food/>
13. Sean Wharton,1,2 Lilian Raiber,1 Kristin J Serodio,1 Jasmine Lee,1 and Rebecca AG Christensen1, “Medications that cause weight gain and alternatives in Canada: a narrative review”, 2018, doi: 10.2147/DMSO.S171365, PMID: 30174450
14. When Your Weight Gain Is Caused by Medicine: <https://www.urmc.rochester.edu/encyclopedia/content.aspx?contenttypeid=56&contentid=DM300>
15. Man loses 56 pounds after eating only McDonald's for six months: <https://www.today.com/health/man-loses-56-pounds-after-eating-only-mcdonalds-six-months-2D79329158>
16. Twinkie diet helps nutrition professor lose 27 pounds: <http://edition.cnn.com/2010/HEALTH/11/08/twinkie.diet.professor/>
17. Paul S. MacLean,corresponding author Audrey Bergouignan, Marc-Andre Cornier, and Matthew R. Jackman, “Biology's response to dieting: the impetus for weight regain”, 2011, doi: 10.1152/ajpregu.00755.2010, PMID: 21677272
18. Anastasiou CA1, Karfopoulou E2, Yannakoulia M2, “Weight regaining: From statistics and behaviors to physiology and metabolism”, 2015, PMID: 26362728 DOI: 10.1016/j.metabol.2015.08.006