

# Confidential Weight Loss Report

*Here's the FREE REPORT you requested!*

Discover the **REAL REASONS** diets fail and why you have a hard time losing weight!

*Does any of this describe you?*

- Does it take you great effort just to lose a few pounds?
- Do you find the older you get the harder it is to lose weight?
- Do you lack the willpower to stick with a program?
- Do your cravings sabotage your efforts?
- Do you find that diets just don't work for you?
- Do you have to starve yourself to lose weight?
- Are you not losing weight despite exercising?
- Do you hate exercise?
- Is your metabolism stuck?
- Do you find you just can't lose weight?

This free report may be the most important thing you will ever read.

Why? Because at long last, it is possible for you to **lose weight and keep it off** without starvation, strenuous exercise, or harmful medications.

**But this isn't another diet.**

We've had enough of that, haven't we? There are hundreds of "diets" out there, yet 65% of Americans are still overweight.

Why is that?

The simple reason is our bodies are not **meant** to "diet". Diets don't work long-term because they fail to address the reasons we gain weight in the first place. However, as this report will show you, you can **easily lose weight** if you overcome these reasons.

## **The Metabolism and Cravings Trap:**

Extensive scientific and nutritional research tells us that **METABOLISM and CRAVINGS are the culprits behind gaining weight**. Yet, most diets do nothing to address these two vital factors.

**This is why 95% of all diets don't work.  
In short, dieting sets you up to fail.**

In fact, most diets do more harm than good because they actually slow down your metabolism, and they ignore overwhelming cravings. Cutting calories doesn't result in weight loss because it throws your body out of whack.

**Think about that - it makes sense, doesn't it?**

There is hope, though. Read on to see how a revolutionary new program overcomes these two factors.

First, let's look a little closer at Metabolism and Cravings and see how they work:

### **Metabolism**

Your metabolism is essentially your body's furnace. Metabolism controls how fast you burn calories and turn them into energy. **Outside factors like stress, exercise, and your diet make your metabolism go up or down.**

In fact, your metabolism drops like a stone when you do things like skip meals, go hungry, or "shock" the body by cutting out different foods. This is why dieting never seems to work.

Your mood and attitude will affect your metabolism as well. **If you're not happy because you're eating hamburgers without buns, your metabolism will suffer.**

Metabolism is also affected by exercise. The more you exercise, the higher your metabolism. However, as we all know, exercise is time-consuming, painful, and just something most of us do not do.

**But to lose weight, your metabolism MUST be high.**

Remember this point - it will be important later on.

## **Cravings**

The bane of anyone trying to lose weight is cravings. There is a gross misconception regarding cravings - they are not some "weakness" to be overcome by willpower.

Overwhelming food cravings are usually caused by chemical imbalances in your brain. **Imbalances most of us have.**

Neurotransmitters (brain chemicals) like Serotonin and Dopamine control our food cravings. When they are "out of balance", we crave high carbohydrate foods like sugar, breads and chocolate. These foods provide us with a short-term increase of Dopamine, making us feel better.

**In short, your food cravings are a lot like a smoker craving a cigarette. They cannot be helped, and can be incredibly powerful.**

Also, imbalances caused by outside factors like STRESS and DEPRESSION lead to what we call "Nervous Eating". **In simple terms, stress causes an imbalance, and we then eat to try and re-balance.**

**Have you noticed that you eat when you are stressed? Well, now you know why.**