



7

Simple Rules
of

Weight Loss

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Plan B

Whatever you can do or dream you can do, begin it.

Boldness has genius, power and magic in it,

Begin it now.

-Goethe

Plan B is the natural evolution of a detoxification program we have been teaching in California since 2001 called the 21-Day Detox. The 21-Day Detox has been taught to thousands of people and has been featured in major media throughout the country and the world. We began teaching this program to create a do-it-yourself program where people could increase their overall level of health by making some simple changes in their lifestyle for 3 weeks.

We anticipated that the 21-Day Detox would be a powerful health program that would help people but we weren't sure what results we would see. We immediately got amazing feedback and testimonials from participants in the workshop. People were telling us that long-term chronic conditions were reversing themselves. Asthmatics were throwing away their inhalers, diabetics were reducing or coming off of their insulin, people with arthritis were able to move more freely than they had in years. Cholesterol was dropping, psoriasis was disappearing and people with depression were finding themselves with a much brighter outlook on life.

One benefit that kept coming up was that people were losing weight without hunger. We were emphatic with the men, women and children who came to our workshop that this was not a weight-loss program but a health program. We considered weight loss programs to generally be marketing scams or extreme and unhealthy long-term ways to eat. We were having people loose as much as 37 pounds in 3 weeks. Generally people were losing between 10 and 15 lbs. in 21 days and improving their health at the same time. But still we told people that the 21-Day Detox was not a weight loss program.

However, a couple of facts have changed our viewpoint. A study by researchers at the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH) published in JAMA that concluded that obesity kills 112,000 Americans each year and that currently, more than 64% of US adults are either

overweight or obese, according to results from the 1999-2000.

We have accepted that obesity is not just a vanity issue. Many people lives are riddled with disease and ended prematurely simply because they are overweight. Reversing obesity is not just about getting back into a pair of tight jeans; it is also about being able to live and long, happy and productive life.

So realizing that people need to lose weight to be healthy, we decided to put together Plan B based on the powerful principles that we have used so successfully with the 21-Day Detox.

Every so often a colleague will ask for an opinion on some new diet that is sweeping the nation. The calls are always very similar. In a state of excited and sometimes hopeful disbelief they say, “is it true that this new diet can cause such dramatic results. Some people have dropped a hundred pounds.” Admittedly, there is something very enticing about discovering the perfect diet.

Diet and weight loss programs have always intrigued me. As a physician that has been involved in alternative medicine for over 10 years, nutrition and prevention have been a central theme in my practice. It is common knowledge among most doctors that Americans are markedly over weight and that carrying those extra pounds increases the risk of cancer, heart disease and many other medical conditions. Naturally, a health care practitioner is drawn into the “diet world” in an effort to offer better advice to their patients.

The world of nutrition and diets is overwhelming. The information available on weight loss programs will flood your brain in a matter of seconds. A single Internet search will supply a health seeker with more adulterated ideas than any one human can digest. It takes a good helping of skepticism to separate useful information from the well-marketed scam. Even a medical degree does not afford one the knowledge to sift through the diet gauntlet.

There are 128 medical schools in the United States, but less than 28 actually teach a course in nutrition for physicians. In fact, of the schools that do, a medical doctor will receive only an average of 60 minutes of training on the subject. Many doctors never ask their patients what they eat, because they are not aware of the link between diet and disease. It is no wonder we are confused about what to eat, even the most well trained health practitioners are clueless.

Living in a culture that regularly bombards people with a dizzying array of conflicting information geared toward marketing and achieving the greatest profit margin has left the average person with little hope for discovering the “perfect diet.” As a result, we have turned toward the trial and error process, sacrificing ourselves one fad after the next to the marketing gods of the diet industry.

It doesn't take much to get us into a new diet program. A few well-placed ads, some testimonials, a celebrity endorsement and a slick name are all it takes to indoctrinate millions into another food cult. The Atkins, South Beach, Blood Type and Zone diets have made more revenue in total than many religious organizations. Are these programs all hype?

In truth, there are always some people that derive benefits from a new diet program, but most do not achieve their goals and still many more will not have long term success.

The diet industry is a multi-billion dollar a year market. More money is spent on diet and health in the West than the funding that goes to the National Aeronautics and Space Association (NASA). Doesn't it seem improbable that the “perfect diet” has not yet been discovered? For some strange reason we can put a man on the moon, but achieving the less than technical feat of feeding ourselves seems to perplex even the scientific elite.

There is no way to complete the diet puzzle without honoring some our personal inconsistency. After all, there are not many things in life that are perfect. It is almost impossible to find one thing in nature that is perfect. There are no right angles in forests, flowers have missing petals and for all that it is worth people make mistakes. For the most part, we are imperfect pieces of nature trying to fit into a technological world of ideals.

It might be time to give up the search for the perfect diet. Food by its very nature is imperfect. It always has a varying degree of nutrition depending upon the way in which it was grown. The only consolation is that food is food. In its whole state, it has in essence remained the same since the dawn of civilization. The perfect diet might just be imperfect.

Dieting (Die-Eating) is a 30 billion dollar a year industry that is killing us.

Fad diets, laxatives and pep pills have filled the supermarket shelves with the

promise of a magic cure for obesity. These products are part of the “quick fix” mirage that has kept us thirsting for the image of “skinny” perfection. If you are tired of late night infomercial diet scams, fed up with anorexic aerobics instructors and in no particular rush to experience the side effects of another well marketed drug, then it is time to commit to **Plan B!**

How can you be sure this is not just another fad diet?

Three simple facts:

1. There are no promises.

Any weight loss program that promises overnight results will be ineffective. Promises create expectation and false hope. Offering promises is dis-empowering, because they deny us of our personal responsibility.

Promises are an individual endeavor.

2. The information makes common sense.

A worthwhile weight management program should be easy to understand. The ideas in this book are common knowledge. There is no special secret to achieving optimal weight. Permanent weight loss is a side effect of healthy habits.

3. The program works naturally.

Mother Nature has been offering an effective weight management program for thousands of years. Weight problems are unheard of where humans live in accord with nature. Obesity is more common in technologically advanced societies that have become estranged to nature.

THE DIET PLAGUE

The World Health Organization (WHO) estimates that half of the human population, 3 billion people, suffer from malnutrition of one form or another. Indeed, a survey of United Nations sponsored studies indicate that hunger afflicts at least 1.2 billion people, while another 1.2 billion consume more than they need, becoming harmfully overweight.

The kicker is, virtually all of the hungry and nearly all of those that are overweight are debilitated by deficiencies of essential vitamins, minerals and other important nutrients.

The diet game is a paradox. If you eat too little, you starve and develop disease as a result of deficiencies. If you eat too much, from the fear of starvation, you gain weight and develop disease as a result of excess. According to the National Institute of Health, one in five children are destined for obesity. Sadly, it is worse with adults as 70% of adult females and 50% of adult males are overweight.¹ Obesity contributes to host of chronic diseases that are more common today than the black plague was centuries ago.

Presently, 100 million Americans complain of symptoms related to a chronic illness and 80% of the industrialized world is taking a prescription medication.² The connection between diet and chronic disease is no mystery. In 1998, even Edward C. Koop, MD, the former Surgeon General of the United States openly admitted, “most illnesses suffered in the U.S. are preventable or reversible when nutrition and lifestyle are the focus of treatment.”

Obviously, we have a problem, and dieting, is not the solution!

Dieting is a form of mild starvation that upsets normal bodily function. When we are deprived of life giving nutrients, the metabolic gears switch into survival mode, and fat is stored. When we dramatically alter our diets we cause damage to hormone, metabolic and digestive systems. These systems run the body on a moment-to-moment basis. Fad diets, pharmaceuticals and rigorous weight loss plans force the body into overdrive and eventual malfunction.

Technological achievements, from the agricultural innovations to the Industrial revolution have deeply influenced our sources of nutrition having a profound impact

on our health as a species. Since, 1850 the production of factory-farmed animals has increased by 30% while the consumption of vegetation has decreased by 40%.⁶ While some of the advances made in farming have been positive, societies have largely failed to guard against the harms that some innovations in food production, distribution and preparation have done to the food chain.

The effects of inadequate nutrition can easily be compared from generation to generation. Look at an old family album and compare great grandma's picture with that of a present relative. Grandma could have been a super model. That hallmark glow of health is apparent even in dated black and white photos. The vitality of a culture is directly affected by its food choices. Our grandparents ate food that was much different than the genetically modified "frankenfood" that fills 70% of our supermarket shelves today.

As we allow ourselves to become more involved in the pursuit of leisure through the blinding headlights of technology we will look for more obscure answers to our health problems. Maybe we can design a fat molecule that the body won't absorb? Maybe we can find the fat gene and turn it off? Maybe we can clone a skinny version of ourselves?

At the turn of the century we strayed from Mother Nature and fell into the arms of technology. We would sell our souls to make our lives more convenient. In the instant that we choose to turn our attention from the subliminal programming of modernization an answer to the diet plague will appear and we will find that it is no miracle, only common sense.

Here the causes of the obesity plaguing this country:

Chemicals

Most of the foods sold in corporate supermarket chains are lacking in nutrient value. When fruits, vegetables, cereals and grains are processed they are leached of vitamins and minerals. These nutrients are essential for smooth metabolic function. If we do not get them every day, we simply do not break down fat. For example, chromium picolinate, a popular fat burning mineral, is derived from whole grains. When grains are processed 70% of the chromium picolinate is lost. We pay 10 times more for chromium as a cleverly marketed supplement.

It is very common for companies to stretch foods out with synthetic or natural derived fillers. This is great for the manufacturer because it increases profits, but the consumer is left unaware that these substances interfere with their ability to process essential vitamins and minerals. These micronutrients are needed to catalyze proper enzyme function. At Tufts University it was found that 90% of obese people studied did not have enough lipase, the enzyme that breaks down fat.⁶ Chemical fillers alter enzyme function and hormonal cycles crippling our ability to burn stored fat.

Many of the foods we eat are injected with synthetic hormones or steroids. Ninety five percent of animal products sold in the United States contain the residue of potent hormones that are very similar to the steroids used by body builders.⁷ Cows, chickens, pigs, turkeys, and sheep are injected with these hormones to increase tissue growth and pump up profits. These hormones have been found in all meat, poultry, pork, egg, milk and other dairy products. Fearing the side effects produced by these hormones the European government has outlawed them from use in livestock since 1988.⁸ The U.S. government approved a double dose of these steroids in 1991!⁹

Those of us consuming animal products get a regular dose of steroids without the long hours of weight training. These hormones cause us to produce fat cells. In fact, the amount of steroid needed to alter hormonal balance is equivalent to the concentration made by placing an eyedropper's contents into your bathtub! This is about the same amount that is found in a single cheeseburger or a glass of milk. Incidentally, these hormones are also very potent cancer promoting agents.

The standards set by the USDA (United States Department of Agriculture) for healthy eating have been proven to increase the production of fat. Believe it or not, a diet high in processed carbohydrates (sugar) and low in fat actually increases the need to hold onto fat. A diet high in processed carbohydrates, one that contains a lot of white flour pastas, bread and sugar causes insulin levels in the body to skyrocket. When sugar levels are too high, the body uses them as an immediate fuel and stores fat.

Carbohydrates and sugar are short cut fuels that the body uses when insulin levels are out of whack. This screwed up mechanism for utilizing energy from food can be compared to the way we choose to light a room. When we choose to illuminate