

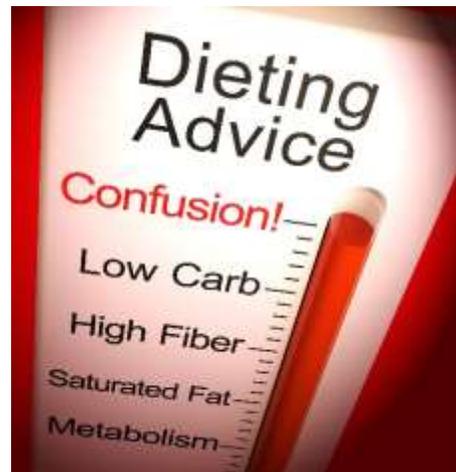
Common Sense
Secrets
For Healthy Weight Loss

By David Medansky

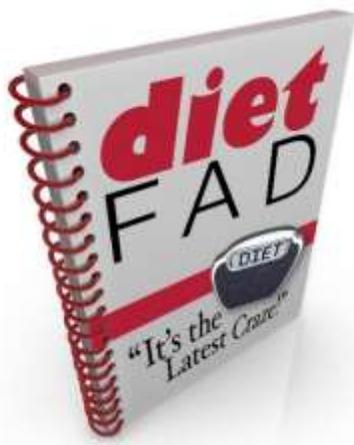


➤ Has your doctor told you that you need to lose weight?

- Have you tried and failed at every diet and weight loss program, including the big national brands?
- Are you confused by the vast variety of diets being touted by so-called experts?



It is a big mistake to go on a Diet to lose weight because diets are designed to fail. Diets tend to be Extreme, Temporary, Hard to Stick With, and Unhealthy.



It's not your fault that you didn't lose weight on that last diet. The Diet is to blame. In my opinion, you've been lied to by the Diet and Fitness industry. You didn't fail the Diet. The Diet failed you.

In my opinion, it is the media and magazines giving you wrong information about healthy weight loss and people pushing diets on you that don't work. This is why 90 percent of people who lose weight on a diet gain it back. Some even more. Currently, there are 50,000 books right now on Amazon all related to weight loss, diets, fitness, and health.

With all that information out there, how do you know who or what to trust and act on? Everyone shouts that their diet works.

Most of us know what to do to lose weight, however, we just don't do it.

HOW ABOUT THIS CONCEPT INSTEAD?

Improve your eating habits and lifestyle to lose weight. It is a fact that simply making seemingly inconsequential positive improvements to your daily eating habits done consistently over an extended time, compound to give you noticeable, and more importantly, lasting results.

Here's how. Eat holistic (whole/real) foods, mostly plants, not too much, avoid processed and manufactured foods, drink lots of pure water, and get 7 to 8 hours of quality sleep. Simple yes? Not so easy to do. If it were, we'd all be healthier and thinner.

Would it help you if you had a blueprint, a roadmap with a **Step-by-Step** plan that is **simple to follow** and **easy to implement** that is **scientifically proven** so you can lose weight?

Would you like to have that?

This is what I know, your weight is based on 100% of what you eat. Exercise is for fitness and overall health. People always confuse exercising with weight loss. You can lose weight without exercising. However, you can never exercise enough to overcome poor eating habits. Just ask many of the former contestants on "The Biggest Loser" who have regained their weight.

MY STORY

Hello, my name is David Medansky. If you look at me now, you'd never suspect I was fat. I was. The truth is, that most of my life I was fit and trim. However, as with many of us, life got in the way. Let's face it, we all have obligations whether it be family, work, or both. Like many of you, I got lazy, self-indulgent, and opted for convenience.

After all, it is much easier to go through the Drive-thru, order a pizza, pick-up a bucket of fried chicken, or pop a frozen meal in the microwave. And I stopped exercising and started eating more



junk food. Without realizing it, the weight crept up on me. I was embarrassed, uncomfortable, and disappointed in myself.

Like many of you, I struggled with weight issues and dieting. I tried and tried, however, no matter what I did or what diet I attempted, I failed. Or, if I did lose weight, I couldn't keep it off. Instead of eating one scoop of ice cream, I'd eat an entire pint in one sitting. I was disgusted with myself. I couldn't believe my pants size ballooned up. Then, something happened to turn my life around.

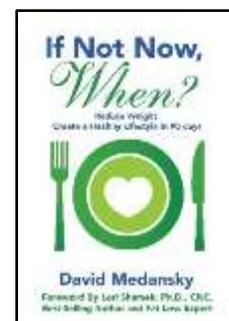
In July of 2016, my doctor told me, based on my lab results and being overweight, I had a 95% chance for a heart attack. He gave me two choices: 1) lose weight or 2) find a new doctor because he didn't want me dying on his watch. With that sword hanging over my head, I made the decision to shed my unwanted and unhealthy pounds. That began my weight reduction journey. During the next four months, I lost 50 pounds, and reduced my body weight by more than 25%. Now, I feel great and have more energy.

I believe it's my ethical duty and moral obligation to help others lose weight in a healthy and sustainable manner. I've made it my mission to help others lose their unwanted and unhealthy pounds in ways that don't involve purchasing any special meals, products, or supplements. Also, there is no counting calories, or specific exercise program to follow.

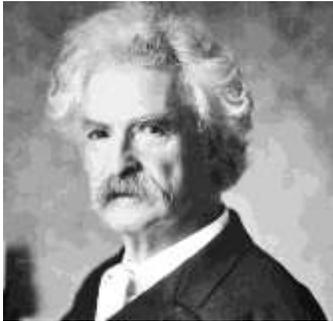
You see, according to the U.S. Center for Disease Control and Prevention, 160 million Americans are overweight. Loosely translated, that's more than 72% of American adults. Of those who are overweight, 40 percent are clinically obese. **What this means for you is** if you are at a social gathering with ten other people, seven of you are overweight of which four are clinically obese. Or, in other words, three out of four people are overweight.

An estimated 43 million Americans start a diet each year. Americans spend \$66 plus billion each year on weight-loss products and programs, purchasing everything from diet pills, to meal plans, to swanky gym memberships. Yet, more than three-fourths of Americans are overweight. And it's getting worse.

In doing research for my books, ***Discover Your Thinner Self*** and ***If Not Now, When? Reduce Weight Create a Healthy Lifestyle in 90 Days***, I was overwhelmed and inundated with the amount of information available for weight loss. With all the information out there about dieting, who or what do you believe and act on? What I learned is there are many misconceptions and false beliefs about weight loss and dieting.



A misconception is a view or opinion that is incorrect because it is based on false evidence, faulty thinking, or understanding.



Mark Twain said: *"It ain't what you don't know that gets you into trouble; it's what you know for sure that just ain't so."*

DON'T ALWAYS BELIEVE WHAT IS BEING ADVERTISED

It is always good to question weight loss statements hyped as fact. Too often there are many perceived facts perpetuated by certain groups and companies about dieting and weight loss that are untruthful, fabricated, or inaccurate. Believing some of these may actually be inhibiting you from achieving your healthy long-term weight loss goal.



There is a lot of conflicting information about weight loss and dieting, especially when it comes to nutrition. Most likely, if you tell someone you're trying to lose weight, they'll have tips, suggestions, and ideas for you to do. Be wary. There are too many companies peddling products that don't work or methods that will not promote healthy, permanent weight loss.

To achieve permanent weight loss, you must make changes to your eating routines and habits.

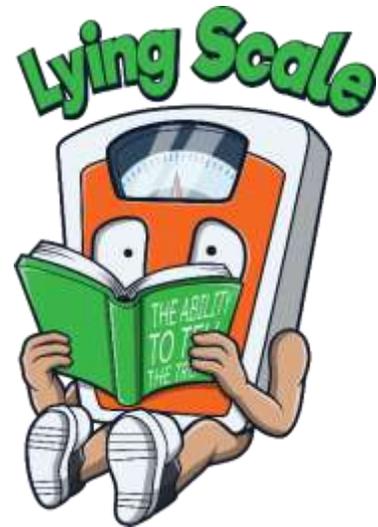
One size does not fit all. What might work for you, might not work for someone else. What might work for me, might not work for you. Just because a "diet" worked for your neighbor doesn't mean it will work for you. Each of us is unique and different. We have different eating preferences, different habits, and different body chemistry.

You don't want to lose weight! Why do I say this? Because you tend to want to find what you lose. I prefer using the term "reducing weight" or, to "reduce

weight." Once you get rid of those unwanted pounds, you don't want to find them and put them back on again.

HOW MUCH SHOULD I WEIGH?

One of the most asked questions is "how much should I weigh?" or "what is my ideal weight?" The simple answer is there is no ideal weight. Unfortunately, too many people rely on a body mass index (BMI) as a method to determine a perfect weight. Body mass index measures a person's height in relation to their weight, however, it is not a perfect measurement. Research has demonstrated errors occur attempting to identify a normal weight range. Your ideal weight depends on several factors such as your body composition, height, age, weight, frame size, gender, bone density, body fat distribution, and muscle-to-fat ratio.



Further, BMI fails to indicate a person's healthiness and overall wellbeing. As an example, just because a person is thin does not mean they are healthy. A thin person might appear fit, but actually be ill and suffering from poor eating habits, a drug issue, or a fad diet lacking in proper nutrition. Nor is it a good indicator for cardiovascular disease.

The BMI doesn't distinguish between a couch-potato and a body builder. Dr. Robert Davidson, at Logan University indicated that while BMI is good to study population obesity statistics, it should never be used for determining an individual's overall fitness. Even the mathematician, Adolphe Quetelet, who created the formula used for the BMI warned against using it as an indicator for an individual's health.

According to Dr. Mehmet Oz, generally as a rule, your waist size should be one-half of your height. In other words, if you're 5'8" (68 inches), your waist should be 34" or less. If you're 6'0" (72 inches) your waist should be 36.

One of my clients, Dave Watson, was frustrated that he had not lost any weight during the first three weeks of the program. However, in talking with Dave about his frustration he told me he'd started walking more each day. I asked Dave how his clothes fit. He chuckled and said they were loose. He'd actually lost an inch in his waist. What was happening for Dave was he was

converting fat into muscle. Fat and muscle weigh the same. Fat, however, takes up more space than muscle. What this means for you is do not measure your weight loss results solely by the scale.

MISCONCEPTIONS ABOUT FRUITS, VEGETABLES & BERRIES

Another misconception is that eating more fresh fruits, vegetables, and berries will help reduce weight. Eating more fruits and vegetables is not a secret to losing weight nor does it guarantee dropping unwanted pounds. It is true that

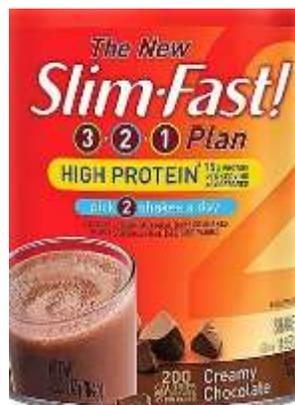


consuming more fruits, vegetables, and berries is a key component to shedding weight. That alone, however, will not affect weight loss. Several studies conducted on the impact of eating more fruits and vegetables alone found it had no impact on losing weight.

HIGH PROTEIN FOR WEIGHT LOSS

While high protein has been demonstrated to help with weight loss, it should not, however, be the sole proponent to a weight reduction program. Too many people are of the belief that a low carb or no carb diet is the only way to take-off pounds. Studies have shown that well balanced meals are more beneficial to getting rid of excess pounds than eliminating certain food groups completely.

Keep in mind there are different types of protein used for different purposes. Confused? You should be. How often do you see an advertisement for protein to add weight and build muscle? Yet, protein is also promoted for weight loss at the same time. So, which is it – to lose weight or to gain weight? The answer is, it depends. Studies have shown that people who want to lose weight focus too much on protein and not enough on other nutrients, i.e., healthy fats, complex carbohydrates and staying hydrated.



Not Recommended for Healthy Weight Loss

EATING SALADS TO LOSE WEIGHT



Eating a salad at every meal will not help you lose weight either because some salads, in fact, have more calories than a regular, balanced meal. Salad items can cause a person to consume a higher number of calories and saturated fats than they realize. For instance, many dressings are oil based. A teaspoon of oil has forty-five

calories and 5g of fat. Other culprits are bacon, cheese, and croutons. A better alternative is to use lemon juice or salsa as a low calorie, low fat dressing. Or make your own vinaigrette with olive oil, apple cider vinegar, and thyme and other spices.

DOESN'T IT COST A LOT TO EAT HEALTHY?

Many people believe that it costs too much to eat healthy. Eating healthier, however, doesn't have to cost a lot of money. The truth of the matter is that healthy foods are often less expensive than fast foods. Last time I checked, a meal at McDonald's, Burger King, Wendy's, or Panda Express costs more than seven dollars per person.



Research has shown that by choosing nutritious foods purchased from the supermarket can save consumers money. In addition, it is better for your overall health and wellness. The real issue is that many individuals do not want to make the time or effort to prepare a nutritious dish and prefer the convenience of the McDonald's drive-thru window or to pick-up a bucket of KFC chicken. If this is one of your excuses, it's time to decide how committed and determined you are to get rid of excess fat.

The average fast-food meal costs upwards of six dollars, and closer to eight dollars. Combo or extra value meals should be avoided because they tend to have more calories than you need in one course. It is also prudent to limit the use of toppings that are high in fat and calories such as bacon, cheese, mayonnaise, or tartar sauce. Instead of drinking soda or sweetened

beverages, sip on water. Whenever possible, choose steamed or baked items over fried ones.

FRESH vs FROZEN

Another mistaken belief is that fresh foods are healthier than frozen or canned foods. Frozen or canned foods provide as many nutrients as fresh ones, but at a lower cost. Read the Nutrition Facts Label. Healthy options include low-salt veggies and fruits packed in their own juice or water without added sugar. Canned tuna packed in water is easy to store and won't break the budget. If, however, you're going to have tuna, do so without the mayo.

AVOID CRASH DIETS

There are several programs stating that an individual can lose ten pounds within two weeks. This is partially true. A person can shed as much as ten pounds, or more, on a crash diet within two weeks. The problem arises if you don't adjust or modify your eating behavior and lifestyle. Once you resume your normal eating habits, the weight will return. All you will have done is deplete your body of important nutrients and burn muscle.

Skipping meals might seem like the fastest way to lose weight, but it doesn't work that way. Missing meals will not help you lose weight. When you skip meals, your body goes into starvation mode and you retain weight. Your body panics. The panic causes the body to store fat and makes it more difficult to burn off. Skipping one meal occasionally won't hurt you, but starving yourself daily will. Further, skipping a meal can lead to binging or excessive eating later. It makes you hungrier causing you to eat more at the next meal.



STRIVE FOR LASTING RESULTS

Pills and fad diets do not provide lasting results and may be dangerous. There are no magic pills, formulas, lotions, or potions to reduce weight. There are no miracle foods, or exotic fruit, herbs, or berries. There are no instant solutions. Fad diets and pills to lose weight are extreme and temporary. Excessive calorie restrictions can lead to loss of muscle rather than fat. If the body does not get enough energy, it will begin to breakdown muscle tissue for

fuel. Muscle burns more calories than fat does. If the weight returns, it is usually fat. The fat reduces the body's ability to burn calories. Thereby causing an increase in weight. My suggestion is to concentrate more on how your clothes fit instead of what the scale reads.

SERVINGS SIZE vs PORTION AND NUTRITION FACT LABELS

Another area of misunderstanding is a serving size versus a portion. A portion is how much food you consume at one time, whereas a serving is the recommended amount you should eat. Serving sizes and portions sometimes match, sometimes they don't. Serving sizes vary from product to product.

Nutrition Fact Labels that appear on packaged foods tell how many calories and servings are in a container. Read the Nutrition Facts label to learn how many calories are in a serving. For instance, a four ounce can of tuna packed in water has two servings. Each serving contains sixty calories. If you eat the entire can at a meal, as I do, you're ingesting two servings or one hundred twenty calories. How much you eat is the portion.



EATING BEFORE BEDTIME

Have you been told that eating before bed will cause you to gain weight or not make you fat? Again, this is a partial truth. Certain foods will cause you to gain weight if consumed late at night, while others can help with weight loss. The point is to be careful when inhaling a late-night snack. If possible, avoid eating after 7 p.m. Or if you work the night shift, stop eating three hours before going to bed.

SUCCESSFUL WEIGHT LOSS

There are some health professionals and weight loss clinics that advocate a person doesn't need to be highly motivated to start a weight loss regimen. They only need to begin. This is partly accurate. To demonstrate my point, consider how many people start the new year with a resolution to lose weight. Of those, eighty percent or more will quit within thirty days, if not sooner.

Researchers have found that those with a compelling reason to lose weight are more successful.

To be successful losing weight you must be determined, dedicated, and committed. It's not so much about starting to lose weight, as its being compelled to follow through. People start diets all the time, but never stick with it. They give up after a few days, weeks, or months. Lack of commitment and determination is the main reason people fail to lose weight. January resolutions without a high motivation to drop those unwanted pounds are unlikely to succeed.

If you're of the opinion you need a strong "will" power to be successful with losing weight, you'd be wrong. There are too many factors that play a role to appetite control. Among these are stress, food addictions, cravings, and hormone regulation. Reproductive hormones, leptin, ghrelin, dopamine, along with others can all have an impact on an individual's ability to suppress hunger. In addition, changing your relationship with food and how you view it, can have a significant influence on weight loss. If you consider food as fuel for your body, you'll most likely consume less than if it is used for comfort.

Hey David!

Just wanted to reach out as a spouse of one of your weight loss clients, even though my wife Patty is a raving fan, I to have lost about 15 pounds and 2 inches in pant size. I can attribute our success to your common sense approach with weekly conference calls and teaching us what foods to eat and the importance of portion control. As far as the portion control goes, it becomes very easy when (thanks to you) impressed upon the fact that processed foods are a definite no, no. - Jerry Larson, Surprise, Arizona



SOME COMMON-SENSE SCIENTIFICALLY PROVEN SECRETS FOR HEALTHY SUSTAINABLE WEIGHT LOSS

Things we all know to do yet fail to do them.

- **Drink More Water** – Seventy-five percent of the U.S. population is chronically dehydrated. What this means for you is 3 out of every 4 people do not drink enough water.
- **Eat Smaller Portions** – Our food servings have been supersized without us knowing it. In the 1900's the average size dinner plate was nine inches in diameter. Today, it is twelve inches. In restaurants the average size serving dish is fourteen inches in diameter. Yet in Europe, the average size dinner plate diameter is still nine inches.
- **Eat Slower** - There's value to eating slowly. Learning to eat slower is one of the simplest yet most powerful things you can do to improve your overall health. We're all rushed, distracted, and too busy. Most people in the United States eat fast. Really fast. Rarely do people take the time to savor their food - or sometimes even to chew it properly. I know, I was like that. My nickname in college was turbo, short for turbo charger because I ate so fast. Eating slower allows your body time to recognize that you're full. It takes about 20 minutes from the time you start to ingest your meal for the brain to signal you that you're satisfied. Most meals don't even last that long. Eating slowly helps you feel satisfied before overeating. Imagine the extra calories, sugars, carbs and fats you could eliminate simply by eating slower.
- **Avoid Processed and Manufactured Foods** - Unfortunately, our food is scientifically engineered such that our brain never gets the signal to stop eating. Processed and manufactured foods are not real food. They are edible products with little nutritional value.

- **Eat Whole/Holistic foods** – Simply put, eat foods as close to nature as possible. Avoid soda, diets sodas, fruit juices, and fruit beverages. Instead of drinking orange juice, eat an orange. Eat whole grains, legumes, berries, fruits, and vegetables.

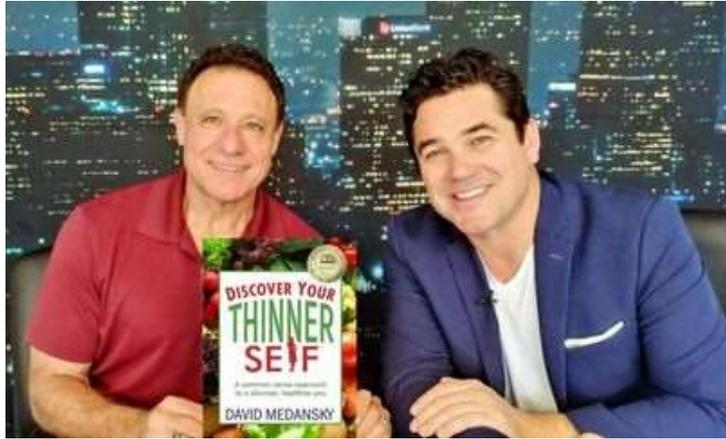
Would it help you if you had a blueprint, a roadmap with a **Step-by-Step** plan that is **simple to follow** and **easy to implement**? One that is designed to help you improve your daily eating routines and habits so you can lose weight and keep it off?

Would you like to have that?

I can help you make those seemingly small inconsequential improvements to improve your daily eating routines and habits. Send me an email at david@TheHealthMaestro.com to schedule a time for a **FREE** thirty-minute discovery call and consultation to learn more. Or call me at 602-721-5218.

Everything in this blueprint has been thought out for you. My promise to you: if you follow the Action Steps, the program will drop the weight for you. Just execute the easy to follow simple steps given to you.

"Have you promised to lose weight before? Did you keep your promise? It's a tough one. Will you keep it this time? We shall see. David Medansky has been where you are, he's been where all of us have been...he lost 50 pounds in four months. So, he can probably assist you with your weight loss journey...David is a good guy. I know him personally."



– **Dean Cain**, Superman, Lois & Clark ★★★★★

Michelle Silerio



I have always struggled with weight my entire life. I was always the "cute chubby girl" or "the girl with a pretty face." David made the weight reduction process completely easy. I was not deprived of food nor was I hungry, there was no strenuous exercise routine, or accounting for ridiculous amounts of calories. I still got to enjoy the foods that I love! I now just make smarter healthier choices. I have successfully lost 25 lbs. and have not gained a pound back. I feel healthier and happier with myself. I have more energy and my self-confidence grew as the weight reduction shrunk. Thank you,

David, for giving me the tools that I needed and the support and information you provided. I will continue this lifestyle. ★★★★★

J. Milliken, Sullivan, Indiana

Last December I turned 63. I felt old, tired, and depressed, and I had been carrying around some extra weight for a few years. I had given up any hope of taking off those extra pounds. I told myself that I was no longer capable of losing that weight, that I was old and that carrying extra weight was all part of being a senior citizen. But David convinced me otherwise. With his help and support I have surpassed my goal of a 30-pound weight loss and to date I have lost 45 pounds without ever feeling deprived or hungry!!! And I no longer feel like a senior citizen either!! Thanks, David, for helping me feel young again." ★★★★★

BONUS



QUESTIONS YOU SHOULD ASK BEFORE ENROLLING IN ANY WEIGHT REDUCTION PLAN/PROGRAM

- Does the program offer group classes or one-on-one counseling that will help you develop healthier eating habits and behavior? Is counselling available on how to deal with stress or slipping back to old habits? Does the program provide ways to deal with holiday eating or lack of motivation? Will the program change your relationship with food?
- Does the program teach skills and techniques to make permanent changes in eating habits to prevent weight gain? What is the plan to keep the weight off once you've lost it?
- Does the product or program have any risks?
- How much does the total program cost? Are there recurring fees, food costs, or supplement products? If the program requires special foods, can you make changes based on likes or dislikes, or if you have any food allergies.
- What are the typical results of other participants? How much does an average participant lose and how long have they kept off all or most of the weight? Has it been more than one year?

- Do you need to follow a specific meal plan or keep food records? Do you need to purchase special food, drugs, or supplements? If so, will there be any adverse effects with medication you might be taking?
- Does the program provide exercise instructions? If not, do they recommend exercise instructors or trainers?
- Is the program sensitive to your lifestyle and cultural needs?
- Can the program provide references?

David Medansky, The Health Maestro, is a retired divorce attorney, an international best-selling author, and Founder of 21 Days to Your Thinner Healthier Self Weight Loss Program.

People hire David to teach them how to improve their eating habits so they can lose weight, have more energy, feel better, look better, and be healthier without going on a diet; because diets tend to be extreme, temporary, unhealthy, and designed to fail. David teaches them how to eat healthier and stop losing the same 10 pounds over and over without needing to buy expensive meals, supplements, or products and without having to follow an exercise program or count calories.

Bottom Line: You will get results without needing to buy expensive meals, supplements, or products and without having to follow an exercise program or count calories. Everything has been thought out for you. My promise to you is if you follow the Action Steps, the program will drop the weight for you. You just need to execute the easy to follow simple steps provided.

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"The greatest of follies is to sacrifice health for any other kind of happiness." — Arthur Schopenhauer, German Philosopher