

Chapter 2

Why you'll succeed on this program, when other programs have failed you

As an inventor, nothing brings me greater joy than the “ahha” moment. To date, I have over 100 patents globally, so I’ve experienced this epiphany many, many times. But in the case of this new system, it was actually some tough times that help me arrive at such a moment.

Psychologists say there are no victims. People can be victimized, but how we respond to the trauma is completely our choice. So when faced with personal tragedy there are two different ways we can respond: we can choose to break or bounce.

I remember waking up one morning and realizing I had more body fat than I wanted, and I wasn’t happy about it. For about a year I had the misfortune of experiencing some severe personal trauma, and the daily stress had taken its toll in the form of some accumulated belly fat. While I was otherwise healthy, I didn’t like the way I looked, and I was determined to solve the problem.

I was 52 at the time, an age when most people find it difficult to achieve this goal. And if I followed the conventional wisdom and what the government tells us, the only way to really lose that extra body fat is by reducing caloric intake and increasing exercise. Problem was, I hated the idea of cutting calories, and I hated the idea of doing long bouts of cardio. If I were going to do this, I would have to develop a routine that I could embrace as a new lifestyle.

And then I thought, why not turn my misfortune into an opportunity, and INVENT a new way to lose fat! After all, if 74 percent of Americans are overweight, then what most people are doing clearly isn’t working. Why keep trying a failed method?

So in setting out to lose my extra belly fat, I decided to create a few rules for myself. This had to be something that I could easily follow, and in fact enjoy. If I enjoyed doing it, chances are I would stick with it. Not only did I end up enjoying this program, I flat out LOVE it! But more on that later.

THE RULES

RULE # 1: No Dieting, No Calorie Restriction

The first rule I created for myself was NO DIETING. That’s because dieting really doesn’t make sense, and here’s why. When you restrict calorie intake, a number of very important things happen. Yes, you’ll lose weight at first, but that weight will be a combination of water, fat and, sorry to say, your hard-earned and desperately needed muscle.

Muscle is part of a collection of body systems sometimes referred to as “metabolically active tissue,” meaning it uses energy. Now what happens when muscle decreases? Your metabolism slows down, because you now require fewer calories a day. This is really bad news, because it slows down your rate of weight loss as well. Even worse, you’ll hit your weight-loss plateau after about three weeks, which just proves that calorie restriction (dieting) simply doesn’t work.

This is frustrating because you obviously can’t keep reducing your food intake to shed body fat. As a result, many people give up at this point and start eating more, causing their bodies to rebound with a vengeance. This is why you see people go on diets and lose weight at first, only to gain it back again (or sometimes even gain additional weight).

Let’s use a real world example from a much different perspective. Most professional bodybuilders consume over 7,000 calories a day, with many consuming over 10,000 calories a day. Ronnie Colman, and eight-time Mr. Olympia and early endorser of LifeWave patches, weighed 330 pounds and had seven percent body fat at the height of his career! This clearly illustrates that a high calorie intake doesn’t necessarily make someone excessively fat.

Similarly, swimmers consume over 5,000 calories a day, but also have some of the best physiques of any athletes. I once saw a scientific study on swimmers that attempted to understand how they could eat so much and have so little body fat. It turns out that swimming a few hours a day burns calories, but not nearly enough to compensate for the high-calorie intake. But because the water is colder than our core body temperature, the body needs to burn more calories just to stay warm. This prompted the scientist to cover himself in ice bags for 20 minutes a day to burn more calories! But don't worry, we'll never ask you to do this.

Now you may be thinking, sure they eat a lot but they exercise a lot as well, which is true. However, if you follow my method, the amount you eat is less important in relation to your body fat. That means you'll NEVER have to DIET and won't have to make unnecessary sacrifices, all while feeling full and comfortable, and still losing that extra body fat. In fact, some of you may actually get better results by eating more, but that will be discussed in the details of this program.

I happened to be one of those people by the way. Since I didn't want this to be a diet, I went the opposite direction and consumed 3000 or 4000 calories a day, just to see how far I could push it. It turns out eating that much is a fair amount of work. Not only did I feel full and satisfied all the time, sometimes I was eating when I didn't really feel like it. Again, losing body fat doesn't necessarily have to do with how much you eat.

RULE # 2: No extreme exercise

While I love to exercise, I think it's safe to say that most people don't. And though I've exercised most of my life (weight lifting is my personal favorite), it's never helped me reduce my waistline until now.

Over the years, I've tried many different weight-loss programs—including the popular ones on TV—requiring everything from extreme cardio to power walking, and everything in between. While I had limited success with each one, getting lasting results was just elusive. The problem always came down to the amount of time each program requires.

Like you, I am pretty busy. During the day I'm the CEO of a multi-national company, and during what little personal time I have in the evening I enjoy reading, cooking, watching movies and doing other things to relax. So the idea of coming home at night and doing extreme cardio for an hour just isn't happening. Besides, do you REALLY want to do cardio on that exercise bike for an hour a day?

So, Rule # 2 was simply to lose fat with as little exercise as possible. To make it even more challenging, I decided to restrict my exercise to just two days a week, less than 10 minutes a day. Now, I admit this was psychologically difficult because I wanted to do more. But I also knew if other people were going to succeed with this system, it had to be something virtually anyone could do.

At this point, you may be thinking, Can I really lose fat and get fit in less than 10 minutes, two days per week? The answer is an absolute YES, and I'll show you exactly how I did it. During my first four weeks I dropped eight pounds of body fat, and by week seven I had gained a staggering 12 pounds of extra muscle! But if you don't want to gain extra muscle, don't worry. You won't gain muscle unless you want to, and I'll teach you exactly what to do, either way.

It turns out that getting fit and losing fat is a matter of physics, and the well-known formula, $\text{force} = \text{mass} \times \text{acceleration}$, has something to do with it. For example, weightlifting (and you won't be lifting weights, unless you want to) may include bench pressing, where you have a barbell at a given weight that applies a given pressure to the muscle. When you move the barbell back and forth at a given rate, it applies force to your muscle, and if that force is high enough, it will signal the muscle to grow. Growth factors such as IGF-1 and lactic acid (the burn) will accumulate in the muscle, and in the coming days you'll get new, firmer and larger muscles.

There are a number of ways to manipulate the formula (force = mass X acceleration) to build leaner and stronger muscles. For example, I wanted to see if I could ramp up to 100 pushups a day at age 52. Not only did I succeed, but I also hit my goal in only four weeks! So this technology not only makes you lose that extra body fat, it also strengthens and firms your muscles. But don't worry, you don't need to do endless push-ups to get the results you want; this is just something I wanted to test using our unique approach.

RULE # 3: It Has to Work!

I've been involved in research and development for pretty much my entire life. When starting LifeWave, I immediately established that solid clinical research (to substantiate the efficacy of our products) would be a major foundation of the company. After all, we were marketing a new product based on a technology the world had never seen.

In the United States, both the FDA and the FTC require at least two clinical studies performed to statistical significance, to substantiate a product's safety and efficacy. To date, LifeWave has performed over 70 such clinical studies on its products. The resulting and massive body of data allows us to know exactly how our products work, what claims we can make, and most importantly how you can use our products to improve your health and quality of life. In keeping with this philosophy, this system would not only have to be backed by science, it would also have to be a legitimate fat-loss solution.

Let's look at this from a different perspective. How many times have you tried weight-loss products, only to find they simply don't live up to all of the hype? How many times have you tried the newest herbal extract, or jungle juice from the amazon? What about appetite suppressants, 500-calorie-a-day diets, detox programs, fat wraps, exercise machines, and extreme exercise programs? Or maybe you even tried more severe measures like liposuction. But in the end, none of these things have given you lasting results.

To finally shed extra body fat, we have to get to the root of the problem. Think back to when you were a teenager, when you never worried about what or how much you ate. Most of us stayed thin and healthy. When I was in high school and it wasn't wrestling season, I would sit in front of the TV swallowing down coffee ice cream like there was no end in sight. I weighed 120 pounds when I was 15, and that was consuming a quart of milk per day plus a full breakfast, lunch and dinner.

If we could recreate the hormonal and metabolic conditions of our developmental and young-adult years, we could eradicate excess body fat and build a very lean and strong body. But is that possible?

Good question! Let's find out!