

**DIET SHOCK**  
SHOCKING RESULTS!



Anthony Zara

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# DietShock

If you've ever tried a diet then you know; the simple fact is that all diets work, until they don't. It seems like there is a new diet everyday and they all have people that swear by them. In the modern age there is a dizzying array of plans and potions: The New York Diet and the Hollywood Diet; Dr. Phil's Diet and Dr. Atkins Diet; The Chocolate Diet and The Cabbage Soup Diet; The Acid Diet and the Alkaline Diet; The Subway Diet and the Grapefruit Diet.... There are diets for every disposition, body type, mood, ethnic background, star sign, and possibly hairstyle and just as big a selection of "pills or potions of the week" that promise effortless results.

All "miracle" plans and potions have several things in common:

1. They all have outrageous / fantasy testimonials
2. They all promise to be easy
3. They all work
4. They all fail
5. They tell you that it's the truth of their plan / potion when they work and that it's *your* fault when it fails

Some diets are as simple as the Japanese Banana Diet, which is as simple as eating some bananas for breakfast every day and only allowing yourself to eat other meals until you are 80% full.

Some diets are very complicated, like The Zone Diet which forbids many foods and asks you to specifically balance percentages of carbohydrates, proteins, and fats for every single meal.

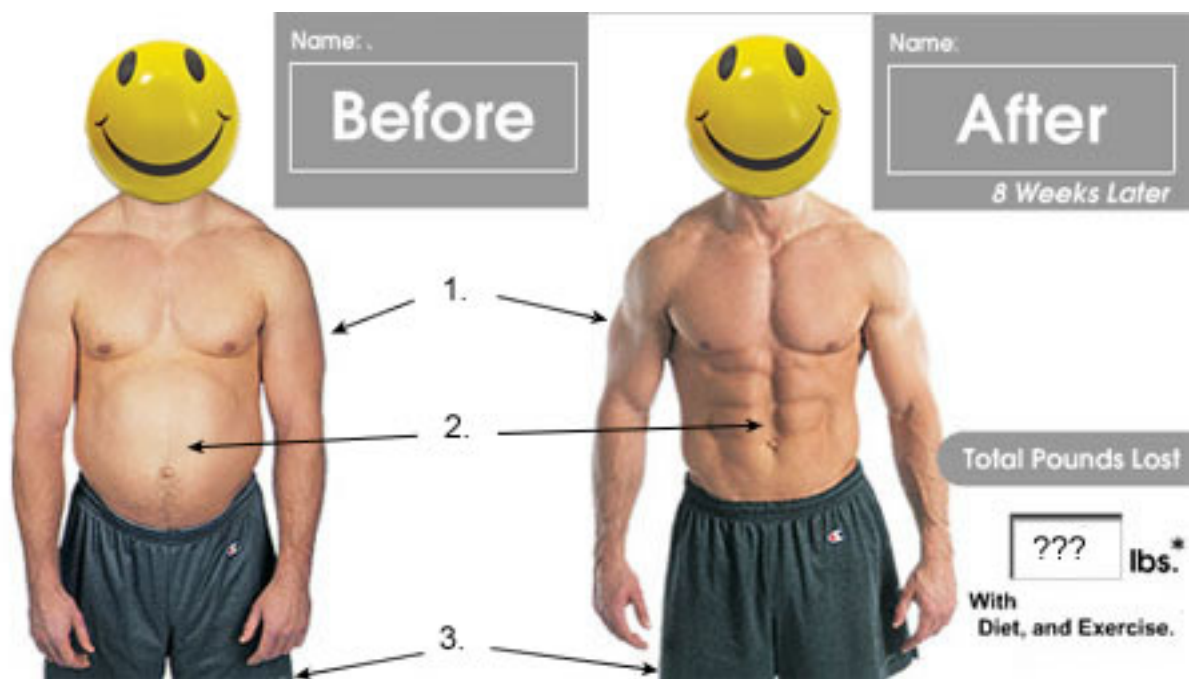
Through this book you are going to learn why all these diets work even though the diets appear to be radically different. We will also tell what they have in common and why they eventually fail. More importantly we are going to tell you why the failure of a diet is **NEVER your fault**.

First let's deal with some diet industry dirty secrets. Let's explore the formula for all infomercial or pop diets. To make a successful infomercial simply take above points: 1. miracle testimonials and: 2. the promise of easy results... sprinkle with jargon, animated computer graphics, celebrities and you have a full recipe for a blockbuster hit. Don't believe it's that simple? What about the testimonials? Don't those take time and effort?

The diet industry is not known for its honesty. It's very common for producers to fake testimonials. One of the ways this is done is the producer will place ads looking for people who have had weight loss success through any diet and exercise routine. These are people that have already lost weight but like the idea of being on TV so they are willing to bend their story. They sign a confidentiality agreement, sometimes with compensation, and agree to tell everyone that their success is due to the producer's "miracle" system, when in actuality they've never even heard of the system until after they were fit. The

lure of being on T.V. is very compelling for some people. A brief channel surf through some reality T.V. programming can convince anyone with any doubts. People will do almost anything to be on TV.

Another way is a bit crude but yields very fast results. Producers will go to gyms and fitness competitions and find people in phenomenal shape and then, get this... pay them to get fat. The producer will take the *After* pictures before and the *Before* pictures after. Take a look at these pictures from very popular diet supplements and decide which is the real before and which is the real after.



1. Muscle development takes years. It's clear from the picture that all the muscle mass is there, just with a quick overcoat of water-weight and fat.
2. Abdominal development is part genetics and part training. In eight weeks results like that are just not possible. The "before" picture is stuck out and bloated for effect but that is no sloppy beer gut.
3. Even the shorts look more faded and wrinkled in the "before."

Here is another shot from a company that was fined for using "Before and After" shots of fitness models that had just given birth without mentioning it.



The companies that made these spots are still wildly successful in today's supplement market. In fact there are a group of companies that based their weight loss programs on the dangerous cardiac stimulant Ephedra. When the government banned Ephedra the companies continued on selling their miracle powders *without* the active ingredient and *without* any significant change to their marketing. These companies are *still* successful since they still have the basic formula: easy results and miraculous testimonials. Oh... and one other fact works in their favor: **their diet programs work**. All diet programs work... at least at first. When they fail they usually end up leaving the dieter in much worse shape than before. Now that we've exposed some of the lies, let's talk about the truth.

## All diet programs work because of genetics

The genetic ability to gain fat is a critical survival tool.

Famine was a constant threat in early human life and still is today in much of the world. Uniquely in human ecology, famine can come from factors other than the environment. In nature the cause of famine is obvious: it's usually overpopulation or some environmental factor such as a drought. In human ecology the cause is usually some type of crop failure due to drought, pestilence, and most often war. Human beings rely on the economy or social systems for their food. When this system is disrupted a famine can erupt. This is true for the societies of our ancestral past as it is true for some contemporary societies in places like sub-Saharan Africa today.

As few as a generation or two ago for most of us, our ancestors suffered from hunger and malnutrition on a regular basis. Most of us don't have to look very far back in our lineage to find ancestors that struggled to get enough to eat. My paternal grandfather was born in Italy. He waited there with his mother and siblings for 7 years, spending much of it very poor and hungry, while his father worked in America saving up enough money to bring them over. Upon finally arriving in America my grandfather's first words to his father were "Is there anything to eat here?" My maternal grandparents got through the great depression by gleaning fields. Gleaning a field is the act of going over an already harvested field to try to get what the farmer missed.

We are all the product of a long line of survivors of both natural and man-made food stress. The ability to gain weight is a critical survival mechanism that has been shaped by the constant pressure of that food stress. These natural ingrained triggers for the genes to store or burn fat are what we need to understand to realize why all diets work and why they stop working.

## Famine has a familiar pattern

Our genes are programmed by the specific pattern of famine.

In times of plenty there is a great variety of foodstuffs: fruits, vegetables, fish and fowl, game, nuts, tubers, and cereal crops. Famine doesn't happen all at once. More often than not famine follows a predictable timeline. A beginning sign of famine is that as food becomes increasingly scarce the variety will diminish. The food that remains will be the lower quality foods; the bland things you last want to eat. It may be some time before food will run out entirely and the famine fully sets in. It's this interval of time between the change to low quality foodstuffs and food running out that it pays, from a survival perspective, to gain as much weight as quickly as possible if the calories are available because all the food is about to run out. This is the survival mechanism ground into every single cell of each and every one of us.

A person may have been feasting on all good things under the sun but a sudden harsh change in the weather could force him or her to subsist on only potatoes for a time. That person may still be eating plenty of calories from a survival perspective but the calories will not be as nutritious. In that state our genes are programmed to put on as much weight as possible from those potatoes, before they run out. Our genes don't know how far away our next nutritious meal is.

Our genes are programmed to recognize and react to the onset of famine by putting on as much weight as we can as quickly as possible in a situation that is relatively calorie rich and nutrient poor. What nobody has told you is that is the state in which most of us live our lives... **Most of us live in a constant state of near famine conditions.** Not a *calorie* famine but a *nutrition* famine. Our genes recognize a nutrition deficit as the beginning of a major famine! Our genes are programmed to gain as much weight as possible in this state. To our genes, when the nutrients drop, it means we are subsisting on low quality food... just like the beginning of a famine.

Most of us have calorie rich diets but nutrient poor; with empty sugary calories and heavily processed foods. Our lack of nutrition is tricking our genes into thinking we are starving and our genes react by trying to save us. Our body does its job by making us feel hungrier and by storing up every bit of calories it can get.

## Genetics allow skinner people to lose weight faster

This is a very important point. **It's not a difference in the people it's a difference in the condition.** We all lose weight easier when we are skinny. When we are skinnier, as we restrict calories we feel less hunger and feel more energy. We end up exercising more and eating less. It seems unfair and counterintuitive until we look at it in the survival perspective of our ancestors.

Our genes are conditioned to respond to famine. If we are overweight and caught up in the **false famine**; the nutrient famine, our body responds by making us feel both hungrier and more lethargic. Our genes trigger a conservation mode. We try to conserve both calories and energy. As we lose weight by ending our nutrient famine our energy levels will go back up and the feelings of hunger diminish. This

makes sense but there is another trick to our genes that hasn't been understood until recently. Extremely skinny people, to the point of anorexia, feel even less hunger and more energy!

The principle at work is that as food becomes scarcer and calories become more restricted... it pays, from a survival perspective, to migrate. Humans are nomadic at heart. If food in an area runs out completely it pays us to move to a new area. On our trip to a new habitat it wouldn't pay to stop after every little bit of the trip to look for scarce food; that would spend more precious calories. It would pay for us to have an optimistic mood and high energy as we make the trek. Scientists call this condition "migratory restlessness" and they are able to induce it in animals. This is an excerpt from a very important study about the possible genetic causes of Anorexia by Dr. Shan Guisinger from the University of Montana in her paper "Adapted to Flee Famine" ( Psychol Rev. 2003 Oct; 110(4): 745-61):

Anorectics' hyperactivity may be a form of "migratory restlessness." Many species increase activity in times of food shortage (Vincent & Pare, 1976). *Zugunruhe*, or seasonal migratory restlessness, is common in birds and mammals (Helms, 1963), and researchers have long known that depriving laboratory rats of food increases wheel running (Hall & Hanford, 1954). Laboratory rats normally run less than 1 km/day, but if they are starved and then maintained at 70% of normal weight, they run up to 20 km per day! These emaciated rats can maintain this extraordinary activity for up to 90 days. Greater weight loss leads to greater hyperactivity. As a group, female rats become hyperactive earlier than males, a sex difference mirrored in humans. Rats also exhibit individual differences in the degree of weight loss that triggers increased activity; however, by the time rats have lost 30% of their body weight, they are all hyperactive (Pirke et al., 1993).

Even more surprising, normal weight rats develop symptoms of hyperactivity if ad lib access to food is restricted and they have an opportunity to run on a wheel (Epling & Pierce, 1984; Routtenberg & Kuznesof, 1967). Rats given constant access to food normally eat 10 to 12 small meals a day. If a rat's mealtime is restricted to 1 hr per day, it can adjust to this restricted feeding schedule and maintain its weight, but if housed with an activity wheel, it begins to run excessively. Rats maximally increase running around feeding time (Pirke et al., 1993). This starts a vicious cycle in which the rat ignores its food and runs more as weight drops (Epling & Pierce, 1984). At the end of 1 week animals may not eat at all. If the process is allowed to continue, these animals die of self-starvation.

Animals given unlimited exercise and limited access to food will literally exercise themselves to death after they have dropped below a certain percentage of normal body weight. When removed from the restricted nutrition environment... even after the induced "anorexia" they will return to normal health and normal levels of exercise.

**It's not a stereotype or myth that overweight people are hungrier or have less energy. It's a hard-wired into all of us.**

We are hungrier even though we are getting plenty of calories, because the calorie-to-nutrient ratio is off. No matter how much we eat our body thinks we are starving! When we are in the "false famine" our body dedicates its energy to digesting and storing food. Another "unfair" truth is that over-weight people are more efficient at digestion than thinner people. When we are gaining weight from the false

famine state our body dedicates more of its resources to digestion and storage since it believes we are in danger of famine.

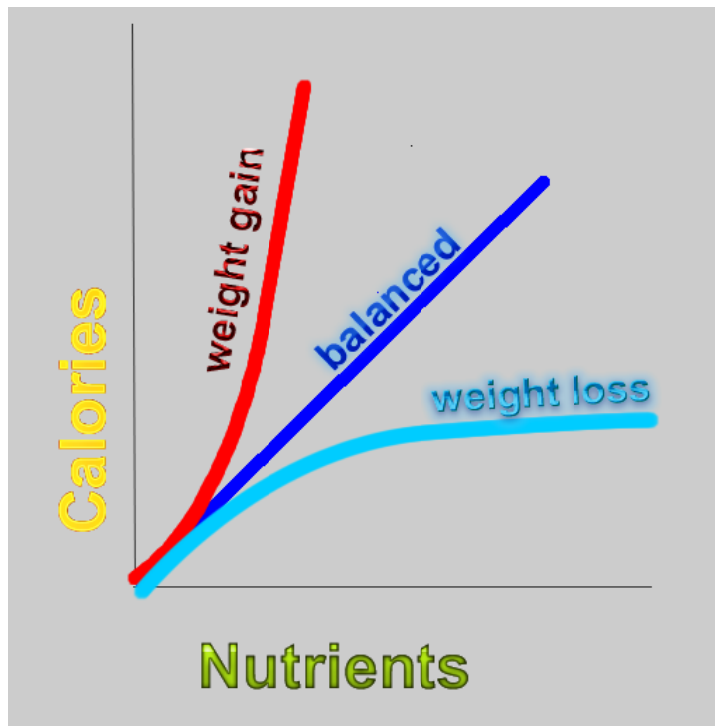
## How every diet exploits these facts

Early human kind was made up of small nomadic bands of hunter-gatherers. When famine would strike an area our ancestors would pick up and move to a new area. We would feel a “migratory restlessness” until we could resettle. This new area would usually have different foodstuff than the previous spot. The change would act as a shock to the system, triggering an entirely different mechanism. Our genes would shift from storing fat to burning it to provide the energy needed to settle in a new place. It is not that any diet has the *secret* formula... it’s that the diet has a *different* formula; a plan to eat things that you don’t have as a regular part of your routine diet. It’s the change; the shock to the routine that makes it work. This is why completely opposite approaches such as high fat or low fat diets can yield similar results. Our genes interpret radical dietary changes as though we have settled in a new area with food; i.e. the end of the famine. In our world a change in diet indicates to our genes that we are ending the false famine; our lopsided nutrition-to-calories ratio.

This same sort of pattern carried over from the pre-historic nomadic societies into the agricultural societies where winter becomes a time of relative famine.



Coso Range Petroglyph



## Why Diets Fail

Every diet works because of the change. The change signals the end of the famine; the settling in a new hunting ground; the arrival of spring. But eventually we adapt to the change... and when that happens nearly every diet fails and **it's NEVER your fault**: the diet eventually becomes the routine. The change factor wears off over time. If the diet isn't very nutrient rich and doesn't include a constantly changing variety of nutrient dense food then that diet will eventually mimic the beginning stages of famine and trigger the same genes that create the same weight gain and the same feelings of hunger. This is especially true of long-term diets that exclude an entire category of foods such as the low fat / carb / protein diets. Because the nutrients and foodstuffs aren't varied enough the diet tricks the genes back into the false famine state. Our genes think that the famine is coming again. The same genetic factors that lead to original weight gain will take over again; eventually make you hungrier and hungrier until you are forced to "cheat"; **"cheating" in this case being a return to sanity**. It's a completely rational response from your body to an irrational diet. Cheating is simply listening to your body and its need for variety! The urge to cheat is just your body telling you that you need change.

## The Shock

This is a secret known to many personal trainers and health experts. The body does not respond optimally to routine. Human beings are the most adaptable creatures on this planet. We will eventually adapt to almost any routine. To make gains the body has to be "shocked" into them. Not shocked in the "no pain / no gain" sense, but a personal culture shock, a change. We are so well physically adapted to respond to change... that we actually need it to bring out our best.

Body builders and professional athletes constantly change their work out routines. It's recently become very popular at posh and expensive gyms to flip tractor tires or to swing sledge hammers. The movements used are so different than the movements of Olympic weight lifting that they can be the slump breaker for an athlete no longer making fitness or strength gains.

At face value this is a seeming paradox. Millions of dollars of research and development were spent to develop professional equipment that works a muscle optimally and through a full range of motion using cams, electronically variable resistance, and performance tracking computers. Machines can monitor respiration and heart rate to modify intensity for scientifically precise workouts. These machines helped athletes make enormous gains... so why are NFL athletes flipping old tractor tires outside in a field under the guidance of Kinesiology PhD strength and conditioning coaches? Because that works too. The traditional exercises can be as productive to a body adapted to the routine of modern exercise as modern exercises were to people stuck in a routine doing traditional exercises. Muscle building and losing weight share a lot of the same metabolic mechanisms.

## It's NEVER your fault that a diet fails

This bears repeating to yourself in the mirror on a daily basis. You may have been accused of being weak, of loving food too much when the truth is closer to: **you can't love it enough**. Loving food is really the answer not the problem. Food guilt is the problem. Food guilt is the mental discomfort you feel when an urge is pulling you but you know that you shouldn't give in to it.

At the core, any conflict that generates guilt is a lot like the comical robot that repeats, "Does not compute," until smoke comes out of its ears. The conflict is based on a contradiction. Two opposite ideas rub up against one another in your mind and just like rubbing a balloon against hair... static builds up. Opposites make a charge. The charge grows and grows until a spark has to fly. For the robot it manifests as smoke. For you and me it manifests as guilt prodding some action. Sometimes the discomfort from the conflict is so troubling that we prefer to just go ahead and do the thing we shouldn't do just so we can get past the conflict.

Guilt is a funny thing. It starts out as some small conflict:

I must = I can't

It then develops into an internal war with the guilty person goading / whipping yelling at themselves:

I MUST = I CAN'T

At last we try to drown it out with some kind of escape; something else that holds our full attention.

i must i can't.

Bad food can provide just the escape to temporarily drown out the guilt that bad food caused. It can become a vicious cycle.

The root of the conflict is some contradiction; a battle of opposites rubbing and making static. In this instance the “I MUST” is: “I MUST GIVE IN TO THIS CRAVING” and the contradiction that makes the static build up is: “I CAN’T GIVE IN TO THIS CRAVING.” You can and should. In fact any single food that you want, if you give it your absolute full attention and apply all your senses to it, should be yours.

Most of us tell ourselves that if we just don’t think about it everything will be ok. We can distract ourselves for a time but it’s impossible to try not to think about something. We can’t force our thoughts. (Try not thinking about blue elephants for a moment.) The very act of trying not to think about something just focuses more attention on it. You can’t convince yourself to not think about a pack of cookies in the cupboard. You can however change the way you think about them. You can focus on a way to eat a cookie that gets the absolute most pleasure out of it possible.

Isn’t it crazy that most of us are made to feel guilty.... even about feeling guilty? We’re told that eating motivated by guilt is bad for us... well that just makes us feel more guilty! Almost all diets lure you into this vicious guilt trap that sets you up to fail and they all tell you the only solution is more of their diet. The real solution is to understand what is common to all diets and how they work.

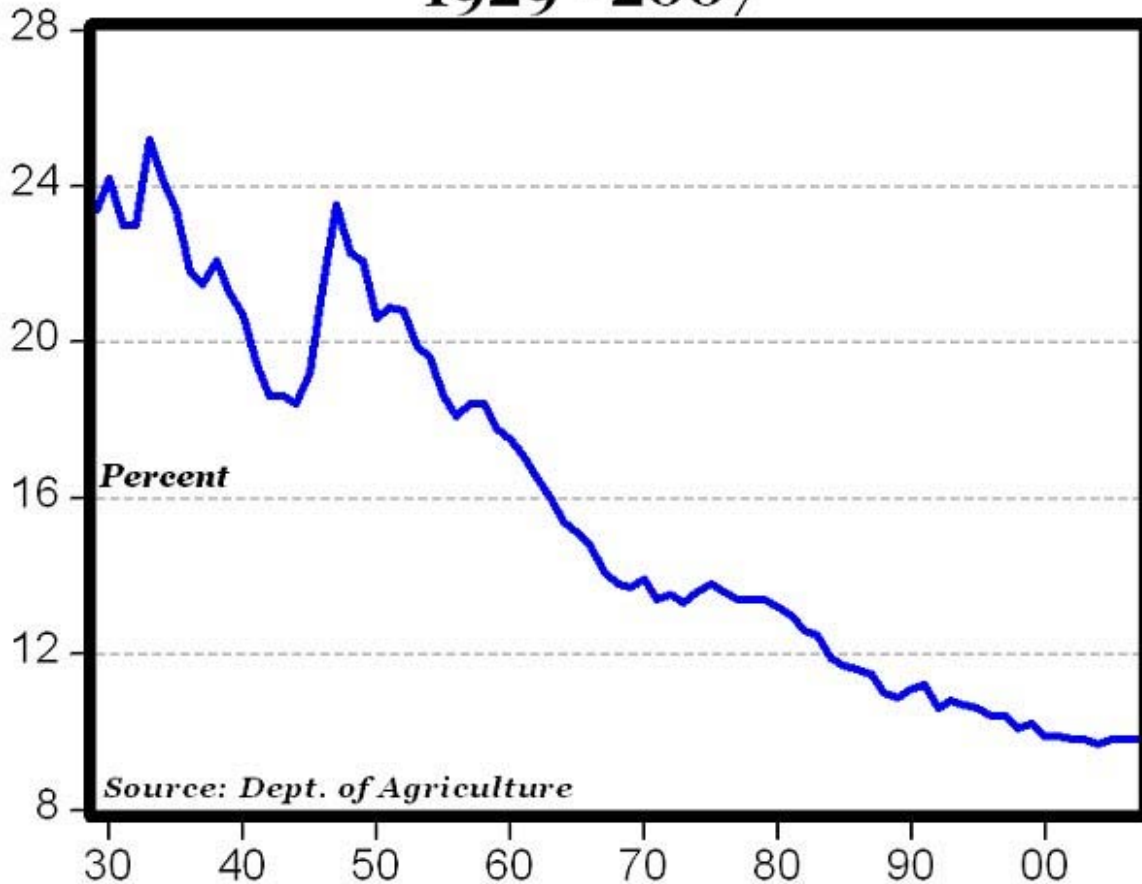
Here is another crazy secret: It’s ok to eat when you’re feeling blue; when you’re feeling guilty, or bored, sad, lonely, or just need a pick-me-up. It’s true. But it must be done in the right way. The real antidote to guilt is not more guilt; the real antidote is pride. There is no greater arena for us to express ourselves in ways that make us proud as the arena of food. You must eat in a way that makes you proud; in a way that makes you love your food and love yourself. The way to do that is to make the act of eating a little richer, a little more sensual, and a little more creative each time.

## **Somaception: how loving food will love you back**

There is another important reason that all diets work in the beginning. The break in routine forces you to pay much more attention to what you eat. Most of us think we love our food but in fact we take it for granted. We eat while watching TV, at our computers, driving our cars or working. We barely notice what our food tastes like and only realize we are done eating when we feel the pressure at our beltline.

We spend less money and time on our food than any generation in history but we have easy access to a variety of nutritious foods that the kings of even 100 years ago couldn’t have imagined; fresh fruit from the tropics, vegetables year round, seafood 1000 miles inland, and culinary specialties from every corner of the globe.

## Food Expenditures: Share of Disposable Income 1929 - 2007



Is this evidence that we love our food more than ever?

If you really love food you want the very best food you can get at all times. You want to constantly train your senses to better detect quality in your food. **Somaception** is the body's way of perceiving what is good for it. I'm sure you've heard the phrase "it's an acquired taste"; that is one of the parts of somaception, the true 6<sup>th</sup> sense. It's the body's ability to interpret signals from your food... to recognize and to learn to love what is good for it. Most of us have numbed this sense. We keep it in a deep sleep, forever tricking it with artificial flavors, unnatural sweeteners, heavy salts, and trans-fats.

We are going to teach you how to wake up your 6<sup>th</sup> sense and to use it as your guide. You must listen to your body and the tool your body uses to teach you what's good for it... pleasure.

Pleasure, defined clinically, is a somatic biofeedback reward system. It's a gift that evolution has given us to respond positively to that which is good for us. In the age of our ancestors the food that was sweet or rich would bring life. The sweet tooth was a survival tool. If you awaken your deeper senses it still is.

## **The Awakening of your 6<sup>th</sup> sense: Somaception.**

We've all heard stories about someone who has lost one of their senses and their other senses become sharper to compensate. The fact is that the senses don't really change but the way the mind perceives them does. How often does one really focus on their sense of smell to the point of exclusion of other senses? When one of the senses is handicapped the mind is not as overloaded with stimuli as it normally is. One can give fuller attention to the other senses.

The human mind works a lot like a lens. When the point of focus is very far the near things escape notice. When the focus is on something very close the rest of the picture gets fuzzy. One game I used to play when I was in grade school was to try to notice something different on each bus ride past the same patches of farmland. I wasn't looking for the things that had changed but rather for the things I hadn't noticed before. Sometimes I'd try to zoom out to really take in the big picture instead of just the elements that caught my attention. I'd see the horizon instead of just the new bike in front of the farm shed. Other times I'd focus in on the details of one little patch of the whole. I'd notice a solitary daylily that escaped the sheep along the fence line.

The goal here is to do similar exercises with food; to fall back in love with food; to heighten your pleasure of it. Every opportunity with even the smallest morsel is an opportunity to explore the experience deeper and in broader terms than you have before; to forge mind-body connections; to sharpen senses dulled and blunted by misdirection and lack of use.

What we all have to realize is that the food we have available to us today was not available to all the Royalty or conquerors of the past. If we took a Queen from even 200 years ago along with us for a trip to the grocer, the foods she would see at the corner market would astound her; fresh vegetables in winter, exotic fruits from the tropics, meats and fish from hundreds or thousands of miles away yet, unspoiled. According to the Food Marketing Institute, the average supermarket carries some 45,000 items. Thousands of new packaged products are introduced every year. This is a bounty unimaginable to our ancestors. This is also an overwhelming assault on our senses. There is so much variety out there that we tend to boil down our choices into what's easiest; quick food that we don't have to pay much attention to. We choose comfort food. Something that will satisfy a simple sense like salty, savory, or sweet and we'll know when we're finished by the pressure in our stomach.

The following is an exercise to help break that cycle and to awaken some of our innate abilities.

## Somaception Practice:

Find a quiet comfortable serene setting. Now take a single raisin or other very small morsel of food. Choose something that you've had many times before. Now imagine yourself as an ancestor from some time and place back in your ancestral lineage who has never seen a raisin. Examine it carefully. Notice the texture; the shades of color; how the waxy appearance changes at different angles to the light. Feel the weight of it. Smell it. Roll it gently between your index finger and your thumb to crush it slightly, feeling the slight moisture and stickiness. Smell it again and notice the difference. Imagine the strange land it comes from. A place where the sun spills over a valley filled with vines that have grown there over decades. Imagine the care the farmer takes to insure a good crop of grapes that can dry in the open air and sun to juicy ripe raisins. Imagine the pride the farmer felt at the bounty of this particular crop. Imagine yourself standing in the sun feeling the pride at this raisin. Imagine this particular raisin among the millions and this small raisin's strange path to you. Wonder at the many roads it's traveled to get to your grocer's shelf.

Take the raisin and touch it to your lips. Taste the place it touched. Note the flavor. Bite off half of the raisin, close your eyes and concentrate on the movement. Slowly feel the texture of the raisin with your tongue. Taste the raisin with your whole mouth; with your whole mind. Finish the other half of the raisin. Take a small drink of cool water. Note how the water tastes. Note the aftertaste of both the water and raisin. Feel both of them as they nourish and change your body.

You may believe you've never really had a raisin before. What else have you been missing?

## Spoil yourself: Only what you truly love.

Ever had a family pet that was *spoiled*? Somewhere down the line somebody gave the pet some "people food" that was A LOT better than its kibble. From then on the pet held out for better. The kibble, no matter how plentiful or how much the pet enjoyed it before, was just not good enough anymore. The pet has elevated its tastes to a new level and whimpers at the prospect of the same old kibble. If you do the somaception practice for junk food you'll find it doesn't taste at all like what you thought it tasted like. The Somaception exercise for "human kibble" is closer to aversion therapy. You won't be able to stand for it... if you truly pay full attention to it.

The French are noted for their chefs. The portions are small and the flavors bright; the dining leisurely. The pleasures of the senses are a much richer experience than the pleasure of a tight belt. The French that eat this way also tend to be more fit than the rest of us. Recently fast food and hectic lifestyles are having a negative impact on the French waistline. There is a French health movement now trying to get people back to the café roots.

You can and should really **love** your food. To spoil yourself in the ways you deserve. Know that you can eat anything you want as long as you apply your full mind to it.

## Shock Waves: How to develop your 6<sup>th</sup> sense of Somaception and get the body you've always wanted.

- 1.) **Start your shock.** The important thing is that you break your routine. It's not what the change is as much as the fact that you change. The change **SHOCKS** your metabolism and kicks it into high gear. This triggers your body to start responding. Your body is willing to respond to the change; it's the steady routine that it hates. Eventually you'll want small daily changes to be your routine. A constant variety of healthy foods can keep you out of the diet trap and out of false famine.
- 2.) **Limit processed foods.** Processed foods are calorie rich and nutrient poor. A study was done by Japan's Kyushu University with rats. The study took the rat's normal food pellets and reground them into a finer dust. The scientists then re-compressed the finer pellets and divided the rats up into two groups. Group 1 got the normal pellets and group 2 got exactly the same amount of calories but in the form of the re-ground pellets. Group 2 gained 30% more weight than group 1. **From the same number of calories!** Other studies have found that people have a very difficult time getting sufficient calories to maintain body weight from a raw foods only diet. It takes a lot of energy to digest raw food; so much that some groups of women on a completely raw foods diet stop menstruating due to a lack of sufficient nutrition. If you shift away from processed foods and towards more raw foods, you will get better nutrition and your body will burn more calories by doing its own processing.
- 3.) **Nothing artificial.** You can't fool Mother Nature. All artificial flavors, sweeteners, colors, textures, and aromas are designed to fool or blunt your sense of taste and your somaception. Somaception is the tool nature has given you to help determine what is good for you. Even items that contain "natural flavorings" are not to be trusted. Natural flavoring is defined as coming from a biological source... which could mean from the source of the flavor or in the case of "With Other Natural Flavors" means that a microbial fungus or bacteria in a lab has been fed some substance like castor oil to make it excrete a chemical that mimics the flavor. It's another means to trick your body's ability to sense what's good for it. It's all legal since microbes, being biological, are considered "natural." Artificial flavors are often made from petroleum distillates, a non-biological source and therefore "artificial." Commercial soft drinks are the worst offenders in this category. Not only do they contain every possible chemical trick in the PhD. Chemistry book... but they actually leech nutrients from your body in the process of digesting them. Soft drinks help trigger the false famine!
- 4.) **Moderate your exercise.** For change to take hold it must be incremental... each small change building on the last. A good exercise program is very important for both long-term weight loss and overall health but if you start a diet AND exercise program at the same time you are much more likely to be overwhelmed. Your best results will come from first getting your diet and nutrition where they need to be. You'll find that a big portion of results come from diet alone.

We recommend no major exercise changes in the first three months. When your diet is right you'll have so much energy that you will feel a lot more motivated to exercise.

- 5.) **No distractions.** This is the simplest rule but may be the biggest lifestyle change. Most of us don't pay any attention to our food. We stop eating when we feel full and barely notice the flavor. We eat while in front of the TV, at the game, in the car, while surfing online, while working, at the movies.... To develop your love for food you must experience it fully with your full attention. You must not eat while doing anything else. If you are eating with others, which is one of the great sharing joys in life, bring the conversation back to the food as much as possible. This rule sounds simple but it's by far the most difficult. You will have to be diligent. Make your snack breaks real breaks from whatever else you're doing.
- 6.) **A daily diary.** None of us is so aware of what we do on a day to day, week to week, or month to month basis as we are when it is laid out in front of us in black and white. A food diary is an excellent tool. Carry a little notebook and write down everything you eat that day. Always. The [diets shock.com/members](http://diets shock.com/members) website has tools to simply text it from your phone and keep it online. It doesn't have to be fancy... it doesn't have to have calories, measurements, or a nutrient breakdown... in fact it shouldn't have any of those things. Keep the entries clean and simple: *"Breakfast April 30, 2009 Two hardboiled eggs, one kiwi, two cups of coffee"*. The simple act of writing, with pen and paper, about what you ate can really make a big difference. The Somaception Journal attached to this text is the diary we recommend.
- 7.) **Daily Somaception exercises.** You can eat absolutely anything you want as long as you apply your full mind to the entire experience. Once a day, with a morsel or a meal, shift your focus. Pay attention to some detail about the food in a deeper way than you have before. Single out one of your senses and use it more during that experience than the others. It helps to write about these experiences in your diary. You'll find that your tastes will change very rapidly. You'll be surprised how you'll feel about foods you used think you loved.

## After Shocks

For the first time in human history most of us have unlimited access to calories and nutrition. Our environment has changed far faster than our genes possibly can. Our genes are set up to recognize a high calorie / low nutrition diet as the beginning of a famine. Almost any dietary shift can serve to trigger the fat burning genes. The trick now is to break the cycle forever. To gradually get into the condition that ends the false famine forever. Ultimately we all have to carefully manage our nutrition to calorie ratio. The easiest way to do this is by eliminating empty calories, such as sugars and processed foods, from our daily routines. The way to eliminate empty calories is to realize they are also empty tastes and empty pleasures. They do not satisfy the body and can never satiate the senses. When we eat empty calories, false flavors, and artificial textures... we can never satisfy our natural cravings; we will

always be left wanting. Thus we set ourselves up and heap on a side serving of guilt because we know we shouldn't want those things.

Break the cycle. The maximum you should ever be on any diet is six weeks. Two weeks to set up your metabolism to get the maximum amount of burn. After the two weeks you must "cheat." Every day introduce some new fresh high nutrient food and high pleasure food into your diet. At the end of the six week period you should no longer be on any diet! After six weeks your only concern should be maximizing both the pleasure of your food and the calorie-to-nutrient ratio.

Better yet... never diet at all! Simply incorporate healthy change into your routine.

All of us are cooks to a degree. Even if it is as simple as adding salt to our breakfast eggs we are still changing our meal to better excite our senses. Some small changes every day... from trying a new and exotic fruit to a simple setting change by taking your lunch in a new spot outdoors... can keep you and your food "communicating" and help prevent you from falling into the diet trap.

Some diets realize that to be more effective they have to include change so they create a cheat day. It's just more silly and contradictory information that popular diets provide. Change i.e. the cheat... is much more rational than the diet.

## **A Word about Malabsorption and a Diet Worth Trying.**

The following is a recommended shock. It establishes the needed change but it also addresses another reason why diets might fail; digestive malabsorption. A certain percentage of people have an auto-immune response to the protein gluten found in wheat. This is called gluten intolerance or celiac disease. This is a vastly under-diagnosed condition affecting somewhere around 1:103 people. If a person has this condition the intestinal villi do not function normally; nutrients are not properly absorbed into the blood. This condition has various symptoms but it also mimics the "false famine" no matter what nutrients are in the daily diet; since you aren't able to absorb the nutrients that you most need.

This shock will help you determine if gluten is affecting you. On this diet you will work with as many fresh foods as possible while eliminating wheat. Eliminating wheat is also a quick and easy way to cut back on processed foods since the majority of heavily processed foods are made from wheat flour. It will be important to follow this diet very strictly. The effects of wheat gluten are somewhat cumulative. The effects build over time so they can't be noticed from day to day and definitely not from meal to meal. It may take several weeks before you notice a difference and even a small amount of wheat ingested during this time will set you back to the beginning... meaning it may take several more weeks without wheat for you to recover enough to notice the effects.

In the first week the best approach is to go on a very low carb gluten free diet. Eliminate all sugar during the first week. The trickiest part for some will be the seasonings and dressings. Most have hidden wheat as thickeners or as cake free agents. The best approach is to season with fresh ingredients. Avoid any

prepackaged items that are not specifically marked gluten free. There are many excellent websites with safe and forbidden lists for gluten free diets.

Gluten free diet suggestions week one:

Breakfast foods

Eggs – There is a lot of variety in eggs on the store shelves these days. You'll want the omega 3 eggs. Omega 3 fatty acid has some significant health benefits but beyond that most low price commercial egg farms supplement their chicken feed with the **grease dumpsters from fast food restaurants**. If the chickens are fed a diet rich in fast food trans-fats that is what winds up in the eggs. Some of the health risks of eggs may be due to just that; chickens fed nasty fast food fryer grease! Omega 3 eggs are from chickens with vegetarian feed generally supplemented with canola oil.

Grapefruit – grapefruit has some antifungal characteristics that help restore balance to a digestive system thrown out of harmony. A little fruit for breakfast goes a long way.

Snacks:

Dry roasted unsalted whole nuts. Nuts are an excellent source of proteins, vitamins, fats, and minerals. It's best to be low on salt during your first week because simply eliminating salty snacks will wring out some of your excess water weight. You will be able to see this result immediately.

Main meals:

Home cooked grilled or baked meats, poultry, or fish are excellent entrées for a gluten free diet. Use salt, cracked pepper, fresh lime, rosemary or fresh greens like cilantro to season your meats. Fresh avocado is an excellent complement to most meats.

Sides:

Salads of mixed greens seasoned with olive oil, fresh herbs, and unfiltered apple cider vinegar. Cooked greens such as mustard greens, swiss chard, or kale are very nutrient dense; maybe flavored with some minced garlic. Garlic is your friend. Garlic has antifungal and antibacterial properties that can help restore balance.

Beverages:

For the first week you want to stay properly hydrated so try to cut back on caffeine. No commercial soft drinks and no dairy. Stick to water, unsweetened teas, unsweetened soy milk, and fresh grapefruit juice. No alcohol for the first week. Alcohol, in moderation, is not necessarily bad for you but it does blunt the senses. This can make it harder to develop your sense of somaception. You want to be as in tune with your body as possible.

For the first week you'll avoid dairy, all processed foods, soft drinks, and starches. Your dietary focus will be on proteins and greens with light servings of fresh fruit that will make up the majority of your shock.

This approach is similar to a low carb diet however by taking out the wheat completely you'll have the added benefit of finding out how wheat may affect you. By practicing an elimination diet of sorts, you'll also be able to better use your somaception; when you add in one new food at a time you will be better able to tell how that food affects you.

Week two:

For the second week we will start to incorporate starches. Potatoes, rice, corn, and beans.

Rice, corn, and beans are combo foods. Each has a limiting essential amino acid. When one of the three is eaten without a complementary protein the limiting amino acid prevents the body from digesting it as a complete protein. It ends up being used primarily as a carbohydrate. The limiting amino acid for rice is different than the limiting amino acid for beans. When rice and beans are combined they make a complete protein; plus they are just plain tastier together. The best combinations are rice / beans and corn / beans.





It's an interesting fact that most ethnic foods and poverty foods have these combinations already built into their recipes. In the south of the United States red beans and rice is very popular; in Japan rice and soy bean curd; in Mexico corn tortillas and refried beans. This is an example of broad scale somaception. These foods have become important culturally because they are the combinations of foods available in the region that make people feel the most satisfied. Nobody has to know that they are actually the healthiest combinations. The body knows.

The Iroquois Indians had a legend of the "Three Sisters" that referred to corn, beans, and squash; three excellent complimentary foods. The corn and beans made a complete protein, while the squash provided large doses of vital vitamins and minerals. Corn / Maize was the most important crop due to the high calorie yield per acre. The Iroquois believed that the spirit of the corn was watched over by the other sisters. In fact, not only are they perfect dietary compliments but they are also good field compliments as the beans tie nitrogen to the soil that is utilized by the corn. The squash grows broad leaves low to the ground that chokes out weeds. The Three Sisters, De-o-ha-ko, or "Our Sustainers," are another great example of how our body knows what is good for it.

In week two we want light starches; the diet should lean towards proteins, greens, and healthy oils.

Breakfast: Eggs of any style. No artificial sauces. Hard boiled or fried in healthy oils like avocado, coconut, sunflower, or canola. Olive oil is a terrifically healthy oil but not for cooking. High temperatures destroy what is good in the olive oil. Small amounts of different fruits and pure juices can be incorporated during week two at breakfast. No cereal grains.

Main meals: High protein but also with the incorporation of some starches. If you have access to an Asian grocer you can find varieties of rice that are much more fragrant, flavorful, and nutritious than any instant or quick rice. My favorite is a light brown rice. It's less sweet than other varieties but also less grainy than regular brown rice. Buy a rice cooker. It's a great long-term investment. Slow cooked beans and rice are wonderful complements to most meals. Many grocers now sell rice pastas and some

varieties are excellent. Mixed spring greens salad tossed with cooked rice, tuna, olive oil, and fresh herbs can satisfy on a very deep level.

In the following weeks, if you are practicing somaception, your body will be your guide to how much or how little of carbs, proteins, and lipids (healthy oils) your body needs.

You may feel after a few weeks of a gluten free diet that gluten may be a problem for you. In this case you should discuss with your doctor the possibility of being screened for celiac disease. The treatment for celiac disease is simply a continued long-term gluten free diet. If you find that you are not affected by wheat, you'll want to continue to adopt a lifestyle that embraces variety and continual change on a daily basis.

The [diets shock.com/members](http://diets shock.com/members) website will have the tools to guarantee success.

References:

[www.diets shock.com/members/](http://www.diets shock.com/members/) – your personal diet blog and daily food diary

[www.whfoods.org](http://www.whfoods.org) – terrific resource for food nutrient profiles and nutrient rich recipes

[www.everydiet.org](http://www.everydiet.org) – an effort to list all the diets out there

[www.celiac.com](http://www.celiac.com) – listings that include safe and forbidden lists for wheat-gluten free diets

# SOMACEPTION JOURNAL

**SCALE: 0 - 10 (10 = VERY HUNGRY)**  
**SCALE: 0 - 10 (10 = COMPLETELY FOCUSED)**  
**SCALE: 0 - 10 (10 = FULLY SATISFIED)**



Date \_\_\_\_\_

Time	Ate and drank	Hunger	Focus	Pleasure	Sensory

In the Sensory box make a note about something that most stands out. The taste, texture, aroma; new, exotic, or off flavors. Note the setting, presentation, and even your mood / stress level.

In the box note some change from the day's routine: new food, seasoning, or setting.