

WHAT YOU DON'T KNOW ABOUT
HORMONES
IS KILLING YOUR
SEX LIFE
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WRINKLES
LOVE HANDLES
PREMATURE AGING
IRRITABILITY
CONSTIPATION
BLOATING
INCONTINENCE
AND LACK OF JOY DE VIVRE'

A SHORT GUIDE TO A NEW YOU. AUTHORED, RESEARCHED, TESTED AND PROVEN. BY MARK ALAN EFFINGER
SLENDERLICIOUS.COM

What You Don't Know About Hormones Is Killing Your Sex Life, Creating Your Obesity, Wrinkles, Love Handles, Premature Aging, Irritability, Constipation, Bloating, Incontinence and Lack of Joy For Life.

The purpose of this report is to show you the importance of recognizing the central and primary role of hormones and metabolism in pursuing your health, wellness, vitality and long term weight loss goals. Ignoring your hormones and metabolism in pursuit of wellness and weight loss is lame. Without those key elements, you're doomed to failure.

THERE ARE 8 basic steps for achieving your health goals:

1. **Discover your hormonal biochemistry** through your symptoms. We've created a tool that will prove invaluable to you (you'll find the link at the end of this report). This tool, survey and report will show you how YOUR HORMONES are affecting you today. But please read this report first.
2. **Verify the results** from the online survey with either a saliva, urine or blood test. (Optional, but encouraged. *But please read this report first*).
3. **Begin your wellness program** focusing on your hormone balancing profile and regimen (Yeah! *It's not a diet! It's not prescription meds!* It's REAL health!).
4. **Optimize your lean protein intake.**
5. **Increase your consumption of natural fats.** (Sounds crazy – I know!)
6. **Reduce your consumption of *added* sugars.** (I know, sounds tough. We make it easy. Or, at least *somewhat* easier).
7. **Increase your consumption of Fiber** for regular detoxing, increasing insulin sensitivity and improving regular, quality bowel movements (*Poop is Good!*).
8. **Optimize sleep** and rest to minimize stress and increase joy. Dramatically increasing energy. Enhance healing. And improve your hormone levels.

Follow these steps to dramatically improve your metabolic and hormonal health. Then let the magic happen naturally!

SlenderLiciously,

Mark Alan Effinger

Vancouver, WA

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In these pages I list my convictions based upon years of study and experience. Please utilize this information as a list of resources for further self-research and work with your physician.

I certify that at least one statement in this report will be proven false in the coming years. By consuming this information, or reading it, you are accepting responsibility for your own health and health decisions and expressly release WebNutrients.com and Slenderlicious.com and its employees, partners, and vendors from any and all liability whatsoever, including that arising from negligence.

Think for Yourself. Take a thought that you fundamentally do not believe, examine it, test it and see where it takes you. You can't roller skate in a buffalo herd. Do not run with scissors. Boating in lightning storms results in a reduction in the population. You've been forewarned!

My Story and Why I Wrote This Book

I had been healthy and active my entire life. Competitive running, tennis, bicycling, hang gliding and motorcycle road racing. Eventually, I excelled in weight training and bodybuilding. I even lived in the back of a gym as I built my first tech business.

So it didn't make any sense that, in 1992, at the young age of 31, I would go from "superhuman" to sick. I literally lost all my energy. Waking up after even 10 hours of sleep was a challenge. Along with my energy went my hope and drive. **I was broken.**

At first I thought maybe I had caught a bug or contracted Chronic Fatigue. But my energy didn't return, and soon I was depressed and I was unable to think straight. One day I walked into my wife's office and exclaimed "*honey, I don't know what day it is. What client project I'm supposed to be working on. I think I'm losing my mind.*"

When something this disorienting happens, it can turn your world upside-down.

I knew that all of those 80 to 90 hour, 7-day weeks may have finally caught up with me. But I was so out of it, I felt something was very broken, and I didn't know how to fix it. As crazy as it may sound, I was so tired, my quality of sleep sucked.

Something was wrong. And I was scared.

I went to a general practitioner. He immediately prescribed meds and told me to come back in a few weeks. What bothered me about his diagnosis was that I waited over an hour in his waiting room, and *my appointment with him was actually less than ten minutes. The experience was sterile and I felt like a number.*

Over the next 12 weeks, some of my energy returned, but my depression and temper increased. What's worse, my formerly athletic frame was getting soft and the telltale signs of a gut had formed! My doctor seemed completely unconcerned about my weight gain and my worsening depression and irritability. So he prescribed another

round of medications to address my mood swings and weight gain. His approach was to add another med to my current meds. Something to cover the side effects (in medicine, this is known as “polypharmacy”).

“Hey Doc,” I asked, “how does this happen? I’ve been healthy and active all of my life?”

No answer. A smile. Instead, I was told to make sure that every day I took my two new medications to address my weight gain and depression. Then I was told to come back again in a few weeks.

POLYPHARMACY:
TAKING MULTIPLE PRESCRIPTIONS
TO OVERCOME THE SIDE
EFFECTS OF THE MEDICATIONS
YOU’VE BEEN PRESCRIBED
(SERIOUSLY).

I was way too young to be taking pharmaceutical drugs on a regular basis.

I had seen this movie before. My step-dad was a Doctor of Microbiology, and I worked in his clinical lab as a youth, so I was exposed to plenty of these half-dead patients. I also observed the declining health of relatives who had been overprescribed pharmaceuticals.

“I take this pill for weight gain.”

“I take this pill for depression.”

“I take this pill to reduce the side effects of those pills.”

“I don’t know what this pill is for, but my Doctor told me to take it.”

And in time, there would be pills for my heart palpitations, blood pressure, cold extremities, food cravings, sleep, anxiety, ADHD and even depression.

This is no way to live. This is how to die. Slowly. Uncomfortably. Numb.

My wife was extremely concerned about the changes I was going through. As a way to reset my life, she sent me to a B&B owned by a family friend. Little did I know the owners were a couple who practiced both Medicine (at the local Kaiser hospital). And had also been studying and applying some naturopathic health sciences.

Dr Kelly and his lifelong companion, Nurse Val. Kelly is a highly trained MD, but almost exclusively practiced Naturopathic Medicine. His experience with “rattlers” - patients who walked down the hall to his office during his internship, a bag of meds in their hand rattling away - they had him asking new questions about health and vitality.

Looking back on meeting Dr Kelly is an almost surreal experience for me. His demeanor and attitude towards me was so different from my other doctor. Dr Kelly was very fit. A competitive skier (even at 66 years young). And extremely perceptive. (His mother was also the oldest sponsored runner for Nike - they even made her Air

Mavis shoes! She ran her last marathon at 90+ years of age...;-)

Dr Kelly and his sweetheart owned a bed and breakfast in the woods of southwest Washington. He invited me to take a weekend off from my exhausting schedule, inviting me to his B&B to unplug while he performed some tests. As soon as I arrived at his expansive cabin in the woods, he started non-invasive examination: Shaking hands. Looking at my eyes. Listening to my choice of words. Without

me realizing it, from the moment we first met, Dr Kelly was forming insights that would quickly change my life.



He has become a close friend and mentor to me over the years, and we often joke about our first meeting. Like a good poker player, he was sizing me up based upon how cold my hands were. My pulse rate. Breathing patterns. My blood pressure. He assessed all of these things without medical instruments as he looked carefully into my eyes and viewed my mannerisms. These vital signs, he would teach me later, are all controlled by critical hormones.

“Mark, from my observations, I believe you may be hypothyroid. Your adrenals are shot and your thyroid gland is likely underperforming. And that’s an understatement!”

“Mark, you really need to sleep.”

“Mark, you are a walking stress machine.....let’s talk about unstressing.”

“Mark, you’ve been treating your health like it is a noun. Your health is a verb. It functions and dysfunctions together, like an orchestra, and right now your entire band is on strike!”

“Mark, I want you to take this sleep mask and ear plugs. Then go get some sleep. The longer the better.”

Over the next several weeks he had me supplement with liquid iodine and natural thyroid. And very quickly my health, energy and vitality rebounded. A chronic post-nasal drip I had suffered for the last two years suddenly disappeared. On most days I was exhausted by 10am (*or whenever the first overloading issue of the day would hit, send me into a tizzy, and drain what little energy I could muster*). But I was now working confidently and happily from early morning until late into the evening. My wife was encouraged. We fell in love again. I felt so alive, we began planning for a family.

Dr Kelly saved my life.

In the process, *he also opened my eyes to the central role that hormones play in health.* As a lifelong learner, I bought and borrowed every possible book on health, wellness, longevity, nutrition, diets and performance. I met a radio host of a health and wellness talk show and grilled him for months. I wanted to become an expert.

What The Good Doctor was teaching me was the concept of **responsible “biohacking.”**

In traditional medicine this is utter blasphemy. But Dr Kelly was making me see that I had done things to cause my dysfunction, and now ***it was ultimately my responsibility to make those lifestyle changes that would have me striving for the best possible version of myself.***

He showed me some basics about hormonal health. He emphasized that everything we put into our bodies — our foods, our thoughts, our sleep, our physical movement, our stress, our dreams — all affect how we behave and how we feel.

BIOHACKING:
ADJUSTING YOUR DIET,
SLEEP, SUPPLEMENTS,
WORKOUTS AND MEDS
TO IMPROVE YOUR
PERFORMANCE.

By biohacking myself, I could actually transform my body so that I could feel more energized, be more productive and, overall, feel like the best possible version of “me.” He was no ordinary doctor, and I felt extremely fortunate that he was mentoring me.

While I was sick, I took his advice and guidance very seriously. **I would advise anyone who is going through a health crisis to work with a medical and health/wellness professional to get your body back in balance.**

However, once my health returned, I started experimenting with subtle little nuances that made me appreciate how much power I had in reclaiming my health, wellness and

vitality. *The purpose of all these little experiments was to cultivate my own awareness, of what worked for me and what didn't work for me.*

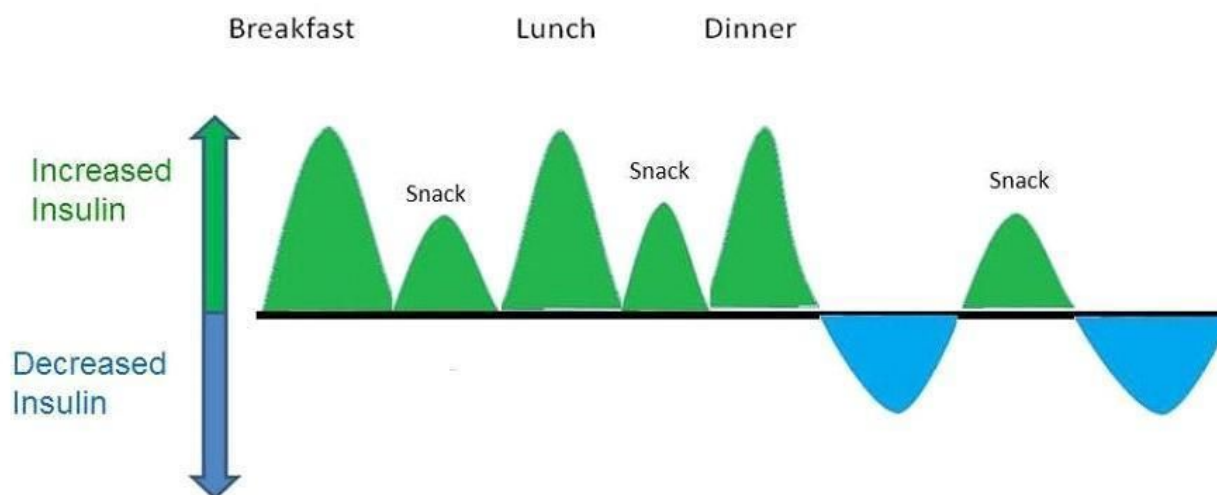
That, was and continues to be such a powerful force and idea in my life. ***I still adjust my routines and programs regularly, to optimize new areas of my physiology. My mind and body. My endurance. Sexual capacity. Strength. Happiness. Clarity. Decision-making.***

Some of the small experiments I engaged in dealt specifically with changing my sleeping habits, minimizing my sugar intake, increasing my fat consumption, learning how to change my physiology to unstress myself, practicing random acts of kindness with complete strangers, experimenting with only eating twice a day and learning how to meditate. Even deciding the times (and with what foods) that I would take my supplements had a huge effect on how I felt. These experiments are the ongoing research in my life which are responsible for everything I do today, and how I do it.

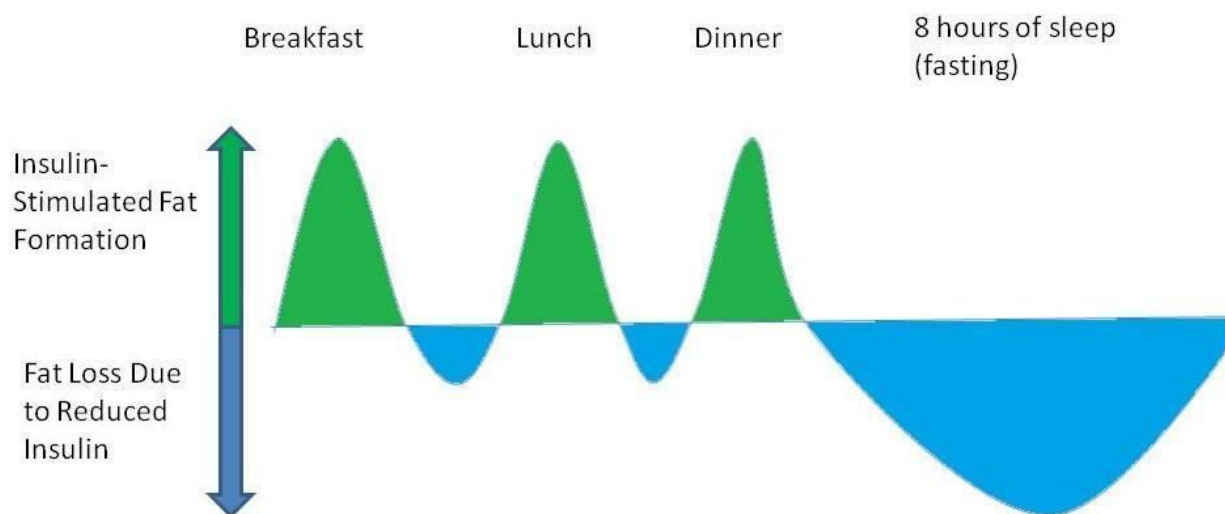
I now recognize the importance of my sleep in allowing me to renew and re-energize. I began to notice how stressed out I had allowed myself to be. More importantly, **I have become aware and extremely conscious of how to address stressful situations so they do not impact me.** Since I definitely was a Type A personality, *learning to de-stress over deadlines, making payroll, bills, family life has been hugely beneficial for my life.*

Dr Kelly told me that my insulin levels were too high. His suggestion was to experiment with the time of the day that I would eat. He showed me that every time a person eats specific kinds of foods, an insulin spike occurs. Since I was eating small snacks all day long, thinking that I needed the food to keep my energy high, I had high insulin levels. High Insulin, obesity and disease are directly related.

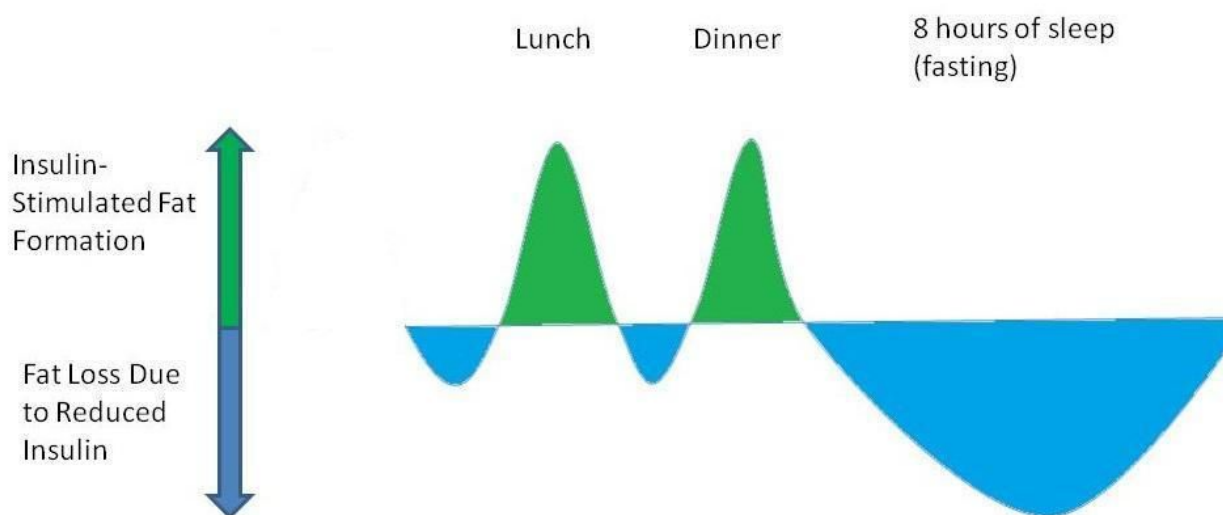
My Before Habit (No Hacks - No Thought to Energy/Performance)



First Eating Experiment BioHack Eliminating Snacks



My Second Eating Experiment BioHack Time-Based Eating/Fasting For Optimum Performance & Happiness



Dr Kelly showed me that “I” was ultimately responsible for my own health. That it is up to me to take this responsibility seriously and not simply entrust it to others who claim to have the answers but have their own agenda. Every conversation was a reminder that I could choose to let go of the opinions of others and empower myself with knowledge and positive action instead by learning to trust my own experience.

He also helped me understand that “***one size does not fit all***”. That it takes experimentation and fine-tuning any program to optimize YOUR body and mind.

Over the years, Dr Kelly showed me the research on longevity and health. He also pointed me to experts in every credible area of research: Durk Pearson and Sandy Shaw of Life Extension. Dr Jeffrey Life. Shawn and Bill Phillips. Ray Kurzweil. Dave Roussett.

Healthy animals and humans who have lived very long lives share the following characteristics, which he challenged me to try and imitate without unnecessary struggle.

Low Fasting Insulin Levels

Low Fasting Glucose Levels

Low Triglyceride Levels

Low Percentage of Visceral Body Fat

Lower Body Temperature

Improved Thyroid Levels

It is my hope that in these pages you will learn and be inspired by the examples that I share and develop the responsibility and courage to blaze your own path to the best version of yourself.



That's my 82 year old Dad, me at 55, and my 22 year old son Dustin.

I'm very fortunate to come from good stock (my Dad is one of the finest humans to ever walk the earth - a former Trappist Monk. Father to 6 kids. He constantly empowered my scientific experimentation from the age of 5. An inspiration and a guiding light.)

But let's continue our adventure to radically optimum health, shall we?

Blame it on Farinelli.

Back in the early part of the 1700's there was a singer who was adored by the masses. His vocal tone and range was spectacular. He was a castrated Soprano by the name of Carlos Farinelli.

You might be asking, what in the world does a castrated soprano from the 1700's have to do with my health, wellness, vitality and weight loss?

In a nutshell, EVERYTHING! And I promise I will get to that all very quickly.

Here is a painting of Mr. Farinelli which I want you to study. (They didn't have photography or smartphones in the 1700's.)

The reason why Mr. Farinelli could hit the C high note, the highest note an Opera singer has ever sung, is the same reason why you might be struggling with health, wellness, vitality and healthy long term sustainable weight loss.



So let me get on with the story....

If you study the illustration of Farinelli you will notice he has no facial hair, a scarf covering his Adam's Apple (he didn't have an Adam's Apple), and you can already deduce that as a Soprano his voice was extremely high.

Farinelli completely entranced his audiences. So much so, that a great deal of debate began to occur regarding his lack of traditional masculine tendencies. In the field of agriculture, cattle farmers would castrate bulls before slaughter to make their meat more tender, and to make the animal more docile. That became a source of regular discussion among farmers.

Doctors throughout Europe began experimenting with the castration of roosters to see what the effects would be. As could be expected the roosters who were castrated became much less aggressive, less territorial and passive.

One Doctor went so far as to castrate a rooster, but then sewed his testicles back inside the roosters stomach. To his surprise the rooster maintained all of his traditional masculine traits including their appearance, aggressiveness, behavioral dominance.

The reason I am sharing this short backstory with you as we delve into understanding health, wellness, vitality and weight loss is because the roosters, castrated bulls and Farinelli whether they knew it or not, were the first fascinating experiments in hormones and endocrinology.

In other words, what medicine was slowly coming to understand was that *these mysterious chemical messengers, which we now call **hormones**, dictate the behavior, physiology, growth, mood, physical characteristics and temperament of their subjects.*

What we understand to be a man is dictated by hormones.

What we understand to be a woman is dictated by hormones.

What we understand to be health, wellness and vitality is very much dictated by hormones.

Ignoring hormones when exploring solutions to health, wellness and vitality is pure ignorance but as we will see it is extremely popular with Doctors, Governments and Commercial Enterprises.

As we fast forward through medical history we can see quickly see how all major advancements in medical understanding have occurred due to a better understanding of hormones and our endocrine system. Medicine continues to grow when it explores the mysterious communication processes within the body that regulate growth, mood, behavior, appearance and energy that are all regulated by hormones and the endocrine system.

Medical understanding become worthless and dangerous when our doctors become mere pill pushers for the pharmaceutical industry.

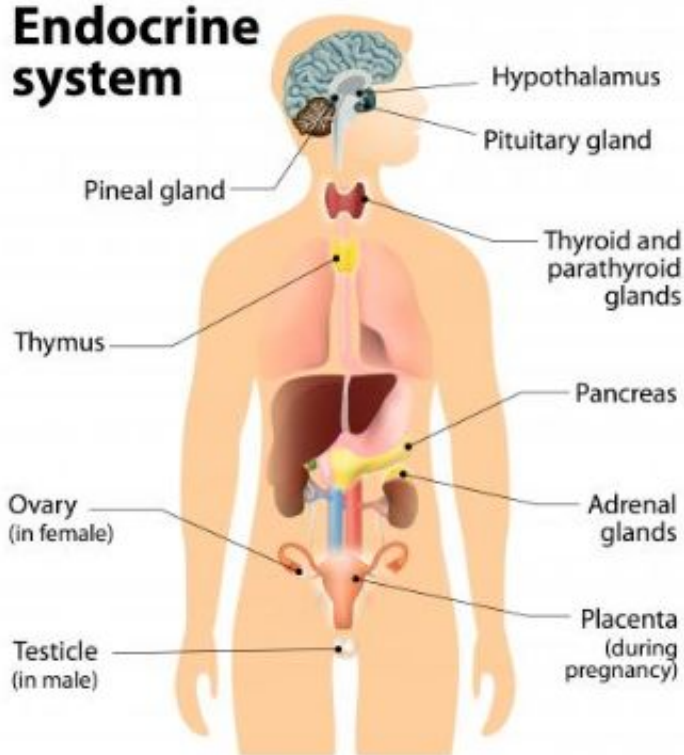
Medical understanding always should seek to find a cause for a sickness, disease or abnormality. When it does this, everyone benefits. When it ignores this, *medical treatment by merely addressing symptoms*, it falls far short of its potential.

I am not a Doctor. However, *I have noticed in dealing with my own health issues that most of the doctors I have visited over the years feel that me understanding the cause and effect of illness and health is not relevant to their purpose.* My experience has been that whenever I have shared a medical concern with a doctor they are more concerned with their legal liability (and often, ego) than with my wellness.

I don't think I am alone in this regard.

We have seen a huge growth in Naturopathic Medicine over the last 30 years primarily due to the reality that patients want to understand the cause and effect of illness and health, not simply put band-aids over symptoms. (Please understand, I'm not talking about what we call "woo-woo" pseudo-medicine. I mean natural, *proven* solutions.)

Endocrine system



Why is this important?

Let's look at the weight loss industry as a perfect example. *Over the last 50 years **better than 95% of people who have tried to lose weight over the long term have failed.*** The reason for their failure is that these companies and their products have completely ignored the central role of hormones in regulating metabolism.

How To Easily Understand Hormones

My goal is to provide you with a way to comprehend the importance of hormones, while steering clear of all of the intimidating biochemistry normally associated with them. Informed, but not overwhelmed.

Hormones are special chemical messengers in the body. They are created in the endocrine glands. These messengers control most major bodily functions, from simple basic needs like hunger to complex systems like reproduction, growth, sleep and even the emotions and mood.

To allow you to see how important they are, I am going to use simple metaphor of having a party. (*We like parties, right!?!)*

Let's say that you want to celebrate an event. So you send a text message to your best friends. Two are girls, Sally, Marie. Two boys, Bill and Peter.

You are having a party tonight at 8:00pm at your house. In your message you tell them:

“Come over tonight at 8:00pm and let's party. Tell your friends.”

You now prepare for your party. You clean your house. Lay out snacks, refreshments, music and games.

You are excited about the thought of seeing all of your friends and celebrating with them.

However, when it comes time for the party to begin, you notice that only men show up to the party. How awkward you think. Maybe all of my female friends were busy that night? But then you begin to wonder that maybe your female friends don't like you anymore? *Your female friends never even texted you back. Maybe they think they are too good for you? Maybe the females are now all conspiring against you?* After all,

who do you think you are? Why are having a party and thinking you have a reason to celebrate?

Well, you conclude that at least your men friends are here now, so you'll just celebrate with them.

A situation like this can certainly send a lot of mixed signals.

Enthusiasm.

Joy.

Upset.

Paranoia.

Confusion.

Worry.

Apathy.

Fear.

Grief.

Depression.

You really struggle to understand why none of the girls showed up to the party. This concern evolves to become a worry and eventually an obsession.

Maybe you shouldn't have parties anymore?

Then one day Marie and Sally send you a text message saying,

"Hey! My phone has been broken. Don't know why I am not receiving calls or messages from anyone. Just wanted to let you know."

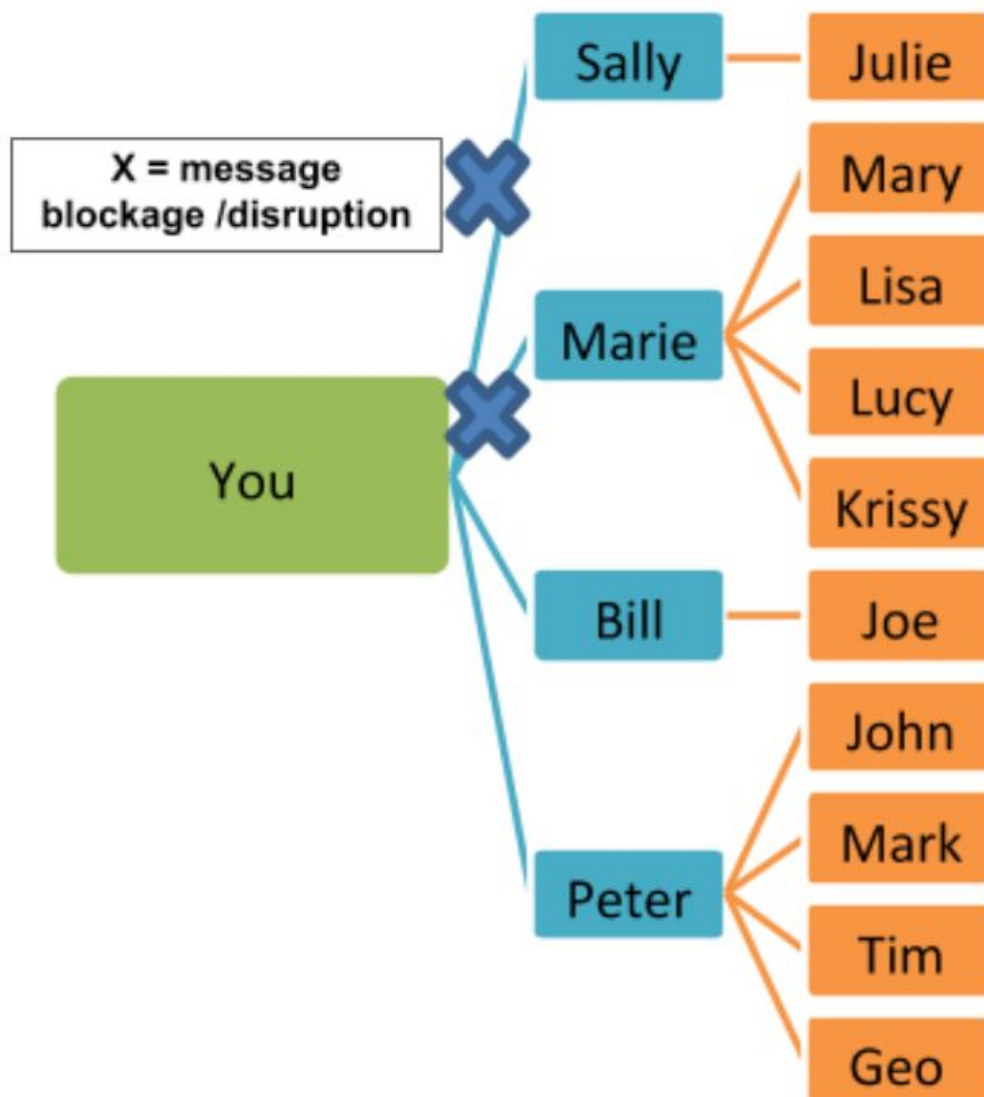
Well *that* explains *everything*! Now you know why only Men showed up to the party. Marie and Sally never received your text message invitation. The guys ate all the chips and dip. Drank your booze. And went home at 2am, after high-fives and hugs all around.

I'm sure this has never happened to you.

But in my 57 years, it's happened to me more than once.

Mostly in high school (I was your classic athletic nerd with terminal acne. Skinny legs. And an unquenchable thirst for life and learning.)

In our party model above, this is what I see. It's... A Classic Case of Communication Disruption



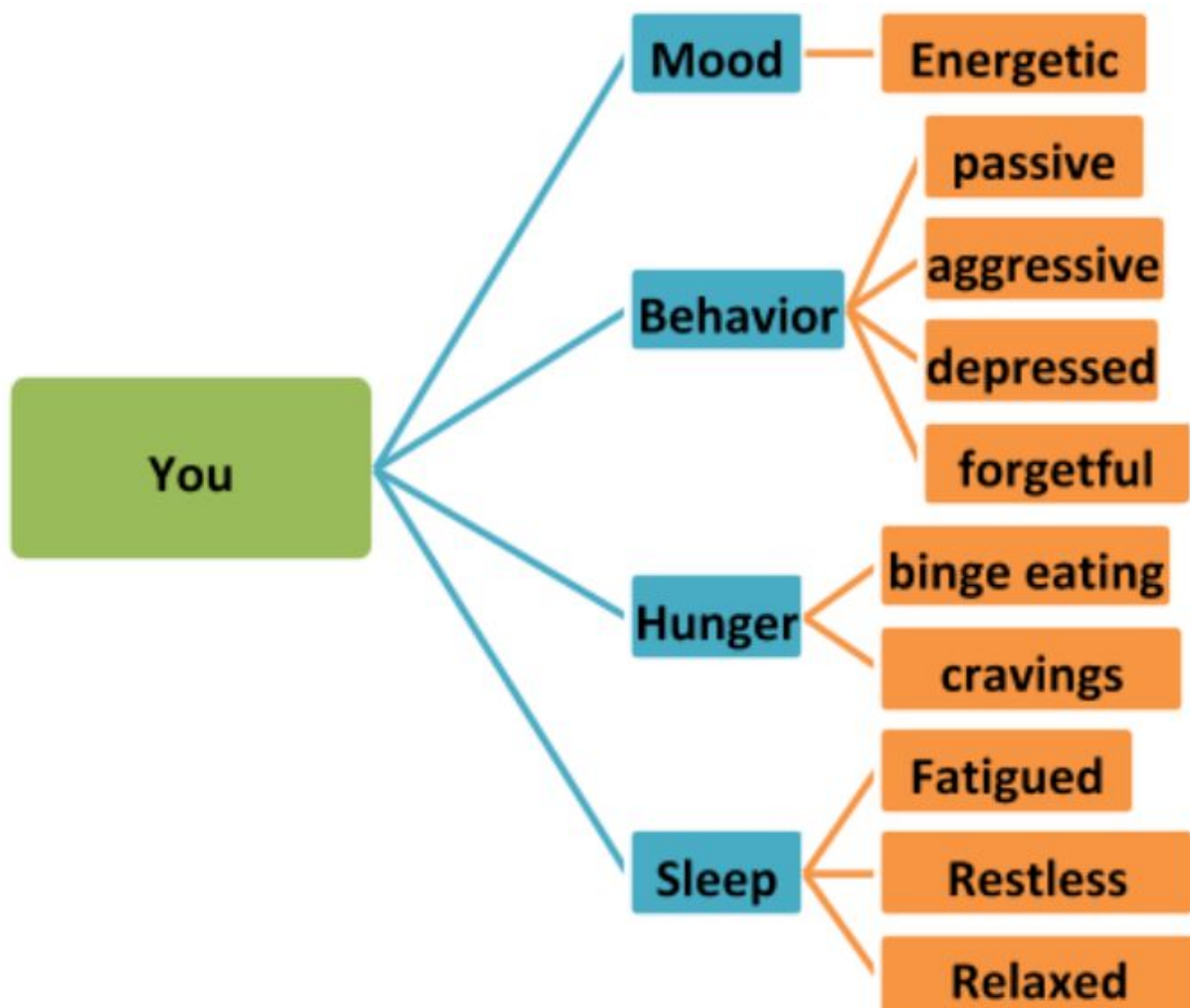
While you know that you sent a message Marie and Sally, *they never received it*. Since they never received it *they didn't tell their friends*. Because of this, all of the *disappointment, anxiety and frustration occurred*.

This little drama is very similar to how hormones work in the body. If we replace the people's names with labels and activities that describe mood, behavior, hunger, sleep, sex and energy we can better understand how hormones regulate bodily processes.

When those channels remain unstressed and open, communication flows freely. However, *when those channels become blocked or are disrupted for an extended period of time sickness and disease occur.*

But wait! There's more!...

Metaphor of The Hormonal Communication Network



What often happens inside your body is that *the internal messaging of your hormone network becomes overstressed or disrupted* and *the messages regarding your health, wellness and vitality do not get through*.

While this is a simplification of a complicated chemical process, the point that I am making is that ***you will make a giant leap in your understanding of health, wellness and vitality when you begin to look at your health issues through the lens of hormone balancing.***

How Doctors Used To Define Health!

We can quickly understand how medicine defines health when we look at what they do in an Emergency Room with people who are sick, injured or diseased. Every Emergency Room in the world will measure:

- 1) Your Blood Pressure (systolic/diastolic pressure)**
- 2) Your Pulse rate**
- 3) Your Breathing /Respiration Rate**
- 4) Your Body Temperature**

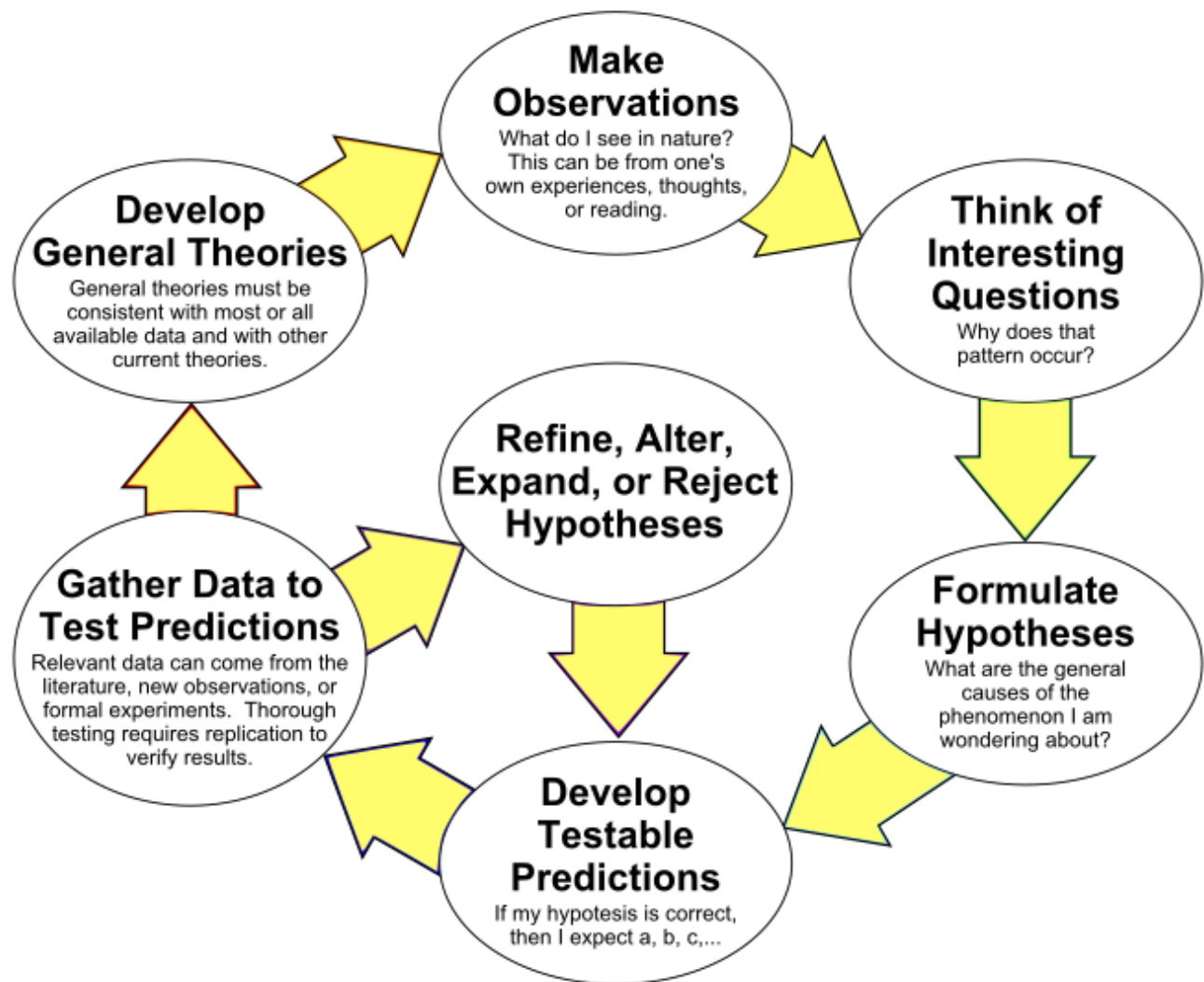
Guess what? All of these things are called vital signs which are governed by your hormones! So doesn't it make sense to conclude that *if your disease/sickness/ injury is measured by the biochemistry of your hormones that likewise your health should be as well?*

Eureka! Maybe now we will get somewhere. Unless we compromise truth by selling our endorsements to the highest bidder. But, if that is the case, one important question remains.....

Why Are There Fat Doctors?

If you think about this question, for only a minute, you will begin to appreciate the importance of utilizing The Scientific Method as we traverse the landscape of Health, Wellness and Vitality. **The Scientific Method is a means of asking questions, analyzing results to refine outcomes and determine what is true.**

The Scientific Method as an Ongoing Process



Doctors are those individuals who have the best grades, most education and knowledge about the subject of health. They have spent hundreds of thousands of

dollars on their educations and establishing their reputations. So, with that in mind - with their expertise in physiology - why are there fat doctors? What causes fat?

Accepted as authorities in human physiology, doctors should be true experts on the causes and treatments of obesity. Most doctors are also very hardworking (often overworking) and self-disciplined. Since nobody wants to be fat, doctors in particular should have both the knowledge, and the dedication, to stay lean and healthy.

So why are there fat doctors? We see that in the Emergency Room doctors define your health precisely by your hormones. (*Though they don't define it by that name*). You would think that this wisdom would also apply to the regular world.

For the last 50 years the standard prescription for weight loss is ***“Eat Less, Move More.”*** While this sounds perfectly reasonable, it simply does not work.

How many times have you tried to lose weight using this theory and failed? Better than 95% of all dieters fail specifically because this formula is flawed.

Yet consider the work ethic, discipline and determination required to complete an undergraduate degree, medical school, internship, residency and fellowship. It is hard to imagine that overweight doctors simply lack the determination to follow what they are taught in the medical classroom.

If we follow this question to its natural conclusions there can only be a few explanations.

- 1) **Doctors don't practice the health related knowledge they have learned.** Or,
- 2) **What they have learned is ineffective and simply wrong** in dealing with the issue of weight gain and obesity.

3) **Product endorsements can be far more lucrative than** practicing medicine.

4) **Doctors are really in the business of running their businesses.** The “*health thing*” is more of a distraction.

I believe all of these premises are true. I state this because I have studied what passes for wisdom from the health, wellness, vitality and weight loss communities. There is such an abundance of contradictory and conflicting ideas often presented by medical authorities. Since they are experts, it is traditional for people to simply accept what they say as valid.

But the question remains, is fat a *symptom of illness* or is it *the cause* ?

What you decide about this question will decide your health destiny.

You would think that it would be extremely prudent to understand what causes fat. However, it is much easier to ignore that fundamental question because it would cause us to understand metabolism and hormones.

When I was 19 years old, my best-friend’s dad died of a heart attack. Based upon that experience I started paying attention to the American Heart Association looking for good health advice.

Did you know that the American Heart Association sells its CHECKMARK stamp of approval to merchants? They raise much needed funds to help promote their gospel of health, wellness, vitality and long term sustainable weight loss. *Merchants simply pay cash in exchange for the AHA brand which they can place on their products.* Now that’s what I call “pay to play.”



Cocoa Puffs and Frosted Mini Wheats have received the American Heart Association Seal of Approval. Fritos Corn Chips has sponsored their Heart Walks.

If we are all going to coronary hell, let's simply look at who is driving the bus!

610,000 people die every year in the United States from Coronary Disease.

In lieu of flowers please send Cocoa Puffs to show your respect for the recently departed!

Dearly beloved we are gathered here today to pay our respects to our beloved who took the advice of the highest bidder.

Is *this* how we understand what causes fat?

Can We Trust Big Brother?

In 1900 the life expectancy of a male in the United States was 50 years of age. By 1950, it had reached sixty-six years. By 1970 it had advanced to almost sixty-eight years. However the drama unfolding in the hallowed halls of government was that there was a coronary crisis occurring in the country and WE had to do something to mitigate this threat.

What was the cause of coronary disease? Great question. However, passing laws does not require evidence as we will soon see.

There are only three macronutrients: fat, protein and carbohydrates.

The only macronutrient that does not have a lobby per se is FAT. Sure there are fatty foods like butter and oils but they are the ugliest kids on the nutritional playground, so FAT was guilty, until proven innocent. And FAT has the right to remain silent while it was wrongfully accused.

The villain in this equation HAD to be FAT. It was believed that FAT increased cholesterol and was the main contributor to the perceived coronary crisis. All of the autopsies clearly showed FAT on the arteries. *Since FAT was at the scene of the crime, let's outlaw FAT.*

But to believe this hypothesis, we once again had to be completely ignorant of the metabolism and hormones. We had to completely ignore that:

- **the metabolism can convert protein into fat.**
- **the metabolism can convert carbohydrates into fat.**
- **the metabolism can convert fat into fat.**

Soon, physicians began to promote lower-fat diets. Sounds innocent enough on the surface. With tremendous fanfare and questionable science, the demonization of dietary fat began in earnest.

If you are obsessed with lowering dietary fat, that means you have to replace it with either protein or carbohydrates. *Since many high-protein foods like meat and dairy are also high in fat, **how do you lower fat in the diet without lowering protein as well?*** By restricting dietary fats, the other alternative is you have to increase carbohydrates and vice versa.

What do you do about refined carbohydrates which are fattening, but low in fat?

The political solution adopted by most politically aligned nutrition experts was to ***ignore the metabolism and hormones completely and suggest that carbohydrates were no longer fattening.***

Instead, *calories* were fattening. *What?*

Common sense truly is uncommon. Even a high school student with a beginners understanding of nutrition and physiology could've told you that being fat doesn't come from eating fat; *being fat comes from an inability to burn fat*, which is a direct consequence of relying on carbohydrates—sugar—as your primary fuel source.

Without any scientific evidence or historical precedent, it was arbitrarily decided that excess calories caused weight gain. Not an unhealthy metabolism or imbalanced hormones!

Fat, was the perfect dietary villain. It was ugly, despised and guilty of all health issues known to mankind, *as long as we ignored metabolism and hormonal health.*

FAT was the cause of all things evil. Anyone with even a miniscule amount of knowledge can tell you that FAT is a symptom of a flawed metabolism, and if you want to correct the problems of OBESITY the answer will lie in addressing metabolic and hormonal issues. *But this line of reasoning was never even permitted in the courtroom of public opinion.*

In 1977, former Democratic Presidential candidate George McGovern settled the issue once and for all and put the USA on the track of health wellness, vitality and long term sustainable weight loss by creating the United States Senate Select Committee on Nutrition and Human Needs.

His resulting declaration became the *Dietary Goals for the United States.*

Isn't it interesting to see that ***an entire nation would now follow nutritional advice from a politician who had zero understanding of what causes fat.***

“Eat less fat and more carbohydrates” became the gospel of health.

(Let’s just ignore that the metabolism can convert carbohydrates to fat.)

The most specific dietary goals were set forth which included:

- **increase consumption of carbohydrates until they constituted 60 percent of calories, and**
- **decrease fat consumption to 30 percent.**

Who needs scientific evidence? Fat was the villain and played the part well.

But if you’ve looked around at the politically aligned health experts today, they are all claiming that something has to be done about the obesity epidemic that is engulfing the nation. Hmmm. *Wasn’t this plan launched in 1977 supposed to make us healthier?*

Quick recap: *Fat became the villain and we still have an obesity epidemic.*
How does that work?

So I’m still asking the question, why are there fat doctors? What causes fat?

Doctors Know What Causes Fat. *Or Do They?*

Ask any Doctor what is the fastest way to make someone fat and they will all tell you the same thing.

- **Prescribe Insulin**
- **Prescribe Prednisone**

It won’t matter how much you workout.

It won’t matter how little you eat.

It won’t matter if you have the willpower of a marine in battle.

You will get fat. It's simply a matter of enough Insulin and Prednisone and enough time.

There are over one million people who use insulin pumps and over 200 million people in the world have been diagnosed with diabetes.

Doctors know that while insulin regulates blood sugar. Its side effect is weight gain.

All patients who use insulin know that if you take (the hormone) insulin, you gain weight. All doctors who have ever prescribed insulin know that weight gain is a direct result of insulin. The more insulin a patient takes the more weight they gain. Insulin and obesity have a very strong causal connection.

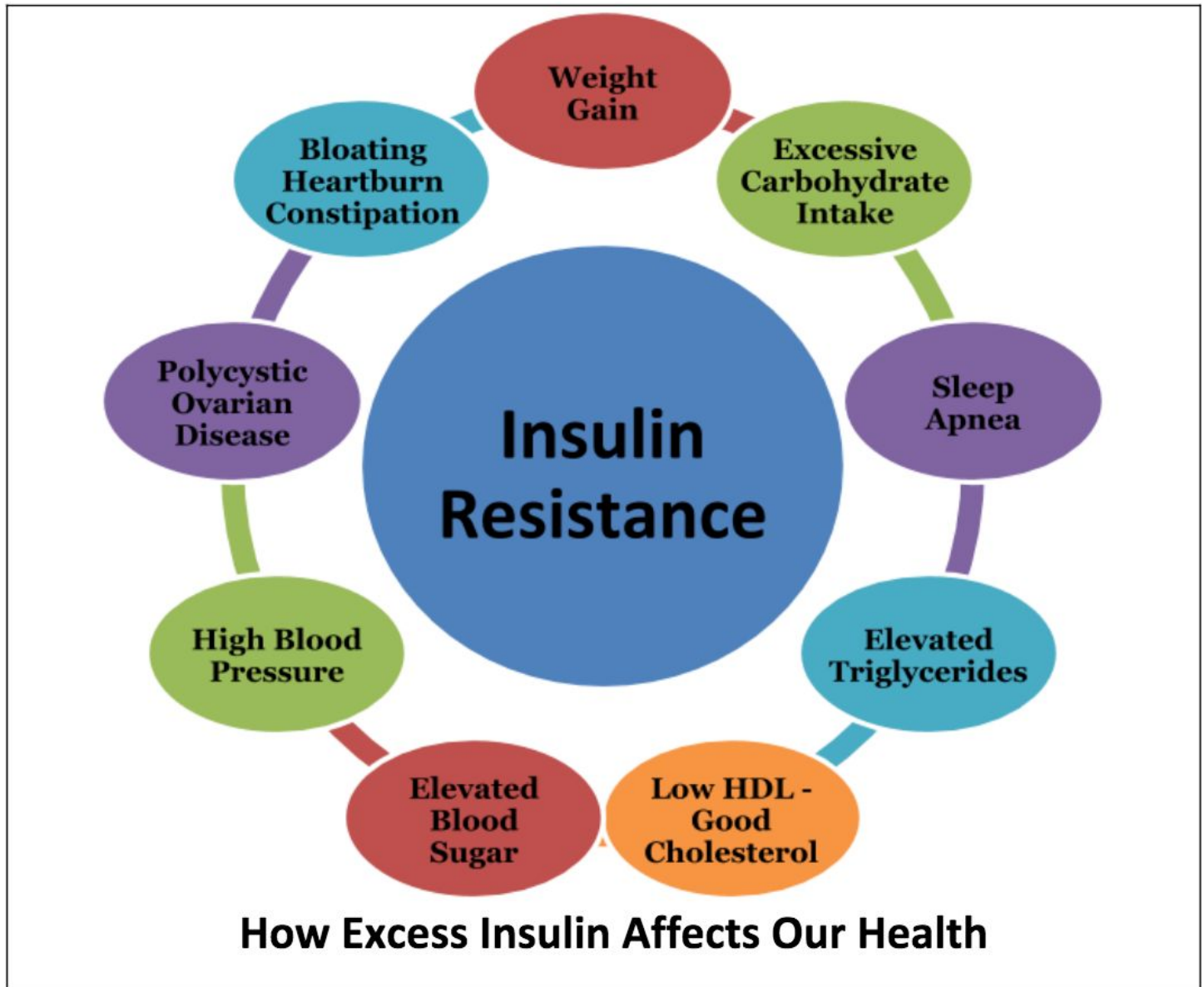
Prednisone, on the other hand, is a synthetic version of the human hormone **cortisol**. *Cortisol is the stress hormone. It is a corticosteroid and the 179th most popular prescription drug in the world.*

Normally prednisone is prescribed to treat arthritis, asthma, psoriasis, lupus and a number of other inflammatory diseases. Insulin and cortisol it turns out work together in altering carbohydrate metabolism. Elevated levels of cortisol are usually accompanied by raised glucose and insulin levels.

Insulin is a storage hormone. In other words, ***under high insulin levels, the body stores energy in the form of glycogen and fat.*** Cortisol on the other hand moves energy out of storage and into usable forms such as glucose. These two hormones seem to be opposites and work well together during moments of short term stress. However, when a person suffers from long term stress, whether real or imagined, glucose levels remain high triggering the release of even more insulin into the bloodstream.

Sometimes our cells stop responding to insulin like they are supposed to when insulin levels remain elevated for extended periods of time.

This is referred to as ***insulin resistance*** and ***creates a cycle of weight gain, inflammation and illness.***



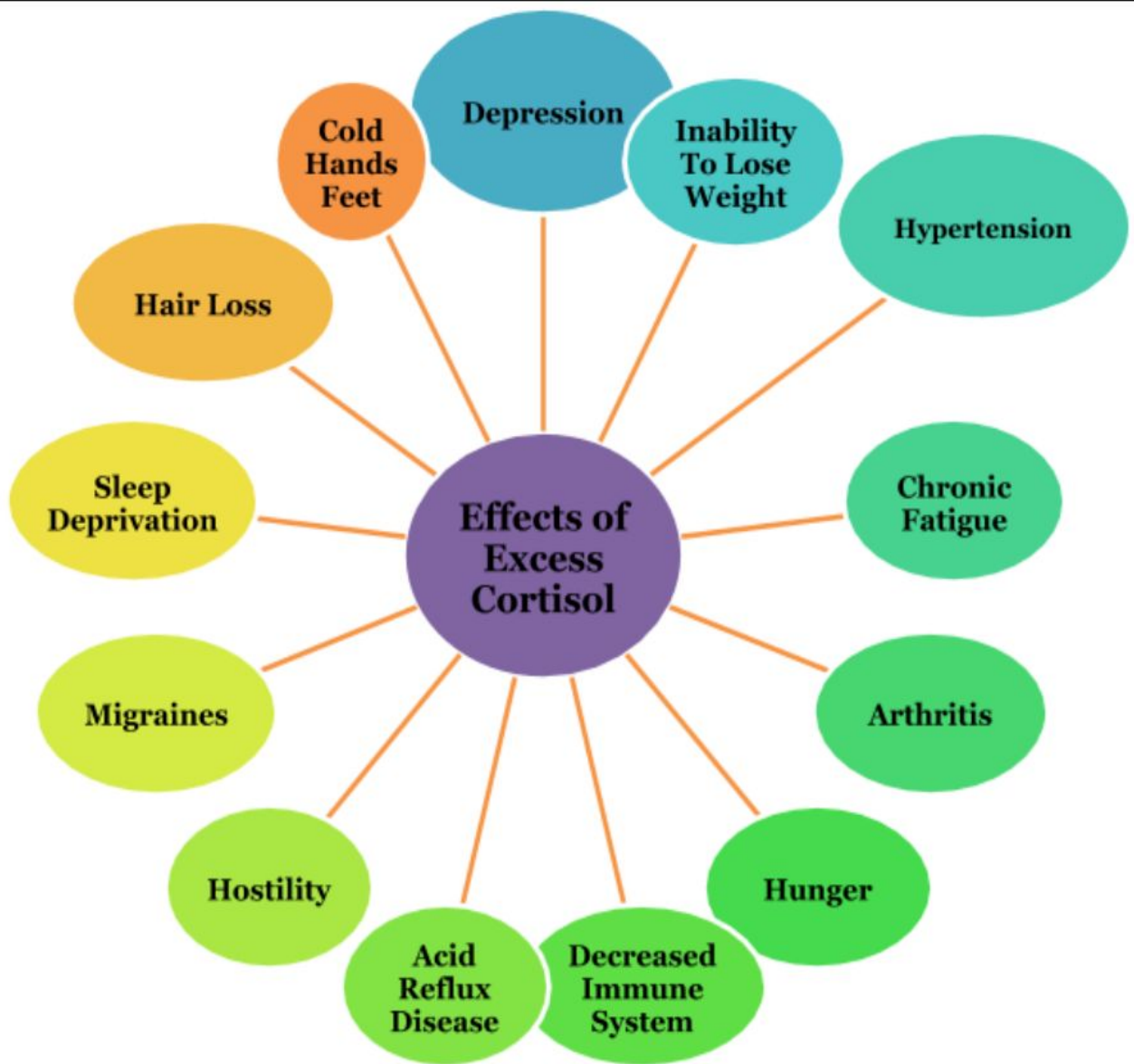
All doctors know that *this is how fat is created.*

All doctors know that *insulin and cortisol are always elevated in cases of obesity.*

So here's an idea: since insulin and cortisol seem to be the deadly duo in terms of weight gain, *wouldn't it make sense to test your own hormones levels for insulin and cortisol imbalances?* Especially before you begin any health, wellness, vitality or weight

loss activity? Then again if you're a glutton for punishment, I can get you a helluva deal on a calorie counting calculator!

A great deal of medical research also shows a connection between what occurs when cortisol remains elevated for an extended period of time.



Cortisol: The Stress Hormone

The Following symptoms often minimize greatly or disappear altogether when cortisol and insulin levels are normalized.

Acid Reflux

Acne

Anxiety Overwhelm

Bloating

Brain Fog

Brittle Nails

Cold Hands / Cold Feet

Concentration Issues

Constipation

Depression

Depressive Feelings

Dry Hair

Dry Skin

Fatigue

Fluid Retention

Frequent Gas

Gout

Hair Loss

Headaches / Migraines

Insomnia

Irritability

Joint Pain

Low Libido

Male Hair Growth

Mood Swings

Nausea

Night Sweats

Pale Skin

Rosacea

Sleeping Disorders

Stress Sensitivity

Stubborn Fat

Weepiness

Weight Gain

Something Is Seriously Wrong Here!

Are carbs bad for you?

Is sugar bad for you?

Is protein good for you?

Should I be counting calories?

A new diet is launched almost every week completely contradicting the previous fads appeal. Consider the following:

Theory 1: Eat Less. Move More.

Theory 2: Avoiding Carbs.

Theory 3: Eat Only Low Fat Foods.

Theory 4: Avoid Late Night Eating

Theory 5: Skip Breakfast

Theory 6: Workout Vigorously 5 days a week

Theory 7: Make Breakfast The Only Meal of The Day

Theory 8: Eat Only High Ph foods

Theory 9: Drink Apple Cider Vinegar Several Times A Day

Theory 10: Eat Only High Protein

How do you make sense out of all of this?

Easy! One question will do the trick and it is extremely scientific...

Show me the *After-After* Picture!

Weight Loss companies will show you a *Before* picture.

Then they will show you an *After* picture.

That is how they define health, wellness and vitality.

It's horribly dishonest and most people don't notice.

I don't care what you looked like *before*.

I don't care what you looked like *after*.

I want to know what you looked like

6 months,

1 year,

2 years,

5 years *after* you lived their lifestyle.

AFTER-AFTER:

I AM LESS CONCERNED
WITH YOUR AFTER
PICTURE THAN YOUR
AFTER-AFTER PICTURE.

In the absence of an After-After Picture, they are (*possibly*) trying to hide something.

Let's look at what's at stake:

A person's weight is not a good sole determinant of health. We saw that in the Emergency Room they define your health by vital signs which are completely determined by your hormones. We should do likewise to avoid all the marketing bullcrap.

However, the entire weight loss industry will tell you otherwise. ***Billions of dollars of advertising have been spent to condition your mind to equate lower weight with health.*** This is the heart of the problem.

Why is this important? Because when medicine allows itself to be co-opted by marketers and advertising we fall prey to ideas and products that actually do harm to your health. The debate focuses on two simple perspectives which sound very similar, but are very different.

Marketers and bad doctors tell you that **you need to lose weight to be healthy.**
But, the principles of health tell us that perspective is backwards.

The truth is that you NEED to be healthy to lose weight! In other words, ***if the biochemistry of your hormones is healthy, weight gain is not an issue.***

Gaining weight is the first clue that your hormones are imbalanced. Ignoring this reality is the Achilles heel of the weight loss industry. ***Eating hamster food and running non stop on the hamster wheel will not balance your hormones!***

Stated another way, **if your hormones are imbalanced, you will not be able to lose weight long term.** Whatever it took for you to get there will be

unsustainable. In fact, *it will likely make things worse*, as you will cause more hormonal imbalance issues as you starve and beat yourself to death.

You can quickly prove this to yourself by doing a cursory analysis of the best selling fitness and weight loss products of all time. They are all variations of the most popular health and weight loss theme – ***“Eat Less, Move More.”*** This theme gets bastardized hundreds of times a decade in spite of its 95% failure rate.

“Eat This, Move More.”

“Drink Only This, Move The Same.”

“Don’t Eat This, Move More.”

“Eat This, Move Like This.”

“Eat Only Things You Can Catch With Your Hands, Move More.”

“Eat Only Exotic Things From Exotic Lands, Move Like A Cheerleader.”

“Eat At This Time, Move More.”

“Eat Like a Caveman, Move Like A Snowball.”

“Eat Like a Soldier, Move Like a Soldier.”

“Eat Like a Drummer, Move Like A Rockette!”

“Eat Like A Gazelle, Move Like a Gazelle!”

The variations are never ending and *the results are always the same*. This is the recipe of yoyo dieting *specifically because the hormones and metabolism are ignored*.

The important lesson for you to learn here is that the beginning of any successful health, wellness, vitality and weight loss campaign should always begin with an analysis of your hormones.

Any of the above variations of “Eat Less, Move More” will easily work wonders if your hormones are balanced. However, ***if your hormones are imbalanced, as I soon will explain, your efforts are all destined to fail.***

It is tragic, depressing and sad that this powerful truth has been displaced by the copywriting of advertisers and marketers who are simply looking to move product to enthusiastic consumers.

If you question this logic, consider that *The Complete Book of Running* by Jim Fixx became a runaway bestseller in 1977. (Yes, I said that: *Runaway Bestseller*).

It became the foundational book to prove the “*Eat Less, Move More*” theory. People ignore that *the author died at age fifty-two of a massive heart attack.* Hate to be a party pooper but *isn’t dying a sign of bad health?*

Not to be outdone, in the 1980’s Jane Fonda and Dr. Kenneth Cooper were actively promoting high impact military calisthenics and *Aerobics* to prove once and for all that “Eat Less, Move More” was the gospel of health, wellness and vitality. Let’s forget and ignore that Jane Fonda has had to get hip and knee replacements in recent years. Of course there is no causal connection between the high impact exercise and her need for new knees and new hips.

“Hello Aerobic Fitness Shoppers. We have a knee and hip cleanup on aisle three!”

Let’s Not Forget About Oprah!

How about the Queen of talk shows, Oprah Winfrey? Do you remember her famous weight loss campaign from 1988. *She lost 67 pounds on Medifast* - a diet drink which she actively promoted. Her before picture was at 205 pounds. Her after picture came

in at 148. Now that is impressive. You go girl! Oprah captured huge TV ratings and shook her booty all over the stage proving once and for all the “Eat Less, Move More” theory would be vindicated. *Unfortunately, within several months she was back at her starting weight and today weighs around 210 pounds.* Huh?

I am not trying to pick on Oprah here. But facts are facts. She has been giving weighty weight-loss advice on the airwaves for thirty years. In spite of her own lack of success in this regard, *Oprah is the most powerful force in the publishing world.* But

**BEFORE PICTURE
205 LBS**



**AFTER PICTURE
148 LBS**



**AFTER AFTER PICTURE
210 LBS**



instead of learning something about hormonal and metabolic health *she has gone on to become one of the biggest investors in Weight Watchers* – the literal cornerstone of the “Eat Less, Move More” movement and the most powerful force in the weight loss

industry. (*Oprah currently owns a 10% stake in their \$6 billion business. It was less than 1/3rd of that value when she invested. Her endorsement alone has made the company billions in the market. Which is a good thing. If she's pitching the RIGHT thing*).

But let's get back on track, shall we?

What is even more complicated for me to understand than hormonal biochemistry, is how *Oprah became a billionaire dishing out (some of) the worst weight loss advice on the planet. Not intentionally. She's guided by people just as confused as she is.*

Note to self: be nice to Oprah. She might be President one day and if I'm on the wrong side of her hormones, it won't end well for yours truly.

Hmmmm. It reminds me about what German physicist Max Planck once said, that ***science advances one funeral at a time.***

MAX PLANCK:
SCIENCE ADVANCES ONE
FUNERAL AT A TIME.

Or more precisely: "A new scientific truth

does not triumph by convincing its opponents and making them see the light, but rather because its opponents eventually die, and a new generation grows up that is familiar with it."

It seems that even Science ignores the Scientific Method when the answers to what it inspects appear obvious.

The good news for us, is we just have to *ask to see the After After Picture!*

R.I.P - The Biggest Loser!

The Biggest Loser was an American competition reality show that ran on NBC television from 2004 to 2016.

The show featured obese or overweight contestants competing to win a cash prize of \$250,000 by losing the highest percentage of weight relative to their initial weight. It is the best example of the flawed nature of the “Eat Less, Move More” theory of health, wellness, vitality and long term sustainable weight loss.

The Biggest Loser format has been highly popular around the world, spawning over 30 international adaptations, some of which remain on the air. Each season of The Biggest Loser started with a weigh-in to determine the contestants' starting weights, which serve as a baseline for determining the overall winner.

In 2009 Danny Cahill won the competition and the grand prize of \$250,000.00.

**BEFORE PICTURE
431 LBS**



**AFTER PICTURE
191 LBS**



**AFTER AFTER PICTURE
295 LBS**



He was crowned the winner in 2009 after shedding 240 pounds, dropping from 431 pounds to 191 pounds. To celebrate the final vindication of the “Eat Less, Move More”

theory he was invited to every infotainment channel on earth to talk about how “healthy” he is now.

Unfortunately, *in 2016 Danny revealed that he gained most of the weight back and is now 295 pounds.* An article in The New York Times revealed that *the rapid weight loss had destroyed his metabolism, now making it even easier to gain weight.*

To maintain his current weight, he eats only 800 calories a day!

Trainers like Jillian Michaels and Bob Harper coached the contestants throughout the seasons. *(Let’s ignore the fact that Bob Harper had a heart attack, because that might prove once and for all that starving yourself and running on a hamster wheel for eight hours a day does not have anything to do with being healthy).* However, it was great entertainment while it lasted.

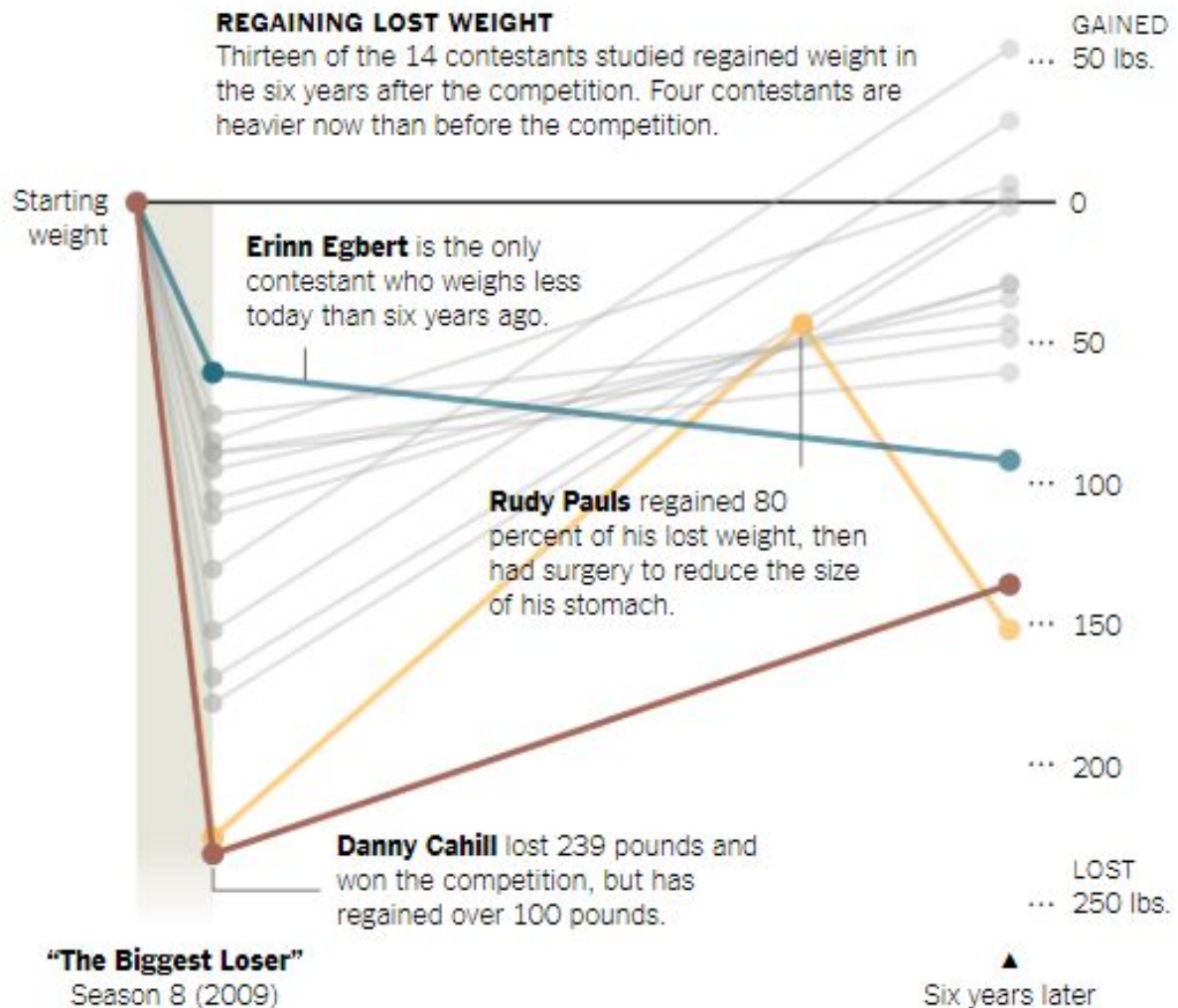
Jillian Michaels and Bob Harper acted like military platoon officers intimidating and motivating the troops to “*Eat Less, Move More*” and shed the pounds.

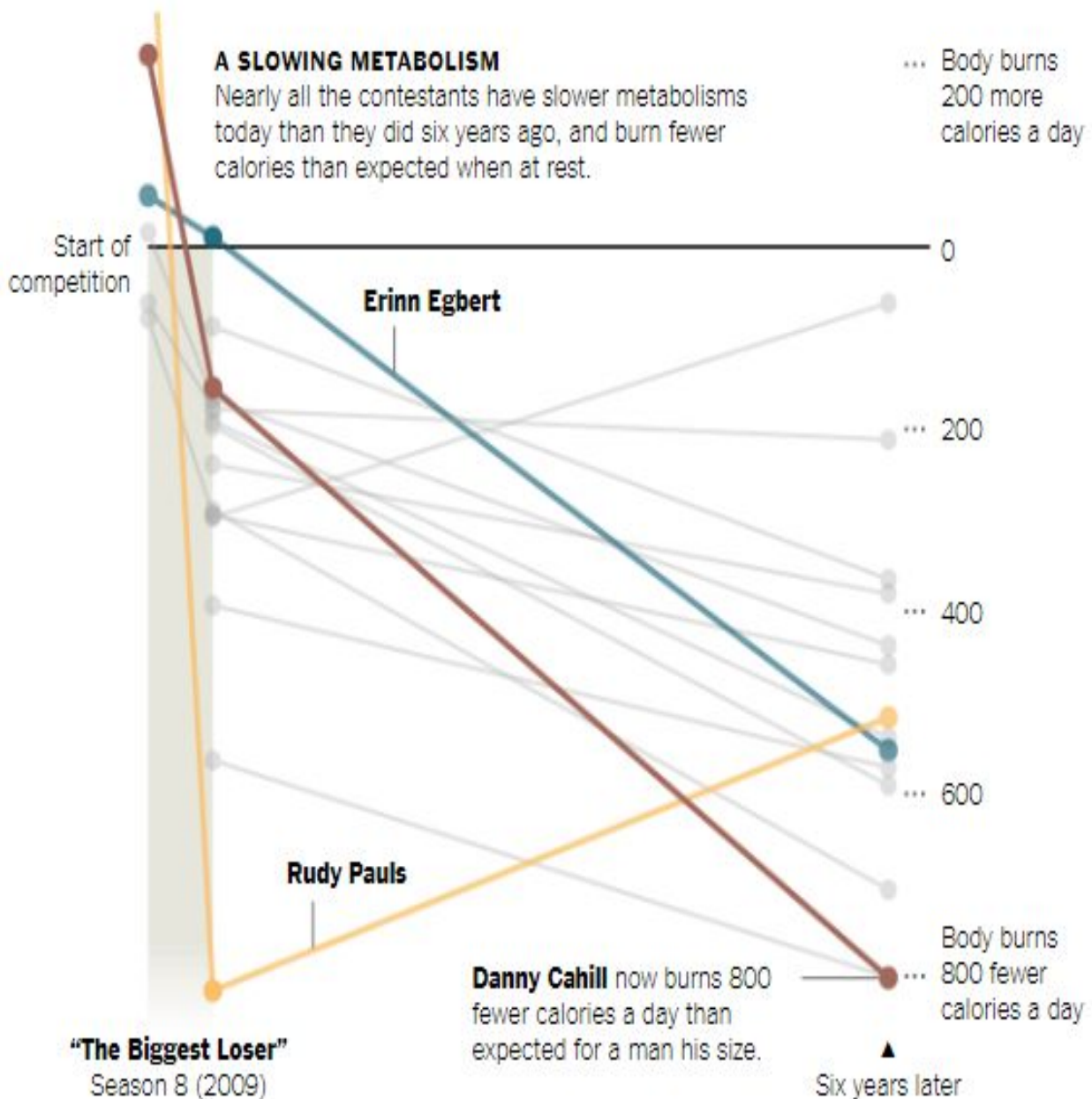
Over the last few years, Jillian Michaels has tried to distance herself and her reputation from the show, claiming she has evolved and recognized the central role of hormones and metabolism in health!

Unfortunately for NBC, investigative journalists began to apply the Scientific Method to the show’s many contestants. (They simply asked for the After After Picture.) The results were predictably dismal as the following statistics clearly illustrate.

Biggest Losers Fight a Slower Metabolism

A study of contestants from "The Biggest Loser" found their metabolisms slowed during and after the competition, making it difficult to maintain weight loss.





NBC was forced to cancel the show when Doctors did an exhaustive study of the contestants and published their findings. RIP – Biggest Loser!

Science does seem to advance one funeral at a time. Or at least we can hope that we have seen the last of the “Eat Less, Move More” ghost of yesteryear.

(I guarantee we won’t see less of these. There’s far too much to “gain” in weight “loss”).

So What Can We Learn From All This?

What these examples should convincingly conclude is that the question of how to balance calories, “Eat Less, Move More” is highly flawed; *the question you need to focus on is: how to balance your hormones.*

The most crucial questions related to obesity is *how to reduce insulin, cortisol and the disruption in leptin these imbalances produce. We will explore these fundamental issues shortly.*

Also a very important concept to repeat is that ***being fat doesn't come from eating fat; being fat comes from an inability to burn fat, which is often a direct consequence of consistently relying on carbohydrates—sugar—as a primary fuel source.*** (*Ask your Ketogenic friends how that works. Just be wary of a 24/7 keto diet program. More on this later).*

I often wonder if “The Biggest Loser” would still be on the air if they would’ve modified the show by moving away from the “Eat Less, Move More” model and really focused on hormones and metabolism. It’s not as dramatic. But is certainly is the healthy solution.

BEING FAT:
DOESN'T COME FROM
EATING FAT. IT COMES
FROM THE INABILITY
TO BURN FAT.

While I am usually reluctant to make predictions, I will go out on a limb here.

Since the weight loss industry has a better than 95% failure rate, I predict that *they will all get together in the coming years and rebrand their efforts under the banner of hormone balancing.* In other words, the term ***weight loss will be banished from***

the vocabulary in hopes of forgetting the horrendous experiences people have with weight loss products.

There are billions of dollars at stake.

Today the weight loss industry is a joke.

The only way any business can make money is by either pulling the wool over uninformed people's eyes. Or by really adding value to the world. My suspicion, is that the powers that be recognize that they will only be able to sell their pills, potions and lotions if they address hormone balancing and metabolic health at the beginning of their sales cycle.

Everything You Wanted To Know About Your Metabolism But Didn't Know How To Ask!

Most people think that their metabolism is the way their body burns calories. That is what your metabolism does. But at the risk of sounding redundant, your metabolism is your hormonal biochemistry. These hormones determine how we use, create and store energy. They determine the how and why, you gain weight as well as how you lose it. They determine how well you sleep and how well you digest food.

The fascinating thing about your health is that the symptoms that you exhibit are the bodies endocrine system communicating with you about the status of your bodies energy network. Listen to these symptoms. These symptoms very often disappear when the hormones are balanced.

All effective, wellness, vitality and sustainable healthy weight loss revolves around providing the optimal nutrients to your metabolism and digestive system.

When these two engines of your body are running effectively and are not nutrient deficient you have more energy, are less hungry and feel better.

Let me explain.

Your metabolism is the engine that creates all of the life sustaining chemical transformations within your cells. It converts food and nutrition to energy. It converts food and nutrition into the bodies basic building blocks and is responsible for the chemical transformation of creating the waste which your body excretes.

Energy formation is the vital component of metabolism.

Webster's dictionary defines metabolism as:

“the chemical processes that occur within a living organism in order to maintain life.”

I want you to *think of the metabolism as a furnace.* If you have a low metabolism, the most obvious symptom is a cold body. People with cold bodies have very poor tolerance for cold conditions. They have cold hands and cold feet because their blood vessels are always constricting. Usually accompanying the coldness is a consistent low grade anxiety, fatigue and brain fog. These symptoms manifest a low motivation to accomplish anything. There is very little zest or passion for life. (*Let me know if this sounds familiar. When I was hypothyroid, it definitely was for me*).

In this metabolic state the *libido is low*, the *stress is high*. Even though fatigue exists sleep does not create a restful rejuvenation or relaxation. Often people with low

metabolisms exhibit sleep anxieties. *(In my experience, I would grab a nap every afternoon around 2PM. Bed by 10:30. And I was still running on empty).*

The skin of a low metabolism individual lacks luster and is dry and rigid. Often exhibited by dark circles under the eyes. They also bloat easily and have a variety of food “allergies” which they are constantly tending to. They get frequent headaches or migraines, and recover very slowly from any physical stress.

They store fat incredibly easily, but can't seem to gain muscle no matter what they do. In a condition like this, depression is a regular persistent nuisance.

Low metabolism and hypothyroidism have numerous similar wide-reaching symptoms because **the low bioenergetic state of your body** - *the inability of your cells to produce energy* - affects EVERYTHING. *(I won't get into the details behind mitochondria and ATP in this book. But we will address it later. It's important that those of you who engage the science of your physiology really understand how your body works. And another cup of coffee is not the answer to more energy. Really).*

What About HIGH Metabolism Symptoms?

Does life really look and feel AMAZING when your metabolism is blazing hot?

Over the years weight loss companies have added harmful and addictive stimulants to their products to try and artificially stimulate the metabolism. There are a number of ways to improve your metabolism. But pumping you full of powerful stimulants is NOT the real solution. It's a part of the plan. But... this is criminal and a clear admission that many so-called diet and wellness programs know zero about hormones!

A high metabolism profile does not have to worry about cold hands and cold feet. In these profiles, the body evaporates more water to keep the body cool. There is no water retention issues in the hands, feet or face.

As far as alertness is concerned, with a high metabolism, when you're awake, you're wide awake. When you sleep, you sleep extremely well and awaken very relaxed and rested.

There are no concerns with bloating issues because a high metabolism digests and processes food incredibly well. Things like *food “allergies” and/or “sensitivities,”* are rare because your stomach acts literally like an incinerator.

People with healthy metabolisms usually have a very high immunity. They rarely get sick. They recover from stress very quickly. They store very little fat on their body. Mentally, they can recall information much easier with a very sharp memory.

The skin glows, the hair is smooth and silky, and their nails are strong and healthy. *The sex drive associated with a high metabolism is very strong with an active libido.*

This may sound like a fairy tale, **joy and confidence radiate from good energy.**

How Do I Get From Here To There?

The reality is that, chances are, your metabolism is somewhere between both of these extremes. Somewhere between cold hands and feet. And a blast furnace.

Think of your hormones as an orchestra. They all move together. You don't need a hormone-ectomy or some other barbaric practice to begin the process of hormone

balancing and feeling better. Hormones are measured in nanograms and picograms—billionths and trillionths of a gram! They are infinitely small but pack an amazing punch. Working on one imbalance can create amazing benefits for all of your health. Sometimes “balancing” might require avoiding sugary foods. Other times balancing might simply mean making sure you de-stress yourself by making sure you sleep well. Or take a power nap. Or meditate for a few minutes.

In 1994, researchers discovered a major hormone they didn’t previously know existed. It was “the” major hormone that influences all other hormones and controls virtually all the functions of the hypothalamus, in the brain.

This hormone was hiding in plain view of our “fat cells.” They named the hormone **leptin** which is derived from the Greek word “*lepto*” which means **thin or slender**.

What makes leptin revolutionary is that it has forever changed how medicine views body fat. In the past, body fat was understood to be only an excess amount of unwanted energy storage. Today, *leptin has made science understand that your body fat is actually a very sophisticated endocrine organ which coordinates the metabolic and behavioral responses of your endocrine system.*

LEPTIN:
FROM THE GREEK
SLIM OR SLENDER.

Early on in the Leptin research, they discovered that Leptin is *supposed to* tell the brain that we have enough fat stored, that we don't need to eat, and that we can burn calories at a normal rate.

What occurs though is “**Leptin resistance**” and *the brain never receives the feel full signal.* People with Leptin resistance are always hungry.

It's a vicious cycle that looks like this:

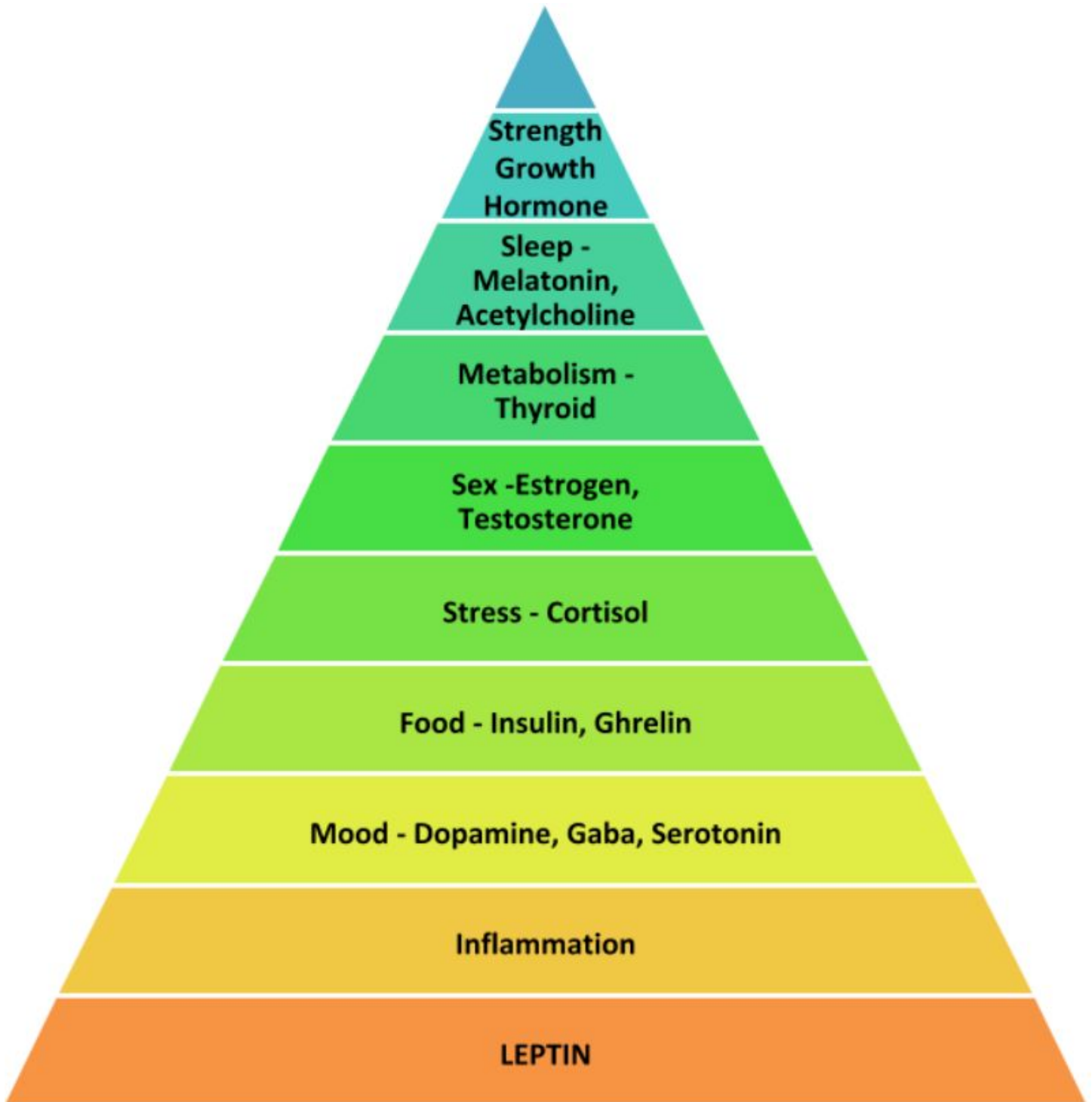
- 1. Gain More Fat Mass. Increase In Fat Cells. Leptin Levels Increase.**
- 2. Fat storage and body inflammation occurs, creating Leptin Resistance.**
- 3. The “Feel Full” Hunger Signal To The Brain Gets Disrupted.**
- 4. The Brain Senses Low Leptin Levels. Cravings and Overeating Occur.**
- 5. Even Though You Are Eating More, You Are Continually Hungry Leading To Weight Gain.**

Recent hormonal research also shows that ***Leptin likes to run the entire hormonal show.*** *Excessive levels of leptin have been associated with most degenerative diseases, obesity and inflammation. The more you can increase your brain and receptor sensitivity to leptin, the healthier you will be.*

In many ways, Leptin is the single most important hormone in the body. The reason I say this is because ***Leptin controls the thyroid.*** *Leptin oversees the metabolism and energy storage and usage. Leptin decides when to make us hungry, and whether the food we eat gets burned or stored as fat.*

In the hierarchy of hormonal communication it looks like ***leptin is KING in how it integrates with mood, sleep, sex, sleep, energy, hunger and strength.***

The Leptin Hormonal Hierarchy



Just what dysregulates leptin and upsets your entire hormonal appletart?

The most critical elements of hormonal disruption are *the **blood sugar surges that occur from chronic carbohydrate consumption and elevated insulin.***

Where sickness and disease normally kick in is when the adrenals, persistently get bombarded with the energy consuming and unnatural task of chronically regulating blood sugar extremes. This combination of leptin imbalance, excess insulin, excess cortisol, adrenal exhaustion is the highway to premature ageing, chronic fatigue, irritability and depression.

What restores healthy leptin functioning, is a diet that is low in sugar and starch (which includes eliminating grains, breads, pasta, rice, and potatoes as well as sweets) and is sufficient in healthy natural fats.

Balancing Hormones 101

In this report, I have outlined that hormones are what determines illness and health. But don't take my word for it. Explore this idea and concept for yourself.

If you are concerned about your hormone health, we suggest that you can have your hormone levels tested in the following ways:

Take our online hormone self analysis survey which measures 13 hormone levels based upon the symptoms you are currently having.

You can find the test here:

<https://webnutrients.com/pages/hormone-balance-test>

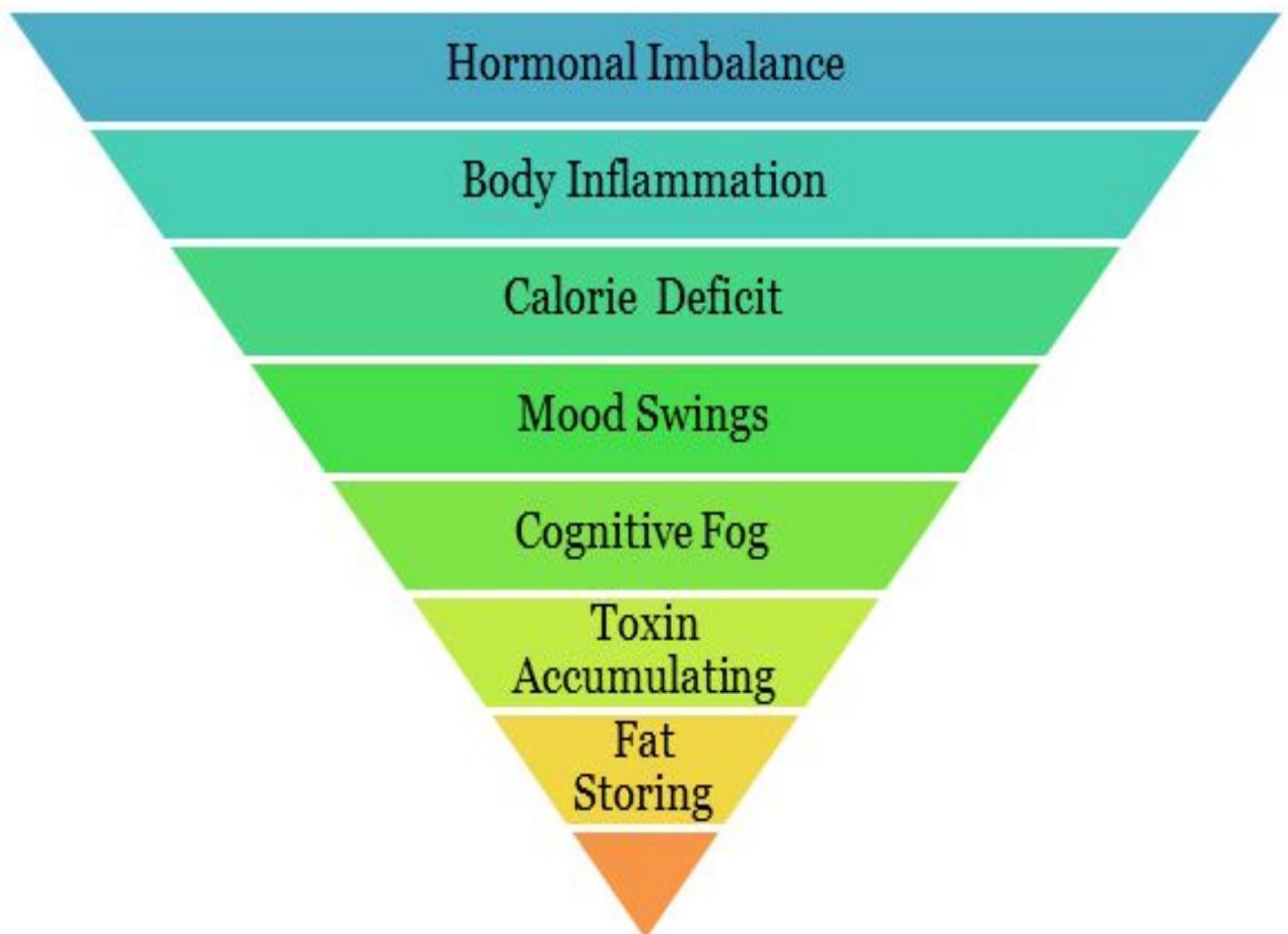
We recommend that you verify those results with an inexpensive saliva hormone test which you can purchase on Amazon.com. Then begin your wellness program.

- **Saliva testing:** Saliva testing will measure your body's hormones levels at the cellular level. A saliva test will measure your estrogen, progesterone, testosterone, cortisol and DHEA levels. This is usually the most economical means of testing your hormone health. By providing multiple samples over time, your healthcare provider can formulate charting changes in hormones with saliva testing.

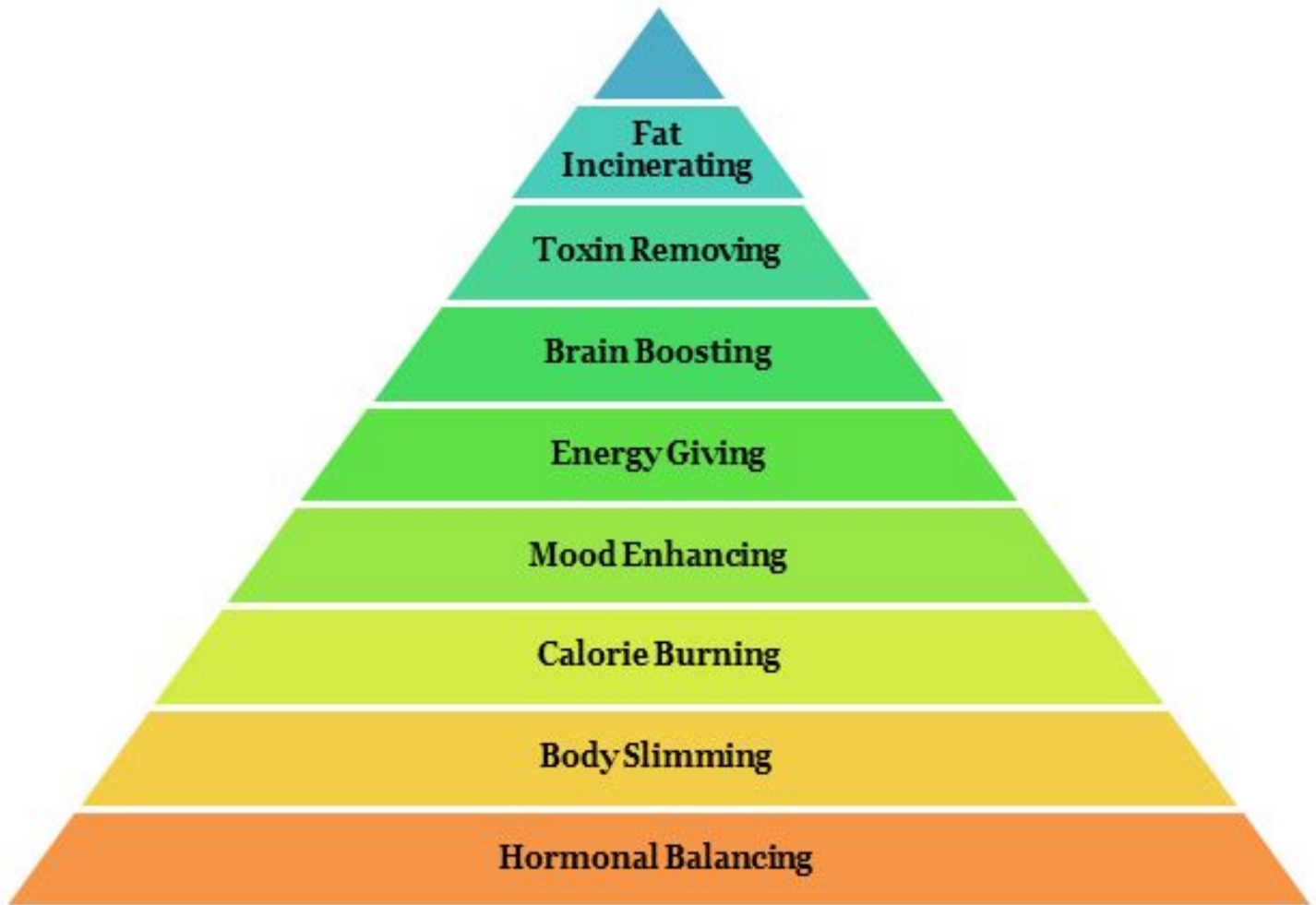
- **Blood testing:** This type of hormone test requires that your blood is collected at a lab. A blood test will measure free (or active) and total hormone levels, which saliva and urine testing cannot do.
- **Urine testing:** A urine hormone test requires that you collect every drop of urine for a 24-hour period. Your urine is tested to identify each hormone that is present and at what levels during a 24 hour period. This is the most extensive hormone health test because it measures your hormone levels throughout the entire day, instead of the levels for a moment in time, which is the case for blood and saliva tests.

Remember: being fat doesn't come from eating fat; being fat comes from an inability to burn fat, which is often a direct consequence of consistently relying on carbohydrates—sugar—as a primary fuel source. This is what hormone balancing addresses.

Life looks like this for most people who are ignorant of hormonal health.



In contrast, ***this is what life looks like when you recognize that your health is your hormones!*** It's an incredible epiphany when you realize you can manage hormones and see and feel the benefit in every aspect of your life.

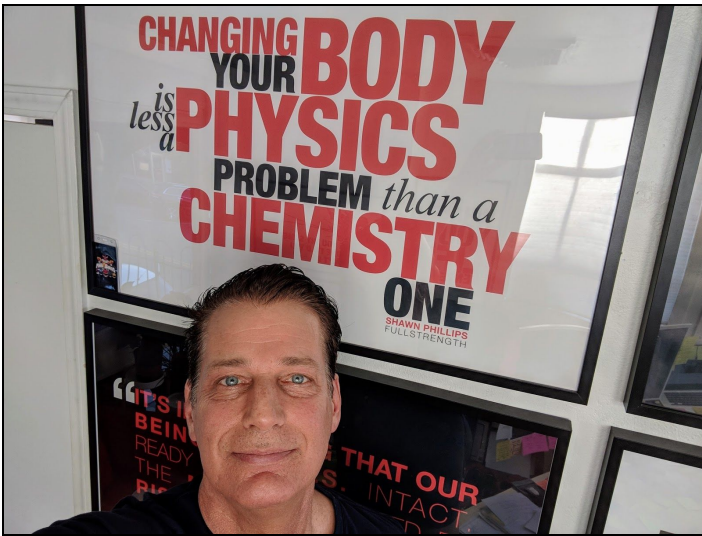


MAY YOU NEVER DIET AGAIN!
(Yet Always Remain Healthy and Joyful)

Epilogue:

Discovering what life can be when uncovering the power and potential of hormones has been a monumental improvement to my life, and those of hundreds of thousands of my clients.

A decade ago I began shipping “beta” test tubes of nutritional blends to 500 of my smartest clients and friends. I committed to helping people dramatically improve their mental and physical performance. That commitment is what I call “**serious fun**”. I plan to stick around a while. And I’d like a bunch of cool people to work and play with.



Left - Me in my office - With a quote from my friend Shawn Phillips of FullStrength.

Right - Me with the Dr. Nathan Edmonds who put me back together after a bad bicycle wreck.

It's the end of 2019. I'm 58 years old, 6'3" and 200lbs. I work 12 hour days. And love it. (Currently 15 pounds less than my prime weight when I was training for bodybuilding.)

I try to do some sort of exercise every day. But when it's raining in the northwest (*which it often is*) I don't sweat it. Air squats in the shower get my blood moving and **increase large-muscle induced hormone expression** (an increase in bioavailable testosterone production). Two sets of 40-50 and I'm well on my way.

Unless I slip, knock my head on the faucet, and the hot water runs out.

Overall, I'm in better shape than many of my employees. Most of who are half my age.

I say this not as a brag. ***I say this to encourage you.***

You can do this. This is not hard. ***This doesn't take superhuman power.***

It merely takes a respect for your body.

Optimization and balancing of your hormones.

And a desire to live a full, rich, physically, sexually and mentally healthy life.

I now understand how hormones, glucose metabolism, insulin, ghrelin and thyroid work. More importantly, I better understand how *my* physiology works.

Now it's your turn. Whatever you want or need to optimise your mind and body, I assure you, it's worth it. There are plenty of ways to make your life more incredible.

My favorite - the starting point - is to radically optimize your hormones.

Once them babies are rockin', like what Dr Kelly did for me in 1993 with balancing my thyroid, everything else becomes easier.

Don't resign yourself to mediocrity.

Commit to being "***something more***" for your own enhanced life experience.

For your significant other.

For your family and friends.

To do that takes commitment to being your very best self.

To living life to the fullest.

You can get there, regardless of your current condition.

No matter how overweight, exhausted, frustrated, poor, confused, unstable, beat-down, old, young or in a rut you are. You can do this.

How do I know?

Because I've done it. Multiple times. (*Yes, I have gone off-track as I've aged, suffered life, business, bicycle wrecks and other catastrophic issues*) and had to find my way home again. It's OK. It's part of the process of what I've shared with you here.

Now it's your turn.

I cannot guarantee you the body of Gisele Bundchen or John Cena.

Nor the brains and ferocity of Joe Rogan.

But **I ABSOLUTELY GUARANTEE** that if you'll take care of your hormones. In the most natural and healthy ways. What you will receive in terms of lifetime happiness and performance will make your life so much more incredible.

And well worth living.

To your radical health,

Mark Alan Effinger, October 2019



BACK TO THE BEGINNING: Here are 8 basic steps for achieving your health goals:

1. **Discover your hormonal biochemistry** through your symptoms.

Here's a link to a FREE hormone analysis tool that will prove invaluable to you. This tool, survey and report will show you how YOUR HORMONES are affecting you today.

<https://webnutrients.com/pages/hormone-balance-test>

2. **Verify the results** from the online survey with either a saliva, urine or blood test. (Optional, but encouraged. But please read this report first).
3. **Begin your wellness program** focusing on your hormone balancing profile and regimen (Yeah! It's not a diet! It's not prescription meds! It's REAL health!).
4. **Optimize your protein intake.**
5. **Increase your consumption of natural fats.** (Sounds crazy – I know!)
6. **Reduce your consumption of *added* sugars.** (I know, sounds tough. We make it easy. Or, at least *somewhat* easier).
7. **Increase your consumption of Fiber** for regular detoxing, increasing insulin sensitivity and improving regular, quality bowel movements (*Poop is Good!*).
8. **Optimize sleep** and rest to minimize stress and increase joy. Dramatically increasing energy. Enhance healing. And improve your hormone levels.

Follow these steps to dramatically improve your metabolic and hormonal health. Then let the magic happen naturally!