



The *FAST FOOD* Fat Loss System:

Table of Contents:

I. Overview of The Program.....Page 1

II. The Science.....Page 3-5

III. Sample Meal Plan.....Page 6-8

IV. The label Reading Tool.....Page 9

III. The Workout.....Page 10-12

Overview of the program FAST FOOD

The Fast Food Fat Loss System is built around the science of two powerful fat storing hormones, Insulin and Acylation Stimulating Protein (ASP). The release of Insulin is most impacted by eating foods rich in starch/sugar. ASP is impacted most by foods rich in fat. Interestingly, insulin causes the release of ASP and ASP also generates a little insulin surge as well.

The good news is fat and ASP are far less of an issue when they are by themselves. However, when starch/insulin are added together there is a fat storing atomic bomb of insulin and ASP. For those who love science and want to know the details of these fat storing hormones, read below in the science section.

The most important thing to know is how to manage a convenience based diet to not only minimize its fat storing potential, but also to use it to burn fat. The Fast Food Fat Loss system is define by the acronym ***FAST FOOD***. These 8 rules/guidelines are all you need to know about the system

- **F= Fat.** Always choose to eat foods high in fat versus foods high in starch/sugar. In other words, it is far better to eat eggs and bacon than hotcakes and sugary oatmeal
- **A= Avoid.** Avoid the combination of high fat and starch/sugar. This means french fries, breaded chicken, burgers with the buns, milk shakes or any other food that combines fat and starch is off limits and not allowed on this program
- **S= Salad.** A salad is mandatory with every meal except breakfast. These salad should NOT include any starchy foods (no croutons, or wontons), can include lean or fatty protein (i.e. chicken breast, fish, pork or steak), and must only include vinegar based dressings (balsamic vinaigrette or non-creamy Italian dressings only). A salad is defined as any meal containing salad and other veggies but no starch. These types of salads would include burger with extra vegetables but without the buns, burrito bowls without the starchy rice or beans, stirfrys without the rice.
- **T= Taste.** Only a “taste” of starch is allowed. no more than 3 big bites or 5 small bites of starchy or sweet foods are allowed per day. Given the high fat and high sodium content of convenience meals, starch/sugar must be completely avoided

- **F= Fruit.** Real whole and unsweetened fruit should be eaten whenever possible every morning for breakfast. This does not include fruit smoothies and fruit juices, these are more akin to candy then fruit.
- **O= Only.** Only drink water, unsweet tea, unsweet coffee or zero calorie Life Waters or Vitamin Waters. No other beverages are allowed including diet sodas, fruit juices, alcohol and coffee desserts
- **O= One.** One free meal every week. Every week eat as much as you like of whatever you like within a 2 hour time period.
- **D= Do.** Do some exercise everyday. To get the most out of this program you should aim to walk every day for thirty to 60 minutes and do 3 weight training circuit sessions per week. These workouts are described below in the “workout” section.

The Science of Fast Food Fat Loss

Currently there are two camps in the world of weight loss and fat loss. In one camp you have those who believe it is all about calories and in the other camp, there are those who claim it is all about hormones. In the calorie camp fat is the enemy since it contains the most calories and in the hormone camp starch and sugar are the enemy since they have the largest impact on the number 1 fat storing hormone insulin. Interestingly, both programs deliver results if they are followed. The reason? Both avoid one of the worst food combinations for fat loss, fat and starch/sugar combinations. Fat and starch (starch and sugar are synonymous), when combined, not only contain a large amount of calories, but have a huge and negative impact on fat storing and fat burning enzymes.

Review of insulin

Insulin is a fat storing hormone because it increases the major fat storing enzyme in the body called lipoprotein lipase (LPL). It also does two other nasty things that make fat loss very difficult when it is around in larger amounts, decrease hormone sensitive lipase (HSL) the major fat burning enzyme AND slow fat oxidation by suppression of CPT-1 (the rate limiting step in fat burning).

So, if you decrease insulin fat storage is slowed while fat release is sped up. You can decrease insulin by 1) decreasing calories (which often results in severe compensatory eating reactions leading to yo-yo dieting) or by 2) decreasing starch/sugar. Since starch/sugar is the major promoter of insulin, many people simply say cut these carbs and that's that. But, that is really not the whole story.

3 fat storing hormones you probably never heard of

What many fail to realize is there are at least 3 other fat storing hormones besides insulin, and probably others we have not yet discovered. One of them is called **acylation stimulating protein (ASP)**. Where insulin is induced by carbs, ASP is induced by fat and, in an unfortunate fat storing feedback mechanism both ASP and insulin stimulate the secretion of one another.

The third fat storing hormone is a signaling molecule produced in the intestines called **glucose-dependent insulinotropic peptide (GIP)**. GIP is induced by starch AND fat (and to a much lesser extent protein and fiber). GIP has its own fat storing action on LPL and causes more insulin to be released.

Another hormone involved in hunger and called **ghrelin** is also a fat storing hormone. Ghrelin is released when we forgo food. Not only does it induce hunger AND cravings for sugary fatty and salty foods, but it also increases the action of LPL and even results in more LPL being made so that when you do eat.....you get fatter quicker. This is because ghrelin causes the body to make more LPL as well as stimulating its activity.



Ghrelin should probably be called the Yo-Yo weight gain hormone. If and when fasters and low calorie dieters resume normal eating, fat gain comes and comes quickly. And this is largely due to ghrelin (ever meet anyone coming off strict diet restriction and getting fat quick? that is ghrelin at work).

The worst fat storing combination (fat & starch/sugar)

So, what does all this mean? It means both starch/sugar AND fat cause fat gain and when they are combined together it is far worse than eating either alone.

Glucose-dependent insulinotropic peptide (GIP):

Here is how the story goes: eat starch/sugar and you release insulin.....you also release GIP which means a double hit on LPL (both insulin and GIP increase LPL's fat storing action). BUT, GIP also causes the release of insulin itself. In fact, GIP may be more important than even glucose in raising insulin (this is one of the reason the same amount of glucose given directly into a vein causes less insulin secretion than if it were eaten).

One thing to know about GIP is that its fat storing potential is really most sensitive to glucose (i.e. starch/sugar). In other words, fat releases GIP but it the potent fat storing activity of GIP kicks in strongly only with hyperglycemia (high blood sugar). So, fat and carb together cause more GIP release and greater fat storing activity than either alone. This also means fat alone is far better than eating starch/sugar alone.

At this point you may be a little bit confused so here is the story for GIP in bullets:

- Starch/Sugar Alone= insulin= fat storing
- Starch/Sugar Alone= GIP= Insulin= Fat storing
- Fat Alone= GIP without hyperglycemia= a little insulin= minimal fat storage
- Fat with carbs= GIP plus hyperglycemia= excessive insulin= excessive fat storing

Acetylation Stimulating Protein (ASP):

ASP is stimulated directly by fat. It is stimulated indirectly by starch/sugar because insulin stimulates ASP as well and then ASP returns the favor by stimulating insulin. Interestingly for women, progesterone is a stimulator of ASP as well which is useful information for menstruating females who might want to decrease their fat and starch/sugar intake during the luteal phase of their cycle (menstrual phase occurring between ovulation and onset of menses). Here is the story of ASP in bullets:

- Starch/Sugar Alone= insulin= ASP= Fat storing
- Fat Alone= ASP= Fat Storage
- ASP= Insulin= Fat Storage
- Fat with starch/sugar= Double ASP= double insulin= excessive fat storage from independent action of both ASP & insulin
- progesterone= ASP= fat storage

Ghrelin

Ghrelin is a hunger hormone released from the stomach that travels to the brain and induces hunger. Ghrelin has also been shown to do a few other things not beneficial to dieters. Ghrelin causes the brain to crave sugary, salty and fatty foods, so is also implicated in cravings.

Ghrelin also makes us more efficient at storing fat once we do eat. This is because ghrelin stimulates messenger RNA (mRNA) activity of the fat storing hormone LPL. For those who are not biochemists,

mRNA is what translates the gene for the LPL enzyme into an actual enzyme. So, mRNA is responsible for making more LPL.

So ghrelin therefore makes you far more likely to store fat quickly and efficiently once you resume normal eating after a diet. So dieters and fasters beware. Ghrelin also directly stimulates LPL activity.

Final thoughts

It is important to put all of this stuff in context. Fat loss is not just about hormones and it is not just about calories, it is about both. It is also about the compensatory reactions created that lead to sustainable lifestyle changes or short term dieting & weight regain.

So, our advice after considering all this information is the following:

- Both fat and starch/sugar have fat storing potential through several mechanisms
- Choose fat over starch/sugar when given a choice. In other words, choose bacon for breakfast over corn flakes.
- Never combine fat and sugar/starch (doughnuts, pizza, burgers, chips and guacomole, granola, cereal and whole milk, full fat yogurt and sweet preserves, etc)
- High fiber vegetable based carbs and low sugar fruits (berries, apples, pears) are likely not an issue if eaten with fat given their low sugar content
- Going without food raises ghrelin and enhances your ability to store fat later so be careful when fasting or doing extreme deprivation diets.
- Protein and fiber have minimal impact on fat storing hormones (this is a little more complicated with protein) and satiate you. And both activate GLP-1 which is GIPs alter ego.
- Fat also is very satiating due to its impact on another hunger hormone called CCK. But, when combined with sugar starch/sugar can be over consumed more easily. This is why you can eat 5 doughnuts, but not 5 steaks.



Sample Meal Suggestions:

Fast food is a necessity for some whose primary life concern has to be about convenience. Fast food meals include any meal out, and this includes more sit-down establishments. But, these meals focus on the typical fast food establishments that include the burger joints (McDonald's, Burger King, In & Out Burger, 5 Guys and others), chicken places (Bojangles, Popeye's Chicken, KFC and Chik-Fil-A), Mexican inspired (Taco Bell, Chipotle, Baja Fresh, Moe's and Qdoba) and others (Long John Silvers, Sbarro, etc).

This also includes pizza places, Asian cuisine take out, and sit-in all-you-can-eat cafeteria types). Gas station "foods" also fall into this category. These contain nuts and seeds, jerkies, hot dogs and burgers (remember buns are off limits) and fruits (apples, oranges and bananas are normally found near the register).

Any place where you are not doing the cooking and can be defined as a "restaurant" is on the list of fast food or convenience foods. This means your favorite fancy dining restaurant is on the list.

The Meat Stack- This is a term we use to describe the idea of stripping the bun off of a sandwich and eating only the middle. The meat becomes the bun: This works great for breakfast sandwiches.

The Meat Salad- This describes the idea of taking any sandwich; wrap or burrito, doubling up on all the vegetables, removing all the starch and dumping out what is left and eating it with a fork. The bun or wrap or tortilla is removed.

The Fruit and Nut Snack- This is a snack that consists of fruit and a handful of nuts such as the McDonald's Apple & Walnut Salad. This is

The Protein Shake and bar snack and/or meal replacement- These handy premade protein shakes can be found in gas station convenience stores or grocery stores as well as at places like GNC and vitamin Shoppe. They are the ultimate in fast food convenience. Not all or the same however, so you will need to

Fast Food Breakfast:

- Sausage/bacon/ham biscuit without the bun (FFFL Meat Stack), large apple, medium black coffee and water
- Scrambled eggs, two apples and water
- Meat Stack, 5 small bites of oatmeal and water

- Starbucks banana chocolate Vivanno add extra protein (This is the only acceptable Smoothie in the world of fast food given its lower sugar content and the extra protein you can request to be).

Fast Food Lunches

- Salad with chicken breast (remove croutons and add Italian or balsamic dressing). Water
- Two grilled chicken sandwiches with double tomato, double onion, double lettuce, double pickle. Throw off the bun (FFL Meat Salad). Unsweet black tea.
- Chicken burrito bowl, no rice or bean, double veggies and double salsa. Vitamin water zero.
- Chicken stir-fry with vegetables and no rice.

Fast Food Snacks

- Sliced apples, handful of nuts
- Starbucks banana chocolate Vivanno add 5 scoops protein powder
- Beef jerky and apple

Fast Food Dinner

- Fish teriyaki, no rice
- Sushi (sashimi style) with mixed vegetables
- Double bacon cheeseburger with double tomato, double onion, double lettuce, double pickles and without the bun (Meat Salad)
- Chicken, fish, steak plus vegetables

READING FOOD LABELS

THE *ME*TM WAY

1

HORMONAL CARBOHYDRATES

Sugar Burner ≤ 5

Mixed Burner ≤ 10

Muscle Burner ≤ 15

Nutrition Facts

Serving Size 1/2 cup (114g)
Servings Per Container 4

Amount Per Serving

Calories 90 Calories from Fat 30

% Daily Value*

Total Fat 3g 5%

Cholesterol 0g 5%

Sodium 3mg 15%

Total Carbohydrate 3g 5%

Dietary Fiber 3g 12%

Sugars 3g

Protein 3g

2

TOTAL FAT

≤ 15

3

TOTAL SODIUM

≤ 200

1 To find **hormonal carbohydrates**, find the Total carbohydrate grams. Subtract the fiber grams (including any sugar alcohols). Finally, subtract the protein grams. You should be left with a number less than between 5 to 15 depending on your type. The lower the number the better. Negative numbers are best.

2 **Total fat** content should be less than or equal to 15. Lower numbers are best. Avoid any foods with hydrogenated oils /trans-fats or mostly saturated fat. The higher the hormonal carbohydrate content of a food, the lower the fat should be and vice versa. Look for foods with higher amounts of *mono-unsaturated* fats and omega 3 oils.

3 The amount of **sodium** in a food is an important component involved in fat loss. The sodium content of a packaged food should be less than or equal to 200mg. Look for foods with high potassium numbers and low sodium numbers. Try not to add extra salt to your foods.

The ME™ *Spark* Workout is designed to reignite your fat burning physiology.



5 Workout Rules:

- ✓ **Choose 4** Hybrid Exercises
- ✓ Do each exercise **12 times** & immediately start the next exercise.
- ✓ Do a circuit repeating each exercise **one right after the other.**
- ✓ **Rest** when you need to-then... start again right where you left off.
- ✓ Complete as many rounds as possible in **20 minutes.**

After picking the correct weights (see Below), Follow the 5 workout rules listed. Attempt to complete at least 4 rounds in 20 minutes with a goal of 5 rounds. After you are able to get 5 rounds increase your weight by 2.5-5 pounds in each dumbbell. Once you choose your workout do it 6 times over a 2 week period before choosing a new workout with 4 different exercises.

Guide to Choosing Weights:

Do **3 perfect dumbbell bicep curls** (*not 2-too easy, not 4,-too difficult*), then cut the weight in half. Use this weight to start each new workout.

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