

THE TRUTH About Fat Loss



Have Your Cake & Eat It Too

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The FitSpresso Weight Loss Program

Copyright

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Although every precaution has been taken to verify the accuracy of the information contained herein, the author and publisher assume no responsibility for any errors or omissions. No liability is assumed for damages that may result from the use of the information contained within.

Mission

This book is dedicated to the health, well-being and longevity of all, as all is one.

To achieve this, we must all open our minds to learning from nature, practitioners of functional medicine, and natural healing around the world.

We are our own best doctors. Why do I believe this? Because with education and support, many of the chronic health conditions that are brought about by modern day living and lifestyles can be eliminated.

History has proven we cannot cure what ails us by blindly following the profit-driven therapies of the conventional medical establishment. Otherwise, we'd all be healthy. Sadly, the opposite is true.

Remember, the top priority for the pharmaceutical companies and their medical allies is to deliver shareholder value and profit. Pharma companies are among the most profitable business sectors in the world.

Ask yourself – what is in it for this industry to cure you? If the disease is cured, then what happens to those shareholder profits?

Because of this inherent, money-driven conflict, conventional medicine will never cure anything.

That's why we are committed to going above and beyond, and ensuring that you have access to the information and tools you need to lose weight and gain better health, naturally.

Understanding how your body works and how to apply new and innovative natural healing methods is the backbone of what is called functional or integral medicine, and it is the key to your ability to heal from within and live the life you desire. And we're here to help.

As such, some of the royalties from the sale of this book are being used to help fund the mission of educating people about natural / functional health care and exposing corporate and government corruption.

The FitSpresso Weight Loss Program is designed to give you the information you need to not only lose unwanted weight but to take charge of your health.

Once you've gotten into the best shape of your life using these methods, I ask you to join my mission by sharing your positive experience with friends and family, so they know there is another path to vibrant health.

The Fine Print

There's always a legal disclaimer when we discuss health and wellness, isn't there? We live in a world where everyone is intent on protecting themselves whenever they provide information or opinions. This is especially true when it comes to the subject of health and wellness. I hate having to do this, but it is a necessity, so here goes:

The information provided in this book is for educational purposes only so that you can make better and smarter decisions about your health and wellness.

I am not a doctor, but I am sharing my story and all of the scientific and alternative information I have accessed to help you learn from my experience and make changes in your own life if this resonates with you. I am not permitted to diagnose diseases or conditions. For the diagnosis or treatment of any ailment, please consult a licensed physician or whatever medical practitioner you may prefer.

I am sharing information based on my personal experience and the opinions and conclusions included are mine and mine alone. You and others may or may not agree with them, but know that I have done my best to impart information that will educate you and allow you to form your own opinion.

If you should choose to act on any of the information included in this book, please be aware that you do so at your own risk. And that any results may be relative to your own state of fitness and health (physical, mental and emotional) and the awareness, care, and attention with which you conduct yourself while participating in the activities or suggestions.

Phew! That wasn't so bad, right?

Ok, so now let's dive in and start discovering!

CHAPTER 1: *Introduction*

Welcome to The FitSpresso Weight Loss Program. You've made a smart choice in choosing this program, and you're one step closer to achieving your goals of looking better, and most importantly, feeling great!

If you're like me, you might be feeling a combination of excitement and skepticism right now. You've probably been down this road before trying to lose weight, hopping on and off the diet wagon, feeling starved, disappointed, and angry that no matter what you seem to do you can't seem to crack the code that gets you to your perfect weight. It's a terrible feeling to try and try and get nowhere, isn't it?

If you're tired of constantly dieting and yet never seeing any results, this book is for you. The information you're about to learn has already transformed the lives of thousands of men and women, and I can't wait to hear your success story!

How can I be so confident? It's because I have been there.

As you probably already know, my name is Kristi Rivers. I'm a 50-year-old super busy mom, born and raised in Akron, Ohio. And I'm the mother to two beautiful children, Joseph and Isabel.

While I have always valued a healthy lifestyle and tried to live it, I started struggling with weight gain after my second pregnancy.

And unlike my first pregnancy, this time, the weight didn't come off. And it didn't matter how hard I pushed myself, either.

Every morning I'd get up, grab a pair of old beat-up tennis shoes, and run laps around the block. I'd skip breakfast. And at night, I'd choke down salads and dry chicken breast. Unfortunately, I didn't get much from all these efforts.

In fact, I had a 'spare tire' around the middle that I just couldn't get rid of permanently. I was embarrassed at how my clothes fit, and how my energy lagged when trying to keep up with my kids. I was depressed as my fitter, slimmer friends started to wreak havoc on my confidence and my overall sense of well-being. I felt old before my time and started to hate my body and myself for just not being able to stick with a diet that worked.

Keto, Paleo, Atkins, Jenny Craig, Weight Watchers, carb-cycling, Mediterranean, low carb, low fat, intermittent fasting, juice fasts, spin classes, cross-fit...

And I'm sure there are a few more I'm just not remembering now.

Now, it's not that all of the diets and exercise routines I've tried over the years didn't work...they did. It's just that as soon as the diet was over, I'd just fall right back into that old "yo-yo" cycle and I'd go back to my comfort foods and gain all the weight back and more.

I know you can relate, right? That's why you sought out this book and why you are looking for a long-term solution.

I am here to assure you that there IS a solution!

After almost giving up and believing I was doomed to be fat forever, I stumbled across some groundbreaking research that changed my life forever.

I Think I Would Have Been Overweight All My Life... Except for This Crazy Twist of Fate...

Just as I was at my wit's end and thought I'd be fat for the rest of my life, I got very lucky...

That's when one of my best friends invited me to her wedding ceremony.

I don't know if it was a miracle, divine intervention, or God's Plan, but I'm now thankful that I agreed to go.

Why?

Because in a strange Twist of Fate...

It led me to discover a simple, science-backed morning "ritual" that helped me lose 67 pounds of nagging fat with NO crazy diets, exhausting exercises, or giving up my favorite foods.

You see, just as I was really down in the dumps about my weight, I met an American scientist who told me about a simple 7-second morning coffee "ritual".

This trick has worked for hundreds of thousands of men and women.

It's the reason why these men and women have lost 31.5 pounds on average and have transformed their entire lives, all while continuing to eat their favorite foods.

Now, if you feel a bit skeptical... Let me assure you, I was skeptical, too! But please keep an open mind and continue because...

You're about to discover the same 7-second morning coffee "ritual" that transformed my life...

And the lives of *thousands* of women and men all around the world.

I want you to be next! So that you, too, can experience what it's like to lose all your excess fat and get into the best shape of your life – permanently! And all while eating the foods you love and never feeling like you are deprived or starving.

I am confident that I've finally found the solution to effortless weight loss. But don't take my word for it. I will share with you the science that will demonstrate this approach is proven to work. Everything you'll discover has been independently tested by third-party experts to ensure it works.

I am so excited for you to start your journey toward feeling better and losing that excess weight for good. I hold nothing back because I want you to have what I have – the body you have always dreamed of.

This is a straightforward, no-nonsense book that is your practical hands-on guide to help you know EXACTLY what you should and should NOT do to burn fat and restore your good health with little effort.

Here's what's in store for you:

There are two parts to this book. In Part I, I'll lay out some alarming statistics about obesity, and how it's affecting both our personal well-being and our country overall.

I know you'll be shocked to discover just how wrong current weight loss programs really are, and why most diets will never work – even though the weight loss and medical industries want you to believe otherwise.

I will also reveal the real truth about fat loss. And surprise! It's not just about eating in moderation and doing lots of exercises!

Truly, the real truth, which has been verified through years of research and testing, is so simple to understand – and to do something about - you'll wonder why the diet industry continues to disregard it. Okay, maybe you won't, once you understand why it's so advantageous to the conventional system to keep you fat.

Then in Part II, we'll get down to the practicalities of how you'll be able to lose all the fat you want while still eating your favorite foods. You'll get a simple 3-step plan that will address the nutrients you need for the best results, how to choose the foods that will nourish you and keep you burning fat, and how to create a diet and lifestyle plan that you can use for life.

And because we know the mind-body connection is so powerful, I'll show you some solid research and give you some tips on why you need to pay attention to your emotional and mental wellness, so you can succeed at weight loss.

Success is within your grasp. I've done all the research and hard work to write this book, so you can benefit from this breakthrough discovery just like I did.

I promise The FitSpesso Weight Loss Program is real. It changed my life, and I am confident it will change your life, too. If you're ready to take action and get on the last weight loss plan you will ever need, let's get you started!

Healthfully yours,

Kristi



PART I

Weight Loss Industry Deception

CHAPTER 2: *Obesity: A Growing Problem*

It's not hard to see the many ways we are expanding our horizons in the modern world. Business, technology, international relations, and education are just a few examples that come to mind. While those are all things to be optimistic about, there is a certain expansion for which we need to be on high alert – obesity. But just how concerned should we be?

The Centers for Disease Control and Prevention (CDC) has reported an astonishing three-fold increase in childhood obesity rates (ages 2-19) in the U.S. over the past three decades. Maybe it's just me, but that number puts me on the edge of my seat with worry about the health and future of our children.

While there are a lot of theories as to why this is happening – more fast food with larger portions, less activity, and more sedentary screen time among them – the truth is that our kids look to us as role models about what to eat and how to stay healthy. So, if we are fat, chances are our kids will be too.

And sadly, the news for adults is worse. Obesity, defined as having a Body Mass Index (BMI) of more than 30, is a worldwide problem with those in the United States topping the list as the fattest.

1/3 of Americans Are Obese

The Harvard School of Public Health says that roughly two-thirds (69%) of Americans are overweight or obese, with 36% of these in the obese category. This is more than double what it was just 30 years ago and if trends continue, by the year 2030, it is estimated that half of all American men and women will be obese¹.

Are you as shocked as I am to think about walking down the street in just a few years and seeing 50% of the population struggling with obesity?

1 <https://www.hsph.harvard.edu/obesity-prevention-source/obesity-trends/obesity-rates-worldwide/>

To make matters more concerning, it is estimated that annual medical costs in the U.S. for people who are obese are roughly \$1,500 higher than costs for those in a healthy weight range. Just think about how many hundreds of billions of dollars in extra medical costs per year that will add up to!

The Scary Complications of Being Obese

Being overweight puts you at risk of a lot of other chronic health problems. That's why it's so important that you lose weight as soon as possible and find the right strategy to keep it off for good. You might feel fine now, but statistically, overweight people have many more health challenges including:

Heart Disease & Strokes

Heart disease and strokes are the leading causes of death in America. The risks of heart disease and strokes are 50% higher for adults who are obese.

Diabetes

In one of the largest studies ever done (Nurses' Health Study), the risk of developing Type 2 diabetes was 93x higher among women who were obese. And with diabetes rising every year, this should concern you.

Cancer

There is consistent evidence of an association between obesity and cancers of the esophagus, pancreas, colon, breast, and kidney, to name just a few.

Depression

Epidemiological studies confirm the relationship between obesity and depression exists. In fact, research has discovered that obese people have a 55% higher risk of developing depression.

Reproduction

According to the prestigious Mayo Clinic, obesity can influence various aspects of reproduction from sexual activity to the ability to conceive and carry a healthy baby to full term. Obesity increases the risk of developing preeclampsia, a life-threatening condition for both mother and baby, gestational diabetes, experiencing early- and late-term miscarriages, and complications during labor and delivery².

Lung Function & Respiratory Disease

Asthma and obstructive sleep apnea are two common respiratory diseases linked with obesity as excess weight impairs respiratory function via mechanical and metabolic pathways.

Memory & Cognitive Function

A study published in the British Medical Journal (BMJ) of over 10,000 people showed that being obese in mid-life increased the risk of developing dementia by 74%³. A growing body of evidence demonstrates that obesity is also connected to the development of Alzheimer's Disease.

Musculoskeletal Disorders

Excess weight places mechanical and metabolic strains on bones, muscles, and joints. Did you know that every pound of excess weight exerts four pounds of extra pressure on the knees? Obese patients account for a third of all joint replacement operations. There's also an increased risk for back pain, lower limb pain, and disability.

Other Complications

The complications from obesity are plentiful and include the development of gallstones, gout, chronic kidney disease, and non-alcoholic, fatty-liver disease to name just a few.

Mortality

There is no doubt – that being fat can kill you. A global consortium of researchers looked at data from more than 10 million people spanning more than 45 years and concluded that yes, overweight and obese people have an increased risk of premature death from all causes including cardiovascular disease, cancer, and other life-threatening chronic diseases⁴.

2 <http://www.mayoclinic.org/healthy-lifestyle/pregnancy-week-by-week/in-depth/pregnancy-and-obesity/art-20044409>

3 <http://www.bmj.com/content/330/7504/1360?variant=full-text&tab=response-form>

4 <https://www.hsph.harvard.edu/news/press-releases/overweight-obesity-mortality-risk/>

The saddest part of all this is that obesity is easily reversible. But not in the way that the conventional diet industry or pharmaceutical and food giants would like you to believe.

Let's look at some of the myths that were keeping me fat – and probably hampering your own efforts to lose weight and get healthier too.

Dieting Myths

The diet industry (which includes all those commercial diet programs, so-called diet doctors, and the big food and pharma companies) will do anything to confuse you and prevent you from achieving lasting weight loss. After all, it's not a very good business model for any of them to really help you succeed, is it? If you get healthy and lose weight for good – well, there goes their profits, right?

So, they just keep telling you the same things over and over again. Let's look at a few myths they exploit to stop you from seeing real results.

Calories Are All That Matter

FALSE – How many times have you rigorously starved yourself counting calories or 'points' and still were unable to lose the weight you wanted?

When we look at the complexity of the human body and the biochemical reactions that occur, it is an oversimplification to say that the body metabolizes and uses all calories the same way. The body has different hormonal responses to different macronutrients (for example proteins versus carbohydrates versus fats) and so hormones are one key player that dictates how our body handles the energy – or calories – we take in.

So, to really achieve lasting weight loss, you need to ensure your hormones are happy and balanced too. But the diet industry is not going to tell you that because many of the products they want you to use – artificial sugars, chemically-manipulated additives cause your hormones to go out of balance.

In addition, our digestive system plays a critical role in whether the calories we are taking in are actually getting probably broken down and used the way they are meant to be used. So, if your digestive system is not in balance AND you are not absorbing or metabolizing the energy you are taking in, well, you will not be able to lose the weight you want to shed.

You Need to Exercise for Hours Every Day to Lose Weight

FALSE – Have you ever heard the saying: “*You can’t outrun your fork*”? The diet and fitness industry wants you to believe something entirely different. In fact, they love to sell you intense cardio programs through late-night infomercials that make it seem like the weight will fall off, if only you really push yourself and feel the burn. What’s really burning up is your hard-earned money, because while exercise is awesome to help you maintain a healthy weight and a stronger heart, changing your diet is the main factor in achieving weight loss.

Believe me - you don’t need to do intense cardio all the time to lose weight. In fact, you may be doing yourself a disservice by over-stressing your body with exhaustive exercise.

Genetics Are Keeping You Fat

FALSE – Your genes are not your destiny. This is arguably the saddest excuse for being overweight. I know that may seem harsh, but there is little basis to believe that even if you diet and exercise properly, your body won’t lose weight.

I’m not saying that genetics have absolutely nothing to do with your body weight because it certainly does. But the idea that you have some sort of genetic abnormality that literally keeps your body fat is just not the case. If your parents were fat and your siblings are fat and you are fat, it is far more likely that your weight concerns stemmed from learned behavior.

The good news? If the behaviors and habits that caused weight gain were learned, they can be unlearned. And that’s part of what we are here to do – share with you those “unlearning” strategies that will help you shift your weight for life.

Eating Smaller, More Frequent Meals Speeds Up Your Metabolism

FALSE – Many fitness gurus and nutrition professionals believe that the best way to naturally boost your metabolism is to fuel it more frequently. There are at least two reasons why this is a flawed idea.

First, the more often you eat by adding snacks in between your meals, the higher and more sustained your insulin levels will be throughout the day. And since increased insulin levels are correlated to weight gain, this isn’t something you want to do.

Second, snack choices are usually unhealthy. Cheese and crackers, a muffin, a handful of cookies or a glass of wine, and some popcorn sometimes turn into a meal, and unbalanced meals and snacks like these can trigger weight gain.

We've definitely got some re-thinking to do if we want to get healthy and finally lose the weight that's been bringing us down. Before I started digging into the research that helped me really understand the true cause of my weight issues, I was totally brainwashed into thinking I just needed to cut more calories and work out harder.

But here's my advice after years of struggle and feeling guilty and disappointed in myself, despite my best effort:

Don't believe everything published by the diet industry.

They are not looking out for us because what's really in it for them? If everyone really succeeded in conquering their weight issues, these so-called diet experts, food, and pharmaceutical companies would go out of business. It's in their best interest to keep us confused, by spreading misleading or false information, which keeps us fat.

Before we get to the truth, let's explore how the food and health industry conspires against us.

CHAPTER 3: *The Weight Loss Fraud*

The Fake Search for the 'Weight Loss Cure'

Just think about this for a second... How many thousands of dollars have you spent on trying to lose weight and get fit? After all that money, what lasting results did you get? Are you in the best shape that money can buy, or are you still overweight, miserable, and worried about your future health?

I know exactly how guilty you feel about throwing away all that money. I know how disappointed you are after making unattainable changes and failing. I know how mad you are about the following advice from people who just want to sell you things and don't really have the answer. I felt that way for many years too.

The diet industry is massive. This includes gym memberships, diet books, diet drugs, weight loss surgeries, and diet foods.

Did you know that each year, Americans spend more than \$60 BILLION to try to lose weight? That's more than any other country⁵. And yet our rates of obesity are some of the highest in the world. How could we be spending the most money on dieting and still have the highest levels of obesity?

The answer is rather simple: *follow the money*.

How The Diet Industry Cashes In

Cosmetic titan Estee Lauder famously dubbed her beauty products 'hope in a jar and with this positioning, was able to sell billions of dollars of creams and makeup over and over and over again. This is because people desperately want to look like movie stars and fashion models.

Every year, she'd launch new products, each with more claims of achieving the attractiveness, perfection, and satisfaction that women craved. And each year, women bought more and more of her products that didn't work.

Who was the biggest winner in this beauty contest? I am pretty sure it was not the customer, but

5 <http://money.usnews.com/money/personal-finance/articles/2013/01/02/the-heavy-price-of-losing-weight>

Mrs. Lauder certainly made a fortune on the 'hope in a jar,' didn't she?

This is the same strategy that the diet industry employs. Think about this... All of those diet books, commercial weight-loss programs, quick-fix diet remedies, and late-night exercise infomercials are selling millions of dollars of products and services each and every year.

These companies employ celebrity spokespeople and influencers to help glamourize and push their products, although very few manage to actually keep their own weight off once the contract ends. Think of the ups and downs and ups of Valerie Bertinelli, Jessica Simpson, Kirstie Alley, and even the great Oprah Winfrey herself, who now actually owns a part of the Weight Watchers organization.

Every year, these companies get bigger and bigger, bringing in more profits and expanding their product lines because people who struggle with their weight are pushed to the brink of desperation and come with their credit cards in hand seeking the solution that is finally going to get them skinny.

So really, it's not surprising that these conventional diet approaches don't work. Why in the world would these companies want you to lose weight? Seriously, stay with me here, and think about it. If you actually lost all of the weight and kept it off for good, these companies would not have repeat customers and they'd soon go out of business.

I know this industry very well. I was once desperate and searching for that program that would finally make me feel better about myself and my health. I've tried every diet I could find and every product that promised fast, easy, simple, magical weight loss.

I'm not saying none of these diet regimes work. They do. In fact, I lost a lot of weight – over and over and over again. But it wasn't fun, and it was not long-lasting. And each time the weight came roaring back, I gained a little bit more fat and lost a little bit more confidence in myself.

I'll admit that over the years, I have seen a few very dedicated individuals lose weight and keep it off. But these folks are the exception and not the rule. In fact, studies show that only about 5% of people who lose weight the conventional way actually succeed in the long term⁶.

Again, these are the super-motivated individuals whose results are not typical, hence the disclaimer that we often see in the teeny tiny fine print of all these highly promoted miracle diets.

My point is, that the diet industry has no reason to ever cure obesity for good. Doing so would put them out of business. So, it only makes sense that they continue to sell the same old products and programs.

But, let's look at the other co-conspirators... here's where it gets interesting.

6 <http://www.cbc.ca/news/health/obesity-research-confirms-long-term-weight-loss-almost-impossible-1.2663585>

What Benefits the Food Companies Most?

Since the introduction of modern food processing back in the 1950s, our food has steadily gotten worse, devoid of nutrients, and packed with chemicals and calories. It's no wonder we have an obesity epidemic.

The vast majority of Americans don't cook anymore. We're rapidly becoming a culture of fast food. And while I won't disagree that the convenience of ripping open a box or jamming a frozen entrée in the microwave makes these choices super appealing to the busy mom, harried professional, or family on the run – I don't think any of us can truthfully say these solutions are anything but junk.

You just have to look at the ingredient panel to know that this food is so highly manufactured and manipulated that our bodies don't even recognize it as food anymore. Instead, our body and its many channels of elimination work its hardest to eradicate everything that's just been eaten because it's just so foreign and toxic.

What this means is that despite eating a vast amount of food and likely too many calories, you're still not nourished. And because of that, you are still hungry and craving many nutrients that have been destroyed through the processing of these foods.

On top of that, the food companies add special chemicals that manipulate your taste buds and make you feel even hungrier. Investigative journalist Michael Moss has chronicled the food industry's deceptive and addictive practices and has concluded that all of this is done on purpose to sell more food and make money⁷.

And as you'll learn later in this book, the extra fat, and sugar these companies add, work in combination to cause rapid fat gain by spiking certain hormones that store fat.

Plus, engineered chemicals are added that act on the brain's neural pathways in the same way as drugs do, driving addictions to packaged and processed foods and directly contributing to the obesity epidemic.

The more you eat, the bigger you get. The bigger you get, the more you eat. Everything equates to making more money and skyrocketing profits, not helping you get to your best weight.

When you add billions of dollars in advertising, how could anyone resist the siren call of all those packaged foods? I mean, you can't turn on the TV or drive down the street without seeing an advertisement for a new cheeseburger or some ultra-rich dessert. We are literally bombarded with messages to eat, eat, eat!

My dad is a perfect example. Every time I visit, he's watching the Food Network, enthralled with some celebrity chef or cooking competition that makes food seem irresistibly delicious, exciting,

7 <https://www.theguardian.com/books/2013/feb/24/salt-sugar-fat-moss-review>

and fun. Fast forward an hour, and he and my mom are heading to the grocery store to grab all the ingredients and more to make what they just saw on TV, even though lunch is barely over.

But who can blame them? It's hard to stay away from all that temptation, especially when it's full of those addictive, refined ingredients. Veggies and other whole foods have a hard time competing with chemically addictive, artificially flavored processed foods.

And even if you're one of the good ones who mostly avoids the lure of fast-food and/or over-the-top TV recipes and shops at the supermarket, your situation isn't much better.

Except for the outermost perimeter of the store that usually houses healthier, whole and unprocessed foods, everything up and down the inner aisles is literally junk – foods that are tweaked with chemicals for maximum “mouth feel” and “repeat appeal” (addictiveness), just as Michael Moss revealed.

Low-fat, light, lean, diet, zero, low-carb, low-cal, sugar-free, “healthy” – all marketing words created to cover up more junk.

And it's all making us fatter.

It's best to avoid as much of this toxic, highly processed food as possible. Not so you'll lose weight, but so you don't get sick. Almost all chronic diseases today – cancer, diabetes, arthritis, high blood pressure, etc. - are diet-related.

Remember, don't buy into the myth that obesity is all about your genes and that you are doomed to be fat forever because of it. Nothing could be further from the truth. The disease is almost entirely related to what you put in your mouth and you have the power to change your destiny.

Having said that, there's no way any of us can resist our favorite foods all of the time. Nor should we. So, don't worry – later on, in this book, I'll show you exactly how you can still eat those foods, lose weight, and be the healthiest you've ever been.

We all know that consuming terrible food contributes to disease and obesity. But there's another connection that not everyone knows about, and it's another reason the food industry wants us fat.

Big Pharma Also Profits

Here's something that might shock you:

The connection between big food companies and big pharma companies is a little too close for comfort. Many of the most familiar food brands you will see in your grocery store are owned by the same parent companies that also own the big pharmaceutical or chemical companies.

There is no doubt that eating poorly is a major contributor to disease and chronic health conditions. So not only do these companies profit while you overeat their chemically manufactured junk food, they also profit from your suffering when you develop a chronic disease that requires treatment.

Wow. That's quite the vicious circle engineered to keep us fat, sick, and disempowered from making choices that are better for our health and better for our families, don't you think?

But consider this... What happened the last time you went to your doctor looking for some help to lose weight or to handle one of the chronic diseases we talked about in the previous chapter that are exacerbated by obesity?

If he or she is like most doctors, they probably just wrote you yet another prescription for one of your many symptoms and sent you on your way. Why? Because promoting pharmaceuticals is the only way they know to handle your concerns. Big Pharma spends mega-millions to wine and dine them under the guise of 'continuing education' so that they sell more pills. And the upshot for pharmaceutical companies is: you stay sick and fat.

It's so frustrating, isn't it? And it gets even worse because as cynical as it sounds, the media are complicit in this as well. Why aren't they investigating and uncovering these cozy relationships and the ineffectiveness of this approach to health and weight loss?

Have you noticed the massive amounts of TV, magazine, print, and radio advertising that the Big Pharma companies do? What do you think would happen to those advertising revenues if reporters started digging for the real truth? No, I don't think the Media Masters would be interested in choking that cash cow.

This is why the title of this chapter includes the word "conspiracy," because these giant corporations literally conspire to keep us from the truth about what makes and keeps us fat, and from what would make us well. The food that is manufactured needs to keep us addicted and obese so that ever more pharmaceuticals can be sold via huge investments in advertising and doctor promotions.

It's quite a brilliant scheme when you think about it, but it's a disgraceful one as well, to say the least. Don't you wonder how these companies are all allowed to keep on doing this?

Where's the Government Protection for Consumers?

Where's our government in all this, you might ask. Isn't it the role of the Food and Drug Administration (FDA) to step in and make sure food and drug companies stay honest and keep us safe and healthy?

That may have been its role some 100 years ago when it was originally formed, but today, it doesn't work like that. Now, well-paid and cunning lobbyists from both the pharmaceutical and food manufacturing industries ensure that they keep these industries profitable by influencing lawmakers and FDA officials so that regulations, investigations, and consumer protections are kept to a minimum.

In fact, most of the top executives at the FDA have either worked for Big Pharma in the past or were parachuted into high-paying jobs in the industry right after their terms in office were completed. It's the definition of conflict of interest.



So, can you trust any of their recommendations – on food or drugs - on what's best for your health? Who is really being served?

We only have to look at the dietary guidelines that the U.S. government has put in place. You know, the dinner plate visualization they adopted just a couple of years ago to show proportions of food types to eat for a balanced diet? This is the eighth try at coming up with the "best" dietary guidelines for the public through consultations with so-called scientific and nutrition 'experts.' But instead of looking at independent real-world science, the panels are made up of representatives of the processed food and pharmaceutical industries who lobby and persuade them to get their products and commodities represented in the official government recommendations.

So, whose interests are really being served? The public or the shareholders of these mega corporations? Is it any wonder that each time the guidelines are changed, there is a sharp increase in obesity and poor health?

Listen, the cause of obesity is well known. It has been for years, yet the government's suggestions are the exact opposite. And we believe them because, well they are supposed to be looking out for our best interests, right?

But given what we've now discussed and what we know to be true – that old fashioned diet information is no longer working, that corporate America has another agenda that does not include helping you get healthy, you may ask yourself what now? The good news is that there is

a better way for you to take charge of your health, lose weight, and still continue to enjoy your favorite foods and your life to its fullest – let's start listening to our bodies and taking charge of our own health.

Obesity is all about the money, and the food industry and pharmaceutical companies are making a killing off your suffering. Yo-yo dieting used to be your only option, but we both know that doesn't work. It sure didn't work for me, so I had to do the research and figure out how to help myself and now I can help you too.

In the next chapter, I'll explain the new science of fat loss and give you insights on how you can make simple changes to end your weight struggles... All without starving yourself or working out at all!

CHAPTER 4: *The Real Truth About Fat Loss*

Now that we know how the diet, food, and drug industries have conspired with the government to keep us fat, it's time to learn the truth.

You may feel like a victim right now, but as you will soon find out, the solution to obesity is pretty simple. It has to do with the real reason you have trouble losing weight – because...

99% of all diets and exercise programs fail... There's something *more important* than calories, carbs, and exercise.

It's the biggest piece of the weight loss puzzle, and maybe the #1 most important piece!

This is important, and you won't find this information anywhere else, so read carefully.

Understanding the root cause of your weight gain will give you the key to success in overcoming it.

Now, some of the information I'm about to share with you can be a bit science-y... That's why I took special care to explain it in a way so that everyday folks like you and me can understand it... Not all of us have PhDs, right?

Are you ready?

Here it goes...

Every single diet, exercise plan, or weight loss “solution” always boils down to ONE thing – how can you put your body into a “fat-burning” mode?

That's it. Everything you've heard about metabolism, gut health, or “trapped fat” all comes down to this ONE question: “*How can you make your body enter a ‘fat-burning’ mode?*”

And here's what everyone gets wrong.

See, every failed weight loss solution always has ONE thing in common – they try to FORCE your body to enter this “fat-burning” mode.

But just like a stubborn toddler who pushes back the more you try to get them to listen...

Your metabolism “pushes back” as well.

Let me explain...

Take the most COMMON weight-loss advice you hear – “*Eat less, move more.*” Who hasn’t heard of that one before? It’s probably what most doctors will tell you.

Now the whole idea of “Eat less, move more” is that if you burn more calories than you eat, then you can FORCE your body to start burning off fat stores for energy.

Which makes sense, right? But here’s the problem:

Once you start eating less, your metabolism slows down, too.

So, it doesn’t matter how “little” you eat. Your body WON’T burn fat. Scientists call this the “Fat Paradox.” Because by dieting, you’re actually training your metabolism to slow down.

Have you ever heard of Mr. Hoffman before?

He’s an American scientist who was the first to discover the “Fat Paradox.”

And when I met him through a chance encounter after my best friend’s wedding, he told me all about it.

See, one 2006 study looked at the effect of this “Eat less, move more” advice for more than 48,000 women...

And after 7 years of this strict “Eat less, move more” approach, the women only lost an average of 2.2 pounds⁸!

8 <https://pubmed.ncbi.nlm.nih.gov/16391215/>

2.2 pounds!

In 7 years.

Incredible, right?

That's about as much as you can gain back in a single weekend.

More recently, a 2021 study published in the American Journal of Clinical Nutrition by Harvard Medical School scientists said "flat out" about the "Eat less, move more" advice:

"Few people achieve clinically significant weight loss over the long term with this approach⁹."

Does it get any more clear than that?

**The MOST common weight-loss advice we're told is
DOOMED to fail because it's trying to FORCE your body to
do something it *doesn't* want to do.**

"Fad diets" like Keto, Paleo, or Intermittent Fasting aren't much better. Take Keto for instance.

The whole idea behind it is that you can FORCE your body to burn more fat stores, simply by making it run on fats 24/7. That's what "ketosis" means. But here's the problem:

Not only is Keto hard to follow... (Heck, most people say that giving up carbs is harder than quitting smoking).

And not only is it so strict that just one tiny error can ruin all your progress... But "ketosis" is also NOT your body's natural state.

**No, the human body LOVES carbs. It was
designed to run on them.**

Instead, keto is a "starvation mode" used as a kind of backup state for whenever our ancestors didn't have enough food.

So, FORCING your body into this artificial "starvation mode" is like trying to run your house on a backup generator when you're already plugged into the power grid. It's completely backwards.

That's why Keto isn't the best sustainable weight loss method. And it's why it can lead to so many

9 <https://academic.oup.com/ajcn/advance-article/doi/10.1093/ajcn/nqab270/6369073>

issues like a fatty liver, swollen gouty toes, or even more deadly problems like acidosis.

Same thing goes for Intermittent Fasting. Right now, it's probably the BIGGEST "fad diet" of our time. And just like Keto, it CAN work.

But once you peel back the surface, it starts to fall apart.

That's because the basic idea behind IF is that if you "starve" for extended periods of time, you can trigger your body to enter into a fat-burning state.

Then the game becomes trying to see how long you can "hold your breath" to keep your body in fat-burning mode. 16 hours... 24 hours... 36 hours... You just keep pushing your body as long as possible.

But just like "Eat less, move more," keto, or any other "fad diet," you still have to FORCE your body into this "fat-burning" mode. And it's not natural.

It's just like we were told in science class: *"Every action has an equal and opposite reaction."*

In other words, when you "push" against fat, it pushes right back.

That's when Mr. Hoffman realized he had to discover a totally NEW approach. One that began with the simple question —

How can we work WITH, not against, our body's natural fat-burning potential?

And he found it in the fat cells' "circadian rhythm."

Here's what a "circadian rhythm" means:

See, everything in Life has a natural rhythm. An ebb and flow. The sun rises and sets... the waves go back and forth... and humans sleep and wake.

So, why would our fat cells be any different? Well, they aren't.

Take a look at the picture below. It's from a 2019 study with the title, *"Fat cells work different 'shifts' throughout the day."*

Fat cells work different 'shifts' throughout the day

Date: February 25, 2019

Source: University of Surrey

Summary: Fat cells in the human body have their own internal clocks and exhibit circadian rhythms affecting critical metabolic functions, new research finds.

Mr. Hoffman told me how nobody had ever thought to look at the “circadian rhythm” of fat cells. But all that changed in 2019 when a group of U.K. scientists showed for the first time that fat cells DO INDEED have their own “circadian rhythm¹⁰.”

And it’s actually a big deal.

That’s because this “circadian rhythm” controls EVERYTHING about our metabolism.

In other words, during certain times of day, your cells want to store fat. And during other times of day, your cells want to burn fat.

This discovery sent shockwaves through the scientific community, because it threatened to upturn EVERYTHING researchers previously believed about fat-burning.

In the words of the lead scientist, Dr. Johnston:

"Tissues made up of fat cells don't just store excess energy, they are active metabolic tissues, full of their own rhythms. And this is the first time that we have been able to identify such rhythms in human fat¹¹."

Now, here’s why this is so exciting. These researchers discovered that every fat cell has a total of 727 “circadian rhythm” genes that control metabolism.

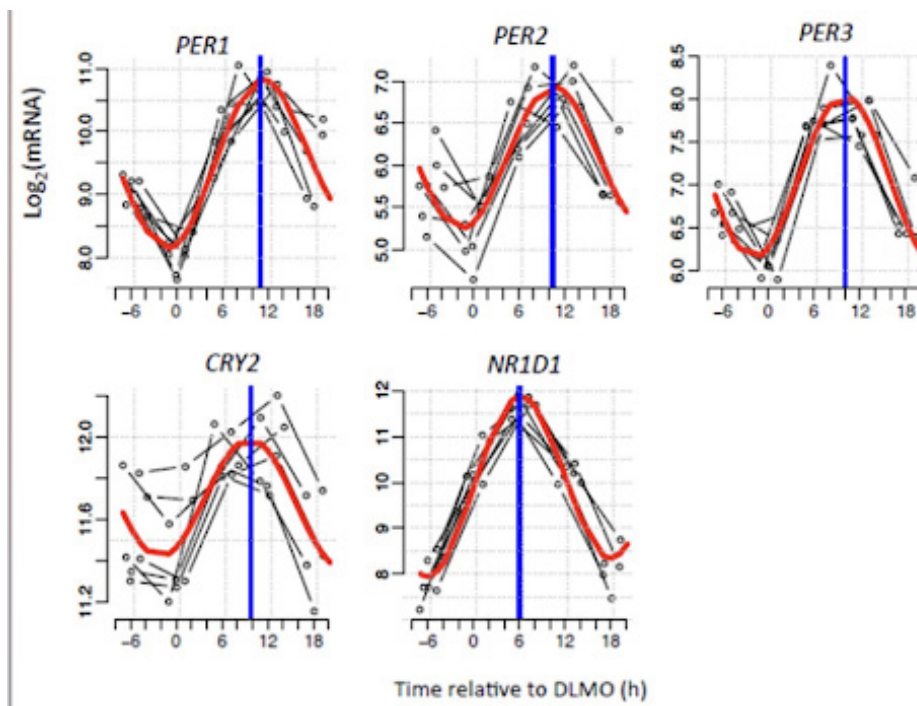
And that these genes control five cellular “fat-burning clocks”.

These “fat-burning clocks” determine when our body stores fat... and when our body burns fat.

10 <https://www.nature.com/articles/s41598-019-39668-3>

11 <https://www.sciencedaily.com/releases/2019/02/190225075605.htm>

Take a look at this page of the study:



It's a little hard to see, but these graphs show that all FIVE of these “fat cell” clocks peak right around the same time.

This means that we all have a specific metabolic “window” where burning fat is effortless.

In other words, it's a magical “window” in time where your body WANTS to burn fat...

And fat can literally fly right out of your cells.

However, if you try to burn fat “outside” of this window, it's like pushing against a locked door. You'll get nowhere.

Do you see why this is such a breakthrough? It flips everything we thought we knew about diet and exercise right on its head.

Instead of trying to FORCE your body to burn fat... You simply work WITH your body's natural fat-burning rhythm.

It's a total game changer and makes so much sense, right?

But now, you might be wondering:

How does this ACTUALLY help someone lose fat?

See, once you understand how your body's natural fat-burning "window" works...

All you have to do is:

- (1) Keep that window open as long as possible, and
- (2) Speed up your metabolism so more fat can "fly out" of your cells.

Simple, right?

And as you just saw from the image above, All FIVE of our cellular "fat-burning" clocks peak right at the same time – in the first few hours after we wake up.

So, it's in this "magical window" that burning fat is effortless.

All that's left is to figure out a way to:

- (1) Keep the window open longer, and
- (2) Speed up our metabolism.

What's amazing is that 70% of us are ALREADY doing something just like that.

How?

By drinking coffee.

See, there's a reason why coffee's been shown to help people lose weight¹². Or why people on Keto or Intermittent Fasting get better results drinking coffee.

Coffee creates the potential for the perfect metabolic environment within your body, almost like flicking on the pilot-light for a stove. You won't be grilling any steaks... But the potential is there.

So, even though coffee creates this metabolic environment, many of us need an extra push to keep our fat-burning window open longer and burn more fat.

But what's so exciting is that if you can BOOST coffee's metabolic effect...

12 <https://pubmed.ncbi.nlm.nih.gov/26554757/>

It's like turning a little pilot light into a raging inferno that makes fat-loss effortless.

Okay, so how do we do that?

See, in the field of Pharmacology, there's something called "super-additive synergy."

... Or just "super-synergy" for short.

It means that sometimes, when you combine two compounds, they have a **STRONGER** effect than they do just by themselves. When you add a third ingredient, you can make this effect even stronger.

And once you have 4... 5... or 6 even compounds working together, then you can create something truly magical.

And that's what you're going to discover in the next chapter!

PART II The FitSpresso Weight Loss Program

So, to recap... So far, I've explained the background to the current obesity epidemic and why the conventional diet approaches will never work. I've also introduced you to the new science that explains the "Fat Paradox" and why people can't lose weight.

And I promised to reveal to you how you can tap into your body's natural "circadian rhythm" to keep your "fat-burning window" open 24/7... so that you can get the lean, healthy body you deserve and desire... without starving yourself, fad diets, or exercise.

So, let's dive into the specifics of The FitSpresso Weight Loss Program and reveal the formula that will get you on the road to weight loss.

I promise you – this program works! But you don't have to take my word for it.



Clara Warner – 27lbs Lost

"I've lost 4 dress sizes and 27lbs. The other day I went to try on all of my old clothes and none of them fit. It was kind of a surreal moment when I realized 'oh my god,' this really worked. The biggest thing for me though is the confidence. For so long I felt embarrassed... like my self-esteem was really low. Now I'm more positive... I'm upbeat... I'm doing the things I really want to do. I'm finally going after life. It's really changed everything for me."



Edward Baker – 34lbs Lost

"This is literally the simplest thing you can do for your health and your metabolism. I lost 34lbs. I have more energy than I've ever had in my life. And it's literally just from making this change to my coffee. I really do feel great."

I promise you'll be shocked at how quickly your fat melts away, and how much more confident you feel when you look in the mirror.

I'll explain everything in detail in the next chapters.

But all you truly need to do is...

FOLLOW THESE 3 SIMPLE STEPS:



STEP 1

Tap Into Your Body's Natural "Circadian Rhythm" To Keep Your "Fat-Burning Window" Open 24/7 With The FitSpresso Fat Burning Formula

Tapping into your body's natural "circadian rhythm" and keeping your "fat-burning window" open is crucial to losing weight and keeping it off. In Step 1, you'll use FitSpresso, a powerful combination of targeted ingredients, proven to electrify your metabolism, allowing you all-day fat burning!



STEP 2

Optimize Your Diet

While the FitSpresso Fat Burning formula does the heavy lifting for your weight loss, we also have some simple diet recommendations. They are easy to follow. And the best part is, you'll still be able to eat all the foods you love and desire! (We'll cover this in Chapter 6.)



STEP 3

Visualize Success

Finally, I'll show you how to align your mindset to create changes at the cellular level. We all know our minds are powerful, but did you know that just thinking and believing you're succeeding can actually help make it happen? Science tells us this is a fact! (We'll cover this in Chapter 7.)

CHAPTER 5: *The 7-Second Morning “Ritual” to Burn Fat*

Let's dive right into the simple, 7-second morning coffee “ritual” to burn fat. It's the same “ritual” that thousands of everyday men and women have already used to finally lose weight and reclaim the lean, healthy bodies they want and deserve.

This shocking “trick” is so revolutionary, it's shaking the very foundation of the diet industry to its core.

Introducing FitSpresso - Your One-Stop for Weight Loss

FitSpresso is the simplest, most affordable, and most effortless weight-loss solution ever created.

It's the **ONLY** formula designed to work **WITH** your body's natural fat-burning “window,” allowing you to:

- ✓ Put yourself into a state of 24/7 metabolic overdrive
- ✓ Melt even the most stubborn pockets of fat from your belly, arms, hips and legs
- ✓ And revitalize your energy levels, while at the same time boosting brain function and supporting overall health and well-being.

FitSpresso is **100% safe and effective**. And it uses the combined synergy of 6 potent and clinically-effective natural ingredients that, when combined with coffee, torch excess body fat effortlessly.

And I DO mean effortlessly.

FitSpresso doesn't require any diet or exercise.

In fact, it's actually recommended that you eat **ALL** of your favorite foods in order to keep your metabolism in overdrive.

Pizza, pasta, ice-cream, French fries, burgers... You can enjoy all of them totally guilt-free, without ever gaining a single pound.

Instead, because FitSpresso works WITH your body's natural fat-burning rhythm... you'll find yourself torching belly fat while lounging on the couch, sitting by the pool, enjoying a night out on the town, or working from your computer.

That's because FitSpresso works instantly to electrify your metabolism and keep your body in "fat-burning mode" all day long.

FitSpresso represents a clear "leap forward" in the science of weight-loss. One that makes starvation diets and painful workouts seem like old, barbaric relics of the past.

It took the almost "divine" coordination of a groundbreaking scientific study, breakthrough manufacturing technologies, and the dedicated research of Mr. Hoffman and his colleagues to develop it.

Which is why there has never been anything like FitSpresso ever designed before. And why it's really no surprise that thousands of men and women have ALL reported the same things.

Remember that the power of the FitSpresso formula doesn't just lie in the ingredients themselves... But also in their unique blend, in which each ingredient is **perfectly balanced** to help the others work more effectively.

How does FitSpresso work?

FitSpresso works by tapping into your body's natural "circadian rhythm" to keep your body's natural fat-burning "window," allowing anyone to put themselves into a state of 24/7 metabolic overdrive.

Once you've activated your body's natural "fat-burning window", losing weight becomes easier, your energy levels soar, and your cravings fade away.

Now let me tell you exactly what's inside FitSpresso, and all of the clinical evidence behind each ingredient...

Because I want you to feel total peace knowing what's inside each serving of this life-changing formula.

First, there's a molecule known to the scientific community as **CGA**.

CGA is found in the raw, green coffee bean grown in the lush plateaus surrounding Mount Kenya. And normally, it gets destroyed in the coffee-roasting process, so we hardly get any of it in our diet...

This is unfortunate because new research shows that when you combine this “metabolic marvel” with coffee, it can keep our “fat-burning window” open for longer and speed up our metabolism.

One randomized study from 2017 looked at the effect of CGA on 64 women, and found that it led to “*significant reductions in the body weight, body mass and fat mass indices.*”¹³

In fact, the group of women given CGA lost an incredible **585% more weight** than the control group! Pretty remarkable right?

And remember CGA is just ONE of the powerful ingredients that this team of rebel scientists, doctors, and researchers discovered.

The next ingredient came from one of Mr. Hoffman's colleagues out of a university laboratory in Buenos Aires.

She recommended a compound known as **L-Carnitine**.

L-Carnitine is a naturally occurring compound responsible for shuttling fat directly into your cells to get burned for energy.

One study found that using L-Carnitine resulted in a whopping 414% increase in total-body fat burning¹⁴, electrifying your metabolism so that everything you eat gets instantly incinerated.

There's also **EGCG**, a compound found in the purest-quality green tea grown in the Miyazaki regions of Japan.

It was recommended to Mr. Hoffman by one of his oldest colleagues, another pharmaceutical insider turned “whistleblower” with extensive training in traditional Eastern medicine.

Now, you might have heard of **EGCG**, or green tea extract, before. But very few people understand just how POWERFUL this compound is, especially when combined with coffee.

See, while coffee, CGA, and L-Carnitine work to accelerate your metabolism, turning that small little “pilot light” into a raging inferno...

13 <https://apjcn.nhri.org.tw/server/APJCN/26/6/1048.pdf>

14 <https://pubmed.ncbi.nlm.nih.gov/27335245/>

EGCG works to keep your natural fat-burning “window” open longer, so you can burn fat all day long.

It does this by actually STOPPING the chemical process that causes this “window” to close.

At the same time, green tea extract provides a flood of rich antioxidants and polyphenols, which can soothe inflammation, support healthy digestion, and lead to even more weight loss...

And it’s been shown to boost levels of dopamine (or the “happy chemical”) in the brain, enhancing both mood and creativity¹⁵.

Then there’s Chromium, an essential mineral which has been shown to shuttle more than 47% of the carbs you eat to be burned as energy, instead of being stored as fat.

All while at the same time helping to boost fat-burning¹⁶, balance blood sugar¹⁷, and decrease overall body fat¹⁸.

Once we had tested and PROVEN these ingredients from every angle, I knew we had created a one-of-kind formula that could increase fat-burning far beyond anything we’d ever seen before.

But I didn’t stop there. I wanted to make it even better.

See, as much as we all love coffee, MOST of us have probably felt how it can give you nervous jitters, mid-afternoon crashes, or even an upset gut.

So, my team and I wanted to find a way to BOOST coffee’s fat-burning potential while also getting rid of any of the downsides.

That’s where something called L-Theanine comes in.

L-Theanine is an incredible compound that, when combined with coffee, supercharges your focus¹⁹, elevates your mood and creativity²⁰, increases productivity, and cuts down on any of jitters, anxiety²¹, or raised blood pressure that coffee causes²².

Together, these two ingredients fill your body with the cleanest, purest energy you’ve ever felt. Energy that lasts all day WITHOUT any afternoon crashes...

15 <https://pubmed.ncbi.nlm.nih.gov/23625424/>

16 <https://academic.oup.com/ajcn/article/70/6/1040/4729179>

17 <https://academic.oup.com/ajcn/article/98/2/340/4577179>

18 <https://onlinelibrary.wiley.com/doi/full/10.1038/oby.2007.176>

19 <https://pubmed.ncbi.nlm.nih.gov/21040626/>

20 <https://pubmed.ncbi.nlm.nih.gov/24946991/>

21 <https://www.sciencedirect.com/science/article/pii/S2352385915003138?via%3Dihub>

22 <https://www.ncbi.nlm.nih.gov/labs/pmc/articles/PMC4480845/>

It basically combines the alertness you get from coffee with the same zen-like focus you might get from an hour of meditation.

Believe me when I say that you have to EXPERIENCE this level of energy for yourself to fully understand just how clear-minded and focused it's possible to be.

But remember while these two ingredients allow you to tap into your true potential for creativity, joy, and enthusiasm for life....

The other breakthrough ingredients are hard at work, too, using the power of “super synergy” to release your locked fat-stores and ignite your metabolism.

It took my team months of painstaking effort to isolate the best sources of these ingredients, to extract their purified forms, and to combine them together in the perfect ratio to unlock “super synergy.”

We had to test over 382 batches, spending hundreds and thousands of dollars... Until eventually, we had developed the most potent, rigorously-tested formula imaginable.

Now, Can You See Why FitSpresso Is Truly In a Class of Its Own?

NO formula has such a unique (or potent) blend.

And NO formula has been so carefully crafted to help tap into your body's natural “circadian rhythm” to keep your fat burning window open 24/7 and electrify your metabolism to burn fat...

Remember that the power of this formula doesn't just lie in the ingredients themselves... But also in their unique blend, in which each ingredient is perfectly balanced to help the others work more effectively.

That's why even though you could pick up each of these ingredients separately, you'd be hard-pressed to figure out the “golden ratio” that makes them work as effectively as they do inside of our proprietary blend. Not to mention it'd be wildly expensive.

It's also important to remember ONE more thing...

Unless you use ingredients from high-quality sources... you might as well throw them in the trash!

I'm not exaggerating when I say this.

You'd be amazed to discover just how shady the supplement industry can be.

Unscrupulous "sharks" try to cut corners on everything, including using cheap knockoff ingredients from industrial factories in China.

Why does this matter?

Well, these ingredients are grown in polluted soil...

Pumped full of pesticides and chemicals...

And so processed that by the time they get to you, they've been virtually drained of all the life-giving nutrients they promise you.

Which is why we do things differently.

Our only concern is helping you achieve dramatic results and feel great about how you look. So, we NEVER cut corners on our ingredients.

Each serving of FitSpresso is packaged into 100% vegan capsules, so you're only getting a pure, potent dose of the formula. And everything is processed in our state-of-the-art, GMP (Good Manufacturing Practices) Certified facility.

It took intense effort, but finally, I created the perfect formula. This is an incredibly powerful and balanced supplement that includes ALL the ingredients I discussed above in the exact right ratios to be effective.

Today, my mission is to bring health and wellness alternatives to the masses – a revolutionary and easy diet program supported by products that actually work, are of the highest quality, and at a price point most consumers can afford.

It's only a matter of time before this formula becomes a household name.

Because science is quickly catching up... And the results people are achieving are simply too good to ignore.

Every day, thousands of men and women are transforming their weight and health with FitSpresso.

And when you feel good – everything changes for you.

You have more energy.

You smile more.

You walk around with newfound confidence.

Every single aspect of your life begins to improve.

Plus, once you factor in how this formula supports every function in your body from your heart to your gut to your lungs to your brain, literally working to almost “rewind” aging...

It’s easy to see why so many people claim their lives have changed in amazing ways.

And the best part is...

Taking FitSpresso Couldn’t Be Easier

Just take two capsules with your morning coffee. The capsules are small and easy to swallow. Watch as you create the most potent weight-loss “solution” on planet earth. And then take that first delicious sip, feeling it electrify your metabolism and give you clear, sustained focus and energy.

That’s it. It literally couldn’t be any easier.

So, it doesn’t matter what kind of coffee you drink – whether that’s iced coffee, hot coffee, cold brew, espresso shots, lattes, frappuccinos, or some special blend from Starbucks.

And it also doesn’t matter what you put IN your coffee either – whether that’s milk, cream, caramel drizzle, pumpkin spice or anything else.

Simply enjoy your coffee the way YOU like it, and allow FitSpresso to do the rest.

Stock up on your supply of *FitSpresso* Today!

BASIC - 1 BOTTLE



\$69

BUY NOW

+ \$9.99 SHIPPING

~~\$147.99~~ \$78.99

BEST VALUE - 6 BOTTLES

YOU SAVE \$120!



\$49 /Bottle

BUY NOW

PLUS ONE FREE BOTTLE

~~\$414~~ \$294

GOOD VALUE - 3 BOTTLES

YOU SAVE \$30!



\$59 /Bottle

BUY NOW

PLUS ONE FREE BOTTLE

~~\$207~~ \$177

CLICK HERE

to re-order your FitSpresso before stock runs out!



CHAPTER 6: *Optimize Your Diet*

Now that you know the exact fat-burning formula you need to effortlessly lose weight, it's time to reveal how to tweak your diet to accelerate your weight loss even further.

I want to be clear: using the FitSpresso fat burning formula and diet together is the one-two punch and magic behind The FitSpresso Weight Loss Program. With these two steps, you'll get to your perfect weight and achieve the body you dream of in no time.

This is different from all the other times - you can do this!

I promise this will be the last diet you ever need because you can still eat your favorite foods while you lose weight. Plus, you'll feel better than you ever have!



The FitSpresso Weight Loss Diet Guidelines

To no one's surprise, the modern human diet is far from what humans were meant to eat. Processed foods, GMOs, saturated fats, and fake sugars, all of these things make up a massive portion of the average American's diet. And we can thank the modern food industry and marketing for that. Fast foods are the most prevalent, easily accessible, and highly praised across social media, advertisements, and other viewing channels. As a result, these are the foods that we eat the most.

Whether it's a matter of financial affordability, ease of accessibility, or simply wanting to eat what everyone else eats, society has a major problem. These foods are much more detrimental to your health than you might realize. But by making easy food replacements in your diet, you can drastically improve your heart health while still enjoying delicious meals.

Here are the key guidelines to follow:

1. Control Your Portion Size

The quantity of food you eat is just as important as the type of food you eat. It's best to avoid eating more calories than your body actually needs. The problem is that most American restaurant chains serve larger-than-life portions, and the all-you-can-eat buffets on every corner are no help.

Controlling your portions is really easy. You can start implementing any of the following during your next meal:

- Use a small plate or bowl to help control your portions
- Eat more low-calorie, nutrient-rich foods, such as fruits and vegetables
- Eat smaller amounts of high-calorie, high-sodium foods, such as refined, processed, or fast foods.

2. Eat More Fruits and Vegetables

Fruits and vegetables are a good source of vitamins and minerals, they're also low in calories and rich in dietary fiber. Fruits and vegetables are a no-brainer. If you're not eating enough of these healthy foods then your body is likely lacking several of the nutrients it needs to function at its best.

It's easy to incorporate fruits and vegetables into your diet by simply choosing recipes that have more vegetables as the main ingredients, like a stir fry. Try to limit your intake of the following:

- Vegetables with creamy sauces
- Fried or breaded vegetables
- Canned fruit packed in heavy syrup
- Frozen fruits with sugar added

3. Choose Whole Grains

Whole grains are an excellent source of fiber and other nutrients that are important for your health. By replacing the refined grains in your diet with whole grains, you can increase your daily fiber intake. Fiber is essential for improving your blood cholesterol levels and lowering your risk of chronic diseases. Below, is the list of recommended grain products to choose from and which ones you should avoid:

Grain Products to Choose:

- Whole-wheat flour
- Whole-grain bread
- High-fiber cereal with 5g or more fiber in a serving
- Whole grains such as brown rice, barley, and buckwheat
- Whole-grain pasta
- Oatmeal (steel-cut or regular)

Grain Products to Avoid:

- White, refined flour
- White bread
- Muffins
- Frozen waffles
- Cornbread
- Doughnuts
- Biscuits
- Quick breads
- Cakes
- Pies
- Egg noodles
- Buttered Popcorn
- High-fat snack crackers

4. Limit Your Intake of Unhealthy Fats

Like with anything, saturated fats are not good for you, and yet they're often the cheapest and most accessible. But the major downside is that no one likes to talk about how bad they are for your health.

Reducing your intake of saturated fats can reduce your blood cholesterol and lower your risk of coronary artery disease. This one takes a little bit more effort when you're shopping in the grocery store, but in the long run, what's a little extra reading versus the potential loss of

your life? There are three simple ways that you can cut back on saturated and unhealthy fats:

- Trim fat off your meat or choose lean meats with less than 10% fat.
- Use less butter, margarine, and shortening when cooking and serving.
- Use low-fat substitutions when possible for a heart-healthy diet. For example, choose low-sodium salsa or low-fat yogurt, or use the sliced whole fruit or a low-sugar fruit spread on your toast instead of margarine.

Checking the labels doesn't have to be a mystery. Foods like cookies, cakes, frostings, crackers, and chips are all low in nutritional value, some – even those labeled reduced fat – may contain trans fats.

And even though trans fats are no longer allowed to be added to food, older products may still contain them and could be listed as partially hydrogenated oil on the ingredient label.

When you do eat fats, try going for healthy fats such as those found in certain fish, avocados, nuts, and seeds.

5. Choose Low-Fat Protein Sources

Lean meat, poultry and fish, low-fat dairy products, and eggs will become some of your best sources of protein. By choosing lower-fat options, such as skinless chicken breasts and skim milk, you can reduce your fat and cholesterol intake and put less strain on your blood vessels.

Fish is a good alternative to high-fat meats. Salmon, mackerel, and herring are all rich in omega-3 fatty acids, which can lower blood fats called triglycerides. Other sources include flaxseed, walnuts, soybeans, and canola oil.

Legumes – beans, peas, and lentils – are another good, low-fat source of protein and contain no cholesterol, which makes them a good substitute for red meats. And, if you're interested in taking the alternative route, then substituting plant protein for animal protein – for example, a soybean burger for a hamburger – will also reduce your fat and cholesterol intake and increase your fiber intake.

When you do eat fats, try going for healthy fats such as those found in certain fish, avocados, nuts, and seeds.

6. Reduce Your Sodium Intake

Eating too much salt can lead to high blood pressure, one of the major risk factors for heart disease. Limiting salt intake is crucial for maintaining a healthy diet. The American Heart Association recommends that:

- Healthy adults have no more than 2,300 milligrams (mg) of sodium a day (about a teaspoon of salt).
- Most adults ideally have no more than 1,500 mg of sodium a day.

Although reducing the amount of salt you add to food at the table or while cooking is a good first step, more often than not, most of the salt you eat actually comes from canned or processed foods like soups, baked goods, and frozen dinners. This is an easy thing to substitute, starting with fresh foods, and making your own soups.

If you like the convenience of canned soups and prepared meals, look for the ones that have no added salt or reduced sodium. You should still be wary of foods that claim to be low sodium, because they are actually seasoned with sea salt instead of regular table salt which has the same nutritional value as regular salt.

Another way you can reduce your salt intake is by choosing your condiments carefully. Many are available in reduced-sodium versions.

7. Hydration

This is critical. Being hydrated is the cornerstone of all health. You need to have adequate hydration to thin your blood and keep things moving. If you're even the slightest bit dehydrated, it will cause your heart rate to increase and result in irregular heart palpitations. According to the National Institute of Health, staying well-hydrated may be associated with a reduced risk for developing heart failure. Taking in the proper amount of fluids is essential for a range of bodily functions - helping your heart pump blood efficiently, support your blood vessel function, and orchestrate proper circulation.

However, most people don't drink nearly enough fluids. Although daily fluid intake varies based on your body's needs, it's recommended that women drink 6-8 cups a day and men 8-12 cups. The most important kind of fluid you should be drinking is of course water. It doesn't matter if you are drinking 6-8 cups of coffee or tea, that won't give your body the proper nutrients.

If you'd like to know exactly how much fluid you should drink daily for your own body, then follow this simple formula: We recommend drinking 1 liter/quart of water for every 50 pounds of body weight per day.

I know this sounds like a lot, but it's what your body needs. When you become chronically dehydrated, you lose your sense of thirst. As you start drinking more, you'll notice you actually start getting thirstier. This is normal. You'll also be going to the bathroom a lot more often until your body adjusts. This is exactly what we want, all the toxins flushing out.

8. Plan Ahead by Creating Daily Menus

Now that you know what foods to feature in your healthy diet and which ones to cut out, it's time to put your plans into action. Creating daily menus using the seven strategies above makes it easier for you to actively incorporate these healthy choices into your daily meals. When selecting foods for each meal and snack, try to emphasize vegetables, fruits, and whole grains over what you might've chosen in the past. Choose lean protein and healthy fats, and limit salty foods. Make sure that when it comes to serving meals, you watch your portion sizes and add some variety to your menu choices so that your diet doesn't feel boring

9. Allow Yourself the Occasional Treat

It's okay to indulge every now and again on a cheat snack; a candy bar or a handful of potato chips won't derail you from your healthy diet. But that doesn't mean you can let it turn into an excuse for giving up on your healthy eating. If overindulgence becomes your exception, rather than a rule, you'll begin to balance things out over the long term. What's important is that you eat healthy foods most of the time.

That's it! Just follow these simple rules and you'll be on your way to the most effortless weight loss you've ever imagined.

But I promised you more. In the last chapter, we are going to shift from what we eat to what we think. I'll show you how to leverage the amazing power of our minds to help us manifest our success. The mind and the body are interconnected and once you read the scientific research that shows us just how powerful this connection can be in helping us achieve our weight loss goals, I know you'll be ready to try some of the exercises I suggest.

CHAPTER 7: *Visualize Your Success*

In the past decade or so, hundreds of studies have been conducted that demonstrate the **powerful connection between mind and body** and scientists now believe that what you think about actually shapes your life.

In landmark studies, Dr. Bruce Lipton, respected medical researcher and author of *The Biology of Belief*, proved that your mind can affect the cells of your body and even your DNA. Dr. Lipton's work explains how our expectations and desires can affect our body's ability to fight illnesses and heal itself.

This is pretty exciting stuff because what it tells us is that we have the power to make great strides in our health – just by applying our thoughts in a positive manner!

Is Your Subconscious Keeping You Fat?

I want you to take a minute and close your eyes and just think about who you are. What is the self-image you have of yourself? If you were to write down five descriptive words about yourself – what would those words be? Are they positive and loving? Or are they mean and judgmental?

Do you only see yourself as a fat person who has failed miserably over and over again on diet after diet? Is your image that of a victim who is doomed to be fat forever? Or are you strong and focused and confident that you now have the knowledge you need to lose the weight and become that slim person you've always envied?

Each and every one of us has a self-image of ourselves in our subconscious mind. Your current self-image is built and shaped by the interpretations and evaluations you place on past experiences.

It doesn't matter if the experience is real or imagined – your mind sees it the same, and these thoughts affect your self-image. Your mind and body react to your internal self-image, so if your self-image is one of being nothing but a fat person, your body will do everything it can to make that true.

In order to lose weight and keep it off, it's imperative to understand and to change your self-image. It starts with reframing how you visualize yourself and what you believe to be true.

30-Day Visualization Exercise

Gandhi once said:

“Your beliefs become your thoughts,

Your thoughts become your words,

Your words become your actions,

Your actions become your habits,

Your habits become your values,

Your values become your destiny.”

The mind is a powerful thing to waste. It can do so much for us, and very few of us actually use its power to shape our self-image and create perfect health. So, let's change that right now and re-frame our beliefs so that we can change our destiny.

I want you to give this exercise an honest try – even if it feels a little strange to you at first. I promise you – if you give this an honest effort, you'll be thrilled with the results, and you'll choose to continue using this tool for the rest of your life to help you make all kinds of changes in your life.

Building Your Mental Movie

Grab yourself a notepad and set aside a quiet 20 minutes to think through this exercise and capture the details you visualize.

The first thing to do is get a clear image in your mind's eye of what it would feel like to be slim and not have to worry anymore about every morsel of food you consume or how embarrassed you feel when you look in the mirror and see how tight your clothes have gotten.

Begin by imagining yourself completely free of stress from being overweight ... free of rigid diets that fall short of their false promises ... free to eat all of the foods you love.

TIP: Most people find they get better results if they imagine themselves sitting in a theater and watching themselves as the star character in a movie on the big screen.

It's important to make your mental movie of yourself as vivid and detailed as possible in order to simulate actual experiences. For example, instead of just picturing your body being slim, imagine yourself excited as friends tell you how good you look. Imagine your partner complimenting and being incredibly turned on by the new you. Imagine stepping into a department store dressing room with beautiful clothing in smaller sizes that all fit. Imagine biking, hiking, playing with your

children and not feeling exhausted anymore.

Pay attention to small details. The more detailed you are, the more your subconscious will believe it to be an actual experience. Make sure to use all of your senses.

This is the ideal you. And this is who you will be, thanks to The FitSpresso Diet. Write it all down.

Embedding Your New Image

Once you've completed documenting your mental movie, find a quiet place each day to relax, where you won't be disturbed. Close your eyes and in your mind begin playing the movie you wrote. Spend at least 20 minutes enjoying the scenes and feeling the waves of pleasant emotions wash over you while you do.

TIP: For the first seven days, refine your movie to picture your body exactly as you desire it to be, and during the remaining days, play this exact movie in your mind over and over again.

As I've said before, your current self-image was created by your imagination, so we can use the same method to create a new self-image where you enjoy your perfectly healthy body.

CHAPTER 8: *Frequently Asked Questions*

What Should I Expect From The FitSpresso Weight Loss Program?

Even though you'll likely feel the effects of FitSpresso from your very first use, the reality is that the longer you use FitSpresso, the better your experience will be.

Most of the people who use this formula see the most dramatic results after a few months of use.

And because FitSpresso taps into your body's natural "circadian rhythm" to keep your "fat-burning window" open 24/7, your results become **exponential** the longer you use it because every system in your body starts firing on all cylinders.

This is why so many people take FitSpresso daily, almost like a multivitamin.

And I personally can't see any reason why you wouldn't do that (I certainly do). Because it turns your body into a mighty fortress against the ravages of life that surround us.

The First Few Days

Change can be challenging but keep in mind, this is temporary. You might want to start this program at a time when you can have a day or two to adjust.

During the first phase of the program, you will lose a lot of weight quickly. Some of it will be fat, but a lot of it will be water. As your body starts cleansing itself, it uses water to flush out the fat and other toxins. This is why it's important to drink at least two liters (two quarts) of water each day. Otherwise, you will become constipated and experience flu-like detox symptoms.

Although everyone is different, here is what you should expect during the first two weeks:

- You may be a little tired in the first week, but you'll get a surge of energy by week two as your body clears out some fat.
- You may lose between 5-20 pounds of weight. Some of it is water, but a lot of it will be fat.

- You might become less hungry, and this is normal. You don't have to eat if you're not hungry. It's just a sign that your body is finally getting the nutrition it needs from the whole foods you are eating and that with FitSpresso, these nutrients are actually being used more effectively by your body.

Once You've Reached Your Target Weight

You did it! You reached your goal weight, and now what?

Once you've hit this milestone, your body will have transformed. Your energy levels will be higher, you'll be sleeping better, and you'll feel a real sense of achievement.

It's time to celebrate with your friends and family. You might even need to buy some new clothes to match the new slimmer you.

It's also a good time to pull out the photos you took at the beginning of this journey. Take a new photo and post the before and after pictures on Facebook and other social media sites to show your friends and family the new you. It's worth it to brag about your success - you've earned it.

Don't forget to send us your testimonial so we can give other people the confidence to try The FitSpresso Weight Loss Program.

You can send us your testimonial by emailing support@getfitspresso.com.



Jenny Elliot — 28lbs Lost

"Total game changer. Seriously. Like I'm so much more vibrant... my skin looks brighter... and I finally actually feel good when I look in the mirror. It's hard not to feel great when people tell you look like you're 10 years younger. So trust it. Like it really is that simple. And it really does work that well."



Clint Mack

"For me it wasn't just the weight loss. I did lose 41lbs. Which I have to admit, I didn't think was possible. But the best part was when I went to my doctor and found that my blood sugar was better... my cholesterol had improved... For the first time he didn't reprimand me. Thank you. Seriously. Thank you. I know my grandkids are going to have their grandfather around a lot longer because of you."



Victoria Harmon — 39lbs Lost

"Oh my god. I have lost 39lbs with this and 5 inches. I feel absolutely amazing."

How does FitSpresso work again?

FitSpresso works by tapping into your body's natural "circadian rhythm" to keep your body's natural fat-burning "window," allowing anyone to put themselves into a state of 24/7 "metabolic overdrive..."

Once you've activated your body's natural "fat-burning window", losing weight becomes easier, your energy levels soar, and your cravings fade away.

How do I use FitSpresso?

Taking FitSpresso couldn't be easier. Just take two capsules with your morning coffee to experience the best results.

Are there any side effects?

Very few of our customers report any noticeable side effects of FitSpresso. But since everybody is different, it's important to consult with your doctor or pharmacist before taking any kind of supplement.

Will FitSpresso work for me?

With all of the overwhelming evidence supporting the ingredients found inside of FitSpresso, as well as the countless transformation stories we hear from customers like you, we feel confident that FitSpresso will work for you. But, if for any reason it doesn't, remember that you're 100% protected by our 180-day money-back guarantee.

Simply call or send an email to support@getfitspresso.com, and you'll receive every dime of your investment back. This information will be provided to you on your confirmation page, via email and inside every order of FitSpresso.

Conclusion

You now have everything you need to lose weight and get into the best shape of your life! This is the exact plan that thousands of people have already used to lose weight effortlessly while still enjoying their favorite foods.

Here's a recap... All you truly need to do is...

FOLLOW THESE 3 SIMPLE STEPS:

STEP 1

Tap Into Your Body's Natural "Circadian Rhythm" To Keep Your "Fat-Burning Window" Open 24/7 With The FitSpresso Fat Burning Formula

Tapping into your body's natural "circadian rhythm" and keeping your "fat-burning window" open is crucial to losing weight and keeping it off. In Step 1, you'll use FitSpresso, a powerful combination of targeted ingredients, proven to electrify your metabolism, allowing you all-day fat burning!

STEP 2

Optimize Your Diet

While the FitSpresso Fat Burning formula does the heavy lifting for your weight loss, we also have some simple diet recommendations. They are easy to follow. And the best part is, you'll still be able to eat all the foods you love and desire! (We'll cover this in Chapter 6.)

STEP 3

Visualize Success

Finally, I'll show you how to align your mindset to create changes at the cellular level. We all know our minds are powerful, but did you know that just thinking and believing you're succeeding can actually help make it happen? Science tells us this is a fact! (We'll cover this in Chapter 7.)

Once you start seeing results, remember to send us a testimonial with before and after pictures so we can share it with others and showcase the benefits of this powerful program.

I've made everything as easy as possible, so there's no reason to delay starting right away. We even have a support team to answer any questions you may have.

But the choice about whether or not you are going to be overweight is now yours. I've given you all of the information you need, but you still have to follow it to see the results for yourself.

I guarantee you'll be shocked by your transformation, just like so many before you who used this program successfully.

The time to change your life is now. Don't wait another minute!

Join my cause. No one should have to suffer from being overweight when there is a simple and effective solution that's proven to work.

I know that once you're at your ideal weight, you'll want to shout it from the rooftops, so send us your testimonial and help show other people what's possible.

Please send us your testimonial by emailing **support@getfitspresso.com**.

I can't wait to hear from you! Thank you for taking a chance on The FitSpresso Weight Loss Diet and believing the truth. Remember to stay positive, and enjoy your new, fit, and sexy life!

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