

# Why Are We So Fat?

By: Gary Reinl

“During the past 25 years there has been a dramatic increase in obesity in the United States.”  
*Centers for Disease Control and Prevention*

Our federal government estimates that the total cost of “overfatness” is approaching \$100 billion dollars per year. Even though that is a lot of money ... it’s not the biggest problem. There is simply no way that our existing healthcare system can absorb the predicted volume of patients if things continue at the current rate -- fat people will literally begin dying in the streets.

Have you ever wondered why there are so many more fat people than ever before?

The answer may surprise you ... hint; it has little to do with eating food ... and losing “weight” often ends up making you fatter.

## **An Excessive Volume of Food is Not the Problem**

It’s true ... for most of us an excessive volume of food is not the problem. Let’s say that you gained 20 pounds of excess fat during the past 10 years. If you think that’s a lot of fat ... you’re right. In fact, few people would want to gain even half that amount.

Nevertheless, if you did gain 20 pounds of excess fat in the past 10 years, you only consumed 7,000 more calories each year than you used. That to may sound like a lot, but ... **that is only 19 excess calories per day**. That’s less than one Hershey’s Kiss® or a very modest squirt of Ketchup.

The fact is, contrary to popular belief, an excessive volume of food is not the reason most people gain excess fat.

**The point:** For most of us, the difference between fat and trim is an extraordinarily slight caloric intake/use imbalance ... not a dietary crisis.

## **Losing Weight is Not the Solution**

During the past 25 years, tens of millions of fat people have used hundreds and hundreds of “weight loss” programs, potions and pills and lost, literally, more than a billion pounds ... net result: there are more fat people than ever before. And, according to our government ... *the problem is getting worse!*

Obviously “losing weight” is not the solution. Yet ... nearly every fat person measures their “success” (and ultimately their failure) with a bathroom scale. Here’s the really sad part ... nearly everyone that loses “weight” regains it within 12 months ... most end up gaining more

than they lost and repeat the same process year after year (yo-yo diet syndrome).

Worse ... a negative side affect of most “weight loss” plans is muscle loss. This, by the way, is clearly a step in the wrong direction. Less muscle means that your metabolism is running at a slower rate. This means, all things equal, you get fatter ... each and every day.

Again, contrary to popular belief, losing weight is not the solution ... in fact, it is often the problem.

**The point:** You are not trying to lose “weight” ... you are trying to loss “fat”, while maintaining or, preferably, increasing your muscle mass. Don’t measure and track weight loss ... measure and track your total amount of fat and muscle!

### **Which *Fat* Loss, Muscle Building Method is Best**

The best way to lose fat is to use more calories (Remember: For most of us, the difference between fat and trim is an extraordinary slight caloric intake/use imbalance ... not a dietary crisis). And the best way to use more calories is to rebuild your muscles and there-by recharge your metabolism. It only takes about 40 to 90 minutes per week (two or three 20 minute to 30 minute sessions). This concurrent increase in muscle mass and metabolism is the best way to get fat off and keep it off.

### **How to Spot the Enemy**

Here’s an easy way to sort the details: if the method under evaluation guarantees that you will “lose weight” and/or uses a weight scale to measure progress ... it’s probably not a good idea.

To double-check the validity of that recommendation, peruse that “method’s” marketing material and related data. If there is no documented evidence that the practitioners (and that includes your doctor) involved with that method actually measure, track and promote both the “fat loss” and total muscle mass of their customers ... look elsewhere.

### **Measuring and Tracking Success**

Never get on any kind of weight scale again. Instead, find someone that has the necessary equipment and who knows how to measure and track both your total amount of body fat and muscle mass. Two convenient and popular methods are bio-electrical impedance (BIA) and skin-fold calipers. Both are relatively easy to do and will require less then five minuets of your time. Here’s an example of a typical result: a 20 pound fat loss and a 5 pound muscle gain show up as a 15 pound “weight loss”, but actually represents a 25 pound improvement in body composition and physical appearance. And, more importantly, due to metabolic activity of muscle, that 5 pound muscle gain (assuming a 19 calorie imbalance) will easily balance your caloric intake/use ratio. Excess fat is gone. No more fat gain ... 25 year obesity trend reversed!