

THE TEN DAY DIET SOLUTION



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INTRODUCTION

After years of working in the weight loss industry, attending countless obesity conferences and reading thousands of research papers and diet books, I have come to the conclusion that one critical discovery made way back in the 19th century could very well be a main reason for today's obesity problem in North America.

It was back in the early 19th century when an English doctor named William Prout first identified the major components of the foods we eat. These components came to be called the “macronutrients” – protein, fat, and carbohydrates.

Ever since this discovery it seems like everybody from scientists to nutritionists and weight loss experts focus on the metabolic effects of these three macronutrients when they talk about weight loss.

While this makes for very interesting internet forum discussions and countless magazine articles, our ever increasing knowledge of these 3 nutrients has done very little to help solve our obesity problem.

It was in an acclaimed New York Times article titled “Unhappy Meals” by renowned nutrition journalist, Michael Pollan that I first read about the phenomenon of ‘Nutritionism’. In this article, Pollan describes Nutritionism as *“the widely shared but unexamined assumption that the key to understanding food is the nutrient”*.

This idea of nutritionism immediately made me think of the weight loss industry. By being an “ism” it means that nutritionism is not a scientific fact, but rather a belief. It’s a belief that all of our diet problems can be solved by examining the nutrients in foods, and not the foods themselves.

Nutritionism has developed into a form of Obsessive Compulsive Eating, where instead of striving to lose weight by eating less, we try in vain to lose weight by eating better. In other words, nutritionism has allowed us to continue to eat more Calories than we need, even while we are trying to lose weight.

The minute you ask a scientist or a weight loss expert “what is the key to losing fat?” nutritionism rears its ugly head. Obscure terms like “Thermic Effect of Food”, “Glycemic Index”, and exact percentages of protein and carbohydrate are thrown at you in a blind “nutritionism” rant. But again, these complex scientific definitions and equations have done very little to help us lose weight.

It is for this reason that you will not find any specific calculations of how much protein and fat you should eat, nor will you find recommendations on the glycemic index of your meals while reading “The Ten Day Diet Solution”.

Despite what all the supposed weight loss specialists and nutrition gurus say, the key to weight loss is not some crazy “scientifically proven” macronutrient ratio. In fact, when it comes to losing weight I don’t think the mix of macronutrients matters at all, and recent research backs me up.

In a recent scientific weight loss study investigating some of the most popular diet programs of this era, 311 overweight, pre-menopausal women were divided into four groups and were asked to follow one of the following dietary programs: the Atkins diet, the Zone diet, the LEARN diet or the Ornish diet. (Each diet is famous for advocating its ‘proven’ macronutrient ratio.)

Each woman received a copy of one of the popular weight loss books and then met with a registered dietitian once per week for 8 weeks learning “the ins and outs” of her assigned diet.

After these classes the subjects were “set free” to follow the diet for 12 months, with the exception of a couple of visits to the lab and some unannounced phone calls where the researchers asked the subjects to recall what they had eaten in

the last 24 hours.

As expected, all four groups ate fewer calories during the study than they were eating before the study – so all diets “worked” to help cut calories.

Each group lost weight with most of the weight loss happening in the first 2 months. (After this point for all diets, the weight loss tended to slow or in some cases a few pounds were put back on!).

The Atkins style diet had the best weight loss during the first 2 months and over the 6-month study. (This is why you see Atkins being crowned the king of weight loss diets in popular magazines and newspapers).

However, towards the end of the 12-month study, the results tended to ‘even out’. And by the end of the study, the Atkins diet was really only better than the Zone Diet (which isn’t a bad diet on its own).

The ironic part of it all is that the total weight loss wasn’t that impressive – with the Atkins dieters losing 12.5 lbs in 6 months. That’s 0.5 lbs per week. Good, but this is by no means ‘eye-popping’ results.

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Of course, advocates of each diet started to cry foul once the results were released. They complained about the study design, the subjects, and the poor compliance to the diet plans.

Dr. Ornish (Inventor of the Ornish diet) said that the study was flawed because most participants couldn't follow the Ornish diet. In my opinion, this doesn't make the study flawed - its makes the diet flawed!

In fact this was exactly what this study had proven, that it's almost impossible to follow these prescribed diets for any length of time.

The bottom line is that when it comes down to it, the key to weight loss is not some fancy diet. In fact, the fancier, or more complicate the diet, the more likely it is that people will stop following it after only a couple of weeks. If a diet does not take into account the individual eating customs and habits of the people who are following it, then it is doomed to fail.

This is why the key to weight loss is lowering your caloric intake in a way that fits into your own personal lifestyle. And the first step in doing this is identifying your individual eating customs and habits that cause you to overeat, and then unlearning them.

This is exactly what The Ten Day Diet Solution will help you do.

WHY WE EAT TOO MUCH

One of the most popular trends in the media is to try and figure out who should be blamed for our current obesity epidemic. Typically, the finger of blame points squarely at the food companies – as if it's some giant conspiracy.

Well the number one thing I learned from reading "Mindless Eating" by Brian Wansink is that there is no "fat conspiracy".

Food companies do not care if you EAT their foods. They only care if you BUY their foods and continue to BUY their foods.

The people at your local burger joint don't care if you eat any of the food you just paid for. It only matters to them that you paid for it.

This is the great conspiracy. Yes food companies, restaurants and shopping centers go to great lengths to figure out how to make us BUY their food, but we are the ones making the decision to EAT the food.

Millions of dollars of research per year go into learning how to get us to buy more products. Combine this with our ever-quickenning pace of life, and a

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nationwide addiction to nutritionism and obsessive compulsive eating you get an effective recipe for the complete extinction of our good eating customs.

A custom is a habitual practice that dictates the usual way of acting in given circumstances, and is usually passed down from one generation to another. I can think of at least 3 customs that were passed on from my grandparents to my parents and then to me.

- You take your shoes off when you are in the house.
- You brush your teeth before you go to bed. And,
- You only eat in the kitchen or dining room.

Two of these customs have survived through the ages, but thanks to our ever changing and increasingly fast passed society, one of these customs has all but disappeared.

THE DESTRUCTION OF CALORIE-REGULATING CUSTOMS

It's very rare that we ever eat because we are truly hungry. In truth, eating has become a habit and even a pastime. For example, we may eat at 6 o'clock simply because we believe it is 'dinner time' even if we're not hungry. The same thing happens at 'lunch time'. It is a habit to eat at that time, or that place, or with that person, and honestly, new research suggests we eat because we are addicted to food.

According to a recent article in Scientific American Mind by psychiatrist Oliver Grimm, recent research suggests that drug addiction and binge eating are very similar in 'neurobiological terms'. In other words, the brain reacts to food the same way it would react to a hardcore drug like cocaine.

So not only do we have people spending millions of dollars trying to figure out how to get us to buy their foods, we also have an addiction to their foods. AND, along the way, we've managed to lose all of our good eating customs that traditionally have controlled the way we eat.

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When my grandparents were growing up, it used to be unacceptable to snack before meals (don't eat that, it will spoil your dinner) or eat anywhere other than in the kitchen/dinning room (Don't you dare spill that on the good furniture).

These are both examples of dietary customs that helped regulate our calorie intake. They were also both examples of dietary customs that stood in the way of increasing profits for food companies.

The first frozen TV dinner was brought to the US market in the 1950's by C.A. Swanson & Sons. In its first year of sale, the original frozen TV dinner sold an amazing 10 million units. This was the beginning of the end for the custom of not eating in family room / living room. A perfect example of profits trumping customs.

Another example of profits trumping customs would be the case of Starbucks versus Japan.

Starbucks is a highly successful US based chain of coffee houses. Recently Starbucks underwent a large push to get a foothold in the Japanese market. (Kind of like Godzilla, only without the death and destruction.)

While this shouldn't be shocking to any of us (after all, while visiting China I saw

a Starbucks INSIDE the Forbidden City!), what is shocking is the effect that Starbucks is having on some of the traditional Japanese nutritional customs.

In Japan, it is a centuries-old tradition that you don't drink while walking.

Obviously this tradition poses a huge dilemma for the Starbucks, which basis it's business model on the 'buy then go' model that has been widely successful in North America.

Since space is very hard to come by in Japan, many of the Starbucks shops are walk-up 'express' versions with little to no seating. Basically, if you want your Starbucks, you're going to have to walk with it.

And guess what - people are now walking with their Starbucks in Japan.

Starbucks is single-handedly destroying centuries of Japanese tradition.

This is a perfect example of a soon-to-be extinct custom that once prevented people from eating while they are distracted.

Just like these two examples, many cultures have eating customs that serve the purpose of keeping us from eating too much. These customs are very effective and they don't require you to count grams of fat or examine the ratios of your essential fatty acids.

YOUR CUSTOM SOLUTION

Have you ever had anyone tell you that the key to health is to eat more like the Greeks? Or French Women? Or that you should eat more like the Japanese?

If so, then you have been told the truth.

People who eat according to the customs of a traditional food culture are typically healthier (and weigh less) than people who don't have any food customs.

In fact, in the book "French Women Don't Get Fat" by Mireille Guiliano, Mireille states that re-adopting the good eating customs of the French helped her lose weight when she was young.

And this makes perfect sense to me. Each of these traditional customs has built in limits that control the amount of food we would eat in any given situation.

This is how the Ten Day Diet Solution works. Many of the new customs we have in our lives (Or rather, the eradication of our traditional customs) are actually causing us to eat more often and eat too much.

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The principle behind the Ten Day Diet Solution is that each day you will try one 'diet solution', which is just a fancy way of saying you are going to try out a new diet 'custom'. Each of these customs is designed to help you identify areas in your life where you may be overeating and not even know that you're doing it!

Some of these solutions you will do for 2-3 days, but you will never have to do any solution for longer than 3 days.

After a total of ten days, you will pick the 3 customs that you like the most and you will continue using those 3 for another ten days.

The goal of the Ten Day Diet Solution is to unlearn 1-3 bad customs that cause you to overeat, and to **adopt 3 new good customs that fit easily into your lifestyle.**

Think of it this way, if each new custom only saves you 100 calories per day then over the course of one week you have saved yourself over 2,000 Calories. You have rid yourself of a days worth of mindless, distracted eating!

THE BIG THREE

When you don't have any eating customs, you become free to eat *whenever* you want, and you become free to eat *whatever* you want. When this happens, you can become a victim of what I call the big three:

- **Distracted Eating** – Eating while you're not actually thinking about eating. (e.g. eating in front of the television)
- **Distorted Portions** – Eating the same foods you normally eat, but in larger portions than you need. (e.g. 8 ounce steak instead of a 4 ounce steak)
- **Calorie Displacement** – Eating convenient high calorie, low nutrient foods in place of good nutrient-dense food. (e.g. cookies instead of fruit)

If you can override these three overeating habits with good eating customs, you can easily improve your health and lose weight without having to follow some super complicated nutritional program. In fact, by changing 'how you eat' you can improve your health and lose weight without even changing 'what you eat'.

YOUR 10 DAY DIET SOLUTION

Day 1:

Today I want you to think about what I consider the basic golden guideline of eating:

“Eat less while enjoying the foods you eat. Eat lots of fruits and vegetables, and lots of herbs and spices. And maybe most importantly, spend less time stressing over the types of food you are eating.”

For the next ten days I want you to think of this statement whenever you are buying, preparing or eating foods.

Day 2:

Today you will eat like you normally do, except you will **only drink water or other calorie free beverages**. Today’s lesson is aimed at avoiding the hidden calories in the things we drink (part of calorie displacement). So as you are drinking your green tea or water, and are craving the things you usually drink, pay special attention to when you crave, why you crave and what you crave.

This one lesson alone could help you easily shave 500 extra calories out of your day.

Day 3:

Today I want you to **avoid eating anything that comes in a box**. No breakfast cereals, no granola bars, none of the typical packaged foods that are meant for kids' lunch boxes.

Boxed foods can cause distorted portions because of their convenience AND because of their pre-determined serving sizes. As an example, Pop-Tarts come in packages of two, but a serving is only one Pop-tart. Does anyone really wrap up that second Pop-tart to save for tomorrow? And, what if one and a half Pop-Tarts was the ideal serving size for you? Then what do you do? Use today to discover how often you really eat foods that come in boxes.

Day 4:

Today you will **eat all of your meals off a plate or from a bowl**. This will allow you to concentrate on portion sizes, and force you to slow down while you are eating. Many of today's meals are quick and convenient. You grab food on the go and you eat on the go. The problem with this is that often times you are in such a hurry you end up eating too much, too quickly and never really allow yourself a chance to feel full. So concentrate on slowing down, and watching your portion sizes.

Day 5:

If you are a commuter, then the next three days could be the most important days of this entire program. **For the next three days you will no longer eat in your car.** You can drink, you can have your coffee in the morning, but absolutely **NO FOOD IN THE CAR.**

This one custom could easily save a commuter 2,500 calories a week of mindless, distracted eating. This new custom is so important; I want you to try it out for three days.

If you don't commute or don't own a car, then switch this to 'No eating while walking'. Really, your new custom is to not eat while you are on the go. So if you want to take this custom all the way to the level of the Japanese or French, then you will avoid eating at all while on the go. So even if you are walking through the mall or grocery store, NO EATING. While this may seem like a difficult task to complete, keep in mind that what I am really asking you to do is to slow down and take the time to actually taste and enjoy the foods you eat.

Day 6:

Today you will eat at least **three different vegetables**, and I want one of these to be a vegetable that you have never tried before. Learning to increase the variety of 'good foods' in your diet allows you to get rid of the habit of eating bad foods simply because you've run out of good food ideas. (Another factor in Calorie Displacement).

Fruits and Vegetables are also very low in Calories, despite their relative bulk. Replacing other foods in your diet with fruits and vegetables helps to undue some of the Calorie Displacement caused by the convenient, but high calorie foods that we are surrounded by every day.

Day 7:

Starting today and for the **next three days** you will **eat an apple a day**. This will help displace useless junk foods that have crept into your daily habit. Make apples your nutrition custom, get rid of the muffins. Don't forget you are still not eating while you are in the car.

Day 8:

Today you will only concentrate on **smaller portion sizes** and you will try to reduce the amount of snacking that you do. Keep eating the foods you love to

eat, but reduce the size of each portion to a level that you are comfortable with.
Don't forget your apple!

Day 9:

Today you will only eat in your kitchen or dining room. You will not eat in front of the TV, or the computer. While at work, you will eat in the lunchroom. This is a great way to reduce the amount of distracted eating in your daily routine.

Day 10:

Today you get ice cream! Concentrating on portion size you will have a SMALL bowl of ice cream. No chocolate sauce or caramel sauce, rather you will load up your ice cream with fresh berries. You should have as much, if not more berries than you do ice cream in your bowl.

Not only is this your reward for the last 9 days, it is also meant to teach you another great nutrition custom. You can use foods like ice cream as extra flavor, but always keep the majority of any meal as nutritious.

BONUS DAYS 11 & 12

These two days are your bonus days. During these two days, I would like you to complete a flexible 24-hour fast. By using the flexible fasting technique (spreading the fast over a two-day period) you will ensure that you eat on both days.

The benefit of completing a 24-hour fast is that it will help you become aware of when, where and why you get hungry. This is an advanced technique taken from my book Eat Stop Eat (www.eatstopeat.com), that has worked very well to help people understand their own diet habits and food addictions.

To complete a flexible 24 hour fast, simply pick a time of day to start fasting (I generally like to start around 2 pm) then fast for a 24 hour period, make sure to cover the time that you are sleeping. So if you started fasting on 2 pm on Monday you would end your fast at 2 pm on Tuesday.

While you are fasting you may drink diet sodas, coffee, tea or any other calorie free beverage. Take special notice of the times of day you get hungry and the times of the day you go looking for food simply for something to do. This will help you start to understand when you are truly hungry and when you are simply eating out of habit.

YOUR NEXT STEPS

After completing these ten days, you should already know which customs are the ones that gave you the most problems and which ones you liked the best.

Now for the next step, take the three customs that you liked the most and continue using them for another ten days, with the goal of turning them into your own new nutrition customs.

Once you are passed these ten days you are well on your way to creating your own personal good nutrition habits. Adopt these into a diet that follows the golden guideline:

“Eat less while enjoying the foods you eat. Eat lots of fruits and vegetables, and lots of herbs and spices. And maybe most importantly, spend less time stressing over the types of food you are eating”

And you are well on your way to losing weight without all the confusion of today’s typical diet nonsense.

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THE TEN DAY DIET SOLUTION CHECK LIST

DAY 1:	Plan to follow the golden Guideline	0
DAY 2:	Only drink water or green tea	0
DAY 3:	Avoid eating anything that comes out of a box	0
DAY 4:	Eat all of your meals off of a plate or from a bowl	0
DAY 5:	Eat three different Vegetables	0
	No eating while on the go	0
DAY 6:	Eat an apple today	0
	No eating while on the go	0
DAY 7:	Eat an apple today	0
	No eating while on the go	0
DAY 8:	Concentrate on Smaller Portion Sizes	0
	Eat an apple today	0
DAY 9:	Only eat in the Kitchen	0
DAY 10:	Ice cream day!	0
DAYS 11 & 12:	Your Eat Stop Eat days	0

FREQUENTLY ASKED QUESTIONS

Q: What is the first thing I should do on this program?

Answer: The most important thing is to round up a social support team, including friends, family and health professionals. Their encouragement will go a long way in helping you be faithful to the program and to help you develop your own good eating habits.

Q: How fast can I lose weight?

Answer: Doctors recommend losing fat at a rate of 1-2 pounds per week. Always remember that since people do not gain weight overnight (often it is the result of years of improper eating), we can't expect to lose the weight overnight either. Commit to long-term goals and enjoy the process of developing proper nutrition and exercise habits.

Q: How much water do I need to drink in a day?

Answer: Doctors and health experts recommend 8-10 cups of water every day. However, keep in mind that fluids such as coffee, tea, juice and milk also count in this number. You do not need to force feed yourself 8-10 additional cups of water per day!

Q: Don't I need to eat 30 grams of protein every 3 hours to prevent my body from losing muscle while I diet?

Answer: The key to preventing muscle loss while dieting is resistance exercise, and as little as 20-30 minutes a day, three times per week is enough to do the trick. Despite what the marketing in fitness magazines tell you, it takes very little protein to maintain your muscle mass if you are following a proper resistance training routine.

Q: People at work tell me to squirt some lemon juice in my water and to drink it ice cold to lose weight. What does lemon water do and does it work?

Answer: These are two very popular weight loss myths. Drinking ice-cold water with lemon juice in it will not help you lose fat any faster than drinking plain water. There is simply no substitute for good exercise program and great eating customs.

Q: Where can I go for more information?

Answer: You can always check my blog at www.BradPilon.com for nutrition information. For a simple, easy and effective weight loss program you can visit www.eatstopeat.com.