

THE NEW YORK TIMES BEST-SELLING AUTHOR

Dr. Phil McGraw

TURN YOUR
WEIGHT LOSS
VISION INTO
REALITY

THE

20/20

DIET

20 KEY FOODS TO HELP YOU SUCCEED
WHERE OTHER DIETS FAIL

INC.

BOOKS,

STREET

BIRD

Also by Dr. Phil McGraw

Life Code

Real Life

INC.

Love Smart

Family First

Family First Workbook

The Ultimate Weight Solution

The Ultimate W

BOOKS,

eight Solution Cookbook

The Ultimate Weight Solution Food Guide

Self Matters

Self Matters Companion

Relationship Rescue

Relationship Rescue Workbook

STREET

Life Strategies

Life Strategies Workbook

BIRD

the

20/20 INC.

DIET

Turn Your

Weight L **BOOKS,**

Loss Vision

into Reality

20 Key Foods to Help You

Succeed Where Other Diets Fail

STREET

Dr. Phil McGraw

BIRD

Copyright © 2014 by Phillip C. McGraw

All rights reserved. No portion of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning or other—except for brief quotations in critical reviews or articles, without the prior written permission from the Publisher.

Published in Los Angeles, California, by Bird Street Books, Inc.

ISBN: Print 978-1-939457-31-8

EPub 978-1-939457-30-1

Mobi 978-1-939457-29-5

INC.

PDF 978-1-939457-28-8

BOOKS,

STREET

Cover

BIRD

Cover Design: Longerday.com

Interior Design: Stuart Smith

Interior Production: Dovetail Publishing Services

INC.

I dedicate this book to all the people who have had a lifetime

ticket on the weight loss rollercoaster but never give up trying

to get in shape and return to health. My sincere wish is that

*you will use this plan to fina **BOOKS,***

lly free yourself from your weight

burden and start living the life you truly deserve.

STREET

BIRD

INC.

BOOKS,

STREET

BIRD

Note to Readers

INC.

The anecdotes in this book are used to illustrate common issues and problems that I have encountered and do not necessarily portray specific people or situations. No real names have been used.

As with all books, this one contains opinions and ideas of the author. It is intended to provide helpful and informative material on the subjects addressed in the publication. It is sold with the understanding that the author and publisher are not engaged in rendering medica**BOOKS,**

l, health, psychological, or any other

kind of personal professional services or therapy in the book. The reader should consult his or her medical, health, psychological, or other competent professional before adopting any of the concepts in this book or drawing inferences from it. The content of this book, by its very nature, is general, whereas each reader's situation is unique.

Therefore, as with all books of this nature, the purpose is to provide general information rather than address individual situations, which books by their very nature cannot do.

The author and publisher specifically disclaim all responsibility for any liability, loss, or risk, personal or otherwise, which is incurred as a consequence, directly or indirectly, of the use and application of any of the contents of this book.

BIRD

ACKNOWLEDGMENTS

First, I want to thank my beautiful wife, Robin. For 40 years I have

witnessed you living every day with such passion for health and

well-being. Leading by example, you inspire not only me, but also

anyone in your pathway, to live healthfully and be better people.

I thank our sons, Jay and Jordan. You give your parents powerful

reasons to take care of ourselves, and inspire us by your own pursuit

of excellence.

Thanks to Cynthia Sass, M.P.H, R. **BOOKS,**

D, whose nutritional expertise

is evident in all of the meals and menus in this book. Her tireless

work creating just the right balance of nutrients was invaluable. And I

know readers will appreciate her formal culinary training because her

detailed attention to taste makes the meals within these pages truly

come to life on their plates.

Thanks to Maggie Greenwood-Robinson, Ph.D., for once again

lending your nutrition, exercise, and superb research skills to this

project. You always **STREET**

s raise the bar on content and I appreciate your contributions to this book.

I acknowledge my friend and colleague G. Frank Lawlis, Ph.D.,

A.B.P.P., a fellow of the American Psychological Association and

chairman of the advisory board for the *Dr. Phil* show. Thanks for all the wisdom you have imparted and for being there for me both per-sonal **BIRD**

and professionally for nearly 40 years including your counsel

in the science of health management.

Carla Pennington, thank you for being at the helm of the *Dr. Phil*

show team. I appreciate your daily commitment to excellence as we

work with so many deserving individuals and families. Thank you, in

viii | The 20/20 Diet

specific, for your input on this book and creating so ma **INC.**

ny teachable

moments about health on the show.

And I extend a very special thanks to my good friend and colleague,

Joey Carson, as well as the entire team at Bird Street Books, especially Lisa Clark for her patience and tireless efforts on this project over the last two years. Lisa, you were the absolute key to making this book a

reality. You were a relentless researcher, editor, planner, organizer, and

“cleaner upper.” Thank you for your role in creating a responsible data-based book.

To Oprah Winfrey, my dear friend, thank you for creating the

opportunity and platform for Dr. Phil. My family and I will always

be grateful for you.

STREET

BIRD

Acknowledgments | ix

CONTENTS

Acknowledgments

INC. viii

PART 1: Fundamentals of the 20/20 Diet

Introduction

1

1 What Makes This Diet Different

13

2 A Diet That Defies Y

BOOKS,

our Logic

25

PART 2: Prepping for Success

3 Getting Out of Your Own Way

41

4 Set the Right Goal

51

5 Extinguish Your Fake Hunger

69

6 S

STREET

Stock Up on Your 20/20 Foods

81

PART 3: The Three Phases of the 20/20 Diet

7 Phase 1: The 5-Day Boost

93

BIRD

8 Phase 2: The 5-Day Sustain

105

9 Phase 3: The 20-Day Attain

121

x

INC.

PART 4: Your Body's Capacity for Change

10 The 30-Second Burn Burst Exercise Program 129

11 When Your Body Won't Follow Your Mind:

Are You Resistant to **W BOOKS**,

Weight Loss?

151

PART 5: Protecting Your Weight Loss for a Lifetime

12 Maintaining Your Success:

The Management Phase

163

13 Your Return to Health

177

14 Conclusion: The New You

183

A

STREET

Appendix A | Grocery Lists

185

Appendix B | Phase 3 Meals: The 20-Day Attain 191

Appendix C | The Management Phase:

Foods and Portions

214

BIRD

Bibliography 219

Contents | xi

INC.

BOOKS,

STREET

BIRD

INTRODUCTION

You create the results in life that you believe you deserve

INC.

e.

—Dr. Phil McGraw

I'm betting if you honored me by acquiring this book, you already

know enough about me to realize that I am going to tell you the

unvarnished truth, at least as I see it, whether it is what you *want* to hear or not. If that's your thinking, then you're right. The way I see it is if you spend your time and mone **BOOKS**,

y with me, then I owe you nothing

less than the truth you *need* to hear in order to get what you want.

There is an old saying: "BS the fans, *not* the players!" I want to be on your team here. I want you to be a player—a smart, savvy player—

and I want to play this "weight game" with you. I want to help you

get *real results*. So here we go! Let's do this right, lose the weight consistently and in a healthy manner, and learn diet strategies to last a

lifetime.

When it comes to your weight and health, I see that you have

three choices:

1. You can c **STREET**

hoose to be in denial about your weight problem.

2. You can choose to fall for another "eat what you want and still

get thin" lie.

3. You can choose to lose weight in a healthy manner with diet

BIRD

strategies that you can use for the rest of your life.

If you chose the last option, I wrote this book for you. I want to

help you transform your body, your *body image*, your lifestyle, your priorities, and your self-worth, all in one fell swoop. To neglect *any* part of that list is to set you up for failure.

1

But you have to be honest with yourself *right now*, right from the beginning. You may just be going through the motions here, *acting*

like you want to and will lose weight, but in truth, in that most honest part of your psyche, you're thinking, "I will never really lose weight.

I am a failure at this, but if I don't at least act like I am trying, then I will feel like a complete pig loser!" Or you might be thinking, "Oh,

I'm just too far gone. Too late, Dr. Phil! I'm a lost cause!"

My own sister Deana told me last year that she was s **INC.**
o fat that it

took two dogs to bark at her! She said when it was hot outside, people

were gathering on her shady side. As usual, she was masking her pain

with jokes. Funny, but not slimming. She is even bigger today than

she was last year. So, maybe three dogs now? (Ouch! She will make

me pay for that!)

My whole family has always struggled with weight. This time last

year, I had two nephews who each weighed close to 500 pounds. One of

them told me, "Uncle Phil, I'm dying a s **BOOKS,**

low death here. I am a recluse. I

have no life. I'm not living; I'm merely existing. I am a grown man, yet I have no social life, I haven't been on a date in years, and I'm ashamed of myself every time I look in the mirror. I hide in shame and I am so lonely and discouraged that my days feel a week long. I go out late at night to get fast food and come back and eat it alone. It's pathetic. I have to make my last stand right now or I know I will be dead in months. I can barely breathe. I am afraid, I am *really* afraid. I am to the point where I would rather be dead than live this way. I am ready to change this, real y ready.

Please help me an **STREET**

d I promise I will not disappoint you or myself.”

I believed him, he *was* ready, and I did help. Because he needed

constant medical supervision while working to shed the extra pounds

(as any extreme weight loss should be done under the supervision of

a doctor), I sent him to a facility where he could focus full-time on

reclaiming his health. In the last year, he has lost over 200 pounds!

His h **BIRD**

health has improved greatly; he has gotten off all his medications

for diabetes, hypertension, and so on. He has gone from not being

able to walk from one room to the next without great difficulty to

walking and jogging five miles a day out in the fresh air. He has

become an avid golfer and is dating a lovely young woman he met

while on his quest.

2 | The 20/20 Diet

His brother, on the other hand, did nothing different than what

got him to almost 500 pounds and guess what happened to him? Wait

for it ... he got bigger. But, and this is a big but (no pun intended), inspired by his younger brother, he tells me *he* is ready now, and I know he means it. For the first time, he really means it. His time has come.

How about you? Are you ready? Has *your* time come? Is this the

moment that you will look back on and say, "I can tell you **INC.**

you exactly the

moment I decided enough was enough. The exact moment I decided

I was not going to take this from myself anymore. The exact moment

I claimed my right to become master of my body and my mind and

create the results I so desperately wanted, yet cheated myself out of."

I believe we all come to critical junctures in life, when we are at a

precipice where all things wrong can be made right. Let this be your

moment in time. The past is over, the future hasn't happened yet, the

only time is right now. This can be your threshold moment of change.

The next year of your life is going to **BOOKS,**

to go by whether you're doing some-

thing about your weight or not. Now, think about what I just said: the

next year is going to go by. You cannot stop the march of time. Choose

denial and you will just get bigger and bigger. Ply yourself with too-

good-to-be-true schemes and you will just get bigger and bigger.

Don't let days turn into weeks, weeks turn into months, and

months turn into years while you sit around not doing something that

you are fully and totally capable of doing. You can do this! I promise

you that you can, even if you have doubts. Since the next year of your

life is going t

STREET

o go by whether you are doing something about your weight or not, now is the time to get started.

I'm not going to insult your intelligence by blowing smoke at you

and telling you it will be automatic or even what you might call easy. If I did, you would know better in your heart of hearts, even if you chose

to believe me. So instead of conning you or helping you con yourself,

I waBIRD

nt you to know right up front that, just as my nephew did, you're

going to have to change several aspects of your life. This does not

mean that you will feel like you are in prison or being punished with

hunger and deprivation, but there will be big changes. When you're

ready, and I mean really ready, to make the necessary changes, you'll

be surprised how doable it all is.

Introduction | 3

First, you're going to have to *stop using food for anything other than nutrition*. You cannot continue to use food to celebrate, or as a companion, or for entertainment, or comfort. You cannot medicate your-

self, your mood, or pain with food.

It is a simple but profound resolve: let's agree to deal with psy-

chological problems psychologically, medical problems medically, and

social problems socially. Come on, let's be real. If some schmINC.

uck broke

your heart because you caught him sexting with some Silicone Sally

from work, you know you can't fix it by bonding with Ben and Jerry!

(By the way, you probably already knew he was a schmuck.)

My point is, you aren't overweight because you use food; you are

overweight, at least in part, because you *misuse* food. Cheese puffs won't fix your problems. I wish they could; I would go into the cheese

puffs business and become a billionaire! You need to eat to live, not

live to eat. You need to feed your body, not your fat. Even dumb ani-

mals do it! Think about it: Have you ev**BOOKS**,

er, *ever* seen a *fat* coyote? How

about a fat mountain lion? No, you have not! They are hunters, good

hunters, and they eat what they *need* and go do whatever it is coyotes and mountain lions do. Mountain lions don't go and eat an extra deer

because the cat in the next tree has a prettier coat of fur or was hang-

ing out with *her* tomcat.

Next resolve: you've got to *stop being a sucker!* People can tell you, "Eat everything you want and lose weight!" Come on, really?!

Or they'll tell you about the new fad "kumquat soup diet" or "cab-

bage and cardboar**STREET**

d diet." If you believe all of that, then you are a

"Double D": dumb and desperate. That is the wrong kind of Double

D. You know better. You know the truth when you hear it, right?

The truth is, you have to be willing to make some changes and, yes,

you have to be willing to make some sacrifices. Unless and until you

stop using food for anything other than nutrition and stop believing

info **BIRD**

mercial hype, you're not going to lose weight and create habits

that can help keep it off. Sorry! It doesn't matter if you do this diet

or 10 others: if you don't get real with yourself, you simply will not

have the results you deserve.

Also critical to this mission is honing in on the mistakes and mis-

steps of your past. As the old saying goes, hindsight is 20/20. We all

4 | The 20/20 Diet

see things more clearly the morning after. There's a reason Monday

morning quarterbacks have all the answers—they've got the benefit

of having already seen the whole game! That's exactly what you and I

need to do, because the mistakes you've made over the years hold the

clues to getting it right this time. Let's also look beyond your own setbacks at some of the common reasons other people fail on diets. I am

confident that you will see yourself reflected somewhere **INC.**

e in that list,

and you will finally understand why you haven't been able to succeed

at losing weight despite your numerous attempts.

Then I want you to take it a step further and have *foresight* that is 20/20. It may be hard for you to imagine how your life will change,

because it's a goal you've only ever dreamed of in the abstract. But

you must have a clear vision of what it will look, smell, taste, and feel like when you proudly cross the finish line. Or, more accurately, the

starting line, because it's the beginning of an entirely new landscape

for you when you look and feel the **wBOOKS**,
ay you deserve.

Let's get specific. How will it feel when you aren't fighting your

clothes all day because they actually fit? And what emotions will you

experience when you see your new body reflected in the mirror? How

will your relationship with your family change when you're able to

keep up with the kids at the park or simply get your chores done with-

out becoming out of breath? Let's get right down to how every detail

of your day-to-day life will change and then follow that vision all the

way to reality by using the tools I'm giving you.

I'm bringin **STREET**

g this book out more than 10 years after my first

book on this same topic, *The Ultimate Weight Solution*. In that one, I talked about the "seven keys of weight loss freedom." I've woven

all of them into the fabric of this diet, and (and this is an important

"and") I have gone well beyond *The Ultimate Weight Solution* because emerging research and new theories provide new information about

ho **BIRD**

w your body processes and reacts to food. As a result, this book

includes some new information and theories from bariatric research

(i.e., the study of obesity) that are important to the science of weight management.

You will be shocked at some of the revelations, especially those

involving genetics and biochemistry, because they may help explain

Introduction | 5

why, despite your best efforts, your body has been unwilling to shed

excess fat deposits. New research and theories have also yielded help-

ful information about certain common foods and specific exercise

patterns that I believe may be able to help you in your efforts to lose

weight. I'm excited about these new tools, and I think you will be too.

My goal is to bring you the newest information along with time-

proven keys for success. Paramount among those keys is "heINC.

aling feel-

ings." That's what I mean when I say you cannot use food for anything

other than nutrition. You've got to resolve your emotional needs rather

than react to them by eating. I repeat: you can't deal with a psychological, social, financial, romantic, or any other kind of problem with food.

Another key is “right thinking.” If you don’t get your mind and

behavior right, you will never get your body right—you will never

lose the weight and adopt the lifelong behaviors needed to keep it off.

I’ve already started adjusting your thinking—by opening your eyes

to the idea that every pie-in-the-sky **dBOOKS**,

diet or weight loss product on

the market isn’t the magical cure for your weight problem. I intend

to manipulate your thinking by showing you the truth about those

empty promises, those diet mirages that you keep chasing.

Have you ever seen an actual mirage? Plenty of times driving down

Texas roads on days so hot that even the trees are looking for shade,

I’ve seen what looks like a sparkling puddle of water on the asphalt

a little ways ahead of my car. But as I get closer to it, it vanishes. It’s called a highway mirage, and it’s an optical phenomenon caused by a

combination of the **STREET**

and the hot air just above the road and a refraction of the

sun’s rays that create a mirror effect. Our brains fill in the blanks and tell us that there’s a puddle of water a hundred yards down the road.

It’s a false image, an illusion.

But it’s so convincing, right? I mean, this “water” is reflecting

oncoming traffic. It seems to have movement. It has all the qualities of a perfect **BIRD**

actly good puddle, but in actuality, the ground is dry as can be.

How could your mind play a trick on you like that?

When you think about it, certain elements of the weight loss industry-

try aren't so different from a mirage. Those advertisements you see for

pills, powders, systems, products, and programs that promise weight

loss without diet, exercise, or lifestyle changes are all very convincing.

6 | The 20/20 Diet

I'll bet right off the top of your head, you can think of at least 10 different "miracle" products that claim to shrink waistlines, sculpt muscles,

or melt fat, many of which you've tried. They're presented with

just enough pseudoscience to help your brain make the leap, fill in the

blanks, and buy into the illusion. It all sounds so technical, logical,

and real. So you press the "buy" button with the very best of intentions-

you try them out, and maybe you lose a few pounds **INC.**

, maybe you

don't. (If you did lose some weight, it was probably a placebo effect

just from being focused on it for a while.) Either way, before you know

what happened, you're right back where you started, or worse off with

some extra poundage hanging out around your waist or hips because

you had a false sense of security and ate anything that was dead or

seriously slowed down. Smoke, mirrors, and very clever (not to men-

tion expensive) marketing suckered you in. Again.

You're not alone—far from it. Americans spend \$61 billion each

year on weight loss products. This is **BOOKS**,

is a \$61 billion-a-year industry with

quite a few “miracle” products that don't work! How is that possible?

If you had roller skates that wouldn't skate, surfboards that wouldn't

surf, and cars that wouldn't drive, you would not continue to buy those

products. You'd be outraged! But diets that don't work? No problem!

Millions of people line up to spend billions of dollars because they're

desperate for the magic bullet easy fix.

Maybe you're persuaded by one of those celebrities you see showing

off his or her new, svelte look while touting diet programs and weight

loss products on **STREET**

on TV commercials. Would you like to take a stab at

guessing how much they're *paid* to lose that weight? The average range is probably between \$500,000 and a cool \$3

million. I'll bet if someone

offered you a couple million bucks to lose weight, you'd pretty much

eat sawdust and chain yourself to the treadmill to earn that paycheck.

Until that offer comes your way, I want you to stop deluding your-

self **BIRD**

. Those "miracle" weight loss products and programs you've been

using aren't for weight loss; they're gimmicks. You've been obsess-

ing about your weight and compulsively dieting, maybe for years.

Obsession is thought, compulsion is behavior, and we have a genera-

tion of obsessive-compulsive dieters. Why don't we stop the insanity?

You need to be mature enough to recognize that weight goes on a lot

Introduction | 7

Listen to Your Gut

The Federal Trade Commission (FTC), a government agency whose

motto is "Protecting America's Consumers," urges the media to have

their radar up for too-good-to-be-true weight loss scams. Before fea-

turing a weight loss product on the air, the FTC has asked that media

outlets consider seven "gut check claims," which are stateme **INC.**

nts com-
monly made in bogus weight loss product ads.
Unfortunately, not
everyone complies, and you'll still see commercials,
infomercials,
and TV segments on many products making these kinds of
out-
rageous statements.

I think these seven gut check claims are valid, and I want
you

to be armed with them too. Don't be a sucker for
ridiculous prod-

ucts designed to do nothing but cost you money, and
sometimes

even your health. Beware of weight loss products that
claim to:

1. cause weight loss of two pound **BOOKS**,
s or more a week for a
month or more without dieting or exercise;
2. cause substantial weight loss no matter what or how
much
the consumer eats;
3. cause permanent weight loss even after the consumer
stops
using the product;
4. block the absorption of fat or calories to enable
consumers
to lose substantial weight;
5. safely enable **STREET**
e consumers to lose more than three pounds per
week for more than four weeks;

6. cause substantial weight loss for all users; or
7. cause substantial weight loss by wearing a product on the body or rubbing it into the skin.

BIRD

If you hear someone make any of these claims for a weight loss

product, supplement, drug, patch, cream, wrap, and so on, you are

being ripped off. There is no magic bullet for weight loss, no overnight cure. If it doesn't involve a healthy, balanced diet and a reasonable exercise regimen, it will not lead to safe weight loss. End of story!

8 | The 20/20 Diet

easier than it comes off, and if you find a diet that works, then you

will lose weight while you're on it. Now ask yourself if you're really

going to spend the rest of your life on one of those ridiculous diets.

The honest answer is, no, you won't. So, that means you might lose

weight while you're on it, but you'll probably gain it back when you're

off it because you haven't made any real lifestyle changes.

My goal is to get you to stop chasing diet mirages and **INC.**

and finally get

yourself on the right path, with the habits you should follow for life

to achieve permanent weight loss. Bottom line: if it sounds too good

to be true, it is. Yes, there's a lot of noise out there; there's literally a new "diet of the week" every week! But now is the time to quit being

a sheep and a sucker.

Now, I'm not saying that every diet and exercise plan on the

market is some kind of con. There are plenty of viable (and healthy)

weight loss systems out there. But maybe you've faced failure even

with the *healthy* ones. Why? That' **BOOKS,**

s what I wanted to know when I

began researching this book, because knowing why something *doesn't*

work is equally as important as knowing why it does. You remem-

ber the story about Thomas Edison creating the light bulb? It took

him a thousand or more tries, but as he famously said, "I have not

failed. I've just found 10,000 ways that won't work." Then he used

that information to find out what *did* work. Bingo, let there be light.

If ever there was a man who learned from his 20/20 hindsight, it was

him! And you're about to embark on a similar path as you learn from

your own past, f **STREET**

ailures and all.

If you're fighting a weight problem and you bought this book, you've

probably been overweight for a long time and you've probably tried to lose it more times than you can remember. I conducted a national survey of

my viewers, social media followers, and others that garnered thousands of responses, and now we've all got the opportunity to learn from each other' **BIRD**

s histories. I found out that 40.3 percent of you have lost weight on diets and gained 100% of it back within 90 days to one year. I really wanted

to know—why do people fail on diets so much of the time? So we asked

people what got in their way. When you watch those commercials on TV,

they don't tell you why you're going to fail; they just tell you how great everything's going to be. But you deserve the truth, so I set out to find it.

Introduction | 9

Sure enough, I found seven reasons why people failed to lose weight

that I thought I could help you with in this diet. Here they are:

1. **Hunger:** You get tired of feeling hungry all the time. So you

rebel.

2. **Cravings:** You consistently crave certain tastes like salty,

sweet, or tart. So you rebel.

3. **Feelings of restriction:** You feel like you can't eat **oINC.**

ut, go

anywhere, or do anything because you're on a diet. Plus,

you're so panicked about what you can and can't eat and

when you should or shouldn't eat it that your focus on food

becomes all-consuming. So you rebel.

4. **Impracticality and expense:** Between your job, the kids, stress, and life—you feel like you just can't get it all done *and* stick to a diet, especially one that's too complicated, expensive, and requires you to count calories or nutritional values.

So you rebel.

5. **Boredom:** You get sick of eating **BOOKS**, the same foods day in and day out. So you rebel.

6. **Temptations:** Because your environment isn't fail-safe, you are overwhelmed by your desire for the tempting food all around you. So you rebel.

7. **Inconsistent results and plateaus:** You get discouraged because the weight loss is not consistent. Or you lose weight for a while **STREET** but then your progress comes to a screeching halt. So you rebel.

Now, that's a lot of rebellion! I knew if you and I were going to get

along, then I had to solve these seven problems for you. I had to design a plan that would not be sabotaged by these seven flaws that have caused many others to fail to reach their weight loss goals. And that's exactly what **BIRD**

this diet is designed to do. I knew that if you were going to suc-

ceed, this diet had to find solutions to these seven “rebellion triggers” so that your experience would include:

☐ **Decreased hunger**

☐ **Decreased cravings**

10 | The 20/20 Diet

☐ **No sense of restriction**

☐ **A diet you can live with**

☐ **No boredom**

☐ **A no-fail environment**

☐ **Consistent weight loss and a system to help you address**

plateaus

How is all that possible? As I said, since *The Ulti INC. mate Weight*

Solution came out over 10 years ago, new research and theories have emerged that allow me to do an even more effective job of helping you

solve these seven problems. This is really exciting: research continues

to provide us with important new theories about how certain foods

and activities affect our bodies and brains. In this book, I’ve harnessed this information and provided you with practical tips that I think you

can easily incorporate into your lifestyle to help you with your weight

loss journey today and for the rest o **BOOKS,**
f your life.

For starters, you will be eating 20 key foods called the 20/20

Foods, which developing research suggests may:

□

Help increase your body's thermogenesis.

□

Help you feel fuller when you eat them so that you feel satisfied and you're not leaving the table hungry. If you are so hungry

your stomach is barbecuing your ribs, guess what? You will

rebel! If you don't feel that way, you won't.

□

*Have a "ti**STREET***

me-release" effect, which means they can help you

feel full for longer after eating them, so you're not starving to death and craving every doughnut you see.

And that's just the beginning. On top of this, you'll be doing a

*type of exercise that recent research and theories suggest is fast, efficient **BIRD***

t, and can help keep you on track to meet your weight loss goals.

We'll talk more about the nuts and bolts of this plan and the research

behind all of it a little later.

So, my job in this book is to address these seven problems, and

your job is to get real about why you're overeating and to start believ-

ing that you deserve to lose weight and be healthy. Because if you

Introduction | 11

believe, and I mean really believe, that you deserve better, you will create better for yourself. If you don't believe you

deserve better, then you won't get better. That's why I started this introduction with this

statement: *you create the results in life that you believe you deserve.*

What I want to do in this book is tell you the truth. You've read

the rest, now here's the best. You can go try all those other products

and programs that promise weight loss without diet and eINC.

exercise all

you want and feel really good in the moment, but six months from

now, you're likely going to weigh the same as you do right now—or

more—and you know it. Or you can let me tell you what you should

do cognitively, behaviorally, environmentally, socially, and nutrition-

ally, and you can adopt these habits for a lifetime of healthy weight.

You can choose to see your goal with 20/20 accuracy, and when you

can see a goal that clearly, you can achieve it.

We're in this together, so let's get going.

BOOKS,

STREET

BIRD

12 | The 20/20 Diet

1

WHAT MAKES THIS

DIET DIFFERENT

Great things are not done by impulse,

INC.

but by a series of small things brought together.

—Vincent Van Gogh

There are no two ways about it: managing weight is frustrating.

Unless you are one of those “ge **BOOKS**,
ne pool lottery winners” who got
the metabolism and body type of a greyhound on speed,
then you

(and I, by the way) have to contend with the tendency to
gain weight.

I can practically just walk by French fries or smell a
chocolate cake

and gain 10 pounds! And that’s not totally in jest, because
I am genet-

ically predisposed to be overweight and the experts tell me
that if I

even smell certain foods, my brain reacts in a way that
impacts the

efficiency with which my body processes food. I am a
classic “weight

loss resistant” patient, and you may be too. (Even if you
are among

the small percen **STREET**

tage of people who fit the bill, it is NOT an excuse
to be overweight; it just means you have a somewhat
different set of

challenges. You can expect much, much more on that
later.) But either

way, medically weight loss resistant or not, I'm betting you feel like

you've been on a chaotic, never-ending merry-go-round of diets and

you just can't get your body to cooperate. Am I right?

BIRD

If you just got stupid one day and hopped in an airplane cockpit,

somehow got the plane to take off, instantly crashed, hopped back

in (BIG stupid), took off, and instantly crashed again, then contin-

ued to do it over and over—at some point limping away from your

wreck of an airplane with a broken propeller under one arm and a

tree branch under the other, wouldn't you eventually say to yourself,

13

“Hey, dummy, you might want to take the time and *learn to fly* before you do this again!” You may be “hopping in” but you are damn sure

“limping away”! The pattern is clear: all you know how to do is crash.

Are you doing the same thing in your attempts at losing weight—

hopping into diet after diet and crashing? Maybe that's really why

they call them “crash diets”! Ha! Well, I want you to stop being a

crasher and start being a winner. If you figure out *why* you'
INC.

re crashing

and use that 20/20 hindsight to your advantage, chances are pretty

good you will stop doing whatever it is that isn't working, even if *not* crashing is harder to do. I have often said that the difference between

winner and loser is that winners do things losers just don't want to

do. It's hard, no question. And it takes a big commitment. It is time

to choose winning.

We already know that you've got to stop chasing after get-thin-

quick diet mirages, but now let's take a close look at precisely why they fail you. These are the Top Seven "**Ugly BOOKS,**

y Truths" about Dieting derived

from the survey we discussed in the introduction, where people just like you told us exactly why they failed again and again. After each ugly

truth, I will show you exactly how I am going to help you overcome it

once and for all with habits to last a lifetime.

The Top Seven "Ugly Truths" about Dieting

Hunger

Fact: Hungry people **STREET**

eat. You leave the table feeling unsatisfied and

by the time evening rolls around, you're ready to eat the paint off

the walls. So what happens? You binge. Hungry people are eventually

going to eat, and eat with a vengeance! We are programmed to eat

so we can survive as a species, for Pete's sake. Come on, a diet that

starves you, one that leaves you hungry all or even most of the time,

is just **BIRD**

that a crap diet. It is seriously flawed because it goes against human

nature. And then you feel guilty for behaving precisely the way nature

has programmed you. That guilt (for behaving normally) crowds out

motivation and self-confidence and damages your personal truth, and

that's when the slide begins. **Result: Failure.**

14 | The 20/20 Diet

With this plan, I've got to get you to where you don't feel imprisoned

by constant, gnawing hunger. This is not rocket science—when you

get naturally hungry, you need to have something to eat. Apparently

nobody has really bothered to think about the fact that you simply can-

not go hungry on a diet! The first thing you will learn is how to dis-

tinguish between actual, physical hunger (defined as your body's true

need for nutrition) and "mind hunger," which is really just **INC.**

that a response to

a trigger, emotional or otherwise. This is fundamental: you must tune

in to your body and its needs and, as I have said, respond to emotional

needs emotional y and physical needs physical y. Once you've identi-

fied which needs are which and learned to respond accordingly, you've

fought 90 percent of the battle. I will give you my Hunger and Fulness

Scale, which is an essential tool to help you recognize whether your

body really needs food or if you're just experiencing fake hunger in reaction to a trigger or out of habit. If it's the latter, I'll also show you how to keep from giving in and sabotagin **BOOKS,**

g yourself.

As for nutrition, it's likely you will need to reduce your current por-

tions in order to lose weight. But reducing your portions from the gar-

gantuan sizes you (and the rest of America, by the way) might be eating

now to a proper, healthy, weight-loss-inducing size does not mean you

have to be hungry. Why? Because it's not just about eating less; it's about eating more of the *right* foods. That's why the dietitians that helped design this plan have looked at the latest theories and emerging research to find foods for this program that can help you feel fuller at mealtime and sustain tha **STREET**

t feeling after you've eaten. When you're feeling true, physical hunger, rest assured, you will have plenty to eat on this plan.

Result: Success.

Cravings

If you were a drug addict and you quit cold turkey, you'd experience

wit **BIRD**

withdrawals. As you are starting this diet, you are very likely addicted

to other types of "drugs": sugar, simple carbohydrates, salt, or fat.

But you weren't born craving a Twinkie or a bag of greasy chips. You

learned that palate. Here's the bright side: I believe anything you can learn, you can *un* learn.

What Makes This Diet Different | 15

Certain diets simply don't address that! They just throw you in

the deep end and don't teach you how to swim. They expect you to

quit all your food addictions cold turkey and give you no plan or hope

for dealing with the cravings you will go through. Then it's only a

matter of time until you give in, and guess what? Rebellion. Before

you know it, you're making your third trip to the 24-hour convenience

store to get some "convenient" food (translation: **INC.**

you can eat

it like a wood chipper grinding up balsa wood and give yourself a

gut bomb you couldn't process in a week). Or maybe you find your-

self waking up in the middle of the night and walking, zombie-like,

into the kitchen for a colossal pig-out session. You're like those

gremlins in that movie who went nuts when they ate after mid-

night! Just like a drug addict, you feel defenseless against your ever-

increasing need for a fix. **Result: Failure.**

They don't tell you in other diets that you're most likely going to

have some withdrawals at first, but i **BOOKS,**

f you just bear down for a few

days, they should diminish. Whether your addictions are psychologi-

cal or physiological, they should diminish. But by not explaining this

to you, they leave you feeling hopeless, like there's no end in sight.

There was a study done years ago in which researchers told one group

of subjects they were going to introduce a painful stimulus until they

were through with the test, and then they'd get \$10 for their trouble.

They told another group the same thing, *except* that there was a panic button they could hit at any time so if the pain became too much,

they could stop i **STREET**

t. Well, the group who knew they were in control of

when it would stop could take four or five times more pain than the

other group who were just promised a reward in the end.
The same is

true with your cravings.

In this plan, I'm going to help you get over your cravings
by giving

you specific foods to help ease them, and I'm going to give
you specific food **BIRD**

s to help ease your cravings for junk food. You have
learned to

like those unhealthy foods, but you *can* change your
palate. Once that happens, you'll look back and think, "OMG,
I can't believe I was eating

that!" That morning pastry you used to think was terrific
will taste like you just bit into a hunk of lard that's so sweet
it's sickening. I will try to help you get to that point through
powerful insight *and* encouraging 16 | The 20/20 Diet

you to eat certain foods that are at least categorical y
related to your craving so that you can satisfy that need in the
interim. **Result: Success.**

Feelings of restriction

Certain diets have lists (long ones!) of "taboo" foods—
ones that you

absolutely, categorically, cannot eat no matter what.
Simply stated,

that tactic leads to rebellion. Here's how it usually play
INC.

s out: You feel

restricted, like you're stuck on this unbearable diet forever
and you'll never be allowed to eat a piece of bread or a steak
ever again in your

life. Then you feel sorry for yourself, like you're being
punished, like you can't go out with friends, enjoy the
holidays, or go on a vacation.

It's as though all the fun has been removed from your life
—like you're

missing out on everything because you're "on a diet." And
that's when

the first seeds of rebellion begin to take root in your mind.

When your diet makes certain foods taboo, you may
actually feel a

heightened sense of excitement when **BOOKS,**

when you indulge in them, like you're

doing something "naughty." You think, "Shhh, don't tell
anyone, but

"I'm eating a cupcake!" and then you gobble it up and enjoy
that rush

of breaking the rules. Just like a recalcitrant teenager
seeking a thrill, you rebel against the harsh restrictions of your
diet and quickly return to all your bad habits. **Result: Failure.**

To keep you from staging a rebellion against this plan, I
knew I

couldn't strap you with mile-long lists of "no-no" foods
that are strictly forbidden, because all you'd want to do is
rebel anyway. Instead, I

want you to know **STREET**

that losing weight does not require perfection or

absolutes. No one can achieve perfection, and if you go in
thinking

that's the goal, you'll fail. What my plan requires is
excellence. By that I mean that you're on track *most* of the
time, not every second of every day. Yes, you must recognize
that weight loss requires a willingness

to change and an open mind. But it does not mean you
must never

again **BIRD**

n eat certain foods. In fact, I created a system for safe splurging

on this plan, one that won't leave you feeling guilty. You're going to set a new pattern for yourself and the way you eat—but we're looking at

a pattern across time. It's not the end of the world if you step outside the bounds a little every now and then, and because it's not, you won't

automatically seek to rebel against the plan. **Result: Success.**

What Makes This Diet Different | 17

Impracticality and expense

When I pick up the newspaper and read a headline like, “Shocking

Tragedy: Man Inexplicably Mauled by Pet Wolf, Raised from a Pup,”

I have to shake my head and wonder, “Did they really just use ‘pet’ and

‘wolf’ in the same sentence and it’s ‘shocking’ the guy was attacked?”

Come on, people. Wolves have been carnivorous predators for cen-

turies, and some arrogant fool finds a wolf pup, raises i
INC.

t, teaches it

tricks, and then one day he comes home a few minutes late, the wolf

is famished, and suddenly the fool becomes dinner. Why? Because

there is a tendency for all organisms to drift back to their norm. That

wolf has deep-rooted instincts, and he's going to act on them when he

deems it necessary.

We humans have core defining habits, values, beliefs, and behaviors

that are also deeply entrenched. Sure, we can be pulled over to

a new position, but we are going to start drifting back. Therefore, if

your diet requires you to do something **BOOKS,**

that is seriously divergent from

your life pattern—if, all of a sudden, you can't eat with your family or go out to restaurants, you have to eat at odd times that don't fit your

schedule, and so on—you are going to drift back to what is deeply

entrenched. It's called "instinctual drift."

It's a concept that applies not just to what we eat, but also to exercise.

In my case, for example, if you want to get me to exercise, ballet is not the way to go. That's so outside of my norm—I mean, can you see me

in pointe shoes and a tutu? Not going to happen. But if you give me the

option to compete **STREET**

in a sport involving a game and a ball of some sort,

where someone's keeping score, now that appeals to my competitive

nature and macho upbringing. That's where you need to meet me—on

the tennis court—not in hot yoga or Pilates. Likewise, diets that force

you far outside of your norm might work for a week, maybe two, but

very quickly you are going to drift back into what you know.

D BIRD

Diets also don't work if they are so demanding that they seem to

take over your busy life. If you're supposed to drink a special elixir

the moment you wake up, memorize lists of what you can and can't

eat, and then juggle Tupperware containers all day with "mini-meals"

that you weighed and calculated, you might as well quit your day job,

because your diet becomes practically a full-time job! Or maybe you're

18 | The 20/20 Diet

required to purchase expensive workout equipment (red flag) for a

regimen that a US Army infantryman could barely follow! If a diet

becomes an all-consuming obsession that doesn't fit into your already

busting-at-the-seams (pun intended) life, it simply can't be sustained.

Result: Failure.

If I'm going to prevent you from drifting back to the norm that's

keeping you overweight and address this problem of imINC.

practicality,

then I've got to give you a well-rounded plan that you can tailor to the flow of your life pattern. Look, I know your days move at a lightning

pace—you're in a perpetual state of go, go, go and there still aren't

enough hours to get it all done. You're not even sure if you locked

the front door, much less if you added up all the fat grams in your

breakfast correctly. So, I'm not going to give you impractical, time-

consuming diet to-do lists that you can't sustain and that will cause

you to rebel. Instead, I'll give you 30-second strategies, quick-prep

meals, and even exercise routines th **BOOKS,**

at are fast and efficient so every-

thing can be easily integrated into your agenda. I've also taken math

out of the equation; on this plan, you don't have to add up calories,

fat, sugar, carbs, or anything else. You'll learn by doing—eating the

recommended meals and amounts of food in this plan can help you

adapt to the right portions and recognize how much food you should

be eating. The foods are easy to find and prepare, and you'll even

know how to order when you're eating out.

But let me be clear: if you have fallen into a lifestyle pattern that

is defined by f

STREET

ood, if you truly live to eat, if you always have fattening

foods at your fingertips, and you never break a sweat unless it's from

reaching into the back of the pantry for your candy stash, well, your

lifestyle is going to have to change. You have to be willing to make

your health a priority. I'm not going to tell you that you can have your cake and eat it too. I'm simply saying this plan helps you effect positive cha **BIRD**

nge in a practical way.

This plan is also understandable and easy to follow; it's manage-

able even for your hectic life. But it will fly in the face of the permeating logic that the only way to lose weight is to eat next to nothing

and avoid carbs (because they're the devil, right?). I'm going to tell you things that are easy to understand and implement, as well as provide

What Makes This Diet Different | 19

you with information about new weight loss theories and emerging

science to help you meet your weight loss goals. **Result: Success.**

Boredom

When you're eating the same exact foods day in and day out and your

list of "safe" foods can fit very easily on a standard-size Post-it note, you're going to get bored. Monotony is certain death on a diINC.

et. If your

diet consists solely of steamed chicken and celery, you quickly get to

the point where you'd rather the damn chicken eat *you* than you eat another tasteless, dry hunk of white meat. Most people want variety, so if you deny your body that, you're steering the boat right into

the storm. As your taste buds scream for something, *anything*, other than another bite of raw celery, you finally throw it down and make

a beeline for the closest drive-thru window. And you know what else?

A bland, boring diet does nothing to address your sugar withdrawal

symptoms like we talked about before **BOOKS**,

. So you feel bad, you're hungry,

and you hate the foods on your diet. **Result: Failure.**

I understand that the moment you get bored on a diet is the moment that you start the downward spiral into failure, so this plan is

designed to keep your taste buds engaged. I want you to look forward

to eating and to enjoy the healthy foods your body needs, and you will

be shocked by how quickly this can happen. Listen, if you've trained

your brain to crave things like chicken-fried steak or ice cream sand-

wiches, you might not believe that you could ever crave something

that's actual

STREET

y good for you. But because your body *needs* the nutritional building blocks found in fresh, whole foods, once you switch it

into the mode of eating right, the shift will happen quickly.
The meals

on this plan are made with colorful, nutritionally dense
foods and

seasonings, rich in flavors and variety, so they check all
the boxes and keep you from ever getting bored. **Result:**
Success.

TempBIRD

tations

If an alcoholic went to a rehab center that stocked every
room with

booze, how long do you think he'd stay sober? Come on,
that's like

asking a fish not to swim. When you're trying to lose
weight and

20 | The 20/20 Diet

“sober up” from your long-running food addiction, your
environment

has got to prop you up and support your goals. Weight loss
plans that

don't address how to successfully set up all of your
environments (I'm

talking home, office, car, and your “virtual” environment)
could be

setting you up for failure. You simply don't stand a chance
in moments

of weakness when you open the freezer and there are
cartons of ice

cream and frozen pizzas staring back at you. **Result: Fail**
INC.

ure.

I will show you how to program *all* of your environments
for suc-

cess. Again, when you are hungry, you *are going to eat*. So here's a novel thought: let's clean out your space so when it's legitimately time to reach for a snack, you aren't tempted with bags of chips lined up

on the counter, a cookie jar, and nine boxes of popsicles. If you don't

have all that available, then you've set up your world to support your

"sobriety." The truth is, you don't *break* a bad habit; you must replace one behavior with a new one. And the new behavior should meet two

criteria: it must be healthy, and it must be incompatible with the previous behavior.

That first criterion means you've got to replace the chips, cookies,

and popsicles that you're removing from your environment with

healthy alternatives that you actually enjoy eating. On this plan, you'll never, ever get caught with nothing to eat. You'll have the right foods

available to you because as I've said, hungry people eat and they eat

what is there, and you should *never* feel guilty about eating!

The second criterion means you need to adopt new habits that

crowd out bad habits **STREET**

because they cannot be done simultaneously.

If you have a habit of coming in through the kitchen and consuming

thousands of calories in "snacks" before you even take your jacket

off, then let's figure out something that is incompatible with graz-

ing around the kitchen. Go through the front door instead, or go

directly to the gym right after work—do whatever it takes to get

ou **BIRD**

t of that old space, that old way of doing things, and into a new

activity. I think you will be really surprised by how big of a role your environment is playing in your weight loss failure and how simple

it will be to reprogram it so you set up habits to last you a lifetime.

Result: Success.

What Makes This Diet Different | 21

Inconsistent results and plateaus

There you are, first thing in the morning, standing in front of the scale just hoping, praying, that all your hard work over the past week is going to pay off. You think about all the times you white-knuckled your way

through cravings and fought off light-headed moments of sheer starva-

tion, making for the world's longest month, and now, right now, you're

going to see if it was all worth it. You squeeze your eyes close **INC.**

d, step on

the scale, exhale, open your eyes and—WHAT?!—you *gained* a pound?

How can this be? You followed that stupid diet chapter and verse! You

turned down your grandma's apple pie at the family get-together and quit drinking soda cold turkey. This is an outrage! Impossible. Unthinkable.

And, you're done. Diet is over. No payoff, no results right out of the

gate—forget it. And then you wonder, “Is there any of that pie left?”

Or maybe a diet actually works for a little while but then suddenly

you hit a screeching halt and the needle on the scale won't budge, no

way no how. You've hit the dreaded plateau**BOOKS,**

and, which sends you into a tail-

spin, causing extreme frustration and destructive self-doubt. You start

to think, “It's me. I'll never weigh one ounce less than I do right now. I might as well accept this fate, stop this insane diet, and go back to wearing muumuus full time and eating frosting straight from the container.”

Whether it's the last five pounds or the last ten, if a diet doesn't

offer a solution for getting over that hump, that diet is going out the

window. And pretty soon, that muumuu looks like a minidress—it

now goes sideways instead of down. **Result: Failure.**

If I'm going to **STREET**

to keep you motivated, I know I have to be honest

with you about weight loss. Experts indicate that you should aim for

consistent weight loss of about one to two pounds per week, so you

should remain realistic—you aren't going to lose 40 pounds per week

(no matter what any diet product claims).

But I'll help you create healthy intermediate goals so that you feel

BIRD

good about what you're accomplishing along the way.

As for plateaus, part of the reason they occur is because when you're

eating the same food and doing the same exercise day in and day out,

you can get bored and lose motivation. That's why I've designed a

plan with a number of exercises and numerous meals to help you stay

22 | The 20/20 Diet

interested and motivated. You should also restart the phases of the plan every 30 days to help introduce more variety into the plan. So, if you

haven't reached your goal in the first 30 days of this plan, depending on how much more you have to lose, you will start over at one of the phases to continue your weight loss at a steady pace until you do hit your goal.

Plateaus can also strike when you're losing muscle mass on a diet,

which happens when you're focusing solely on cardiovascular exercise.

INC.

ular exercise and calorie restriction, as the majority of diets do! Muscles burn calories, and that's why I've incorporated a specific type of resistance training

designed to build lean muscle tissue so that your body's caloric burn rate is amplified throughout the day. Even while

you're sitting watching TV,

your body will be working harder for you. **Result:
Success.**

Like I said, I'm not the first person to come up with a diet
that

works, but I do know that by combatting the Top Seven
"Ugly Truths"

about Dieting, I've reverse-engineered **BOOKS,**

and a way to help you meet your

weight loss goals. I want you to have 20/20 vision every
step of the

way. No surprises or gimmicky tricks, just a clear-cut,
doable plan that gives you results. In the next chapter, we'll go
over the basics of the

plan so you know exactly what to expect.

STREET

BIRD

What Makes This Diet Different | 23

INC.

BOOKS,

STREET

BIRD

2

A DIET THAT DEFIES

YOUR LOGIC

Status quo, you know, is Latin for "the mess we're in."

INC.

—Ronald Reagan

It's 8:00 a.m. in mid-March. You're in the bathroom
getting ready

for the day. You take one last loo **BOOKS**,
k in the mirror, check all angles,
and then you freeze. Your mind races: “What is *that*? Right
there ...

that enormous bulge popping out over my waistband. Oh
man, these

pants used to be too big and now I’m spilling out all over
the place.” I know how you berate yourself, because you have
told me a thousand

times. You think, “This whole outfit makes me look like a
giant stuffed

sausage,” or “Someone could seriously confuse me for the
Michelin

Man.” I mean, did the dry cleaners shrink these clothes, or
did I really pack on this many extra pounds over the winter?
Just add it to my

tab, right? Fiv

STREET

e pounds from work stress, 10 from the holidays, a few
more from the visit with the in-laws—it adds up before
you know it.

Then you think, “I need to cut myself a little slack. It’s
been a tough

few months. I just need to give up the double bacon
cheeseburgers for

a while and restart my gym membership, and then I’ll be
ready for

swi **BIRD**

msuit season in no time. Right?”

You’ve been telling yourself this same script again and
again, year

after year. And even if you did manage to cut back on junk food

or drag yourself to the gym for a few sessions, has it ever worked in

the past? I'm guessing the answer is no. But have you ever wondered

why? It's what everyone says: you have to starve yourself and work

25

out like crazy—isn't that the answer? New, developing research and

theories suggest that the solution to your weight problem might go

deeper than eating less and exercising more, though it's important not

to under-emphasize the importance of healthy eating and exercise.

These theories and new research suggest that it's about the *types*

of foods you're eating, the *kind* of exercise you're doing, and significantly, *how* you're changing your mindset and emotiona **INC.**

I responses.

Let me give you an example. A 400-calorie low-fat blueberry muf-

fin simply isn't capable of accomplishing the same things in your

body as a 400-calorie bowl of oatmeal with apple slices and wal-

nuts. They've got the same amount of calories, so you'd think they're

“equal,” right? Wrong. Way wrong. What you are going to learn in

this diet is that not all calories are created equal, but the current

research that's unfolding suggests that some foods may even have

intrinsic abilities to help you lose weight, for example, by helping

you feel full for longer.

I predict you are going to have a seri**BOOKS**,

ous anger response when I give

you the scoop on these new theories regarding what you need to eat

and how you need to exercise in order to lose weight and keep it off

with healthy lifelong habits. You are going to be thinking, "OMG! All

this time, I never even had a chance! The miles I have walked around

that damn track! The sacrifices I have made! The starvation I endured,

the time I spent obsessing over what I ate, the pricey gimmicks—are

you kidding me? I was dead in the water before I even started! I did it

all with not eve

STREET

n a chance of success."

This takes us back to the concept of using 20/20 hindsight to your

advantage. I intend to completely revamp your current beliefs about

weight loss, because that thinking hasn't worked for you, me, or anyone

else. The latest theories based on new and evolving research are telling us that obesity is *not* reversed by cutting out carbs or fasting—both of which **BIRD**

are methods you've probably tried before—but instead through

the innate power of certain foods that could assist you in reaching your weight loss goals. My team of nutrition experts has identified the top

20 foods that this new research suggests may have specific effects on

the human body to help weight loss. I refer to them as the 20/20 Foods.

26 | The 20/20 Diet

The foods in this list each fall into one of three categories. Here

they are:

Foods with Potential Thermogenic Properties

New theories suggest that some of the foods on this list can increase

thermogenesis. “Thermo-what?” Well, thermogenesis is **INC.**

the metabolic

process by which your body produces heat; in other words, it's related

to your metabolism. There are different types of thermogenesis, and I'll

explain more about that later in this chapter, but right now I'm specifically referring to “diet-induced thermogenesis.” Some scientists believe that certain foods may increase your metabolism after you eat them.

Did you ever think food could increase your metabolism? This is what I

mean when I say that not all foods or calories are created equal.

Foods That Stick to Your Ribs

If you've ever sat down and polished **BOOKS**,
d off an entire family-size bag of
nacho cheese chips at record speed and then felt hungrier
than when
you opened the bag, you know that not all foods you put in
your
mouth satisfy you.

But, believe it or not, there are also certain foods that
research

suggests may increase your satiety; they tell your brain that
you've had enough and you don't need any more after eating a
reasonable (not

gargantuan) portion.

ion. They help you feel fuller than other foods in
their same category—or, as we say in Texas, they really
stick to your

ribs. For instance, codfish and chicken are both lean
proteins, but

research indicates that people who eat cod report feeling
fuller than

people who eat chicken. I used this type of information to
compile

this list of filling foods. Think back to other skimpy diet
meals you've eaten **BIRD**

and how you've been left yearning for more. Maybe you
even

wound up in front of the open refrigerator, wiping drool
from your

chin, and then eating everything in there like a starving vulture. Well, the meals in this diet plan have been designed to help you leave the

table feeling full and satisfied.

A Diet That Defies Your Logic | 27

You might be thinking, “Yeah, feeling full right after my meals

is great, but what about later when I’m running on empty again?” I

know just how this goes: It’s the first morning of your new diet and

your paltry breakfast already seems like a distant memory, when all of

a sudden, your stomach gives a little gurgle. Oh no. You try to ignore

it but before too long, the gurgle has evolved into a full-on growl so

loud that your boss heard it from across the office. You stINC.

are at the

clock as each second feels like an eternity, your head begins to ache,

and images of pastries begin to usurp all of your rational thoughts. It

becomes a mental tug-of-war, and you know you’ll never survive until

lunch. You finally surrender and think, “Now, where did I stash those

‘emergency’ candy bars?”

This post-meal hunger scenario can lead to rebellion. So how do we

address it it? Well, studies have revealed that certain foods have the particular ability to suppress your appetite, meaning

they delay the return of your hunger so you can last until the
BOOKS,

the next mealtime without having

to seriously consider gnawing off your own arm. And
because you're not

hungry, you won't be haunted by cravings anymore.

I think what will really surprise you is that these are not
the weird,

unappetizing foods that can only be found at the pricey
health food

store. These also are not "fat-blasting" fad foods from
some exotic

rainforest somewhere. Examples include almonds, apples,
and yogurt.

Nothing crazy there! I want you to think of these as
"everyday super-

foods" that should be eaten in the right proportions.

Time-Release C STREET

Combinations

The final method comes from new theories that suggest
that foods

should be combined to create a time-release type effect in
your body.

These theories suggest that the right combination of
carbohydrates

(that's **BIRD**

is right—carbs are *not* the devil!), proteins, and what I call
"fit fats"

can cause your body to break meals down slower, and
slower is better

because it means your brain continues to receive the "full" signal for

hours after you eat these meals. Plus, research suggests that eating these foods can help you feel more energized, which can help reduce the need

to grab a sugary snack in the middle of the day for a pick-me-up. But

28 | The 20/20 Diet

the right portions are *really* important and the meals in this diet are designed with this in mind. By the end of the plan, you'll know how to

combine foods and create appropriate portion sizes on your own so you

can truly adopt this as an ongoing lifestyle.

Delicious, Flavorful Foods (No, Really!)

We've all heard the saying, "If it tastes good, spit it out.

INC.

"That's because

if something tastes good, there's no way it could also be good for you,

right? Because heaven forbid that a healthy meal could possibly be

enjoyable or, oh, I don't know—have a little hint of flavor. How many

diets have you done that had you eating foods with about as much

flavor as Styrofoam? Most people equate "diet" with "bland" because

that's always been their experience.

Just because you're losing weight doesn't mean you should have to

dread every flavorless, predictable bit**BOOKS,**

e. Plus, there's a whole world of

new information out there on the health benefits that various season-

ings and herbs have to offer. Your body wants and needs these things,

so why would you deprive yourself of them?

30-Second Strategies

This plan incorporates fascinating 30-second behavioral strategies

to help you achieve your goals, and I think you will be amazed by

what you can ac **STREET**

comply in just 30 short seconds with these. (And

if you can't spare 30 seconds, then there are other problems we need

to discuss first!) Furthermore, some of the meals can be assembled

in 30 seconds, and even the exercise program is based on 30-second

“bursts.” Here's what it entails:

ExeBIRD

rcise: Less Is More!

New theories suggest that long, drawn-out cardio sessions may not be

necessary when it comes to weight loss and that shorter workouts of var-

ied intensity may also be effective. There's lots of good news here: First, you don't need some kind of expensive equipment or membership at a

state-of-the-art gym in order to perform this kind of exercise. Secondly, A Diet That Defies Your Logic | 29

you may be able to exercise *less*, but still burn calories, making this exercise plan easy to fit into your schedule.

Don't get me wrong: you're going to be doing some work.
If

you're one of those people who leaves the gym looking
like you

just left the beauty salon, not a hair out of place and not a
bead of

sweat on your body, then you're not fooling anyone and
you're wast-

ing your time. But the secret to this exercise program
is

located within

30-second bursts of intense activity in between less intense
activ-

ity. And if you hate running or can't run, don't worry: this
method

applies to biking, swimming, walking, or any other kind of
exercise

that floats your boat.

You'll learn all the ins and outs in chapter 10, but the
bottom line

is that this routine can help you lose weight, burn calories
and fat, and tone shapely muscles—all in less time than you
might imagine, and

all in your own home.

***Splurging Allowed (Yes, Even Alcohol BOOKS,
too)***

“Cheat days” have become a trend in diets lately, but
sticking to a plan for six days and then going completely
bonkers at the all-you-can-eat

pizza bar on day seven is going to get your body chemistry
off kilter

and you know it. So here's a concept: follow the plan
every day, but

know that you can have a reasonable splurge once or twice a week.

Then you're not fixating on that day seven pig-out all week long, it

doesn't take as much **STREET**

ch to satisfy your need for a little something that's

“off plan,” and it doesn't affect your steady weight loss.

After the first phase of this diet (which is only five days, by the

way), you're allowed a splurge once or twice a week—this even includes

a glass of wine. (In fact, some research suggests that some people who

drink alcohol in moderation weigh less than people who don't!) There

are so **BIRD**

some simple guidelines you'll follow to achieve fail-safe splurging:

you'll ask yourself if you're really trying to fill an emotional need with food and, if so, address it in a different way; the splurge food must fit in the palm of your hand (I'll give you specific examples of splurge

sizes so you don't overdo it); and you must do some form of exercise

on days that you splurge.

30 | The 20/20 Diet

Ultimately, this technique takes your focus *off* cheating because you know you are allowed to splurge, and in my experience, simply

knowing that it's available means you actually end up splurging less

often than you do on other, more restrictive plans.

Body Composition Overhaul

On a lot of popular diets, you may lose both fat *and* muscle. **INC.**

scale because

you're drastically restricting carbohydrates, which your muscles des-

perately need, and you're not exercising properly. Even if it reflects

a lower number on the scale, you really do not want to lose muscle

because it is the "furnace" that burns fat. Less muscle, smaller fur-

nace. Smaller furnace, slower weight loss. But the meals in this diet

are designed to allow you to maintain and build muscle.

Plus, with this plan we have provided a number of exercises that

are easy to incorporate into your dai **BOOKS,**

ly life that are designed to build

muscle and help tone your body. So when you follow this exercise plan

and lose 10 pounds, it might actually feel like 20 because the overall

shape of your body is improving. You might even fit comfortably into

clothing you wore when you weighed less. I know it seems strange, but

your weight is not the whole story. Body composition is critical.

Getting in Tune with Your Hunger

Let's conduct a li**STREET**

ttle experiment. Close your eyes and imagine biting

into a crisp dill pickle. What happened? Come on, I can see you wip-

ing the drool from here. Your mouth watered, of course! You began

producing saliva in anticipation of eating a pickle. Maybe that doesn't

seem like an earth-shattering revelation, but think about it: you didn't *see* a pickle, you didn't *touch* a pickle, you didn't *smell* a pickle; all you did **BIRD**

was *think* about one.

Your thoughts have the ability to produce physiological responses

in your body. In this plan, you're going to harness the power of your

thoughts to help you lose weight instead of letting them run amok and

contribute to the problem. One way you'll do that is by implementing

my Hunger and Fullness Scale in your daily life. This scale will help

A Diet That Defies Your Logic | 31

you identify the difference between real, physical hunger, habit hun-

ger, and that fake "mind hunger," which is just a feeling conjured by

your thoughts, emotions, or responses to triggers.

Mind hunger is what happens when you succumb to either an exter-

nal cue, like a candy jar or fast-food commercial, or an internal cue,

such as stress or loneliness. It's not accompanied by physical symptoms of hunger like a growling stomach, which means your body does **INC.**

s not actu-

ally need nourishment. The Hunger and Fullness Scale on page 71 will

help you understand, based on signals your body is sending you, just how hungry you are so that you shouldn't get too hungry and you shouldn't

eat when you don't actually *need* to. By getting in tune with your body and its signals, you will begin to gain control over your eating habits.

You've probably heard me say it before, and I'll say it again—you

can't change what you don't acknowledge. Until you acknowledge that

not all "hunger" means you must stuff something in your mouth imme-

diately or risk passing out and dying f **BOOKS**,

rom starvation, you can't have

successful weight loss. I could throw every healthy food known to man

at you, but if you haven't learned to pay attention to your body, and not overeat, you will remain overweight. And once you start paying attention, you will be shocked at how often you've been eating purely out of

"mind hunger" or "habit hunger." It happens to everyone, but what sets

you apart is that you're now identifying it and taking control over it.

Cal ing in the Experts

It's hard to lose w **STREET**

eight if you *just* change your food, or *just* change

your exercise, or *just* change your thinking. To be successful, we've got to tackle this from all angles. You have to shake it up to break it up.

That's easier said than done and probably impossible to do alone. So,

in order to give you a diet plan that addresses all of the “ugly truths”

about **BIRD**

and other diets that have failed you, as I alluded to earlier in this

chapter, I put together a top-notch team of experts across several fields.

If you have read any of my other books or watched me on TV, you

know that my expertise is in the area of human behavior. I've been

studying it and applying that knowledge with patients and guests on

my show for four decades. And when it comes to weight loss, you

32 | The 20/20 Diet

might not immediately think of a psychologist as the type of expert

from whom you would seek answers. Look, weight is a function of

behavior, and your thoughts control your behavior. In a study pub-

lished in the *Journal of the American Dietetic Association*, researchers found that subjects who ate out of stress or emotion were 13.38 times

more likely to be overweight or obese. That's a huge number! Imagine

how much better off you'd be if you could remove the **INC.**

of emotional

eating factor from the equation. This is exactly why I've got to help

you stop using food for anything other than nutrition.

Here's the truth: even if you know exactly what it takes nutrition-

ally and in terms of physical exercise to shed those pounds, putting

it into action and sustaining it is the tough part. It's estimated that

80 percent of people who do succeed at losing weight will gain it all back.

Why? Unless you alter your lifestyle and find new, nonfood ways to cope, you will eventually drift back to your previous behaviors. So I'm going

to take what I know about human behavior **BOOKS,** to help you reprogram your

thinking and your lifestyle so that they're designed to support your goals.

I've said for a long time that I wasn't going to write a new diet

book until there was something new and intriguing enough to take

the conversation to the next level. Well, when my research team and

I sat down and really pulled apart this new information, I knew that

time had come.

Food is, of course, a critical piece to this puzzle. A vital member of

my nutrition team is registered dietician Cynthia Sass, who brings to the table a great deal **STREET**

of experience both with patients in her private practice

and as a sought-after writer in the nutrition field. She's a *New York Times* best-selling author in her own right and has contributed to several well-known national health and wellness magazines over her career. With her

bachelor's degree in nutrition/dietetics, her master's degree in nutrition science, and another master's degree in public health, Cynthia knows a

thinBIRD

g or two about what, when, why, and in what combinations you need

to eat food. And she has formal culinary training because she gets a vital point about all of this—you've got to *want* to eat the foods on your diet!

This plan is a 360-degree approach because I believe anything less

will fail you. Now I'm going to show you just how all the pieces of the

puzzle come together for you.

A Diet That Defies Your Logic | 33

The Fly-By Version of the 20/20 Diet

This diet is divided into three phases over the course of 30 days. Here's a breakdown of each phase:

Overview of Phase 1: The 5-Day Boost

The first phase lasts a total of five days and helps your bod **INC.**

y find new

dietary balance and restore itself. In these first, very important five

days, you will build a momentum (a "boost") that will set you on a

new path and keep you motivated. You will choose your meals and

snacks (four a day, spaced about four hours apart) from a list of sim-

ple, delicious recipes that are created by using only the 20/20 Foods.

The primary goal of this phase is to tune in to your body signals by

learning how to distinguish between physical hunger, habit hunger,

and mind hunger using my Hunger and Fullness Scale.

If your doctor OKs it, during this fi **BOOKS**,

rst phase you can also start the

exciting (and fun!) 30-Second Burn Burst Exercise Program explained

in chapter 10. If not, you will simply increase the number of steps you

take throughout each day you're on this phase so you can prepare your

body for more physical activity later.

Overview of Phase 2: The 5-Day Sustain

By the end of Phase 1, you'll be in a positive pattern of eating certain foods at specific times of the day, and your body and mind will be in

a brand new groov **STREET**

e. In the second phase, which is also just five days

long, you'll continue to expand on your progress by introducing some

new foods to the mix (no boredom here!). The primary goals of Phase

2 are:

□ Start recognizing flavors better because the meal plans have

BIRD

been designed to rely on flavors other than added salt, sugar, and artificial sweeteners.

☐ **Splurge safely:** You won't be set up to rebel.

There's a new list of delicious meals to choose from so you don't

have to think about how to combine foods in the correct proportions.

34 | The 20/20 Diet

We're keeping it simple. Each meal will include at least two of the

20/20 Foods.

You'll also keep up the 30-Second Burn Burst Exercise Program or

be walking more each day.

Overview of Phase 3: The 20-Day Attain

During these 20 days, you'll continue eating two of the **INC.**

e 20/20 Foods

in each of your four meals a day. The goals of Phase 3 are:

☐ **Maintain steady weight loss:** Keep losing weight and trim-ming inches.*

☐ **Dine out without slowing progress:** Apply simple strategies

for dining in restaurants.

☐ **Discover variety:** Enjoy lots more foods and flavors to inspire healthy food preferences more than ever.

You'll find 80 meals to choose from **BOOKS,**

m (yes, you really could eat a dif-

ferent meal four times a day for all 20 days), and they're still combined for the right balance to fuel your body. Plus,

you'll have a comprehensive list of options for what to order when you go out to restaurants.

** Remember, everyone is different and we all lose weight at different rates, so maintain a realistic outlook on how much you're losing and how quickly.*

The Power of the Right Portions and Proportions

In all the phase **STREET**

s of this diet, we've designed each meal to have a certain amount of heart-healthy fats, lean protein, wholesome starches (also

known as complex carbohydrates), and fruits/vegetables because the

current findings suggest that the correct portions and combinations

create thermogenesis and satiety.

BIRD

Complex carbohydrates provide slow-burning energy and B vita-

mins. They are also your body's preferred fuel source, but in our plan

we've created reasonable portion sizes that aid you with weight loss.

Lean proteins help you burn calories in the hours after meals and

maintain or build calorie-burning muscle. When you put these carbs

and proteins together proportionally, the protein actually slows your

A Diet That Defies Your Logic | 35

rate of digestion of the healthy starches. That slower digestion means

a better regulation of blood sugar and insulin levels, and your body

receives its carbohydrate fuel in a time-released manner.

The right portions of “fit fats” may help you feel fuller for longer,

support healthy circulation, and increase your body’s ability to absorb

key antioxidants and vitamins from your fruits and vegetables. Fats

and proteins also provide the raw materials your body needs to support healthy bodily functions.

So, when you eat the meals that we’ve created every four hours, you

know that your body is getting reasonable portion sizes of important

nutrients to fuel you throughout the day. Like I said, we need to eat to live, not live to eat. And these foods will have you living a happy and

healthy life.

INC.

Overview of the Management Phase

After 30 days, depending on how close you are to your goal, you may

repeat the plan. When you’ve reached your goal weight, you’ll begin the

Management Phase of the diet. The goals of this ongoing phase are:

□ **Help you adopt lifelong habits to make healthy weight a**

permanent part of your life.

□ **Solidify your new, healthy lifestyle.**

In this phase, you'll learn a simple formula for combining the

right portions and proportions of foods in all of your meals. Again,

it doesn't involve **STREET**

counting calories, doing math, weighing food, or anything complicated or annoying like that. It will simply help you

strike the right balance between fats, proteins, starches, fruits, and

vegetables while maintaining portion sizes to help keep you at your

healthy weight.

The BIRD

Role Your Metabolism Plays

Metabolism is a word that gets thrown around an awful lot these days,

and as a result, you might have a misconception about what the heck

it has to do with weight loss. It boils down to energy and calorie burn-

ing—it's all about how your body uses energy to support life, and that

36 | The 20/20 Diet

includes processes you don't think about but that still require energy.

For example, you need energy in order to breathe, circulate blood in

your veins and arteries, digest, think, heal, produce hormones, and so

much more.

The energy your body requires to carry out those basic functions

is called your basal metabolic rate, and it represents between 60 and

75 percent of the calories you burn on a daily basis. Every **INC.**

body's basal

metabolic rate differs. The number of calories you burn doing these

basic processes of survival is based on your gender, age, and body

composition.

Three Types of Thermogenesis

As I briefly introduced earlier, thermogenesis is the process by which

warm-blooded animals like us regulate body temperature—it's our

body's way of producing heat. Ou

BOOKS,

r bodies need energy in the form of

food (calories) in order to stay warm, among many other bodily func-

tions, and thermogenesis is how we use energy to produce that heat.

Thermogenic Source #1:

Non-Exercise Activity Thermogenesis (NEAT)

Normal everyday activity requires energy. For example, taking a

shower, preparing food, working at a desk, and other unintentional

exercise activity—those all require your body to burn calories too.

These activities are referred to as NEAT, which stands for non-exercise activity thermogenesis. You can increase your NEAT by adding in simple, practically mindless movements while you're doing everyday activities. You'd be surprised how many more calories you can burn just by taking the stairs, parking farther away from the store, or standing up instead of sitting on your duff all day. It may not sound like

much, but these little things add up in a big way.

Thermogenic Source #2: Exercise-Induced Thermogenesis

The next piece of the metabolism puzzle is exercise-induced thermogenesis—working up a good, old-fashioned sweat. This is the most obvious way in which your body burns up calories. It's cyclical: the

A Diet That Defies Your Logic | 37

more active you are, the more calories your body burns up in order

to give you the energy for the activity. The 30-Second Burn Burst

Exercise Program is a fun way to burn calories and is easy to fit into

your lifestyle, so it's a win-win. No, I'm not asking you to go out and

become a triathlete, but I am going to ask you to break a sweat.

Thermogenic Source #3: Diet-Induced Thermogenesis

The final aspect of metabolism is diet-induced thermogenesis. **INC.**

sis. This is

the process by which your body manages and digests the foods you

eat. As we're learning from new theories, some foods may affect

this process differently and help increase your thermogenesis after you

eat them. In chapter 6, you will find information about these foods

and the studies backing them.

Could You Be Weight-Loss Resistant?

My wife, Robin, has a great genetic metabolism. She could eat a flock

of chickens, a sack of potatoes, and two éclairs and not

gain an ounce.

I am exactly the opposite. I have a genetically transmitted disorder

called metabolic syndrome, or syndrome X. It is actually a cluster of

conditions: high triglycerides, insulin resistance, and accumulation of

lower belly fat. The insulin resistance means that many types of sugar

and carbohydrates are like poison to my body and they can block my

body's normal conversion of food into expendable energy. Instead, it

stores it in fatty deposits. **STREET**

deposits. I am also diabetic, which further compli-

cates my weight loss.

So I am predisposed to obesity—but I'm the only person in my

family who is not obese. The reason is simple: they choose what they

choose and I choose what I choose. I think I deserve to have a weight

that allows me to have good health, longevity, activity, and a posi-

tiv

BIRD

e body image. I will not accept less from myself because I think I

deserve better.

Am I a victim? No. If you are similarly situated, are you a victim?

No. You just need to inform yourself, because this information affects

your next steps.

38 | The 20/20 Diet

If you think you fit into the weight loss resistant category, you

should assess your weight loss needs with your doctor and let him or

her determine the best course of action, as this plan may not be appro-

priate for your distinct medical needs.

Putting It All Together

In the next chapter, I'm going to introduce you to some **INC.**

e of the psy-

chological underpinnings of this entire plan. I want to show you how

you can get out of your own way and stop sabotaging your weight loss

efforts. Remember, there's no magic bullet that will make you thin

in the blink of an eye. But by gaining control over your decisions,

environment, and behaviors, you will shift how you look at food and

exercise to make healthy eating and exercise a lifelong habit.

Even if you haven't seen your feet without sitting down for 20 years

(yes, you can add that to your 20/20 vi **BOOKS**,
sion of how your life will change),

I'm going to show you that this is within the realm of possibility, and

that you can achieve your goals if you truly are ready.

STREET

BIRD

A Diet That Defies Your Logic | 39

INC.

BOOKS,

STREET

BIRD

3

GETTING OUT OF

YOUR OWN WAY

*We are what we repeatedly do. Excellence, then, is not an act, **INC.***

but a habit.

— Aristotle

When you look at those people whom you admire—maybe they're skinny, glamorous, se **BOOKS**,
em to have it all—do you say to

yourself, “They are better than me and I will never be able to look that way or feel the way they seem to feel. I guess I'll never have what they have; I've seen myself try and fail too many times.” You may still feign excitement or get temporarily pumped up about some quick-fix fad

diet, but deep down, do you really believe you can do it? If not, you
won't do it.

If, on the other hand, you look at your role models and think,

“Now it's my turn,” then this is your chance to make it so. Listen, if

you continue to d**STREET**

o what you've always done, you will continue to have

what you've always had. If you do different, you will have different. If you begin to require more of yourself, that in and of itself is *different*.

It starts by adjusting your thinking. You've got to abandon all

your negative beliefs about yourself and replace them with positive

ones. You have to identify and embrace what it is that you are good

at, a**BIRD**

s well as the qualities, traits, and characteristics that make you a

worthwhile human being.

I'll give you an example from my life. When I was a kid, my personal truth was severely damaged. My family was dirt poor, my father was a bad alcoholic, and there were even times growing up when I was hungry and homeless. I had to rally just to feel like a second-class citizen! But eventually, and with a lot of help from some coaches, I found something I could be proud of. As it turned out, I was a good athlete. Now, obviously I was no Michael Jordan or Tom Brady, but on the football field, I could run pretty darn fast and jump pretty darn high and seemed to be able to catch and hang onto the ball better than most.

Once that whistle blew, my team didn't care where I lived or who my family was; they cared that I could play football. And when I looked around to find that all of my teammates who I held in high esteem were suddenly deferential to *me*, they believed I was superior, I thought, "There must be something good about me because they're choosing me as team captain, and they choose me." So I focused on that one, isolated area, and that was enough for my self-worth to begin to grow.

Finding value in that one area gave me enough traction to stop put-

ting myself down for what I *wasn't* blessed with and focus instead on what I *was* blessed with and worked hard doing. I was giving myself a fact-based attribution to my self-image.

You can do the same. There are four **BOOKS**,
four steps to get you started:

1. Decide what you are good at or what is good about you.

2. Observe yourself exhibiting those qualities or characteristics

or mastering a given function or activity.

3. Acknowledge that you are, in fact, living to your potential

and having some mastery in your life.

4. Make an attribution to yourself regarding that competency.

Now we need **STREET**

to apply this approach to how you feel about your body and losing weight. You've got to decide, and really believe, that

you can be good at losing weight. As you learn to eat healthy and incor-

porate exercise into your daily routine, you will observe yourself mas-

tering weight loss because the scale and the measuring tape will reflect that fact **BIRD**

fact. You will change your personal truth to reflect the new reality

you've created. And as your personal truth begins to change, you will

stop beating yourself up for all the mistakes you've made in the past.

Then you behave your way to success because once you've changed your

thoughts and beliefs about yourself, your behavior follows.

42 | The 20/20 Diet

Out with the Old

You need to begin this program with an open mind and a clean slate,

not just about who you are but also about diet and exercise. Whatever

you *think* you know about how to fuel your body and help it release the weight clearly hasn't worked for you so far, so we're going to introduce you to some new theories and tips that could help **INC.**

So you succeed

this time.

Perhaps you haven't been applying information you learned in the

past correctly. For example, you heard once that a low-fat diet was the

answer. So you bought every candy labeled "low-fat," ate the whole

damn box, and then couldn't figure out why the pounds weren't melting

away! You thought, "Hey, the packaging says it's a 'low-fat food' so I can eat the whole damn box!"

Well, guess what? Refined sugar, which is what that candy is made

of, doesn't have any fat in it, but **BOOKS,**

so you really think you could eat

four pounds of it a day and not gain an ounce? Of course not! We now

know that the excess sugar, or what's referred to as "simple carbohy-

drates," gets converted to fat once it's in your body, which translates to more pounds on the scale. You have to be armed with both the right

information and the correct way to apply that information. Now we

know better in so many areas that impact your body.

Right now, I want you to spend 30 seconds writing down all the

ways you've tried to lose weight in the past. If you've tried fasting all week and then p **STREET**

igging out on the weekend, write that down. If you

believe that the only way to get thin is to starve yourself, get that

down on paper. If you've tried existing purely on sliced turkey and

hamburger patties, add that to the list. Think of every diet, exercise

program, system, cleanse, product, and procedure that you've tried

and put them all down on paper.

BIRD

Once they're in black and white, go through the list and cross out

each one that has failed you. As you cross them out, I want you to

acknowledge that these ideas did not work for you, but that you can still succeed in reaching your weight loss goals. Now, crumple up the paper

and throw it away. Be as dramatic as you wish to drive the symbolism

Getting Out of Your Own Way | 43

home; I don't care if you light it on fire (as long as you don't burn your house down!). The idea is that you're using your 20/20 hindsight to let

go of the past, start fresh, and open your mind to the new information

you're going to learn and master.

Your Mind/Body Connection

A powerful tool you should have in your weight loss arsenal is calINC.

led guided

imagery. Psychologists use this when working with cancer patients. They

ask them to think of their disease as ants attacking them, or to picture their own immune cells as Pac-Man characters gobbling up all the cancer

cells. This gives patients a sense of power and control over what can be a terrifying diagnosis. It also lowers stress and anxiety, alters brain waves, and has even been shown to increase the body's natural immunity. It helps patients dealing with serious illness, and it can also help you lose weight.

First, create a visual symbol for the **BOOKS,**

the extra fat on your body. It could

be prison bars that are figuratively encasing and restricting you, or a

black cloak with the hood pulled up, hiding you from others, or a

massive python wrapped around your body, squeezing the life out of

you. Then ask yourself: Why have you allowed this to happen? Why

have you imprisoned yourself? Why are you hiding? Why have you

given yourself a death sentence?

Your weight problem has likely been a gradual process, probably

without conscious intent, but in most cases, arriving at this weight

was *your* decision **STREET**

, even if it was a subconscious one, because there was some kind of payoff. You wouldn't have continued the behaviors that

caused you to gain weight if there wasn't any payoff.

For example, victims of molestation sometimes make a subconscious

choice to gain weight so they can feel sexually irrelevant and thus thwart all interest from the opposite sex, even healthy interest. Other

people **BIRD**

turn to food for pleasure, companionship, a sense of calm, a

deep-seated need for immediate gratification, or an irrational form of

reward. Your payoffs could be any or a combination of these factors, but the point is that you need to first recognize them and then learn how to generate the very same payoffs, except with healthy behaviors this time.

I'll help you do just that as we continue working in the chapters ahead.

44 | The 20/20 Diet

Now, go back to the symbol you've associated with your extra

weight. Imagine yourself losing weight and as you do, see yourself over-

powering, for example, that constricting snake so it's forced to loosen its grip on you, or watch as you bend those prison bars with superhuman

strength, or as you peel off that heavy, black cloak. *You're* in control now. As you begin to lose weight in real life, return to this symbol over and over, until finally, the visual no longer applies at all.

Why Willpower Doesn't Work

INC.

A huge part of getting your thinking right is to understand the funda-

mental difference between "control" and "willpower." In our survey,

we asked why people typically quit or gave up on weight loss pro-

grams. We gave a list of common reasons, including hunger, cravings,

unsupportive friends and family, plateaus, and lack of willpower and

asked respondents to rate the extent to **BOOKS,**

to which each issue affected their

decision to throw in the towel.

Before I reveal the intriguing results, I want you to answer this ques-

tion truthfully: If you've ever quit a diet or fallen off the weight loss wagon in the past, how much did your "lack of willpower" factor into

your decision to quit? Use a scale of 1 to 10, where 1 means it did not

play a role at all and 10 means it played an extreme role. If you answered

"10," you are in good company. In our survey, 37.6 percent of people

said “lack of will power” was the top cause of their past weight loss failures. They gave it a

score of 10 out of 10.

I’ve been saying it for years: will power doesn’t work long term. It’s

a temporary fix. You think, “This is it! I’m going to do it this time! I’m going to bulldoze my way through this and finally get skinny.” Come

on. You know how that story ends. You might manage to starve yourself

for a few days, and maybe you even drop a couple pounds. But then

what?

What happens? All you think about are the foods you aren’t allowed to

eat until finally those thoughts give way to actions, that dam breaks,

and you find yourself devouring a large pepperoni pizza without coming

up for air. And then you blame yourself and decide you’ll just have to

muster up *more* will power and it’ll work the next time. And so the ugly, self-defeating cycle starts all over again.

Getting Out of Your Own Way | 45

I want you to wipe the concept of will power from your vernacular and

replace it with words and concepts like “control” and “programming.”

Will power has no staying power. Control and programming can

last a lifetime because when you set up your world and your relation-

ships to support your weight loss goal, you set yourself up for success

that lasts. As you start implementing this plan in your life, you'll begin to take back control over your thoughts, your relationships **INC.**

p with and

understanding of food and nutrition, important aspects of your lifestyle and environment, and your commitment to exercise. And ultimately, I

believe you'll win back control over your weight.

What's Your Excuse?

Let's talk about your typical, go-to excuse when you're trying to jus-

tify your bad behavior. When you've given yourself permission to eat

a large pizza, the whole plate of frie **BOOKS,**

d mozzarella sticks, a ginormous

The Obesity Disease

The American Medical Association recently changed its definition

of obesity from a "complex disorder" or a "chronic condition" to that

of "disease requiring a range of medical interventions to advance

obesity treatment **STREET**

t and prevention." The medical experts are taking

this threat to public health extremely seriously, and so should you.

While I'm at it, I'd like to give you a quick rundown of the top

health conditions that the Centers for Disease Control and Prevention

lists as caused or aggravated by obesity: coronary heart disease, stroke, high blood pressure, type 2 diabetes, cancers such as breast and colon,

live **BIRD**

r and gal bladder disease, sleep apnea, respiratory problems, degen-

eration of cartilage and bone (osteoporosis), reproductive health com-

plications such as infertility, and mental health conditions.

Use your 20/20 foresight to think of your future self as you make this decision to take your health seriously.

46 | The 20/20 Diet

soda, or any other variety of unhealthy food, how have you been jus-

tifying that self-defeating behavior?

I asked about people's justifications for overeating or indulging in

unhealthy foods in the survey, and I'd like you to answer honestly too:

Rate the following justifications for overeating or indulging in

unhealthy foods in terms of how frequently, commonly **INC.**

, or intensely

you do it (where 1 = the least common/intense, and 10 = the most

common/intense method). For example, if you constantly tell

yourself you will burn off the extra calories, you might rate that

justification as a 9 or 10, whereas if you only occasionally use that

justification, you might give it a 2 or 3. Choose N/A for any

options that do not apply to you.

I tell myself ...

1

2

3

4

5

6

7

8

9 10 N/A

**that I will burn off the
extra calories**

**that if others around me
can do it, so can I**

BOOKS,

**that it was peer pressure
that it's worth it because
it tastes good**

to live in the moment;

I'

STREET

ll do better tomorrow

**that I'm hungry or that I
physically need the food
that I can't afford**

healthier, fresh foods

Th BIRD

The top three excuses people from our survey identified with the most

were:

1. I tell myself to live in the moment; I'll do better tomorrow.
2. I tell myself it's worth it because it tastes good.
3. I tell myself I'm hungry and I physically need the food.

Getting Out of Your Own Way | 47

Take a moment to think about all the lies you've told yourself in

the past, all the ways you gave yourself permission to engage in bad

behavior. Isn't it amazing how easily you can cheat yourself out of the

right choices by convincing yourself that you "deserve" the *wrong* ones?

It's highly illogical when you think about it. You deserve a better life, you deserve better health, and you deserve to lose weight. But in the

moment, you're reacting to a trigger, so you convince yourself **INC.**

If that you

"deserve" the pizza and beer. In your mind, you're calling it a reward

when, in actuality, it is a punishment. You'll tell yourself something,

anything, in order to make it OK for you to have momentary pleasure.

It's time to stop these self-defeating patterns. The next time you

find yourself drooling over some ridiculously inappropriate food choice, take control of your thoughts. Replace the excuse to indulge with a rational thought from this list or one of your own so you have a clear-cut

strategy when you have a moment of weakness:

Choices I make now will impact

BOOKS,

my future. I will turn down this

temptation now so that I don't regret my decision later.

The payoff of instant gratification isn't enough for me any-

more. I care too much about reaching my goals to sacrifice them for something that tastes good in a fleeting moment.

If I'm genuinely experiencing physical hunger, I will eat some-

thing from this plan to hold me over until the next mealtime.

***What's Your Routine?* STREET**

ine?

If I asked you about your food routine, what would you say? Do you even

have one? Or is eating more like a haphazard, "grab 'n go," stuff some-

thing in your face when it's convenient scenario most days of the week?

Many of the overweight patients I've worked with and counseled

over tBIRD

the years report that they pretty much eat whatever is around,

whenever they can. But the *lack* of a purposeful routine is still a routine.

It's not a healthy one and it's not one that lends itself to weight loss, but it's a routine nonetheless. And it actually could be a huge factor in your current weight problem, because the latest theories indicate that *when* (or how often) we eat is just as important as *what* we eat.

48 | The 20/20 Diet

For one full day, write down everything that goes in your mouth.

From the coffee with cream and sugar in the car to the handful of

chocolate candies at work, the chicken nuggets you grabbed at the

drive-thru to the bag of chips you inhaled while watching a sitcom;

write it *all* down. You can record it in a food journal, in your phone, a spiral notebook, or a collection of Post-it notes. You should eat like you normally do on an average day; the only thing that's **INC.**

What's different is

that you'll record it and keep that record.

To make this even more useful, you're also going to write down the

time that you ate the foods and a little information about what you were thinking about when you ate them. If you weren't thinking at all, you can just write "nothing"—that's fine. Or if you ate as a response to hunger

and all you were thinking about was that you were absolutely famished,

write "famished." Alternatively, if you're thinking about how stressed out, pissed off, or exhausted you are, say so. All of it is very useful data.

This exercise is going to provide you with **BOOKS**,

you with a world of information.

It will reveal to you what kind of *value* you are assigning to your food currently. I'll get into that more later, but for right now, make a pact with yourself that, starting when you wake up tomorrow, you will

record everything that you consume.

When the chart is filled in, look at your results. Do you notice a

pattern? Are you coming to realize that more of your food choices are

based on an emotion, a trigger, or just pure habit rather than a physi-

cal need to eat? Or did you let yourself get so hungry that by the time

you finally ate, y **STREET**

ou severely overate?

My One-Day Food Journal

Time of Day

Food or Drink

What I'm Thinking About

BIRD

Getting Out of Your Own Way | 49

We're going to look at these habits and trends in more depth a

little later, but for now, this is a great starting point for acknowledging your routine—one that we will change together.

Are You Ready? (Or Just Pretending?)

Do you want to be thinner but aren't willing to give up yo **INC.**

ur favorite

foods? You'd love to be healthier but exercise is out of the question?

Are you still thinking, “I suppose I’ll get around to losing weight at

some point down the road”? If those thoughts ring true, then you are

not ready and there is little or nothing that I can say to convince you

to get ready at this point.

If, however, you have hit rock bottom and you know there is

no option anymore, you are ready to throw out your old ways that

weren’t working and make immediate, necessary changes to achieve

your goal.

Life rewards action. Stop thinkin **BOOKS,**

g about losing weight and take

action. Now is the time to get out of your chair and into the game,

because life won’t wait around for you to make up your mind.

In the next chapter, you will make a plan for achieving your goals

and then, watch out world, you’re on a mission and no one can stop

you!

STREET

BIRD

50 | The 20/20 Diet

4

SET THE RIGHT GOAL

*To map out a course of action and follow it to an end
requires* **INC.**

es courage.

— Ralph Waldo Emerson

Setting the right goal in the right way is imperative. In *The Ultimate Weight Solution*, I talked about defining your “get-real weight,”

and I coined that term for two reasons **BOOKS,**

ns.

First, you have to get real about what is safe and achievable for

you. If you’re a six-foot-tall woman with broad, swimmer’s shoulders

and quadriceps thicker than most tree trunks and you want to weigh

125 pounds like all of your pint-sized friends, you would be setting an

unrealistic, unhealthy, and likely unachievable goal weight.

You also have to get real about your target weight from a psycho-

logical perspective. You can’t just pluck a number from thin air that

you want to see on the scale because you’ll set yourself right back on

the loopy loop **STREET**

you know all too well. Think about your relationship

with your body and set goals toward liking it, being proud of it,

accepting it for all of your God-given uniqueness, and treating it with

respect and love. You will experience a psychological shift in how you

feel about your body as you go through the steps in this program.

Wa BIRD

tch Your Transformation

People are posting selfies all over the Internet these days, but I'm asking you to take a selfie that is for your eyes only. We already know

how powerful it can be to look at the past, and we know you've got

51

to clearly envision all that lies ahead. Now let's create markers to help you track your progress and pave your route.

Take a "before" photo of yourself when you start this plan, and

then take photos at the end of each week so that you can watch the

physical transformation occurring. You see yourself in the mirror

every day, which can make it easy to miss physical changes, so that's

where the photos come in very handy for continued motiva
INC.

tion.

Also, take some simple starting measurements. Stand up straight

and don't suck in or push out your stomach; just keep it neutral. Don't

flex your muscles either. You want to get an accurate, neutral reading

for all of these. As you progress through the plan, take the same mea-

surements and record them in the chart below to help you track your

progress and keep you motivated. You'll likely notice an improvement

overall in muscle tone and your physical shape.

The point is not to obsess over these numbers. Again, these are

simply opportunities to gauge your pr **BOOKS,**

ogress and pat yourself on the

back as you feel pride over creating positive results.

Starting

After

After

After

Measurements

Phase 1

Phase 2

Phase 3

Weight in pounds

Around waist at

belly button

Around low

STREET

er abdomen

(just above hips)

Around hips at

widest area

Ar

BIRD

ound widest part

of upper arms

Around widest part
of thighs

52 | The 20/20 Diet

Waist Circumference Warning

Quite a bit of research has been done in the area of
measuring

risk factors for cardiometabolic diseases such as diabetes,
hyper-

tension, and coronary heart disease, and one very simple
way to

determine your own risk is to look at your waist meas
INC.

urement.

In general, if you are a woman and your waist circumfer-
ence is greater than 35 inches around, or if you're a man
and it's

greater than 40 inches around, then you are at an increased
risk

for serious illnesses.

Why? Well, your waist measurement is an indication of the
amount of visceral fat in your body, and when I say
visceral,

I'm referring to the fat underneath your abdominal wall.
This is

the dangerous fat surrounding and in a sense "strangling"
your

organs and keeping them from fu **BOOKS,**
nctioning properly. This stuff

is no joke—if you have this excess belly fat, and your
measure-

ments are in the danger zone, I want to sound the alarm loud

and clear. And I want you to get serious about losing weight, so

run, not walk, to your doctor to discuss what steps you need to

take to reduce your risks.

The last step in this process of setting your sights on a clear target

is to look at the **STREET**

chart on the next page and find your healthy weight

range. Now again, this isn't a perfect science, but these weight ranges

are typically considered within the realm of healthy for their corre-

sponding heights.

Of course there are exceptions. Some people are long and lean,

while others are naturally stocky. While some body types put on

mus**BIRD**

cle very quickly, others just aren't designed to show muscle defi-

niton. You do have to use common sense and set a goal that is

realistic. If you feel you are at a healthy weight, but fall outside of

the range below, I recommend you talk to your doctor to help assess

your weight needs.

Set the Right Goal | 53

Use this table to set your sights on a goal that is reasonable for *your* body.

Height

Ideal Weight Range

4' 6"

77–103 lbs.

4' 7"

80–107 lbs.

4' 8"

83–111 lbs.

4' 9"

86–115 lbs.

4' 10"

89–119 lbs. **INC.**

4' 11"

92–123 lbs.

5' 0"

95–128 lbs.

5' 1"

98–132 lbs.

5' 2"

101–136 lbs.

5' 3"

104–141 lbs.

5' 4"

BOOKS,

108–145 lbs.

5' 5"

111–150 lbs.

5□ 6□

115–154 lbs.

5□ 7□

118–159 lbs.

5□ 8□

122–164 lbs.

5□ 9□

125–169 lbs.

5□ 10□

129–174 lbs.

5□ 11**STREET**

□

133–179 lbs.

6□ 0□

136–184 lbs.

6□ 1□

140–189 lbs.

6□ 2□

144–194 lbs.

6□ 3□

148–199 lbs.

BIRD 6□ 4□

152–205 lbs.

6□ 5□

156–210 lbs.

6□ 6□

160–215 lbs.

6□ 7□

164–221 lbs.

6□ 8□

168–227 lbs.

54 | The 20/20 Diet

Your 20/20 Vision of Your Future Self

An important aspect of goal setting has to do with defining the types

of improvements you'll be making and how your life will change.

Answer these questions honestly:

On a scale of 1 to 10 (where 1 = not at all and 10 = extr
INC.

emely), rate

how your weight has affected (or is currently affecting)
your:

1

2

3

4

5

6

7

8

9 10

Sex life

Social life

Romantic relationship(s)

Work/Professional life

BOOKS,

Non-romantic

relationships

Ability to participate in

physical activities

I'm guessin **STREET**

g your answers revealed that your current weight is

impacting most, if not all, aspects of your life. Now, let's dig a little deeper. Write down exactly what you've *wanted* to do that your weight has *restricted* you from doing. These are the aspirations that you've pu **BIRD**

t so far on the back burner that you've nearly forgotten them. You

must be *realistic* so you don't set yourself up for disappointment. If your "dream" has been to pose on the cover of the *Sports Illustrated* Swimsuit Issue, you might need a reality check. But maybe you want

to strike a sexy pose in your bikini on the beach this summer? Now

we're talking.

Set the Right Goal | 55

Here are a few more ideas to get you thinking: Maybe you want to

set a goal of getting back into the dating world after years of keeping

to yourself out of embarrassment. Or perhaps you want to fit into rides

at the amusement park when you go with your kids, or simply fit into

your favorite pair of jeans that you buried in the back of your closet.

Write down your dreams and goals below.

Part 1: What I Want to Do

INC.

.....
.....
.....
.....
.....
.....

Part 2 of the exercise is to spend at least 30 seconds visualizing yourself actual y *doing* these things. This will al
o**BOOKS,**

w you to *see* your own potential
even before you've reached it. Athletes do this all the time.
As basket-

ball players stand at the free-throw line, they vividly see themselves in their mind's eye shooting the ball and the ball landing in the basket.

Nothing but net! Golfers "watch" the ball go in the hole before they

make the putt. I want you to program your mind by capturing a spe-

cific mental image not only of you doing these things, but what you

will look like, what you will feel like, and how your life will be different after you've broken free of the bonds of being overweight. Imagine

those feelings of p **STREET**
assion, excitement, or whatever it may be for you
and then imprint them in your mind. It's a step toward behaving in a
way that will make it a reality.

When you're finished with the visualization, write it down.

Par BIRD

t 2: How I Will Feel

.....
.....
.....
.....
.....
.....

56 | The 20/20 Diet

That might have been an emotional experience, especially if you've

been afraid to let yourself think about what "could be" instead of wal-

lowing in what "is." Maybe you've been blocked by fear of failure, or a

fear of getting carried away in a dream that can never be your reality.

I want you to claim victory over fear right here and now. This time,

you will not fail. This time, it's within your grasp.

Create Your 20/20 Plan

Now let's create your plan to reach your goals. This i

INC.

s a process that

I've been using and recommending for years because I've seen it work

with people I have counseled. It gives you the ability to program yourself for success.

In short, the steps are:

- Express your goals in measurable and realistic terms.
- Express your goals in terms of **BOOKS**, of specific behaviors and feelings.
- Assign a timeline to your goals.
- Break down your goals into manageable steps.
- Create accountability.

We'll go through each one together.

Express Your Goal in Terms That Can Be Measured and Are Realistic

Too many folks **STREET** make the mistake of starting a new weight loss regimen with the unclear, unquantifiable declaration of "I want to lose weight."

That is a wishy-washy, loose, weak statement made by someone who

isn't serious about what lies ahead. If all you're saying is you want to lose weight, how will you know when you've reached that goal? When

you've **BIRD**

lost one pound? Ten? You won't know because you haven't stated

it in a measurable way. A winner, someone who is programming himself

or herself for success, states his or her goal with great specificity. Your weight loss goal must be measurable and realistic.

If you are 20 pounds overweight, then you would express your

goal by writing, “I intend to lose 20 pounds to reach my goal weight

Set the Right Goal | 57

of 130 pounds.” Or if you choose to focus on your waist measurement

instead of your weight, your goal might be expressed as, “I intend to

lose 3 inches around my waist to reach my goal waist circumference

of 34 inches.”

My Measurable, Realistic Goal(s) Are:

INC.

.....
.....
.....
.....
.....
.....

Express Your Goal in Terms of Specific Behaviors

You behave your way to success. So, you have to get specific about

what behaviors you will need to start doing, stop doing, or continue

doing in order to achieve your goal. F **BOOKS,**

or instance, you might need to

stop eating fast food and start doing the nutrition plan described in this book. Or you might need to shuffle your daily

schedule to accommodate exercise, or get a physical activity tracking device so you'll move and walk more every day. You might need to continue doing meditation

because it's reducing stress in your life.

I can't emphasize enough how important your past mistakes are

here. You already know what hasn't worked, so add those routines and

self-defeating behaviors to the lines below. Search all areas of your life for what you should **STOP**

do, start, or continue doing in order to help you reach your goal.

I Need to

STOP Doing:

START Doing:

CONTINUE Doing:

BIRD

58 | The 20/20 Diet

Assign a Timeline to Your Goal

The difference between a goal and a dream is a timeline. If you start

this program with the attitude of "I'll lose weight someday," I can

almost promise failure. "Someday" is not a day of the week. So, pull

out the calendar and assign a realistic timeline to your goal. This is

exciting because you will literally mark a day in your future, and that

is the day you will have reached your goal (if not sooner).

Notice I said your timeline needs to be *realistic*. If you **INC.**

ou're still off

in la-la land thinking you will be bikini-ready in three weeks even

though you have 20 pounds to lose, you're kidding yourself. A realistic

amount of time to lose 20 pounds is between 10 and 20 weeks.

You should also set incremental goals to help you maintain moti-

vation. Rather than setting a date for when you'll achieve your final

goal, give yourself some mileposts along the way. If you want to lose

six pounds in the first month, write that down, and then when you

achieve it, attribute that success to **BOOKS,**

to yourself so you can see yourself

being successful at losing weight. This will help you define your per-

sonal truth as a winner.

Below, clearly state your weight loss goals in terms of a timeline. You

can break it down week by week; whatever is going to work best for you.

But write it here and set alarms in your smartphone or add it to your

desktop calendar so that you have visible reminders. (Have you noticed

yet how important a role I think vision plays in your success?)

My Realistic Timeline

Incremental Goals

.....
.....
.....
.....

BIRD

.....
.....

Break Down Your Goal into Manageable Steps

Next, you need to define precisely what steps you’re going to take in

order to achieve your goal. You may not know every single step you’ll

need to take just yet, and that’s OK. This list should evolve with you

Set the Right Goal | 59

throughout the program. As you learn what is required of you, come

back and add to this list.

For now, the steps might be more general, such as “I will learn and

apply the information in this book,” or “I will resolve to get up at least once per hour and walk around,” or “I will stop going to the drive-thru.”

The Steps I’ll Take to Reach My Goal

INC.

.....
.....
.....
.....
.....
.....

Create Accountability

Next, you need to identify someone, or several people, to whom you can

be accountable. You should tell them a **BOOKS,**

about your goal, your timeline for

achieving it, and the steps you're taking so that you can check in with

them on a weekly basis and update them on how you're progressing.

You should also feel comfortable enough with the person or people

that you can call on them if you're feeling frustrated or if you want

to share and celebrate milestones along the way. This can be a trusted

friend, a family member, a spouse, or anyone close to you.

Below, list the person or people to whom you will be accountable:

My Partner(s) in STREET

Accountability

.....
.....
.....
.....

BIRD

.....
.....

Congratulations on creating this imperative strategy for identify-

ing and reaching your goal. *Knowing* what you want is the first step toward *getting* what you want, and it creates a positive momentum toward making it real. You're making some serious headway.

Clean Up Your Environment

Imagine a scenario with me. You're sitting in a room, and this room

has wall-to-wall zebra rugs, a zebra-stripe pattern on every inch of

wallpaper and on every chair, there are photos of zebras on the wall,

sounds of the Serengeti are playing in the room, and when you look

out the window, a herd of zebras walk by. Literally all o **INC.**

f your senses

are being bombarded with a zebra message.

And then imagine that I ask you to think about something, any-

thing ... except zebras. What are you going to think about? If you

didn't say zebras, you're not paying attention! It would take a lot of

concentration and blocking out of your immediate surroundings in

order to think about something other than a four-legged animal with

black and white stripes.

That is an abundantly obvious example, but let me ask you this:

If all of your senses were being satu **BOOKS,**

rated with images and smells of

all the crap foods that led to your weight gain, why *would* you do anything other than think about them, salivate over

them, and ultimately eat them? Asking yourself not to eat junk food when you are

surrounded by it is practically a form of torture.

Overweight people, as a general rule, tend to be externally controlled—

more so than people of average weight. For example, if two

groups of people, one overweight and one of average weight, were

served lunch that clearly wasn't enough food, but they were told there

was more food in the **STREET**

in the fridge if they wanted it, which group do you

think would go and get more food? The answer might surprise you.

The people of average weight are more likely to get more food because

they hadn't had enough to feel satisfied. They are controlled by inter-

nal stimuli, physical hunger. Because the overweight group is exter-

nally controlled, they eat what is there and stop. They likely wouldn't

see **BIRD**

ask more from the fridge. But if the two groups were served a massive

amount of food (think "family style" meal), who is more likely to con-

tinue eating until every plate is licked clean? The overweight group,

because they see the food in front of them and so they continue to eat

way past the point of being full.

Set the Right Goal | 61

Many of the decisions you're making about what you eat probably

have to do with reactions to some kind of external stimuli. You see the

candy in the jar on the counter, and even though you weren't think-

ing about candy—you weren't even thinking about *eating* (since you weren't experiencing physical hunger)—what do you do? You open the

jar, grab a handful, and pop it in your mouth—maybe without even

realizing you did it. You reacted to a visual stimulus. It's **INC.**

as basic as

that. And the fix is just as basic. Remove the stimulus and replace it

with a healthy alternative.

Notice I said remove it *and* replace it. It's not enough just to clear the house out of all junk food because eventually you are going to get

hungry, and when you do, if there's literally nothing to eat except a

jar of year-old pickles and some stale crackers, you're probably going

to return to old habits and hit the drive-thru or order a pizza. Instead, you have to replace the unhealthy choices with healthy ones.

Listen, I can cure obesity, smoking **BOOKS,**

, and alcoholism with 100 per-

cent efficiency. No kidding! If you're smoking four packs a day and I

parachute you into the Antarctic with no tobacco, guess what? You're

cured. Right? Control the environment and you can eliminate these

problems. If you don't have access to the substance, you can't abuse it.

The reason food addiction is more difficult to manage than alco-

hol or smoking is because you *must* interact with food. You don't ever have to interact again with alcohol or tobacco, but food—well, it's

pretty basic for survival. But you can still program your environment

so you don't rel **STREET**

ly on emotions for your food decisions. If you wake up in the middle of the night craving potato chips, it's pretty hard

to give in and eat them if they're not there. Sure, you could get up,

get dressed, drive down to the convenience store, and buy some, but

that's a lot harder than just walking into the kitchen and bingeing. So

you've got to set up your environment so in those moments when you

don' **BIRD**

t feel strong, or your commitment is waning, your environment

props you up.

Since I first discussed the concept of a “no-fail environment”

in *The Ultimate Weight Solution*, the definition of “environment”

has expanded significantly. Sure, you still live, work, and play

in physical spaces. But as technology has exploded and become

62 | The 20/20 Diet

more readily available to an enormous cross section of society,

our “space” now extends to cyberspace. Think of all the millions

of times you might be exposed to messages relating to food: in

e-mail, on social media, when surfing the web, and so on. Whether

it’s in the form of online advertising or friends posting images of

their colossal dessert, it can be overwhelming. There’s even a trend

called “food porn” where people apparently post phot **INC.**

os of drool-

worthy foods online. Not to mention what you’re watching on TV,

looking at on your e-reader, or staring at in magazines! Our society is

food obsessed, but *you* don’t have to be.

So, let’s investigate all the areas of your life that are crying out for you to convert to no-fail environments. The first step is to identify

your cues. What are your “candy jar on the counter” stimuli? Here are

some examples of cues that might often cause you to eat even when

you are not physically hungry:

Common Food Cues

- Fast-food restaurants along your common routes
- Cooking or food-centered TV shows
- Images of food on social media/photo-sharing sites
- TV and Internet commercials
- Vending machines
- Seeing foods in the fridge, freezer, pantry, etc.
- Billboard **STREET** advertising restaurants or foods
- Magazine advertisements
- Certain foods or drinks that typically cause cravings
- Smells of food emanating from restaurants
- Birthday parties or gatherings of any kind

BIRD

Being in places where you have typically allowed yourself to

“pig out” in the past

Some or all of these may apply to you, or you might have other

cues. Take a moment to analyze your own external food cues. Of

course you cannot remove every single cue from your life. There are,

Set the Right Goal | 63

however, many simple changes you can make to reduce the number of

cues you experience on a daily basis. The most obvious one is clearing

your kitchen of processed junk foods like chips, candy, soda, white

bread, sugary cereal, pastries—you get the point! If it's something that will call out your name and tempt you to the point of you losing control, then it needs to go.

I've always said, the McGraw men are tough: we can handle

anything except pain and temptation. Sound familiar? It's OK—

most people are that way. If something hurts, they quit. If some-

thing's available, they start. So if you go home and your environ-

ment is chock-full of your personal poison, you are going to fail.

This is why I don't recommend alcoholics go get jobs as bartenders.

I mean, come on. Even Homer Simpson could figure that one out!

Isn't the same true for you? If you are a recovering obesity patient

or just looking to achieve a healthy weight, we don't need you going

into (or living in) a target-rich impulsive **BOOKS,**
e food environment.

This extends outside your home too. If there's a fast-food joint

you pass on the way to work every day and it instantly puts you in

a state of milkshake dreams, you might need to find a new route,

even if it adds a few minutes to your commute. Or you might

need to remove a friend from your social media accounts if he or

she constantly tempts you with food references. Hey, it's nothing

against her. Instead, add people who enhance what you're doing

by posting their exercise routines or giving healthy ideas for meals.

And if you're "ad **STREET**

dicted" to the latest show about decadent foods

but by the final credits you've consumed approximately 10,000

empty calories, it might be time to install parental controls on that

TV to keep *yourself* from tuning in. So I'm asking you to identify your external food cues, and then come up with ways to reduce

your exposure to them.

I BIRD

In the next chapter, you'll find a clear list of foods with which

you should stock your kitchen so that you have the right options to

reach for when your stomach starts growling. As we know, hungry

people will eventually eat (as they should!), and I want you to be

prepared with the *right* foods.

64 | The 20/20 Diet

"But What Will My Kids Eat?"

If you're worried about clearing out the kitchen of all the crap and

thinking, “My kids aren’t on a diet; I can’t expect them to give up

their favorites and eat this healthy stuff,” this is my response: That

is a higher form of parental insanity. You weren’t born craving

high-fat, high-sugar junk food. Your palate has *learned* to crave those foods. So now you’re going to start training your kids’ palates by gorging them with high-fat, high-sugar, and high-sodium

foods so that becomes the norm for them too? If you do that,

you’re setting them up for complete failure.

As our country’s obesity crisis grows, kids are anything but

excluded. In fact, according to the Centers for Disease Control and

Prevention, in the past three decades, childhood obesity has doubled

and obesity in adolescents has more than **BOOKS,** than *tripled*. More than one third

of the kids in this country are overweight or obese. To me, that’s just a tragedy. And of the overweight or obese children, 80 percent of them

grow up to be overweight and obese adults. Why don’t you take a guess

at how much that costs us in additional medical costs? The answer is

\$190 billion.

I want to make you urgently aware of the fact that you are imprinting in your children’s minds what their relationship with food

should resemble, and you are setting up habits for them that they

will carry through **STREET**

through the *rest of their lives*. Twenty years from now, do

you want them to be in the same boat you are right now?

Do you

want them to struggle with their weight, suffer through bullying, or

even get diagnosed with a life-threatening disease? Of course not! You

don't let your kids sit around and smoke cigarettes all day, do you? So

why would you feed them what amounts to poison on a daily basis?

I BIRD

If you teach your kids to choose a bowl of berries for dessert instead

of an enormous ice cream sundae, that's a pattern they will continue

to follow. Your job is to prepare your child for the next level of life, so let's not trick them into liking foods that could harm them.

continues □

Set the Right Goal | 65

So while you're changing your own decisions about food, take

steps to get your kids on the healthy bandwagon too. I know, I

know—taking away all the junk at once might lead to a meltdown

of epic proportions. It's OK to keep a few snacks in a "kid cup-

board” that is only for them, but limit their intake to one serving

per day. And work with them to stock the kitchen with healthy

alternatives they’ll eat and enjoy the rest of the time. Of course, your

kids are going to have cake and ice cream at birthday parties and

some candy on Halloween—I’m not suggesting you go to extremes

here. But just like you, once healthy eating becomes the status quo,

you’ll find that they’ll stop constantly begging for junk food and

start craving and asking for healthier foods before you know it.

Claim What’s Yours

As you begin this diet, I want you to **BOOKS,**

step way out of your comfort

zone and audaciously claim what can and should be yours.

Maybe you

feel like you’ve spent your entire life focusing your attention on the

needs of others, taking care of everybody else, and as a result, you’ve

ended up with a list of priorities that doesn’t include your own health

or well-being.

I want you to **STREET**

to claim your goal weight, your renewed health, and

your brand new life right now. Know, and I mean really know, that

you are capable of this, that you deserve it, that you're up to this challenge (and it *will* be challenging at times). If you get on task about this and you make this your top priority, your weight will no longer be a

problem. You've got to name it to claim it.

BIRD

66 | The 20/20 Diet

20/20 Preparatory Exercises

Here are some quick steps you can take to ensure that you're all

set and ready to start attaining your weight loss goal. These should

take about 30 seconds each to complete:

Environmental Audit: Perform a mental audit of all **INC.**

l your

various environments. Have you adequately transformed them

into "no-fail" environments?

Realistic Role Model: Think of a role model in the health/wellness realm you wish to emulate. Pick someone who is realistic and who promotes healthy philosophies. This person

can help inspire you through your journey.

Make a Date with the Grocer BOOKS,

y Store: Pull out your calendar

and schedule a trip to the grocery store to purchase the 20/20

Foods before you begin Phase 1. Important: Go to the store

after a meal so you're not hungry and drooling over the junk food.

***Contract with YSTREET
ourselves***

You have already identified someone to whom you can be accountable

for staying on the course toward your goal. But the most important

person to whom you are accountable is *you*.

All I'm asking you to do right now is to set it in stone with the

con **BIRD**

tract found on the next page. This is a visual symbol of the com-

mitment you are making.

Set the Right Goal | 67

My Commitment Contract

I, _____ (your name),
commit

to follow the steps and timeline I have laid out in order to achieve my realistic weight loss goals. Just as in life, this diet is not going to be a success-only **INC.** journey.

Therefore, if I deviate along the way, I promise not to beat myself up or use it as an excuse to fail.

Instead, I will get right back on track. I promise not to make excuses or to sabotage myself or allow others to sabotage my efforts.

I recognize that I am in control of my decisions. I believe in my ability to use

20/20 foresight to achieve my **BOOKS**,
my goals, and I believe I
deserve better for myself.

Signed,

(signature) (date)

STREET

BIRD

68 | The 20/20 Diet

5

EXTINGUISH YOUR

FAKE HUNGER

Statistics show that of those who contract the habit of eating, very few survive.

INC.

— George Bernard Shaw

Hunger is a gift. That's right; hunger, defined as the sensation you

get when your empty stomach **BOOKS**,

hunger alerts your brain that you need

food, is a gift. Hunger helps you stay alive. The need for food, which

is our source of energy, is one of our basic survival needs, and it is the gift of hunger that tells us when we *need* food.

You get into trouble when you ignore your body's signals or

start putting food in your mouth when the hunger sirens haven't yet

sounded. I want to show you how to tune back in and stop misusing

(and abusing) food.

I used to carry around a pocketknife all the time. Someone would ask

me to borrow it a **STREET**

and my first question was, “What do you plan to use it

for?” I wanted to know because if they wanted to use it as a screwdriver, to pry at something, or for anything *other* than cutting, then the answer was “no.” That blade is meant for one thing and one thing only: cutting.

If you do something else with it, you’ll break the blade right off. Like my poc **BIRD**

ketknife, you can’t use food for anything other than its intended pur-

pose. (Well, you can, obviously, but you will have to pay the consequences if you do.) Instead, we need to work together to change your behaviors.

Now, this doesn’t mean you can’t enjoy the taste, texture, and

sensation of eating. You can still appreciate food. But ultimately the

purpose of eating needs to be for nourishing your body, not fulfilling

69

another need or desire. If I can get you to stop misusing food, then

we’re good. But your mind has likely learned that food is its go-to

salve. Think about it. Feeling sad? Let’s eat. Lonely? Got to eat. Time

to celebrate? Bring on the food. No date tonight? That’s OK, order a

pizza. It's pretty outrageous when you think about how practically

everything we do and every emotion we feel leads to some form of eat-

ing. I mean, we're like horses walking around with feedbag **INC.**

s attached

to our faces—it seems like we, as a society, are constantly *eating!* Heck, we've even trained our pets to go against their instincts and misuse

food—just look at all the fat dogs and cats these days.

In order to “stop the madness,” control your habits, and overcome

impulses, you have to relearn how to identify your hunger signals

and recognize the different types of hunger you're experiencing. We

touched upon this earlier, but let's dig in a bit more.

First, there's physical hunger, which brings about physiological

symptoms, like a growling stomach, or **BOOKS,**

r if you've really gone too long

without eating, you might get headaches, dizziness, or become light-

headed. And, of course, there are levels of this physical hunger, a range between a tad “peckish” and ravenous enough to swallow a cow whole.

Then there's what I refer to as “mind hunger,” which is that feeling

you get when you experience an emotion that you've been fixing with

food. That's the one you've probably been responding to without even

realizing it. For example, if you typically eat when you're stressed at

work, then the next time the boss yells at you, you might experience

a twinge of hunger **STREET**

and, urging you to stop by the vending machine on

the way back to your desk. It's not that your body actually *needs* food in order to continue functioning in that moment; instead, you have

inadvertently trained your brain to signal you to eat under certain cir-

cumstances. It's a physical response to an emotional need. Sometimes

you might even convince yourself that you're experiencing hunger,

where **BIRD**

and you're really experiencing a trigger-induced craving.

Finally, there is also what I refer to as "habit hunger," which is an

environmental or situational hunger response. You might eat because

it's "time to eat," or because you're in a place where you typically eat, or you're doing something you have often paired with food, such as

watching a movie or the Super Bowl, or taking a long drive.

70 | The 20/20 Diet

To help you regain a normal, healthy perspective on when and

how much to eat, I have developed my 20/20 Hunger and Fullness

Scale. I want you to study this scale and start using it before you

eat so that you can determine if you're physically hungry or if you're

experiencing mind hunger or habit hunger. As I said, there are true,

physical symptoms associated with hunger. It might have been a long

time since you actually went long enough without f

INC.

ood to feel this

way. This is an incredibly useful tool that I want you to use every day

until you really get it down.

Dr. Phil's 20/20 Hunger and Fullness Scale

1—Weak, unable to concentrate, hunger headache.

2—Extremely hungry, stomach growling nonstop.

3— Normal hunger, a little stomach growling, need to eat soon, but not ravenous.

Idea

range 4— Food sounds good, but not experiencing physical

1 R

signs of needing food like growling stomach.

an

eat R

BOOKS, g

Id

e

5—Not hungry but not full either—neutral.

6—Satisfied but not too full. Pleasant.

7— Full, a little too full. You know you could have eaten

less.

8—Too full **STREET**

ull, feeling stuffed, a little uncomfortable.

9— Experiencing more physical signs of eating too much:

bloated stomach, sleepy, quite uncomfortable.

10—So full you're sick, nauseated, miserable.

Ho BIRD

How to Use the Hunger and Fullness Scale

Before you start each meal, you should be right at a 3. And you shouldn't let yourself fall beneath a 3 under any circumstances. Going too low on

the scale could put you in danger of a major binge session. I'm talking

double meat, double cheese, with a heaping helping of diet failure.

Extinguish Your Fake Hunger | 71

That's one of the biggest mistakes folks make when they're diet-

ing—they think that they have to starve themselves, so they walk

around with their stomach going, "Hey, dummy, I'm running on 'E'

down here! Fill 'er up!" until finally they just give in and eat anything (and everything) in sight. When you deprive yourself of nutrition,

your body will switch into "survival mode" and begin holding on to

fat deposits. It's your body's way of keeping you alive when **INC.**

there's no

fuel coming in. That's great if you're lost out in the wilderness and

starving, but not if you're trying to lose weight.

In the first few days of Phase 1, if you find yourself dropping below a 3

an hour or two before mealtime, you can snack on a handful of almonds,

walnuts, or pistachios to get you over the hump. The goal here is to eat only enough to take the edge off so that you're still at a 3 when it's time for your next meal. Keep a stash of these three types of nuts with you so you're not tempted by fast food or vending machines when you're away

from home. Just don't overdo it—a handful **BOOKS**,
ul of nuts (not a one-pound bag)

has enough fat, protein, and calories to satiate your hunger for a while.

On the other end of the scale, instead of getting all the way to a

9 or 10 at mealtime, put the fork down when you reach a 6, even if

there's still food on your plate. Now, maybe you were raised in a time

or a home where food was scarce and you developed the mindset of

“eat it when you've got it,” or the directive to “clean your plate” is so ingrained in you from childhood that you can practically hear your

mother's voice when you sit down at the table.

I wanted som **STREET**

e insight into just how your upbringing might have shaped your current eating habits and relationship with food, so I

asked about it in our national survey. Go ahead and answer this ques-

tion, and then I'll show you how you compare to the national sample.

When you were growing up, did your family (check all that apply):

H BIRD

Have healthy eating habits (encouraged fresh fruits, vegetables,

lean protein sources)

Have unhealthy eating habits (served primarily junk food, fried

most foods, had little or no emphasis on fresh, whole foods)

72 | The 20/20 Diet

Equate food with love (e.g., "I cooked your favorite meal.")

Keep the kitchen stocked with processed or junk food (e.g., soda,

chips, cookies, pastries)

Reward you with food (e.g., candy for good grades, dessert for

finishing meal)

Require you to "clean your plate" at mealtime

Constantly talk about food

The top response to this question was “Require you t **INC.**
o ‘clean your
plate’ at mealtime,” with 64.2 percent of people choosing
that answer.

That might have also been the case with you, but listen:
You’re in a

different time and place now. No one is watching over
your shoulder

and telling you to lick the plate clean. Save the leftovers
for another

meal, use them for compost, throw them away, whatever
works—but

please don’t use “I was raised this way **BOOKS,**

” as an excuse to con yourself out

of reaching your goals. And while we’re on the topic—
please don’t say

“I was eating out and I paid for all this so I’m going to eat
it,” or “It was an all-you-can-eat buffet; I had to stuff myself.”
I want you to get out of the “clean your plate” mentality and
into the “eat until satisfied but not stuffed” frame of mind.

You’re setting a new pattern for your mind and body, so
your hun-

ger signals will very quickly line up with your new eating
routine.

You’ll likely return to a 3 on the scale after four or so
hours have

passed followin **STREET**

g a meal. Anything in between could be mind hun-

ger, or you might be so used to mindless snacking all day
that it feels

uncomfortable to be at a 4 or 5 on the scale. Again, stick
with the new

routine and your body will adjust.

You've already taken the important step of removing as many

of your external triggers as possible, so you've lowered your risk of

eating **BIRD**

ing in reaction to stimuli when you aren't hungry at all.

Plus, the

foods in this plan were picked because emerging research suggests

that they increase satiety (i.e., that feeling of fullness), so you won't find yourself leaving the dinner table unsatisfied and thus rifling

through the cupboards for late-night snacks.

Extinguish Your Fake Hunger | 73

Top Seven Tricks for Dealing with Fake Hunger

I want to give you some clear strategies to help overcome mind hunger,

because, in my experience, it's often just a matter of getting through

the impulse to eat and then you probably won't think about food for

a while. Below are some valuable tools for combating that fake, phan-

tom hunger.

First, you've got to understand that if you're entering **INC.**

g Phase 1

straight off a 10-day or even a 10-year food bender, where you've been

eating anything that crosses your path and you've put nary a thought

into the quantities or qualities of the foods you were consuming, then

this diet is going to be a shock to your system. Depending on what

you've been up to, making a drastic change will likely feel jarring at

first. If you've been a chronic muncher, always snacking on some-

thing, just the sudden switch to a different eating routine will take

some getting used to.

The same goes for your alcohol **BOOKS,**

consumption—if you've been

drinking booze every day, you might experience some symptoms of

withdrawal when you take that out of the equation. This is all part of

reconfiguring your body to switch from “gaining” mode to “losing”

mode.

Nobody said this was going to be easy. Remember, this is not

one of those diet mirages that falsely promise you an overnight, easy

cure for your fat, only to leave you just as heavy as before. This is the real deal, and it's going to take some adjusting. You need to pay close

attention to the **h STREET**

unger you're feeling and identify whether it's just

your body adapting to your new regimen.

Here are seven tricks you can use to combat fake hunger and crav-

ings. Use them, or let them inspire you to come up with new ones that

work for you.

1. Slo BIRD

w down and chew each bite for 30 seconds

Studies indicate that obese people ingest their food quicker and chew

their food less than slender people. This is certainly something I have

observed with my overweight patients as well. Are you guilty of taking

enormous bites, chewing the food barely enough to swallow it, and

74 | The 20/20 Diet

then immediately going for the next bite? I assure you, there is no

reward for eating the fastest or the most food in one sitting.

From now on, I want you to make a conscious effort to slow down,

take *much* smaller bites (use a salad fork instead of a dinner fork to make it easier), and spend an entire 30 seconds chewing each bite. Research

shows that the extra chewing can actually lower your level of the “hun-

ger hormone,” ghrelin, and boost your level of the appetite **INC.**

e-suppressing

hormone, cholecystinin. That’s right; you can actually create a phys-

iological response in your body that will keep you from overeating, al

by slowing down and chewing longer.

2. Turn off the screens

You might think that your smartphone or tablet is your best friend,

but did you know it could be causing you to eat more? That's right—a

recent study published by the American Academy of Sleep Medicine

found that people who were exposed to **BOOKS,**

due to the type of blue light emitted

by this kind of screen before and during an evening meal experienced

an acute increase in hunger and insulin resistance. And that's not all;

this blue light has also been shown to decrease overall sleepiness, and

if you mess with your sleep patterns, you're setting yourself up for even more cases of the munchies the next day.

So, switch off your e-reader or smartphone near mealtime or

bedtime. If reading helps you wind down, opt instead for a good,

old-fashioned hardcover or paperback book.

3. Revamp your SLEEP

r sleep

Catching proper zzz's is a vital aspect to weight loss, especially when

you consider one randomized sleep study recently published in the

American Journal of Clinical Nutrition, which showed that people who sleep less than seven hours per night are predisposed to overeat **BIRD**

ng. In fact, these sleep-deprived study participants consumed

an average of nearly 300 calories more per day than those who got

enough sleep, and many of those extra calories came from saturated

fat. So, make it a priority to get within the ideal range of seven to

nine hours of sleep per night.

Extinguish Your Fake Hunger | 75

4. Drink the right stuff

Sometimes when we think we feel hungry, we're actually confusing

the signal for thirst with hunger, so it's a smart idea to try drinking

a cup of water before reaching for something to eat. Plus, developing

research suggests that water may help increase thermogenesis, as scien-

tists observed in one particular study. If you're not a big water drinker, jazz it up with a little squeeze of lemon or go for the sparkli **INC.**

ng variety.

5. Brush your teeth

Have you ever noticed how bad food tastes if you eat right after you

brush your teeth? Use that fact to your advantage and brush your

teeth when you're feeling a weak moment coming on.

Because you typically brush your teeth at times of the day when

you won't be eating, your brain has an association between minty,

fresh breath and non-eating.

6. Call a supporter

Rely on the people to whom you are ac **BOOKS**,
countable. Call, text, or e-mail

any or all of them for encouragement in the moments that
you need

it. That's what they're there for!

7. Accomplish a task

You probably know the times of day when you tend to
have weak

moments—it could be late at night after the kids go to bed,
or

maybe it's midaft**STREET**

ernoon or right after work. Prepare for those

impulse moments, which most of us experience from four
to seven

times a day, by having a list of quick tasks you could
accomplish

instead of giving in and eating. Think about it; there's
always a bill

to pay, laundry to fold, a car to wash, or an errand to run.
Or you

could even burn a few extra calories by doing 30 seconds
of lunges

or ju **BIRD**

mping jacks. As your concentration shifts to the task at
hand,

it will move away from thoughts of food. Have some
foresight and

plan incompatible activities (something you can't do while eating)

for those times of day.

76 | The 20/20 Diet

When Old Wounds Crowd Out Motivation

Are you struggling with something deeper, an old wound that has

played a starring role in your weight problem? Maybe you suffered

emotional, physical, or sexual abuse? Were your parents really hard

on you growing up? Have you been the victim of ruthless bullying?

Perhaps your marriage failed or your spouse cheated?

Whatever the cause of your angst, now is the time t**INC**.

o close that

book of unfinished emotional business because if you don't, it can

stand in the way (once again) of your weight loss success.

I can help you accomplish this through a process I call your

Minimal Effective Response (MER). The key word here is "minimal."

Now, the *maximum* response might be to shoot the bastard who did

this to you, but that has some pretty obvious consequences which

lead to a whole new set of problems. Not exactly a winning strategy

for healthy closure. But your *minima***BOOKS**,

l response is something you can

do that doesn't cause more trouble and still gives you the maximum

result, which is emotional closure.

Here are questions to ask yourself to discover your MER for the

situation or person that has caused you harm:

What action(s) can you take to resolve your emotional pain?

If you achieve this resolution, how will you feel?

Does this feeling you will have match the feeling you want to

have?

Know in

STREET

g we are looking for the minimal response that is still effective for you, is there some other economical action that

would give you the resolution you need?

When you do this, you're not saying what happened is acceptable.

You **BIRD**

're not, in any way, making what they did to you *right*.
What

you're saying is that you are no longer giving it the ability to crowd

out your optimism, your self-esteem, your motivation, or any other

positive part of you. You've been tied to this thing for long enough.

Extinguish Your Fake Hunger | 77

All I'm asking you to do is untether, take it off, lay it down, and leave it behind so you can finally say, "OK, I'm done. I'm closing the book

on you. This emotional business is finished. Over and out."

Foods That Make You Hungry

As we've been discussing, there are certain foods that res
INC.

earch sug-

gests can help you feel full faster and longer, and you're going to be

eating a lot of those foods on this plan. But did you know there are

foods (probably many of which you eat on a regular basis) that can

actually make you feel hungrier and experience *more* cravings? They affect your brain and production of certain hunger hormones so that

you constantly want more, more, more—they literally *drive* your hunger. These are very dangerous but also very common foods.

Beware of these potential hunger-inducing food traps:

Regular and diet sodas

Concentrated sw

BOOKS,

eteners including artificial sugars and sugar

alcohols (closely check labels for such words as aspartame, sucralose, polydextrose, xylitol, lactitol, mannitol, maltitol syrup, and neotame)

White bread, pasta, and other starches made with white flour

Sugary cereals

☐ Alcohol

☐ Processed in **STREET**

eats (like hot dogs, bacon, and cold cuts)

☐ Fast food

☐ French fries and fried chips

You might not have ever realized that these foods can make you

feel hungrier and cause you to eat more, but now that you know, you

can

BIRD

now make a concerted effort to avoid them so they can't derail you.

If these are your current everyday staples, don't worry because in the

next chapter, you'll learn about the 20/20 Foods that will help you

replace your old unhealthy, unhelpful food traps with healthy, helpful

alternatives.

78 | The 20/20 Diet

Choose Food Wisely

In the next chapter, you're going to find out why we chose the 20 foods

we did for this diet. These 20/20 Foods are healthy, smart choices for

your new way of life to help you reach your weight loss goals.

Coping with Emotional Triggers

s

I asked about common triggers in our survey. I gave a range of

15 common triggers for overeating or eating unhealthy foods and

asked the responders to rate each one on a scale of 1 to 10.

Not surprisingly, 49 percent of people rated “emotions,” such

as anger, stress, depression, loneliness, or happiness, as their *most* powerful trigger to overeat. The ru **BOOKS**,

inner-up was “seeking comfort

or an escape from physical or emotional pain,” which 30.1 percent

of respondents rated as their most powerful trigger.

The next time you experience an emotion that typically prompts you to overeat or reach for the bag of chips instead of the

apple, follow these steps:

Take slow, deep breaths in through your nose and exhale out through your mouth for a full 30 seconds.

Decide h**STREET**

ow you are going to solve the problem or issue that has arisen. Write down your plan.

Take action to execute your plan.

Believe it or not, studies have shown that you’re actually less

able to perceive how much fat is in your food when you are in

BIRD

a heightened state of emotion. This is why it’s dangerous to sit

down with a tub of ice cream when you're depressed;
you're more

likely to just eat the whole thing. Now you know what to
do

instead.

Extinguish Your Fake Hunger | 79

20/20 Instant Intervention: Advertisements for fast food
or junk

food are targeted not at your hunger pangs but at your
innate desire

for a better life. They are selling you happiness rather than
a bag of

French fries. But you've got to beat them at their own
game. How do

you do that?

The next time you're standing in front of the chips or
candy aisle

or driving by the fast-food restaurant, think about those co
INC.

mmercials

that are trying to dupe you, then spend 30 seconds (it will
probably

take less than 30!) playing the scene all the way to the end.
Recall how you felt the last time you ate the junk food.

I mean it—really let yourself experience the fog that came
over

your brain, the swollen belly, the sluggishness that robbed
you of

physical activity, and how miserable you felt afterward. As
you relive

those feelings, push the cart or drive the car away and
navigate toward

healthy alternatives.

In so doing, you will successfully overcome **BOOKS**,
override the effects that the adver-

tising is meant to have on your brain, and you will have a
sense of peace and power because you recognize that you, and
only you, are in control

of this mission to lose the weight. No matter how many
times you gave

in and purchased the junk food in your past, today you
won.

A massive marketing machine has been jerking you around
and

programming you to buy their food. You should be mad
about that;

you have every right to be outraged over their stealthy
manipulations.

Now that you're alerted to their tactics of selling
acceptance rather

than food, you can **STREET**

and choose not to be played for a fool anymore.

BIRD

80 | The 20/20 Diet

6

STOCK UP ON YOUR

20/20 FOODS

I tried every diet in the book. I tried some that weren't

INC.

t in the book.

*I tried eating the book. It tasted better than most of the
diets.*

— Dolly Parton

You're starting to get a handle on right thinking and how to man-

age and overcome your fake hu **BOOKS**,

nger, which is critical. Now let's

turn our attention to which foods you should be eating, another cru-

cial component to slimming down once and for all.

There are 20 foods at the core of this diet, and for the first five days, you will be eating only these foods. But don't worry—there are plenty

of delicious ways to combine them, and you'll have specific, easy-to-

prepare recipes to follow. After those five days, you'll start adding in lots of other tasty and nutritious foods, so don't start panicking that

you're going to be confined to just 20 foods for the rest of your life.

Remember, I'

STREET

m not letting you rebel this time, so I'm sticking to my word by making this plan 100 percent doable, even enjoyable.

We've already talked a little about the fact that new theories and

emerging research suggest that these foods may be able to assist you

in your weight loss goals. Notice I didn't say these foods will mirac-

ulously melt all the fat off your hips or thighs if you stuff your face

wit **BIRD**

h them 24/7. I am not giving you carte blanche to sit down with

a pile of these foods and eat them to your heart's content. You've left

that mentality of "eat now, pay later" behind with all the other failed

diet gimmicks. Besides, when you listen to your genuine hunger cues,

there's no reason to eat nonstop anyway.

81

What I am saying, however, is that exciting, new research points

to certain qualities within these foods that allow them to work with

your body to either help you increase thermogenesis, or feel fuller.

Unlike those super-restrictive diets that left you hungry enough to eat a box of cookies and the box they came in, I intend to keep you feeling

satisfied. Not stuffed, but content and nourished—that's the idea.

The truth is, regardless of their potential to assist yo **INC.**
u in weight

loss, these are healthy, nutritious foods that fuel your body with the

right kinds of nutrients. In this list, you won't find any processed,

sugar- and salt- or chemical-laden "diet" foods that do you much more

harm than good.

They also aren't obscure, exotic, strange foods that you've never

heard of (and never cared to); instead, they are everyday superfoods

that you can easily (and affordably) get ahold of. They're not your

typical "diet" foods either—I haven't just thrown together a food list

consisting of the usual suspects of celery **BOOKS**,
celery and broccoli. These foods

taste good, they lend themselves to tons of delicious recipes, and I'm

even betting that you already have many of them in your pantry.

High-Response Cost/High-Yield Nutrition

These 20 foods and the meals I'm recommending are all high-

response cost/high-yield nutrition foods, a concept you may have first

heard me mention in *The Ultimate Weight Solution*. These are foods that take time and **STREET**

and effort to prepare and eat. You can't just swallow

them whole—they require a little work and chewing. Plus, they provide

provide a lot of nutrition with few calories; in other words, a lot of nutritional bang for your buck.

The balance between fat, fruits, vegetables, protein, and starch

that my team and I have created in the meals is ideal for fueling your

body **BIRD**

with the right nutrients, and you don't have to worry about eating

ing too many calories because the portions are just right.
So if you're
fretting about how you're going to turn this list into dinner,
you can
stop stressing because we have done the work for you.
You'll learn how
to create this balance on your own in the Management
Phase too. The
recipes throughout the phases of this diet do require a little
effort to 82 | The 20/20 Diet
put together, but we're keeping it simple enough to
integrate into your
busy life.

Now let's take a look at the theories and new, evolving
research that
is available for these foods so you can see why we choose
them. Again,
there's no magic to this. No smoke or mirrors. These are
healthy, nutri-
ent-dense foods that fit easily into the low-calorie, sensible
meals that we have created. More research is needed to
confirm the eff

ects of these
foods, but we wanted you to have access to all the latest
information to arm you with additional tools to help you reach
your goals.

Foods With Potential Thermogenic Properties

New theories suggest that certain foods can boost dietary
thermogen-
esis. Here is some more information about these five foods
and how
they could help you lose weight:

Coconut oil

The fat in virgin coconut oil is made **BOOKS,**

made up of medium-chain triglycerides

(MCTs). (Notice I'm talking about virgin coconut oil in its pure form,

not coconut oil that has been highly processed or partially hydroge-

nated.) Scientists believe that MCTs are absorbed quickly and sent

directly to the liver, where the body burns them as fuel almost entirely.

Some scientists also believe that this process stimulates metabolism

and, in some small studies, subjects have experienced an increase in

thermogenesis for a short time after ingestion of MCTs compared to

LCTs (long-chain **STREET**

n triglycerides) alone.

The research on coconut oil is intriguing, but I want you to keep

in mind, this is new research that's constantly evolving. Scientists are still not sure what long-term effect MCTs will have on thermogenesis

or weight, as not all studies have been positive, but I believe coco-

nut oil can easily be incorporated into a healthy diet, so I thought I

would **BIRD**

didn't hold back on giving you this potential tool.

Green tea

You've probably already heard a lot of buzz about green tea and how

it promotes weight loss. But, like everything in this diet, you can't

just drink a gallon of it or take some green tea extract and expect the

Stock Up on Your 20/20 Foods | 83

weight to fall off of you. (You might have tried that before, and all it did was cause a few extra trips to the bathroom!) Although the jury

is still out as to whether green tea leads to weight loss, consuming at

least 270 milligrams of epigallocatechin gallate (EGCG) from green

tea per day has been shown to increase thermogenesis. We suggest that

you aim to drink two to three cups of green tea per day, with at least

one of them being caffeinated. Plus you get other great health

benefits

from drinking green tea.

Mustard

It might be surprising that one of America's favorite condiments could

actually offer any benefits other than great taste, but one study involving 25 men published in the *British Journal of Nutrition* suggests that mustard might have the potential to produce diet-induced thermogenesis

shortly after consumption compared to the use of other common house-

hold spices. More research is needed to **BOOKS,**

to confirm the effect and how it

can help with weight loss, but mustard is also a low-calorie and delicious way to flavor your foods. So you'll see different

types of mustard used in creative ways in several of the recipes within this diet.

Walnuts

Research from one study of 29 men published in the journal *Clinical*

Nutrition also suggests that walnuts may have a positive effect on thermogenesis a few hours after consumption as compared to dairy

products (which are high in saturated fats). Like the other foods I've described in this section, more research is needed to confirm the effect, but I wanted you to know the latest information and intriguing theories.

Furthermore, walnuts boast high plant-based omega-3 fatty acid

content, which is shown to help your body support many basic func-

tions **BIRD**

, including digestion, cell growth, and blood clotting.

Olive oil

Researchers also looked at the thermogenic properties of olive oil in

the same study I mentioned for walnuts. This emerging research sug-

gests that olive oil, like walnuts, may increase thermogenesis shortly

84 | The 20/20 Diet

after consumption compared to dairy products. I'm hopeful that more

research will be conducted soon to confirm the effects of olive oil.

The nutrition community has been taking a closer look at olive oil

in recent years and have been intrigued by its other potential health

benefits. For example, some developing research indicates that it may

support heart health and cognitive activity. Many dieticians agree

that olive oil should be one of the healthy fats include **INC.**

d in any well-

balanced diet.

Foods That Stick to Your Ribs

The whole point of eating food is to nourish your body when you

experience the physical signs of hunger. But, not all foods truly make

you feel full and satisfied, and they can fill you up with worthless

calories.

However, on the opposite end of **BOOKS,**

that spectrum, there are certain

foods that have been shown to make you feel *fuller* and *more* satisfied than other foods in their same category. What follows is some of the

new research on them.

Almonds

Almonds, which contain healthy, monounsaturated fats as well as

vitamin E and magnesium, have been shown to increase our sense of

fullness. A study published in the journal *Nutrition and Metabolism*

compared whole **STREET**

whole almonds to almond butter, almond flour, almond

oil, and no almond products to see which had the greatest effect on

satiety. Whole almonds showed the strongest results.

Almonds have

also been shown to support the cardiovascular system and healthy

cholesterol.

***Ap* BIRD**

ples

These long-extolled, fiber-filled, delicious fruits have been shown

to boost the feeling of fullness. Especially when compared to their

lesser-celebrated counterparts, apple sauce and apple juice with and

without added fiber, whole apples caused subjects to eat less at their

next meal, as indicated in a study published in the journal *Appetite*.

Stock Up on Your 20/20 Foods | 85

Some sayings stand the test of time for a reason, and “an apple

a day keeps the doctor away” is one of those. Apples have a chemi-

cal called quercetin, which has been shown to support cardiovascular

health and immune function.

Chickpeas

Chickpeas, also known as garbanzo beans, are naturally filling due to the high amounts of both protein and fiber found in them. I came across one interesting study published in the journal *Appetite*, and it found that subjects reported a greater perceived satiation (again, feeling of fullness), an improvement in perceived bowel function, and they ate less food in general while consuming chickpeas. One particular finding piqued my interest—it turns out the study participants started eating more processed snack foods once they stopped eating the chickpeas, suggesting that chickpeas might help reduce desire for high-calorie, low-nutrient junk foods **BOOKS**, . Nutrition experts that I worked with believe that more research is needed to confirm the effects of chickpeas, as not all research has been as positive as this study, but this study is very intriguing and so many tasty dishes can be made with chickpeas. Chickpeas are also high in folate (also commonly known as folic acid), which helps support the health of your heart.

Dried plums (prunes)

You might have an association with prunes that would make you

nervous about eating **STREET**

ing too many of them, but my nutritionist partner,

Cynthia, has kept the portions in the recipes just right, so that shouldn't scare you off. A study out of Greece looked at how dried plums affected

hunger, and the researchers found that participants who ate snacks that

included prunes felt less hungry and had less desire to eat between the

snack and their next meal. They concluded that this could be thanks to

the high **BIRD**

high soluble fiber content found in prunes.

It is true that prunes are high in fiber, and they've also been found

to have a normalizing effect on blood sugar by slowing down the

process of food leaving the stomach. Experts also believe that prunes

could support bone health.

86 | The 20/20 Diet

Greens (any kind of leafy greens)

Researchers looked at how eating a salad containing iceberg and

romaine lettuce before a meal affected fullness and food intake.

They found that when study subjects were required to eat a salad

before a pasta meal, they tended to eat fewer calories overall and feel

fuller. Greens are low in calories, but nutrition experts have theo-

rized they have the ability to produce a feeling of fullne
INC.

ss thanks to

their volume.

If you haven't heard about the health benefits of leafy
greens, then

allow me to enlighten you. First of all the choices are vast,
so even if you're saying, "I've hated spinach for as long as I
can remember," that's OK. I am not telling you to go out and
eat a bushel of spinach for

dinner. There are many other options that some
nutritionists believe

will help you feel full, including collard greens, red leaf
spinach and

lettuce, arugula, and kale. They bring different nutrients
and antiox-

idants to the table (pardon the pun) **BOOKS,**

, but they're all great choices for

your health and your body. Take a cruise around the
produce section

of the grocery store and try out a new leafy green you've
never had

before.

Lentils

The objective of a study conducted at the University of
Toronto

Department of Nutritional Sciences was to compare how
several

legumes affect appetite and food intake. They compared
chickpeas,

lentils, navy bea **STREET**

ns, and yellow peas to pasta and sauce. They found

among other things that a meal with lentils had the strongest impact

on satiety, and lentils were the only legume that reduced cumulative

food intake, a finding that was compelling to me and my team.

Lentils are a great source of protein, believe it or not, and they also

boast a lot of potassium, fiber, iron, B vitamins, magnesium, potas-

siu **BIRD**

m, and calcium. Yes, they really are that amazing. They're also great

either hot (I'm sure you've heard of lentil soup) or cold (you'll see them included in salad recipes later in this book). They're inexpensive nutritional powerhouses.

Stock Up on Your 20/20 Foods | 87

Peanut butter (natural)

In a study conducted on obese women, Brazilian researchers found

that peanut butter, when added to a breakfast meal, helped regulate

glucose levels and also increased the production of hormones related

to satiety. In other words, it helped the subjects feel full and reduced their desire to eat after the meal.

Peanut butter, when you get an all-natural version that is **INC.**

n't loaded

down with sugar, is a healthy source of fat to fuel your body. Look for

a peanut butter with no sugar in the ingredients list. It can give you

energy, and according to the American Heart Association, the fats in

peanut butter don't raise cholesterol.

If you're allergic to peanuts, don't worry. I'll offer you some safe

alternatives in Phase 1.

Pistachios (roasted, unsalted)

A study published in the *Journal of t* **BOOKS,**

he American Col ege of Nutrition

found that of subjects who took part in a weight loss program, the peo-

ple who ate pistachios as a snack showed a lower body mass index and

lower triglycerides when compared to people who ate pretzels as the

snack. Despite the fact that pistachios have a relatively high fat con-

tent, researchers concluded that pistachios, if portion controlled, may

help control body weight. Another study, from the journal *Appetite*, found that when people had to remove the shells from the pistachios

versus eating already shelled ones, they actually ate 41 percent fewer

without feeling an **STREET**

y less satisfied than the other group. So the take-

away message here is to purchase pistachios in their shells so that you

have to put in a little extra effort to eat them. The researchers even

pointed out that the leftover shells are a good visual reminder of how

much you've eaten. And this goes along exactly with what I'm saying

about high-response cost foods—you have to work a little to eat them,

but it's **BIRD**

is so worth it.

Pistachios are packed with nutrients such as potassium, magne-

sium, and vitamin K, as well as some protein and fiber. You've proba-

bly heard them referred to as the “skinny nut” because they have the

fewest calories of all nuts. But let me caution you again—eating a

pound of them a day won't make you skinny.

88 | The 20/20 Diet

Raisins

A study published in the journal *Metabolism* found that eating raisins, especially in combination with walking more throughout the day,

reduces hunger and helps subjects eat less the rest of the day, possibly because of how they alter hormones related to satiety. Interestingly,

they also found that subjects had a decrease in LDL cholesterol as well

as reduced post-meal glucose levels.

Raisins also provide your body with a type of antioxidant called

anthocyanins,

which scientists believe provide many positive health benefits, such as supporting heart health.

Yogurt (nonfat)

When compared to snacks of cheese, milk, and water, yogurt had the

greatest ability to suppress appetite, according to a study published

in the *British Journal of Nutrition*. The subjects rated their hunger as 24 percent lower after eating yogurt **BOOKS**,

than after eating the cheese or

drinking the milk or water. It's important to know—the subjects ate

less food later in the day after consuming any of the dairy products in

the study, but yogurt did the trick more than the milk or cheese.

Aside from filling you up, yogurt is pretty much a nutritional all-

star, as long as you're not eating varieties filled with artificial sweeteners or junky add-ins like chocolate chips. It has healthy bacteria that can

support digestion, and it contains calcium. Greek yogurt in particular is typically much higher in protein and lower in sugar overall.

Eggs

There have been **STREET**

in several studies regarding how eggs affect fullness,

and they all point to the notion that eggs have more of a tendency to

“stick to your ribs,” especially when compared to carbohydrate-centric

mea**BIRD**

is. Subjects in these studies ate less throughout the day after eat-

ing eggs for either breakfast or lunch, and one study even showed that

they ate less for the following 36 hours.

There's little doubt that the protein found in eggs is high quality

and is often considered to be the standard to which all other forms

of protein are compared because of its broad range of amino acids.

Stock Up on Your 20/20 Foods | 89

Eggs are also good sources of vitamins A, E, and B12, and they're

inexpensive.

Cod

There have been a few studies looking at how meals consisting of fish

protein affect satiety. One study published in the *European Journal of Clinical Nutrition* compared the effects of cod and beef on **INC.**

in subjects'

hunger and satiety. What they found was that the participants ate less

at a meal later that day after having consumed the cod at an earlier

meal. What does this mean? Well, it could indicate that cod has the

ability to make you feel fuller for longer so that you don't feel the need to eat as much later on.

Codfish is also a low-calorie, delicious type of white fish that is

highly versatile in recipes. And with the growing concerns about fish

containing dangerous levels of mercury, it's good to know that codfish

is among the group of fish with the low **BOOKS**,
est amount of mercury, accord-
ing to the Food and Drug Administration. (Other fish
typically found
to pose a low mercury risk are shellfish, light canned tuna,
and smaller ocean fish.) Plus, it's worth mentioning that
regularly eating fish can
support heart health.

Rye

Whole-grain rye has been shown, in several studies, to
increase the feeling of lasting fulness, even when compared to
other whole grains such as wheat. Participant **STREET**
s in one study published in the journal *Physiology and*
Behavior felt a lower desire to eat for the four hours after
eating a whole-grain rye breakfast. Some researchers point to
the high water-binding
capacity of rye fiber (which causes it to stay in your
stomach longer) as the possible reason why it increases the
sense of fullness.

Whole-grain rye products (such as rye crackers, rye flakes,
and rye
bread **BIRD**
) are healthy complex carbohydrates to include in your
diet.

Tofu

Now, I know you might have some trepidation about tofu
("You mean
that *mushy* stuff?"), but put your fears aside and give it a
try because I think you'll be surprised at just how versatile it
is.

90 | The 20/20 Diet

Here are just a few reasons why you should learn to love
tofu.

According to a study published in the journal *Appetite*, when researchers compared the effects of a tofu meal to the effects of a chicken meal, they found that the tofu meal kept the participants full for several

hours longer following the meal. Also, soy foods have been found to

support healthy blood pressure and cholesterol levels.

Whey protein

Whey protein is one of two major groups of protein found

in dairy

milk. It's often used in protein shakes and powders. A study published

in the *British Journal of Nutrition* compared how meals consisting of whey protein, tuna, turkey, and egg white protein affected participants' satiety. They found that hunger was significantly lower after

the whey meal than after the tuna, turkey, and egg meals. The whey

protein meal reduced appetite and decreased calorie intake at a later

meal compared with the other protein

meals, indicating a potential

for appetite suppression and weight loss in overweight individuals.

Time-Release Combinations

The new theories and research presented in this section suggest that

when you balance carbohydrates, proteins, and healthy fats correctly

in your meals, they can create a time-release effect in your body.

My team has used this information to design balanced meals that

are meant to make **STREET**

so you feel full, and when you reach the Management

Phase, you will learn how to create this balance on your own.

Moving into the Three Phases

It's **BIRD**

time to move on to the first phase, and as you do, remember: If

you frequently choose foods that are nutritionally void, high calorie,

or high sugar, you will not get the results you want.

Instead, set a new eating pattern for yourself by following the nutritious plan I'm recommending and get ready to watch the number on that scale go down

while your energy goes up and you feel much better.

Stock Up on Your 20/20 Foods | 91

INC.

BOOKS,

STREET

BIRD

7

PHASE 1:

THE 5-DAY BOOST

Ain't nothin' to it, but to do it.

INC.

— Maya Angelou

If you're one of those people whose meals perpetually consist of take-

out, delivery, or fast food and yo **BOOKS,**

u've resorted to using your oven

for storing pots and pans, then you need to do a little extra mental

preparation before you start this phase. I hope you're sitting down for

this piece of news: *healthy eating requires using your kitchen.*

But even if your nightly routine consists of heating up some pack-

aged mac 'n' cheese or browning some meat to mix with a box of pasta

and sauce, then you might be surprised to learn that these meals are

actual y *easier* and take the same amount of time as (or less than) those highly processed, unhealthy options you're used to dishing up.

20/20 Instant I STREET

ntervention: Right now, before you read the recipes

for any of these meals, I want you to repeat after me, out loud: "I

am not afraid of the kitchen. I promise myself that I will put in the

min**BIRD**

imal amount of time and effort it takes to prepare these healthy

meals, because I owe it to myself to change my relationship with food

and food preparation. I don't need to be a gourmet chef in order to

feel comfortable in the kitchen and become the master of my kitchen

domain, along with the master of my health!”

93

The 5-Day Boost Guidelines

The first phase is five days long, and your meals will consist exclusively of ingredients from the 20/20 Foods. Like we talked about in the last

chapter, new and developing theories and studies suggest that some of

these foods may increase thermogenesis, and others help you feel full

faster and longer so you’re less likely to be hungry later on.

Here is your grocery shopping list for Phase 1:

Foods with Potential Thermogenic Properties

INC.

Coconut oil

Olive oil

Green tea

Walnuts

Mustard (yellow or Dijon)

Foods That Stick to Your Ribs

Almonds

Raisins

Apples

BOOKS,

Yogurt (nonfat)

Chickpeas

Eggs

Dried plums (prunes)

Cod

Greens (any kind of leafy greens)

Rye

Lentils

Tofu

Peanut butter (natural)

Whey protein

Pistachios (roasted **STREET**

d, unsalted, in

the shell)

Four Meals a Day

As I s**BIRD**

aid earlier, each day in this phase you will eat a total of four

meals, which are to be spaced about four hours apart from each other.

If you're a chronic "muncher," where hardly 10 minutes pass without

you chewing on something, this might take a little getting used to.

But the reasoning behind this guideline, like every aspect of this diet, is rooted in the latest research.

94 | The 20/20 Diet

Allergy Alert

You might have noticed that a few of the foods on the list are com-

monly associated with allergies, sensitivities, and intolerances. If

you know that certain foods on the list cause you problems, you

should obviously avoid those. Below are some suggest**INC**.

ed substi-
tutions, but as with anything related to your physical health,

it's best to discuss any new foods with your doctor before intro-

ducing them to your diet. If you have an allergy to all tree nuts

and you are substituting seeds or seed butters, check the label

to make sure they are processed in a facility that does not also

process tree nuts. Please note that not all of these foods have been

shown in research to have the same effects on thermogenesis or

satiety as the foods recommended in the plan.

□ Instead of peanut butter, try **BOOKS**,
y almonds, hazelnuts, sunflower
seeds, or pumpkin butters.

□ Instead of walnuts or almonds, try unsalted sunflower
seeds or pumpkin seeds.

□ For gluten intolerance, gluten allergy, or if you have celiac

disease, you can have gluten-free whole-grain bread instead

of regular rye bread.

□ If you are intolerant or allergic to dairy, including Greek yogurt, y**STREET**

ou can substitute with a plant-based yogurt or milk, such as almond yogurt or rice milk.

□ Instead of whey protein, you can substitute with powders

made of brown rice, hemp seed, or pea protein.

□ Instead of eggs, you can substitute with another protein

BIRD

source such as tofu or mashed chickpeas.

□ If you have an allergy to fish, you can substitute with chicken breast or other lean protein sources.

□ Instead of tofu, you can substitute with eggs or a lean protein source such as chicken breast or chickpeas.

Phase 1: The 5-Day Boost | 95

For years, the popular thinking has been that eating multiple,

small meals throughout the day leads to weight loss. But new theories

suggest that eating in this pattern may not actually have any specific

weight-related benefits and can, in fact, lead to more hunger. The more

you're feeding your body, the more likely you are to be in a constant

state of hunger, never feeling fully satisfied, not to mention the fact

that the more often you're eating, the more opportunities you **INC.**

you have to

over eat. It can become an ugly cycle.

This plan combats all of that by helping you create a healthy eat-

ing pattern with the right foods that satisfy. By the time you're feeling hungry again, it will be time to eat your next meal.

Here are some clear-cut examples of your new meal schedule, but

you should really tailor this to your daily routine.

OR

OR

Breakfast at 6:00 a.m. Breakfast at 8:00 a.m. Breakfast at 9:00 a.m.

Snack at 10:00 a.m.

Lunch at 12:00 p.m.

Lunch at 1:00 p.m.

Lunch at 2:00 p.m.

S

BOOKS,

Snack at 4:00 p.m.

Snack at 5:00 p.m.

Dinner at 6:00 p.m.

Dinner at 8:00 p.m.

Dinner at 9:00 p.m.

If none of these realistical y apply to you, just stick to the rule of spac-ing your meals about four hours apart and you'll be on the right track.

Portions for Men

We've done all th **STREET**

e work of calculating the portions and proportions

for you in Phase 1, but men do need to eat more than women. Guys,

your guideline is simple: you should double the portions of ingredients

in one meal per day, and that meal needs to be the one right before the

most active time of your day. For example, if you work out in the late

afternoon **BIRD**

afternoon, you should double the portions in your lunch or afternoon

snack. However, if you work nights or you're on your feet more in the

evenings, double the portions in your last meal of the day.

This pattern will work to keep you energized while you're active.

You can't "borrow" nutrients from meals you ate hours ago—those

96 | The 20/20 Diet

The Truth about Breakfast

You've probably heard that breakfast is the most important meal

of the day (maybe you can even hear your own mother's voice

reciting it to you), but don't let that be your excuse for waking up

to an enormous, sugar-loaded food fest using the fault **INC.**

your rationale

that it will keep you from overeating later in the day. A study out

of the University of Cambridge found that people who ate a small

breakfast in the morning didn't compensate by eating more calo-

ries later on. So, it's not the size of the breakfast that matters, just that you start your day with the right kind of fuel to power you

through the morning and into the next meal.
are already long gone. That's why yo **BOOKS**,
u want to plan ahead to double
the size of your meals leading up to the time of day when
you are the
most physically active.

Phase 1 Seasonings

For the first phase, you're going to cleanse your palate and
boost your

results by using *only* three key seasonings to flavor your
foods. Salt is not one of them **STREET**

, and while some sodium in your diet is important,
taking a five-day break from adding extra salt to your food
will reduce

water retention (think: reduction in belly bloat) and teach
your taste

buds to appreciate the taste of food instead of the taste of
salt.

Here are your Phase 1 seasonings:

BIRD

□ Garlic: You've likely heard the buzz about the health
benefits

of garlic, and the latest theories suggest it could even assist
with weight loss.

□ Cinnamon: Some studies show that cinnamon could
delay

emptying of your stomach, so you feel fuller for longer.

Phase 1: The 5-Day Boost | 97

□ Lemon juice: Packed with high levels of vitamin C, new
theories

suggest that these yellow wonders may help your body produce

an amino acid that could increase thermogenesis.

What to Drink in Phase 1

For the first phase, you should focus on drinking water and

green tea.

Aim to drink 16 ounces of water with each meal. It's only five days;

you can do anything for five days. If you're used to half a bottle of

wine every evening with dinner, I know this will be a change. Just

remind yourself of your commitment and the real reasons why you're

on this weight loss journey.

Let's talk about coffee for a moment, as it's very possible that you

are one of the more than 50 percent of Americans over the age of

18 who report drinking coffee at least once a day. Rest easy; you're

allowed to have coffee on this plan. **Gre BOOKS,**

green tea would be a better choice

since it's in the list of 20/20 Foods, so if you're able to make the switch, that's great. (Know that green tea contains caffeine, but typically not

as much as coffee.) But if I'd have to pry that cup of joe out of your

cold, dead hands before you'd let that habit go, it's OK—go ahead

and include coffee in Phase 1. Let's be clear: I'm not talking about

some high-fat, sugar-saturated whipped dessert masquerading as a

coffee. I'm referring to one eight-ounce cup of plain coffee, with no

more than a quarter cup of skim or plant-based milk (almond, coco-

nut, rice) and up to **STREET**

one packet or teaspoon of raw sugar (no artificial sweetener). Got that? Pretty simple!

Phase 1 Meals

The **idBIRD**

idea behind only eating meals using the 20 foods listed above for the

first five days is to help you get used to eating the foods in this diet. Here are your Phase 1 meals.

98 | The 20/20 Diet

Breakfast Options

Apple Peanut Butter Smoothie

In blender, combine a single-serve container of nonfat (0%) vanilla

Greek yogurt (made with real sugar, not artificial sweetener), a small

chopped apple (about 2 $\frac{3}{4}$ []) of your choice (some options are Red

Delicious, Golden Delicious, and Granny Smith) with the **INC.**

the skin on,

1/4 cup unsweetened whey protein powder, and 1/4 cup water. Whip

until smooth. Add 1 tablespoon natural peanut butter, 1/4 teaspoon

cinnamon, and a handful of ice, and whip to desired consistency.

Apple Walnut Parfait

Chop a small apple (about 2 3/4") of your choice (Red Delicious,

Golden Delicious, Granny Smith), skin on, and toss with 1/2 tablespoon lemon juice. Layer **BOOKS**,

apple, parfait style, with a

single-serve container of nonfat (0%) vanilla Greek yogurt (made

with real sugar, not artificial sweetener) and 14 walnut halves,

chopped. Sprinkle with cinnamon if desired.

Green Apple Smoothie

In blender, combine a single-serve container of nonfat (0%) vanilla

Greek yogurt (made with real sugar, not artificial sweetener),

1 small (about 2 3/4") Granny Smith apple, skin on, sliced into

chunks, 1/4 cup **STREET**

spinach, 1/4 cup unsweetened whey protein powder,

and 2 tablespoons water. Whip until smooth. Add 2 teaspoons

coconut oil and a handful of ice and whip to desired consistency.

Spinach Scramble

BIRD

Whisk 1 large egg and season with 1/2 teaspoon minced garlic.

In a medium pan, scramble the egg with 1 tablespoon extra-virgin

olive oil and 1½ cups fresh spinach. Pair with 1 small (about 2¾")

apple of your choice (Red Delicious, Golden Delicious, Granny

Smith), skin on.

Phase 1: The 5-Day Boost |

99

Breakfast Salad

Crush or finely chop 1/4 cup shelled pistachios; set aside. In a

small bowl, whisk 2 teaspoons Dijon mustard with 1 teaspoon

water, 1 teaspoon lemon juice, and 1/4 teaspoon minced garlic.

Add 2 cups mixed greens and toss to coat well. Transfer greens to

a plate. Sprinkle greens with pistachios and top with 1 laINC.

large egg,

scrambled, sunny-side up, poached, or hard boiled, or 1 serving

(1/5 of a 14-ounce package) pan-warmed extra-firm tofu.

Lunch/Dinner Options

Apple Coconut Salad

Crush or finely chop 1/4 cup shelled pistachios; set aside. Chop a

small apple (about 2¾") of your choice (Red Delicious, Golden

Delicious, Granny Smith), skin on, **aBOOKS,**

nd toss with 1/2 tablespoon

lemon juice. Sauté in 1/2 tablespoon coconut oil over medium

heat until tender. Top 2 cups fresh mixed greens with sautéed

apple and sprinkle with pistachios.

Dried Plum and Coconut Smoothie

In blender, combine a single-serve container of nonfat (0%) vanil a

Greek yogurt (made with real sugar, not artificial sweetener), 5 dried

plums, 1/4 cup unsweetened whey protein powder, and 1/4 cup water.

Whip until smoo**STREET**

th. Add 1/2 tablespoon coconut oil, 1/4 teaspoon

cinnamon, and a handful of ice, and whip to desired consistency.

Egg Salad on Rye Crisp

In a small bowl, whisk 2 teaspoons Dijon mustard with 1 teaspoon

wat **BIRD**

er, 1 teaspoon lemon juice, and 1/4 teaspoon minced garlic. Toss

with 1 chopped hard-boiled egg. Spoon egg salad over 2 whole-

grain rye crackers. Enjoy with 1 small apple (about 2 3/4□) of your

choice (Red Delicious, Golden Delicious, Granny Smith). (Option:

replace egg with 1/5 of a 14-ounce package extra-firm tofu, diced.)

Lentil Walnut Salad

Lay 14 walnut halves on a cookie sheet and bake in a preheated

350°F oven for 8 minutes to toast. Chop toasted walnuts and set

aside. In a small bowl, whisk 2 teaspoons Dijon mustard with 1 tea-

spoon water, 1 teaspoon lemon juice, and 1/4 teaspoon minced gar-

lic. Add 1/2 cup cooked lentils (boiled, steamed, or canned). **INC.**

d; drained

and rinsed) and toss to coat. Spoon lentils over 2 cups fresh mixed

greens and sprinkle with walnuts. (Option: leave walnuts raw.)

Greens Over Almond Cod

Chop 1/4 cup whole unsalted raw or dry-roasted almonds; set

aside. In a shallow dish, bake 4 ounces of fresh cod fillet at 350°F

for 10 minutes, or until fish easily flakes with fork. Sauté 2 cups

mixed greens in 1 teaspoon extra-virgin olive oil and 1/4 teaspoon

minced garlic. Place cod fillet on pl**BOOKS,**

ate, cover with sautéed greens,

garnish with chopped almonds, and serve with fresh lemon.

Chilled Cod Salad

Crush or finely chop 2 tablespoons unsalted raw or dry-roasted

almonds; set aside. In a small bowl, whisk 2 teaspoons Dijon mus-

tard with 1 teaspoon water, 1 teaspoon lemon juice, and 1/4 tea-

spoon minced garlic. Toss with 3 ounces cooked, chilled, flaked

cod fillet, 1 cu **STREET**

p finely chopped spinach, and the chopped almonds.

Spoon onto 2 rye crisps.

Cod Cakes

In a medium bowl, lightly mash 1/2 cup chilled lentils (boiled,

st **BIRD**

reamed, or canned; drained and rinsed). Add 1/4 cup chopped spin-

ach, 2 teaspoons Dijon mustard, 1 teaspoon water, 1 teaspoon lemon

juice, and 1/4 teaspoon minced garlic. Fold in 3 ounces cooked, flaked

cod fillet and 2 crushed rye crisps. Form into three round cod cakes

and bake on a cookie sheet (lightly misted with olive oil nonstick

spray) in a preheated 350°F oven for 5 minutes on each side.

Phase 1: The 5-Day Boost | 101

Snack Options

PB&P

Spread 1 tablespoon all-natural peanut butter on 2 whole-grain rye

crackers. Sprinkle with cinnamon if desired and enjoy with 5 dried

plums. (Option: slice dried plums and place on top of peanut butter.)

Roasted Chickpea Picnic

Preheat oven to 350°F. Toss 1/2 cup chickpeas (boiled or

or canned;

rinsed and drained) with 2 teaspoons extra-virgin olive oil and

1/4 teaspoon minced garlic. Spread out on cookie sheet and roast

for 10 minutes. Serve with a small apple of your choice (Red

Delicious, Golden Delicious, Granny Smith) and 2 whole-grain

rye crackers. (Option: chickpeas can be roasted ahead of time,

stocked in fridge, and enjoyed chilled.)

Spinach Hummus

In a blender or food processor, puré

1/2 cup chickpeas, 2 tea-

spoons extra-virgin olive oil, 1/2 teaspoon minced garlic, 1 table-

spoon lemon juice, 2 tablespoons water, and 1/2 cup fresh spinach

(add more water, 1 tablespoon at a time, if needed). Serve hum-

mus with wedges of a small apple of your choice (Red Delicious,

Golden Delicious, Granny Smith), skin on.

Easy Breez

STREET

y Raisins and Almonds

Enjoy 1/4 cup each raisins and unsalted raw or dry-roasted almonds.

Sonoma Tofu Salad

Chop 1 tablespoon raw or dry-roasted unsalted walnuts; set aside.

I

BIRD

In a small bowl, whisk 2 teaspoons Dijon mustard with 1 tea-

spoon water, 1 teaspoon lemon juice, 2 teaspoons olive oil, and

1/4 teaspoon minced garlic. Add crumbled tofu (1/5 of a 14-ounce

package extra-firm tofu), 1 tablespoon raisins, and the chopped

walnuts. Serve with 2 rye crisps.

102 | The 20/20 Diet

Meals with Meaning

In chapter 3, I asked you to write down everything you ate for one full

day and what you were thinking about when you ate it. Most of the

time, people tell me they had absolutely no clue how much they were

really eating on a daily basis. Right now, I want you to go back and

look at what you were thinking about when you ate those **INC.**

foods.

Were you thinking about how stressed out you were? Or how

lonely you felt? Or maybe you were thinking about how much fun

you were having while taking down whole trays of finger foods at a

party. Were you eating out of habit—your regular 3:00 p.m. snack off

the dollar menu? Or perhaps were you totally devoid of thought and

as soon as you wolfed down the food, you seemed to instantly forget

it. Well, my aim is to get you out of these mindsets and into one of

assigning value to the food you are eating.

Before you begin eating each **BOOKS**,

meal, I want you to perform a

30-second pre-meal check-in. Use this time to remind yourself of

your goal weight and the core reasons why you're choosing to eat

healthier and lose weight. Or, think about how this meal will fuel

your body so you can accomplish more, have more energy to spend

time with your family, think more clearly at work, and so on.

Whatever you do, try to assign positive meaning to the food you

are about to eat so you can begin to think of these foods as giving

you a physical and mental *reward*. Each time you put a morsel of

food in your mo **STREET**

uth is an opportunity to think about the meaning behind what you're doing—returning to health and achieving your

get-real weight, because you now have a personal truth that requires it of you.

In addition to a 30-second pre-meal check-in with yourself, here

are techniques I first introduced in *The Ultimate Weight Solution* for eati **BIRD**

ng less at each sitting. In fact, I bet you'll enjoy each meal more

because you'll be eating mindfully.

□ When you sit down to a meal, wait five minutes to start eating.

□ Put your fork down between bites; finish swallowing before your next bite.

Phase 1: The 5-Day Boost | 103

□ Eat slowly, and take a break halfway through the meal so your brain can register what you've eaten.

□ Do not eat while on the move; sit down at the table.

□ Eliminate distractions that cause mindless eating, such as the TV, computer, or phone.

□ Leave some food on your plate; you can always save it for later.

Where Does Exercise Fit In?

INC.

In chapter 10, you will find out about the 30-Second Burn Burst

Exercise Program. I think you will find it to be highly effective

and easy to integrate into your lifestyle. I encourage you to check

out that chapter before you begin Phase 1.

Moving on to Phase 2: The 5-Day SuBOOKS,

stain

The first phase is only five days long, and the same goes for the next

phase. Once you've completed the three phases, you might return to

Phase 1 if you have more weight to lose; it's a great and healthy way to jump-start your results.

STREET

BIRD

104 | The 20/20 Diet

8

PHASE 2:

THE 5-DAY SUSTAIN

The three great essentials to achieve anything worthwhile
ar INC.

e, first,

hard work; second, stick-to-itiveness; third, common sense.

— Thomas A. Edison

After you've completed the 5-Day Boost, it's critical that you take

a moment to reflect on how yo **BOOKS,**

u're feeling and to take notice of

the changes occurring in your body and your mind. Right now, flip

back to chapter 4 and write down your weight and measurements now

that you've completed Phase 1. It's also imperative to note the other

changes you're experiencing. They might be subtle or they might be

quite obvious. Use the questions below to guide your assessment.

Acknowledging Your Progress

Do you notice a **STREET**
n improvement in your energy level
throughout the day?

Yes No

Do you feel more mentally focused and alert?

Yes No

Do you notice any improvement in your respiration?

For **BIRD**

For example, are you breathing easier during exercise than when you first started?

Yes No

Have you noticed a reduction in your hunger and cravings?

Yes No

105

Are you feeling healthier overall? In other words, have you noticed an intangible feeling that you might now live longer and feel better about yourself and your choices?

Yes No

Has your digestion improved? For example, are you noticing less heartburn, belly bloating, trouble with bowel movements, stomachaches, etc.?

Yes No

Do you feel more in control of your eating and exercise habits?

INC.

Yes No

Any progress is good progress, so write down anything else positive

you might be feeling and experiencing.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

BOOKS,

.....
.....
.....

Celebrate your improvements and each incremental goal as you

reach it —just not with food of course.

Set Up Your Healthy Reward System

Pop quiz: How have you rewarded yourself when you've lost weight in

the past? I ask bec **STREET**

ause it's important to celebrate your achievements every step of the way, but let's talk about exactly how you've been

rewarding yourself. For instance, have you ever found yourself jump-

ing off the scale, thrilled with your new weight, and then racing to the nearest form of junk food because you've "earned a reward"? You might

think, "I'm down 10 pounds! I have got to get me a few slices of pizza!"

HBIRD

ow ludicrous is that? Now that you're losing weight in the right

way, I don't want you to jeopardize it by "rewarding" yourself with

what really amounts to a punishment. Instead, you've got to set up

a healthy reward system. The truth is, if you can just manage to get

through that one, impulsive moment of weakness, you will be all set

for hours. It won't keep returning to nudge you toward the plate of

106 | The 20/20 Diet

brownies (which I hope isn't even *in* your new, no-fail household, by the way!). You'll get over the hump and then it will be smooth sailing

until your next meal.

Some examples of sensible rewards that are not food related include

having a massage, facial, manicure, or pedicure; taking a bubble bath

while reading a book; or playing outside with the kids or pets.

You could also set up incentives for each weight loss milestone

you reach. One study shows that people who have cash incentives to

lose weight actually tend to lose more. So maybe you start a pool or

friendly competition with friends.

Write your list of rewards and keep it near you so that when you

feel like “rewarding” yourself in a negative way, you have healthy

options right at your fingertips.

My Healthy Reward List

BOOKS,

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

The 5-Day Sustain Guidelines

Now that you are **STREET**

e ready for the second phase, which is also only five days long, you'll start enjoying more foods in addition to the 20/20

Foods. Just like Phase 1, you'll have a list of nutritionally balanced

meals that we've created for you, and you'll notice that each meal

includes at least two of the 20/20 Foods as well as a protein source.

You' **BIRD**

ll continue to space out your four daily meals by approximately

four hours.

Because we want to avoid rebellion, we're switching things up a lit-

tle in Phase 2 by adding more variety. These new foods will also offer

a whole host of nutritional benefits, and give you the range of vitamins and minerals your body needs.

Phase 2: The 5-Day Sustain | 107

Here they are:

Power Proteins

Super Starches

Chicken breast

Oats

Tuna (chunk light, canned in

Brown rice

water)

Corn

Black beans

Prime Produce—Veggies

Fit Fats

INC.

Carrots

Avocado

Tomatoes

Sunflower seeds

Mushrooms

Cashews

Prime Produce—Fruits

Blueberries

Oranges

Grapes

BOOKS,

Why Are These Foods Added in Phase 2?

We picked this specific list of foods to add into the second phase for

several reasons. The “power proteins” listed here offer a high pro-

tein content, with **1STREET**

low saturated fat. They are all lean proteins, which according to emerging research, can help increase thermogenesis

and help maintain muscle. They also bring other essential and energy-

providing vitamins and nutrients to the mix. These foods are easy to

find at any grocery store, they’re inexpensive, and they’re delicious.

The “prime produce” fruits and vegetables made the list because

they **BIRD**

are rich in vibrant colors, and those colors are tied to health-

protecting antioxidants. For example, tomatoes get their red color

from pigments called lycopene, and carrots get their orange hue from

beta-carotene. These tasty vegetables act as powerful antioxidants in

108 | The 20/20 Diet

our bodies. Needless to say, fresh fruits and vegetables are also rich

in essential vitamins.

The “super starches” are standouts because they are whole grains,

which means they are sources of complex carbohydrates that your

body needs. In their whole, unprocessed forms (meaning their bran

and germ haven’t been removed), these starches are delicious and fill-

ing additions to your balanced meals. You need super star **INC.**

ches because

of their B vitamins and key minerals; plus, they provide slow-burning

energy. Carbohydrates are your body’s preferred fuel source, but the

portions in these meals are designed to fuel your daily activity without creating surpluses that prevent you from losing fat.

The “fit fats” added in this second phase offer your body heart-

healthy fats. These foods are also packed with vitamins, minerals, and

fiber, all of which play key roles in accomplishing the goals of this

phase. They also increase your body’s satiety, so you feel fully satisfied for longer periods of time, and they i **BOOKS**,

increase your body’s absorption of

antioxidants and vitamins.

These categories by themselves are important, but as we talked

about earlier, the way they’re combined within each meal is also

significant. The combination of antioxidant-rich produce, whole-

some starch, lean protein, and heart-healthy fat provides a broad

spectrum of nutrients at every meal. They also complement each

other in important ways. For example, the protein works together

with the starches by slowing down your digestion of healthy

starches; this be **STREET**

ttter regulates your blood sugar and insulin levels

and thus provides your body with carbohydrate fuel in a time-

released manner. The result is better blood sugar and insulin reg-

ulation. (In other words, no sugar highs and crashes.)

Likewise,

fats work well with proteins to provide the raw materials your body

needs for healing and repairing cells. The idea is to eat these foods

together **BIRD**

at each meal to maximize their benefits. It's not just what

you eat; your meals also have to have the proper balance. With the

meal options you'll find later in this chapter, I've taken out all the

guesswork for you.

Phase 2: The 5-Day Sustain | 109

Practice Sensible Splurging

Perfectly adhering to any diet 100 percent of the time is a challenge in the real world, and that's where both you and I live. By starting this

diet, you are not entering into some kind of parallel universe where

you suddenly don't want to eat anything except the foods listed here.

But I don't want you to experience the guilt commonly associated

with "cheating" on a diet. Instead, I want you to get into the mindset

of "sensible splurging." Here's how it works.

Starting in Phase 2, you are allowed a sensible splurge once or twice

a week. Studies show that people who know there is a splurge available

are more likely to stick to their diet long-term.

to them tend to actually splurge less and be more successful on weight

loss programs. Just knowing that you *can* have a splurge is often enough to satisfy you, and you don't have to actually follow through with it.

Sure, you might be thinking, "Oh great, this is some psychobabble

that's just trying to talk me out of my glass of wine." No, it's really not,

because I'm also telling you that you can absolutely have the splurge and it will not totally derail your weight loss, if you follow the rules. That's a big "if" there, and I want to make sure you caught it. There are rules for this—having a splurge does not mean going rogue.

First, you need to understand what a sensible splurge looks like.

Because if you think a bucket of popcorn the size of your head or a

king-size candy bar you picked up in the checkout line is "sensible,"

you are kidding yourself. A reasonable splurge portion should not

exceed approximately **STREET**

equivalently 100 calories. Here are some examples:

4-ounce glass of red or white wine

14 potato chips

2 store-bought chocolate chip cookies

1-ounce bar of dark chocolate

BIRD

4 oz. gummy bears (research count)

2 bite-size candy bars

3 vanilla wafer cookies

Before you indulge in a splurge, I want you to complete a 30-second

assessment. Here are the questions:

Is there an emotional reason why I want this splurge (sadness, stress, or boredom) and if so, is there another way I can address the emotion without turning to food?

Is it enough just knowing that a splurge is allowed and available to me, so I can skip it this time?

Would a glass of regular or sparkling water or a cup of tea help this desire pass?

Can I distract myself from this desire for a splurge by doing another activity (take a bath, go on a short walk, etc.)?

Make an honest effort to bypass the splurge if you can. Even doing

so occasionally will demonstrate to you that it's actually not that bad

to go without it. If, however, the answer to all four of the above ques-

tions is "no," then go ahead with the splurge, but ONLY if you have

already exercised or will definitely be exercising later that day. That

exercise is a key component to making these splurges fit into your

overall weight loss plan.

If you're worried about not being able to stop at a 100-calorie

splurge, remember that, beyond that amount, it will start to harm

your efforts to reach your goals. You have now attached consequences,

either positive or negative, to your behavior so you'll find that you're able to control i **STREET**

t better than ever.

Phase 2 Seasonings

In Phase 1, you seasoned your meals exclusively with garlic, cinna-

mo **BIRD**

n, or lemon. The idea was to let your body and taste buds get used

to enjoying the taste of healthy foods while you rid yourself of excess

sodium and help reduce your cravings for salt. The goal is to get you

to a point where you don't even miss the salt, and if you were to take a Phase 2: The 5-Day Sustain | 111

bite of one of the salt-laden foods that you used to eat on a daily basis, you'd probably want to spit it out immediately. The same goes for

sugar—I want you to feel like even your formerly favorite sweets are

overpowering because you are now conditioned differently.

In the second phase, you can start adding in some additional sea-

sonings to your meal routine if you want to. Select salt-free season-

ings (such as fresh or dried herbs) that produce a flavor and aroma

nd aroma

that satisfies your hankering. As you'll see, we've already added new

seasonings to the meals in this phase, including cilantro, crushed red

pepper, and Italian herbs, but it's perfectly OK to add more variety if

you'd like.

Phase 2 Meals

When it comes to portion sizes, it's important that you continue to

learn by doing, which means sticking to **BOOKS**,

to the portions and proportions

we've designed for you in these meals. The ingredients work together

to give your body the right balance of protein, fat, fiber, and carbohydrate-

hydrates so that you are energized and satisfied but not stuffed.

The same rule applies for men as in Phase 1: double the portion of

one meal each day, before your most active time of day.

Breakfast Options

Blueberry Almond and Oatmeal

and Oatmeal

Chop 2 tablespoons unsalted raw or dry-roasted almonds; set

aside. In a small bowl, mix together 1/4 cup each unsweetened

whely protein powder and rolled oats. Prepare with hot water

to desired consistency (suggested 1/4 cup) and add a dash of

cin **BIRD**

namon. Top with 1 cup fresh blueberries and the chopped almonds. (Options: use 3/4 cup frozen, thawed blueberries in

place of fresh; use sliced almonds.)

112 | The 20/20 Diet

Mexi Omelet

Whisk 1 large egg and season with 1/4 teaspoon minced gar-

lic and 1 tablespoon chopped cilantro (optional). In a medium

pan, cook the egg with 1 cup fresh spinach and 1/2 cup frozen,

thawed corn. Top with 1/4 of a ripe avocado, sliced. Pair with 1

small (about 2 3/4") apple of your choice (Red Delicious **INC.**

s, Golden

Delicious, Granny Smith), skin on.

Orange Parfait

Layer a single-serve container of nonfat (0%) vanilla Greek yogurt

(made with real sugar, not artificial sweetener) with chopped

sections from 1 small orange (seeds removed), 2 tablespoons rye

flakes, and 2 tablespoons raw or dry-roasted, unsalted sunflower

seeds. (Option: replace rye flakes with **BOOKS**,
with rolled oats and pair parfait
with green tea so you still have two 20/20 Foods.)

Peanut Butter Raisin Spread

Place 2 tablespoons natural peanut butter in a small bowl.
Warm

in the microwave for 30–45 seconds. Immediately stir in 1
½ table-

spoons unsweetened whey protein powder, 1 tablespoon
water,

and 1 tablespoon each raisins and dry rolled oats. Serve as
a spread

with 1 small (**STREET**

about 2 ¾") apple of your choice (Red Delicious,
Golden Delicious, Granny Smith), skin on, sliced.

Green Grape Smoothie

In blender, combine a single-serve container of nonfat
(0%) vanilla

G BIRD

reek yogurt (made with real sugar, not artificial sweetener),
¾

cup green grapes, ¼ cup spinach, ¼ cup unsweetened
whey

protein powder, and 2 tablespoons water. Whip until
smooth.

Add ¼ of a ripe avocado, 1 tablespoon rye flakes, and a
handful

of ice and whip to desired consistency.

Phase 2: The 5-Day Sustain | 113

Lunch Options

Chilled Chicken Corn Salad

In a medium bowl, combine 1 tablespoon extra-virgin olive oil,

1/2 tablespoon balsamic vinegar, 1/2 teaspoon minced garlic,

1 tablespoon chopped cilantro (optional), 3 ounces diced cooked

boneless, skinless chicken breast, and 1/2 cup frozen, thawed corn.

INC.

ed corn.

Serve over 1 cup of greens of your choice, or toss with the greens.

Tuna Salad Over Greens

Chop 2 tablespoons walnuts; set aside. In a small bowl, combine

3 ounces chunk light tuna canned in water (drained, rinsed) with

1 1/2 tablespoons balsamic vinegar, 1/4 teaspoon salt-free dried

Italian herb seasonings, and 1/2 cup cooked and chilled brown

rice. Serve over 1 cup greens of your choice

(baby spinach, arugula,

watercress, romaine) and garnish with the walnuts.

Open-Faced Egg Avocado Salad Sandwich

In a small bowl, combine 1/4 of a ripe avocado, mashed, with

1/4 teaspoon minced garlic, 1/8 teaspoon crushed red pepper

(optional), and 1 large chopped hard-boiled egg. Spoon onto

1 slice (1 ounce) whole-grain rye bread and serve with 1 cup baby

carrots and 1/4 c **STREET**

up fresh seedless grapes. (Option: if you can't find

100 percent whole-grain rye bread, look for a multigrain
100 per-

cent whole-grain bread that includes rye, or use a different
100

percent whole-grain bread and pair with green tea.)

BIRD

Chicken Avocado Lettuce Wraps

In a small bowl, combine 1/4 of a ripe avocado, mashed,
with

1/4 teaspoon minced garlic, 1/8 teaspoon black pepper, and
3 ounces

diced cooked boneless, skinless chicken breast. Fill 2 outer
romaine

lettuce leaves with mixture and top with 2 crushed rye
crisps.

114 | The 20/20 Diet

Black Bean and Veggie Platter

In a medium pan, sauté 1 cup spinach, 1/2 cup chopped
mush-

rooms, and 1/4 cup sliced grape tomatoes in 1 tablespoon
extra-

virgin olive oil, 1/4 cup low-sodium vegetable broth, 1/2
teaspoon

minced garlic, and a pinch of cayenne pepper (optional).
When

mushrooms are tender, add 1/2 cup cooked black bean
INC.

s (boiled or

low-sodium canned) and heat through. Serve over 1/2 cup
cooked

brown rice (fluffy, not packed).

Snack Options

Apple Cashew Muesli

Chop 2 tablespoons cashews (raw or unsalted, dry roasted); set

aside. In a small bowl, combine a single-serve container of nonfat

(0%) vanilla Greek yogurt (mad **BOOKS**,

e with real sugar, not artificial

sweetener) with 1 small (about 2 ¾") apple of your choice (Red

Delicious, Golden Delicious, Granny Smith), skin on, sliced,

1 tablespoon rolled oats, 1/8 teaspoon ground cinnamon, and

cashews. Chill in refrigerator at least 30 minutes.

Peppery Avocado Chickpea Crackers

In a small bowl, combine 1/4 of a ripe avocado, mashed, with

2 teaspoons le **STREET**

mon juice, 1/2 teaspoon minced garlic, a pinch

of black pepper, and 1/8 teaspoon crushed red pepper. Fold in

1/2 cup chickpeas (boiled or canned; rinsed and drained) to coat.

Spoon mixture on top of 2 whole-grain rye crisps and serve with

1/2 cup each grape tomatoes and baby carrots.

BIRD

Grab-'n'-Go Sunny Snack

Enjoy 1 medium orange, a large hard-boiled egg, 2 whole-grain rye

crisps, and 2 tablespoons raw or roasted sunflower seeds.
(Option:

slice egg and place on top of crackers.)

Phase 2: The 5-Day Sustain | 115

Blueberry Peanut Butter Smoothie

In blender, combine a single-serve container of nonfat (0%) vanilla

Greek yogurt (made with real sugar, not artificial sweetener),

3/4 cup frozen unsweetened blueberries, 1/4 cup unsweetened

whey protein powder, and 1/4 cup water. Whip until smooth. Add

1 tablespoon each natural peanut butter and rolled oats at **INC.**

ong with

a handful of ice and whip to desired consistency.

Hummus and Crunchy Carrots

In a blender or food processor, purée 1/2 cup chickpeas, 2 teaspoons

extra-virgin olive oil, 1/2 teaspoon minced garlic, and 1 tablespoon

lemon juice. Serve hummus with 1 cup raw baby carrots and 2 rye

crisps.

Dinner Options

BOOKS,

Chicken with Garlic Dill Corn and Veggie Sauté

Bake or grill 3 ounces boneless, skinless chicken breast.
Sauté

2 cups fresh spinach and 1/2 cup frozen, thawed corn in 1
table-

spoon extra-virgin olive oil with 1/2 teaspoon minced
garlic and

1 teaspoon fresh **STREET**

herb or 1/2 teaspoon dried dill. Spoon corn and veggie
sauté over chicken.

Lemon Pepper Chicken Pasta

In a medium pan, sauté 1/2 cup sliced grape tomatoes in 1
table-

s

BIRD

spoon extra-virgin olive oil with 1/2 teaspoon minced garlic
until

tomatoes are slightly tender. Toss sautéed tomatoes with
1/2 cup

cooked whole-grain rye pasta, 1 cup fresh spinach, 1/2
tablespoon

lemon juice, 1/4 teaspoon black pepper, and 3 ounces
diced cooked

boneless, skinless chicken breast.

116 | The 20/20 Diet

Lentil Sauté

In a medium saucepan, sauté 1 small plum tomato, minced,
and

1 cup greens of your choice (baby spinach, arugula,
watercress,

romaine) in 2 tablespoons low-sodium vegetable broth, 2
teaspoons

extra-virgin olive oil, with 1/2 teaspoon minced garlic and 1/4 tea-

spoon salt-free dried Italian herb seasonings. Add 1/2 c
INC.

up cooked

lentils (boiled, steamed, vacuum sealed, or canned; drained and

rinsed) and heat through. Serve over 1/2 cup cooked brown rice

(fluffy, not packed).

Mushroom Tofu Stir-Fry

In a medium pan, stir together 1 tablespoon coconut oil,

1/2 teaspoon minced garlic, 1/ **BOOKS,**

4 cup low-sodium vegetable

broth, and 1/8 teaspoon crushed red pepper. Add 1/2 cup greens

of your choice (spinach, Chinese spinach, kale, chard) and

1 cup sliced mushrooms and sauté until mushrooms are slightly

tender. Add cubed extra-firm tofu (1/5 of a 14-ounce package)

and heat through. Place sautéed veggies and tofu over a bed of

1/2 cup cooked brown rice (fluffy, not packed).

Walnut Co STREET

d with Roasted Carrots

Slice 2 large carrots into thin bite-size chunks at a 45-degree

angle, chop or crush 2 tablespoons walnuts; set both aside. Place

4 ounces fresh cod in a shallow pan and sliced carrots on a cookie

shBIRD

Preheat oven to 350°F. Place both in preheated 350°F oven and check often after

6 minutes. Remove cod when fish easily flakes with a fork and

carrots when tender. Place cod on a bed of 1/2 cup cooked brown

rice (fluffy, not packed), garnish with walnuts, and serve with

carrots, along with wedges of fresh lemon.

Phase 2: The 5-Day Sustain | 117

Guard against Saboteurs

As you begin to lose weight, I want you to be on your guard against

potential saboteurs and decide how you will deal with them. These

are the people in your life who are likely to encourage you to “cheat”

because they are insanely jealous when others start to lose weight or

better themselves in any way. They want to see you go down **INC.**

And I’m

not talking about the number on the scale.

You know what I’m talking about here. We asked our national

sample whether they had ever felt sabotaged or resented by a friend,

spouse, or family member when they were losing weight. The results:

41.6 percent of you answered “yes.”

We as humans can be very petty. If you go out to dinner with a

bunch of your overweight friends and you’ve lost 40 pounds, you are

very threatening to them. They’ll say, “Come on, don’t be a stick-in-

the-mud. You’re no fun anymore.” **BuBOOKS,**

t you know better. That’s got

jealousy written all over it.

Sometimes a saboteur comes in the form of a well-intentioned

family member who shows their love for you with food. I come from

the South, so I know all about this. We’d go for a visit and my fam-

ily would be slaughtering hogs, killing chickens, frying up pounds of

potatoes, gravy, pies, all of it—that was my mother’s way of loving us.

Whether it’s well-meaning or not, you have to be willing to look these

folks in the eye and say something like this:

“I’m havin

STREET

g a great time and I’m really excited for us to

all be together. I’m working hard to improve my health,

lose weight, and adjust my lifestyle, and kind of like an

alcoholic, I really don’t want to fall off the wagon. Thank

y **BIRD**

ou so much for understanding and supporting me in

what I'm doing.”

118 | The 20/20 Diet

Depending on the type of saboteur you're dealing with, your

response might differ. But what you can do right now is anticipate the

sabotage, prepare yourself for it and put your guard up against it so it can't throw you off the course when it does actually occur.

You need to have some pat responses, like the script I just gave you,

at the ready. Doing this exercise will help you steel yourself against any potential threats to your success.

A word of caution: As your excitement about lo **INC.** sing weight

builds, make sure you don't let your gung-ho attitude cross over into

“self-righteous know-it-all” territory. If you find yourself telling everybody else what they should or shouldn't be eating and preaching your

new knowledge about healthy foods, it's time to put a cork in it. They

don't want you spewing your new wisdom all over them—it can come

off as very obnoxious. A definite turnoff.

BOOKS,

Make Your Social Media

Accounts Work for You

If you use them appropriately, your social media accounts can

actually help instead of hinder your weight loss efforts. One study

out of the Uni **STREET**

versity of South Carolina showed that people who posted information about their weight loss as they dieted lost more

weight. It's all in how you set up your virtual environment.

If you get involved in online weight loss support groups, post

photos of your healthy food choices as a visual food journal, or

just celebrate your success with like-minded friends online, this

exBIRD

perience can enhance your weight loss.

Phase 2: The 5-Day Sustain | 119

Moving toward Phase 3: The 20-Day Attain

After you've completed the second phase, you should be feeling much

more in control of your behavior and your diet. You are 10 days into

the diet, and you're settling into a new pattern, which is very motivat-

ing. Now that you have completed the necessary preparation work—

physically, psychologically, and beyond—you are ready fo
INC.

r the next

20 days, which are the heart of the 20/20 Diet. You've looked back-

ward, you've looked forward, and you've got all the vision you need to

make your get-real weight a reality.

BOOKS,

STREET

BIRD

120 | The 20/20 Diet

9

PHASE 3:

THE 20-DAY ATTAI **INC.**

N

Success is not final, failure is not fatal: it is the courage to continue that counts.

— Sir Winston Churchill

You've now been following this plan for 10 days—congratulations!

The past 10 days have essential **BOOKS,**

y been preparation for the 20-Day

Attain phase, which is truly the crux of this diet. You have laid the

important groundwork, and you're likely feeling better than you have

in a long time.

Let's perform another quick self-evaluation so you can really see

and appreciate your progress. Go back to chapter 4 and fill in your

updated weight and measurements, then answer the questions below.

Remember to reward yourself in a healthy way for your achievements.

***Acknowledging* STREET**

Your Progress

Have you continued to feel improvement in your energy levels throughout the day?

Yes No

Do you continue to feel more mentally focused and alert?
Yes No

Is e **BIRD**

xercise becoming easier for you to complete?

Yes No

Are you more aware of your physical hunger and are you handling cravings with more ease?

Yes No

Are you feeling healthier and lighter overall?

Yes No

Do you feel more in control of your eating and exercise habits?

Yes No

Write down anything else positive you might be feeling and experiencing.

.....
.....
.....

INC.

.....
.....
.....
.....
.....
.....
.....
.....
.....

In the third phase, which is 20 days in length, you'll be adding in

a wide variety of food to keep your palate from getting bored, to stop

any hint of rebellion you might experience, and to give your body the

essential nutrients it needs. (So if you've been missing a particular fruit or vegetable, you'll probably find it in the **BOOKS,**

this phase.) Each meal will still

include at least two of the 20/20 Foods, and you'll even have some

recommendations for how and what to order out at restaurants. For

you to get what you want out of this journey and to maintain your

positive results, you need a solid plan in place for all circumstances,

and that certainly includes eating out.

The 20-Day Attain Guidelines

To keep you on track **STREET**

ack with the nutritional content and balance of your meals, there are still specific recipes from which you'll choose all your meals in Phase 3.

Variety is a key component to weight loss success, so there are 80

meals (in appendix B) that you can rotate in any way you like for the

next 20 days. You might find specific ones that you love and want to

repeat **BIRD**

it over and over, which is perfectly fine. Or you might want to

try each of them once! Either way, I encourage you to have fun with

these, and start to make this new healthy way of eating your perma-

nent lifestyle.

This isn't about becoming a gourmet chef and spending hours pre-

paring meals every day. That's not realistic for most of us. And that's

122 | The 20/20 Diet

also why these meals don't require culinary training or lots of free

time; they are quick, easy, and designed for people with little or no

cooking experience.

This phase contains some important carryovers from the previous

phases:

Consistent Meal Spacing: By now, you've likely acclimated to eating approximately every four hours. In this phase, continue w**INC**.

ith the rou-

tine of consuming four meals per day, every four hours.

This consis-

tent meal schedule is a healthy, efficient way for your body to function.

By the time you're hungry, we're feeding you again, which not only

keeps you from rebelling, but it helps you burn more calories contin-

uously throughout the day.

Keep using the 20/20 Hunger and Fullness Scale in chapter 5 so

you can decipher physical hunger from fake, trigger-induced, or habit

hunger and so you don't overeat at mealtime. If you're full, stop eating!

You should be letting go of that desir **BOOKS**,

e to lick your plate clean.

Splurge Sensibly: As you did in Phase 2, follow the rules for sensible splurging, knowing that you are capable of having a handful of something once or twice a week, but just don't turn it into a pig-out session.

You can accomplish your goals without feeling like you'll never be able

to enjoy another piece of chocolate or glass of wine.

Eat Out Responsibly: Speaking of restriction, you shouldn't have to swear off restaurants

for the remainder of your life in order to succeed at weight loss. But you do need to be armed with a clear-cut game

plan before you place your order. Let's spend some time talking about

strategies for eating out.

Guidelines for Eating Out

When **BIRD**

you go out to a restaurant, you're entering back into an environment

in which you will be surrounded by the sights, smells, and

sounds associated with triggers and temptations. The only way to

keep yourself on track and out of trouble is to know exactly what

you're going to order before you even get in the car. This kind of active Phase 3: The 20-Day Attain | 123

foresight takes barely any time at all, and the payoff is big. Spend just a few seconds deciding what you're going to eat and drink before you go

and you'll guarantee that you will leave that restaurant feeling satisfied (not stuffed) and beaming with pride that you got through the trigger

gauntlet without one slipup.

Many restaurants now offer online menus, so you can review your

options ahead of time. If not, don't worry. Given the variety **INC.**

ty of food

available to you in Phase 3, you can bank on the fact that most restau-

rants offer some basics that will work great for you.

Restaurant Rules

1. As with all your meals, make sure this one includes at least two of

the 20/20 Foods.

2. Green tea could be one of those options, and it's widely available.

3. If you're comfortable with it, you could bring one of the foods

with you to the restaurant (such a **BOOKS**,
s almonds, rye crisps, raisins—
all very portable).

4. If you're uncomfortable bringing your own ingredient(s), you

could eat one of them right before you go to the restaurant.

5. Make sure the restaurant meal contains:

Prime produce (fruit and/or veggies)

Power protein

Super starc **STREET**

h (a 100 percent whole-grain item, corn, or skin-on
whole potatoes)

Fit fat

Restaurant Meal Examples

Here are some sample meals you can order at popular restaurants, and

they a**BIRD**

ll follow the above Phase 3 meal requirements. (* indicates bring

your own)

BJ's Restaurant and Brewhouse

EnLIGHTened Thai Chicken Mango Salad, add corn and substitute

almonds for wonton crisps.

124 | The 20/20 Diet

California Pizza Kitchen

Half a Roasted Veggie Salad with grilled shrimp, paired with hot or iced unsweetened green tea*. Order the dressing on the side and use

half, or skip the dressing and ask for vinegar to season your salad.

Cheesecake Factory

Seared Tuna Tataki Salad, dress salad with vinegar, fresh-squeezed

lemon, and black pepper instead of the wasabi vinaigrette.

Add almonds for a 20/20 Food. Make sure to snack on 2 rye crisps before

or after your meal to incorporate a “super starch”!

Veggie Burger (no bun) served with mixed greens dressed with oil and vinegar, fresh-squeezed lemon, and black pepper.

Ask to substitute mustard for the mayo.

Chili's

Chili's

Mango-Chile Chicken with corn on the cob (plain, without butter or

the cob (plain, without butter or

seasoning) and side salad dressed with vinegar, fresh-squeezed lemon,

and black pepper. Pair with green tea*.

Caribbean Salad, add avocado and dress with vinegar, fresh-squeezed lemon, and black pepper and add 1 crumbled rye crisp* for crunch.

Chipotle Mexican Grill

Salad à la carte made with greens, black beans, tomato salsa, corn salsa, and guacamole, paired with hot or iced unsweetened green tea*.

El Pollo Loco

Fire-Grilled Skin STREET

less Chicken Breast served with side salad dressed with oil and vinegar, fresh-squeezed lemon, and black pepper. Add

1 crumbled rye crisp* instead of tortilla strips and a small side of

steamed mixed broccoli, carrots, and cauliflower.

Ma BIRD

caroni Grill

Grilled Chicken Spiedini with mixed greens dressed with vinegar, fresh-squeezed lemon, and black pepper, topped with 1 crumbled rye

crisp* and paired with green tea*.

Phase 3: The 20-Day Attain | 125

Olive Garden

Herb-Grilled Salmon and garden fresh salad with 1 crumbled rye

crisp* or chickpeas*. Dress salad with vinegar, fresh-squeezed lemon,

and black pepper.

Panera Bread

Power Chicken Hummus Bowl, paired with 2 whole-grain r
INC.

ye crisps*.

PF Chang's

Buddha's Feast, steamed with tofu, add almonds, with 1/2
portion of brown rice. If desired, season with mustard sauce
(the sauce prepared

by your server at the table).

Qdoba Mexican Grill

Salad à la carte made with lettuce, grilled chicken, pico de
gallo, roasted chili corn, and guacamole, paired with green
tea*.

Starbucks

Protein Bistro Box (1 egg, white chedd **BOOKS**,
ar cheese, honey peanut butter
spread, multigrain muesli bread, apples and grapes).

Increase Your Restaurant Ordering IQ

If you're going to a restaurant with no menu available
online, don't be

afraid to have a quick conversation with your server. Let
him or her

know that you'r **STREET**

e keeping it simple and that you'd prefer your food

prepared with a little olive oil rather than butter, that your
vegeta-

bles be steamed instead of fried or sautéed in oil, and that
you want

to avoid massive portions. You can even ask them to box
up half of

it in advance and serve you the other half. Consider asking about

whole-grain options for bread or pasta, and inquire about brown rice

instead **BIRD**

of white. You'd be surprised just how accommodating they

will be; remember, they work for tips! Just be kind and gracious (not

demanding or condescending), and your server (and the restaurant

chef) should be more than willing to work with you.

126 | The 20/20 Diet

What's Next ...

In the next chapter, I'll introduce the 30-Second Burn Burst Exercise

Program to incorporate into your new routine. If you're over there

rolling your eyes, then listen up: exercise is one of the chief ways, and quite possibly the best way, to control your weight over time. If you

want to make weight loss permanent (and I know you do) **INC.**

, then incor-

porating the right type of exercise into your life is a must.

But what's *not* required is being miserable while you plod away on the treadmill for hours. This program will change your perception of

exercise and save you time—and you might just enjoy it. So, no more

eye rolling!

In chapter 12, you will discover a clear formula for maintaining

healthy weight loss for the rest of your life.

BOOKS,

STREET

BIRD

Phase 3: The 20-Day Attain | 127

INC.

BOOKS,

STREET

BIRD

10

THE 30-SECOND BURN

BURST EXERCISE PROG INC.

RAM

Fitness—if it came in a bottle, everybody would have a great body.

— Cher

Did you know that your fat cells actually get larger from sitting

too much? Seriously, your fat ex **BOOKS,**

pands when your life is made up

of a never-ending succession of various forms of seats.

Have you ever

heard the term “secretarial spread”? It’s the idea that your rear end will spread out to fill the width of the chair you’re sitting in for hours on end. No disrespect to secretaries, but that’s not a pretty picture! So if your typical routine takes you from lying in bed to sitting at a desk to sitting in a car to sitting in front of a television and then back to lying in bed day after day, week after week, month after month, then I’ve

got news for you—you're living a sedentary lifestyle. And it doesn't

matter what yo **STREET**

u eat or don't eat—your body will not change for good unless and until you get up and move it.

In case you haven't noticed, the business of fitness has exploded

over the past decade. From workout contraptions of every shape, size,

and price point to intense at-home exercise DVDs, magazines, books,

clas **BIRD**

ses, and trainers, we're talking about billions of dollars paid by

consumers with visions of six-pack abs or sculpted rear ends dancing

in their heads. As the industry has boomed, more and more stud-

ies have been conducted to discover new exercise forms and methods

that can help the human body achieve weight loss and good health.

A lot of new theories have emerged and my team has used this new

129

information to build the 30-Second Burn Burst Exercise Program. We

think it's an exciting program to help you fit exercise into your busy

lifestyle and keep you from getting bored.

If you're thinking, "Dr. Phil, I already go to the gym, so get off my

back!” then I’ve got news for you. You might have spent hours at the

gym on the elliptical trainer or pushing the pedals on the recumbent

bike while reading your favorite novel or watching TV, barel **INC.**

y breaking

a sweat during your marathon session. What if I told you that new exer-

cise theories suggest that you may be able to burn the same amount of

calories with less time trudging away at the gym if you worked in some

short bursts of high intensity? Well, get ready to be outraged (in the best possible way). Low-intensity, super-long sessions may be your opportune

time for getting through a huge stack of magazines or watching your

favorite TV shows, but there may be a way to get more out of your work-

out than catching up on the latest *Real Housewives* drama.

The truth is, some scientists believ **BOOKS,**

e that “long and slow” is not the

best fat-burning formula. New theories regarding how the body burns

off sugar and fat (both are forms of energy) suggest that when you get

yourself into a high-intensity zone for short periods of time (“bursts”), you ratchet up your body’s fat burning significantly. Translation: this

type of exercise could help you accomplish more in less time.

So, let’s get efficient.

Current Physical Activity Quiz

First, y

STREET

ou need to identify your starting point, because it will determine

how you will work yourself into the exercise plan. Answer the following questions honestly:

On average, how many hours per day do you spend in the seated

positi **BIRD**

on? (Take into account your commute, your work, mealtimes,

watching TV or movies, etc.)

- a. 6 or more hours
- b. 3–5 hours
- c. 1–2 hours

130 | The 20/20 Diet

Given the choice, if you had to get from the first to the third floor of a building, would you be more likely to:

- a. Take an elevator, no matter what. (Aren't stairs just for an emergency?)
- b. Take the stairs only if I'm rushed and the elevator wasn't fast enough.
- c. Take the stairs, regardless of how quickly I need to get there.

When you drive to a destination such as the mall or a grocery store,

do you:

a. Circle the lot until I can park as close to the entrance as possible.

b. Park as closely to the entrance as possible, but don't spend a lot

of time looking for a close spot.

c. Park far away so I can get in some extra walking.

When you're doing light activity su **BOOKS**,

ch as vacuuming or raking the

yard, how do you feel?

a. Quickly worn out; I need to take breaks every few minutes.

b. Able to do the task, but my heart rate goes up and I breathe

pretty hard.

c. Strong and energized.

How often do you complete at least 20 minutes of purposeful exercise

that makes yo

STREET

u work up a sweat?

a. 1 day per week or less

b. 2–4 days per week

c. 5–7 days per week

After an average day of being awake for at least 12 hours, how do you

feel?

BIRD

a. Exhausted; ready to flip on the TV or crash into bed.

b. Pretty tired, but able to stay awake for a couple hours of TV

time.

c. Vibrant, awake, and ready for more!

The 30-Second Burn Burst Exercise Program | 131

How would your heart rate be affected if you did 10 jumping jacks?

a. My heart would probably beat right out of my chest.

b. It would beat fast and take a few minutes to slow back down.

c. It would speed up a little, but not much.

What is your preferred method of relaxation or stress relief?

a. Lying on the couch or in bed reading, watching TV
INC.

, etc.

b. Mild activity such as gentle stretching, light gardening,
etc.

c. More strenuous activity such as going for a bike ride,
jog,

walk, etc.

Scoring

For every question that you answered “a,” give yourself 0 points, for

every “b” answer give yourself 2 points, and for every “c” answer, give

yourself 4 points.

0 to 10: Sedentary

If your score is this low, you should no **BOOKS**,
t start out with the Burn Burst

Exercise Program. Instead, you need to make it your immediate goal

to start walking more. Walk around the room when you're on the

phone, park farther away from the entrance to buildings, walk in cir-

cles around the living room while watching TV. Wherever, however,

and whenever you possibly can, get on your feet and move around.

11 to 20: Mildly A STREET

ctive

If you're in this range, you are already making certain efforts to incorporate physical activity into your life, and I'm going to ask you to

step it up a few notches. You should ease into the program below, but

be extremely cognizant of your perceived exertion, which I'll explain

shortly. Do not try to go from 0 to 60, but build slowly on the base

you h BIRD

ave already begun to form.

21 to 32: Active

This range indicates that you likely already understand the impor-

tance of movement in your daily life. But now we will push you even

harder and use the latest research to maximize your results. Closely

132 | The 20/20 Diet

monitor your progress on this plan, and have an open mind as you

engage in a new way of getting exercise.

Seek Your Doctor's Permission

Regardless of your current physical activity level, I am telling you

in no uncertain terms that you need to discuss this exercise program with your doctor before you start it. This is not an option;

it's required.

If you have any preexisting conditions that could be affected or exacerbated by activity, or if you've been extremely sedentary for a long time, then you need to take certain steps before you even attempt this program. If you don't, you might be setting yourself up for a cardiac event such as a heart attack.

This isn't just some throwaway disclaimer. If your cardiovascular system is healthy, then exercise can help maintain your health. But if it's not, then heed your doctor's advice.

Rate of Perceived Exertion (RPE)

Before we get into the specifics of this innovative form of exercise, I want you to start tuning in to your body. So many people just trudge their way through their day (or their life), barely aware of their surroundings.

STREET

roundings, much less of the cues their own bodies are giving them.

But when you really wake up, pay attention, and start listening, you'll

be a**BIRD**

mazed how many messages your body is trying to send you.

For example, the Hunger and Fullness Scale has shown you to

discern when you are *physically* hungry and when it's just fake hunger, conjured by your mind in response to some kind of trigger. You've

learned about the physical symptoms you experience when you truly

need food, such as a growling stomach or light-headedness. Similarly,

The 30-Second Burn Burst Exercise Program | 133

Get Movin' Now!

The World Health Organization and the Surgeon General rec-

ommend that adults get a minimum of 150 weekly minutes of

moderate-intensity physical activity (e.g., walking, dancing, light

swimming) or 75 weekly minutes of vigorous activity (e **INC.**

.g., run-

ning, cycling, fast swimming). If you do this you'll experience

some health benefits, but for even better results and weight loss,

the recommendation is to shoot for 300 minutes of moderate-

intensity activity or 150 minutes of vigorous activity per week.

But if you're currently living a sedentary lifestyle, all that activ-

ity probably sounds overwhelming and unrealistic. Well, before you

decide it's out of the question, here's some good news. A study in the

journal *Preventive Medicine* showed that sedentary adults who complete short bouts of light to moderate p**BOOKS**,

hysical activity (such as walk-

ing briskly around the block) for just six minutes at a time, five times per day, can experience similarly significant improvements in their

overall physical fitness as people who complete one, continuous bout

of exercise. You know the old joke about how to eat an elephant? One

bite at a time. It's the same with exercise. You don't have to do it al

at once, especially when you're first starting out.

I'd like you to bec **STREET**

ome acutely aware of another set of indications, or

signs, that your body is giving you on a daily basis, and these have to

do with your physical exertion.

There's been quite a bit of discussion in the exercise community

about whether a heart rate monitor gives you any more of an advan-

tage t**BIRD**

han simply self-monitoring your “rate of perceived exertion”

(RPE). Basically, your RPE is your built-in system for judging your

own physical output. I’m talking about heavy breathing, rapid heart

rate, sweat, a feeling of fatigue in major muscle groups, and so on.

Your mind perceives how much you’re moving, whether you’re sitting

as still as a statue on the couch or running full out on a treadmill.

134 | The 20/20 Diet

Below is a version of an RPE scale that I have adapted from the

Borg Scale of Perceived Exertion and expanded upon so that you can

rate your level of energy expenditure without any extra gear like a

heart monitor. This is meant to help you understand when you are

“exercising” and when you are seriously *exercising*.

Judging Your Perceived Exertion

0 No movement; sitting still; neutral.

INC.

1 Extremely light exertion: Almost no sign of energy expenditure.

2 Light exertion: Very comfortable, no detectible increase in heart rate or respiration.

3 Mild exertion: Feeling slightly warm, a slight increase in breathing.

4 Medium exertion: Hear

BOOKS,

t rate and respiration both noticeably higher.

5 Moderate exertion: Starting to sweat, breathing pretty hard, but still able to carry on a conversation.

6 Significant exertion: Sweating steadily, breathing is steady but hurried. Talking is getting slightly harder but is still possible.

7 Medium/high exertion: Feeling hot all over, sweat is dripping and sho

STREET

wing through your clothes. You can maintain this level for a while, though. Your body is not screaming for you to stop.

8 Hard exertion: Starting to feel uncomfortable, but you feel like you can go for a few more minutes like this.

9 Intense exertion: You don't feel like you can maintain this level very long. You can get out a couple words if you have to, but

BIRD

definitely not a conversation.

10 Extremely intense exertion: Very heavy breathing, heart rate is extremely high, and you cannot speak. The hardest you've ever

pushed yourself physically—so much so that you can't keep it up

another second.

The 30-Second Burn Burst Exercise Program | 135

Keep in mind that you may not experience the same signals of

exertion as someone else. For instance, a marathon runner would

likely be at a 1 or 2 when walking briskly, while someone who isn't

in shape would be at a 5 or 6 when walking at the same pace. That's

why this is an ideal method to determine *your* exertion, because it's tailor-made to you and it will change and evolve as you increase your

level of daily physical activity.

When I first started doing the high-intensity exercise **INC.** bursts you

will soon read about, I found out very quickly that you don't just go

from 0 to 10 in one swift shake of your tail feathers. It takes serious

labor to work your way up this scale. So, when you start to learn about

the burn bursts in this program, keep in mind that your 30-second

clock doesn't start ticking until you've reached an 8 or 9 on the RPE

scale, and it may take you a couple minutes to get up there.

For me, the best way to apply this exercise regimen is on a stationary

bicycle. I just keep increasing that resistance **BOOKS,**

so it gets harder and harder

to pedal and I can get into my high-intensity range. Boy, I'll tell you

Anaerobic and Aerobic Exercise

You've probably heard of aerobic exercise. Now we often refer

to it as “cardio,” but you might remember the days of aerobics

classes. Essential **STREET**

y, aerobic activity occurs in the presence of oxygen, and it uses both glucose and fat for fuel. Anaerobic exercise,

however, does not need oxygen—instead, it uses glycogen,

which is the sugar stored in your muscles, as its fuel. This type of

activity builds muscle tissue, which we know to be metabolically

active and excellent at burning fat. When you perform the type of

high **BIRD**

high-intensity interval training I’m suggesting in this chapter, the

30-second bursts are considered anaerobic activity.

So, which type of exercise is best for burning off fat and calories?

Both! This Burn Burst Exercise Program combines aerobic

and anaerobic activity to help you lose weight and build muscle.

136 | The 20/20 Diet

what: if I sat down on the bike cold and tried to move those pedals at

that resistance level, I couldn’t do much more than stand on them! My

point is, you’ve got to first let yourself work your way up the RPE scale and *then* start timing your “burst” when you reach an 8 or 9.

Before we launch into the specifics of the exercise program, I'd like

to remind you—these routines will not take that much time out of

your day. You can complete them in about 30 minutes.

Cardio Burn Bursts

INC.

The official term for this type of cardiovascular exercise is HIIT, which stands for High-Intensity Interval Training. The basic concept is that

you're completing short bursts of intense exercise (an 8, 9, or even a 10

on the RPE scale) and then immediately returning to a recovery pace for

a slightly longer period of time before starting the next burst of intensity. If your exercise sessions were plott

ed out on a graph, you would see

peaks and valleys rather than just one steady pace across time. A grow-

ing body of research suggests that this sort of high-intensity, low-volume interval training is an efficient form of exercise.

One potential benefit of this type of exercise is that it can save you

time. Some studies in this area suggest that, by varying the intensity

of your workout, you can accomplish more for your body in less time.

More research is needed to confirm this effect, as many of the studies

so far have been small and had other limitations, but the most import-

ant thing is tha **STREET**

t I'm getting you off the couch and moving.

I was convinced by these potential benefits so I gave it a shot, and

I've been very impressed with the results in my body. I have more

energy overall, I perform better on the tennis court, and my physical

fitness has improved.

This form of exercise might be a new concept for you, so I want

yo **BIRD**

u to pay very close attention to your body's signals. Obviously,

don't push so hard during the 30-second bursts that you pass out or

otherwise can't complete the workout. But I want you to reap the

most benefits, so find that "sweet spot" of pure energy expenditure.

You'll quickly adapt and, call me crazy, but very soon you will find

this exhilarating. You will experience a rush of endorphins, a certain

The 30-Second Burn Burst Exercise Program | 137

powerful chemical in your brain, which can make you feel happier

and even euphoric. You've probably heard of the term "runner's high,"

and it was coined because of these feel-good chemicals that exercise

naturally helps your body release. Stick to this workout and you'll

start to look forward to and even crave exercise.

Cardio Burn Burst Exercise Routine

Complete the following workout two to three times a week on days when you do not do any resistance training, which I'll tell you about shortly.

Warm up with light cardio for three to five minutes.

Examples of light cardio:

☐ Brisk walking

☐ Slow jogging

☐ Dancing

☐ Jumping jacks

*Start your 30-second burn burst cycle. **BOOKS,***

Choose a cardio activity to which you have access, whether in your home, at the gym, or outdoors. Do it full out, high intensity, for 30 seconds.

Note: Your 30 seconds START when you reach an 8 or 9 on the RPE scale. It will take you at least a few seconds, and maybe even a minute, before you reach that level of exertion. When you're there, start timing.

If you cannot sustain this pace for 30 full seconds, just go as long as you can, and keep track each time because as you continue to exercise in this way, you will find that you're able to go a little longer each session.

Slo

BIRD

w down for 60 to 90 seconds with that same cardio activity (recovery pace).

Allow your heart rate and breathing to slow, but be careful not to

return all the way to a resting pace, or else the next burst will be much harder.

138 | The 20/20 Diet

Start your next 30-second burn burst.

As before, you'll need at least a few seconds to reach an 8 or 9 on the

RPE scale. When you reach it, begin timing. Keep up that pace for as

long as you can, but not more than 30 seconds.

Slow down to a recovery pace.

Repeat this sequence 8 times, for a total of 8 burn burst **INC.**

s and 8 recov-

eries. The total workout time will be around 15 to 20 minutes.

Note: Depending on your starting level of fitness, you may want to start with 2 to 4 burn bursts. But in subsequent weeks, as your body

catches on to your new regimen, you should increase burn bursts until

you can do 10 to 12 in a session.

Resistance Burn Bursts

Exercise isn't nearly as effective or **eBOOKS,**

efficient if you ignore resistance

training. It's the combination of cardio *and* resistance that can help you get a toned, overall healthy body. This is why I want you to integrate this resistance program into your overall exercise plan.

The official name for this type of exercise is HIRT, which stands

for High-intensity Interval Resistance Training.

To do this, you'll need some light weights (you might want to start

at 1- to 2-poun **STREET**

d hand weights if you're brand new to weightlifting) or resistance bands. Many trainers and fitness professionals recommend

resistance bands, especially for beginners. They're very inexpensive,

easy to use, and they pack easily so you have no excuse not to exercise

while you're traveling.

This is a type of circuit training, in which you'll pair different

mo **BIRD**

ves with noncompeting muscle groups, such as a lower body exer-

cise and an upper body exercise, with only 30 seconds between sets.

These are called compound exercises, and some scientists believe that

they are very effective at burning fat and building lean muscle mass.

The 30-Second Burn Burst Exercise Program | 139

For example, you'll do a set of 8 to 10 Sumo Squats, which work

your inner and outer thighs, and then immediately (no rest between)

complete a Bicycle Move, which works your abs and core, and *then*

take a 30-second rest before moving on to the next paired set.

Be reasonable and do not endanger yourself by using weights that

are too heavy or trying to get through a workout that is hurting in all

the wrong places. Ease yourself into this and be smart.

The Resistance Burn Burst Moves

Now let's get into the types of HIRT moves you'll be completing in

completing in

this exercise routine. Take a close look at these and make sure you

really understand them before you dive in. On the free 20/20 Diet

app, you will find videos showing you exactly how to do each of these

moves with proper form.

Again, you will need either hand weights or a resistance band for

many of these moves, but start light in **BOOKS**,

if this is brand new to you. You

can work yourself up to heavier weights over time.

Here are clear explanations of the various moves you will be performing in this HIRT workout.

forming in this HIRT workout.

Walking Lung STREET

es (works the thighs, hamstrings, glutes, and calves)

Begin with your legs together and feet planted firmly on the floor.

Step forward about 1 ½ to 2 feet on your right foot. Bend your right knee so that your right thigh is parallel with the floor, at a 90-degree angle. Your left (back) knee should be bent, nearly touching the floor. Return to the starting position by standing

u BIRD

and repeat with the left leg. Keep lunging forward, alternating legs. Do this 8 to 10 times.

Note: Make sure your lunging knee does not extend out past your ankle.

140 | The 20/20 Diet

Dumbbell Rows (works the back)

Place your left knee on an exercise bench or the seat of a sturdy chair. Bend your torso forward so that it is parallel to the floor.

Take a dumbbell in your right hand and keep your right arm straight. Bend your right elbow and pull the weight up toward your side, keeping your arm close to your side. Lower and repeat for 8 to 10 repetitions. Repeat the exercise on the other side.

Note: Make sure your back remains straight during this move.

Squats (works the thighs and glutes)

Begin with your feet about shoulder-width apart, holding a dumb-

bell in each hand and with your arms by your sides. Bend your

knees and lower your torso so tha **BOOKS,**

t your thighs are as close to par-

allel to the floor as you can get them. Keep your back as straight

as possible and your chest up so that you can see yourself if you're

looking in a mirror. Slowly return to the starting position. Repeat

8 to 10 times.

Note: Stay erect and centered as you descend. Do not allow your

knees to extend forward and go out past your ankles.

STREET

Chest Press (works the pectoral muscles/chest)

Lie on your back on a flat exercise bench or soft floor surface.

Take a dumbbell in each hand and hold the weights at the sides of

your chest with elbows bent. Press the dumbbells straight up to a

position just over your chest, with your arms straight. Purposely

coBIRD

Contract your chest muscles at the top of the movement. Slowly

lower the dumbbells to the starting position. Repeat 8 to 10 times.

Note: Do not use a weight that is too heavy here; you don't want to drop it when your hands are directly over your face!

The 30-Second Burn Burst Exercise Program | 141

Sumo Squats (works the inner and outer thighs)

Stand with your feet wider than shoulder width and your toes

pointed out at a 45-degree angle. Hold a dumbbell in each hand,

keeping your arms down by your sides. Bend your knees and lower

your torso so that your thighs are as close to parallel to the floor

as possible, while holding your chest up. Keep your back straight.

Slowly return to the starting position. Repeat 8 to 10 times.

es.

Note: If you notice any knee pain, do not go as deep into this

move.

Bicycle Move (works the core/abdominal muscles)

Lie on your back on the floor. Place your hands behind your head

and bend your knees to a 45-degree angle to the floor, with your

feet in the air. Lift your shoulders off the floor slightly.

Bring your

opposite knee (left knee, for example) to your opposite elbow

(right elbow, in this example) and simultaneously straighten out

the other leg. Alternate legs and elbows for this exercise. Continue

the exercise for as many reps as you can, up to 50 at a time.

Note: Continue to draw your belly button in toward your spine

during this move rather than letting your belly pooch out.

STREET

Chest Fly (works the pectoral muscles/chest)

Grasp a dumbbell in each hand and lie on your back on a weight

bench or an ottoman, with the dumbbells resting on your chest.

Stretch your arms out to the side and bend your elbows slightly.

Raise your arms up in an arc, over your chest, until your hands

meet **BIRD**

at the top (palms facing toward each other). Contract your chest muscles. Slowly lower to the starting position and repeat

8 to 10 times. Be sure to select a dumbbell weight you can lift

comfortably.

142 | The 20/20 Diet

Calf Raise (works the calves)

Stand on a stair or raised platform so that your toes are on and

your heels are off the surface. Hold on to a sturdy object (e.g., the

stair railing; a chair) with one hand for balance. Raise up on your

toes as high as you can, then slowly lower down, stretching your

calf muscles. Continue raising and lowering your feet in this man-

ner for 16 to 20 repetitions.

INC.

Shoulder Press with a Resistance Band (works the shoulders)

Stand on the middle of the resistance band with your feet about

shoulder-width apart. Hold the handles, facing your palms for-

ward. Stretch the band upward and hold the handles at your

shoulders in a bent-arm position (like a standard biceps curl).

Then, raise the band straight up an **BOOKS,**

d straighten your elbows at the

top of the movement. Slowly lower the band to the starting posi-

tion and repeat 8 to 10 times.

Note: Continue to pull your arms in as you press the band upward so they are directly on either side of your head as you do this move.

Seated Reverse Crunch (works the core/abdominal muscles)

Sit on a chair o**STREET**

r a flat workout bench, close to its edge. Grasp the sides of the chair or bench with your hands and lean backward

slightly, keeping your back straight. Bend your knees and pull them in toward your chest. Next, extend your legs straight out in front of you. Return to the starting position and continue the exercise for as many reps as you can, up to 50 at a time.

N BIRD

ote: Continue to draw your belly button in toward your spine during this move rather than letting your belly pooch out.

The 30-Second Burn Burst Exercise Program | 143

Push-ups (works the chest, triceps, and core/abdominal muscles)

Lie facedown on an exercise mat (the floor works fine if you don't have one) with your hands placed flat on the mat on either side of your chest. Keep your toes pointed downward into the mat.

Press up on your hands, lifting your body off the mat. Straighten

your arms at the top of the movement. Keep your back **INC.** k straight and parallel to the floor and your eyes looking forward so that

your head does not droop. Slowly lower to the starting position.

Continue for 8 to 10 repetitions.

Note: You may also do this exercise from a knees-bent position

rather than from your toes.

Biceps Cur

BOOKS,

I with a Resistance Band (works the biceps)

Stand on the middle of the band with your feet about shoulder-width

apart. Hold the handles with your palms facing away from your

body and your arms straight down at your sides. Flex your elbows

and bring the band up toward your chest in a curl motion, making

sure that your elbows remain fixed against your body. Slowly lower

the band to the starting position and repeat 8 to 10 times.

Note: Purposely contract the bicep muscles when you bring your

arms up.

Dumbbell

STREET

I Deadlift (works the glutes, back, and hamstrings)

Place two dumbbells on the floor in front of your feet. Begin with

your feet about shoulder-width apart, with your knees slightly

bent. Bend your knees and, keeping your back straight and chest

up **BIRD**

, pick up both dumbbells. Slowly stand up to the starting posi-

tion, squeezing your glute (butt) muscles tightly at the top position.

Pull your shoulder blades together as you squeeze. Lower slowly,

following the same path you used to lift the weights. Continue

this movement for 8 to 10 repetitions.

144 | The 20/20 Diet

Triceps Press with a Resistance Band (works the triceps)

Stand on the middle of the band with your feet about shoulder-

width apart. Take the handles and hold your palms facing forward.

Lift your arms and hold them at your shoulders in a bent-arm

position. Press upward to an overhead position so that your hands

meet behind your head, but don't let your elbows drift out to the

sides—they should be extending forward at this point. **INC.**

t. Straighten

your arms all the way to a full extension, as if opening your elbows

like a hinge. Flex your triceps at the top of the exercise, and then

slowly lower until your hands are back behind your head. Repeat

8 to 10 times.

Dips (works the triceps)

Position your body so that your **BOOKS,**

back is facing the edge of a

bench, ottoman, or sturdy chair. With both hands, grasp the edge of the object with your hands; your palms should be facing

downward and your fingers forward, toward your back. Your

elbows should be bent slightly to start. Extend your legs out in

front of you. Using the strength of your arms, straighten your tri-

ceps to a locked-out position, lifting your body upward slightly.

Slowly lower to the starting position and repeat the exercise 8 to

10 times.

STREET

The Resistance Burn Burst Exercise Routine

This workout should take about 30 to 45 minutes to perform, and you

should **BIRD**

could work up to doing it a total of three days per week on noncon-

secutive days so you give your muscles time to recover properly. The

idea is to keep the rest period between moves to 30 seconds or less.

That's the intensity part of the high-intensity workout. By not letting

your body fully recover between sets, you are boosting the overall

calorie burn.

The 30-Second Burn Burst Exercise Program | 145

Warm-up: 5 minutes light cardio.

Walking Lunges/Dumbbell Rows—8 to 10 reps each exercise

30-second rest

Squats/Chest Press—8 to 10 reps each exercise

30-second rest

Sumo Squats/Bicycle Move—8 to 10 times for the Sumo SqINC.

uat; up to

50 reps for the Bicycle Move

30-second rest

Chest Fly/Calf Raise on Platform or Stairs—8 to 10 reps for the Chest

Fly; 16 to 20 reps for the Calf Raises

30-second rest

Shoulder Press/Seated Reverse Crunch—8 to 10 reps for the Shoulder

Press; up to 50 reps for the Reverse Cr **BOOKS**,
unch

30-second rest

Push-ups/Biceps Curl—8 to 10 reps each exercise

30-second rest

Dumbbell Deadlift/Triceps Press or Dips—8 to 10 reps each exercise

Once you have two or three weeks of this routine under your belt,

start working on repeating each set. Doubling up will increase the

speed of your progress.

Program Your Ne STREET

w Active Lifestyle

In *The Ultimate Weight Solution*, I talked about how you should program your life for your new level of activity. Likewise, here are the

important

steps you need to take in order to make this new exercise

regimen just another part of your overall routine:

1. Recognize the Payoffs of Exercise

The benefits of exercise in any weight loss program are numerous.

Exercise has the power to improve overall health and appearance. You

146 | The 20/20 Diet

need to internalize these benefits so you know why you are making

this effort.

2. Make It Motivating

These burst training routines can be done almost anywhere, with

varying types of activities, so choose a place and type that appeal to

you. If you enjoy companionship while exercising, get a friend.

friend, family

member, or coworker to join you. For example, start a walking group

at work or in the neighborhood. And here's a tip: listen to music that

motivates you during your workout. Studies show that you're more

likely to move or walk faster if you're listening to upbeat music.

3. “Consequence” Your Exercise Behavior

If you currently find exercise less than desirable, pair it with a positive reward so that in order to get the reward, you must first exercise. For

example, you might tell your kids the **BOOKS**,

you cannot watch TV until they do

their homework. (If they don't do their homework, the consequence is

no TV.) Similarly, find something, anything, that you will not allow

yourself to do *until* you've exercised each day. It could be combing your hair, reading the newspaper, taking a shower—anything that

you value and want/need to do.

4. Monitor Your Progress

You started this program with 20/20 vision about what your future

would look like **STREET**

when you slim down because it will help propel you

to your finish line. Every step of the way, you've got to take mental or physical notes of how you're improving each week. If you are using the

RPE scale, take note of how long it takes you to get to an 8 or 9 on

the scale. That time will start to decrease. Also, take a full-body photo of yourself before you start the program and then more photos every

couple **BIRD**

weeks so you can look back and see the change in your muscles

and physique. You might even modify your vision of the future

as you see what you're capable of and remind yourself that your hard

work leads to definitive and measurable progress.

The 30-Second Burn Burst Exercise Program | 147

Reducing Muscle Soreness

Anytime you start a new exercise program that your body isn't

used to, you are going to experience some soreness in your muscles.

Look at it as a positive sign that you are putting those muscles

to work so they can work even harder for you as you

INC.

u progress.

Your body will adapt to this program, and you won't get as sore as

you continue it.

Here's a word to the wise: as with the cardio portion of this program, make sure that when you are in the recovery period

between 30-second high-intensity bursts, you are not stopping

activity altogether. You must keep going so that you're at least hitting

a 5 or 6 on the RPE scale. Research indicates that this helps

your body reduce the lactic acid buildup in your muscles faster

than if you were just to stop completely between bursts.

ely between bursts.

Putting It All Together

Once you're ready to start this entire program, your first step is to map out what you'll be doing each day of the week. You should even prescribe a set time for each workout so that it's in your calendar and on

your mind. It's no **STREET**

it just your long-term goal that requires 20/20 vision;

you've got to have a schedule for every day and the overall week so you

know exactly how you will work exercise into your daily routine; then

you will be far more likely to actually do it.

Leaving your exercise to chance and thinking "I'll do it when I

have time" is too risky. Something always comes up, and it's so easy

to co **BIRD**

convince yourself that the "something" takes precedence over your

exercise. Instead, you have to look at this time as sacred. This is *your* time, for *your* health, and no one is stealing that from you because you are setting up boundaries around this time.

I did this in my own life years ago. Everyone understands that I

play tennis in the afternoons. During that time, I am unavailable for

148 | The 20/20 Diet

anything else. Period. If I didn't cordon off this time for my exercise, there's no doubt that someone would take up that hour of my day. It's

true in all of our lives; someone will always need or want something

from us. But unless it's a true emergency, you need to give yourself

permission to be selfish and stop using the needs of others as your

excuse for neglecting the physical needs of your own body.

This might mean waking up earlier so you can work out before

your day begins. Or you might need to DVR your evening

TV show

so you can exercise at a time when you're normally nestling down in

the couch cushions while munching popcorn (which shouldn't be part

of your evening routine anymore anyway!).

Use this space to create your first week of an exercise schedule that

makes sense for you. Make sure you are giving yourself one rest day

per week. On the 20/20 Diet app, you can create workout calendars

and even set reminders for upcoming workouts.

Day of

Type of

of 30-Second

✓

the Week

Workout

BOOKS,

Bursts

When Complete

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

STREET

Sunday

BIRD

This plan can help you change the way you perceive exercise. As

you increase your strength and endurance, you'll see and feel the

results. Make this a part of your life now and enjoy the benefits for

years to come when you incorporate exercise into your routine as a

life-long habit.

The 30-Second Burn Burst Exercise Program | 149

INC.

BOOKS,

STREET

BIRD

11

WHEN YOUR BODY WON'T FOLLOW YOUR MIND:

ARE YOU RESISTAN INC.

T

TO WEIGHT LOSS?

Never confuse a single defeat with a final defeat.

— F. Scott Fitzgerald

When it comes to failed weigh **BOOKS**,

t loss attempts, there are generally

two types of people. There are those who know, deep down,

that they haven't lost the weight and kept it off as a direct result of

something they're doing or not doing. These folks make poor choices:

they eat in response to emotion, they don't stick to a plan for any

reasonable amount of time, they lie to themselves, they make excuses,

and so on. They know that if they would just put in the effort and do

what was require **STREET**

d of them, they could lose the weight.

Then there are those people who really, truly commit to eating

healthy, exercising, and living a lifestyle that should, for all intents and purposes, lend itself to achieving a healthy weight. But no matter

how hard they try, their weight simply will not budge. When you

know—and I mean deep down in your gut *know*—that you're doing

ever**BIRD**

ything by the book, you're conducting yourself and your life in

such a way that the only logical outcome is weight loss, but the scale

continues to tell a very different story, you feel frustrated, defeated, confused, and downright ticked off.

In *The Ultimate Weight Solution*, I discussed the concept of weight loss resistance. Back then it was a very new notion, and not one that

151

was widely accepted. Since then, doctors and weight loss experts have

conducted more studies on weight loss resistance. It is real, it is recognized by weight loss professionals, and they now have a much better

understanding of weight loss resistance and its various root causes.

So, if you've been putting in the hard work that's necessary for

years but your weight loss attempts have just felt like an endless series of banging your head against the same wall, hear me now **INC**.

. You're *not*

crazy. Weight loss resistance is a description for an entire category of people who, due to certain physiological imbalances, are unable to lose

fat through traditional methods of healthy diet and regular exercise.

The causes range from thyroid malfunction to hormone imbal-

ance, sleep deprivation to food intolerances or digestive imbalance,

and more. Because there are many potential sources of the problem,

there isn't a one-size-fits-all treatment that works for all weight loss resistant individuals. The key is to uncover your own, specific chemical imbalance or physiological "glitch"

BOOKS,

so that your doctor can target

it with a treatment plan tailored to you. Until you talk to your doctor, you cannot be sure what plan is best for you, including if the plan in

this book would help you lose weight. And thanks to all the research

conducted on the subject in recent years, doctors are armed with more

methods for you to manage and treat the core of your problem than

ever before.

As I revealed earlier in this book, I identify with what you've been

going through on a very personal level. Having been an athlete for

my entire life, it was **STREET**

as more than a little alarming when I found, a few

years ago, that I was struggling to maintain my target, healthy weight.

I was moving in what felt like slow motion across the tennis court in

my afternoon games and feeling winded far too easily. The subtle signs

started to add up, and despite my efforts to push myself harder phys-

ically and becoming hyperaware of my food intake, my body simply

sai

BIRD

d, "Sorry, buddy, but you're wasting your time here. Something is

off." So I pursued the medical experts for answers.

It turned out that I have metabolic syndrome, a genetic disposition

that was transmitted to me from my father. The tests revealed that my

triglycerides were sky high, as was my blood sugar, and to top it all

152 | The 20/20 Diet

off, I had insulin resistance, so I was not processing sugar properly. My body was just hanging on to absolutely everything I put in it and not

letting go. I simply wasn't configured for weight loss.

The good news for me, and for you if you fit the bill, is that all

of this is manageable with the right nutritional and medical plan. I

got started right away working with my doctors to get my blood sug-

ars stabilized and bring everything back into proper balance.

ance so my

body would start releasing the weight again. But this experience was

about much more than just my weight. I shudder to think where I

might be now had I not jumped right on this problem, because I was

unwittingly on the road to some devastating illnesses, including heart

disease. Now that I've learned, with the help of my doctor, how to

manage my body chemistry, my weight has remained in a safe range

and I am healthier overall. The very same can happen for you if you

talk to your doctor.

I really want you to get this: You **are** not

destined to be overweight

or obese just because you got a raw deal in the metabolic or biochem-

ical department. You do not have to feel trapped in your body any-

more. I know you'd do anything to get out of the quicksand and onto

dry land and win back control over your weight. I'm extending you a

helping hand, so read carefully because it's more than just your weight

we're talking about now. It's your life.

Identifying Signs of Weight Loss Resistance

If all of this is resonating with you and you have serious concerns that

there could be a physiological cause for your inability to lose weight,

then the first order of business is to closely examine your symptoms so

that you can present them to your physician.

To get you started on your internal inspection, here is a list of

some **BIRD**

common symptoms to discuss with your medical professional

because they might indicate weight loss resistance. But, just remember

this is not an exhaustive list and if you are experiencing any physical

issues that you are worried about, you should bring them to your doc-

tor's attention.

Are You Resistant to Weight Loss? | 153

Do you find yourself unable to lose weight, despite closely

following a healthy eating plan and exercise program?

Has your physician diagnosed you with or medicated you for

three or more of these conditions: high triglycerides (150 or

higher), low HDL cholesterol (less than 50), high blood pres-

sure, or elevated blood sugar?

Do you experience gastrointestinal symptoms such as d
INC.

diarrhea,

constipation, acid reflux, nausea, vomiting, or bloating two times

or more per month? Or, do you notice any of these digestive

symptoms or headaches after eating wheat, dairy, soy, eggs, or nut

products?

Is your natural waist measurement (the area 1 inch above your

belly button) 35 inches or more if you're a woman, or 40 inches

or more if you are a man?

Have you recently been experiencing disruptive sleep patterns

such as waking up often during the night or finding it difficult

to fall asleep, or do you sleep six or fewer hours most nights of

the week?

Are you feeling any of these symptoms: increased sensitivity

to cold, drastic changes in your body temperature, thinning hair, excessively dry skin, hoarseness, memory loss, or difficulty

concentrating?

Have you recently been under chronic (ongoing) stress in your

life? The kind of stress that you cannot seem to resolve?

Take a

moment here to measure your stress level on a scale from 1 to 5,

with 5 being the highest level of stress and 1 being the lowest. Is

your stress level 3 or higher?

BIRD

Are you on any of these medications: antidepressants, diabetes

medications, steroids, blood pressure medications, antiseizure

drugs, sleeping pills, birth control, or any form of hormone replacement therapy (HRT)?

Do you use or abuse illicit drugs or abuse prescription medica-

tions that have not been prescribed to you?

154 | The 20/20 Diet

Women only: Have you been told by a doctor that you are

menopausal or perimenopausal, or have you ever been diagnosed

with polycystic ovary syndrome? Or are you often experienc-

ing two or more of these symptoms: hot flashes, mood swings,

tender breasts, vaginal dryness, excessive sweating, or changes in

menstruation?

You cannot know with certainty if you fall into thi **INC.**

s weight loss

resistance category without a medical evaluation because everyone's

body chemistry is different. There are specific tests that can give your doctor the data needed to properly diagnose you and create a treatment plan, but the idea is to be an informed patient by asking the

right questions and providing the right information when you visit

your doctor.

Collecting Data

When I visited the doctor with my i **BOOKS**,

nitial concerns, I didn't just plo

down on the exam table and say, "Hey Doc, I can't lose weight. Fix

me." Instead, I did my homework and provided my doctor with the

whole picture. No one knows my body better than me, and no one

knows yours better than you. So, be your own advocate by telling your

physician the whole story.

Your whole story includes any of the symptoms above, any other

symptoms you are **STREET**

concerned about, as well as a complete list of all the vitamins, supplements, and medications you're taking because they

could affect the way your body functions or the way it stores food. They might not seem significant to you, but your doctor could very well spot

something on your list that's a potential culprit.

You should also bring a food journal like the one you filled out

in **cBIRD**

chapter 3, or at least a list of foods you've been eating often or

any new foods you've recently started eating. This may tip off your

doctor to any food sensitivities or contraindications of certain foods

with certain medications. You might have developed (or always had)

a dairy intolerance, for example, and the simple act of removing dairy

products from your life could help you get rid of bloating. Include in

Are You Resistant to Weight Loss? | 155

Checklist: What to Share with Your Doctor

Symptom List:

- Anything from the list we just discussed
- Other symptoms, even if you don't *think* they relate to weight loss

Medication/Supplement List:

- Prescription medications (and dosages)
- Over-the-counter medications you often take (and d
INC.
osages)

- Vitamins, minerals, and supplements
- Herbs (and dosages)
- Illicit drugs or medical marijuana

Food/Drink Journal:

- Foods and drinks (including al**BOOKS**,
cohol) you commonly
consume
- Any new foods or drinks you've recently added

Exercise Pattern:

- Amount and type of physical activity you're getting in a week

Chronic Stress:

- Any new or ongoing causes of stress

Sleep Patterns:

- Amount and quality of sleep you're getting every night
this list your curre **STREET**
nt alcohol intake, even if it's just a glass of wine in
the evenings, because that can play a role. And if you are
using medic-

inal marijuana or illicit drugs, you need to be honest with your doctor

about **BIRD**

t that too. Everything you're consuming could be an important

clue in your weight loss mystery.

Another critical factor you need to share with your physician is

your current activity level. If you used to be a three times per week

gym-goer, but in the last few months you've called a cease-fire on

all exercise because you can barely drag yourself up a flight of stairs, 156 | The 20/20 Diet

much less work out, that's significant. Or if you've amped up your

exercise to a frenzied pace in a desperate attempt to move the needle

on the scale, that's important too.

Chronic stress can have a substantial effect on your biochemis-

try and is definitely something to discuss with your physician. Stress

comes in many forms, but it is insidious and it can ravage your organs

and bodily functions. If you're living each day as though **INC.**

h you're a rat

in a maze with no exit, there's no doubt that stress is taking a physical toll. Bring it up so your doctor can inspect you for adrenal fatigue and other physical symptoms of chronic stress.

Sleep is also a key piece to this puzzle. Have you had problems

sleeping lately? Do you take sleeping medications regularly? Are you

hardly ever getting seven to nine hours of sleep per night? Are you

sleeping too much? Tell your doctor if you have experienced any irreg-

ularities in your sleeping patterns. It may help to write down your

sleep pattern for two to three nights **iBOOKS**,
n a row before you go in.

Now let's talk in a little more depth about a few common causes of

weight loss resistance and the diagnostic tools used to identify them. I want you to be well informed about these causes, but this information

in no way substitutes for the opinion of your doctor. It is impera-

tive that if you think a medical problem is making it difficult to lose

weight, that you talk to your physician.

Metabolic Syndrome

According to **gui STREET**

defines set by the American Heart Association, when you have three or more of the following factors, you have metabolic

syndrome: high blood pressure, high blood sugar, excess visceral fat (an accumulation of fat around your belly area), and abnormal cholesterol

levels (such as low HDL or high triglycerides). This puts you in a higher risk **BIRD**

category for some dangerous illnesses, including type 2 diabetes,

cardiovascular disease, stroke, some cancers, liver disease, and more.

If you think you are in this category, then there are some tests you

need to request from your physician. But first there is one test you can do on your own. In chapter 4, I asked you to take an accurate waist

measurement. If you're a woman and your waist measures 35 inches or

Are You Resistant to Weight Loss? | 157

more, or if you're a man and it measures 40 inches or more, you have

one of the conditions for metabolic syndrome.

The tests you should request from your doctor are as follows:

☐ **Fasting blood glucose:** This test determines how much glucose (a certain type of sugar) you have in your blood.

☐ **Triglycerides:** This is typically part of your overall cholesterol panel, and it measures the amount of triglycerides (**INC.**

a type of

fat) you have in your blood.

☐ **HDL:** Also a typical part of your overall cholesterol panel, it measures the amount of HDL (your "good" cholesterol, which

helps remove your "bad" cholesterol) in your blood.

☐ **Blood pressure:** These days you can even get your blood

pressure checked at a number of local pharmacies, so there's

really no excuse for not knowing if you have high blood pressure.

Like me, you might have inherited **BOOKS**,

and some of these factors. It's frustrating,

but guess what? Life isn't fair, so get used to it! These conditions can all be managed with your doctor's assistance and the right

treatment plan. Once you get your numbers back into the healthy

range, your body will be properly configured for weight loss again.

If it was your weight problem that actually caused these issues in

the first place, that doesn't mean you're out of luck. You might need

the assistance of **STREET**

medication (perhaps temporarily) in combination with your new healthy eating and exercise plan as prescribed by your

doctor. Bottom line: have the tests, talk to your doctor about your

concerns, create a clear plan of attack, and more than anything, don't

give up!

Thyroid **BIRD**

Thyroid Hormone Imbalance

When your thyroid hormones go haywire, you could experience all kinds

of symptoms, including changes in your body temperature, fatigue, hair

loss, hoarseness, changes in texture of your skin, memory issues, and

more. If your thyroid gland isn't firing on all cylinders, then you might 158 | The 20/20 Diet

also start to pack on the pounds because your thyroid is responsible for regulating your metabolism. Don't ignore any of these symptoms, and

by all means, discuss them with your doctor.

If your physician thinks you may have an underactive thyroid,

he or she will order tests such as a thyroid ultrasound (to inspect the

physical structure of the gland and to see if there are any goiters) and blood tests to check your thyroid hormone levels.

Should your test results indicate a problem with the **INC.**

function of

your thyroid, there are specific treatments you can undergo, and very

often, once the medications get your thyroid back up and running

properly, your metabolism will normalize and the excess weight will

start to come off.

Estrogen Imbalance

If you're a woman and you are peri **BOOKS,**

menopausal, menopausal, on hor-

monone replacement therapy, have taken birth control pills for years, or

have been diagnosed with polycystic ovary syndrome, it's very possible

that your female hormones, especially your estrogen, are imbalanced,

which could lead to weight problems. Some symptoms that could indi-

cate a hormonal imbalance are mood swings, tender breasts, fluctua-

tions in menstruation, genital dryness, hot flashes, or excessive sweating.

There is a lot of information floating around on the Internet about

female hormones. As with all of these medical conditions, do not try

to self-diagnose. **ISTREET**

It's important that you go to a gynecologist or general physician whose opinion you trust and discuss your symptoms and

suspicions. Don't jump to conclusions or try to take matters into your

own hands and treat yourself with herbs and supplements. A doctor

should guide your treatment plan if a hormonal imbalance is the cause

of your body's refusal to lose weight.

***Slee*BIRD**

p Disorders

The lack of good sleep can totally derail your weight loss efforts. Sleep deprivation can lead to more hunger throughout the day, and studies

show that sleep-deprived people consume more calories on a daily basis.

Are You Resistant to Weight Loss? | 159

There are two key hunger-related hormones called leptin and ghrelin

that are affected by your sleep patterns. If you're not able to sleep seven to nine hours per night, those hormones can get out of sync and cause

you to feel hungrier or less satisfied at meal times.

Sleep problems can also increase your risk of insulin resistance,

which basically means that your body produces insulin but isn't using

it properly. Insulin resistance can lead to diabetes if it's not caught early.

caught early.

If you have been having trouble falling asleep or if you're waking

up several times a night, you need to discuss this with your doctor.

There are several underlying causes of sleep problems, ranging from

stress to sleep apnea. Treatment options depend on what's at the root

of your sleep issues.

Stress Fat/Cortisol Overproduction

Chronic, unresolved stress can wreak **havoc**,

causing havoc on your entire body and

disrupting all of its organ functions, and it has the power to block your weight

loss. When you let stress run amok, it has the ability to put you into a continuous state of fight or flight. That means certain stress hormones

(cortisol and adrenaline) are being pumped into your system so much

that it begins to negatively impact many of your body's most basic

functions.

If you think chronic stress has a choke hold on your mind and

body, your doctor can help. It might be a matter of learning to man-

age the stress through **STREET**

gh simple cognitive-behavioral exercises, or certain

medications could help even out your brain chemistry.

Regardless, do

not let another day pass without seeking medical guidance.

Digestive Tract Imbalance

If you **BIRD**

u're regularly faced with digestive symptoms such as bloating,

acid reflux, nausea, diarrhea, constipation, or abdominal pain or dis-

comfort, especially in connection with specific foods, you might have

developed some food intolerances or sensitivities that are contributing

to weight issues. It's also possible that you have an imbalance of your

intestinal bacteria, which can occur for many reasons, including as a

160 | The 20/20 Diet

reaction to the use of antibiotics or nutritional insufficiencies. Or you might be suffering from an ulcer or GERD (gastroesophageal reflux

disease), which can significantly affect your eating patterns.

Digestive symptoms can be extremely disruptive to your life, and

they can also be a source of embarrassment. But your doctor can do

several tests to determine what's causing your digestive distress (the

tests depend upon your specific symptoms) and get you b
INC.

ack on track

with the right medication. Probiotics have been a life-changing treat-

ment for many people, but talk to your doctor before you begin using

any over-the-counter probiotics.

If food intolerances or sensitivities are found to be the source

of your gastrointestinal distress, your doctor might recommend

removing certain foods from your diet. If any of those foods are

ones included in this diet plan, by all means, heed the advice of your

doctor! In the Allergy Alert in chapter 7, you'll find a concise list of alternatives for foods in my plan the **BOOKS**,

t are commonly associated with

intolerances.

Taking Action

Now that you have a glimpse into some of the common causes of

weight loss resistance, don't just smile, nod, and then promptly ignore

all of it. If medical testing and your physician's expertise reveal that you do, in fact, fall within the category of the weight loss resistant, I am telling you th **STREET**

at it's not the end of the world. In fact, it's an import-

ant first step to becoming “weight loss triumphant”
because you will

finally learn the proper ways to manage your unique
biochemical con-

figuration. You can, at last, win control over your weight.
You should

feel lighter already now that the yokes of guilt and shame
have been

removed from your shoulders.

BIRD

On the other hand, I want to put you on high alert for a
certain

reaction you might have if you find out you are not
currently con-

figured for weight loss. If you learn that your issues are,
for exam-

ple, inherited, then your knee-jerk reaction might be to just
give up

the ghost. “Well, it was just meant to be, I guess. I’m going
to be

fat for the rest of my life just like my parents, and if I die
young,

Are You Resistant to Weight Loss? | 161

then I might as well go out with a beer in my hand and a
pizza in

my lap.” That attitude doesn’t cut it, not even close. Just
because a

few genetic cards are stacked against you, that doesn’t
mean you

quit playing the game. This is when you get busy; this is
the time

you put your health on project status and you reprioritize
so you

can focus on doing whatever it takes to bring the balance back.

There's really no excuse—others in your position have **dINC**.

one it, so

you can too.

No matter what treatment plan you'll now be following in order

to achieve that balance, you've got to give your body time to reconfig-

ure itself. Change doesn't happen overnight, so don't get frustrated if

the fat doesn't instantly start melting like butter on hot toast. It's very likely that your body will go into temporary shock when you make a

change. That's a function of our ability to survive; when homeostasis

is disrupted, our bodies want to hang on to all the fat in case there are long, starving days ahead. Your body **BOOKS**,

can learn that it doesn't need to

go into starvation mode and store everything it's given, but it'll take a little while as you work through your prescribed treatment plan. You

may have to work a little harder and have some patience, but good

days *are* ahead. Your decision to seek medical support will be a game changer.

Remember, winners do things losers aren't willing to, and you're

a winner.

STREET

BIRD

12

MAINTAINING YOUR SUCCESS:

THE MANAGEMENT

I don't want you to keep accepting what life deals up r
INC.

PHASE

ather

than working to get what you want, need, and deserve.

— Dr. Phil McGraw

Weight loss success is not a one-t**BOOKS,**

ime, fleeting moment of achieve-

ment that fades into the background of your life.

Overcoming

a weight problem, no matter how big or small that problem was, is

a *daily* achievement. Think about it this way: When you gradu-

ate from high school or college, walk across the stage, and accept

your diploma, that's thrilling, right? It's something you never forget

because you're proud of your accomplishment. But it is also final

because it represents the end of a journey.

Not so when it comes to weight loss. When you step on that scale

and finally se

STREET

e a healthy number, one that you haven't seen in a long

time, if ever, it's exhilarating, and I want you to take pride in that victory. *You* did that! You won the battle. But you shouldn't think of this achievement as "final." Your weight loss is an ongoing journey, one

that you live every day. I don't want you to take it for granted, or else you run the risk of feeling invincible, like you can go back to all your ba **BIRD**

d behaviors without gaining back the weight.

By the time you arrive at the Management Phase of this diet, you wil

have formed many healthy habits and you will have developed a healthier

relationship with food, so maintaining your healthy weight should be

easier for you now than it was before. But you need to guard against the 163

various danger zones and traps that can ruin everything you've done to

this point. Later in this chapter, I will help you "see around corners" by identifying those common pitfalls so you can avoid them.

The Management Phase is a way of eating and living that you can

truly do for the rest of your life. Because you've already spent a number of days eating healthy meal portions spaced over the span of your day,

and you've familiarized yourself with your hunger signals, yo **INC.**

u are start-

ing to feel like you're on autopilot. Your body is used to this new way of eating, and if you continue to pay attention to your needs, you can keep yourself on track without having to obsessively think about food.

What Now?

The first order of business after you've completed Phase 3 is to record

your weight and measurements in chapter 4. If you have reached your

goals, it's time to move on to the **Management Phase** of the diet.

Management Phase Guidelines

The Management Phase is similar in many ways to the previous phases

in our plan. You're still eating four meals a day, spaced roughly four

hours apart. Include at least two of the 20/20 Foods with each meal,

one of which can be hot or cold green tea. Besides the Management

Phase meal options we'll discuss below, all of the meals in Phases

2 and 3 are open to **STREET**

to you. Just don't select Phase 1 meals during the Management Phase—those were designed specifically for the initial

part of this plan. You are no longer in that phase.

The Hunger and Fullness Scale is still your valuable ally in this

campaign. Use it to determine when you are full, which should now

always be your prompt to put down the fork. Sensible splurges are

most **BIRD**

is definitely allowed during the Management Phase, as long as you

follow the rules we laid down in chapter 8. If old habits start to creep back in and you find yourself eating for the wrong reasons, remember

to take those essential 30 seconds before each meal and assign positive

value to the food you are about to enjoy.

164 | The 20/20 Diet

Management Phase Meal Planning

Planning your Management Phase meals is easy.

Here's how: First, select two 20/20 Foods that you would like to

eat. Then, see where the foods you selected fit within the meal frame-

work below and fill in your choices. *Note:* Mustard and green tea are great choices, but they don't fill any of the blanks. If yo **INC.**

u're not sure

where the 20/20 Foods for your meal fit, refer to the list below that

breaks them down by category.

Power Protein = _____

Prime Produce = _____

Super Starch = _____

Fit Fat = _____

Power Proteins:

Super Starch:

Whey protein

Rye

Tofu

BOOKS,

Chickpeas

Other:

Lentils

Green tea

Yogurt (nonfat)

Mustard

Eggs

Cod

Fit Fats:

Coconut oil

Prime Produce:

Pistachios (roasted, unsalted)

Apples

STREET Olive oil

Dried plums (prunes)

Almonds

Rai **BIRD**

sins

Walnuts

Greens (any kind of leafy greens) Peanut butter (natural)

Round out your meal by selecting other foods of your choice from

the lists in appendix C to fill in the remaining blanks. Each list begins The Management Phase | 165

with the correct portions for each category of food. Every meal should

include the following mix:

□ 1 Power Protein

□ 1–2 Prime Produce

□ 1 Super Starch

□ 1 Fit Fat

Here's an example of how to use this formula.

1. My two 20/20 Foods choices are spinach and lentils.

Fill in where they fit:

INC.

Power Protein = Lentils

Prime Produce = Spinach

Super Starch = _____

Fit Fat = _____

2. Round out meal by filling in bla **BOOKS**,
nks and portions:

1 Power Protein = 1/2 cup lentils

1–2 Prime Produce = 2 cups spinach, 1 tomato

1 Super Starch = 1/2 cup fingerling potatoes

1 Fit Fat = 1/4 ripe avocado

Men: Don't fo **STREET**

rget to double the portions of each food in one of
the daily meals you consume, prior to your most active
time of day.

If a food you like is not on the lists, enjoy it as your
sensible splurge.

As always, use the Hunger and Fullness Scale to determine
when

to stop eating.

N BIRD

ote: You can find a complete list of common power
proteins,

prime produce, super starches, and fit fats in appendix C.

Sample Meals

On the following pages are some sample meals to get you started, but

I encourage you to get creative. You should not feel like these are the

only meals you can eat! That would get pretty boring. The whole idea is to keep up with plenty of variety and have fun seasoning and flavor-ing your food, because this time you are not rebelling o **INC.**

r feeling like

you're in a prison of bland, flavorless foods. (* = 20/20 Food)

Breakfast

Plum Pistachio Oatmeal

Slice or chop 1/4 cup dried plums*; set aside. Combine 1/4 cup

unsweetened whey protein powder* with 1/4 cup dry rolled oats,

add hot water, and stir. Top with the dried plums and 2 table-

spoons pistachios.

BOOKS,

Apple Walnut Cereal

Chop 1 small apple* and mix with a 6-ounce cup of nonfat (0%)

vanilla Greek yogurt,* along with 1/2 cup unsweetened spoon-

sized shredded wheat cereal and 2 tablespoons unsalted raw or

dry-roasted walnuts,* or layer the ingredients parfait-style.

Open-Fac

STREET

ed Egg Avocado Sandwich

Cook 1 large egg* any way you'd like (sunny-side up, scrambled,

or hard boiled). Toast 1 slice whole-grain rye bread,* spread with

1/ **BIRD**

4 of a ripe avocado, and top with the egg. Serve with a side dish

of 1 cup cubed melon.

The Management Phase | 167

Blueberry Parfait

Layer a 6-ounce cup of nonfat (0%) vanilla Greek yogurt parfait-

style with 1 cup blueberries, 1/4 cup rye flakes,* and 2 tablespoons

almonds.* (Option: toast the rye flakes in a toaster oven or on a

cookie sheet in the oven.)

Peanut Butter Banana Crackers

Spread 1 tablespoon natural peanut butter* on 2 rye cris **INC.**

ps.* Top

with 1/2 sliced banana and pair with 1 cup chilled skim milk.

Pistachio Cottage Cheese Spread

Spread 2 rye crisps* with 1/2 cup low-f **BOOKS,** at cottage cheese and top with

2 tablespoons pistachios.* Serve with 1 cup of grapes as a side dish.

Open-Faced Tofu Sandwich

Sauté 1 cup spinach* in 2 teaspoons extra-virgin olive oil* with

seasonings of your choice, such as minced garlic and Italian herbs.

Toast 1 slice whole-grain bread, top with the cooked spinach, then

add 1/5 of a 14- **STREET**

ounce package of chilled, sliced tofu.* (Option: crumble the tofu and sauté with the spinach.)

Lunch

BIRD

Chilled Lentil and Wild Rice Salad

Place 1 cup romaine lettuce* in a salad bowl. Top with 1/2 cup

cooked lentils* and 1/3 cup cooked, chilled wild rice. Drizzle with

2 teaspoons extra-virgin olive oil* and, if desired, season with a

squeeze of fresh lemon, minced garlic, and cracked black pepper.

168 | The 20/20 Diet

Open-Faced Tuna Sandwich

Chop 1 cup arugula* and mix into 3 ounces chunk light tuna

(canned in water) along with 2 tablespoons sunflower seeds. If

desired, season with a tablespoon of balsamic vinegar and Italian

herbs. Spoon the tuna mixture onto 1 slice whole-grain rye bread,*

toasted or untoasted.

INC.

Chickpea and Veggie Pasta Salad

Toss 1/2 cup chickpeas* with 1 cup sliced grape tomatoes, red onion,

and mushrooms; 1/3 cup cooked, chilled whole-grain penne; and

2 teaspoons extra-virgin olive oil.* If desired, season with minced

garlic and herbs of your choice, such as fresh or dried basil.

Tofu, Corn, and Avocado Salad

d

Crumble 1/5 of a 14-ounce package tofu* or slice into cubes. Place

1 cup mixed greens* in a salad bowl. Top with tofu, 1/3 cup corn,

and 1/4 of a ripe avocado. (Option: roast corn on a cookie sheet in

the oven, and season salad with herbs of your choice, such as fresh

or dried cilantro **STREET**

o.)

Salmon and Walnut Lettuce Wraps

Crumble or crush 2 rye crisps* and chop or crumble 3 ounces

sa **BIRD**

lmon; set aside. Fill 3 outer romaine lettuce leaves* with salmon,

top with 1/2 cup chopped tomatoes and red onion, then sprin-

kle with rye crisps and 2 tablespoons unsalted raw or dry-roasted

walnuts.* If desired, lightly drizzle with balsamic vinegar and/or a

squeeze of fresh lemon.

The Management Phase | 169

Black Bean and Rice Platter

Sauté 1 cup red bell peppers, onions, and spinach* in 2 teaspoons

extra-virgin olive oil.* If desired, season with minced garlic and

chipotle seasoning. Serve with side dishes of 1/2 cup cooked black

beans and 1/3 cup cooked brown rice.

Citrus Chicken Salad

Chop or mince 3 ounces cooked boneless, skinless chicken breast;
INC.

breast;

set aside. Place 1 cup mixed greens* in a salad bowl. Top with sec-

tions from 1 small tangerine, then 1/3 cup cooked, chilled brown

rice, and sprinkle with 2 tablespoons almonds.* If desired, season

with herbs of your choice, such as thyme.

Snacks

Apple Walnut Muesli

Chop 1 small apple* and mix with

BOOKS,

with a 6-ounce cup of nonfat (0%)

vanilla Greek yogurt,* along with 1/4 cup dry raw or toasted rolled

oats and 2 tablespoons unsalted raw or dry-roasted walnuts,* or

layer the ingredients parfait-style. If desired, add a dash of cinna-

mon or apple pie spice. (Option: toast the oats in a toaster oven or

on a cookie sheet in the oven.)

Roasted Chic STREET

kpeas and Fresh Veggies

Toss 1/2 cup chickpeas* in 2 teaspoons extra-virgin olive oil* and

roast in the oven on a cookie sheet or in foil until golden. Serve

with 1 cup raw baby carrots and grape tomatoes and 2 rye crisps.*

Eg BIRD

g and Avocado Snack

Spread 2 rye crisps* with 1/4 of a ripe avocado and top with 1 large,

sliced hard-boiled egg.* Pair with 1 cup pink grapefruit sections.

170 | The 20/20 Diet

Cherry Smoothie and Peanut Butter Crackers

In a blender, combine a 6-ounce cup of nonfat (0%) vanilla

Greek yogurt,* 1/4 cup unsweetened whey protein powder,* and

3/4 cup frozen pitted cherries (add water to thin mixture if desired). Spread 2 rye crisps* with 1 tablespoon natural peanut

butter* and pair with smoothie.

Fruit, Cheese, and Crisps

INC.

Enjoy 1 reduced-fat string cheese, 1 small pear, 2 rye crisps,* and

2 tablespoons unsalted raw or dry-roasted walnuts* individually

or, if desired, slice pear and serve on top of crackers.

Plum Cottage Cheese Crunch

Finely chop 1/4 cup dried plums **BOOKS,**

* and fold into 1/2 cup low-fat

cottage cheese along with 2 tablespoons sunflower seeds.* Spread

mixture onto 2 rye crisps.*

Feta Cheese and Pesto Crackers

Spread 2 teaspoons pesto onto 2 rye crisps.* Top with 1/4 cup

crumbled feta cheese and enjoy with 1 small apple* cut into

wedges.

STREET

Dinner

BIRD

Chicken, Sautéed Spinach, and Corn

Sauté 1 cup spinach* and 1/2 cup corn in 2 teaspoons extra-virgin

olive oil.* If desired, add minced garlic and herbs of your choice,

such as cilantro and/or crushed red pepper. Serve with 3 ounces

cooked boneless, skinless chicken breast.

Salmon Dinner Salad

Cube 1/2 cup skin-on red potatoes and roast in the oven until

golden. Place 1 cup fresh spinach* in a salad bowl. Top with 3 ounces

cooked salmon, then the potatoes, and sprinkle with 2 tablespoons

almonds.* If desired, lightly drizzle with balsamic vinegar, add a

squeeze of fresh lemon, and dust with cracked black pepper.
INC.

r.

Shrimp and Spinach Stir-Fry

Stir-fry 1 cup spinach* and onions along with 3 ounces shrimp

in 2 teaspoons coconut oil.* If desired, add seasonings like fresh

ginger, minced garlic, and crushed red pepper. Serve over 1/3 cup

brown rice.

Roasted Turkey, Kale, and Potatoes

toes

Roast 1/2 cup fingerling potatoes and 3 ounces roasted skinless,

boneless turkey breast in the oven until cooked through.
Sauté

1 cup chopped kale* in 2 teaspoons extra-virgin olive oil.*
If

desired, add minced garlic, a squeeze of fresh lemon juice, and

cracked black pepper.

Lentil and Wheat Street

Wild Rice Sauté

Sauté 1 cup cauliflower, carrots, asparagus, and onions along with

1/2 cup cooked lentils* in 2 teaspoons extra-virgin olive oil.* If

desired, add minced garlic and Italian herbs. Serve over 1/3 cup

wild rice.

Baked Cod, Veggies, and Wild Rice

Sauté 1 cup eggplant, tomatoes, onions, and mushrooms in 2 tea-

spoons extra-virgin olive oil.* If desired, add minced garlic and

Italian herbs. Serve with 1/3 cup wild rice and 3 ounces baked cod.*

172 | The 20/20 Diet

Coconut Chicken and Spinach Pasta

Cut 3 ounces roasted skinless, boneless chicken breast into cubes.

Sauté 1 cup spinach* in 2 teaspoons coconut oil* and mix with

cubed chicken and 1/3 cup cooked whole-grain penne. If desired,

season with minced garlic and cracked black pepper.

Pitfalls to Weight Management

INC.

Remember those pitfalls I briefly mentioned earlier in this chapter?

Well, here they are, and here's what you can do to avoid them.

Self-Sabotage Masquerading as Celebration: The first pitfall to avoid has to do with how you react to the excitement of reaching your goal.

Go back and review the healthy rewards you wrote down in chapter 8,

and make sure you are rewarding yourself **BOOKS,**

yourself for this achievement in a

nonfood, healthy and positive manner. In other words, don't sabotage

yourself and your weight loss by running out to eat, drink, and be merry until you're busting at the seams! You can experience the same euphoric

payoff of a celebration without bingeing on food or alcohol. This is true going forward too—anytime you're seeking a reward (e.g., after a long

day of work, a promotion, or just a fun weekend), make sure you're not

actually punishing yourself.

“Fixed Fat” Beliefs

Effects: Once you've lost a significant amount of weight,

other people might take notice and pay you compliments.

If you hear

what they're saying, but every time you look in the mirror you still see a fat person staring back at you, it could be that you've got some “fixed fat” beliefs about yourself.

These beliefs are dangerous because they limit you psychologically

and **BIRD**

can keep you from accepting your own success. They can ultimately

set you up for gaining the weight back. Combat these beliefs by get-

ting comfortable looking in the mirror and getting used to your new

appearance, forcing yourself to do things that once made you uneasy

(such as wearing a bathing suit or attending parties you'd usually skip), and exercising even more to improve your body image. The goal is to

The Management Phase | 173

Guilt Gets You Nowhere

In this plan, I'm not asking you to strive for perfection—I'm asking

you to strive for excellence. You are going to be less than perfect,

and that's OK because what we're looking for is a pattern across

time. It's not what you do on any given day; it's what you **INC.**

u do on

most days. There's nothing you can do today to lose all of the weight, and there's nothing you can do today to keep you from losing al

of it. So if you deviate, or maybe inadvertently eat something that

you thought was healthy but turned out to be loaded with sugar, for

example, it's not the end of the world. You'll bounce back.

But if you mess up and then let yourself feel consumed with guilt

over it, you'll endanger your success. As we say in Texas, guilt is like rocking in a rocking chair—it's something to do, but it doesn't get

you anywhere. You don't need guilt o**BOOKS,**

n this diet, because this diet

is driven by programming, not emotion. So, if you skip a workout

or eat a doughnut one day, do not fall into the guilt trap and risk

returning to the same emotion-fueled behavior that got you here.

Get up, dust yourself off, and carry on. Remember how getting off

track makes you feel so that you don't repeat the behavior tomorrow.

replace any self-defeating thoughts with positive, realistic affirmations and alternatives.

Remember whe**STREET**

n you came up with your 20/20 vision of the future?

Well, that future is now your present if you've reached your weight loss goals or you're getting close. So what's stopping you from appreciating

the vision you know you deserve and have worked so hard to achieve?

Failure to Self-Monitor: You need to stay in the habit of keeping tabs o**BIRD**

n your weight and measurements to make sure you're remain-

ing within a healthy range. Monitor yourself regularly to ensure that

you're still applying positive meaning to your meals, following the

sensible splurge rules, and maintaining your no-fail environments.

Don't relax your efforts so much that you lose sight of your goals and

let your weight creep back up.

Acute Stress or Crisis: You can't predict when life will throw you a curveball, but you can decide now that when tragedy strikes or something triggers an acute stress response, you will still put yourself and your goals first by not allowing emotions to drastically change your

eating and exercise behavior. We've talked about how you will no

longer use food to solve any problems other than genuine hunger, so

when stressful times hit, that's no time to let go of the **INC.**

t pact you've

made with yourself. That may have been your old way of coping, but

that doesn't work for the new you. You know it doesn't help the situa-

tion. In fact, it will probably make it worse. Talk about this with one

or several of your supporters now so that they can remind you and

help strengthen you when the time comes.

Stealthy Saboteurs: Continue to keep your guard up against sabo-

teurs. They sometimes seem to come out of the woodwork, and you

might be surprised how vicious even a close friend can be when they're

overcome with jealousy. Your success **BOOKS,**

s makes them feel like more of a

failure. Beware of friends or family members who try to get you off

track. You know what's right for you. If they're pushing cake, pizza, or ice cream in your direction, politely decline.

Turn to your supporters,

and don't let the stealthy saboteurs get under your skin.

Are You Stressed from Overscheduling?

Especially if you' **STREET**

re a parent, it can be very easy to fall into the trap of overscheduling and spreading yourself too thin. If you hit the ground

running every morning and feel like you can't take a breath until bed-

time, you could be putting your weight management in jeopardy. If

you don't put yourself first, you could very easily fall back into the old hab **BIRD**

its that made you gain the weight in the first place. Use these tips

to get your hectic life back under control:

Examine Your Motivation: Are you trying to be all things to all

people, often playing the role of "hero" or "martyr"? Make sure your

motivations are healthy ones that allow you to take care of yourself

first and foremost so you can be there fully for others.

The Management Phase | 175

Get OK with Delegating: The old adage "if you want it done right, do it yourself" just doesn't work across the board. You've got to con-serve your time and energy by delegating tasks to others. And if your

husband doesn't fold the laundry as perfectly as you do, is that really

going to matter in the grand scheme of things?

“No” Is Not a Bad Word: Identify the responsibilities you’ve taken on, and if any of them can go by the wayside to creat **INC**.

e more time

in your schedule, then they need to go. And when new demands on

your time arise, don’t be afraid to politely say, “I have enough on my

plate right now, so I’m going to pass on this opportunity.” If you keep

giving of yourself and never saying “no,” others will continue to take

from you. Refusing to jeopardize your personal goals in exchange for

doing everything asked of you does not make you a bad person.

Schedule “Me” Time: If you can’t remember the last time you spent an hour doing something *you* want to do, then you need to pull out the calendar and schedule time that i **BOOKS**,

s yours and yours alone. This

needs to become a part of your weekly routine in order to maintain

your mental, physical, and emotional health.

You now have the tools you need to create and enjoy meals,

whether at home or at a restaurant, that will support your weight loss

goals. You also have a three-phase plan that you can repeat until you

have achieved your ideal, healthy weight, and a management system

that will help you s**STREET**

ustain this weight for the rest of your life.

In the next chapter, I'm going to show you some of the incredible

ways that the inner workings of your body can be transformed by

losing weight in this healthy manner. I hope it will open your eyes to

the power you have to change your destiny with the adjustments you

are making to your lifestyle. The future is not yet written, and the pen is in **BIRD**

in your hand. By making the bold decision to change the way you

treat your body, you are writing a new, healthier, and longer future for your life.

176 | The 20/20 Diet

13

YOUR RETURN

TO HEALTH

*What lies behind you and what lies in front of you, **INC.** pales in comparison to what lies inside of you.*

— Ralph Waldo Emerson

Riddle: What's the world's most dangerous weapon?
Answer: the

fork.

It's true! The fork destroys more **BOOKS,**

more lives, creates more disease, and

takes more years off people's lives than all the typical weapons you

might be picturing combined. Eating the wrong foods can seriously

endanger your health, but the opposite is also true—eating the *right* foods, the ones we’ve been talking about, can improve your health.

I want to talk to you about all the ways in which losing weight on

this plan can protect and preserve your health.

In chapter 4, I asked you to think about all of the ways your

weight has been **sSTREET**

tanding in the way of what you want. In our survey,

we asked about people’s motivation for losing weight, and found that

48.6%—just about half of the respondents—rated “health concerns”

as a 10 out of 10. It was their *top* motivation for wanting to lose weight.

Another question in the survey asked whether a medical doctor had

reco**BIRD**

mmended that they lose weight, to which 62.7 percent answered

“yes.” Now, that’s serious.

On some level, you know your health has been jeopardized by

your weight problem. But I want to offer you hope by showing you

that you can help improve your health through healthy eating and

exercise.

177

Do You Have a High-Mileage Heart?

The average person's heart pumps blood through 60,000 miles of blood vessels every single day. Yes, you read that right! Since your heart is working as much as 30 percent harder to pump blood throughout your body if you're significantly overweight, you can just tack on an extra 18,000 miles of blood vessels through which your heart is pumping blood per 24-hour period. Think of it this way: it's 24,000 miles around the entire Earth, so if you're overweight, your heart is pumping blood the equivalent of three-quarters of the way around the whole planet every single *day*. You're asking a lot of your heart. But reaching a healthy weight through eating right and exercise can help your health, including the health of your heart.

BOOKS,

Health Changes

Let's look together at some of the positive health changes that scientists have attributed to weight loss. A healthy diet and exercise can help make you healthier overall, though any specific changes to your health are based on complex factors, such as your genetics. I wanted

you to be aware of **STREET**

of potential positive health changes to help motivate

you to take charge of your health, but you should discuss any specific

health concerns with your doctor to determine the best plan of action

for you.

1. Smaller Waistline: In the survey, I asked a question about which body **BIRD**

part you most want to change. A whopping 93.7 percent of people

chose “belly.” No one likes having extra jiggle around their midsection, but there are clear-cut reasons why belly fat endangers your health. That fat beneath your abdominal wall can increase inflammation throughout

your body, raise your blood pressure, slow your metabolism, and lower

your immunity.

178 | The 20/20 Diet

2. Lower Resting Heart Rate: Your heart is a pump. At its most basic level, it is a pump whose job it is to circulate blood throughout your

body. Your resting heart rate is the number of times your heart beats per minute while you’re at complete rest. This is an important indication

of your heart’s health because if it’s working overtime even when you’re sitting around, you can imagine how hard it’s pumping when you’re

active and moving. If you’re overweight or obese, your heart **INC.**

rest rate may

be higher than average. Losing weight through healthy diet and exercise

may help you lower your heart rate.

3. Breathing Easier: If you've felt out of breath going up one flight of stairs or you've had to take a break just walking to your car from the

grocery store, then you know the effects that your weight and physical

fitness have on your lungs. But as you lose the weight and get in shape, you may notice that you are able to breathe a little easier and do not

get as fatigued by everyday physical tasks.

4. Sharper Mind: Junk food and fast f **BOOKS,**

ood have been shown in studies to

impair brain function. Think about that for a second: the food you eat has a direct impact on how your brain works. Eating healthier could not only affect your weight but may help you to feel less "foggy" and to think more clearly.

5. More Energy: Eating healthy and exercising could also help you feel more energetic. Carrying around extra weight could be one of

the reasons you feel worn out. For example, if you are 20 pounds

overweight, just imagine picking up a 20-pound piece of furniture,

strapping it to y **STREET**

our back, and hauling it around everywhere you go.

That's basically what you've been doing with the extra weight. So as

you lose weight, you might find the get-up-and-go that you've been

missing all this time.

6. Better Sleep: Studies suggest that people who eat healthy are more likel**BIRD**

y to sleep better. Regular exercise is also an important factor in

helping you rest easier.

7. Blood Pressure: Lowering your sodium intake and adding plenty

of whole fruits and vegetables to your diet may help you maintain a

healthy blood pressure. Exercise can also have an effect on your blood

pressure.

Your Return to Health | 179

8. Cholesterol: Healthy eating and exercise can also be an important part of maintaining a healthy cholesterol.

9. C-Reactive Protein: This test is an indication of how much inflammation there is in your body. Doctors now believe that inflammation

is at the core of most modern-day diseases, including heart disease,

diabetes, cancer, and more. A healthy, balanced diet and exercise

could have an effect on your C-reactive protein level.

10. Blood Sugars: Bad food habits such as large portions, erratic

meal

schedules, and high-fat, high-sugar, low-fiber foods can all wreak havoc on your blood sugar. Like other effects on health, healthy eating and

exercise can help support your blood glucose levels and help your body

process sugar and insulin.

Acknowledge and Attribute

In chapter 3, we talked about observing **BOOKS**,

g yourself succeeding at some-
thing, acknowledging that you are living to your potential,
and making

a positive attribution to yourself regarding that
competency. Right now, I want you to observe and
acknowledge that you are doing something

good for your health by committing to losing weight.

Think about any health-related changes you have
experienced

since starting this diet, such an overall sense of feeling
better. Write it down, and then recognize that you are someone
who has made their

health a priority.

What's Age Got t STREET

o Do with It?

Ask any woman over the age of 40 if it's harder to lose
weight (and eas-

ier to gain it) and you will hear a resounding YES! It's an
unfortunate

fact o **BIRD**

f life that aging, and specifically the fluctuations in
hormones

associated with aging, has a drastic effect on weight,
particularly in

women.

Yes, changing hormones make women's bodies more
likely to

store fat and harder for them to lose it. If you're "of a
certain age"

180 | The 20/20 Diet

and carrying around a lot of extra weight, you should be
aware that

research shows you're at an even *higher* risk of type 2 diabetes, various cancers (including colorectal and breast cancer), and heart disease

than when you were younger.

So just like with weight loss resistance that I discussed in chap-

ter 11, if you are older and worried about being able to lose weight,

I recommend that you talk to your doctor about the **best**

course of

action.

Even though it might not be as easy to drop 10 pounds as it was

when you were 20 years old, with the help of your doctor, you *can* do it.

But What if Fat Is in My Genes?

As scientists continue to discover more about the human genome,

they're finding out that we have genetic predispositions for numer-

ous health risks, and obesity is no **exception**,

exception. Lately, there has been

some buzz in the media about something referred to as the "fat gene,"

or "obesity gene." It's actually an extremely common genetic variant,

which more than a third of the American population carries. But our

genes are not the sole determinants of our destiny. Far from it!

Even if you carry this gene variant, and even if you are overweight

or obese, there were a lot of other factors that had to exist in order for you to get that way. Your environment and your decisions about food,

exercise, and life **STREET**

style, also likely played a role at how you arrived at this point. Your genetics may have given your body the green light,

but ultimately, *you* were driving that car.

But, studies suggest that healthy eating and exercise can play an

important role in helping you reach and maintain a healthy weight.

In one meta-analysis of 45 studies on over 200,000 adults, research-

er **BIRD**

s found that of people who have the obesity gene, those who were

getting even a little physical exercise were at a 27 percent lower risk of being overweight or obese. That's all very encouraging!

So you see, your genes do not control you. Even your DNA

shouldn't stand in your way of a healthier, happier life.

Your Return to Health | 181

Living Life to the Fullest

Returning to health means being able to live your life to its fullest

potential now and in the future. So take control over your health now

and start implementing this plan. I don't want you to miss out on all

the incredible things life has to offer, and all that *you* have to offer the world, because you were too scared to make a change.

Don't you wonder what amazing things you could accomplish if

you turned the tide on your life, lost weight, and allowed your body

systems to function at a higher level? Stop wondering and start trans-

forming. It could be the best decision you'll ever make.

BOOKS,

STREET

BIRD

182 | The 20/20 Diet

14

CONCLUSION:

THE NEW YOU **INC.**

I believe we can create moments in time in which all things wrong

can be made right. In this book, I **BOOKS,**

've told you what you have to be

willing to do in order to succeed at righting the wrongs when it comes

to your weight, your health, and your self-image, and hopefully, you've

already started doing those things every day.

In a book I wrote called *Life Code*, I included a playbook of important strategies, mindsets, tactics, and behaviors to

create more of what you want in your life, which I referred to as the “Sweet 16.” The

very first strategy is: you must have a defined “image” and never go out of character.

Since you’ve **STREET**

been begun losing weight and resetting your health, how has your defined image changed? Are you projecting a persona of

perfect good fitness because your coworkers and friends see you going to the

gym on a regular basis? Do others perceive you as someone who makes

nutritious, healthful food choices because of the way you order when

you’re at a restaurant? Does your family now understand that your

health **BIRD**

is a top priority because you create time for yourself in the

schedule?

I’m betting your defined image has shifted in more ways than you

might realize, so now you need to embrace that. Identify your new-

found strengths and commit to the healthy image and statement that

you’re projecting.

183

You do what works for you in your life. The difference between

now and before you started this diet is that you’re seeking a different

end goal. Before, you ate what you ate, thought what you thought,
and did what you did because that worked to generate the same results they had always generated. That was enough for you then, but it's not enough for you anymore. Now, you've set your sights on a new weight and way of life, so you're doing what works to generate those **INC.**
e new end goals. But it doesn't mean you're immune to backsliding, so if you feel yourself giving up some of your control over your habits and behaviors, return to the pages of this book and the phases of this diet to regain your command.

Another important strategy from *Life Code* is to master the system (be it your workplace, your relationships—anything) and figure out a way to make it work for you. The better you know the system, the better you understand the game and how it's played, thus, the more likely you are to win. This is true of this **BOOKS,** s diet. Learn it, understand it, and make the lifestyle changes necessary to implement it so you can win at losing weight now and keep winning in the long run.

I want you to get what you want, and then *keep* it and build on it.

By finally losing the weight that was holding you back and doing it in

a healthy manner, you've opened the door to brand new opportunities

to live your life, your way. You've fundamentally changed your view of

yourself and how you approach everything. Now, you've seen yourself

start a diet with habits that last a lifetime, and you can look forward

to a lot of *first time* **STREET**

s of new, healthy, positive experiences ahead.

Here's to the new you!

BIRD

184 | The 20/20 Diet

APPENDIX A

Grocery Lists

Phase 1 Shopping List (* = 20/20 Food)

INC.

DAIRY

Eggs, large*

Yogurt—nonfat (0%) vanilla

Greek yogurts (made with real sugar, not artificial sweetener)*

FRESH FRUIT

Apples, small (about 2 ¾"), your

Lemons

choice (Red Delicious, Golden

Plums, dried*

Delicious, Granny Smith, etc.)*

BOOKS,

Raisins*

FRESH VEGGIES/PRODUCE

Chickpeas, bagged or canned*

Mixed greens, your choice (aru-

Garlic

gula, baby mixed greens, bok

Lentils, bagged, steamed vacuum

choy, endive, field greens, radic-

sealed, or canned*

chio, red leaf lettuce, romaine,

Tofu, extra firm* **STREET** baby spinach, watercress,
etc.)*

SPICES AND OILS

Cinnamon

Coconut oil*

Dijon mustard*

Olive oil, extra virgin*

NUTS

Alm**BIRD**

onds, unsalted raw or dry

Pistachios, unsalted, shelled*

roasted*

Walnuts, halved*

Peanut butter, all natural*

PASTAS, OATS, AND GRAINS

Rye crisps, whole grain

185

MEATS/PROTEINS

Cod, fresh*

Whey protein powder,
unsweetened*

BEVERAGES

Natural green tea*

Phase 2 Shopping List (* = 20/20 Food)

Keep in mind: This grocery list covers everything in all of t **INC.**

he

Phase 2 meals. If there are certain meals you don't plan to make,

you don't need to purchase all the ingredients.

DAIRY

Eggs, large*

Yogurt—nonfat (0%) vanilla

Le **BOOKS,**

Greek yogurts (made with real sugar, not artificial sweetener)*

FRESH FRUIT

Apples, small (about 2 ³/₄"), your
mons

choice (Red Delicious, Golden

Oranges

Delicious, Granny Smith, etc.)*

Plums, dried*

Blueberries

Raisins*

Grapes, seedless, your choice (red,
green, black)

STREET

FRESH VEGGIES/PRODUCE

Avocado

Mixed greens, your choice

Carrots
(arugula, baby mixed greens,
Chickpeas, bagged or canned*
bok choy, endive, field greens,
Cilantro
radicchio, red leaf lettuce,
romaine, baby spinach,
Garlic
watercress, etc.)*

Gra BIRD

pe tomatoes
Mushrooms
Lentils, bagged, steamed vacuum
Spinach*
sealed, or canned*
Tofu, extra firm*
Romaine leaves*
Tomatoes

186 | The 20/20 Diet

FROZEN FRUIT AND VEGGIES

Blueberries, unsweetened

Corn

SPICES AND OILS

Balsamic vinegar

Dijon mustard*

Black pepper

Dill, dried

Cayenne pepper (optional)

Italian herb seasoning, salt free,

Cinnamon

dried

Coconut oil*

Olive oil, extra virgin*

Crushed red pepper (optional)

Vegetable broth, low s **INC.**

odium

NUTS

Almonds, unsalted raw or dry

Pistachios, unsalted, shelled*

roasted*

Sunflower seeds

Cashews

Walnuts, halved*

Peanut butter, all natural*

PASTAS, OATS, AND GRAINS

Brown rice

BOOKS,

Rye crisps, whole grain

Oats, rolled

Rye pasta, whole grain*

Rye bread, whole grain*

MEATS/PROTEINS

Black beans, bagged or

Tuna, chunk light, canned in water

low-sodium canned

Whey protein powder,

Chicken breasts

BEVERAGES

STREET

Tea, boneless, skinless

unsweetened*

Cod, fresh*

Natural green tea*

BIRD

Appendix A | 187

Phase 3 Shopping List (* = 20/20 Food)

Phase 3 includes a much wider variety of foods, and the recipes don't

share as many ingredients as Phases 1 and 2. If you know there are

certain meals you like that require specific ingredients, focus on

those rather than buying everything on the list and overflowing

your kitchen.

DAIRY

Cottage cheese, low fat

Skim milk

Eggs, large*

Yogurt—nonfat (0%) **va INC.**

nilla

Mini round cheeses (roughly 70

Greek yogurts (made with real calories each)

sugar, not artificial sweetener)*

FRESH FRUIT

Apples, small (about 2 ¾"), your

Limes

choice (Red Delicious, Golden

Oranges

Delicious, Granny Smith, etc.)*

Peaches, medium

Bananas

Pears, small, your choice (Anjou,

Blueberries

BBOOKS,

artlett, Bosc, Comice, etc.)

Cherries, unsweetened, pitted

Plums, dried*

Grapes, seedless, your choice (red, Raisins*
green, black)

Raspberries

Kiwis

Strawberries

Lemons

Tangerines

STREET

FRESH VEGGIES/PRODUCE

Avocado

Cilantro

Basil leaves

Eggplant

Bell peppers, green

Garlic
Bell peppers, red
Ginger
Brocc **BIRD**
oli
Grape tomatoes
Carrots
Green beans
Cauliflower
Lentils, bagged, steamed vacuum
Chickpeas, bagged or canned*
sealed, or canned*

188 | The 20/20 Diet

FRESH VEGGIES/PRODUCE (*continued*)

Mixed greens, your choice
Potatoes, Red Bliss
(arugula, baby mixed greens,
Red onion
bok choy, endive, field greens,
Romaine leaves*
radicchio, red leaf lettuce,
Spaghetti squash
romaine, baby spinach,
watercress, etc.)*
Spinach*
Mushrooms
Sundried tomatoes
Onion

Tofu, extra firm*

Parsley

Tomatoes

Zucchini

INC.

FROZEN FRUITS AND VEGGIES

Blueberries, unsweetened

Pineapple, unsweetened

Mango, unsweetened

Strawberries, unsweetened

Peaches, unsweetened

Corn

SPICES AND OILS

Balsamic vinegar

Dijon mustard*

Black pepper

Dill, dried

Cayenne pepper (optional)

BOOKS,

Garlic powder (not garlic salt)

Cinnamon

Italian herb seasoning, salt free,

Cloves

dried

Coconut oil*

Olive oil, extra virgin*

Crushed red pepper

Parsley, dried

Vegetable broth, low sodium

NUTS

Almonds, unsalted **STREET**

dry raw or dry

Pistachios, unsalted, shelled*
roasted*

Sunflower seeds

Cashews

Walnuts, halved*

Peanut butter, all natural*

P BIRD

ASTAS, OATS, AND GRAINS

Brown rice

Penne, whole grain

Corn tortillas, whole grain

Pita, whole grain

Couscous, whole wheat

Quinoa

Oats, rolled

Rye bread, whole grain*

Appendix A | 189

PASTAS, OATS, AND GRAINS (*continued*)

Rye crisps, whole grain

Shredded wheat cereal,

Rye flakes, whole grain*

unsweetened, spoon sized

Rye pasta, whole grain*

Soba noodles

Wild rice

MEATS/PROTEINS

Black beans, bagged or

Shrimp, medium, peeled,

low-sodium canned

deveined (frozen, thawed is OK)

Cannellini beans

Tuna, chunk light, cann **INC.**

ed in

Chicken breast, boneless, skinless

water

Cod, fresh*

Turkey breast, oven roasted,

Salmon, fresh

boneless, skinless

Turkey, ground, extra lean

Whey protein powder,

unsweetened*

OTHER

Olives, Mediterranean or Greek,

Pesto, jarred

your choice (green, black,

Kalamata)

BOOKS,

BEVERAGES

Natural green tea*

STREET

BIRD

APPENDIX B

Phase 3 Meals: The 20-Day Attain INC.

Breakfast Options

Apple Almond Cereal

Chop 2 tablespoons almonds; se **BOOKS**,
t aside. Pour 1 cup skim milk
over 1/2 cup unsweetened spoon-sized shredded wheat
cereal and
garnish with a dash of cinnamon. Top with 1 small
chopped apple
of your choice, skin on. Top with almonds.

Plum Peanut Butter Oatmeal

In a small bowl, mix together 1/4 cup each unsweetened
whey
protein powde **STREET**
r and rolled oats. Pour hot water over the mixture
until you reach desired consistency (suggested amount: 1/4
cup
water). Swirl in 2 teaspoons all-natural peanut butter and
garnish
with a dash of cinnamon and 5 chopped dried plums.

S BIRD

trawberry Plum Walnut Cereal

Chop 2 tablespoons walnuts and 2 dried plums; set aside.
Pour
1 cup skim milk over 1/2 cup unsweetened spoon-sized
shred-
ded wheat cereal and garnish with a dash of cinnamon. Top
with

1/2 cup sliced strawberries and the chopped plums and walnuts.

191

Open-Faced Tofu Dijon Sandwich

In a small bowl, whisk 2 teaspoons Dijon mustard with 1 teaspoon

water, 1 teaspoon lemon juice, 2 teaspoons extra-virgin olive oil,

and 1/2 teaspoon minced garlic. Coat sliced extra-firm tofu (1/5 of

a 14-ounce package) with mustard sauce. Place 1/2 cup spinach on

top of 1 slice (1 ounce) whole-grain rye bread (fresh or toast **INC.**

ed). Top

with tofu and enjoy with 1 small apple of your choice, skin on.

Veggie Scramble over Brown Rice

Whisk 1 large egg and season with 1/4 teaspoon minced garlic,

1 teaspoon fresh or 1/2 teaspoon dried parsley, and 1/16 teaspoon

ground black pepper. In a medium pan, scramble the egg with

1 tablespoon extra-virgin olive oil, 1/4 cup diced tomato, 2 table-

spoons minced onion, and 1 cup fresh **BOOKS,**

h spinach. Serve over 1/2 cup

cooked brown rice (fluffy, not packed).

Apple Pistachio French Toast

Chop 1 small apple of your choice, skin on, and sauté in a small

pan in 1 teaspoon coconut oil until tender; set aside. In a medium

bowl, beat 1 large egg. Soak 1 slice (1 ounce) whole-grain rye

bread in the egg. Transfer to sauté pan (pour any excess egg over

bread) and cook **STREET**

until each side is golden brown. Top with sautéed

apple and garnish with 1 tablespoon unsalted shelled pistachios,

chopped. (Option: leave pistachios whole.)

Peach Coconut Smoothie

I

BIRD

In a blender, combine a single-serve container of nonfat (0%)

vanilla Greek yogurt, 1/4 cup unsweetened whey protein powder,

3/4 cup frozen unsweetened peaches, and 1/4 cup water. Whip

until smooth. Add 1/2 tablespoon coconut oil, 1 tablespoon rolled

oats, and a handful of ice, and whip to desired consistency.

192 | The 20/20 Diet

Peanut Butter Blueberry Toast

In a small bowl, sprinkle 1 cup fresh blueberries with a dash of

cinnamon and mash slightly; set aside. Spread 1 slice (1 ounce)

whole-grain bread with 1 tablespoon all-natural peanut butter.

Top with mashed berries. Pair with a single-serve container of nonfat (0%) vanilla Greek yogurt. (Option: use 3/4 c INC. up frozen, thawed blueberries in place of fresh.)

Plum Walnut Cottage Cheese Toast

Chop 2 tablespoons walnuts and 5 dried plums; set aside. Spread

1 slice (1 ounce) whole-grain bread with 1/2 cup low-fat cottage

cheese and garnish with a dash of cinnamon. Top with plums and

walnuts.

Spinach Omelet with Avocad BOOKS,

o Toast

Whisk 1 large egg and season with 1/4 teaspoon minced garlic. In

a medium pan, cook the egg with 1 cup fresh spinach. Pair with

1 slice (1 ounce) whole-grain rye bread spread with 1/4 of a ripe

avocado. Pair with 3/4 cup seedless grapes.

Pistachi

STREET

o Cherry Oatmeal

Chop or crush 2 tablespoons unsalted shelled pistachios; set aside.

Place 1 cup frozen cherries in a small saucepan with 2 tablespoons

water and a dash of cloves. Stir over medium heat until cherries

are soft and water has evaporated. In a small bowl, mix together

1/BIRD

4 cup each unsweetened whey protein powder and rolled oats.

Pour hot water over the mixture until you reach desired consistency-

(suggested amount: 1/4 cup water). Top with cherries and

garnish with pistachios. (Option: warm cherries in microwave,

mash slightly, and season with a dash of cloves.)

Appendix B | 193

Kiwi Almond Parfait

Chop 2 tablespoons unsalted raw or dry-roasted almonds; set aside.

Layer a single-serve container of nonfat (0%) vanilla Greek yogurt

with 2 chopped small kiwis, 2 tablespoons rolled oats, and the

chopped almonds. (Option: toast the rolled oats in a toaster oven or

in a conventional oven on a cookie sheet until they are crispy.)

py.)

Mango Coconut Smoothie

In a blender, combine a single-serve container of nonfat (0%)

vanilla Greek yogurt, 1/4 cup unsweetened whey protein powder,

3/4 cup frozen unsweetened mango, and 1/4 cup water. Whip

until smooth. Add 1/2 tablespoon coconut oil, 1 tablespoon rolled

oats, and a handful of ice, and whi

Peanut Butter Banana Toast

BOOKS,

p to desired consistency.

Spread 1 slice (1 ounce) toasted whole-grain bread with 1 table-

spoon all-natural peanut butter. Top with 1/2 cup sliced banana

and a dash of cinnamon. Pair with a single-serve container of non-

fat (0%) vanilla Greek yogurt.

Pear Walnut PSTREET

arfait

Toast 2 tablespoons whole-grain rye flakes in a toaster oven or on

a cookie sheet in a 350°F preheated oven for 5 minutes or until

they look slightly browned and have a nutty aroma. Chop a small

pea BIRD

r of your choice, skin on, and toss with 1/2 tablespoon lemon

juice. Layer pear, parfait style, with a single-serve container of

nonfat (0%) vanilla Greek yogurt, and 7 walnut halves, chopped.

Sprinkle with cinnamon if desired. (Option: roast pear slices in

the oven alongside rye flakes until soft.)

Peanut Butter Raspberry Toast

In a small bowl, sprinkle 1 cup fresh raspberries with a dash of

cinnamon and mash slightly; set aside. Toast 1 slice (1 ounce)

whole-grain rye bread. Spread with 1 tablespoon all-natural pea-

nut butter and top with raspberries. Serve with 1 cup (8 ounces)

skim milk. (Option: leave raspberries whole and enjoy s **INC.**

eparately.)

Cinnamon Raisin Oatmeal

In a small bowl, mix together 1/4 cup each unsweetened whey

protein powder and rolled oats. Pour hot water over the mixture

until you reach desired consistency (suggested amount: 1/4 cup

water). Swirl in 2 teaspoons coconut oil, 2 tablespoons raisins, and

a dash of cinnamon.

BOOKS,

Open-Faced Egg Sandwich

Spread 1 slice (1 ounce) whole-grain rye bread with 1/4 of a ripe avocado. Top with 1/4 cup baby spinach leaves and

1 tomato, sliced. Top with 1 large egg (poached, scrambled,

sunny-side up, or hard boiled, sliced). Enjoy with 1 small apple

of your choice **STREET**

, skin on.

Strawberry Almond Smoothie

Chop 1 tablespoon unsalted raw or dry-roasted almonds; set aside.

I BIRD

In a blender, combine a single-serve container of nonfat (0%) vanilla

Greek yogurt, 1 cup frozen unsweetened strawberries, 1/4 cup

unsweetened whey protein powder, and 1/4 cup water. Whip until

smooth. Add almonds, 2 tablespoons rye flakes, 1/4 teaspoon cin-

namon, and a handful of ice, and whip to desired consistency.

Appendix B | 195

Apple Almond Cottage Cheese Toast

Chop 2 tablespoons almonds; set aside. Spread 1 slice (1 ounce)

whole-grain bread with 1/2 cup low-fat cottage cheese and garnish

with a dash of cinnamon. Top with 1 small chopped apple of your

choice, skin on. Sprinkle with almonds.

Lunch Options

INC.

Open-Faced Tuna Sandwich

Chop 2 tablespoons unsalted raw or dry-roasted almonds. In a

small bowl, mix 3 ounces chunk light tuna (canned in water,
drained) with 1/2 teaspoon salt-free Italian herb seasoning,
1 1/2 tablespoons balsamic vinegar, and chopped almonds.
Spoon

tuna mixture onto 1 slice (1 ounce **BOOKS**,
) whole-grain rye bread. Serve
with 1/2 cup each raw baby carrots and grape tomatoes.
(Options:

toast bread if desired, and use sliced or slivered almonds
rather
than whole, chopped.)

Mediterranean Tuna Salad

Rub or brush 1/2 cup eggplant chunks and 1/4 of medium
red
bell pepper, slic **STREET**
ed, with 1 teaspoon extra-virgin olive oil. Place
veggies on one end of a cookie sheet and place 2 rye crisps
on
the other end. Place cookie sheet in preheated 350°F oven
for
5–10 minutes, checking every few minutes. Remove crisps
when

toasted and golden and veggies when soft. In a small bowl,
whisk

together 2 teaspoons extra-virgin olive oil, 2 teaspoons
balsamic

vin **BIRD**

gar, and 1/4 teaspoon salt-free Italian herb seasoning. Add
4 ounces chunk light tuna (canned in water, drained) to
bowl

and toss with dressing. Place 1 cup mixed greens in a salad bowl.

Top with eggplant, peppers, and tuna. Cut or crumble rye crisps

over salad. (Option: leave rye crisps untoasted.)

196 | The 20/20 Diet

Chicken and Veggie Pasta Salad

In a medium bowl, whisk together 2 teaspoons extra-virgin olive

oil, 1 tablespoon balsamic vinegar, 1/4 teaspoon minced garlic,

and 1 teaspoon lemon juice. Add 2 tablespoons minced onion,

1/4 cup each finely chopped kale, chopped mushrooms, and grape

tomatoes, sliced in half, and 3–4 chopped fresh basil leaves. **INC.**

aves. Fold

in 3 ounces cooked boneless, skinless chicken breast, diced, and

1/2 cup cooked 100% whole-grain penne. Chill for at least

30 minutes (or overnight) and serve. (Option: to add another

20/20 Food, use whole-grain rye pasta.)

Lemony Lentil Salad

In a small bowl, toss 1/2 cup lentils (boiled, steamed vacuum

sealed, or canned, drained and rinsed) with 1 teaspoon

extra-

virgin olive oil, 1/4 teaspoon minced garlic, and 1 tablespoon

lemon juice; set aside. Toss 2 cups mixed greens with 2 teaspoons

extra-virgin olive oil and 1 tablespoon balsamic vinegar. Transfer

greens to a salad bowl, top with seasoned lentils, and garnish with

2 rye crisps, crushed.

Quick Blac STREET

k Bean Casserole

In a small saucepan over medium heat, sauté 1/4 teaspoon garlic

in 1 tablespoon extra-virgin olive oil with 1/4 cup each chopped

onion, mushrooms, carrots, and green bell peppers. Add 1/2 cup

grape tomatoes, sliced in half, 1/2 cup spinach, 1/2 cup low-

s BIRD

odium vegetable broth, and a dash each cayenne pepper, black

pepper, and crushed red pepper. Quickly bring to a boil, then

reduce to a simmer and stir for 10–12 minutes. Stir in 1/3 cup

cooked brown rice (fluffy, not packed) and 1/2 cup black beans

and cook to heat through.

Appendix B | 197

Open-Faced Tofu Pesto Sandwich

Spread 1 slice (1 ounce) whole-grain rye bread with 1 tablespoon

basil pesto. Top with sliced or cubed extra-firm tofu (1/5 of a 14-ounce package) and cover with 1/4 cup greens of your choice and 5–6 rings of red onion. Serve with a side of 1/2 cup fresh grape tomatoes and 1 small tangerine.

Chickpea Lettuce Wraps

INC.

Preheat oven to 350°F. Toss 1/2 cup chickpeas (boiled or canned, rinsed and drained) with 2 teaspoons extra-virgin olive oil and 1/4 teaspoon minced garlic. Spread out on a cookie sheet and roast for 10 minutes. Fill 4 outer romaine leaves each with 1 tablespoon cooked, chilled whole-wheat couscous, roasted chickpeas, minced red onion, and chopped grape tomato.

Chicken Apple Walnut Salad

BOOKS,

oes.

Chop 2 tablespoons walnuts; set aside. In a small bowl, whisk

2 teaspoons Dijon mustard with 1 teaspoon water, 1

teaspoon lemon juice, and 1/4 teaspoon minced garlic. Toss with 3 ounces

cooked boneless, skinless chicken breast, diced. Place chicken

salad over a be **STREET**

d of 1 cup fresh greens of your choice. Top with
1 small sliced apple of your choice, skin on. Sprinkle with
walnuts
and 1 crumbled rye crisp.

Open-Faced Moroccan Chicken Salad

I

BIRD

In a small bowl, whisk together 2 teaspoons coconut oil, 1/4 tea-

spoon minced garlic, and 1/8 teaspoon ground cinnamon.
Toss

3 ounces cooked boneless, skinless chicken breast, diced
and

chilled, and 2 tablespoons raisins in oil. Spoon chicken
salad onto

1 slice (1 ounce) whole-grain bread (fresh or toasted).

198 | The 20/20 Diet

Chickpea and Veggie Pasta Salad

In a medium bowl, whisk together 2 teaspoons extra-virgin
olive oil, 1 tablespoon balsamic vinegar, 1/4 teaspoon
minced

garlic, and 1 teaspoon lemon juice. Add 2 tablespoons
minced

red onion, 1/2 cup baby spinach, 1/4 cup grape tomatoes,
sliced

in half, and 3–4 fresh basil leaves, chopped. Fold i **INC.**

n 1/2 cup

chickpeas (boiled or canned, rinsed and drained) and 1/2
cup

cooked 100% whole-grain penne. Chill for at least 30
minutes

(or overnight) and serve. (Option: to add another 20/20 Food,

use whole-grain rye pasta.)

Shrimp and Veggie Lettuce Wraps

In a medium pan, stir together 1 t **BOOKS**,
ablespoon coconut oil, 1/2 tea-
spoon minced garlic, 1/4 cup low-sodium vegetable broth,
and

1/8 teaspoon crushed red pepper. Add 1/2 cup each sliced mush-

rooms and chopped red bell pepper and sauté until mushrooms

are slightly tender. Add 3 ounces cooked medium shrimp (peeled,

deveined; frozen, thawed is OK) and heat through. Fill 2 large

outer romaine leaves with veggie and shrimp mixture along with

1/2 cup cooked brown rice (fluffy, not packed).

Tofu and Sp STREET

inach Tacos

In a medium pan, sauté 1 cup fresh baby spinach, 1/4 cup minced

onion, and a dash each black pepper, cayenne pepper, and crushed

re **BIRD**

d pepper in 1/4 cup low-sodium vegetable broth until onions

are translucent. Add cubed extra-firm tofu (1/5 of a 14-ounce

package) and heat through. Fill 2 taco-shaped whole-grain corn

tortillas with veggie and tofu mixture and top with 1/4 of a ripe

avocado, sliced.

Appendix B | 199

Lemon Pepper Cod Salad

In a small bowl, whisk 2 teaspoons Dijon mustard with 1 teaspoon

water, 1 teaspoon lemon juice, and 1/4 teaspoon minced garlic. Toss

with 3 ounces cooked, chilled, flaked cod file. In a second small bowl, whisk together 2 teaspoons balsamic vinegar, 1 tablespoon extra-virgin olive oil, and 1/4 teaspoon ground black pepper. Add **INC.**

and 1 1/2 cups

greens of your choice and toss to coat the leaves. Place greens in a

salad bowl, top with cod salad, and serve with 2 rye crisps.

Shrimp and Wild Rice over Spinach

In a medium pan, stir together 1 tablespoon coconut oil, 1/2 tea-

spoon minced garlic, 1/4 cup low-sodium vegetable broth, and

1/8 teaspoon crushed red pepper. Add **BOOKS,**

and 1/2 cup each chopped red

bell pepper and broccoli florets and sauté until broccoli is slightly

tender. Add 3 ounces cooked medium shrimp (peeled, deveined;

frozen, thawed is OK) and 1/2 cup cooked wild rice (fluffy, not

packed) and heat through. Serve shrimp mixture over 1 cup baby

spinach leaves. (Option: toss shrimp mixture with spinach, chill

for at least 30 minutes, and serve cold.)

Spicy Lentil C STREET

asserole

In a small saucepan over medium heat, sauté 1/4 teaspoon garlic

in 2 teaspoons extra-virgin olive oil with 1/3 cup each chopped

onion, mushrooms, and broccoli florets. Add 1/2 cup grape toma-

atoes, sliced in half, 1/2 cup spinach, 1/2 cup low-sodium vegetable

brotBIRD

h, and a dash each cayenne pepper, black pepper, and crushed

red pepper. Quickly bring to a boil, then reduce to a simmer and

stir for 8–10 minutes. Stir in 1/3 cup cooked brown rice and

1/2 cup lentils (boiled, steamed vacuum sealed, or canned, drained

and rinsed) and heat through.

200 | The 20/20 Diet

Chilled Lentil and Eggplant Salad

In a medium pan, sauté 1/2 teaspoon minced garlic, 1 cup cubed

eggplant, 1/4 cup minced onion, and 1/4 teaspoon salt-free Italian

herb seasoning in 1 tablespoon extra-virgin olive oil with 2 table-

spoons low-sodium vegetable broth. Sauté until eggplant is tender. In

a medium bowl, combine veggies with 1/3 cup cooked, chickpeas, and 1/2 cup

cooked brown

rice and 1/2 cup lentils (boiled, steamed vacuum sealed, or canned,

drained and rinsed). Refrigerate at least 30 minutes or overnight.

Chicken and Wild Rice Lettuce Wraps

Toss 3 ounces cooked boneless, skinless chicken breast, diced and

chilled, with 1 tablespoon extra-virgin olive oil and 1/2 teaspoon

each minced garlic and salt-free Italian herb seasoning. Fill 2 large

outer romaine leaves with chicken mixture, chickpeas,

and top each with

2 tablespoons cooked, chilled wild rice, minced red onion, and

chopped grape tomatoes.

Tofu Spinach Walnut Pita

Chop 2 tablespoons walnuts; set aside. In a small bowl, whisk

2 teaspoons Dijon mustard with 1 teaspoon water, 1 teaspoon

lemon juice, and 1/4 teaspoon minced garlic. Coat cubed extra-

firm tofu (1/2 cup) with

5 of a 14-ounce package) and 1 cup baby spinach

leaves with mustard sauce. Stuff into half of a 100% whole-grain

pita and garnish with walnuts.

Mediterranean Chicken Pita

I BIRD

In a small pan, sauté 1/2 teaspoon minced garlic in 2 teaspoons

extra-virgin olive oil with 1/2 cup grape tomatoes, sliced in half, 1 cup baby spinach leaves, 1/4 cup minced onion, and 1/4 teaspoon salt-free

Italian herb seasoning. Stuff into half of a 100% whole-grain pita

with 3 ounces cooked boneless, skinless chicken breast, sliced.

Appendix B | 201

Chicken and Veggie Tacos

In a small bowl, toss 1/4 cup each diced tomato and minced onion

with 2 teaspoons lime juice and 1 tablespoon chopped cilantro;

place in refrigerator to chill. In a medium pan, sauté 1 cup fresh

baby spinach, 1/4 cup minced red bell pepper, and 1/4 cup sliced

mushrooms in 2 teaspoons extra-virgin olive oil and 2 tabl**INC.**

espoons

low-sodium vegetable broth. Sauté until mushrooms are tender.

Add 3 ounces cooked boneless, skinless chicken breast, diced, and

heat through. Fill 2 taco-shaped whole-grain corn tortillas with

veggie and chicken mixture and top with tomato mixture.

Dinner Options

Chicken with Garlicky Spinac BOOKS,

h and Corn

Bake or grill 3 ounces boneless, skinless chicken breast.

Sauté

2 cups fresh spinach in 2 teaspoons extra-virgin olive oil with

1/4 teaspoon minced garlic. Steam or microwave 1/2 cup frozen

corn and season with 1/8 teaspoon garlic powder (not garlic salt)

and 1/4 teaspoon dried or 1/2 teaspoon fresh parsley. Serve cooked

chicken with sides of spinach and corn.

Shrimp over SoSTREET

ba Noodles in Peanut Sauce

In a small pan, sauté 1/4 cup each broccoli florets, chopped red

bell pepper, and onion with 1 cup baby spinach in 1/4 cup low-

sodium vegetable broth. In a medium bowl, stir together 1 table-

spoon all-natural peanut butter, 1/4 teaspoon fresh grated ginger,

1/ BIRD

4 teaspoon minced garlic, and a dash of crushed red pepper. Add

1/4 cup hot cooked soba noodles to bowl and toss until coated

with peanut sauce. Place noodles on a plate and top with sautéed

veggies and 3 ounces (start with 4 ounces raw) boiled or grilled

medium shrimp (fresh, peeled, deveined or frozen, thawed).

202 | The 20/20 Diet

Chicken with Almond Green Beans and Roasted Red Potatoes

Chop 2 tablespoons unsalted raw or dry-roasted almonds; set

aside. Place 1/2 cup cubed Red Bliss potato, skin on, on a cookie

sheet and bake in a preheated 350°F oven for 10 minutes or until

tender. In a small bowl, whisk 2 teaspoons Dijon mustard with

1 teaspoon water, 1 teaspoon lemon juice, and 1/4 teaspoon

minced garlic. Toss 1 cup steamed green beans in mustard sauce

and garnish with almonds. Serve with 3 ounces cooked boneless,

skinless chicken breast and roasted potatoes. (Option: use sliced or

slivered almonds rather than whole, chopped.)

Shrimp and Veggie Stir-Fry

In a medium pan, stir together 2 t **BOOKS**,

teaspoons coconut oil, 1/2 tea-

spoon minced garlic, 1/4 cup low-sodium vegetable broth, and

1/8 teaspoon crushed red pepper. Add 3 ounces cooked medium

shrimp (peeled, deveined; frozen, thawed is OK) and 1/4 cup minced onion and sauté 2 minutes. Add 1 cup greens of your choice and 1/2 cup broccoli florets and sauté until broccoli is slightly tender. Place sautéed veggies over a bed of 1/2 cup cooked brown rice (fluffy, not packed).

Chicken and STREET

Veggie Soup

In a medium saucepan, sauté 1/2 teaspoon minced garlic with

1/4 cup each minced onions and chopped carrots in 2 teaspoons

extra-virgin olive oil until veggies are slightly tender. Add 1/2 cup

low-sodium vegetable broth and 1/2 cup water, 1 teaspoon salt-

fr **BIRD**

ee Italian herb seasoning, 1/2 cup grape tomatoes, sliced in half,

and 1 cup spinach. Bring to a very brief boil, then reduce to a sim-

mer for about 5–8 minutes. Add 1/2 cup frozen, thawed corn and

3 ounces cooked boneless, skinless chicken breast, minced. Stir for

a few more minutes to heat through.

Appendix B | 203

Ground Turkey in Ginger Peanut Sauce over Rice

In a small pan, sauté 1/4 cup each broccoli florets, chopped red

bell pepper, and onion with 1 cup baby spinach in 1/4 cup low-

sodium vegetable broth. In a medium bowl, stir together 1 table-

spoon all-natural peanut butter, 1/4 teaspoon fresh grated ginger,

1/4 teaspoon minced garlic, and a dash of crushed red pep **INC.**

per. Add

3 ounces pan-browned extra-lean ground turkey and 1 tablespoon

warm water and toss to coat with peanut sauce. Place 1/3 cup

cooked brown rice (fluffy, not packed) on a plate and top with

turkey, then veggies.

Baked Cod and Roasted Baby Brussels Sprouts

Chop 2 tablespoons walnuts; set asi **BOOKS,**

de. Place 4 ounces fresh cod

in a shallow pan and 1 cup baby Brussels sprouts (fresh or frozen)

on a cookie sheet. Place both in preheated 350°F oven and check

often after 6 minutes. Remove cod when fish easily flakes with

a fork and Brussels sprouts when golden and crisp on the out-

side and tender on the inside. Place Brussels sprouts on a bed of

1/4 cup cooked red quinoa and garnish with walnuts. Serve with

cod and wedges of fresh lemon.

Lentils and W STREET

Wild Rice over Spaghetti Squash

In a small bowl, whisk together 1 tablespoon extra-virgin olive

oil, 1/4 teaspoon minced garlic, and a dash of cinnamon. Gently

for BIRD

fold in 1/2 cup cooked lentils (boiled, steamed vacuum sealed, or

canned, drained and rinsed); set aside. In a medium bowl, toss

1 cup cooked spaghetti squash with 1/2 cup baby spinach and

1/4 cup cooked wild rice. Place squash mixture on a plate and top

with lentils.

204 | The 20/20 Diet

Roasted Turkey with Warm Red Bliss Potato Salad

Chop 2 tablespoons unsalted raw or dry-roasted almonds; set aside.

In a small bowl, whisk 2 teaspoons Dijon mustard with 1 tea-

spoon water, 1 teaspoon lemon juice, and 1/4 teaspoon minced

garlic. Toss with 1/2 cup cubed Red Bliss potato, cooked (baked

or boiled), skin on. Serve with 3 ounces oven-roasted **INC.**

d boneless,

skinless turkey breast and 1 cup steamed green beans,
topped with
almonds.

Lemony Chicken and Arugula Pasta

Over medium heat, sauté 1/4 teaspoon minced garlic in 2
teaspoons

extra-virgin olive oil with 1/4 cup minced onion and 1/3
cup sliced

mushrooms until onions are transl **BOOKS,**
ucent. In a medium bowl, toss

3 ounces cooked boneless, skinless chicken breast, diced,
with

1/2 cup 100% whole-grain penne, 1 cup fresh arugula, sau-
téed veggies, 1 teaspoon lemon juice, and 1/4 teaspoon
fresh or

1/8 teaspoon dried lemon zest. (Option: to add another
20/20 Food,

use whole-grain rye pasta.)

Spicy Turke STREET

y and Corn Stew

In a small saucepan over medium heat, sauté 1/4 teaspoon
garlic

in 1 tablespoon extra-virgin olive oil with 1/4 cup each
chopped

onion, mushrooms, carrots, and green bell pepper. Add 1/2
cup

grape tomatoes, sliced in half, 1/2 cup spinach, 1/2 cup
low-

s BIRD

odium vegetable broth, and a dash each cayenne pepper,
black

pepper, and crushed red pepper. Quickly bring to a boil, then

reduce to a simmer and stir for 10–12 minutes. Stir in 1/3 cup

frozen, thawed corn and 3 ounces pan-browned extra-lean ground

turkey and heat through.

Appendix B | 205

Mediterranean Seafood Pasta

In a medium pan, sauté 1/2 cup each cubed eggplant, chopped

red bell peppers, chopped red onion, and sliced mushrooms in

2 teaspoons extra-virgin olive oil and 1/4 cup low-sodium vegeta-

ble broth with 1/2 teaspoon minced garlic and 1/4 teaspoon salt-

free Italian herb seasoning, until veggies are slightly ten **INC.**

der. Add

3 ounces baked cod, cut into chunks, and heat through. Serve

over 1/2 cup cooked whole-grain pasta.

Roasted Vegetable Balsamic Chicken Salad

Place 1/4 cup each thinly sliced carrots, cubed eggplant, chopped

red bell pepper, and frozen, thawed corn on a cookie sheet. Brush

with 2 teaspoons extra-virgin olive **BOOKS,**
oil and roast in a preheated

350°F oven for 10 minutes. Toss 2 cups mixed greens with 1 tea-

spoon extra-virgin olive oil, 2 teaspoons balsamic vinegar, and

1/4 teaspoon salt-free Italian herb seasoning. Transfer to a salad

bowl, top with roasted vegetables and 3 ounces cooked boneless,

skinless chicken breast, sliced.

Chicken and V STREET

eggie Stew

In a small saucepan over medium heat, sauté 1/4 teaspoon garlic

in 2 teaspoons extra-virgin olive oil with 1/4 cup each chopped

onion, zucchini, carrots, and green bell pepper. Add 1/2 cup grape

tomatoes, sliced in half, 1/2 cup spinach, 1/2 cup low-sodium

ve BIRD

getable broth, and a dash each cayenne pepper, black pepper,

and crushed red pepper. Quickly bring to a boil, then reduce to a

simmer and stir for 10–12 minutes. Stir in 3 ounces cooked bone-

less, skinless chicken breast, diced, and 1/3 cup cooked brown rice

(fluffy, not packed) and heat through.

206 | The 20/20 Diet

Lentil and Brown Rice Soup

In a medium saucepan, sauté 1/4 cup each minced onions and

chopped carrots and 1/2 cup cauliflower florets in 1
tablespoon

extra-virgin olive oil with 1/2 teaspoon minced garlic until
veg-

gies are slightly tender. Add 1/2 cup low-sodium vegetable
broth

and 1/2 cup water, 1 teaspoon salt-free Italian herb
seasoning.

Bring to a boil,

and then reduce to a simmer for about 10 minutes. Add 1/3
cup

1/2 cup grape tomatoes, sliced in half. Bring to a very brief
boil

and then reduce to a simmer for about 10 minutes. Add 1/3
cup

cooked brown rice (fluffy, not packed) and 1/2 cup lentils
(boiled,

steamed vacuum sealed, or canned, drained and rinsed).
Stir for a

few more minutes to heat through.

Almond Chicken Stir-Fry

Chop 2 tablespoons unsalted raw almonds; set

aside. In a medium pan, stir together 1/2 teaspoon minced
garlic,

1/4 cup low-sodium vegetable broth, and 1/8 teaspoon
crushed

red pepper. Add 1/2 cup each greens of your choice, sliced
mush-

rooms, and sliced carrots. Sauté until carrots are slightly
tender.

Add 3 ounces cooked boneless, skinless chicken breast,
minced,

and heat through. Place sautéed veggies and chicken over a bed

of 1/3 cup cooked brown rice (fluffy, not packed). Garnish with

almonds. (Opti**STREET**

on: use sliced or slivered almonds.)

Spinach and Cannellini Beans over Red Quinoa

In a medium pan, sauté 1 ½ cups baby spinach in 1 tablespoon

ex**BIRD**

tra-virgin olive oil with 1/4 teaspoon minced garlic, 1/4 tea-

spoon salt-free Italian herb seasoning, and 1/8 teaspoon crushed

red pepper. Add 1/2 cup cannellini beans (boiled, steamed vac-

uum sealed, or canned, drained and rinsed) and heat through.

Serve over 1/3 cup cooked quinoa (fluffy, not packed).

Appendix B | 207

Salmon with Spinach and Pistachio Rice Pilaf

Chop 1 tablespoon unsalted shelled pistachios; set aside. Place

4 ounces fresh salmon in a shallow pan in preheated 350°F oven

and check often after 6 minutes. Remove salmon when fish easily

flakes with a fork. In a medium pan, sauté 1 cup baby spinach

and 2 tablespoons minced onion in 1/4 cup low-sodiu **INC.** m vegeta-

ble broth with 1/2 teaspoon minced garlic. Add 1/3 cup cooked

brown rice (fluffy, not packed) and pistachios and heat through.

Serve with salmon and wedges of fresh lemon.

Spinach and Sundried Tomato Chicken

Sauté 1/4 cup minced onion, 1 cup baby spinach, 1/2 teaspoon

minced garlic, and 4 finely choppe **BOOKS**,

d sundried tomatoes in 2 tea-

spoons extra-virgin olive oil and 2 tablespoons low-sodium veg-

etable broth until onions are translucent. Stir in 1/3 cup cooked

brown rice (fluffy, not packed) and heat through. Serve mixture

over 3 ounces cooked boneless, skinless chicken breast.

Lentil and Brown Rice Stuffed Pepper

Slice the top o

STREET

ff 1 large red bell pepper and remove the inner seeds

and membranes. Set pepper and top aside. Sauté 1/4 cup minced

onion, 1 cup baby spinach, 1/2 teaspoon minced garlic, and

1/4 teaspoon salt-free Italian herb seasoning in 2 teaspoons extra-

virgin olive oil until onions are translucent. Stir in 1/2 cup lentils

(boiled, steamed vacuum sealed, or canned, drained and rinsed)

an **BIRD**

d 1/3 cup cooked brown rice (fluffy, not packed) and remove

from heat. Fill pepper with mixture, replace top, cover with foil,

and bake in preheated 350°F oven for 15 minutes. Remove the foil

and continue to bake for another 15 minutes (or until pepper is

tender).

208 | The 20/20 Diet

Snacks Options

Banana Walnut Muesli

In a small bowl, combine a single-serve container of nonfat (0%)

vanilla Greek yogurt with 1/4 teaspoon ground cinnamon, 1/2 cup

sliced banana, and 2 tablespoons each rolled oats and unsalted

raw or dry-roasted walnuts, chopped. Chill in refrigerator.

or at least

30 minutes. (Option: to add another 20/20 Food, use rye flakes

in place of oats.)

Cherry Almond Parfait

Chop 2 tablespoons unsalted raw or dry-roasted almonds; set aside.

Layer a single-serve container of nonfat (0%) vanilla Greek yogurt

with 3/4 cup frozen, thawed unsweetened

pitted cherries and

2 tablespoons rolled oats. (Option: to add another 20/20 Food, use

rye flakes in place of oats.)

Basil Hummus with Apple Wedges

In a blender or food processor, purée 1/2 cup chickpeas, 2 teaspoons

extra-virgin olive oil, 1/2 teaspoon minced garlic, 1 tablespoon lemon

juice, and 3 fresh basil leaves. (Add water 1 tablespoon at a time, if

needed, to thi **STREET**

n hummus). Serve hummus with 2 rye crisps and

1 small chopped apple of your choice, skin on.

Kiwi Smoothie

I BIRD

In a blender, combine a single-serve container of nonfat (0%)

vanilla Greek yogurt, 1 large chopped kiwi, 1/4 cup spinach,

1/4 cup unsweetened whey protein powder, and 2 tablespoons

water. Whip until smooth. Add 1/4 of a ripe avocado, 1 tablespoon

rolled oats, and a handful of ice, and whip to desired consistency.

Appendix B | 209

Napa Valley Snack

Spread 2 rye crisps with 1 mini round cheese. Enjoy with a small

pear of your choice, skin on, and 2 tablespoons unsalted raw or

dry-roasted walnuts.

Peanut Butter Cinnamon Raisin Spread

Fold 1 tablespoon raisins and 1/4 teaspoon ground cinnamon into

1

1 tablespoon all-natural peanut butter. Spread onto 2 rye crisps

and serve with a single-serve container of nonfat (0%) vanilla

Greek yogurt.

Savory Cottage Cheese Crunch

Chop 2 tablespoons unsalted raisins

BOOKS,

walnuts or dry-roasted walnuts; set

aside. In a small bowl, combine 1/2 cup low-fat cottage cheese,

1/2 teaspoon minced garlic, 1 teaspoon Dijon mustard, and 1 cup

chopped spinach. Toast 1 slice (1 ounce) 100% whole-grain bread.

Spread with cottage cheese mixture and top with walnuts. Pair

with 1/2 cup seedless grapes. (Option: enjoy walnuts separately.)

Blueberry Coconut Smoothie

In a blender, combine

1/2 cup nonfat (0%) vanilla Greek yogurt,

3/4 cup frozen unsweetened blueberries,

1/4 cup unsweetened whey protein powder, and 1/4 cup water.

Whip until smooth. Add 2 teaspoons coconut oil, 1 tablespoon

rye flakes, and a handful of ice, and whip to desired consistency.

PeaBIRD

nut Butter and Banana Crackers

Stir 1/4 teaspoon ground cinnamon into 1 tablespoon all-natural

peanut butter. Spread onto 2 rye crisps and top with 1/2 cup sliced

banana. Serve with 1 cup skim milk.

210 | The 20/20 Diet

Pistachio Plum Cinnamon Yogurt

Chop 5 dried plums and stir into a single-serve container of nonfat

(0%) vanilla Greek yogurt along with 2 tablespoons rye flakes,

1 tablespoon unsalted shelled pistachios, and 1/4 teaspoon ground

cinnamon. (Option: chop or crush pistachios.)

Grape Muesli

In a small bowl, combine a single-serve container of noINC.

nfat (0%)

vanilla Greek yogurt with 1/4 teaspoon fresh grated ginger, 1 cup

seedless grapes (red, green, black, or a combo), sliced in half, and

1 tablespoon each rye flakes and unsalted sunflower seeds. Chill

in refrigerator at least 30 minutes. (Option: replace ginger with a

dash of cinnamon.)

Roasted Veggies and Hummus BOOKS,

Place 1/2 cup each sliced carrots and broccoli florets on a cookie

sheet. Roast in preheated 350°F oven for 8–10 minutes or until

tender. In a blender or food processor, purée 1/2 cup chickpeas,

2 teaspoons extra-virgin olive oil, 1/4 teaspoon minced garlic, and

1 tablespoon lemon juice. Serve hummus and roasted veggies with

2 whole-grain r**STREET**

ye crisps. (Option: serve veggies raw, or roast, then chill veggies and serve cold.)

Pineapple Coconut Smoothie

I BIRD

In a blender, combine a single-serve container of nonfat (0%) vanilla

Greek yogurt, 3/4 cup frozen unsweetened pineapple chunks,

1/4 cup unsweetened whey protein powder, and 1/4 cup water.

Whip until smooth. Add 2 teaspoons coconut oil, 1 tablespoon

rye flakes, and a handful of ice, and whip to desired consistency.

Appendix B | 211

Mediterranean Munchies

Enjoy a snack of 1 large hard-boiled egg, 1 cup seedless grapes

(red, green, black, or a combo), 2 whole-grain rye crisps, and

10 Mediterranean or Greek olives (green and black or just Kala-

mata). (Option: slice egg and place on top of rye crisps.)

Apple Gouda Toast

Chop 2 tablespoons unsalted shelled pistachios; set aside.

e. Toast

1 slice (1 ounce) whole-grain rye bread and spread with 1 mini

Gouda cheese. Top with pistachios and 1 small apple of your

choice, skin on, sliced. (Option: enjoy pistachios separately.)

Strawberry Pistachio Parfait

Chop 2 tablespoons unsalted shelled **BOOKS**,

and or dry-roasted pistachios; set

aside. Layer a single-serve container of nonfat (0%) vanilla Greek

yogurt with 1 cup fresh or 3/4 cup frozen, thawed unsweetened

strawberries, 2 tablespoons rolled oats, and the pistachios. (Option:

to add another 20/20 Food, use rye flakes in place of oats.)

Sunny Peach Parfait

Layer a single-ser **STREET**

ve container of nonfat (0%) vanilla Greek yogurt

with 1 medium fresh peach, sliced, or 3/4 cup frozen, thawed

unsweetened sliced peaches, and 2 tablespoons each rye flakes and

unsalted raw or dry-roasted sunflower seeds. (Option: replace rye

flakes with rolled oats and pair parfait with green tea.)

Su BIRD

nshine Snack

Enjoy a snack of 1 large hard-boiled egg, 1 medium orange, 2 whole-

grain rye crisps, and 2 tablespoons unsalted raw or dry-roasted sun-

flower seeds. (Option: slice egg and place on top of rye crisps.)

212 | The 20/20 Diet

Almond Plum Cheese and Crackers

Chop 2 tablespoons almonds and 3 dried plums. Melt 1 mini

round cheese in the microwave. In a small bowl, fold almonds and

plums into the cheese. Spread mixture onto 2 rye crisps.

Cinnamon Plum Cottage Cheese Crunch

Chop 2 tablespoons unsalted shelled pistachios; se **INC.**

t aside. In

a small bowl, combine 1/2 cup low-fat cottage cheese, 1/4 tea-

spoon ground cinnamon, and 5 chopped dried plums. Toast

1 slice (1 ounce) 100% whole-grain bread. Spread with cottage

cheese mixture and top with pistachios. (Option: enjoy pistachios

separately.)

BOOKS,

STREET

BIRD

Appendix B | 213

APPENDIX C

The Management Phase: Foods and Porti INC.

ons

Prime Produce: Vegetables

Aim for: 1 cup fresh

3/4 cup frozen

1/2 cup all-natur

BOOKS,

al tomato sauce

Artichokes

Eggplant

Okra

Asparagus

Fennel

Onion, all varieties

Beets

Green beans

Radishes

Bell peppers, all

Greens, all varieties

Snow peas

varieties

(arugula, baby

Spaghetti squash

Broccoli
mixed greens, bok
Sugar snap peas
Brussels sprouts
choy, endive, field
Tomatoes, all varieties
Cabbage
greens, radicchio,
red leaf lettuce,
Zucchini
Carrots

STREET

romaine, baby
Cauliflower
spinach, watercress)
Celery
Kale

Cucu BIRD

mbers
Mushrooms

214 | The 20/20 Diet

Prime Produce: Fruit

Aim for: 1 small whole

1 cup fresh (exception: bananas 1/2 cup sliced)

3/4 cup frozen

1/4 cup dried

Apples
Grapes, seedless, your Papaya

Apricots
choice (red, green,
Peaches
Bananas
black)
Pears, all varieties
Berries, all varieties
Honeydew melon
Pineapple **INC.**
Cantaloupe
Kiwi
Plums
Cherries
Lemons
Raisins
Dried plums
Limes
Raspberries
Figs, fresh or dried
Mango
Strawberries
Grapefruit
Nectarines
Tangerines
Oranges
BOOKS,
Watermelon
Power Proteins:

Aim for: 4 ounces raw fish and poultry

1/2 cup beans and lentils

1/2 cup cottage cheese

1 ounce natural cheese

1 large egg or 1/2 cup egg whites

1/5 of a 14-ounce container tofu

STREET

1 cup skim milk

1/4 cup whey protein

6 ounces yogurt

Beans†, all varieties

Cheese, all natural

Chicken breast,

(black, cannellini,

(not processed or

boneless, skinless

pinto, red, etc.)

artificial)

Eggs, large, whole

Cat **BIRD**

fish

Cod

Feta cheese

Chickpeas, bagged or Cottage cheese, low

Flounder

canned

fat or nonfat

continues □

† *Note: Canned beans are OK, but choose “no added salt” or “low-sodium”*

varieties and rinse them well.

Appendix C | 215

Power Proteins (*continued*):

Grouper

Salmon

Turkey breast, oven

Haddock

Sea bass

roasted, boneless,

Halibut

Shrimp

skinless

Lentils, bagged,

Skim milk

Yogurt—nonfat

steamed vacuum

Sole

(0%) vanilla Greek

sealed, or canned

yogurts (made

Tilapia

with real sugar, not

Liquid egg whites

Tofu, extra firm

artificial sweetener)

Mahimahi

Tuna, chunk light,
Whey protein powder,
canned in water

INC.

Mini round cheeses
unsweetened
(roughly 70 calories Turkey, ground, extra
each)
lean

Super Starches:

**Aim for: 1/3–1/2 cup cooked whole gr BOOKS,
ains**

(barley, corn, rice, pasta, etc.) and potatoes

1 slice bread

1/2 pita

2 corn tortillas

2 rye crisps

Barley

Corn

Rice, whole grain

Breads, whole grain **STREET**

n

Corn tortillas, whole

(brown, wild)

(includes whole-
grain

Rye crisps, whole

grain rye, whole

Couscous, whole
grain

wheat, or breads

wheat

Rye flakes, whole

made with multiple Oats, rolled
grain

whole grains)

Pasta, whole grain

Soba noodles, whole

Buck **BIRD**

wheat

Pita, whole grain

grain

Bulgur

Potatoes, all varieties, Sweet potatoes

Cereal, whole grain,

skin on

unsweetened (such

Quinoa, all varieties

as spoon-sized

(golden, red, black)

shredded wheat)

216 | The 20/20 Diet

Fit Fat:

Aim for: 2 teaspoons oil or pesto

1/4 fresh avocado

2 tablespoons nuts or seeds

1 tablespoon nut butter

10 whole olives

Almonds

Nut or seed butters

Peanut butter, all

Avocado

(peanut, almond,

natural

Brazil nuts

sunflower, etc.)

Pesto, jar **INC.**

ed

Cashews

Olives, Mediterranean Pistachios, unsalted,

Coconut oil

or Greek, your

shelled

choice (green, black,

Hazelnuts

Pumpkin seeds

Kalamata)

Macadamia nuts

Sunflower seeds

Peanuts

Olive oil, extra virgin

Walnuts

Other Phase 4 Necessities

Basil

Italian herb **BOOKS,**

Vegetable broth, low

Cilantro

seasoning, salt free,

sodium

Cinnamon

dried

Vinegar (balsamic,

Cloves

Nutmeg

cider, red wine,

Dijon mustard

Parsley

white balsamic)

Dill

Pepper (black,

Zest (lemon, orange,

lime)

Garlic

cayenne, crushed

red)

Ginger

STREET

BIRD

Appendix C | 217

INC.

BOOKS,

STREET

BIRD

BIBLIOGRAPHY

INC.

part 1: Fundamentals of the 20/20 Diet

Introduction

Anderson, J., L. Young, and J. Roach. "Weight Loss Products and Programs." Colorado State University Extension, December 2008, accessed May 08, 2013.

<http://www.ext.colostate.edu>

[/pubs/foodnut/09363.html](http://www.ext.colostate.edu/pubs/foodnut/09363.html).

"Gut Check: A Reference Guide for Media on Spott
BOOKS,

ing False Weight Loss Claims." Bureau of

Consumer Protection Business Center, January 2014,
accessed June 25, 2014. <http://www.business>

[.ftc.gov/documents/0492-gut-check-reference-guide-
media-spotting-false-weight-loss-claims](http://www.ftc.gov/documents/0492-gut-check-reference-guide-media-spotting-false-weight-loss-claims).

Lee, Jeanne. "Diet Plan Review: Best Ways to Lose
Weight." CBSNews, January 4, 2010, accessed May 08, 2013.

[http://www.cbsnews.com/8301-505145_162-51377880/diet-
plan-review-best-ways](http://www.cbsnews.com/8301-505145_162-51377880/diet-plan-review-best-ways)

[-to-lose-weight/](http://www.cbsnews.com/8301-505145_162-51377880/diet-plan-review-best-ways-to-lose-weight/)

Sumithran, P., L. A. Prendergast, E. Delbridge, et al.
"Long-Term Persistence of Hormonal Adaptations to Weight
Loss." *Obesity Research & Clinical Practice* 5 (October
2011): 15. doi:10.1016

[/j.orcp.2011.08.082](http://dx.doi.org/10.1016/j.orcp.2011.08.082).

"The U.S. Weight Loss & Diet Control Market (12th ed.)."
MarketData Enterprises, Inc. March 25, 2013. no. FS22. [htt](http://www.marketdataenterprises.com/DietMarket.htm)

STREET

[p://www.marketdataenterprises.com/DietMarket.htm](http://www.marketdataenterprises.com/DietMarket.htm).

"Top Four Reasons Why Diets Fail." *ScienceDaily*,
January 03, 2013, accessed May 03, 2013.

<http://www.sciencedaily.com/releases/2013/01/130103192352.htm>.

Chapter 1 What Makes This Diet Different

Cunningham, Eleese. “How Can I Help My Client Who Is Experiencing a Weight-Loss Plateau?”

Journal of the American Dietetic Association 111, no. 12 (December 2011): 1966. doi:10.1016

BIRD

/j.jada.2011.10.020.

Flegal, Katherine M., Margaret D. Carroll, Brian K. Kit, and Cynthia L. Ogden. “Prevalence of Obesity and Trends in the Distribution of Body Mass Index Among US Adults, 1999–2010.”

JAMA: Journal of the American Medical Association 307, no. 5 (February 1, 2012): 491–7. doi:10.1001

/jama.2012.39.

Levine, J. A. “Non-Exercise Activity Thermogenesis (NEAT).” *Best Practice & Research: Clinical Endocrinology & Metabolism* 16, no. 4. (December 2002): 679–702.

219

“Metabolism and Weight Loss: How You Burn Calories.” Mayo Clinic, October 6, 2011.

<http://www.mayoclinic.com/health/metabolism/WT00006>.

Ogden, Cynthia L., Margaret D. Carroll, Brian K. Kit, and Katherine M. Flegal. “Prevalence of Obesity and Trends in Body Mass Index Among US Children and Adolescents, 1999–2010.”

JAMA: Journal of the American Medical Association 307, no. 5 (February 1, 2012): 483–90.

doi:10.1001/jama.2012.40.

Westterp, K. R. “Diet induced thermogenesis.” *Nutrition & Metabolism* 1, no. 1 (August 18, 2004): 5. doi:10.1186./1743-7075-1-5.

Chapter 2 A Diet That Defies Your Logic

Nackers, L. M., et al. “The Association between Rate of Initial Weight Loss and Long-Term Success

in Obesity Treatment: Does Slow and Steady Win the Race?” *International Journal of Behavioral Medicine* 17 (2010): 161–7.

National Institutes of Health: National Heart, Lung, and Blood Institute; North American Association for the Study of Obesity. *The Practical Guide: Identification, Evaluation & Evaluation and Treatment of Overweight and Obesity in Adults*. October 2000. http://www.nhlbi.nih.gov/guidelines/obesity/prctgd_c.pdf.

Ozier, A., O. Kendrick, J. Leeper, et al. “Overweight and Obesity Are Associated with Emotion- and Stress-Related Eating as Measured by the Eat

BOOKS,

ing and Appraisal Due to Emotions and Stress Questionnaire.” *Journal of the American Dietetic Association* 108, no. 1 (January 2008): 49–56.

doi:10.1016/j.jada.2007.10.011.

part 2: Prepping for Success

Chapter 3 Getting Out of Your Own Way

American Medical Association. “AMA Adopts New Policies on Second Day of Voting at Annual Meeting.” News release, June 18, 2013. <http://www.ama-assn.org/ama/pub/news>

/2013/2013-06-18-new-ama-policies-annual-meeting.page.

“Assessing Your Weight

STREET

and Health Risk.” National Heart, Lung, and Blood Institute, accessed

May 08, 2013.

http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/risk.htm.

“Imagery.” American Cancer Society. November 1, 2008.

<http://www.cancer.org/treatment>

[/treatmentsandsideeffects/complementaryandalternativemedicine/mindbodyandspirit/imagery](http://www.cancer.org/treatment/treatmentsandsideeffects/complementaryandalternativemedicine/mindbodyandspirit/imagery).

Klein, S., D. B. Allison, S. B. Heymsfield, et al. “Waist Circumference and Cardiometabolic Risk: A Consensus Statement from Shaping America’s Health: Association for Weight Management and Obesity Prevention; NAASO, The Obesity Society; the American Society for Nutrition; and the American Diabetes Association.” *American Journal of Clinical Nutrition* 85, no. 5 (May 2007): 1197–202.

[http://www.nutrition.org/media/news/fact-sheets-and-position-papers/Waist%20](http://www.nutrition.org/media/news/fact-sheets-and-position-papers/Waist%20Circumference%20paper%20AJCN.pdf)

[Circumference%20paper%20AJCN.pdf](http://www.nutrition.org/media/news/fact-sheets-and-position-papers/Waist%20Circumference%20paper%20AJCN.pdf).

“Obesity, Halting the Epidemic by Making Health Easier at a Glance 2011.” National Center for Chronic Disease Prevention and Health Promotion. May 26, 2011.

<http://www.cdc.gov>

[/chronicdisease/resources/publications/aag/obesity.htm](http://www.cdc.gov/chronicdisease/resources/publications/aag/obesity.htm).

220 | The 20/20 Diet

Prospective Studies Collaboration, Whitlock, G., Lewington, S., et al. “Body-Mass Index and Cause-Specific Mortality in 900,000 Adults: Collaborative Analyses of 57 Prospective Studies.”

Lancet 373, no. 9669. (March 28, 2009): 1083–96.
doi:10.1016/S01410-6736(09)60318-4.

Sanches, F. M., C. M. Avesani, M. A. Kamimura, et al. “Waist Circumference and Visceral Fat in CKD: A Cross-Sectional Study.” *American Journal of Kidney Disease* 52, no. 1 (July 2008): 66–73.

doi:10.1053/j.akjd.2008.02.004.

“What is a healthy weight?” Rush University Medical Center, accessed June 18, 2013.

<http://www.rush.edu/rumc/page-1108048103230.html>.

Chapter 4 Set the Right Goal

“Adolescent and School Health.” Centers for Disease Control and Prevention, February 19, 2013,

accessed May 14, 2013.

<http://www.cdc.gov/healthyyouth/obesity/facts.htm>.

Begley, Sharon. “As America’s Waistline Expands, Costs Soar.” Reuters, April 30, 2012, accessed June 28, 2013.

<http://www.reuters.com/article/2012/04/30/us-obesity-idUSBRE83T0C820120430>.

“Body Mass Index.” Centers for Disease Control and Prevention, February 19, 2013, accessed August 8, 2014.
<http://www.cdc.gov/healthyweight/assessing/bmi/Index.html>.

Jebb, S., A. Ahern, A. Olson, et al. “Primary Care Referral to a Commercial Provider for Weight Loss Treatment versus Standard Care

BOOKS,

: A Randomised Controlled Trial.” *Lancet* 378, no. 9801 (October 22, 2011): 1485–1492. doi:10.1016/S0140-6736(11)61344-5.

Johnston, Craig A., Stephanie Rost, Karen Miller-Kovach, Jennette P. Moreno, and John P. Foreyt.

“Incremental Benefit of Adherence in a Community-Based Weight Loss Program.” *Journal of Clinical Lipidology* 7, no. 3 (May 2013): 244. doi:10.1016/j.jacl.2013.03.027.

Kullgren, Jeffrey T., A. B. Troxel, G. Loewenstein, et al. “Individual- versus Group-Based Financial Incentives for Weight Loss: A Randomized, Controlled Trial.” *Annals of Internal Medicine* 158, no. 7

(April 2, 2013): 505–14.

“Obesity In Children and Teens.” American Academy of Child & Adolescent Psychiatry, March 2011, accessed June 27, 2013.

http://www.aacap.org/cs/root/facts_for_families/obesity_in_children_and_teens.

“Presentation: The

STREET

Childhood Obesity Epidemic—Threats and Opportunities.” Centers for Disease Control and Prevention, June 18, 2010, accessed June 27, 2013.

<http://www.cdc.gov/about>

[/grand-rounds/archives/2010/06-June.htm](http://www.cdc.gov/about/grand-rounds/archives/2010/06-June.htm).

Turner-McGrievy, G. M., and D. F. Tate. “Weight Loss Social Support in 140 Characters or Less: Use of an Online Social Network in a Remotely Delivered Weight Loss Intervention.” *Transitional Behavioral Medicine*, January 2013.

V

BIRD

olpp, Kevin G., MD, PhD, Leslie K. John, MS, Andrea B. Troxel, ScD, et al. “Financial Incentive-Based Approaches for Weight Loss.” *JAMA: Journal of the American Medical Association* 300, no. 22

(December 10, 2008): 2631–37.

<http://jama.jamanetwork.com/article.aspx?articleid=183047>.

Bibliography | 221

Chapter 5 Extinguish Your Fake Hunger

Dr. Phil’s 20/20 Hunger and Fullness Scale

Chozen Bays, Jan. “Mindful Eating.” *Psychology Today*, February 2009.

<http://www.psychologytoday.com/blog/mindful-eating/200902/mindful-eating>.

Paturel, Amy. "Conscious Eating for Better Body Image." Cleveland Clinic Wellness Institute, September 9, 2009. [http://www.clevelandclinicwellness.com/mind/BodyImage/Pages/](http://www.clevelandclinicwellness.com/mind/BodyImage/Pages/ConsciousEatingforBetterBodyImage.aspx)

[ConsciousEatingforBetterBodyImage.aspx](http://www.clevelandclinicwellness.com/mind/BodyImage/Pages/ConsciousEatingforBetterBodyImage.aspx).

"Weight Loss: Gain Control of Emotional Eating." Mayo Clinic, December 1, 2012.

<http://www.mayoclinic.com/health/weight-loss/MH00025>.

"Your Hunger Is Talking Learn to Listen." Cleveland Clinic Wellness Institute, accessed **INC**.

May 09, 2013.

<http://www.clevelandclinicwellness.com/programs/NewGFY/Pages/L4T4.aspx>.

Top Seven Tricks for Dealing with Fake Hunger

American Academy of Sleep Medicine. "Evening blue light exposure linked to increased hunger."

ScienceDaily.

www.sciencedaily.com/releases/2014/06/140602115916.htm (accessed June 10, 2014).

Boschmann, M., J. Steiniger, U. Hille, et al. "Water-Induced Thermogenesis." *Journal of Clinical Endocrinology and Metabolism* 88, no. 12 (December 2003): 6015–9.

Creagan, Edward T. "Stress and Weight Gain." Mayo Clinic **BOOKS**,

, July 23, 2011.

<http://www.mayoclinic.com/health/stress/AN01128>.

Hatzigeorgiadis A., et al. "Self-Talk and Sports Performance: A Meta-Analysis." *Perspectives on Psychological Science*, July 2011.

<http://pps.sagepub.com/content/6/4/348.abstract>.

Hogenkamp, P. S., E. Nilsson, V. C. Nilsson, et al. "Acute Sleep Deprivation Increases Portion Size and Affects Food Choice in Young Men." *Psychoneuro endocrinology* S0306–

4530, no. 13 (February 18, 2013).
doi:10.1016/j.psyneuen.2013.01.012.

Li, J., N. Zhang, L. Hu, et al. “Improvement in Chewing Activity Reduces Energy Intake In One Meal and Modulates Plasma Gut Hormone Concentrations in Obese and Lean Young Chinese Men.” *American Journal of Clinical Nutrition* 94, no. 3 (September 2011): 709–16. doi:10.3945

/ajcn.111.015164.

Markwald, R. R., E. L. Me

STREET

lanson, M. R. Smith, et al. “Impact of Insufficient Sleep on Total Daily Energy Expenditure, Food Intake, and Weight Gain.” *Proceedings of the National Academy of Sciences of the United States of America* 110, no. 14 (April 2013): 5695–700. doi:10.1073/pnas.1216951110.

“Meditation: A Simple, Fast Way to Reduce Stress.” Mayo Clinic, April 21, 2011.

<http://www.mayoclinic.com/health/meditation/HQ01070>.

“Obesity and Sleep.” National Sleep Foundation, accessed May 16, 2013.

<http://www.sleepfoundation.org/article/sleep-topics/obesity-and-sleep>.

Papat

BIRD

hanasopoulos, A., A. Rotondo, P. Janssen, et al. “Effect of Acute Peppermint Oil Administration on Gastric Sensorimotor Function and Nutrient Tolerance in Health.” *Neurogastroenterology and Motility* 25, no. 4 (March 12, 2013): 263–71. doi:10.1111/nmo.12102.

Schieberle, P., V. Somoza, M. Rubach, L. Scholl, and M. Balzer. “Identifying Substances That Regulate Satiety in Oils and Fats and Improving Low-Fat Foodstuffs by Adding Lipid Compounds with a 222 | The 20/20 Diet

High Satiety Effect; Key Findings of the DFG/Aif Cluster Project ‘Perception of Fat Content and Regulating Satiety: An Approach to Developing Low-Fat Foodstuffs.’” Technische Universität München, 2009–12. <http://www.tum.de/en/about-tum/news/press-releases/short/article>

/30517/.

Spiegel, K., E. Tasali, P. Penev, and E. Van Cauter. “Brief Communication: Sleep Curtailment in Healthy Young Men Is Associated with Decreased Leptin Levels, Elevated Ghrelin Levels, and Increased Hunger and Appetite.” *Annals of Internal Medicine* 141, no. 11 (December 7, 2004): 846–50.

St-Onge, M. P., A. L. Roberts, J. Chen, et al. “Short Sleep Duration Increases Energy Intake but Does

Not Change Energy Expenditure in Normal-Weight

Individuals.” *American Journal of Clinical Nutrition* 94, no. 2 (August 2011): 410–6. doi:10.3945/ajcn.111.013904.

“The Sleep Environment.” National Sleep Foundation, accessed June 18, 2013.

<http://www.sleepfoundation.org/article/how-sleep-works/the-sleep-environment>.

University of Rhode Island, Communications and Marketing. “URI Researcher Provides Further Evidence That Slow Eating Reduces Food Intake.” News release, October 27, 2011.

<http://www.uri.edu/news/releases/?id=6019>.

Yu, W. “Calm the Mind Before Bed.” Cleveland Clinic Wellness Institute, September 8, 2009.

<http://www.clevelandclinicwellness.com/mind/BetterSleep/Pages/CalmtheMindBeforeBed.aspx>.

Foods That Make You Hungry

Soda

Fowler, Sharon P., Ken Williams, Roy G. Resendez, et al. **BOOKS,**

t al. “Fueling the Obesity Epidemic? Artificially Sweetened Beverage Use and Long-Term Weight Gain.” *Obesity* 16, no. 8 (June 05, 2008): 1894–900. doi:10.1038/oby.2008.284.

Piernas, C., D. F. Tate, X. Wang, and B. M. Popkin. “Does Diet-Beverage Intake Affect Dietary Consumption Patterns? Results from the Choose Healthy Options Consciously Everyday (CHOICE) Randomized Clinical Trial.” *American Journal of Clinical Nutrition* 97, no. 3 (January 30, 2013): 604–11. doi:10.3945/ajcn.112.048405.

Artificial Sweeteners

Feijo, F. M., C

STREET

. R. Ballard, K. C. Foletto, et al. “Saccharin and Aspartame, Compared with Sucrose, Induce Greater Weight Gain in Adult Wistar Rats, at Similar Total Caloric Intake Levels.” *Appetite* 60, no. 1 (January 2013): 203–7. doi:10.1016/j.appet.2012.10.009.

Raben, A., and B. Richelsen. “Artificial Sweeteners: A Place in the Field of Functional Foods? Focus on Obesity and Related Metabolic Disorders.” *Current Opinion in Clinical Nutrition & Metabolic Care* 15, no. 6 (November 2012): 597–604. doi:10.1097/MCO.0b013e328359678a.

Swithers, S. E. “Artificial Sweeteners Produce the Counterintuitive Effect of Inducing Metabolic **BIRD**

Derangements.” *Trends in Endocrinology and Metabolism* 1043, no. 13 (July 3, 2013): 87–8.

doi:10.1016/j.tem.2013.05.005.

White Starches and Sugars

Aller, E., I. Abete, A. Astrup, J. A. Martinez, and M. A. Baak. “Starches, Sugars, and Obesity.”

Nutrients 3, no. 3 (March 14, 2011): 341–69. doi:10.3390/nu3030341.

Processed Meats

Ifland, J. R., H. G. Preuss, M. T. Marcus, et al. "Refined Food Addiction: A Classic Substance Use Disorder." *Medical Hypotheses* 72, no. 5 (May 2009): 518–26.
doi:10.1016/j.mehy.2008.11.035.

Fast Food

Jeffery, Robert W., Judy Baxter, Maureen McGuire, et al. "Are Fast Food Restaurants an Environmental Risk Factor for Obesity?" *International Journal of Behavioral Nutrition and Physical Activity* 3 (January 25, 2006): 2. doi:10.1186/1479-5868-3-2.

French Fries and Fried Chips

Anton, S. D., J. Gallagher, V. J. Carey, et al. "Diet Type and Changes in Food Cravings F INC.

ollowing

Weight Loss: Findings from the Pounds Lost Trial." *Eating and Weight Disorders* 17, no. 2

(June 2012): E101–108.

<http://www.ncbi.nlm.nih.gov/pubmed/23010779>.

Crystal, S. R., and K. L. Teff. "Tasting Fat: Cephalic Phase Hormonal Responses and Food Intake in Restrained and Unrestrained Eaters." *Physiological Behavior* 89, no. 2 (July 17, 2006): 213–20.

<http://www.ncbi.nlm.nih.gov/pubmed/16846622>.

Are You Being Manipulated? (Fast Food Advertising)

"Fast Food FACTS in Brief." Fast Food F.A.C.T.S., accessed May 03, 2013.

http://www.fastfoodmarketing.org/fast_food_facts_in_brief.aspx.

BOOKS,

s_in_brief.aspx.

Schlosser, Erin. "Americans Are Obsessed with Fast Food: The Dark Side of the All-American Meal." CBSNews,

February 11, 2009, accessed May 03, 2013.

<http://www.cbsnews.com>

/2100-204_162-326858.html.

Chapter 6 Stock Up on Your 20/20 Foods

Foods with Potential Thermogenic Properties

Coconut Oil

Kasai, M., H. Maki, N. Nosaka, et al. "Comparison of Diet-Induced Thermogenesis of Foods Containing Medium-
ve

STREET

rsus Long-Chain Triacylglycerols." *Journal of Nutritional Science and Vitaminology* (Tokyo) 48, no. 6 (2002): 536-40.

Marina, A. M., Y. B. Man, and Amin I. "Antioxidant Capacity and Phenolic Acids of Virgin Coconut Oil." National Center for Biotechnology Information, December 27, 2008. doi:10.1080

/09637480802549127.

Seaton, T. B., S. L. Welle, M. K. Warenko, and R. G. Campbell. "Thermic Effect of Medium-Chain and Long-Chain Triglycerides in Man." *American Journal of Clinical Nutrition* 44, no. 5 (November 1986)

BIRD

: 630-4.

St-Onge, M. P., and P. J. Jones. "Physiological Effects of Medium-Chain Triglycerides: Potential Agents in the Prevention of Obesity." *Journal of Nutrition* 132, no. 3 (March 1, 2002): 329-32.

<http://jn.nutrition.org/content/132/3/329.full>.

224 | The 20/20 Diet

Green Tea

Diepvens, K., K. R. Westerterp, and M. S. Westerterp-Plantenga. "Obesity and Thermogenesis Related to the Consumption of Caffeine, Ephedrine, Capsaicin, and Green

Tea.” *AJP: Regulatory, Integrative and Comparative Physiology* 292, no. 1 (2006): R77-85.
doi:10.1152/ajpregu.00832.2005.

Dulloo, A. G. “The Search for Compounds That Stimulate Thermogenesis in Obesity Management: From Pharmaceuticals to Functional Food Ingredients.” *Obesity Reviews* 12. (2011): 866–83.

doi:10.1111/j.1467-789X..2011.00909.x.

Dulloo, A. G., C. Duret, D. Rohrer, et al. “Efficacy of a Green Tea Extract Ric **INC**.

h in Catechin

Polyphenols and Caffeine in Increasing 24-h Energy Expenditure and Fat Oxidation in Humans.”

American Journal of Clinical Nutrition 70, no. 6 (December 1999): 1040–5.

Kokubo, Y., H. Iso, I. Saito, et al. “The Impact of Green Tea and Coffee Consumption on the Reduced Risk of Stroke Incidence in Japanese Population.” *Stroke*, March 14, 2013.
doi:10.1161.

Maki, K. C., M. S. Reeves, M. Farmer, et al. “Green Tea Catechin Consumption Enhances Exercise-induced Abdominal Fat Loss in Overweight and Obese Adults.” *Journal of Nutrition* 139, no. 2

(February 2009): 264–70.

Nagao, T., Y. Komine, S. Soga, et al. “Ingestion of a Tea Rich in Catechins Leads to a Reduction in Body Fat and Malondialdehyde-Modified LDL in Men.” *American Journal of Clinical Nutrition* 81, no. 1 (January 2005): 122–9.

Phung, O. J., W. L. Baker, L. J. Matthews, et al. “Effe
BOOKS,

ct of Green Tea Catechins with or without

Caffeine on Anthropometric Measures: A Systemic Review and Meta-Analysis.” *American Journal of Clinical*

Nutrition 91, no. 1 (January 2010): 73–81.
doi:10.3945./ajcn.2009.28157.

Rowe, C. A., M. P. Nantz, J. F. Bukowski, and S. S. Percival. “Specific Formulation of *Camellia Sinensis* Prevents Cold and Flu Symptoms and Enhances Gamma, Delta T Cell Function: A Randomized, Double-Blind, Placebo-Controlled Study.” *Journal of the American College of Nutrition* 26, no. 5 (October 2007): 445–52.

Sano J., S. Inami, K. Seimiya, et al. “Effects of Green Tea Intake on the Development of Coronary Artery Disease.” *Circulation Journal: Official Journal of the Japanese Circulation Society* 68, no. 7 (July 2004): 665–70.

Mustard

Cramer, Jenna M., Marg **STREET**

arita Teran-Garcia, and Elizabeth H. Jeffery. “Enhancing Sulforaphane

Absorption and Excretion in Healthy Men through the Combines Consumption of Fresh Broccoli Sprouts and a Glucoraphanin-Rich Powder.” *British Journal of Nutrition* 107, no. 09 (May 2012): 1333–338.
doi:10.1017/S0007114511004429.

Gregersen, N. T., A. Belza, M. G. Jensen, et al. “Acute Effects of Mustard, Horseradish, Black Pepper and Ginger on Energy Expenditure, Appetite, Ad Libitum Energy Intake, and Energy Balance in **BIRD**

Human Subjects.” *British Journal of Nutrition* 109, no. 03 (February 2013): 556–63.

Walnuts

Bullo, M., P. Casas-Agustench, A. Gomez-Flores, et al. “Acute Effects of Three High-Fat Meals with Different Fat Saturations on Energy Expenditure, Substrate Oxidation, and Satiety.” *Clinical Nutrition* 28, no. 1 (February 2009): 39–45.

“Omega-3 Supplements: An Introduction.” National Center for Complementary and Alternative Medicine, July 2009. <http://nccam.nih.gov/health/omega3/introduction.htm>.

Bibliography | 225

Sabate, J., K. Oda, and E. Ros. “Nut Consumption and Blood Lipid Levels.” *Archives of Internal Medicine* 170, no. 9 (May 10, 2010).

“USDA National Nutrient Database for Standard Reference,” US Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory Home Page, Release 21, 2008.

<http://www.ars.usda.gov/ba/bhnrc/ndl>.

West, S. G., A. L. Krick, L. C. Klein, et al. “Effects of Diets High in Walnuts and Flax Oil on Hemodynamic Responses to Stress and Vascular Endothelial Function.” *Journal of the American College of Nutrition* 29, no. 6 (December 2010): 595–603.

Olive Oil

Bullo, M., P. Casas-Agustench, A. Gomez-Flores, et al. “Acute Effects of Three High-Fat Meals with

at Meals with

Different Fat Saturations on Energy Expenditure, Substrate Oxidation and Satiety.” *Clinical Nutrition* 28, no. 1 (February 2009): 39–45.

Marin, C., R. Ramirez, J. Delgado-Lista, et al. “Mediterranean Diet Reduces Endothelial Damage and Improves the Regenerative Capacity of Endothelium.” *American Journal Clinical Nutrition* 93, no. 2

(February 2011): 267–74.

Ruano, C., P. Henriquez, M. Bes-Rastrollo, et al. “Dietary Fat Intake and Quality of Life: The SUN

Project.” *Nutrition* 10 (November 2011): 121.

Samieri, C., C. Féart, C. Proust-Lima, et al. “Olive Oil Consumption, Plasma Oleic Acid, and Stroke Incidence: The

Three-City Study.” *Neurology* 77, no. 5 (A **BOOKS**, August 2011): 418–25.

Foods That Stick to Your Ribs

Almonds

Ketteler, Judi. “The Building Blocks of Flexibility.” Cleveland Clinic Wellness Institute, October 2, 2009. [http://www.clevelandclinicwellness.com/body/Flexibility/Pages/](http://www.clevelandclinicwellness.com/body/Flexibility/Pages/BuildingBlocksofFlexibility.aspx)

[BuildingBlocksofFlexibility.aspx](http://www.clevelandclinicwellness.com/body/Flexibility/Pages/BuildingBlocksofFlexibility.aspx).

Mori, A. M., R. V. Considine, and R. D. Mattes. “Acute and Second-Meal Effects of Almond Form in Impaired Glucose Tolerant Adults: A Randomized Crossover Trial.” *Nutrition & Metabolism* 8, no. 1 (January 28, 2011): 6. doi:10.1186/1743-7075-8-6.

“Nutrient Data for 12061, Nuts, Almonds.” Agricultural Research Service National Agricultural Library. [http://ndb](http://ndb.nal.usda.gov/ndb/foods/show/3615?fg=)

STREET

[.nal.usda.gov/ndb/foods/show/3615?fg=.](http://ndb.nal.usda.gov/ndb/foods/show/3615?fg=)

“Nuts, Grains & Seeds.” Cleveland Clinic Wellness Institute. [http://www.clevelandclinicwellness.com](http://www.clevelandclinicwellness.com/Pages/CCWProductDetails.aspx?category=NutsandSeeds)
[/Pages/CCWProductDetails.aspx?category=NutsandSeeds](http://www.clevelandclinicwellness.com/Pages/CCWProductDetails.aspx?category=NutsandSeeds).

Apples

Cleveland Clinic Wellness Editors. “An Apple a Day Really Can Keep the Doctor Away. Snack on Apples to Reduce Cholesterol and Fight Inflammation.” Cleveland Clinic Wellness Institute.

[http://w **BIRD**](http://www.clevelandclinicwellness.com/DailyDose/archive/2011/10/25/Daily-Wellness-Tip-10-25-11.aspx)

www.clevelandclinicwellness.com/DailyDose/archive/2011/10/25/Daily-Wellness

[-Tip-10-25-11.aspx](http://www.clevelandclinicwellness.com/DailyDose/archive/2011/10/25/Daily-Wellness-Tip-10-25-11.aspx).

Flood-Obbagy, J. E., and B. J. Rolls. “The Effect of Fruit in Different Forms on Energy Intake and Satiety at a Meal.”

Appetite 52, no. 2. (April 2009): 416–22.
doi:10.1016/j.appet.2008.12.001.

Jamieson-Petonic, Amy, MEd, RD, CSSD, LD. “What’s in Season: 5 Fall Foods to Eat Right Now.”

Cleveland Clinic Wellness Institute.
<http://www.clevelandclinicwellness.com/DailyDose/archive/2012/11/04/Seasonal-Foods-5-Fall.aspx>.

226 | The 20/20 Diet

Warren, Rachel M., MS. “Seasonal Eating for Your Body.” Cleveland Clinic Wellness Institute, June 15, 2010.
[http://www.clevelandclinicwellness.com/food/SeasonalEating/Pages/](http://www.clevelandclinicwellness.com/food/SeasonalEating/Pages/SeasonalEatingforYourBody.aspx)

[SeasonalEatingforYourBody.aspx](http://www.clevelandclinicwellness.com/food/SeasonalEating/Pages/SeasonalEatingforYourBody.aspx).

Chickpeas

Ball, M. J., C. M. Murty, and J. K. Pittaway. “Chickpea Supplementation in an Australian Diet Affects Food Choice, Satiety, and Bowel Health.” *Appetite* 54, no. 2. (April 2010): 282–8. doi:10.1016

[/j.appet.2009.11.012](http://www.clevelandclinicwellness.com/food/SeasonalEating/Pages/SeasonalEatingforYourBody.aspx).

Jamieson-Petonic, Amy, MEd, RD, CSSD, LD. “My 5 Favorite Foods for a Healthier 2012.”

Cleveland Clinic Wellness Institute.
<http://www.clevelandclinicwellness.com/DailyDose/archive/2012/01/09/favorite-foods-for-a-healthier-year.aspx>.

Warren, Rachel M., MS, RD. “10 Snacks to Have on Hand At All Times!” Cleveland Clinic Wellness Institute, July 12, 2012.

[http://www.clevelandclinicwellness.com/food/FuelYourBody/Pages/](http://www.clevelandclinicwellness.com/food/FuelYourBody/Pages/10-snacks-to-have-on-hand-at-all-times.aspx)

[/10-snacks-to-have-on-hand-at-all-times.aspx](http://www.clevelandclinicwellness.com/food/FuelYourBody/Pages/10-snacks-to-have-on-hand-at-all-times.aspx).

Cod

Borzoei, S., M. Neovius, B. Barkeling, A. Teixeira-Pinto, and S. Rossner. "A Comparison of Effects of Fish and Beef Protein on Satiety in Normal Weight Men." *European Journal of Clinical Nutrition* 60, no. 7 (July 2006): 897–902.

Cleveland Clinic Wellness Editors. "Top 10 Super

BOOKS,

foods." Cleveland Clinic Wellness Institute, April 12, 2012.

<http://www.clevelandclinicwellness.com/food/FuelYourBody/Pages/top-10-superfoods.aspx>.

"Mercury Levels in Commercial Fish and Shellfish" (chart). US Food and Drug Administration.

<http://www.fda.gov/Food/FoodborneIllnessContaminants/Metals/ucm115644.htm>.

Wilk, J. B., M. Y. Tsai, N. Q. Hanson, J. M. Gaziano, and L. Djoussé. "Plasma and Dietary Omega-3

Fatty Acids, Fish Intake, and Heart Failure Risk in the Physicians' Health Study." *American Journal of Clinical Nutrition* 96, no. 4 (September 5, 2012): 882–8.

<http://www.ncbi.nlm.nih.gov/pubmed/22952185>.

Dried Plums (Prunes)

Farajian, P., M. Katsagani, A. Zampelas. "Short-Term Effects of a Snack including Dried Prunes on Energy Intake and Satiety in Normal-Weight Individuals." *Eating Behaviors* 11, no. 3. (2010): 201–3.

doi:10.1016/j.eatbe **STREET**

h.2010.02.004.

"Fitting Fiber In." Cleveland Clinic.

<http://my.clevelandclinic.org/heart/prevention/nutrition/fittingfiberin.aspx>.

Provost, Jill. "20 Budget-Friendly Superfoods." Cleveland Clinic Wellness Institute, December 27, 2012.

<http://www.clevelandclinicwellness.com/food/smartfoodchoices/Pages/20-Budget>

-Friendly-Superfoods.aspx.

Eg BIRD

gs

Fallaize, R., L. Wilson, J. Gray, L. M. Morgan, and B. A. Griffin. "Variation in the Effects of Three Different Breakfast Meals on Subjective Satiety and Subsequent Intake of Energy at Lunch and Evening Meal." *European Journal of Nutrition* 52, no. 4 (June 2013): 1353–9. doi:10.1007

/s00394-012-0444-z.

Pombo-Rodrigues, S., W. Calame, and R. Re. "The Effects of Consuming Eggs for Lunch on Satiety and Subsequent Food Intake." *International Journal of Food Sciences and Nutrition* 62, no. 6

(September 2011): 593–9.

doi:10.3109/09637486.2011.566212.

Bibliography | 227

Ronni, Chernoff, PhD, RD, FADA. "Protein and Older Adults." *Journal of the American College of Nutrition* 23, no. 6 (December 2004): 6275–305.

http://www.jacn.org/content/23/suppl_6/627S.full.

Vander Wal, J. S., J. M. Marth, P. Khosla, K. L. Jen, and N. V. Dhurandhar. "Short-Term Effect of Eggs on Satiety in Overweight and Obese Subjects." *Journal of the American College of Nutrition* 24, no. 6 (December 2005): 510–15.

Wilson, L., R. Fallaize, J. Gray, L. M. Morgan, and B. A. Griffin. "Eggs at Breakfast Increase Satiety and Reduce the Subsequent Intake of Energy at Lunch and an Evening Meal Relative to Cereal or Croissant-based Breakfasts." *Proceedings of the Nutrition Society* 70, no. OCE6 (January INC.

2011).

doi:10.1017/S0029665111004502.

Greens (any kind of leafy greens)

Cleveland Clinic Wellness Editors. “Top 10 Superfoods.” Cleveland Clinic Wellness Institute, April 12, 2012.

<http://www.clevelandclinicwellness.com/food/FuelYourBody/Pages/top-10-superfoods>

.aspx.

Provost, Jill. “20 Budget-Friendly Superfoods.” Cleveland Clinic Wellness Institute, December 27, 2012.

<http://www.clevelandclinicwellness.com/food/smartfoodchoices/Pages/20-Budget-Friendly>

-Superfoods.aspx.

Rolls, B. J., L. S. Roe, and J. S. Meengs. “Salad and Satiety: Energy Density and Portion Size of a First-Course Salad Affect Energy Intake at Lunch.” *Journal of the Academy of Nutrition and Dietetics*

104, no. 10 (October 2004): 1570–76.

Lentils

“35 Power Foods.” Cleveland Clinic.

<http://my.clevelandclinic.org/heart/prevention/nutrition/35powerfoods.aspx>.

Anderson, G. H., B. L. Luhovyy, R. C. Mollard, et al. “The Acute Effects of a Pulse-Containing Meal on Glycaemic Responses and Measures of Satiety and Satiation within and at a Later Meal.” *British Journal of Nutrition* 108, no. 3. (August 2012): 509–17. doi:10.1017/S0007114511005836.

“Nutrient Data for 16070, Lentils, Mature Seeds, Cooked, Boiled, without Salt” (chart). *Agricultural Research Service National Agricultural Library*.

<http://ndb.nal.usda.gov/ndb/s/=&man=&lfacet>

=&format=&count=

STREET

&max=25&offset=&sort=&qlookup=lentils.

“Nutrition Strategies to Reduce Your Risk of Cardiovascular Disease.” Cleveland Clinic.

<http://my.clevelandclinic.org/heart/prevention/nutrition/strategies.aspx>.

Peanut Butter

“Know Your Fats.” American Heart Association, May 1, 2013.

http://www.heart.org/HEARTORG/Conditions/Cholesterol/PreventionTreatmentofHighCholesterol/Know-Your-Fats_UCM_305628_Article.jsp.

Reis, C

BIRD

. E., D. N. Robeiro, N. M. Costa, et al. “Acute and Second-Meal Effects of Peanuts on Glycaemic Response and Appetite in Obese Women with High Type 2 Diabetes Risk: A Randomized Cross-Over Clinical Trial.” *British Journal of Nutrition* 109, no. 11 (November 5, 2012): 2015–023. doi:10.1017/S0007114512004217.

“The Whole Truth and Nutting But the Truth.” Cleveland Clinic. <http://my.clevelandclinic.org/heart/prevention/nutrition/nuts.aspx>.

228 | The 20/20 Diet

Pistachios

Dreher, M. L. “Pistachio Nuts: Composition and Potential Health Benefits.” *Nutrition Reviews* 70, no. 4.

(April 2012): 234–40. doi:10.1111/j.1753-4887.2011.00467.x.

Honselman, C. S., J. E. Painter, K. J. Kennedy-Hagan, et al. “In-Shell Pistachio Nuts Reduce Caloric Intake Compared to Shelled Nuts.” *Appetite* 57, no. 2 (May 27, 2011): 414–7. doi:10.1016

[/j.appet.2011.02.022](http://j.appet.2011.02.022).

Li, Z., C. Nguyen, A. Zerlin, H. Karp, et al. "Pistachio Nuts Reduce Triglycerides and Body Weight by Comparison to Refined Carbohydrate Snack in Obese Subjects on a 12-Week Weight Loss Program." *Journal of the American College of Nutrition* 29, no. 3 (J INC.

une 2010): 198–203.

<http://www.ncbi.nlm.nih.gov/pubmed/20833992>.

"Nuts about Nuts? For a Guilt-free Treat, Eat Pistachios. They Have Just 160 Calories per One-Ounce Serving." Cleveland Clinic Wellness Institute.

<http://www.clevelandclinicwellness.com>

[/DailyDose/archive/2011/05/20/Daily_Wellness_Tip_5_20_11.aspx](http://www.clevelandclinicwellness.com/DailyDose/archive/2011/05/20/Daily_Wellness_Tip_5_20_11.aspx).

Raisins

"Add Color to Your Meals!" Missouri Department of Health and Senior Services.

<http://health.mo.gov/living/wellness/nutrition/>.

Bays, H., K. Schmitz, A. Christian, et. al. "Raisins and Glucose: A Randomized, Controlled Trial."

Presented at the American Diabetes Association's 72nd Annual Scientific Session, June 2012.

Puglisi, M. J., G. Mutungi, P. J. Brun, et

BOOKS,

al. "Raisins and Walking Alter Appetite Hormones and Plasma Lipids by Modifications in Lipoprotein Metabolism and Up-Regulation of the Low-Density Lipoprotein Receptor." *Metabolism* 58, no. 1 (January 2009): 120–8. doi:10.1016

[/j.metabol.2008.08.014](https://doi.org/10.1016/j.metabol.2008.08.014).

Rye

Isaksson, H., A. Rakha, R. Andersson, et al. "Rye Kernel Breakfast Increases Satiety in the Afternoon: An Effect of

Food Structure.” *Nutrition Journal* 10 (April 2011): 31.
doi:10.1186/1475-2891-10-31.

Isaksson, H., I. Tillander, R. Andersson, et al. “Whole Grain Rye Breakfast: Sustained Satiety during Three Weeks of Regular Consumption.” *Physiology and Behavior Journal* 105, no. 3 (October 28, 2011): 877–84.
doi:10.1016/j.physbeh.2011.10.023.

Muralikrishna, G

STREET

., and M. V. Rao. “Cereal Non-Cellulosic Polysaccharides: Structure and Function Relationship—An Overview.” *Critical Reviews in Food Sciences and Nutrition* 47, no. 6 (2007): 599–610.

Van Dam, R. M., F. B. Hu, L. Roseberg, S. Krishnan, and J. R. Palmer. “Dietary Calcium and Magnesium, Major Food Sources, and Risk of Type 2 Diabetes in US Black Women.” *Diabetes Care* 29, no. 10 (October 2006): 2238–43.

Tofu

“Soy **BIRD**

(Glycine Max).” Mayo Clinic, September 1, 2012.
<http://www.mayoclinic.com/health/soy>

/NS_patient-soy.

Taku, K., K. Umegaki, Y. Sato, et al. “Soy Isoflavones Lower Serum Total and LDL Cholesterol in Humans: A Meta-Analysis of 11 Randomized Controlled Trials.” *American Journal of Clinical Nutrition* 85, no. 4 (April 2007): 1148–56.

Williamson, D. A., P. J. Geiselman, J. Lovejoy, F., et al. “Effects of Consuming Mycoprotein, Tofu, or Chicken upon Subsequent Eating Behaviour, Hunger, and Satiety.” *Appetite* 46, no. 1

(January 2006): 41–8.

Bibliography | 229

Whey Protein

Ellis, V. and S. Pal. “The Acute Effects of Four Protein Meals on Insulin, Glucose, Appetite, and Energy Intake in Lean Men.” *British Journal of Nutrition* 104, no. 8 (October 2010): 1241–8.

doi:10.1017/S0007114510001911.

Markus, C. R., B. Olivier, and E. H. de Haan. “Whey Protein Rich in Alpha-Lactalbumin Increases the Ratio of Plasma Tryptophan to the Sum of the Other Large Neutral Amino Acids and Improves Cognitive Performance in Stress-Vulnerable Subjects.” *American Journal of Clinical Nutrition* 75, no. 6

(June 2002): 1051–6.

“Whey Protein.” Mayo Clinic, September 1, 2012.
<http://www.mayoclinic.com/health/INC>.

[h/whey-protein](#)

[/NS_patient-wheyprotein](#).

Yogurt

Cleveland Clinic Wellness Editors. “For a Healthier Yogurt, Go Greek. It Has Twice the Protein and Half the Sugar of the Sweet Type.” Cleveland Clinic Wellness Institute.
<http://www>

[.clevelandclinicwellness.com/DailyDose/archive/2012/09/14/Daily-Wellness-Tip-9-14-12.aspx](http://www.clevelandclinicwellness.com/DailyDose/archive/2012/09/14/Daily-Wellness-Tip-9-14-12.aspx).

Dougkas, A., A. M. Minihane, D. I. Givens, et al. “Differential Effects of Dairy Snacks on Appetite, but Not Overall Energy Intake.” *British Journal of Nutrition* 108, no. 12. (December 2012): 2274–85.

doi:10.1017/S0007114512000323.

Zeratsky, Katherine, RD, LD. “Is It Important to Include Probiotics and Prebiotics in a Healthy Diet?” Mayo Clinic.
<http://www.mayoclinic.com/health/BOOKS>,

[h/probiotics/AN00389](#).

part 3: The Three Phases of the 20/20 Diet

Chapter 7 Phase 1: The 5-Day Boost

Ford, E. S., and W. H. Dietz. "Trends in Energy Intake among Adults in the United States: Findings from NHANES." *American Journal of Clinical Nutrition* 94, no. 4 (April 2013): 848–53. doi:10.3945

/ajcn.112.052662.

Oliwenstein, Lori. "Caltech Re **STREET** searchers Pinpoint the Mechanisms of Self-Control in the Brain."

California Institute of Technology, April 30, 2009.

<http://www.caltech.edu/content/caltech-researchers-pinpoint-mechanisms-self-control-brain>.

Pugh, Rachel. "Covertly Reducing Breakfast Calories Cuts Daily Food Intake." *Medscape Medical News*, May 13, 2013. <http://www.medscape.com/viewarticle/804015>.

"Reduction in Portion Sizes Led to Day-Long Reductions in Energy Intake." *Endocrine Today*, May 14, 2013. <http://www.endocrinetoday.com/pda.aspx?rid=106781>.

Meal Fr BIRD

equency Research

Cameron, J. D., M. J. Cyr, and E. Doucet. "Increased Meal Frequency Does Not Promote Greater Weight Loss in Subjects Who Were Prescribed an 8-Week Equi-Energetic Energy-Restricted Diet."

British Journal of Nutrition 103, no. 8 (April 2010): 1098–101. doi:10.1017/S0007114509992984.

Ekmekcioglu, C., and Y. Toutiou. "Chronobiological Aspects of Food Intake and Metabolism and Their Relevance on Energy Balance and Weight Regulation." *Obesity Reviews* 12, no. 1

(January 2011): 14–25. doi:10.1111/j.1467-789X.2010.00716.x.

Farshchi, H. R., M. A. Taylor, and I. A. Macdonald. "Decreased Thermic Effect of Food after an Irregular Compared with a Regular Meal Pattern in Healthy Lean Women." *International Journal of Obesity and Related Metabolic Disorders* 28, no. 5 (May 2004): 653–60.

La Bounty, P. M., B. I. Campbell, J. Wilson, et al. "International Society of Sports Nutrition Position Stand: Meal Frequency." *Journal of the International Society of Sports Nutrition* 8, no. 4 (March 16, 2011): 4. doi:10.1186/1550-2783-8-4.

Ohkawara, K., M. A. Cornier, W. M. Kohrt, and E. L. Melanson. "Effects of Increased Meal Frequency on Fat Oxidation and Perceived Hunger." *Obesity* (Silver Spring) 21, no. 2

(February 2013): 336–43. doi:10.1002/oby.20032.

Allergy Replacements

"About Food Allergies." Food Allergy Research & Education, accessed June 19, 2013.

19, 2013.

<http://www.foodallergy.org/about-food-allergies>.

Li, James. "What's the Difference between a Food Intolerance and Food Allergy?" Mayo Clinic, June 3, 2011. <http://www.mayoclinic.com/health/food-allergy/AN01109>.

Coffee Drinking Statistics

Neal, R. "Caffeine Nation." CBS News, February 11, 2009.

http://www.cbsnews.com/8301-3445_162-529388.html.

Saad, L. "Nearly Half of Americans

BOOKS,

ans Drink Soda Daily." GALLUP, July 23, 2012.

<http://www.gallup.com/poll/156116/nearly-half-americans-drink-soda-daily.aspx>.

Phase 1 Seasonings

Garlic

Elkayam, A., D. Mirelman, T. Miron, et al. “The Effects of Allicin on Weight in Fructose-Induced Hyperinsulinemic, Hyperlipidemic, Hypertensive Rats.” *American Journal of Hypertension*. 16. no. 12.

(2003): 1053–6.

“Herbs at a Glance: Garlic.” National Center for Complementary and Alternative Medicine.

NCCAM pub. no. D274 (April 2012).
<http://nccam.nih.gov/health/garlic/ata glance.htm>.

Lee, M. S., I. H. Kim, C **STREET**

. T. Kim, and Y. Kim. “Reduction of Body Weight by Dietary Garlic

Associated with an Increase in Uncoupling Protein mRNA Expression and Activation of AMP-Activated Protein Kinase in Diet-Induced Obese Mice.” *Journal of Nutrition* 141, no. 11

(November 2011): 1947–53. doi:10.3945/jn.111.146050.

Parker-Pope, Tara. “Unlocking the Benefits of Garlic.” *New York Times*, October 15, 2007, accessed April 29, 2013.
<http://well.blogs.nytimes.com/2007/10/15/unlocking-the-benefits-of-garlic>.

Cinnamon

Alme **BIRD**

r L. O., O. Bjorgell, G. Darwiche, et al. “Effects of 1 and 3 g Cinnamon on Gastric Emptying, Satiety, and Postprandial Blood Glucose, Insulin, Glucose-Dependent Insulinotropic Polypeptide, Glucagon-like Peptide 1, and Ghrelin Concentrations in Healthy Subjects.” *American Journal of Clinical Nutrition* 89, no. 3 (2009): 815–21.
doi:10.3945/ajcn.2008.26807.

Anderson, R. A. “Chromium and Polyphenols from Cinnamon Improve Insulin Sensitivity.” *Proceedings of the Nutrition Society* 67, no. 1 (February 2008): 48–53.
doi:10.1017/S0029665108006010.

Bonci, Leslie, and Selene Yeager. *The Active Calorie Diet: Eat More, Burn More, Lose More with Our Breakthrough 4-Week Program*. Emmaus, PA: Rodale, 2011.

Gruenwald, J., J. Freder, and N. Armbruester. "Cinnamon and Health." *Critical Reviews in Food Science and Nutrition* 50, no. 9 (October 2010): 822–34. doi:10.1080/10408390902773052.

Magistrelli, A., and J. C. Chezem. "Effect of Ground Cinnamon on Postprandial Blood Glucose Concentration in Normal-Weight and Obese Adults." *Journal of the Academy of Nutrition and Dietetics* 112, no. 11. (November 2012): 1806–09. doi:10.1016/j.jand.2012.07.037.

Lemon

Higdon, Jane. "Vitamin C." Linus Pauling Institute, Oregon State University, January **INC**.

2006,

updated and reviewed November 2009, accessed April 29, 2013.

<http://lpi.oregonstate.edu/infocenter/vitamins/vitaminC/>.

Johnston, C. S. "Strategies for Healthy Weight Loss: From Vitamin C to the Glycemic Response."

Journal of the American College of Nutrition 24, no. 3. (2005): 158–65.

Johnston, C. S., C. Corte, and P. D. Swan. "Marginal Vitamin C Status Is Associated with Reduced Fat Oxidation during Submaximal Exercise in Young Adults." *Nutrition & Metabolism* 3. (August 31, 2006): 35.

Juraschek, S. P., E. Guallar, L. J. Appel, and E. R. Miller III. "Effects of Vitamin C Supplementation on Blood Pressure: A Meta-Analysis of Randomized Controlled Trials." *American Journal of Clinical Nutrition* 95, no 5. (May 2012): 1079–88. doi:10.3945/ajc **BOOKS**, n.111.027995.

Pan, Min-Hsiung, Ching-Shu Lai, and Chi-Tang Ho. "Anti-inflammatory Activity of Natural Dietary Flavonoids." *Food & Function* 1, no. 1 (October 2010): 15. doi:10.1039/c0fo00103a.

Chapter 8 Phase 2: The 5-Day Sustain

New Phase 2 Foods: Benefits

"Beta-carotene." Natural Medicines Comprehensive Database, July 2011.

<http://www.nlm.nih.gov/medlineplus/druginfo/natural/999.html>.

"Carbohydrates." Harvard School of Public Health Nutrition Source.

<http://www.hsph.harvard.edu/nutritionsource/carbohydrates>.

"Carbohydrates." National Institutes of Health, May 2012.

<http://www.nlm.nih.gov/medlineplus/ency/article/002469.htm>.

Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids. Washington, DC: National Academies Press, 2005.

Godman, H. "Lycopene-Rich Tomatoes Linked to Lower Stroke Risk." *Harvard Health Blog*, October 10, 2012. [http://www.health.harvard.edu/blog/lycopene-rich-tomatoes-linked-to](http://www.health.harvard.edu/blog/lycopene-rich-tomatoes-linked-to-lower-stroke-risk-201210105400)

[-lower-stroke-risk-201210105400](http://www.health.harvard.edu/blog/lycopene-rich-tomatoes-linked-to-lower-stroke-risk-201210105400).

Hwang, E. S., and P. E. Bowen. "Can the Consumption of Tomatoes or Lycopene Reduce Cancer Risk?" *Integrative Cancer Therapies* 1, no. 2 (June 2002): 121–32.

"Improving Your Health with Fiber." Cleveland Clinic, April, 2010. [http://my.clevelandclinic.org/](http://my.clevelandclinic.org/healthy_living/nutrition/hic_improving_your_health_with_fiber.aspx)

[healthy_living/nutrition/hic_improving_your_health_with_fiber.aspx](http://my.clevelandclinic.org/healthy_living/nutrition/hic_improving_your_health_with_fiber.aspx).

“Lycopene.” Natural Medicines Comprehensive Database, August 2011. <http://www.nlm.nih.gov/medlineplus/druginfo/natural/554.html>.

Provost, Jill. “20 Budget-Friendly Superfoods.” Cleveland Clinic Wellness Institute, December 27, 2012. <http://www.clevelandclinicwellness.com/food/smartfoodchoices/Pages/20-Budget>

-Friendly-Superfoods.aspx.

Sensible Splurging

De Witt Huberts, J. C., C. Evers, and D. T. De Ridder. “Double Trouble: Restrained Eaters Do Not Eat Less and Feel Worse.” *Psychology & Health* 28, no. 6 (June 2013): 686–700.

Jakubowicz, D., O. Froy, J. Wainstein, and M. Boaz. “Meal Timing and Composit INC.

ion Influence Ghrelin

Levels, Appetite Scores, and Weight Loss Maintenance in Overweight and Obese Adults.” *Steroids* 77, no. 4 (March 10, 2012): 323–31. doi:10.1016/j.steroids.2011.12.006.

Redden, J. P., and K. L. Haws. “Healthy Satiation: The Role of Decreasing Desire in Effective Self-Control.” *Journal of Consumer Research* 39, no. 5 (February 2013): 1100–14.

Truong, G., D. J. Turk, and T. C. Handy. “An Unforgettable Apple: Memory and Attention for Forbidden Objects.” *Cognitive, Affective & Behavioral Neuroscience* (epub), May 24, 2013.

Van Kleef, E., M. Shimizu, and B. Wansink. “Just a Bite: Considerably Smaller Snack Portions Satisfy Delayed Hunger and Craving.” *Food Quality and Preference* 27, no. 1 (January 2013): 96–100.

doi:10.1016/j.foodqual.2012.06.008.

Chapter 9 Phase 3: The 20-Day ABOOKS,

tain

Coping with Emotional Triggers

Herbert, Cornelia, Paul Pauli, and Paul A. Breslin. “Oral Perceptions of Fat and Taste Stimuli Are Modulated by Affect and Mood Induction.” *PLoS One* 8, no. 6 (2013).

Eating Out

California Pizza Kitchen

“Menu—Roasted Veggie Salad.” California Pizza Kitchen. <http://www.cpk.com/menu/#Salads>.

Cheesecake Fa STREET

ctory

“Seared Tuna Tataki Salad.” Cheesecake Factory. <http://www.thecheesecakefactory.com/menu>

[/Salads/seared_tuna_tataki_salad](http://www.thecheesecakefactory.com/menu).

“Veggie Burger.” Cheesecake Factory. <http://www.thecheesecakefactory.com/menu/glamburgers>

[/veggie_burger](http://www.thecheesecakefactory.com/menu/glamburgers).

Chili’s

BIRD

“Lighter Choices— Mango-Chile Chicken & Caribbean Salad” Chile’s. <http://www.chilis.com>

[/EN/Pages/menuitem.aspx?CatId=C918423](http://www.chilis.com).

“Salads.” Chile’s. <http://www.chilis.com/EN/Pages/menuitem.aspx?CatId=C918423>.

Chipotle

“Menu—Salad.” Chipotle Mexican Grill. <http://www.chipotle.com/en-us/menu/menu.aspx>.

Bibliography | 233

El Pollo Loco

“Fire-Grilled Skinless Breast Meal—Nutrition Facts.” El Pollo Loco. <http://m.elpolloloco.com>

[/our-food/#/nutrition/8df1244a-6e74-4bc9-9258-17e028654fc6/Fire-Grilled Skinless Breast Meal](http://m.elpolloloco.com/our-food/#/nutrition/8df1244a-6e74-4bc9-9258-17e028654fc6/Fire-Grilled%20Skinless%20Breast%20Meal).

Macaroni Grill

“Nutrition Information—Grilled Chicken Spiedini.” Romano’s Macaroni Grill (last updated April 2013). <http://www.macaronigrill.com/docs/nutritional/nutritional-menu.pdf>.

Olive Garden

“Nutrition—Lighter Italian Fare.” Olive Garden Italian Restaurant. <http://www.olivegarden.com>

[arden.com](http://www.olivegarden.com)

[/Menu/Nutrition/](http://www.olivegarden.com/Menu/Nutrition/).

“Nutrition—Soups & Salads.” Olive Garden Italian Restaurant. <http://www.olivegarden.com/Menu>

[/Nutrition/](http://www.olivegarden.com/Menu/Nutrition/).

Outback Steakhouse

“Nutrition Information, Total Meal—California Chicken Salad.” Outback Steakhouse (last updated January 2013). <http://www.outback.com/menu/nutritionitem.aspx?id=4565>.

Panera Bread

“Access into Panera’s Hidden Menu.” Panera Bread. <http://mypanera.panerabread.com/articlestips>

BOOKS,

[p://mypanera.panerabread.com/articlestips](http://mypanera.panerabread.com/articlestips)
[/article/access-into-paneras-hidden-menu](http://mypanera.panerabread.com/articlestips/article/access-into-paneras-hidden-menu).

PF Chang’s

“Nutrition Information—Buddha’s Feast.” PF Chang’s. <http://www.pfchangs.com/menu>

[/nutritionalinfo.aspx](http://www.pfchangs.com/menu/nutritionalinfo.aspx).

Qdoba

“Menu—Taco Salad.” Qdoba Mexican Grill.
<http://www.qdoba.com/menu-nutrition/taco-salad-menu-nutrition>.

Starbucks

“Protein Bistro Box.” Starbuc **STREET**
ks Coffee. <http://www.starbucks.com/menu/food/bistro-boxes/protein?foodZone=9999>.

part 4: Your Body’s Capacity for Change

Chapter 10 The 30-Second Burn Burst Exercise Program

Baar, K. “To Perform Your Best: Work Hard Not Long.”
Journal of Physiology 575, pt. 3 (September 15, 2006)

BIRD

: 690.

Bangsbo J., Nielsen J. J., Mohr M., et al. “Performance Enhancements and Muscular Adaptations of a 16-Week Recreational Football Intervention for Untrained Women.”
Scandinavian Journal of Medicine

& *Science in Sports*, (2009): 24–30.
<http://www.ncbi.nlm.nih.gov/pubmed/19954496>.

Dwyer, T., A. L. Ponsonby, O. C. Ukoumunne, et al. “Association of Change in Daily Step Count Over Five Years with Insulin Sensitivity and Adiposity: Population Based Cohort Study.” *BMJ: British Medical Journal* 342 (January 13, 2011): c7249. doi:10.1136/bmj.c7249.

234 | The 20/20 Diet

Gibala M. J., J. P. Little, M. van Essen, et al. “Short-Term Sprint Interval versus Traditional Endurance Training: Similar Initial Adaptations in Human Skeletal Muscle and Exercise Performance.” *Journal of Physiology* 575 (September 15, 2006): 901–11.

“Global Recommendations on Physical Activity for Health.” World Health Organization, 2011.

<http://www.who.int/dietphysicalactivity/physical-activity-recommendations-18-64years.pdf>.

Hazell, T. J., R. E. Macpherson, B. M. Gravelle, and P. W. Lemon. "10 or 30-s Sprint Interval Training Bouts Enhance Both Aerobic and Anaerobic Performance." *European Journal of Applied Physiology* 110, no. 1 (September 2010): 153–60. doi:10.1007/s00421-010-1474-y.

Lemon, Marc, Dirk Moelants, Matthias Varewyck, et al. "Activating and Re **INC**.

laxing Music Entrain the Speed of Beat Synchronized Walking." *Public Library of Science One* 8, no. 7 (July 10, 2013).

doi:10.1371/journal.pone.0067932.

Macfarlane, Duncan J., Lynne H. Taylor, and Thomas F. Cuddihy. "Very Short Intermittent vs Continuous Bouts of Activity in Sedentary Adults." *Preventive Medicine* 43, no. 4 (October 2006): 332–6. (Accessed June 11, 2014). doi:10.1016/j.ypmed.2006.06.002.

Pal, S., C. Cheng, and S. Ho. "The Effect of Two Different Health Messages on Physical Activity Levels and Health in Sedentary, Overweight, Middle-Aged Women." *BMC Public Health Journal* 11

(March 31, 2011): 204. doi:10.1186/1471-2458-11-204.

"Physical Activity Guidelines for Americans." US Department of Health and Human Services, October, 2008. <http://www.health.gov/paguide> **BOOKS,**

[lines/guidelines/summary.aspx](http://www.health.gov/paguide/lines/guidelines/summary.aspx).

Stokes K. A., M. E. Nevill, G. M. Hall, and H. K. Lakomy. "The Time Course of the Human Growth Hormone Response to a 6 s and a 30 s Cycle Ergometer Sprint." *Journal of Sports Science* 20, no. 6

(June 2002): 487–94.

Teta, Jade, and Keoni Teta. "Hormonal Weight Loss: Is There Such a Thing as the 'Metabolic Effect'?" 2005.

http://www.sprinttraining.co.uk/Documents/Hormonal_Weight_Loss.pdf.

“The Surgeon General’s Vision for a Healthy and Fit Nation.” US Department of Health and Human Services, Office of the Surgeon General, January 2010.

<http://www.surgeongeneral.gov/initiatives/healthy-fit-nation/obesityvision2010.pdf>.

Ziemann, E., T. Grzywacz, M. Luszczyk, et al. “Aerobic and Anaerobic Changes with High-Intensity Interval Training in Active College-Aged Men.” *Journal of Strength and Conditioning Research* 25, no. 4

(April 2011)

STREET

: 1104–12. doi:10.1519/JSC.0b013e3181d09ec9.

RPE Scale

“Perceived Exertion (Borg Rating of Perceived Exertion Scale).” Centers for Disease Control and Prevention, March 30, 2011, accessed May 08, 2013.

<http://www.cdc.gov/physicalactivity/everyone/measuring/exertion.html>.

“Rated Perceived Exertion (RPE) Scale.” Cleveland Clinic, accessed May 08, 2013.

BIRD

<http://my.clevelandclinic.org/heart/prevention/exercise/rpe.aspx>.

HIIT and HIRT Exercise

Heydari, M., J. Freund, and S. H. Boutcher. “The Effect of High-Intensity Intermittent Exercise on Body Composition of Overweight Young Males.” *Journal of Obesity* 2012 (April 2012).

Little, J. P., A. Safdar, G. P. Wilkin, M. A. Tarnopolsky, and M. J. Gibala. “A Practical Model of Low-Volume High-

Intensity Interval Training Induces Mitochondrial Biogenesis
in Human Bibliography | 235

Skeletal Muscle: Potential Mechanisms.” *Journal of Physiology* 588, no. 6 (March 15, 2010): 1011–22.

doi:10.1113/jphysiol.2009.181743.

Paoli, A., T. Moro, G. Marcolinet, et al. “High-Intensity Interval Resistance Training (HIRT) Influences Resting Energy Expenditure and Respiratory Ratio in Non-Dieting Individuals.”

Journal of Translational Medicine 10 (November 24, 2012): 237. doi:10.1186/1479-5876-10-237.

Roy, Brad. “High-Intensity Interval Training: Efficient, Effective, and a Fun Way to Exercise.”

ACSM’S Health & Fitness Journal 17, no. 3. (May/June 2013): 3. doi:10.1249/FIT.0b013e31828cb21c.

Shirae, T., and G. Barclay. “Evidence Based Exercise—Clinical Benefits of High Intensity Interval

Training.”

Australian Family Physician 41, no. 12 (December 2012): 960–2.

Tjonna, A. E., I. M. Leinan, A. T. Bartnes, et al. “Low- and High-Volume of Intensive Endurance Training Significantly Improves Maximal Oxygen Uptake after 10-Weeks of Training in Healthy Men.” *PLoS ONE* 8, no. 5 (May 2013).

Trapp, E. G., D. J. Chisholm, J. Freund, and S. H. Boutcher. “The Effects of High-Intensity Intermittent Exercise Training on Fat Loss and Fasting Insulin Levels of Young Women.”

International Journal of Obesity 32, no. 4 (2008): 684–91. doi:10.1038/sj.ijo.0803781.

Tresierras, M. A., and G. J. Balady. “Resistance Training in the Treatment of Diabetes and Obesity: Mechanisms and Outcomes.” *Journal of Cardiopulmonary Rehabilitation & Prevention* 29, no. 2

(March/April 2009): 67–75.

Verial, Damon. “Workout Routines for High Intensity Resistance Training.”

BOOKS,

istance Training.”

AZ Central Healthy Living, accessed May 09, 2013.
<http://healthyliving.azcentral.com/workout-routines-high-intensity-resistance-training-1863.html>.

Reducing Muscle Soreness

Ahmaidi, Said, Pascale Granier, Zohra Taoutaou, et al. “Effects of Active Recovery on Plasma Lactate and Anaerobic Power following Repeated Intensive Exercise.” *Medicine & Science in Sports & Exercise* 28, no. 4 (April 1996): 450–6. doi:10.1097/00005768-199604000-00009.

Micklewright, D. P., R. Beneke, V. Gladwell, and M. H. Sellens. “Blood Lactate Removal Using Combined Massage and Active Recovery.” *Medicine & Science in Sports & Exercise* 35, supplement 1

(May 2003): S317. doi:10.1097/00005768-200305001-01755.

Chapter 11 Whe STREET

n Your Body Won’t Follow Your Mind:

Are You Resistant to Weight Loss?

Weight Loss Resistance

Block, J. P., Y. He, A. M. Zaslavsky, L. Ding, and J. Z. Ayanian. “Psychosocial Stress and Change in Weight Among US Adults.” *American Journal of Epidemiology* 170, no. 2 (2009): 181–92. doi:10.1093

/aje/kw **BIRD**

p104.

Davila, David G. “Food and Sleep.” National Sleep Foundation, December 2009, accessed May 09, 2013.
<http://www.sleepfoundation.org/article/sleep-topics/food-and-sleep>.

Dokken, Betsy B., and Tsu-Shuen Tsao. "The Physiology of Body Weight Regulation: Are We Too Efficient for Our Own Good?" *Diabetes Spectrum* 20, no. 3 (July 2007): 166–70. doi:10.2337

/diaspect.20.3.166.

236 | The 20/20 Diet

Donga, E., M. Van Dijk, J. G. Van Dijk, et al. "A Single Night of Partial Sleep Deprivation Induces Insulin Resistance in Multiple Metabolic Pathways in Healthy Subjects." *Journal of Clinical Endocrinology & Metabolism* 95, no. 6 (June 2010): 2963–68. doi:10.1210/jc.2009-2430.

Leproult, R., G. Copinschi, O. Buxton, and E. Van Cauter. "Sleep Loss Results in an Elevation of Cortisol Levels the Next Evening." *Sleep* 20, no. 10 (October 1997): 865–70.

Lovallo, W. R. "Caffeine Stimulation of Cortisol Secretion Across the Waking Hours in Relation to Caffeine Intake Levels." *Psychosomatic Medicine* 67, no. 5 (2005): 734–39. doi:10.1097/01

.psy.0000181270.20036.06.

Rooyackers, Olav E., and K. Sreekumaran Nair. "Hormonal Regulation of

INC.

Human Muscle Protein

Metabolism." *Annual Review of Nutrition* 17, no. 1 (1997): 457–85. doi:10.1146/annurev

.nutr.17.1.457.

Schmid, Sebastian M., Manfred Hallschmid, Kamila Jauch-Chara, Jan Born, and Bernd Schultes.

"A Single Night of Sleep Deprivation Increases Ghrelin Levels and Feelings of Hunger in Normal-weight Healthy Men." *Journal of Sleep Research* 17, no. 3 (2008): 331–4. doi:10.1111

/j.1365-2869.2008.00662.x.

Tomiyaama, A. J., T. Mann, D. Vinas, et al. "Low Calorie Dieting Increases Cortisol." *Psychosomatic Medicine* 72, no. 4 (2010): 357–64. doi:10.1097/PSY.0b013e3181d9523c.

Metabolic Syndrome

"About Metabolic Syndrome." American Heart

BOOKS,

Association, August 16, 2012.

<http://www.heart.org/HEARTORG/Conditions/More/MetabolicSyndrome>

[/About-Metabolic-Syndrome_UCM_301920_Article.jsp](http://www.heart.org/HEARTORG/Conditions/More/MetabolicSyndrome/About-Metabolic-Syndrome_UCM_301920_Article.jsp).

Alberti, K. G. M. M., P. Zimmet, and J. Shaw. "Metabolic Syndrome—a New World-wide Definition.

A Consensus Statement from the International Diabetes Federation." *Diabetic Medicine* 23, no. 5

(2006): 469–80. doi:10.1111/j.1464-5491.2006.01858.x.

Hu, G., Q. Qiao, J. Tuomilehto, et al. "Plasma Insulin and Cardiovascular Mortality in Non-Diabetic European Men and Women: A Meta-Analysis of Data from Eleven Prospective Studies."

Diabetologia 47, no. 7 (2004). doi:10.1007/s00125-004-1433-4.

Knowler, W. C., E. Barrett-Connor, S. E. Fowler, et al. "Reduction in the Incidence of Type 2

Diabetes with Lifest **STREET**

yle Intervention or Metformin." *New England Journal of Medicine* 346, no. 6

(February 07, 2002): 393–403.
doi:10.1056/NEJMoa012512.

Pouliot, M. "Waist Circumference and Abdominal Sagittal Diameter: Best Simple Anthropometric Indexes of Abdominal Visceral Adipose Tissue Accumulation and Related Cardiovascular Risk in Men and Women." *American Journal of Cardiology* 73, no. 7 (March 1994): 460–8. doi:10.1016/

0002-9149(94)90676-9.

Robins, S. J., H. B. Rubins, F. H. Faas, et al. “Insulin Resistance and Cardiovascular Events with Low **BIRD**

HDL Cholesterol: The Veterans Affairs HDL Intervention Trial (VA-HIT).” *Diabetes Care* 26, no. 5 (2003): 1513–517. doi:10.2337/diacare.26.5.1513.

“Symptoms and Diagnosis of Metabolic Syndrome.” American Heart Association, August 24, 2011.

<http://www.heart.org/HEARTORG/Conditions/More/MetabolicSyndrome/Symptoms-and>

[-Diagnosis-of-Metabolic-Syndrome_UCM_301925_Article.jsp.](http://www.heart.org/HEARTORG/Conditions/More/MetabolicSyndrome/Symptoms-and-Diagnosis-of-Metabolic-Syndrome_UCM_301925_Article.jsp)

Vuguin, P. M., K. Hartil, M. Kruse, et al. “Shared Effects of Genetic and Intrauterine and Perinatal Environment on the Development of Metabolic Syndrome.” *PLoS One* 8, no. 5 (May 2013).

Bibliography | 237

“Why Metabolic Syndrome Matters.” American Heart Association, March 29, 2012.

<http://www.heart.org/HEARTORG/Conditions/More/MetabolicSyndrome/>

[Why-Metabolic-Syndrome-Matters_UCM_301922_Article.jsp.](http://www.heart.org/HEARTORG/Conditions/More/MetabolicSyndrome/Why-Metabolic-Syndrome-Matters_UCM_301922_Article.jsp)

Thyroid Hormone Imbalance

Dugdale III, David. “Hypothyroidism.” National Institutes of Health, June 4, 2012.

[http://www.nlm.nih.gov/medlineplus/ency/article/000353.htm.](http://www.nlm.nih.gov/medlineplus/ency/article/000353.htm)

Fox, C. S., M. J. Pencina, R. B. D’Agostino, et al. “Relations of Thyroid Function to Body Weight: Cross-Sectional and Longitudinal Observations in a Community-Base **INC**.

d Sample.”

Archives of Internal Medicine 168, no. 6 (March 24, 2008): 587–92. doi:10.1001/archinte.168.6.587.

“Hyperthyroidism (Overactive Thyroid).” Mayo Clinic, November 20, 2012.

<http://www.mayoclinic.com/health/hyperthyroidism/DS00344>.

“Hypothyroidism (Underactive Thyroid).” Mayo Clinic, December 1, 2012.

<http://www.mayoclinic.com/health/hypothyroidism/DS00353>.

Estrogen Imbalance

American Chemical Society. “Revealing Estrogen’s Secret Role in Obesity.” News release, August 20, 2007.

https://portal.acs.org/portal/acs/corg/memberapp?_nfpb=true&_pageLabel

[=PP_ARTICLEMAIN&node_id=222&content_id=CTP_006349&use_sec=true&sec_url_var](https://portal.acs.org/portal/acs/corg/memberapp?_nfpb=true&_pageLabel=PP_ARTICLEMAIN&node_id=222&content_id=CTP_006349&use_sec=true&sec_url_var)

[=region1](#).

Davis, S. R., C. Castelo-Branco, P. Chedraui, et al. “Underst **BOOKS**,

anding Weight Gain at Menopause.”

Climacteric 15, no. 5 (October 2012): 419–29.

“Polycystic Ovary Syndrome (PCOS) Face Sheet.” Womenshealth.gov, March 17, 2010. <http://www>

[.womenshealth.gov/publications/our-publications/fact-sheet/polycystic-ovary-syndrome.cfm#j](http://www.womenshealth.gov/publications/our-publications/fact-sheet/polycystic-ovary-syndrome.cfm#j).

“What is Perimenopause, Menopause, & Postmenopause?” Cleveland Clinic, May 2013, accessed June 20, 2013.

<http://my.clevelandclinic.org/disorders/menopause/hic-what-is-perimenopause>

[-menopause-postmenopause.aspx](#).

Xu, Y., T. P. Nedungadi, L. Zhu, et al. “Distinct Hypothalamic Neurons Mediate Estrogenic Effects on Energy

Homeostasis and Reproduction.” *Cell Metabolism* 14, no. 4 (October 5, 2011): 453–65.

Sleep Disorders

Broussard, J. L., D. A. Ehr

STREET

mann, E. Van Cauter, E. Tasali, and M. J. Brady. “Impaired Insulin Signaling in Human Adipocytes after Experimental Sleep Restriction: A Randomized, Crossover Study.”

Annals of Internal Medicine 157, no. 8 (October 16, 2012): 549–57. doi:10.7326/0003-4819-157

-8-201210160-00005.

Hogenkamp, P. S., E. Nilsson, V. C. Nilsson, et al. “Acute Sleep Deprivation Increases Portion Size and Affects Food Choice in Young Men.” *Psychoneuro endocrinology* S0306-4530, no. 13 (February 18, 2013)

BIRD

. doi:10.1016/j.psyneuen.2013.01.012.

“Insulin Resistance and Prediabetes.” National Institute of Diabetes and Digestive and Kidney Diseases, NIH Pub no. 13-4893 (November 2012).

<http://diabetes.niddk.nih.gov/dm/pubs/insulinresistance/>.

238 | The 20/20 Diet

Klok, M. D., S. Jakobsdottir, and M. L. Drent. “The Role of Leptin and Ghrelin in the Regulation of Food Intake and Body Weight in Humans: A Review.” *Obesity Reviews* 8, no. 1 (January 2007): 21–34.

Markwald, R. R., E. L. Melanson, M. R. Smith, et al. “Impact of Insufficient Sleep on Total Daily Energy Expenditure, Food Intake, and Weight Gain.” *Proceedings of the National Academy of Sciences of the United States of America* 110, no. 14 (April 2013): 5695–700. doi:10.1073/pnas.1216951110.

“Obesity and Sleep.” National Sleep Foundation, accessed May 16, 2013.

<http://www.sleepfoundation.org/article/sleep-topics/obesity-and-sleep>.

Spiegel, K., E. Tasali, P. Penev, and E. Van Cauter. “Brief Communication: Sleep Deprivation and Weight Gain.” *Journal of Clinical Endocrinology and Metabolism* 93, no. 11 (November 2005): 4232–35.

Spiegel, K., E. Tasali, P. Penev, and E. Van Cauter. “Brief Communication: Sleep Deprivation and Weight Gain.” *Journal of Clinical Endocrinology and Metabolism* 93, no. 11 (November 2005): 4232–35.

Spiegel, K., E. Tasali, P. Penev, and E. Van Cauter. “Brief Communication: Sleep Deprivation and Weight Gain.” *Journal of Clinical Endocrinology and Metabolism* 93, no. 11 (November 2005): 4232–35.

St-Onge, M. P., A. L. Roberts, J. Chen, et al. “Short Sleep Duration Increases Energy Intakes but Does Not Change Energy Expenditure in Normal-Weight Individuals.” *American Journal of Clinical Nutrition* 94, no. 2 (August 2011): 410–6. doi:10.3945/ajcn.111.013904.

Yu, Winnie. “Eating Tips for Better Sleep.” Cleveland Clinic Wellness Institute, September 8, 2009, accessed May 09, 2013.

<http://www.cleveland-clinicwellness.com/mind/BetterSleep/Pages/EatWellforSoundSleep.aspx>.

Stress Fat/Cortisol Overproduction BOOKS,

on

Creagan, Edward T. “Stress and Weight Gain.” Mayo Clinic, July 23, 2011.

<http://www.mayoclinic.com/health/stress/AN01128>.

“How Stress Affects Your Health.” American Psychological Association, 2013.

<http://www.apa.org/helpcenter/stress.aspx>.

“Stress Affects Both Body and Mind.” National Institutes of Health, January 2007.

http://newsinhealth.nih.gov/2007/January/docs/01features_01.htm.

“Stress: Constant Stress Puts Your Health at Risk.” Mayo Clinic, September 11, 2010.

<http://www.mayoclinic.com/health/stress/SR00001>.

Digestive Tract Imbalance

“Gastroesophageal Refl **STREET**

ux Disease.” National Institutes of Health, August 2011.

<http://www.nlm.nih.gov/medlineplus/ency/article/000265.htm>.

“Gastrointestinal Disorders.” Cleveland Clinic, September 2008. <http://my.clevelandclinic.org>

[/disorders/gastrointestinal_tract_disorders/hic_gastrointestinal_disorders.aspx](http://my.clevelandclinic.org/disorders/gastrointestinal_tract_disorders/hic_gastrointestinal_disorders.aspx).

“GERD or Acid Reflux or Heartburn Overview.” Cleveland Clinic.

http://my.clevelandclinic.org/disorders/acid_reflux/dd_overview.aspx.

Gill, H., and J. Prasad. “Probiotics, Immunomodulation, and Health Benefits.” *Advances in E **BIRD***

xperimental Medicine and Biology 606 (2008): 423–54.

“What’s the Difference between a Food Intolerance and Food Allergy?” Mayo Clinic, June 3, 2011.

<http://www.mayoclinic.com/health/food-allergy/AN01109>.

Zeratsky, Katherine. “Is It Important to Include Probiotics and Prebiotics in a Healthy Diet?”

Mayo Clinic, September 15, 2011.

<http://www.mayoclinic.com/health/probiotics/AN00389>.

Bibliography | 239

part 5: Protecting Your Weight Loss for a Lifetime

Chapter 12 Maintaining Your Success: The Management Phase

“Americans Consume Too Much Sodium (Salt).” Centers for Disease Control and Prevention, February 24, 2011. <http://www.cdc.gov/features/dssodium>.

“Dietary Sodium.” National Heart, Lung, and Blood Institute, May 2013. <http://www.nlm.nih.gov/medlineplus/dietarysodium.html>.

Mattes, R. D., and D. Donnelly. “Relative Contributions of Dietary Sodium Sources.” *J INC.*

ournal of the

American College of Nutrition 10, no. 4 (August 1999): 383–93.

“Shaking the Salt Habit.” American Heart Association, April 22, 2013. <http://www.heart.org>

/HEARTORG/Conditions/HighBloodPressure/PreventionTreatmentofHighBloodPressure

/Shaking-the-Salt-Habit_UCM_303241_Article.jsp.

Zeratsky, Katherine, RD, LD. “What’s the Difference between Sea Salt and Table Salt?” Mayo Clinic, January 3, 2013. <http://www.mayoclinic.com/health/sea-salt/AN01142>.

Zieve, D. “Sodium in Diet.” National Institutes of Health, June, 2012. <http://www.nlm.nih.gov>

/medlineplus/ency/article/002415.htm.

Chapter 13 Your Return to Health

“A Heart-Healthy Diet Is Good for the Brain and Memory.” **BOOKS,**

” American Heart Association,

July 2, 2012, accessed May 09, 2013.

<http://www.heart.org/HEARTORG/Conditions/More>

/MyHeartand-StrokeNews/A-Heart-Healthy-Diet-is-Good-for-the-Brain-and-Memory_UCM_441866_Article.jsp.

“Adopt a Brain-Healthy Diet.” Alzheimer’s Association, accessed May 09, 2013.

http://www.alz.org/we_can_help_adopt_a_brain_healthy_diet.asp.

“Aging Hearts and Arteries: A Scientific Quest.” National Institute On Aging, April 2005.

<http://www.nia.nih.gov/health/publication/aging-hearts-and-arteries>.

“Belly Fat in Women: Taking—and Keeping—It Off.” Mayo Clinic, June 8, 2013.

<http://www.mayoclinic.com/health/belly-fat/WO00128>.

Cecil, J. E., R. Tavendale, P. WatSTREET

t, M. M. Hetherington, and C. N. Palmer. “An Obesity-Associated

FTO Gene Variant and Increased Energy Intake in Children.” *New England Journal of Medicine* 359, no. 24 (December 11, 2008): 2558–66.
doi:10.1056/NEJMoa0803839.

Chen, Y., D. Rennie, Y. F. Cormier, and J. Dosman. “Waist Circumference Is Associated with Pulmonary Function in Normal-Weight, Overweight, and Obese Subjects.” *American Journal of Clinical Nutrition* 85, no. 1 (January 2007): 35–9.

Church, C., L. Moir, F. McMurray, et al. “Overexpression of FTO Leads to Increased Food Intake and Result

BIRD

s in Obesity.” *Nature Genetics* 42, no. 12 (December 2010): 1086–92.

Ciolac, Emmanuel G. “High-Intensity Interval Training and Hypertension: Maximizing the Benefits of Exercise?” *American Journal of Cardiovascular Disease* 2, no. 2 (2012): 102–10.

Davis, S. R., C. Castelo-Branco, P. Chedraui, et al. “Understanding Weight Gain and Menopause.”

Climacteric 15, no. 5 (October 2012): 419–29.
doi:10.3109./13697137.2012.707385.

“Dietary Fats: Know Which Types to Choose.” Mayo Clinic, February 15, 2011.

<http://www.mayoclinic.com/health/fat/NU00262>.

Do, R., C. Xie, X. Zhang, et al. “The Effect of Chromosome Variants on Cardiovascular Disease May Be Modified by Dietary Intake: Evidence from a Case/Control and Prospective Study.”

PLoS Medicine 8, no. 10 (October 2011): e1001106.

Donges, Cheyne E., Rob Duffield, and Eric J. Drinkwater. “Effects of Resistance or Aerobic Exercise Training on Interleukin-6, C-Reactive Protein, and Body Composition.” *Medicine & Science in Sports*

& *Exercise* 42, no. 2 (February 2010): 304–13.

doi:10.1249/MSS.0b013e3181b117ca.

“Eating for Target Blood Glucose Levels (Your Guide to Diet and Diabetes).” UnivINC.

University of Illinois

Extension, accessed June 13, 2013.

<http://urbanext.illinois.edu/diabetes2/section.cfm?SectionID=3>.

“Exercise: 7 Benefits of Regular Physical Activity.” Mayo Clinic, July 23, 2011.

<http://www.mayoclinic.com/health/exercise/HQ01676>.

Faria, A. N., F. F. Ribeiro Filho, S. R. Gouveia Ferreira, and M. T. Zanella. “Impact of Visceral Fat on Blood Pressure and Insulin Sensitivity in Hypertensive Obese Women.” *Obesity Research* 10, no. 12

(December 2002): 1203–6.

Foster, G. D., H. R. Wyatt, J. O. Hill, et al. “Weight and Metabolic Outcomes after 2 Years on a Low-Carbohydrate versus Low-Fat Diet: A Randomized Trial.” *Annals of Internal Medicine* 153, no. 3 (August 2010): 147–57.

Grandner, M. A., N. Jackson, J. R. Gerstner

BOOKS,

, and K. L. Knutson. “Dietary Nutrients Associated with Short and Long Sleep Duration. Data from a Nationally Representative Sample.” *Appetite* 64 (May 2013): 71–80.

Gremeaux, V., J. Drigny, A. Nigam, et al. “Long-Term Lifestyle Intervention with Optimized High-Intensity Interval Training Improves Body Composition, Cardiometabolic Risk, and Exercise Parameters in Patients with Abdominal Obesity.” *American Journal of Physical Medicine & Rehabilitation* 91, no. 11 (November 2012): 941–50.

Gómez-Pinilla, Fernando. “Brain Foods: The Effects of Nutrients on Brain Function.” *Nature Reviews Neuroscience* 9, no. 7 (2008): 568–78. doi:10.1038/nrn2421.

“HDL Cholesterol: How to Boost Your ‘Good’ Cholesterol.” Mayo Clinic, November 09, 2012, accessed May 09, 2013. <http://www.mayoclinic.com/health/hdl-cholesterol/CL00030>.

“Health Briefs: Alzhe

STREET

imer’s Rate of Decline; Exercise and the ‘Obesity Gene.’” Press of Atlantic City, January 28, 2012, accessed June 17, 2013.

<http://www.pressofatlanticcity.com/life/health-briefs-alzheimer-s-rate-of-decline-exercise>

[-and-the/article_d081ba57-1a96-55d3-a7f4-adaf555e4837.html](http://www.pressofatlanticcity.com/life/health-briefs-alzheimer-s-rate-of-decline-exercise-and-the/article_d081ba57-1a96-55d3-a7f4-adaf555e4837.html).

Herber-Gast, G. C., and G. D. Mishra. “Fruit, Mediterranean-Style, and High-Fat and -Sugar Diets are Associated with the Risk of Night Sweats and Hot Flashes in Midlife: Results from a Prospective Cohort Study.” *American Journal of Clinical Nutrition* 97, no. 5 (May 2013): 1092–9.

Ho **BIRD**

, A. J., J. L. Stein, X. Hua, et al. “From the Cover: A Commonly Carried Allele of the Obesity-Related FTO Gene Is Associated with Reduced Brain Volume in the Healthy Elderly.”

Proceedings of the National Academy of Sciences 107, no. 18 (April 19, 2010): 8404–09. doi:10.1073/pnas.0910878107.

“How Does Fiber Affect Blood Glucose Levels?” Joslin Diabetes Center, June 21, 2013.

http://www.joslin.org/info/how_does_fiber_affect_blood_glucose_levels.html.

Imayama, I., C. M. Ulrich, S. M. Alfano, et al. “Effects of a Caloric Restriction Weight Loss Diet and Exercise on Inflammatory Biomarkers in Overweight/obese Postmenopausal Women: A Randomized Controlled Trial.” *Cancer Research* 72, no. 9 (May 1, 2012): 2314–26.

doi:10.1158/0008-5472.

Jenkins, D. J. A., P. J. H. Jones, B. Lamarche, et al. “Effect of a Dietary Portfolio of Cholesterol-Lowering Foods Given at 2 Levels of Intensity of Dietary Advice on Serum Lipids in Hyperlipidemia: A Randomized Controlled Trial.” *JAMA: Journal of the American Medical Association* 306, no. 8 (2011): 831–9. doi:10.1001/jama.2011.1202.

Johns Hopkins Medicine. “Losing Weight, Especially in the Belly, Improves Sleep **INC**.

p Quality,

According to a Johns Hopkins Study.” News release, November 6, 2012.

[http://www.hopkinsmedicine.org/news/media/releases/losing_weight_especially_in_](http://www.hopkinsmedicine.org/news/media/releases/losing_weight_especially_in_the_belly_improves_sleep_quality_according_to_a_johns_hopkins_study)

[the_belly_improves_sleep_quality_according_to_a_johns_hopkins_study](http://www.hopkinsmedicine.org/news/media/releases/losing_weight_especially_in_the_belly_improves_sleep_quality_according_to_a_johns_hopkins_study).

Kanoski, Scott E., and Terry L. Davidson. “Western Diet Consumption and Cognitive Impairment: Links to Hippocampal Dysfunction and Obesity.” *Physiology & Behavior* 103, no. 1

(2011): 59–68. doi:10.1016/j.physbeh.2010.12.003.

Kilpelainen, T. O., L. Qi, S. Brage, et al. “Physical Activity Attenuates the Influence of FTO

variants on Obesity Risk: A Meta-Analysis of 218,166 adults and 19,268 Children.” *PLoS*

Medicine 8, no. 11 (November 2011): e1001116.

Klem, M. L., R. R. Wing, M. T. McGuire, H. M. Seagle, and J. O. Hill. “A Descriptive Study of Individuals Successful at Long-Term Maintenance **BOOKS,**

of Substantial Weight Loss.” *American*

Journal of Clinical Nutrition 66, no. 2 (August 1997): 239–46.

Leone, N., D. Courbon, F. Thomas, et al. “Lung Function Impairment and Metabolic Syndrome: The Critical Role of Abdominal Obesity.” *American Journal of Respiratory and Critical Care Medicine* 179, no. 6 (March 15, 2009): 509–16.

Little, J. P., J. B. Gillen, M. E. Percival, et al. “Low-Volume High-Intensity Interval Training Reduces Hyperglycemia and Increases Muscle Mitochondrial Capacity in Patients with Type 2

Diabetes.” *Journal of Applied Physiology* 111, no. 6 (December 2011): 1554–60.

“Menopause: Staying Healthy through Good Nutrition.” Cleveland Clinic.

http://my.clevelandclinic.org/disorders/Menopause/hic_Menopause_Staying_Healthy_Through_Good_Nutrition.aspx.

“Menopause Weight Gain: Stop the Middle Age Spread.” Mayo Clinic, June 11, 2013, accessed June 13, 2013. <http://www.mayoclinic.com/health/menopause-weight-gain>

/HQ01076/NSECTIONGROUP=2.

North, C. J., C. S. Venter, and J. C. Jerling. “The Effects of Dietary Fibre on C-reactive Protein, an Inflammation Marker Predicting Cardiovascular Disease.” *European Journal of Clinical Nutrition* 63, no. 8 (2009): 921–33. doi:10.1038/ejcn.2009.8.

BIRD

Ohlson, Melissa. “7 Helpful Tips for Sustaining Energy Throughout the Day.” Cleveland Clinic.

http://my.clevelandclinic.org/be_well/fatigue_fighting_foods_bewell209.aspx.

Rankin, J. W., and A. D. Turpyn. “Low Carbohydrate, High Fat Diet Increases C-Reactive Protein during Weight Loss.” *Journal of the American College of Nutrition* 26, no. 2 (April 2007): 163–9.

Reid, K. J., K. G. Baron, B. Lu, et al. “Aerobic Exercise Improves Self-Reported Sleep and Quality of Life in Older Adults with Insomnia.” *Sleep Medicine* 11, no. 9 (October 2010): 934–40. doi:10.1016/j.sleep.2010.04.014.

242 | The 20/20 Diet

Riccardi, G., and A. A. Rivellese. “Effects of Dietary Fiber and Carbohydrate on Glucose and Lipoprotein Metabolism in Diabetic Patients.” *Diabetes Care* 14, no. 12 (1991): 1115–25.

doi:10.2337/diacare.14.12.1115.

Riserus, U., W. Willett, and F. Hu. “Dietary Fats and Prevention of Type 2 Diabetes.” *Progress in Lipid Research* 48, no. 1 (2009): 44–51. doi:10.1016/j.plipres.2008.10.002.

Salome, C. M., G. G. King, and N. Berend. “Physiology of Obesity and Effects on Lung Function.” *Journal of Applied Physiology* 108, no. 1 (January 2010): 206–11. doi:10.1152/jappphysiol.00694.2009.

Schwartz, Jay. “The Normal Values for Post Exercise Heart Rates.” AZcentral, ac INC.

cessed June 13,

2013. <http://healthyliving.azcentral.com/normal-values-post-exercise-heart-rates-7220.html>.

Sharma, S., M. F. Fernandes, and S. Fulton. "Adaptations in Brain Reward Circuitry Underlie Palatable Food Cravings and Anxiety Induced by High-Fat Diet Withdrawal." *International Journal of Obesity*, December 11, 2012. doi:10.1038/ijo.2012.197.

Sulzer, Jesse. "How Does BMI Affect the Heart Rate Response to Exercise?" AZcentral. [http://](http://healthyliving.azcentral.com/bmi-affect-heart-rate-response-exercise-1295.html)

healthyliving.azcentral.com/bmi-affect-heart-rate-response-exercise-1295.html.

Suzuki, S., M. Kojima, S. Tokudome, et al. "Obesity/Weight Gain and Breast Cancer Risk: Findings from the Japan Collaborative Cohort Study for the Evaluation of Cancer Risk."

Journal of Epidemiology 23, no. 2 (2013): 139–45.

"10 Ways to Control High Blood Pressure without **BOOKS,**

Medication." Mayo Clinic, July 19, 2012,

accessed May 09, 2013.

<http://www.mayoclinic.com/health/high-blood-pressure/HI00027>.

Trapp, E. G., D. J. Chisholm, J. Freund, and S. H. Boutcher. "The Effects of High-Intensity Intermittent Exercise Training on Fat Loss and Fasting Insulin Levels of Young Women."

International Journal of Obesity 32, no. 4 (2008): 684–91. doi:10.1038/sj.ijo.0803781.

Villaverde-Gutierrez, C., E. Araujo, F. Cruz, et al. "Quality of Life of Rural Menopausal Women in Response to Customized Exercise Programme." *Journal of Advanced Nursing* 54, no. 1 (April 2006): 11–19.

Vimaleswaran, K. S., S. Li, J. H. Zhao, et al. "Physical Activity Accentuates the Body Mass Index-Increasing

Influence of Genetic Variation in the FTO Gene.” *American Journal of Clinical Nutrition* 90, no. 2. (August 2009): 425–8.

“Ways to Boost Y

STREET

our HDL Cholesterol.” Johns Hopkins Health Alerts, April 24, 2009, accessed May 09, 2013.

http://www.johnshopkinshealthalerts.com/reports/heart_health/3028-1.html.

Yasmeen, Rumana. “Role of Vitamin a Metabolism in Visceral Obesity.” PhD diss., Ohio State University, 2012.

“Your Guide to Lowering Your Blood Pressure with DASH.” US Department of Health and Human Services, April 2006. <http://www.nhlbi.nih.gov/health/public/heart/hbp/dash/>

[new_dash.pdf](#).

Y

BIRD

u, Winnie. “Eating Tips for Better Sleep.” Cleveland Clinic Wellness Institute, September 8, 2009, accessed May 09, 2013.

[http://www.cleveland-clinicwellness.com/mind/BetterSleep/Pages/EatWellforSound](http://www.cleveland-clinicwellness.com/mind/BetterSleep/Pages/EatWellforSoundSleep)

[Sleep.aspx](#).

Bibliography | 243

INC.

BOOKS,

STREET

BIRD

Document Outline

- Blank Page