FLUX
THE SECRET KEY TO A FAST METABOLISM
High Energy Levels
and Lasting Fat Loss
FROM #1 BESTSELLING AUTHOR, AND CREATOR OF THE FOREVER FAT LOSS FORMULA
ARI WHITTEN
The Secret Key to a Fast Metabolism, Maximal Energy Levels, and Lasting Fat Loss

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Ari Whitten is a fat loss and nutrition expert and #1 bestselling author who has been running a nutrition counseling and personal training business for over a decade. Ari has a Bachelor's of Science from San Diego State University in Kinesiology with a specialization in fitness, nutrition, and health. He holds two advanced certifications from the National Academy of Sports Medicine and recently completed coursework for his PhD in Clinical Psychology, an education which rounds out all aspects--nutrition, fitness, and psychology--of his approach to optimal health.

Ari is a tireless researcher who has obsessively devoted the last two decades of his life to the pursuit of being on the cutting-edge of the science on health, fitness, and nutrition. Ari’s work is geared toward one purpose: To get effortless and permanent fat loss by working with your biology, rather than the painful and temporary fat loss one gets through programs that work against your biology.

Ari also offers several other programs, such as The Metabolism Supercharge program (which is designed specifically for those with metabolic dysfunction and thyroid issues). He also offers a free test that allows you to determine that most likely factor holding back your fat loss efforts, which can be found on his website (www.ariwhitten.com).

The future of fat loss has arrived, and it's no longer about deprivation and willpower--it's about biology! Stop trying to fight against your biology and start working with your biology.
The “Diet and Exercise” Myth

Diet and Exercise. That’s the story we’ve all been told. It’s all just a matter of diet and exercise.

Why do we gain fat? “Diet and exercise—it’s because we eat too much, and we don’t exercise enough.”

How do we lose fat? “Diet and exercise—count your calories and start eating less, and go to the gym more.”

Well, I guess everything is all that simple, right.

You have all the answers you need right there.

Except for this one little issue…

It turns out that science has actually identified well over TEN different factors that have played a role in the obesity epidemic! And it appears that diet and exercise are simply two of many different factors that have played a role, and that if you want to lose fat sustainably, they are just TWO of MANY different factors that you need to address.

So what are some of these other factors?

1. Circadian rhythm disruption
2. Environmental endocrine disruptors (BPA etc)
3. Environmental toxins (organochlorines in particular)
4. Reduced variability in environmental temperatures (particularly cold)
5. Intrauterine effects
6. Epigenetics
7. Maternal age
9. Pharmaceutical iatrogenesis (fat gain induced from taking certain pharmaceutical drugs)
10. Sleep debt
11. Stress
12. N.E.A.T. (non-exercise activity thermogenesis)
13. Increasing rates of hypothyroidism (or subclinical low thyroid levels)
14. Differential fecundity and assortative mating by body mass index
15. Gut microbiome
16. Increasing environmental CO2 levels
So what should immediately become obvious to you now is this: Being overweight is NOT a simple matter of “diet and exercise.”

This is also the reason that so many people who try to lose fat by changing their diet or by doing exercise FAIL. Because diet and exercise are just two of the MANY different factors that drive our bodies into a state of fat gain.

The reason is because fat gain is not just a simple story of eating too much (calories, carbs, fats, or whatever else) and not exercising enough. It’s way more complex than that!

So here’s a question I want you to answer: If you have 10 different factors that are driving your body into a state of fat storage physiology, how likely is it that just by addressing TWO of those 10 or 15 factors, you will fix ALL your body composition problems?

I’ll tell you how likely it is: 95% of people who adopt a diet and exercise weight loss program FAIL. 95% are right back where they started within two years. And 41% are actually FATTER two years later.

So get ready, because I’m about to show you something very special… I’m going to show you a secret key to lasting fat loss. And something which can dramatically speed up your metabolism, enhance your health, and increase your energy levels at the same time.

And I’m going to do all that by teaching you a strategy that:

1. Virtually no one has ever heard of. (A true “secret”).
2. Is 100% backed by science—unlike all the pseudoscientific garbage out there trying to blame all your problems on one particular “evil” food (e.g. carbs, fat, dairy, gluten, etc) or the very popular (but never actually defined) catch-all word “toxins.”
3. Does not involve any restrictive diets. (And thus is actually sustainable and does not cause you to suffer through some miserable 30-day restrictive diet or “cleanse.”)
   Seriously, no restrictive diets necessary—not low-carb, not allergen-restricting diets, not...

juice cleanses, and not low-calorie diets. (In fact, I’m actually going to show you how to lose weight while eating MORE food while on a LESS restrictive diet!) This is NOT a diet-based fat loss strategy.

4. Most importantly, there are NONE of the negative side effects that come with all the other approaches you can find out there, like fatigue/loss of energy, hunger pangs, poor mood/irritability, and/or fat gain. (The side effects of this approach are ENHANCED energy levels, LESS hunger pains, and MORE fat loss).

If you’re thinking that all of this sounds too good to be true, guess again!

I will show you the key to achieving all of this in a moment.

But first, we need to explore the typical fate of people who adopt most other approaches out there to speeding up their metabolism and losing fat…

The Two Fates of People Who Adopt Most Fat Loss Diets: The Quitter and The Chronic Restrictor

There are generally two kinds of people that result from most of the fat loss diets and “metabolism-boosting” diets out there (and this includes low-calorie diets, low-carb diets, low-fat diets, vegan diets, raw food diets, and “cleanses” of all kinds):

1. **The Quitters:** Those that lose weight initially, and then, within a few months, rebound back to their normal weight or even fatter. Then, because they regain the weight, they just give up and resign themselves to being overweight forever.

2. **The Yo-Yo-ers and the Chronic Restrictors:** Those that lose weight initially, and then when they see their body regaining some of the weight, they restrict even more, and even more.
This book is really not intended for group #1, and if you’re in that category, you probably wouldn’t have even bothered to start reading this book in the first place.

If you’re in group 2, this book is what you’re looking for.

Let me show you how people usually get into this situation that you’re in…

You start off overweight, and you decide to go on a diet to lose a few pounds. A little restriction turns into initial weight loss, which gets you excited and makes you feel like you’re on the right track.

You’re seeing the scale go down, and everything is going perfectly.

But then problems start to emerge…

You notice that you start having energy/fatigue problems…

Your weight loss plateaus and even though you’re eating an ultra restrictive diet, the pounds just stop falling off…
Then, maybe some weird symptoms start to emerge like skin problems or digestive problems or sleep problems, or irritability/anxiety/mood problems, or intense cravings and hunger pangs that almost overpower you…

Then, every so often, you have a little more food than you would normally, or you eat a little of those “forbidden foods,” and you see the scale go up. Or maybe the hunger pangs and cravings just become too much for you to control and you lapse completely and just binge.

So what happens then? Well, if you’re trying to lose weight on a low calorie or low carb diet, you probably respond by getting even MORE restrictive with your diet—less carbs, less fat, less calories, less junk food, and total control over every morsel of food to back on track.

Where does this lead?

Perhaps again, you get some initial results. But then the plateau hits again and the susceptibility to weight regain strikes again. The emotional eating, the binges, the hunger pangs, the cravings, the fatigue—all of those lead to you falling off the wagon. And then, in a vicious cycle, this leads you to respond with even more dietary restriction.
This is the restriction trap.

The point is this:

When you try to lose fat in this way, you just keep going further in the downward spiral of greater and greater restriction, until you get to the point where you’re eating hardly anything or eating some sort of extreme diet that completely avoids entire macronutrients or food groups and perhaps doing tons of exercise on top of it… and you’re STILL NOT LOSING FAT.

If you're eating hardly anything and still not losing the fat, this is YOU that I’m talking to!
Let me be very clear: This is a trap. It leads nowhere that you want to go.

So once you get yourself into this hole where you’re eating hardly anything and still not losing fat, what do you do then?

Well, if you believe that the problem is your diet (too much of either calories or carbs or fat or “toxins” or whatever other dietary villain you’ve been led to believe in), the answer is of course, to be EVEN MORE restrictive with your diet. There is no other answer—no way of doing anything differently. That is why it’s a trap.

So what’s the fundamental problem with all of this?

Simple…

**If you go down this path, all you do is train your body to slow down your metabolism to a sloth’s pace and be chronically fatigued, as your body maintains its weight and holds on to fat while you’re**
eating hardly anything. **You are training your body into a state of FAT LOSS RESISTANCE!**

**Why Diets Almost Always FAIL**

So why doesn't this chronic dietary restriction work?

If things are just as simple as "calories in, calories out" then losing fat should just be as simple as eating less calories. Right?

Or if you believe that fat loss is just a matter of carbs/insulin, then the problem is literally as simple as eating less carbs. Right?

If losing fat is as simple as adopting one of these low calorie or low carb diets, then why the heck do so many people struggle so badly to lose the weight and keep it off?

Just eat 500 or 1,000 calories less each day and voila, instant and lasting fat loss! (Alternatively, if you believe that carbs make you fat, then just eat less than 100g of carbs each day and voila, instant and lasting fat loss!)

Here's the fundamental problem that causes people to get into this trap of chronic dietary restriction with nothing to show for it:

**Our bodies are wired with a starvation survival mechanism—the bodyfat setpoint system—and the whole purpose of this system is to ensure the survival of our species during times of famine. And we are VERY GOOD about surviving periods of famine while holding on to bodyfat.**
Humans are extremely well designed to survive periods of famine/food shortage. From an evolutionary perspective, anyone who could not survive periods of food shortage was weeded out of the gene pool thousands of years ago. So everyone who is alive today is a product of this genetic selection—we are all biologically and genetically wired to be able to survive periods of food shortage. (And to do so without losing lots of bodyfat in the process).

So the most important thing you need to realize is this...

**When you chronically restrict your diet in an effort to lose weight, all that you're doing is REPLICATING A FAMINE!**

Stop. Read that last sentence again. Take a deep breath and really let it sink in.

Do you now understand why your attempts to lose weight via dietary restriction have not been successful? Do you now see why you’re wasting your time and literally going through all that suffering—all the hunger pangs and fatigue—for NOTHING?

Your body is biologically wired to respond to periods of this sort of restricted access to food by:

- Slowing the metabolic rate (so you burn less calories)
- Causing fatigue and lethargy (so that you move less, and burn less calories)
- Lowering body temperature (so you burn less calories)
- Causing hunger pangs and cravings (so you eventually break, and eat more calories)

And all sorts of other negative metabolic adaptations that are designed with the single purpose of keeping that bodyfat on you! You are trying to lose fat, and your biology is literally FIGHTING against you every step of the way!

Consider this simple fact: **95% of people who adopt a diet and exercise weight loss program FAIL.**

95%!

This isn’t a made-up statistic. This is a scientific fact.

So the question is: WHY?

After all, we all know that weight loss is a simple matter of “calories in, calories out.” So if the solution is just as simple as eating a little less and doing more workouts, why the heck does virtually everyone fail to keep the fat off?

Let me quote renowned obesity scientist Rudolph Leibel, M.D.:
“In fact, when you look at the numbers—and they're hard to get, because for a number of reasons, many of the commercial enterprises don't necessarily want to publicize this—the recidivism rate to obesity following what would be considered a successful weight reduction is probably over 95 percent.... In the context of this biological picture of the process, what it tells you is that it is not so easy to perturb individuals from [a stable weight level] by the expedient of dieting. One of the things that is not well recognized is the fact that weight loss itself—that is, the actual ability to reduce body weight—is not a particularly difficult problem. If you put human beings on an 800 calorie or 1000 calorie diet, they lose weight. ... But what does characterize the vast majority of humans is that they are very resistant to the maintenance of body weight below whatever ‘normal’ for them is.”

Achieving fat loss is supposed to be a very simple thing: Just eat less calories than you burn and you lose fat. Done. It’s that simple.

So what’s the problem?

The problem is that almost everyone who tries to do this FAILS!

Let’s me show you why the “eat less and burn more” approach fails for so many people to achieve lasting fat loss, and after that, I’m going to show you a radically different approach that DOES work.

So here’s why the “eat less and burn more” approach to fat loss fails for 95% of people.

Let’s say you’re currently 30 pounds overweight right now, and you typically eat and burn about 2,000 calories per day while maintaining your weight.

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5 http://www.scientificamerican.com/article/interview-with-rudolph-l/
Then let’s say you go on a diet where you’re eating only 1,300 calories a day, which is supposed to force your body to burn off 700 calories a day of bodyfat each day...

And if you do this, it DOES seem to work. You will indeed lose weight—at least for a period of time...

But then the weight loss always seems to eventually slow down, and then come to a screeching halt.

Why?

Here’s why: After you start eating less calories, instead of just continuing to burn off body fat,
your body does something else entirely...

**It DECREASES the amount of calories it’s burning to STOP all fat loss!**

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<thead>
<tr>
<th>Calories You Eat</th>
<th>Calories You Burn</th>
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<tbody>
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<td>2,000</td>
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<tr>
<td>1,300</td>
<td>1,300</td>
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</tbody>
</table>

Your body SLOWS DOWN and decreases the amount of calories it’s burning to match your new lower calorie intake.

And now you’re achieving precisely ZERO fat loss—despite eating hardly ANYTHING.

And it’s actually WORSE than that...

Because as soon as you increase calories just a little—even if you are still eating far LESS than you do normally—you will start getting FATTER!
The point is this: While weight loss can legitimately be viewed as a simple matter of taking in less calories than you’re burning, over 95% of people who do this—even those who are met with wonderful initial results—eventually fail and return to their previous level of bodyfat.

Not Only Does Dieting Fail For 95% of People, It Makes Most People FATTER!

To make matters even worse, the latest research indicates that periods of forced food deprivation and restriction tend to create metabolic dysfunction that actually causes most people to get FATTER in the long run.

For example, one of the most important studies on the topic found that "Weight-loss attempts may be associated with subsequent major weight gain, even when several potential confounders are controlled for."[6]

The more you engage in unscientific approaches to weight loss, the more you are destined for not just regaining the weight, but actually getting FATTER!

Why?

Simple:

When we try to lose weight through starving it of calories, our bodies fight back!

On the surface, fat loss appears to be a very simple thing to do—just eat less calories and work out a little more. The problem is that when we try to do this, our bodies fight back with compensatory changes like hunger pangs, chronic fatigue, and lowered energy expenditure (a.k.a. A SLOWER METABOLISM) that decrease calorie expenditure and, over time, act pile the fat back on.

This is known as the bodyfat setpoint system of the body, and despite the fact that few nutrition and fitness teachers are even aware of it, there is now an enormous body of scientific evidence showing that this system is the key to fat loss. (Which is why it is the focus of basically every obesity scientist on the planet.)

The point here is that when you engage in this cycle of chronic restriction, you’re not on the path to permanent leanness and a healthy energetic body. You’re just fighting against your biology in a futile fight that’s virtually impossible to win.

So ultimately, what you really end up doing is just training your body to regulate energy balance (calories in-calories out) at progressively lower and lower levels.

That’s the key point: You are training your body to regulate calories in-calories out at PROGRESSIVELY LOWER and LOWER levels.

That’s the trap!

You restrict calories in, so your body decreases calories out (by slowing metabolic rate, and decreased energy to move your body). You restrict more, and your body slows down the metabolism even more and crashes your energy levels even more. You keep trying to get ahead by lowering your food intake more and more (or perhaps adding more exercise into the mix as well), and yet, somehow your body always seems to do something to keep all that fat on your body.
Now, instead of regulating calories in-calories out at around 2,000 calories, it’s regulating energy balance at a measly 1,400 calories!

Why does that matter?

Well, now you’ve put yourself into a hole where you HAVE to eat a terribly restrictive diet just in order to maintain your body weight and prevent weight gain, let alone lose any more weight!

Because now as soon as you go up in calories a bit, you will start to get fatter. If you’re now only burning 1,500 calories, it only takes eating 1,600 or 1,700 calories—hundreds of calories LESS than you would eat normally to maintain your weight—for your body to start getting fatter!

**You can get fat eating LESS calories than you were before at your normal body weight.**

And maybe on top of that, despite all your chronic dietary restriction and exercise, you are still carrying quite a bit of body fat!

I have worked with people who were 70 or 90 pounds overweight despite eating less than 1,400 calories a day while doing two hours of exercise each day!

What am I supposed to tell that person to do? Eat even LESS? Is that a real solution?

**Let me be very clear: This approach is NOT the right way to achieve a lean, healthy, and energetic body!**

In fact, it is precisely the OPPOSITE of what you should be doing! (You’ll see what I mean in a moment).

The key point here is this: If the body were a machine that say, is always burning 2,000 calories every day, all that you’d have to do to lose all the fat you want is simply restrict calorie intake to 1,700 or 1,500 calories for a short time. You would lose lots of fat, and then you could just come back up to eating 2,000 calories and effortlessly maintain your new leaner body.
But here’s the big problem: The body is NOT a machine that burns a certain amount of calories each day!

It is constantly modifying how many calories it burns ACCORDING TO HOW MANY CALORIES YOU TAKE IN.

The body doesn’t care about how fat or lean you are. It only cares about one thing, and that’s SURVIVAL. (You know, like surviving periods of food shortage, for example).

So when you drop down from eating 2,000 calories to only 1,500, instead of continuing to burn 2,000, in an effort to survive, your body starts decreasing the amount of calories it burns to only 1,500.

Now you’re maintaining the same bodyweight, but regulating energy balance at a LOWER level of calories in, calories out.

This is the trap of restriction as the path to a leaner body. It locks you into a vicious cycle of more and more deprivation, more and more fatigue, more and more hunger, and a slower and slower metabolism that puts on weight more and more easily.

Eventually, it forces you to stay in this constant state of semi-starvation just to maintain your weight, let alone lose any more.

The Fat Loss Dilemma: Does Losing Fat Require Suffering Through Hunger,
Destroying Your Energy Levels and Wrecking Your Metabolism?

So let’s recap the basic dilemma of fat loss to see the predicament we’re in:

- You absolutely *do* need to enter a state where you’re burning more calories than you’re consuming in order to lose fat.
- However, we also have a mechanism built into our biology designed to protect against fat loss—we are biologically equipped with a system designed to fight against our fat loss efforts when we restrict our calorie intake.
- As we’ve already seen, this is the reason that in their efforts to lose fat, many people fall into a trap of chronic calorie restriction. They train their bodies to regulate energy balance (“calories in, calories out”) at progressively lower and lower levels of calories in-calories out. And along with that situation comes all those nasty symptoms of metabolic dysfunction that I keep mentioning.
- So the catch-22 is this: You have to burn more calories than you take in to lose fat, but if you do that while restricting your diet and suffering through hunger pangs, fatigue, etc, then you can be certain that your body is undergoing negative metabolic adaptations that will just pile the fat right back on to where you lost it from.
- The more you try to enter a state of burning more calories than you’re consuming by lowering your calorie intake, the LESS likely you are to keep the weight off. The lower your calorie intake, the more your body fights back.
- Ultimately, while it is technically *possible* for a person to achieve a lean body through the path of strict dieting and forced calorie/carb restriction (a small percentage of people do indeed do it), it involves a LOT of suffering, fighting against your own biology, and pretty much wrecking your hormonal and metabolic health—you can expect chronic fatigue, moodiness, digestive problems, depression/anxiety, loss of menstruation or fertility, loss of libido, poor sleep, proneness to weight gain, near constant hunger and cravings, etc. In other words, it’s a great way to wreck your quality of life.

To put this simply, if you adopt the typical approaches to fat loss that rely on some combination of restrictive diets plus exercise, you are likely destined for one of two fates:

1. The fate of the person who loses fat temporarily, then regains it all and then quits, and simply resigns his/herself to being fat forever.
2. The fate of the Chronic Yo-Yo-er and Chronic Restrictor who gets (and stays) leaner, but does so while wrecking their metabolic health and energy levels.

So the question is this: **Is there any other option?**

Is there any way of losing fat (and KEEPING it off) that does NOT cause all of these nasty side effects?

Is there a way to lose fat without suffering through hunger, cravings, and fatigue? Is there a way to lose fat while maintaining, or even IMPROVING your energy levels and improving your metabolic health?

Yes, there is!

**The Secret of Lasting Fat Loss: FLUX**

The big secret is a concept called CALORIC FLUX.

Why is this concept so important? Simple…

- The secret to losing fat (and KEEPING it off effortlessly) is CALORIC FLUX.
- The secret to losing fat WHILE also being energetic and not suffering through hunger pangs and fatigue is CALORIC FLUX.
- The secret to losing fat and being energetic while also having optimal metabolic/hormonal health is CALORIC FLUX.

In short, FLUX changes EVERYTHING about the whole fat loss equation.

For those who have been struggling for years of decades trying to lose weight with dieting, and who have now trained themselves into regulating energy balance at a low level, FLUX is the catalyst that will actually allow them to start losing fat.

So…What is caloric flux?
Flux is simply a way of describing what is going on with the energy balance equation. Specifically, it is the relationship between the total amount of energy/calories being ingested and the amount of energy/calories burned off through the sum total of your metabolic activity.

You might be thinking at this point “Ok, so all this is just calories in-calories out? Yeah, I already knew that! Yeah yeah… eat less and do more exercise. I already knew that. This is nothing new.”

Hold on just a minute there, smarty pants!

Actually, no—it’s not nearly that simple! And that’s NOT where I’m going with this!

Let me explain why…

So remember that as I’ve already explained, the body is always trying to achieve homeostasis and balance out calorie intake and expenditure:

- When you decrease your calorie intake, the body makes all sorts of negative metabolic adaptations—like decreased metabolic rate, decreased NEAT (spontaneous movement throughout the day), lowered body temperature, and fatigue (so you move/exercise less)—to decrease calorie expenditure to match the new calorie intake and bring fat loss to a grinding halt.
- Similarly, if you *increase* calorie intake, the body upregulates metabolic rate, NEAT (non-exercise activity thermogenesis, which is the movement you do throughout the day outside of your workouts), body temperature, and energy levels to increase “calories out” to try to match the new higher “calories in.”

Thus being in a calorie deficit (where you are burning more calories than you take in) is basically always a *temporary state*—because within a few weeks, the body is going to make adaptations to cancel out the deficit.

In simple terms, the **body is always working to ensure that CALORIES IN = CALORIES OUT**.
“Yeah, yeah, you already explained that, Ari…I get the concept that the body is wired to resist fat loss and fight against being in a caloric deficit.”

Good!

So the question that you should have now is…

“Where does FLUX fit into this equation?”

**Flux is the term that describes whether a person has trained their body into regulating energy balance at a HIGH calories in-calories out, or a LOW calories in-calories out.**

To ground this in some numbers just to make this concept click in your mind:

LOW FLUX = 1,400 calories in, 1,400 calories out
HIGH FLUX = 3,000 calories in, 3,000 calories out

(Note: This is just an example using random numbers. There is nothing special about these particular numbers I’m using. It is simply meant to illustrate that higher calories in-calories out = higher flux, and vice versa).

This is not black-and-white. It is highly context dependent, mostly depending on your size and body composition. So to give you a further guide to understanding this, here is a chart that will elaborate more on what I’m talking about:
So why is the concept of FLUX so important?

Okay, stick with me here and pay close attention, because it’s critical that you understand this.

Let’s take two hypothetical scenarios, where a person establishes a 500 calorie deficit per day, but in two different scenarios…

- **PERSON 1 - LOW FLUX DIETING:** This person starts in a situation where they are consuming and burning 1,500 calories a day. Then they go on a diet and start eating only 1,000 calories per day. (1,000 “calories in” and 1,500 “calories out” = 500 calorie deficit).

- **PERSON 2 – HIGH FLUX DIETING:** This person starts in a situation where they are consuming and burning 3,000 calories a day. Then they go on a diet and start eating only 2,500 calories per day. (2,500 “calories in” and 3,000 “calories out” = 500 calorie deficit).
Based on this, one would expect that one’s physique and body composition would look the same in both cases, and that one would be losing fat at the same pace in both cases, and that there wouldn’t really be much of a difference between the two situations.

Indeed classically trained dieticians, personal trainers, and doctors would tell you that there’s no difference between the two states at all. At the same calorie deficit of 500 calories, most fitness and nutrition professionals would tell you that “Same calorie deficit = same results.”

Right? It has to be this way—the simple math of thermodynamics proves it so, right?

Here’s where the magic of FLUX comes in…

In reality, these two situations are NOT the same at all! The research actually shows that there are massive differences between low flux and high flux physiology—even at the SAME exact calorie deficit. They create dramatically different states of physiology, and as a result, dramatically different long-term results!

What kind of differences? People at high flux can expect:

- More fat loss and less muscle loss
- Greater ease of fat loss
- More satiety
- Far less suffering through hunger (the single most critical factor dictating whether fat loss lasts or you regain everything you lose)
- Higher energy levels (another important predictor of fat loss success)
- A faster metabolism

Simply put: The latest research now shows that FLUX is the secret key to lasting fat loss!

What I’m telling you here is that achieving lasting fat loss and having a fast metabolism (as well as achieving optimal health, vitality, and energy levels) is most definitely NOT a simple matter
of “burning more calories than you’re consuming”! The level at which you’re doing that—your caloric FLUX—is actually the single most important factor in having a healthy metabolism, which in turn is going to dictate your energy levels, hunger levels and whether you keep the weight off or not.

Oh, and one more thing. If you’re one of those people that has—as a result of years of diet attempts—trained your body into regulating energy balance at a LOW caloric flux, where you’re eating hardly anything and still not losing weight, I have some important news for you…

FLUX is the secret key that will ALLOW your body to start releasing the fat!

Losing bodyfat in a way that lasts is almost IMPOSSIBLE at a low caloric flux. Your body simply won’t let you do it, and it will hang on to bodyfat stores no matter how restrictive your get with your diet or how hard you exercise.

FLUX is the CATALYST that will signal to your body that it’s okay to release the fat!

Let me repeat this point because it’s absolutely critical that you understand this:

FLUX is the single most important determinant of your fat loss, metabolic, and energy destiny!

The difference between a wrecked metabolism, low energy levels (and lots of other nasty symptoms) and regaining all the weight (or constantly having to fight against your biology VS. a fast metabolism, high energy levels, vitality, and keeping the weight off effortlessly is…FLUX!
The Calorie Intake-Body Fatness Link: When High Calorie Intake Makes You FAT and When It Makes You LEAN

Consider this: What types of people regulate energy balance at low flux and what types of people regulate energy balance at high flux?

Think about this for a moment and you should have some light bulbs go off in your head about why this matters so much…

The people with low flux are old people, desk job workers, anorexics, and chronic yo-yo dieters. In short, some of the least vital, energetic, and healthy people on the planet.

The people with high flux are athletes, young people, and physique competitors. In short, the MOST vital, energetic, healthy people on the planet with the best bodies in the world.

Do you think that’s a coincidence? If so, you better think again!

The reason is FLUX!
Before we talked about the situation of the constant restrictor—the person who is eating hardly anything and still not losing fat because they’ve trained themselves into a dysfunctional and slow metabolism.

Now, think about this for a moment: What group of people might be on the opposite end of that spectrum?

ATHLETES!

These are people who eat MASSIVE amounts of calories, yet are extremely LEAN.

Think of sprinters and gymnasts for example—these are pretty much the leanest people on the planet!
These are people who eat far MORE than you, but are far leaner. (Olympic swimmer Michael Phelps, who is pictured above, is known to eat over 10,000 calories a day!)

What’s their secret?

They have trained their bodies to function on HIGHER and HIGHER levels of calories in, calories out.

And this is the key point: This strategy is the exact OPPOSITE of what you’re doing when you’re constantly trying to lose fat by adopting restrictive diets!
This simple fact requires a paradigm shift for people who think “lean people are lean because they eat less calories, and fat people are fat because they eat more calories.” The shift is that this is NOT how the body works.

Most people think of things in a very simplistic way where they assume that eating less is what lean people do and eating more is what fat people do.

But this is WRONG!

Here’s the reality…
The simple truth is that while calories DO absolutely matter, **calorie intake is a terrible predictor of body fatness.** There are certainly lots of lean people who eat 1,400 calories per day, but there are also lots of overweight and obese chronic dieters who are eating that same exact amount of food while continuing to be overweight. Likewise, there are lots of obese people who eat tons of calories everyday, but the people with the leanest and best bodies on the planet may be eating the SAME exact amount of calories as those obese people.

This isn’t just a matter of “oh they do a little more exercise than I do, so they don’t have to restrict their diet as much.” As I’m going to show you in this book, this is a FUNDAMENTALLY DIFFERENT state of physiology. It isn’t just a matter of a slight difference in the calories in-calories out equation due to doing a little more exercise each day.

We’re talking about fundamentally different (and OPPOSITE) strategies—one trains the body to regulate energy balance at lower levels of calories in-calories out, and the other trains it to regulate energy balance at high levels.
But even beyond just this difference in the calories, there is something far more important going on here: The hormonal environments inside the bodies of those who adopt these two different approaches are wildly different. And as I’m about to show you, that is where the magic is!

The people with the best bodies on the planet actually eat HIGH amounts of calories (and carbs), not low amounts.

Let me put it this way: Losing fat is actually a very simple problem that’s extremely easy to solve. All you have to do is starve yourself of calories.

If you do that, I promise that 100% of the time, you’ll lose fat.

The problem is this: Virtually all approaches to losing fat via dietary restriction end up causing all sorts of negative side effects from dysfunctional metabolisms, to fatigue, to various unexplained symptoms (irritability, depression, digestive problems, sleep problems, etc) to hunger pangs, and chronic lack of energy. Or the most common problem, which is just that all that suffering ends up being for nothing, because you end up regaining all the weight you lost.

So if you understand everything we’ve gone over so far, the key question you should be asking at this point is not “how can I lose fat?”

The key question is “How can I lose the fat (and keep it off forever), without wrecking my metabolism and energy levels?”

The answer starts with this first step:

Get rid of the belief paradigm in your head that the path to get the body you want is always fewer and fewer calories (or carbs or fat or restriction of specific “bad foods”).

Let me repeat that one more to really hammer this into your head once and for all:

The answer to your problems is NOT more dietary restriction!
That is a TRAP, that leads only to a slow metabolic rate, irritability, moodiness, poor hormonal health, chronic fatigue, a dysfunctional metabolism, low energy and poor quality of life—all WHILE STILL NOT ACTUALLY GETTING ANY LEANER, and while priming your body for fat GAIN!

So what is the way out of this trap?

How can you lose the fat (and KEEP it off!) without wrecking your metabolism and energy levels?

The answer is FLUX!

The higher the FLUX, the more you’re working WITH your biology instead of against it—the more willing your body is to get rid of fat tissue instead of fighting to hold on to it.

- In a low flux state where you are in a caloric deficit, your body will engage every mechanism it has to fight against fat loss—fatigue/lethargy (lack of energy to move your body), lowered body temperature, decreased NEAT (spontaneous movement of your body), making you suffer through hunger pangs, and lowered thyroid hormones and dramatically slowed metabolic rate. (Technically speaking, it’s not “impossible” to lose fat doing this—you can of course just forcibly starve yourself chronically, as anorexics do, but I promise that you’re going to feel pretty terrible doing that.)

- In a high flux state, even at the exact same caloric deficit, the body will willingly give up its bodyfat to be burned off without putting up much of a fight at all—dramatically reduced suffering through hunger pangs, dramatically reduced fatigue/lethargy, higher energy levels, and no screwed up hormones! In many cases, I’ve seen people not just maintain but even dramatically IMPROVE their energy levels and metabolic rate, while losing fat!

Here’s a chart that breaks down the fundamental difference between a body that operates in low flux vs. high flux:
LOW FLUX

- Slowed fat loss and greater muscle loss
- Less satiety
- More suffering through hunger pangs (again, the biggest factor that dictates whether you will regain the lost weight)
- Fatigue/lowered body temperature/low energy levels
- Slower metabolism (and all of the symptoms that go with that like poor mood, digestive problems, sleep problems, mental health problems, irritability, loss of libido, lethargy, etc)
- Proneness to rapidly regain weight as soon as you go back up to eating your normal amount of food

HIGH FLUX

- More fat loss and less muscle loss (and greater ease of fat loss)
- More satiety
- Less suffering through hunger (hunger is the main determinant of whether a person keeps the weight off or regains it all)
- Higher energy levels
- Faster metabolism (and recovery from symptoms of slow metabolic rate like poor mood, digestive problems, sleep problems, etc.)
- Eliminating the issue of weight regain as you go back to eating a normal amount of food (because you’re actually eating MORE than you’re used to rather than relying on starving yourself).
The higher the FLUX, the EASIER it is for your biology to actually enter a state of physiology where it is losing fat, and the less it will incur any sort of negative metabolic adaptation. What does that mean? More fat loss. Easier fat loss. Less hunger. Enhanced mental well being. Better mental and physical performance. High energy levels instead of chronic fatigue. And a fast metabolism.

Why do athletes maintain such amazing lean and beautiful bodies while eating massive amounts of food (and eating whatever they want)?

FLUX!

What is the key differentiator between those who succeed in their weight loss efforts and those who either regain the weight or end up in metabolic dysfunction?

FLUX!

This is the secret: The people who have effortless leanness, a fast metabolism, high energy levels (and who don’t rely on chronic semi-starvation to maintain their leanness but instead eat whatever they want) have HIGH CALORIC FLUX!

Having a fast metabolism and all the things that go with that (high energy levels, great mental and physical performance, good mood, good health, etc) is SYNONYMOUS with high energy flux. You can’t have one without the other.

Remember this: It is virtually IMPOSSIBLE to have all of those things (high energy, a fast metabolism, effortless leanness, etc) UNLESS you are operating in a high flux state.

The more you try to achieve lasting fat loss or improve your health or improve your energy levels while operating in a state of low caloric flux, the more you are going down a dead end that will only lead to temporary results at best.
The right approach to speeding up your metabolism, achieving high energy levels and lasting fat loss starts with this one essential step: OPERATE IN A STATE OF HIGH FLUX!

If you skip that step, you do so at your own peril. And you can expect to be trying one diet and exercise program after another for the next few decades without much to show for it. You will go through lots of suffering while not only failing to achieve your goals but actually pursuing an approach that is deeply counterproductive.

The critical piece of the puzzle that people trying to lose weight are missing is FLUX!
Loss of Flux—A Major Contributor to the Obesity Epidemic

(Though Two Unique Mechanisms You’ve Probably Never Heard Of)

At the beginning of this book, I showed you why things are NOT just a matter of “diet and exercise” like everyone is telling you.

And I showed you that science has actually identified well over TEN different factors that have played a role in the obesity epidemic, and that that diet and exercise are simply two of many different factors that have played a role. I also showed you that if you want to lose fat sustainably, they are just TWO of MANY different factors that you need to address.

Of all those different factors, one of the absolute most important factors in why we get fat—and a factor that is almost unknown to both health professionals and lay persons alike—is LOSS OF FLUX.

As I’ve already explained to you, flux is the secret key to lasting fat loss. Now what I want to show you is why that’s not just a coincidence, or some obscure strategy that works for random reasons.

The reason increasing your flux is the key to lasting fat loss is simple: It works precisely because LOSS OF FLUX is one of the major reasons WE GOT FAT IN THE FIRST PLACE!

(In contrast, you might consider restrictive diets or intense exercise protocols. Did the obesity epidemic happen because we failed to adhere to some weird restrictive diet that eliminates whole food groups? No! Did it happen because they failed to go the gym and ride the elliptical machine or lift weights? No! Gyms didn’t even exist until the last century. The point is that if you want to lose fat in a smart, logical way, you’ll do so by actually addressing the specific factors that led to you getting fat in the first place! Because if you’re not addressing those factors, you can do all the restrictive diets you want, but you’re still going to end up fat.)

With that in mind, one of the absolute most important (and least known) factors that has made us fat is LOSS OF FLUX. Specifically, we’ve lost a massive amount of daily flux through two very specific mechanisms:
1. N.E.A.T. (non-exercise activity thermogenesis)
2. Reduced variability in environmental temperature (particularly cold)

Let’s take a closer look at each of these two factors…

**FLUX LOSS FACTOR #1: N.E.A.T. (non-exercise activity thermogenesis)**

What is NEAT?

It’s basically all the movement that you do throughout the day as a natural result of simply living your life. It is *not* the stuff you do when you go to the gym like aerobics classes, riding the spin bike, or lifting weights. (Nor is it *just* fidgeting and twiddling your thumbs, as some mistakenly believe). NEAT encompasses all of the little movements of simply living our life—it’s fidgeting, but also washing the car, running errands, climbing the stairs to your apartment, walking down the street to the store, and even things like chewing gum and typing on your computer.

Let me preface this section by making a critical distinction that most people have never even heard of: The distinction between *movement* and exercise.

As you’re about to find out, these are very different things—completely distinct factors in fact, that need to be separated out to be understood properly.

Believe it or not, lack of exercise *does not* appear to be a major factor in the obesity epidemic. Here’s Guyenet on the matter: “Although I believe that exercise is part of a healthy lifestyle, and can help prevent fat gain and to some degree treat overweight, it probably can't explain the recent increase in fat mass in modern nations (i.e. the obesity epidemic). This is because exercise doesn’t appear to have declined. There are various other possible explanations, such as industrial pollutants, a lack of sleep and psychological stress, which may play a role. But I feel that diet is likely to be the primary cause (of the obesity epidemic).”

(Note: parentheses are mine). To put it simply, the NHANES survey (US CDC National Health and Nutrition Examination Survey) from 1975 to 2006 shows us that over this span of time—roughly coinciding with the obesity epidemic—the number of sedentary people has actually gone *down* from 50% to 24%. **In other words, most of us are exercising more, not less, than we did 40 or 50 years ago.** This is the reason that lack of exercise is just not a very big factor that drives fat gain. If it was a major factor, we should’ve seen exercise go down, not up, during the last 50 years. Thus, as Guyenet states: “… I do think we can safely rule out inactivity as the reason we've gotten fatter. … Don't get me wrong, I think exercise is good. It has numerous positive effects on physical and mental

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health. But it’s not as powerful of a tool for fat loss and general health as diet.”

Guyenet is right—it’s true that **people don’t become fat due to a deficiency in Crossfit or P90X workouts. Thus trying to solve the problem by approaching it as a matter of adding in intense workouts to your life is not likely to get you very far.**

However, where Guyenet errs in my opinion is failing to adequately distinguish between exercise and *not moving*. He equates “inactivity” with “lack of exercise.” These are not the same thing. Lack of exercise—i.e. gym workouts—is indeed not a major factor in the obesity epidemic. **But too much sitting and lack of NEAT is most definitely a huge factor!** In fact, as you’re about to find out, another prominent obesity scientist believes that it may just be the **single most important factor.**

Nutrition is unquestionably a massive factor driving the epidemic of fat gain we’ve seen over the last 50 years. However, it isn’t everything. I believe that almost everyone out there who’s in search of fat loss is so myopically fixated on *diet* and *exercise*, that they are overlooking a factor that is a huge piece of the fat loss puzzle: **Non-exercise movement** (a.k.a. Non-exercise activity thermogenesis, or NEAT).

How important is NEAT? Well, obesity expert James Levine, MD, of the Mayo Clinic, goes so far as to state in his book *Move a Little, Lose a Lot* that he believes that too much sitting and lack of movement is *the* major cause of fat gain. In his words, “**Our current obesity and related health woes stem from the fact that modern life in the Internet-driven electronic age has increasingly leached NEAT from our existence to the tune of up to 1,500 to 2,000 calories a day. And that loss is literally sucking the life out of us...**It’s ironic, isn’t it? You spend all day sitting, which should leave you with energy to burn by the end of the day. Yet you feel completely and utterly spent and wanting nothing more than to collapse when you get home.”

Think about that for a moment. We have lost a whopping 1,500 to 2,000 calories per day from lack of NEAT. That’s massive! Many people only take in and burn 1,300 or 1,500 *total* in a day—even after doing an hour workout at the gym! Optimal NEAT habits can literally *double* the baseline level of calories that our set-point system is regulating our energy balance (FLUX). And poor NEAT habits can dramatically lower your flux.

Think for a moment, about how this massive reduction in calorie burning affects our ability to stay lean. Indeed, we already know that there is a link between how much a person moves throughout the day and how fat or lean they are—lean people tend to stand and move for several more hours of the day, while obese people generally tend to stand for several less hours, and sit for several more hours each day.

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Obesity scientist and Professor of Medicine at the Mayo Clinic, James Levine believes that loss of flux through decreased N.E.A.T. may very well be the single most important contributor to the obesity epidemic. I’ll let him explain:

"Diet and exercise don’t work because they are UNNATURAL. Selectively eliminating entire food groups from your diet or eating only grapefruit or some special soup or shake is completely out of whack with the way we are meant to live. Human beings are hardwired to eat to nourish ourselves, not to systematically deprive ourselves of sustenance. That’s why you can never stay on a diet, and why you regain weight the moment you go off.

We have evolved to hunt and gather, sow and reap, and to spend the day burning thousands of calories through constant motion, not to run like mad on a treadmill for 20 to 30 minutes, burning maybe 200 calories, and then sit nearly motionless for the other 15 hours of our day burning next to nil. That’s why barely a quarter of the population regularly ‘exercises’ and why half of all people who embark on an exercise plan abandon it within 6 weeks. We’re simply not engineered to live like that.

I see patients time and time again who have reduced their food intake to pauper’s portions and who go to the gym religiously, yet they still struggle with weight, hypertension, and high blood sugar. You know them, too. Maybe you are one. What does it all serve except to make you feel like a failure, and a hungry, irritable one at that?

Think about it. Could it really be that the one to two billion overweight people spanning the globe have collectively grown so lazy and completely devoid of willpower in just one generation’s time that they can’t manage to follow one of the exercise or diet plan bombarding us all from every angle? No. Trying to tackle obesity through special diets and exercise is like trying to make the tail wag the dog. It plainly does not work.

As a doctor who has spent more than twenty years studying human movement, obesity, and metabolism, I can tell you that the way we are living and the way many of us are going about weight loss is absolutely fundamentally wrong. Fifty years ago, there were no gyms; people rarely "exercised," and very few people struggled with being overweight. We managed our weight effortlessly because we moved. Now we struggle with it daily because we are desk sentenced.”
As it turns out, a large body of scientific evidence has now proven beyond a shadow of a doubt that decreased NEAT is a major factor in the obesity epidemic. Below are just a few quotes from the scientific research on this topic:

- "Data support the central hypothesis that NEAT is pivotal in the regulation of human energy expenditure and body weight regulation and that NEAT is important for understanding the cause and effective treatment for obesity."\(^{11,12}\)

- "Evidence suggests that low NEAT may occur in obesity but in a very specific fashion. Obese individuals appear to exhibit an innate tendency to be seated for 2.5 hours per day more than sedentary lean counterparts."\(^{13}\)

- "Mounting evidence suggests that NEAT is critical in determining a person's susceptibility to body fat deposition and is a major factor in human obesity."\(^{14}\)

Believe it or not, NEAT is actually significantly *more* important than our exercise habits when it comes to fat loss, yet virtually no one is talking about it. **In fact, studies now show that if NEAT is low, the lack of NEAT can completely cancel out the positive effects of exercise—even if you do intense workouts every single day!**

And it’s not just of critical importance when it comes to fat loss, but also for health, vitality, avoiding diabetes and many other chronic diseases, enhancing energy levels, speeding up our metabolism, and even has a huge impact on how long we live.

Most of us don’t realize it because we weren’t around to see it, but our ancestors lived a very active life that entailed minimal amounts of sitting and tons of daily walking (most studies indicate between four to ten miles per day on average). This was the norm for our species for hundreds of thousands of years. Yet, just over the last few decades, there has been a radical departure from that way of life. Today, we live in a totally new kind of world—a new kind of lifestyle where we do minimal amounts of standing, minimal amounts of walking, and many of us spend twelve to fifteen hours a day sitting on our butts. **We are guinea pigs in a totally new experiment that has never before been conducted in human history**, and we are just starting to see the scientific data about the results of this little experiment. Sitting is now linked with:

- Shortened lifespan.
- Increased risk of heart disease, type II diabetes, and many cancers.
- Disrupted appetite regulation and calorie overconsumption.
- Insulin resistance.
- Fatigue.
- Metabolism slowdown.
- Dramatically decreased fat burning.

Perhaps the most significant thing to be aware of here, for anyone who works a desk job, is that sitting is an independent health risk factor—meaning that even if you do exercise, sitting for eight hours each day will *still* damage your health.\(^{15}\) According to Thomas Yates, MD, “Even for people who are otherwise active, sitting for long stretches seems to be an independent risk factor for conditions like diabetes, cardiovascular disease, and kidney disease.”\(^{16}\) In other words, it’s not just that people who sit a lot have worse health due to lack of exercise, it’s that sitting by itself (regardless of how much exercise you do) causes harm.

**Even if you work out at the gym four or five times a week for an hour, you will not undo the damage you’re doing to your body through eight or twelve hours of sitting on your butt each day.**

As you can see, your movement behaviors throughout the day as you live your life are an unbelievably massive factor in your health, vitality, lifespan and body composition. To give you an idea of just how huge of a factor this is when it comes to body composition, take a look at the

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As you can see from this data, as we leave our jobs of tending to flocks and cultivating the fields and enter the cubicle, we are losing a whopping 1,000-2,000 calories per day. The amount of calories burned through a few hour-long workouts at the gym each week (roughly 150-400 calories burned per day on average) pales in comparison to the 1,000 plus calories extra each day that can be burned through a NEAT-optimized lifestyle.

One thing is abundantly clear from the latest research: NEAT is an absolutely massive huge factor when it comes to metabolic health and a lean body. According to Levine, “In the past fifty years—a blink of an eye in the history of all humankind—we got so good at developing ingenious time- and labor-saving devices that we literally started running the world not from our behinds. Our finely tuned human machine—the product of millions of years of evolution—is now short-circuiting as we’ve become completely glued to our chairs during the past twenty years. Today, our bodies are breaking down from obesity, high blood pressure, diabetes, cancer, depression, and the cascade of health ills and everyday malaise that come from what scientists such as myself named sitting disease.”

Levine, along with many other obesity scientists, consider loss of NEAT to be the single BIGGEST factor in the obesity epidemic, and the single most important factor to correct for people who want to lose fat.

FLUX LOSS FACTOR #2: Temperature

We live in a world where everyone seems to think that fat gain and fat loss are a simple matter of “DIET AND EXERCISE.”

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17 http://www.nature.com/ejcn/journal/v59/n5/full/1602134a.html
So, in a world where everyone views fat gain and fat loss as a simple matter of diet and exercise, I want to let you all know an extremely important message: **The reality is WAY more complex than that.**

New research just over the last 5-10 years has discovered a virtually unknown factor that has turned out to be one of the major factors in the obesity epidemic: **Temperature variability and indoor climate control.**

As it turns out, humans are built with an internal heating mechanism, called “Brown fat” (or brown adipose tissue, or BAT for short). This is in contrast to “white fat” which is the flabby bodyfat tissue that we have hanging off our belly or thighs. BAT is a completely different kind of tissue whose job is to burn off large amounts of energy and produce heat to keep the body warm when it gets cold outside.

*Up until recent times, our ancestors had to cope with winters without well insulated buildings and indoor climate control. Think that is a trivial fact? Think again! It has a major impact on our physiology!*

The problem is this: In the modern world, we now have all sorts of advanced technologies that protect us from the cold that our ancestors never had—high-tech insulated clothing, heated seats in our cars, and of course, we spend the majority of our day inside of insulated building with heaters whenever it’s cold outside.

Why is that a problem?
Because as a result of external factors that now keep us warm, our body’s internal mechanism to keep us warm (BAT) shuts down and slowly disappears. The result is slow metabolisms and flabby bodies.

We have long known that BAT is present in large quantities in babies. But up until very recently, it was thought that BAT didn’t exist in adult humans—it was thought that a natural developmental process is for BAT to slowly dissolve as we grow into adulthood.

As it turns out, this does indeed happen. However, it is NOT a normal process. It is a pathological process! It’s the result of spending our days indoors in heated rooms and wearing insulating clothing all the time and not being exposed to the cold, which causes our BAT to dissolve! This isn’t a normal healthy thing—this is a BAD thing!

And now research has shown that it’s a significant contributor to fat gain. How significant of a factor?

Let me put it this way:

Research has found that people who preferred a warmer home in the fall and winter were TWICE as likely to become obese, compared with people who kept their homes no warmer than 68 degrees Fahrenheit!

According to the researchers of an important recent study on this topic, "Indoor temperature in most buildings is regulated to minimize the percentage of people dissatisfied. This results in relatively high indoor temperatures in wintertime. This is evident in offices, in dwellings and is most pronounced in care centers and hospitals. By lack of exposure to a varied ambient temperature, whole populations may be prone to develop diseases like obesity."¹⁹

A recent study titled “Is thermogenesis a significant causal factor in preventing the "globesity" epidemic?” said it this way:

“The purpose of this paper is to discuss a potential preventive co-factor, thermogenesis. Special attention has been paid to the influence of ambient temperature as a grossly neglected factor in the debate. As most people today live and work at ambient temperatures close to their body temperature (the thermal neutral point), … We propose the hypothesis that homoeothermic living conditions close to the thermogenic neutral level is an important causal co-factor in the ‘Globesity’ Epidemic.”²⁰

Research has now shown that the loss of regular mild cold exposure causes the loss of several hundred calories PER DAY and is indeed a major factor in the obesity epidemic!

On top of just the loss in calorie burning, cold exposure appears to be a requirement for our metabolism to function normally and healthfully. So the lack of cold exposure further induces metabolic dysfunction which makes us prone to fat gain over time.

In case you’re wondering, this is cutting-edge science folks!

Let me put it the way a group of scientists put it in their recent study on the subject of BAT:

“These recent discoveries represent a metabolic renaissance for human adipose (bodyfat) biology, overturning previous belief that BAT had no relevance in adult humans. They also have implications for the understanding of the pathogenesis and treatment of obesity and its metabolic sequelae.”

A metabolic RENAISSANCE! That’s how big of a discovery this is. In short, cold exposure and BAT formation are HUGE factors in metabolic health and body composition!

**SUMMARY**

So if you’ve been paying attention, you should now realize how incredibly huge of a paradigm shift this is: An approach that is purely based on “diet and exercise” really doesn’t even get many of the key factors that drive our bodies to gain fat in the first place!

Loss of DAILY FLUX from lack of NEAT and lack of cold exposure are major factors in the obesity epidemic! The lack of NEAT and cold prevents your body from burning off calories the way a normal healthy body should, promotes metabolic diseases, and ultimately, makes you fat!

The bottom line here is that loss of FLUX is a major reason why people gain fat. (Specifically, loss of flux from NEAT and from cold exposure).

And if you want a much more complete approach to fat loss (i.e. if you want to lose fat PERMANENTLY), you simply must realize that increasing your FLUX—specifically by correcting these two factors—is one of the major keys to success.

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Is there any Scientific Evidence That Flux is the Key to Lasting Fat Loss?

Thus far, I’ve explained the concept of flux and told you the logic behind why it’s so critical to achieving lasting fat loss and high energy levels.

So you might be wondering at this point: “Okay, so that all sounds nice in theory, but if this flux concept is so important, why have I never heard of it before? Is there any scientific evidence to show it’s as important as you’re claiming it is?”

As a matter of fact, there is!

First, let’s go over the major observational evidence:

1. It is well known that athletes often have the remarkable ability to consume massive amounts of food (and even massive amounts of junk food) while maintaining the leanest bodies on the planet. Simply put, there are more real-world examples that speak to the power of FLUX than one can count. This is clue #1.

2. It is known that prior to the obesity epidemic, humans typically expended significantly more calories than they do now. The obesity epidemic has coincided with a general societal shift towards a more sedentary population. As we’ve come to run the world from the comfort of sitting on our butts in front of a computer, so too have we become obese.

3. It is also known that most traditional populations have very low overweight/obesity and also do considerably more movement. As those traditional populations are modernized (in terms of eating a more processed diet and becoming more sedentary), they also reliably become fat. These differences in movement habits are not trivial. For example, 150 years ago in the Victorian era in the UK, it was not uncommon for men...
to consume and burn off upwards of 5,000 calories per day, and for women to consume and burn off upwards of 3,000 calories per day! Needless to say, rates of overweight and obesity were extremely low in this population. People were eating literally DOUBLE the amount of calories we do today during the obesity epidemic, and yet, there was virtually no obesity whatsoever. That in itself should be an important clue to you about just how important flux is.

Granted, all of the above observations could just be a series of coincidences, or perhaps just confusing correlation with causation.

To really know whether or not flux is the critical piece of the fat loss puzzle, we need to look at randomized controlled studies where we actually put things to the test and see if flux really is the key…

Fortunately for us, those studies have actually been done!

What have those studies shown?

1. **LESS HUNGER:** The subjects in a state of low flux were significantly more hungry and felt less satiated at the end of each of the days during low flux. Not just slightly, but a whole lot—there were absolutely MASSIVE differences in hunger and fullness levels between the high and low flux groups. (Important, because we know that hunger levels are the single biggest determining factor in whether someone keeps the weight off.)

As you see, these are not just small subtle differences—there are massive differences in fullness and hunger levels between high flux and low flux.

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22 [http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2672390/]
2. **BIGGER IMPROVEMENTS IN INSULIN SENSITIVITY**: Improvements in health markers like fasting insulin level (a marker of insulin sensitivity) are significantly greater in the high energy flux phase.

3. **FASTER METABOLISM**: Even at the same caloric deficit, the high flux groups have significantly stronger resting metabolic rate.

4. **A BODY MORE WILLING TO RELEASE EXCESS FAT**: All in all, the decreased hunger levels, increased satiety levels, and higher metabolic rate clearly show that higher energy flux makes it easier for the body to lose bodyfat and keep it off.

So YES, there are numerous well-controlled and valid scientific studies on this subject, and they all show profound benefits from being in a high flux state! This is not some gimmick. This is the real deal, and there is ample scientific proof that flux is the secret key to body transformation and a fast metabolism!

**Oh, and one more thing--the methods I’m going to show you to raise your flux are even more powerful than those used in these studies!** We’ll get there in a minute, but first, let’s examine why it is that higher flux actually causes these effects…

**Why Does Caloric Flux Cause So Many Beneficial Effects?**

Now that we’ve seen that the research does show the higher caloric flux is critically important and has so many beneficial effects on our bodies, let’s take a look at some of the mechanisms by which higher caloric flux actually works to cause these effects.

1. **Starvation Mode Threshold Changes**: One of the most important benefits of higher flux is that it completes changes how your body reacts to a caloric deficit. The body is not going to perceive you to be in a state of starvation/famine if you’re still consuming plenty of calories each day. As a result, the body is more tolerant of a caloric deficit in this scenario and wouldn’t rush into a survival response by crashing energy levels, causing
extreme hunger pangs, or completely crashing thyroid levels and metabolic rate—like it will if you are in a caloric deficit while consuming very little food each day. Basically, the lower your flux, the more RESISTANT to losing bodyfat your body becomes. And the higher your flux, the more willing your body is to give up fat without a fight.

2. Psychological Benefit Of Getting to Actually Eat a Lot of Food While Losing Fat: You still get to actually eat a bunch of food! And this has powerful psychological benefits because it takes people out of the constant thought obsession over food all day. Many people who try to diet never consider this. Although it’s simple and obvious, it’s a very powerful benefit nonetheless, that for many people, is the difference between success and failure.

3. Enhanced Micronutrient Status: Here’s another major benefit of higher flux that you probably haven’t thought of: With a higher calorie intake, the overall amount of vitamins and minerals that you pour into your body each day can dramatically increase. This may in fact be a major mechanism behind the effectiveness of higher flux. Think of it like this: Each day your body uses up some vitamins and minerals—things like b vitamins, vitamin A, vitamin C, vitamin E, vitamin K, magnesium, copper, selenium, iodine, zinc, potassium. If you are eating only a small amount of food each day, it makes it more difficult to get ample amounts of these micronutrients and thus, your body is much more prone to developing various micronutrient deficiencies. The higher the flux (combined with good food choices), the more you’ll have a body packed with the vitamins, minerals, and phytonutrients necessary to perform at its peak.

4. Higher Energy Levels: Higher flux means a faster metabolism and higher energy levels. Why does this matter? Consider this: Scientists can actually predict when a person will fail on their diet just by looking at their energy levels. If you have low energy levels, your weight loss efforts will almost certainly fail. So having high energy levels is another major mechanism by which flux allows you to succeed.

5. Decrease in Body’s Tendency to Cancel Out Calorie Expenditure: In order to lose fat, you do have to be in a state where you’re burning more calories than you’re consuming. But, your body is always trying to cancel out any caloric deficit you create. So how does flux fit into this? In simple terms, the higher the flux, the less fully your body will be
prone to cancel out the caloric deficit. Essentially it makes it easier to actually coax the body into entering a state where it’s burning off bodyfat, and to STAY in a state of fat burning.

6. **Enhanced Nutrient Partitioning:** With higher activity levels, you can have dramatic effects on where the food/nutrients you eat each day actually end up inside your body. At higher flux, the improved insulin sensitivity and the muscles which are hungry for energy (as a result of being more active) are going to dictate that more of the food you’re eating ends up going to muscle tissues instead of bodyfat tissues, and it’s going to change the overall net flow of fat into and out of fat cells such that more fat is flowing out of them and less fat is flowing into them. In short, that means more muscle and less fat.

The reason flux works so phenomenally well is due to the combination of all of these 6 mechanisms. Ultimately, what all of these mechanisms really do for you is create the signal for your body to release its fat stores.

As long as your flux is low and none of these six mechanisms are engaged, your body is going to hold on to your fat stores for dear life, and you won’t be able to sustainably lose any fat no matter how much you restrict your diet.

The lower your flux, the more you will HAVE to rely on forced calorie restriction to lose any fat. And the more you rely on forced calorie restriction in a low flux state, the more your body will fight back (will metabolic slowdown, hunger, cravings, and fatigue). The more your body does that, the more you are destined for fat regain.

A body in low flux is a body unwilling to burn off bodyfat (and keep it off). Trying to diet or exercise your way to fat loss when your overall flux is low is fighting a battle that you cannot win in the long run.

The catalyst for lasting fat loss is raising your daily flux. The more you raise your flux, the more willing your body becomes to effortlessly give up its fat stores without a fight.
What’s the Best Way to Increase Your Flux? Just Eat More? Or Do Lots of Exercise?

So hopefully by now, I have successfully drilled into your head that increasing caloric flux is the key to a fast metabolism, high energy levels, and lasting fat loss.

So at this point, you’re probably thinking “Okay, I’m convinced that flux is the key! So how should I actually increase my flux?”

Well, this is an area that a lot of people go wrong.

There are two major ways that people try to go about doing this:

1. Increasing calorie intake.
2. Doing more exercise.

Both of these approaches do technically work to increase one’s caloric flux (they will train your body to start regulating energy balance at a higher flux), but they do so with some significant side effects that you need to be wary of.

Let’s take a look at both of these methods…

**DOES EATING MORE WORK TO INCREASE CALORIC FLUX?**
If the secret is to increase the level of calories in—calories out that the body is regulating energy balance, then couldn’t you just increase your caloric intake and naturally allow your body to increase metabolic rate to burn off all the extra calories?

Indeed there are some diet gurus out there who have suggested exactly that. This line of thinking goes something like this: “When you don’t give your body enough calories, the metabolism slows down and you start burning off less calories. So… if you reverse that equation and start feeding the body more calories, your metabolism will increase. And not only that, but as your metabolism speeds up, eventually you might even get to the point where your metabolism is so fast that it burns off fat automatically.”

This was the theory behind Matt Stone’s work, and what led to him developing his RRARFING program and his “High Everything Diet” to repair/rejuvenate/speed up people’s metabolism. RRARFING stands for Rehabilitative Rest and Aggressive Re-Feeding. And the High Everything Diet is exactly what it sounds like—lots of calories, lots of fat, lots of carbs, and no foods (not even fast food or any sort of processed food) is off limits. Basically, rest more (move less) and eat more.

While many people absolutely DO improve their metabolic and hormonal health from following this approach (typically people who were genuinely underweight or anorexic prior to adopting the program), the most common experience for people who adopt this approach to speeding up their metabolism is that THEY JUST GET FATTER, and do not appreciably improve their metabolic/hormonal health or energy levels.

A small fraction of people (particularly those who are anorexic to begin with) notice massive improvements in health and energy levels from this approach while not gaining much bodyfat.

Another small fraction do appreciably improve their health, but while putting on lots of bodyfat.

And the rest of the population seems to just put on lots of bodyfat, without appreciably improving any aspect of their health or energy levels.

Believe it or not, scientists have actually conducted on the subject of overfeeding. They’ve literally taken groups of people and intentionally had them start eating large amounts of calories
each day, and then looked at how people’s bodies responded. So we actually KNOW exactly what results from people starting to consume more calories.

What these studies have shown is something pretty incredible:

In response to being overfed, some people effectively ramp up energy expenditure (through increased metabolic rate, and mostly from increased NEAT) and stay lean, and others do not. They JUST GET FAT!

The point here though is that the body’s response to being fed more food varies wildly, with some people effectively increasing NEAT and staying lean, and others just getting fat. What is this response dictated by? Mostly just one’s genetics. (And we actually know that definitively from doing studies on this using pairs of identical twins). If you’re one of those rare genetically blessed persons, you will stay lean regardless of how much you eat. If you’re not one of those, you’re likely to just get fat—and getting fat is the fate for the vast majority of people.

Bottom line: If you’re an anorexic or suffering from a state of semi-starvation and you’re currently underweight, then adopting a strategy of simply eating more food may be valuable for you.

If you’re overweight and looking to lose fat, then unless you don’t care about getting fat, adopting a strategy of increasing your calorie intake is a very bad idea.

This is not a smart way to try to increase your flux.
DOES EXERCISING MORE WORK TO INCREASE CALORIC FLUX?

So if I’m telling you that the solution is about increasing the levels of calories in and calories out that your body is regulating energy balance (like athletes), but it isn’t as simple as just eating more, then WHAT IS THE SOLUTION FOR OVERWEIGHT PEOPLE TO LOSE FAT WITHOUT WRECKING THEIR METABOLISM AND ENERGY LEVELS?

Since just increasing food intake is so problematic for so many people (because people just get fat), then what about the strategy of increasing flux by focusing on doing more exercise?

John Berardi of Precision Nutrition created the G-Flux concept, which was based on his observations of athletes having such lean bodies while consuming such large amounts of calories. G-Flux was simply his term for increasing caloric flux.

The key difference here is that instead of just suggesting that people increase their calorie intake, Berardi focused on increasing hours of intense physical exercise such that people are doing 7-14 hours of exercise per week BEYOND WHAT THEY ARE ALREADY DOING.

Basically, increase your flux by doing lots of intense exercise and then allowing your calorie intake to gradually increase in response to the increased caloric expenditure.

So while both Berardi’s and Matt Stone’s approach work to increase caloric flux, they do so in very different ways—Stone tried to increase caloric intake and hoped that metabolic rate/energy levels would increase in response to that, while Berardi focused on doing lots more exercise and allowed caloric intake to gradually increase.

And to be clear, Berardi’s approach absolutely does work to increase caloric flux and get you lean.

Unfortunately, it too is not without problems:
1. While the approach is undoubtedly effective in creating rapid body transformation for those devoted souls capable of doing extremely large amounts of exercise each day, most regular people have neither the time nor energy for such an undertaking of exercise.

2. More importantly, that level of exercise can also frequently cause overtraining symptoms (particularly in those who are already not at optimal health) and can actually SLOW DOWN their metabolism and make them fatigued. (Symptoms not unlike what people get from chronically restricting their calorie intake to very low levels).

The problem with that is that in an already chronically undernourished and overstressed body, adding more exercise to the system will just create even more stress and hormonal dysfunction. So you can’t just take a body that is already chronically undernourished and start asking it to do a whole lot of intense exercise.

In fact, when overweight people with an already dysfunctional metabolism (as a result of years of yo-yo dieting) try to do more exercise, it is often COUNTERPRODUCTIVE.

It just makes them fatigued all the time and crashes their hormones (like thyroid hormones, the main regulator of metabolic rate) even more! It can also stimulate large increases in appetite that drive them to eat far more, and if that’s occurring in conjunction with fatigue (and doing intense exercise can actually increase fatigue and further worsen energy levels), they may very well eat beyond their new higher caloric intake and actually GAIN weight.

Some forms of intense exercise also cause other issues. With increasing cardio in particular, the body frequently adapts in much the same way as it does with low calorie dieting—it goes into a fat hoarding mode where it burns off muscle instead of fat. Consider marathon runner Kim Raine—she ran 18 marathons and gained 18 pounds during that timeframe! By the way, this isn’t an anomaly—it’s a pretty common occurrence, particularly among women.

Adding lots of intense exercise (particularly cardio) frequently backfires.

In conjunction with the chronic fatigue and burnout one gets from adopting an intense exercise regimen, this often leads to massive amounts of people dropping off the program because it is simply unsustainable due to the side effects.
This is why so many overweight people say “I tried exercise and it didn’t work.”

Unless you want to be spending a lot of time in this position, intense exercise isn’t the best way to try to increase your flux.

Quite frankly, if a method isn’t sustainable, it doesn’t matter how effective it is for fat loss because the fat loss will only be temporary, and then you will regain it all and be left feeling even more hopeless.

So ultimately, while the exercise-based strategy can work well for athletes and young healthy people, it tends *not* to work very well for overweight people with dysfunctional metabolisms.

**Eat More of Exercise More—What’s The Bottom Line?**

To sum up, there are two different approaches to increase your flux, but both have side effects:
1. Intentionally consuming a high calorie diet can help anorexics and people who are underweight, but in most others, it just makes them fat.

2. Increasing exercise frequently cause decreased metabolic rate, chronic soreness and inflammation, and perhaps most significant, overtraining, burnout and fatigue—which end up causing this approach to backfire for many people. It runs you down, makes your body sore chronically, saps your energy, and is just not sustainable.

So what’s the secret of increasing FLUX while avoiding all negative side effects of these two other methods, losing ample fat and maximizing metabolic rate and energy levels?

The 3rd Way (and Best Way) of Maximizing Flux: Lead with NEAT and temperature.

What if there were a way to increase your metabolic/hormonal health and lose fat without incurring any of the fat gain or fatigue or negative side effects of any of the above two methods—and it was actually MORE powerful and effective in improving your metabolic health?

In fact, there is!

And it’s actually pretty simple: Drive the whole process with gentle movement done throughout the day (combined with another cool little secret). The foundation is to increase gentle non-strenuous movement done throughout the day (N.E.A.T.—non-exercise activity thermogenesis). Then simply allow your calorie intake to follow up that increased calorie expenditure.
Why and how does this work?

The science around this is quite complex (and we’ll get into it in just a moment), but the basic way that it works is that it allows you to dramatically increase your caloric flux, while reaping only the positive effects of the above two methods without the negative side effects.

Why?

**IT AVOIDS THE PROBLEMS OF INCREASING ONLY CALORIE INTAKE**

As I showed you in the previous section, the big problem with trying to do things by increasing your food intake is that most people get fat in the process. With just focusing on increasing calorie intake, it’s easy to get into a situation where calorie intake exceeds physical activity and one gains lots of bodyfat.

This is avoided when one drives the process by increasing physical activity and then allowing natural hunger signals to drive up calorie intake in response to increased calorie expenditure.

In simple terms…

**If you don’t want to put on fat in the process of increasing your flux (and speeding up your metabolism), you better lead with activity rather than simply eating more!**

**IT AVOIDS THE PROBLEMS OF INTENSE EXERCISE WHILE ACTUALLY PROVIDING MORE BENEFITS**

Unfortunately, an exercise-focused approach also has several problems:

1. **It can actually cause negative metabolic effects when you do a lot of it** (fatigue, increased hunger, nervous system burnout, slowed metabolic rate and decreased thyroid levels, etc.).
(2) **It is time consuming.** Most people don’t have the time to take another entire hour out of their day (away from their work or family) for another hour-long workout.

(3) **Exercise by itself (without ample NEAT) is pretty much worthless.** Studies have actually shown that for every hour you sit or have inactive muscles, you cancel out 8-16% of the metabolic benefits of exercise! (8% if the workout you did was high intensity, and 16% if the workout was lower intensity). **This means that even if you workout for an entire hour every day of the week at a high intensity, if you are sitting and are otherwise inactive the rest of the day (you have a very low NEAT), you will completely cancel out virtually all the metabolic benefits of that exercise!** To do the math here, if you sit for 10 hours each day (and it’s common for people in the modern world to sit for much more than that), you just cancelled out 80% of the benefit of that intense hour-long workout you did that day. Obviously if you sit for 12 hours or did not-so-intense exercise, you will cancel out 100% of the metabolic effects of the exercise.

(4) **Our bodies (nervous system and muscles) can only do so much exercise before burnout, and thus by focusing on exercise, you can’t actually increase flux by all that much.** Naturally we can’t exercise for more than a couple hours each day at a significant intensity (and most people don’t even get close to that). Considering that most typical workouts burn somewhere between 400-600 calories per hour, let’s say you increase your exercise level by an entire hour long workout 7 days a week. So whatever amount of exercise you do now, let’s say you added another hour of exercise every single day. You can see that the total amount of calories you can increase your flux by doing this is somewhere between 400-600 calories per day (for people already doing exercise regularly).

Leading with NEAT (and temperature) solves ALL of these problems!

Why?

(1) **Gentle movement actually causes massive improvements in metabolic health, and it is actually MORE important for metabolic health than exercise is.** It is known that lazy exercisers (those who exercise regularly but are sedentary much of the rest of the day) are less metabolically healthy than active couch potatoes (those who don’t do exercise but are active with gentle movement for most of the day). It also does not have the same potential as exercise to damage metabolic health and energy levels if you do too much. (Cold exposure also improves metabolic health).
(2) **It doesn’t require you do go to gym or even to take time away from your work or family to do your workout—you can do it WHILE WORKING.** So there’s a massive element of time saving in this day and age where we’re all busy and have too little time for all the things we want to fit into our schedule. (Both NEAT and cold exposure can be done WHILE WORKING!)

(3) **You can change flux by far more.** Per hour, intense exercise will obviously burn more calories than NEAT. But even if you’re only burning 150-250 calories per hour (compared to 400-600 calories, as with exercise), because you can do it for more total hours each day, you can cause a MASSIVE change in your overall flux level. Once you combine cold with NEAT, it is even possible to change caloric flux by upwards of 2,000 calories per day!

Remember, the higher the flux, the more powerful the effects on improving metabolic health and body transformation.

In simple terms, leading with NEAT allows one to reap *all* of the rewards of higher caloric flux *without any of the drawbacks* of the two existing methods of increasing flux!

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**How To Speed Up Your Metabolism For Dramatically Improved Energy Levels**
and Lasting Fat Loss: TURN UP THE DIAL ON THE THERMOSTAT!

So far in this book, I’ve shown you why restrictive dieting is simply not a sustainable fat loss strategy for most people, and why it’s likely to get you into a heap of trouble.

Then I showed you that FLUX is the secret key.

Then I went over the two existing methods to increase flux—increasing caloric intake, and increasing exercise—and why those two methods create so many negative side effects for so many people.

Finally, I have shown you why the real key is increasing caloric flux by leading with NEAT.

So now the question is…

HOW EXACTLY DO YOU DO THAT?

The answer to that question is both extraordinarily simple, yet quite complex and nuanced.

Step 1 – Increase NEAT to the maximum you are able to (at least 500 calories per day)
Step 2 – Use cold thermogenesis as another non-exercise way to dramatically ramp up your calorie burning by another 300-500+ calories each day

Now let’s get into the specifics of how to actually do this:

**STEP 1: Move your body with gentle, non-strenuous movement as much as humanly possible throughout the day.**

Step 1 is to start moving your body throughout the day with gentle movement. The complex and nuanced part is that in order to do that well, there are lots of specific factors and situations and priorities that we need to be aware of.

With that said, let’s get into it…
I believe that if we want to create the optimal movement blueprint for health and a lean body, we must first discover, and then follow, the movement and activity patterns that our species is designed for. We must, in other words, move in harmony with our genetic design. A recent study titled “Achieving Hunter-gatherer Fitness in the 21st Century: Back to the Future” has set the stage and made it easy for us to do exactly that. The group of scientists who did this study thoroughly analyzed the activity patterns of hunter-gatherer tribes around the world in order to establish a model of the ideal activity patterns for us to follow in order to express ideal health. I’ll let the scientists themselves elaborate on this idea in their words: “The systematic displacement from a very physically active lifestyle in our natural outdoor environment to a sedentary, indoor lifestyle is at the root of many of the ubiquitous chronic diseases that are endemic in our culture. The intuitive solution is to simulate the indigenous human activity pattern to the extent that this is possible and practically achievable...with a focus on realigning our daily physical activities with the archetype that is encoded within our genome.”

So then, what exactly are natural human activity patterns? Based on studying modern day hunter-gatherer tribes and anthropological evidence, these researchers determined the following principles of natural human activity patterns (note that the most important and relevant points are in bold):

- They did large amounts of walking every day. Our ancestors typically walked between 4 to 10 miles daily.
- After a very hard day of physical activity, they typically followed it by an easier day. They made sure to include ample time for rest and recuperation after hard work.
- They moved around on dirt or grass, not asphalt and cement.
- A few times a week, they did occasional bursts of very high intensity movements like sprinting, and these bursts were followed by adequate rest and recovery before another burst of exertion.
- They lifted, carried, dragged, pushed, chopped, and pulled heavy objects like stones or blocks of wood, regularly.
- They did all their exercise outdoors in the natural world.
- They often did physical activity in a social context in small bands of individuals out hunting or foraging.
- With the exception of only the very young and the extremely old, everyone did lots of physical activity, every day, for their entire lives.

The obvious implication from this is that these people spent most of their days standing up, walking, tending to the fields and the flocks, and otherwise moving their bodies—not sitting at a desk all day! And this isn’t just a trivial fact of history—much research in recent years has now made it clear that moving throughout the day is actually a requirement for normal cellular and metabolic function. In other words, if you sit all day, your metabolism can’t work properly. If we

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want optimal health, vitality, a fast metabolism, and a lean body, we need to move.

Sitting and being sedentary is extremely damaging to your health, and working a desk job where you sit for hours and hours each day makes it virtually impossible to lose lots of fat—even if your nutrition and exercise habits are dialed in perfectly.

Fat gain is not being driven by a deficiency in P90X and Crossfit workouts, and thus trying to approach fat loss by going on an exercise program isn’t likely to get you very far. Fat gain is being driven by too much sitting and lack of gentle movement/NEAT. Exercise is certainly part of a healthy lifestyle, but if your goal is fat loss, rather than concerning yourself with how much exercise you do or don’t do, a far wiser thing to focus on is how much sitting you do or don’t do. Simply put, sitting for a large portion of each day on a daily basis, year after year, is a great way to make yourself sick and fat, and completely sabotage all your efforts at fat loss using nutrition and exercise. Likewise, one of the most powerful strategies in existence that you can take to improve your health, your metabolism, and your body composition is to minimize sitting during the day and move your body as constantly as possible.

Notice I did not say just “work out” or “do more exercise.” The act of sitting less and standing and moving more is far more important than worrying about doing workouts. Simple ultra-low intensity movement throughout the day can be way more powerful than even doing three or four intense hour-long workouts at the gym each week—way more powerful!

Why?

Simple. Because movement is a requirement for normal healthy cell function.

The proper way to understand movement is not as some trivial supplementary sort of thing that you can do to enhance your health or lose some fat—movement is as essential to healthy cell function as oxygen, water, and food.

And depriving your body of movement by sitting in a chair all day is the equivalent of starving your body of oxygen, water, and nutrients.

Unfortunately, we now live in a world that requires many of us to be working at a computer most of the day. So how can we reconcile our body’s needs for movement with our modern lifestyle of being in front of a computer all day?

Well, that’s exactly what I’m about to show you.

The ideal daily movement habits for increasing flux for optimizing your metabolic health, increasing energy levels, and losing fat permanently look like this:

1. Move your body gently throughout the day
2. Go for at least one daily walk (preferably two or more shorter walks)
3. Introduce other ways to increase NEAT throughout the day
4. Add in 1-minute micro workouts
5. Then, and only then, worry about your workouts.

So let’s take a closer look at each of these steps:

1. **Move Your Body As Much As Possible During the Day (work standing up, and ideally, walking slowly)**

During the day, sit as little as possible! Try to move your body almost constantly throughout the day. As Dr. Levine says, “there shouldn’t be an hour of the day where you’re sitting still.”

You don’t need to be doing exercise, just ultra-low intensity gentle movement. To give you an idea of how powerful this can be, take a look at the following graph.

![Graph showing caloric expenditure](image)

Compare walking at an incredibly slow speed on a treadmill desk to just sitting at your desk like you normally would. Sitting is basically the same caloric expenditure as normal rest like sleeping—just 5% or so more calories burned than just basal metabolic rate (which is the amount of calories your body burns in a state of bed rest—just basic life functions, like breathing and keeping your heart beating). Now look at say, using a treadmill desk and walking at a very slow speed while you work all day—it elevates caloric expenditure by 125%-225% over basal metabolic rate. This is huge! Here is Levine’s words on this data: “...watch what happens as the average volunteer goes from sitting still as a stone to standing to briskly walking. The mere act of standing on your feet burns three times as many calories as sitting in your seat. Any little movement on top of that (even something as minute as chewing gum!) creates even greater metabolic spikes. When you walk, your metabolism literally blasts off...it’s easy to see how the loss of constant daily activity has

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decreased our natural calorie-burning metabolism by more than 50 percent." (In addition, just by engaging your muscles and gently moving during the day, it dramatically ramps up activity of the fat burning enzyme LPL, which is critical to metabolic health and allowing fats to get out of the blood and into the muscles where they can be burned.26)

**Do this completely non-strenuous activity for several hours each day (which takes basically zero effort, and no extra time compared to your normal day) and you have a massively powerful way to transform your body that is essentially effortless.** In fact, your body will actually feel better doing this compared to sitting, your posture will improve, you will likely be more productive, and you will actually feel more energetic! It doesn’t get much better than that!

As Dr. James Levine notes in his book, *Move a Little, Lose a Lot*, many of his clients have transformed their bodies from these simple NEAT increasing strategies that require basically no time or effort—just a little bit of conscious habit creation initially, and then they are easily self-sustaining. If you want to learn more about this and see Dr. Levine talking about how damaging sitting is for our body, watch this documentary: BBC’s *The Truth About Exercise*. This fantastic documentary will drastically change the way you think about exercise and changing your body. If you’re currently working a desk job, this information is life-transforming. (Note: NEAT and sitting is discussed starting around the 32:00 mark). It clearly shows that you can burn upwards of 1,000 extra calories per day by changing your NEAT habits, which is way more significant than most exercise routines—and doesn’t require a drop of sweat or really any significant exertion.

As to how you want to accomplish this, there are a few different options:

- **The absolute most powerful option is this:** Get a treadmill desk and spend your day working at your computer while walking very slowly. As you saw from looking at the graph above, this is where the metabolism takes off and you get huge increases in calorie expenditure from NEAT each day, with really no effort. Even more important than the calories burned is the simple fact that this movement is allowing your cells and your metabolism to function the way they should be. Shifting to a treadmill desk requires a big change in habit, but not a big change in effort. It requires no real effort, and it actually feels rather good! Your posture improves, your energy level improves, and your productivity improves—all while you’re radically increasing your metabolic health and putting your physiology in a state where fat loss becomes very easy. (Some people also use a portable mini stair stepper and do very gentle stepping while working at a standing desk, but for others, this may have too much up and down motion).

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• Less ideal, but still a good alternative is to get a standing desk. You can buy, make, or modify your current desk into a standing desk. Then spend your days standing 50-80% of the day, and never sitting for more than 45 minutes at a time without taking a break to stand up and move around. (The *GeekDesk* is electronically adjustable, so you can alternate between standing and sitting). Alternatively, you can get a cycling desk and sit down at your cycling desk and pedal throughout the day as you work.

• Another option is to get a portable cycle to put under your desk. This will allow you to get many of the benefits of walking (which come largely from keeping the muscles active and working) while still seated at your desk. So if you absolutely *must* be seated at your desk, it is imperative that you get this.

• The least effective alternative (but still way better than sitting all day) is to sit as you would normally during the day, but set a timer to go off every 40-60 minutes throughout the day, and when it goes off, get up and move for 30-60 seconds—play on a wobble board, or balance on a balance disk, or use a little portable stair stepper, or balance on your hands and knees on a stability ball, for 30-60 seconds. Then go back to work. (Note: I have countless of these little toys listed on my recommended products page [HERE](#), so choose one or two that look fun for you). Though doing this will help counteract the negative HEALTH effects of sitting, you will not get anywhere near the fat loss benefits of working while on a treadmill desk.

Again, by FAR the best choice here is a treadmill desk, which can either be bought in full (see my recommended products page on my website), or you can make your own setup using your regular desk and buying a cheap treadmill. The pre-made whole setup is rather expensive, so many people may wish to make their own setup using their existing desk. Click [HERE](#) to read a great guide for doing that.
If you just absolutely positively cannot use a treadmill desk, or it seems “ridiculous” or “weird” or “extreme” to you to walk on a treadmill while working at your computer, then just get an under desk cycle or standing desk. Though be aware that this is not nearly as powerful as walking at a slow pace throughout the day, so this is a major step down. But, it is still a major step up from sitting.

One way or another, make sure you’re moving your body the majority of the day. Just one last time for emphasis: Make sure you’re implementing this strategy. **Sitting all day is a great way to completely sabotage all your fat loss efforts through nutrition and exercise, and slowly wreck your metabolism. Stand up and move!**

2. **Go for at least one walk every day, preferably two.**

Once you have a foundation of not sitting so much and standing while working, if possible, start going for 1-2 walks each day, ideally outside enjoying nature and sunlight, if possible. These walks can be from fifteen minutes to one hour or more, depending on preference. Breathe. Meditate. Enjoy it. (Note: This is not really necessary if you’re using a treadmill desk throughout the day. But do still make sure you get outdoors regularly).

From there…

3. **Ramp up your daily NEAT—it can be incredibly powerful for fat loss. Move throughout the day!**

If you work out at the gym, you might burn something like 300-500 calories per workout. Figure about 1,000-1,500 calories total for these three or four workouts each week. Divide that by the seven days of the week, and you get somewhere between 100-300 calories per day for most people. With strong NEAT habits, you can triple or quadruple this! Moreover, the actual effect on enhancing insulin sensitivity, cellular health, hormonal health, and speeding up the metabolism will be greater in someone doing some simple NEAT-enhancing habits throughout the day than in someone who is mostly sedentary but does four or five gym workouts each week. Studies have actually proven that active couch potatoes (people with high NEAT but no gym workouts) are metabolically healthier than lazy exercisers (people who work desk jobs but do gym workouts). Driving up your daily NEAT through walking, and fidgeting/playing throughout the day while working at your standing desk can burn huge amounts of calories (much more than most people’s workout programs) and dramatically accelerate your fat loss results. Use it! It’s extremely powerful. Obviously using a treadmill desk is the best way to do this, but on top of whatever strategy you use during the time you work, there are several other strategies you can add on:

- Stand up and pace while taking phone calls. Walk up stairs wherever you go rather than take the elevator.

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• Answer texts and emails on your phone while on a portable stair stepper next to your desk.
• Hold walking meeting where you talk things over with colleagues while on the move.
• Buy a portable stepper and use it while reading or on phone calls.

4. Add in Micro Workouts.

Here’s a NEAT Little Trick (excuse the pun): If you are using a regular seated desk or standing (non-treadmill) desk, one very helpful little strategy is micro workouts. Here’s what you need to do:

A. First, download a free mindfulness bell app for your computer or phone. You can download it free for computers [HERE](#), for android phones [HERE](#), and for iPhones [HERE](#).

B. Set the timer to go off every 30 minutes throughout the day during the period you are at your desk.

C. Every time it goes off, do 1-5 minutes of movement (either low intensity NEAT or exercise). E.g. stair stepping on a cheap portable stair stepper, or dance, or do a few sets of squats or pushups or lunges, or walk up 5-10 flights of stairs. (Note: If you do more intense exercise, it’s best to do it below the threshold of muscular failure—this will keep you fresh and energized instead of fatigued).

You would be shocked if you saw how effective these micro-workouts are. Done regularly throughout the day, I have seen them transform people’s bodies FAR faster than conventional workout routines.

One way or another, ramp up your NEAT and move your body as constantly as possible throughout the day!

5. Then, and only then, worry about doing workouts

Once you are already standing the majority of the day and going for at least one walk each day, then and only then should you be worried about doing intense workouts. Once you have the foundation, you can add in intense workouts several times per week, such as intervals, sprinting or resistance exercise. Note: I am not a big fan of “cardio” as I find much of the research around its health benefits to be somewhat questionable (see Dr. James O’Keefe’s TED talk Run For Your Life! At a comfortable pace, and not too far), and the research frequently shows that it does not have a significant impact on fat loss. A slow walk on a treadmill desk while you work every day is likely to offer much more profound health and fat loss benefits than jogging 5 miles 3-4 times a week. But as far as exercise goes, I favor a mix of occasional sprinting and resistance exercise on top of a foundation of daily standing and walking. I believe this to be the absolute most effective set of movement habits for optimal health, a fast metabolism, and an ultra-lean body. Also be aware that in addition to overall caloric flux of your body on a daily basis, nutrient partitioning—where the food you eat ends up—also matters. If your workouts that you’re doing on top of the foundation of tons of
NEAT (if you are doing workouts in addition to NEAT) focus on resistance exercise or high intensity exercise like sprinting, rather than aerobic/“cardio” exercise, you can enhance the effects of flux by directing more nutrients to feed muscle rather than fat. (I would strongly recommend the Supershred fat loss exercise program that I have personally designed with fitness expert Natalie Jill, which you can find on my recommended products page [HERE](http://www.jci.org/articles/view/68993).) But always remember that simple, ultra-gentle movement throughout the day is the foundation. Make sure you have the foundation in place, and then add in workouts.

But remember that this should be happening **on top of a foundation of tons of gentle movement throughout the day**. Once you’re doing that, get ready for serious transformation!

### STEP 2: Use Cold Thermogenesis

Cold thermogenesis (CT) is a cutting-edge new strategy to boost your health and change your body. In just the last few years, CT has been rapidly accumulating a huge amount of scientific support showing some incredible benefits to our metabolic health, energy levels, and body composition. **Some of the proven benefits of cold thermogenesis:**

- boosts the speed of your metabolism over 400% of normal[^28]
- dramatically increases rate of fat burning[^30]
- increases insulin sensitivity (fights diabetes)[^32]
- improves exercise performance and speeds up recovery[^36]
- boosts immune system[^37]
- boosts thyroid hormone[^38]
- enhances rest and relaxation
- replicates the biochemical effects of exercise without you having to workout
- doesn’t just burn off fat cells, but can actually help your body completely destroy the fat cell (important for reversing insulin resistance)[^39]
- deepens sleep
- decreases inflammation (which is key for both energy levels, health, and fat loss)[^40]
- increases mitochondria (the energy generators in your cells)[^41]

[^29]: [http://www.jci.org/articles/view/60433](http://www.jci.org/articles/view/60433)
[^35]: [http://www.jci.org/articles/view/62308](http://www.jci.org/articles/view/62308)
• enhances longevity\textsuperscript{42}

\textit{No need to get this cold! You can get the benefits without giving yourself frostbite!}

Many people have taken to doing painful, time consuming, and uncomfortable ice baths, buying expensive cold water making machines, cold showers, or going to special spas where they offer expensive cryo treatments. I’m going to show you a way to do this all very COMFORTABLY in your own home, with very minimal expense, and allow you to ramp up your daily flux by well over an additional 500 calories per day (equivalent to an intense hour-long workout) without doing ANY exercise!

Sound too good to be true? Think again!

The key is to get an ICE VEST. This will allow you to simply and easily do cold thermogenesis with minimal discomfort, while actually continuing to work on your other work during the day (thus taking zero time away from anything else you’re doing).

You might be wondering “Is this the proverbial ‘magic bullet’ for weight loss?”

Well, I wouldn’t go so far as to say that, but it’s about as close as you can expect to get to effortless fat loss. You can burn fat and improve your metabolic/hormonal health without having to lift a finger. (Of course, you WILL still have to actually use it and wear the cold vest).

\textsuperscript{41} http://www.pnas.org/content/99/25/15983.short
\textsuperscript{42} http://www.scripps.edu/newsandviews/e_20061106/conti.html
So how do you use CT?

The simplest (and cheapest—actually FREE) way to do it is to GET OUTDOORS when it’s cold outside and do NOT constantly try to protect yourself from the cold--allow your body to learn (through making metabolic changes) to control your body temperature through INTERNAL regulation, rather than relying on tons of clothing or indoor climate control to regulate your body temperature.

In case you’re wondering, there IS actually research to show that this actually WORKS to cause fat loss.

A Japanese study from Yoneshiro et al. exposed lightly clothed volunteers to 63 F air for two hours a day over a six-week period. The participants increased their activity of a type of metabolically active tissue that helps keep us warm (brown adipose tissue) and after just six weeks of training, body fat mass had declined by about 5 percent! By the way, this is a particularly impressive loss of bodyfat considering that all subjects were lean to begin with! (and the leaner you are, the harder it becomes to lose significant amounts of bodyfat).

By the way, I’m not talking about taking ice baths here or anything extreme. This is ONLY TWO HOURS a day at just 63 degrees F! 63 degrees F isn't even that cold—it would be LUXURIOUS to a person 100 years ago in winter in almost any temperate climate!

For the thousands of millennia prior to the invention of air conditioning, rest assured that all of our ancestors were REGULARLY exposed to temperatures colder than this for longer periods of time than this for several MONTHS every year (during the winter). So realize that with modern indoor climate control, we have eliminated one of the environmental factors that helps keep our bodies lean!

Do you still think obesity is just a story of how much you eat, how much carbs or fat you consume, or how many times per week you go to the gym? If so, think again!

During the winter, let your body feel the seasonal change—expose your body to the cold as frequently as possible (rather than always staying indoors in heated spaces), and let your body get cold adapted. It will be uncomfortable for the first week or two, but once your body is cold adapted it won’t be uncomfortable at all, and there will be tons of amazing metabolic, health, and fat loss benefits to doing this.

So the most basic principle (and cheapest one) is this: Start training your body to do its own internal temperature regulation by getting outdoors, and by letting your BODY (instead of the indoor climate control) do the work when you're indoors.

**Beyond that, there is one more ultra-powerful strategy that I would recommend to everyone: the ICE VEST!**

1. Get yourself a CT vest. Specifically, there is one that has been found to be dramatically superior to all other ice vests on the market for this purpose when compared by scientists at the University of California San Diego—the “Cool Fat Burner” ice vest. (All the other ice vests didn’t come close in terms of effectiveness, so this is the one you have to get). You can buy that [HERE](#).
2. Use it multiple times a day. (You can use it while working on your computer, prior to working out or during your workout, going for a walk, or just hanging around the house).
   - If you’re extremely overweight, suffer from fatigue, or have other diseases, start slow with short 15-20 sessions done 2-3 times per day after meals. Drink a large glass or two of cold water prior to starting your session.
   - If you’re very fit, lean, energetic, and healthy, you can do longer sessions and don’t necessarily have to eat beforehand. You should still drink cold water prior to your session, if possible.
3. As with any new habit, don’t do too much too fast. Start small and progress systematically. You will actually get further doing it that way, rather than trying to jump in full force right from the start. You need to give your body time to cold adapt and actually convert your white fat stores into BAT.
4. Optional: Use Bitter Melon and Capsaicin extract to amplify the effects. There is evidence to show that these nutrients actually speed up your body’s production of BAT! So using them in conjunction with CT will allow your body to produce more BAT much faster. (Which means a faster metabolism and more fat loss). (You can find those on the recommended products page of my website [here](#).

This is the Cool Fat Burner vest. Not too shabby. Plus you can wear it under your clothes, and nobody even has to know what you’re doing.
So go buy the Cool Fat Burner right now. This is an incredibly simple and easy way to have dramatic effects on your metabolic health and body composition, and it doesn’t even require any separate time—you can do it while working. You can literally burn an extra 500 calories per day or more—WITHOUT EXERCISE—just by using the Cool Fat Burner. This is simply an essential device. Go grab yours now. You can buy it HERE. P.S. I suggest getting the combo pack with both the “Cool Fat Burner” and “Cool Gut Buster.” (I recently connected with the owner of the company and asked if I could get my readers a discount, and he obliged. Use the code "AriCFBS" to get an extra 5% off).

Once you’re cold adapted and you’re using cold exposure and the ice vest frequently, get ready for some amazing benefits.

**Where Do I Start?**

If you’re feeling overwhelmed by all of this information, don’t fret. What I’ve outlined here are simply lots of strategies that you can use to start increasing your daily flux. Go back to previous and read through those 5 steps to maximizing your daily flux and create your own gameplan for which strategies you want to implement, and DON’T WAIT. Get on it.

If you work a desk job, go order that treadmill desk or under desk cycle or mini stepper or under-desk cycle RIGHT NOW (ideally the treadmill desk, since that is by far the best option). Get an ice vest NOW. Start planning where you’re going to fit in your daily walks (if you don’t get the treadmill desk). Start figuring out ways to increase your NEAT throughout the day with mindfulness bells. Start planning micro workouts. And once you’ve done all that, then you can focus on using short high intensity workouts if you want to step things up a notch. Figure out how you can incorporate the ice vest during some of those other activities to kill two birds with one stone—wear it while you’re working, or while you walk, or prior to exercise. With that said, I want to lay out a suggested blueprint for how you should start implementing this stuff in your life to raise your FLUX in a very systematic way. The basic principles you want to shoot for are these:

1. **Initial goal—500 calorie increase in flux.** Initially, during the first week you should aim to increase NEAT so that you’re burning 500 calories more each day. If you get a treadmill desk, this is incredibly easy to do because it only requires a little more than 2 hours of very slow walking as you work during the day. (Note: Do NOT try to do too
much too soon. Like any habit, you do too much too quickly, you burnout and it’s not sustainable. If you want to start a meditation routine and you jump straight into trying to meditate for 3 hours each day, I promise you won’t make it more than a couple weeks before you give up. The same is true here. Do things slowly and sensibly. Shoot for just 500 calories increase in flux per day for the first week, or even first few weeks). Keep in mind that if you don’t get a treadmill desk (or under desk cycle), you’re probably going to have to set aside time for long walks each day separate from your workday. For those that are strapped for time, this is a MAJOR consideration. The treadmill desk (and under desk cycle) allow for simultaneous working and NEAT—so they are an incredible time saver that basically allow you to kill two birds with one stone in a pretty amazing way. One way or another, you need to make time to increase your daily flux from NEAT by 500 calories per day.

2. **Kick your flux up a notch!** In week 2 or 3, step things up and aim to increase your flux by another 500 calories, so now you’re operating at 1,000 calories increased flux above what you were doing normally. **This is where the magic starts to happen.** Do this by further increasing NEAT and by beginning to start using cold thermogenesis via the Cool Fat Burner ice vest for a total of 1 hour per day. Within 3 weeks of doing this, you should notice lots of awesome stuff happening. You’re losing fat effortlessly (with less dietary neuroticism), you have better energy, better posture, easier breathing, less anxiety, you’re more tired at night (a sign of improved circadian rhythm) and you sleep deeper, and wake up feeling more awake, alert, and energized. (And if you monitor your hormones or blood glucose, you should notice massive improvements there too within several weeks). If you maintain 1,000 calorie increase in daily flux, you can expect to start seeing some pretty awesome changes in your health, energy level, and body composition—even if you had been struggling for years with diet and exercise to see any change. 1,000 calories increase in flux is often the magic number where people start to see incredible change happen. If you’re a women currently consuming and burning around 1,500 calories a day, it is completely reasonable to jump to 2,500. And if you’re a man currently consuming and burning 2,300 calories per day while working a desk job, it’s completely reasonable to jump to 3,300 by moving your body throughout the day while you work. And by doing this, you’re setting your body up for some serious transformation.

3. **Optional: Next Level Flux Strategies:** From here, you can get a little more extreme and start broaching into the realm of 1,500 or 2,000 calorie increases in flux. Remember,
during the Victorian Era it was *common* for women to consume and burn over 3,500 calories each day and men to consume and burn over 5,000 calories each day! (While, of course, maintaining leanness.) So while you may perceive such numbers to be extreme, they were actually the *norm* for most humans in the not-too-distant past. Those numbers aren’t extreme or abnormal—the way modern humans live where we sit around all day *not* moving our bodies is what’s abnormal! To give you an idea of what levels of NEAT activity correlate to what levels of caloric expenditure, I’ll remind you of this little table:

<table>
<thead>
<tr>
<th>OCCUPATION TYPE</th>
<th>NEAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairbound</td>
<td>300</td>
</tr>
<tr>
<td>Seated work, no option of moving</td>
<td>700</td>
</tr>
<tr>
<td>Seated work: discretion and requirement to move</td>
<td>1,000</td>
</tr>
<tr>
<td>Standing work. E.g. homemaker, shop assistant</td>
<td>1,400</td>
</tr>
<tr>
<td>Strenuous work. E.g. agriculture</td>
<td>2,300</td>
</tr>
</tbody>
</table>

You can stay right around 1,000 calories increased flux if you choose, and you will notice awesome benefits from that. Or you can take things to a more extreme level and go into the realm of 1,500 or 2,000 calories increase in flux—at which point, you’re broaching the area where many athletes (i.e. the people with the best bodies on the planet) operate. It’s really up to you how far you want to take things—what your goals and priorities are and how much time and energy you want to devote to changing your body. If you take things to this extreme with flux, you will notice massive changes in your body very quickly. But just a reminder: Don’t go too extreme too quickly! Make sure you’re operating with behaviors and habits that are actually *sustainable* for you.

4. **Supercharge Flux With Other Non-Flux Strategies:** Now it’s time to realize that what I’ve given you in this book is just ONE prong of my THREE-pronged system for body and health transformation. This is an important piece of the puzzle, but again, NEAT FLUX is just ONE of the three prongs of the habits you need to truly transform your body. Once you’ve done steps 1-4 or 1-5 in this section, now it’s time to add another level of firepower. Optimal nutrition for fat loss, and optimizing your circadian rhythm are just AS IMPORTANT AS FLUX.

- **Circadian Rhythm Habits:** Circadian rhythm is another massive factor in health, energy levels, and fat loss that is almost totally unknown and overlooked by most people out there. There is a fast growing body of evidence that shows that those with healthy circadian rhythm get *far* more benefit from diet and exercise than
those with poor circadian rhythm habits. Specifically, they lose more fat and less muscle. Not to mention huge changes in mood and energy levels. Believe it or not, the evidence builds everyday that shows that this factor may even be more important than nutrition.

- **Exercise:** Once your flux is dialed in, it’s time to add in exercise to the routine. There are plenty of solid exercise routines out there, but I would strongly recommend the incredible program I developed with Natalie Jill called the Supershred, which you can find [HERE](#). Then add the other 2 prongs of the system—nutritional habits and circadian rhythm habits.

- **Nutrition:** Low-carb, low-fat, vegan, calories vs. carbs vs. fat, Atkins, Ornish, South Beach, The Zone… Who knows who to believe anymore when it comes to nutrition? As it turns out, the latest studies show only minor differences in long-term weight loss outcomes between these radically different diets. Science has definitively established that (contrary to many popular claims), the secret isn’t in the carb to fat ratio of your diet! But there is a science to fat loss nutrition. And nutrition is indeed a major factor in lasting fat loss success.

Here’s the important point:

Once you have all 4 of these factors in place (flux habits, nutrition habits, exercise habits, and circadian rhythm habits), you have the IMPOSSIBLE-TO-FAIL magic formula for body and health transformation that is pretty much guaranteed to melt the fat off permanently, dramatically increase your energy level, and change your life in the most powerful, effortless, and permanent way possible.

Shameless plug: I have developed a truly revolutionary system designed to reset your bodyfat setpoint using the absolute most cutting-edge science out there in my *Forever Fat Loss Formula* program, which outlines the specific habits you need to be doing for all of these factors. Remember, fat gain is a MULTI-FACTORIAL issue and is NOT simply a matter of “diet and exercise.” If you want to complete solution (i.e. a solution destined for success rather than another trip down yo-yo diet lane), then you must address all of these factors.
So if you want the most powerful science-backed fat loss strategies in existence to combine with the knowledge and you want to ENSURE that you reach your fat loss goals, then you simply need to get on that program.

You can do this any way you like, but to really supercharge your results and take your energy, metabolic health, and body to the next level, you have to have the right nutritional and circadian rhythm strategies. Combine powerful science-based nutrition and circadian rhythm strategies with the power of flux, and you have pure body-transforming magic.

Flux is a major key to the whole transformation. And you are now empowered with the information to use that key to change your body, your energy levels, and your life. High flux is the foundation for everything else. Get that going using the information in this book, then start getting your nutrition and circadian rhythm habits dialed in—that’s when the magic happens.

The Power For Lasting Transformation Is Now Yours

As we’ve seen, calorie restriction and dieting is a trap. It sends you down a pathway of a never ending cycle of progressively greater dietary restriction, training your body to regulate energy balance at lower and lower levels of caloric flux, which spells disaster for your health, energy levels, and body composition—the result is progressively greater metabolic/hormonal dysfunction, proneness to weight gain, and chronic lack of energy.

The solution is simple: Instead of following a pathway that trains your body to regulate energy balance at progressively lower and lower levels of flux, start REVERSING that equation and train your body to regulate energy balance at HIGH FLUX.

Remember: High flux is the state of physiology that characterizes young, lean, healthy active people. Low flux is the state of physiology that characterizes old, overweight, sedentary people.

    The lower your flux, the more you will be forced to rely on extreme dietary restriction to lose any weight. And the more you do that, the more your body fights back, and the more destined
you are to regain all the fat.

The way out of this trap is to stop trying to lose fat by forced dietary deprivation, and start losing fat effortlessly and permanently using a foundation of a HIGH FLUX!

Start turning up the dial on your body’s thermostat by training your body to regulate energy balance at HIGHER and HIGHER levels of calories in and calories out. As your turn up the dial on how your body’s thermostat (the body fat set-point system) regulates energy balance, it becomes possible to break free of this trap.

It becomes possible to eat more calories, eat more carbs, and have a lean body without all the neuroticism, reliance on willpower, and without engaging in a fight against your own biology.

Want a fast metabolism instead of the metabolism of a sloth?

Want lasting fat loss instead of just starving yourself and constantly restricting and fighting hunger pangs?

Want high energy levels instead of chronic fatigue?

If that’s what you want, then you now have one of the most powerful (and yet, almost unknown) keys to achieving those goals: Flux!

So what are you waiting for? It’s time to get to work on getting your flux up!

- Ari Whitten

#1 Bestselling fat loss author, expert in the science of maximal energy levels and achieving permanent fat loss, and creator of the Forever Fat Loss Formula and Metabolism Supercharge programs

P.S. Reminder: The information contained in this book gives you a glimpse into just one of the three prongs of the revolutionary system I’ve developed for body transformation. I hope it has
given you an idea of the quality of content that I offer in my products. If you want the rest of my breakthrough program for achieving permanent fat loss, I suggest grabbing the *Forever Fat Loss Formula* as soon as possible. If you’re sick of unsustainable diet and exercise programs, snake oil, gimmicks, and yo-yo-ing in weight, I promise that this program will be the best $37 you’ve ever spent in your life. Seriously.