

iMATTER100



Facts About Weight-Management

- Commercial weight-loss programs experience a **98% failure rate!** **WHY...?**
*Because people who restrict calories **lose healthy lean muscle... not fat!***
- Once they resume normal eating habits, **the weight returns!** **WHY...?**
*Because the body has **adjusted** to the new lower caloric intake **That's a YO-YO!***



- You can **NOT** starve fat off your body. **WHY...?**
*Because fat does **NOT** need to be fed. Since prehistoric times, your body has been an efficient fat-storage mechanism.*
- The “**cure-all**” diet is a hoax. **WHY...?**
Because everyone is genetically different. Each person processes food and activity differently.

YOU ARE UNIQUE!

- The **3P's** (proper nutrition, productive exercise and positive motivation) is the only valid, proven technique to achieve long-term weight management. **WHY...?**
*Because, it's a **physiological fact** that the only way to lose body-fat and not lean tissue is through exercise supported by nutrition and motivation.*



Proper Nutrition • Productive Exercise • Positive Motivation