

# The 7 Biggest Dieting Scams, Lies, and Myths...



Rachel lost 100 pounds once she started to uncover the truth about weight loss. Read even more of her Fat Loss Tips at <http://www.losetenlbs.com/secret.php>

# Introduction

Do you often find yourself doing everything “right”... but STILL gaining (or not losing) weight?

For years, I was the same way (even 100 pounds overweight). *Until I learned better...*

See... the problem is, there are a LOT of myths in the dieting world right now.

Think about it. “Fat free” and “low fat” products rule grocery store shelves... new weight loss products sprout up by the second... and there’s always an infomercial promoting the newest weight loss fad.

Americans spent \$33 BILLION in the weight loss industry last year.

Yet the country is getting progressively fatter... and 1 out of 2 Americans are on a diet at any given time.

## **It Doesn't Make Sense.**

The fact is... **People are spending more and more time and money on their diets... yet they're *gaining* more weight than ever before.**

I'm here to tell you that this isn't by accident. *Not at all*. In fact, it's part of a carefully calculated plan by high-powered people so they continue to make money.

Now let me forewarn you... by the time you're done with this, you might feel a little angry, outraged, or even foolish. So I want to make sure you know,

## **It's Not Your Fault!**

In today's age, there's so much information going around... that you NEED to take shortcuts. If you tried to research every little thing you heard about, you'd have no time to even sleep!

So you're forced to listen to other people. The media. What weight loss industry representatives will peddle you.

And unfortunately, unscrupulous marketers will tell you anything they think you want to hear – *even outright lies* – so they can continue making money off of your ignorance.

This ends up leaving a lot of people disillusioned, upset, and thoroughly confused.

*And fat.*

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I want to do something about this. I want to tell the world what most people don't have the guts to. And you're going to find it... right here, for free, in this report.

So, let's get started...

## The 7 Biggest Dieting Scams, Lies, and Myths... #1

### \* **They Say It's Fat Free... But They're Outright Lying!** \*

A lot of products claim to be 99% (or any %) fat free... when in actuality, they're not at ALL.

If you ever look at a nutritional label for one of these products, you might see that there's a certain amount of calories... and that a huge number of them are from FAT.

*Here, let me show you what I mean...*

Calories in London Broil Eye Round  
Roast Beef **97% Fat Free**  
Beef

Manufactured by Dietz & Watson

<b>Nutrition Facts</b>	
Serving Size 2 oz (56.0 g)	
Amount Per Serving	
<b>Calories</b> 60	Calories from Fat 14
	% Daily Value*
<b>Total Fat</b> 1.5g	<b>2%</b>
Saturated	<b>5%</b>
<b>Cholesterol</b>	<b>10%</b>
<b>Sodium</b> 3	<b>16%</b>
<b>Protein</b> 12.0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 8%

\* Based on a 2000 calorie diet

**That's 25%  
Of Pure Fat!**

See how this product – Dietz and Watson in this case – claims to be 97% fat free, but when you look hard, it's actually 25% FULL of fat?

**This is not an exception.** Companies will do this *constantly*. Next time you see a container, turn it around and see for yourself.

### **So How Do They Get Away With It?**

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According to the FDA, a company can claim to be X% fat free based off the VOLUME of a food.

So if there's 75 grams worth of fat... but the total package is 2500 grams of WEIGHT... they're allowed to say it's 97% fat free, even when it's NOT!

Now that might not seem too crazy, but...

**THIS IS WHY IT'S SO DANGEROUS (*Read carefully...*)**

Let's say a company has a popular cookie that sells well. Problem is, it's full of fat. As you know, people love to buy their "low fat" products... and the company wants more cash.

So what they do is simply ADD water to their recipe, pump up the total weight, and claim that it's "x% fat free".

**So let's say a recipe calls for 2 cups of oil. The company will simply add another 2 cups of water to the mix, and presto – they can advertise that it has half the fat!**

You're literally eating the same exact amount of fat as the full-fat products. *Just on a product with a prettier label.*

Among others, this technique is used to sell 2% milk as 98% fat free.

*Crazy, right?*

Remember... that's just number ONE!

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## The 7 Biggest Dieting Scams, Lies, and Myths... #2

### \* **They Say “Now With 50% Less Fat....”** \*

This one's another way to manipulate the “fat free” rules.

It began in the 1970's, when there were tons of fattening graham crackers, cookies, etc. The low fat craze began, and companies were worried about losing money.

So let's say a graham cracker had a total weight of 100 grams, and 50 of them were from fat. 50% worth of fat doesn't sound good to a diet conscious customer, so here's what companies did (*and still do*)...

They would literally ADD 200 more grams of sugar to the product.

So now it had 200 grams of total weight, and 50 were from fat.

This way, they could claim “Now With 50% Less Fat!”

It's disgusting, really.

Okay... now we're on to #3, *the one that shocked me the most...*

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### The 7 Biggest Dieting Scams, Lies, and Myths... #3

#### \* Those "0" Calorie Cooking Sprays Are FULL Of Fat And Calories! \*

If you look at a can of nonstick "0 calorie" cooking spray... it'll say right on the can, 0 calories in a serving, 0 grams of fat.

But when you look at the ingredients, the main ingredient will be oil!

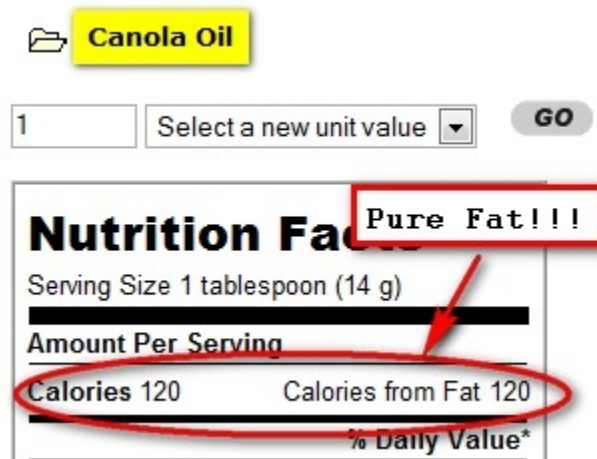
Here, see for yourself...



So how can they say it's fat free... zero calorie... if it's full of OIL?

I mean, look at the nutritional information for canola oil...

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### Here's How They Get Away With It...

The FDA has another convenient rule. Any time there's less than .5 gram of fat in a serving, a company can say that it has NO FAT.

So if the companies simply change the serving sizes to miniscule amounts... they can say whatever they want.

Here, look again at the serving size for Pam...



**1/3 of a SECOND spray is a serving size!** Let me ask you... how many seconds do YOU spray Pam for?

There's 702 servings in the entire bottle!

Again, this is NOT the exception. The same goes for "I Can't Believe It's Not Butter" and all the others.

Moving on to the next one....

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## The 7 Biggest Dieting Scams, Lies, and Myths... #4

### \* **Anything Can Be Called 'Calorie Free'....** \*

Any time there's a serving size that has 5 or less calories, the FDA allows a company to say that it's "fat free".

So all the imitation butter... the diet soda... sugar free candies... sugar free gum... none if it is 0 calorie.

*At all.*

To be fair, the diet soda and sugar free gum are still pretty low calorie... but other things, like the imitation butter, are FULL of pure fat and calories.

*(And FYI... the same rule applies to "sugar free". Anything can be called 'sugar free' as long as the serving size is less than .5 grams of sugar per serving.)*

Onwards we go...

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## The 7 Biggest Dieting Scams, Lies, and Myths... #5

### \* **You're Being Tricked With Those 'Energy' Bars ...** \*

Anything... and I do mean ANYTHING – that has **one calorie or more per serving** can be termed as an energy food.

Even a gallon of ice cream – the FDA will allow companies to call it “Energy Ice Cream” if they want and it's completely legal.

When people say that energy bars are a step below candy bars... they're not *kidding*.

Most are full of sugar and calories... but the pretty label confuses people.

Here, look at this nutritional label from a Power Bar:

<b>Nutrition Facts</b>	
Serving Size: 1 bar	
<b>Amount per Serving</b>	
<b>Calories</b> 270	Calories from Fat 80
<b>% Daily Value *</b>	
<b>Total Fat</b> 9g	<b>14%</b>
Saturated Fat 4g	<b>20%</b>
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 290mg	<b>12%</b>
<b>Total Carbohydrate</b> 30g	<b>10%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 1g	
<b>Protein</b> 22g	<b>44%</b>

And here's one from a Snicker's bar:

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## Nutrition Facts

Serving Size: 1 Bar

### Amount per Serving

Calories 280    Calories from Fat 130

	% Daily Value *
<b>Total Fat</b> 14g	22%
Saturated Fat 5g	25%
Trans Fat 0g	
<b>Cholesterol</b> 5mg	2%
<b>Sodium</b> 140mg	6%
<b>Total Carbohydrate</b> 35g	12%
Dietary Fiber 1g	4%
Sugars 30g	
<b>Protein</b> 4g	8%

*Not too different.*

Onto #6...

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## The 7 Biggest Dieting Scams, Lies, and Myths... #6

### \* **Starving Yourself Helps You Lose Weight...** \*

We're going to switch gears a little bit now, so I can tell you a little bit about a different type of myth.

This is the myth that starving yourself will help you lose weight.

Sure, it might make sense in your head... but the fact is, **even anorexics don't starve themselves.**

In my personal research, I wanted to look at two types of people who were obsessed with their weight... bodybuilders and anorexic people.

As I was looking through the anorexia forums, it shocked me to find that even *they* didn't starve themselves. See... there's a "plateau point" that you hit whenever you eat low calorie (or nothing at all) for too long, and your body STOPS losing weight.

So what the anorexic people did (and what bodybuilders do too – but in healthy amounts) was cycle their calories on a daily basis. This way they were constantly tricking their metabolism and continually losing weight.

It might sound devious, but it's actually 100% healthy (as long as you eat within healthy calorie allotments, of course.)

This is a perfect segway to the last myth...

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## The 7 Biggest Dieting Scams, Lies, and Myths... #7

### \* **You Have To Deprive Yourself To Lose Weight...** \*

Many people will tell you that if you want to lose weight, you have to restrict yourself. You have to eat low calories, or low carb, or cut something out of your diet.

They say it's the only way.

*To be miserable.*

This couldn't be further from the truth.

See... the way that I released (you find what you lose) weight was actually inspired by Myth #6.

I shifted my calories (with healthy allotments)... and watched the pounds fall off. *100 of them, to be exact.*

What most people don't tell you is that there's nothing wrong with you for wanting to indulge. **Humans are natural over-eaters.** It's been that way from the days of cavemen... yet you're made to feel bad about it. *Constantly.*

This is the biggest reason why most people can't stay on diets. They'll try to "be good"... then their natural instinct to "cheat" will come in. They'll feel like a failure and give up, only to spiral into more misery.

With calorie cycling (or shifting, as others call it)... there's no need to feel deprived.

It's actually a win/win way of eating, because...

- a) Constantly switching up your food intake means that you continually lose weight, and...
- b) Constantly switching your food intake ALSO means that you get built in "cheat" days.

When I teach people about this, they're usually stunned. I guess a lot of people don't know about it because it's hard for companies to profit from it.

Whatever the case, people I've taught calorie cycling to have had HUGE results. People have lost up to 15 pounds their first two weeks, actually. (Granted, big results like that did eventually slow down to more healthy, consistent numbers.)

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**The important part is that they've kept it off, too.**

The thing is, most people can't keep weight off because their body gets used to whatever pattern they're on. So if they're eating all low calorie, their body anticipates that. Same for low carb or whatever else. And when a dieter gets off their diet... after they reach their goal... their bodies get surprised at all the "excess" food, and adds it back on as fat.

With calorie cycling, since there's no pattern, unless people go on crazy binges, there's no way for them to gain the weight back. Personally, I've been rid of my 100 pounds for a few years now. My roommate lost 11 pounds and has kept it off for about six months.

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# About The Author:

Rachel has written over 100 articles and has been featured in Woman's World magazine.

She regularly consults with people who want to release weight, and has a website where she gives even more tips. Learn more today at <http://www.yayFOOD.com>.

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