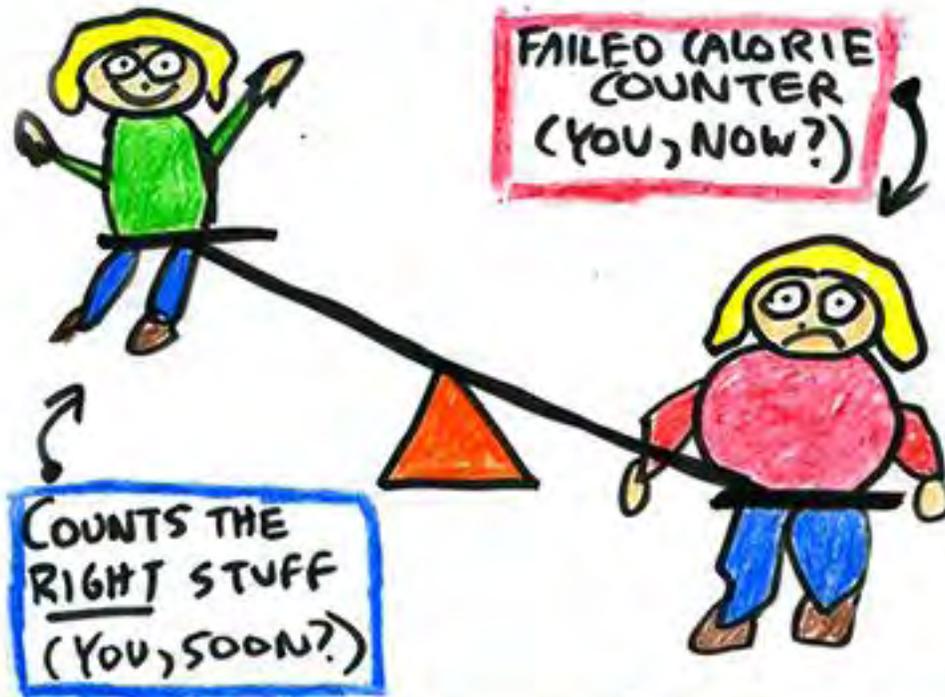


ADAM KOSLOFF

CALORIEGATE

**Why Your Low Calorie Diet is
Making You Fat And Sick
And Destroying America**



*And Why Counting the Right Stuff
(Hint: NOT Calories)
Can Make Your Life a **WHOLE** Lot Better*

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Author's Note

Welcome! And thanks for downloading this free report. I really hope it can help you, whether you're struggling with obesity, or you're concerned about someone who is.

My name is Adam Kosloff. I'm a Yale University educated writer, author and blogger. I became fascinated in the topic of obesity in 2008, after I read a book called *Good Calories, Bad Calories*, by award winning science writer, Gary Taubes. I found Taubes' argument about the root cause of obesity so compelling that I jettisoned a budding screenwriting career and rededicated myself to spreading the word about why people ACTUALLY get fat. That's what this report is all about.

Since I lack the standard training you might expect from an "expert" -- I am not a doctor or researcher -- I encourage you to be skeptical. I believe the arguments I lay out in Caloriegate are strong enough to withstand even the most brutal scrutiny. So please... poke holes, if you can.

To my knowledge, the obesity model I introduce here, The Black Box, is novel. It's already won praise from a wide range of obesity experts and doctors. I'm very excited about it, in that, in a certain sense, it is 100% accurate. I also believe it has the potential to shift our national conversation about obesity and help us arrive at awesome new solutions to old, vexing problems.

If you like this report -- if you find it compelling, funny, quirkily interesting or whatever -- **I invite you to pass it along to as many people as you'd like.** Please spread the word! Give it away on your blog. Pass it to a friend. Facebook it. Twitter it. Shout about it on the street.

I also encourage you to check out my new blog, www.caloriegate.com. It's dedicated to exploring the frontier of Beyond Caloriegate. The mission is to assemble and create resources to help Failed Calorie Counters out there "count the right stuff" in their lives to succeed and thrive.

Enjoy, and welcome to what I hope will be an eye-opening read!

It's Time to Finally Wake Up to Reality

Did you ever see the movie *The Matrix*? (the first one, not the other two that sucked)

If so, you surely recall that famous scene where Keanu Reeve's character, Neo, "wakes up" from what he thought was his life to discover that he was, in actuality, a human battery floating in a sea of human batteries. People, it turns out, are slaves -- fuel for robot overlords!

It was a scary scene, if also very silly. Metaphorically speaking, though, it hit you over the head with a useful sledgehammer:

Reality is NOT what you think it is.

Fail to awaken to reality, and you will remain a SLAVE.

Look, the guys who wrote *The Matrix* were not the first people to get juiced by this idea. (See, for example, the Buddha). And we'll all admit that, from time to time, we fall asleep at the wheel of our own lives. We come to believe stupid things. Things others told us and we never bothered questioning. Things we came up with ourselves based on a random experience or on some now-vanished thread of logic that made sense to us at the time.

We mistake nonsense for the truth waaaaaay more than we wish we did.

But hey, nobody's perfect. And most of our nonsense doesn't hurt us or anyone else:

- You believe the Earth is flat? Great.
- You fancy that UFOs scribble messages in our crops? Do it!
- You still insist that the British version of *The Office* was "worlds better" than the American one? Fine. Although I would argue they both have their merits.

Most of the time, it doesn't matter whether your beliefs are accurate or cuckoo for Cocoa Puffs. But sometimes, our dumb, wrong beliefs have terrible effects. They can literally destroy us. Oddly, it's often hard to notice these most poisonous of beliefs. Since we've lived with them for so long, they've become our background. We assume they're as "true" as the sky is blue.

Extracting oneself from a metaphorical Matrix just gets harder when other people share your delusion. We're social creatures. We go with the flow, even if it flows off a waterfall.

Now just imagine: what if EVERYONE in your life – your family, friends, doctors, the media, the whole culture – believed something INSANELY stupid? Would you recognize it as such? You'd like to think that you would.

But you haven't. As we're about to see.

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I'm not trying to put you down. I'm sure my brain is loaded with silly, objectively wrong beliefs as well. But my point is... this is a thing.

It happens all the time, all over the world, in every era -- this phenomenon of "everyone getting some of the big things wrong." Back in the 19th century, for instance, doctors didn't believe in hand washing. In fact, doctor Semmelweis, who first called this out ("hey guys, how about we wash our hands in between touching corpses and delivering babies?") was in turn ignored and savaged by his medical colleagues until he met his grim end in an insane asylum.

Not so sweet!

But we've come a long way since Semmelweis. Thanks to advances in science and communication, doctors today are immune to false beliefs of that magnitude. Right?

Mmm... you'd be surprised.

And unlike false beliefs about UFO created crop circles, false beliefs about how the human body works have grave consequences... literally.

So what ARE today's dangerous mass delusions? And who are the modern day equivalents of Semmelweis -- the maverick geniuses screaming at us all to listen, for God's sake listen?

Get ready for a shock. This revelation changed my life. And it has a chance, I believe, of saving the lives of millions and of rebuilding America. Indeed, it may be our ONLY hope at this point:

Calories do NOT count (in the way we have come to think they do).

Eating "too much" and being sedentary did NOT make you fat.

Eating less and exercising more will NOT make you thin.

Yup, you read those sentences right. Before you conclude that I am a crackpot (possible), give me 20 pages or so and hear me out. If I'm wrong, I've wasted twenty minutes of your time. Annoying, but no big deal. If I'm right... well, the implications could (should) change everything about your life for the better. Profoundly. Awesomely.

If you let me, within this short free report, I will build a compelling case that the phrase "calories count" is THE SINGLE FALSE BELIEF at the core of your diet failures, past and present.

Indeed, those two innocent-seeming words, "calories count," are indirectly responsible for:

- Why you and the people closest to you are getting more obese and sick every year;

Caloriegate: Why Your Low Calorie Diet is Making You Fat and Sick and Destroying America

- Why you're caught on a hellacious never-ending diet rollercoaster;
- Why America's healthcare system is on the brink of collapse;

Look, let me be clear: this is NOT my idea. The man who opened the world's eyes to "Caloriegate" is an award winning science journalist named Gary Taubes*, author of the bestsellers *Good Calories Bad Calories* and *Why We Get Fat: And What to Do About It*. Taubes spent over a decade scrutinizing a century's worth of obesity research. He is a scientist's science writer. A modern day Semmelweis with a bigger agenda... and hopefully a better outcome.

* To be fair, UCSF pediatric obesity specialist Robert Lustig independently also broke the story of Caloriegate. And both Taubes and Lustig owe their insights to an impressive pedigree of scientists, such as Gustav von Bergmann, Julius Bauer, Hugo Rony, etc. But since Taubes is the most famous and outspoken modern advocate of this theory, I'm just going to stick with the convention of calling it "his" to keep things simple.

But this report is not a simple rehash of Taubes' ideas. It shines a new light on why counting the RIGHT things makes all the difference. Once people have their eyes opened, Matrix-like, to this new perspective, effortless weight loss and better health often follow, as night follows day.

Your cold, hard reality

Right now, you are trapped in the false belief of "calories count." Like the pod people in that scene in *The Matrix*, Failed Calorie Counters are often innocently doomed to lives of tragedy.

Escape from bondage

Unlike those pod people, though, who were destined to a life of battery-hood; you now have the chance to escape and see the world as it really is... in all its insane, scary, and wonderful glory. And here's my promise. By the end of this free report -- just 23 pages, and a lot of pictures! -- the way you think about obesity and weight loss will be radically altered.

You will see tremendous new hope, even if all diets have failed you in the past.

"Calories Count" has been nearly universally accepted for half a century. We all treat it as a fact of nature, akin to the notion that the earth revolves around the sun or that the sky is blue or that hit songs from the 1980s will haunt my generation until we all die.

But as we're about to see – as Neo found out – reality is very, very different than what you have been trained to believe...

Why DO We Believe That Calories "Count" Anyway?

Here's why...

The laws of physics say that matter and energy cannot be created or destroyed. "Stuff" cannot be spontaneously made out of nothing (except, maybe, at the Big Bang singularity, but let's brush that under the rug for a second). In physics-speak, this idea is called the Law of Energy Conservation, or the First Law of Thermodynamics.

In plainer terms, in order for you to get fat – to gain extra mass on your body – you must take in excess energy or mass. The fat can't come from nowhere. It has to come from somewhere. I know I sound like Captain Obvious talking. But critics often chastise "calorie haters" like me for ignoring or disobeying the laws of physics.

To those critics out there: **listen up**. We're not. Physics is REAL.

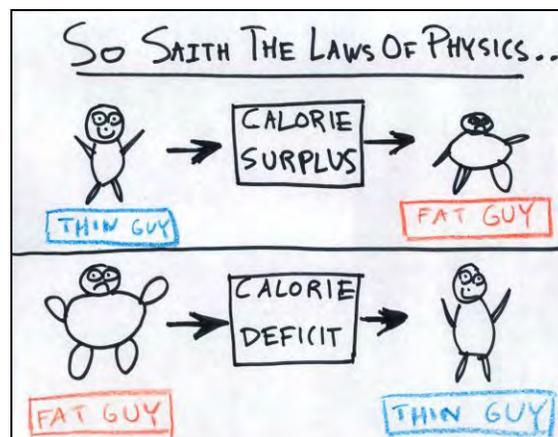
Anyway, so, we measure food energy in units called "calories." In order for your body to store excess fat on your belly, thighs or chin, one of two things (or both) must happen:

1. You must eat more calories than you burn. (i.e. "Overeat")
2. You must fail to burn off "enough" energy. (i.e. "Be Less Active")

The converse is also true. When your body gets rid of excess stored energy, one of two things (or both) must happen:

1. You must DECREASE your Calories In. (i.e. "Eat Less")
2. You must INCREASE your Calories Out. (i.e. "Burn More")

Here's a crudely drawn, 4th-grader-esque cartoon I drew that summarizes this idea:



To sum it:

- **To go from lean to obese, you MUST overeat and/or be less active.**
- **To go from obese to lean, you MUST eat less and/or expend more energy.**

These basic concepts are the source of many (most?) of our ideas about health, diet and nutrition. For reference, here's a link to the Centers for Disease Control and Prevention website, which tells us the same thing: Calories Count! -- <http://www.cdc.gov/healthyweight/calories/index.html>

The Theory Is So Simple: So Why Is Calorie Counting So Hard in Practice?

Think about it: it's crazy that we have so much trouble "balancing" our calories.

Ample Motivation

We all have so much on the line. Your health, your family, your finances, your happiness, your chances of turning heads at your high school reunion – this stuff is all indirectly tied back into how good of a Calorie Counter you can be.

On a societal level... Jiminy Cricket, our country put a man on the moon in 1969 (before iPads!), simply because we had the moxie to do it. And we were only motivated by paranoia about a beeping Soviet satellite. Fighting obesity should be a cakewalk by comparison.

Tools and Resources Abound to Help You Count Calories

Need help counting your calories and controlling your appetite? No problem. We have:

Websites like Fitday	Dieticians, nutritionists	Doctors chiding you constantly	Apps on your cell phone	Support groups
Yapping people on TV trying to help us	medicines	weight loss herbs	supplements, vitamins	powders, gels, tinctures, ointments
Acai berries galore	Michelle Obama's "Eat Less Move More" program	Bariatric surgery	Social pressure from friends, family, peers, etc	Billions of diet books, videos, etc etc etc

Yet we are not doing it! Even with all this crap! We have more support for calorie counting than ever before in human history, yet we are far less successful. What's going on?

You Don't Lack for Willpower *Everywhere* in Your Life, Do You?

Look, I don't know you. Maybe you DO fit the stereotype. Maybe you DO lounge around all day, watching Reality TV, gorging on chips and ice cream, and ignoring your health problems.

But I'm willing to bet that doesn't describe you. I'm willing to bet you've invested countless dollars, hours, and energy into reckoning with your personal Battle of the Bulge. More than you'd like to admit. And while you might THINK of yourself as "weak-willed" when it comes to food, consider: have you ever been diligent at your job? Overcome a setback in your personal life? Turned in a homework assignment you didn't want to do but you did it anyway?

If you found the willpower to do these (far less important) things, then why can't you "find the willpower" to lose the excess fat?

You Used to Be Able to "Count Calories" Effortlessly

Take the hypothetical case of Debbie from Des Moines, a 53-year old woman who's 30 pounds overweight and a borderline Type 2 diabetic. Back in high school, Debbie was an athlete – maybe a star athlete. She had no problem eating "just enough" (but not too much).

So what happened??

Ask Debbie, and she'll give you an answer like "my metabolism slowed" or "I just let myself go after popping out the kids" or something. If that were the case, all Debbie would need to do would be to exercise slightly more or eat slightly less. Very quickly, she'd be back to her high school body weight. And, presumably, her diabetes would go away, too.

But we know intuitively that this would never happen!

Something else must be going on.

The Math Is So Simple

Unless you've been living under a rock, you've probably learned that a pound of fat contains 3,500 calories of energy. (Or, more accurately for you science nerds, 3,500 kilocalories.)

This means that all you need to do -- *it's sooooo simple!* -- is just count the amount of pounds you're overweight and then "burn off" those excess calories. For instance, eat 500 calories a day less than you typically do. Over the course of a week, you should lose a pound:

$$500 \text{ (calorie deficit per day)} \times 7 \text{ (days in a week)} = 3,500 \text{ (calorie deficit in a week)}$$

Keep that up for 20 weeks, and you should lose 20 pounds of excess fat:

$$1 \text{ (pound lost per week)} \times 20 \text{ (weeks)} = 20 \text{ (pounds of weight lost)}$$

There you go! It's simple math!

Maybe this is hard for people who flunked math. But there are a LOT of VERY smart, math-wise people who struggle with obesity. Why don't these Einsteins get a clue, do the simple math (it's not multivariable calculus), and fix their problems?

We Have A Trillion Ways to Exercise

Every day, new exercise trends emerge that guarantee to "melt off" the pounds. (I love that expression for its absurdity. Is fat ice?!) Here are a few: Biking; Walking; Jogging; Tae bo; Working out; Spinning; Yoga; Fidgeting at your desk; Housework; Doing aerobics on your Wii.

We may have more varied ways to get ourselves fit than at any time in human history.

So What Is Freaking Going On?

Why are we such miserable calorie counters, if we have all these tools, all this motivation?

Here's the most simple (and correct!) answer:

"Calories" Are the Wrong Things to Count

Ready to find out why??

Then buckle in, my friend. It's time for your Keanu Reeves' "Wake Up Moment"...

Enter The Black Box

Gary Taubes' insight, in retrospect, should have been obvious.

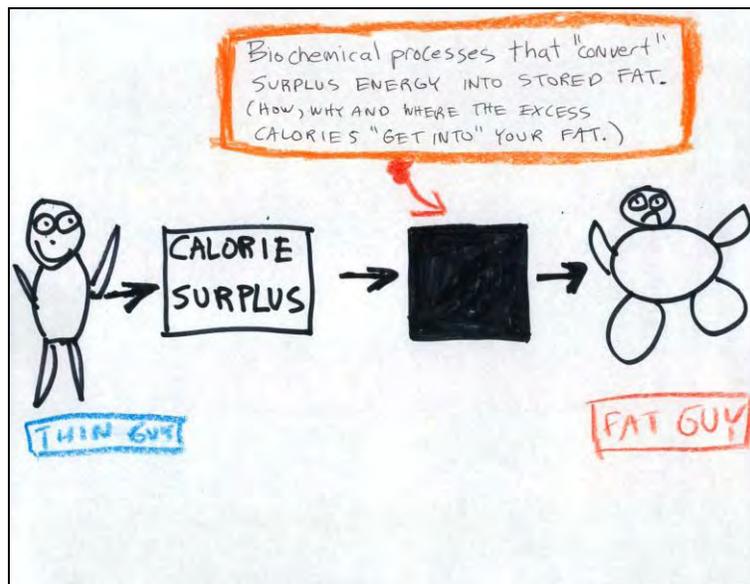
He basically realized that we got the physics backwards. I'll give you some quotes from him soon. But first I want to show you a model I developed thanks to an insight my brother had.

Remember our diagram about what happens when you get fat? Turns out, we left something out!

When we "overeat" or "underexercise" – when we create a "calorie surplus" – that excess energy somehow has to find its way into our fat cells. After all, the fat in our bodies isn't just blobs of goo that randomly accumulates. We store fat in the fat cells of our fat tissue.

So somehow the excess energy from our overeating must get into the fat tissue.

There are many ways this can happen. It gets technical. But, schematically, this is what we all unconsciously assume is going on (again, apologies for the crude drawings!):



The Black Box is where the mechanical magic happens. It's where "excess calories" get converted, biochemically, into your second chin or beer belly.

So what's in that scary Black Box? Hormones, enzymes, genes, the brain, and all sorts of other factors are involved. It's kind of a big fat mess, actually. As biochemistry often is.

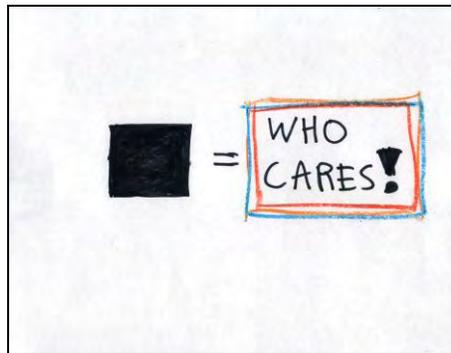
But does the Black Box really matter?

According to the standard model: No!

Look at our chain of reasoning – the cause and effect. The Black Box is "downstream" from the Calorie Surplus. In other words, it doesn't matter how we store calories as fat. When we eat too much and fail to exercise, we will store surplus calories as fat somehow, by hook or by crook. What matters is the Calorie Surplus, not the Black Box.

If that's true, then phew! We can safely ignore that quirky Black Box -- all the hard to understand biochemistry -- and focus only on what we already know how to count: the quantity of food we eat and how much exercise we get.

Goodbye, Mr. Black Box!



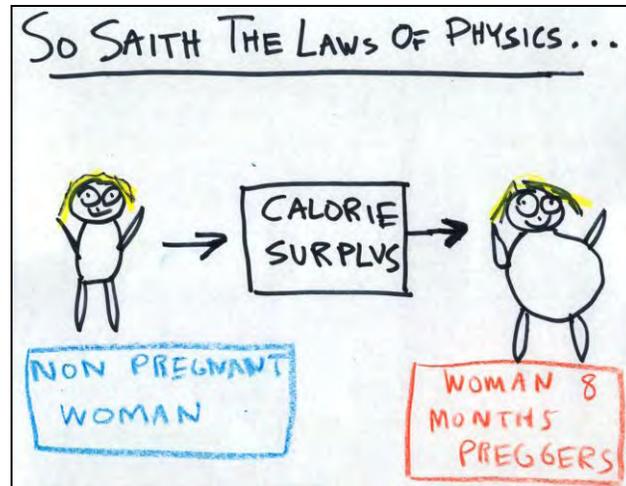
...Or Is It Really "Goodbye"?

Consider a Pregnant Woman

Let's step away from obesity for a second. Think about a pregnant woman, instead. Consider the woman before she gets pregnant and after she's grown a baby in her tummy for 8 months.

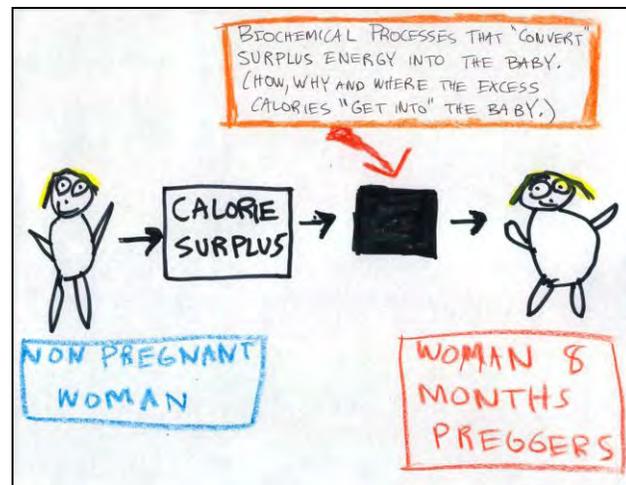
If you remember our discussion about energy conservation, you will recall that *any time* you add mass or energy to a system, you need to account for that. Either you must take in excess and/or burn off less. Mass and energy cannot be created out of nowhere.

So when a woman grows a baby, she must "overeat" calories to make the baby. Otherwise, where in the hay would the baby come from?



Likewise, there also must be a "Black Box" involved. There has to be some way that "excess calories" find their way into the baby. Right?

So is this diagram correct?

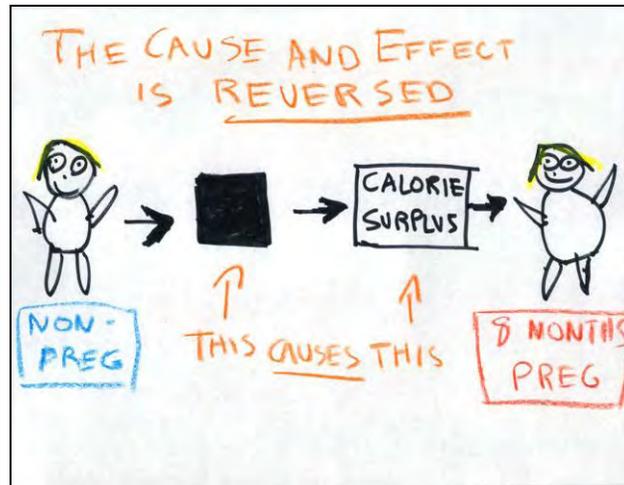


No! This diagram makes absolutely zero sense. *It doesn't give us any information about WHY the baby grows.* The Calorie Surplus has to happen -- sure, absolutely. But who cares? Excess calories do not CAUSE the baby to grow. Otherwise, I could just eat a few extra Big Macs and grow my own baby. But that will never happen, for many reasons, including because I'm a guy.

The reality is, we need to know what's in the Black Box to answer questions like:

- **WHY** does a woman grow a baby in her tummy?

The Black Box is in charge, in other words. NOT the Calorie Surplus. So we need to twist around our schematic and write it like this:



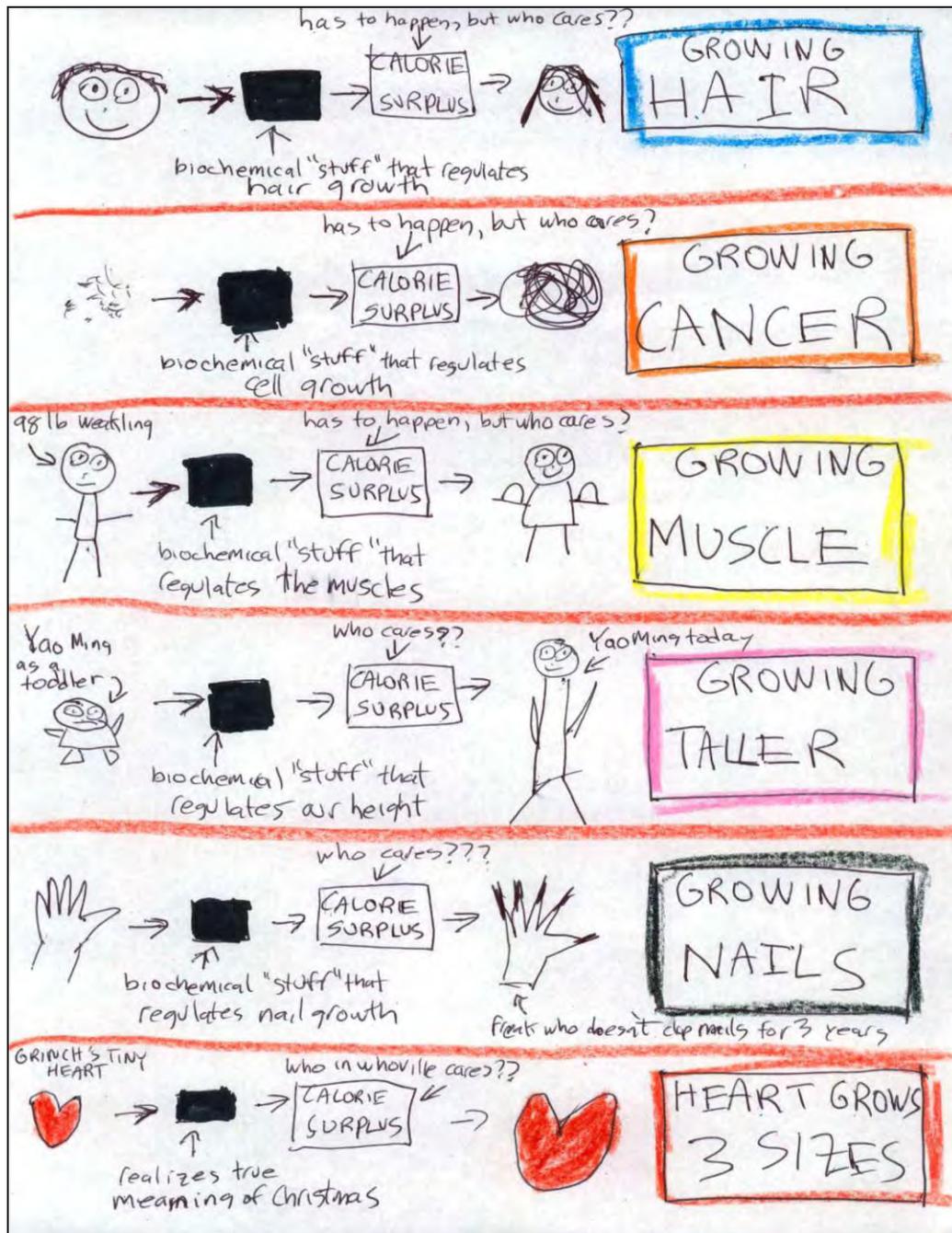
Ahh, there we go!

In this version, the Black Box CAUSES the Calorie Surplus, instead of vice versa. It's a simple switch. But it has huge implications. Because, when you think about it, you realize this Black Box schematic works any time you add (or take away) mass *of any kind* to or from your body.

The law of energy conservation ALWAYS applies and there is ALWAYS a Black Box:

- When you grow hair;
- When a cancer grows;
- When you grow muscles;
- When your bones grow;
- When your fingernails grow;
- When your brain grows;
- When the Grinch's heart grows three sizes;
- Etc!

"Stuff" on your body can't come from nowhere. In order for your body to grow tissue of any kind – to increase the mass or energy stored in your body – you need a Calorie Surplus; you must either "overeat" calories or "under-burn" calories or both. BUT YOU ALSO NEED A BLACK BOX: the mechanics that convert calories to "stuff" inside you.



Can you see? Can you feel it all coming together?

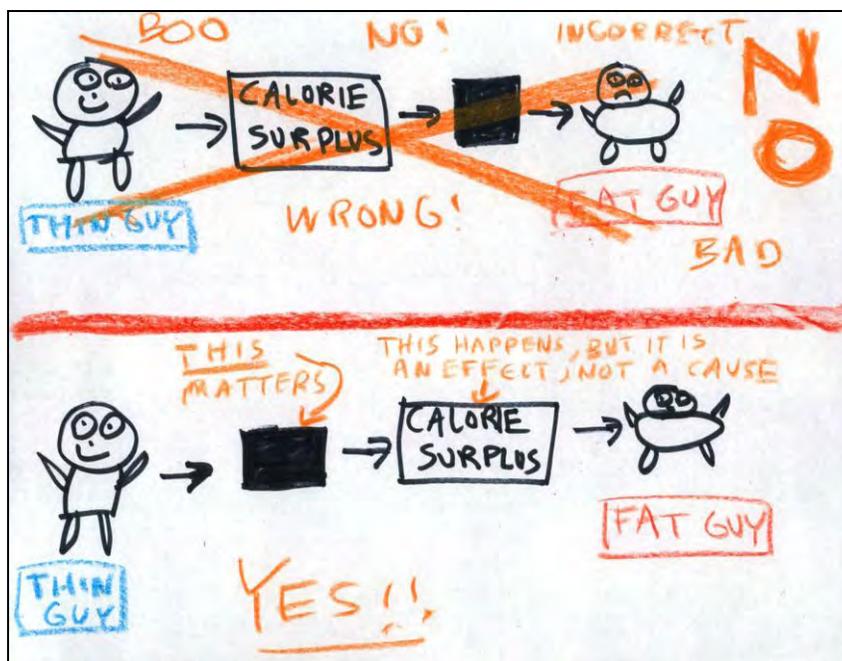
The Black Box matters!

All the complicated stuff that makes our tissues grow bigger or smaller, healthier or sicker -- IT ALL MATTERS. A pregnant woman does not grow a baby by "overeating" calories, even

though she MUST (by the laws of physics) consume more energy than she expends to build the baby. The way to stop your fingernails from growing is not to eat less and exercise more.

Do you see where we're going here? The Black Box matters not just for all these other tissues **but for your fat tissue as well!** In other words, the diagram that we all take as gospel – the one that I reviewed earlier for you – is actually wrong. It's backwards!

The Black Box is in the wrong place!



Problems with the Black Box Cause the Calorie Surplus!!!

Fixing the Black Box Causes the Calorie Deficit!!!

This changes EVERYTHING.

This changes our entire frame of reference. We shouldn't ask: "why are we overeating and being sedentary?" Nor should we ask: "how can we eat less and exercise more?"

Those questions don't address the fundamental problem.

The fundamental problem is: your fat tissue is sick!

The fundamental question is: WHY? What's making your fat tissue sick?

What's in the Black Box?

Remember our discussion about the pregnant woman? Yeah, sure, a pregnant woman must "overeat" or "under-exercise" to store the excess energy needed to build her baby (remember: you can't make something out of nothing).

But who cares?! THE IMPORTANT STUFF IS THE STIMULUS -- what's causing the baby to develop -- NOT THE OVEREATING. The "overeating" is downstream.

Taubes summed up the insight with this somewhat Yoda-like phrase: "We don't get fat because we overeat; we overeat because we get fat."

A pregnant woman doesn't get bigger because she overeats; she overeats because she's pregnant. The same is true for our fat. It's getting bigger, sure. It's growing. That much is obvious. The question is: WHY? WHY IS THE FAT TISSUE SUCKING IN ENERGY? When you say "because of overeating," you're not giving us any information. You're just restating the problem. Of course, people "overeat" when they get fat. They have to. But who cares?

We need to know WHY.

That's what Taubes' argument** is all about, fundamentally.

** Taubes makes the following case against "calories count" in his bestseller *Why We Get Fat: And What to Do About It*.

"If something gets more or less massive, then more energy or less energy has to enter it than leave it. [This] says nothing about why this happens. It says nothing about cause and effect. It doesn't tell us why anything happens; it only tells us what has to happen if that thing does happen. A logician would say that it contains no causal information.

Health experts think that the [law of energy conservation] is relevant to why we get fat because they say to themselves and then to us, as *The New York Times* did, "Those who consume more calories than they expend in energy will gain weight." This is true. It has to be. To get fatter and heavier, we *have* to overeat. We have to consume more calories than we expend. That's a given. But thermodynamics tells us nothing about why this happens, *why* we consume more calories than we expend. It only says that if we do, we will get heavier, and if we get heavier, then we did.

Imagine that, instead of talking about why we get fat, we're talking about why a room gets crowded... If you asked me this question, and I said, *well, because more people entered a room than left it*, you'd probably think I was being a wise guy or an idiot. *Of course more people entered than left*, you'd say. *That's obvious. But why?*" (*Why We Get Fat and What to Do About It*, Gary Taubes, Knopf, p. 74-5)

But, but, but... what about?

Okay, your mind is almost certainly racing. It's being flooded with counterexamples:

- But I know someone who lost weight on a low calorie diet!
- But cutting calories works for me (or at least it used to)!
- But if I "overeat" calories, don't they still have to go somewhere? If they don't into our fat, then where do they go??

- And, likewise, if I "undereat" calories, I do have to lose **weight**, per the Laws of Physics. Where, pray tell, do those calories I burn come from if not from my fat??

Slow down and take a breath! Because we are now in *really* tricky territory.

Looking through the lens of the "Black Box" model (technically known as the "lipophilia" model) will solve our problems and deal with all these objections and more. After all, for a model like this to be of use, it **MUST** explain why cutting calories seems to work or does work, when it does. And we must wrangle with all the "but but but" questions you're raising.

This report is too short to tackle all the objections, frankly. But rest assured that they can be dealt with by the Black Box model.

I'll try to give you the gist of part of the rebuttal here.

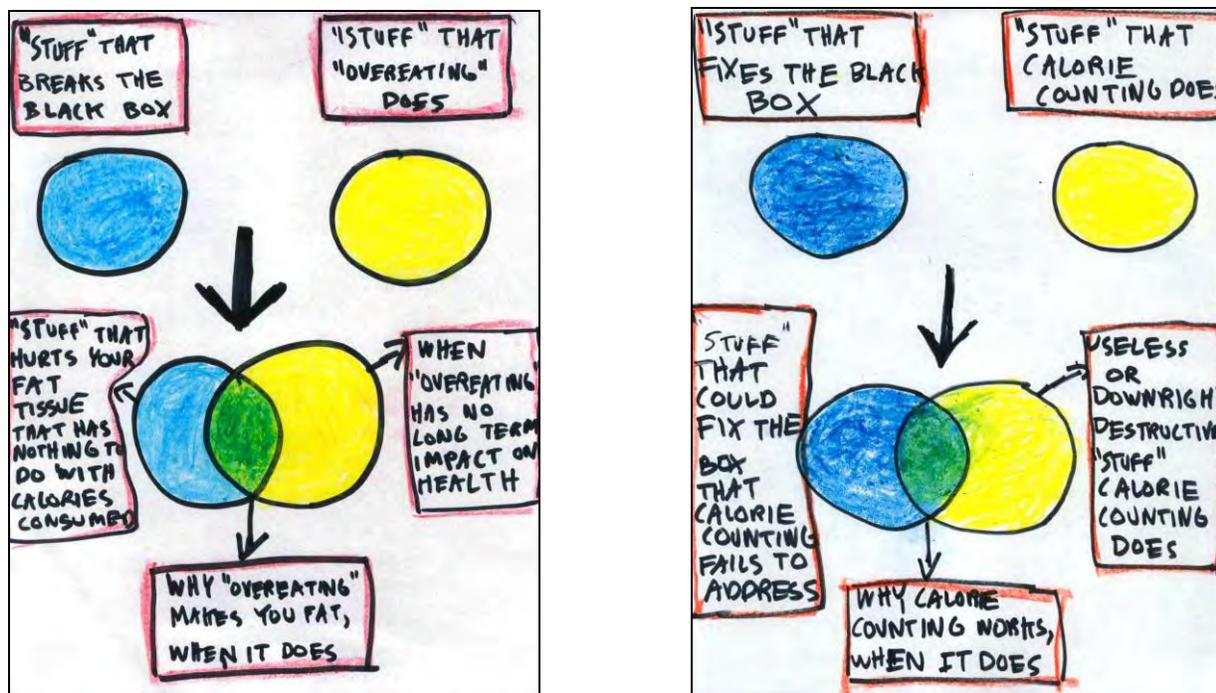
When we go on "eat less" diets, we typically do a lot of things to our bodies at once. We change up the quality and quantity of our foods. We stop eating certain foods and starting eating others. We might "go to the gym" more. We might take supplements. Etc, etc, etc. And all these changes can all have different effects on what goes on inside the Black Box.

Likewise, when we exercise more, same thing. So there is definitely an overlap - a big one, actually. This helps us begin to explain these "but but but" problems you may be struggling with. When you eat less and exercise more, in general, you may be doing a lot of good things that are helping to fix your broken and sick fat tissue – normalize what's going on inside the Black Box.

But you might be missing out on others.

And you might be doing stuff that's downright useless or even counterproductive.

And that's the key here!



It's NOT just the quantity of food that you eat and "how much you burn off" that matters. It's NOT just those two factors. It's 43,762 factors.

When you count calories, you inevitably count some "right" stuff and some "wrong" stuff. But it's hitting at the problem obliquely. It's like playing a video game by smushing the controller against your belly. Yeah, you'll hit some of the right buttons by sheer chance. But this approach is fundamentally both foolish and wasteful. It dooms you to an uphill battle.

In fact, any time you "diet" -- change up your eating and exercise regimen -- you're treating the problem *indirectly*. Because the problem is with your fat tissue itself. Something is messing it up.

The best way I can put it is with an analogy. Imagine you go to the doctor complaining of a fever, runny nose, headache, sore throat, and body ache. This is actually similar to how obesity presents. You don't just "get fat" -- when you "get fat" you also generally "get sick" too -- you are at higher risk for high blood pressure, diabetes, and tons of other scary diseases.

Anyway, so your body temperature is hotter than it should be. Normal people have temperatures of 98.6 degrees Fahrenheit. Yours is 106.6. Having a high fever is bad. We all know that. So you need to get your body temperature down, ideally by 8 degrees, before your brain boils.

What advice should your doctor give you?

Imagine she says: "It's simple physics. You are too hot. You're overheating. Go home and take an ice bath until your temperature cools to 98.6."

And so you do. Lo and behold, the ice bath does cool you down, as it MUST, by the laws of physics. And it might even relieve your body ache and other symptoms a bit. But this treatment is only hitting at a symptom. It's not hitting at the root cause. Dousing a fever with ice water may treat the high temperature -- at least temporarily! -- *but it does not get at the core problem.*

The core problem is an underlying **infection**, NOT the fever.

You want MEDICINE, not an ICE BATH. The cures are totally different.

Once you hop out of the bath, the fever will likely come back with a vengeance, and your other systems will persist, unless and until the core, root problem -- the infection -- is solved.

And so it is with obesity!

We have all been doing the equivalent of dunking febrile patients in ice water. We treat the symptom -- the "overeating," the "under exercising." But we ignore the stimulus, the equivalent of the infection. The fundamental problem is located in the Black Box. Something (or things) are messing up how your body regulates fat storage and fat burning. Making your fat tissue "sick."

To weed out the problem, we need to know what the "infection" is.

We need to STOP dousing ourselves in metaphorical ice water, ASAP. Because even when "counting calories" works, it works by indirect, inefficient action.

And this insight, I believe, immediately should resolve many of the paradoxes that have been bugging you and paralyzing society.

We've been counting the wrong stuff this whole time.

We haven't been counting the stuff that really matters.

And when you look at the problem the wrong way, you confuse cures. You tell a person with pneumonia and a fever to take an ice bath to get the fever down; when what he should do is take an antibiotic to treat the infection.

Go back and review all the paradoxes we talked about before. Can you see how the dominos fall into place when we see things from this perspective? How everything that didn't make sense about your obesity suddenly DOES begin to make sense?

So what IS the right stuff to count?

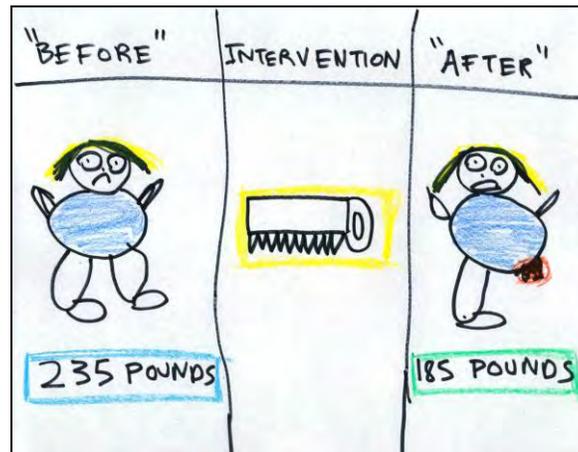
We are missing pieces of the puzzle.

As we talked about before, what's so confusing is that the "eat less move more" approach does get certain things right – but by accident. It's an untargeted approach. It's like using a broad sword to do surgery. It cuts out some of the problem, but it cuts out a lot of "healthy tissue" as well. It also leads to a big mess and a lot of failure.

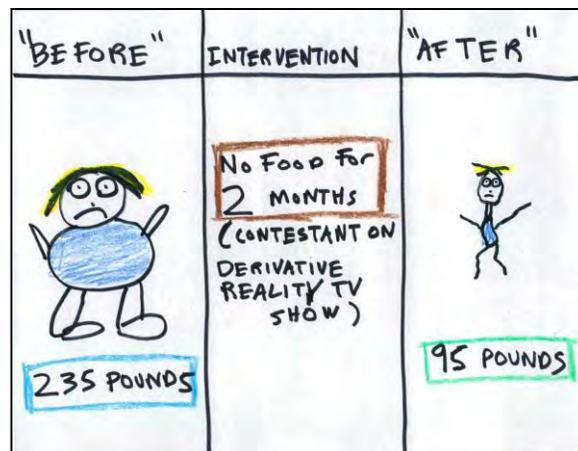
What we need is the equivalent of a scalpel. We need to learn how to count the right things -- the stuff that matters inside that Black Box -- and to ignore the stuff that doesn't matter.

Weight Loss Vs. Fat Loss vs. Fat "Health"

What is it that you, as a Failed Calorie Counter, ultimately want? What's the purpose of educating yourself - of reading free reports like this one? Is it merely to lose weight? To lose body mass? Because, if so, there are easy ways to do that:



Obviously this is not what you want. (Right?) What you want is to lose FAT. A lot of it. So more like this...?



Caloriegate: Why Your Low Calorie Diet is Making You Fat and Sick and Destroying America

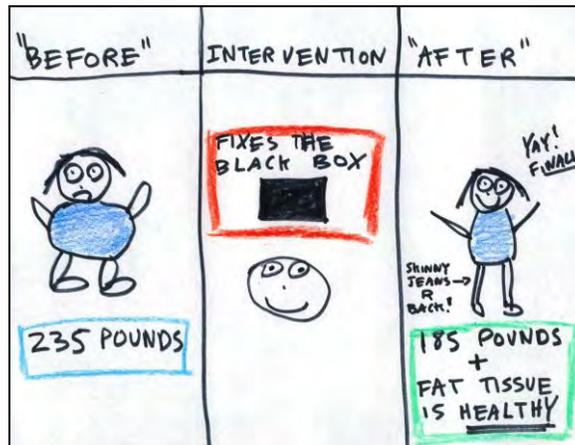
Hold it! Hold it! That's TOO much fat.

Oh, right. You want to lose the RIGHT amount of fat. Say, 50 pounds' worth....:



No, no, no. Dammit! You know what I mean, Adam.

Oh, right. You want THIS:



That's right! Finally, you get it!

Of course it is. And do you see WHY it's right? Because only in our last example does the woman look healthy. It's not that she's lost weight or even lost fat... *her fat tissue itself has become healthy.*

What Failed Calorie Counters fundamentally want -- desperately crave -- isn't weight loss or even fat loss; it's HEALTHY FAT TISSUE.

And that means looking under the hood of the Black Box and seeing what's screwing it up!

Beyond Caloriegate

So how do we make progress?

The challenge is daunting. There may not be easy answers for you. But the potential is enormous. And, chances are, there ARE easy answers for you. Or at least more sensible answers than you have gotten in the past.

Learning how to "count right" is a skill. And if you've spent your whole life in a calorie counting coma, much like the pod people in *The Matrix*, the hangover may likely be intense. Fortunately, resources abound to help you move beyond the failed calorie counter mentality and finally (hopefully!) get the results you've been craving for so long.

My blog, www.caloriegate.com, is devoted to exploring the frontier of this Black Box idea. I invite you to check it out and read an e-book I've written, coincidentally titled "[Beyond Caloriegate](#)." It's the sequitur to this free report. In the second half, we roll up our sleeves, crack open that Black Box, and figure out HOW to move beyond calories, not just WHY we should.

If you're less interested in yet more theory, and you want to get down to brass tacks and get some practical help, then I recommend checking out my eBook, [The Low Carber's Survival Guide](#).

If you want to know why "low carb" is a superior way of dealing with the Black Box than, say, a vegan or Weight Watchers or low calorie diet, then I recommend you pick up a copy of Gary Taubes' [Why We Get Fat: And What to Do About It](#) – and give one to your doctor, as well.

And I encourage you to pass this free report around to whomever might enjoy it or find it useful.

We can all do this! We can all move beyond calories in a way that serves life, helps the planet, and leads to a far better tomorrow than most even believe is possible. I invite you to join me on this quest to learn how to stop counting the wrong stuff in our lives and to start counting the right stuff. We can all live happier, healthier, more compassionate lives.

All it takes is a few, subtle shifts in perspective...