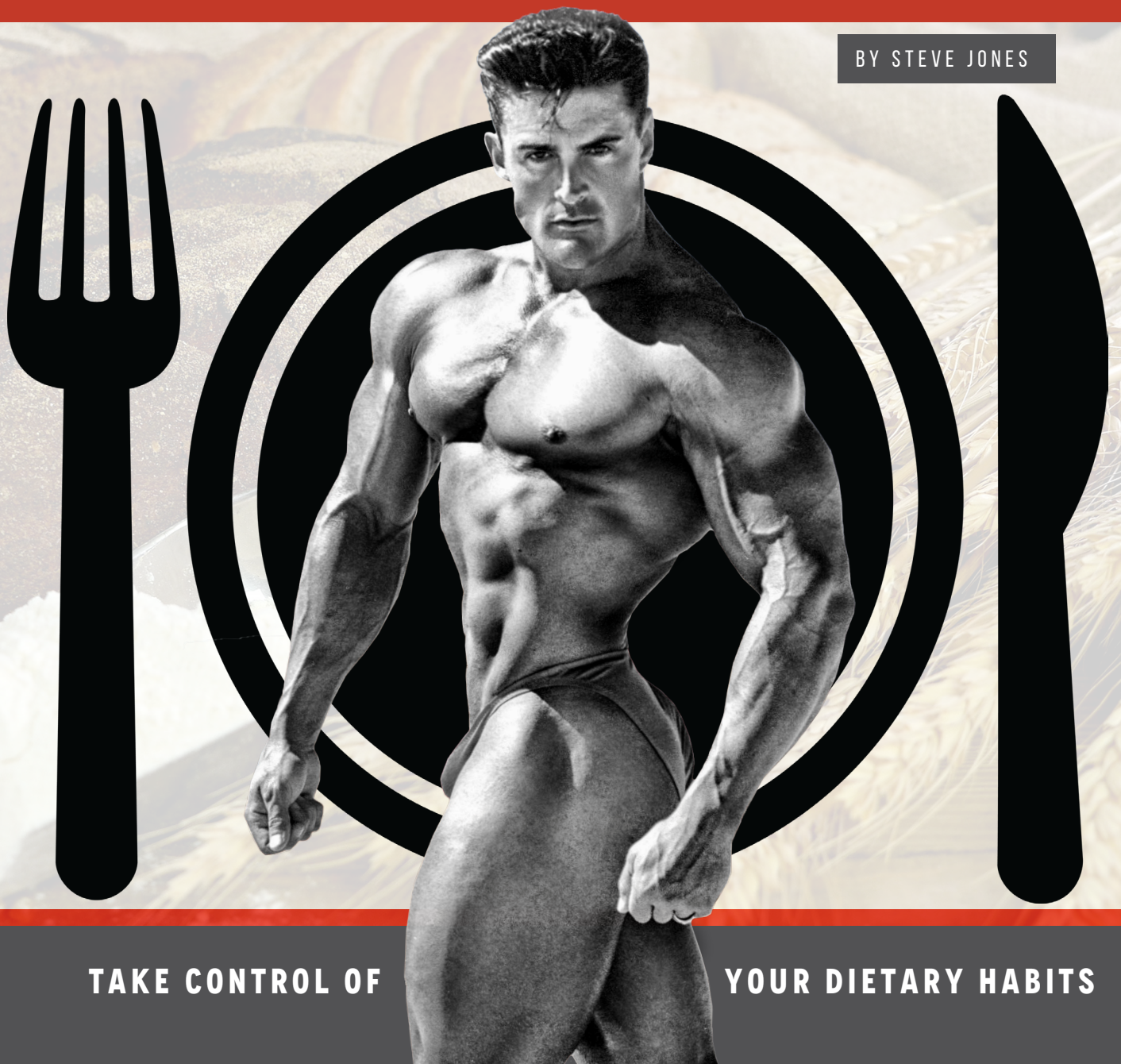


ITS TIME TO CUT THROUGH AND EXPOSE THE TRUTH ABOUT DIETING

DIET MYTHS EXPOSED

BY STEVE JONES



TAKE CONTROL OF

YOUR DIETARY HABITS

01

MYTH NUMBER 1

EAT PLENTY OF FILLING FOODS IN THE HOPE TO CREATE A LASTING FEELING OF FULLNESS

1. Eating plenty of filling foods in the hope to create a lasting feeling of fullness, so you feel satisfied and in control of what, how and when you eat, helping you lose weight. These include fruits and vegetables, unsweetened breakfast cereals, low-fat milk and dairy products, pasta, rice, potatoes, grains and non-creamy soups.

The facts: Follow this crazy advice and you will more than likely join the obesity club in no time. Just the idea of eating “filling foods” entices the thought that you can actually eat these foods until you are in fact full! The hard facts are, fructose the sugar in fruit has been scientifically proven to be more fattening than glucose! Breakfast cereals that are in fact unsweetened are just as fattening as sugar loaded versions, as all carbs essentially end up as sugar in your blood. Some breakfast cereals actually add chocolate to their product and promote them as healthy! When you see the term “99% Fat Free” you can almost guarantee it is loaded with useless carbs/sugar. Pasta is the worse stodgy carb food you could possibly put in your mouth if you goal is to lose weight or stay slim.

Meats, poultry, fish and eggs are excellent sources of protein the building blocks of nearly every cell in your body. So it makes sense to ensure you are getting enough protein in your diet. The reason vegetables work so well for weightloss is because they contain cellulose a fibre that your body can't break down, hence it will try in vain but will spend energy doing so and aid in boosting your metabolism. Vegetables are a far superior choice than fruit when it comes to getting in great shape and maintaining that shape. Non Creamy soups are never going to make you feel full because they are liquid and provide no bulk what so ever. Anything that is liquid, whether it's a protein drink, fruit juice, soup will never have the same benefit as a solid food.

02

MYTH NUMBER 2

COUNTING CALORIES IS THE ONLY WAY TO LOSE WEIGHT... CALORIE IS A CALORIE!

2. Counting calories is the only way you will lose weight.

The Facts: Calories are just numbers your body is a highly advanced machine that recognizes nutrients not calories. Various foods also have specific metabolic advantages over other foods, namely they either enhance the functions or disable them.

Protein foods and essential fats play an integral role in the functioning of all cellular systems within the human body hence they enhance functions. Excessive sugar intake plays havoc with our sensitive metabolism and creates a myriad of dangerous reactions with the body.

These reactions start with high blood sugar levels that can lead to diabetes and obesity. Excessive sugar intake turns off your body's ability to burn stored bodyfat, and any excess sugar converts to triglycerides (the building blocks of fat) plumping up your hungry fat cells.

Research has shown that many more calories can be eaten per day if indeed the calories are from proteins and essential fats. The important thing to remember is the way you look and feel is controlled by nutrients NOT calories.

MYTH NUMBER 3

YOU HAVE TO EAT AT LEAST SIX SMALL MEALS PER DAY TO SUCCEED

3. You need to eat at least six meals a day to succeed

The Facts: This advice can either work for you or against you and in many real life cases it's virtually impossible for the average person who works 9-5 to eat 6 meals per day.

This advice is also taken literally and so many use it to increase the amount of food they eat over a day, this obviously is not going to assist with weightloss.

It is true there are metabolic demands placed on your body when you consume a meal many assume we are like steam engines and get hot (thermogenic) when we eat. This is not entirely the case as the human body is far more advanced than a simple heat generating engine. Unfortunately most people do not understand how your body reacts to protein, carbohydrates and fats and how each of these food groups has a different role in the human body, including building muscle, enzymes, bones, and antibodies. Most of the protein you ingest ends up being used in the digestive process so how would it be possible to even calculate the calories in that food when half of it basically disappears!

Back to the 6 meal a day topic. Is it really necessary to eat that often? Not at all, in fact science has shown more stable blood sugar levels are achieved by eating the standard 3 meals per day. Every time we eat the pancreas releases insulin, be mindful of carbohydrates because anything you don't use will in fact be stored as bodyfat unless you are constantly burning all day long, which is highly unlikely unless you have a very manual job. Sitting behind a desk and eating 6 meals per day is most certainly going to lead to disaster for most. Best approach for most is run with 4 meals keeping the carbs in for the first two and then just sticking with protein for the latter two meals. If you goal is to gain lean muscle mass try supplementing with Branch Chain Amino Acids and Essential Amino Acids. 5gms with each meal, and supplement before, during and after your workouts will do wonders for your aesthetics!

MYTH NUMBER 4

MEAL REPLACEMENT POWDERS ARE A GREAT WAY TO LOSE BODY FAT AND GET IN SHAPE

4. Meal replacement powders are a great way to lose body fat and get in shape.

The facts: Meal replacement powders are a sure fire way to set yourself up for total failure when it comes to maintaining an ideal weight. Liquids provide no bulk in the stomach so therefore you will constantly be hungry. Another reason you will have constant hunger is because most of the commercial meal replacements on the market contain ingredients that stimulate insulin release, hence an increased appetite. Most of these wonder weightloss drinks contain fairly high levels of carbs that are very quick at entering your blood stream.

The faster the carbs enter the higher the insulin response, more sugar is then removed from the blood and the hunger sets in because your blood sugar levels are now low. The facts are if you rely on liquid supplements you are essentially going to make your stomach become lazy, it will not digest food too well because less enzymes are produced.

If indeed nature had intended we live on liquids we would not have a stomach and a set of teeth, we would just have a hole where we poured liquid into! Much like filling up your car with petrol! The human body is meant to digest solid protein foods as these foods place a metabolic demand on the body and assist with boosting the metabolism.

Liquids have very little metabolic value, provide no satiety and will prime your body to gain massive amounts of weight as soon as you start eating normally.

Do you think you could really live on liquid meal replacements for the rest of your life? Of course not, sooner or later you will revert back to solid food and if you are not educated on the rights and wrongs of various foods groups you will end up gaining the weight you lost, plus more!

**MYTH NUMBER 4**

One main reason why these meal replacements appeal to so many is the fact that they are a quick and easy approach. Just throw in some water or milk and add the powder and whammo you have an instant meal. One vital fact will always remain, convenience comes with a price and most things that are quick and easy are generally short cuts that will cost you in the long term. Unfortunately there is no convenient way to succeed in life, it takes a good plan, and smart work ethic. If you are on a dumb plan, it will always be a dumb plan, no matter how hard you work on it!

The secret is to base your diet on solid food and supplement where needed. Maybe one or two protein shakes per day, in between meals will suffice. Or you can supplement with pure amino acids, the building blocks of protein. The great thing about amino acids is they contain hardly any calories, no lactose (milk sugars), fat or any other nasties. In fact my powdered EAA / BCAA formula mixes instantly with water and comes in a delicious mango flavour. Great for those who have milk allergies or lactose intolerant.

The golden rule of successful diet is sustainability. If you can't maintain it long term it is not worth the time and effort. You need a good solid plan, one that explains the fundamentals of nutrition. You need to know the how's and why's of good nutrition to take control of your body shape and fitness. Cookie cutter plans, just don't cut it!

MYTH NUMBER 5

EATING FAT WILL MAKE YOU FAT

5. Eating fat will make you fat.

This is only marginally true because carbs are more the guilty party; however there are good fats and bad fats.

Good fats are classified as EFAs or essential fatty acids and these are best derived from PEOs Parent Essential Oils. The bad fats are fats and oils that humans have tampered with by changing the chemical structure to make them less oxidative. Meaning you could basically keep a tub of margarine on your window sill for 6 months and it would still be good enough to eat! These bad fats are called "Trans Fats" because they have been chemically transformed to resist oxidation and extend shelf life. The problem with extending a fats shelf life is the effect that these trans fats have when your body tries to use them to rebuild your delicate cellular membranes. Trans Fats have been linked to many major diseases the worse of these being cancer, and the reason is they interrupt normal cellular function.

So be aware on all food labels of the words "trans fats" and "Partially Hydrogenated Vegetable oil" because they are one of the same thing just worded differently.

The only fats you should consume are those contained naturally in animal proteins and those in natural unprocessed oils in the forms of PEOs (Parent Essential Oils). PEO's are oils untouched by man, in their true form as nature intended. Your body can make all the EFA's from the PEOs to ensure optimum cellular functions. PEO's can be supplemented into your diet with a PEO supplement that contains the exact ratio of omega 3 to omega 6. These oils will assist with optimizing your energy levels, quality of your skin and hair, support natural hormone production, provide immune protection and actually assist with the weightloss process by curbing your appetite.

Beware of any vegetable oils that have been treated chemically or with high heat



MYTH NUMBER 5

levels because this damages the structure and makes the oil more harmful for your health. Be aware of the oils you use for cooking as most oils become damaged when heat is applied.

The one oil that can be used for cooking without becoming degraded is coconut oil, this can be obtained from most major health food stores. Avoid cooking with canola oil, soy bean oil, olive oil. Canola oil is a man made oil and holds no nutritional value for your body at all so avoid this at all costs.

If you are going to use Olive oil, only use it for cold salads dressings etc. Do not use it for cooking because there is little point in buying cold pressed olive oil and then heating it to high temperatures.

Essential fats are of more importance to the human body than carbohydrates because your body can't make EFA's and they have to be supplied through your diet.

The same applies for protein/EAA's (Essential amino acids) your body requires them for muscle growth and repair and you need to supply adequate supplies through your diet.

Don't be scared of ingesting fats, especially the good fats because they do play an integral part in your health and well being. Just look out for the trans fats because these are the nasty fats that should have no place in your diet what so ever. It pays to include a PEO supplement to ensure you are in fact getting the correct ratio of Omega 3 to omega 6.

This will ensure you are getting everything you need for optimum health and fitness.



SUMMARY

Summary:

Be aware of mainstream dietary myths because many of the companies who try and spin you this mis-information are usually selling high carb foods! They will often quote 99% fat free in their marketing campaigns to mislead the public into thinking they are consuming a healthy product. Ignore those who recommend super low fat diets that include lots of carbs, they have no idea on how the human body functions. Throw away your highly processed breakfast cereals and replace them with good old fashioned rolled oats. For long term weightloss ensure your diet includes enough quality proteins and EFA's (PEOs). Forget counting calories, it is a silly approach that means nothing at all to your body. The human body is not a simple counting machine it is a chemical factory that extracts nutrients from foods for structure and function. Many of these so called calories are used up in the digestion process so it's virtually pointless counting them!

Dump the liquid meal replacements there is no real nutritional or metabolic value in these products and they will only serve to destroy your metabolism and set you up for future weight gain. Aid for 3-4 solid, balanced meals and get your plate portions correct. If your goal is to gain lean muscle and lose body fat supplement your diet with pure Amino Acid Powders (BCAA and EAAs). When it comes to peak performance, supplementation does help you push beyond your limits. Stay well clear of celebrity diets you see in tabloid magazines these are downright crazy. Movie stars are actors; know nothing about nutrition and probably follow lifestyles which are totally contradictory to health and fitness. Losing weight and keeping it off is actually quite easy if you follow the guidelines we have just covered.

RED



BLUE



MAKE A CHOICE

SUMMARY

Choosing a winning plan is much like the scene in the Movie Matrix, where Neo had to choose a red or blue pill! There are a lot of scams out there, its buyer beware. Generally if it appears to good to be true, it probably is. My advice is, to choose your information wisely, and make sure it's from an experienced and credible source.

For a comprehensive plan that covers not only diet, but training, supplementation and mind-set be sure to check out my new Book/online plan called The Aesthetic Bible. It includes over 38 years of hands on experience in the health and fitness industry and explains all the how's and why's in an easy to read format.

I explain in detail, everything you need to know to take complete control over your body no matter what your goals may be.

Visit www.aesthetickingdom.com for details

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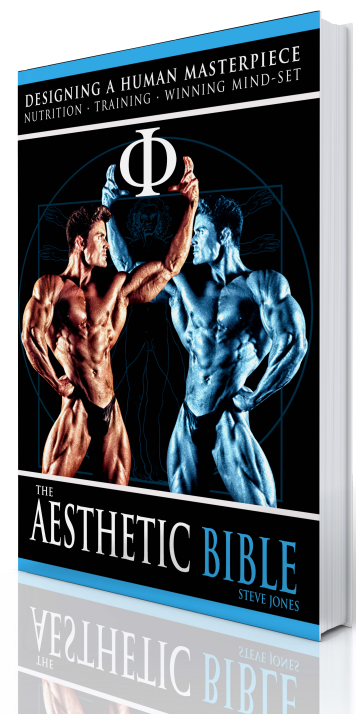
theaesthetickingdom

Your good friend in fitness

Steve Jones

Author

The Aesthetic Bible



SMART CHOICES DETERMINE YOUR FUTURE SUCCESS

RED OR BLUE

“WORKING HARD ON A **DUMB PLAN** DOESN'T MAKE IT ANY **SMARTER**” - Steve Jones



TYPICAL COOKIE CUTTER PROGRAM

- NO** Explanation on training fundamentals
- NO** Explanation on Nutrition fundamentals
- YES** Cookie Cutter Diets from Internet
- YES** Cookie Cutter Training Plans
- NO** A fully comprehensive plan
- NO** Expertise on Supplementation
- NO** Professional presentation and layout
- NO** Easy to read format
- NO** Stunning Images and Graphics
- NO** Genuinely Created to Help Others
- NO** Over 38 years of Industry Experience
- NO** Additional Bonus Content

THE AESTHETIC BIBLE BY STEVE JONES

- YES** Explanation on training fundamentals
- YES** Explanation on Nutrition fundamentals
- NO** Cookie Cutter Diets from Internet
- NO** Cookie Cutter Training Plans
- YES** A fully comprehensive plan
- YES** Expertise on Supplementation
- YES** Professional presentation and layout
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