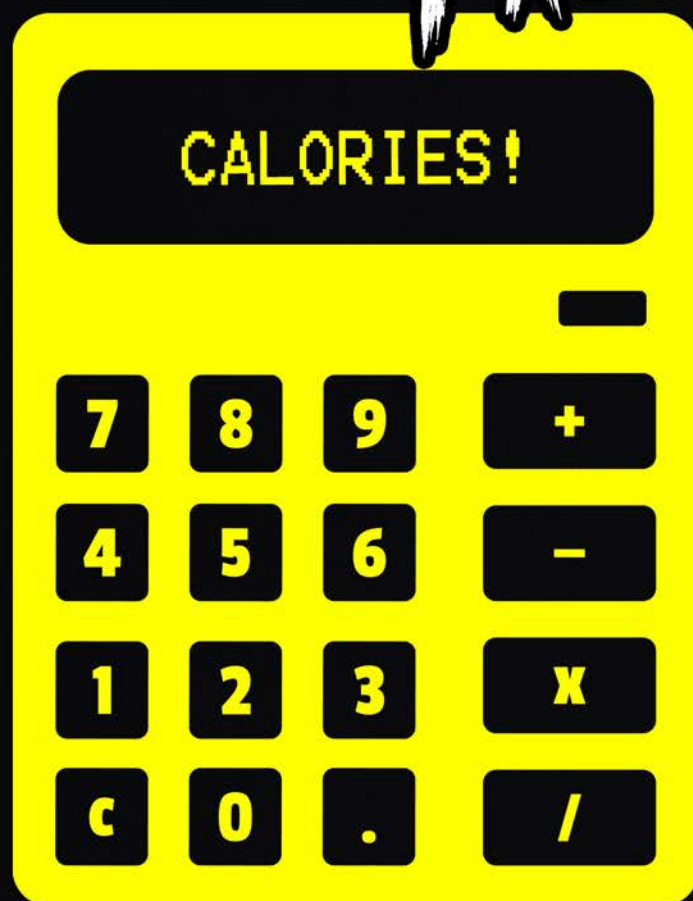


WHY COUNTING CALORIES

CAN KILL YOUR WEIGHT LOSS GOALS

CALORIE DEFICIT.

FACTS YOU **NEED**
TO KNOW!



"Learn why calorie counting is based on an outdated measure and why it only plays a small part in the weight loss solution"

THE CALORIE COUNTING

MYTH EXPOSED!



CALORIE DEFICIT.

FACTS YOU NEED TO KNOW

THE CALORIE COUNTING MYTH EXPOSED

From the desk of: Steve Jones, CEO, Founder,
The Aesthetic Kingdom

We learn how to count from a very young age, along with reciting the alphabet. These abilities are some of the absolute basics of learning, you could say, they provide the foundations for much of academia.

Science and math are numbers, letters and equations. As a progressive World we love to hear statistics, how much money we are making, how far we have traveled, how many hours we have worked and, our topic for this article, calorie counting.

Before I share why counting calories can actually destroy your future weight loss goals, I want to give you a brief history lesson on where and when the calorie measure was invented. Why? Because history generally brings the truth to the surface and squashes any myths surrounding a topic of discussion!

Where it all began. Modern calorie counts originated back in the 19th century. American chemist Wilbur Olin Atwater developed the system, still used today, for calculating the average number of calories in one gram of fat, protein and carbohydrate.

This 19th century system calculates the available energy in all foods with a unit known as the food calorie, or kilocalorie, ***the amount of energy required to heat one kilogram of water by one degree Celsius.***

PROTEIN?



CARBS?



FATS?



The breakdown is as follows, fats provide approximately nine calories per gram, whereas carbohydrates and proteins deliver just four. Fiber offers an extremely low two calories because enzymes in the human digestive tract have great difficulty breaking it down into smaller molecules.

To this very day we are still using this outdated measure for counting calories and every food label with a calorie count you have ever seen is based on these estimates! These estimates assume that the 19th-century laboratory experiments accurately reflect how much energy different people with different bodies derive from thousand of different kinds of food. Now, I am not a scientist, I prefer to use logic for most of my reasoning, but the statement above has already raised a number of red flags.

Even the latest scientific research has revealed that this assumption is, at best, far too simplistic. To calculate the exact amount of calories that someone gets out of a given food, you would have to take into account a mind boggling array of factors, including how it is cooked, how it has evolved, its fiber content, how much energy is expended to break down that particular food (thermogenic value). Along with unique differences in whether that food has evolved to survive digestion, how boiling, baking, microwaving a food changes its structure and chemistry.

THE CALORIE DEFICIT THEORY

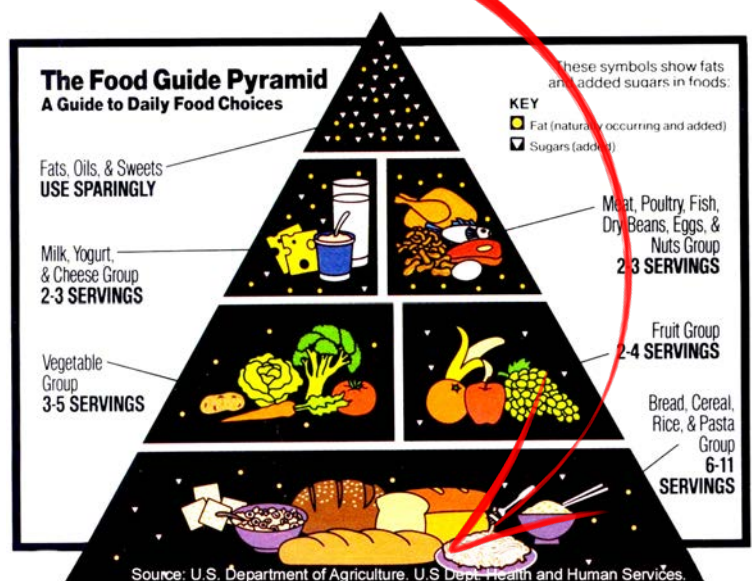
Based on the history of the measurement itself, and the facts above this tends to make the concept of calorie deficit a little insignificant, to say the least. Basing your future health and weight loss goals on a flawed measure is not a good place to start. So why do so many people continue to reiterate these two words, calorie deficit?

Simple. Yes, that's the answer, it's a simple measure for people that want to associate weight loss to a little bit of basic math. To liken the human body to a simple calculator that produces X amount of results for X amount of input, not taking into consideration the content, is downright foolish. But then again, the World Health Authorities had the food pyramid upside down for a good thirty years, so I guess minor hiccups come with the territory!

This nonsense of calorie intake VS calorie expenditure does NOT account for all the variables, including, the amount of energy used in the digestion process, the cell walls of various foods, individual variance in

CHECK HOW RIDICULOUS THE FOOD PYRAMID WAS

6-11 serves of bread, cereal, pasta per day!
Virtually NO protein (The Building blocks of muscle)



digestion, absorption, and most of all, the nutritional value of food. For the best part, all we can look at calorie counting as, is a loose guide, that's pretty much it.

To simply base a nutrition plan on calories alone would be foolish for starters, but to base it on a totally flawed measurement system would be downright crazy! Once again the human body cares little about numbers, it is a highly sophisticated machine that has the ability to extract valuable nutrients from the food we eat to provide energy, and rebuild cells.

What truly matters in the human body is nutrients, amino acids and essential fatty acids that the body can't produce and have to be supplied through the diet. Sure, we also need carbohydrates and this could lead on to a whole new debate, but let's stick with the topic at hand. Our body's crave nutrients, not calories, we are not made up of numbers. We can look upon the human body as a highly advanced chemical processing plant that extracts "nutrients" to rebuild the millions of cells that we are made of.

CALORIES AND WEIGHT LOSS

Every type of food we eat contains calories, but not every food contains nutrients! So based on this fact alone, are we better to eat foods that are low in calories, but nutrient dense. Or high in calories and nutritionally void! This is one of the reasons why the whole calorie deficit thing is total nonsense, because we can actually consume a lot less calories, but get a great deal more nutrients with the correct food choices.

From personal experience, I discovered many years ago when competed in bodybuilding shows where we would be judged on extreme muscle definition that some foods did not work as well for weight loss than others. In fact, I could eat under my so called "calorie maintenance" level yet still not lose weight, despite doing rigorous gym and cardio sessions daily! This proves there is good and bad foods when it comes to weight loss, and I am not talking about your [typical] junk foods and I am talking about foods that are considered healthy!

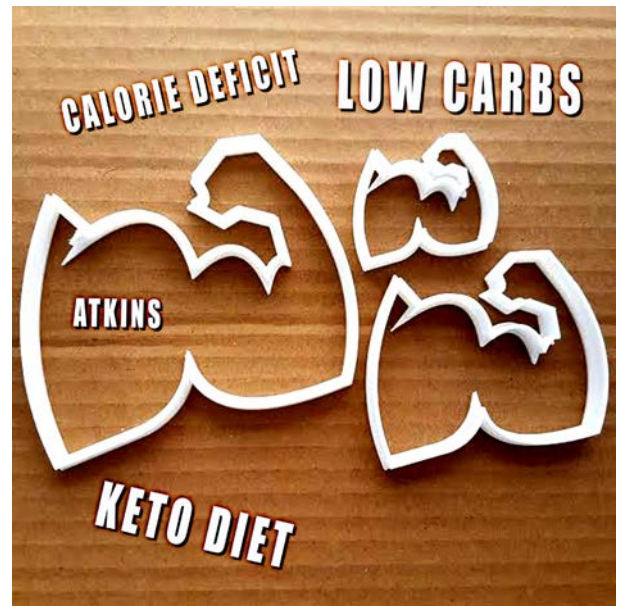
I have tested this theory of various food types and their effect on my body composition a number of times, and every time I get the same result. Some foods just work much better, maybe this is a genetic factor, or there is more to it. I feel



it's a bit of both, more importantly, the composition of the food, not the calorie content is what makes the difference.

COOKIE CUTTER EDUCATION AND MIMICKING

As Human beings, we are a little monkey-like at times. Monkey see, Monkey do! Or Monkey say, Monkey do. If we hear, or see something often enough, we presume it must be correct. This is commonplace in the health and fitness industry, people arm themselves with a little "Monkey Knowledge" and simply follow the masses, because it must be right. Also the "fear" of being the odd one out often prevents people from taking a different view on various subjects. The fitness industry is one of the worst for "Cookie Cutter" diets and programs, if you can't create or think, just copy! The easy way out, that makes one feel part of the gym culture.



When we have major Universities hand out diplomas to dietitians who still use the calorie is a calorie theory in their education system, it's easy to see why there is mass confusion when it comes to nutrition. Sure, we have an endless supply of fad diets, all designed to ultimately fail so they can sell you yet another failed plan. Mostly based on false promises and a little wishful thinking. The only way to fix the problem is through solid education on what happens when we eat protein, carbohydrates and fats, and how each of these food elements react in the human body.

Simply counting calories in, vs calories expended will only serve to continually remind us of, what we can't have. We become obsessed with numbers, which moves us further away from what really matters in the end - nutrients! We end up with experts with 'Degrees of nonsense' rather than common sense and logic. I mean, you don't have to spend 5 years in University to figure the calories that come from protein are more important than carbs! Have you ever heard of an essential carb?

WHAT DOES SCIENCE HAVE TO SAY?

Recent studies suggest that almonds, peanuts, and pistachios are less completely digested than other foods with similar levels of proteins, carbohydrates and fats, meaning they release fewer calories than one would expect. A recent study by Janet A. Novotny and her colleagues at the U.S. Department of Agriculture found that when people eat almonds, **they receive just 129 calories per**



CALORIE DEFICIT.

**FACTS YOU NEED
TO KNOW**

serving rather than the 170 calories listed on the label. There are numerous foods that have not evolved to survive digestion that differ in their digestibility.

Protein foods may require as much as FIVE times more energy to digest as fats because our enzymes must unravel the tightly bound strings of amino acids from which proteins are built.

Nutritional food labels obviously do not account for this expenditure! Some foods such as honey are so rapidly used that our digestive system is hardly put to use. They break down in our stomach and move quickly across the walls of our intestines into the bloodstream. Plus calorie counting does not take into account the metabolic effects of a food, for example honey causes a spike in blood sugar and creates a cascade of hormonal responses, increased insulin output, sugars converted to triglycerides (fat) to be stored where you least want it! Get the picture?

Surprisingly, a lot of people still don't get it. They keep rattling off this "calorie deficit" nonsense because it's trendy, and most of all because they lack any real knowledge about food, more so, nutrients in that food and the effects those nutrients have.

THE SMART SOLUTION

Before you jump into your next diet, and get all motivated and determined, make sure you are applying a smart plan. One that clearly explains the absolute fundamentals of nutrition, how foods react in your body, how to use key times to enhance uptake and absorption, how to use a simple plate portioning system to do away with calorie counting, and how to supercharge your weight loss goals. One thing for sure, there is no point in using an outdated measuring system to count what you may or may not be getting from the food you eat! It is not logical for a number of reasons, the main one, it's not based on what truly matters to your body - nutrients. As mentioned earlier, the best that calorie counting can offer is a very loose guide, but that's as far as it goes. My new book *The Aesthetic Bible* dives into this very topic in detail, explains everything you need to know in order to take complete control over your weight loss and muscle building goals for the rest of your life!

I have been in the health and fitness industry for over thirty eight years now, I have seen all the fad diets come and go, as they still do. The IIFYM, the Keto Diet, the Low Carb, etc are some of the most recent fad diets to circulate across the Internet, with social media, providing an awesome platform for the "Monkey-See" brigade to drink the diet-cool-aid and spread the word, only to cause even more mass confusion and diet frustration!



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First and foremost, health should be our number one priority. The only way to ensure future health and longevity, prevent diseases, as well as control your body weight is to get on a plan based on both hands on experience, and logic. I do practice what I preach, I am living proof of that, just turning fifty years old and still able to maintain a great physique and most of all be healthy inside and out.

I am tired of hearing all the nonsense, and I honestly feel sorry and frustrated for those that get suckered in with these shammy diet methods. To be condemned to count every last calorie you put in your mouth for the rest of your life is pure torture. Constantly being reminded of all the stuff you can't have because it contains too many calories. It's time to break the shackles and discover how you can take control of your true genetic potential for optimum health and fitness.

Jump online and take a look at The Aesthetic Bible, it will save you a whole lot of wasted time and frustration when it comes to your weight loss goals. Not to mention, the information works for all ages, genders and is perfect for those looking to add some quality lean muscle to their frame as well.

Looking forward to sharing more life changing content with you.

Your friend in fitness

Steve Jones

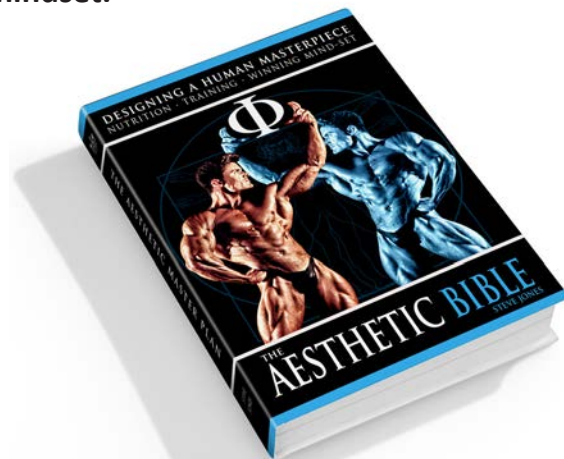
CEO, Founder
Aesthetic Kingdom



Still hitting the gym hard at 50 years of age and loving every minute of it!

UNLEASH YOUR TRUE WEIGHT LOSS AND MUSCLE BUILDING POTENTIAL

Learn how to design a human masterpiece with an easy to follow guide on nutrition, training, supplementation and winning mindset.

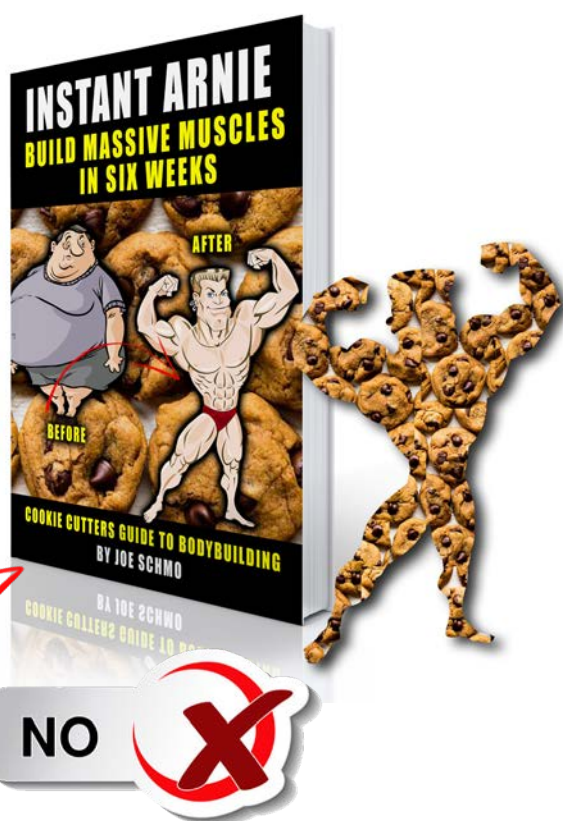


SECURE YOUR SUCCESS TODAY

SMART CHOICES DETERMINE YOUR FUTURE SUCCESS

RED OR BLUE

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

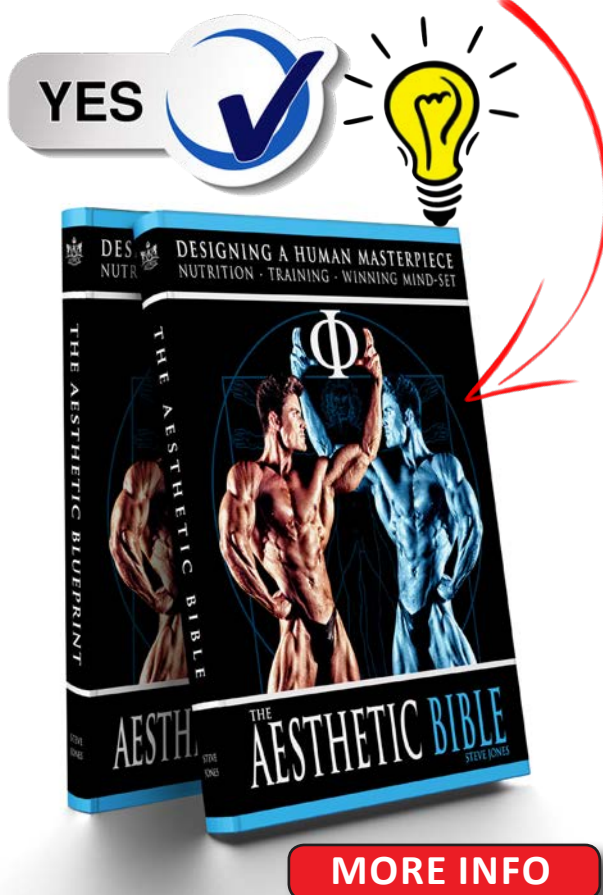


TYPICAL COOKIE CUTTER PROGRAM

- 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

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MORE INFO