

THE WEIGHTLOSS SCANDAL: 5 DEADLY TRAPS EVERYONE FALLS INTO WHILE TRYING TO LOSE WEIGHT

LESSON 1 HIGH ENERGY MASTERCLASS

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THE WEIGHTLOSS SCANDAL: 5 DEADLY TRAPS EVERYONE FALLS INTO WHILE TRYING TO LOSE WEIGHT

It happens to everyone who tries to lose weight.

Which is around 2 Billion People on Planet Earth. And it happens multiple times.

You go on a diet, you lose weight and then after some time, you regain it back, a little more than what you actually started from.

It does not matter, how hard you try and how many times you try.

The weight always comes back in a cycle.

And with it, also comes back your shattered self-image, broken confidence and an unwanted packaged of life style symptoms.

Imagine a life where you are able to **lose weight permanently** and it never comes back .Ever.

How would it impact your life?

Where you look forward to beach holidays and vacations to flaunt your body.

Where you look 5-10 years younger than your friends & colleagues and get compliments every day.

Where you can go and shop for slim fit clothes.

Where you get the spark again in your love life and your intimacy returns.

Where you have full energy to take care of your ever increasing responsibilities and show up your best in the world every day.

Where you experience your newer, lighter, younger self, your 2.0 version. Every day you have the energy to go for an evening walk with your spouse and play with your child.

Where your productivity at work soars because you are able to focus on important tasks for longer time.

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Where your self-esteem and self-image is all time high because you are in the best shape of your life.

Where you are able to enjoy Pain free & pills free life while you are growing old.

Too good to be true?

Well, I have been living this life for more than a decade now. 10 Years back, I changed myself from obese to slender category. Permanently. Forever.

This puts me in .01% population who can lose and then keep off their weight for rest of their lives.

And it is just not the weight. I just did not lose my weight, I released my old self entirely.

My complexion got clear , My infections went away , My cholesterol , My headache , My constipation– everything – It looked like there was a surgical strike on my illness and symptoms and my weight .They never came back.

Now in this entire process, entire journey, I realised what are the traps, why people fail so miserably. And I am going to share with you **5 deadly traps that everyone falls into when they try to lose weight.**

The **first Trap** is – **Weight loss is Easy and Diets work.**

Most people dramatically underestimate what it really takes to lose weight. This is such a common trap. Now, to be sure, lots of people lose some weight. But then they gain it right back again. I'm assuming this is not what you want to do. I'm assuming you want to lose all of your excess weight, and then keep it off.

The sad reality is that the odds of doing that are microscopically small. In fact, it is reasonable to Estimate, based on a careful examination of the best available data that only one one-hundredth of one percent (.01%) of extremely overweight or obese people manage to get slender and stay slender Long-term, which is more than 10 years.

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So don't underestimate the task ahead. Losing weight and keeping it off is extraordinarily hard. You probably already know that deep down.

Majority of the Diet programs work on food deprivations, portion counting and short term weight loss. So you do achieve weight loss, but right after that, you gain it back. It is never permanent. Because you go back to eating those same foods again which you felt deprived of during the process.

Infact the research says that 80% of people who successfully lose at least 10% of their body **weight** will gradually **regain** it to end up as large as or even larger than they were before they went on a diet.

Have you gone on a weight loss program and regained it back? If yes, you are not alone.

The **Second trap** is – **You need to exercise to lose weight.**

This was a trap initially perpetuated by the soda companies and now has spread wide. In fact some of the food companies these days sell sugary, salty junk food but their Instagram and Facebook handles talk about positivity, yoga, meditation and exercise as a way to regain health.

Really? What a propaganda!

Exercise never works for permanent weight loss, because you are never fixing the underline foundational cause which is consumption of fake factory food and garbage in the name of health & nutrition.

Have you seen your school or college buddies who were athletes during hey days and now they have turned obese because they are no longer physically active. The reason is that they never understood nutrition and their junk eating habits remained the same.

Exercise is a way to **improved health**, it is not a replacement of foundational health. You literally become what you eat. What are you rebuilding your body with? With soda, potato chips or french fries?

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Exercise can actually drain your body if you start it when your body is nutritionally empty. In those circumstances, it can actually bring injuries. So the best time to start exercise is when your body's nutritional needs are fulfilled first.

Also exercise done primarily for weight loss always backfires. Now, I'm not saying exercise isn't healthy for you—of course it is!

There's plenty of research showing that exercise improves muscle mass, cardiovascular health, memory, attention, mood, self-esteem, sex drive, quality of sleep, brain health, and so much more.

But...it's not necessary to lose weight.

In fact, it can **keep you from losing weight**.

Why is that?

Well, there is a "compensation effect" that happens with exercise, because by definition, exercise is a **willpower-depleting activity**.

It takes willpower to get to the gym and willpower to run on the treadmill.

It takes willpower to lift weights.

It takes willpower to do yoga.

And then, something **not good at all** happens after you finish exercising or leave that yoga class.

Research shows that in your depleted state, you are more likely to fall prey to the compensation effect, where you might think to yourself, "I just worked really hard, so I deserve a reward."

Sound familiar?

And, of course, in one trip to your favourite local coffee shop you totally wipe out the weight-loss benefit of that stint of exercise.

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Let's come to **Trap 3: Relying on willpower.**

Most of the people start a new diet, then they learn which foods to eat and which foods to avoid, and then they just assume that their willpower will be there to keep them on track when they grab their plate and start heading down the buffet line.

Well guess what? It doesn't work like that. It turns out that willpower is not a loyal friend. It has gaps. Huge gaps.

First of all, willpower is actually a thing. It's a unitary power source inside us, like a battery. Willpower is limited. Scientists estimate that we have only about 15 minutes at our disposal before the battery runs dry.

To make matters worse, a whole host of thoughts, emotions, and activities can deplete it.

For an example:

Resisting temptations

Persevering on tasks

Monitoring our performance

Making decisions

Regulating our thoughts or emotional responses

The trouble is, we are doing these things nearly all day every day, so there's no way to ensure that our willpower will be fully charged when we need it most. In fact, research shows that the average person spends a total of 4 hours each day just trying (and often failing) to resist temptations alone.

Want to know what's scary? There is yet another scourge that short-circuits our willpower even faster than any of the items listed above, and it explains why willpower is especially unreliable when it comes to food.

Here it goes. The horrible truth. Our willpower doesn't perform properly when our blood sugar is low. Yup. That's right. The seat of willpower in the brain, the anterior cingulate cortex, absolutely requires blood sugar for fuel, and any dip below average levels will handicap its functioning.

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Trap No. 4 is ignoring the addictive power of processed & refined foods.

How do they make cocaine or heroin? They take essence of coca leaf or poppy plant leaf, refine it and make it into a white processed powder.

How do they make sugar or flour? They take essence of sugarcane plant or the crop plant, refine it and process it to a powder.

If you mix water in the flour powder, you can make the dough. In fact for generations, mothers make a homemade paste by mixing flour and water for their young children to use in art projects, scrapbooks and the like! The question is why are we eating them?

Remember, the foods that cause you cravings are not in their original, out-of-the-ground form. Odds are that you crave foods made from the fine powders manufactured by the food industry. They're not really foods anymore at all but rather "edible food-like substances."

Foods that are in their whole, unadulterated state interact in the brain the way nature intended. In contrast, "edible food-like substances" made out of sugar and flour release an unnatural flood of dopamine that hijacks the pleasure centres in the brain (the ventral tegmental area and nucleus accumbens) and

cause cravings. It's no coincidence that as the prevalence of refined powders in our food supply has increased, obesity rates have soared. In fact today, 80% of foods available on supermarket shelves are laced with added sugar alone.

The last and the most powerful trap

Trap No. 5 is that Information or Knowledge will get you results.

Most of the people think that getting access to information or knowledge is sufficient and it will get those results automatically.

So they think the formula is

Knowledge = results.

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Tell me if this sounds familiar...

1. You get really motivated after learning something new. ("TODAY'S THE DAY!")
2. You are determined to stay healthy and eat very clean or start the gym.
3. The first day or two goes okay...but then you forget to do something on your lists, get distracted, or simply procrastinate. Maybe you stuck to it for a few days. Then, one day, you find a whole chocolate cake in your fridge. You say, "I'll just have one piece." And then, 3 days later, all that's left is an empty plate, a few crumbs, and a lot of guilt.
4. So Guilt creeps in and you avoid working hard (which only leads to more guilt and procrastination).
5. Until finally, you give up.
6. Then the waiting game begins until "knowledge induced motivation" strikes again, starting the whole process over with our newest fascination and a NEW list of goals.

This formula is not right. There must be missing links.

Remember, **Knowledge cannot replace actions.**
So what do you think we need to include?

Knowledge + Action = Results
But Is it perfect?
Well, not yet.

The formula is

Knowledge + Consistent Action **LEADS TO** Building Momentum + Automated Habits Which **LEADS TO** Results + Transformation

We will learn about building new habits and eliminating old habits in Lesson 3. So these are the 5 traps that everyone falls into when they try to lose weight.

Now I want to talk about a silent crisis which is even bigger than current pandemic. It is now considered to be perhaps the direst and most poorly contained public health treat of our times. It is **obesity** and worldwide it has tripled since 1975. As per a study done for US Populations, **in 2020, 83 percent of men and 72 percent of women will be overweight or obese. Even child obesity rates are on the rise.**

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By the way, all these studies were done **before the global pandemic**.

And there is another poll study done by WebMD for **the unintentional weight gain as a side-effect of the coronavirus lockdown** in the US Population. As per the study, 75 per cent of people reported gaining around upto 4 kilos while 21 per cent of the responders admitted that they had gained around 5 to 8 kilos during the lockdown. A shocking 4 per cent of the participants said that they had gained close to 10 kilos during the quarantine period. When asked about the reasons, the participants said it was almost too easy to give in to the temptations of packaged products and comfort food to battle the unwanted stress of the pandemic.

For now this is called a double whammy. **An extra dose of weight gain during pandemic to an already obese demographic?**

Which brings me to a very important personal question for you.

Have you tried weight loss?

Have you gone on a diet?

Did you achieve your weight loss?

If yes, for how long?

Was it temporary or permanent?

Did it come back after few months?

What was your biggest challenge?

What makes it difficult to lose weight?

Weight is a personal sensitive topic and most of the time it is directly linked with self-image and self-esteem too. Also it is something majority of population is suffering now.

If you are somebody who never had a weight issue, try buying a 10 kg weight from the market and keep carrying it with you in your hands for 24 hours. You will understand how tiring and draining it can be for the body.

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So in the next lesson No. 2, we will discuss **How to lose weight on a full & stuffed stomach.**

Here are just a few examples of Vineet's students and the results they have achieved:

"Just 3 sessions with Vineet changed my life! I lost 9 KG and my body got so much nutrition that I could resume a highly active life in my 40s."

Bryan Moras

"These materials and Videos are so valuable. It's shocking to see it go for free. This is by far the most effective wellness program for Professionals I've seen in my life. Thank You Vineet!"

Sanjeev Soni

"Thanks to Vineet's teachings. I have benefited with sustained energy and general overall health while in a high demanding Job."

Suvin Valson

"Vineet walks his talks. His trainings & teachings are based on common sense & logic. I have gone thru his Amazon Best-seller book and it was an eye-opener!"

Pankaj Gauba

Want to learn more tips just like this? Keep watching your email where I'll be sending you more strategies and techniques over the next several days.

And watch for the launch of our product, **HIGH ENERGY EXPERIENCE (HEX Intensive)**, where I go deep into a structured system to achieve wellness, weight loss and vitality.

Finally, don't forget Trap No. 5 — it's not the learning of these strategies, but the doing of them in a structured systematic program that will bring you the results!

Permanently.

For the rest of your life.

Vineet