

Introduction To Weight Loss

# Dr. Sass Explains the Smart for Life Cookie Diet



Smart for Life™  
Weight Management Centers

Get  
Cookie  
Thin™

By Sasson E. Moulavi, M.D.

# What's Your BMI?

Obesity has a very clear medical definition. It is a BMI (Body Mass Index) higher than 30, or a body weight that is 20% higher than the ideal body weight for a specified height.

## BMI BODY MASS INDEX Chart

**Weight in pounds**

	115	120	125	130	135	140	145	150	155	160	165	170	175	180	185	190	195	200	205	210	215	220	225
58	24	25	26	27	28	29	30	31	32	33	34	36	37	38	39	40	41	42	43	44	45	46	47
59	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
60	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
61	22	23	24	25	26	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43
62	21	22	23	24	25	26	27	27	28	29	30	31	32	33	34	35	36	37	37	38	39	40	41
63	20	21	22	23	24	25	26	27	27	28	29	30	31	32	33	34	35	36	37	38	39	40	40
64	20	21	21	22	23	24	25	26	27	27	28	29	30	31	32	33	33	34	35	36	37	38	39
65	19	20	21	22	22	23	24	25	26	27	27	28	29	30	31	32	32	33	34	35	36	37	37
66	19	19	20	21	22	23	23	24	25	26	27	27	28	29	30	31	31	32	33	34	35	36	36
67	18	19	20	20	21	22	23	23	24	25	26	27	27	28	29	30	31	31	32	33	34	34	35
68	17	18	19	20	21	21	22	23	24	24	25	26	27	27	28	29	30	30	31	32	33	33	34
69	17	18	18	19	20	21	21	22	23	24	24	25	26	27	27	28	29	30	30	31	32	32	33
70	16	17	18	19	19	20	21	22	22	23	24	24	25	26	27	27	28	29	29	30	31	32	32
71	16	17	17	18	19	20	21	22	22	23	24	24	25	26	27	27	28	29	29	30	31	31	31
72	16	16	17	18	18	19	20	21	22	22	23	24	24	25	26	26	27	28	28	29	30	31	31
73	15	16	16	17	18	18	19	20	21	22	22	23	24	24	25	26	26	27	28	28	29	30	30
74	15	15	16	17	17	18	19	19	20	21	22	22	23	24	24	25	26	26	27	28	28	29	29
75	14	15	16	16	17	17	18	19	19	20	21	21	22	22	23	24	24	25	26	26	27	27	28
76	14	15	15	16	16	17	18	18	19	19	20	21	21	22	23	24	24	25	26	26	27	27	27
77	14	14	15	15	16	17	17	18	18	19	20	21	21	22	23	24	24	25	26	26	27	27	27
78	13	14	14	15	16	16	17	17	18	18	19	20	21	21	22	23	23	24	24	25	25	25	26

Weight in pounds

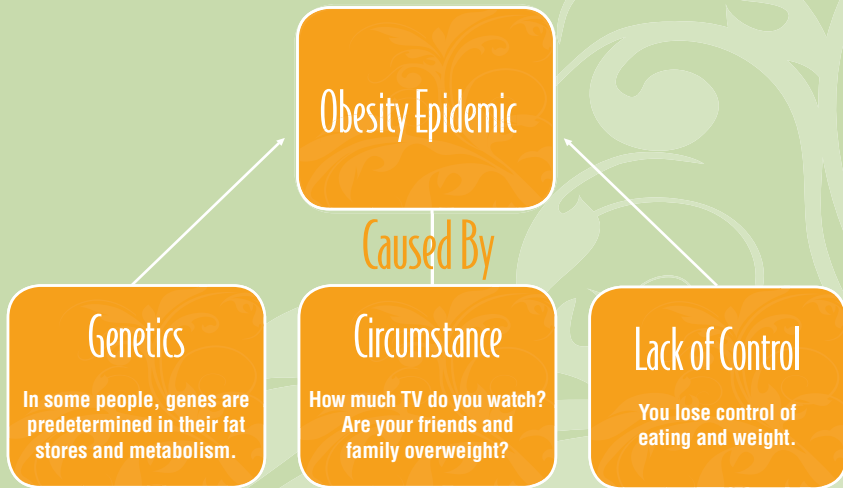
Height in Inches

OVERWEIGHT

NORMAL

BASE

# The Obesity Epidemic



NOTE: In most cases, it's a mix of all three.


# The Fat Story

- Thousands of years ago humans lived in an environment where food was scarce. Therefore when you found food you ate it, and your body developed an efficient mechanism to store food as fat.
- We become fat because our bodies store fat in case a time comes when there is no food.





# Why Are Overweight People Hungry?

- Caveman Survival Mechanism:  
The hunger that you feel even though you are overweight and there is enough food stored in your body is a defense mechanism. Your body wants you to get food from your surroundings before it will start burning its own food or fat stores. This is known as Caveman Survival Mechanism.
  - Your body is always concerned that food will not be available.
  - **THIS WILL NOT HAPPEN. THERE IS TOO MUCH FOOD AND IT IS ALL AROUND US.**
- 

A woman with blonde hair is shown from the chest up, looking thoughtfully to the left. She is holding a red plate with a hamburger and french fries. The background features stylized, light-colored leaf-like shapes.

# We Treat Our Cars Better Than Ourselves.

When you are already full, every time you eat is like filling a full tank of gas.

Would you fill the gas tank in your car if it was already full?

No, but we do it to ourselves.

# History of Sugar Intake

- In 1828, the average person consumed 12 pounds of sugar per year.
- In 1928: 120 pounds per year
- In 1999: 150 per year
- Increased Sugar = Increased Insulin = Increased Fat

**Increased Sugar**  
=  
**Increased Insulin**  
=  
**Increased Fat**



1 lb. of Sugar

=



1/2 lb. of Fat

# Children and Obesity

One out of every five children in the U. S. is overweight, and this number continues to grow. Children have fewer weight-related health and medical problems than adults, however, overweight children are at a high risk of becoming overweight adolescents and then adults, placing them at risk of developing chronic diseases, such as heart disease and diabetes later in life.

**“This generation of kids may be the first to have a shorter lifespan than the generation before it.”**

**Dr. Sass**  
Founder of *Smart for Life™*



# Longevity and Calorie Restriction

- Animal studies have clearly shown that calorie restriction increases one's life span by up to 150%.
- Certain eastern cultures that have low calorie diets seem to live longer and suffer less disease.
- Eating healthy food without preservatives or pesticides has been shown to reduce the risk of cancer and other diseases.



# Why Do Most Diets Fail?

- Hunger
- Cravings
- Metabolism
- The immediate satisfaction of putting something in our mouth overrides the future benefit of being thin, healthy and sexy.
- **IS THAT NOT THE WORST DEAL EVER???!!!**

**“Munching and snacking disease really is a serious problem with many overweight people.”**

**Dr. Sass**  
Founder of *Smart for Life™*

# Ideal Way to Eat



- Grazing
- 6 to 8 small meals per day
- No crazy insulin levels



As this graph shows, your blood sugar will never spike so you will not be hungry on *Smart for Life™*.



# Some Facts

- 1 Pound= 3500 calories
- If you eat 3500 calories you will gain a pound.
- If you burn 3500 calories you will lose a pound.

# How Do People Lose Weight?

Your body burns 2400 calories a day on average

You eat 800 calories from the *Smart for Life™* Program

You'll need 1600 additional calories to arrive at your daily need of 2400 calories. (1600 + 800)

These 1600 calories will come from fat stores in your body. Your body does not care if calories come from food or stored fat, it's all energy to your body.

1600 calories is about  $\frac{1}{2}$  a pound of fat, so you should lose about a pound every two days

# What If I Have A Slow Metabolism?

- We will know when after 4 weeks instead of having lost 12-15 pounds, you have lost a lot less.
- The reason for this is that your metabolism is only burning lets say 1300 calories instead of 2400 calories per day.
- You are like a car running on four cylinders. You still move around but you use less energy than an 8-cylinder car.

## Remember 1 Pound=3500 Calories

- Every day your body will burn 1600 calories worth of fat from your body.
- In 2 days  $1600 \times 2 = 3200$  calories + water loss+ mineral loss. You will lose about 1 pound every 2 days.
- In 28 days we expect an average loss of up to 15 pounds.\*

\*Result may vary



# Why Do I Lose So Little?

- Let's do the calculations at the lower metabolism.
- One burns 1300 calories instead of 2400 calories per day.
- 800 per day is eaten from the *Smart for Life™* Program (6 Cookies plus 1 meal).
- Your body burns 500 calories of fat instead of burning 1600 calories as the normal person's metabolism.
- It takes you a week (500 x 7) to get to the 3500-calorie target to lose only 1 pound.

# How Do We Fix It?

- Our doctors can correct this with medication or supplements depending on the reason (thyroid, insulin resistance, etc.) and bring it closer to the 2400 calorie per day range.
- You will then lose weight at the rate closer to the 12-15 pounds\* a month that we expect.

\*Result may vary

## But Did You Know...

- Only 1 in 4 patients have a Metabolic Problem!!!
- 3 out of 4 of our patients don't need a metabolic correction.
- At 800 calories everybody loses weight- even the slow calorie burners
- Get Cookie Thin™!!!





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