

## Quick Note from Chet Day

Thank you so much for downloading E1, the introductory book for the **London-based Rea Centre's** weight loss and health program that will serve you well for the rest of your life.

Unlike every other program I've studied since 1993, the **Rea Centre** approaches health from not only a diet and life-style perspective but also from a point of view that teaches you how to use your subconscious mind to understand why you do the things you do. When you learn the **Rea Centre** program, you learn why you continue to overeat, why you've regained weight every time you've lost it on this or that fad diet, and why you do the things you do.

Once you know why you do what you do, then guess what?

Right, then you can make real changes that last.

And that's why I consider the **Rea Centre** program the best alternative of all the natural health and weight loss programs currently available in the U.S. and Europe.

Okay, get started now. Read the enclosed E1 and then check out the **Rea Centre's** fantastic **Slim Without Diets Club** discussion group at

<http://clubs.yahoo.com/clubs/slimwithoutdietsclub>

I learn more new things every week about nutrition and healthy living from reading this discussion group than I learn from any other single source. If you're serious about living a healthy life, this club is required reading.

As soon as you're ready to purchase E2, which provides the details of the nutrition side of the **Rea Centre** program, please do so from **Rea Centre US**, which is located at:

<http://chetday.com/rea/reacentre.htm>

Just click on the link at the bottom of the page, and you can then make your purchase of **E2** and the **Rea Centre's** unmatched personal e-mail support system.

Or, if you purchase directly from the [Rea Centre website](#), please indicate on your order form (there's a little box where you can add comments) that you learned about **Rea** from their U.S. pages on [chetday.com](http://chetday.com).

If you have any questions, please contact <mailto:chet@chetday.com> and I'll be glad to answer them. Thanks!

**Chet Day**  
**Rea Centre US Coordinator**

# WELCOME TO PART ONE

## OF

### *THE JOURNEY TO*

### *YOUR DREAM OF PERMANENT WEIGHT REDUCTION*

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This new, and yet ancient, approach is going to seem just a little bit like going back to school again. At least, in the early part. We plan to be extremely comprehensive, and leave nothing to chance. We are going to assume that you have a great deal of knowledge about weight loss - and yet, very little knowledge that matters.

One thing to accept is that it really is extraordinarily easy, when you apply the right approach. And you do not have to be a genius to understand or use our material. The time for being afraid of food, and afraid of failing again is over.

Initially, for very good reasons, we are going to be hopping around like fleas in part one. This is necessary. All the parts will come together, beautifully, as we get to the heart of the matter.

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The first port of call is, perhaps, not needed in your opinion. **ARE YOU OVERWEIGHT?** Are you significantly overweight by more than 20% of the norm?

Many doctors and nutritionists still use those pretty coloured charts that relate weight to height and build, in coloured bands. So do most newspapers and magazines.

The dire truth is that these charts are **OBSOLETE**, and bear no relation to the world at the start of the 21st century. They were designed in the 1940s and 1950s, and are virtually unchanged in half a century. That period was wartime, and post-war. A time of hardship and deprivation, a time when food was very basic, and not necessarily over-abundant because there was food rationing. That time had its upside - people were fitter and leaner than at any recorded time since the early 1800s. Unfortunately, the charts used then have little to offer the world of today.

It means that if you have been relying on guides such as these to help you, it has meant inaccuracy, and you have led yourself up the garden path. Unwittingly. So, lets start again and do it right.

We have used only three methods for assessing weight factors over the last 15 years, at the Rea Centre. The first is remarkably useful, despite being

a very old Taoist formula, from China. Grab a pencil, and lets do it now.

Take your height in feet and inches. Using as an example 5' 4.5", here is the formula.

- 5 feet is represented by 110lbs
- every inch over 5 feet adds 5lbs to this figure

So, 5' 4.5" = 5'.....110lbs plus 4.5 times 5lbs (22.5lbs) = a total of 132.5lbs. An acceptable range variation is 7lbs above this figure or 7lbs below it, giving a spread of 125.5lbs to 139.5lbs, within which is absolute normality.

The second method is Body Mass Index. This may need a calculator if your arithmetic isn't up to pencil and paper.

- Take your height in METRES. For example, 1.80 metres.
- Take your weight in kilos. For example 68kg.

Now, fill in the worked example, using your own figures.

68

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(1.8x1.8) = 68/3.24 = 20.99 (This is the BMI)

Rough and ready reckoner

- If your BMI is well under 20.00, i.e. below 18.00, you are **UNDERWEIGHT**.
- If your BMI is between 20 and 25, **BRILLIANT**.
- If your BMI is between 25 and 30, **STARTING TO LOOK HEAVY**.
- If your BMI is over 30, **WATCH OUT**. Clinicians classify this as obese.

The third method, and probably the most significant. Are you happy with your weight? You can be over the odds, technically, love your life, enjoy being you, and while doctors may suggest you could lose a few pounds, it is **YOUR** life and **YOUR** body. Don't let anyone grind you down. If you are **NOT** happy, then, of course, this is entirely another ball game. Do method one & two, above, to get a rough idea of where you stand.

OK. Now we are ready to start looking at the myriad aspects of the world of eating, food, weight, etc. Not so many years ago, farmers grew, millers milled, bakers baked and shopkeepers sold. A cornucopia of fresh foods, available by the season. Not so far behind this was a time when canning was in its infancy, and preserved foodstuffs were basically limited to dried, smoked, salted, pickled, and bottled in syrup. Imported foodstuffs were relatively limited, and exotic imports virtually unknown.

Now if you look into a fairly average supermarket, year round, it will have a range of over 30,000 food products. Bigger supermarkets will exceed this. Different lines of fresh and processed foodstuffs available all year round, with no heed to seasonal availability. If you want strawberries on Christmas Day, you can find them. As we go on, further, you'll discover that this can be a mixed blessing, and it is certainly relevant to what comes later on weight reduction.

There is another element to this. In an age when technology is all, and we have every labour-saving device imaginable, life has never been busier or more stressful. We have more pressures and less leisure time than any Kalahari Bush People group of nomads. On some levels. We actually work less hard physically than in the past. Your grandparents had to haul the food home, prepare it, cook it, stack up the stove, take out the ash, and do a thousand other tasks we regard, today, as quaint museum pieces. Formerly, work was physical and few jobs were sedentary. Radio was relatively unsophisticated. Television was rare, even in the late 50s. If you went to the cinema, it involved quite a trek since door to door car services were a rarity. There were no home delivery food services, offering menus from, literally, round the world, if you came home exhausted and didn't fancy cooking a meal. Time has become a very precious commodity today. The pace of life is such that it is no longer in our best nutritional interests, unless we bring a little bit of sanity and common sense to bear.

Lets look at it from this perspective. You are born onto this wonderful planet, you grow up, you form a new life of your own as an adult, and, eventually, you hand over to the next generation. It is a one way ticket, with no return, and no refunds. Every minute that passes is a minute gone for ever. So, in a way, life is a little like an egg timer, with the grains of sand dropping from top to bottom. Unfortunately, none of us know how many grains of sand lie in our

individual timer, our life timer. But, each grain is yours, to use, as you will. Within the constraints of your individual circumstances, you make the choices, you make the decisions, you are in charge, and you make your own life.

Or do you? In this mad-cap, helter-skelter modern world? There is too much to do, too many calls on your time, and too many sources of stress. So, you have to delegate to others in the hugely complex network of modern society. You do not grow your own food, you buy it. You may not have to prepare much of it. There is no time for reflection, there is no time to fully care for your body. You delegate this, too, to professionals. It all leaves you free to live you own life, with a veritable armada of professional support systems.

But, are you not missing something? This is your life. This is your body. You only have one of each. If you turn over too much to others, and take too little responsibility for your own well-being, then, unwittingly, you create a recipe for mischief. Worse still, you end up knowing very little of value about the needs and working of your own body, and, at a loss when something isn't working. By default, you become reliant on the skills and professionalism of outside agencies. And these may not be in your own best interests, because they, too, have pressures, and they may have a less than ideal agenda.

In the field of nutrition and weight loss, the first port of call is, frequently, the doctor. Their training is long and arduous. Once a doctor has qualified, he or she will be gaining experience and confidence in that experience over the years. Plus there is new knowledge and new learning almost by the month, so the doctor is able to constantly update. So when it comes to nutrition and weight loss, the doctor is the obvious expert to call upon for sound advice. You think?

Apart from the fact that the medical profession has one of the worst health track records of almost any profession, the one area most are not capable in is the field of nutrition. After years of diets, the chances are that you know more than your doctor - and yet be as helpless. The average UK doctor has about six weeks of nutrition lectures in the years of training, and these don't come under the heading of "mandatory". The teaching content is archaic, and ineffectual, in practice. As for updating, use a little common sense. You have a life and so does the doctor. After a long day, do you really think the physician closes the surgery and heads off home to break out the books for a night of study? After some 15 years we are quite accustomed to local doctors cadging the printed matter we give out in

sessional work, and photocopying it for their own practice use. Or coming direct, and asking us for the source material and references. They haven't the time, and to all practical purposes in modern medicine, nutrition is not their priority field of expertise. Which is a little ironic since the doctor is seen as the expert to approach for nutrition and weight loss advice.

Then, there is food itself. Judging by all the artistic labels on food products and packages, outside any town or city lies a pastoral paradise with Farmer Joe ploughing and harvesting, in the midst of fields full of happy cows, pigs, sheep and chickens. The media and advertising industries have this off to a fine art. You may not actually believe them, but you might like to, and you are too busy to look deeper anyway.

Well, farming probably has not been like this for centuries, if ever. Over the last 50 years, the farming industry has been completely revolutionised. No more Farmer Joes with a tractor and a couple of fields. Farming is high tech, mechanised to the nth degree, and as much a corporate business as any company making and selling widgets. You don't require an MBA to figure out some facts. A corporate entity has shareholders, and it has pressures to come up smelling of roses and in profit. Or else the shareholders are not going to be happy. A healthy margin is mandatory, and goes far beyond the survival needs of farming in the past, where the farmer only had his kith and kin to worry about.

Worse still, in days gone past, the farmer would take his produce to the local market, and sell at the rate prevailing to producers and wholesalers. Now many farms work under contract to companies outside farming. And the contract companies have the same pressures on them. It used to be a legend in banking that if one particular company awarded a contract to a farming organisation, it was nicknamed "the kiss of death". All freedom was lost to the farm, and their margins were squeezed to the limits. But let us leave farming for the moment. We'll dip back later as necessary.

What of food producers? They work hard to ensure that you buy well-prepared, wholesome foods, at an affordable cost. True? Perhaps in the land of dreams. The reality is somewhat harsher. If a food producer is producing for the mass market, then a line has to be drawn between excellence, and what is economically possible, given the constraints of running a business. Excellence tends to be fairly low on the scale of priority. From both a nutritional and a weight loss perspective, we need to delve deeper.

But perhaps you can begin to see why an element of curiosity, an element of awareness, a healthy amount of scepticism, and some knowledge becomes essential. Don't worry. By the time you reach the end of the second e-book, you'll have more competence than many experts, and it won't be difficult, or time consuming.

The food chain from grower to your plate is long, complicated, and confusing - and so Byzantine in its twists and turns that no two official viewpoints ever seem to coincide. You may, for instance, have been buying, scrupulously, low fat food products for health reasons as well as your waistline. Leave aside that for weight loss, eating a low fat diet is a dead duck, its also not sound for the body systems in the first place. The body needs fats, specific fats, and if you manage to eliminate them, it will simply set to work and produce its own supplies. The term is also something of a con-trick. Realistically, applied to foodstuffs, low fat means about 3-5% fat content. Of specific types. A beef cow contains up to 30% or more body fat whereas a wild steer will only have about 3%. This, in itself, is problematic if you want to lower fat intake because if you cut away the visible fat, this is only the tip of the iceberg. Most of the fat is stored in the cells, and it isn't accessible for removing. If you fall for the ploy "85% fat-free", this is a real three card trick. It means the product contains 15% fat, and may not specify what type of fat - we'll cover this. Furthermore, it is 15% of WEIGHT of the product which means that you can be ingesting a huge belt of fat in a low fat food product. Particularly true in a lot of pre-processed vegetarian meals aimed at the healthy eating marketplace. Low fat they are not, and frequently they contain higher fat levels than the traditional alternatives.

Ah, but you say, it is vegetable fat in the products, and this is healthy, and won't affect my weight. It isn't that nasty saturated stuff that furs up my arteries and sits on my hips. Give common sense a nudge - it should start to pay attention. The healthiest vegetable oils are cold-pressed olive oils, corn oils, sunflower oils, that type of product. The operative words being "cold-pressed". These oils are certainly high on the scale of healthy eating, or at least, if not over-done. In Mediterranean countries, it is quite common to drink the finer olive oils in a glass as a delicacy, and certainly the cooks don't hold the hand when sloshing the oil onto the cooking. Yet, the peoples of this region don't seem to have the same high levels of heart disease, and obesity on the scale of the UK or the USA is almost unheard of.

Our processed foodstuffs, and bottles of oil and packs of vegetable fat and low fat spreads are not quite in the same league of excellence. Economic corners have to be cut, and no food processor in his right mind is going to ladle costly virgin olive oils into a product destined for the mass market. Not unless he wants to put the prices up or see his margins decimated. The oils will come from every source short of a gasoline waste dump, and given time....

Most food products contain blended oils from many sources, a composite cheap, functional, vegetable oil. These oils are not cold pressed but heat extracted which irrevocably alters the chemical structure of the oils. Tweaking the flavour in the R & D laboratories will cover up the worst flavour deficiencies. But, to produce a solid vegetable fat product from a liquid vegetable oil involves a process of nickel catalisation. If you take a virgin olive oil and look at its chemical composition, it is jam packed with something called cis acids, and very few trans acids. If you look at heat process oils or the solid fats produced from vegetable oils, there are few cis acids, and it is mainly a trans acid chemical picture. Forget the rocket science. Cis acids are the goodies, and trans acids are the baddies that plaque up your arteries. And ANY oil or fat that carries the caption "hydrogenated vegetable oil" is NOT a healthy product for arterial well being OR waistline. Hydrogenated oil containing products are not in your best interests. And this includes all those disgusting vegetable spread substitutes for "unhealthy" butter you have been using for years, with the best intention in the world, and on the best medical advice. It is pure baloney. These fat substitutes will do as much harm to your arterial system as an excess of butter, they certainly won't help you lose weight, most of them taste vile, and the three card trick is an insult to your intelligence e.g. made from pure olive oil - which triggers off the thought that if its from olive oil, that's what the Med folk use and, hey, it must be good. Well, cold-pressed and poured from a bottle, it may be true, but your spread contains the cheapest and tackiest olive oil available at the lowest cost possible, its been highly processed, and synthetically tweaked so it doesn't taste as revolting as it might. And your friendly local nutritionists and medics are telling you that its good for you, and will help you lose weight. Incidentally, there is usually a tiny footnote on the packets "as part of a calorie-controlled diet". Few ever read and absorb that bit of bad news so we'd better take a break here and give you the GOOD news. We'll let one of our happy band at the Rea Centre tell it loud and tell it true.

"If low fat isn't and healthy vegetable fat isn't, then why am I punishing myself with these horrible foods when I could murder a pack of real butter?" You've got it, friend. Almost anyway. The hydrogenated oils and fats are as lethal in excess as saturated animal fats, and they really don't taste brilliant, and they really don't do your overall health any favours. Not even your waistline. The best place for them is the garbage dump, and walk on past the colourful displays when you shop and head for the butter counter. Fortunately, the more aware and enlightened doctors are sticking their heads above the parapets now and giving the same advice for much the same reasons. Butter, in moderation, will do you no more harm than using these vegetable substitutes, and you'll enjoy it more. The only caveat is that moderation means moderation. Treat it like liquid gold, spread it thin, and enjoy the transformation on the taste buds. In moderation, a little butter is not going to put your heart at risk, and nor is it going to substantially overload your efforts to lose weight. That's a hint of the good news to come when we get to the nitty gritty. If you cook with vegetable oils, the chances are that you may be sloshing in quite a belt, and the oil is the one that contains more trans baddies than cis goodies. So, again, moderation will get you out of a hole. Look out for COLD PRESSED vegetable oils, and use them instead. They will taste of more than the bland standardised products, and because they really are the best type of oils, they'll cost more to buy. If this is a problem, approach in the same manner as butter. A little goes a long way, and the price differential evens out, and the impact on waistline is neutralised.

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Time for some more practical stuff to demolish more of the fairytales that have been sabotaging your weight loss efforts. We'll start this piece here but the end point is reached in e-book 2 where it makes more sense. There is a tiger trap device we use in group meetings when a doctor or other health professional sets out to demolish our arguments. They tend to be absolutely sure of their facts so there is rarely a problem in asking them to volunteer to assist in some practical experimentation. There is already egg flying at that moment but they just don't realise it.

We are all encouraged to drink skimmed and fat free milk for the sake of our health as well as for lowering our calorie intake. All modern medical advice supports this. No disagreement. We drink milk as a source of calcium and as a source of vitamins, particularly A and D. No disagreement. So we make a suggestion that since most milk is

factory farmed, there would be little harm involved were we to fortify a glass along the lines of the late Dr Kellogg with his Cornflakes. No disagreement. And the volunteer will happily pour a beaker of milk from a sealed carton of standard skimmed or low fat milk, break the seal on a bottle of paediatric vitamin A and D drops, and add the requisite number of drops to the portion of milk. At which point, expressions freeze, horror passes over the face, and the unfortunate is in the tiger trap, with no way out but the truth. This is basic first year chemistry stuff. Oil does not dissolve in water, skimmed, fat free milk is virtually 100% water with all the fat spun off and sold back to you as cream, and the vitamins are ONLY fat soluble. No matter how frantically a volunteer stirs the beaker with a glass rod, the vitamins will not dissolve but remain floating on top of the watery medium left after the fat has been removed. So, if the vitamin content has been removed along with the cream and fat, why should orthodoxy be so insistent that we drink milk to increase our intake of vitamin A and D. When, clearly, there can be none left in the fat free milk. It is an embarrassing tiger trap, but a cruelly educational one for the professional volunteer. One of the arguments in favour of using low fat milk demolished beyond reconstruction. A second experiment takes care of the calcium argument just as effectively. In milk, as permitted by law in the UK, the calcium is bound in an inaccessible form as far as absorbing it is concerned. You'll find more absorbable calcium in a portion of dark green vegetable or even a humble can of sardines, but that in milk is a dead loss. You may as well chew on a stick of blackboard chalk for all the good it will do you. If you want to try the vitamin experiment at home to prove the point to your satisfaction, any pharmacy will sell you a small bottle of paediatric vitamin drops for babies. Simply add five drops to a glass of skimmed milk and stir, until completely frustrated.

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When we were talking about farming and food production not being all that it claims to be, there is always going to be the confident one who points out that none of this applies because they only eat organic foods. And these are pure, uncontaminated, unadulterated and taste far superior as well as being better for you. OK. Shall we look at this area in closer detail.?

14 years ago, a journalist challenged one of us on a food issue when we said that the fresh produce available in shops, markets and the supermarkets was seriously defective. She produced a sheaf of evidence from official sources demonstrating that

an adequate selection of fruit and vegetable in the diet supplied all the vitamins and minerals we need for health. In theory. In practice, this was a sporting lady and she took up the challenge happily. We agreed to make the object of test, the orange.

A fresh orange, picked ripe, in, say, California, can contain up to 400mg of vitamin C. The UK rda for vitamin C is 60mg per day. So, a fresh juicy orange gives you all the vitamin C, science says you need in just one portion, plus a healthy surplus above the rda. The rda, incidentally, is the MINIMUM level of intake needed to stave off deficiency symptoms. It is NOT the level that promotes optimal health. We'll come back to this as appropriate. If, for instance, you smoke, one cigarette is sufficient to denature 25mg of vitamin C in the body; so, clearly, smokers need a higher intake than non-smokers.

We gave the editor of the newspaper a sealed envelope stating our expectation of the vitamin C content of commercially available oranges, and he sent his journalist off armed with bags, labels, and a small budget for purchases. She visited a range of shops and supermarkets, bought from market stalls and other outlets. Each purchase was bagged and labelled. Then dispatched to the public health laboratories for the vitamin C content to be assayed.

When the reports were in, the moment of truth arrived and the editor fetched our envelope from the safe. In all the orange samples assayed, from all sources, including one hugely rare (in those days) and expensive organic purchase, the AVERAGE vitamin C content of any one orange was 4mg. In other words some had slightly more than 4mg and some had ZERO vitamin C. Yet all the oranges purchased were in perfect condition, looking ripe, juicy and appealing. What made it worse was when the editor opened our envelope and read the line "0 to 5mg per orange". So what has happened to the massive vitamin C value of the orange picked from the grove for breakfast in California? Something was seemingly tragically out of balance.

In a nutshell, the length of the food chain from grower to plate. Food is no longer "fresh" even though it is sold as fresh produce - some apples, for example, can be 12 months old or more before they are moved from cold storage to retail shop. Fruit, in particular, is picked green and immature, and it travels from the country of growth to the country of consumption, where it is artificially ripened using processes such as the gas tunnels used to ripen tomatoes. Then it has longevity agents applied, and off it goes on its way to the shop display. It may have travelled many thousands of miles, in many temperatures and air pressures, by air or by sea. It

has been hot stored, and cold stored. It has been shaken about in transit, and finally it is on show in the display baskets in premises lit by strip lighting - which is known to have a denaturing affect on vitamin C. After all this, is it amazing that the vitamin content has plummeted to insignificant levels? And yet, to look at the fruit, it appears absolutely perfect and ripe. Clearly, all that glitters.....but the sad thing is that all these official statistics compiled to show you how much of a vitamin or mineral to expect in an individual fruit or vegetable are based on assay of absolutely pristine samples, picked at maturity and handled with extreme care and no lengthy delay in unsuitable storage conditions.

The organic sample, incidentally, registered 3mg of vitamin C, no better than any of the others, but an unexpected result in a product grown without synthetic chemicals, not permitted to be chemically ripened before sale, and presumably with a known provenance from grower to seller. Sadly, it may be organic, but it has travelled the same horrendous distances, endured the same unsuitable conditions, and may, in fact, have been on display for longer because the cost is much higher, and the retention time past the perfect stage is therefore likely to be longer - a retailer does not earn from unsold produce dumped in a garbage skip.

Right across the fruit and vegetable spectrum, you will find similar areas of problem. The carrot is one example. In days gone past, we used to import a lot of carrots from the States. The American soil is sky high in selenium, so the carrots contained it in abundance. Selenium is one of the elements needed in minute amounts, and sometimes referred to as the anti-ageing factor. It has other uses to, one of them a protection against some forms of cancer. In the UK, the soil is deficient in selenium over the last few years and produce grown contains virtually zero. Since the UK joined the Common Market, American imports have disappeared under the EEC rules. Yet the carrots available look perfect, unless you have access to laboratory facilities to assay the various contents.

So not only does the conventional produce have nutritional deficiencies, so too does the much more expensive organic produce which is supposed to be better for you. It simply isn't necessarily so. In February, one of us was talking to a lady who had just had a delivery of one of these farm box organic produce batches. It was neatly wrapped and packed, and out came the usual carrots, and potatoes, and swede, and cabbage. Then some apples, some tomatoes, and perched on top, a pineapple. What has happened to that element of common sense?

Tomatoes do NOT grow in the UK in February. As far as we are aware, pineapples aren't exactly proliferating over half of East Anglia, in August, let alone frozen February.

More than 70% of organic produce sold in the UK is imported because we do not grow enough to supply the large and growing demand for it. If it is imported, often over thousands of miles, the same flaws appear in the chain as appear with conventional produce, and there may be others due to the unwillingness of retailers to throw away less than perfect produce because the price they pay at wholesale is much higher too. All that glitters?

Dust off your common sense on this angle too. Organic farms are still quite small operations in the UK. Because of the growing interest, there is more demand than supply so it is an attractive proposition to switch production from conventional to organic, even though this involves a period of three years when organic status cannot be claimed. The yields are lower, the growing time may be longer so the produce attracts premium prices. But most of the farms are relatively small and nestled in the midst of their larger, sometimes gigantically larger conventional neighbours. Doesn't this suggest something? Lets use farmer Joe to identify the organic farm. The water table is common to the whole area. organic and conventional. The water table is polluted by agricultural chemicals and effluents of all descriptions including those from industrial processes and factories. Is there some magical process whereby the water table reaches the boundary fences of farmer Joes patch, and magically self cleans before irrigating his prized produce? If his neighbours are spraying fertilisers, pesticides, herbicides in powder or liquid form from land based spraying equipment or by air on the larger farms, does the rain and the wind stop at Farmer Joes fences, and clean out the pollution before continuing onto hallowed organic land and produce? Wake up! There may be LESS chemical contamination than in conventional produce, but chemical free it is not, and never can be. There is not one solitary square inch of planet earth that isn't contaminated by man-made pollutants so what makes Farmer Joes organic farm so special that it remains untouched?

The actual difference at assay may not be sufficient to countenance paying the over-inflated premium prices for organic produce which simply doesn't cut the mustard. So, in the end it comes down to an individual personal choice, and the purity of the food vis a vis conventional produce isn't such a significant factor. Both can be extremely deficient nutritional. If you believe organic tastes better, fine,

this is a reason to purchase. But if you purchase because you think it is healthier, caveat emptor.

One throwaway tip. For reasons we cannot even begin to fathom, for many years, produce grown in Israel has been effectively grown organically without intensive use of chemicals. Yet Israel has never claimed organic status for its products which is really strange since the premium prices available to growers are singularly attractive, not to mention the margins for retailers. It is a curious anomaly, and one worth picking up on, because the costs are those of conventionally grown produce. Useful for citrus fruits like oranges, grapefruit lemons, etc.

Where there MAY be a significant benefit is in the area of organic meat, but even here, the field has become extremely murky, and there are so many legal loopholes that caveat emptor seems to be exceedingly appropriate. The meat may have a lower fat content since the animals are fed appropriately rather than on synthetic feeds. The meat will have lower chemical and contaminant levels because routine prophylactic antibiotics are outlawed, along with hormones, growth promoters and the rest of the conventional arsenal of tips and tricks. But it can be confusing because there is almost a tendency to try and get away with terminology which effectively says "almost organic". About as accurate as "almost a virgin"! There are loopholes which give rise for concern. One is that the feed by law only has to be 90% organic. That missing 10% can hide a lot because the content does not have to be defined or publicised. Chickens for instance can have 10% recycled faeces mixed in with 90% organic feeding materials. And if labelling of the 10% content is not required, food additives are not bulky and wouldn't have to be declared by law. This may seem overly suspicious on our part, but already the scams are happening, already the consumers are being deceived by perfectly legal slight of hand. Slight name changes can make a monumental difference e.g. Scottish beef refers to cattle such as Aberdeen Angus born, reared and slaughtered in Scotland, and grass-fed. No synthetic foodstuffs used. Apart from the superior taste, many people are more inclined to look for Scottish beef because the provenance of the herds is known, and the animals involved have bypassed the BSE crisis. So, people assume that Scottish beef is safer. Perhaps it is, but there is a lot of Scotch beef on sale too, and this isn't the same thing. This can be, and often is, an ordinary English beef cow trucked across the border, slaughtered, processed and trucked back with a better price tag attached. There are an awful lot of suspect practices appearing in the organic meat market so caution is a matter of common

sense. Don't get bamboozled. If you do want further information on this area, email us your request and we'll fish something out of the archives for you. No cost. Email details at the end, or on the web site.

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So far, we've been looking at some of the areas associated with food, food production and food growing. What of your desire to be slimmer?

Well, we tend to lead more sedentary lives today. Over the last half century life has changed out of all recognition, and forever. There is no turning the clock back possible. Virtually every sector of our lives is different to, certainly, our grandparents, and our great grandparents have gone from the horse and trap era to the comfort of Concorde. This does mean that a lot of the parameters which applied in our parents day no longer apply. This fast and revolutionary period has produced taller, larger, heavier individuals, and many benefits as well as some disadvantages. Unfortunately, it has also spawned the mass market fashion industry with its pilot fish of advertising, marketing and promotion, as well as the global slimming industry and its pilot fish of the exercise industry. Maybe time to look at some of the more interesting features.

Does dieting work? You are the expert, you know, you can answer. If you are lucky, you've only done it to yourself a few times. But if you are an experienced long term dieter, you may have been through 40, 60, 100 different diets, and the results will be roughly at the same point as the novice. Zilch. None of the diets have given you your dream fulfilled, and allowed you to keep the results, long-term. Does that answer the question adequately?

Lets start plugging in the common sense factor again. Firstly, dieting is a bit of a strange term in itself. Medical diets such as fasts, juice regimes, etc, have a long and honourable history of highly specific usage. But slimming diets are something of a misnomer.

You are overweight, you don't care for it, you spot a diet plan that promises to correct things, and off you go. Maybe you even complete the course - some folk do. But, the point is that it is a process designed to correct a hiccup, and once this is achieved - assuming that you make it through -, you conclude the diet, and life returns to normal. Only it doesn't. In fact it does, because over time you get back to where you started and frequently with a little extra poundage added. Its eerily like drinking vitamin free milk to get your daily vitamins, the experiment we showed a while back. You diet, in



good faith, to lose excess weight, and you finish up fatter. What on earth is going wrong?

Many diets are based on the premise that if you consume less calories than the body actually needs, you are bound to lose weight because the body systems will dip into the fat reserves to make up the shortfall. Unfortunately, biochemically, it doesn't happen this way. The body will utilise lean muscle in preference to fat stores because the chemical breakdown to glucose is simpler and less arduous. Muscle weighs more than fat so the scales looks good, for a while. But you don't want to shift muscle, you want to shift excess fat. And you may have come away from the diet before the point is reached at which the body will start to utilise fat reserves, assuming that you have lost weight and all is well. Sure, you have lost weight, but from the wrong direction entirely.

But, there is a bigger handicap in the biochemistry and physiology of the body. We'll keep it simple here but later you'll figure out a lot more for yourself. We aren't just mechanical bodies, we have a brain that is, effectively, a giant computer system, and going on a diet becomes real bad news to the computer system. here is one routine. You pick a diet that cuts down on calories, fat intake, whatever, a rational plan sanctioned by your doctor, and requiring no improbably outlandish and expensive diet aids. In other words, a simple mainstream reduction diet. Off you go. Well, cutting out some of the bits you already know like the "plateau" effect where the scales stops and seeming refuses to budge, here is what happens.

Your system has been used to plenty of food, indeterminate foodstuffs all hurled down the hatch with gusto. The excess is shuffled into fat storage, you got fat, and now you are out to empty and springclean the fat stores. So, you cut down to 1000-1200 calories a day, depending on the diet. Are you out of your gourd? You haven't the FAINTEST chance of slipping this sort of scam unseen past your brain computer systems. The drop in food intake will be instantly registered as a sort of "nuclear raid imminent" warning. The brain systems scan for all un-necessary processes and sources of energy expenditure and closes them down, into "famine mode". In other words, it cuts its cloth according to the food supply you take in. For reasons, unknown, there has been a calamitous plummet in fuel supplies, so the systems will adjust to the new situation, and, effectively, become super efficient in a lean time. If you are seriously overweight, then the first days and week or two will register a drop in weight, and then it tails off.

Trouble is already set up, only you may not realise it. The excitement of the first days will give way to boredom, disappointment, frustration, cravings ( and the last, if responded to will set off cycles of guilt and loop back to anger, disappointment, etc). You'll start to modify things, or you'll get so angry and fed up that sooner or latter the diet hits the bin. And then the real trouble starts - the revenge of the yo-yo.

You come out of famine mode, and return to normal eating habits and patterns. You know what is going to happen next. You've been there, maybe a hundred times. The brain has, of course, registered that the former plenty is back on tap, but its a bit like stopping a tanker on the open seas. The body processes have been shut down into "famine mode", but the famine is gone and its waving fields of plenty arriving at the hatch. The body is tricked because it cannot reverse the shutdown as fast as it set it up. So what was "normal" before the diet is now grossly abnormal. A huge excess over actual needs. The excess cannot be excreted unprocessed so what happens? Right! It is stored as fat against future famine, and back to square one you go, plus a bit because things just aren't that accurate. That is the yo-yo in a nutshell. Unwittingly, you tricked the body into famine mode, then reversed the process too suddenly, so the fat slinks back, the diet was a miserable waste of time, and you probably didn't figure out the process. Now you know. This type of dieting is a pure waste of time. And it doesn't matter whose name is attached to the programme or how many degrees are paraded to exhibit evidence of competence. No magic bullets to be found here. The failure mechanism is built in, and you won't winkle it out.

Apart from which, how many diets have you been on that had you feeling great? Life isn't supposed to be a torment, food isn't supposed to be a cross between must eat to preserve life and a punishment. Its crazy. One of the reasons for the feeling rotten aspects is that many reduction diets have a loose and distant relationship with some of the more medically respectable variety. Under supervision by someone who knows what they are doing, these medical regimes can be hugely useful, but they are not generally regarded as reducing diets, though there may be some reduction as a side effect. Detox diets. They supply the essentials in such a form that the body can switch emphasis to housecleaning the organ systems. So, the kidneys start to clean and perk up, and the liver breathes a sigh of relief and grabs a broom. And for a time all this junk being tossed out will be floating around in the blood systems as a pretty toxic mess awaiting excretion. So, the earlier part of this sort of medical regime is

often characterised by feeling like death on wheels - though drinking plenty of water will lessen the worst impacts. Quite a few of the very low calorie and severely restricted reduction diets will mimic the effects of a detox regime. And the organs will start to move into that sort of process, with the toxins uncovered chucked into the blood stream to be disposed of. And far from feeling great as you go along with the reduction diet, you'll feel terrible.

With a further drawback, particularly if you have opted for one of those unbalance "mono" diets, although it applies to many of the mainstream reduction diets as well. Most of them, particularly the "mono" type are so unbalanced that they cannot possibly do any favours to your general health and well being, and repeated dieting over years is simply going to have an accelerating affect on your ageing factor.

Scan back to the first part where we took a look at food production today. Sure, in modern society, we eat a lot, and we probably overeat for our best long term interests, but that isn't the point. We eat a heavily chemicalised, heavily de-natured and highly processed diet, plus we rely on fruits and vegetables that may look perfect, as we illustrated, but are actually seriously deficient in nutritional terms. So, from the point of view of optimal nutritional intake, in balanced forms, well absorbed and easily utilised, well, our normal day to day affluent diet may not cut the mustard. It may look superbly over abundant in comparison to the appalling nutritional levels prevalent in many less well off areas of the world, but it is still less than adequate, in nutritional content and essential factors. So, it follows as a truism that if our apparently magnificent diet is deficient, then cutting down on food intake by going on a reduction diet that limits food intake, is actually making the nutritional position worse, not better. You cut down on already lows levels of essential nutrients.

Phew, you gasp. That's ok because I take supplements. Thirty years ago, probably very few had ever heard of vitamin or mineral supplements outside the health food circles, and they were regarded as neuters. Certainly, they were not openly on display in pharmacies. Today, you look at a chemists counter and its like looking at the flight deck of Concorde. It is extremely confusing, and to know what is good, what is useless, what is potentially harmful, is an almost impossible task for the non-specialist. Supplements, whether in powder or pill or liquid form will always, effectively, be an artificial medium at best. The components may be synthesised or stripped out of normal foodstuffs and reassembled in the formulation. But, the chances of

getting the exact balance right is hazardous at the best of times. If for example, you buy a calcium supplement, because you are female and you want to protect yourself, there are umpteen you can select from. Many will have seemingly huge levels of calcium, and you might assume, well, its basically chalk, so harmless, and the bigger the pill, the better. Unfortunately, if the calcium isn't blended with exactly 50% magnesium, then most of it will pass through the body, unabsorbed, excreted, wasted. You'll think that you are safeguarding your health and, the reality is that you waste your time, and your money, for absolutely no benefit whatsoever. By mixing supplements willy-nilly, you may be creating synergistic reactions which deplete body reserves, rather than enhancing them, or you may be popping brightly coloured pills that are simply A1 useless, but cute and costly.

You CANNOT substitute for a wide, varied and balance diet by popping a handful of supplements and assuming that they'll do the business. They will not. You cannot take a load of unbalanced formulations and hope to avoid creating a situation of biochemical chaos in the cells. And the overall long term results will overtake the short term placebo effect of thinking, wow, I'm really doing myself a power of good with these supplements. Guaranteed.

And if you are foolish enough to take the view that more is better, then the results can prove lethal. We've mentioned that some folk have killed themselves by overloading on carrot juice and wiping out their liver. Some early polar explorers made the error of shooting a bear and dining on fresh liver. They died in agony of a toxic overload of vitamins A and D, since the bears liver can safely store huge quantities, far above the human toxicity level.. These are extreme examples, but the principle is sound. More is not necessarily better, and more in unbalanced or non-absorbable forms is just plain stupid. And expensive.

The last is a valid comment. Vitamin supplements actually cost very little to make, but the retail mark-up is gigantic. 12 years ago we got a copy cat formulation made up for our own people. We sold it at £1 for a months supply, including contents, label and bottle, and still made a minuscule profit - which wasn't the objective. The aim was to bring the formulation within the reach of some who found it difficult to pay £10 for the virtually identical product in the chemist. Today the same formulation would cost no more than £1.50 against the "pro" £16. Unfortunately, the copycat was just too close to the original and we had to cease and desist or face legal action. But, in general, there is a gigantic

motivation to move into the supplementation market because people are far more aware and sophisticated and concerned to protect their health. So, same old story. Out come the sharks and charlatans. But the adverts promise miracles. Snake oil selling lives, and lives rather well.

And yet...we are all too aware that in this frenetic modern world, most people are simply not getting adequate levels through diet, of essential nutrients, and the world has become so fast and stressful that requirements are likely to be higher than they might have been in the past. We take the view that if your diet is good, varied, reasonably balanced, it is sensible and valid to back it up, if you so choose, by taking a GOOD multivit/multi mineral supplement as a baseline insurance. Over the years, we have recommended just two that we trust. Both are well-balanced formulations, comprehensive, and contain components not found in "other" brands. They do not contain by-products of the petroleum industry, and they don't contain yeast which puts a lot of folk off by giving a strong urine odour, as well as causing allergic reaction in more than a few. With both, all that is required is to take one of the pills with your breakfast, and that is it. The pills are time release products i.e. compressed so they dissolve very slowly over the day and through the digestive system so there is little or no wastage. Worth consideration. One company is Quest (Super-Once-A-Day), and the other is Solgar (multivit/min). For the mistrustful, neither company pay us, we have no shares in either, and we haven't even asked permission to recommend their two products though it is unlike they would object. And if either did come to us and offer some sort of recompense for recommending them, the answer is two letters, not three. Both products are available through good pharmacies, or you can ask us for local sources via email. For any levels of supplementation above this basic common-sense insurance level, don't guess, don't be swayed by advertising. Consult a nutritionist whose experience is in supplementation - and check their credentials twice. It is not a field for amateurs.

Back to diets. Have you ever noticed how some diets seem to pop up in cycles every few years, with just a minor tweak here and there, and a brand new name? It doesn't mean they've cracked the problems, just that the originators are trotting back out to refill the corporate coffers with a new market place full of the innocent and trusting, who missed the scam first time round. This particularly applies to the diets peddled in newspapers and magazines. Check back over five years or so and the cycles cease to be funny and become irritating. And as most of them are free for the price of the paper, it

begs the question that if they actually worked, there'd be no need to keep re-introducing them because they would go into oral folklore as a standard and the monolithic dieting industry would start to crack at the foundations because no one would need them or their products - new or old. Common sense again.

One of the biggest areas of the dieting industry is probably the group format organisation. We aren't about to get sued for naming names, but you'll know the main ones like the back of your hand. Sign up and trot along for a session a week and a weigh in. The content of the last paragraph is pretty apt. The best known of the organisations actually produces brilliant take-home literature that is fully comprehensive and fully detailed, yet it has thrived for years, and there is little hope of it closing down, happy with the knowledge that its task is accomplished and the world is losing weight without needing to come and give them money. Most of these companies base their approach, basically, on calorie reduction in one shape or another, or on low fat diets, and at least one has a huge sideline in promoting its own brand low fat mass market processed foodstuffs. The futility and flawed nature of this type of dieting, we have already covered, but we suspect that their popularity also lies in the group support and encouragement area. It doesn't stop the results from inevitably going belly up for most, over time, but it's a more pleasant way of actually "getting through" the diet if you are together with others in the same situation. Maybe we need to touch on some of the wider issues.

There is more to weight loss - and less to weight loss - than meets the eye. The tendency is to see it as a mechanical issue. Eat less than you actually use, and the body will deflate. Well, clearly, this is not the case. Unfortunately, we are more than just flesh and blood mechanical systems, despite the increasing view that we are somewhat similar to a motor vehicle - a bit fails, whip it out and shove in a new chunk.

We have showed you some of the factors involved in this huge subject to demonstrate that most of what you have been taught about successful weight management is wide of the target, and almost worse than useless to you. But, if we are serious about helping you to your dream, and you are serious about getting there, then we are going to have to take you in some new directions. There is more to weight loss and weight maintenance than just what goes down your throat.

You will need to learn a little of how the brain gets involved with success or failure, only a little and its

interesting and easy. And we don't intend to get you chanting affirmations or running autohypnotic sessions in your spare time. Both these have their points, but not in the field of weight loss. The problem is that the site title is quite apt and so is the explanation on the home page - the quotation from Ricard Leakey, the palaeontologist, that he views the human as an uneasy mixture of psychopathic genius and bewildered caveman. We seem to be under the illusion that the bewildered caveman is dust in history, and the psychopathic genius arose like a phoenix from the ashes to rule the modern world. We use our brains to run our lives, to run the country, to run the world, to send rockets to the stars, to solve complex problems, and yet when it comes to losing weight and leading healthy non-obese lives, all this genius deserts us, and we turn into a bunch of helpless, hopeless idiots. Remember how we mentioned the brain biocomputer hitting back and defeating your best and craftiest attempts to slip a reduction diet past it? You stand zero chance of success down this road.

Only we weren't really talking about the psychopathic genius side of things because if this sector were involved and competent, then solving your weight problems would be a complete doddle, even for the most intellectually challenged. But there is a second side to the biocomputer and its more important, more competent, and so little utilised that its a bad joke. Bringing it into play can be a major factor in removing a whole raft of factors linked with weight loss failure, and again, it isn't complex, and by the end of this e-book you'll be more proficient and more aware than most of the experts in the field. At zero cost. We must be mad!

Does this second part of the biocomputer exist? Well, find yourself a pen or pencil and place it on a surface in front of you or beside you. Pick it up, wave it in a little circle and put it down again. A very simple exercise? True. Now have a think about it. What you have just done involves umpteen thousands of neurological message transfers, and thousands of minute and very precise muscle movements dictated by the message transfers. To accomplish one simple task you have just done on autopilot without thinking about anything other than the request to pick the pen up and put it down. The messages passed un-noticed but at the speed of light so the result seems almost instantaneous and it is smooth and flowing. NO deep thought involved. Now, for a joke, do it again, but this time switch off autopilot and think through every one of the muscle movements and issue every one of the separate instructions, one by one. Joke, innit? Not satisfied. Well, go big time, switch off autopilot and take over your FULL breathing function for two minutes,

thinking about every single separate element involved in inhalation, exhalation, balancing the carbon dioxide/oxygen ratios, balancing the cell biochemistry, blood exchange mechanisms, the whole works. Start to see the complexity? If you actually had to do any of this stuff day to day, well, forget it, its impossible, and any mistakes would be catastrophic. Don't worry, you can't do it because the biocomputer isn't dotty enough to let you disengage autopilot and take over manual control. You would make a total pigs ear of it in seconds, and we are not being insulting. Come and look under the bonnet to see what the works look like.

An average person has about 40 BILLION body cells, plus or minus a few. There is skin, bone, muscle, connective tissue, organs, nails, hair, teeth so countless different types of cells amongst the 40 billion. If you were to take a tiny (painless) sliver of the skin surface and look at it under a microscope, you would see what an individual human cell looks like. or have a look at a picture in a biology book. Each cell is like a miniature capital city. It has government in the DNA and chromosomes, power supply in the mitochondria, nutritional services, gas exchange services, waste disposal services, just about every aspect of big city life you will find duplicated in each and every cell.

Only....there are 40 billion of them in that structure called a human being. You couldn't run ONE cell single-handed let alone 40 billion, all grouped into so many different areas of function. That little lot has to be co-ordinated and regulated and adjusted 24 hours a day, 7 days a week from the womb to the point of death - or you die. You can't do it, we hope we've shown you that much. The biocomputer of the brain does it for us. Tirelessly, accurately, wonderfully, every second of life and you don't have to do a darn thing except get on with the business of living. The real work is done on autopilot at this subconscious level of brain biocomputer function. Its the same in all species but we'll stick with us.

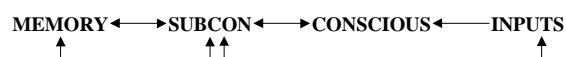
It begs a question which is common in the many fields of psychology. Is the brain one computer system or two. Clearly two, and we'll stick loosely with the terms conscious and subconscious to distinguish them. Conscious is effectively the psychopathic genius part. We run our daily lives and our external world and all that's involved. Subconscious is more properly the area of the bewildered caveman, and we've shown you a glimpse of what it does for us. If you accept Freud's assessment, conscious mind function is 10% tops of the whole biocomputer mechanism and subconscious is 90%. After all these years, we don't

agree and reckon the split is closer to 2%/98%. So, if you think about it for a moment, we run our lives, run the world, make all these marvellous decisions and inventions with what amounts to a cheap pocket calculator. Is it any wonder the world could be in better shape?

Underneath the dinky toy function is housed what has to be the biggest, most powerful, most sophisticated computer system ever designed and built, and fortunately the chance of it ever being replicated in plastic and chips is remote. The sheer immensity of our subconscious mind function, its speed and accuracy makes our superior conscious mind function look like a very bad joke in appalling taste. And don't get us wrong - we are NOT talking about cleverness, intellectual or scholarly abilities because that's the funniest and most ironic bit of all. People can differ in ability so widely at the conscious level from the genius to the village idiot and all points in-between. But at the subconscious biocomputer level all are equal because its power, ability and range of functions is identical in all members of the model labelled Homo sapiens.

The tragedy is that we have this gigantic area of biocomputer beaver away, day in, day out, and we never pay the least attention, and probably a lot of folk never even give a thought to the fact that they have one. Maybe they assume 40 billion cells just run themselves like magic in perfect balance and harmony. Now you might say, fine, but what has this to do with my weight loss problems? More than you think, friend. Get things aligned correctly and a lot of the current hurdles just disappear in a puff, get it misaligned and you're stuck with the toy of the psychopathic genius, which hasn't done too brilliantly so far. So stick with us!

If we stay with the computer analogy, and its a reasonable if grossly simplistic one, then it may help from the perspective of weight loss to see how the different bits actually work together - or work in opposition. 15 years ago, we designed a model called the "Marylebone Model" to illustrate biocomputer mind function. Its horribly simple but its done the trick over the years because it doesn't involve jargon or any knowledge of psychology, biochemistry or anything complex, and you can use it to learn how simple it is to button push and get the biocomp to stand up and do tricks. Useful ones, not circus turns. A chips and plastic computer has a keyboard and mouse to feed in information and control function instructions, it has a processor system, some memory systems, and that's about all we need to translate into biocomputer terms.



Not super elegant but adequate for our purpose. The plastic and chips computer has keyboard and mouse for data input. The brain biocomputer has the five senses of sight, smell, sound, taste, and touch. Sometimes we use all simultaneously. Imagine, for instance, walking absent mindedly in a flower garden on a humid summers day. You brush your hand against a rose, and consciously think "nice rose" if you think of it at all. But, the input systems have registered hundreds of bits of data about colour, size, shape, smell, temperature, sound of petals on the breeze, even taste of the scent on a humid day, and none of it is exactly state of the art need to know information for conscious. So, it bypasses the toy box (bottom dotted lines) and feeds all the information into the subconscious side of things. Where it has no immediately useful purpose either, so it is promptly passed down the line into memory storage. (con and subcon being the dual equivalent of the computer processor system - we have two - linked up to a point!). Now here is where it starts to go all wonderful on us, meaning us at the Rea Centre because this is a field we never tire of exploring and learning. You took in, in a nanosecond, a huge amount of data about a flower and all its surroundings. Consciously, its of no moment, its junk, and it often doesn't even impact on conscious awareness, but flows on the sublime direct to subconscious, which assesses it as of import either and pops it into the memory banks. All of it. There is NO DELETION OF INPUT DATA. Does this mean....? Yes it does - the five senses input information just about every second, waking and sleeping, most of it directly through the subconscious system. This doesn't immediately have a use for most of the data, so it shuffles it into storage. It cannot delete a single item, ever! So, yes, this does mean that every second of our lives is effectively recorded and stored in memory. Even when sleeping and that's why there are now strict rules about making negative prognosis remarks about a patient in an operating theatre. They can trigger off subconscious trouble. So this means that most of what we take in, we don't realise consciously we have taken in. Spot on. Can memory run out? Never. The memory system is infinitely expandable, at least in terms of a human life span. But, if I have taken in all this stuff, mostly junk items, how come I can never recall any of it? At conscious level, its difficult, true, because for a start, most of the data never impinged on conscious awareness in the first place. It is autorouted past the dinky toy which would blow fuses all over the place if it had to handle that level of neurological traffic.

Additionally, there is a hiccup at conscious level known as the rule of seven plus or minus two. This was figured out about 1950ish and says that the conscious mind can juggle 7 + or - 2 bits of information simultaneously. And then it goes blah. This is real bad news because we think of the human mind as the cats whiskers, and all of a sudden up pops this rule of 7 thing that says firmly its a diddley little toy trying to play big time. If you want an illustration of the rule in operation, think back to those 60s/70s early TV game shows where a conveyor belt of prizes was run past an open hatch for thirty seconds, the hatch closed and the contestant could carry away as many items as he or she could remember. Well, it was a scam because it drove a coach and four through the rule, and people would remember prizes that weren't on the belt at all, or forget those that were, and generally come away with a handful of goodies, never the lot.

Throwaway tip for students: if you are studying hard for exams, remember the rule of 7 . Unless you learn some fairly complex tricks, it can't be breached . So, if you study like crazy for 8-10 hours a day, all you will get is a headache, and coffee overload, plus exam nerves. All the info will, of course have been fed into the memory system, but via the subcon, not the con. So, come the exam, the dinky toy will let you down and you won't be able to retrieve the studied data in the exam hall. The trick is to study for 20-30 minutes, go walk the dog, juggle a ball, smell the roses, for 15 minutes or so, do another 20-30 minutes study, and keep it going as long as you stay awake. Then test your recall in the exam hall, go wow, and send us a nice card. You'll do fine.

Back on track. Here you have this gigantic subcon able to juggle the well being of 40 billion cells simultaneously, handle huge amounts of data input, do a whole lot of other things, and yet, it is secondary in status to a grossly inferior, and considerably more arrogant pocket calculator conscious function. Oh, and subcon can access any level of memory in a nanosecond, and retrieve any data it needs, but it won't necessarily share with the conscious level. Most of the time, it doesn't need to. But it does have one major design flaw. At conscious level, we might be operating at a much humbler level of complexity, BUT we can make choices and decisions. Subcon has an entirely different role to play, and its flexibility of choice is much more limited. In this, it DOES depend on instruction from above at conscious level - and rarely gets it. Most aren't even aware they have the two parts, let alone aware that its dead simple to use

the communication mechanism that exists for course correcting the subcon operation.

Now lets start to look at how these two functions have impact nutritionally and in terms of your weight loss. We think that this section is a necessary part of the overall learning , and if it opens your eyes to what has been sabotaging you, then, half the battle is over for you, and the fun bit can start. When you go on a diet, you probably notice that you are more prone to cravings than if you aren't dieting. You may even regard cravings as some sort of evil affliction come to do you down. Now come and look at how cravings are generated and what they mean. Its nothing like evil! If Mary wants to talk to Joe, or vice versa, all that is necessary is to open the mouth and speak. Instant communication and understanding. But if the subconscious biocomputer has an urgent problem and needs to pass the message back, its stumped because it has no voice and the feedback mechanism is via conscious, which may not pay attention, may not listen, may not understand the neurological messages.

One of the functions of subcon is to keep all those body cells ticking over, in perfect running order, and perfectly co-ordinated. If there is any malfunction or any imbalance caused by external stress sources which causes a cell problem, the biocomputer instantly registers the problem, and its job is to correct and restore the balance. Part of the brain mechanism produces a hormonal chemical called serotonin. This has a number of uses, and one of these is that it keeps us buoyant and upbeat and feeling good.. To ensure maximum production levels depends heavily on nutritional factors - the components of what we eat, and in some cases the quantity. If you go on a reduction diet and cut down on food intake, quite apart from spooking the biocomputer into declaring a state of famine crisis and we have covered this, earlier, it may cut down on the vital nutrients needed for adequate serotonin production. The levels will fall, and in some cases, production will cease. The result is cell chaos, and the external signs are a dip in mood which can grow to depression level, and this sparks off biochemical nightmares all over the cell systems. So, it is down to subcon to deal with the crisis. Consciously, you are fixed on the diet, and ignoring all else - you haven't access to the cell data anyway, but subcon doesn't fully comprehend this i.e. if it can see there's a major crisis, why can't you at conscious level? One chemical which can be used to halt this slide into depressive states with all the biochemical chaos that is involved is called phenylethylalanine . There is only ONE really good external source of this, if the brain isn't at full production level (it is also

called the "happy drug"), and this is in chocolate! Subcon cannot simply pick up some sort of neurological telephone and bellow to conscious, "get some chocolate down the hatch fast, please". Its been through the memory files and identified, perhaps, an occasion when you were very young and having an injection at the doctors, and distressed by it. So, the doctor or nurse bribed you with a bit of chocolate, and the p.e.a in it soon boosted your spirits. And it can't get the solution to conscious level or get the urgency recognised. But what it can do is deliver the message neurologically in such a way that even the thickest conscious cannot miss the signal. The vehicle used is called????? Yes, spot on, a craving. And the first delivery tends to be mild and ignored, the second stronger but still ignored, and eventually the message is so loud, it blows the door off the hinges and you rush to the shop and eat the chocolate, complete with wrapper. Then the guilt trip starts, and well, you know the rest of the story by heart. Yet, if you'd understood what was going on, you might have had a chunk of choc, much earlier, without fighting the urge, NOT had the guilt trip because you understood what subcon was trying to tell you - get the serotonin levels up fast, and its even possible, though that may be a forlorn hope, that you'd realise that the diet needed serious rethinking. So, next time you get an inexplicable craving to nibble something, don't regard it as a harbinger of doom. It isn't. It is initially a very gentle and very polite internal message from subcon that the body systems are lacking in something and hey, this substance contains it. Ignore the message and unfortunately subcon doesn't understand. It simply turns up the volume and tries again to deliver the message...and again..and So pay attention next time. Much earlier! Cravings aren't disasters, they are essential messages that need to be heeded. Without going on a guilt or rage jag. That is another design flaw in this wonderful subconscious mechanism. Quite a lot of the time, it works in too small a time span i.e. there's an immediate crisis facing it which it has to fix, and as with the chocolate example, it finds an immediate short term solution that will work. Only it lacks the judgement to see that it is creating a situation that effectively makes a rod for its own back, because you'll get mad at breaching the diet rules, your cell stress levels will rocket, and subcon will be on overtime trying to stamp out forest fires all over the place. Quite un-necessary, and if we can end the whole series by showing you that you need never diet again, and you'll lose all that excess weight without needing to diet again, then.....worth learning all this strange stuff along the way? At least, now, you'll understand the mechanism of "cravings" and see that there is nothing to fear. Its simply an

internal message asking for your conscious help, and an occasion to be thoughtful and try to figure out what you've changed in some way that is creating a biochemical or neurological crisis in the body. Most cravings are super harmless, perhaps super irritating but not life threatening, and not some weird attempts to self-sabotage.

Lets move on to the other area of mainstream weight loss: EXERCISE. It seems to be the obsession of the age in an infinite variety of methods, some of them sane, some of them wacky, some of them quite useless, and a few that are positively harmful. But along with the vile dieting industry, the second monolith of the exercise industry has evolved over the last thirty years or so.

The human being was not evolved to sit on a couch with a remote control to hand. Nor to work in sedentary offices where the most strenuous aspect of the day is walking to the coffee machine. We are pretty primitive, we evolved for a tough hunter-gatherer existence in a world that vanished millennia ago. But, for most of our existence since then, life has been physically quite arduous. Modern technology didn't exist, life wasn't quite as physically cushy. Your grandparents, or, at least, your great grandparents were probably the last to experience the old ways, before technology really started to sky rocket. Today, we have very little that is physically strenuous in life required of us. Machines do all the tasks that once were done by hand, food is grown for us, processed for us. Heat is available at the touch of a button with no hauling of coal or ashes involved, and no chopping of logs for the winter store. If you want to go any distance there are buses, tubes, trains, cars. If you want to go to the top floor of a department store, you stand on the stairs and it moves for you, or you get into the lift. There is very little left to do, so we have to invent exercise forms as a substitute.

And when it comes to weight loss, in come the sharks and charlatans with their ever more absurd solutions, and their ever more cunning ways of beguiling the gullible. When it comes to weight loss, this area really does need addressing.

If we go back 100,000 years or so to our ancient ancestors, they were nomadic hunter-gatherers. So there was no need to worry about exercise. They got plenty. No homes so they travelled on foot, following the seasons, following the food supplies, exploring and expanding their world as they became more sophisticated and more advanced - the birth of the psychopathic genius. They made camps, they

built their fires to cook, they foraged, they hunted a little, they undoubtedly danced a little on ritual or social occasions. And the fossil records show that they were slim, fit and healthy into advanced age - it used to be thought that life was so harsh that life expectancy was very brief. Until a couple of years ago when it was realised that the methodology used for dating the remains was inaccurate by as much as thirty or forty years. So, many of our early ancestors lived to respectable old age, and in excellent health. It is a long lost world, no golden era of mankind, and no one in their right mind would wish to return to those days. We have the modern world as our savannah, and we have to evolve our own solutions to a world where technology takes much of the physical effort out of life.

But, there is a harsh fact of life when it comes to exercise and weight loss. Leave aside that many of the available exercise gadgets and machines are supremely useless, time consuming and extremely boring - none of this stuff will lose you weight. If you watch those infomercials on television for a range of walkers, swingers, ski machines, etc, they all highlight the "use three times a week for 30 minutes and magic will happen". The more ethical point out sotto voce that while this will start you off, it won't get you to the state of the people demonstrating the machines. This takes longer and a lot more time than 1.5 hours a week. If you can stand them, sure, the better ones will tone up your muscles and help you feel good by virtue of the biochemistry of exercise. But they won't shift a gramme of flab. That simple. To get into this area, you'd have to use them at professional athlete level, training for 6-8 hours+ daily, 6-7 days a week, and clearly, this isn't on.

Nor can we hang about and wait for evolution over the next couple of million years to redesign the human body to accommodate a sedentary lifestyle. The crisis is, after all, right now, and we can't wait millions of years for a solution. The big problem is that we have these primitive bodies designed to work hard, and absolutely nothing for them to do. So what do we do, what do YOU do in the hour of need.

Well, the solution is actually quite simple, and won't cost a king's ransom. It also requires a mental shift which will duly get logged in the subconscious biocomputer via the conscious intellect. Get this, loud and clear: exercising alone will never EVER cause you to be slim and sylph like. No magic bullets available. You need to shift the focus to what does work, and how it works. Exercise won't slim you down significantly, unless you go in for the above professional athlete levels - impossible -

but it will help you become fitter, it will tune up the production of the "happy" hormones so you feel good, it will protect your heart and arterial systems, keep you supple, and much more besides, and when combined with sensible nutrition, THEN it has a role to play IN COMBINATION. But not as a standalone. We can't return to a world where we worked so hard that obesity was a virtual impossibility for the average person. But we can borrow the principles rather than the practices of the past.

What did our forebears do? They walked, a lot. They occasionally walked very fast if they had to chase after things - early man had a slightly different hip structure to ours so was almost certainly lousy at running, and totally incapable of running any great distance. They carried their worldly possessions from camp to camp, they foraged for food, they probably swam - there is considerable evidence for this, and they would have danced for ritual or social pleasure in much the same way as the existing modern hunter gatherer societies do. If it is possible to extrapolate back - and it is regarded as "unscientific" to do so, that way of life meant that about 15% of the week was actually spent "working". The rest was leisure time. Compare that to the modern world with all its technological brilliance and time saving devices, and we barely have time to go to the bathroom.

There is only one justification for buying the ethical exercise machines, and doing these exercise classes, and that is if they give you joy. But never kid yourself that they will make you slim. They won't and claims that they will are pure con trickery. But if you don't enjoy all this stuff, bin it and start looking thoughtfully at the PRINCIPLES of the past, and see what you can incorporate into your modern life that will bring you happiness, and keep you fit.

The benefits of exercise are cumulative. All those little bits, if done consistently build up over time. You can walk. Instead of using the car for short distances, walk. It may ache at first, but keep loosening up the joints and sooner rather than later, you'll find it gets easier and easier to walk further in the same time. Refuse to use lifts and escalators and moving floorways. Walking up a stairway is extremely strenuous as an exercise form, which may be why you avoid it - if not used to hopping up a few flights, its a nasty shock to the system, and the lazy instinct rushes to the rescue.. Walking up and down stairs is a superb aerobic exercise.

You can decide to carry more inside and outside the home, use some of the labour saving devices a little



less, be creative, be inventive, see how much you can retrieve from the past and incorporate into your busy modern life. All those tiny bits count, and start to add up.

You can dance. It doesn't have to be some expensive, time consuming gym or aerobics class. You can stick a CD on at home and dance alone or with a partner. You can take up hobby dancing, and perhaps discover that you enjoy a particular style.

You can swim. Its a really great aerobic exercise that fully supports the back in the water medium. Build up speed, build up stamina, but take your time. No rush. That's been part of the problem in the past. But a major warning, if you are currently overweight. Something you may not have been warned about if swimming has been suggested to you. There are two medical research studies in our archives on swimming and obesity, and both are categorical on the matter. You'll understand better if you flick back and dig out that Marylebone model of brain function. If you are slim, and you jump into a swimming pool, the water is cooler than body temperature. The skin registers this instantly, passes the message to the brain and the brain passes the response to the muscle systems involved. And action takes place instantly. Splash, its cold, brrr, get moving. Off goes the swimmer in a flash, flailing about and keeping warm. Now watch someone who is overweight climbing into the water. They'll get in and flap about for a bit and then move off at a leisurely pace. They are well insulated against the cold. But not enough to offset the disaster in the making. The skin nerves register the cold, the brain responds, and the message is over-ruled because the swimmer isn't feeling the cold as fast as the slimmer person. It may be a matter of as little as 5 - 10 seconds before swimming commences, but its tragically too late to stop the next step. A perfectly valid warning message from subcon has been issued and apparently ignored. At conscious level, there appears to be total lack of response, and a drop in body temperature is the sort of critical state situation the subconscious biocomputer is NOT allowed to ignore. It MUST respond to danger, in minor states by alerting conscious for further response and/or instruction, in major situations, acting instantly to terminate the danger without prior reference to conscious (e.g. fight or flight reaction). If the swimmer won't take action, subcon has to resolve the situation alone. It does. Over a year the swimmer will put on about 5% extra fat as a protection if swimming is regular.. So, if you are overweight and you want to swim, jump in and get cracking immediately. 5 seconds delay is pushing it, 10 seconds is far too late to stop

the biocomputer protecting you against apparent danger from cold.

And to round off this section, there are many other forms of exercise you could consider but the operative keynote may be "pleasure". We really don't have to work hard physically any more and if we choose to spend time on exercising, and it really is a health common sense thing to do, then it makes equal sense to do things that give you joy, give you a buzz. Go to a good gym if you must. Ride a horse, ride a bike, play with the kids, spend a pound on a cheap skipping rope (another absolutely superb form of exercise if your back and joints permit, and any kid worth its salt will teach you the trick stuff), those trampoline mini rebounders are also good and fun to play with, but not in a block of flats with a ceiling echoing below. try building up a menu of small things which all build up to regular body work. And make the emphasis pleasure. Forget about weight loss. It just doesn't work that way.

We have been asked many times over the years if we recommend any particular exercise form. To be truthful we aren't terribly enthusiastic because none of us enjoy group activities or gym work. We walk, we cycle, we dance, we do a lot of things but we don't like aerobics classes or any of these set piece activities. Added to which, these grim humourless activities don't fire us up. Plus, of course, the fact that many of them are a bit like dieting - seasonal fads that come and go and seem more focussed on selling books and videos and gadgets. Not our poison. But, if we are really pushed, then again, over the years we have come to respect one formal exercise form. If you want to take a look...As with supplements, we aren't paid for recommendation and we wouldn't accept if we were offered. Pinkney Callans Callanetics is superb for fitness and muscle toning, fully protects the spine and back, and is fiendishly deceptive. It is based on very tiny movement sequences of perhaps a couple of inches, but if anyone tries a couple of the movements for the first time, they will discover that those moves find muscle parts you never dreamed you had - and they'll squeak indignantly at being woken up. Done every other day for about 30 minutes, over a month the entire body muscle structure tones up, and moves upwards. So you'll look slimmer, and you'll certainly feel brilliant, but the weight won't budge. It is, for those who enjoy structured stuff, absolutely superb and if you can lay your hands on the teaching video called the 30 day countdown, its one of the best teaching videos we have ever seen. Most of them are appalling to the point of being useless. This one is excellent - for all ages from teenage through to ripe old age.

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Before we round off this section, maybe we'd better skim through some of the "alternative" weight loss methods, because invariably when diets fail and hopes are low, some of this stuff seems to promise a lot. A lot of this piece is really bad news territory and where there is a warning given, heed it. There is some horribly dangerous stuff out there, and some of it peddled by the medical profession.

Laxatives and "water tablets" are sometimes bundled together in one tablet. The only thing to say about either or both is "avoid like the plague" The apparent weight loss is a mirage that actively harms the body systems. Diuretics used in this fashion put the kidneys under strain, dehydrate the body, alter the sodium/potassium balance, cause skin damage and ageing via dehydration, and to use these pills for weight loss purposes, you really have to put your brain in a box, and switch off any hint of common sense.

Overuse of laxatives will affect the protective bacteria of the gut, create a "lazy" colon which will mean you become dependent on the use of laxatives for bowel functioning, strain the organs, dehydrate the body, strip out essential nutrients and generally they are really bad news. Again, its brain and common sense switched off.

There are many types of herbal product peddled willy-nilly, often with the most outrageous claims, and the label "natural" to mean that as such, they are safe. Balderdash. A herb is a therapeutic agent, and it will have specific uses, and specific periods of use and specific toxicity levels, but harmless it certainly may not be. Unqualified traditional Chinese herbalists have killed more than a few with slimming treatments. Newspapers are full of adverts for this type of product, and the sad truth is that none of the advertised products will be any more successful than all the diets you have tried, some of them may be harmful, and ultimately the only people to benefit are the people making and selling the products. Leave well alone.

Over the years, among the near 20,000 people we have seen and helped, have been a number who disturbed us more than all the rest. Because they have been "helped" by the rogue element of the medical profession by the prescription of "slimming medication". The ugly reality is that this type of medication such as Duramine revolves round a group of pharmaceutical products that include amphetamines, and they are some times prescribed with diuretics as well. If you use amphetamines, your metabolic rate will sky rocket, and certainly,

there is a reasonable chance that you will see weight plummet like a stone - while you take the tablets. But the weight loss is artificial and the risks of the medication are not theoretical, they are tragically real. Dependency problems, metabolic disorder, cardiovascular damage, sleep disorders, psychological problems. Where we have encountered this situation and where it is clear that the doctor involved has prescribed without taking a history, without examination, without a wealth of tests and data, but simply sold the tablets to all comers and no questions asked, we have a policy of reporting the clinic concerned and the doctor concerned to the appropriate agencies for action. Don't even consider this approach as a weight loss solution. It can ruin lives, and it can and has killed far too many.

There are, of course, plenty of methods that centre around applied psychology, hypnosis, neurolinguistic programming and so on. With experienced and qualified practitioners these methods can be helpful in some cases but do not suit all. The problem is that it is quite possible to see a weight loss situation developing but the regression rate over 12-18 months tends to be, in our view, unacceptably high. We have a video of one of the founders of NLP saying quite cheerfully that if one of his subjects had retained her weight loss for 3 years, he regarded this as close to miraculous. One of the flaws tends to be that it doesn't substantially alter the eating patterns that created the problem in the first place, and where this is taken into account the changes suggested tend to be somewhat modified long term low fat low calorie type approaches, with an emphasis on "good" foods and "bad" foods, and this makes a nonsense of life. Eating is as much for joy as for survival, and when its reduced to a near fearful existence, well, is it worth the price when the weight is going to creep back, albeit a little slower than via formal diet plans. in the early years, we did experiment with some of these approaches, found them wanting and discarded them, retaining only the elements of value, such as the Marylebone Model teaching device.

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Now we have just about covered most of the main points for this e-book we set out to touch on, as the first half of the journey. It may have seemed to you quite destructive in parts in that we've shown why most of the traditional approaches simply cannot serve you well. But with people coming to us with up to a hundred failed diets under their belt, there is a huge body of accumulated learning which is wired in, and horribly obstructive when it comes to

binning the whole body of rubbish. Dieting as we know it is a desperation response which has really only appeared on this sort of scale over the last thirty years or so. We kid ourselves a lot, we hand over responsibilities to experts who fail us. We desperately seek for the magic bullet, and we ignore the fact that most of the time we have been holding it, but we've put our brains and common sense on hold and totally ignored it. And of course, in this type of environment, the tricksters and the charlatans thrive, some of them malicious, most of them well intentioned, none of them able to fulfil your dream for you. Once again we pose you the question "if any of these methods, any one of them, actually worked and allowed you to keep the result for life, would there then be a global dieting industry?" And, of course, your common sense will tell you the right response, but common sense has little to do with it. So, either the solution does not exist, or it lies far away from all this dreary, joyless, soul-destroying stuff that has bedevilled your life and left you still at square one, exactly where you started, in some cases, many years ago.

Well, there is an answer, and it is so astonishingly logical and simple that at first thought it throws the imagination that some element of the dieting industry hasn't come across it, and taken out the entire opposition permanently. But, of course, it wouldn't work, because you'd tell your friends and they'd tell their friends, and bingo, the last of the dinosaurs dies out.

Does that concern us? No, we have spent the last 15 years helping people to lose weight successfully and permanently, easily, and joyfully, fully enjoying their food in normal amounts, and no calorie counting or low fats or any of this rubbish. We do not like the diet industry. We don't support their philosophies or their methodologies. In section 2, the second e-book, we'll pick up the trail and take you to your dream step by simple step. As you reach the dream of a normal, healthy, body weight, you'll discover one thing, that for the first time, you are in charge, you are running the show, you understand fully what you are doing and why, and it's as easy as child's play. It is almost a crime to have to calorie count food, to turn away from the pleasure foods like chocolate, or label food as "good" or "bad". If you can, at last, eat what you want to eat in quantities that please and satisfy, lose weight, stay trim for life, and throw away all those diet books, and diet sheets and diet products, then we will have done our part, and we'll be happy, and to misquote a certain well-known European philosopher "you have nothing to lose but your fat".

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Before we tell you about section two, and how to get it, a final gift from us all as a thank you for the pleasure of your company, and your time. We hope we have opened your eyes a little, got you thinking, and hauled your common sense back out of the room with rubber walls.

Something to do. Try it. It takes but seconds, it utilises the power of the subconscious biocomputer quite effortlessly, and while it isn't about to magic away the pounds, this little gizmo we love because it gets people compliments, gets them used to feeling good, and builds up confidence levels which may have been in the doldrums. For virtually zero effort and time involved.

If you are heavily overweight at the moment, and with a track record of failed attempts to change the situation, you might look round at all the people who appear not to have any difficulties with weight, and your confidence levels may not be too high behind the mask. You may not even like yourself too much any more. Come with us and let's start the change ball rolling.

The body you currently have may be out of shape and perhaps there are bulges where you'd prefer them not to be. Harsh fact: this is your **PRESENT REALITY**. By trying to ignore it or deny it or hide it, most of all from yourself, you are in fact doing yourself very few favours. You increase your stress levels, grind your confidence into the ground, give yourself a lot of heartache, and set up all sorts of biochemical sabotage mechanisms. And in the morning, your body reality is the same as it was the night before.

This will change. But, now it is your reality, and it's the body you inhabit, and all the duff feelings change nothing. So, tonight, make a start on this aspect of things. We'll give you the rules. They are absolute and can't be meddled with or altered, and the time factor is about 20 seconds, tops. Do it every night, without fail, for a minimum three weeks, by which time you'll be utilising book 2 anyway, and there'll be substantial weight loss as well as substantial clean up of the junk stored in the biocomputer using the gizmo. You'll get the first feedback from others in a matter of days, and it's up to you whether or not you spill the beans, because at this point you won't be losing weight, but things will be visibly different. Here's how to play.

Before you go to bed tonight, find a full length mirror. Take off all clothing and stand in front of the mirror, and do absolutely as the instructions say. No more and no less. No cheating, no blaming, no

judging, no criticising, and as we joke, no throwing up on the cat either. Scan your body up and down, turn to the side and scan up and down, turn to the back and scan over your shoulder, up and down. Then to the side and scan up and down, and finally back to the front. Final scan up and down. Get dressed and off you go. That's it for the night. Tomorrow, you do exactly the same, and keep going for three weeks by which time the book 2 material will be creating REAL weight loss to match some rather remarkable changes this wee gizmo will have created meantime.

It really is the most remarkably effective device. Mystified? Well, go back to the Marylebone Model. Over the years you have fed a great deal of duff stuff into the biocomputer system, probably a lot of it fairly self critical, and judgmental. Apart from creating internal cell stresses, you haven't done your confidence levels any favours and the chances are that you have poor posture and you walk with a sort of protective hunching, "rolling along the street like a fat black cloud" as one woman put it to us.. By using the eyescan device, and sticking to the rules, you are feeding in the current reality as is, and the first results show within a matter of days in the shape of friends grabbing you and exclaiming that you have lost so much weight, and what diet are you following, and can they have it too. Never fails, when used correctly and the only thing we can't do is get you off the hook with your friends. If they think you're holding out on a new wonder diet, well, dashed if we can think of a way out of that pickle. Go on your way, smiling happily?

The writer of this section has just got a sound telling off for being mean. Its a wonderful day outside, the birds are singing, the flowers are blooming, and ok then...two gifts, not one. Do you know what your worst and nastiest enemy is when it comes to losing weight? The single factor that has killed more diets than there are grains of sand on a beach? It has not one single redeeming feature, and the chances are you turn it loose on yourself far too often, if not daily. You can't beat it so the best thing you can do is go and neutralise its potential for mischief, right now, before you get stuck into real time weight loss. It cannot halt you this time but it can give you the heebie jeebies and we'll fill you in right now. Your biggest enemy is probably sitting at this moment in your bathroom, small, usually white and rejoicing in the name of the bathroom scales. It tells your weight in pounds or kilos, it lies through its teeth and it is a world class saboteur. Best place for it is at the bottom of a river, but if you can't bring yourself to add to pollution problems, stand on it one last time to get the reading for the weight calculations, and then lock it in an inaccessible

cupboard and don't be soft hearted and let it out for at least 6-8 weeks to confirm what you'll already know. And then get hard hearted and evict the pest. You don't need it, you'll never need it so why hoard junk? Not so many years ago, no one had one of these devices because they simply were not available. People didn't give a monkey about knowing their precise weight, and if they ever stepped on a scales it was rare occasions at the doctors surgery, or slipping an old penny in the slot on one of the print the result seaside machines.

Today, everyone has a scales, and it creates a fat problem rather than solving it. Take you, for instance. You have been on anew diet, you've worked hard at it, you've stuck to the rules and not cheated, and you step on the scales for some good news. What happens? The reading says that after all that work you've lost not a gramme, or worse still, you are a couple of pounds heavier than when you started. Now, if you've got the Marylebone Model to hand, you hardly need us to tell you what is going on between the conscious and subconscious biocomputer systems. There is a flood of information pouring in, and much of it may be of the four letter variety. At best, you'll get away with a fit of the blues, fed up and frustrated. At worst, you'll create such a surge of stressful biochemical changes at cell level that the subconscious bit will have to step in and try to rectify the situation pronto. And guess what the likely outcome is? Yes. Give me some chocolate or cream or sugar to plug this gap in things, and I need it NOW. So the craving messages start, and then you cave in and the guilt fits start, and the whole thing is already dead in the water only you won't admit it straight away. Another diet fails, you feel lousy, and the darn scales just sits there innocently and awaits the next chance to make mischief. And the silly thing is that the hiccup probably has zero to do with the diet, if you are a pre-menopausal woman. In the normal monthly cycle, weight can vary by as much as 7 pounds in a single day, and it means absolutely nothing. A day or so, and its gone without trace. Step on the scales at the wrong moment and it assumes international import as evidence that your efforts have failed again!

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Section two, the second e-book awaits you back on the web site. all instructions are clear and simple and you'll be able to have it on floppy in a matter of minutes. If you have any questions, then use the "contact us" email link and we'll answer personally and promptly. We don't use these automatic computer generated responders.

The book starts with a story, a really great story. We have been telling it for years and it still grips listeners because for those who are overweight, suddenly it all makes sense, the material we've given you in this section, the content of the story and the simple instructions that follow for putting it all into action. After a lifetime of struggle it will seem so easy that the chances are you won't believe us. But you will, oh yes, you will. Test it out for a couple of weeks and you'll be dancing on air. There are just three simple changes needed, with possibly a fourth for some. It goes on autopilot from day one, and you'll find that you lose weight steadily and consistently until you bottom out at the correct weight for you as an individual. Then it will stop. But because there is no dieting involved, and you'll be eating normal foods, in impressive amounts if you are used to calorie counting nonsense, when the weight loss bottoms out, there it will stay on a permanent basis. No further action needed. The nice thing is that there is no embargo on enjoying the festival holidays like Christmas. If you really pig out and overdo the eating, yes, you will overload the system, and in the past, it would have led to longer term weight gain. Now, the most you'll notice is that your waistband tightens for a few days, and then it's back to loose again, with no effort on your part. And there will be no major variation from year to year. If there is a sudden weight change up or down, this is somewhat similar to the old days - you go to the doctors for a check-up!

And we aren't going to create a song and dance if you share the learning with your friends. We are not an international corporation, there is more than sufficient work for our probable lifetime, and the more people who break away from slavery to the dieting industry, the better. It is long, long, overdue.

On that happy note, a huge thank you from us all, until book 2. Bye for now

To pick up book two, return to our website and follow the instructions on the site menu. To email any comments or questions use the "contact us" link on the web page. Book 2 contains full details of the forthcoming (free) ezine and how to get on the list for it, plus other material that may be of interest to you.

**<http://chetday.com/rea/reacentre.htm>**