



Vivify  
E-Book

Guide:  
**Fat Loss**



**VIVIFY**

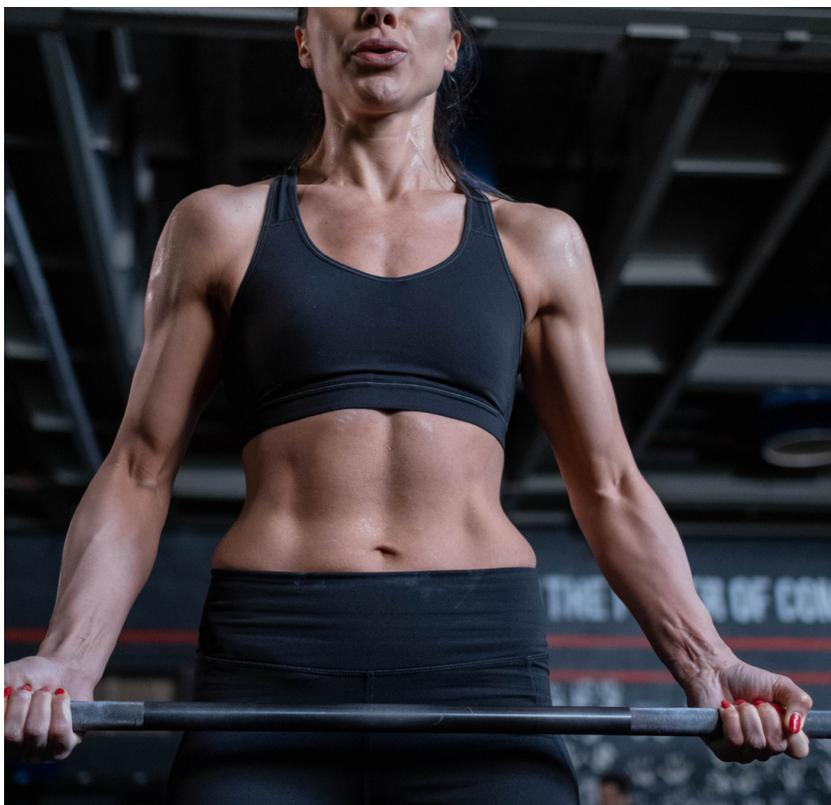
Have you ever wondered why some people can seemingly eat whatever they want and not gain a pound while others seem to gain weight just by looking at food?

The answer lies in understanding the science of fat loss.

In this guide, we'll walk you through the basics of how your body stores and burns fat, and provide tips for losing weight and keeping it off.

So if your goal is to shed excess pounds, but you're confused by the myriad of contradicting information on the internet, keep reading.

Now let's get started!



# THE OBESITY EPIDEMIC

In recent years, obesity has become a major health epidemic in the many countries.

According to the Centers for Disease Control and Prevention, more than one-third of adults are obese, and the rate is rising.

While there are many factors that contribute to this epidemic, one of the most important is the availability of unhealthy food.

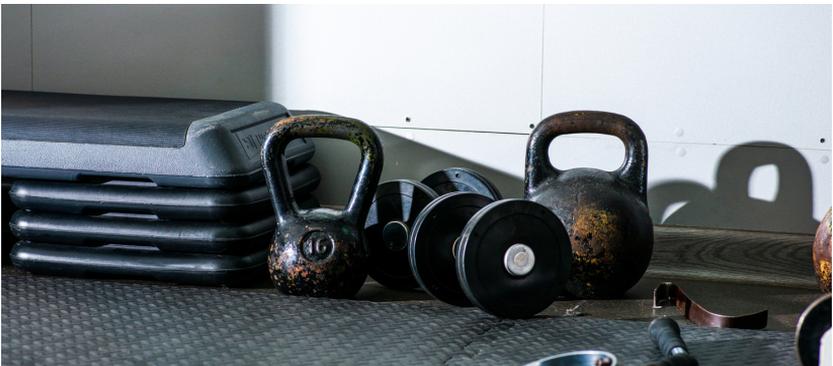
Fast food restaurants are everywhere, and they offer cheap, convenient meals that are high in calories and low in useful nutrients.

In addition, portion sizes have increased dramatically over the past few decades, making it easy to consume more calories than ever before.

The good news is that there are steps that can be taken to address the obesity epidemic.

By making healthy food more available and affordable, encouraging people to be more active, and educating people about the dangers of obesity, we can begin to turn the tide against this growing problem.

Without a doubt, being overweight and obese does have its health risks, so the first step to contributing to the solution of this global problem, is to take care of yourself and be an example to others.



## WHAT MAKES US GAIN?

It is a common misconception that certain foods are to blame for weight gain.

While it is true that some foods are higher in calories than others, the type of food is not as important as the amount.

If we consume more calories than our body needs, we will gain weight, regardless of whether those calories come from carbohydrates, fat, or protein.

Of course, this doesn't mean that we should gorge ourselves on high-calorie junk foods.

Rather, it is important to be aware of the calorie content of what we are eating and to make sure that our portion sizes are appropriate.

By doing so, we can maintain a healthy weight without having to worry about which foods to avoid.

And so, if you've been wondering why some people seem to be slim regardless of what (and how much) they consume, the answer is simple - their average caloric intake is down to the baseline needed for weight maintenance.

You don't gain weight from one big meal, and you don't lose weight from one 'healthy' meal.

It's all in the averages - eat more than your body needs to maintain and you'll gain weight, eat less than it needs and you will lose weight!

## FAT LOSS FUNDAMENTALS

Advertisements for weight loss products are everywhere, promising amazing results with little to no effort.

It's easy to be lured in by these promises, but the truth is that there is no such thing as a fat loss miracle.

The only way to lose weight and keep it off is to follow the basic principles of weight loss.

What are those basic principles? Let's have a look!



## Calories

When it comes to losing weight, the most fundamental principle is calories in vs. calories out.

If you take in fewer calories than your body needs to maintain its current weight, you will lose weight.

This is called a 'period of time eating in a caloric deficit.'

Creating a caloric deficit is the key to losing weight, and there are a few different ways to do it.

One way is to reduce the overall number of calories you consume each day.

Another way is to increase the amount of exercise you do so that you burn more calories than you take in.

And finally, you can do a combination of both diet and exercise to create a calorie deficit and lose weight.

While it may seem simple in theory, creating a caloric deficit can be challenging in practice.

But if you're committed to losing weight, it's definitely possible to do, especially with the couple of tips we'll give you in this guide!



## **Protein**

While it's true that eating in a caloric deficit will lead to weight loss, it's important to understand that not all weight loss is created equal.

In fact, when we lose weight, we don't just lose fat – we also lose lean body mass, which includes muscle.

And since muscle is more metabolically active than fat, this can actually lead to a slowdown in weight loss.

That's why it's so important to make sure you're getting enough protein during a period of calorie restriction.

Protein helps to preserve lean body mass, keeping your metabolism humming along and helping you to reach your weight loss goals.

So if you're trying to lose weight, be sure to include plenty of protein in your diet.

What does 'plenty' mean, though?

Well, science indicates that optimal daily protein intake forms at around 0.8 to 1g of protein per pound of body weight.

Keep in mind, though, not all protein is the same!

The highest quality of protein comes from animal foods, but ultimately, it is best to mix a variety of animal and plant foods for a more complete diet!



## Fats

For many years, dietary fat has gotten a bad rap. However, it is fair to say that not all fats are created equal.

In fact, just like proteins, quality dietary fats are essential for a variety of functions in the body.

Dietary fats help to facilitate the absorption of fat-soluble vitamins, maintain hormonal function and regulate body temperature.

They also play a role in brain development and can help to reduce inflammation.

While it is important to limit the intake of processed/trans fats, quality dietary fats such as olive oil, nuts, avocados, and seeds can actually provide health benefits.

The optimal daily fat intake forms at around 0.45g per pound of bodyweight, derived from quality sources, such as the ones listed above.



# ARE CARBS THE CULPRIT?

For years, carbohydrates have gotten a bad rap in the world of weight loss. But the truth is, they're not the enemy - rather, they can actually be your ally.

That's because carbs are your body's preferred source of energy, and they can help you perform your best during exercise (which is well-paired with a weight-loss diet.)

When you eat carbs, your body breaks them down into glucose, which is then used for energy.

However, when you don't eat carbs AND are in a caloric deficit, your body simply doesn't have the fuel to sustain the activity for as long, and therefore, this insufficient carb intake results in quickly diminished performance.

So if you're trying to lose weight, don't cut out carbs completely - instead, dial in the protein and fat to the above-recommended quantities, and give the body some carb love, too!

# PRACTICAL IMPLICATIONS

Alright, that's plenty of information for you there - fat loss is only possible in a caloric deficit.

Protein and fats are important... and you need some carbohydrates too.

But what are the practical implications of this and how can you go about creating your ultimate weight loss plan?

Let's have a look!

## Create A Deficit

Many people think that the first step to creating a successful weight loss plan is to simply cut back on calories drastically. However, this approach is often ineffective, as it can be difficult to stick to a restrictive diet long-term.

Instead, the key to sustainable weight loss is creating a caloric deficit.

This means knowing your total daily energy expenditure (TDEE) and reducing your calorie intake accordingly.

There are a number of ways to calculate your TDEE, but one of the most accurate methods is to use an integrated calculator that takes all your individual characteristics into account.

By inputting your height, weight, and gender, these calculators can give you a good estimate of how many calories you burn in a day.

Once you know your TDEE, you can start to make adjustments to your diet and exercise routine in order to create a deficit.

For example, if your TDEE is 2,500 calories, you would need to reduce your intake by 500 calories in order to lose weight, down to about 2000 calories.

Out of those 2000 calories, you will then have to set the protein/fat intake to the amounts mentioned above, and leave the rest for carbohydrates.

For instance, if you are eating 2000 calories a day and 1200 calories come from protein and fat, you'd have 800 calories worth of carbs to consume, which is 200 grams of carbs, because 1g of carbohydrate has 4 calories.

While this approach may require some trial and error at first, it is ultimately more effective than simply cutting calories without knowing your TDEE.

Which is the best calculator to do so, though?

Well, here's one we found effective - <https://tdeecalculator.net/>

But remember, the calculator is just an approximation

Ultimately, you need to take it as a baseline and modify your caloric intake, until you get to the point where you lose no more than 1-2 lbs a week.

## Exercise

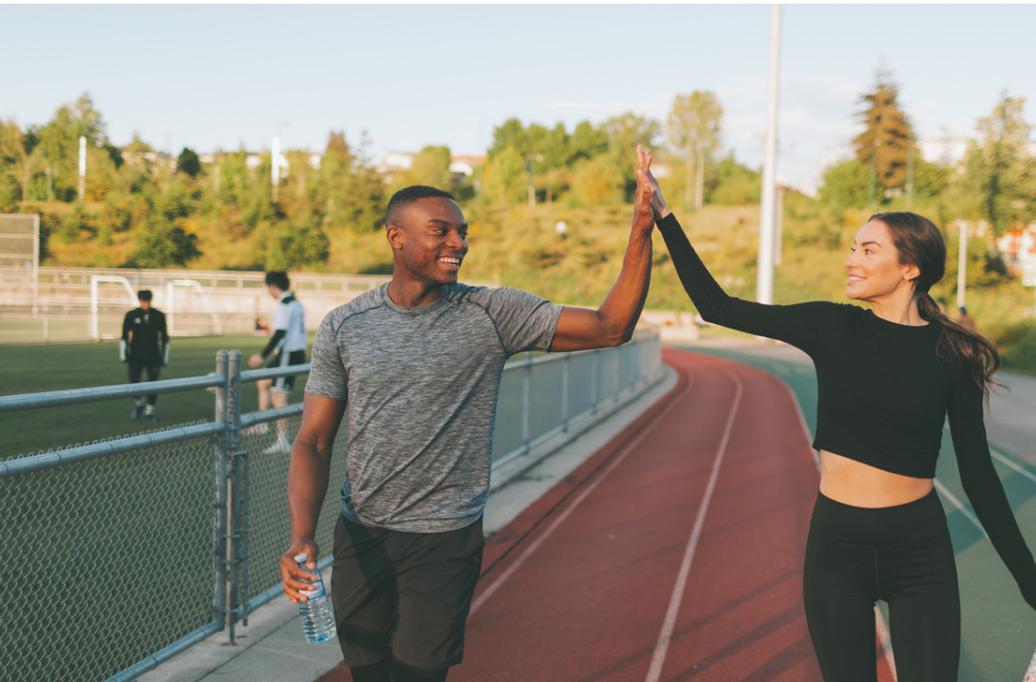
Dieting is often seen as the most important factor in weight loss, and while this is certainly true to an extent, it is also worth noting that exercising – and, more specifically, weight training – can also be beneficial.

After all, we lose muscle when losing overall weight, and weight training is a great way to tell the body that you'll need that muscle.

Not only that, but it can also help to maintain your metabolism and help you shape up the muscle under the fat!

As a result, combining diet with weight training is the best way to achieve lasting weight loss.

Just make sure not to exert yourself too much, or reach failure, because after all, you are in a deficit, meaning you have insufficient resource for recovering from truly grueling workouts.



## **Adherence**

When it comes to weight loss, there are many different diet plans that people can follow.

Low-carb, high-fat, low-calorie, high-protein...the list goes on and on.

But is there one type of diet that is more effective than the others?

According to many experts, there are two factors in any weight loss plan that are considered the most important.

Those are namely the so-discussed 'caloric deficit' and 'adherence.'

In other words, the 'secret' is to find a way to be able to stick to a caloric deficit.

This makes sense when you think about it.

After all, if you're not following your diet plan, then you're not going to lose any weight.

So if you're looking to lose weight, the best thing you can do is build a diet that you can stick to and go with it in the long haul.



# TIPS & TRICKS

Building a sustainable diet plan you can stick to in the long run is easier said than done.

Nevertheless, there are tips and tricks that can help you do just that.

So let's have a look at the top 3 tips and tricks we have for your weight loss plan!

## **Satiating Foods**

What are satiating foods? Satiating foods are those that help you feel full and satisfied after eating them.

They are an important part of any weight loss plan because they help to control your hunger and prevent you from overeating.

There are a variety of satiating foods that you can include in your diets, such as protein-rich foods, healthy fats, and fiber-rich foods.

Including a variety of satiating foods in your meals and snacks will help to keep you feeling fuller for longer so that you are less likely to reach for unhealthy snacks or overeat at mealtimes.

When you are planning your weight loss diet, be sure to include plenty of satiating foods so that you can stick to your plan and reach your goals.

Our favorites include - meat, organs, eggs, dairy, fruits and starchy vegetables.

These are all satiating due to the fact they are abundant in the most satiating nutrients - fats, proteins and fiber!

## Conscious Restraint

When it comes to weight loss, there is no one-size-fits-all solution. However, one common thread among successful weight loss stories is the importance of conscious eating habits.

All too often, our eating choices are dictated by emotions or patterns that we've established over time.

This can lead to overeating, even when we're not really hungry.

By being aware of the choices we make, we can break the cycle of emotional and pattern-based eating.

That doesn't mean that every meal has to be a carefully planned affair.

But it does mean being conscious of what we're putting into our bodies and making choices that will help us reach our goals.



## **Diet Breaks**

Lettuce be real - dieting can be a difficult and frustrating process.

After all, who wants to spend their days feeling hungry and deprived?

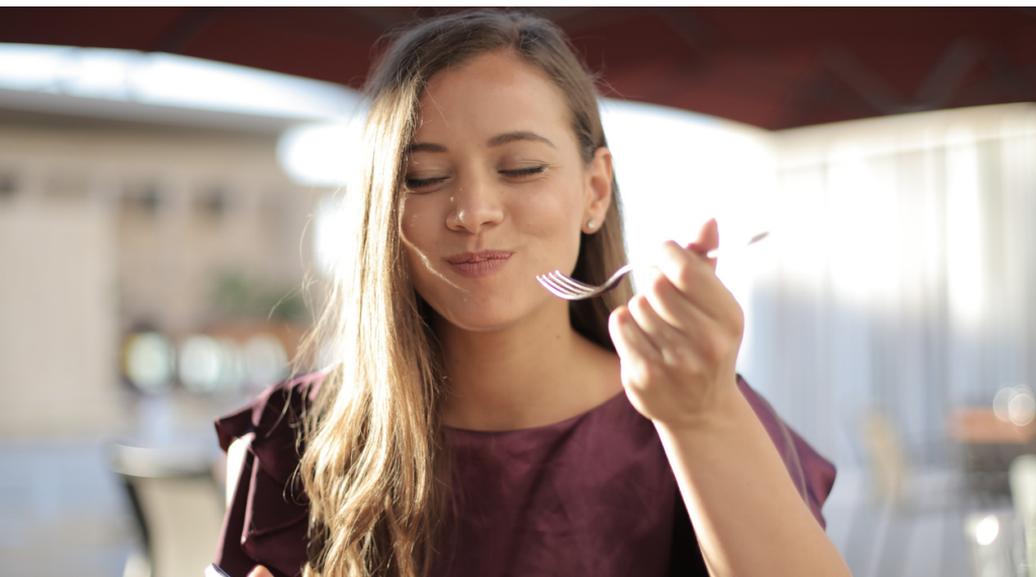
Thankfully, there may be a way to break free from the psychological chains of dieting by taking regular diet breaks.

Diet breaks involve periodically taking a week or two off from eating in a caloric deficit, during which time you still monitor your caloric intake, and the goal is to not have any drastic changes in weight.

The term "diet break" may sound like a recipe for disaster, but diet breaks can actually help to improve diet adherence.

In essence, taking periodic breaks makes it more likely for you to stick to your diet and achieve your desired weight.

So if you're struggling to stick to your diet, consider taking a break - it just might be what you really need!



## Conclusion

So, what have we learned? Fat loss mastery is not about a one-size-fits-all approach.

It's about understanding the science behind weight loss and using that information to create your own unique strategy.

And, as with anything in life, it takes hard work and dedication to achieve success.

Are you ready to put in the effort required to become a fat loss master?

We hope so! If you have any questions or need help getting started, don't hesitate to reach out to us.

We're here to help you every step of the way.

