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A Special Note on This Edition

First of all, let me be clear that I was well aware of the immense gap between peoples' attitude toward health and fitness and the theories found within this book back when it when was first published in 2007.

I knew that people had generally accepted that strict dietary restraint and an almost relentless workout program were essential for weight loss. Not only this, but it was believed that a serious lifestyle modification had to occur that made you almost obsessed with health and nutrition.

I was all too aware that for some curious reason we had accepted the idea that losing weight had to be extremely difficult and the concept that long-term weight loss success meant a life of dedication and extreme discipline.

Back in 2007, even the slightest suggestion that we could actually cause a genuine reduction of body fat WITHOUT extremely regimented and inflexible dietary restrictions was often met not only with disbelief, but also hostility. Few were prepared to hear or accept a simpler solution.

The diet industry is huge, and worth billions of dollars in annual profits. This not only includes the obvious examples of over the counter diet pills, but also weight loss centers, weight loss coaches, weight loss books, and even on-line weight loss societies.

Combine this with the shocking boom of twenty-something year old Internet marketers making millions selling 'diet advice' on-line and it becomes obvious that the weight loss industry was ready for a big, strong dose of common-sense thinking.

I knew that *Eat Stop Eat* was going to cause a shockwave in the diet industry, and that I was going to have to spend a great deal of my time defending the concepts within it.

But like I said, this was almost a given. It is the NORM for radical new concepts that receive a lot of attention to arouse a sharp division of opinion among expert 'commentators'.

Yet the fight for *Eat Stop Eat's* acceptance was not nearly as uphill as I had imagined. Sure, it had its detractors and nay-sayers, but for the most part even the harshest scientific critic quickly came to realize the simplicity and effectiveness of *Eat Stop Eat* and appreciated that it was supported by very sound and logical scientific evidence.

It seems that in a matter of just 3 short years, *Eat Stop Eat* has gone from being a controversial 'fringe' dietary 'fad' to becoming an accepted dietary approach to losing weight that is being supported by doctors, dietitians, and other mainstream health experts.

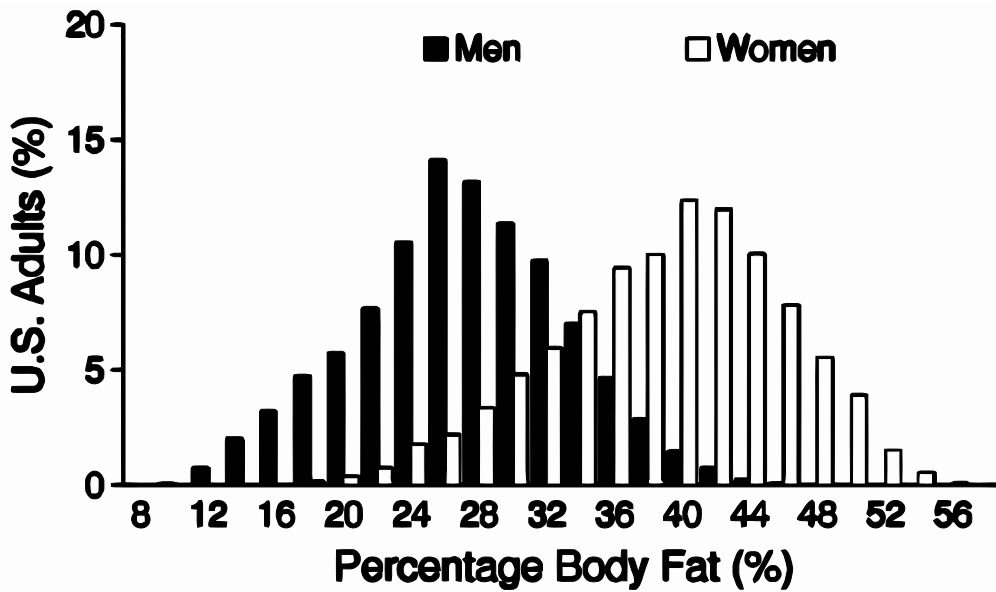
Biologist J.B.S. Haldane said it best when he pointed out that there are four stages of scientific acceptance:

- 1) This is worthless nonsense
- 2) This is an interesting but perverse point of view
- 3) This is true but quite unimportant
- 4) I always said so

Eat Stop Eat has hit the “I always said so” phase of acceptance. This is very exciting to me, and many others involved in the diet and weight loss industry.

People have begun to accept that losing weight can be accomplished using a multitude of different diets, as long as the diet created some sort of decrease in caloric intake. Not only this, but the concept that the best diet is the one you enjoy and can stay on the longest, has really caught on.

Despite these facts, there is still a growing amount of nutrition misinformation that is available in the mainstream weight loss industry. And, quite ironically, obesity rates are still increasing. In fact, the average percent body fat in North America has become startlingly high.



(The average body fat for men is 25% and for women is closer to 40%)

Common sense and sensibility merges with the weight loss industry.

The simple truth is that research illustrates an increased supply of food is more than sufficient to explain this obesity epidemic.¹ I am almost positive that no one is happy with the North American average of 25% and 40% body fat for men and women, respectively.² As such, there is still a need to expand on the successful theories of *Eat Stop Eat* to help as many people as possible realize that weight loss does not have to be complicated.

Let's start with what we already know about weight loss:

- Carrying extra body fat is really bad for us, both physically and emotionally.

Almost all of the calories you burn in a day result from your basal or resting metabolic rate (the calories it takes just to be alive). Beyond that the only significant way to increase the amount of calories you burn in a day is to exercise and move around.

The research on metabolic rate and calorie intake is remarkably conclusive. I was easily able to find the following research studies that measured metabolic rate in people that were either fasting, or on very low calorie diets:

In a study conducted at the University of Nottingham (Nottingham, England), researchers found that when they made 29 men and women fast for 3 days, their metabolic rate did not change.¹² This is 72 hours without food. So much for needing to eat every three hours!

In another study performed at the Pennington Biomedical Research Center, men and women who fasted every other day for a period of 22 days experienced no decrease in their resting metabolic rate.¹³

In addition, a study published in 1999 found that people who were on very low calorie diets and on a resistance exercise program (i.e. lifting weights) did not see a decrease in resting metabolic rate, and these people were only eating 800 Calories a day for 12 weeks!³⁵

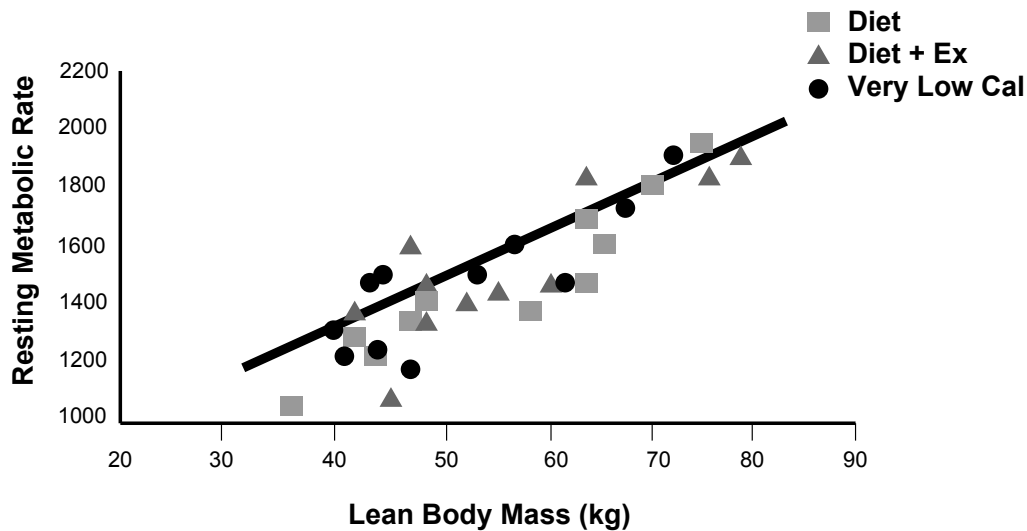
In another interesting study published in the aptly-named journal 'Obesity Research', women who ate half the amount of food that they normally eat for three days saw no change in their metabolism, either.¹⁴

In still more studies, performed on men and women between the ages of 25 and 65, there was no change in the metabolic rate of people who skipped breakfast, or people who ate two meals a day compared to seven meals per day.^{15,16}

In a study published in 2007, ten lean men fasted for 72 hours straight. At the end of their fast their energy expenditure was measured and found to be unchanged from the measurements that were taken at the beginning of the study¹⁷ - Yet another example showing that fasting does not decrease or slow one's metabolism.

The bottom line is that food has very little to do with your metabolism. In fact, your metabolism is much more closely tied to your bodyweight than anything else. And, specifically of your body weight, your metabolism is almost exclusively tied to your Lean Body Mass. This means all the parts of your body that are not body fat.

The more lean mass you have, the higher your metabolism, and vice versa. It doesn't matter if you are dieting, dieting and exercising or even following a VERY low calorie diet. As the graph below illustrates, it is your lean body mass that determines your metabolism.



In most research trials examining the effects of fasting on prolonged endurance activities it was found that fasting negatively affected both overall endurance and perceived exertion.²⁵ Keep in mind, however, that many of these studies were performed at the END of a 24-hour fast.²⁶ So it is not advisable to partake in a 3.5 hour bike ride at the end of a 24-hour fast, but I'm hoping you already knew that.

It should be noted that the "negative effect" that occurs from fasting before a long endurance activity only affects an athlete's time until exhaustion (performance duration). So the amount of time an athlete can exercise while fasted before becoming exhausted is less than the amount of time it takes for a fed athlete to become exhausted.

Even though fasting may decrease the amount of time it takes for an athlete to become exhausted, fasting actually has other positive effects, one of them being fat burning.

Athletes performing long endurance activities while fasted actually burn more body fat than athletes who are fed (because the fed athletes are burning through food energy before they get to the stored energy in their body fat). So depending on your goals, fasting before endurance exercise may actually be beneficial (so much for the idea that you absolutely need to eat a small meal before working out – this completely depends on your exercise goals).

Outside of these performance-based issues, I see no reason why you cannot exercise while you are fasting. The obvious 'anecdotal' issue would be concerns about exercise during fasting being able to cause low blood sugar levels. However this has been addressed in research conducted on experienced long distance runners.

In a study published in 1986, nine men who were experienced long distance runners were asked to run at 70-75% of their V02 Max for 90 minutes (this is a pace and

distance that most recreational, gym-going people could never achieve). They completed this run twice. Once while in the fed state, and a second time a couple of weeks later when they were at the end of a 23-hour fast.

Surprisingly, when the blood glucose levels of the runner's first run and second run were compared, they found no difference between blood glucose levels during the two 90-minute runs. Not only this, but the fasting run also resulted in higher rates of fat burning.

It also took almost 30 minutes of exercise in the fed-state before the runner's insulin levels finally fell to the same levels that they had BEFORE they even started their run when they were in the fasted-state.²⁷ In other words, after 23 hours of fasting, the runners insulin levels had dropped down to the same levels you would have after 30 minutes of intense running. From a health point of view, that's a pretty amazing head start!

