



The New Science of Body Transformation

Starting in January 2010

Those who haven't heard much about the PFT accelerated fat loss diet often assume it's just a "crazy starvation diet." It's a commonly held misconception. The truth is, the PFT-Diet:

- Provides five feedings per day. You're eating a few hundred calories every three hours or so. That's hardly "starving."
- Provides more calories than most popular and widely accepted clinical diet plans, not to mention the canned-drink plans advertised on TV.
- Provides more than a gram of protein per pound of lean-body weight.
- Provides more healthy fats, especially omega-3s, than the average non-dieter consumes.
- Provides substantially more fiber per day than the average non-dieter consumes.

Will a PFT-Dieter be hungry at first? Yes, probably. It's a fat-loss diet, after all. Some willpower is involved. But there's no "starving" or malnourishment.

By scientific definition, a "very-low-calorie diet" (VLCD) allows a caloric intake of no more than 800 calories per day.

On the PFT Diet, a guy who weighs 190 pounds is going to eat 1,485 calories on non-workout days and 1,815 calories on workout days. And a woman weighing 150 pounds is going to eat 1,380 on non-workout days and 1,710 calories on workout days.

The PFT Diet is *not* a "protein-sparing modified fast," either. A dieter on a PSMF eats few, if any, carbohydrates, and has to deal with the ups and downs of mind-blurring ketosis.

In contrast, the carbohydrate content of the PFT Diet ranges between 15 and 25 percent of total calories. A PFT-Dieter never gets close to ketosis.

The most striking aspect of the PFT Diet, and the reason why I'm 100 percent excited about the program, is its ability to strip off body fat rapidly while preserving — even *building* — lean mass. (That's "muscle," to most of us.)

From a scientific perspective, the PFT Diet 1.0 *is* the state-of-the-art body-transformation program. It's the best we have done to date...

The training program is also absolutely stellar, and represents some of our best work.

A notable difference between the PFT Diet and other weight-loss programs is the top-level supplement stack. By following the entire plan precisely, including *all* the supplements, the PFT Diet ensures:

1. Optimal intake of vitamins, minerals, and micronutrients linked to optimal health (references 1-14).
2. Maintenance of muscle glycogen stores, even on workout days (reference 15).

3. Suppression of systemic inflammation (and all the health benefits that go along with it) (references 16-23).
4. Maximal stimulation of muscle-protein synthesis to prevent losses of and even build lean mass (references 24-36).

Of course, nutrition and exercise scientists would be quick to point out, correctly, that this diet doesn't necessarily promote good long-term eating habits, and that it's not sustainable for prolonged periods of time. But nobody claims it does, or is. That's not what this diet is about.

I like to think of the PFT Diet 1.0 as a "weight-loss booster shot," and in that regard, it's unmatched in its safety and efficacy.

In essence, the PFT Diet has addressed all the pitfalls of low-calorie, liquid diets. It's the best plan for rapid, science-based body transformations.

Prepare to Win Two Very Important Lessons

Three years of in-the-field testing with thousands of people has taught us two very important lessons about the PFT Diet.

Now, please pay close attention, because your success depends on you learning these lessons. Those who ignore them, or skip the section below, will very likely fail the diet and never achieve their body-transformation goals.

Ready? Here are the two lessons learned:

- 1) Use the exact supplements outlined in the program, and...
- 2) Document, rate, and discuss your progress.

PFT-Dieters who use the prescribed supplements, and document, rate, and discuss their progress — each and every week — have a success rate that's four times higher than those who don't.

It's true. We can predict who's going to have success on the PFT-Diet based solely on whether or not the person is using the supplements and logging his or her progress.

No "Gotcha" Moment: *You must Supplement*

We want to bring up the subject of supplements now because we don't want to play "gotcha." We want to be completely up-front about the fact there's a supplement-purchase component to the PFT Diet, and that Nutrilite and EAS make most of these supplements.

Your initial — and wholly logical — response is probably something like this: "I bet I can do this diet without using supplements."

Maybe, but the end result wouldn't be a body transformation. Instead, you'd look pretty much like you do now, only smaller and, well, *baggier*. Unfortunately, when faced with a caloric deficit, the body likes to "eat up" its own muscle rather than surrender its stored fat.

Your body is actually programmed to save its fat for when things get *really* bad, calorically speaking. In short, unless you do something to spare or "save" protein — which is stored in your body as muscle mass — your body has your deltoids for breakfast and your biceps for lunch.

Nutrilite and EAS supplements are designed for a very specific purpose: to help advanced athletes compete at their highest levels and the general population to take advantage of these advances. To do this, each formula must be the best science has to offer. We don't mean that as hyperbole. We mean it literally. Otherwise, under extreme physical stress, bodies will break down.

We help athletes build bigger, stronger, and leaner bodies at the fastest rates possible, allowing them to strip off body fat while building awesome physiques. And, we've been doing this very successfully for a very long time.

Without using the supplements we recommend, pear-shaped bodies will end up looking like smaller pears; apple-shaped bodies will look like smaller apples; and guys with big guts will look like guys with slightly smaller guts with the added misfortune of an emaciated chest and spindly arms and legs — hardly the kind of look most of us are after.

However, if you use the specific supplements included in the PFT Diet Stack, you'll lose fat instead of muscle. In fact, when you've completed the PFT Diet, your body will look like it was *sculpted* — as opposed to just looking like a slightly less fat version of your former self.

We also wanted to make this diet healthy. Who wants to lose weight if you have to sacrifice some aspect of your well-being in exchange? No one (we hope).

Therefore, in addition to supplying supplement components that ensure physique goals, we added supplement components for your health, as well.

That's right. We fully believe that using the specific supplements we recommend will provide you with nutrients that you're likely missing in your regular, everyday diet. Doing this plan, as mapped, will not only make you leaner, but also healthier.

Please take a minute to read the following list of Nutrilite supplements that are part of the Velocity Diet. We're sure you'll see that they're not only useful, but also *essential* to the success of the plan:

1) EAS Low-Carb Protein

EAS Low-Carb protein is a delicious milkshake-like protein drink that contains micellar casein and whey isolate. It even received *Men's Health* magazine's award for "Best Protein."

The casein component, because it's an extremely slow-digesting protein, will help you feel full and satisfied longer than you will with other forms of protein.

Casein causes a slow, sustained release of amino acids into the bloodstream that can last seven hours after ingestion, aiding in muscle growth and preventing muscle breakdown. Perhaps most importantly, nitrogen retention — the physiological condition that's essential for muscle growth — is amplified by micellar casein.

2) EAS L-Glutamine

L-Glutamine is a powdered drink mix that you add to water immediately after a workout. It's designed to help you recover faster and build more muscle. (Remember, muscle is largely what determines your metabolic rate.) SURGE Recovery switches on muscle building and halts muscle breakdown when it's absolutely most important — immediately after your workout.

3) CLA and Fish Oils

Gelatin capsules containing the fatty acids DHA and EPA (the same ones found in wild salmon), in addition to a fat-burning fatty acid known as CLA.

These supplements contain the most potent and purest forms of DHA and EPA, purified by a process called molecular distillation.

In addition to helping you burn fat, the fatty acids found in these Supplements make your body more sensitive to the effects of insulin, which will help your body deposit protein where it's supposed to be deposited (muscle), and shuttle fat to where it can be used as energy.

Incidentally, these oils will improve your blood profiles, improve cardiovascular health, and reduce inflammation throughout your body.

5) Greens Plus

Greens Plus is a wonder. 18 of the most potent, nutrient-packed fruits and vegetables on the planet and simply removed the water to create a powdery mix that smells like berries and tastes like a mild herbal tea.

Get this: One scoop of Greens Plus is the antioxidant equivalent to eating between 10 and 12 average servings of fruits and vegetables.

Greens Plus will fill in any nutritional gaps and provide a potent booster shot of healthy, life-extending nutrients.

6) Amino Acids Complex

Branched-chain amino acids that's supplied in pill or powder form. You simply add a small scoop to a meal or protein shake and it increases the amount of muscle protein synthesized by up to an astounding 70 percent.

Adding BCAAs to a meal turns a normal meal into the most powerful muscle-building (and in dieters, muscle-*sparing*) meal imaginable. This ensures the only weight you'll lose on the PFT-Diet will be pure fat.

We'll discuss just how to obtain and use these powerful supplements in The PFT-Diet 1.0 section of this program.

Important tools:

1) Weigh

The other lesson learned:

Document. Rate. Discuss

Periodically rating your progress, by using *all four* of the critically important tools below, will keep you accountable, motivated, and most importantly, on track to achieving a jaw-dropping, full-body makeover.

In short, success leaves a trail. And successful V-Dieters evaluate and rate the trail they're on, so they can make the necessary adjustments to reach their ultimate goal.

Don't just think about it — do it!

Here are the four

To get an accurate, consistent body-weight measurement, weigh yourself first thing in the morning. Do it before you eat or drink and after you go to the bathroom. Always weigh wearing the same thing (or nothing), using the same scale. Record your starting weight.

You'll be weighing in once per week on the PFT-Diet on the morning of your healthy solid meal (HSM) day. Don't weigh yourself more often than that; natural body-weight fluctuations will drive you nuts.

2) Measure

Since scale weight really doesn't tell us that much about actual body composition, you must take some measurements. We will do this with you!

Using a fabric tape measure, record these sites:

Height
Weight
Neck
Shoulders
Chest - Upper
Chest - Lower
Waist - at Navel
Waist - at largest
Hips - at largest
Upper Arm - L
Upper Arm - R
Upper Leg - L
Upper Leg - R
Lower Leg - L
Lower Leg - R
Ankle - L
Ankle - R

Log these numbers, along with your weight. You may measure once per week when you weigh, or measure at the halfway point of the diet and again at the end.

3) Take Photos

Standing normally, take three photos of yourself: one from the side, one from the front, and one from the back. No flexing, no sucking in, and no lighting manipulations. After the diet is over, take another set of pictures, wearing the same clothing you did in your "before."

4) Do Body Fat percentage

Every two weeks we need to do a Body fat Analysis to make sure that you are not losing muscle mass.

Maximize Fat Loss, Retain and Build Muscle Perform Like a Well-Oiled Machine

The PFT Diet exercise plan consists of three components:

- Special weight-training program
- NEPA-based walks and activities
- PFT AFTER-Burn Challenge

Here's an overview of each:

PFT WEIGHT TRAINING

Your metabolic rate is the key to maintaining good body composition — the ratio of fat to lean tissue. And muscle is the key to maintaining a good metabolic rate.

Many people using traditional diets lose weight indiscriminately, meaning they lose muscle along with fat. That's self-defeating, as the muscle they lose leads to metabolic disruptions, which in turn lead to yo-yo dieting — a dangerous cycle of weight loss followed by fat gain followed by more weight loss and then more fat gain. In the worst cases, the person ends up weighing more, but with less muscle tissue and a slower metabolism than they had before they started dieting.

Beyond the health dangers, losing muscle on a diet is disappointing. You may be smaller, but you don't necessarily look better. It's like a caterpillar coming out of its cocoon and realizing it's not a butterfly at all, but instead has become a smaller caterpillar.

The PFT-Diet weight-training program was designed by Pro-Fitness Training Trainers, *who have years of training experience*. You'll lift three times a week on non-consecutive days (Monday-Wednesday-Friday or Tuesday-Thursday-Saturday), using our uniquely challenging training system.

By the end of the 28-day diet and two-week Transition phase, you won't just be smaller; you'll be leaner, stronger, and more muscular as well.

Before you start, we will choose which program is best for you.

Beginner PFT Weight Training

If you're new to weight training, or have been out of the gym for a few years, use the Beginner Program. If this doesn't describe you, skip the following Beginner guidelines and read the Intermediate and Advanced descriptions that follow.

Intermediate PFT Weight Training

If you've been weight training consistently for the last two or three years, the Intermediate program is for you. If you've been training longer, jump ahead to the Advanced guidelines that follow.

Advanced PFT Weight Training

If you've been weight training consistently for the last three years, and you've made significant gains in strength and mass, do the Advanced program.

Each program consists of two phases:

Tempo and Technique

You want to lift and lower the weights as fast as possible with good form. If these exercises are new to you, mastering the form is more important than lifting fast. But as you get comfortable with the exercises, it's more important to lift faster than it is to use heavier weights. Once you reach what seems like your maximum speed for the designated number of repetitions, use a heavier weight.

As we said earlier, you need to stop a set once your speed slows down noticeably. But don't stop because you think you're about to slow down. Keep going until the weight actually moves slower or your form changes in an obvious way. Finish that last rep, put the weight down, rest, and then pick up again with the next set.

Summary

- Select a weight that allows you to hit the target repetitions on the first set of that exercise. You'll probably do fewer reps on subsequent sets. Keep going until you hit the designated number, no matter how many sets it takes.
- Perform all of the reps of an exercise before moving on to the next exercise.
- Keep the weight the same for all of the sets of an exercise.
- Rest the prescribed amount of time between all sets. After you finish an exercise, try to limit your transition time to the next exercise to the prescribed rest interval. So if you're supposed to rest 45 seconds between sets, try to rest just 45 seconds between exercises as well.

PFT AFTER-BURN CHALLENGE

Fat loss is the ultimate performance enhancer. With the possible exception of sumo wrestling, you'll

improve at virtually anything you do when you drop excess body fat while maintaining your muscle mass and strength.

Not only will fat loss make you a better athlete, it'll make you a more "functional" human being; you'll move better, feel better, have more energy, and perform better in the gym. Your body will be more efficient at just about anything you ask it to do.

Imagine doing pull-ups, dips, or push-ups with 20 fewer pounds of lard on your body. Imagine playing your sport, or even playing with your kids without that anchor of useless fat.

The PFT After Burn Challenge is a challenging circuit of eight different exercises done in rapid succession. It requires no special equipment; you can do it *anywhere*.

You'll do it once a week, on Saturday or Sunday. The goal is to complete the recommended number of circuits in less time each week.

The Goal

The goal from workout to workout is to reduce the amount of time it takes you to complete the After-Burn Challenge. In other words, as you get in better shape, you should be able to do the same number of circuits in less time.

Don't make the mistake of turning the After Burn Challenge into a grueling, train-until-you-drop event. These circuits should be challenging but not so draining that they interfere with your progress in the weight workouts.

Ultimately, the overall purpose of the After Burn Challenge is to increase your general conditioning, help you recover from the weight workouts, improve your mobility and athleticism, and, of course, burn off a bit more body fat.

Reps and Tempo

Perform 10 reps of each exercise. For the single-limb exercises, do five reps on each side, for a total of 10.

As with the strength exercises, your goal is to perform the lifting and lowering phases as fast as possible while maintaining good form.

NON-EXERCISE PHYSICAL ACTIVITY — NEPA

NEPA Walks

The PFT-Diet plan has no traditional cardio or aerobics. It's not necessary, and can actually lead to muscle loss if pursued beyond your body's ability to refuel and recover. You'll get plenty of formal exercise with your three weight workouts and weekly After-Burn Challenge.

You'll add to that with Non-exercise physical activity — NEPA.

NEPA is the moving around you do outside the gym. A person with a desk job gets very little NEPA, while a guy who works construction or walks to work gets a lot. Studies show that simply walking more each day helps with long-term weight management and leads to improved health.

On the PFT-Diet, and during the Transition phase, you'll go for a walk every day except Challenge Day, and also seek to increase NEPA in other ways.

The goal is to burn off a few extra calories, speeding the fat-loss process without taking away energy you'll need for your weight workouts, or impairing your ability to recover from those workouts. A good walk should speed up the recovery process while improving your overall physical conditioning.

Here are the guidelines:

Make a Commitment — Walk every day except Challenge Day — rain or shine, busy or not.

Walk at the Right Pace — The average person walks between 3 and 3.5 mph. (Men walk about 0.5 miles per hour faster than women.) For your NEPA walk, shoot for around 4 mph. For most of us, that means walking faster than your normal pace. It's not "speed walking," just moving faster than normal.

Distance or Time — You can choose to walk for a certain distance or for a certain amount of time. Depending on your fitness level and the time you have, you can shoot for 30 to 60 minutes of fast walking, or two to four miles. At 4 mph, you can walk one mile in 15 minutes.

Outside or Inside Makes a Difference — Walking indoors on a treadmill burns fewer calories than walking outside at the same speed, but you can make up the difference by setting the treadmill to a slight incline.

Time of Day Makes a Difference, Too — While you can take your walk any time of the day — before work in the morning, at lunch, or in the evening — many experts believe that walking in the morning before you eat leads to faster fat loss. While I'd never suggest performing strenuous cardio in a fasted state (which could lead to muscle loss), a brisk walk is fine.

But the key is to make sure you get your walk in whenever you can. Never miss a day because you can't walk at the ideal time.

Don't Run! — You won't make the diet work better by going for long run, doing sprint intervals, or taking hour-long Spinning classes. Instead, you'll impede recovery from your weight workouts, have less energy, and possibly cause your body to lose muscle tissue.

NEPA Activities

Along with your daily NEPA walk, you need to "seek movement." In other words, try to increase your natural NEPA. How?

- Park farther away from stores or your place of work. Not only will you get a little extra walking in every day, you'll free yourself from the stress of fighting for a parking space close to the front door.
- Take the stairs. If you have to take an escalator, walk up instead of letting the machine do all the work.
- Carry your luggage; don't roll it.

Sounds simple, but these small daily actions can lead to additional fat loss, long-term weight-loss maintenance, and improved health. Make them a lifetime habit and your lifetime will be long and lean.



