

# LOSE BODY FAT and GAIN LEAN, SEXY MUSCLE ... WITHOUT STARVATION DIETING!

Join hundreds of other people who are using the surefire techniques developed by Jim Hart, certified trainer and nutritionist ... to BURN body fat 100% FASTER.

Learn the secrets to how to EAT MORE ... LOSE FAT ... BUILD MUSCLE ... and get the body you've always wanted!



Jim Hart, ACE, CMT

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## To Those Interested in Losing Fat Without Starvation Dieting:

If you're like most dieters, you've probably lost and regained hundreds of pounds in your lifetime. And you probably believe that getting a lean, muscular body means giving up your favorite foods and disciplining yourself to eat less ... lots less ... until your body finally gives up its fat.

In theory, restricting calories to 1200, 1000, or even 800 per day sounds like a good idea. But in reality this approach does not work. Why? **Because your body can't tell the difference between a low-calorie diet and starvation ...** so your body goes into survival mode, using muscle tissue for energy and reserving fat as its final energy source. Initially you'll lose weight, but only because the body is eating its own muscle to maintain life. **The process is physically destructive.**

Further, research shows that your metabolic rate drops considerably following a period of caloric restriction. As a result, **each time you diet and stop it becomes harder for you to lose weight the next time.**

Repetitive low-calorie dieting also has other health consequences:

- High blood pressure and increased triglycerides (body fats)
- Heart disease
- Gall bladder disease
- Fatigue and muscle cramps
- Headaches and hair loss
- Weakened immune function
- Loss of vital nutrients, vitamins and minerals that lead to other diseases

## **But the picture gets even bleaker ...**

Even as we learn more about nutrition, we Americans seem to be doing less and less to improve it. In fact, according to the surgeon general more than 60% of American adults

are overweight. The surgeon general also warns that our nation's obesity problem has gotten so out-of-hand it may soon outdo tobacco as the leading cause of preventable deaths! Think about the following facts issued by the surgeon general:

- An estimated 300,000 deaths per year may be attributable to obesity
- **The risk of death rises with increasing weight.**
- Even **moderate weight excess** (10 to 20 pounds for a person of average height) **increases the risk of death**, particularly among adults aged 30 to 64 years.
- The incidence of heart disease (heart attack, congestive heart failure, sudden cardiac death, angina or chest pain, and abnormal heart rhythm) **is increased in persons who are overweight** or obese.
- Obesity can **affect the quality of life through limited mobility and decreased physical endurance as well as through social, academic, and job discrimination.**

I think we all know that carrying around extra pounds is bad. But, sadly, many people try to “fix” the problem with diet supplements and “eat all you want while losing weight” gimmicks. This excerpt from an article published by *Science News Online* (Vol. 162, No. 6) sums it up pretty well:

“With some half of the adult U.S. population overweight – many individuals severely so – is it any wonder that the fastest growing segment of the dietary supplement industry is weight-loss aids? Since 1997, sales of diet pills and related supplements have been increasing 10 to 20 percent annually to the point where last year they reached \$2 billion.”

But it gets worse. Much worse. Those same companies that are vying for dieters’ business are actually **BANKING ON THE FACT THAT THE SUPPLEMENTS WON’T WORK**. Why? Simple – if the supplements worked, the companies would soon be out of business because **EVERYONE WOULD BE THIN!**

Unfortunately, there are no magic pills that magically transform your body overnight. And there are **many unsafe, unproven methods, scams, diets, and gurus who are preaching an instant magic solution** to weight problems.

In fact, the Federal Trade Commission released a government report that reviewed advertisements from various weight-loss approaches (including some very well-known ones). As reported in the *Washington Post* (Wednesday, September 18, 2002; Page A03), “Ads for billions of dollars of diet products and services sold each year often include false, misleading and exaggerated claims that promise rapid, effortless weight loss and unachievable goals.” The article goes on to state that “rampant, deceptive claims not only waste money but also place some consumers at risk.”

I know you’ve seen the “magic” pills pushed by the massive “weight loss” industry. And you’ve undoubtedly heard the “gurus” preach about diets like:

- all protein, no carbohydrate
- high carbohydrate, low fat

- low fat, high carbohydrates
- eat only carbohydrates
- eat only protein
- liquid fasting

### **This type of dieting simply does not work!**

Most people gain back weight lost from starvation dieting **within one year**. It's human nature, and we're all the same: **the more you deprive yourself of something, the more you crave it.**

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I'm here to tell you that **it's ok to eat**. If you're trying to live on the smallest amount of food possible, **you're putting their health on the line**. And you're **subjecting yourself to needless torture**.

Your body needs food for physical AND psychological nourishment. How do I know this? Decades of training, experience and research in human physiology, nutrition, and eating habits. I took everything I learned, and experienced, and developed a nutrition program that is a **PROVEN** method for **shedding body fat and keeping it off forever!**

With my nutrition program, you get AND maintain a lean, fat-free body by **increasing** the number of calories you eat. That's right. By **INCREASING** your calorie intake. In fact, you'll ...

### **EAT MORE. LOSE FAT. GAIN MUSCLE**

If this sounds too good to be true it's because you've been brainwashed by the low-calorie diet fads that have been around since the 1960s. Forget what you've heard. It's all wrong!

You CAN successfully get the body you want by **increasing your calories**. No more starvation, extreme self-sacrifice, or dangerous yo-yo dieting. My program actually **speeds up your metabolism** and **transforms your body into a lean, fat-burning machine**.

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### **So why should you listen to me?**

At this point you might be wondering ... Who is Jim Hart and why should I listen to him? That's a valid question so let me tell you a bit about myself.

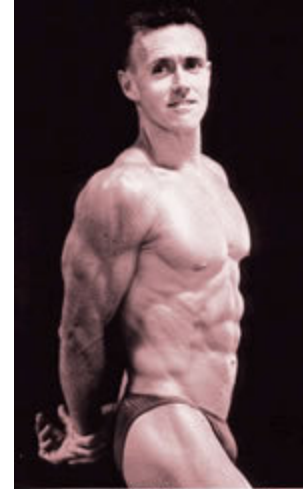
I'm a professional personal fitness trainer and nutrition consultant at the 12th street gym in Center City, Philadelphia. I know the physiology of the human body and I use cutting edge research and technology in my practice.

And I'll admit, I wasn't always fit and healthy. I was fat throughout my childhood and I'm intimately familiar with self-deprivation and yo-yo dieting. And I know what it's like

to be overweight since twenty years ago I carried around an extra 60 pounds and was badly out of shape. I now compete in amateur bodybuilding competitions – at the age of 43!

In addition to the experience and wisdom that comes with over 20 years in the fitness business, I have the credentials that everyone looks for in a professional trainer and nutritionist:

- Certified as a **Master Personal Trainer** by the American Council on Exercise (ACE)
- Bachelor of Science in **Exercise Physiology and Kinesiology** (La Salle University)
- Certified **Nutrition & Lifestyle Counselor** (University of Pennsylvania)
- Certified **Massage Therapist**
- Completed certification program and active member of the **American Association of Lifestyle Counselors**
- Member of the **American College of Sports Medicine**



Jim Hart in competition

**But here's where I'm different.** I also hold a **Master Chef Degree** from the Philadelphia Restaurant School, and I owned and operated my own successful catering business for years that provided “Hart Healthy” corporate catering.

My **fat reducing, muscle building nutrition program** is a product of my own experience with being overweight ... my training and experience with food, eating habits, and nutrition ... my ACE and Nutritional Lifestyle certifications ... AND twenty-plus years in the fitness industry.

My nutrition program **takes the unusual route of pushing you to eat more** of the RIGHT foods so you boost your metabolism and turn your body into a fat-burning machine. My strategy **GUARANTEES** incredible results AND life-long success.

You see, there IS a way to lose weight **without starvation** and **without jeopardizing your health**. It's my ....

### **Fat to Muscle Challenge**

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With the **Fat to Muscle Challenge**, you won't drastically cut calories, resort to excessive deprivation, or starve yourself. Instead you learn what to eat AND when to eat it. You'll increase your metabolism, increase your lean muscle, and get rid of the stored body fat that makes you look flabby and out of shape!

In fact, you'll be **eating a lot of food** when you follow the Fat to Muscle Challenge. That fact alone is incredible. Even more incredible is that the food you eat **will not be stored as fat** but will be used by the body to **build lean muscle tissue**.

You **WILL** enjoy an abundance of good food and lose weight at the same time. You **WILL** achieve optimum health and fitness without extreme deprivation. You **WILL** rediscover the importance of food as an integral part of your life.

The **Fat to Muscle Challenge** is different from other programs. It **is not** a starvation fad diet offering the false promise of quick weight loss. It **is not** a diet that tells you to eat all of one thing and ignore every other food. It **is not** a diet that pushes you to buy “magic” weight loss pills ... and it **does not** force you to buy certain brands of foods. In fact, you easily follow my program by shopping at your local neighborhood market!

The Fat to Muscle Challenge **IS** an effective nutrition program that **RESTORES** your damaged metabolism, **REDUCES** your body fat, **IMPROVES** your energy, **INCREASES** your lean muscle ... **WITHOUT** starvation!

With the Fat to Muscle Challenge, you learn the **FOUR RULES THAT ARE GUARANTEED TO SIGNIFICANTLY BOOST YOUR METABOLISM**. You also learn the secrets to ...

- Burning fat quickly
- Ridding your body of flab
- Building lean, sexy muscle
- Boosting your energy beyond anything you’ve ever experienced
- Keeping your desired weight for a lifetime!

The Fat to Muscle Challenge starts “right” from the first page, titled ... “Let’s Eat!” You **WILL** learn how to **enjoy eating again**. Along the way, you’ll also learn ...

- The benefits of eating complete vs. incomplete proteins
- The key points you need to know about carbohydrates
- Which carbohydrates are the fuel that fires your metabolism
- How you can eat like a “caveman”
- Why you shouldn’t be afraid of fats!
- Which supplements are the **ONLY** ones you need to stay healthy

The Fat to Muscle Challenge is a **COMPLETE** guide to shedding body fat and building lean muscle. My program also gives you ...

- Recipes (good, quick and easy!) that **will** revive your interest in eating
- Calorie worksheet so you can **personalize your daily eating**
- Your **personal menu planner**
- Comprehensive **guide to restaurant eating**
- **Menu choices and recipes** targeted to your daily calorie needs

If you’re in a hurry to get started, there’s also a chapter on my **“Fast Start” Program**. Hey, I don’t blame you! I’d want to get started and see results right away, too!

**And I GUARANTEE you that with the Fat to Muscle Challenge ...**

You **WILL** notice changes almost immediately. You **WILL** see measurable, **dramatic** results in just six weeks!

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### **So why are YOUR eating habits and weight important to ME?**

Frankly, as a certified nutritionist, a certified trainer, and a long-term fitness professional, **I'm hugely concerned with the consequences of starvation diets** ... those being pushed by the mega-million dollar weight loss industry. These fad diets and “magic pills” are **damaging – even ruining! – people’s health and mental well-being.**

I decided the only way I could reach as many people as possible to **expose the dangers of starving yourself to lose weight** ... and to teach people **how to EAT to lose weight** ... is to share my **proven** nutrition program in a complete guide available at a low price to **ANYONE** who wants to learn the secrets to ...

- Boosting your metabolism
- Shedding your body fat
- Building your lean, hard muscle
- Increasing your energy
- Getting & staying healthy for life

**... without starvation!**

What is it worth to get the hard-earned, well-researched knowledge of a certified nutritionist ... the recipes of a master chef ... the insight of an ACE certified trainer ... and the experience of a fitness expert?

What is it worth to **BREAK THE STARVATION DIET CYCLE** you're on and learn how to eat right ... lose body fat ... **AND** gain lean muscle?

For a limited time, you can get my **Fat to Muscle Challenge for only ...**

\$34.95 Hard, bound copy (+ shipping charges)

\$19.95 E-book version (no wait, no shipping – download and get started today!)

This is **154 pages** packed with everything you need to know about eating to **lose body fat** and **build lean, hard, sexy muscle.**

Don't wait to order at this low price. **STOP starving yourself. Begin getting the body you've always wanted NOW.**

**[Order Now](#) and you'll also receive the following BONUSES, yours to keep even if you decide my program is not for you ....**

#### **BONUS #1 Quick Tips: Exercising to Maximize Fat Loss**

What's better for maximizing fat loss ... aerobics or strength training? What are the 5 keys to getting your exercising done, and how can you overcome the obstacles that keep

you from exercising? This handy booklet gives you all these answers and more in an abbreviated form so when you need motivation NOW, you don't have to search for it!

**BONUS #2 Quick Tips: Eating Right to Lose Weight**

Keep this booklet handy for when you need a quick reminder of the keys to eating habits that shed fat and build muscle. Includes a section on motivational tips that help you overcome the urge to splurge.

**BONUS #3 Diet Journal**

Use a diet journal to track WHAT you eat and WHY you eat it and you're guaranteed to improve the effectiveness of your fitness plan. With my diet journal ... all the work is done for you! Just track what you're eating throughout the day and fill in the blanks. You'll learn more about yourself with this simple exercise than you can imagine!

**Don't wait! [Order the Fat to Muscle Challenge](#) and your three FREE Bonuses NOW!**

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**Wait, before I go ... did I mention the money back guarantee?**

**You get a 6 WEEK money back guarantee**

**Your satisfaction is guaranteed.** Take a FULL 6 WEEKS to look over my program – hey, even dissect it, I don't mind – and if for ANY reason you feel it doesn't meet your expectations, return it for a REFUND OF EVERY PENNY YOU SPENT ON THE FULL PURCHASE PRICE. No questions asked, no hard feelings.

My nutrition program isn't for everyone – I know that. In fact, 95% of people will keep looking for that “magic pill” they can take to lose weight ... and I don't offer that. But if you're in the 5% that wants to **lose body fat** and **gain lean muscle** ... and get healthy while doing it ... then my nutrition program **IS** for you.

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By the way, when you follow my program and find yourself losing body fat and gaining muscle, please email me and tell me all about your success!

**With best regards from your peer and coach,**

**Jim Hart, A.C.E., C.M.T.**

**PS ...** Using my techniques, you CAN feel good AND get the lean, sexy body you want without risking your good health. In fact, when you start using my program you'll feel better and have more energy than you've ever had before! **[Order the Fat to Muscle Challenge](#)** Today!

**PPS ...** You **can** break the starvation dieting cycle. You **CAN** lose weight without resorting to fad diets and dangerous pills. You **CAN** eat more ... burn fat ... build muscle ... **and** achieve the body you want quickly! My money back guarantee is **YOUR** guarantee that if my program doesn't totally meet your expectations, you get back your investment. [\*\*Order the Fat to Muscle Challenge\*\*](#) today!