

Preface

I asked my Mom one day during one of our many conversations about losing weight, “If you had a gun to your head and your life depended on it - could you stay on this diet?”

“No. No I couldn’t,” she answered despondently. And then went on to ask if I thought maybe she had a thyroid issue, or her metabolism was slow, or if I could think of any other explanation in the universe that might explain why she couldn’t get this done. She was tortured by the idea that the key to weight loss had ostensibly been given to her, but that she uniquely couldn’t figure out how to turn that key and get the promised results. She thought it was her fault. A personal problem with her body, her willpower, or her resolve.

The world outside our home doubled down on her self-blame. The fitness industry was (and still is) run by already-fit-folks. People who have always been lean and had an unlimited number of their programs to sell. They preach from mountains that if all the miserable fat souls *would just do what they do*, they also could be lean. And if they didn’t, well – they must not really want to be lean – and that is their fault.

Wait, What?

This is like a group of rich white kids in a private school giving advice to early teens living in a remote village of a third world country about how to succeed in school and life. Then, when the village resident fails to follow the advice of reading one hour a night because they don’t have books or electricity – the private school kids point and say, “Well, that’s their fault. I told them what I do and it works for me, so they must not really want it,” and “we can’t help them if they don’t want to help themselves.”

Obviously, that would be absurd because the conditions are different. Those from under-resourced nations face challenges that upper middle-class students do not. Therefore, the recipe for success at Prince Peter’s School for the Rich and Privileged is not going to translate for kids worried about having enough food and shelter to survive the day. It doesn’t mean the village kids lack the willpower or tenacity to stick with the program (and it certainly doesn’t mean that the Prince Peter kids are somehow superior). It means the conditions are different.

Likewise, those looking to *make a change* from overweight or obese to lean face different conditions than those who are already lean following the same exercise

and diet program. Therefore, no lean person should be pointing their finger saying they provided their recipe for success and anyone who can't follow it is weak-willed and lazy. The conditions are different. It is a different thing to make a change from overweight to lean vs. maintaining a lean physique.

The math doesn't lie, they will say. More calories out than in = weight loss. Really? It's that simple? How many of these experts have actually lost a significant amount of weight themselves? I can tell you what the statistics are using that approach: more than one hundred million people tried that last year, and almost no one succeeded even in the short term, let alone with sustained weight loss.

It's not because the math isn't true. It's because no one can do it. There are chemotherapy drugs that kill cancer but many people can't tolerate them because of nausea, blackouts, and so on. Shall we tell those patients they must not really want to be rid of their cancer? I mean, the science doesn't lie – those drugs will kill the cancer. So, if they can't tolerate the treatment program it's their own fault?

It's a bizarre and cruel arrangement, this idea of shaming and condescending people who cannot tolerate diet and exercise programs for long periods of time without ever having walked in their shoes. Without understanding and accounting for their unique challenges and different conditions, but instead labeling them as weak or stupid or lazy.

I have spent my entire adult life studying this phenomenon, and spent many, many years researching this obstacle of diet attrition (the point where people consistently fail available treatment options). I ended up going to medical school because of it, ultimately obtained sub-specialty certification in Obesity Medicine, and performed numerous first in human procedures around this idea of attenuating the body's response to dieting. I conducted thousands of hours of formal research trying to understand how to bypass this challenge.

It turns out that those who are already in shape actually *enjoy* those diets and exercise regimens, while those who seek change generally would rather die (see opening sentence) than go through them. Imagine how easy change would be if it were reversed and the obese and overweight populations enjoyed negative calorie balance, instead of feeling like they've been hit by a train.

It also turns out that there is a way to switch sides. To get to the point where running and Yoga and smoothies and cross-fit are actually fun. Once you get there, the rest is easy – and that is the subject of this book.

One more thing. I already have a good job. I didn't write this book to make money or trick anyone into buying anything. I wrote it because there are a million more

people like my mom and I want you all to know, 1) that we now understand you were right about not being able to sustain dieting (and it has nothing to do with willpower or other such nonsense), and 2) there is a way out.

Thank you for your interest and patience, and for the time you spend reading these pages. I hope you can connect with some of what I have written here.

A handwritten signature in black ink, appearing to read 'J. David Prologo', written on a light-colored background.

J. David Prologo, MD, FSIR, ABOM-D