

ULTIMATE WEIGHT LOSS SECRETS

Discover why weight gain
isn't your fault and what to do to
take the weight off for good.



Actual
PHD Clients

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Introduction:

WHERE I'M COMING FROM!

Counting calories to achieve long-term weight loss success is a bogus strategy. You, my friend, are much more complicated than a simple equation or machine that has no metabolic energy needs, emotions, or day-to-day influences. I've meet with thousands of clients who tell me that the amount of food they eat simply doesn't account for the amount of excess weight they are dragging around. And do you know what? I believe them. A jaw dropping statistic show us that 95% of diets we do on our own fail. The deal is, we can't all be failures, and although we might not all be mathematical wizards, the ins and outs oftentimes just don't add up! I'm here to tell you that weight gain isn't your fault and the reason why you've dropped weight in the past only to regain it has nothing to do with your personality or will power. I'm going to share a little secret with you (well, actually, quite a few throughout this book), but to start: ***you are not a failure***. Rather, it's the antiquated methodologies that you have tried previously that have failed YOU.

ABOUT THIS BOOK...

Before reading on, I feel it's important for you to understand that I believe in challenging the standard ways of thinking when it comes to nutrition and weight loss. Therefore, thinking and acting differently are at the core of everything we do at PHD Weight Loss, including our philosophies, our program, and our team culture. Throughout this book (and anything related to PHD Weight Loss), you'll notice evidence-based concepts that haven't yet been popularized in the "industry" of weight management. I believe this is the case because these concepts support the individual's well-being (i.e., YOU) and not money-making corporations.

In establishing PHD Weight Loss and writing this book, my mission is to create positive change in your life. I strive to empower you to step up, take action, and find the results you desire and deserve. My goal is

to provide you with a sense of hope and enable you to let go of not only excess weight, but also the emotions of shame, fear, guilt and unworthiness that are often tied to it. It's also important to understand that change and up-leveling yourself in any way takes commitment and determination. You have the power to create change within yourself. All you need is a strong desire, met with the **right** action, and unwavering persistence - that's when the magic happens! Let's inspire one another to use past failures as the impetus for future success and hold each other accountable to be better than we were yesterday.

A Little Bit About Me...

My mom put me in ballet classes when I was three years old. I had absolutely NO natural talent. Historically, the teachers would put kids with "talent" in the front row. My home? Consistently, back row, left corner, for over a **decade**. No matter

how hard I tried, my teachers ignored me due to my lack of skill. However, I didn't let this pattern get me down; instead, it lit a fire within me that no one could put out. I didn't listen to any naysayer or anything else for that matter, including my own body, and just kept training. I gave it my all and because my body physically didn't comply, I simply pushed it to do what was required. As a result, I danced through one injury after another.

Pain was a constant hum in the background of my dancing career, but some injuries were more memorable than others. In high school, I danced with a significant stress fracture in my back; driving over speed bumps was intolerable. The doctor instructed me to wear a thick, hard-molded back brace that went from my tailbone up the length of my spine for 3 months. When I slouched even slightly, it poked out like a turtle shell at my shoulder blades. Since I knew better than the doctor, and of course couldn't stop dancing for 1 day let alone 3 months, I decided to wear it to school and to bed, taking it off only during daily rehearsals and showers. Not surprisingly, a year later I was still sporting it due to slow healing, and, to this day, chronic low back pain reminds me of my ignorant non-compliance. Also, as I'm sure you can imagine, I was not very popular in high school, except for the fact that I provided my classmates with a good place to play knock-knock jokes.



Only because of my stubbornness to not let others tell me what I could or couldn't do and an unwavering, some might say obsessive, level of persistence, I had a fairly successful ballet career. I performed with professional companies across the country. I danced in about 600 Nutcrackers and made it through all of them with a genuine smile on my face and about half of them with at least one stress fracture in one foot or both.

I was also a *master* of chronic dieting, which likely resulted in many of my aforementioned injuries. I ate no meat, feared dietary fat, and counted fat grams and calories like an expert bookkeeper. I was told I was fat countless times; one of my Russian ballet teachers in high school told me, "Your mother must have wide hips too—you'll have babies very easily!" Looking back, she was right, thank goodness, because I've now had three, and gosh, they are so much fun!

The end of my dancing career started with an apprenticeship with a professional ballet company. I was honored to be selected out of 400 women for this fulltime job as a ballerina. I danced 8 hours a day, about 6 days a week – and my wages? \$125/week. Halfway into the season, I was invited to perform in New York. I arrived in the big city, feeling like I had finally made it; my dream was becoming a reality. However, the next day instead of finding myself in the spotlight, I found myself in the hospital. I thought I was having a heart attack; I had numbness in my face and arm, the worst headache I've ever experienced, dizziness, and blurred vision. After being rushed to the hospital, a battery of tests, and missing all of the "once in a lifetime" performances, the neurologist said I had a panic attack and was simply underfed and over exercised. My body simply couldn't take the stress anymore; it was done. For months following this event, we thought multiple sclerosis was a possibility, but ultimately I found out it was just decades of undereating and pushing my body beyond its limit. This diagnosis came at me like a tidal wave. Right when I hit my peak, I was pushed back down so hard, so fast. I felt defeated; I was incredibly embarrassed and, in my eyes, a complete failure. I had to be flown home, alone, and scared for my health future.

This might not seem like a big deal, but at the time, my career as a dancer was everything to me. It was the culmination of 20+ years of struggle and sacrifice. After that, I decided to step away from ballet, this passionate pursuit of perfection, before many would say that I had even "made it." I had to reevaluate my life; if it was really worth killing myself over something that my body simply couldn't handle. However, my understanding of the impact that nutrition (or lack thereof) on my own performance ignited my desire to learn more about the effects of chronic dieting and overexercise along with the reasons behind how and why we eat.



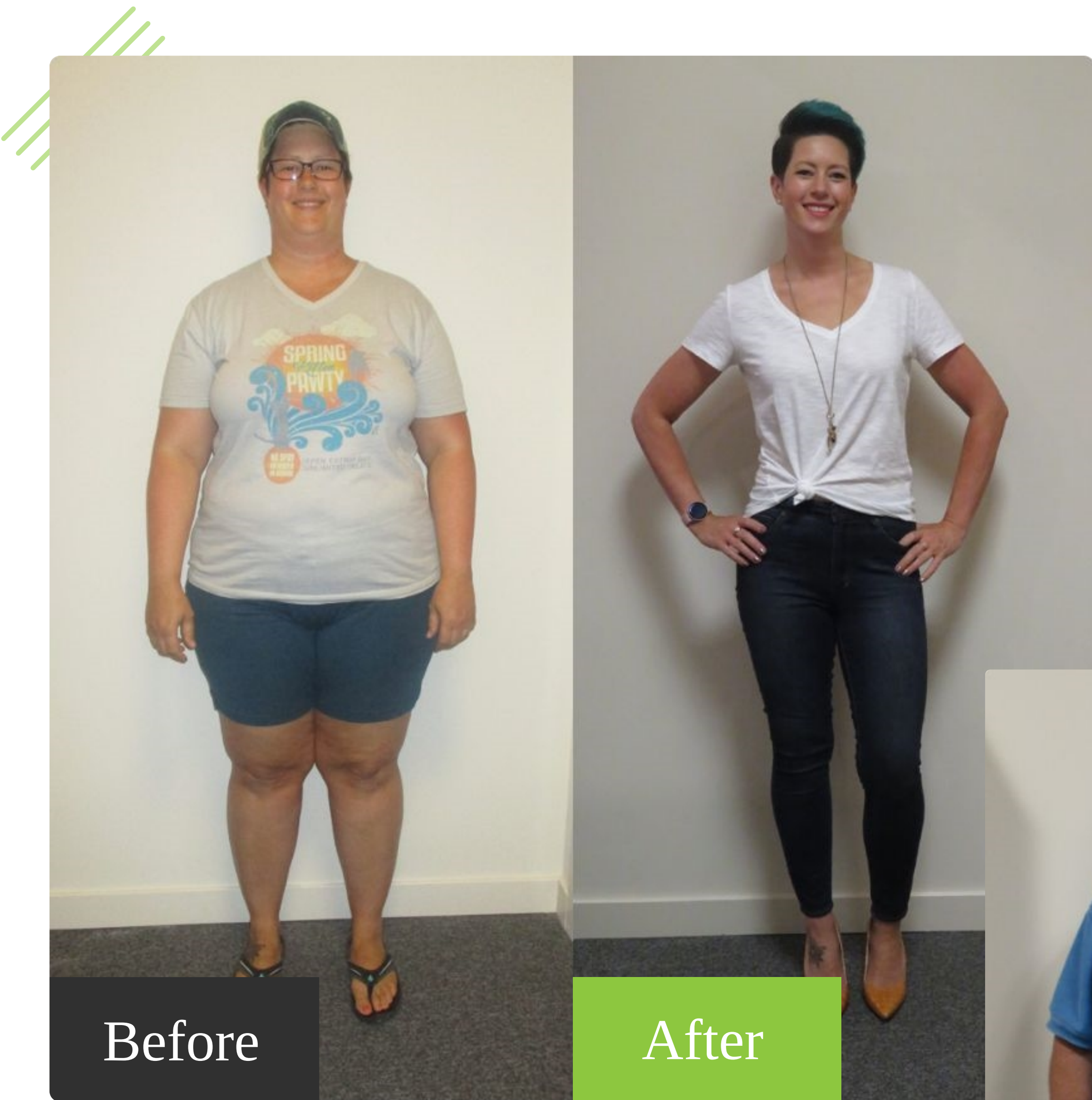
I went on to earn my PhD in sports nutrition and chronic disease and studied exactly this subject. I wanted to understand what was happening inside the body of all of us “dieters” and what was required nutritionally and behaviorally to create a sustainable change. After completing my PhD while I was teaching at The Ohio State University, I continued my studies to become a Registered Dietitian. I wanted to be a true expert in the field of nutrition and weight management, but there was a problem; the information I was taught still didn’t make sense to me. It was the same old mantra of “calories in, calories out, practice more willpower, eat everything in moderation, increase discipline.” I knew that I had the calories in, calories out thing down coupled with all the discipline in the world, yet I still struggled. I also understood from personal experience and from my doctoral research that this conventional dietary approach wreaks havoc on the metabolism and in no way supports healthy behaviors. For the majority of my dancing career, despite following these principles with great diligence, I wasn’t at the weight I was required to be for that sport and if I was, I was injured and sick.

With my research to support me, I tipped everything I learned about nutrition upside down, and ultimately created a novel method for successfully losing weight and maintaining it. I made it my lifestyle and to this day am leaner and healthier now (while eating much more, counting NOTHING, and exercising much less) than I ever was during my dancing career. My husband, a retired ballet dancer, avid cyclist, and physician, with a family history of morbid obesity immediately dropped 40 pounds and, to this day, is in the best shape of his life.

I began implementing this protocol with athletes: elite cyclists, national winning climbers, Olympic heavy weightlifters, racing cross country skiers, ultra-endurance runners, kayakers, national martial artists, you name it. I also coached ex-football and basketball players who were collegiate athletes in their day, yet put on significant weight after no longer engaging in their sport. I was able to optimize their performance and help them drop fat all while supporting their metabolism. Strikingly, I found that my method, which had an amazing impact on athletes, had an even more profound impact on those individuals struggling with their weight. And the rest is history—the PHD Weight Loss approach was born. Since then, we’ve helped thousands of people restore their health, reverse diabetes, break sugar

addiction, and age regress by a decade. Whether it through our brick-and-mortar PHD locations or our sophisticated nationwide “at-home” program that serves clients just as successfully from the comfort of their own home, I’ve been filled with the greatest passion and purpose in making the overcomplicated and daunting task of dropping weight, simple, effective and actually enjoyable! Through PHD, we have ultimately created an avenue for you to achieve, embrace, experience, and live in PEAK state.

People ask me if I miss dancing, and although it was so hard to leave, the answer is no. From my experience, I gained everything that mattered: the understanding, both personally and scientifically, of the impact of chronic dieting, its aftermath, and how to heal from it. The commitment, determination and persistence it takes to create success out of failure now infiltrates every aspect of PHD. Starting PHD Weight Loss was the best thing I’ve ever done, and now I get to use my life experiences to help and serve other people directly. I must say that, selfishly, I love the stories that I get to hear every day: when clients tell me that they’ve finally dropped weight after 30 years of repetitive failure, that they no longer need medications, that they avoided dialysis, that we’ve literally saved their life, how their relationship with their kids and spouse has improved, or about the new job they’ve landed with their newfound confidence. These stories put the ultimate purpose in my step and a level of gratitude in my heart that I never thought would be possible.



*Julie dropped
123lbs*

*Fieldin dropped 84lbs in
18 weeks*



Throughout this book I will share real stories of clients with you, highlighting their experience, transformation, and elevated mindset resulting from their work with PHD. Although I have changed the names and details to protect privacies, these stories are true and I hope they resonate with you.

“ *My experience with PHD has been a life-saving one, it’s hard to put it in words how grateful I am to this program. A year ago before I found PHD I was in a place of complacency that I would never be the person I used to be. I’m so glad I had a life altering moment of fear and desperation and I picked up the phone and called PHD (I thought I was on the path to diabetes).*

This past year has been so many positive things, not only just losing weight and learning how to listen to my body, but a deeply emotional journey, learning to make better food choices (and preferring those in the long run), understanding how food changes once it’s in the body, getting creative in the kitchen (I love to cook, so it’s been fun creating new recipes), appreciating the little things that I am no longer self-conscious over, and so much more.

It is a crazy thing to look back a year ago and see myself. I have a lot of emotions, and I mean a lot, looking at these two pictures next to one another I don’t even recognize the person I was...how was that even me? I feel the most important part of this lifestyle change and weight loss journey has happened in the final few months of my weight loss. I have truly been on a journey of self-discovery, relearning who I am as a person, my inner self, my outer self, and it has been the most amazing experience. I finally feel like the bad ass woman I always imagined I wanted to be. This is my true self, this is who I am, and I’m so excited to continue learning more about her!

I am in maintenance now officially; it’s exciting to have hit my goal, but also, I’m looking forward to another phase of learning about myself. I think as long as I stay positive, stay kind to myself, and listen to my body, I will continue my growth as a person and have success in maintaining this amazing new lifestyle I have found!

Thank you PHD! You have given me more than I ever imagined possible, you gave me, ME!!”

~ PHD client Janet

”

“ PHD Weight Loss is an amazing program that lays out an easy to follow process that will help you meet your weight loss goals. Dr. Lucas and her staff are not salespeople, but educators that will help you understand the process of weight loss and long-term weight management. I worked with the ladies in the Asheville, NC location and they were always so uplifting and happy to answer questions. I could not have imagined a better experience. I lost 57 pounds in 15 weeks. I weigh less than I have in over 30 years. They are just the best.

~ PHD client Todd

”

“ “I’ve always been a fun-loving child at heart with a multitude of bizarre interests and hobbies, but even when I was young, my weight severely limited what I could do physically. So, although my heart, mind, and passion drove me towards trying new things and holding nothing back, my body held me back. This split duality within me led me to be disingenuous and disappointed with myself and insecure around others. After doing some research and receiving a tremendous amount of support from my family, I found PHD. Joining PHD was simultaneously the scariest and most exhilarating life change I’ve ever made. Not only do they provide a sustainable solution to weight loss, but also the team is so caring and helpful that I truly feel supported each and every step of the way. PHD has supplied me with both the knowledge needed to care for myself and the constant optimism necessary to continue to take on life without holding myself back.”

~ PHD client Amelia

”



*Tracy dropped
44.4lbs*



*Tammy dropped 57.5lbs
in 25 weeks.*



*Stevan dropped 53lbs
in 14 weeks*



CHAPTER 1:

Time to bust some weight loss myths!

When you're counting calories and have a consistent exercise regimen, you expect to see immediate, strong results. But, sometimes, it doesn't happen. That's because there are scientific explanations for why weight loss is incredibly difficult, and nearly impossible for some people without the right resources.

Much of what we know about dieting and exercise does not address human variables, as I mentioned briefly earlier, such as environmental, genetic, and other factors that contribute to how we metabolize food. There are many reasons why the scale might not be budging as we think it should.

When you're trying to lose weight and it doesn't seem to be working, it has a lot to do with your metabolic state and what you've been through. For example, if you're a Type 2 diabetic, your metabolism is really different compared to someone who has 20-30 pounds to drop and has no underlying medical conditions. At PHD we look at each client and have to ask, "What happened in this person's life that shifted how their mind or body is tolerating food?"

Some people are naturally lean and their metabolism very tolerant, so they can eat and exercise and their bodies burn the calories easily. But that's not usually the story. The secret to successful weight loss is understanding that it's not just about science or what and when you eat; it's also about how you're thinking and feeling. Successful weight loss requires a holistic approach that tackles the mind and body in an unconventional way.

Let's talk about three myths that we know ***don't*** work for weight loss.....

MYTH #1: EXERCISE

Exercise is an awesome wellness tool that is important to maintaining a healthy lifestyle, but it's not an effective weight loss tool for most people. When you try to drop weight through exercise alone, you may experience the opposite effect. You would need to cycle 1,000 miles or run 350 miles just to burn 10 lbs. of fat. The key is to move because you love it. Once you improve your health and drop excess weight, your desire to move will naturally increase as you experience less pain and fatigue. My husband, an orthopedic foot and ankle surgeon, likes to tell me that for every pound of excess fat we carry on our frames, it equates to 8 extra pounds of force pushing through the ankle and 6lbs through the knees. Every pound of excess fat you carry in your belly specifically, equates to 4-5lbs of force pulling off your spine. If you're carrying 50lbs of excess fat weight, this equates to 400 *pounds of force* through your ankles with each step! He sees one patient after another lamenting about foot pain due to trying to exercise the weight off. His advice for these patients time and time again is to drop the weight first: reduce the amount of force pushing through those fragile joints, *then* think about exercise.

As much as we would like to believe it, our bodies aren't as simple as a mathematical equation. I'm not saying we defy Newton's Laws of Thermodynamics, but *many* issues factor into why the scale tracks up or down.

Here are some key factors to consider:

- » What Are You Eating?
- » When Are You Eating?
- » What Is Your Environment And Emotional State?

MYTH #2: CALORIE RESTRICTION

Severe caloric restriction is not a sustainable weight loss tool. When calories are too restricted, the metabolism slows and may not normalize over time (Johannsen, 2012). According to [Dr. Doug Lucas](#), PHD's Chief Science Officer, research shows that calorie deprivation is also more likely to lead to anxiety and depression (Keys, 1950). This method might allow for a short-term weight decrease, but weight regain is very likely.

On another note against severe calorie restriction, four tightly controlled inpatient studies

compared calories consumed to calories burned. If you did the math, you would estimate that every participant should drop 10 lbs. when considering their “ins and outs.” Guess what? No one did! The average person shed 7 lbs. whereas many of the participants dropped only 2-3 lbs. (Bouchard et al., 1994; Volek & Phinney, 2012; Woo et al., 1982)

MYTH #3: EATING IN MODERATION & WILL POWER

Obesity or being overweight is not a personality flaw. It’s not due to lack of willpower or discipline (Taubes, 2010). Eating in moderation when many of us are addicted to food and carrying around active belly fat (see Chapter 2) leads straight to repetitive weight loss failure and frustration. Weight gain is not your fault, but it is a metabolic scenario that you *can* overcome.

Even though dropping and maintaining one’s weight is a complicated process, ultimately, there are 5 main components to successful weight loss and maintenance. I am going to discuss each one in the following chapters.

- » Fully collapsing the hungry, active fat mass that keeps you fat.
- » Understanding your metabolism and what/when you need to eat to support it.
- » Recognizing that 80% of weight loss is mental, emotional, habit, and behavior, and that for the majority of people it is an addiction recovery process.
- » Accepting that outside support for success is necessary 95% of the time (don’t feel guilty or shameful, just take action!).
- » Maintenance is a life-long practice that only works if you work it.

Let’s dive in!

“PHD has helped me get my life back. I was very overweight, with high blood pressure, high cholesterol, a borderline diabetic, and little energy. Now, after consultation with PHD and following the plan specifically designed for me, my blood pressure is down, my cholesterol is back in the normal range, and my A1C is down. I sleep better. I feel better. I look better. I have a better quality of life!

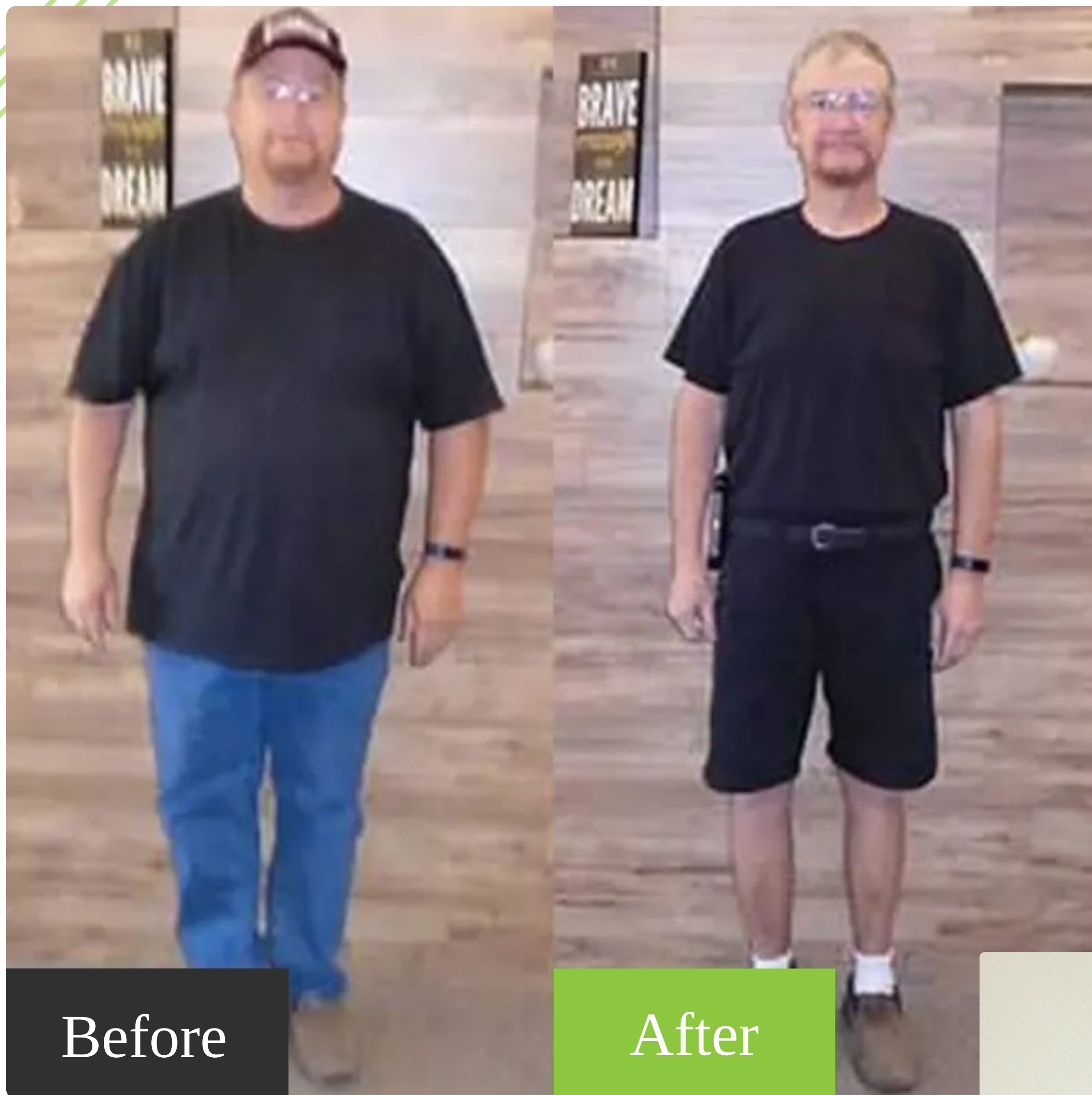
Thank you PHD for your support and encouragement!

~ PHD client Andrew

“ Before starting PHD, I thought I was too busy raising my family to find a weight loss plan that would work for me. I have always been active but I never could lose the weight. After foot surgery this past winter the weight started to creep up. My weight was out of control. Meeting with the wonderful support team at the Durango location was an eye opening experience for me. They taught me how to plan meals and come up with new recipes. I have enjoyed this journey with my wonderful husband. We have always said that we can do anything together, and so far we have. Even though our journey is not finished we can see the wonderful results. I can't wait to see what the next 12 weeks will bring. With the help of the Durango PHD team I have lost 51 pounds in 14 weeks.

~ PHD client Rebecca

”



Tony dropped 116lbs
in 31 weeks



Kipper dropped
77lbs





CHAPTER 2:

Dig up the root to kill the weed

People don't fail diets, diets fail people.

With each passing day of our lives, our bodies change. It happens before our eyes. We look in the mirror or see a photo of ourselves, our jaw drops, and we stare in disbelief. “Who is THAT person? It sure as heck isn’t me!”, we say to ourselves as we put on a baggier shirt and our elastic waistband pants. Well, as sure as our outward appearance might change, our “insides” change right alongside them. When I talk with people on the topic of weight gain, they will commonly say that they don’t eat any differently than they did in the past. Or, they say they eat well and maintain an active lifestyle, however, regardless of their calories in and out, they continue to gain weight.

When I met with Sarah, a PHD client, she said she decided to make a life change to get back to the healthy self she remembered prior to having three babies. She had tried to lose weight off and on over the last 10 years, but was never able to lose more than 10-15 pounds and would gain it back over the next year or so. With menopause hitting, it made losing even the 10-15 pounds almost impossible. It was frustrating and she felt like a failure. She hated the way she felt in her clothes, her confidence suffered, and so did her sex life. She felt tired a lot and unable to do the things she used to do with ease. She was simply over feeling terrible day in and day out. She specifically said she wanted her kids to look at her like she was someone they were proud of and wanted her husband to be attracted to her again. She felt she was not the person he married. She said while looking back, “I know he still loved me, but I guess I just didn’t love myself anymore. I had let myself go and wasn’t proud of that.”

Bill, a 55-year-old PHD client, came in to see us with about 70lbs to drop. He carried the majority of his weight in his belly, chest, and throat area. As a result, he suffered from heartburn, sleep apnea, hormonal imbalance (low testosterone and high estrogen), and high blood pressure. He also feared a diagnosis of Type 2 diabetes coming down the pipeline any day. He felt addicted to food. “Food is my drug of choice,” he would tell me. His weight started piling on in his 30s when he took on a stressful job and was trying to survive in an unhappy marriage. He was currently divorced but embarrassed to try dating. He wanted to return to the activities he did in his 20s but couldn’t do anymore because of fatigue, pain, and an honest lack of physical ability to do what he loved. He felt his quality of life wasn’t where he ever imagined it would be. He was about to retire and wanted to enjoy his “freedom,” but couldn’t actually do anything, at least in the way he wanted to do it.

As we travel through our lives, we experience different stressors, which I like to think of as triggers. These triggers, which vary from one person to the next, change the way that we tolerate our food. Examples of common triggers are puberty, major lifestyle changes, stressors (jobs, relationships, etc.), pregnancy, menopause, injury, general aging, and for those of us who are really lucky, our own birth (in other words, a heavy genetic predisposition). If we look at Sarah’s situation, we can see quite a few triggers layered on top of one another: pregnancy, menopause, major lifestyle changes, and likely more that we don’t know about. The same is true of Bill; he experienced significant stressful triggers (job, marriage, and divorce) that shifted his metabolic tolerance causing him to no longer tolerate the types foods and/or amounts of food he used to.

Like Sarah and Bill, your body also changes in response to such triggers. For example, your hair might fall out, your nails might become brittle, or you might develop acne. Following a trigger, you may continue to eat the same way that you ate in the past; these eating habits may once have enabled you to maintain a healthy weight, yet these same habits now result in weight gain. This often causes confusion, and rightly so, because it doesn’t make sense, especially when we consider the “calorie in and out” perspective that we’ve been told for so long governs our weight. Well, weight gain and loss aren’t so simple. It’s not that your metabolism is “bad” now or that you’ve done something wrong, it just means that your body has changed. These triggers have altered your metabolism and have created a shift in how you tolerate food and drink of the past; what may have worked before no longer does.

Following the onset of these triggers and the resulting shift in your metabolic tolerance, you’ll notice that your body shape begins to change as you start to accumulate fat primarily in the belly. This belly fat, known as Visceral Fat, is the primary culprit for ease of



continued fat storage once weight gain has started. This deep, gel-like fat packs in your belly area, fills up your organs, squeezes them tight, and makes your liver look like a Kobe beef steak (medically termed fatty liver). It is different from the rest of the fat in your body because you can't melt, laser, suck, freeze, or sculpt it away. This special fat grows blood vessels, has an oxygen supply, and secretes toxic hormones. What you have actually accumulated in your belly is really metabolically active tissue. This fat mass has its own agenda—a mind of its own—and it is completely unregulated. All this tissue wants to do is continue to grow as fast as possible, much like a tumor does. All of the hormones it secretes in your body are intended to encourage its continued growth. This fat is like an entity in and of itself. It has urges, demands, desires, and cravings. The more fat mass that you have, the more addictions to food you have. This fat mass slows your metabolism, makes you hungry, triggers cravings, and makes you “lazy”; your body simply doesn't want to move and only wants to store more fat. At this point in your weight gain, your signals of hunger and fullness are out of whack and you don't know up from down in terms of what your body is telling you to eat or not eat.

This visceral, tumor-like fat also secretes significant inflammatory hormones. It lowers testosterone in men and increases risk of estrogen-dependent breast cancer in women. This fat is a beast and may be the culprit for why you've dropped weight in the past only to regain it. Remember Sarah's story of dropping 10-15 pounds only to regain it? This wasn't due to a flaw in her willpower - it's the visceral fat effect. She still had ample visceral fat remaining, working against her, secreting hormones that disrupted her metabolism and physiology.

And Bill? This is why he had low testosterone and higher estrogen levels. If you're a man and carry belly fat, you're likely right there with him. Carrying weight in the belly will disrupt your hormones, and as you continue to gain more fat, it will accumulate heavily in the belly, chest, and throat area, indicative of higher estrogen levels and putting you at risk for high blood pressure, sleep apnea, and heart attack, just like Bill.

To minimize the risk of weight regain and be able to maintain your weight loss, you must let go of all of the visceral fat that is causing this metabolic slowing. An analogy I like to use is that of a weed. If you only chop the top off of a weed and leave the root, it will only grow back again. You must also understand that dropping weight and successfully maintaining it requires a different way of eating from the past *for the rest of your life*. Fortunately, these changes should feel and look outstanding! When Sarah first began adjusting her way of eating, she noticed positive changes in the first few days. Her heartburn went away, she wasn't hungry all the time, she slept better, and she lost 8 pounds in the first week! She told me she didn't expect to feel so good overall while losing the weight. Like many of our clients, she expected to be hungry and miserable during the process. However, within 3 weeks of starting her program, she said she could not recall a time when she had felt better! Even while dropping weight each week, she felt great and had more energy. She looked like herself again and felt so much better in every way.

Bill dropped 70lbs, normalized his hormones, reversed his high blood pressure, and said goodbye to the potential of diabetes. He broke through the chains of food addiction and today you can find him dating, enjoying his retirement, and hiking the trails in the high-altitude terrain of Colorado.

If you have tried to drop weight in the past only to regain it, do not think of yourself as a failure. Recognize your triggers, accept the fact that you must make a change to fully get rid of the hungry/active fat mass, dig out the root, and adjust the way that you eat to support your optimal health for the long term.

“ My name is Nick. I am 47 and have been with PHD Durango for 18 weeks. I started the program with my wife Debbie and I have been totally amazed with our results. I started because I was tired of being heavy. I practiced martial arts five times a week, and yet still weighed 250lbs. I knew my eating habits were bad but I had no idea how to fix them. By following the program and with the support of PHD staff, I have dropped 71.6 pounds. I look forward to completing the weight loss portion and am excited about maintenance. I look forward to learning how to make the changes I have made as a permanent part of my life. I'd like to thank my wife, Debbie, and the staff at PHD for all of their support.

~ PHD client Nick

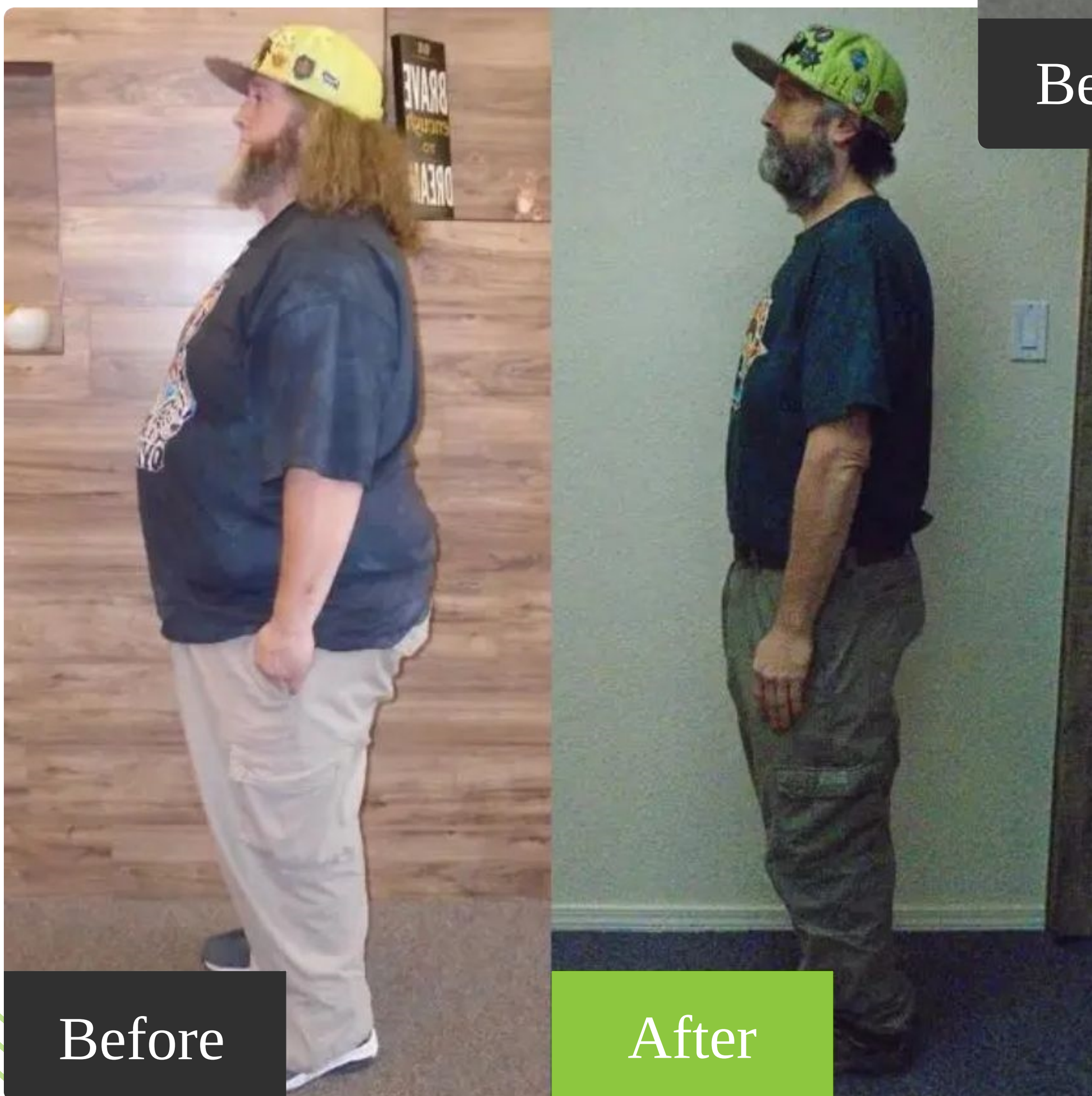
”



*Jason dropped 90.5lbs
in 29 weeks.*



*Linzie dropped
47.4 lbs*



*Jesse dropped 178lbs
in 56 weeks.*





CHAPTER 3:

Understanding your body and what you need to eat to support it

Current statistics show that 75% of the American population is overweight and 42% are obese. A whopping 88% of us are metabolically unwell, leaving only 12% of Americans on the road to health (Hales et al., 2020; Hyman, 2016). These statistics simply demonstrate that proposed conventional solutions to overcoming weight gain and illness don't work for the majority of us.

We are finding that metabolic variability, or in other words, teaching the body how to burn fat for fuel, allows many of us to experience better health and wellness. To achieve this metabolic shift, in general, we need to be aware of our carbohydrate tolerance and eat within it, enjoy a moderate amount of protein, and increase our consumption of dietary fat. While eating more dietary fat might seem counterintuitive, research shows and clinical evidence supports that eating plenty of healthy fat during weight loss helps the body burn fat more efficiently and prevents damage to your metabolism. Also, the reason why carbohydrate reduction is effective in treating overweight, obesity, and myriad other health conditions is because carbs have the most profound effect on how we metabolize other nutrients and how our body regulates fat metabolism.

If you've suffered from weight issues (particularly if your excess fat stores surround your stomach), you are likely intolerant of carbohydrates on some level; your body has a dysfunctional response following carbohydrate consumption. This is not your fault; it's simply how your body responds to various nutrients.

Becoming aware of your carbohydrate intake doesn't necessarily mean you have to eliminate them completely. Carbs aren't evil! Our approach doesn't require you to follow a defined dietary protocol (e.g., Ketogenic, Atkins, Whole 30, etc.). What we do instead is investigate your unique carbohydrate tolerance level and eat to support what your unique body can tolerate.

Let's Talk About What To Eat!

For the purpose of this book, we are going to focus on just the first half of the day, starting with breakfast. Breakfast has been touted as the most important meal of the day. Spoiler alert – research shows this isn't actually true. This claim was simply a marketing device created by Kellogg in the 1800s to sell their cereals. My best advice for breakfast is to listen to your body. We are each so different; although your friend might require breakfast to function, you might find you feel sharper and better all-around without it. There is no right way to eat. Just make sure a smaller meal (or no meal) in the morning doesn't equate to overeating later in the day. If you do choose to eat, focus on dietary fat and protein, while downplaying the carbohydrate portion. If you eat a high carb breakfast you are likely going to experience a blood sugar high with a compensatory low to follow that results in fatigue, brain fog, and more carb/sugar cravings later in the day. In other words, you'll be on a roller coaster of sugar highs and lows. A real breakfast for champions might look like the following:

- ✓ An egg omelet. Add some non-starchy vegetables, cheese if tolerated, or maybe even a little uncured bacon.
- ✓ If you're in a hurry, a few scrambled eggs topped with salsa, or some extra virgin olive oil and salt.
- ✓ Some full fat plain Greek yogurt with a sprinkling of berries and maybe some nuts and seeds.
- ✓ A protein shake that has some kind of dietary fat in it like cream, coconut milk, MCT oil, or avocado oil. Consider adding a little frozen spinach, a few berries, and ice prior to blending.

AVOID

- ✗ French toast, pancakes, bagels, or waffles topped with fruit
- ✗ Raisin bran (or any hot/cold cereal) with skim milk and a banana
- ✗ Fruit-flavored yogurt topped with granola and fruit

*These breakfasts have very little protein and dietary fat and are laden with sugar, probably around 20 teaspoons' worth in each option. As for beverages, stick with water, tea, or coffee with **real** cream.*

Lunches can be difficult. Maybe you go out to lunch for business meetings, or maybe your morning is too hectic to prep a healthy lunch. If your breakfast is small or non-existent, then lunch is going to be an important part of your schedule to ensure that you don't overeat at dinner. If you know your mornings are busy, try to prep your lunch the evening before. Some good options might be:

- ✓ Leftovers from dinner. Maybe some leftover grilled steak, chicken, fish, or tofu that you put on top of some greens with some full fat dressing, cheese, and nuts. Add a variety of cut up veggies if you have time.
- ✓ Chicken, firm tofu, or tuna salad. Use avocado oil-based mayonnaise, which helps to decrease inflammation. Add jicama or turmeric to the mix. Use romaine lettuce leaves instead of bread.
- ✓ When going out (or taking out), opt for a burger without the bun and a side salad. You'll find restaurants are pretty accommodating when you ask to substitute veggies in place of the grain.

AVOID

- ✗ Heavy, greasy carbs. These are hard to digest and will leave you feeling too full and lethargic. Hamburgers with fries; bowls heavy with rice, corn, and beans, sandwiches with potato chips; or an apple, soda, and a cookie will cause a blood glucose spike with a low to follow, making the 3-5pm slump a huge struggle.

I challenge you to experiment with these suggestions and practice nailing down how you are going to fuel your body for the first half of the day.

At PHD, we make the overcomplicated and daunting task of dropping weight simple, efficient and reliable. We map out a meal plan for you guiding you on exactly what to eat and when to eat it in order to drop weight consistently while supporting your metabolism. During your weekly one-on-one coaching sessions with our nutritionists, dietitians, and life coaches, we review and tweak your meal plan. We educate on nutrition, but knowledge is only potential power, thus we coach you from a behavioral and mental/emotional standpoint, ensuring that we are creating true sustainable change.

The PHD approach to weight loss and optimal health is unique. Our protocol does not fit within a specific definition of a "diet."

For example, we do not promote a:



Keto Diet



Paleo Diet



Atkins Diet



High Protein Diet



High Fat Diet

We don't count calories, points, or anything for that matter! We don't "subscribe" to a specific diet because we implement a protocol customized to you and your individual carbohydrate tolerance level.

What makes us incredibly unique from a dietary perspective is that we can create a meal plan for anyone with any need. For instance:

- » If you desire to be in ketosis, we gently guide you in that direction.
- » If you have gut issues, we help you learn to overcome them.
- » If you're an athlete wanting to optimize performance, we'll get you there.
- » If you want to or don't want to eat animal products, we can help do what's best for you.
- » We can successfully accomplish any goal by creating your healthy custom plan!

If this answer doesn't seem thorough enough, I hear you. Some of our clients feel more comfortable comparing a new concept to something familiar. If this is the case for you, you can think of the PHD lifestyle like a modified, sophisticated version of the Mediterranean diet. It's a very effective and efficient dietary approach for successful weight loss recovery.

The PHD lifestyle is a gentle approach that's healthy for ALL your organs and systems:

- ✓ It won't put stress on any aspect of your body. It works by reducing inflammation, leading inflammatory conditions to fall away (and quickly for most people).
- ✓ You'll no longer suffer from heartburn or bloating.
- ✓ Very likely your blood pressure and blood sugar will normalize.
- ✓ There's no need to take a whole host of supplements because this eating style is nutrient dense.

In addition to changing your diet, being aware of your lifestyle habits is imperative, so I recommend that you consider focusing on two key lifestyle strategies that you can implement right away.

LIFESTYLE STRATEGY #1: SLEEP

If there is one thing you can do for your body, specifically your brain health, it is sleep. Adequate sleep restocks, restores, and prepares your body – it has a huge impact on your immunity as well (Prather et al., 2015). One recent study looked at amount of sleep and its impact on the number of antibodies made after the flu vaccine after 1 and 4 months. There were significantly less antibodies made with short sleep (defined as less than 4-5 hours a night; Prather et al., 2020). There is also a lot of research looking at sleep and weight loss. We see increased hunger and stress hormones along with higher food (specifically carb) intake with short sleep. There have also been studies looking at groups who slept 7+ hrs. compared to those who slept less than 7, and despite eating the same amount, the folks who slept less weighed more (Hanlon et al., 2016; Spiegel et al., 2004). The most important thing you want to think about when it comes to sleep is going to bed and waking up at the same time every day. There is also a great trick you can use from Craig Ballantyne, author of *The Perfect Day Formula*, called the 10-3-2-1-0 formula. This means 10 hours before bed, no more caffeine; 3 hours before bed, no more food or alcohol; 2 hours before bed, no more work; 1 hour before bed, no more screens; and 0 is the number of times you hit the snooze button in the morning. I encourage you to give it a try!

LIFESTYLE STRATEGY #2: STRESS MANAGEMENT

Whether it's the result of high levels of the stress hormone cortisol or unhealthy stress-induced behaviors, or a combination of the two, the link between stress and weight gain is glaring and often out of your control. Just as your medical background can have a big impact on your weight loss journey — such as what will work and what won't — so will your stress levels. Even if your diet remains consistent but you're in a high state of stress, that alone can cause weight gain.

Let's talk about some steps you can engage in to manage your stress.

- » Get out in nature. Research shows that being outside stimulates your body to release dopamine, the feel-good neurotransmitter (Williams, 2017). So, get outside and soak up your surroundings!
- » Establish a routine for yourself because the brain loves certainty. This means going to sleep and waking at the same time each day, having a schedule for the day that you create the night before, and if weight loss is your goal, having a clear, precise and easy-to-follow meal plan.
- » Set your intention for the day through journaling, meditation, gratitude practice, or prayer. Research shows this helps the body's hormones to balance (Ng & Wong, 2013). And lastly,
- » Focus your attention on your attitude. Your mood and mindset affect your overall wellbeing, so make a promise to yourself/make it your responsibility to keep your attitude and mood positive and optimistic, turn anxiety into excitement, and focus on what's *right* rather than what's *wrong*.

“As a single mother I always found it hard to eat healthy, whether it be lunch snacks always lying around (crackers, etc.) or always being on the go. I struggled to figure out my “how.” The PHD team taught me so many ways to avoid the cravings (so I don't reach for those Goldfish) and eat so I always feel satisfied. The weekly weigh-ins are perfect for accountability and to receive the expertise of the team! I feel more energized then ever and can't wait to maintain this weight forever. Thank you ALL!

~ PHD client Tamara

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“ I am so thankful for the PHD staff and science-based model on my journey of losing the excess weight I had been carrying around for too many years. I believed that I was stuck with this weight after going through menopause and being almost 60 years old, that this is just the way it was going to be! I couldn't have been more **WRONG** in my thinking! The PHD Team showed me that I could take control of my body, my mind, and choose to lose **ALL** my excess weight using their scientifically and client-proven process. When I struggled they were there for me, when I had successes they cheered me on! Through the entire process PHD was there to support me in reaching my goals, helping me tweak things as I went through my weight loss journey. Now that I am in “maintenance,” any time I need a little extra push of encouragement or tweak of my eating plan, I can visit them with and get a quick refresher, and best of all their sincere and authentic support and positive encouragement! During the first wave of COVID I gained some weight back, stress eating, bored eating, you name it. I am now pushing through and getting back to my maintenance weight with the PHD Team's support. I think the thing I value the most is knowing I can come in to PHD a month or years later and they are there to help me get back on track at no additional cost. Their client support is truly **UNPRECEDENTED!** I tell people when they ask about the cost, “Whatever the price point is for you to reach your goal weight with PHD, I can almost absolutely guarantee it will be less than the cost of your future medical bills and loss of quality of life as your body begins to fail from unhealthy eating habits. If you follow the program you will lose the weight, stop avalanche decline on your health, gain energy, stamina, and freedom to live life more fully now!”

~ **PHD client Jeremy**

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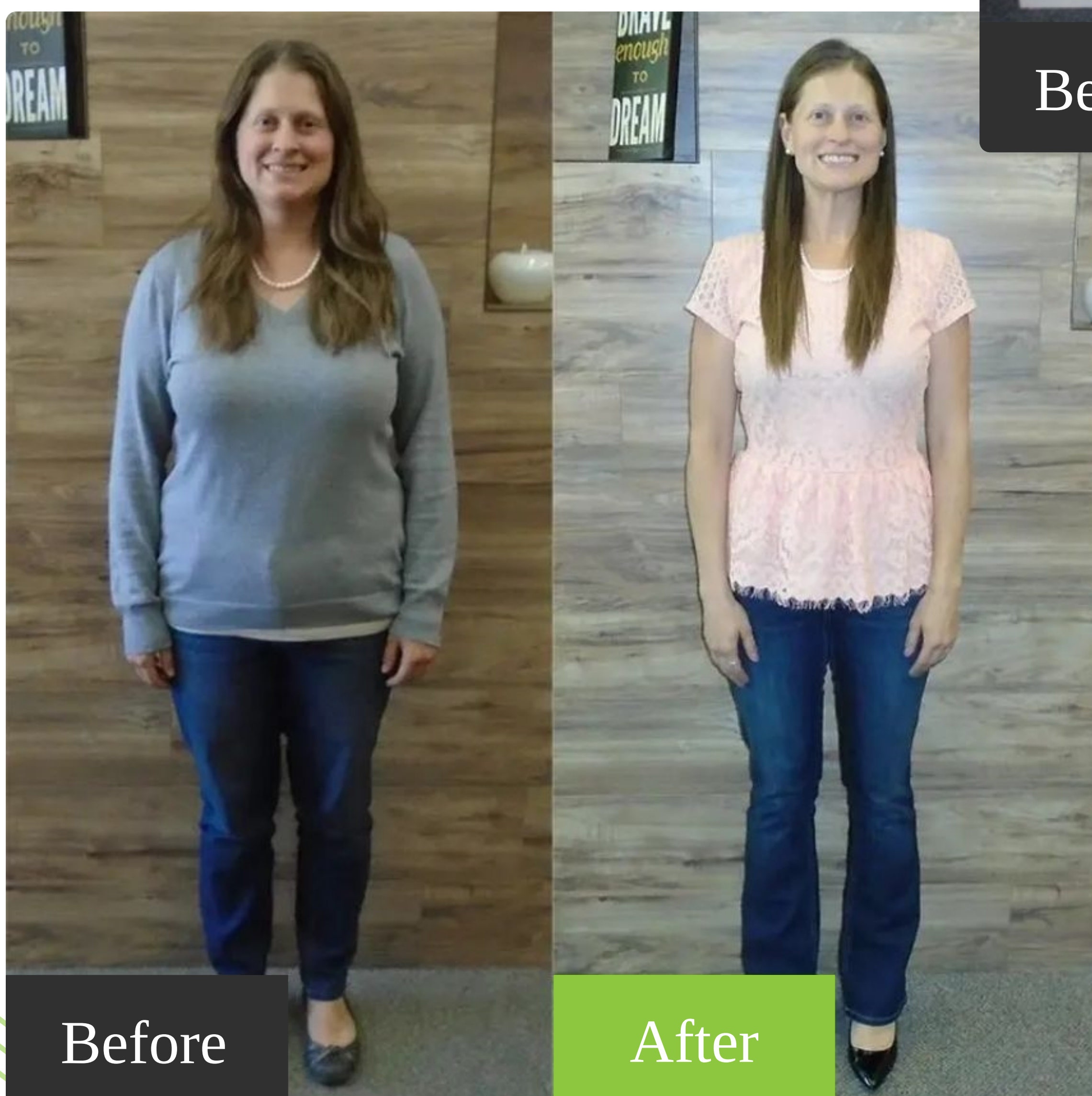
“ You really can't put a price on how great I feel going into my 60s knowing that I have control over my weight, greater health, wellbeing, and longevity! I would have paid triple to be where I am today! I won't say it was easy, change seldom is, but it was so worth it! Truth is, if I could have lost all this weight on my own, I would have, but here I was still obese. At some point I just had to decide enough is enough and PHD was the support I needed to get me from enough is enough to total success! I now weigh what I weighed before I had my children. I can hike, bike, backpack, and play sports again...all things I falsely believed I wouldn't be able to do, and I plan to continue doing these things well into my 80s! Thank you everyone at PHD for all that you do! You are changing lives one person at a time and you changed mine!

~ **PHD client Johnnie**



*Julie dropped 95.4lbs
in 32 weeks.*

*Kipper dropped
77 lbs.*



*Elizabeth dropped 31.4lbs
in 13 weeks.*

CHAPTER 4:

An emotional process of letting go

“ *PHD Weight Loss is so much more than losing weight. It's about total life transformation. It's about finding your authentic self underneath the weighted cloak. It's about stepping out and living the life you have always dreamt of. It's about looking at yourself in the mirror and loving that person. It's total life transformation and you're worth it!*

~ PHD client Kim

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Eighty percent of any successful change comes from the mind and losing weight is no different. Dropping weight and successfully keeping it off for a many of us, is a perpetual process of letting go—letting go of the excess fat weight that is holding you back along with all of the emotions that are tied to it. Letting go of anything—old habits, a relationship, that favorite pair of blue jeans—is uncomfortable, even if it's for our own good. The same goes for letting go of excess fat weight. Not only are we saying good riddance to the excess fat weight that has made us sick, tired, and for a lot of us, downright depressed, but we are also letting go of the stories, defenses, and identities that this excess weight has created and reinforced.

For most of us, letting go of this weight also means facing, processing, and ultimately letting go of the emotions that are beneath these stories, which have been our truths for many years, and for some of us, our whole lives. Even though these stories are not useful and are no longer serving us, they are still *our* stories. Therefore, this exciting *letting go* adventure, for most of us, usually involves a grieving process, which is normal. It is sometimes uncomfortable, but normal, nonetheless.

During the weight loss process, our stories or defenses, which may exist only in the unconscious or subconscious, can potentially rear their clever heads, presenting as weight loss blocks, “plateaus,” or resistance to change. Again, this is normal. Let’s expect it, but also meet it as an indication of and opportunity to examine and transcend a worn-out belief, story, or paradigm.

That’s why I always say that the process of dropping weight is 80% mental. The mind-body connection is a powerful one; every thought and belief contains inherent intelligence that can facilitate either a faster letting-go process, or a slower one.

To honor the letting go process—to cultivate one that promotes self-examination and healing—I recommend you maximize the following resources to help you let go in an intentional, healthy, and supportive way:

- » ***Behavior modification.*** Dropping weight isn’t *just* about what and when you eat. That’s definitely a component of it (and oftentimes a complicated one) but how you think and feel about what you’re doing is just as important. Be aware that your habits and behaviors, those mental and emotional aspects tied to *why* you eat, are a large part of the process.
- » ***Self-care practices,*** such as prayer/intention setting, meditation, journaling, or practicing gratitude - a combination would be best!
- » ***Breath exercises and self-compassion.*** Take a deep breath and give yourself compassion. If you beat yourself up about the numbers on the scale, your weight loss will stop. It’s a fact and I see this all the time. When you practice self-compassion, weight loss and maintenance success happen with ease.
- » ***Your energy goes where your focus flows.*** If you focus on a plateau or relapse, a stall or regain is likely to manifest. Instead focus your attention on how simple it is to drop weight and maintain it.
- » ***If you find yourself with cravings or hunger, eat more dietary fat!*** More healthy fats are the ticket to satiety and bouncing you back into nutrition success. Restricting calories or even eating everything in moderation, for a lot of us, results in a constant battle of dropping weight only to regain it, and/or unrelenting cravings and hunger.
- » ***Let go of the shame and guilt.*** Remember that weight gain isn’t your fault. It has nothing to do with willpower, discipline, or personality. If you struggle with your weight, it is not due to a flaw in personality; instead, as it the product of a dysfunctional metabolic situation.

- » **Recognize a relapse and move forward.** The process of dropping weight, for many of us, is a similar process to that of addiction recovery. The truth is that a weight gain relapse is not the end of the world and only needs to be a brief setback. Weight regain is nothing to be ashamed of; it is simply part of the learning and adjustment process. Find the support and accountability you need to move forward from a relapse. A relapse must be viewed as a learning process; if you are learning, then weight gain relapses will diminish in frequency and duration over time.
- » **Lean on a support team!** The vast majority of us struggle with dropping weight and maintaining it on our own. Remember, statistics show that 95% of diets we do on our own flat out fail. Expecting yourself to make significant and complicated changes on your own is unfair. Instead, seek a support system, accountability partner, or anyone who you can count on to always have your back, guiding you in the direction you want to go.

If you are ready to make a change, recognize that it's then also time for you to let go. You deserve it and can do it if you really want to.

“ The staff was amazing. They really knew their information and spent a great amount of quality time with me as well as my husband. At 1 year later I am enjoying an 80-pound loss and the maintenance has been extremely helpful and important for me. I love PHD and the staff is amazing. So knowledgeable as well as loving

~ PHD client Tawna

“ I have always been above average in size so naturally it was easy to pack on extra weight without realizing it. Over time it started to become obvious that clothes no longer fit and the weight was more visible. It got to the point where it was chipping away at my self-image and impacting my range of motion. I knew it would only be a matter of time before health problems started showing up. I had heard success stories from other PHD weight loss clients on the radio. So I decided to see what it was about.

The personalized plan they put together was surprisingly easy to follow and stick to. In just 12 weeks I have been able to let go of over 50 pounds and it's only the

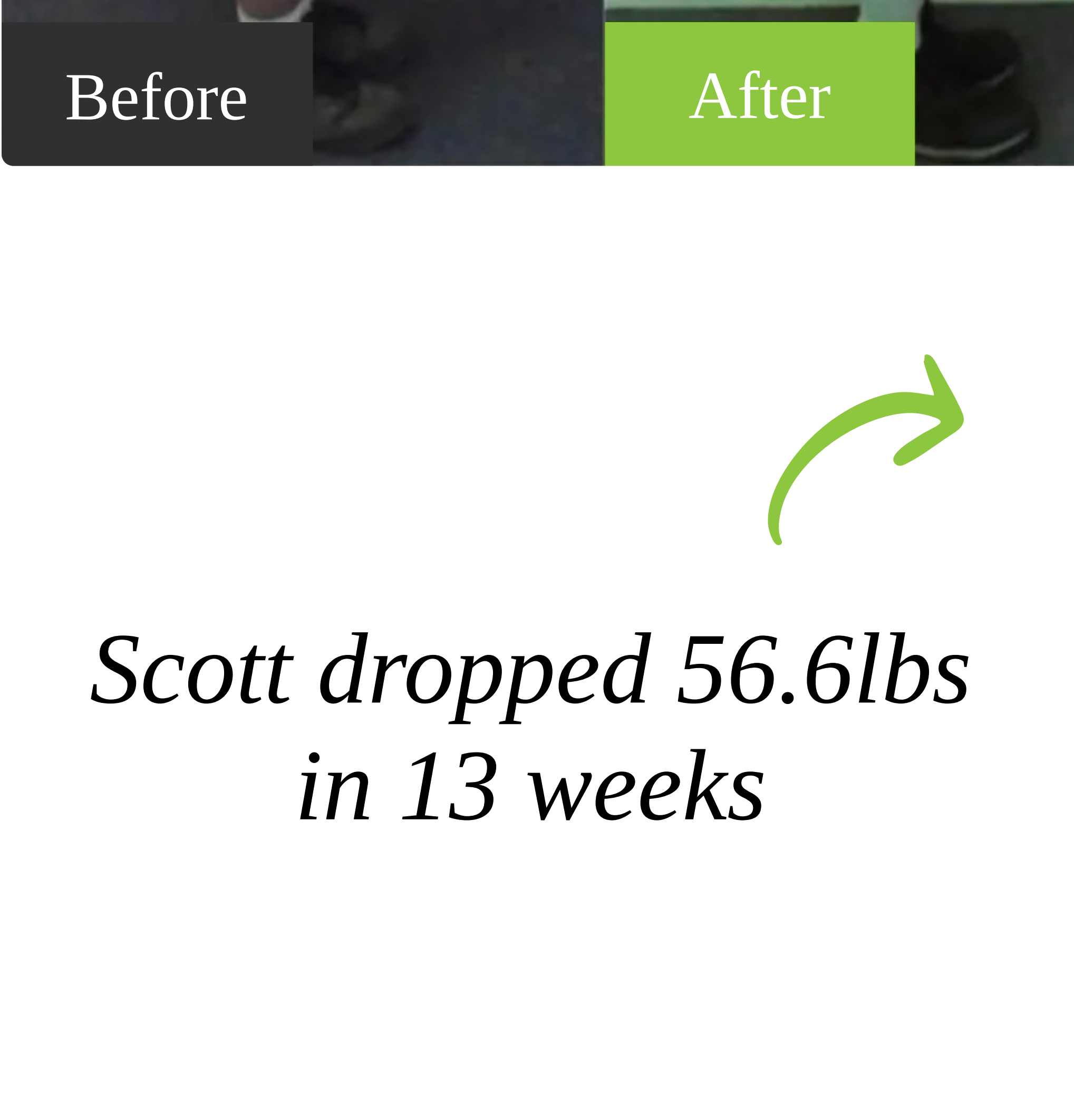
beginning. I can't speak highly enough of the staff. They are all success-minded and very knowledgeable and a joy to be around. You can tell that they really care about you and want to help you reach your goals. I'm proud to be associated with such a great group of people.

~ PHD client John

”



*David dropped 112lbs
in 46 weeks*



*Scott dropped 56.6lbs
in 13 weeks*





CHAPTER 5:

Addiction recovery

Over many years and having worked with thousands of clients, I've come to realize that weight loss is an addiction recovery process for many people. It's different for everyone, but most of us are addicted to food for genetic, hormonal, or metabolic reasons. Therefore, when you decide to drop weight, you must recognize that this is a recovery program designed to last for life.

It is for this reason why, at PHD, we emphasize maintenance support and are known not just for weight loss success, but also for helping clients keep it off. It's important to understand that the practice of maintenance never ends. To support this fact, once PHD clients achieve their optimal weight they enter into our maintenance program that is free for life with continued weekly to monthly accountability, support, and guidance. No matter how you choose to drop weight, ensure that you have a plan for long-term maintenance support because this is where the work must be done!

During your weight loss, it's imperative to work to remove the love shine from foods and drinks proven to increase weight gain, sickness, inflammation, and pain. Slowly, you must break the ties with the foods you say you love that don't love you back. Through this process you'll learn to take that love and direct it where you truly want it to go – your friends, family, pets, and yourself! Once you hit your goal weight (I suggest even a month or so before this happens) you must establish a new goal that will keep your mindset in a creative and up-leveling state. If you simply hit that goal and enter into maintenance without another peak to reach, you will slide back down and relapse will be eminent.

Here's the deal: breaking addiction is uncomfortable for a lot of us. It's met with a lot of emotions we don't expect to arise and don't want to face. However, I've found that there's *no way out but through!*

Dr. Brooke Feinerman, a psychologist who sits on our [PHD Advisory Board](#), shared these tips on how to handle addictive food choices:

- » The strongest cravings will most likely occur at the end of the day. Plan for them with a routine that helps you stay on track.
- » Make a list of specific high-risk places. Example: a social gathering where it's uncomfortable to say no to specific foods. A list helps you plan for situations and develop creative ways to protect your goals.
- » Ask an accountability friend for help when you find yourself struggling in your journey.
- » Be aware of negative thoughts because they can influence your behaviors.
- » Practice self-care. By reducing your stress levels, you're more likely to stick to your goals.
- » Seek outside support and don't expect yourself to go about recovery on your own.

I know I've mentioned this many times, but it's important to remember that the condition you're in is not your fault. This metabolic situation you've been caught up in, the hungry fat mass controlling your hunger, cravings, and activity level affects your brain, thoughts, and behavior, leading to a futile cycle of continued weight gain. Now that you understand the need to fully collapse your hungry fat mass and that the process of dropping weight is an emotional one tied to habits, behaviors, and for some, addiction, I think it's important to understand what you're likely addicted to! The most common culprits? Primarily sugar in all its varied forms, especially when mixed with highly processed vegetable oils (polyunsaturated fats).

Let's Take A Deeper Look!

Sugar consumption in the United States has increased from 18 pounds per person per year in 1800 to over 180 pounds per person per year in recent estimates. That is an increase approaching 600% over 200 years. What was once a rare delight has become a staple of every part of every meal that we consume in our industrialized world (Taubes, 2016).

Researchers have found that sugar stimulates the human brain using the same reward pathway as known addictive drugs. In fact, some researchers suggest that the addictive properties of sugar are stronger than that of some of even the strongest addictive illicit

substances such as cocaine (Ahmed et al., 2013; Lenoir et al., 2007). The food industry has used this knowledge paired with behavioral tactics to produce products that are not only poor in nutrition but also specifically designed to be addictive. Ever wonder why not every chip in a bag of Doritos has the same amount of sweetness or spice? It's a tactic to drive you to eat another handful in order to find the sweetest or spiciest chip in the bag.

In 1977, the food pyramid, paired with nutrition guidelines from the National Institutes of Health and the American Heart Association, placed blame on dietary fat for the perceived increase in heart disease in the United States. Although limited evidence backed these guidelines at the time, pressure from government agencies and the food industry paved the path for an unprecedented change in the way we eat. Americans listened and decreased intake of dietary fat in order to prevent heart disease. The food industry responded with products that substituted sugar for dietary fat to maintain taste and replaced saturated fat with trans fats and highly processed vegetable oils to preserve shelf life and texture (Teicholz, 2015).

Grocery stores were then stocked with products that met the recommended dietary guidelines. These products were not only touted as healthy but also designed to keep consumers coming back. Sugar, processed fats, behavioral tactics, and additional ingredients such as MSG made these substances irresistible to consumers. Now, over 40 years later, we have raised two generations of Americans who have been drawn away from natural, local, and seasonal foods all the while becoming addicted to highly processed foods, fast food windows, and sugar in all its varied forms. The result is a society that has become dependent on a dubious industry for its nutrition.

During this time, Americans have gotten sicker, fatter, and more desperate for help. Health trends have become more extreme and nutrition “experts” are everywhere, shouting their opinion about the “right” way to eat. Those who attempt to make a change in the right direction and drop the processed junk foods most often find improved health. However, the vast majority of these attempts to lose weight fail. Even well-designed nutritional approaches will fail unless the underlying behavioral components are addressed and the hungry fat mass is fully collapsed.

The underlying behavior that fuels lifestyle change failure is this addiction to sugar in all its varied forms (organic, all natural, or not), vegetable oils, and highly refined junk foods and drinks. Many of these foods are masked as healthy. Additionally, we have been taught and conditioned to be addicted to food by design—food industry design, marketing design, and social acceptance—and as a result, the majority of Americans are now overweight or obese, pre-diabetic or diabetic. The next time you reach for something to eat, ask yourself, Am I hungry? Does my body need this food? How will this food make me stronger? Or is this a result of a craving driven by marketing or a behavior driven by addiction? The road to addiction recovery starts with acknowledging the problem and is followed by an intense

desire to make a change.

“ Hi, my name is Jamie. Before I started the PHD Program, I struggled with severe anxiety, depression, and panic attacks. I had a panic attack daily and sometimes multiple times a day.

I was addicted to sugar like it was my drug - I simply went to that to be happy. I started PHD on June 1st after watching a webinar advertised on the Christian Radio station. I just knew that was God telling me it was time. In August, I was able to get off all my meds (anxiety, depression, and acid reflux).

I've lost 46 pounds and I am able to enjoy life; I can play with my kids, go walking, and enjoy family time. It may not sound like much, but I can jog for short distances now and that's not something I've ever been able to do or wanted to do. But most importantly, I'm loving myself again and I couldn't have done it without the help of God and PHD. I've never been a good dieter, this is a total life change!

~ PHD client Jamie

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“ Good health, confidence, happiness = Wellness (PEAK) achieved through PHD weight loss. Wellness was not achievable being 100 lbs. overweight. I made the decision to move back to Durango after spending the last 10 years caretaking my aging parents on the east coast. I let myself slip back into a sedentary lifestyle during that time and food was my go-to for recreation, comfort, boredom, etc. I had given up drinking 35 years ago and, in my mind, food had replaced alcohol, and why not, nothing wrong with food...right. Weekend outings, vacations, everything revolved around what and where I was going to eat. I taught myself how to cook and when searching for recipes if it started with “healthy alternative to,” I wasn't interested. I started investigating weight loss programs in the area and came across PHD. I watched Dr. Lucas' videos on the internet and was convinced this was a legit program. I scheduled my first appointment interview during my second week in Durango. I was so impressed with Tara's knowledge and enthusiasm I signed up and wrote the check. The next week I was to meet with Coach Carter. That was another encouraging and inspiring meeting. I'm not sure that's how they had it planned but at the end of that meeting I pointed to Carter and said, “You're my coach,” and she has been terrific throughout my program. During my third week I was able to meet with Dr. Lucas. We talked for a while and I was explaining to her

how I had replaced alcohol with food and I was looking for a, “Oh that’s OK, I understand,” but what I got was, “Bob, you’ve been partying like a rock star for 35 years, and, its over.” That was exactly what I needed to hear. After getting to know the other terrific coaches at PHD I’m convinced any one of them would have been great. So, what’s the bottom line, this program works. I’ve lost 90 lbs., I’ve gone from 44” waist to a 35” waist, my shirts have gone from XXL to LG, my blood pressure and cholesterol are spot on, I’ve never felt healthier, as confident, or happy in my life. I guess I’m achieving “Wellness.” Thanks Carter and PHD!

~ PHD client Bernie

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*Sue dropped
95 lbs*





CHAPTER 6:

For the rest of your life and simply because you want to

If there is a takeaway from this book, I hope it's that you understand that weight gain isn't your fault. It's not a flaw in your personality, but rather a metabolic situation you've been caught up in that you can overcome if you want to. If you've failed in the past, it does not mean that you are a failure. It's because antiquated methodologies have failed you.

It's important to understand that there is no shame in asking for help. The most successful people out there have coaches. The most elite athletes in the world wouldn't be able to win a medal without a team of coaches by their side. Dropping weight with a team of experts behind you is no different. It simply means that you are committed, have an intense desire for change, and are taking action, and as a result of these three things, success is right behind the corner.

I am obsessed with challenging the status quo, which ultimately shines through our team, our all-encompassing program, and, most importantly, our amazing and committed clients. Every time I'm in our clinics and have the opportunity to meet with PHD clients, I am overwhelmed with stories of gratitude and hope. They share with me their stories of reversing diabetes, the new confidence they feel when going out with friends, the way their relationship with their spouse has deepened, a desire to date again (!), the way their kids are inspired by their dedication, their newfound desire to get out and explore, and how their physician is awed by their progress and is blown away with how their health metrics have done a complete 180. I love these stories; they put purpose and gratitude in my heart. But you know what? All of this only happens because of them. I always say that it only works if you work it, and that is just what they're doing.

Up-leveling takes commitment, desire, and determination, and every day I am inspired by these people. You have the power to create change for yourself as well. If you consider working with PHD, we

would be honored to walk by your side in this journey, but please understand that we aren't another fad diet or a \$10/month pill that might help you drop the weight in the short term, only to gain it back. We aren't a membership in a conventional weight loss center; we have no interest in mediocrity or the yo-yo phenomenon. We create dramatic change. We are results-driven and provide a high-quality experience and service that will truly affect every aspect of your life. Be ready and excited to bring your A-game, and we will promise to bring ours!

I sincerely hope some of this knowledge I've shared with you here will positively affect your life. I know in my heart that there is hope, not just for you but also for our communities to become healthier. Now it is time for you to decide if you are ready to let go of this weight along with the emotions that are tied to it and break free into an exciting life change.

Inspired To Learn More?


Are you ready to transform your body and life? Do you want to be personally guided through your journey of dropping weight allowing the process to be safe, simple, and more certain? Would accountability, unwavering support, and expert knowledge help you bust through barriers and plateaus? Would free maintenance support once you get there help you maintain your recovery?

If you've answered "yes" to any of these questions, PHD Weight Loss and Nutrition might be exactly what you're looking for. Give us a call at **1-800-674-8991** or visit our website at www.myphdweightloss.com to learn more. While your there, be sure to:

- ✔ Take our free [metabolic quiz](#) to discover more about your body and if you're a candidate to work with us
- ✔ Read about [client experiences](#),
- ✔ Watch our [educational videos](#), and
- ✔ Read our [blog](#)!

Finally, if you found this book inspiring or helpful in any way, please feel free to share it with your friends and family, or on social media. If you have any questions, messages, testimonials, or any other encouraging words you would like to share with us, please do so at centraloffice@phdwl.com. We would love to hear from you!

 myphdweightloss.com

 1-800-674-8991

 centraloffice@phdwl.com

Remember that you *can* make a change for the rest of your life and simply because you want to.

In health,



Dr. Ashley Lucas
Owner and Founder of PHD Weight Loss
and Nutrition

ABOUT THE AUTHOR

PhD in Sports Nutrition and Chronic Disease Registered Dietitian (RD)

Dr. Ashley Lucas is the owner, founder, and advisory consultant for PHD Weight Loss and Nutrition. She has over 15 years of education in the field of nutrition and metabolism.



In her mid-20s, she retired from her professional ballet career. With an understanding of the important role nutrition played in her own sports performance, she went on to earn her PhD in Sports Nutrition and Chronic Disease from Virginia Tech. Her research throughout her 6-year post-graduate doctoral training focused on energy metabolism and the Female Athlete Triad. She was awarded the Academy of Nutrition and Dietetics Scholarship and completed her dietetic internship at The Ohio State University. She passed the national examination registering her as a dietitian offering expert food, wellness, and nutrition services. Dr. Lucas is a nationally renowned speaker, columnist, and leading expert in the field of weight management and behavior change.

Through a scientific method that focuses not only on the metabolic consequences of fat gain, but also on the behavioral and psychological aspects, she created and continues to innovate the PHD Approach, which has helped thousands of people nationwide achieve their peak wellness once and for all.

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FIRST EDITION

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For so long we've been inundated with the story that weight gain is our fault. We've been told that we are fat because we are lazy and eat too much; we've been the victim. Meanwhile, statistics show that 95% of diets we do on our own fail. Most of us have come away from all of this with the belief that we've been struggling with excess pounds because we have a flaw in personality, we lack willpower, we have poor discipline, or all of the above. Fundamentally different than the millions of fad weight loss diet books and contradictory "eat this, not that" books, The Ultimate Weight Loss Secrets helps you discover why weight gain isn't your fault and dives into the five simple components of successful weight loss and maintenance. Written by Dr. Ashley Lucas, PhD nutritionist and expert in the field of weight management, who has been there personally as a master in chronic dieting and overexercise, this book will help empower you to view yourself and your past struggles with weight loss in a new way. This book will shed light on potential roadblocks that have been preventing your weight loss success and offer simple lifestyle strategies allowing you to break free, all without a single mention of calories.

The key word to describe PHD is TEAM. They fully embody the word team in the individual expertise that is implemented as a collective to support you as client. Everyone has a passion in what they do via support and guidance and they fully enable your success! I would give them six stars if I could! Highly recommended! These folks will yield you the results you are looking for!

– PHD client Christopher

I lost weight, and learned how to take control of my eating and take back my life. The staff is so helpful and genuinely care about helping you reach your goal. I have reached my goal, and I'm currently on maintenance. They helped me reach my goal by completely changing my diet, no pills, no fads, no gimmicks. My only regret is that I didn't find them sooner. They have truly changed my life.

– PHD client Janie