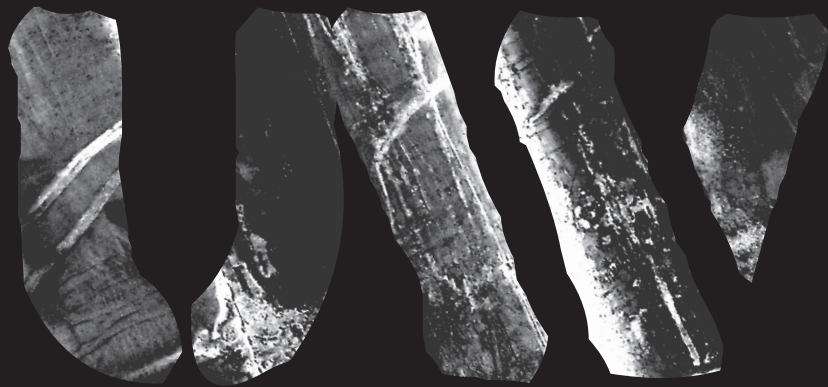


THE DARK SIDE OF FAT LOSS

Lessons from the Underground



SEAN CROXTON

UNDERGROUNDWELLNESS.COM

PRAISE FOR THE DARK SIDE

There are very few people whom I really trust. Sean is one of them! Although he wants you and I to challenge him and continue our own search for the truth, it just so happens that I believe his book is a great starting point for our own search.

- Christian Rosenvold

If you haven't read this book yet, you need to. It's essential reading for everyone and I cannot praise Sean enough. I could not put it down once I started and know that I will read it over again and again!

- Jason Tawn

This book is the BOMB! Sean does an amazing job of simplifying things! I highly recommend it to anyone, especially if you find the subject of health to be too complicated.

- Daniel Johnson

I read your book and I just loved it. thanks for compiling so much information in one great place! Thanks so much.

- Lanie Meissner

Dark Side of Fat Loss = AWESOME!

- John Mendes

Love the book and finished it, but will read again and again. Fantastic info! - Jason Brownlie
Sean, this book rocks. Very stunning and completely amazing. I just couldn't put it down once I started. I have been laughing and feeling embarrassed for all the wrong that I have done but am sure excited about the days ahead. Absolutely loved it. I am sure this book will be a bestseller once u get it printed. It will just fly off the shelf.

- Facebook User

E-books are usually pretty poorly done because they don't really need the polish and research of a traditionally published book. Your book one-upped the design of physical books. In fact, I don't even know if they'd publish your Ebook in its current format; it's just too pretty for a "normal" book. You also wrote twice as good as you needed to for an e-book, and your research is solid and backed by not only studies but personal and in-depth interviews. You've gone above and beyond and you deserve all the success and recognition that goes with that effort. I'm really inspired not only by your information but by your achievement. Awesome job, man!

- Sean Bissell

I have to say it's the best book I have read in a long time both entertaining and awesome information. I look forward to the next one. Thanks.

- Val

Sean has taken his time and interviewed dozens of experts and has conducted years of research to create a manual that sits on my desktop as one of my favorite fitness references.

- Elliott Hulse

INTRODUCTION

Yo! What's Up, Y'all!!

“The first problem for all of us, men and women, is not to learn, but to unlearn.”

- Gloria Steinem

We just don't get it.

They say the definition of insanity is doing the same thing over and over again and expecting a different result.

When it comes to fat loss and health care, I'd say we're downright certifiable.

How many calories can we count?

How many miles can we run?

How many "burn fat in 5-minutes-a-day" infomercials can we watch?

How many times can we lose it and gain it all back, only to do it all over again while counting the same calories, running the same miles, and sweating to the same DVDs?

Madness, I say!

If I were a cynic I would just chalk it up as a hopeless state of affairs and move on with my life. I definitely wouldn't spend several months of my life writing a book about it. Believe me, I would much rather be nerding out reading some obscure research on the beta-oxidation of fatty acids in hibernating squirrels. Now *that's* what I call a good time.

Someone has to do it. It may as well be me. Actually, I'm more than happy to write a manifesto on why you can't fit into your jeans. But I only agree to do this on one condition: that you forget everything you *think* you know about diet, health, fitness, and fat loss and have an **open mind** to what you are about to read.

Do we have a deal?

If you are attached to the idea that fat loss is simply a matter of calories-in and calories-out, or that saturated fat will make your heart stop, you may want to prepare yourself in advance for a few bouts of cognitive dissonance. I guarantee it's going to happen. You're human. It's what we do. And it is this unfortunate expression of human nature that has us in the big fat mess we're in.

This book is nothing but the honest truth. If you can't handle it, I'm cool with it. You can just jump right back on that treadmill for another hour. You can wake up tomorrow, step on the scale, and feel bad about yourself yet again. You can keep ignoring the animalistic growls roaring from your belly. They're only your body's way of telling you it needs food. No big deal. You know what's right for you.

I can relate. I've been there. I willingly subjected myself to those daily brainwashing sessions

called university nutrition courses. I walked across the stage at graduation thinking I knew all there was to know about fitness, nutrition, and health. In hindsight, I didn't know jack. I wasn't a college graduate. I was a representative for the processed food industry. You couldn't tell me anything I didn't already know. And if you did, I would have called you a quack and handed you my well-highlighted *Perspectives in Nutrition* textbook.

If I wasn't handing you an overpriced 5-pound book of nonsense, I was directing you to the USDA's website to get familiar with their Food Guide Pyramid. High in carbs and low in fat, it protected us from the evil forces of bad cholesterol, heart disease, and obesity. The government said so. And we all know the government knows what's good for us.

I'm embarrassed for being so naive. I feel worse about the fact that a lot of really nice people paid me really good money to help them reach their health, fitness, and fat loss goals while following my instructions to devour up to 11 servings of grains and starches a day. I recommended that they replace *supposed* artery-clogging butter with *really* artery-clogging margarine. I had them take the skin off the chicken and the yolks out of the eggs. I even encouraged them to get off the cow's milk and replace it with soy. Whoops.

My bad.

As horrendous as my dietary recommendations were, my approach to personal training may have been worse. I promised my clients speedy fat loss and gave them, well, cardio. Brutal cardio! I can recall the "calorie sign-in sheets" I had posted in my office. Each week, clients were commanded to come in and burn as many as 7,000 calories on their cardio machine of choice. A 7,000-calorie deficit burns off two pounds of fat, right? Never mind the fact that according to the sign-in sheets these cardio sessions would sometimes go on for 2 hours. Some clients did it in shifts, 500 calories in the morning and 500 at night. That's dedication.

Not only was all that cardio brutal and inhumane, it was just plain stupid and a remarkable waste of time. It simply didn't work. Bi-weekly weigh-ins often turned into crying sessions. After all of the treadmill mileage and prolonged semi-starvation, their weight seldom budged. Sometimes it even went up. But that was because they put on muscle (wink, wink!). And when the scale moved in the right direction, the results never lasted for more than a few months. The pounds always came back. And then some.

Like a typical trainer, I got on the defensive. They must have been lying on their sign-in sheets. They must have cheated on their diets. Whatever was going on here had nothing to do with my ingenious scientifically proven program. Calories-in. Calories-out. It's the law of thermodynamics! How hard could this be? Next week, you're doing 8,000 calories of cardio *and* you're logging your food! That didn't work either. Whoops.

My troubles didn't end with my clients. I had problems of my own. The health challenges I was dealing with weren't so outward and obvious. My body was always lean and fit. Yet under all of

that muscle and energetic façade was an exhausted, depressed, anxious individual who seldom left the house. When I wasn't at work, I was lying in bed recovering from the "high energy personal trainer" act I put on throughout the day. My digestion was way out of whack. My temper was borderline scary. I often binged on chocolate chip cookies and cherry pies. And my mood got so bad that I eventually turned to prescription antidepressants. I was a fraud.

Apparently, my brilliant health program wasn't working for me either. Eventually, I found zero satisfaction in knowing that I spent tens of thousand of dollars and six years—yeah, I was a professional student—studying health so I could be sick and get paid to make people fatter. So instead of lying in bed for 8 hours a day staring at the ceiling, I hit the books. Maybe I could figure out what I was doing wrong with my clients and at the same time find out what the heck was wrong with me.

Initially, I found myself reading books that confirmed what I already knew. There's that human nature thing again. (Our minds tend to gravitate toward confirmatory information.) But at some point I had just about had it with wasting my time learning what didn't work in real life. So I took the leap.

I joined the Dark Side.

WHAT IS THE DARK SIDE?

The Dark Side is the place where health renegades from all parts of the world come to convene. It is where scientists, researcher, authors, and health enthusiasts gather beyond the purview of the all-seeing corporate eye. It is where notes are compared, theories are tested, findings are shared, and ideas are refined so that the best health information is available for the greater good.

The Dark Side has no textbook. Nor does it have any government sponsorship. It is a club of independent thinkers, many of whom have stories just like mine. The things they say fly in the face of conventional nutritional dogma. They say that saturated fat is good for me, that soy is *not* a health food, that "heart-healthy" vegetable oils actually *cause* heart disease, and that most people are better off without grains. It was blasphemous. And I loved every bit of it.

I'm an expert in blasphemy. But it's all good because I'll take blasphemy over insanity any day. Living a blasphemous existence required that I break out of what I like to call **The Box**.

What's in The Box, you ask? Three things:

1. Diet and exercise.
2. Diet and exercise.
3. And diet and exercise.

It's the gift that keeps on giving. That darn Box is all we know. We're addicted to The Box! Whenever we want to improve anything about our health, we bring The Box down from the attic, dust it off, and jump right back in it.

You may even have a few keepsakes in your Box, like the swimsuit you wanted to fit into 3 summers ago. A handful of New Year's Resolutions. Bad cholesterol scores from last year's physical. You just might have a successful weight loss story or two in there. But that's the problem. You can't keep the weight off!

Wake up, peeps! The Box doesn't work. It never *has* worked and never *will* work. If it did work, you wouldn't be reading this book right now. You'd just eat less and move more. Easy peezy. Let's all go home now.

I can't be the only one in the gym who notices that the vast majority of the morning treadmill gang never drops a pound. And once the ones who do have some success get burned out from the same old crummy routine, they tend to disappear for weeks—maybe months—at a time only to return heavier than ever before.

I worked in a gym for 8 years. I kind of know what I'm talking about here. Of the tens of thousands of Box dwellers who walked through those gym doors, I can probably count on one hand how many long-term fat loss success stories I witnessed with my own two eyes. How many can *you* count?

See what I mean?

Am I the only one who notices that the more you exercise, the hungrier you get? Or that the more calories you cut out of your diet, the slower your metabolism burns? Kind of ironic when you blamed your slow metabolism for the weight you gained in the first place. Hit a fat loss plateau? There's probably a perfectly good reason for that and the cure *isn't* less calories and more gym time. The solution can't be the problem!

Am I making sense here?

BANG! BANG! BANG!

Clinging to a long-held belief because it's *supposed to* work is pretty darn whacky if I should say so myself, especially when you've not only witnessed plenty of evidence to the contrary but also personally experienced it on multiple occasions.

Quick story. When I was about 5-years-old, I had reached just the right height to bang my head on the edge of the counter literally every time I walked into the kitchen. *Bang!* That thing would come out of nowhere! My mom eventually taped a cloth to it (the counter, not my head), but

it only softened the blow. Regardless of how badly it hurt or how many times I cried, it was the same thing over and over again. *Bang!*

We're a big bunch of fat loss five-year-olds! No offense. Just keeping it real. The good news is you're about to grow up real fast. This book is like fat loss puberty. But this time the changes you'll see to your body will be a lot less confusing.

So what's my solution for this madness? Should you just give up, go hog wild at the buffet, and cancel your gym membership? Absolutely not. The solution is to get *outside* of The Box, to come and join me on The Dark Side. Fat loss and health in general aren't just about diet and exercise. They're just two pieces of the giant puzzle that we'll be discussing in this book. On top of that, the ways in which we eat and exercise to lose fat and gain health are based on an incredibly flawed model that defies not only science but the laws of common sense.

Most fat loss authors are as stuck in The Box as you are. They've never seen The Dark Side. They scoff at the very notion of its existence while selling you the same old advice wrapped in brand new packaging. Over and over again. This has to stop.

When I'm not studying those hibernating squirrels, I play a health and wellness coach in real life. I cannot tell you how many overweight men and women I have consulted with who *just* want to lose weight. They *just* want a diet and exercise plan. But that's not how I work. Why? Because the overweight or obese are seldom *just* overweight or obese. They don't have just a calories-in and calories-out problem. Many have trouble falling asleep or staying asleep. Libidos are nonexistent. Long-term digestive dysfunction is almost always present. Having a bowel movement once every few days is not unheard of. Brains are fuzzy. Memories are sketchy. Hands and feet are cold. They itch. They scratch. They're always hungry. And they're overwhelmed by ravenous sugar cravings, *especially* at night.

Sound like someone we know?

My point is that diet and exercise alone seldom solve obesity. Even if they did, would you be happy being thirty pounds lighter while still an insomniac who can't poop, can't find the car keys, and can't get it on with your mate?

I didn't think so.

The Box tells you that you need to lose fat to get healthy. This book will convince you that you need to get healthy to lose fat. Interesting concept, huh? Most people have never thought about it that way. It's as if we separate our outward appearances from our internal health. But to lose fat permanently is to shift the focus away from the scale and to simply *live well*. Unfortunately, this whole concept of living well has become so foreign to us civilized folk that we don't even know what it means anymore, thus The Box.

Living well is actually a pretty simple formula. But I gotta warn you. It requires that you actually **DO something**. Another interesting concept. You're going to have to make some lifestyle changes. Sorry, they're part of the deal! These changes go well beyond diet and exercise and include often overlooked factors like sleep, stress management, listening to your body, detoxification, and maximizing digestion. These are the ingredients for the recipe of health, long-term fat loss, and disease resistance. Each ingredient is dependent upon the others. Screw with one and you've screwed with them all.

If changing your lifestyle isn't sexy enough for you, I don't know what to tell you. What did you expect? Were you counting on these first pages to be all about fat loss secrets and empty promises of ripped abs in 6 weeks or less?

Been there. Done that. And so have you.

FIND THE CAUSE!

You've been told that your weight gain is a disease. Well, I beg to differ. In my humble and experienced opinion, excess fat storage is not a disease. It is a **symptom**. And beneath every symptom is a **root cause**.

We're a funny bunch, I tell you. We whine and complain about our doctors who spend all of seven minutes with us before writing a prescription for an expensive, toxic drug that only suppresses our symptoms and never addresses the cause. But when it comes to fat loss, we cling wholeheartedly to the

very same approach! We attempt to suppress a symptom (excess fat) with no regard for the actual cause(s). If you think overeating is the cause of your weight gain, have you ever taken the time to consider the root cause of your overeating? WHY do you eat too much?

We'll be covering a ton of WHYS in the pages that follow. But consider this, the sugar cravings you go to battle with every day could be due to the four hours of sleep you got last night. That spare tire you can't get rid of may be due to your overbooked schedule and the unabating anxiety it brings. Or maybe you *didn't* inherit your slow metabolism. It just might be the chemical soup clogging up your liver and its effect on your thyroid gland.

"The Box tells you that you need to lose fat to get healthy.

This book will convince you that you need to get healthy to lose fat."

The diet books seldom broach the topic of WHY you're fat, tired, and sick. The reason they never bring this stuff up is because most people don't want to hear it. You can't pack that kind of info in a pretty little Box. It requires a permanent lifestyle change in exchange for permanent fat loss. Sounds like a fair trade to me. How about you?

Modern fat loss dogma is no more than exchanging one symptom for another. Counting calories is not only stressing you out mentally, but physiologically and nutritionally as well. Stress makes you fat! And the endless cardio sessions are dispatching hormonal messengers that signal your body to store even *more* fat! Yes, common fat loss strategies are actually making you fatter. However, you've had no choice in the matter. To effectively choose is to be aware that you have options in the first place. No one bothered to tell you that there are two sides to this story: The Dogma and The Dark.

CRACKING THE CODE

The Dark Side keeps it real. It doesn't apologize for making you feel a bit uneasy or accountable. At first glance, its code is simple yet daunting, logical yet underground. It's where minds and bodies illuminate and resonate on another level. It's where moving toward the light is to return to the familiar confines of your Box.

The Dark Side is where I dwell and where you're going. Following *The Code of the Underground* gave me my health back. I am no longer a depressed, anxious muscle head with a raging temper and Twinkie breath. These very same truths have also helped thousands of clients, podcasters, readers, and viewers become leaner and healthier than ever before. In the following chapters, I will give you all of the fun and scientific details on WHY the Code has proven so effective.

On November 4, 2007, I launched the *Underground Wellness* YouTube channel to share my learnings with the world. The channel quickly became a hub for fellow Dark Siders and a recruitment center for those whom conventional wisdom had repeatedly failed.

One year later, almost to the day, I went on the air with *Underground Wellness Radio*, a live internet broadcast that allowed me to speak with and pick the brains of some of the most notable experts of our time. The show also served as a forum for those with health and fitness challenges to call in and join the conversation.

Meanwhile, I have continued to read hundreds of books, articles, and scientific papers on diet and health. Not the standard approved texts, but books by experts daring enough to challenge conformist thinking and ineffective advice; experts willing to go against the grain in order to give voice to the truth as they understand it.

I have attended and completed courses taught by people getting real results with real people. And with the launch of my latest endeavor, *The Underground Wellness TV Show*, I have had the

privilege of visiting the homes of many of the most prominent leaders of the Dark Side. What they had to tell me in person as well as through their writings was so mind-blowing that I was compelled to share it with you.

Through my own personal and professional failures, I have had the great fortune of going on an unbelievable journey that very few have had the pleasure of experiencing. For me, the journey to the Dark Side was a long one and the streets are made of cobblestone. The ride is bumpy and the trip can seem endless. However, I have enjoyed every moment of it.

During my time running The Underground, I have kept a record of my journey, a catalogue of the advice gathered from the intrepid experts I have encountered along the way. Consider this book a compendium of the best of that advice. You won't need years to learn it all as I did. *The Dark Side of Fat Loss* represents the distillation of knowledge and experience from the preeminent minds of the Dark Side, a download of the best info all in a single volume. I walked to the other side on foot. You'll be taking a bullet train.

Along the way we'll be making a few pit stops to meet face to face with some of my favorite Dark Siders; the ones who DO things that actually work, the ones whose names go missing from mainstream nutrition textbooks.

I'll introduce you to Gary Taubes, a man who spent 5 years of his life searching for the scientific evidence in support of our current public health and dietary recommendations. You'll be shocked by what he found.

You'll meet Zoë Harcombe, a British author who came up empty in her exhaustive attempt to track down the origin of what appears to be *The 3,500-Calorie Myth*.

We'll stop by the C.H.E.K. Institute and hang out with Paul Chek, an outspoken advocate of listening to your body language and learning about your health by looking at your poop.

We'll go deep with Dr. Cate Shanahan, author of *Deep Nutrition: Why Your Genes Need Traditional Food*, and learn how the dietary choices you make today may affect the health of your grandchildren.

And we're bound to bump into T.S. Wiley, a self-proclaimed citizen scientist, who scoured our government's own research to shine light on the fact that our health is suffering due to a lack of darkness.

While I'll try my best to keep this book as short as possible, I won't make any promises. If you've ever watched, heard, or read any of my stuff, you know that I can really get on a roll. But I do pledge to keep it simple. You won't get a lot of technical jargon from me. In fact, effectively presenting complicated information in a way that everyone can understand is what I am most known for. That certainly won't change here.

Don't forget to keep your mind wide open. And at the same time, stay critical. Don't take my word for it. Do your own research and decide what makes sense to you. It's your body. In the end, it all comes down to you. Keep an eye out for recommended books and links to relevant podcasts at the end of each chapter. Also, watch your email for FREE updated versions of this book so you can keep up with the latest, best science coming from the leaders of the Underground.

Within these pages resides the blueprint to abundant health that has until now remained shrouded in secrecy.

This is The Code of the Underground.

Welcome to the Dark Side.

THE CODE OF THE UNDERGROUND

Hold No Myths To Be True 17

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Cook Your Own Food

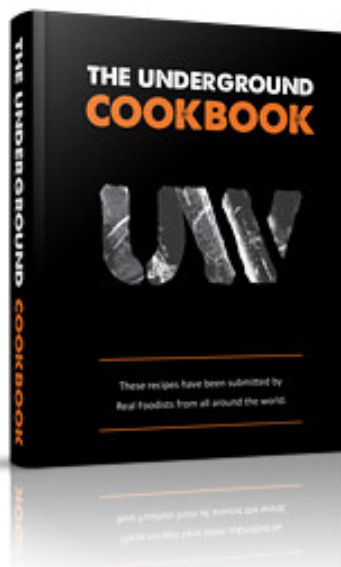
Exercise Just Enough

Visit www.darksideoffatloss.com to start your journey today!

FREE BONUS #1:

The Underground Cookbook

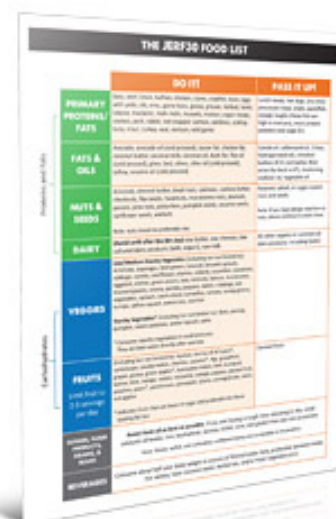
One of the biggest challenges people have when learning the best healthy foods to eat is putting them all together into tasty meals. The Underground Wellness Cookbook solves that problem, providing you with over 80 breakfast, lunch, dinner, snack, dessert, and juice recipes. Even better is that each recipe includes an exclusive, follow-along video so that you can actually see and follow us make each recipe. There are over 40 exclusive videos in the Underground Cookbook – all of them adding up to an incredible set of awesome meals. We'll literally bring you into the kitchen with us and have you follow along as we create amazingly delicious (and healthy) meals.



FREE BONUS #2:

Checklists & Cheat Sheets

Along with the Dark Side of Fat Loss manual and cookbook, we provide you with the printable JERF30 Food List and Food Logs so that you can easily follow along with the JERF30 diet, and make sure you're always on track for better health. The JERF30 food list will tell you exactly what foods you should eat according to the JERF30 food plan, and with the Food Log, you can track exactly how each food makes you feel, and ultimately tailor the perfect plan for your body.



MORE PRAISE FOR THE DARK SIDE

The Dark Side of Fat Loss has had more of an effect on my health and well being than any other book or program I have ever encountered. After completing Sean's 30 day food challenge, I found myself with more energy than I have ever had, less cravings, 10 pounds lighter, and a million times happier. I have finally found a real food program that fits as part of my lifestyle without feeling like a diet. I will never be able to thank Sean enough for being brave enough to share these controversial truths with the world, and in turn saving so many lives.

- Carrie

I read the whole thing in one day! It was truly enlightening to say the least. It was so easy and fun to read, and I loved how it was straight to the point. I'm going to start my thirty days. No more lagging to take care of my body. Thank you so much for writing this book!

- Sung Kang

The book was excellent, and I plan to read it at least two more times. I wholeheartedly endorse you and the DSFL because you advocate real food. I know that I can refer vegans and meat-eaters to you because you won't tell the vegans that they'll be weak and frail and waste away, and you won't tell the meat-eaters that their hearts are going to explode. You'll encourage them to listen to their bodies and just eat real food. That's the most important thing.

- Krystal Williams, WLS 360 Online Magazine

I have just finished reading your book The Dark Side of Fat Loss. Well done! You are definitely an author. I thoroughly enjoyed the book and will read it several times more, it answers a lot of my questions and ties in with my own health problems and its great to be back on the bacon again. I have printed the JERF30 Food List and it is now on the refrigerator door, and I am also filling in the Body Language Log to monitor my progress. Basically, I am going to change my lifestyle. Thanks for the hope and the help.

- Steve Williams

Hi, Sean. I'm a huge fan of Underground Wellness! As a personal trainer, I know about the challenges we face to get people to make their health a higher priority. I absolutely love your book! Your personality and passion made this one of the more enjoyable reading experiences I've ever had with wellness books. It took difficult (sometimes controversial) concepts and made them easy enough for even a novice to comprehend. Keep droppin' them Truth Bombs!

- MO Robles

Yeah! Just downloaded your Dark Side book yesterday and I have to say that this is the best compendium of accurate nutritional knowledge out there.

- Denise Pederson

Your book is amazing! I bought it, as I was interested in how you put it all together since I listen to your podcasts. I have to say WOW! I always tell my friends, "you must read this, you must read that". Now, I will recommend your book and I am sure I no longer need to tell them "read this and that", as your book is all they need.

- Petra Vonsovska

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10 Chapters of Truth Bombs

80 Real Food Recipes

40 Cooking Videos

The Underground Workout Manual
by Brett Klika of Fitness Quest 10

Over 100 Instructional Exercise Videos

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A printer-friendly version will be included with purchase