

● From Page 1  
cuts down on their calories. It's been shown in these large studies that ninety-five percent of people fail to keep the weight off. That results in the fact that they lose muscle. So we can say categorically why most diets fail, because when fewer calories are consumed there's usually a significant loss of muscle as well as fat, due to the fact that the body starts to burn muscle for energy. This can lead to even serious health problems if you were to lose a lot of weight, because, for example, your heart is a muscle. Not to mention that without lean muscle mass (which burns calories), fat tissue (which does not), results in the body's metabolism (your energy or your rate of burning fat) to plummet with every ounce of muscle lost. This causes you to have to eat less and less to maintain this weight-loss.

**DIETING MAKES YOU FAT!**

No doubt you've seen all those books published which say 'dieting makes you fat' - that is true if you lose your muscle mass.

You'll find that as your muscles decrease in size, (and this is very true in the case of ladies who for a start have less muscle than

men) your metabolism slows up. Of course, this makes you gain weight more easily, because your metabolism is your rate of burning food for energy. At the same time both your physical strength and your energy levels will decline so that you can feel exhausted all of the time. There's a large body of research in those situations to show that even mentally the person is badly affected and their stress level increases. As soon as you come off this low calorie diet and begin to eat normally you get what's known as a 'fat rebound', that is, your metabolism is slowed down and therefore you gain fat on your normal diet. If you go backwards and forwards between this type of starvation diet and eating normally, you'll get progressively fatter. So you can get caught in this nightmare situation and quite frankly, it all arises because the person is ignorant of the fact that what they should do is concern themselves with losing fat while retaining or even gaining muscle as opposed to just pure weight-loss.

**95% OF ALL DIETING FAILS!**

Tara: Why is it every second magazine offers us diets for weight-loss



BOB AT 80 YEARS YOUNG:  
Some guys have all the fun

by reducing calories?

Tony: I consider those diets to be misinformed and dangerous. If you cut your calories you must be especially vigilant when your energy vanishes. You'll be feeling exhausted

and you'll notice that your whole body tone, because you're losing protein, and consequently muscle, is deteriorating, in other words you're getting softer. Seriously, we can't stress this enough, that approach to weight-loss just doesn't work, it never has worked and that's why there have been these statements issued from people who've conducted research to say 95% of all dieting fails! The ideal situation is where you lose fat and gain muscle. As your muscle tissue increases, then the body's energy and metabolism is increased and more calories are burned. In this way you're actually able to eat even more food and not get fat!

**THE ANSWER TO GETTING INTO THE BEST SHAPE OF YOUR LIFE!**

Tara: Women in particular may be anxious not to gain muscle...

Tony: Well, no matter how hard ladies train, they won't develop huge bulging muscles - in short that just won't happen - but gain muscle is exactly what they must do. As they gain muscle, their energy will increase, they can eat much more food, and their mental state of well-being improves.

As their strength rises, so does their confidence, then it becomes a simple matter to really look very toned and be in shape. So the more muscle you develop, the more fat is burned for energy, that's why in the study in the Bahamas, even a four pound increase in

muscle affects your metabolism, particularly if at the same time you can drop eight pounds of fat. As a girl if you can really understand this, then you have the answer to getting into the best shape of your life.

Tara: Where do aerobics feature in this?

Tony: They don't. Weight training is vastly superior as has been shown in all the research by the fact that it tends more towards either holding or increasing the muscle in the body.

Tara: But I've known people who've done a lot of aerobics combined with diet and lost weight...

Tony: Yes they've lost weight but if you look at the shape they're in you may find that it's not as attractive as they hoped, because through aerobics and diet you will lose weight, yes, but you'll certainly lose muscle also. Please bear in mind that you may not be able to keep up this level of aerobics indefinitely - people get older, lose interest in all of that exercise, or may even after a while find the exercises boring. It is true that you could keep down your weight if you're prepared to exercise for lengthy periods every week, but for many people ultimately that's not a very viable solution.

**CAN AEROBICS HELP YOU GET FATTER?**

Tara: You're not painting a very attractive picture...

Tony: Actually it gets much worse than that because the people involved in all of these

aerobics really don't know the answer. It's rather similar to deciding to dramatically cut your calories. Most people cut their calories and then they start doing more exercise, which uses up more calories and if you cease this combination now you can really find yourself having this dramatic fat rebound effect where you can get much fatter than you were before. Sadly, people just don't understand the facts and the underlying research that shows how easy it is to get into good shape and stay there, even in a very short period of time.

Tara: But if a person were to do all those aerobics, would they get much fitter?

Tony: No. I trained Steve Collins to win the World Super Middleweight Boxing Championship against Chris Eubank. When I saw Chris at the weigh-in I said to Steve "We've won already, he's trained to be a runner". Then Chris revealed to us that he was running eight miles a day on the Brighton sand.

What happens with people who do a lot of aerobics is they get into a rhythm or a flow. You can do almost endless aerobics in that flow. But as soon as you knock them out of it - i.e. if they're in a certain rhythm of movement and you dramatically speed up, and force them to speed up, they quickly become exhausted, as indeed Chris Eubank demonstrated in particular in that second fight with Steve. So, if you want

ultimate fitness, then you're going to have to vary the intensity of the aerobics.

Tara: Having looked at your results and talked to some of the people who've been involved in the study, there's first of all the weight-training, then there's a diet, which I have to point out seems to be a pretty easy diet, then there are food supplements. But you attribute the main difference to the person's mental attitude...

Tony: Yes, you'll notice that with the diets I use, we don't ask people to reduce their calories, but nevertheless we change the balance of the person's diet to what research shows supports either the maintenance or the gaining of muscle. But again, the big danger in all weight-loss programmes is this loss of muscle tissue. You can see that's what happened in the control group, they still lost two pounds of muscle, so if you were to continue that programme longer than twelve days, you're running into a dangerous area.

**INTENSITY DECIDES THE AMOUNT OF MUSCLE!**

Tara: How does the mental attitude make the vital difference?

Tony: Using the approach that I've pioneered in conjunction with the university called 'unconscious attention'<sup>TM</sup>, which means that you learn to focus all of your attention on the performance of the exercises to the exclusion of all other thoughts or distractions, is what makes the difference.

## Are you starving your body?

You may think you are eating well and including your daily quota of protein foods. (Protein foods make up the solid tissues (muscles) and cells in your body). Yet your body is not as firm as you would like it to be. You lack energy, feel a little rundown, don't look as well as you should. Even though you are taking vitamins you still feel something is lacking. Some of you may have concluded you are just getting older. But here is something you should just check out, regardless of what condition you are in. You may be lacking protein. You may be eating enough protein but in the cooking some of the amino acids may be damaged. (Amino acids are what protein is made from). If these amino acids are not replaced, it's as if your body is being starved. This may well be happening to most people. We have a product, called Amino Energise that supplies the missing amino acids in their pure form. Try it and see. You may just find that it makes the vital difference.