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EATING FOR FITNESS

A Sensible Plan is Important

Good nutrition implies more than eating to grow, or to maintain our bodies, or to aid in any necessary repair. Good nutrition is necessary for optimum health, and above all for optimum fitness. Good nutrition comes from a sensible diet. We must develop good eating habits, and eat right to protect our health in this polluted environment. Everyone must take a real interest in what is a correct diet for that individual. A knowledge of basic nutrition is essential; instinct is not adequate in protecting us, nor in helping us select proper foods.

Most people know that we must have an adequate intake of the three basics: proteins, fats and carbohydrates. It is also common knowledge that we must eat fewer simple sugars, and more complex carbohydrates. They know that fiber is essential, and that unsaturated fats are better than saturated fats. Many know that minerals are necessary.

On the other hand, many people believe that if they lived in a pristine world where there is no pollution, no fertilizers, no smog, and no food additives, all foods available would be "pure"; supplements would not be needed, and diets would not be necessary. Nothing could be further from the truth! What we eat in a pristine world can also be detrimental to our health. For plants, in order to protect themselves, manufacture natural pesticides which are toxic to humans. To live in a real world we must know something about this.

Probably the most important rule in eating for fitness is that one must keep an optimum weight relative to one's height and build. This requires having a well balanced diet. To lose weight, if that is necessary, requires eating the correct number of calories, ingesting the proper amount of the three basics, and also having adequate amounts of vitamins and minerals. Since dieting is stressful, it is

necessary to deal with that aspect also.

A diet plan must be sensible, it must give the person adequate nutrition; a "semi-starvation" diet is not wise. A diet made up of all liquids may present a pro-

CONTINUED ON PAGE 10 COLUMN 1



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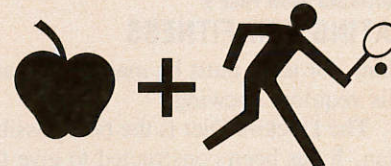
REDUCE WEIGHT & LIVE LONGER

Obesity (more than 20% over ideal body weight) is a disease which afflicts more than 30 million Americans today. It should be considered a serious illness since this large group of individuals are at higher risks to develop a wide range of life-threatening conditions, including high blood pressure, heart disease, diabetes, cancer, and degenerative joint disease (arthritis).

Even five to ten pounds of extra weight puts you at risk to the above diseases, especially if there is a family history of hypertension or diabetes.

Obesity also significantly effects blood lipid levels (fat in the blood). One of the blood lipids affected is cholesterol. In previous articles we have stressed that

CONTINUED ON PAGE 10 COLUMN 2



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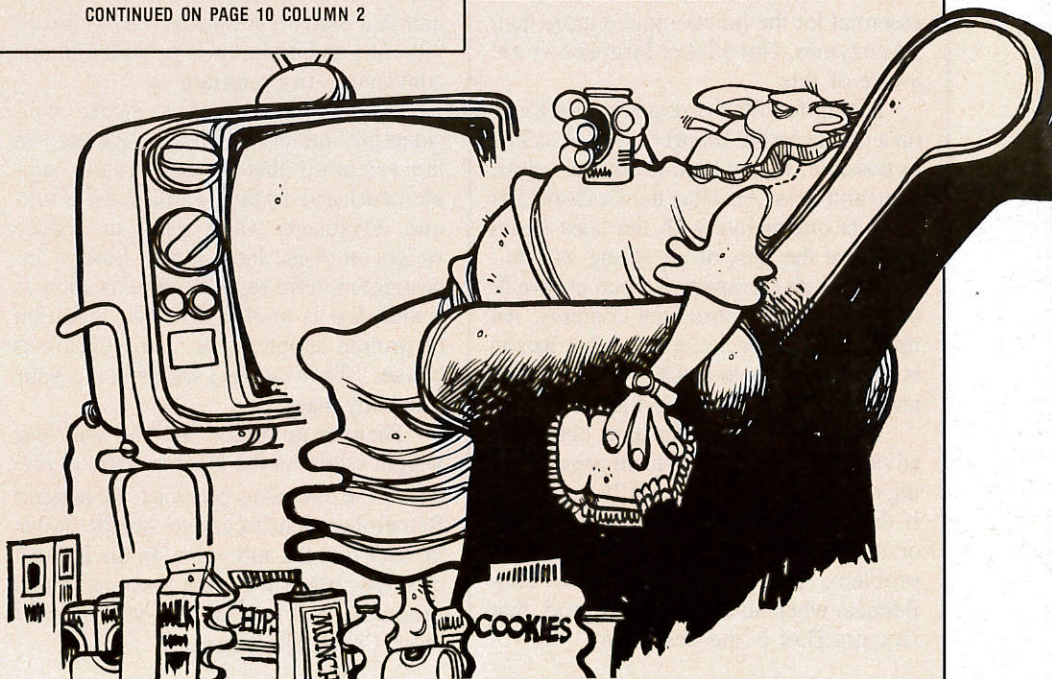
YOUR DIET PLAN

Good Nutrition is Essential

Most everyone is aware that excess weight represents stored energy. And, they are also aware that in order to lose this excess weight they must burn it in the form of metabolic energy. And, of course the only way that this energy will be burned is to consume less calories (on a regular basis) than one needs so that the difference in what is needed and what is consumed can be taken from the reserve energy supply, i.e., the fat stores. If a person does this over an extended period of time, they will lose weight.

One can achieve a decreased caloric intake in several different ways: one can simply "cut back" on their food intake

CONTINUED ON PAGE 10 COLUMN 3



CONTINUED FROM PAGE 9

EATING FOR FITNESS

blem, for teeth must be maintained, and this requires chewing.

The Doctors Diet is the best possible plan. It has been constructed to give the dieter a good source of protein. The "bar" contains vitamins, fiber, and the necessary minerals.

NouriSoup also contains necessary nutrients. And new Nutritional Light Dessert can be satisfying while not being *fattening*. The products are delicious; they are easy to eat, and give satisfaction in that they are completely balanced with all of the essentials for life. Eating for Fitness can easily be attained with the Doctors Diet.

The Doctors Diet will provide the necessary amount of potassium for muscle and heart action. It gives adequate amounts of zinc to deal with stress. Not all of the diet plans on the market provide the essentials. Some will lack chromium, an element necessary for the metabolism of carbohydrates. Some may

doctors' diet

not have selenium which helps the action of vitamin E, besides being an antioxidant in its own right. Copper acts best with iron to build red blood cells; but too much copper will deplete the zinc which is essential for the functioning of more than 50 enzymes. Not all diet formulators are aware of this.

Eating for fitness requires that those on a diet keep the frustration level as low as possible; we are used to liquids, solids, soup and desserts. Thus the Doctors Diet permits one to live with the least stress and have the best of all eating worlds.

Neo-Life Company is open in revealing what the Doctors Diet contains. An interested person can know what he/she is eating in order to reach optimal weight, and thus attain the good life.

Everyone should, of course, obtain the advice of the family physician prior to going on a diet; this is especially important if the person has any chronic problem, or if the doctor suspects there may be a problem. The physician can have confidence, when all the labels are read, that Doctors Diet is the best plan.

Eating for fitness can be fun, and lead to a life of good health! ■

CONTINUED FROM PAGE 9

REDUCE WEIGHT & LIVE LONGER

elevated cholesterol places a person at increased risk of heart disease.

Our message to you this month is clear—if you are obese you **will** live longer if you reduce your weight.

Body weight is the most important index of nutritional status that is readily available to anyone who steps on the scale. Losing weight means a loss of one or more body substances in amounts sufficient to alter the body mass. The substances involved in weight loss are water, fat, protein and glycogen (sugar). If the diet is prolonged, you may also lose some minerals (from bone and soft tissues).

The secret of good diets are to lose water and fat while keeping your protein (lean body mass) intact.

Neo-Life Doctors Diet is a carefully designed diet plan which has been carefully designed to accomplish this goal—preservation of lean body mass while causing a reduction in body fat and total body weight.

A previous *Counselor* issue (May, 1985) went into great detail on the clinical trials we undertook to accomplish these goals or safe, effective weight loss with preservation of lean body mass.

The key to the safety of the plan is the moderate caloric reduction with a carefully planned ratio of protein, carbohydrate, and fat. In addition, 100% of the Recommended Daily Allowances (RDA) for all vitamins and minerals is provided in this convenient diet program.

During the last few years, considerable interest has been generated in the scientific theory that protein supplements and fasting would have a unique advantage when used to reduce weight in obese individuals. Several investigators have reported that as soon as a total fast is modified by the ingestion of protein supplements, nitrogen losses cease. This means you preserve your lean body mass!

There is no doubt that you will lose weight while on the Doctors Diet if you follow the directions provided. Be patient! Remember that excessive weight builds up over months and years. In the interest of safety, gradual weight loss—as in this program—will be better for you *and* will more likely last longer.

While on the Doctors Diet, pause and reflect on your daily eating habits. The



Doctors Diet includes an extended program to aid in your efforts to attain and maintain your ideal weight.

Good luck in your efforts to lose your excess weight. A further decision to change—for life—your eating habits can result in a longer and more enjoyable life.

Good health to us all! ■

CONTINUED FROM PAGE 9

YOUR DIET PLAN

and continue to consume essentially the same foods that they always have; one can design their own fasting program (alternating days with and without food); one can select and substitute low calorie items for high calorie items; one can increase their caloric expenditure through vigorous exercise and maintain their same caloric intake, or; to get even better results, one can use a well designed program such as Doctors Diet to reduce their caloric intake while increasing their caloric expenditure. (Diet + Exercise!)

Regardless of how one chooses to lose weight, there is one potential pitfall of which everyone should be conscious: *adequate intake of the essential nutrients*. Although it is desirable (necessary) to decrease one's caloric intake in order to "force" the body to burn the excess stored calories, it is not desirable to let one's intake of essential nutrients fall below an optimum level, because, whether we are burning calories from foods we have consumed or burning calories from stored fat, we still have essentially the same metabolic need for the essential nutrients.

So, a healthy diet plan should consist of controlled intake of all foods, selection of low calorie/high nutrition foods, exercise and a supplement program that assures optimum intake of the essential nutrients.

The Doctors Diet program provides products that are both low calorie and high nutrition. ■