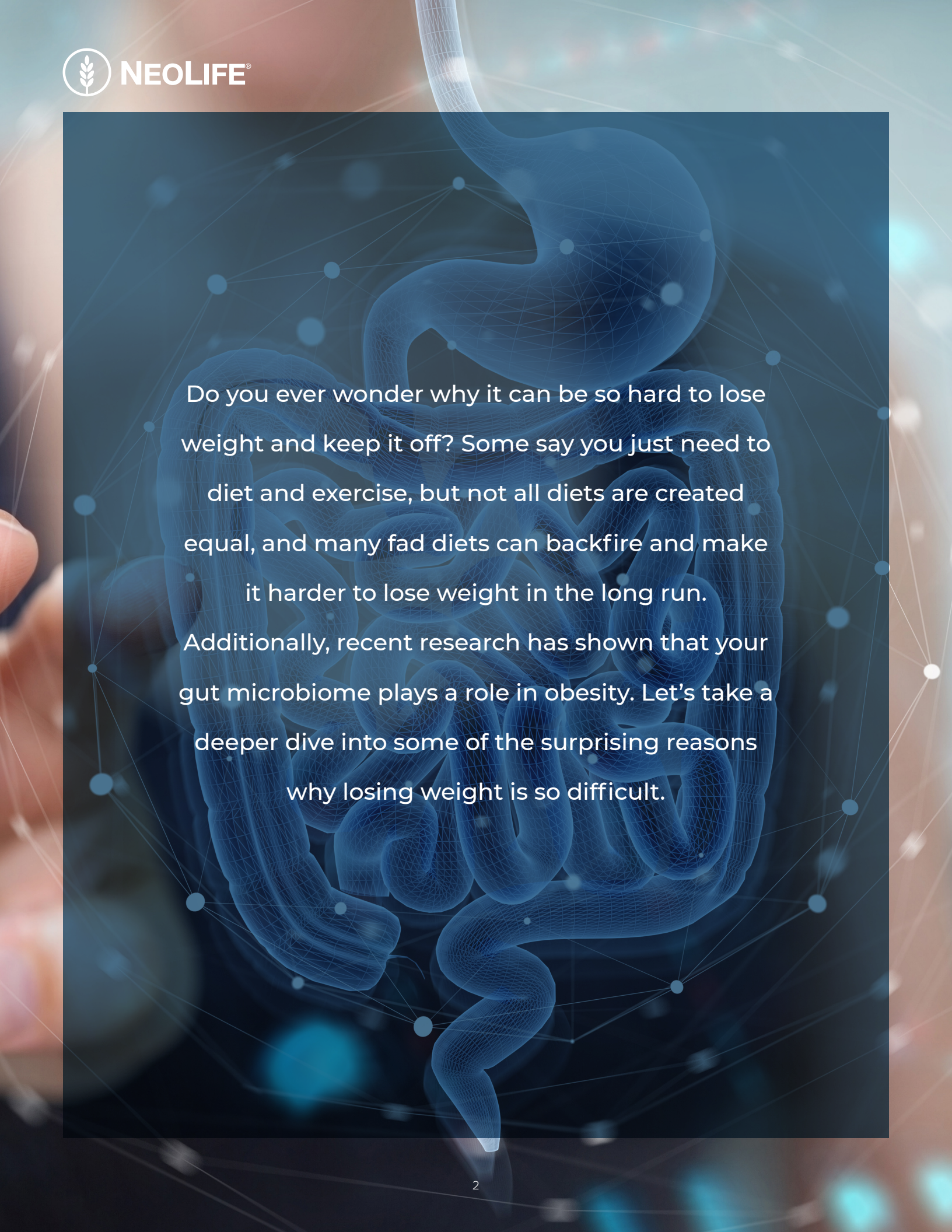
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CAN'T LOSE WEIGHT?

Scientists Unlock The Surprising Reasons Why!

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Do you ever wonder why it can be so hard to lose weight and keep it off? Some say you just need to diet and exercise, but not all diets are created equal, and many fad diets can backfire and make it harder to lose weight in the long run. Additionally, recent research has shown that your gut microbiome plays a role in obesity. Let's take a deeper dive into some of the surprising reasons why losing weight is so difficult.

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Reason #1: An Unhealthy Gut Microbiome

What is the Microbiome and why is it so important?

We all have a complex and diverse ecosystem within our gastrointestinal tract, collectively referred to as the gut microbiome. We have a symbiotic relationship with our gut microbiome; we give them food and shelter and, in return, they help us with key functions like metabolism, digestion, immune system regulation, protection against pathogens, brain function and mood.[1] Gut microbiota also perform essential functions like providing energy by breaking down fiber, producing short-chain fatty acids through fermentation, and producing vitamins including biotin, folate and vitamin K.[2] There are about 100 trillion microorganisms in our gut, mostly made up of bacteria. Fun fact: Our bodies are made up of an estimated 37.2 trillion cells. That means that there are more microorganisms in our gastrointestinal tract than we have cells in our body![3]

What determines the health of our gut microbiome?

Some of it is genetics, but environmental factors like diet and nutrition are more influential in shaping the health of our microbiome.

How does gut microbiome affect your weight?

Research has found a strong association between the gut microbiome and obesity. Studies show that lower levels of diversity in the gut microbiome is associated with obesity and higher levels of inflammation, impaired glucose control, and high blood lipid levels.[1,2] It can even be used to predict future weight; lower levels of diversity in infants have been correlated with higher risk of being overweight or obese at age seven.[2] **It's important to have a healthy and diverse gut microbiome because it can actually influence our mood, cravings and eating behaviors.**[4]

Unhealthy Gut = Unhealthy Food Cravings

Gut microbes can actually manipulate our behavior to try and get more of the nutrients they need. So if your gut is populated with 'unhealthy' microbes, neural mechanisms would drive you to seek out unhealthy foods, while 'healthy' microbes would encourage healthier eating.[4]

What can we do to improve our gut microbiome?

The good news is that our fate is not set in stone. The gut microbiome doesn't have to work against us, it can be changed and improved through diet and nutrition. In a study, obese individuals were found to have more of the species *Firmicutes* and less of *Bacteroidetes* than lean people.[3] These obese volunteers consumed a low-fat or low carbohydrate diet for one year, lost significant weight and afterwards the proportion of the two bacteria changed to more closely resemble that of the lean people. **Shifting from a high fat and sugar diet to a low-fat, plant-rich diet has been shown to start causing changes in the gut microbiome in as little 24 hours.**[3] Prebiotics are carbs and fibers that can't be digested by the body, but promote the growth of beneficial microorganisms in the gut. Foods rich in prebiotics include bananas, garlic, asparagus, and apples. Probiotics, like from yogurt, kimchi or supplements, have been shown to help colonize the gut and alter the microbiome.[3] Your gut microbiome may be working against you in the weight loss process, but you can change it.



#3524

The addition of a high quality probiotic supplement can also help support a healthy gut microbiome.*

NeoLife Acidophilus Plus features a proprietary blend of clinically proven probiotics with five billion 'live' microorganisms per capsule. It's exclusive 'Gel-Gard' Enteric Protection System guarantees delivery to the intestine, where you need it most.

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Reason #2: Starvation is Not the Answer

If you search the web, you'll find no shortage of diet plans out there. Some, like the paleo diet, sound reasonable enough, but others sound wildly far-fetched, like the fad of drinking cayenne pepper and lemon water for days in order to 'cleanse.' One review of weight loss techniques found that many of these fad diets, like juicing or detox cleanses, are doing nothing more than promoting short term weight loss by using caloric restriction.[5] **Crash dieting to lose a lot of weight in a short amount of time actually backfires in the long run because our bodies adapt to become more efficient and burn less energy, leading to more fat storage.**[6]



Reality TV... Not So Realistic.

You may have heard of the show *The Biggest Loser*, where obese contestants eat very restrictive diets and do extreme amounts of exercise to lose a lot of weight in just 30 weeks. They routinely lose over a quarter of their body weight; some even lose more than half their weight in that short time. While the season ends with happy transformations that inspire many people, a study followed up with some contestants six years after their participation and found that though these contestants lost an average of 58 pounds on the show, they gained back an average of 41 pounds after the six years.[7] Additionally, the study found that **their metabolism slowed and adapted to decrease energy expenditure, counteracting the weight loss and making it easier to gain weight back.**[7] In other words, severely restricting caloric intake to lose weight too quickly does not lead to sustainable weight loss, but instead can lead to more efficient fat storage and weight gain over time.

Watch out for Artificial Sweeteners!

There are other aspects of dieting and diet foods that can actually be hindering weight loss goals. Everyone knows that sugar is the enemy, right? So using artificial sweeteners to replace sugar should be a no-brainer in order to get the same sweetness for a tiny fraction of the calories. Not so fast! Artificial sweeteners, which include aspartame, saccharin, sucralose, and acesulfame K, have actually been linked to weight gain in numerous studies.[8] It's definitely counterintuitive because how can consuming fewer calories from sugar be leading to weight gain? It's because our brains are wired to experience pleasure from food, part comes from the taste receptors on the tongue and another part comes from our body processing the calories. Normally, ingesting sugar activates both parts of the brain's pleasure, but artificial sweeteners only activate the pleasure from taste and do not provide the body with the expected calories.[8] This is an unsatisfying experience and so the brain's appetite for food is not turned off the way it is when the calories are received. Experiments have shown that tasting artificial sweeteners increases appetite and motivation to eat, so even though fewer calories are coming from sugar, more calories are being consumed overall.[8] In addition, there is evidence indicating that artificial sweeteners like aspartame may contribute to microbiome dysregulation.[9] Take a look at the labels on diet products and avoid artificial sweeteners like aspartame as they might be another factor making weight loss more difficult.

Don’t Give Up!

The more we understand about our biology, the more control we have over our weight. Being aware of the pitfalls helps you avoid them and spend your energy pursuing more effective methods like a balanced diet and exercise. Moderation is key, don’t try to lose too much weight too fast, since that’s rarely sustainable in the long term. Invest in your overall health because balanced diet rich in phytonutrients, prebiotics, and probiotics not only provides the nutrients needed to maintain optimal health, it actually changes your gut microbiome in a positive way that can help support your healthy weight goals. It can be difficult to find a routine that works for you and it’s important to choose evidence-based strategies that can be maintained over time for the best results.

Science Based Solutions

NeoLife has been a trusted name for over 60 years in the health and wellness industry, offering products created by respected doctors and scientists, not marketing geniuses. The NeoLife Scientific Advisory Board has spent decades designing a weight loss program for life, based on the science of cellular nutrition and breakthrough clinically-proven concepts that promote safe, sustainable and healthy weight loss.

Weight Loss Pack

A 30-day supply of everything you need in order to see maximum “body shaping” results.* Contains four (15-serving) NeoLifeShake pouches and one (30-serving) box of Pro Vitality.



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*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.