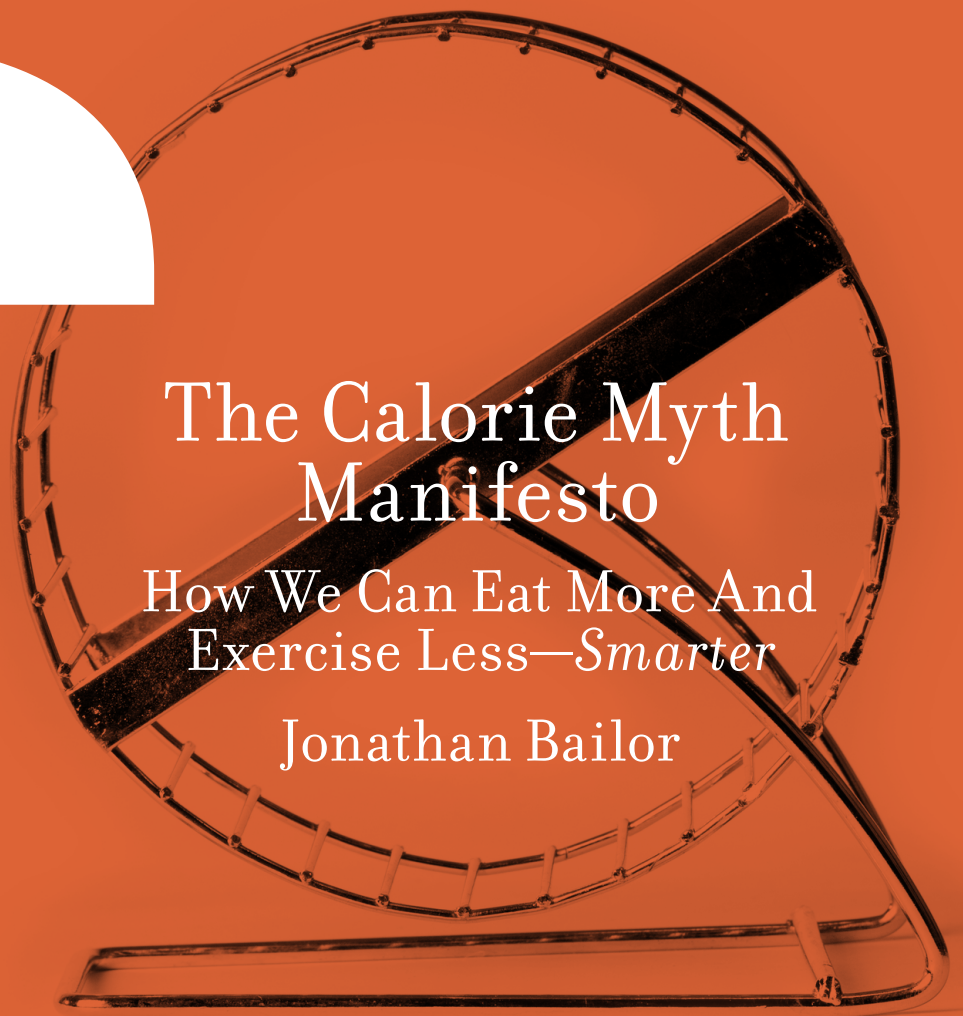




# The Calorie Myth Manifesto

How We Can Eat More And  
Exercise Less—*Smarter*

Jonathan Bailor



“In other fields, when bridges do not stand, when aircraft do not fly, when machines do not work, when treatments do not cure, despite all conscientious efforts on the part of many persons to make them do so, one begins to question the basic assumptions, principles, theories, and hypotheses that guide one’s efforts.” — Arthur Jensen, University of California

Over the past few decades, we’ve been trying harder and harder to be healthy and fit. The result? We got heavy and sick. What’s going on here? When did trying to get healthy and fit start making us heavy and sick? And why is everyone calling us lazy gluttons?

If an architect builds us a house and it crumbles, is that our fault? No. But we better find a good contractor who knows how to build something solid and safe. Similarly, if a doctor prescribes us a medication and it makes us worse, it is up to us to stop taking it and to find a new doctor.

And we have to apply the same logic to health and fitness. We've received so much contradictory, damaging advice over the years, often resulting in frustration and extra pounds. It's high time for us to make a better choice. But what options do we have, other than the decades-old, calorie-counting approach?

I have good news and bad news. Scientific and technological advancements have been just as amazing in the health, fitness, and fat loss arenas over the past 40 years as they have been everywhere else. But here's the bad news: Nobody's told us about them. The field of modern nutrition and exercise science has provided a proven alternative, and it does not involve complex calorie counting, confusing workout routines, or other gimmicks.

We can think about the modern approach to avoiding obesity and diabetes like we would the modern approach to avoiding lung cancer: No need to track breaths in and breaths out—just enjoy clean air. Don't avoid everything. Just steer clear of things proven to poison and break your lungs. Similarly, no need to track calories in and calories out—just enjoy so much delicious, healthful food that you are too full for the foods that break your metabolism.

We've gotten worse while trying harder because we've been written a bad prescription and given a faulty blueprint. The traditional approach to health and fitness is like attempting to avoid lung cancer by smoking light cigarettes and jogging. We're still destroying our respiratory system—albeit, maybe more slowly—and even some well-intentioned jogging cannot undo the damage.

Likewise, eating less of a “traditional” modern diet and doing more traditional exercise does not prevent obesity and diabetes. It may delay them, but the diet still destroys our metabolic system—albeit more slowly—and the exercise does not undo that damage. Fortunately, we have the solution: We can use simple and proven modern science to make “healthy” healthy again.

Starting in the 1970s, diet and nutrition experts reduced food and exercise down to a lowest common denominator: calories. They told us that we just needed to eat fewer calories and exercise more to burn them off. We were told that it didn't really matter what we ate. “There are no bad foods,” they said, “only bad quantities. *Everything* in moderation.”

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In this same spirit, many experts claimed the type of exercise we do is irrelevant—as long as we get our heart rate up for a certain amount of time so that we burn a lot of calories.

This dual set of recommendations led to a world where nearly half of all women and a third of all men are following a diet plan, while the fitness industry has blossomed into a \$30 billion business that employs more than a half a million people. In other words, we trusted the experts and took the calorie-counting concept to heart. The chart to the right shows what this has done to our hearts (and our waistlines):

Judging by these results, the calorie-counting approach has clearly not been effective. We're trying, but it's not working—anywhere. The worldwide rate of obesity has more than doubled since 1980. The number of people who are overweight today equals the total world population a century ago.

#### US HEALTH AND WEIGHT TRENDS

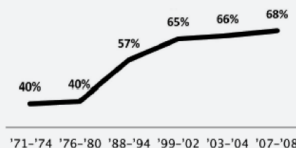
Millions of Non-fatal Heart Disease Incidents



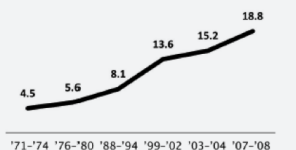
Millions of Hospital Discharges for Cardiovascular Diseases



Percent of Americans at Least Overweight



Millions of Americans with Diabetes



Data source: [www.cdc.gov/brfss](http://www.cdc.gov/brfss)

Most disturbing, David S. Ludwig M.D., Ph.D., director of the New Balance Foundation Obesity Prevention Center Boston Children's Hospital, reports: "Obesity is such that this generation of children could be the first basically in the history of the United States to live less healthful and shorter lives than their parents."

In the words of Dr. Susan Wooley, co-founder of the Eating Disorder Clinic at the University of Cincinnati College of Medicine: "The failure of [heavy] people to achieve a goal they seem to want—and to want almost above all else—must now be admitted for what it is: a failure not of those people but of the methods of treatment that are used."

While this is heartbreaking, there is hope. The counterproductive results brought upon by the misinformation of the past have led contemporary experts—people who spend their time in research labs, not on television or in magazines—to seek out an alternative. These experts knew we couldn't begin to find the answer until we were ready to admit the fallacies of old theories.

"How may the medical profession regain its proper role in the treatment of obesity?" Albert Stunkard, M.D., chairman of the Department of Psychiatry and founder of the Center for Weight and Eating Disorders at the University of Pennsylvania, asks. "We can begin by looking at the situation as it exists and not as we would like it to be ... If we do not feel obliged to excuse our failures, we may be able to investigate them."

This realization within the scientific community has been wonderful for us because it led to decades of transformational fat loss and wellness research. The only issue is that this research, buried in dense medical journal articles and research papers, has not yet found its way out of academic circles.

I've set out on a mission to fix that, and today I'm seeing a growing number of experts and health-enthusiasts embracing the same mission. That's encouraging. Because once we simplify this science and dispel the misperceptions, we can escape the myths at the heart of the obesity, diabetes, and heart disease epidemics. And then millions of us will experience something truly liberating: We will see how accurate information makes it *easy* to get slim and be healthy.

I realize it sounds a little too good to be true. But at some point, haven't you met one of those maddening individuals who can eat as much as they want, not exercise, and still stay slim? We all have. So the question is not: "Is simple lifelong slimness possible?" Millions of naturally thin people have already demonstrated that it is. The question is: "How can I burn fat automatically, like naturally-thin people?"

The modern science of health and fitness has revealed a surprising and encouraging answer: We don't need to eat less and exercise more, *harder*. We can eat more and exercise less—*smarter*.

Smarter is the key. The focus should be on food and exercise quality instead of quantity. By eating plenty of higher-quality food and doing less (but higher-quality) exercise, we unconsciously avoid overeating and provide our body a unique combination of nutrition and hormones, one that reprograms the body to behave more like one of a naturally-thin person.

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Millions of us have been literally dying to know the facts about fat loss and health, but as noted, over the past few decades those facts have not made their way into the mainstream. It took me over a decade of being sleep deprived, sending countless emails, and calling researchers around the world to understand and integrate over 1,300 nutrition and exercise studies into a proven, modern approach to eating and exercise. I don't want to see others invest a decade or more in seeking out and absorbing this same information, and that's why I'm sharing it in my shows and also in my book, [The Calorie Myth](#) (Harper Collins).



To be clear, the “eat less, exercise more” approach can work—just not very often, easily, or enjoyably. And not very sustainably, either. Studies show that 95.4 percent of the time, counting calories does not keep off body fat over the long term. To put that into perspective, quitting smoking cold turkey has a 94.5 percent failure rate. Put these two facts together: We are more likely to give up the third most addictive substance in the world (trailing only heroin and cocaine) without any help than we are to shed weight using the “gold standard” advice you have been taught your whole life (the gospel of what I was taught back in my personal trainer days).

The modern, smarter approach is not about better vs. worse, but simple vs. complex: When we’re hungry, we eat smarter foods until we’re full. When we work out, we do smarter exercise for a shorter period of time.

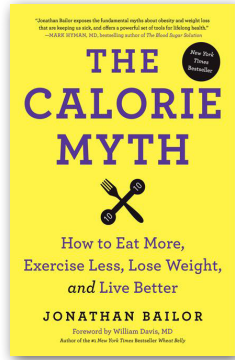
*““ We have the solution: We can use simple and proven modern science to make “healthy” healthy again.*

That's it. Freed from hunger or complicated calculations about how much we're eating or exercising, we can spend our energy on our dreams, jobs, and families. The calorie-counting model is so complex that there are reality TV shows about it, with contestants constantly doing food math and spending life-draining hours in the gym. Worried about how much we're eating or exercising, we have little time or energy for anything else.

Both approaches can get you to “the other side.” But counting calories is like frantically zigzagging through a minefield. Eating more and exercising less—but smarter—is as natural and low key as strolling through a meadow.

Enjoy [one of my videos about The Calorie Myth](#) on YouTube to **start eating more, exercising less, losing weight, and living better.** 📺

# Info



**BUY THE BOOK** | Get more details or buy a copy of [The Calorie Myth](#).

**ABOUT THE AUTHOR** | Collaborating with top scientists for over 10 years, analyzing over 1,300 studies, and garnering endorsements by top doctors from Harvard Medical School, Johns Hopkins, Yale, and UCLA, Jonathan Bailor is a New York Times and USA Today Bestselling author, nutrition and exercise expert, and former personal trainer who specializes in using high-quality food and exercise to simplify wellness. He has registered over 25 patents and serves as a Senior Program Manager at Microsoft, hosts [a popular syndicated wellness radio show](#), blogs on [The Huffington Post](#), and consults for organizations around the world. His free 28-day quick-start eating and exercise guide is available at [BailorGroup.com](#).

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