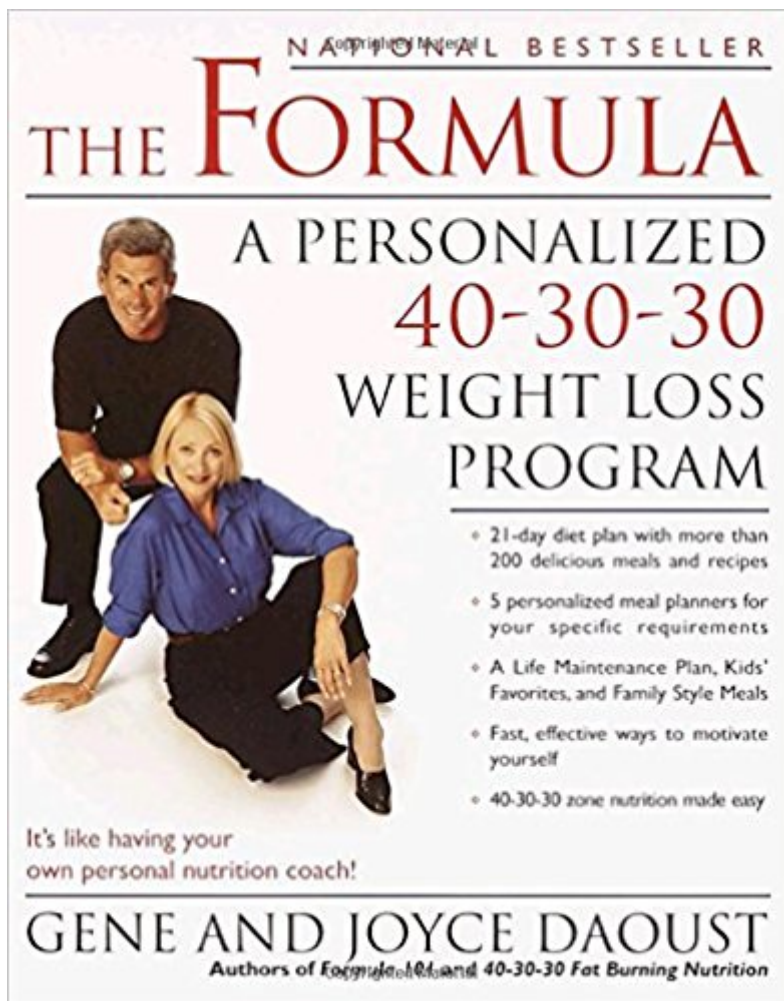


The book was found

The Formula: A Personalized 40-30-30 Weight Loss Program



Synopsis

Are you frustrated by low-fat/high-carbohydrate or all-protein diets that don't work? Tired of white-knuckle restrictions or doing math at every meal? Fed up with a constant craving for sugars and carbohydrates? Do you wish you had a magic formula for losing weight and keeping it off? Well, now you do. . . . Pioneering weight loss and certified sports nutritionists Gene and Joyce Daoust have personally helped thousands of people lose weight, tone up, and enjoy a healthier, more fit lifestyle. Their advice? Drop the rice cakes and calorie-counting, and stop trying to figure out those complicated "food blocks." The Formula teaches an easy way to balanced nutrition that will have you burning fat 24-hours a day while eating foods you enjoy! Featuring menu plans, shopping lists, and progress charts, The Formula provides a personalized program for each person's specific needs and body type. So whether you're a couch potato, a professional athlete, or somewhere in between, you'll discover:

- * Five different versions of the Formula--and how to find the right one for your weight and activity level
- * The 21-Day Fat Flush Formula for accelerated weight loss
- * More than 200 delicious recipes, including perfectly balanced 40-30-30 fajitas, chili, pork tenderloin, and New York cheesecake
- * Special Kids' Favorites and Family Style meals
- * Healthy advice on prepared foods, fast foods, and vegetarian meals

A plan for life, The Formula is a dieter's dream--the lifetime secret to losing weight, staying slim, and feeling great!

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Customer Reviews

So you've tried high-protein/low-carb diets, high-carb/low-protein diets, the grapefruit diet, the

cabbage soup diet, and nothing seems to be working. The reason? According to clinical nutritionists Gene and Joyce Daoust, most diets are not balanced, not personalized, and not easy to follow. To help put you on the track to successful weight loss (and maintenance), the Dousts, who worked with Dr. Barry Sears to develop and test the 40-30-30 Zone nutrition program, have written *The Formula: A Personalized 40-30-30 Weight Loss Program*. The Formula is based on the premise that if each meal or snack contains 40 percent of its total calories from carbohydrates, 30 percent from protein, and 30 percent from fat, your body will maintain the proper balance of insulin to glucagon and thus burn excess fat all the time--even while you sleep. Sound complex? Don't worry. For those who care to know how to determine the caloric ratio of a meal, the science behind the diet is explained thoroughly. For the rest of us, however, the authors have done all the work ahead of time. The book includes a 21-day "Fat-Flush" diet plan with over 100 easy-to-prepare meal choices and recipes--including eggs and bacon, Chicken Caesar Salad, and vegetable lasagna--as well as the "Formula for Life" maintenance plan. And, since the program boasts personal nutrition, the "Meal Plan Selection" chart makes it easy to determine how much to eat based on your gender, weight, and activity level. Although slightly labor intensive (but try to find a diet that isn't), *The Formula* offers helpful tips and suggestions for sticking to the plan when you are traveling, out for dinner, or simply not able to prepare your meals ahead of time. --Bree Altman --This text refers to an out of print or unavailable edition of this title.

Are you frustrated by low-fat/high-carbohydrate or all-protein diets that don't work? Tired of white-knuckle restrictions or doing math at every meal? Fed up with a constant craving for sugars and carbohydrates? Do you wish you had a magic formula for losing weight and keeping it off? Well, now you do. . . . Pioneering weight loss and certified sports nutritionists Gene and Joyce Daoust have personally helped thousands of people lose weight, tone up, and enjoy a healthier, more fit lifestyle. Their advice? Drop the rice cakes and calorie-counting, and stop trying to figure out those complicated "food blocks." "The Formula teaches an easy way to balanced nutrition that will have you burning fat 24-hours a day while eating foods you enjoy! Featuring menu plans, shopping lists, and progress charts, "The Formula provides a personalized program for each person's specific needs and body type. So whether you're a couch potato, a professional athlete, or somewhere in between, you'll discover: * Five different versions of the Formula--and how to find the right one for your weight and activity level* The 21-Day Fat Flush Formula for accelerated weight loss* More than 200 delicious recipes, including perfectly balanced 40-30-30 fajitas, chili, pork tenderloin, and New York cheesecake* Special Kids' Favorites and Family Style meals* Healthy advice on prepared

foods, fast foods, and vegetarian meals A plan for life, "The Formula is a dieter's dream--the lifetime secret to losing weight, staying slim, and feeling great!

I was going the the gym for about 2 years, 3 days a week, with very little to show for the effort. I was trying to eat a healthy diet. But I was overweight, and had gained little, if any, muscle mass. After trying this diet for about 6 months, the results were amazing. It turns out I was not getting enough protein, so the muscles could not develop. My muscle growth amazed me. The Formula diet gives you plenty to eat, a balanced diet with foods good for you. Also good for diabetics, because your carbs and calories are limited, but you do not go hungry. 10 years later I am still on this diet, still using recipes from this book, and still pumping iron. A diet is not something you go on to lose weight, then go back to your old eating habits. A diet is your way of life, how you keep yourself healthy and physically fit, combined with exercise.

"The Formula" is an easy to understand, easy to follow 40:30:30 cookbook. I like it better now than when we began. I want to personally thank the Daousts for their work. I wrote an anonymous review from Redondo Beach after my first week. It's now been eight weeks. I'm 6 feet tall and was 221 pounds. I have lost 22 pounds. My goal is to reach 180. I broke 200 this past weekend. By the way, I have not exercised at all. Perhaps pounds do come off easier when starting out 40 lbs over, but they are coming off. My doctor told me three years ago, "Lose 30 lbs and lower your blood pressure. Goodbye." No suggestions, no help. Almost by accident my wife saw The Formula mentioned on TV. It looked "balanced." We tried it. The 40:30:30 system works and is painless weight loss. Yes, protein sources such as 2% cottage cheese, lowfat cheese, chicken, beef and whey are somewhat expensive. We have had to re-learn shopping. We shop the perimeter of the market, not the inside aisles. We have re-learned cooking and eating, too. Yes, 40:30:30 is low calorie. That's the point: low calorie without hunger. How else are you going to lose weight? The difference is that I don't want to go off this diet. It's simply a better way to eat. It's more than weight loss, though. With more study, I find this diet is really about controlling hormones, not calories (see "Entering The Zone," by Dr. Barry Sears, to understand the theory behind the practice in this book). At age 49 and 40 lbs overweight, I had around 164,000 calories stored. (9 cal/gram of fat.) How to get that fat to burn off? 40:30:30 controls glucose/blood sugar levels, which in turn controls insulin levels. With insulin under control, another hormone, glucagon, can come into play. This hormone tells the body to burn fat. It releases the stored fat energy. As long as I am burning that fat, I don't feel hungry and I am losing weight, even at night, even without exercise. The gentleman who only had a few pounds to lose and

complained he didn't lose anything in a week might have overlooked what was actually going on in his body: reduction of body fat and the build up of lean muscle mass. This can happen when one is exercising, which he was. When put on this diet, professional football players actually gained as much as eleven pounds, but reduced the percentage of body fat. They became leaner, stronger, faster and more agile. One man started the diet at 190 and never lost a pound. He had to buy a new wardrobe, though, because he leaned out. He looked great. For me, my mood is better, I handle stress better, I sleep better, I have less intestinal gas (better digestion) and my blood pressure is normal. I have increased energy, need less sleep, and rise early on weekends ready to go instead of taking most of the weekend to recover from the week's stresses. I feel as if I've been given many additional years of active life. Does it require cooking and prep? Yes. Good food doesn't just happen. It takes some work. Is it a burden? No. My wife felt she was going to lose me unless we did something. She views this as a ministry to me, which I deeply appreciate. I have gotten into the kitchen, too. We are eating fruits, vegetables, lean meats, dairy-all good stuff. We don't miss the pizza and white bread. It's fun baking good food. It's better than staring at some lamebrain TV sitcom, which is what I was doing because I had no energy. What's more, I know the food we prepare is exactly right for us and tastes great. Consider another angle: we in America have every food we need, in high quality, available at good prices all year long. It's right there in the store. That is an amazing blessing. Take advantage of it. Look--you can find dozens of reasons to stay fat. "I don't have time." "If we had a personal chef, I'd do it." "I refuse to give up some foods." "I don't like to shop and want the food to jump into my mouth by itself and still want to look like a movie star." If you like it that way, fine. All I know is that I have to buy new clothes because everything I have is too large. I also have people (especially women) asking me what is going on and how I lost so much weight so fast. I print out a copy of this ... page and give it to them. The method is in The Formula and several other 40:30:30 cookbooks. The theory is in Dr. Sears' works on The Zone. The information you need is there. You don't need magic potions. You don't need exercise equipment. You don't need appetite suppressants. You don't need a cabinet full of supplements. You don't need liposuction. What you need is recipes for each meal and each snack that give your body the right portions of carbohydrates, fat and protein it needs for peak performance--not too much food, not too little. This book is a great start. The rest is up to you.

This book is based on a balanced meal and gives excellent, easy to follow recipes for both the 21 day fat flush and then regular meals. My husband and I have been following it for 2 weeks and are amazed at how light we feel. We didn't weigh ourselves first as we just wanted to change our shape.

The mid-abdominal fat is reducing and we feel great! You need to be committed to weighing and measuring, but once you get into it, it's very simple to follow. We recommend this book to anyone who is looking to reduce their body fat, and lose weight.

One of the best "healthy" eating plans on the market today. I followed the plan to a "T" and lost 25 pounds in 2 months. I also incorporated an exercise program to go along with the Formula. Very good recipes also.

This is a fantastic book that helps you figure out how to eat well balanced meals. It is something that you can do for the rest of your life and do it rather simply. Not only that, it is personalized for you. It tells you what you should eat of the foods they recommend according to your weight, and activity level, very helpful. Most diet books only tell you what you should eat, and you can be eating WAY too much of it. It is easy to read, easy to follow, and has some delicious recipes that I was amazed by, and that my family all really liked. I enjoy eating the way the Formula says, it makes sense, helps me feel better, and is helping me lose more weight after I had plateaued. THIS IS NOT a PROTEIN DIET book, you only get well balanced meal ideas and recipes. The price tag... is a bargain in my opinion.

The diet itself worked well and lost a few pounds. but to follow this terribly meticulous routine everyday with a job and homeschooling 3 kids is next to impossible. I rarely have time to shower alone much less to measure and prep all the ingredients.

I waited to review this product until I put it to the test. If you follow the instructions, which are very clear by the way, you WILL be successful in your weight loss efforts. I am over 40 and female. My goal was to lose 12-15 pounds of fat in a healthy manner without sacrificing any muscle. It has been about 6 weeks since I started this program and I only have four lbs of fat left to lose. I do exercise (usually stationary bike and/or Callanetics) approx 40 min per day at least 4 days per week. I did "cheat" a few times and am still happy with the results achieved. This program works as well as you work it. My 50+ year old husband has lost 20 lbs without exercising (his goal is 40 lbs). The recipes are nutritionally sound with a good variety. Many programs instruct you to eat "balanced meals" and to practice "portion control" without ever defining what a balanced meal consists of nor do they explain how you arrive at a suitable portion size for each individual . . . this books DOES!!! Well worth the money.

thanks

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