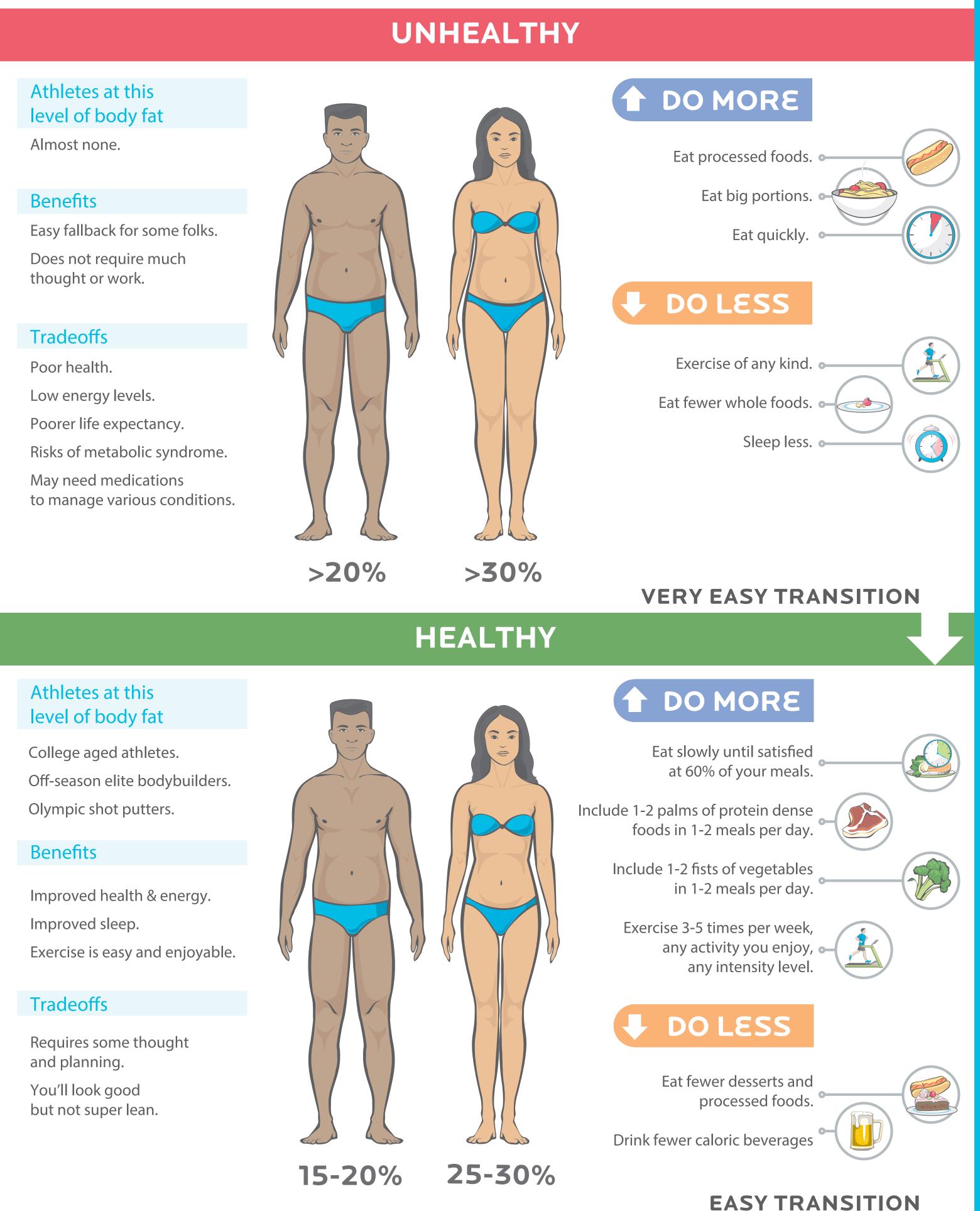
# THE COST OF GETTING LEAN:

## **IS IT REALLY WORTH THE TRADE-OFF?**

SIX-PACK ABS. TIGHT BUTTS. LEAN, VIBRANT, FLAWLESS HEALTH. THAT'S THE IMAGE THE FITNESS INDUSTRY IS SELLING.

But have you ever wondered what it really costs to achieve that cover model look? What you have to do more of? What you have to give up?

Make no mistake, there are real trade-offs. Let's talk about what they are.



**Benefits** 

to improve.

**Tradeoffs** 

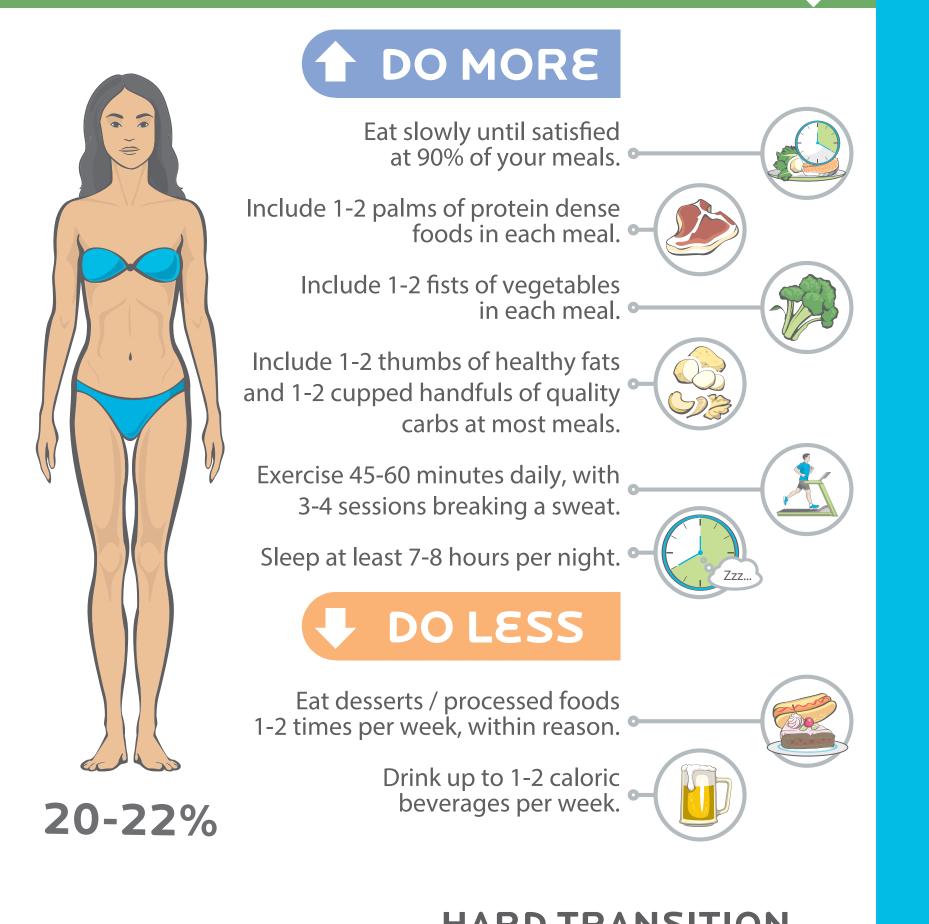
### **HEALTHY**

#### Athletes at this **DO MORE** level of body fat Eat slowly until satisfied Olympic canoe and kayak athletes. at 75% of your meals. Professional baseball players. Include 1-2 palms of protein dense foods in 2-3 meals per day. Professional softball players. Include 1-2 fists of vegetables in 2-3 meals per day. Fairly easy to maintain. Exercise 30-45 minutes daily, with Energy levels will continue 1-2 sessions breaking a sweat Sleep at least 7 hours per night. Will probably be able to reduce or eliminate many medications. **DO LESS** Requires some planning and Eat desserts / processed foods 3-5 may require minor social sacrifices, times per week, within reason. e.g. exercising instead of hanging Drink up to 3-5 caloric beverages out with friends at a bar. per week. May require effort and attention to maintain this much sleep.

#### **MEDIUM TRANSITION**

### **HEALTHY**

23-25%



### level of body fat Olympic swimmers.

Athletes at this

Professional hockey players.

May require some increased

food prep skills and effort.

Olympic volleyball players.

#### **Benefits**

Fit appearance and good overall health.

Fewer food cravings due to balanced diet and exercise regime.

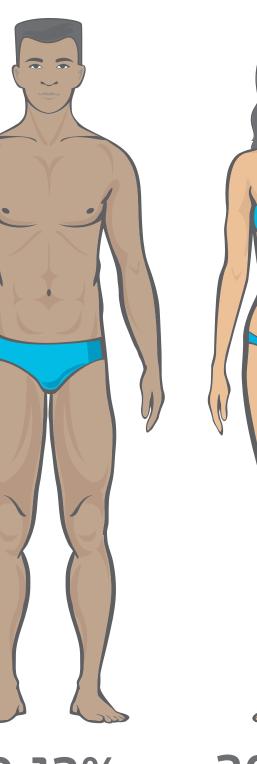
Relatively easy to maintain once practices become habitual.

#### **Tradeoffs**

Requires more planning and greater overall attention to diet.

Requires a greater time commitment for the more consistent exercise regime.

May need assistance or coaching to achieve this amount of consistency.



13-15%

10-12%

**HEALTHY** 

#### HARD TRANSITION

#### Athletes at this level of body fat

Olympic level boxers and wrestlers.

**Olympic sprinters** (100-400 meters).

Olympic level gymnasts.

#### **Benefits**

Will probably look extremely lean; will have that six-pack.

Overall health will probably be good due to carefully balanced and minimally processed diet.

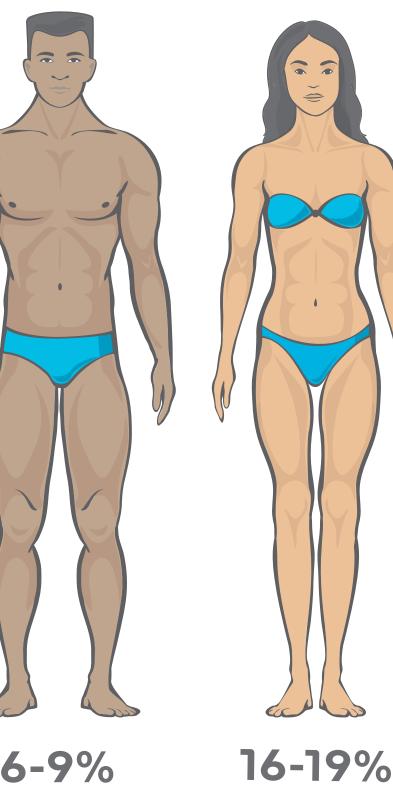
Will likely have high work capacity and good stamina.

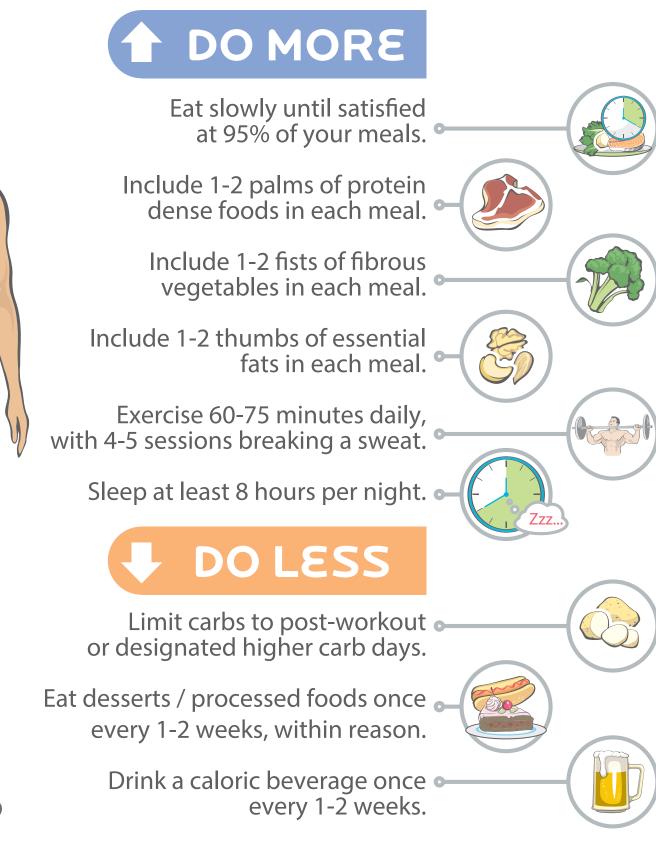
#### **Tradeoffs**

May struggle in social situations, especially those involving food.

May not have time for social opportunities outside of exercise.

May have to give up other hobbies and interests outside fitness.





#### **VERY HARD TRANSITION**

CAL

#### Athletes at this level of body fat

Elite bodybuilders on contest day.

Fitness models on the day of the photoshoot.

#### **Benefits**

May feel pride at achieving an athletic goal.

#### **Tradeoffs**

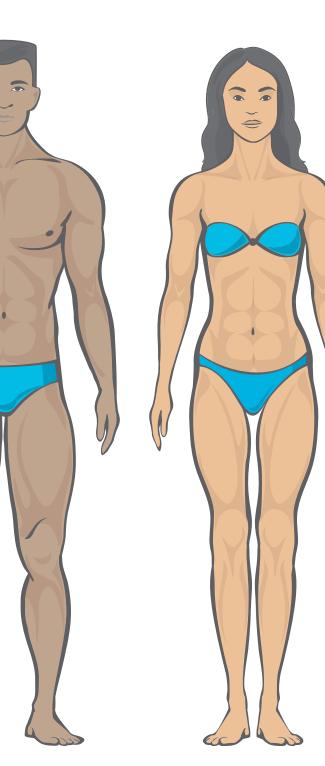
Will have difficulty socializing in most typical situations where food is involved.

May miss out on fun events with family and friends.

Big time commitment to measure, weigh, and track all foods.

Hyper focus on diet and exercise may contribute to disordered eating.

Time required for exercise may crowd out all other pursuits and interests.



UNHEALTHY



<6%

### **DO MORE**

Eat slowly until satisfied at 99.9% of your meals.

Incorporate calorie/carb cycling. -

Follow meal plan with predetermined foods and amounts, • and measure food specifically.

Include exact amount of lean proteins, fibrous veggies, and • healthy fats in each meal.

Exercise 45-75 minutes, twice daily, with 6-7 sessions breaking a sweat.

Sleep at least 8-9 hours per night.

### DO LESS

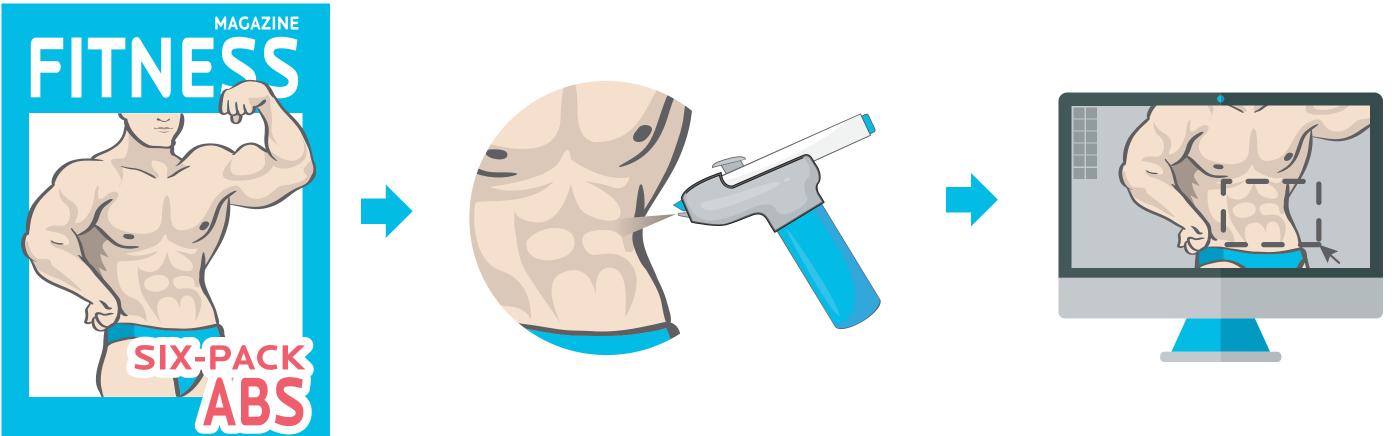
Limit carbs to post-workout or designated higher carb days.

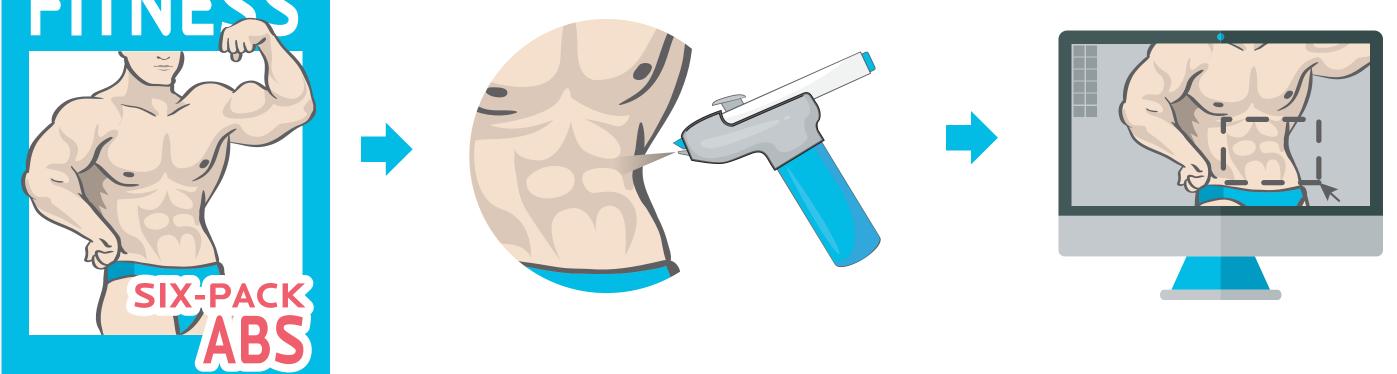
Eat desserts / processed foods once every 10-12 weeks.

Avoid caloric beverages.

### **SIX-PACK ABS: A LOOK BEHIND THE SCENES**

Aside from the heavy airbrushing and photoshop done in most magazines, cover models often diet strictly for photo shoots. This means they only look "cover-ready" for a short time. The rest of the time they're much less "ripped".





### THE LEVELS OF LEANNESS SEEN ON COVER MODELS ISN'T NECESSARILY HEALTHY

### In fact, the type of severe dieting they often use can lead to:



LOSS OF SEX DRIVE **DISORDERED EATING** 

**SOCIAL ISOLATION** 

- **AMENORRHEA (IN WOMEN)** 
  - LOW TESTOSTERONE (IN MEN)
  - **AN UNBALANCED LIFE**

### HEALTHY, ATHLETICALLY LEAN, OR SUPER LEAN? IT ALL DEPENDS ON YOUR PRIORITIES AND GOALS.



### FIRST, FIGURE THEM OUT.

If you don't know what your priorities are, now's a great time to explore that.



## NEXT, DECIDE WHAT YOU'RE WILLING TO DO.

What will you do to serve those goals and priorities? Why?



### **NEXT, DECIDE FREQUENCY.**

How often, how consistently, and how precisely, are you willing to do those things?



### NEXT, DECIDE WHAT YOU'RE NOT WILLING TO DO.

What are you unwilling to do? To trade off? To give up?

Now you can make better decisions, leading to the body you really want, while living the life you really enjoy.

