

# The Caloric Responsibility Difference

Metabolism. Weight loss. Fat. Just mention these words and you are certain to capture most people's attention. Given our obesity epidemic and what has become an obsession with losing weight, many of us are almost fanatical about boosting our metabolism and finding ways to lose weight as quickly as possible. Open almost any consumer health and fitness magazine, your Web browser, or turn on late night TV, and you'd be hard pressed to miss some advertisement promising the Holy Grail of a quick fix in transforming flab-to-fab. It comes as no surprise, therefore, to learn that approximately 108 million Americans follow some form of a diet each year and invest over \$20 billion a year on weight loss books, drugs and surgeries, and an additional \$44 billion a year on weight loss supplements.

Unfortunately, examine these products and programs more closely and what you'll discover are dangerous supplements that can be harmful to your health with sustained use; insane exercise programs that most will not nor cannot tolerate; or diets that severely restrict one or more nutrients that make people more miserable than ever. And although people may experience some initial success, all you need do is examine the statistics on sustainable success associated with these programs or products to realize that most are nothing more than a money pit selling snake-oil. For example, only 27 – 49 % of people who lose at least 10 % of their body weight sustain that success for at least one year, and that statistic deteriorates to 23 to 25% over a three to five-year period.

It appears, therefore, that helping people lose weight is not the real challenge – this lies in maintaining successful weight loss and this is the Caloric Responsibility (CR) difference. Unlike many commercially-available programs and products that adopt a directive approach of telling you what to do without consideration of your personal beliefs, preferences or even prior experiences, the CR program does not promise a quick fix. Instead, it empowers you to discover sustainable solutions to your everyday challenges. CR is built around awareness, mindful eating, self-efficacy, experiential events and effective behavioral change. If your mindset is driven around a quick fix, then this program is probably not well-suited for you until you decide, after a series of frustrating and quick-fix

attempts, to do things the right and sustainable way: the CR way.

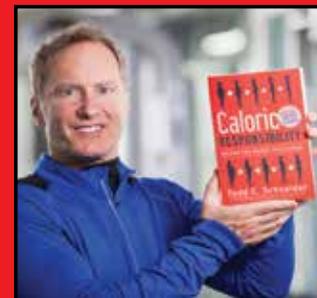
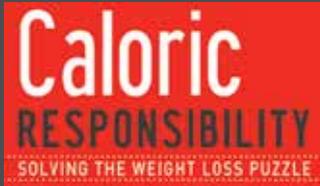
For example, a common belief associated with losing weight is built around the need to include exercise (and sometimes hard exercise) to expend calories. The unfortunate reality is that this mindset often results in poor experiences and attrition given the lack of visible results. The CR program recognizes and understands that a person needs to expend 2,000 kcal through activity each week in order to promote successful weight loss. When you consider the fact that the average adult only expends 275 – 300 kcal per exercise session, unless they can exercise harder, longer and more frequently than they can or care to, the calories needed to promote weight loss through exercise alone are generally insufficient. This is where the CR program differs – the program looks beyond the few hours of the week that you can or are willing to commit to exercise. Rather than demand more hours in your already crazy schedule to squeeze in more exercise, the CR solution complements your exercise efforts that can improve physical, psychological and emotional health to the remaining 110 hours you are awake. The program seeks simple and easily implementable solutions to help you

“The moment of discovery is the discovery of the right question.”

expend more calories as every little calorie makes a difference. To help illustrate this difference, take a 166 lb. (75.5 Kg) woman and if we can find just two hours in her day of total accumulated time where she can stand as opposed to sit while performing the equivalent of light office work (e.g., typing, talking on the phone, emailing, texting), the weight loss transformation for a five-day work week,

50-weeks a year is the equivalent of 11.6 lbs. (5.3 Kg). By comparison, she would need to visit the gym 135 more times a year or almost 3 times a week to exercise to lose that same amount of weight. The CR program provides you with multiple options and empowers you to make the choice you believe best fits your lifestyle and which can be sustained.

So, if you're frustrated after trying other unsuccessful approaches, or are ready to make sustainable changes, the CR program will show you a simplified strategy and empower you to make better, healthier and more enjoyable choices. Welcome...



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