

The 7 Deadly Sins of Diet Scams

Consumer Protection Report Provided by Nutritionist Josh Bezoni

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Let's talk for a minute about the weight loss scam artists who are preying on your hopes and dreams.

I'm sure you've seen it yourself. It seems every time you turn on your TV, open a magazine, or listen to the radio, there's a new "weight loss breakthrough" being touted.

People get excited. Rumors spread that Hollywood celebs are using the latest and greatest product, whatever it may be. Magazines and TV shows start talking about this new fat-fighting breakthrough, using it to sell issues and get ratings. Soon, overweight Americans begin spending their hard-earned money to purchase the product in droves.

You too try this breakthrough product, but either nothing happens at all or you lose a few pounds, only to discover that the plan or product is impossible to use or to follow for life. (By the way, you should know that some diet plans and products even cause you to *gain weight* in the long run.) Rebound weight gain will only make you feel more disappointed and ashamed of your body than you were to start off with.

Weight Loss Scams Revealed

I'm sure you've experienced this scenario several times throughout your life. That's why I want to help you overcome these weight loss rip-off artists. I want to expose their sneaky tactics so you no longer fall victim to their overhyped promises and snake oil products. Following is a list of today's top weight loss scams.

Scam #1:

Ab-zapping belts and gadgets.

Everyone wants a flat stomach and six-pack abs. That's why greedy advertisers

constantly toy with our emotions, coming out with all sorts of abdominal gadgets, gizmos, and contraptions that allegedly transform our beer bellies into amazing works of art ... and overnight to boot! If only it were that easy. But the reality is, it's just not. Despite this, millions of these products are sold every year.

Hands down, the strangest ab scam is the electronic belt that wraps around your stomach and electrifies your midsection. Allegedly this shock to your abs magically does away with belly fat, and almost instantly you're left with an amazing six pack. It's a miracle! Yeah, right. If refining abs is really this easy, why don't we all go stick our fingers in a light socket and become instantly slim? (Disclaimer: I'm not being serious, of course.)

When you see great-looking models wearing these ab belts on TV, keep in mind that this is probably the *first* time they've ever used the belt. Furthermore, know that the real way they developed an amazing midsection is by combining and timing their foods properly, avoiding high amounts of obesity additives, and moving their bodies intensely to burn stored body fat.

All those ab machines you see are really just a waste of your hard-earned money. The truth is, you can't spot reduce fat from your stomach by doing ab exercises with gadgets and gizmos. Think about it. Do you really think that you're going to be able to lie back in a "lounger" and rock your way to a set of spectacular abs in just a few minutes per day? Not a chance.

Ab loungers, rockers, swivels, gliders, beanbags ... they're all a waste of time and money. I can't tell you how many homes I've been to that have these contraptions gathering dust in a closet or basement. (Maybe you have a few?) No matter what these advertisers say, instead of buying these crazy ab thingamajigs, you're much better off following the simple whole-body activity program explained in Chapter 9.

Scam #2:

Restrictive diet plans.

Here's a tip: If you can't follow an eating program for life, then you're setting yourself up for failure before you've even begun. Even if you do lose a few pounds initially, all the weight will come back and, most likely, you'll end up more overweight than you were when you started.

Cabbage soup diets, grapefruit diets, liquid diets, no-carb diets, no-fat diets, all-protein diets, soup diets, banana diets, black bean diets, Hollywood diets, marshmallow diets, they all have one thing in common—they don't work for long.

The reason? They're not a balanced, lifelong strategy. I can't tell you how many thousands upon thousands of letters, e-mails, and phone calls I've received over the years from desperate men and women who have tried the craziest diets you can imagine. It truly breaks my heart every time I hear one of these stories. After all, I've struggled with weight issues throughout my life and I've watched all my family members—my grandparents, father, mother, aunts, uncles, cousins, and two sisters—struggle with their weight as well.

I know what it's like to get ripped off. I know what it's like to feel desperate and hopeless. I know what it's like to spend money you don't have on the hope of a body you can finally take pride in. But please folks, I beg you, the next time you hear about a new breakthrough diet plan or product, keep just one thing in mind: **if it's not something you can do for life, you're not going to have long-term success.**

Scam #3:

“Too-good-to-be-true” weight loss miracles.

If a diet plan or product tells you you're going to experience “overnight results,” turn around and run as fast as you can. I promise you it's a lie.

On a healthy weight loss program, most people lose an average of two to four pounds per week, depending on their weight, age, gender, and body chemistry. During the first few weeks, heavier individuals can lose seven or more pounds. (Note: Most people lose more weight in the first few weeks of any diet than they do in subsequent weeks.) What's more, if someone doesn't have a lot of weight to lose, they'll lose weight a little slower than someone who has a great deal to shed.

That's why some of the heavier contestants on TV shows like *The Biggest Loser* start off losing 10 to 15 pounds (or more) the first week. Sure, a lot of the weight they initially lose is water weight, but most of these men and women are also used to stuffing their bodies with thousands of excess calories each day. So when they get on a program where they're replacing bad foods with healthier alternatives and taking in the right amount of calories, they'll lose a great deal of weight quickly. (Not to mention they exercise nonstop on that TV show.)

In the category of “too-good-to-be-true” weight loss miracles, you typically see a lot of products such as liquid diet drinks, diet patches, and diet pills. Now I've got to be honest, some diet pills are truly backed by scientific research and they may help speed up a sluggish metabolism or provide the nutrients you may be lacking to help you burn fat faster.

But make no mistake, **there's no such thing as a magic bullet to instantly turn you "celebrity slim" overnight.** The real weight loss comes from changing what you eat (removing the obesity additives), when you eat, and your activity level.

Period.

And here's another tip: **diet patches plain don't work**—at least not the ones advertised by fly-by-night companies on the Internet and in some vitamin retail stores. You see, most of these diet patches don't contain any fat-fighting ingredients at all. And even if they did, there's no way your skin could absorb these ingredients—they're just too large, plain and simple. It's kind of like trying to eat lunch by lying down and placing a sandwich on your stomach; it's just not going to get to where it needs to go. Don't waste your money.

Scam #4:

Most pre-packaged diet foods and processed "fat-free" foods.

In theory, I like the idea of pre-packaged meals to assist in weight loss. They help keep portion sizes down, thus reducing the amount of calories eaten. But unfortunately that's about all I like about them.

You see, most of these pre-packaged foods (along with most processed "fat-free" foods) contain a wide array of obesity additives, such as high fructose corn syrup, refined sugars, MSG, and saturated fats. Plus, most of these foods are low in protein, which you need to stimulate your metabolism and build muscle tone. Not to mention the fact that they're packed to the gills with sodium, which can cause water retention and bloating.

In other words, most pre-packaged and diet foods I've seen out there are really low-quality "dead foods." Plus, they are extremely expensive.

Here's a question for you: What do you think happens when someone stops buying these pre-packaged foods? If she hasn't learned the proper way to combine foods and time her food intake, chances are she's going to return to her normal eating patterns and gain all that weight back.

So if you're thinking about using pre-packaged foods because of the convenience factor, just be sure to look at the ingredients and compare them to my list of obesity additives to make sure you're not consuming the wrong types of foods. After all, many pre-packaged diet foods are stuffed with obesity additives.

What's more, be sure to learn how to properly combine your foods and time your food intake so you have the knowledge to lose weight and maintain that loss in the future, even when pre-packaged foods aren't available.

Scam #5: Celebrity or fake doctor-endorsed diets.

Companies pay celebrities big money to promote products they oftentimes never even use. Here's a rule of thumb: If you wouldn't trust the celebrity in question to babysit your children, or balance your checkbook, don't trust her advice about a weight loss product. Especially when you *know* she's being paid to say what the company wants her to say. Just because an actress used to star in your favorite TV sitcom, doesn't mean she's qualified to give you weight loss advice. Remember, she has a whole behind-the-scenes team helping her get and stay slim.

Even worse than celebrities, some doctors are for hire. When you see an advertisement that features a doctor you've never heard of touting some new weight loss breakthrough, remember that he's being paid. And, just like some celebrities, there are doctors out there that will say anything for a buck or two. Besides, many of these "doctors" aren't the kind of medical professionals that the word conjures up. Many are doctors of dentistry, doctors of literature, or doctors in other fields that have little education in the areas of nutrition or weight loss.

So there you have it. The top five weight loss scams to avoid.

But wait... wasn't there supposed to be 7 scams revealed?

Yep. But I wanted to give you MORE... 12 total...so let's get to "the worse of the worst."

The 7 Deadly Sins of Diet Pills

Deadly Sin #1: Products disguised to look like prescription weight loss medications.

Diet pills are *supplements*; they are *not* medications. If they were, you'd have to get a prescription to buy them. Many companies try to make their products look and sound

like medications in an attempt to trick you into thinking they are prescription-strength. They figure this way you'll think the pills are more powerful and will pay more for them.

There is currently a pill just like this being advertised on TV and radio. The cost? \$150 for the exact same type of cheap, ineffective product you can get at your local grocery store for \$9. People think products like these *must* work if they are that expensive and sound like a medicine. They are wrong.

The truth is, companies like these often hire actors to pose as doctors and customers. These actors hold up large pants and say how much weight they lost when they really didn't lose any weight at all. They're ripping us off. If these products were really so amazing, why would the companies have to deceive us by making the products look like medications when they're not?

**Deadly Sin #2:
Diet pills that make you feel jittery,
anxious, depressed, or hungry.**

Products like these can cause stress, which leads to emotional overeating and weight gain. They can also negatively impact your health in the long run. Listen to what your body is trying to tell you.

**Deadly Sin #3:
Questionable product endorsements.**

If you wouldn't trust a celebrity to babysit your child, don't trust her advice about a product. Celebrities and doctors are for hire. And, guess what? You're paying their salaries when you purchase the products they're pushing.

**Deadly Sin #4:
Diet pills that make outrageous claims.**

It's true that the best diet pills are backed by science. However, *no* diet product can help you lose 30 pounds in 30 days. Nonsense. If you're following a quality eating and exercise program and taking scientifically backed weight loss nutrients to speed up the results, you can expect to lose anywhere from eight to 12 pounds per month, depending on how much you have to lose, your age, body chemistry, commitment to the program,

and a variety of other factors. However, there are ways to speed up these results BIG TIME. Check out my free report at the end of this report for the inside scoop.

Deadly Sin #5:

Diet products that are not backed by a 100 percent money-back guarantee.

Oh, and also make sure this guarantee lasts long enough that you can actually try the product before it expires (I recommend at least 30 days). This way if the product doesn't work, your bank account doesn't take the hit. After all, if a company isn't confident in their product, why should you be? (Always be sure to read the fine print.)

Deadly Sin #6:

Diet pills that contain token amounts of everything but effective amounts of nothing.

Some diet pills may contain trace amounts of scientifically backed ingredients, but this is only a technicality because they cut corners and only put tiny amounts of these ingredients in the pills—not enough to have a positive effect. This is akin to trying to make a loaf of bread with only a tablespoon of flour.

Look for products that list the amounts of every ingredient on the labels instead of hiding the ingredients in proprietary blends. Then search online to make sure the amounts listed in the products match those recommended by studies.

Deadly Sin #7:

Products that are not tested by independent, third-party laboratories.

This is the *only way* to ensure they contain what their labels say. Here's something you may not know: The Food and Drug Administration (FDA) does not test supplements to verify the validity of their labels. The scope of this watchdog organization is limited to foods and drugs, which does *not* include dietary supplements.

So who *does* make sure that diet pills contain what their labels say and don't contain any of the bad stuff? Well, it's up to the manufacturing companies to monitor their own products. But most don't. So in all reality, some shameless company fills their pills with worthless ingredients and charge you 20, 30, 40, or 50 (or more) bucks a bottle for it.

Can you believe it? Some companies are cutting corners and padding their wallets by cheating their customers out of the products they're paying for. It's a scam, plain and simple.

Arm yourself with these tips and remember... buyer beware.

If you enjoyed this information and you're interested in learning the RIGHT way to lose weight be sure to check out my next FREE report, "15 Foods that KILL Belly Fat Fast." Check it out here... www.7DayBellyBlastDiet.com/invite4