



**WHY
DIETS
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ANSWER**

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ARTICLE 1

Why we don't believe in "diets".

How many times have you signed up for a challenge and been given a generic meal plan? How many times have you started a new diet that was initially successful.. but you eventually landed back at square one or came out worse off?

The word diet is not taboo, in fact most times your coach will use it is because it traditionally means "the kinds of food that a person, animal, or community habitually eats".. but throughout this article we are talking about the other definition of the word diet. You know, the old "heavily restrict what I consume in order to see acute weight loss" type. The one you tell yourself you will maintain.. but a couple weeks in you feel terrible, have no energy and absolutely everything you've stopped yourself from eating has 10x more appeal.

At BR, we are thoroughly against a few things in the world of nutrition – Crash diets, false claims, banning foods from your diet and a "one method fits all" approach.

WHY? Well, we believe in getting results.. and ensuring that they're sustainable.

The answer to getting your results has been in front of you all along whether you've been willing to accept it or not.. Even your "magic weight loss" pills have the truth on the back of their labels....

DIRECTIONS: For best results. Take one capsule, twice a daily, 30min before a meal. Use in conjunction with a healthy diet and exercise.

Ah, you will only see results with a healthy diet and exercise... who'd have thought that was the key! 😊

It can be difficult to accept that hard and fast results are not going to be sustainable, and habit formation with a side of patience is the true key to results. But before you get fed up thinking about how long it will take you to get to where you want to be, and choose to "start your transformation quickly now and *then* form habits to make it sustainable", here are a few reasons on why you should ditch the diets for good and learn to control your relationship with food and start moving regularly instead:

- Believe it or not, your body needs food and hates being starved. When your body is not digesting a sufficient amount of food/nutrients/energy to meet your energy requirements for a prolonged period of time, it will DELIBERATELY slow your metabolism down as a way to preserve energy. This makes fat loss more difficult
- Fad diets and restrictive diets (eg. Cut out carbs) can be harmful. Not only do they often lack nutrients, they also don't actually teach about healthy eating.



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This is why most people revert back to habits they had before the diet.

- Weight loss does not only occur eating flavourless, re-heated chicken and broccoli. It also should not come at the cost of social events or time with friends and family. Restrictive diets often feel suffocating and produce anxiety around these things.
- Last, but not least, rather than covering up underlying issues with extreme dieting to see results – understanding the root cause of WHY you over eat, or WHY you're unhappy and working at healthy self care habits will win in the end. This often can't be done alone and requires support – but don't be afraid to ask yourself WHY first.

Throughout the next 16 weeks, we aim to educate you on how to make decisions that will lead you to your goal. We are here to support you and are always available for questions, so please reach out if you need help! This is a marathon not a sprint, so small steps daily are big leaps long term!

