
The 44 Hour Diet

How to get (and stay) lean with a diet that starts on Sunday night, ends on Tuesday afternoon and lets you eat whatever you want the rest of the week.

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The information and workout procedures provided in this guide are very intense and should not be attempted by anyone unless a doctor has cleared you for such an intense workout.

If you have any existing health problems that would prohibit you from taking part in any of these activities, you should refrain.

As always, you should clear this program with your doctor before you begin.

SERIOUSLY – THIS IS AN EXTREME PROGRAM. IT IS NOT FOR EVERYONE. THOSE WITH PRE-EXISTING MEDICAL CONDITIONS SHOULD NOT ATTEMPT THIS PROGRAM. NO ONE SHOULD ATTEMPT THIS PROGRAM WITHOUT PRIOR CLEARANCE FROM YOUR DOCTOR.

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“I start my diet on Sunday. I quit the plan on Tuesday and eat whatever I want the rest of the week yet remain lean, trim and healthy. It’s all thanks to the 44-hour diet...”

The diet plan I’m about to reveal to you sounds like science-fiction. It sounds too good to be true. And yet, the plan is based on science. Most who hear about the plan scoff. But those who actually try it quickly become raving fans.

In just a moment, you’ll see why.

But first, let me point out the obvious: This manual is unlike any other diet book you’ve ever read in the past. Other diet books are packed with fluff. Cheesy pictures. Dozens of useless recipes. And page after page of ‘rah-rah’ cheerleading.

This manual has none of that. Very few pictures. Zero recipes. And it’s short enough to read the entire manual from start to finish in the next few minutes.

Because I’m not trying to write the next “War & Peace.” I’m trying to show you what just might be the most controversial (yet most effective) method I’ve even discovered for getting a lean & fit physique while STILL enjoying your life and enjoying all your favorite foods.

Yes. It Really Is This Simple...

I start the diet on Sunday night. I stick with the plan on Monday and for most of the day on Tuesday. By Tuesday afternoon I quit. I end the diet and eat practically whatever I want.

For the rest of the week, I'm not on a diet. I go out to lunch with my co-workers. I enjoy pancake breakfasts with my children. And late-night ice cream with my wife. I have pizza with friends and family on Fridays. Beer and brats with my buddies on Saturdays.

They marvel at how I can eat foods like this while still staying slim & trim. And it's all because of the 44-hour diet I follow from Sunday to Tuesday.

Listen, I've tried every diet you can think of. Atkins, Paleo, low-fat, low-carb, vegetarian, Mediterranean, heart-smart, crash diets, juice diets, slim-fast and everything in between.

And let me tell you.... NOTHING works better for both immediate results and LASTING weight loss than the 44-hour diet. I'm excited for you to experience this for yourself. But first, let me reveal the science behind why this method works so well...

The Science Behind The 44 Hour Diet

Here are just a few of the scientific reasons why the 44-hour diet plan is so effective:

Forces Your Body To Burn Stored Body Fat 3x Faster... WITHOUT exercise (1)

Studies show the method behind the 44-hour diet actually burns stored body fat at a rate up to 3x FASTER than traditional diet plans.

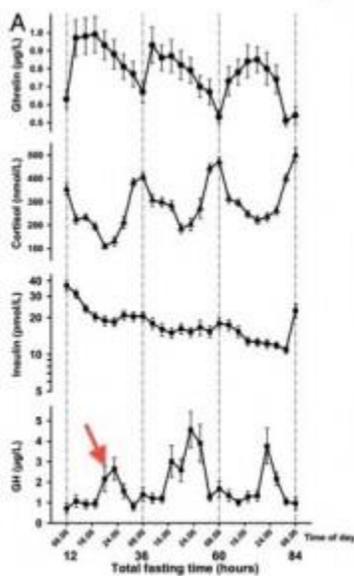
Increases growth hormone levels by 500%... naturally (2)

Have you heard of growth hormone? It's a naturally occurring hormone. When you're young, your body produces high levels of growth hormone. Growth hormone improves your sleep, burns fat, increases lean muscle tissue, controls energy and mood levels and makes you feel younger.

This hormone is so incredible that many wealthy individuals over the age of 45 actually consider this to be a fountain of youth.

In Hollywood, many leading actors and actresses actually shell out upwards of \$2,000 a month for synthetic growth hormone injections because it keeps you looking young and vibrant and turns back the clock.

Sylvester Stallone and many other leading actors and actresses praise the drug for restoring their youthfulness and energy levels.



But here's the thing: You don't need to shell out thousands of dollars a month for synthetic growth hormone injections. Because your body produces growth hormone NATURALLY.

And studies show that during the 44-hour diet, your body actually produces 500% more growth hormone.

In addition to that, cortisol (the stress hormone) levels drop. So you will actually feel more at peace and more relaxed even as you're losing weight.

Kills hunger levels (3)

During the 44-hour diet, insulin levels (the hormone that tells your body to store fat) drop. And Ghrelin (the hunger hormone) falls off as well. So even though you only need to stick with the 44-hour diet for a very short period of time, many people find it incredibly easy to follow because they just don't feel hungry.

In fact, unlike traditional diets that make you hungrier the longer you stay on the diet, the 44-hour diet actually gets EASIER near the end because your ghrelin levels continue to fall the entire time.

Regenerate Your Immune System (4)

A study out of the University of Southern California shows that those who followed the principles of the 44-hour diet actually saw remarkable regeneration of their immune systems, including an increase in active white blood cells and a large decrease in the enzyme PKA - which is an enzyme linked to cancer and aging.

Boosts Your Metabolism (5)

Traditionally, your metabolism (or your “resting metabolic rate”) actually gets lower when dieting. This is why people regain the weight so quickly after you end the diet.

However, studies show that using the 44-hour diet can actually INCREASE your metabolism/metabolic rate by 14%! So not only will be burning fat during the 44-hour diet, you’ll also boosting your metabolism so you can continue to burn fat during the rest of the week.

More Energy/More Focus/More Free time (6)

I get more done during my 44-hour diet than I do the rest of the week. And that’s because during the 44-hour diet, I have way more energy, extreme levels of focus and as a result way more free time as compared to the rest of the week.

Are you starting to see why the 44-hour diet can be so incredibly effective? By this point, you’re probably eager to learn exactly what the 44-hour diet is, so in a minute I’ll give you the full story. But first...

Here's Everything You Need To Know Summed Up In 3 Simple Rules...

I make no apologies about this: I am OBSESSED with simplicity. As a personal trainer, it's my job to take all the conflicting and confusing fitness and diet information and make it SIMPLE for my clients.

Because over the long haul, simple WORKS.

A couple of quick stories to drive home this point:

Dan John - a legendary strength coach - was once asked to coach his daughter's JV volleyball team. At the time, Dan knew a lot of football and training techniques to make guys stronger... but absolutely nothing about women's volleyball.

What he did next was brilliant: He spoke with a teacher's assistant (who played volleyball) and asked her to pick 3 keys to winning volleyball. It took some back and forth but eventually they settled on these 3 rules...

- 1) Get the serve OVER and IN
- 2) Protect the middle
- 3) Play as a team.

As someone who's played volleyball at a competitive level over the years, I can tell you that those 3 rules are a perfect summation of the only 3 things you need to do to win a volleyball match.

The happy ending: Guided by those 3 rules, Dan took a rag-tag team of rookies and ended up taking 3rd place out of a 24-team tournament.

If you'll suffer me another sports example, coach Dan asked this same question to a very famous basketball coach, who replied:

- #1) Offensive Rebounds
- #2) Transition Defense
- #3) Free throws when tired

If you know anything about basketball, you know those really are the keys to success.

So with a nod to Dan John, here are my 3 simple rules.

My 3 Simple Rules To Getting (And Staying Lean):

Rule #1: Don't drink food.

Rule #2: Eat less often.

Rule #3: Prioritize protein.

In the rest of this book, we'll breakdown each of these rules and show you why these simple rules will allow you to eat all of your favorite foods and STILL get and stay lean.

I'll show you plenty of hardcore science to back up my findings and naturally, I've got the results that prove this program works.

But I want to drill this into your head right now. Because these 3 simple rules are all you need to know to forever enjoy a lean and fit physique.

So remember:

Don't drink food. Eat less often. Prioritize protein.

Rule #1: Don't Drink Food

This one might seem pretty obvious, but here's what the rule really means: *Do NOT drink calories. Instead, eat your calories.*

So in other words, don't drink milkshakes, fruit juice, regular soda, Frappuccino's, etc. If it has calories and it's liquid, don't drink it. (Honestly, it's not that hard. As you'll soon see, you can eat basically any food you want. But liquid calories are a no-go for anyone looking to lose weight.

Yes, I know what you're about to ask...

"What About Coffee?" Regular coffee - with a small amount of cream and/or sugar or other sweetener - is fine. A normal cup of coffee with a modest amount of cream or sugar will contain about 50-100 calories. Which is fine. What is NOT fine is a Frappuccino that contains 500 - 700 calories.

"What About Tea?" Fine. "With milk and sugar?" In small amounts, that's fine.

"What About Diet Soda?" Fine.

“What About Protein Shakes?” Nope. You don’t need them. If you’re skinny guy trying to bulk up, then protein shakes can have their place. But if you’re trying to lose fat, then liquid calories – yes even protein shakes – are off limits for now.

“What About Beer? Wine? Spirits?” I will make an exception for this. Protein shakes are off limits because it is better to get your protein from whole foods.

But there is no whole food replacement for beer/wine/spirits. On this plan, you can enjoy a couple beers with dinner, or a glass of wine or a mixed drink or two on occasion.

As always, moderation is key. You can’t expect to drink 6 beers a night and still get 6-pack abs. But I’ve managed to lean out easily while still enjoying a glass of wine with dinner or a couple beers while out with friends.

So to recap: Eat food. Don’t drink your calories, except for the occasional alcoholic drink if you prefer. Coffee and tea with small amounts of cream or sweetener are fine.

Rule #2: Eat Less Often

This is the section that will probably change everything you thought you knew about losing fat.

Ever since obesity became a growing problem, scientists, researchers and the talking heads on T.V. have struggled to pin the blame on a sole culprit.

First they blamed sugar. Then they blamed fat. They blamed our increasingly sedentary lifestyles. They blamed lack of fiber. And on and on and on.

While they were pointing fingers at various culprits, the obesity problem continues to grow. Once I explain rule #2, it will immediately become clear why obesity is an ever-growing problem, and how you can immediately start winning the fight against body fat by making one simple change:

Eat less often.

This may fly in the face of everything you've been told about shedding body fat but as you'll soon see the simple act of eating less often – with no other changes – can have a profound effect on leanness levels.

Consider this: When you eat, your body responds by elevating insulin levels. It takes roughly 4 hours after you stop eating for insulin levels to fall back to normal levels. If you're eating 3 square meals per day, plus snacks in between – this means your insulin levels never get the chance to return to baseline levels.

Which means every hour you're awake, you're in "fat storing mode." In overly simplistic terms, when your belly is full of food, your body burns the available food for energy and stores the surplus as fat.

And when your belly is empty? Well, that's when your body switches to fat-burning mode and actually starts to burn your stored body fat.

"But Matt – if my belly is empty I'll feel hungry!"

Well, turns out that's not necessarily true. Check it out:

Studies show that eating small meals frequently actually **INCREASES** hunger levels **AND** slows your metabolism. That's a double-whammy. (7)

In fact – when calories were kept consistent, eating **TWO** large meals per day actually resulted in lower hunger levels and **INCREASED** metabolism levels! (8)

So the question becomes – would you rather eat 6 small, non-satisfying meals per day... and **STILL** feel hungry for most of the day (while struggling to lose fat.) Or...

Would you rather feast **TWICE** per day, eating almost whatever you want, and feeling very little hunger... and lose body fat quickly?

It's no comparison. That's why the first rule of eating infrequently is....

====>Eat Two Meals Per Day – no snacks=====

This suggestion seems so simple, but it really works. If you just commit yourself to eating only two meals per day (large meals, mind you) with no snacking in between meals you'll find you can lose body fat and stay lean without

counting anything and without swearing off any of your favorite foods.

In fact, if you simply want to lose a few pounds so you can feel more comfortable, improve your health, and drop a few dress or pant sizes, than simply switching to 2-meals per day may be the only change you need to make to hit your goal.

(Those wanting to take things to another level and develop the kind of ripped and shredded physique that turns heads on the beach will need to make a few other adjustments, which we'll get into a bit later in this section.)

As I said, it takes roughly 4 hours after you finish eating for your insulin levels to return to baseline levels. During those 4 hours, your body is not burning any stored fat for energy. And even after the 4 hour mark, your body really doesn't tap into stored body fat levels on any appreciable level.

Fat oxidation (the process of burning stored body fat) doesn't really kick-up until 6 hours after your last meal. Think about that for a moment. If you eat a late night snack at midnight and wake up at 6am to an immediate breakfast... there's a chance you may never really dip into fat burning mode at all.

So phase 1 of the diet plan is simply this: Eat two meals per day with no snacks in between. Initially, you don't even need to worry about WHAT you eat - the simple act of restriction your caloric intake to two sessions per day will kick-start your weight loss.

Most people will find that simply eating two meals per day is all it takes to get them to their ideal weight. However, there's a way to turbo-charge your progress and get faster results... and go beyond having a "normal" body and instead blast through that plateau and get a head-turning physique.

Enter...

The 44 Hour Plan.

I can virtually guarantee you've never tried anything like the 44-hour plan. What I'm about to share with you will initially sound like lunacy. Your mind will recoil at the horror of this idea.

And yet... if you try the 44-hour plan JUST once, your life will never be the same. Yes, that sounds like hype. And no, I'm not claiming that trying the 44-hour plan just once will instantly solve your weight loss issue forever. But, the first time you perform the 44-hour plan, it's like a secret door opens.

A secret door that only thin and lean people know about.

So at first, this plan might sound too extreme or too controversial. After all, what I'm about to reveal to you will probably never have a mainstream appeal. (We'll talk about the sinister reason why that's true in a later chapter of this book.)

Upon reading of this plan, your initial reaction may be to think that this is too hard or too difficult or to think that you could never pull off something like this.

But trust me: You CAN do this. I have hundreds of emails from people just like you who all thought they couldn't do this... until they tried it just ONCE. Because once you try it, you'll discover this plan is far easier than you might expect.

The True Story Of The Scottish Man Who Lost 293 Pounds In One Year



Angus Barbieri once tipped the scales at over 450 pounds. Like many people, he'd struggled with his weight for his entire life.

His father owned a popular fish & chip restaurant in his hometown of Dundee, Scotland. Angus worked there as a child and continued working there as an adult.

Surrounded by food all day long at work, and at home as well, Angus's weight quickly spiraled out of control.

He'd tried diets and exercise before, but nothing seemed to work. For one reason or another he'd just end up quitting, gaining even more weight and then trying another diet... quitting, and on and on.

It's a vicious cycle - and even those who only have 10-20 pounds of fat to lose can relate. So in 1965, Angus made the decision that would forever change his life.

He woke up, put on his clothes and walked into the Maryfield hospital in Dundee, Scotland. Angus told the

admitting physician that he couldn't live like this anymore and he was prepared to take drastic measure to get his weight under control once and for all.

Soon, a team of doctors gathered around Angus. He had but one question: "What would happen if a man simply stopped eating?"

"For how long?" The doctors asked.

Angus replied. "For as long as it takes."

Realizing what Angus was proposing, the doctors strongly advised against it. Angus was asking about a long-term fast for the purposes of losing fat. "You could die" the doctors warned.

But Angus had already made his mind up before he'd walked into the hospital that day. And the doctors could do nothing to change his resolve.

Realizing that Angus was hell-bent on his plan, the doctors urged him to at least check in with them on a regular basis so they could monitor his health.

Angus agreed and he became the star subject of a long-term study on fasting. For the next 392 days, Angus lived his life as normal. He worked, he read, he laughed... he did all the things a normal person would do.

Except... that he didn't eat. No solid food and his only drinks were water, coffee and tea. 392 days later, Angus broke

his fast with a hardboiled egg and piece of toast. For the first time in perhaps his entire life... such a small amount of food gave Angus a feeling he'd never had before.

He felt full.



A few years later, the Guinness Book of World Records recognized Angus Barbieri's feat and awarded him the record for the longest fast. Angus ended up losing almost 300 pounds during his ordeal - nearly a pound per day.

What amazes researchers is that he suffered virtually zero ill effects from such an extreme undertaking.

Perhaps even more amazing, Angus never attempted another such fast and yet he successfully kept the weight off for the rest of his life. He married, raised two children and died decades later after a long and fulfilling life.

9,408 Hours Without Food

In total, Angus Barbieri went 9,408 hours without food. I'm breaking it out by the hour because the diet plan I'm about to reveal to you will seem like a drop in the bucket by comparison.

You can burn fat, eat all of your favorite foods, get lean and stay lean... if you're willing to fast for the first 44 hours of

the week – that’s less than a half a single percent of the time that Angus Barbieri did.

While I realize you may have never gone more than a few hours without food before and that what I’m proposing might sound drastically different than anything you’ve done before, don’t worry.

You CAN do this.

I have hundreds of emails from people just like you who all thought they couldn’t do this... until they tried it just ONCE. Because once you try it, you’ll discover this plan is far easier than you might expect.

Ok, so here’s how it works:

On Sunday evening – after my Sunday dinner – I make the conscious decision *to take a break from eating*. I’ll often have a big leisurely Sunday dinner – complete with dessert – at around 7pm. So once the meal is over (around 8pm) I make the decision to take a break from eating.

There is no fanfare or hand-wringing. I make the decision freely and happily. I’m simply “closing the valve” in the same way you’d close the valve to turn off a garden hose.

I’ll be sure to drink a little extra water on Sunday evening and when I go to bed I’m fully, happy and my mind is clear.

I wake up Monday morning feeling refreshed and ready to attack the week. While most people are frazzled trying to

cram down a quick breakfast while packing a lunch and trying to figure out what to eat for dinner later in the day, I approach my day with a sense of calm and relief.

I won't be eating breakfast today. Instead I enjoy a leisurely cup of coffee with a splash of cream and dash of sugar. Depending on my schedule, I may exercise in the morning. Then shower, drinking plenty more water and arrive at the office ahead of schedule and ready to dive in.

The first few hours of the day are a flurry of activity. My focus and energy levels are sky-high. I get more done during these two initial hours than most people accomplish all day. I sip more water during the morning.

Around 11am, I may feel a slight twinge of hunger. I recognize the sensation and I smile a bit. Because I know that the sensation of hunger will pass shortly. And I know that the slight twinge of hunger means my body is now burning my stored body fat reserves to provide energy.

I have more water - perhaps with a slice of lemon - and dive back into my work. The next two hours pass quickly. I've already accomplished my major objectives for the day. It's 1pm. Time for lunch. Most of my co-workers will be forced to scarf down a luke-warm burger and fries after picking up dry cleaning and trying to speed through the grocery store to pick everything for dinner.

I enjoy a leisurely hour away from the office. I may go for a walk if the weather is nice. Sometimes I run a few errands or

get my car washed. Still other times I'll pop into the local book store and browse the magazines for a while.

I'm free to spend the time however I choose as I'm skipping the practice of eating lunch today. When I return to the office, I tie up a few loose ends on various projects and prep for a round of meetings. At 2:45pm I start to feel another wave of hunger, but I already know it's coming and I'm ready. I get myself a cup of coffee - black this time - and slowly sip the brew.

By 3pm the coffee is drank, the hunger is gone and I'm wrapped up in a conference call. At this point in the day, others are fighting to keep their eyes open, groggy from lunch. I'm sharp, alert and focused. In a few more hours, I'm done for the day. I pack up my computer, grab another bottle of water for the ride home and I'm on my way.

It's dinner-time when I walk in the door. My wife and kids are happily discussing their day at the dinner table. I set my bags down and pull up a chair. I pour myself a glass of ice cold water. "Daddy you're not eating?" my daughter asks. "Not right now sweetie, I'm not very hungry."

It's not a lie - at this moment I feel zero hunger and I've just imparted the most practical advice on weight loss you can give to a child or an adult: *No need to eat if you're not hungry.*

We laugh about our day and the next few hours are a blur of homework, bath time and bed time stories. It's nearly 9pm now, the kids are asleep and I know the next few hours will be

the toughest period of the plan. I'm surrounded by food... but I'm still choosing to abstain.

It's not always easy – there are a plenty of goodies in the pantry that I'd love to eat. But I drink more water. **This time I mix in a special supplement powder that curbs hunger and makes the process easier. (More on this later.)** It's now been over 24 hours since I last ate.

Most people NEVER go this long without eating. And it's no coincidence that most people constantly struggle with their weight. There are a few things around the house that I've been putting off. The light bulb in the bathroom needs to be replaced. A couple bills need to be paid and a load of laundry needs to be folded.

Ordinarily these things would be pushed off “until tomorrow” because dinner and snacking would take precedence. But without the time constraints of a meal, the associated clean-up and the snacking, I have much more free time. I calmly knock out each of the tasks and next thing I know it's 10pm.

I spend the next few minutes talking to my wife about our day, the kids, what's coming up next. Sometimes I find myself exhausted at this point in the day and I'll crawl into bed and quickly fall asleep.

But on this evening, I find myself wide awake and with plenty of energy and focus. I don't force anything. I know that my body needs far less sleep during my 44-hour diet. So I spend a few minutes getting a jump on a work project for the

next day. And then I wind down sipping water and tea while watching a documentary on NetFlix I've been meaning to see.

I wake up the next morning feeling somewhat strange. "Hollow" is the only way to describe it. And while it's an odd feeling, it's not uncomfortable. Just different. I also notice I'm feeling warmer than usual. I know from the research that after 24-32 hours of fasting, your metabolism actually INCREASES so I smile knowing I'm now burning fat at a rapidly accelerated pace.

I don't usually like to exercise during the 2nd day of my fast so my morning is even more leisurely than usual. More water, more coffee. I shower, get the kids off to school and head out to the office.

Along the way, I drink more water mixed with the special supplement powder that cures hunger. Despite that it's been roughly 36 hours since I've eaten, I'm not even hungry.

This sounds shocking to most people, but the research shows that ghrelin levels (the hormone that controls hunger) fall at this point.

I also know that my body is producing growth hormone at 5x higher rates than normal right now and that probably explains why I feel so much younger and energetic at the moment. Plus I noticed a few of the nagging aches and pains we all get past age 35 are dramatically reduced.

Again, the morning is a flurry of focused activity at work and again I've accomplished more in the first few hours than

most people accomplish all day. At lunch I pick up a few groceries – knowing that tonight I get to break my fast with a feast.

I'm feeling some moderate levels of hunger now – but the feelings are easy to ignore knowing I'm so close to the finish line. Back to the office for more meetings, more phone calls and more coffee.

Suddenly it's 4pm. It's been roughly 44 hours since I've eaten. I'm not even hungry. I could go even longer but I know there's a point of diminishing returns. I break my fast with an apple and some almonds. The nourishment tastes delicious. I be sure to drink more water and then my work day is over and I'm on my way home.

When I get home, the family is at the table. It's taco night! I enjoy a full plate of tacos, beans and rice. And a couple ice-cold "cervezas" for good measure. I feel full and happy. It's only Tuesday but I'm done with my diet for the week.

After dinner, my kids want to go on the trampoline. We bounce around until the sun sets and it's time for bed. Once the kids are in bed, I share a few moments alone with my wife. (Libido is massively increased following re-introduction of food after a fast.) She drifts to sleep, while I get up and decide to eat again. There's a homemade peach cobbler in the fridge that's been calling my name. I have a 2nd round of tacos, followed by a warm slice of peach cobbler with vanilla ice cream.

In a few minutes I'll be drifting off to sleep. My diet is done for the week. For the rest of the week I can eat all of my

favorite foods, enjoy my life without counting calories, calculating macros or weighing anything. I can eat lunch at restaurants with my co-workers, enjoy beer and brats with buddies and cheesecake with my wife.

In the last 44 hours, I've burned more fat than most dieters will burn during an entire week. While others struggle to stick with a diet day in and day out, I can enjoy the rest of my week and not be forced to live my life on a diet.

How To Make The 44 Hour Fast Even Easier

I've been using the 44-hour fast for years now and I've stumbled up some tricks that make the process even easier.

Here are a list of tips and tricks, in no particular order:

- Drink plenty of water. This is the single most important key to fasting. If you drink enough water, you will find barely feel any hunger and your energy levels remain stable.

But if you let yourself get dehydrated, you'll suffer through heightened levels of hunger and weakness.

- Don't get caught up in scale weight during fasting. If you weigh yourself on day 1 before the fast, you might actually weigh more on day 2 --- despite not eating anything for over 24 hours.

This is simply due to increased water intake. Rest assured, if you fast for 24+ hours you WILL burn fast so

even if the scale temporarily goes up due to water weight, you are actually leaner.

- Coffee or tea with a small splash of cream or a dash of sugar is fine. If you can handle the taste, black coffee is perhaps nature's finest appetite suppressant.
- It's usually better to NOT tell people what you're doing. Most people are nay-sayers and will actively work to sabotage your efforts even if they say they are on your side. There is power in secrecy, so keep your mission to yourself.
- Flavored (zero calorie) water or sparkling (zero calorie) water can be a nice change of pace. I will sometimes reward myself with a bottle of sparkling mineral water during the afternoon of my fasts.
- Sleep can be strange during your fast. Sometimes I'm exhausted on the first night of my fast and fall asleep as soon as my head hits the pillow. Other times I barely get 2 hours of sleep.

Try not to worry about it too much. The need for sleep is drastically reduced when fasting. If you can sleep, great. If not, don't stress about it. Enjoy the additional free time.

- To that end, I often give myself a reward on the first night of my fast: I'll rent a movie that I've been wanting to see. A guy in my position (busy job, young family) rarely gets a chance to sit down and watch a movie of his own

choosing on a Monday night, so this feels like a small luxury to me.

So when I'm going through my day on Monday, I know that come Monday night while the rest of the family sleeps I'll get to enjoy a few hours to myself watching a movie of my own choosing.

- I'll often implement a 2nd reward reserved exclusively for Tuesday night (after successfully completing the fast). **I'll eat an entire pint of ice cream.**

A while back I discovered Halo Top ice cream. This stuff is amazing. An entire pint only contains roughly 240 calories (compared to 1,480 calories in a pint of Ben & Jerrys Peanut Butter crunch.)

Only thing is, Halo Top ice cream is pricey – it costs about \$5 or \$6 for a pint of ice cream. So it's not something I'd eat every night.

But as a reward for successful completion of a 44-hour fast, I'm happy to spend the money. And I'm just happy to eat the entire pint. (My favorites are Mint Chip and Chocolate).



- Work to develop fasting amnesia: The first few times you attempt a 44-hour fast, you'll probably find yourself pigging out before the fast... and then again after the fast.

This won't undo the positive effects of a successful 44-hour fast, but it's less than ideal for long-term success.

So work to develop what I call "fasting amnesia." Which means before the fast, don't pig out in advance. Simply eat normal. And after the fast, don't go crazy. Do your best to just eat normally. Eat to fullness - yes. But don't purposefully gorge yourself on junk food or anything like that.

- Stay busy. If you have a lot of downtime, you'll find yourself thinking about food a lot and it will make fasting difficult. So do your best to stay busy during your fasts.

I try to schedule haircut appointments or other things that will keep me out of the house as much as possible during my 44 hour fasts because I know the more I'm out of the

house the less time there is to be tempted by what's in the pantry.

- I like Sunday night to Tuesday afternoon. That's a good schedule for me. I like the regularity of it. But a different 44-hour block may work best for you.
- Consider using the 44-hour fast when traveling. One of my clients is a real road warrior and seems to be flying somewhere almost every week. He now uses the 44-hour fast when he travels and loves it.

He says he doesn't have to worry about eating airport food or trying to fight for snacks on the flight. Instead he can just relax, sip a coffee and enjoy the additional free time (not to mention money saved.)

- You can workout on your fasting days if you like, but expect performance to suffer. If you can typically bench press 200lbs 10 times, don't be surprised if you can only get 6 or 7 reps when the same workout is performed when fasting.

Don't worry about this: It's a temporary reduction in strength and it will come roaring right back once you resume eating.

At the same time, don't feel that you **NEED** to exercise during your 44-hour fast. And it goes without saying, if you ever feel light-headed during a workout or at anytime during a fast, **SIT DOWN!** Drink some

additional water and relax. No need to push yourself while fasting.

- Abstinence is easier than moderation. Having one bite or one cookie won't automatically ruin your fast, but doing so only makes things harder on yourself.

So do your best to avoid small nibbles or "just a tastes" as those little indiscretions actually make the process more difficult. It's almost as if the brain ramps up hunger into overdrive when it senses that food is available. And by teasing yourself with little bits, you are sending a message to your brain that food is at the ready.

- There is a supplement that can make fasting easier. It's amino acid called "L-Glutamine." You simply mix a teaspoon of the powdered supplement into a glass of water (I prefer zero-calorie flavored water to mask the taste), stir and drink.

Take this supplement 2-3 times per day while fasting and you'll see sharper mental focus and reduced hunger.

Here is the exact brand I use. [L-Glutamine Powder](#).

- Lastly, a warning: You may find the 44-fasting portion of this plan is simply TOO powerful. Using a weekly 44 hour fast may get you to your goal weight quickly, but continuing to use the 44-hour fast weekly at that point may result in too much weight loss.

In that case, consider using the 44-hour fast only every other week or even less often.

Who Should NOT Attempt The 44 Hour Diet?

Here's a quick list of people who should NOT attempt this plan. If you find yourself on this list, don't fret. You can most likely still use the rest of this plan and perhaps in time your situation will change/improve enough to the point where you can use the 44-hour portion of the plan.

Do NOT use the 44-hour diet plan if...

- You are under the age of 18.
- You are currently pregnant or nursing.
- You have a history of fainting or blacking out
- You take medication that must be taken every day and must be taken with food.
- You have a body mass index of less than 18.
- You currently take insulin, metformin or similar drugs.

Quick Recap Of Where We're At So Far...

Remember, I'm giving you 3 rules to follow to burn fat, boost your metabolism and finally get a lean & fit physique with ease.

With Rule #1 (Don't Drink Food), I told you what NOT to eat. Or more accurately, what NOT to drink. Simply put, don't drink calories. The occasional alcoholic drink is fine and

a bit of cream in your coffee isn't a deal breaker. But apart from that, diligently minimize any calories from liquid sources.

With Rule #2 (Eat Less Often), I told you WHEN to eat. In short, extend the amount of time you spend in the "fasted" or "unfed" state by eliminating one meal per day and instead eating just 2 meals per day with no snacks in between.

Take things to the next level by incorporating a weekly 44-hour fast where you consume practically zero calories (save for trace amounts in coffees, teas, gum, etc.)

By following those two rules, you can lose all your unwanted body fat without counting calories or swearing off any of your favorite foods.

Of course by this point you probably still have one major unanswered question. After all, most diet books spend hundreds of pages tackling the age old question...

"So... What Should I Eat?"

Excellent question. And of course the real question is "what should I eat to lose weight?" My short answer? If you're following the first two rules of the program, then guess what - you can eat virtually whatever you want and still lose weight. Seriously.

Because you're spending so much time in the fat-burning state (due to the weekly 44-hour fast and the extended time in the fasting state between twice daily meals during the rest of

the week), you really can eat “normal” foods and still end up losing weight week after week.

Of course, we can do better than just “eat whatever you want” so in rule #3, I’ll give you a more definitive answer:

Rule #3: Prioritize Protein

Nutrition 101 teaches us that the food we eat consists of 3 macro-nutrients. Protein, Carbohydrates and Fats. Over the years, literally thousands of diets have come out based on the concept of minimizing a certain macro-nutrient or maximizing consumption of a certain macronutrient.

For example, The Atkins Diet (which is now a \$500 million a year business) is based on the principle of minimizing carbohydrates intake.

You could argue that the Paleo Diet (another multi-million dollar revenue maker) was constructed on the idea of eating more fat.

Then of course, in the 1980’s we had the low-fat revolution, where everyone was told to eat plenty of carbs and protein, but make sure all your sources were “lean” and “low-fat.” Again, a massive diet industry spawned on the idea of minimizing a certain macronutrient.

Part of the reason low-carb diets are so popular now is that advocates of the low-carb diets claim such diet offers a “metabolic advantage.” What they mean by this is that by

reducing your intake of a certain macronutrient you can actually burn fat while eating more calories.

The theory – as they believe – is that you can burn more fat by eating 2,000 calories of fat rather than 2,000 calories of carbohydrates.

But... here's the thing:

In tightly-controlled clinical nutrition studies – where participants are locked in a room and fed only carefully measured meals – researchers have found ZERO metabolic advantage or fat burning advantage associated with minimizing any particular macronutrient.

Despite that, rule #3 in our system is to prioritize protein. And here's why...

You and I don't live in the lab. We live in the real world. So for a diet plan to work – and work for the long term – we can't just look at laboratory studies. We need to fashion a plan that will work in the real world – outside the lab.

After decades of experience, I've found that prioritizing protein is a simple trick that accelerates fat loss. And there's science to back up my practical experience. Let me show you:

Increased Satiety: “Satiety” is just a fancy word for “feeling full.” And we know from clinical studies that protein increases feelings of fullness more than any other macronutrient.

Here's just one study that proves the point: Researchers recruited a group of healthy adult women for testing. A third

of the group were given high-protein yogurt as an afternoon snack. The next third received high carb crackers and the remaining third received high-fat chocolate.

Participants were allowed to eat dinner whenever they wanted and were allowed to eat as much dinner as they wanted. (They were all fed the same dinner.)

The group that received the high-protein yogurt reported feeling fuller during the afternoon, waited an average of 30 minutes longer before requesting dinner, and then consumed roughly 100 calories less at the dinner time meal compared to those that had chocolate or crackers.(9)

So the research is clear: Protein makes you feel full, and as a result you'll end up eating fewer calories overall without even trying.

But that's only half the advantage. Because the next point is even bigger...

Higher Thermic Effect: All calories have what's known as a "thermic effect." This is fancy way of saying that the calories you eat actually require your body to exert a certain amount of energy to transform the calories you eat into usable energy and nutrients for your body.

(Perhaps you remember from your high school science class that "calories" are nothing more than a measure of energy.)

If you eat 1,000 calories of fat, your body will burn approximately 10 to 50 calories to make the food you ate “useable.”

If you eat 1,000 calories of carbohydrates, your body will burn approximately 50-150 calories to make the food you ate “useable.”

If you eat 1,000 calories of protein, your body will burn a whopping 200 – 350 calories to make the food you ate “useable.”

Think about that for a second: If you want to lose weight, you need to eat less. Trying to actively restrict your food intake can be extraordinarily difficult. But if you prioritize protein, you don’t have to actively try to eat less.

Because your body will basically “do it for you.” You’ll feel fuller (which will make you eat less anyway) and your body will end up burning 20-35% of the calories you DO eat from protein. So in a sense it’s a like a fat loss 1-2 punch.

NOTE: The thermic effect of protein does NOT apply to liquid protein such as protein drinks or protein shakes. That’s yet another reason why I recommend those looking to lose fat to stay away from liquid calories – including protein drinks.

So let’s take another 10,000 foot view of our overall plan...

We’re going to avoid liquid calories (mostly). We’re going to eat less often – striving for just 2 large meals per day

with no snacks in between and adding a weekly 44 hour fast to further accelerate fat loss.

The increased time spent in the fasted state each week will result in rapid fat burning. But we're not done. When we do eat, we're going to prioritize protein because protein-rich foods will make you feel full faster AND have a higher thermic effect compared to other foods.

Here's A list Of High-Protein Foods

Try and include one of these food items in each meal and you'll see faster weight loss:

Beef
Chicken
Turkey
Fish
Eggs
Yogurt
Cottage Cheese

Note To Vegetarians

Vegetarians may look at the list above and feel a sense of dismay, but don't worry: I've got you covered. If you're a vegetarian, I loosen my restrictions on protein drinks. For vegetarians, feel free to include 1-2 protein drinks per day to help bump your protein intake.

The rest of the time, focus on whole foods. Rice, beans, potatoes, whole grain breads, lentils, veggies, fruit. You can

use the 44 hour diet as a vegetarian with only minor modifications. The key thing is to focus on whole foods.

A Few Other Nutrition-Based Rules That Will Help Speed Weight Loss And Improve Your Health...

When it comes to diets, nutrition, losing fat and maintaining a healthy weight, I've had far more success giving my clients a list of things to INCLUDE rather than a list of things to cut out.

For example, I once had a client who was sabotaging her results by consuming too much alcohol in the evenings. Make no mistake, you can get lean and still enjoy a glass of wine with dinner. But if you're having 3-4 BIG glasses of wine almost every night, it's going to make fat loss nearly impossible.

If I told her "cut out all wine and alcohol, forever... for the rest of your life..." she may have complied initially but eventually willpower would fade and sooner or later she would have fallen off the wagon and ended up worse off.

So I didn't mention a word about wine, alcohol or cutting back on anything. Instead I insisted that she drink MORE..... water, that is. I told her to get a gallon container, fill it with water every morning and make sure it's gone by the time she does to bed.

I'll bet you can guess what happened next: After a few days of drinking a gallon of water per day, she reduced -and then ultimately eliminated her nightly wine habit... without ever really trying.

That's the power of INCLUSION versus EXCLUSION.

So here are 3 things to INCLUDE on a daily basis for maximum fat loss and health...

#1: One Gallon of Water Per Day

No surprises here. I just explained why drinking a gallon of water per day can help you cut back on alcohol. But it can also help you avoid snacking and virtually kill cravings for unhealthy foods.

Few people realize this but often times what feels like hunger is actually thirst. So instead of forcing yourself to swear off doughnuts or other delicious carbs... instead focus on drinking a gallon of water and watch your cravings naturally fade.

#2: One Serving of Vegetables Per Day

Your grandmother probably included a serving of vegetables with every evening meal. When I was kid, even if we were having pizza for dinner my mom would always include a salad.

Sadly, that practice seems to have fallen by the wayside. Bring it back and your waistline will thank you. Raw veggies or cooked veggies are fine, but try to avoid high-calorie dips or sauces. Do your best to learn enjoy the natural taste of vegetables.

Tip: I've found eating a serving of raw vegetables (I like baby carrots, cauliflower, broccoli or cucumber slices) about 30 minutes before your evening meal can drastically reduce the amount of calories you consume in the evening meal without even trying.

So for example, I'll frequently slice up a whole cucumber, sprinkle the slices with some sea salt and eat those while I'm preparing dinner. Combined with a full glass of water (because remember you're trying to drink a gallon of water per day.)

Try this and you'll be amazed at how FULL you feel even before dinner.

#3: One Serving of Fruit Per Day

If vegetables are the perfect "pre-dinner" snack than fruit qualifies as the perfect "post-dinner" snack. This is especially true if you have a sweet tooth (like me.)

After dinner, if you're tempted to reach for cake and candy... do this one thing first. Have yet another glass of water and one serving of fruit.

I like apple slices (dusted with cinnamon) and berries are always a good choice. Remember, I'm not saying you can never have pie or cake again. Instead, I'm just saying eat a piece of fruit first. And you might be surprised when a piece of fruit after a meal perfectly satisfies even the most insatiable sweet tooth.

Recap of Where We're At So Far...

So let's do a quick recap of where we're at so far.

Beginning Sunday night, stop eating. Fast for the next 44 hours, consuming only trace amounts of calories in liquids like coffee or tea.

Have a teaspoon of [L-Glutamine](#) mixed with zero-calorie 2-3 times per day during your 44-hour fast. This will help depress hunger levels and make the experience easier.

This is the "44 Hour Diet" in a nutshell. End the 44-hour diet on Tuesday afternoon. The rest of the week you are free to eat essentially anything you like, within the context of the following guidelines.

- Eat two large meals per day with no snacking in between meals
- Don't drink calories (with a minor exception for a beer or glass of wine with evening meal if you like)
- Prioritize protein at all meals to take advantage of the satiating effects of protein, as well as the thermic effect of foods high in protein.
- Strive to drink 1 gallon of water on all days (whether you're fasting or not).
- On non-fasting days, be sure to include at least 1 serving of vegetables per day.
- On non-fasting days, be sure to include at least 1 serving of fruit per days.

As you can see, the plan is really quite simple.

An Alternative Explanation For Why The 44 Hour Diet Works So Well...

The key to losing weight is creating a caloric deficit. This means consuming fewer calories than it takes to maintain your weight. For example, if you require 2,000 calories to maintain your weight and you only consume 1,900 calories... then your body will tap into your fat stores (remember, fat is just stored energy) to make up the difference.

Most people understand this principle and yet they fail to lose weight because they don't understand that you must create a caloric deficit OVER TIME.

If you need 2,000 calories to maintain your weight, and you only consume 1,900 calories today... but then tomorrow you consume 2,100 calories... well guess what? You won't lose any weight.

To lose weight, you must consume a caloric deficit on a longer time line. By implementing a 44-hour fast at the beginning of the week you are essentially "front-loading" your diet.

You are creating a massive caloric deficit in the beginning of the week. During the remainder of the week you will probably end up eating at around maintenance levels most days.

When you look at the week in total, you'll see that over the course of a full 7 days you'll have consumed fewer calories

than it takes to maintain your weight and you'll end up losing weight.

The Sinister Reason Why You Haven't Heard About This Plan

I freely admit the idea of using a 44 hour fast once per week to lose weight and limiting yourself to 2 meals per day to maintain weight is certainly not something you hear about every day. But there's a sinister reason WHY you'll never hear about this approach from the main stream media.

Think about it: A few years ago Subway restaurants were quickly becoming one of the top fast food chains in the world. But you can only sell so many sandwiches for lunch. So what did they do? Started serving breakfast.

Taco Bell followed suit... and then raised the ante. Not only did Taco Bell start serving breakfast, they doubled-down on their marketing and started pushing the concept of the "4th meal." (a late night meal.)

Make no mistake about it: Getting consumers to eat MORE often is the key to big corporate profits. But the key to getting and staying lean is simple: Eat LESS often. So yes - this diet plan is controversial and probably won't be covered by the mainstream media anytime soon.

And now you know why.

It's Not Just About Looking Good In A Swimsuit...

If you're like most people, you're reading this book because you want to LOOK better – both on the beach and in your street clothes. Ah hell, probably in the bedroom too... right?

There's nothing wrong with that. The 44 Hour Diet can help you get there. But it's not just about looking good. The 44 Hour Diet can drastically improve your health and longevity as well.

In fact, the 44 Hour Diet can actually help you look and feel younger. Here's the proof:

Scientists in Sao Paulo University in Brazil studied the effects of fasting and caloric restriction on groups of rats. One group of rats ate a normal amount of calories and another group of rats were given 31% less calories.

The group that received the reduced calories actually showed improved collagen density (collagen makes you look younger), thicker cartilage (cartilage makes your joints feel younger) and other signs of reverse aging. (10)

Human studies also show that periods of fasting can not only reverse the signs of aging, but also starve out cancer cells. (11).

Surprise Bonus: The Metabolic Activation Technique

I want to share with you one final technique that can speed your fat loss efforts. I call it “The Metabolic Activation Technique” and this just might be the single most powerful fat loss technique I’ve discovered in my 20+ years as a fitness writer and researcher.

The premise here is simple: Most of us are fairly inactive for much of the day. Between time spent driving, at the computer and in front of the TV, we're sitting for a bulk of the day.

Now, if you're actually working a manual labor job you can probably skip this portion. But very few of us work TRUE manual labor jobs these days. I'm not talking about sitting on a riding lawnmower. That's still sitting! I'll let you be the judge if your job is truly that of manual labor or not. But if you're not as lean as you want to be, it would be smart to incorporate a daily metabolic activators.

The Magic Of The Metabolic Activators

There are three major benefits to performing daily metabolic activators.

#1) By performing these short, simple “sweat-free” exercise breaks, you stimulate your body to utilize calories and fat. In other words, you burn fat. Not a ton by any stretch of the imagination, but a little. And in the war against body fat, every little bit helps.

#2) By getting out of your chair a little more often, you can actually extend your lifespan, improve your health and

save your back too. Too much sitting is bad for your health... even if you're a regular exerciser.

Sitting can cause your hamstrings to tighten over time and can contribute to back pain and overall health problems. Multiple studies have shown a correlation between sitting more than six hours a day and shortened life span.

#3) Lastly, these short sessions seem to help diet compliance. By that I mean you are less likely to cheat on your diet when you've done something physical (no matter how insignificant) then when you've just been sitting around on your butt all day.

So What Is A Metabolic Activator?

A metabolic activator is a just small movements done throughout the day designed to get you out of your chair/off the couch and moving around for just a few minutes.

Your body is NOT designed to be sedentary. Our ancient ancestors were constantly moving through their waking hours. I'm not talking about hard and heavy cardio. I'm talking about light and easy MOVEMENT.

Some fitness experts (myself included) actually believe a low level of steady movement throughout the day may be just as important as having a "formal" exercise program.

A low level of movement done frequently through the day causes an increase in mitochondrial activity. In other words, low-level movement causes your body to utilize stored energy (calories and body fat) at a cellular level.

“No Sweat”

The goal of these metabolic activator is to simply kick-start your “metabolism” on a cellular level. Think of the mitochondria within your cells as the “engine.” And the fuel to make the engine “go” is the calories stored within your body. To get the engine to use the fuel... you simply need to push down on the gas pedal. If you're just sitting on your butt all day... you're never pressing the gas pedal.

But if you utilize these metabolic activators throughout the day, you're stepping on the pedal, revving the engine and burning the fuel (fat).

Keep in mind these metabolic activators are designed to be light and easy. You should NOT be sweating. Your heart rate may increase a bit, your breathing may quicken... but you should not be straining to the point of breaking a sweat.

The Simple Japanese Experiment That Practically Cured The Obesity Epidemic

Here’s the experiment: Scientists in Japan recruited a group of teenagers and gave them a simple task: Every day after school, perform 100 bodyweight squats.

The teenagers made no other changes to their lifestyles. They didn’t alter their diet in any way. And yet, they lost fat, gained muscle, improved vertical leaping ability and overall improved body composition based on BMI measurements. (12)

Total time spent doing squats? Approximately 3 minutes a day or 15 minutes a week! In other words, barely any time at all.

How To Improve This Experiment

The results of doing something as simple as 100 bodyweight squats per day is nothing short of impressive.

And yet there's a way to boost the results even higher. Here it is: Break 'em up.

Instead of doing 100 bodyweight squats in one shot, break 'em up. Do 10 body weight squats every hour. Or do them in sets of 5 reps throughout the day. Or do 4 sets of 25 reps.

Why This Is Better:

Most of us spend too much time sitting. Even if put yourself through a brutal 60 minute workout every day of the week, that still leaves 23 hours per day where you're sitting on your butt. And here's the awful truth that most personal trainers won't tell you: Your body is VERY GOOD at cooling down. Meaning if you go for a run for a full hour (ug), your heart rate will go up and you'll burn more calories.

However, the minute you stop jogging your heart rate will quickly come back to normal and your rate of caloric burn (fancy term for how many calories you're burning) will come right back to normal.

What makes matters worse - your body is an amazingly efficient machine. And that's actually BAD news for anyone trying to lose weight. Here's why:

The first time you run a mile, you might burn roughly 100 calories for your effort. It will be hard, but if you stick with it and continue to exercise on a regular basis, you will improve.

It will get easier. And the reason it gets easier is because your body will find ways to become more efficient at exercise. Meaning by the 10th time you strap up your shoes and go for a run you may actually only burn 80 calories!

Ain't that a kick in the teeth!

So What's The Fix?

Break it up. That's why performing 4 sets of 25 bodyweight squats through the day is better than performing 100 bodyweight squats in a row.

That's why the final piece of the weight loss puzzle is "metabolic activators." A metabolic activator is simply a daily target that reminds you to get out of your chair and move around.

100 bodyweight squats per day is the standard recommendation because it's easy enough and almost everybody can do this.

But variety is the spice of life. So 100 push-ups per day - spread out into 4 sets of 25 or even broken up into 20 "mini-sets" of 5 reps throughout the day will work magic for fat loss.

If you have a doorway chin-up bar installed in your house and if you're strong enough to do chin-ups, just doing 2-3 chin-ups every time you walk past the bar - shooting for 25 total reps over the course of the day is a great way to get your

metabolic activators done. (Years ago when I worked from home I did this and not only did I get lean with ease but I saw my arms get bigger too.)

Need More Variety?

A few years back, the New York Times published a simple workout called **“The Scientific 7 Minute Workout.”**

The premise was based on a peer-reviewed article stating that it was possible to get impressive fitness results with a bare minimum of exercise – just 7 minutes per day.

The researchers selected 12 exercises that can be done with just your bodyweight and a chair. You are supposed to do all 12 exercises in order, working intensely at each exercise for 30 seconds and then resting for 10 seconds as you transition to the next exercise.

Here is the list of the dozen exercises.

- 1) Jumping Jacks
- 2) Wall Sit
- 3) Push-Up
- 4) Abdominal Crunch
- 5) Step-up Onto Chair
- 6) Squat
- 7) Triceps Dip On Chair

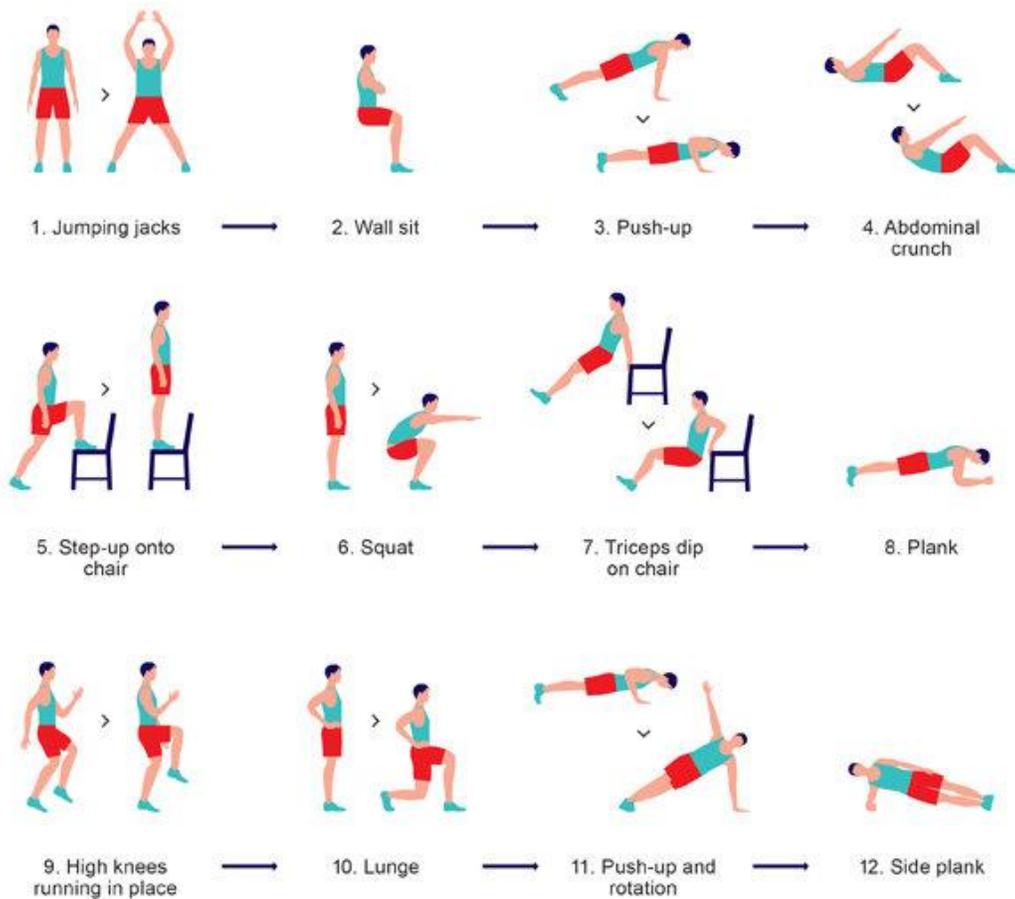
8) Plank

9) High-Knees Running In Place

10) Lunge

11) Push-Up & Rotation

12) Side Plank



I like this routine. It's a great little program that can be done in just 7 minutes per day. Plus – because it's fairly popular – you can download an app on your smart phone that tells you exactly what exercise to do next and even handles the timing for you.

But I think there's a way to make this routine even better. Instead of doing all exercises at once within a 7 minute span, instead attempt to do 1 exercise per hour for 30 seconds.

For example, if you wake up at 8am you'd do 30 seconds of jumping jacks. At 9am you'd do a wall sit for 30 seconds. At 10 am you'd do 30 seconds of push-ups, and so on.

Obviously, it doesn't matter if you do the exercises exactly at the top of the hour. My point is you can use this sequence as a metabolic activator simply by breaking the exercises up and performing throughout the day.

Is This “Enough?”

When I tell people about metabolic activators, the #1 question I get is... “is this enough?”

If someone is asking me that question, I immediately know that they have been told that you need to exercise to lose weight. So if you believe that you need to exercise to lose weight, you're probably stuck thinking you need to run or join a spin class for hours upon hours each week.

You probably think “working out” means you need to be dripping with sweat, “feeling the burn” or trying to burn as many calories as possible within the hour.

Here's the problem with that line of thinking...

Science Says It's Hogwash

Look, don't twist what I'm saying. Exercise is great for health, well-being and even maintaining your weight. But it's really, really BAD for losing weight. In short, it just doesn't work.

And it's NOT because we're lazy. Check it out: In 2009, researcher Herman Pontzer traveled to Tanzania in Africa to study members of the Hadza tribe - one of the last remaining hunter-gatherer tribes on the planet.

Compared to the typical office-worker in a first world country, it appears that members of the Hadza tribe are never at rest. The men of the tribe spend their days stalking and hunting prey, while the women are constantly on the move searching, gathering and picking fruits, berries and edible vegetation.

Pontzer and his team wanted to measure exactly how many calories these super-active tribal people were burning each day so he could compare that with the average office worker in a first world country and potentially identify a cause of obesity.

And that's exactly what they did - measuring the total number of calories burned each day by 30 different members of the tribe. (13)

The Surprising Results

Despite the fact that the average tribesman or tribeswoman in the Hazda is 3x leaner than their counterparts in the Western world, researchers were amazed to find that the super-active Hazda tribespeople did NOT burn 3x as many calories per day.

They didn't burn 2x as many calories either. In fact, researchers were shocked to discover that the ultra-lean, ultra-active tribesman burned almost exactly the same number of calories per day as the overweight office worker in the Western world who rarely makes time for exercise!

How is this possible?!?

Researchers aren't 100% sure, but they have a few theories. First, the vast majority of your calories burned per day comes as a result of your bodily functions. This means your body uses the vast majority of your calories to maintain your systems and keep you alive. Your organs actually burn more calories per day than your muscle tissue, and your organs work 24 hours a day.

Second, researchers believe that the body is amazingly efficient at finding ways to reduce calories burned via exercise. If you were dropped off in Tanzania and forced to live with the Hazda tribe for 30 days, you'd no doubt burn more calories during those first few days as your physical activity level would be far higher than usual.

But very quickly, your body would adapt and find all sorts of ingenious ways to reduce the calories burned during your daily hunts or gathering expeditions.

This is the reason why that super-intense spin class at the gym works so well for about two weeks and then you never see any improvement after that.

The Real Reason We're Losing The War Against Obesity

Faced with the results from their data gleaned from studying the Hazda tribe, Pontzer and his team came to the conclusion that exercise has little or nothing to do with obesity. And that the real culprit is over-eating.

In short, we eat too much... too often. You can't exercise yourself thin. But you can get the lean & fit physique you've always wanted with a few simple rules designed to make it simple and sustainable to eat less...

Recap Of The Complete 44 Hour Diet Program

We're about to wrap things up so let's recap one more time...

- On regular (non-fasting) days, eat two large meals per day with no snacking in between meals
- Don't drink calories (with a minor exception for a beer or glass of wine with evening meal if you like)
- Prioritize protein at all meals to take advantage of the satiating effects of protein, as well as the thermic effect of foods high in protein.
- Strive to drink 1 gallon of water on all days (whether you're fasting or not).
- For faster results and improved health benefits, consider incorporating a 44-hour water only fast 1x during the week. (I like beginning my fast Sunday night and ending Tuesday afternoon, but it's up to you.)
- During the 44-hour fast, consume only water, zero-calorie drinks or coffee/tea with minimal milk/cream/sugar.
- Have a teaspoon of [L-Glutamine](#) mixed with zero-calorie 2-3 times per day during your 44-hour fast. This will help depress hunger levels and make the

experience easier.

- On non-fasting days, be sure to include at least 1 serving of vegetables per day.
- On non-fasting days, be sure to include at least 1 serving of fruit per day.
- Strive to incorporate some form of metabolic activators on a daily basis, especially if you work in an office or have a sedentary lifestyle.

That's it! No counting calories. You don't have to avoid pizza, burgers, alcohol or any other favorite foods. You don't have to eat like a rabbit. With this plan you can eat what you want (but not always when you want) and lose weight quickly and easily.

Parting Words

“Knowing is not enough. We must apply. Willing is not enough; We must do”. -- Johann Wolfgang Von Goethe

You now have all the information you need to finally win the war on fat. You’ve got all the info you need to shed fat, get lean and maintain a lean & fit physique.

But information without action is worthless. Having this information stored in your brain won’t help you at all – in the same way that knowing tomorrow’s winning lottery numbers won’t change your life in any way... if you don’t buy a ticket.

Reading and re-reading this book a dozen times won't give you six-pack abs.

I've given you a complete system – everything I've researched and tested over decades – served up a silver platter. I've eliminated all the guesswork.

And if you think the idea of going 44 hours without food is impossible, let me tell you that practically everybody feels that way when they first hear the idea. And you know almost everybody says once they complete their first 44 hour fast?

“It was so much easier than I thought.”

Seriously. That’s the single most common response I get from people attempting a 44-hour fast for the first time.

I understand the idea of a 44-hour fast sounds incredibly difficult. But the reality is that our bodies evolved to go for long periods without food. And an occasional 44-hour fast can not only be health and an incredible tool for losing fat quickly, it's also far easier than most people imagine.

So you can get started TODAY. Listen – when it comes to losing weight and getting fit almost everybody says “I’ll start Monday” or “I’ll start next week.”

Screw That.

Start right now. Start this very moment. It is impossible to describe how great it feels to be lean, fit and healthy. I want you to experience it for yourself so start NOW.

I've given you every piece of the puzzle – now it's up to you to put the plan into action. The next 60 days are going to zip by no matter what you do.

Put this plan in action and 60 days from now you could have the body you've always wanted. Ignore this plan and 60 days from now you'll look and feel exactly as you do right now.

So why not COMMIT the next 60 days to finally getting the body you deserve once and for all?

You deserve this.

Do it for you. Do it now.

Yours in health and fitness,



Matt Marshall
Author of The 44 Hour Diet
Founder of Fitness Under Oath



About The Author

Matt Marshall is certified personal trainer and fitness writer.

He lives in Michigan with his wife and twin daughters.

You may contact him directly using the private email address on the next page.

How To Get Extra Help If You Need It

In this book, you'll find my complete strategy to do one thing: Help you finally get the body you want.

The strategy in this book is the same plan I practice myself, and it's the same plan I'd recommend to a family member who asked for my help in getting lean.

Literally everything you need to know is in this book. However, if after reading this guide carefully you feel you still have questions, feel free to contact me by email at matt@fitnessunderoath.com

Due to the volume of mail I receive, please allow 72 hours for a response. Lastly, if you'd like my personal help and assistance to help you achieve your unique goals I am available for online coaching. Send coaching inquires to the same email address above and put "Coaching Inquiry" in the subject line.

If I have any open coaching spots at the moment, I'll respond with all the details. I look forward to hearing about your success with the program.

Sincerely,



Matt Marshall
Fitness Under Oath

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