EVIDENCE-BASED WEIGHT CONTROL - SIMPLIFIED
PROBLEM: BIOLOGY & ENVIRONMENT

Why people can’t/don’t automatically control calorie balance

The perfect recipe for continuous weight gain

- Humans are wired to eat & move when necessary
- Modern lifestyle forces us to hurry up and sit somewhere else – worsens as we age
- Food is BIG, everywhere and stimulating
- Daily gains in body fat are unnoticeable

Old, still existing biology in a new environment
# WEIGHT CONTROL 101: PROPER FITNESS EDUCATION
CLEARING THE “DIET CLUTTER” CAUSED BY SCIENCE & MEDIA

<table>
<thead>
<tr>
<th>Being overweight is NOT due to*</th>
<th>If you are overweight it IS because</th>
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<tbody>
<tr>
<td>• Age</td>
<td>You have consistently eaten more calories than you burn and not made calorie in &amp; out adjustments based on weight or body changes</td>
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<tr>
<td>• Slow metabolism</td>
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<td>• Low Thyroid</td>
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<td>• Menopause</td>
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<td>• Under eating</td>
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<td>• Parents (genetics or learned)</td>
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<td>• Number of fat cells you’re born with</td>
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<td>• Not training in target heart rate</td>
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<td>• High Fructose Corn Syrup (HFCS)</td>
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<tr>
<td>• As an infant not breast fed</td>
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<tr>
<td>• Medication</td>
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<tr>
<td>• Hormones</td>
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<tr>
<td>• Sugar</td>
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<tr>
<td>• Trans fat</td>
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<tr>
<td>• Saturated fat</td>
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<tr>
<td>• Carbohydrates</td>
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<tr>
<td>• Eating past 7:00PM</td>
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<td>• Having a baby</td>
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<td>• Eating “wrong” glycemic foods</td>
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<td>• Fast food industry</td>
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<td>• Gut bacteria</td>
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</table>

**Successful Maintainers – 5%**
Life changing event led to success **not** how they did it

**Validating that current methods are useless against the environment**

Definitive Studies Make Headlines:
**It’s Calories NOT Diet – PERIOD!**

**Knowing the facts reduces the need for motivation & opens to door to myriad methods & personal choices**

*Some of these factors may add to difficulty in controlling appetite within movement range*
EDU Proof: Subject 1
Total Daily Energy Expenditure (TDEE): 2,500

Resting metabolic rate: 1.4 cals/min; sleeping metabolic rate: 1.1 cals/min; TDEE: 1.7 cals/min

180 lbs. Exercises, struggles to control weight, believes s/he has a slow metabolism. Moves only when necessary during most awake hours while performing office work and other common daily activities.
EDU Proof: Subject 2:
Total Daily Energy Expenditure (TDEE): 3,282

Resting metabolic rate: 1.4 cals/min; sleeping metabolic rate: 1.1 cals/min; TDEE: 2.3 cals/min

180 lbs. “NON-exercising” lean person, never has weight problems and believes s/he has a fast metabolism. Moves/stands whenever possible during most awake hours for normal daily activities, including office work.
SUMMARY WEIGHT CONTROL 101
Problem: biology & environment clash
Solution: cognitive control including adjustments

• Total calories are determined by personal statistics & the body composition goal, which is often time bound or dictated by the demands of the sport or desired appearance. The ratio & makeup within those calories can be manipulated to improve performance and outcomes.

• One single fact determines the rate of weight/fat lost: the average daily calorie deficit, which is the difference between how much energy is expended and the amount supplied – (and you can’t spot reduce). The dieter should proceed at a pace that does not compromise health or performance gains – if progress stops, eat less and/or burn more.

• Exercise design is for all body structural enhancements: functionality/performance, longevity, aesthetics, etc.; increasing daily energy expenditure and maintaining desired weight.

Weight/Fat Control Doesn’t Happen By Accident Anymore You Have Pay Attention
DO IT YOUR WAY BUT HEDGE YOUR BETS IN STICKING TO YOUR CALORIC BOUNDARIES

- **Common denominators to successful weight loss & maintenance** (data from NWCR) all contained in your program – current evidenced based criteria
  - Low fat (incl. proteins) restricted calorie diet (portion control)
  - Regular physical activity (~1hr/day including walking)
  - Maintain eating patterns (structured, recording, MRs)
  - Breakfast (begins the structure)
  - Self-monitoring of weight
  - Correcting rebounds before they become large gains
  - Meal replacements as appropriate

- **Programs agnostic nature reduces need for compliance motivation** – i.e. how do you want to lose fat/weight?

- **Armband & Coaching can guarantee success**
Just 7 minutes to everything you need to reach your goal.
KNOW YOUR CALORIES: THE DASHBOARD ALWAYS TELLS YOU WHERE YOU ARE & WHAT TO DO, EVERY HOUR & DAY

My Goals

Goal: Lose Weight
Start date: 2/27/2012
End date: 4/23/2012
Start weight: 178 lbs
Goal weight: 170 lbs

SUMMARY

Calories Consumed

Daily Target: 2275
Consumed: 869
Left to eat: 1406

Calories Burned

Daily Target: 2775
Burned: 1453
Left to Burn: 1322

LOG FOOD

Last Update: 3/19/2012 10:00 AM

SYNC BODY SENSOR

Last Sync: 3/19/2012 11:50 AM
DAILY VIEW: WHERE YOU ARE & SHOULD BE INCLUDING TREND TO NEXT MEASUREMENT BASED ON FOOD LOG

My Progress

Here is where you are based on logged food:
584 Calorie Deficit - you're losing weight/fat

Where you should be by end of day:
500 Calorie Deficit

Progress Tracker

TRENDING

Coaching measurements
Estimate based on food log
Your goal
OVERALL VIEW: WHERE YOU ARE, SHOULD BE AND TREND

**My Progress**

**Here is where you are:**
-5.5 lbs of weight
2,575 calories logged per day on avg.

**Where you should be:**
-3 lbs of weight
2,275 calorie intake target per day on avg.

**Progress Tracker**

- Coaching measurements
- Estimate based on food log
- Your goal
ON MEASUREMENT DAY (1-2WKS) ENTER NEW WEIGHT AND/OR BODY FAT AND GET ACCURATE FEEDBACK

My Goals
Goal: Lose Weight
Duration: 8 Weeks
Start date: 2/27/2012
End date: 4/23/2012
Start weight: 178 lbs
Goal weight: 170 lbs

SUMMARY
Calories Consumed
Daily Target: 2275
Consumed: 869
Left to eat: 1406

Calories Burned
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SYNC BODY SENSOR
Last Sync: 3/19/2012 11:50 AM

Feedback
According to your weight measurement change since the beginning of this program, you lost 0 lb (s) of weight, therefore you consumed an average of 0 fewer calories per day than you burned during this period. Your goal was to lose 2.3 lb(s). Keep in mind, body weight can vary based on rate/amounts of muscle/fluid gains or losses.

What do you want to do:
1. Keep my program the same.
2. Understand why my weigh-in was different than I expected.
3. Keep my goal date of 06/07 and update my average deficit target to 1082 calories per day.
4. Keep current calorie deficit of 1000 and extend the goal date to 6/15/2010.
5. Start a new program
6. Contact a coach
WITHOUT ARMBAND, CALCULATE YOUR EXERCISE CONTRIBUTION TO YOUR DAILY CALORIE BURN

Activity Log

Select Date: 3/19/2012

Type: Lifestyle / Occupation
Activity: Weight/Resistance Training
Variation: Lifting Items Continuously, 10-20Lbs, With Limited Walking Or Resting
Duration: 50 min

Calories: 261 Calculated based on above selected activity and duration.

Notes:
You have exercises on your calendar for today. Include a summary of my exercises

SAVE CANCEL
WITHOUT ARMBAND, CALCULATE YOUR EXERCISE CONTRIBUTION TO YOUR DAILY CALORIE BURN

My Goals

<table>
<thead>
<tr>
<th>SUMMARY</th>
<th>NUTRITION</th>
<th>EXERCISES</th>
<th>WEIGHT</th>
<th>BODY SENSOR</th>
</tr>
</thead>
</table>

Calories Consumed

- Daily Target: **2275**
- Consumed: **0**
- Left to eat: **2275**

Calories Burned

- Expected: **2775**
- By Lifestyle: **571**
- By Exercise: **261**
- Left to Burn: **1943**

**172.5 lbs**
YOU CAN BRING YOUR PROGRAM TO LIFE

- Connect, detect and **succeed**!
  - Calories Burned
  - Minutes of Physical Activity
  - Steps
  - Sleep Duration
  - Sleep Efficiency

See your calorie burn by the minute
WHAT IS dotFIT?

EXERSPY - THE SCIENCE SPELLS ACCURACY

SENSORS

1. Accelerometer
2. Skin Temperature
3. Galvanic Skin Response
4. Heat Flux
Choose from today, yesterday or see the averages for the last 7, 14 or 30 days. Also choose any specific back date using the calendar option.
Minute by minute view of “Today” (total time). Roll-over spikes to view time and calorie level.
Total minutes of physical activity is shown by hour and delineated by moderate in blue (3-6 METs) and vigorous in yellow (over 6 METs).
Delineates awake and sleep time segments which equate to overall efficiency.
STEPS BY THE HOUR, DAYS & WEEKS

exerspy Data

- **My Calories Burned**
  - Target: 2841 Calories
  - Actual: 3392 Calories

- **Physical Activity**
  - Target: 0:30 (HRS:MINES)
  - Actual: 1:17 (HRS:MINES)

- **Sleep Time**
  - Target: 8:00 (HRS:MINES)
  - Actual: 7:54 (HRS:MINES)

- **Number of Steps**
  - Target: 10000 steps
  - Actual: 8508 steps

Number of Steps Per Hour

- From: 2/26/10 12:00 AM
- To: 2/27/10 12:00 AM

- Time: 9 AM
  - 3952 Steps
ACCURACY, BATTERY & MEMORY

Accuracy
- >93% for free living activities (total calories burned)
- 95% for total minutes of physical activity
  - British Journal of Sports Medicine, July 2008

Battery
- Internal rechargeable lithium
- Lasts 5-7 days of continuous use
- 3 hours to recharge via USB

Memory
- 14 days worth
OPTIONAL DISPLAY DEVICE

- Watch or clip-on
- View data for today or yesterday
  - Calories Burned
  - Calories per minute
  - Steps
  - Minutes of physical activity
  - Average METs
- Trip function
SEEING IS BELIEVING AND MOTIVATING SIMPLE ADJUSTMENTS, NOT A LIFESTYLE CHANGE

MOSTLY SEDENTARY DAY-1834 CALORIES BURNED
SEEING IS BELIEVING AND MOTIVATING
SIMPLE ADJUSTMENTS, NOT A LIFESTYLE CHANGE

MOSTLY STANDING/PACING DAY-394 MORE BURNED