



The Science of Fat Loss

Day 4: Fat Loss Weight Loss (light bulb moment ahead!)



A quick recap: (click below to revise the page)

Day 1 - [Energy & Metabolism](#)

Day 2 - [Understanding Calories](#)

Day 3 - [Calories out](#)

Fat-Loss vs Weight-Loss

Losing weight is NOT the same as losing fat.

You could chop your leg off, and you'd weigh less.....but it'd be mostly bone that you'd lost....

If you focus on just losing weight, then you will end up losing muscle as well as fat.

And whilst you might not think that's important, it is!

Muscle is what makes you toned.

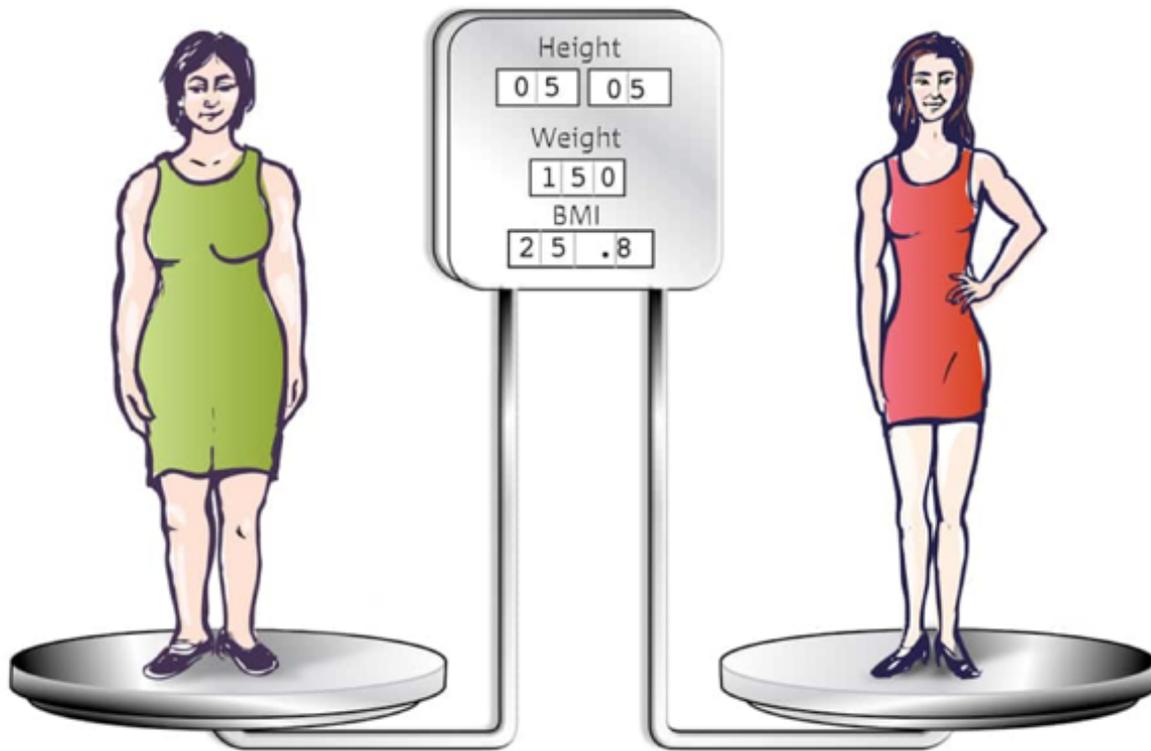
Muscle is what stops you from feeling like you're losing a bit of timber, but still have too many 'loose bits'.

Muscle is what's known as metabolically active - meaning it burns a lot of calories when it's used.

Fat on the other hand, isn't.

And doesn't.

Check out the picture below.....



Same height, same weight, two completely different sizes and shape.

How?

One has a higher proportion of fat than muscle.

“Eh?” you may be thinking!?

Example:

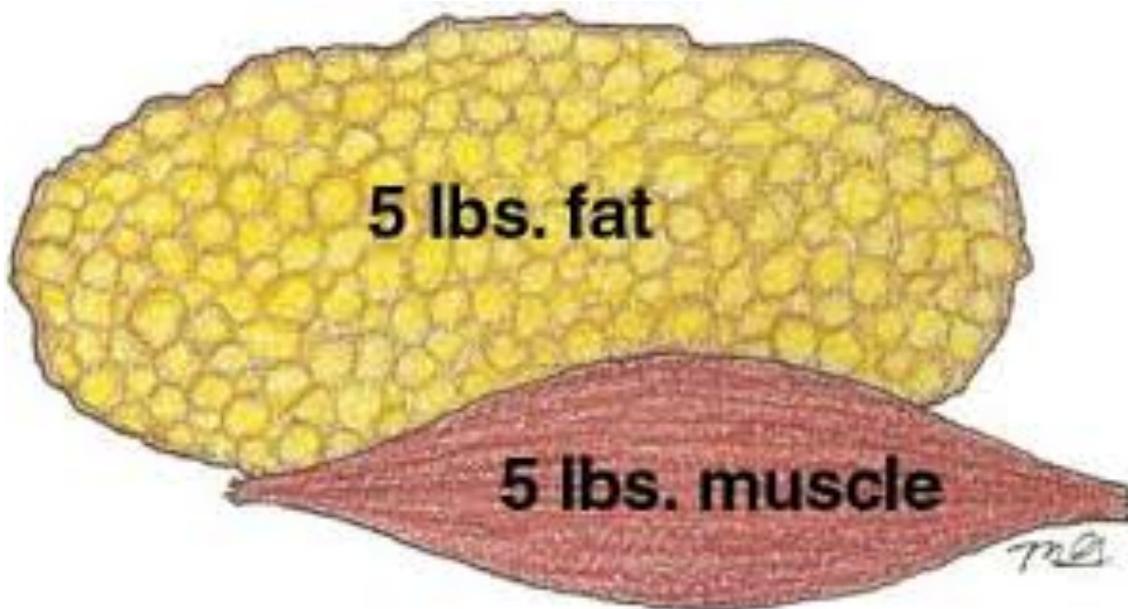
1) The lady on the ***left:***

- 20% is her skeleton and organs = 30lbs
- 45% is bodyfat = 67.5lbs
- **35% is muscle = 52.5lbs**
- **Total “weight” = 150lbs**

2) The lady on the ***right:***

- 20% is her skeleton and organs = 30lbs
- 25% is bodyfat = 37.5lbs
- **55% is muscle = 82.5lbs**
- **Total “weight” = 150lbs**

How is that possible?



Muscle is denser than fat.

1lb of muscle takes up less SPACE on your body than 1lb of fat.

Think of it like this.....

1kg of iron is probably the size of your palm.

1kg of cotton wool, is probably the size of your car!

Both weigh 1kg, but one takes up considerable less space than the other, due to it's density.

If we try to lose weight too quickly, we end up losing muscle tissue as well as fat.

Sure, the scales say we're progressing, but we're actually getting LESS TONED, and our body shape and size isn't changing much.

It is absolutely essential that you grasp this concept of the huge difference between "losing weight" and specifically "losing fat".

Here's another way to think about it

1lb of Bodyfat = 3,500 calories (<<<< scientific fact)

The lady on the left above.....

She has 67.5 lbs of body fat on her 150 lb frame.
Which is **236,250 stored calories.**

Yes, **quarter of a million of the little buggers!**

The lady on right however.....

She has 37.5 lbs of bodyfat on her 150 lb frame.

That's 131,250 stored calories.

This may seem like a shock - on both examples.

Hundreds of thousands of stored calories sounds huge, right?

But **this is one of the reasons why we have and NEED body fat**

(to keep us warm and to store energy incase of periods of starvation).

What we don't need (or want) though, is too much of it.

As you can see, the lady who has a higher fat-to-muscle ratio of, actually has TWICE the number of stored calories on her body.

Sometimes, these different examples is all it takes, for people to finally click that weight isn't everything !

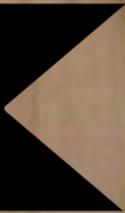
Still don't believe us ?

This client of ours "only" dropped about 11lbs in actual weight.....



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TRANSFORMATION



And this client of ours "only" dropped about 14lbs in actual weight.....



INNOVATE
FITNESS & WELLBEING

TRANSFORMATION

And this client of ours also "only" dropped about 15lbs in actual weight.....



INNOVATE
FITNESS & WELLBEING

TRANSFORMATION

The take home message is that **unless you have over 2 stone to lose, your focus should shift from "weight loss", to "fat loss"**.

Your goal should be to maintain or even add a pound or two of muscle (no you won't get bulky we explain this in the next module), whilst steadily decreasing body fat.

Summary

You now understand that Fat Loss and Weight Loss are not the same

Infact, they are VERY different.

You understand that you can lose a lot of body mass (aka, be smaller) without the scales changing.

Therefore, you should also have grasped that your goal isn't to the scales go down as quickly as possible - it's to see your body shrink.

Which should mean you aren't totally reliant on the scales as a method of measuring progress, or indeed, dictating your happiness!

Coming up in part 5:

Pulling it all together (....because information without action is useless)

Where we cover teach you what you need to do to get cracking with your newfound knowledgeand also a few things to avoid (like relying on willpower)

See you in the fifth and final part :-)

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#BeMore

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