

# **The Real Junk Food Diet Book**

*by Dr. Eric C. Sayre, PhD*



## ***Table of contents***

Foreword from the author

Introduction

Step 1. Your epiphany

Step 2. Your supplements

Step 3. Your Overeating Days

Step 4. Your diet days

Step 5. Exercise

The Real Junk Food Lifestyle

References

\*MEDICAL DISCLAIMER

\*By reading this book, you agree to these terms and conditions.

## ***Foreword from the author***

Dr. Eric C. Sayre, PhD is a statistician, researcher and author currently living in Vancouver, BC. He is a well-published scientist, with nearly 100 publications between 1997 and 2011, including a mixture of first-authorships and coauthorships on articles published in peer-reviewed medical journals, abstracts presented at scientific meetings, research reports and invited talks.

Over several years, Eric applied his skills and experience in research and writing to develop a diet and exercise plan designed for those who love junk food, but want to lose weight and maintain a healthy body. This requires a diet that respects our love of junk food and occasional reluctance to exercise, but also respects the science of healthy nutrition, in a minimally demanding schedule designed for weight loss without giving up our love of pigging out. To this end, he has written this compact, scientifically motivated but fun and comedic how-to manual on doing just that.

The Real Junk Food Diet Book was built from the ground up on our love of junk food. The ultimate cheater's diet book, it does not mandate that people stop pigging out, quite the contrary, yet it strives to achieve a healthy weight and healthy body. This is to be contrasted with certain diets that may have similar sounding names, hence the "Real" in The Real Junk Food Diet Book. Developed meticulously over several years, this diet is the product of extensive scientific research (more than 100 references) but is written in an easy, comedic writing style. Only 15,000 words, this compact handbook was designed for the slob who is too lazy to read a long-winded novel on dieting, still wants to lose weight, and doesn't want to give up pigging out on junk food in the process. Sound like someone you know? Me too! The Real Junk Food Diet Book does not mandate an extensive exercise regime, because you and I would not follow such a thing. Instead, this diet is based on the scientific properties of human metabolism, and human psyche. Follow The Real Junk Food Diet Book, and you will quickly forget that it *is* a diet; I consider this a lifestyle, and a fun one.

**The pounds will drop off, yet you will continue to enjoy vast amounts of the succulent foods you love the most.** How can this be?!? Oh it be, my friends, it be. Turn the page to find out how.

## **Introduction**

My friends, I don't have time to beat around the bush and pamper your feelings. I'm just too damn busy. I'm a professional statistician with about fifteen bosses and clients at any given time, I've got a website to maintain at [www.ericstayre.com](http://www.ericstayre.com), a gaming habit and anonymous YouTube channel that eat up even more time, and I'm writing this book. So permit me to be blunt.

### **You're fat.**

Now don't get me wrong, I'm not trying to be mean. I've "been there done that" my friends, I was not-a-good 245 lbs and I'm 5'10" if I'm lucky. Since then, I've had my weight as low as 175 lbs before deciding that I was too skinny for my frame. I reset my weight to 195 lbs for a couple years, before deciding to add a little more muscle and increasing my weight again, but not my body fat percentage. Today, at 39 years old, I'm in great shape, 15% body fat, well muscled and strong with excellent cardio and a low heart rate. I'm only telling you that you're fat because the first step to your salvation is admitting your failures. I know this from experience. The last day that I was not-a-good 245 lbs, that fateful day at 30 years old (nine years ago!?), I looked in a full length, department store change room mirror while trying on extra large tee shirts (alright, call them muumuus) and I saw this big, fat, obnoxious-looking, bald gorilla looking back at me. I told that fat bastard to get the hell out of my change room or I'd call security! But of course folks, that bald ape was me.

And I had an epiphany that day my friends, one of those moments when I finally, suddenly knew what I looked like to the rest of the world.

### **I was one fat ugly bastard.**

What's going to happen if you have an epiphany like I did? Will you magically lose a whole pile of weight? Sorry my friends, but you do need to change something about what you've been doing, first. If what you've always done got you to be 50, 100 or 300 lbs overweight, then you have to change *something* in order to drop that weight. Well then, what's so great about having an epiphany?

### **An epiphany is a good time to make that change.**

So how about going on a diet? But you've tried a bunch of diets already and they didn't do squat except make you suffer and gain even more weight in the end. This is true for pretty much all the diets out there with "cool" sounding names: the Joe Blow Beach Body Diet, the Jane Schmo Butt Shaping Diet, the Greatest Diet Ever Invented Diet. Those sure sound snazzy! I bet you signed up for a few gym memberships too, all starting January 1 on some doomed New Year's resolution and ending February 1 because you were just too damn busy that year—again. In dieting, failure is "ubiquitous", just to throw a fancy word in there, after all, I'm a writer! Success is extremely rare.

### **All diets are yo-yo diets for most people.**

Sure you hear the odd success story, but what are *your* chances of success? Just because some hillbilly wins a few million bucks in the lottery every single week doesn't mean that you ever will win no matter how many tickets you buy. That's the fallacy most people just don't get, and until I had a degree or three in statistics, I didn't really get it either. But I get it now. You're not going to win the lottery my friends, so let me save you some money: stop buying tickets. If this book ends up a best seller then maybe I will have lied to *one* of you, *maybe* (but I doubt it). This is the difference between a near guarantee that *someone* will win, and any chance at all that it is *you* who will win. Because I assure you my friends: none of you will.

### **Lotto tickets are for chumps. So are most diets.**

So do you need a diet that might have worked for some guy in some other town who got paid to be on the infomercial you watched at 3 AM last night while eating a big bag of potato chips or the rest of that extra large pizza? Of course not, my friends, you need a diet that has a great chance of working for *you*. Even better, a diet you can remain faithful to for the rest of your life without ever feeling like it even is a "diet". You need a new lifestyle.

But you're a pig, through and through! You love junk food more than your own family! Junk food *is* your family! He or she comforts you in your times of need, he or she brings happiness to your life and asks for nothing in return except a few hundred dollars a month on pizza and doughnuts. You can never give up your oldest friend, you are far too loyal! That's why no diet can ever work in the long term for you, because

### **Your oldest and dearest friend, Junk Food, always calls you back.**

But *that*, my good friends, is exactly why *this* diet *will* work for you. I know your life revolves around food, so does mine! I know you are a pig through and through, but so am I! We aren't going to *suppress* that fact, we aren't going to *change* that fact, we aren't going to try to make 1 plus 1 equal 3, and we don't need to—we are going to *harness* it. If every other diet failed for us because we love Junk Food more than life, then this diet will work for us *because* we love Junk Food more than life. This diet will work because it is built from the ground up on our love of Junk Food.

### **Welcome, my friends, to the Real Junk Food Diet.**

On the Real Junk Food Diet I will give you every opportunity to pig out on the foods you love, those same sugary, fatty foods that got you so damn fat! It's really true! I will make you eat *more* junk food than you want to on those days when it's allowed, those are called your Overeating Days.

Days! This is one reason why the Real Junk Food Diet is healthier than what you're doing now.

**Rule Number Two: Eat only low- or non-fat food on your diet days.**

Go with fat-free or low-fat food. There is plenty of scientific evidence to show that dietary fat is a major cause of obesity and other health problems, including steatohepatitis (fatty inflammation of the liver), decreased lipid metabolism in the liver leading to increased "bad" cholesterol (low-density lipoprotein, or LDL) and decreased "good" cholesterol (high-density lipoprotein, or HDL), cardiovascular disease, stomach cancer, esophageal cancer, breast cancer, prostate cancer, colorectal cancer, lung cancer, altered insulin-mediated signaling within the hippocampus causing learning and memory impairment, hypertension, erectile dysfunction, reduced fertility in men, impaired immune function, leptin resistance (decreasing the body's natural appetite suppression) and plenty more.<sup>52,60-88</sup>

Once again the good news is that eating fats in moderation eliminates these dangers. And once more, on the Real Junk Food Diet we are practicing moderation by averages, so despite those pizzas, doughnuts and french fries on our Overeating Days, by being good four or five days a week, our average daily consumption of fatty foods will actually be much lower. And don't worry my friends, there are plenty of tasty products in your grocery store that are low- or non-fat for our diet days. I will list some shortly.

The last thing I should mention here about dietary fat is that there are good and bad fats. Saturated and trans fats are bad for you as they raise LDL cholesterol and so increase the risk of cardiovascular disease, while some unsaturated fats can actually be healthy in moderate quantities.<sup>89</sup> Reading the label on the food you buy can tell you a lot about whether a food has one type of fat or the other, and how much. Fast food (deep fried foods in particular) have tended to be high in trans fat, though that may be changing gradually as laws become stricter. On the Real Junk Food Diet, however, we will avoid fats of either kind on our diet days, for the most part. There are only a couple exceptions that I will get to below.

**Rule Number Three A: During weight loss, eat only unrefined carbohydrates (with a low glycemic index) on your diet days.**

What is glycemic index (GI)? GI is a number between 0 and 100 that rates the digestibility of a food and how easily it converts to sugar during digestion.<sup>90-93</sup> The higher the GI, the more like eating pure sugar that food is—not good for your diet days! In general, eating whole grain foods rather than cracked, processed grains such as white (or even the healthier brown) flour means higher satiety after eating (more filling), lower GI, and higher leucine content which naturally promotes fat loss by increasing resting energy expenditure. So the benefits of eating your carbohydrates in the form of uncracked, whole grain foods are three-fold.<sup>94-98</sup> Other foods high in leucine include skim milk, chicken, soybeans and leaf vegetables. Avoiding high GI foods means staying away from refined flour cereals, white rice, breads and pasta, and some say even potatoes. (Potatoes have a high GI and are to be avoided on diet days

85. Uemura K, Mori N. Influence of age and sex on high-fat diet-induced increase in blood pressure. *Nagoya J Med Sci.* 2006 Jun;68(3-4):109-14.
86. Varela-Moreiras G. Controlling obesity: what should be changed? *Int J Vitam Nutr Res.* 2006 Jul;76(4):262-8.
87. Wheatcroft SB, Kearney MT, Shah AM, Ezzat VA, Miell JR, MODO M, Williams SC, Cawthorn WP, Medina-Gomez G, Vidal-Puig A, Sethi JK, Crossey PA. IGF-binding protein-2 protects against the development of obesity and insulin resistance. *Diabetes.* 2007 Feb;56(2):285-94.
88. Woods SC. Role of the endocannabinoid system in regulating cardiovascular and metabolic risk factors. *Am J Med.* 2007 Mar;120(3 Suppl 1):S19-25.
89. Feldeisen SE, Tucker KL. Nutritional strategies in the prevention and treatment of metabolic syndrome. *Appl Physiol Nutr Metab.* 2007 Feb;32(1):46-60.
90. [No authors listed] Refined flour, sugar may promote colon cancer. *Health News.* 2004 Apr;10(4):12.
91. Donduran S, Hamulu F, Cetinkalp S, Colak B, Horozoglu N, Tuzun M. Glycaemic index of different kinds of carbohydrates in type 2 diabetes. *Eat Weight Disord.* 1999 Dec;4(4):203-6.
92. Willett W, Manson J, Liu S. Glycemic index, glycemic load, and risk of type 2 diabetes. *Am J Clin Nutr.* 2002 Jul;76(1):274S-80S.
93. Wolever TM, Jenkins DJ, Vuksan V, Josse RG, Wong GS, Jenkins AL. Glycemic index of foods in individual subjects. *Diabetes Care.* 1990 Feb;13(2):126-32.
94. Garcia-Alonso A, Goni I. Effect of processing on potato starch: in vitro availability and glycaemic index. *Nahrung.* 2000 Feb;44(1):19-22.
95. Holt SH, Miller JB. Particle size, satiety and the glycaemic response. *Eur J Clin Nutr.* 1994 Jul;48(7):496-502.
96. Jenkins DJ, Wesson V, Wolever TM, Jenkins AL, Kalmusky J, Guidici S, Csima A, Josse RG, Wong GS. Wholemeal versus wholegrain breads: proportion of whole or cracked grain and the glycaemic response. *BMJ.* 1988 Oct 15;297(6654):958-60.
97. McIntosh GH, Noakes M, Royle PJ, Foster PR. Whole-grain rye and wheat foods and markers of bowel health in overweight middle-aged men. *Am J Clin Nutr.* 2003 Apr;77(4):967-74.
98. Zhang Y, Guo K, Leblanc RE, Loh D, Schwartz GJ, Yu YH. Increasing dietary leucine intake reduces diet-induced obesity and improves glucose and cholesterol metabolism in mice via multi-mechanisms. *Diabetes.* 2007 Jun;56(6):1647-54.
99. Leidy HJ, Mattes RD, Campbell WW. Effects of acute and chronic protein intake on metabolism, appetite, and ghrelin during weight loss. *Obesity (Silver Spring).* 2007 May;15(5):1215-25.
100. Gohlke H. [Nutrition and body weight][Article in German] *Z Kardiol.* 2002;91 Suppl 2:12-24.
101. Horrocks LA, Yeo YK. Health benefits of docosahexaenoic acid (DHA). *Pharmacol Res.* 1999 Sep;40(3):211-25.

# ***MEDICAL DISCLAIMER***

## **No advice**

This book contains general information about medical conditions and treatments. The information is not advice, and should not be treated as such.

## **Limitation of warranties**

The medical information in this book is provided “as is” without any representations or warranties, express or implied. Eric C. Sayre makes no representations or warranties in relation to the medical information in this book.

Without prejudice to the generality of the foregoing paragraph, Eric C. Sayre does not warrant that:

- the medical information in this book will be constantly available, or available at all; or
- the medical information in this book is complete, true, accurate, up-to-date, or non-misleading.

## **Professional assistance**

You must not rely on the information in this book as an alternative to medical advice from your doctor or other professional healthcare provider.

If you have any specific questions about any medical matter you should consult your doctor or other professional healthcare provider.

If you think you may be suffering from any medical condition you should seek immediate medical attention.

You should never delay seeking medical advice, disregard medical advice, or discontinue medical treatment because of information in this book.

## **Liability**

Nothing in this medical disclaimer will limit any of our liabilities in any way that is not permitted under applicable law, or exclude any of our liabilities that may not be excluded under applicable law.