

Are you confused by the mass of diets and dieting information currently available? It was bad enough when we just had books. With the advent of the Internet, we are all drowning in a sea of information - most of it completely useless. Fortunately, there are a number of studies pointing the way to the most effective way of losing body fat quickly and easily.

Many books that you see on the shelves of your local bookshop are simply recycled versions of diets popular many years ago. High fat, low carbohydrate diets (such as The Atkins Diet) were best sellers during the 1970's. Food combining diets (which involve consuming protein and carbohydrate at separate meals) are based on ideas first proposed during the 1930's. Unfortunately, scientific support for many of these approaches to weight loss is sadly lacking.

### High-carbohydrate diets aren't the best choice

According to some experts, high-carbohydrate diets are the "best" way to lose body fat. These diets involve eating at least half of your daily caloric intake in the form of carbohydrates. However, there is growing support for diets that restrict carbohydrate intake to 30-40% of total calories. Studies show that diets providing a moderate amount of carbohydrate can accelerate fat loss when compared to their high carbohydrate counterparts.

Some authorities have criticised low-carbohydrate diets on the basis they might limit your ability to perform regular exercise. However, a number of studies have shown this simply isn't the case. A group of elite cyclists were able to reduce carbohydrate intake from 51% to 37% of total calories without reducing the quality or amount of training they did [4]. A recent study found exercise performance to be unchanged after four weeks on a low (37% of total calories) carbohydrate diet [12].

### But what about the effect on fat loss?

A recent trial compared the effects of high (58% of total calories) and low (25% of total calories) carbohydrate diets on fat loss. The low carbohydrate group lost over 30% more weight than subjects on the high carbohydrate diet. A research group from Denmark made the same finding. After six months on a high protein diet, subjects lost almost twice as much fat as those on a high carbohydrate diet [13].

### So why does protein have such an important role to play in weight loss?

Firstly, protein has a higher satiating effect than carbohydrates. In other words, it helps you feel

fuller for longer. As a result, you end up eating less. Carbohydrates can lead to food cravings, via an increase in production of the brain's 'feel-good' hormone serotonin [15]. This is often the reason so many people give up on their diets. Eating is one of life's great pleasures.

The minute you tell yourself that you can't have something, you want it all the more. If you've ever tried a high carbohydrate diet and found yourself craving certain foods, serotonin might be the reason why. Protein also requires far more energy to digest and absorb, which can contribute further to fat loss.

More importantly, your body needs protein in order to hold on to its valuable stores of muscle. When you cut down on calorie intake, your protein needs rise dramatically. Researchers from the University of California report that a protein intake of up to 2 grams per kg of bodyweight may be inadequate during a low calorie diet [5]. Without enough protein, your body will begin to eat away at the muscle you worked so hard to build. Muscle is an 'active' tissue. The more muscle you have, the higher your metabolic rate. When you lose muscle, your metabolism slows down, making fat loss more and more difficult.

Make sure to provide your body with at least 2 grams of protein per kg of bodyweight during periods of hard training and dieting. If you find it difficult meeting your protein needs with regular meals, a protein supplement, such as Promax or a Max-Meal bar, taken 2-3 times each day is the perfect solution.

Is there an easier way to lose fat?

There are several fat burning supplements that will help to speed up fat loss. For example, a recent study has shown that a guggulsterone/phosphate supplement leads to a three fold greater fat loss than diet and exercise alone [2]. Over a six-week period, two groups followed a programme of diet and exercise. One group took a guggulsterone/phosphate supplement (as found in Thermokick). Group two followed the same exercise and diet programme, but used a fake supplement (known as a placebo). Upon completing the programme, the group using the guggulsterone/spanhosphate blend had lost 9.5lb of fat - which was three times more than subjects taking the placebo.

Phosphates have been the subject of scientific research since the mid-1980's. Early studies examined their effect on endurance exercise, with several reports noting an improvement in exercise performance [10]. However, their inclusion in Thermokick is based on research showing they can increase your metabolic rate. The term 'metabolic rate' refers to the amount of

calories your body burns at rest in order to keep you alive. The higher your metabolic rate, the more calories you burn. And the more calories you burn, the more fat you lose. As well as their positive effect on endurance exercise, phosphates have also been shown to increase the metabolic rate - in some cases by up to 19% [9, 11].

When you cut down on food intake, your body senses that it's being deprived of calories. It responds by slowing your metabolic rate. This is mainly because of changes in the activity of certain hormones T3 and T4. Produced by the thyroid gland, these hormones play a critical role in regulating energy expenditure. In simple terms, when levels of certain thyroid hormones drop, your metabolism slows - reducing your rate of fat loss.

Here's the good news.

Phosphates will prevent this metabolic slowdown, making fat loss far easier - especially if you've been on a low calorie diet for some time [11]. Thermokick's effect on the thyroid gland is also helped by the addition of guggulsterones, an extract from a unique type of tree native to India. Several animal studies show that guggulsterone supplementation will boost thyroid activity [14].

Guggulsterones can also improve your health. Indian doctors have known for some time about the cholesterol lowering effects of guggulipid. High cholesterol levels have been strongly linked to heart disease - one of the biggest killers in the UK. The subject of intense research since the 1960's, guggulipid has been clinically proven to reduce your risk of heart disease [7]. In fact, a recent study showed that just eight weeks of guggulipid therapy can lower cholesterol levels by 32% [7].

To lose fat, you still need to exercise regularly and eat right. Thermokick won't do the work for you. But it will make fat loss easier and faster - especially if you've been on a low calorie diet for some time.

Thermokick works in a totally different way to stimulant based fat burners, such as [Thermobol](#). Over time, your body adapts to certain types of supplements, which is why it's important to use them in cycles. For example, you could use

[Thermobol](#)

for a month, followed by a month of Thermokick. Combining the two over a 4-6 week period would deliver the kind of fast results you want.

You can save £34.99 when you take advantage of our special “buy 3 and get 1 free” offer - that’s four months of continuous fat loss for less than 90 pence a day! Click here now to buy 3 fat burners and get the 4th one FREE! You can also place your order by calling Maximuscle now on 01923 650600. Lines are open 24 hours a day, 7 days a week.

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