

# **CHOOSE TO LOSE WEIGHT-LOSS PLAN FOR MEN**

**A TAKE-CONTROL PROGRAM FOR  
MEN WITH THE GUTS TO LOSE**



**DR. RON AND NANCY GOOR**

**BEST-SELLING AUTHORS  
1 MILLION GOORS BOOKS IN PRINT**

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for Men with the Guts to Lose**

**Dr. Ron and Nancy Goor**



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Before beginning this or any diet, you should consult your physician to be sure it is safe for you.
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With love to our sons,  
Alex and Dan

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# Foreword

In May of 1997, I had an emergency angioplasty — a procedure to open a blocked artery in my heart to prevent a potentially fatal heart attack. Despite my years of medical education and after more than 20 years of practice treating patients with heart disease, I thought I had a pretty good idea of the risk factors. In fact, there were plenty of times I looked at patients, particularly men, looked at their risk factors, and felt that they were at increased risk for a heart attack. I referred them to cardiologists, and my evaluation generally turned out to be right. I thought that I had it figured out and that I was immune. At age 46 I never expected a life-threatening heart condition. Then it happened to me.

When the shock wore off, I felt lost and scared. I knew I had to do something about my health, particularly my weight. Despite my years of medical education and practice, I didn't know where to begin with diet or weight reduction. A cardiologist friend recommended several books. I moved myself as fast as I could to the nearest bookstore. The book that caught my attention was *Choose to Lose* by Dr. Ron and Nancy Goor. I quickly realized I had found a low-fat diet program that I could follow without having to starve or feel deprived.

Ten days after my angioplasty, I started following *Choose to Lose*. I was amazed by how comprehensive it was and easy to read and what an easy program it was to follow.

Before *Choose to Lose*, I had never thought I would ever be able to lose weight. I weighed 231 pounds and as a result suffered sleep apnea. After following *Choose to Lose* for 2 months, I had lost 30 pounds. I felt so light I felt I could fly. After 6 months, I had lost 60 pounds. I no longer needed the two blood pressure medications I had been taking, and my sleep apnea cleared up. My cholesterol levels and triglyceride levels dropped.

I have become a great advocate for *Choose to Lose*. I recommend it to

## x Foreword

patients, friends, and neighbors. I tell them that *Choose to Lose* is the best investment they will make. I encourage them to buy one for someone else — their mother or father or sisters or brothers. Not only is it effective, it is safe and medically sound.

In my practice, I am interested in looking at the whole person. I try to be comprehensive so I don't just deal with the problem they come in with. If a patient comes in with pink eye and I notice they have a weight or blood pressure problem, I prescribe *Choose to Lose*. My patients have been very successful following *Choose to Lose* in both losing weight and lowering cholesterol and blood pressure. Today the wife of one of my patients called to thank me because her husband lost 30 pounds following *Choose to Lose* and felt so good. I have many, many success stories from my patients.

A while ago, I called the Goors to tell them how much *Choose to Lose* has benefited me. I told them I wanted them to write more books because I enjoyed reading *Choose to Lose* so much. They told me they were writing *Choose to Lose Weight-Loss Plan for Men* and asked me to write a foreword. I was grateful for the opportunity to tell my story because I understand so well how invulnerable young men feel. I want all the men who read this book to know that the time to do something about your health is right now and you are doing the right thing. *Choose to Lose Weight-Loss Plan for Men* makes it simple to make important lifestyle changes that will make all the difference in your health and well-being. I know.

— Lawrence P. Saladino, M. D.,  
Internal Medicine, Vienna, Virginia  
Assistant Clinical Professor of Healthcare Sciences and Medicine,  
George Washington University School of Medicine

# **Choose to Lose**

## **Weight-Loss Plan for Men**



# 1. You Are a Lucky Man

CONGRATULATIONS! You have taken the first step to becoming a lean and healthy man. Whether you have been inspired by your soaring cholesterol level, an inability to keep your buttons from popping off, energy and stamina approaching the level of a limp rag, a sense you could definitely feel better than you do, or you are just fed up with being overweight, you have made an important decision that will totally change and improve your life. The Lean You is just under the surface waiting to break out. With little effort, you can become the healthy, fit, active man you want to be. You are a lucky man.

## **Being a Man: The Upside**

You are lucky because you are a man. Men have a tremendous advantage in fighting the battle of the bulge. Men (even fat men) are endowed with substantial muscle mass. Muscle is the tissue that burns fat. So it follows that most men can lose fat quickly. In addition, since most men have not been dieting since birth, they don't have the diet-related hangups that many women have. Many men do not even realize how overweight they are. Men who want to lose their beer belly or love handles have nature on their side.

## **Being a Man: The Downside**

Being a man may make losing weight easier, but men who eat a high-fat, high-saturated-fat diet clog their coronary arteries faster than women do. In fact, simply being a male is a risk factor for heart disease. Men who persist in following an unhealthy lifestyle are more likely to suffer strokes or colon cancer than women. So take advantage of the upside of being a male to ensure that you never suffer the downside. You

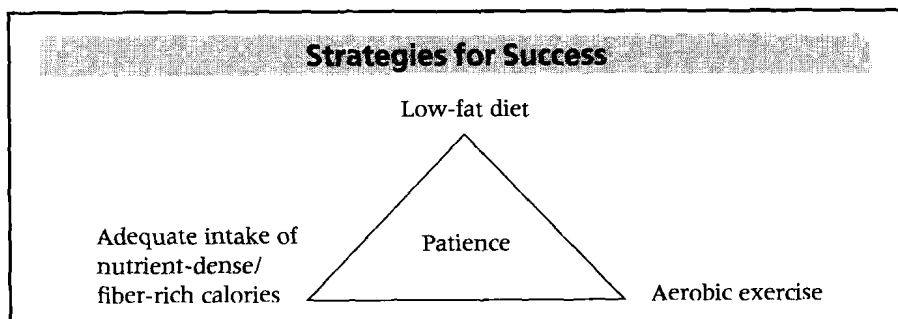
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can easily reduce your risks and increase your chances for a long and healthy life. *Choose to Lose Weight-Loss Plan for Men* will show you how.

### STRATEGIES FOR SUCCESS

You can capitalize on your fat-burning muscle mass to eat your way to a lean and healthy body. You can eat regular foods that you choose — you don't have to limit your diet to rabbit food. (In fact, salads are often a bad weight-loss choice.) You can eat satisfying portions so you're never hungry. You won't even have to spend half your day in a gym running around the track or lifting weights. You will be in control of your food choices, your weight, and your health. You just have to do three things:

1. Eat a low-fat diet (with an occasional high-fat splurge).
2. Eat plenty of nutritious food.
3. Exercise aerobically about 30 minutes a day (walking is great).



### 1. Eat a Low-Fat Diet

Let's start with Strategy #1: Eat a low-fat diet. Extensive scientific research and the experience of thousands of Choosers to Lose have shown that FAT makes you fat. The less fat you put into your body's fat stores, the less fat you will have to remove later.

But how much fat are you eating? One of the reasons you are heavier than you want to be is that you are probably eating more fat than you realize. How do you know how much fat you should eat or how much fat is in foods?

*Choose to Lose Weight-Loss Plan for Men* gives you a simple tool: a Fat Budget. This budget — the maximum amount of fat you can eat each day and still reach and maintain your desirable weight — is like your

salary. Imagine how difficult it would be to make financial choices if you didn't know your salary. How would you know what kind of car to buy or what kind of vacation to take? Could you afford a Lexus or a Taurus, a trip to the beach or a cruise around the world? Your salary is one of the most powerful behavior modification tools in your life.

Like your salary, your Fat Budget empowers you to make choices — food choices. When you know your Fat Budget and the number of fat calories in foods,\* you can decide which combination of foods you can afford to eat. No food is prohibited; no food is required.

Here's how the Fat Budget works. Say you are at the office Christmas party. Your Fat Budget is 400 fat calories a day. Instead of chug-a-lugging 3 cups of eggnog (510 fat calories) and causing a significant overdraft in your Fat Budget, you will ask, "Are 3 cups of eggnog worth 510 fat calories?" Why not spend 0 fat calories for wine or beer instead? It's your Fat Budget and your choice.

The Fat Budget even allows for splurges. Maybe 1 cup of eggnog *is* worth 170 fat calories to you. Budget it in. You don't have to give up everything. You just learn to make better choices. Eventually, your tastes may even change. Many men following *Choose to Lose* have told us that they can no longer stomach the high-fat, greasy foods they once ate with gusto. This may happen to you too.

**Maximizing Fat Loss.** Eating less fat is essential for weight loss, but you can't stop there. To shrink the fat stores, you must not only add less fat to them; you need to remove the fat that is already there. The next two strategies are aimed at removing the stored fat.

## 2. Eat Plenty of Nutrient-Dense, Fiber-Rich Carbohydrates

Strategy #2 is to eat low-fat, nutritious food to lose weight. You need to eat enough calories to keep your metabolism chugging along so you will burn fat at a maximum rate and thus help reduce your fat stores. Of course, you can't eat just any food. Not high-fat foods that add to your fat stores. And not empty calories like fat-free cakes and nonfat crackers, which only slow down your weight loss because your body burns them in preference to fat. We mean fruits, vegetables, whole grains — high-fiber, nutrient-dense carbohydrates. These foods have a lot of bulk and fill you up without filling you out. They are chock-full of vitamins and minerals too, which ensures your good health now and in the future.

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\* The Food Tables at the end of the book list fat calories for over 6000 foods.

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Add low-fat meats like chicken, turkey, fish, seafood, and some lean cuts of red meats, and you'll have a full, delicious, healthy diet.

Not only will these foods rev up your metabolism, they will keep you full and satisfied so you won't build up high-fat cravings and fall off the healthy-eating wagon. They will keep your energy at an all-time high. It is the carbohydrates in foods that give you energy and stamina — the prerequisites to fulfilling the third strategy: daily aerobic exercise.

### 3. Exercise Aerobically Every Day

The third strategy for losing weight (and getting healthier) is daily aerobic exercise. Daily aerobic exercise is vital because it increases your energy needs. To satisfy the increased demand, the body burns fat from the fat stores and you lose weight. In addition, exercise builds and preserves muscle. Muscle is the tissue that burns fat. The more muscle you have, the higher is your capacity to burn your stockpiled fat. Before you insist that you are much too busy to run 5 miles a day or work out 2 hours each morning, rest assured that the exercise we recommend is not time-consuming or punishing. All you have to do is walk. We recommend walking for at least 30 minutes a day — the more, the better. The longer you exercise nonstop over 20 minutes, the more fat you burn and the leaner you'll become. It need not be intense. In fact, you should be able to carry on a normal conversation without becoming breathless.

#### Turn Your Vicious Cycle Into a Virtuous Cycle

The Vicious Cycle goes like this: You eat too much fat so you become overweight. Because you are overweight, you find it difficult to exercise and you don't make the effort. Because you aren't exercising, you lose muscle. With less muscle, you burn less fat and become fatter. You feel bad because you are fat, so you eat more fat and become even fatter.

This is the Virtuous Cycle, or *Choose to Lose* in Action: You eat a low-fat, high-carbohydrate diet, so you have lots of energy. You have lots of energy, so you find it easy to exercise. Exercising makes you feel better, so you eat healthfully. Because you are eating healthfully and exercising, you lose weight, which makes you feel better about yourself, so you continue to eat healthfully and exercise and lose weight.

Of course, if you want to do something more vigorous, like bicycling or rowing, that's fine. Strength training and stretching are not aerobic but will also add enormously to your fitness and quality of life. (See Chapter 13 for more on exercise.)

## **Choose to Lose for Life**

You are going to be making major lifestyle changes, but it won't be difficult. *Choose to Lose Weight-Loss Plan for Men* is easy to follow and incorporate into your life — forever. The most common comment we hear from men following *Choose to Lose Weight-Loss Plan for Men* is, “Why didn't I start doing this years ago?”

## **Patience**

You probably noticed that the word *patience* is at the center of the success triangle. Being a man and having a lot of muscle gives you an added advantage in losing weight (fat), but don't think that by next week you'll be mistaken for a skeleton. It takes time for all that excess fat to be pulled out of your body's fat stores and burned. Think about how long it took to pack your fat stores. You *will* lose weight — some Choosers to Lose have lost more than 165 pounds — and reach your goal, but don't expect to lose weight on a strict timetable.\* In fact, the best policy is to focus on how much delicious low-fat food you are eating, how good you feel, how healthy you are becoming, and not on pounds at all. *Choose to Lose Weight-Loss Plan for Men* is about so much more than weight loss.

## **The Benefits Are Great, or Good-bye, Heartburn**

Here are some of the benefits you can expect to achieve following *Choose to Lose Weight-Loss Plan for Men*:

- Reduced risks of heart disease, cancer, diabetes — you'll be so healthy your doctor will ask *you* for advice.
- Increased energy and endurance — you'll have to find younger friends to keep up with the New You.
- A more attractive you — you'll look in the mirror and like what you see.
- No more heartburn — throw away your lifetime supply of antacids.
- Increased self-esteem — you'll be in control and it will show.

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\* See Chapter 16 on “The Scale” (page 170) and “Weight-Loss Rate” (page 166) and Chapter 17 on measuring success (page 180).

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- Improved sex life — you'll have more vigor and stamina, and you won't crush your partner.

### Sex

A friend confided to us that the reason he started following *Choose to Lose Weight-Loss Plan for Men* was because of his sex life. He huffed and puffed so much during sex he thought he would have a heart attack. *Choose to Lose Weight-Loss Plan for Men* turned his problem around. He lost weight, gained energy, and could enjoy sex again (so did his wife).

*Choose to Lose Weight-Loss Plan for Men* is great in every area. It will improve your stamina, your outlook, your love of life!

Now that you are ready to embark on *Choose to Lose Weight-Loss Plan for Men* and eat more good food than you have ever imagined, lose weight, and be in control of your life, read the next chapter to understand the scientific basis of the plan. The science makes sense. Understanding how and why the three *Choose to Lose* strategies work is a great motivator.

## 2. How *Choose to Lose* Works and Why

TO LOSE WEIGHT you need to reduce the amount of fat in your fat stores. The three *Choose to Lose* strategies effectively accomplish this goal. In this chapter, we will explore the scientific basis for each of the three strategies and show the unique way they work together to maximize your weight loss.

### WEIGHT LOSS: ENERGY SUPPLY AND DEMAND

#### Your Body Needs Energy to Operate

We will start with energy because weight loss is all about how your body uses and stores energy.

**Basal Metabolism.** Your body needs a certain amount of energy to function — to power your heart, lungs, brain, kidneys, and other organs and keep them in good repair. The amount of energy you use when you are completely at rest is called your basal metabolism. The rate at which you burn energy when you are completely at rest is called your basal metabolic rate (BMR).

Each person has his own BMR determined partly by heredity and partly by lifestyle. Your heredity sets the upper and lower limits of your BMR. You can maximize your BMR within this range by doing daily aerobic exercise and by eating a lot of nutrient-dense, fiber-rich carbohydrates. The higher your BMR, the faster and more easily you lose weight.

**Physical Activity.** Unlike your basal metabolic rate, physical activity is not fixed within a range. The more exercise you do, the more energy you need to fuel it.

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**Total Energy Needs.** Your total energy needs are the sum of your basal metabolism plus the amount of physical activity you do. The higher your BMR and the more active you are, the more energy you need.

### Food Supplies Energy

Where does your body get energy to power your basal metabolism + physical activity? Just as energy stored in batteries powers machines to do work, energy stored in the food you eat powers your body.

The energy in food comes packed in three types of nutrients: fats, carbohydrates, and proteins. The amount of energy supplied by each of these nutrients is measured in calories.

#### Calorie Facts

A calorie is a unit of measurement of the amount of energy stored in food. The nutrients that contribute calories (energy) are carbohydrates (sugars and starches), fats, and proteins. Alcohol also contributes calories. See below for the amount of energy stored in each nutrient.

Total calories are the sum of fat, carbohydrate, and protein calories.\*

$$\begin{array}{r} \text{Fat Calories} \\ \text{Carbohydrate Calories} \\ + \text{Protein Calories} \\ \hline \text{Total Calories} \end{array}$$

\* If alcohol is consumed, the alcohol calories are included in the total.

<u>Calories Per Gram</u>	
Fat	9
Carbohydrates	4
Proteins	4
Alcohol	7

### Not All Calories Are Equal

Many people believe that whether you eat fats, carbohydrates, or proteins, if you eat too much, the energy is stored and becomes fat. Not



true. What is true is that the body handles carbohydrates, fats, and proteins differently and the calories from each have a totally different effect on weight gain. Each of the *Choose to Lose* strategies takes advantage of the different ways the body uses these nutrients to help you lose weight.

### STRATEGY #1: EAT A LOW-FAT DIET

Fat is the villain. Fat makes you fat. Unlike carbohydrates and protein, fat is not burned off when you eat it. Almost all (97%) of the fat you eat slides right into the fat stores that pad your body. It is as if you took the hamburger you just ate and wadded it onto your belly except that it is happening from the inside.

The capacity for storing fat knows no bounds. The normal *lean* person stores about 140,000 calories of fat. Contrast this to the body's limited capacity to store carbohydrate (about 1200–1500 calories). And with fat storage, there is no upper limit. A person who weighs 300 pounds is storing about 200 pounds of fat.

Whereas it is extremely difficult to overeat carbohydrates if you are eating nutrient-dense, fiber-rich food, there are no mechanisms to protect you from overeating fat. You can overeat fat one day, and the next, and the next, and the fat stores grow larger and larger.

In short, you are overweight because you have put too much fat in cold storage.

### Creating a Deficit

Each day fat from the foods you eat is added to your body's fat stores. Some is removed to furnish energy not supplied by the carbohydrates you eat. **Your weight is determined largely by how much fat you add to the fat depots versus how much you remove.**

If you eat just the amount of fat that is removed from the fat stores to furnish the energy not supplied by the carbohydrates, your weight will remain the same. If you eat more fat, the excess will go into the fat stores and you will gain weight. If you eat less fat than is required to satisfy your energy needs, then the body will have to make up the deficit by removing fat from the fat stores and you lose weight.

Strategy #1, eating a low-fat diet, ensures that you add less fat to the fat stores. The less fat you add, the less you will have to remove later.

Strategies #2 and #3 are aimed at removing the fat that already pads your frame.