



by Joyce & Gene Daoust

**THE
ZONE DIET
MADE EASY!**

**OVER 100
PERSONALIZED
ZONE MEALS
AND RECIPES!**

40-30-30
FAT
BURNING
NUTRITION

**The Dietary Hormonal Connection to
Permanent Weight Loss and Better Health**

*Learn to combine carbohydrates, proteins and fats
to maximize your body's fat burning potential.*

LOOK, FEEL AND PERFORM BETTER

40-30-30 FAT BURNING NUTRITION

**The Dietary Hormonal Connection to
Permanent Weight Loss and Better Health**

by Joyce & Gene Daoust

Wharton Publishing
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The information contained in this book is from the authors' experiences and is not intended to replace medical advice. The authors do not directly or indirectly dispense medical advice or prescribe the use of this nutritional program as a form of treatment.

This publication is presented for information purposes, to increase public knowledge of the developments in the field of nutrition. Before beginning this or any nutrition program you should consult with your physician, and address any questions to your physician.

Use of the information provided is at the sole choice and risk of the reader.

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Dedication

This book is dedicated to and in memory of Gene's parents, Donald J. and Mary Jean Daoust, for being such wonderful teachers and great friends. You may be gone but will never be forgotten, and I will always "Keep the Faith and Think Big."

This book is also dedicated to Joyce's parents, Richard and Clarann Ruhmann, for giving her the strength and independence to overcome any obstacle and accomplish any goal.



JOYCE AND GENE DAOUST

Married for 10 years, Joyce and Gene Daoust continue to marry their talents as managing editors of *Fat-Burning Nutrition News*, a quarterly newsletter dedicated entirely to *Fat-Burning Nutrition*, and as president and director, respectively, of FBN Enterprises, their nutritional consulting firm located in San Diego, California. As former directors and co-founders of the Bio-Syn Human Performance Center, a cutting-edge weight loss and sports nutrition clinic in Redmond, Washington, they were key members of the original clinical nutrition team that developed the 40-30-30 diet—a diet based on hormonal responses to foods.

Moving theory into practice, the Daousts developed the nutrition programs for three start-up companies that make 40-30-30 meal replacement nutrition bars. Having conducted thousands of nutritional and body fat analyses, Joyce and Gene also created *The Two-Week Fat Flush*, a simple and fast weight loss program, and *The Corporate Executive Fat Loss Challenge*, a weight loss and performance nutrition program for corporations.

Gene is a certified nutritionist and former bodybuilder. He has come to be known as “*The Amino Man*,” because of his expertise in the areas of amino acids, weight loss, sports nutrition, and dietary endocrinology.

Joyce is also a certified nutritionist and has prepared personalized nutrition plans and worked with physicians to help thousands of people eat well while burning fat. Joyce is also the co-host of "Fitness Awareness," a weekly radio program that discusses the latest in exercise, fat-burning nutrition, and how anyone can look, feel, and perform better.

Joyce and Gene have become leading speakers at seminars and workshops for the general public, health food industry, corporations and health professionals, and have working relationships with many professional athletes and teams. They are also featured columnists, weight loss advisors, and contributing editors for numerous health and fitness newsletters and magazines.



Introduction

NUTRITIONIST DISCOVERS HOW YOU CAN MAXIMIZE YOUR BODY'S ABILITY TO BURN STORED BODY FAT 24 HOURS A DAY, EVERYDAY!

Sound like a crazy headline from a tabloid magazine, too good to be true? Maybe, but it *is* true, and right now as you read this, you should be burning stored body fat for energy. In fact, if you ate the right balance of carbohydrate, protein, and fat in your last meal, you would have no choice but to burn fat for energy. You see, every time you eat you have the ability to control the hormones that burn fat and store fat in your body. These hormones are controlled by the balance of the macronutrients that are found in the foods you eat. You have the ability to control these hormones every time you eat, 24 hours a day, *every* day.



If, like most people, you have been following the high-carbohydrate, low- or fat-free recommendations of the so-called experts, you probably are not burning stored body fat as efficiently as possible but are burning sugars (carbohydrates) instead.

The so-called experts are **WRONG!** You see, there is a big difference in weight loss diets and

40-30-30 Fat-Burning Nutrition. The secret is balanced nutrition. It always has been and always will be. The high-carbohydrate and low- or fat-free approach is *not* balanced and is hormonally incorrect to burn fat. The current advice that says “a calorie is a calorie, simply reduce your calories or exercise like crazy” does not tell the whole story. To maximize fat burning, it’s not what you eat that is important, but the *balance* of what you eat and the hormonal response it creates.

All of this talk about balanced hormones is the result of understanding a little known specialty

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called dietary endocrinology, the study of how foods affect hormonal response. This book offers an optimal eating program based on a 40-30-30 ratio of

carbohydrate, protein, and fat which we used exclusively at the BioSyn Human Performance Center in Seattle, Washington.

40-30-30 Fat-Burning Nutrition is simple to use, safe, and easy to get started. Our system is complete, and it provides clear and concise direction on how to maximize your body’s ability to burn stored body fat.

We have accumulated over 25 years of combined experience in the fields of fat and weight loss, sports nutrition, and performance nutrition and have seen the *40-30-30* program work for more than 50,000 people. We *know* it can work for you. Keep your fat burning hope alive, good luck, keep the faith, and just burn it. Fat that is!

Gene and Joyce Daoust

How to Use This Book

THIS BOOK IS FOR YOU

- If you are too fat
- If you crave sugars or carbohydrates
- If you have been following a high-carbohydrate, low-fat diet and are not losing body fat
- If you are sick and tired of fad diets that don't work

Why? Because 95 percent of all diets fail. Americans are eating less fat and more carbohydrates and are now fatter than ever!

And... because it's time to understand the true science behind nutrition—specifically the dietary hormonal connection to *40-30-30 Fat-Burning Nutrition*.

HOW THIS BOOK CAN HELP YOU

We have organized *40-30-30 Fat-Burning Nutrition* from the point of view of one who likes to read and understand a concept thoroughly before he tries it out. However, you might prefer to skip the scientific background presented in the first section and get to the “hands-on” part of the program, so you can begin to burn fat right away. You can always come back to the first section and take your time learning about the scientific background that is the basis for the program. We hope that, whichever

method you choose, you will enjoy and become excited about making *40-30-30 Fat-Burning Nutrition* a part of your life.

Following is a brief synopsis of each section of the book to help you decide the best way to begin.

Part I



Chapters 1 through 5 take you on a simplified scientific journey to understanding how your body works and what happens hormonally when you eat certain kinds of foods. We have tried to use familiar vocabulary and to define terms that may be new to non-scientists, which most of us are. These chapters deal with how your intake of carbohydrate, protein, and fat control the two major hormones that determine how efficiently you burn stored body fat for energy. You will find out that, by using a specific 40-30-30 ratio of carbohydrate, protein, and fat at each meal, you have the ability to control the fat storage hormone and the fat burning hormones every time you eat.

Although you can lose body fat by following *40-30-30 Fat-Burning Nutrition* alone, Chapter 3 points out the hormonal benefits of adding some exercise to your life. The additional health benefits to be gained from burning stored body fat are discussed in Chapter 6.

Part II

Chapter 7 offers a vegetarian viewpoint. Chapters 8 through 11 give you the opportunity to figure out what kinds and amounts of food your body requires for optimal fat burning and how to begin using *40-30-30 Fat-Burning Nutrition*. Chapter 12, Chapter 13, and the Appendix offer insight into restaurant eating, fast foods, supplements, a food shopping list, a chart to help you track your results, and a recommended reading list.

Remember

No program will work if you don't give it a fair chance. Simply follow the *40-30-30 Fat-Burning Nutrition* guidelines for at least two to six weeks and watch for results at the end of the second week. Don't worry about checking the scale every day. Instead, measure your results by how you look and feel, the way your clothes fit, improved strength and energy, and reduced hunger and carbohydrate cravings.

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