



# Simplicity in Fitness & Nutrition Crushing the Myths

## STOP the PRESSES...

Once upon a time ago, I started a newsletter. For reasons I can not really explain, I stopped producing that newsletter. Maybe it was because I didn't feel people were reading it or found it of value to them. Or maybe I just got lazy. Anyway, the point is, I stopped producing a monthly newsletter that I felt was an important part of my service to not only my clients but anyone who needs information about health, fitness and nutrition that is backed by science and not fiction

Since entering into ATSU as a Masters candidate for my MS Degree in Exercise Science and Human Performance, I have had tons of information come my way and I think it is high time I give some of that info back to all of you. With so many myths flying around about

Health and Fitness, Weight Loss & Wellness, Sports Science & Youth Fitness, I am once again compelled to write to help people to decipher this information from what is fact and what is fiction.

Let me explain by giving you some examples...

The Weight Loss Industry is BIG BUSINESS Corporations and the competition is fierce. Check out these staggering numbers as reported by the Wall Street Journal: In 2007 Americans spent over

**\$39.2 billion**

on diets, nutritional supplements, and weight loss products. What's worse is the Diet and Supplement Industry is so loosely regulated, thanks to a federal law passed in 1994, these multi-million dollar corporations get away with just

about anything they want. These huge diet and supplement companies also own the big fitness magazines, websites, and publish many of the popular fat loss books as well. A lot of the articles in these publications are nothing but "**disguised**" advertisements for their products. These same companies spend millions of dollars in advertising with the media and are able to "**spin**" the news just about any way they want. Is it any wonder where so many myths and outright deceit comes from? So what you're reading and watching about fat loss is usually nothing more than what these large unscrupulous corporations want you to believe. You've been lied to over and over again and it is time I helped you to know what is the truth and a bunch of bs. All that said, I give you my newest newsletter:

*Simplicity in Fitness and Nutrition...crushing the myths!*



### What's In Your Kid's Food??

If you're like me, you've looked at those mysterious ingredients listed on the nutrition label of your child's favorite food and wondered just what the heck these ingredients with like 12 syllables I can't even pronounce are? Well guess what? Now

you can figure out all that chemical mumbo jumbo your kid is eating by simply getting on the Internet and clicking on :

[www.ific.org/publications/brochures/foodingredandcolorsbroch.cfm](http://www.ific.org/publications/brochures/foodingredandcolorsbroch.cfm)

**The International Food Information Council** is an absolutely wonderful site that provides a way to "crush the myths" by giving you helpful info on food ingredients and colors. Check it out! You will be amazed at what you find!

### tasty tidbits...**Tomato** Tip

Did you know that to get more health benefits from tomatoes, you should eat them **cooked** rather than raw? Yep, that's right. At least for this veggie. Turns out that the heating process alters the molecular structure of an antioxidant in the tomato called **Lycopene**, which makes it *two to three times* more absorbable in the body. I think I need to go start a pot of sauce!

That's it for this month. Please check out my website: [www.peakconditionfitness.com](http://www.peakconditionfitness.com). I have completely overhauled the site, and it will continue to make more changes in the days and months to come. Please go there and check it out and tell me what you think. Also, go to my **blog** and read my posts and comment back. I would really appreciate your support. Thank you and Be well. See you next month! ~Todd D. [www.peakconditionfitness.blogspot.com](http://www.peakconditionfitness.blogspot.com)