



Say you want a revolution?

It is time to stop the obesity madness.

By Cory Everson



In 1980, I did my first health and fitness seminar in a mall in Wisconsin. While we didn't have an obesity crisis like we do today, 99 percent of the attendees were concerned with losing weight, eliminating body fat and eating right. They were looking for a commitment to improving their long-term health, body fat levels and appearances.

It's ironic - if not sad - that 25 years later, the focus on my seminars is the same. For nearly a quarter of a century, we have not found a solution. Why? The reasons are many.

I can safely say it is not from a lack of knowledge. While we now know more about health, nutrition and exercise, we are still bigger, fatter, less healthy, less active and more stressed than we've ever been. Some 300 million people die unnecessarily each year due to their sedentary lifestyles and poor food choices. More than 30 percent of our nation's youth and 65 million adults are obese. And the numbers are growing.

Is there an answer? Well, there are thousands of products out there that offer empty claims and unrealistic results. Enter Z-Trim, a revolutionary all-natural, zero-calorie fat replacement that was created by the U.S. Department of Agriculture (USDA). Z-Trim reduces calories and increases healthy insoluble fiber in a variety of products, including cheese, baked goods, processed meats, dressings, confectionery products and a wide range of other prepared foods. It has been well received by consumers, as well as a number of major domestic and foreign food manufacturers,

as a vital mainstream ingredient for making healthier foods with fewer calories that don't sacrifice taste or texture.

Z-Trim's secret is that it's not a diet, requires no effort and doesn't change taste or texture. It's a natural food product additive.

JUST DIET, BABY!

Why have so many weight-loss solutions failed? For starters, most products or diets are based on unrealistic eating behaviors, exercising until you're blue in the face or having to change your entire lifestyle. Nearly 99 percent of all these fad diets result in loss of lean body mass, which slows your metabolic furnace down to a crawl and can actually make you fatter instead of thinner in the long run.

With Z-Trim, you can replace 30 to 70 percent of the fats in just about every food you make. For example, if the recipe calls for oil, shortening, fat, butter, cream, sour cream or mayonnaise, you can substitute it with Z-Trim. You are not spiking your insulin levels due to added sugar to overcompensate for lack of flavor. You are only adding fiber and volume and retaining texture, moisture and flavor.

As a baby boomer mother who's watching this world of disordered eating destroy adults and kids, products such as Z-Trim may be the difference. These products can be a solution to our inability to find more time to exercise. I want to return to those days when we didn't use the word "diet." It wasn't that long ago.

It's time that the sporting goods industry helps its consumers to keep those New Year's resolution. You can help break the negative cycle. **FF**

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