

A woman with a ponytail, wearing a white tank top and black leggings, is running on a wooden pier. The pier has a metal railing and extends over a body of water. In the background, there are mountains and a town under a warm, orange-hued sky, suggesting a sunset or sunrise. The overall mood is energetic and inspiring.

winFitTM

BODY SHAPING SYSTEM

Shape your future

The WinFit Story

by David Schmidt,
LifeWave Founder and CEO

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Personal Message from Founder and CEO David Schmidt

How would you like to:

Lose body fat, lose inches, get toned and increase energy? With NO calorie restrictions, NO restrictions on healthy eating, NO diet pills or “fat burners” and NO extreme exercise.

How is all of this possible?

By using a revolutionary new system that combines our patented patch technology, our Theta One and Theta Activate nutrition formulas, and a few very specific guidelines. When followed precisely, this pioneering approach helps you lose fat, lose inches, increase energy, improve muscle growth and tone, and enhance overall wellness. I should know; as with all of our new products, I was test subject number one.

In the pages that follow, you'll read about an incredible discovery that can now be your discovery—one that gives you the right tools and information to get in the best shape of your life.

During my first 30 days I lost eight pounds of body fat with minimal effort, all while consuming about 4000 calories per day! By week seven I had gained 12 pounds of muscle (I wanted to gain this muscle, but you don't have to if that's not your goal). What's more, I was only exercising two days a week, and intentionally limiting my exercise to 10 minutes a session.

Just over three months in, we had our annual U.S. convention in California. Tellingly, my physical transformation was obvious to everyone I knew at the event. While we were there to celebrate the launch of our new skin care technology (Alavida), most of my friends and colleagues approached me privately and asked, “What are you doing and how can I get it?” Exciting!

Now I will share my journey with you, along with some of the secrets behind this game-changing new technology. Most importantly, I'll tell you how to achieve staggering improvements in your health and wellness with minimal effort or sacrifice.

Enjoy!

David Schmidt

LifeWave Founder and CEO

INTRODUCTION

Red Alert!

Please read this book from front to back so you understand the system.



**STOP RIGHT THERE AND
DON'T YOU DARE SKIP AHEAD!**

I enjoy going to the movies. In fact, it's one of my favorite things to do. And what really ticks me off is when I'm into a movie, and people next to me start up a conversation, or start texting someone on their phone - just rude!

The same goes for story telling. For the storyteller it's a joy to captivate an audience by sharing an experience that has value or significance. If there's an interruption, the whole momentum and mood is broken, and the opportunity to share something of importance is lost.

Well, today I am going to tell you a story. It's a true story filled with hope, excitement and the promise of a stronger, fitter and healthier body. But the only way you'll understand the end of the story is by allowing yourself to read the whole thing. So please, read this book from front to back; I promise you'll be glad you did.

Along the way, you'll begin to understand how it's possible to lose body fat in your very first month without dieting, extreme exercise, diet pills or anything else you've heard of before. In addition, using this new approach will make you quite possibly the healthiest you've ever been, with a lean and strong body that's full of energy.

I'm confident you'll enjoy this journey as much as I have.

CHAPTER 1

Methods Commonly Used to Lose Weight and Why They Don't Work

How many times have you tried to lose weight? Or tried the latest fat burner pill, or the newest diet? What about that extreme exercise program that promises a body for the beach? Or the miracle wrap that tells you losing fat is simply a matter of squeezing it out of you? Come on. Let's get serious!

There's a simple reason why you failed before: these methods simply DO NOT WORK!

And here is the proof: a staggering 69 percent of the U.S. population is overweight or obese¹ (over 50 percent in the EU²). This problem is also on the rise in Asia, particularly in Malaysia, where obesity rates are now over 50 percent.³ So if all of these methods DO NOT WORK, it's time to try something completely different. Simply put, that's why we developed WinFit to help you lose fat and shape your body on your terms.

First, I'd like you to understand WHY you failed before, beginning with diets.

(1) National Institute of Diabetes and Digestive and Kidney Diseases

(2) World Health Organization

(3) The Lancet: Global, regional, and national prevalence of overweight and obesity in children and adults

DIETS

Just hearing the word "diet" probably makes feel penalized, right? And this makes sense when you consider that diets are specifically designed to RESTRICT calories. That's right, call up any diet under any name, and it all comes down to reducing the number of calories you eat. According to the U.S. government, eating less and exercising more is the ONLY way to lose weight. The problem is, it's JUST NOT true. While this approach WILL WORK for SOME people, it certainly IS NOT the answer for the majority of the population.

Here's why: when you reduce your food intake, you're likely hungry and miserable. Not something you'll want to do for the rest of your life, right? Second, calorie restriction is a proven way to REDUCE your muscle mass. It's true. Reduce your food intake, and in order for your body to survive it must decrease the structure that utilizes fuel, namely your muscle. The more muscle you lose, the slower your metabolism, and eventually you bottom out—very unhealthy.

So, reducing calories (dieting) is a TERRIBLE WAY to lose fat. You'll feel hungry, have less energy and simply fail with this approach. With WinFit there is NO DIET. In fact, you may actually end up eating more than you usually do, while losing more body fat than you ever thought possible. Sound crazy? Just happens to be true with our approach.

EXERCISE

I've always loved to exercise, but you'll never catch me in the gym for an hour on a treadmill or bike. The truth is, I plain HATE extreme cardio (my idea of cardio is a long walk on the beach). On the other hand, I do enjoy lifting weights, but it's not for everyone. In fact, I've never lost belly fat by lifting weights; I guess it's just my genetics (or is it?).

Let's discuss why people fail to lose fat through exercise, starting with some popular trends. First, we have the one-hour, extreme programs that promise to have you in "beach ready" condition in only 90 days. While this sounds great, are you really excited about doing intense exercise for an hour a day, seven days a week for the rest of your life? Didn't think so.

Oh, but don't worry: now another company tells you they can get you in shape with 30-minute workouts, seven days per week. Still not excited? I'm still not surprised. Well, here's something you can get excited about: with WinFit you'll lose body fat and build a stronger body exercising as little as two days a week, just 10 minutes each day!

When I was developing this program I created a number of rules for myself. One was I WOULD NOT do ANY cardio during the testing phase, and would only exercise for 10 minutes, just two days a week.

During the first four weeks I dropped eight pounds of body fat. By week seven, I'd packed on 12 pounds of muscle and my body looked completely different. While I'm a big believer in humility and letting go of our egos, I have to say I enjoyed all the compliments... you will too!

You can get the same results or better, just by following what I'm about to teach you. It's really that simple.

FAT BURNERS AND DIET PILLS

If you're like me, you're probably sick of the latest, greatest company pushing a miracle herb from the Amazon that melts the fat right off your body. After all, if popping pills were all it took to lose fat, obesity wouldn't be a rising global problem. Period. No, the problem just isn't that simple.

While there are a number of good supplements on the market, most fitness experts agree that they only address about five percent of the solution. From a body builder's perspective, proper nutrition and exercise make up the majority of what builds muscle, burns fat and shapes the body. But most of us aren't bodybuilders; we just want to lose the extra fat and be fit and strong. It would be great if taking a pill once or twice a day produced these results, but so far this ever-elusive magic pill has yet to be invented.

At LifeWave, we'll never ask you to take a magic weight-loss pill. Instead, we have a scientifically proven system for shifting your hormones back to your younger years, when you were a natural, fat-burning machine. Using science and nature, you can finally lose unwanted body fat.



CHAPTER 2

Why You'll Succeed with This System, When Others Have Failed You

As an inventor, nothing brings me greater joy than the “aha” moment. To date, I have over 100 patents globally, so I’ve experienced this epiphany many times. But in the case of WinFit, it was actually some tough times that helped me arrive at such a moment.

Psychologists say there are no victims. People can be victimized, but how we respond to the trauma is completely our choice. So when faced with personal tragedy, there are two different ways we can respond: we can choose to break or bounce.

I remember waking up one morning and realizing I had more body fat than I wanted, and I wasn’t happy about it. For about a year I had the misfortune of experiencing some severe personal trauma, and the daily stress had taken its toll in the form of some accumulated belly fat. While I was otherwise healthy, I didn’t like the way I looked, and I was determined to solve the problem.

I was 52 at the time, an age when most people find it difficult to achieve this goal. And if I followed the conventional wisdom and what the government tells us, the only way to really lose that extra body fat is by reducing caloric intake and increasing exercise. Problem was, I hated the idea of cutting calories, and I hated the idea of doing long bouts of cardio. If I were going to do this, I would have to develop a routine that I could embrace as a new lifestyle.

And then I thought, why not turn my misfortune into an opportunity by INVENTING a new way to lose fat! After all, what most people are doing clearly isn’t working. Why keep trying a failed method?

So in setting out to lose my extra belly fat, I decided to create a few rules for myself. This had to be something that I could easily follow, and in fact enjoy. If I enjoyed doing it, chances are I would stick with it. Not only do I enjoy WinFit, I flat out LOVE it!

THE RULES

RULE # 1: NO DIETING AND NO CALORIE RESTRICTIONS

The first rule I created for myself was NO DIETING. That's because dieting really doesn't make sense, and here's why. When you restrict calorie intake, a number of very important things happen. Yes, you'll lose weight at first, but that weight will be a combination of water, fat and, sorry to say, your hard-earned and desperately needed, muscle.

Muscle is part of a collection of body systems sometimes referred to as "metabolically active tissue," meaning it uses energy. So what happens when muscle decreases? Your metabolism slows down, because you now require fewer calories a day. This is really bad news, because it slows down your rate of weight loss as well. Even worse, you'll hit your weight-loss plateau after about three weeks, which just proves that calorie restriction (dieting) simply doesn't work.

This is frustrating because you obviously can't keep reducing your food intake to shed body fat. As a result, many people give up at this point and start eating more, causing their bodies to rebound with a vengeance. This is why you see people initially lose weight on diets, only to gain it back again or even gain additional weight.

Let's use a real world example from a much different perspective. Most professional bodybuilders consume over 7,000 calories a day, with many consuming over 10,000 calories a day. For example, Ronnie Colman, an eight-time Mr. Olympia and early endorser of LifeWave patches, weighed 330 pounds and had only seven percent body fat at the height of his career! Despite his extremely high calorie intake, he was in optimal condition.

Similarly, competitive swimmers consume over 5,000 calories a day, but also have some of the best physiques of any athletes. I recall reading a scientific study on swimmers that attempted to understand how they could eat so much and have so little body fat. It turns out that swimming a few hours a day burns calories, but not nearly enough to compensate for the high-calorie intake. But because the water is colder than our core body temperature, the body needs to burn more calories just to stay warm. This discovery prompted the scientist who spearheaded the study—in an attempt to burn more calories—to cover himself in ice bags for 20 minutes a day! But don't worry, we'll never ask you to do that.

Now you may be thinking, sure these athletes eat a lot but they exercise a lot as well, which is true. However, if you follow the WinFit method, the amount you eat is less important in relation to your body fat. That means you'll NEVER have to DIET or make unnecessary sacrifices, all while feeling full and comfortable, and still losing that extra body fat. In fact, some of you may actually get better results by eating more.

I happen to be one of those people, by the way. Since I didn't want this to be a diet, I went the opposite direction and consumed 3,000 or 4,000 calories a day, just to see how far I could push it. It turns out eating that much is a fair amount of work. Not only did I feel full and satisfied all the time, sometimes I was eating when I didn't really feel like it.

RULE # 2: NO EXTREME EXERCISE

While I love to exercise, I think it's safe to say that most people don't. And though I've exercised most of my life (weight lifting is my personal favorite), it's never helped me reduce my waistline until now.

Over the years, I've tried many different weight-loss programs—including the popular ones on TV—requiring everything from extreme cardio to power walking, and everything in between. While I had limited success with each one, getting lasting results was just elusive. The problem always came down to the amount of time each program requires.

Like you, my life is pretty busy. I'm the CEO of a global company, and during what little personal time I have in the evening I enjoy reading, cooking, watching movies and doing other things to relax. So the idea of coming home at night and doing extreme exercise for an hour just isn't happening. Besides, do you REALLY want to do cardio on that exercise bike for an hour a day?

So, Rule # 2 was simply to lose fat with as little exercise as possible. To make it even more challenging, I decided to restrict my exercise to just two days a week, 10 minutes a day. Now, I admit this was psychologically difficult because I wanted to do more. But I also knew if other people were going to succeed with WinFit, it had to be something virtually anyone could do.

At this point you may be asking yourself if it's really possible to lose fat and get fit, exercising just 10 minutes a day, two days per week. The answer is an absolute YES, and I'll show you exactly how I did it. During my first four weeks I dropped eight pounds of body fat, and by week seven I had gained a staggering 12 pounds of extra muscle! But if you don't want to gain extra muscle, don't worry. You won't gain muscle unless you want to, and I'll teach you exactly what to do, either way.

It turns out that losing fat and improving muscle tone is a matter of physics, and the well-known formula, force equals mass times acceleration, has something to do with it. For example, weightlifting may include bench presses, in which case the barbell applies pressure (weight) to the muscle. When you move the barbell back and forth at a given rate, and the pressure applied to the muscle is high enough, it will signal the muscle to grow. Growth factors such as IGF-1 and lactic acid (the burn) will accumulate in the muscle, and in the coming days you'll get new, firmer and larger muscles.

There are a number of ways to apply this formula to improve muscle tone. For example, I wanted to see if I could ramp up to 100 pushups a day at age 52. Not only did I succeed, but I also hit my goal in only four weeks! So WinFit technology not only makes you lose that extra body fat, it also strengthens and firms your muscles.

RULE # 3: IT HAS TO WORK!

I've been involved in research and development for pretty much my entire life. When starting LifeWave, I immediately decided that solid clinical research (to substantiate the efficacy of our products) would be a major foundation of the company. After all, we were marketing a new product technology the world had never seen.

To date, LifeWave has performed over 70 clinical studies and lab tests on its products. The resulting body of data allows us to know exactly how our products work, what claims we can make, and most importantly how you can use our products to improve your health and quality of life. In keeping with this philosophy, WinFit would not only have to be backed by science, it would also have to be a legitimate fat-loss solution.

Let's look at this from a different perspective. How many times have you tried weight-loss products, only to find they simply don't live up to all of the hype? How many times have you tried the newest herbal extract, or jungle juice from the Amazon? What about appetite suppressants, 500-calorie-a-day diets, detox programs, fat wraps, exercise machines, and extreme exercise programs? Or maybe you even tried more severe measures like liposuction. But in the end, none of these things have given you lasting results.

To finally shed extra body fat, we have to get to the root of the problem. Think back to when you were a teenager, when you never worried about what or how much you ate. Most of us stayed thin and healthy. When I was in high school and it wasn't wrestling season, I would sit in front of the TV gobbling coffee ice cream like there was no end in sight. I weighed 120 pounds when I was 15, and that was consuming a quart of milk per day plus a full breakfast, lunch and dinner!

If we could recreate the hormonal and metabolic conditions of our developmental and young-adult years, we could eradicate excess body fat and build a very lean, strong body. But is that possible?

Good question! Let's find out!



CHAPTER 3

How a Phototherapy Patch Helps Make it All Possible

So far, I've spent a good deal of time explaining why the things you tried in the past don't work. I hope by now you better understand some of the reasons for these disappointing results. For instance, let's say you're in the roughly one percent of the population that has the self-discipline to exercise and eat healthy on a daily basis. But not just any exercise or eating program, I'm talking about becoming super-hero fit like Hugh Jackman.

Okay, with that reference I'll just tell you right upfront that I'm a HUGE fan of the superhero genre. I got hooked at the ripe old age of 7, when my dad gave me an Ironman comic book on a summer-vacation road trip from New Jersey to California. And since superhero movies became the big thing about 15 years ago—starting with Bryan Singer's X-Men franchise—I haven't missed one.

Hugh Jackman is a Tony-award winning actor (he has an incredible singing voice), but most people recognize him as the snarling-faced and legendary character, Wolverine, from X-Men. What's truly remarkable is the physical transformation Jackman puts his body through to bring this character to life. While he's said that he used to make fun of guys who lifted weights at the gym, his commitment to weight training has catapulted his physique into iconic status. But at what price?

To get Hugh Jackman fit, you need to be at the gym at 4:30 a.m. and train with heavy weights for 90 minutes. Next, you need to squeeze in a second workout during filming that includes an hour of cardio or more weights. And then there's the eating plan. Jackman's diet consists mostly of plain, grilled, skinless chicken with a small amount of complex carbs like broccoli. And to get that "ripped" look, you'd have to drink two gallons of water per day, before cutting out water entirely and letting your body drain itself of every last drop, 24 hours before filming. Immediately after filming, you'd have to rehydrate quickly.

This is all to say that what you see on camera isn't real life, and not just because it's a superhero movie. The results are real, but they only last for about 24 hours. More importantly, the amount of training and discipline required to reach "Hugh Jackman" status is simply out of reach for most of us, so why aspire to reach that goal in the first place?

Let's get real then. In the images you see of models promoting fitness products, you can bet their bodies didn't get that way by using those products. Developing six-pack abs takes a lot of work and effort, and that's exactly what these fitness models have done.

So what about you and I? We want to be healthy and fit, but lack of time and life's many obstacles can consistently get in the way of achieving our goals. So what's a person to do?

Well, this is the exact dilemma I faced when I began developing WinFit. I wasn't really asking myself how the average person could get in shape like Hugh Jackman. But instead I asked how can the average person lose fat, improve muscle tone and gain strength with the least amount of effort and time?

It all starts with the LifeWave's patented phototherapy technology, a groundbreaking approach to improving health with light, which I invented back in 2002. And when you think about it, using the healing power of light makes a lot of sense. For instance, the sun causes our body to make Vitamin D, and also gives our body a tan (melanin is an antioxidant). The absence of light elevates melatonin and allows us to sleep deeply. Renowned German physicist, Fritz Popp, even proved that our cells emit coherent pulses of light, which are used for communication throughout our bodies. So in truth, our bodies are actually super-information highways that use light to distribute this crucial information when and where's it's needed.

You may also be surprised to know that the formal science of phototherapy has been around for about 100 years. Even more surprising, using light to treat illness has been in practice for thousands of years. As far back as two thousand years ago, the ancient Greeks had a center for studying the effects of different colored lights on human health. And it's almost certain that ancient Egyptians and ancient Indians knew about light therapy as well. So the concept of using light to heal the body is very old, and

techniques such as phototherapy that are used today are very well understood scientifically.

What I did was make phototherapy more convenient. After all, you don't want to carry a lamp around all day! LifeWave patches contain organic materials that, when activated by your body heat, reflect very specific wavelengths of light that stimulate the nerves and acupuncture points on the surface of your skin. As a result, we can improve health in some very dramatic ways.

Let's say, for example, you want to reduce pain. You could take a painkiller that may or may not have side effects, and wait 20 minutes for it to start working. Or you could simply apply our IceWave patches around the site of the pain for relief within minutes. So instead of covering up the pain, it's quickly eliminates it without producing side effects.

Or maybe you want younger looking skin. Instead of plastic surgery or Botox, you could use our Alavida Regenerating Trio, which includes a phototherapy patch that helps create an environment for promoting more youthful and radiant skin from the inside out.

So wouldn't it be great if we could lose body fat with a patch? Think of the advantages! Just apply the patch to your body each morning, and you could be on your way to creating a leaner, healthier and younger looking (and feeling) you. What I found, after years of research, is this is now possible.

Let me explain. You DO NOT have a body fat problem. What you really have is a metabolism problem, resulting in the storage of body fat. You may have wrecked your metabolism from eating too much sugar, drinking too much coffee, not exercising, not getting enough sleep, being under too much stress or any other number of potential causes. Whatever the case, your body fat is the result of a metabolism gone wrong.

While there are very effective therapies to heal the body, we should always seek to make every single area of our life as good as possible. That's why I advocate the holistic approach. So even though I'll never promote a "magic bullet" solution, I WILL say that the WinFit patch is one remarkable tool for finally fixing the problem of body fat gain, under the right circumstances.

Upon reflection, losing body fat isn't really all that complicated. Like any solution to an outwardly challenging problem, it seems all too clear once you know about it. Sort of like seeing an amazing magic trick that appears to have no explanation, the secret of which seems obvious once it's revealed.

The same is true with losing fat and improving muscle tone. If we want to build new muscle, we simply need to fix our metabolism, and the best and easiest way to do that is by telling our bodies to reduce fat. This is precisely what the WinFit patch is designed to do.

Now if you're not interested in building a lot of muscle, don't worry. Unless that's your goal, it won't happen because muscle growth is directly linked to how much protein you take in. Take in a modest amount of protein and you'll build a lean, strong body. Eat a lot of protein (and I do mean a lot) and you'll build some big muscles in a very short period of time.

And once you have this new muscle, you'll continue to need more protein and energy to sustain it. Congratulations! You've now naturally increased your metabolism! And if you increase your metabolism correctly, you'll no longer have to reduce calorie intake to lose fat. Instead, you'll lose fat because your body needs the calories to build and maintain your new muscle.

Let's look at a quick example from the first pilot study we did in our LifeWave office. About two weeks into the study, two participants (one man and one woman) told me they were getting great results with the WinFit patch, but they also said they were hungry all of the time. Once they told me how little they were eating, I let them know it simply wasn't enough. Once again, we've all been trained to believe we can't lose weight without reducing calorie intake. My proposed solution? INCREASE their daily protein intake, which their bodies were craving in order to build new muscle.

As I said earlier, many of you will get better results from eating more. If you don't feed your body enough protein to build your new, lean body, you WILL be hungry. But if you enjoy your steak, grilled chicken or salmon, you'll be satisfyingly full, while giving your body the nutrition it needs to grow stronger and healthier.



- Colostrum is a source
- Vitamin B6 contributes
- Vitamin B6 contributes to

 theta one™



 the

CHAPTER 4

Theta One and Theta Activate

Now we're going to talk about growth hormones. If it were about 10 or 15 years ago, chances are many of you wouldn't even know about Human Growth Hormone (HGH). But thanks to new scientific discoveries and enterprising companies, it's made its way into popular culture, and a lot of people want it. HGH is often touted as "the fountain of youth", and while this isn't completely true, its benefits are undeniable.

But before we get into all of that, let's first talk about Dirk Pearson and Sandy Shaw, two of my early anti-aging heroes. I remember being about 15 years old, watching the Merv Griffin show (a popular talk show at the time), when Merv introduced this very "California" looking scientist named Dirk Pearson who talked about some very radical and "far out" ideas on extending human life. I was immediately hooked, and I can honestly say this was a turning point in my life. I promptly bought their book "Life Extension," which features HGH as one of its many topics, and read its entire 500 pages from front to back and front again. So Dirk and Sandy, THANK YOU!

During the '70s, the "natural" way of elevating HGH was through mega doses (in excess of 10 grams) of the amino acids L-arginine and/or Ornithine. However, this approach is almost certain to cause an upset stomach, including diarrhea, nausea and cramping (trust me, I know from experience). Suffice it to say, it takes a lot of dedication to do this every day.

Fast forward to 2013, and LifeWave had just introduced a revolutionary nutrition technology called Theta Nutrition. At the time, I'd been experimenting with colostrum (mother's milk), the first food humans consume. God and nature designed colostrum to be a superfood that "jump starts" our immune system with immune factors, and helps us grow with growth factors. And for thousands of years humans have consumed colostrum later in life, finding that it improves health, increases strength and stamina, and in some cases treats disease.

So I wanted to build a product around this superfood, but how could we improve on something that already seemed perfect? And what would we want this new supplement to do?

To answer this, we asked ourselves one simple but pivotal question: If people could use only one product for improving their health, what would they want it to do? We also assumed we were posing the question to people over 40, who were starting to feel their age and wondering how to feel younger again.

With this question in mind, I got together with our Director of Health and Science, Dr. Steve Haltiwanger, to develop the one product people would turn to. Dr. Steve, as we call him, has been a real blessing to LifeWave over his 12 years with the company. Honestly, I don't know of anyone else that could do what he does so well.

So Dr. Steve and I began thinking about HGH. As it turns out, colostrum already contains IGF-1, the growth factor that HGH elevates for building muscle and repairing damaged tissue. However, if we wanted to elevate HGH, why not use the tried and true method discussed by Dirk Pearson in the '70s and use L-arginine? After all, if it's not broke don't fix it, right? But using excessively large doses of L-arginine IS a problem, so there must be a better way. Fortunately, we already had it.

Upon developing Theta Nutrition with the Theta Activate delivery system, things that weren't previously possible suddenly were. Specifically, Theta Activate uses a proprietary form of silica that enables more active ingredients to enter the cells than other supplements, while rapidly metabolizing those ingredients.

As we've established, L-arginine is a precursor to growth hormone, which is produced by the pituitary gland in the brain. We added two very specific forms of L-arginine to our mix (a seven gram dose for WinFit), the right amount of which (5 to ten grams) has been shown to increase growth hormone levels.⁴ So with our system, this relatively small amount of L-arginine not only increases growth hormone levels, but it does so without the undesirable side effects of a larger dose (upset stomach).

And increasing growth hormone levels helps improve muscle tone, decrease body fat and increase stamina. Not only that, but supplying the body with that amount of L-arginine also increases nitric oxide levels, which increases blood flow, leading to a number of other health benefits.

We rounded off the Theta One formula (which we ended up calling it) with a daily supply of potassium (which over 90 percent of us are deficient in), Nutriose (a prebiotic that's a great source of soluble fiber), and goji berry extract (a powerful antioxidant source). The end result is a product that you can feel working within minutes!

From this one daily and delicious (orange juice flavored) beverage, packed with nutrients, a person could experience: increased growth hormone levels, increased nitric oxide levels, increase energy levels, improved immune function and better overall health. Is it any wonder why we decided to include Theta One in WinFit?

(4) The Journal of Strength & Conditioning, bodybuilders: In a three-week study, results showed that growth hormone levels were increased after L-Arginine supplementation.



CHAPTER 5

Y-Age Carnosine Patch

I originally developed the Y-Age Carnosine patch in 2006, as an anti-aging product that improves organ function. In a 30-day clinical study conducted by Dr. Sherry Blake-Greenberg, we found that the patch did, in fact, improve the bioelectrical properties of the organs. But in a subsequent study conducted by Dr. Lisa Tully, we also discovered it had other significant benefits. Study participants experienced a dramatic improvement in athletic performance, including improved flexibility, strength and endurance. In fact, these test subjects saw a whopping 125 percent increase in stamina, alone!

Not only does the patch improve organ function, which is essential to good health, it also helps the body perform at an optimal level. And with this enhanced athletic performance to help people excel at the exercise portion of WinFit, muscle mass naturally increases, which also helps improve metabolism. Of course, all of this perfectly compliments the other components of the WinFit system, producing a synergistic range of benefits: reduced body fat, reduced inches, improved muscle tone, enhanced overall wellness, and perhaps most importantly, increased overall energy.

Perfect scenario.



CHAPTER 6

WinFit Exercise Program

How I exercised two days a week, just 10 minutes a day, and dropped eight pounds of fat my first month, and gained 12 pounds of muscle by my second month.

I started lifting weights when I was 12 and I've always enjoyed it. But extensive travel, a hectic schedule, a passion for research and my busy personal life have made it hard to commit to an exercise program. I felt if I wasn't doing 30 - 45-minute workouts, it wasn't really worth the effort.

In developing WinFit, I knew people would need exercise to signal the body to stimulate new muscle development. But how could we integrate exercise in a way that would motivate most people to do it faithfully? The solution, it turns out, lies in the "minimum effective dose."

Now when I say most people, I'm certainly NOT talking about those who love going to the gym and exercising for an hour at a time. I'm talking about people who either DON'T LIKE exercise, or only want to spend the least amount of time doing it.

If I said you need 60 minutes of daily exercise to succeed with WinFit, (like the popular get-ready-for-the-beach programs), you'd likely find it way too difficult to commit. If I said you need 30 minutes of daily exercise, you'd probably still wonder how to find that much free time. But what if I told you 10 minutes of daily exercise. After all, anyone can find an extra 10 minutes!

Even more amazing, you can actually get ALL the exercise you need with just one measly minute of daily exercise (I kid you not, and it's backed by clinical research). Enter High-intensity Interval Training (HIIT), Tabata training and isometric training. These highly efficient exercise methods helps you get stronger and more fit in the shortest amount of time possible, and depend two critical things: **INTENSITY** and **TIMING**.

PLEASE NOTE: *If you have more than 40 pounds to lose, we recommend NOT starting with our exercise programs for the first two or three weeks, as it's too big of a swing for your metabolism. Instead, you'll work up to this program by simply walking each day. The best approach is walking a minimum of 10 minutes but no more than 30 minutes, first thing in the morning. If you want to accelerate results, walk an additional 10 to 30 minutes in the evening. 10 minutes of walking! That's all you need to get started with WinFit. If you have only 10 or 20 pounds to lose, or you're already in shape but want to accelerate your results, then enjoy what WinFit can do for you.*



CHAPTER 7

HIIT Training and Tabata Training

Let's start by using pushups as an example. With this method you'd only do push-ups for a brief period of time. How? By doing pushups for 10 seconds, and then resting for 20 seconds, and then repeating that pattern for a total of four minutes. That's it! Sound too good to be true? It's not. In fact, a recent study conducted at McMaster University in Hamilton, Ontario, shows that sprinting for 20 seconds, resting for one minute, and then repeating this two more times (one minute of exercise) provides the same amount of cardio and fat loss as 45 MINUTES of walking! Now that's efficient!

To date, this is the most scientifically rigorous comparison of super-short and more-standard workouts, and the results speak volumes about the effectiveness of this approach. What's more, this cycle of exercise-rest, exercise-rest promotes very large releases of growth hormones, which is the most efficient way to train your body.⁵

(5) A 2003 study published in the journal *Sports Medicine* found that "exercise intensity above lactate threshold and for a minimum of 10 minutes appears to elicit the greatest stimulus to the secretion of Human Growth Hormone."



CHAPTER 8

Isometric Training

Remember high school physics, when we were taught the famous Isaac Newton formula, force equals the mass of an object, times its acceleration ($F = ma$)? I'm going to modify this equation slightly to show that force equals mass times the speed at which the mass travels. Now just add time into the equation, and we can define a force as being equal to the amount of time a mass moves at a given speed. Now let's apply that to exercise. With weight lifting, the force applied to the muscle is the weight you're lifting times the distance it travels, times the amount of time spent.

If we increase the exercise intensity (the applied mass or pressure or weight), we can decrease the speed and time. In an isometric exercise, there's actually NO movement, so the desired effect is obtained by simply applying a pressure to the muscle over a given period of time (holding a position). The higher the pressure you apply (weight), the shorter amount of time you need to hold the position.

Just how short? Using resistance bands, which can apply a significant amount of pressure to a muscle (over 100 pounds), a given exercise only lasts SEVEN to 10 SECONDS! This means that in less than 10 minutes you can get a full body workout. In fact, if you perform the exercise correctly, you shouldn't be able to do it more than two days a week.

So, the BASIC WinFit exercise program only takes 10 minutes, two days a week: one day of HIIT/Tabata Training and one day of isometric training for a well-rounded program that produces meaningful results.

After experiencing WinFit's dramatic, life-changing benefits, many of you will want to ramp things up. To boost your results, you can double the exercise routine (two days a week of HIIT/Tabata Training and two days of isometric training). Keep in mind this isn't necessary, but we're recommending it as an option in case you want to go there.



CHAPTER 9

Why You Need This System, and Why You'll Succeed

Let's take a moment to remind you why you started reading this:

- Lose body fat
- Lose inches
- Get firmed, toned and stronger
- Increase energy
- With NO calorie restrictions
- NO restrictions on healthy eating
- NO diet pills or “fat burners”
- And NO extreme exercise
- Exercising as little as two days, week 10 minutes a day

I have a 19-year-old daughter and an 18-year-old son. Both are extremely fit and active: my daughter does Cross Fit (is there anything more extreme?) and my son plays on two American soccer teams.

That said, I'm not one of those dads who likes to sit on the sidelines and watch his kids engage in fun activities. I want to be there right alongside them. Whether it's hiking in the mountains, running for our lives at a “walker-stalker” event, weight lifting or swimming, I want to keep up with my kids, instead of just hearing how much fun they're having.

I also have another very practical goal: I want to live as long as possible so I can watch my kids grow up, always be there for them, see my grandchildren, and have an incredibly great, productive life helping others. None of this is possible if I'm overweight and out of shape. In fact, a recent study led by the National Cancer Institute (part of the National Institutes of Health), shows that obesity can reduce your lifespan by as much as 14 years! Even if you don't feel like you need to be in the best shape of your life, hasn't your survival instinct kicked in at this point? If you are, in fact, obese, are you not motivated by the fact that you need to lose the extra fat just to live a full life?

And there's another problem with being overweight: when you accumulate extra body fat, especially around the waist, your body produces some very dangerous inflammatory chemicals. It's no wonder that people with extra body fat have a much higher risk of diabetes, heart disease and cancer.

If you're motivated to lose that extra body fat, you already know that dieting, extreme exercise and diet pills are not the solution. If they were, 69 percent of the U.S. population wouldn't be overweight.

Fortunately, WinFit is the answer. Finally, there's a solution that's NOT a diet, has NO calorie restrictions, NO extreme exercise and NO diet pills. Just solid science that finally gives you the body you want.

Think about it. With WinFit, there are no restrictions on how much you eat, you won't have to exercise like crazy (you can even walk 10 minutes a day to get started), using our products is easy, and others before you have succeeded using this ultra-simple, ultra-effective program. So where do you want to be 30 days from now?

**Get started with WinFit today.
It will be the best decision you ever made.**

winFitTM

BODY SHAPING SYSTEM



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