



THE
TOP 5
REASONS
YOU AREN'T
LOSING
WEIGHT

AND WHAT TO DO ABOUT IT

organifi

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INTRODUCTION

Hello, and welcome to the Organifi Weight Loss Guide!

I am thrilled that you have taken this step forward in improving your health. I'm confident the information in this simple guide will help you reach your goals. For some, this might be the first time you've reached out for help and for others, this might be your last straw before throwing your hands in the air and giving up.

Either way, there is something here for you. I promise that if you truly take the upcoming counsel to heart, you WILL see a difference in your health. All the information in this guide is backed up with dozens, if not hundreds of scientific studies and research articles. It works! How do I know this? Because...

I've been in your shoes.

I've walked a similar path.

I've felt hopeless and discouraged.

I've given everything I had to pursue a better life.

And... I found my way to the other side.

I used to be overweight and sick all the time. But I figured out how to shed the pounds and, even more importantly, how to feel absolutely amazing in the process! I won't tell you it was easy; it certainly wasn't. I had my fair share of discouraging moments. But what made the difference was that I chose to believe in myself even after some failures. I chose to keep going.

I know you have the same spirit because you're here now. Reaching out for help. Ready to give it one more shot.

So, what are you waiting for? Your time is NOW.

Remember, we're in this together.



5 REASONS YOU'RE NOT LOSING WEIGHT

And What To Do About It

In my time working with thousands of people, I've found there are 5 major reasons people don't lose weight even when they are doing a lot of things right. When someone comes to me and says, "Drew, I'm working out daily. I'm eating a balanced diet. I drink tons of water. But the weight will not come off! What am I doing wrong?" the first thing I do is examine these five areas in their life to see what is out of balance.

It's discouraging to put a lot of effort into one or two of these areas and NOT see the desired results. A lot of people give up. They decide that the extra weight is due to "bad genetics" and there's nothing they can do about it, so why try so hard?

In these cases there is something missing in their health-and-wellness equation. And 99% of the time it falls under one of these five areas:

- Chronic Stress
- Poor Sleep
- Hormone Imbalance
- Sedentary Lifestyle
- Harmful Nutrition

You see, even if you are pretty good at 3 of these areas, if you're completely neglecting the others they will, over time, sabotage your results. For example, a study published in *Molecular Psychiatry*¹ **found that chronic stress can cancel out the benefits of certain healthy food choices.** Another study from the *Endocrine Society*² discovered that **losing even just 30 minutes of sleep a night can lead to weight gain and increased risk of diabetes.**

It's all about balance between these 5 areas. I know focusing on ALL of these at once may seem overwhelming. I don't suggest tackling them all in one day. Instead, find the area you're neglecting the most and make it a high priority. Once you've established new healthy habits and are feeling more confident, begin working on the next one and eventually, you will be building a healthy-habit train to keep you moving forward. Choo choo!

Next, I'm going to go into detail about each of these 5 areas and give you actionable tips to improve your health and your life.



CHRONIC STRESS

Stress.

In moderation, it is an evolutionary tool that helps us survive challenging times. In overabundance, however, it slowly wears down the systems in our bodies. Overwhelming stress in our lives can leave us feeling devitalized, fatigued and susceptible to illness.

So how does stress affect weight?



More Abdominal Fat

Studies³ have found that high levels of the cortisol (stress hormone) increase the amount of fat the body stores in their abdomen. This is particularly troubling because fat in the abdomen is most often visceral fat; the most dangerous type of fat because of its link to heightened heart disease risk.

Increased Calorie Intake From Stress Eating

When you're stressed, you're more likely to reach for "comfort foods". These are rarely celery and broccoli! Most likely you will crave fatty and processed foods and have less mental strength to beat these cravings because, well, you're stressed! When we eat, the body releases calming, feel-good chemicals that help us feel satisfied, even happy. More stress, more cortisol. More cortisol, more junk food. More junk food, more weight.

Burn Fewer Calories

Studies have found that people who are stressed burn less calories than those who are not. This difference is significant enough to cause 11 pounds of weight gain over a year. That might not seem huge, but it adds up.

3 WAYS TO LOSE STRESS-INDUCED WEIGHT GAIN

In order to beat stress-induced weight gain, you need to focus on reducing cortisol levels.

#1 GO EASY ON THE COFFEE

Stress + caffeine may help focus and productivity, but combining the two actually increases cortisol levels by 25%-30% for 3-10 hours⁴. That's a lot of extra cortisol!

I know, caffeine may feel like the only way to make it through some days. But there are healthier options for increasing energy and focus. Green tea, for example, has an amino acid that helps to mitigate the negative effects of caffeine on your nervous system. You can get the most benefits from matcha green tea by drinking Organifi Green Juice, our 11 superfood blend for enhancing energy, focus and weight loss.

#3 ADD CORTISOL-BUSTING FOODS TO YOUR DIET

Certain foods are scientifically shown to reduce cortisol levels in the body. Keep some of these handy for when you begin to feel overwhelmed, stressed and anxious. Or even better, consume them regularly to help prevent cortisol levels from rising!

- **Turmeric.** Inhibits cortisol and also reduces inflammation and boosts immunity. Get an effective dose along with several other relaxation-promoting superfoods in a warm cup of Organifi Gold.
- **Ashwagandha.** Reduces cortisol levels by as much as 26%. (one of the biggest health-warriors in our Organifi Green Juice)
- **Astragalus.**
- **Ginseng.**
- **Medicinal mushrooms** (like reishi & cordyceps, found in Organifi Red Juice).

#2 STOP DIETING

Research⁵ shows that constant dieting can increase cortisol levels as much as 18%. It can also wreak havoc on your hormones. Instead of diet hopping or dieting on and off throughout the year, focus on simple yet powerful lifestyle changes such as:

- Add vegetables to every meal
- Drink green smoothies and green juice daily
- Cook more at home
- Grow some of your own food
- Keep the fridge stocked with easy-to-grab whole food snacks
- Stop buying as many processed foods
- Perimeter shop the grocery store
- Meal prep
- Carry a full water bottle
- Replace soda with a healthier alternative, like fizzy or infused water
- Add more spices and herbs to your meals
- Keep healthy snacks in your car and purse (veggies & fruit are the real fast food!)
- Eat mindfully



POOR SLEEP

There's a growing body of research that suggests poor sleep patterns are linked to weight gain. The study⁶ listed above found that even losing just 30 minutes of sleep a night can affect a person's weight.

Another 16 year study⁷ of 60,000 women found that those who slept 5 hours or less each night had a 30% higher risk of gaining 30+ pounds over the course of the study, compared to those sleeping at least 7 hours per night.

There are many reasons why this may be the case. When you sleep less you have more hours to eat, and may eat more than you need because you're tired. Sleep deprivation may also mean you're too tired to exercise and have higher levels of stress. Lack of sleep may also disrupt important hormones that control appetite and metabolism.

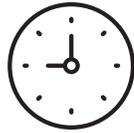
Some women find that their quality of sleep declines as they get closer to menopause, are pregnant, or getting close to their period. This is due to declining estrogen/progesterone levels that occur naturally as women age. For men, low testosterone can cause sleep problems. See the section on hormones below.



3 WAYS TO GET BETTER SLEEP

Most professionals agree that **7-8 hours** is the healthiest amount of sleep for the average adult. But many factors may keep you from getting that much uninterrupted sleep. Insomnia, racing thoughts, kids, a stressful job, working graveyard or early morning shifts, aches and pains, etc. Here are a few ways to improve your sleep:

#1 ESTABLISH A CONSISTENT BEDTIME SCHEDULE/ROUTINE



Research has found that synchronizing your internal clock to go to sleep and wake up at the same time can greatly improve your sleep. Plus, if you're really committed, you won't even need an alarm clock because your body will wake up naturally around the same time each day as you "train" yourself. Create a simple routine you do every night that will cue your body to wind down and relax, making falling asleep easier. A simple routine might include:

- Stop electronic use an hour before bed and turn off blue light setting
- Sip a warm relaxation beverage like Organifi Gold
- Write a few things down in your journal or read a book
- Keep a notebook by your bed to plan out your next day and write down anything making you feel stress. This way you can let it go until the next morning

#2 NO CAFFEINE OR ALCOHOL WITHIN 3-6 HOURS OF BEDTIME



Studies from the National Sleep Foundation found that caffeine stays in the bloodstream for up to 6 hours after consumption. If consumed late in the afternoon or evening it will almost always interfere with quality sleep.

Studies also show that alcohol acts as a stimulant after being in the bloodstream for a few hours, which can cause low quality of sleep and night awakenings. Experts recommend having your last drink 3 hours before bedtime.

#3 EXERCISE IN THE MORNING



Studies⁸ have found that people who exercise in the morning have better quality of sleep than those who exercise later in the day. Moving your body in the morning also helps to jumpstart your metabolism.

Appalachian State University⁹ did a study where they took three groups of people and had them exercise at one of three specific times every day. One group worked out at 7am, one group worked out at 1pm, and one group worked out at 7pm.

At the end of the study they found that the morning exercisers spent MORE time in the deepest stages of anabolic sleep. Meaning, they had the best quality sleep of anyone else in the study.



HORMONE IMBALANCE

Hormones play an active role in your weight, your appetite, your immune system, your mood and in every phase of your sleep! Hormones...

- Trigger appetite
- Tell your body when to gain weight
- Tell your body when to burn fat
- Etc, etc, etc!

MEET LEPTIN AND GHRELIN: THE HORMONES CONTROLLING YOUR HUNGER

Your body creates the hormones **LEPTIN** and **GHRELIN** to create appetite, or the lack thereof. They decide when you're feeling hungry or satisfied based on what will maintain homeostasis for your body over the long term.

Leptin in particular is most concerned with how much fat you have and if it is enough for you to survive on. Ghrelin is more concerned with whether or not you are hungry right now.

These hormones don't react well to "crash dieting" or sudden changes in lifestyle every few months because these throw off homeostasis and cause your hormones to go wonky, doing crazy things with your body (weight gain, insane cravings, mood swings, insomnia, fatigue, just to name a few). Often the exact opposite of what your goals are!

This is why when you go on diets or start a sudden lifestyle change - *it feels like you are fighting yourself every step of the way*. The kitchen becomes a battleground.

HOW LEPTIN AND GHRELIN WORK

It's fairly simple; **leptin** is responsible for decreasing hunger and **ghrelin** is responsible for increasing hunger. Think of ghrelin as a little gremlin in your tummy yelling, "FEED ME!!!". Both hormones respond to how "well-fed" you are.

Both hormones also affect both the body and the brain. What happens when something throws off these hormones and they aren't functioning properly?



THE HORMONES CONTROLLING YOUR HUNGER

The amount of fat you have seems to correlate with how much leptin you produce. When you have a certain number of fat cells, leptin is created and sent to the hypothalamus to tell it that there is enough fat in the body so we don't need to eat as much. So in theory, more fat = less hunger.

With this logic you would assume that people who are fat would have lots of leptin and a small appetite and lose weight naturally and easily. However, obesity (too much fat) seems to cause a problem where some people **become resistant to leptin**.

Basically, you will have a lot of fat cells making a lot of leptin and sending it to your brain, but your brain ignores it (or can't hear it). Despite the leptin being sent to the brain to alert it of your sufficient fat stores, your appetite remains the same and your metabolism doesn't increase.

In some cases, your brain might even assume you're starving, because it can't process the leptin and assumes there isn't enough. So instead of a decrease in appetite, you experience an increase.

YIKES.

It is actually quite similar to insulin resistance, where your body becomes unable to listen to the signals of insulin because there's too much sugar/simple carbs triggering insulin to the point where the body just starts ignoring it.

Not surprisingly, insulin and leptin resistance often occur in the same people.

When you experience a significant amount of weight gain, you are likely to develop *leptin resistance* and start a vicious cycle of increased appetite, crazy cravings and an extremely difficult time losing weight.

I know. Not fair. Not even a little.

GHRELIN IMBALANCE

Ghrelin is produced by the stomach when it's empty. It is the highest when you haven't eaten for several hours and the lowest just after a meal.

Ghrelin is sensitive to changes in your usual routine. Remember, your body is constantly striving to MAINTAIN HOMEOSTASIS (balance). When you try to change things up, it freaks out a little. When you are trying to lose fat, for example, your body will start shifting hormone levels to make you HUNGRIER so that you will eat like you did before.

Thus, helloooo CRAVINGS. Those moments during a diet when you are suddenly STARVING and even the thought of a doughnut or a giant pizza gets your mouth watering and sends you into a frenzy.



THIS IS YOUR PROBLEM:

So imagine this...

You weigh 250 pounds and have weighed that much for long enough that it has become your body's homeostasis (natural balance). You then successfully lose 100 pounds over the course of a year or so. You look great... maybe feel great for a while... but your hormones are still acting like you should weigh 250 pounds!

In other words, although you now only weigh 150 pounds, you WANT to eat like you are still 250 pounds!

So the weight slowly creeps back on... and you end up back where you started... or maybe even worse.

Noooooooo!!!

HOW TO RESET YOUR LEPTIN SENSITIVITY AND LOSE WEIGHT

What can you do to help your body LOSE weight and also RESET the hormones to stop making you feel so hungry? How can you teach your body to keep the weight off for good?

We've found a few evidence-based solutions. You ready for this?

HOW LEPTIN AND GHRELIN WORK

#1. High Protein, High Fat, Low Carb

There seems to be better hormonal balance in those who lose weight and focus on a high-protein, high-fat and low-carb diet¹⁰. Protein appears to help decrease the body's natural appetite, helping you feel full for longer periods of time and *delaying the production of ghrelin*. Protein also helps to stabilize blood sugar levels¹¹.

Studies have also found that eating a **high-protein breakfast** prevents body fat gain by decreasing hunger throughout the rest of the day¹².

So if you are losing a lot of weight, focusing on eating more protein and healthy fats can help to "reset" your ghrelin levels and keep your cravings under control. This is probably when so many people are successful on the keto-diet¹³.

#2. Eat Foods That Boost Leptin Sensitivity

Research has found that there are several foods that increase leptin sensitivity. Here are some of the best ones:

- Oatmeal¹⁴ (add healthy fats and protein to balance the carbs)
- Hot peppers¹⁵
- Fish and fish oil¹⁶
- Green tea¹⁷
- Broccoli
- Almonds¹⁸
- Eggs¹⁹
- Turmeric²⁰ (Organifi Gold)
- Apples²¹
- Purple sweet potatoes²²
- Spirulina²³ (Organifi Green Juice)

A Few Tips:

- Don't count calories.
- Focus on healthy meals/snacks that have a high-protein/high-fat/low carb ratio. If you aren't sure what are the best sources of protein/fat/carbs, see the nutrition section below.
- Cook more at home.
- Meal prep.



HORMONE IMBALANCE

Even if you are getting enough sleep and exercising, if your diet is sub par, you are going to struggle losing weight and will be more prone to illness, fatigue, chronic conditions, etc.

I could spend a big chunk of this on what you should NOT eat, but most people know what constitutes as “junk food” so instead I am going to focus this section on **what your body WANTS to eat.**

Now for the fun part! Let’s dive into what foods are wholesome, nutritious, revitalizing and will help you reach your health and weight loss goals. Because this guide is focused on weight loss, I will focus on the evidence based eating habits for losing weight that was mentioned above: high-protein, high-fat, low carb.

Eat This!

Protein

- Wild Caught fish
- Shellfish
- Whole eggs (free-range, organic)
- Beef (pasture raised, organic)
- Pork (pasture raised, organic)
- Poultry (pasture raised, organic)
- Organ meat
- Nut Butter (natural, unsweetened, preferably not peanut butter)
- Hemp seeds
- Pea protein
- Bone broth protein

Healthy Fats

Saturated fats

- Grass-fed butter
- Ghee
- Coconut oil
- Coconut butter
- Cocoa butter
- MCT oil
- Lard

Monounsaturated fats

- Olive oil
- Avocados
- Avocado oil
- Macadamia nut oil
- Eggs

Unprocessed polyunsaturated fats

- Fatty fish
- Beef
- Chicken
- Pork
- Fish oil or krill oil supplement

Vegetables and Fruit

(listed are high nutrient/lower carb)

- Spinach
- Kale
- Watercress
- Nopales
- Bok choy
- Celery
- Mustard greens
- Asparagus
- Radish
- Avocado
- Arugula
- Zucchini
- Swiss chard
- Tomato (fresh)
- Bell pepper
- Bamboo shoots
- Cucumber
- Romaine lettuce
- Green beans
- Baby bella mushrooms
- Cabbage
- Cauliflower
- Brussel sprouts
- Pumpkin
- Carrots
- Broccoli
- Blackberries
- Raspberries



Other Nutrient-Dense Foods You Can Eat Freely

- High-quality bone broth (homemade or from somewhere like Kettle and Fire)
- Lemon/Lime/Fruit infused water
- Green Tea
- Saurkraut
- Kefir
- Kombucha
- Green juice
- Green smoothies

Sweeteners

- Erythritol
- Stevia
- Monk Fruit
- Yacon
- Maple syrup (pure)
- Freeze-dried berry powder
- Lucuma powder
- 75%+ cacao dark chocolate



SEDENTARY LIFESTYLE

Your body was made to be IN MOTION! It thrives when you move it regularly, and becomes sick when you are sedentary. Think of your body like a river... when it is moving it stays clean, energetic and flowing. When it gets stuck it becomes stagnant, dirty and motionless.

Modern day convenience has made it easy to sit for long periods of time, avoid much walking and exercise little. Your body is going to feel better, look better and weigh less when you adopt a more active lifestyle.

I'm not saying you need to become a marathon runner or an olympic weight lifter. I suggest adopting active lifestyle habits that suit you and your personality. There are endless ways to become more active once you make it a priority, and it can be as simple as choosing a standing desk or walking for 20-30 minutes every day.

3 Tips For Making Exercise A Habit

Here are a few suggestions for making daily exercise a habit that you stick to for the long term.

#1 Exercise In The Morning

Research²⁴ has found that people who exercise in the morning are more likely to stick to it than those who workout later in the day. This is also better for your sleep, as I mentioned above, morning-exercisers seem to sleep better²⁵.

#2 Start Easy

If you immediately start with workouts that are killer, you'll most likely hate them and not be committed to them long-term. Start slowly at a pace that is comfortable and slightly challenging. If you want to run, start with a good run-walk program that builds you up over time. If you want to do yoga or pilates, start with short, beginner classes or online videos. **Your #1 priority should not be difficulty but CREATING A HABIT.** Once exercise becomes a consistent routine you can slowly increase difficulty depending on your goals.

#3 Find Your Niche

Try lots of different activities and workouts to find what is fun for you. There are so many options to choose from, and many can be found for free or inexpensive online if you have a small budget. Kickboxing, martial arts, tennis, weight lifting, yoga, running, interval training, HIIT, crossfit, soccer, hiking, walking, biking... the options are endless! If you don't like what you're currently doing, change it up! Eventually you're going to find that "thing" that really does it for you and it will become a hobby and not just a workout.



A FEW IMPORTANT DIFFERENCES BETWEEN MEN AND WOMEN

Something important to consider when focusing on weight loss is the differences between men and women²⁶. Biologically, our bodies store and burn fat differently, and understanding these differences can help you avoid frustration.

For Women

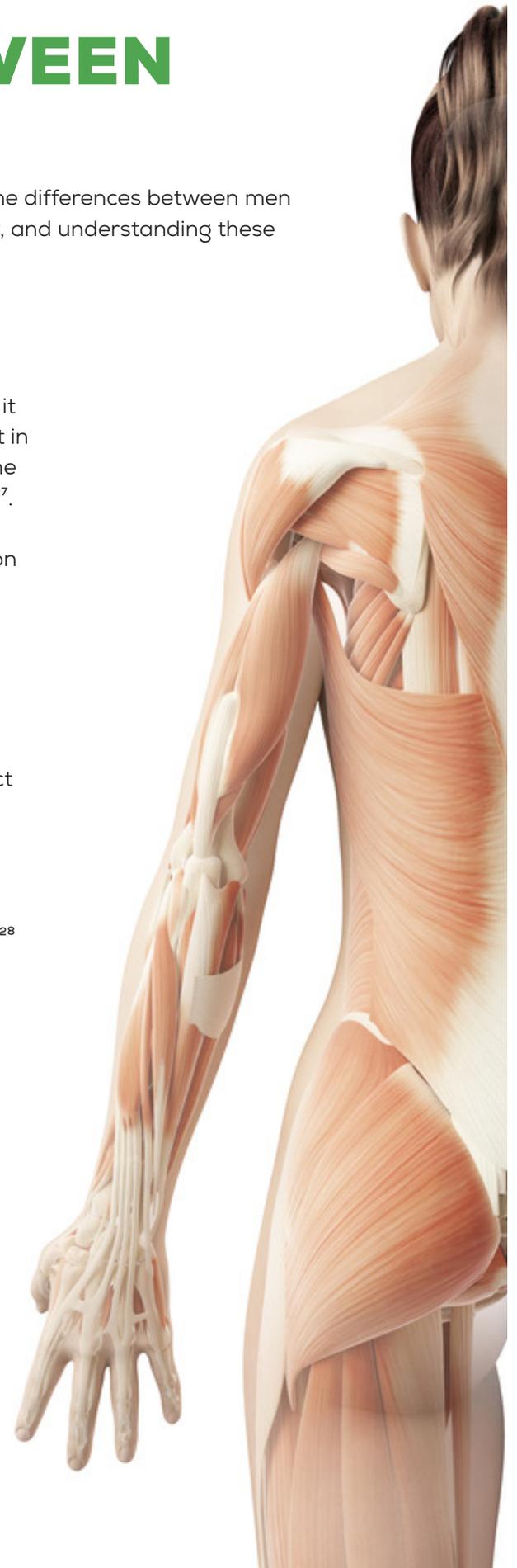
Women naturally carry more fat than men. Not all of this fat is “bad”. Women’s bodies are better at storing fat, and tend to store it in lower parts of the body such as the hips, buttocks and thighs. Fat in these locations is generally not a major health concern. In fact, some lower body fat on women can be a sign of strong metabolic health²⁷.

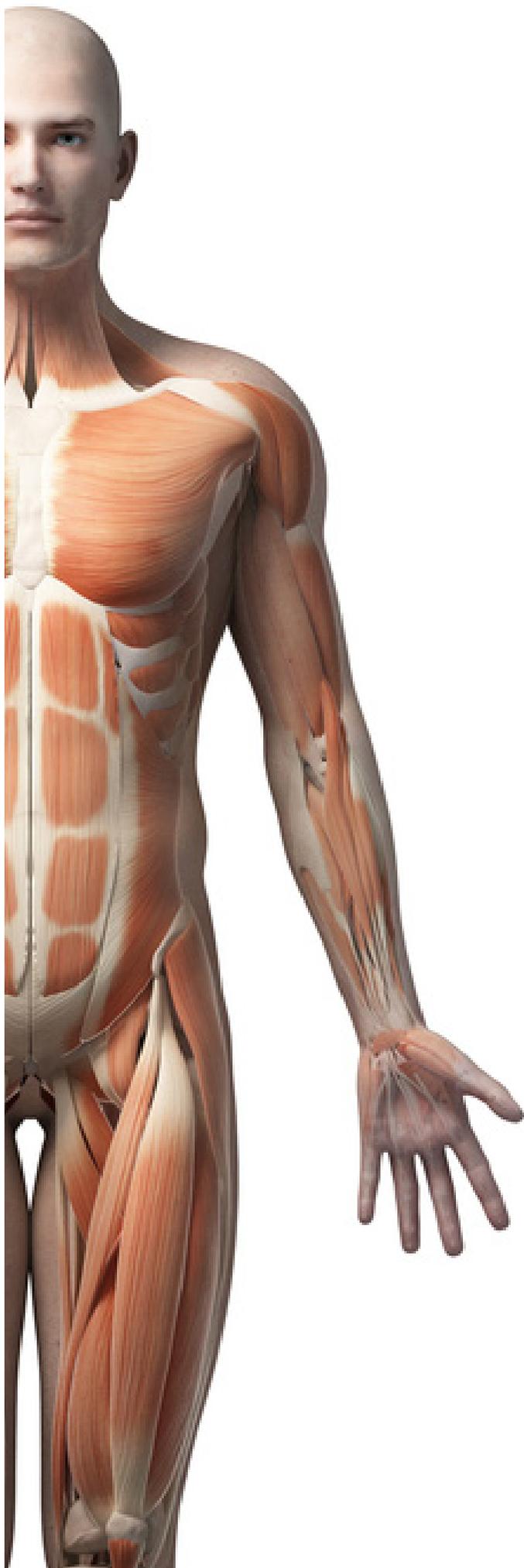
The fat that tends to be the most problematic (health-damaging) on women is abdominal fat (most often visceral fat). This type of fat is linked to higher risk of heart disease, diabetes and obesity.

Women do not seem to respond well to intermittent fasting and calorie restriction. In fact, it is not uncommon for women to gain weight, experience blood sugar imbalance, insomnia and fertility issues when using these methods. Stress also has a negative impact on a woman’s ability to lose weight.

Women burn fat easily during exercise. Luckily, abdominal and upper body fat is the easiest for women to lose. Women tend to respond very well to exercise when it comes to burning fat. Studies²⁸ have found women are more likely to burn fat versus carbs during exercise than men. When not exercising, however, they tend to burn more carbs. This is why regular exercise is so important for women who want to lose fat.

Getting enough DHA may be vital to curbing cravings and staying lean. Because healthy fats (like DHA omega-3s) are vital to good reproductive abilities in women, their body wants to store good amounts of these and usually puts them in the thighs. There is evidence that women in the U.S. have a low percentage of DHA due to low intake of omega-3s, causing more hunger cravings and weight gain. In contrast, Japanese women who eat a lot of fish (high in DHA) tend to be leaner because their body is satisfied with their DHA stores.





What This Means For You

Don't be overly concerned with achieving a certain body type (i.e. skinny, model body type). It is more natural and healthy for you to be in tune with how you're built. For many, this means accepting your curves as beautiful and attractive. For others a leaner, skinnier body type may come more easily. Be okay with a little subcutaneous body fat, especially on the lower body.

Put your focus instead on pursuing a healthy, active lifestyle instead of reaching a certain poundage on the scale or size at the clothing store.

Also, prioritize stress-reduction, sleep, getting enough healthy fats and eating healthy food regularly versus fasting or calorie restriction.

For Men

Men tend to carry less fat than women, and when they do it is often in the upper body. High body fat levels is linked to insulin resistance in men and abdominal/visceral fat is linked to heart disease, diabetes and obesity.

Men's metabolisms respond very well to intermittent fasting and calorie restriction. Benefits of these methods for men include fat loss, lower inflammation and reduced risk of disease.

Men's bodies rely on carbs as well as fat for energy during exercise. A high-fat/low-carb diet can force their bodies to burn more fat instead of carbs for fuel.

What This Means For You

Focus your energy on creating an active lifestyle and good eating habits. Intermittent fasting may be a very effective weight loss tool. To burn more fat when you workout, fuel your body with mostly protein and healthy fats, and avoid high-carb meals except for once or twice a week immediately post workout. Focus on building muscle to burn more calories.

PRODUCTS TO SUPPORT WEIGHT LOSS



Organifi Green Juice

With ingredients like spirulina, moringa, chlorella, ashwagandha, mint, lemon and more, we made this product to help people feel energized and detoxify their cells. Drinking green juice daily helps people re-train their taste buds, reduce inflammation, boost energy, curb cravings and lose weight. We sent this product in for third-party clinical trials in which participants reported all these results.



Organifi Red Juice

Our second 11-superfood blend is a mix of antioxidant rich berries and brain-boosting mushrooms and herbs. With a sweet flavor but only 1 gram of sugar, this effectively dosed formula is made to fight off inflammation, curb cravings and boost mental and physical well being.



Organifi Complete Protein

Our creamy, vegan protein powders come in both chocolate and vanilla. We took our plant-protein to a new level and added in whole-foods multivitamins and unique digestive enzymes. These ensure easy digestion and optimal absorption of nutrients. Complete Protein makes the perfect post-workout shake or breakfast addition.



Organifi Gold

The core of Organifi Gold is turmeric. This anti-inflammatory spice is one of our favorites in the Organifi kitchen, with over 8,000 published studies and articles showing its numerous health benefits. We combined turmeric with smooth coconut milk, cinnamon, ginger, lemon balm and two super mushrooms to create a warm relaxation beverage. Reducing stress and getting sound sleep is one of the absolute best things you can do for your health and this is exactly why we made Organifi Gold!



Biotic Balance Probiotics

Our probiotic contains 10 potent strains of probiotics and 50 billion colony-forming units all in one easy-to-take capsule. We formulated this with the highest quality ingredients and absolutely no fillers, milk cultures or hidden grain-based ingredients. The gut is the heart of health in our minds and keeping it in great condition requires a generous amount of beneficial bacteria.

CONCLUSION

Congratulations on making it through the Organifi Weight Loss Guide! Knowledge is power and now that you're armed with new tools and strategies, it is time to implement them in your daily life and start seeing radical results.

It can be tempting to try and make a million changes at once, but I would encourage you to just pick ONE of the FIVE areas discussed in this guide (perhaps the one you struggle with the most) and master it for a week or two before moving onto the next one. Keep this guide close, though, so you don't forget or fall off track!

We keep our websites (fitlife.tv and organifi.com) packed with lots of educational information to help you succeed. Our team is committed to staying up-to-date on the latest research and putting it at your fingertips so you can feel confident you are making the best decisions for you and your family. On these platforms you can also find dozens of recipes that follow the nutritional guidelines above.

Your health is your wealth! Make it a priority, take care of your body and it will be there for you when it matters most. You can make a bigger and more meaningful impact in your family and in the world when you have the energy and stamina to thrive!

Remember, we're in this together.

Drew and the Organifi Team



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