



## The Good Morning America Challenge

**ELIZABETH VARGAS**, co-host: Now to the controversial but extremely popular diet known as "The Zone." The man behind it, diet Dr. Barry Sears claims you can lose weight, gain energy and even slow the aging process with it. And in "The Soy Zone" and "A Week in the Zone," he says you can even begin to get results in just a week. It's a diet that may seem complicated, so Dr. Barry Sears is joining us this morning to explain it all. And we've decided to see for ourselves how it works by following your four volunteers through their own week in The Zone. We'll get to that in just a second, but...Dr. Sears, good morning. Good to have you here.

**Dr. BARRY SEARS:** Well, thank you very much.

**VARGAS:** Let's talk about The Zone. First of all, this is not about counting calories per se, it's about hormone levels.

**Dr. SEARS:** Exactly. It's keeping the hormone insulin in zone, not too high, but not too low. Now, why do you want to do that? Because the only way you can lose excess body fat on a permanent basis is to enter that zone. The only way you can reduce the likelihood of heart disease is to enter that zone. And the only way to live longer is to enter that zone.

**VARGAS:** Now, millions of people are fans of your diet. Many others have not even tried it because they perceive it as being far too difficult. How--how do you get that diet, that right combination of foods so you can get hormonally in that, quote-unquote, "Zone."

**Dr. SEARS:** It turns out that your hand gives you all the rules you need. You never consume any more low-fat protein at a meal than you can fit on the palm of your hand.

**VARGAS:** Mm-hmm.

**Dr. SEARS:** You take your plate, divide it into three sectors. On one third of the plate, you put some low-fat protein, no bigger and no thicker than the palm of your hand. The other two thirds of the plate, you fill till it's overflowing with fruits and vegetables. You add a dash, that's a small amount, a dash of heart-healthy, monounsaturated fat, like olive oil, slivered almonds, or guacamole. And there you have it.

**VARGAS:** Your diet is different from others in that you're not so bad on fat, as you just said, some like healthy fat is actually good for you. But you're definitely down on carbohydrates. In your diet, we really eliminate most of bread, rice and pasta.

**Dr. SEARS:** Right. The starchy carbohydrates. We use them as moderation, as condiments. You're using now primarily fruits and vegetables. Most Americans don't realize their fruits and vegetables are also carbohydrates.

**VARGAS:** So no bread at all?

**Dr. SEARS:** No. We use them as condiments, as, you know, touch-ups.

**VARGAS:** When you say condiments, what are we talking about? Can I have one mouthful of bread, but not a whole roll?

**Dr. SEARS:** Treat it like a piece of seven-layer cake. Savor it but, basically, use it in moderation.

**VARGAS:** OK. Now, your second book--your first book deals with a week in the zone, which we'll get to in a second...

**Dr. SEARS:** Yes.

**VARGAS:** ...with your volunteers. But your second book out right now deals with soy, which has become huge. I was reading a statistic that said Okinawans, people who live in Okinawa, live longer than anyone else in the world, and they consume 25 times more soy than Americans do.

**Dr. SEARS:** That's correct.

**VARGAS:** What does that tell you about soy?

**Dr. SEARS:** Well, it tells us soy is pretty close to a miracle food, if you use it in the construct of The Zone diet, which is all based upon a balance and moderation. Now, when we think of soy, most people think of things like tofu.

**VARGAS:** Right. That's this over here, which...

**Dr. SEARS:** Frankly...

**VARGAS:** ...is this kind of white spongy thing, which doesn't, I admit even though I like tofu, doesn't look too appetizing.

**Dr. SEARS:** And most Americans are not going to eat tofu. But what Americans will eat are things that look like and taste like hot dogs, hamburgers, and sausages.

**VARGAS:** Like this here. And these are all--this is not meat, this is all made with soy?

**Dr. SEARS:** Exactly. Our technology is now basically so advanced we can make good-tasting soy imitation meat products that most Americans say, 'I could eat that.' And that--that's the secret.

**VARGAS:** Now here's a question I've always wondered, with things like tofu, tofu, that sort of thing. We know it's got lots of protein in there, but what about the fat content? Is it high in fat?

**Dr. SEARS:** Well, not really. But keep in mind, dietary fat doesn't make you fat. What makes you fat and keeps you fat is excess insulin, and how do you control that? You balance the protein and carbohydrate at every meal, like you balance a carburetor of a car, to get the right hormonal cluck for the buck for the next four to six hours.

**VARGAS:** So would you eat as much soy as you would regular animal or fish protein?

**Dr. SEARS:** Yes.

**VARGAS:** And would this, eating this with your fruits and vegetables, make you a

vegetarian, out of curiosity?

**Dr. SEARS:** It would, but it would make you a very healthy vegetarian. And a vegetarian that you could say, for most Americans, 'I don't mind being a vegetarian if I'm eating hamburgers and hot dogs and sausages.'

**VARGAS:** Right. Getting all that. Now here, you've got here a typical Zone breakfast. Explain what that is.

**Dr. SEARS:** Well, we're looking to see, we want to have our protein and carbohydrate. So here's our protein, we take a three egg-white omelet...

**VARGAS:** Mm-hmm.

**Dr. SEARS:** Add a touch of feta cheese to it, some sun-dried tomatoes. Added two soy sausage links.

**VARGAS:** Mm-hmm.

**Dr. SEARS:** There's our protein.

**VARGAS:** And if you don't want that, you can just put some soy protein in say a bowl of oatmeal?

**Dr. SEARS:** Well, that's it. Now we have carbohydrate, we have oatmeal.

**VARGAS:** Mm-hmm.

**Dr. SEARS:** And now the strawberries. Or, if this is too difficult to make, we could add soy protein just directly into the oatmeal.

**VARGAS:** But why do you need--you have to have the protein with it?

**Dr. SEARS:** A balancing. You can never--always have carbohydrate and protein together at the same time.

**VARGAS:** Your other book is "A Week in The Zone." Now this is a whole plan to do this for one week, and you swear that somebody will feel different after doing this for just seven days?

**Dr. SEARS:** That's correct. What can they expect? Within two to three days, all of a sudden, they're thinking more clearly. Why? You're stabilizing blood sugars levels. Within three to four days, all your carbohydrate cravings are gone, and there is unlimited surge of energy...

**VARGAS:** Mm-hmm.

**Dr. SEARS:** ...again, because they're stabilizing blood sugar and now being able to access your own stored body fat. And by the end of seven days, you haven't lost a lot of weight, but your clothes are fitting better.

**VARGAS:** But you feel better.

**Dr. SEARS:** Your clothes are fitting better because you're losing only pure fat.

**VARGAS:** All right. We have four volunteers here. Come on in, folks. What's your name?

**JEROME:** Jerome.

**VARGAS:** Jerome.

**MARIA:** Maria.

**KATE:** Kate.

**JERRI:** Jerri.

**VARGAS:** Sorry for my reach. Now, all four of you are going to put this to the test.

**Dr. SEARS:** That's correct.

**VARGAS:** They're going to try your week--weeklong program. Have you ever tried anything like this or tried anything like a zone before?

**JEROME:** I've tried--sorry about...

**VARGAS:** Hello.

**JEROME:** ...I've tried other diets before but I figure summer's here and it's time to lose some excess baggage and not offend anybody on the beach. And so, hopefully--hopefully, I'll lose some weight on it.

**VARGAS:** A lot of folks have felt that maybe The Zone might be too difficult. Are you a little nervous about trying to stick to this?

**MARIA:** No. I mean, the process of the hand thing seems to keep things in balance, and I'm trying to incorporate more soy into my diet now anyway.

**VARGAS:** Right. And I don't know about you, but bread for me is a huge—like I love it.

**KATE:** Right, true.

**VARGAS:** Are you going to have problems giving that up?

**KATE:** Yeah. Carbohydrates.

**VARGAS:** Can you pass that down to her.

**MARIA:** Sure.

**KATE:** Bread and candy seems to be a large part of my diet, so I'm looking for more

balance, more of a balanced one.

**VARGAS:** OK, great. And you're looking forward to it, too?

**JERRI:** Oh, yes. I'm looking forward to getting more energy and, hopefully, losing some weight.

**VARGAS:** All right. We're going to check in with the four of you in a week, and, hopefully, your book will prove true, and they'll feel and look healthier and better. Thanks, Dr. Barry Sears.

**Dr. SEARS:** Thank you.

**VARGAS:** And our four volunteers, we'll check in with you next week.

And, as I say, we'll follow their progress, and meanwhile, you can chat About The Zone online with Dr. Barry Sears. You can visit our Web site, [gma.abcnews.com](http://gma.abcnews.com) today at noon Eastern time.

## **PART 2**

Good Morning America  
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The man behind the popular and controversial Zone diet says it will help you lose weight, gain energy, and increase mental alertness. And in Barry Sears' two books, "The Soy Zone" and "A Week in the Zone," he says you can begin to see results within a week. And so, we put all this to the test. Last Friday, if you were watching, we met four volunteers who agreed to try the diet out, spend a week in the zone. And here's what they had to say about their expectations.

**Unidentified Man:** I've tried other diets before, but I figure summer is here, and it's time to lose some excess baggage and not offend anybody on the beach.

**Ms. MYREAH MOORE** ("Zone" Volunteer): Now that I'm in the process of handling things and keeping it in balance, I'm trying to incorporate more soy into my diet now anyway.

**Unidentified Woman #1:** Bread and candy seems to be a large part of my diet so I'm looking for more balance.

**Unidentified Woman #2:** I'm looking forward to getting more energy and hopefully losing some weight.

**GIBSON: OK.** So joining us now, Barry Sears and the four volunteers, Yuron Nhaissi (ph), Myreah Moore, Kate Dooley (ph), and Jerry Lee (ph). And we'll find out how they did in just a moment. But for those who didn't see this a week ago, and for those who want aren't familiar with "The Zone," essentially what have they been doing for a week?

**Dr. BARRY SEARS** ("The Zone"): What they have been doing is using food almost as if it was a drug, to keep insulin in a zone, not too high but not too low.

**GIBSON:** Yes. What you're basically worried about is insulin levels...

**Dr. SEARS:** Exactly.

**GIBSON:** ...in the body. But how do they do that with diet? What kinds of things have they been eating?

**Dr. SEARS:** Simply, basic--the foods they already like to eat but a better balance. Balancing protein and carbohydrates at every meal. And how to do this? Simply using your hand and your eye. Never eating anymore low-fat protein than you can fit on the palm of your hand. Taking a plate at each meal, dividing the three sectors. On one third of the plate, you can put some low-fat protein. No bigger and no thicker than the palm of your hand. The other two thirds of the plate, you fill it until it's overflowing with fruits and vegetables. You add a dash, that's a small amount, a dash of heart-healthy mono-unsaturated fat. That can be olive oil, slivered almonds, or guacamole and that's it.

**GIBSON:** I was kidding with Elizabeth, last week, about the fact that there's a lot of soy in this diet. I said--and I said, 'Boy, I just can't wait to sit down to a plate of soy every day.' But--but you should explain what that--what that's involved with.

**Dr. SEARS:** Well, when we talk about--and soy actually gives you a lot of--protein it gives better hormonal control than animal protein, but most American's are not going to eat tofu. They will eat soybean hamburgers, soybean hot dogs, and soybean sausages. It's much easier, now than any time in our history, to now incorporate more soy into the zone diet.

**GIBSON:** Now, when you all came down we weighed you and measured you this morning, is that right? OK. Yuron, what were the results with you?

**YURON:** Well, I--I lost about an inch off my waist and four pounds and I feel great. I feel wonderful after every meal, and it's just very easy to do and I'm going to be doing this for a long time.

**GIBSON:** Was it an easy diet to stay on?

**YURON:** Yeah, absolutely.

**GIBSON:** It was?

**YURON:** Absolutely.

**GIBSON:** All right. I want to ask you some more about that, or all of you about that in a moment. Myreah, how did you do?

**Ms. MYREAH MOORE:** Well, I lost three pounds and I lost five inches off my waist.

**GIBSON:** Five inches off your waist? Well, you're a mere slip of a girl. You're disappearing right in front of my eyes.

**Ms. MOORE:** Yes, indeed. I--I followed the soy plan, more so than the regular week on The Zone.

**GIBSON:** Right.

**Ms. MOORE:** And--because I wanted to incorporate more soy, because I have diabetes on both sides of my family.

**GIBSON:** So what kinds of things did you eat that incorporated soy?

**Ms. MOORE:** I ate more, like, soy hot dogs. There's a hamburger-type soy product that I incorporated.

**GIBSON:** You both cited hamburgers and hot dogs. Anything else?

**Ms. MOORE:** Soy cheese. I already drank soy milk but more soy.

**GIBSON:** OK. Kate, how did you do?

**KATE:** I lost an inch and a half around my waist?

**GIBSON:** And pounds?

**KATE:** I actually didn't weigh myself. But I...

**GIBSON:** You didn't weigh yourself? Were you scared to do this? But—but you did lose some off the waist.

**KATE:** I definitely felt results, yeah.

**GIBSON:** OK. And, Jerry, how about you?

**JERRY:** Well, I lost five pounds and I lost over two inches off my waist.

**GIBSON:** You did?

**JERRY:** Yes.

**GIBSON:** All right. Now--but a couple of things. For instance, when you go to a restaurant, or when you're eating out, did anybody go to a barbecue, for instance, this week? A lot of people do that--OK, you went to a barbecue this week?

**JERRY:** My barbecue.

**GIBSON:** You gave the barbecue. What do you do at a thing like that?

**JERRY:** Well, it's difficult. The temptation is certainly there. But I did buy, again, soy products so--to incorporate soy burgers and a soy hot dog and...

**GIBSON:** Burgers and hot dogs.

**JERRY:** And grilled chicken. I eat a lot of chicken now.

**GIBSON:** You did do a lot of chicken?

**JERRY:** Yes.

**GIBSON:** All right. And how about restaurants? Is it--is it relatively easy to do in restaurants?

**Ms. MOORE:** Well, if you--I eat a lot of Asian-type food anyway, so it much--was much easier incorporating the Asian-type of diet into it.

**GIBSON:** My gut feeling is what they've done in the first week is lose a lot of water weight.

**Dr. SEARS:** No. They have lost a little bit of water weight. You can lose only maybe one to one-half pounds of fat per week. That's the maximum you can lose. But you can lose this now on a consistent basis. That's why there are very large changes in the waist size, because excess fat is accumulating in the visceral area. And that's really the most dangerous part of fat. So, in fact, they are losing weight but more importantly, they're improving their health status.

**GIBSON:** Yuron says he's going to stay on it. Myreah?

**Ms. MOORE:** Yes, definitely.

**GIBSON:** You're going to stay on it? Kate?

**KATE:** Yes, definitely.

**GIBSON:** Jerry?

**JERRY:** I'm going to try to stay on it.

**GIBSON:** That's the spirit. That's the way I approach these things. OK. Good luck to all of you. Thanks very much.

**Dr. SEARS:** Thank you.

***Good Morning America Challenge  
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