



Motivation: It's everywhere

By Sue Knorr

I'm often asked about what has motivated me to stick with the Zone Diet and lifestyle for the past 16 years. The answer is easy. I've lost 100 pounds, I've maintained the weight loss, and I feel great. Who wouldn't be motivated by that? But those are the most obvious reasons. When I really stop to think about it, the things that keep me going with the Zone are ever changing, and they come in many forms. It might be seeing an overweight person, or remembering the days when I couldn't fit into some seats, or thinking about how I used to take high blood pressure medications that weren't working. Positive experiences in the Zone build on each other, like the proverbial snowball. Once you get going, there's no turning back, there's no stopping it.

I started the diet with hope that I might lessen the low-blood-sugar symptoms that were wreaking havoc with my daily activities. Much to my surprise, in short order they completely disappeared. I found myself able to drive my kids to their after-school activities with no problem, something I hadn't ever been able to do because low blood sugar and driving just don't mix. Talk about motivation. This was absolutely awesome. But my snowball was just getting started. As my energy increased, I began to enjoy participating in outdoor activities with my kids and their friends. My husband and I started going

hiking every weekend. People were taking notice of the changes in me.

It wasn't long before my friends began to notice I was losing weight. More reason to spur me on to sticking with the Zone. When I got to about the 80-pound-loss mark, friends and neighbors began to pass by me without recognizing me. Becoming unrecognizable to my friends was not an outcome I was looking for, but it certainly was a boost to my ego. There were more unexpected perks too. I could fit into the booth at my favorite restaurant again. In the car there was a growing space between me and the steering wheel. Life was becoming easier in many ways.

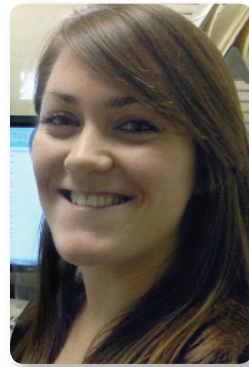
Then the questions started coming. How did you lose all that weight? What are you doing? What are you eating? Everyone wanted me to share my "secret". The more I talked to others about the Zone, the more I wanted to learn about it. I began participating in the online Zone Forums. The support and experiences of other Zoners further strengthened my resolve to stay in the Zone. I became more and more interested in inflammation lowering. I wanted to take my results to a higher level.

I'm not that different from everyone else. In fact, I used to love junk food. I didn't get to weigh well over 200 pounds by eating vegetables all day. Truth be told, I used to hate vegetables. Since adopting the Zone lifestyle, I've also had those times when I decided to throw in the towel and just go for it (as in eat tons of dessert). I've paid the price afterwards, too, with weight gain, bloating and feeling out of it. As my years in the Zone began to add up, though, a strange thing happened. I began to love vegetables. Those who know me will tell you that I won't eat something I don't like simply because it's good for you. I'm the girl who grew up liking only small portions of a handful of vegetables, such as corn, beets and tomatoes. Today my most favorite meals contain lots of vegetables. The challenge to turn vegetables into delicious dishes keeps me motivated to this day.

The Zone itself is a compelling force. It continually evolves to help us bring out the best in ourselves. I can't wait to see where it takes me next!

Coach helps Zoners find their way

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Zone coach Alex Haller

Dr. Sears himself. He went into great depth to help us understand the science behind the Zone and the beneficial hormonal changes people go through when they're following an anti-inflammatory diet. Along with Dr. Sears, the Zone staff, including our dietitian, and Dr. Sears' extensive library are there for us to use as educational tools daily. We are lucky to have such great resources located at our headquarters in Marblehead, MA.

The main objective we have as a coach is to help our customers reach their health and wellness goals. Each person who calls in has their own reason for changing their previous routine to fit the Zone lifestyle. As coaches, we help answer all of our customers' unique questions and provide support and guidance as they move closer to a healthier way of life.

Many of our customers are surprised to find that the Zone program is an easy "diet" to follow, one that doesn't leave them starving at the end of the day. They are not asked to drastically cut calories or eliminate certain food groups. Instead they are asked to make healthier choices, such as incorporating lower glycemic-load carbohydrates, such as vegetables, and good monounsaturated fats, such as olive oil, into meals. Customers are also amazed at how our ZoneFast Foods stabilize blood sugar levels and help them feel fuller longer.

Along with being a Zone Coach, I also am the assistant track coach at Marblehead High School."

A Zone Coach will contact all new customers of Zone Labs. For more information, call 1-800-404-8171.

Dr. Sears: "I was where?"

By Dr. Barry Sears

There was a time my wife and I could take a leisurely trip to Europe. For me that was one day off in two weeks. Now, thanks to the growing popularity of the Zone Diet in Europe, I travel to many more cities and work with our committed colleagues and devoted followers of the Zone Diet.

During my recent whirlwind tour of Europe, I gave talks in seven cities in 12 days.

Munich was the starting line. I held a press conference for the publication of my book, "40/30/30, the Zone Diet" in German. This was followed by a Zone Diet cooking demonstration for the media at Munich's top cooking school. They even let me touch the utensils and turn the fish. They hustled me out of the kitchen before I could do any real damage to the gourmet Zone diet meal they were preparing for the press.

Next stop, the Austrian Alps. The town, Saalfelden, looked just like the set of "The Sound of Music." It was the location for the 2011 Austrian pharmacy convention, where I gave two lectures.

Vienna was the next stop, no waltzing for me. I met with a number of the leaders of the Austrian medical establishment and gave a lecture on the role of cellular inflammation in insulin resistance and diabetes.

We rushed to catch a plane to Lugano, a very beautiful city on a lake in the Italian part of Switzerland. Morning media interviews were followed by an evening seminar on sports performance at the National Sports Training Center and a Zone Certification course the next day.

Moving right along, I was whisked off to a flight to Rome and another Zone Certification course.

Finally, in Spain, there were two more Zone Certification courses in Madrid and Bilbao, along with various media interviews in between.

Finally, I got back to Munich for my return flight to Boston.

Now I like to travel, but this was little tough, even for me. Each visit to each place gave me a little taste of it and the wish to return at a more leisurely pace.

Of course, I am getting ready for another crazy schedule all over again in September.



One stop on Dr. Sears' epic journey was Vienna, where he gave a lecture. Pictured with Dr. Sears are, from left, Dr. Riccardo Pina, general manager of EnerZona, and Dr. Thomas Stulnig of the University of Vienna, who is renowned for his research on adipose tissue inflammation.

Coach helps Zoners find their way

Alex Haller is a Zone Coach here at Zone Labs. Here are some of her reflections on her job.

"I graduated from the University of Massachusetts with a degree in kinesiology and a minor in psychology. I have always been involved with athletics, including running track in college, which led to my interest in nutrition and the welfare of others. During the summers of 2008-2009 I was fortunate enough to acquire an internship with Medwell123 (Zone Labs' sister company) located in Marblehead and really got a chance to learn the ins and outs of the Zone diet by spending time with Dr. Sears.

I learned that there was an opening for a Zone Coaching position through a family friend. It seemed like a great fit for me since I was already familiar with the Zone diet and the life-long benefits people get from following it.

Once I became a Zone Coach, I received about three weeks of formal and educational training. The other coaches and I were fortunate enough to receive most of our educational training from (Continued on page 4.)



Swinging for strength and fitness

By Lisa Zeigel

Swinging weights to gain strength and fitness, like many current fitness trends, is not just another new fad. In fact, in ancient times, slings filled with rocks were used not only as weapons but also were swung around for exercise between battles. Other items, such as clubs and sticks, were originally used as weapons and eventually found their way into fitness. In particular, “Indian Clubs” reached a height of popularity during the golden age of “physical culture” (throughout the late 1800s up to the turn of the century). Besides the barbell, the most popular weight-training apparatus back in those good old days was the kettlebell. The kettlebell all but disappeared from the fitness scene in the mid-20th century after other fitness innovations became more popular, but it has officially made a comeback and is all the rage in health clubs, on instructional DVDs and in fitness magazines. This month, I will be taking a look at both kettlebells and Indian clubs, what the advantages of training with them are and a few basics about using them.

The kettlebell started out as a practical, utilitarian object in Russian daily life during the 18th century - - it was used as a doorstep or counter-weight in marketplaces. Basically a large, flat-bottomed heavy ball of metal with a handle, its shape lent itself to being very transportable, and soon someone got the idea that swinging it around was a great way to stay in shape, thus it found its way into gymnasiums and into the old-time strongman’s repertoire with which to perform feats of strength.

While large amounts of weight can be lifted with a barbell, using a kettlebell is a whole other challenge. Swinging a large amount of weight requires the en-

tire body to stabilize and react to the centrifugal forces created by the transference of the weight away from the body and through space. It challenges the nervous system to learn to handle the proprioceptive challenge (a fancy word, which essentially refers to the brain’s ability to sense movement of the body). In addition, using a kettlebell typically requires use of multiple muscle groups and is usually a dynamic activity (as opposed to standing still and lifting a dumbbell or sitting on a machine). A unique feature of the kettlebell is the handle, which ranges in thickness from about an inch to two inches on the heavier sizes. This is advantageous as it can increase grip strength and forearm strength, something that is lacking in other weight-training programs (and is important to help us perform activities of daily living, especially as we age). The handle, which is curved, also offers more mobility than the straight handle of a dumbbell or the long, straight barbell. It means you can swing it in different planes (up and down, side to side, or in a transverse direction).

These are all great reasons to train with kettlebells. However, one does need to learn the basic movements and master them before you can get an effective workout. Some of the movements to be learned include: The “snatch,” which involves reaching down and swinging the kettlebell between the legs, then swinging it with a straight arm overhead and holding it there momentarily. The “hip swing” is basically a squat but performed



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with both hands holding one kettlebell (or with one hand at a time). The bell is swung between the legs in the squat position and then swung up to shoulder level as you extend your legs while extending your hips forward. You’ll also need to learn to hold the bell in a “racked” position (flipped over and resting on your forearm as you hold it in front of your shoulder). Sound complicated? Just like any other skill, you have to work at it to perfect it.

It can be fun, and adding anything different to your routine can make it seem, well, less routine! But as far as the claims that make it seem like training with them is the way to achieving a toned, sculpted physique, I can only say, buyer beware! The kettlebell is no more or less effective than any other mode of resistance training, despite the ads and the tabloid claims that all of your favorite celebrities are using them to get in that fabulous celebri-shape we all envy! They should be used as part of a well-rounded fitness program that includes other modes of exercise, such as cardiovascular and flexibility work, not as a sole activity. However, if you try them, and you love them, and they inspire you to stay active, then that’s worth a lot!

The other old-timey instrument that is making a comeback is the Indian club. These originated in India, and once again evolved from a weapon used in battle (and as a symbol of strength as depicted in folk art). Essentially, they are clubs

that look like a smaller version of a baseball bat, with added weight in the end part ranging from three to five pounds, on up! In the 19th century, the British military in India picked up on these as a great way to stay fit, and soon they traveled to the United States. At the time, group calisthenics were popular, with large classes being held not only in gymnasiums, but also in schools, workplaces and churches (whatever happened to that)? The main attraction in incorporating Indian clubs into a class was that you could choreograph the movements, making for a harmonized performance as participants exercised with the clubs in unison. The clubs were everywhere in the mid-to-late 1800s, with elaborately decorated models created for use by the wealthy, and special versions made just for women.

The same concept of swinging a weight around that applies to kettlebells also applies here, except that the Indian club is longer and shaped much differently. Also, due to its length creating a longer “lever,” you probably can’t go as heavy in weight as you can with a kettlebell because the muscles have to overcome the resistance from a longer distance.

As I see it, the main benefits of using Indian clubs could come from the way you can make big movements with them, which can help with flexibility and mobility, especially in the shoulder girdle region of the body. This is important because modern daily activities tend to tighten us up in this area, leading to shoulder injuries and upper-back and neck pain. Deep breathing is another component of performing exercises with the club, which brings in more oxygen. This, along with the fact that the movements are “flowing” and graceful, means it can have a mind-calming and thus stress-reducing effect. And, of course, the resistance that the weighted club provides can strengthen and build endurance, especially in the often under-used upper body muscles and core muscles. The lower body can be incorporated as well.

Indian clubs are not as easily found in gyms as kettlebells are, but they are readily available in sporting goods stores or online, and instructional videos or DVD’s abound.

Kettlebells and Indian clubs, once all the rage, never really disappeared from the fitness world, but now in the days of high-tech exercise equipment, it seems like people are looking back to simpler times and finding that these “old-school” tools are just as effective in helping us stay in shape!

Chocolate Peanut Butter Spread

By Sue Knorr

I was beginning to feel a bit deprived recently. My friends were talking about how much they love chocolate nut butters like “Nutella”, and unfortunately they don’t fit well into my healthy Zone eating plan. Nuts and chocolate are two of my favorite foods, but I’m very sensitive to the carbohydrate I eat. Sweetened nut butters don’t work for me. I’ve tried them a few times, and always with the same result. They give me uncomfortable hypoglycemic symptoms afterwards. But that’s never stopped me before. I thrive on the challenge of trying to think out of the box, especially when it comes to food. My basic requirements are it has to taste great, be easy to make and give excellent hormonal control. It goes without saying that it has to be anti-inflammatory too.

I started experimenting with various combinations of peanut butter, unsweetened chocolate powder

and olive oil, and voila! I came up with a delicious Zone-friendly alternative. I stay solidly in the Zone after eating it as part of a balanced meal or snack, and it meets all my qualifications. The peanut butter and olive oil are both “good” fats, making it anti-inflammatory. I use agave syrup to take the edge off the bitter flavor of the unsweetened chocolate. Agave syrup stimulates the blood sugar less than other sweeteners, which helps promote the hormonal control that is crucial for maintaining wellness. The polyphenols in the bitter chocolate provide an extra plus. Remember, as Dr. Sears recently explained in his blog, raw chocolate powder is an excellent source of polyphenols. This recipe has quickly become a favorite at my house. Try spreading some on a toasted plain Zone Bagel topped with a thin slice of ripe juicy pear. It’s simply heavenly on a warm slice of toasted Zone Cinnamon Swirl bread. If you follow the Classic Zone, stir some into ½ cup of plain yogurt for a nutty chocolaty snack. As they used to say in the old commercial, try it, you’ll like it!

Chocolate Peanut Butter Spread

Makes 8 generous ½ tablespoon servings. Leftovers can be covered tightly and stored in the fridge for several days. The brand of chocolate powder I use is Navitas Naturals Raw Cacao Powder, sold by Whole Foods Market.

Ingredients

- 3 tablespoons crunchy peanut butter**
- 1 ½ tablespoons raw chocolate powder**
- 2 teaspoons extra-virgin olive oil (or light-refined olive oil if preferred)**
- ¼ teaspoon vanilla extract (or to taste)**
- 2 teaspoons blue agave syrup**

Directions

Mix all the ingredients in a small dessert-sized bowl. The consistency of the spread can be controlled by using a little more or a little less olive oil. Enjoy!

