



All About The Obesity Epidemic And What You Can Do About It

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Dr. Glenn: Hey, it's the very good Dr. Glenn Livingston with Never Binge Again, and I'm here with my partner and my friend and the CEO of the Never Binge Again company, Yoav Ezer. How are you, Yoav?

Yoav: I'm doing great. How are you, Glenn?

Dr. Glenn: I'm good. I'm really good. But you know what, our country is not doing so well. As a matter of fact, the world is not doing so well when you look at obesity and illness and how things are coming along. I thought we might talk about that a little bit today for two reasons; one, so that people can understand that they're really not alone and it's not necessarily their fault that there are a lot of forces conspiring against them. And two, because some people are interested in becoming a Never Binge Again coach in helping other people to stop binge eating with what they know, without Never Binge Again. And I want them to understand just how big the opportunity is and that it's growing and it's

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GLENN LIVINGSTON Ph.D.



not going away any time soon. So is that okay, Yoav? Are you okay with that conversation?

Yoav: I find the numbers just staggering. When we first did the research, I couldn't believe it, so I think it's very well for our topic.

Dr. Glenn: Obesity rates are skyrocketing, and most dieters gained back all their weight and more. It's insane. You want to talk about some of the numbers or you want me to do it?

Yoav: I recently researched the numbers again. Let me just quickly find it again. I'm Googling that while we're talking to show that I'm giving you the right number. Okay, so the numbers are 32.2 for men and 35.5 for women.

Dr. Glenn: Percent of the population?

Yoav: Percent of the adult population.

Dr. Glenn: What's the category? How do they qualify?

Yoav: Well, I think it's BMI.

Dr. Glenn: 32. percent of women and 35.5 percent of men.

Yoav: 32.2 men and 35.5 obese. Yeah, it's BMI based.

Dr. Glenn: That one out of every three Americans are obese?

Yoav: Yes.



Dr. Glenn: Yoav, that's more than 100 million people. Are you sure that's right?

Yoav: That's a bit less because we are talking about adults; that's around 80 million people.

Dr. Glenn: Okay. Wow. Okay.

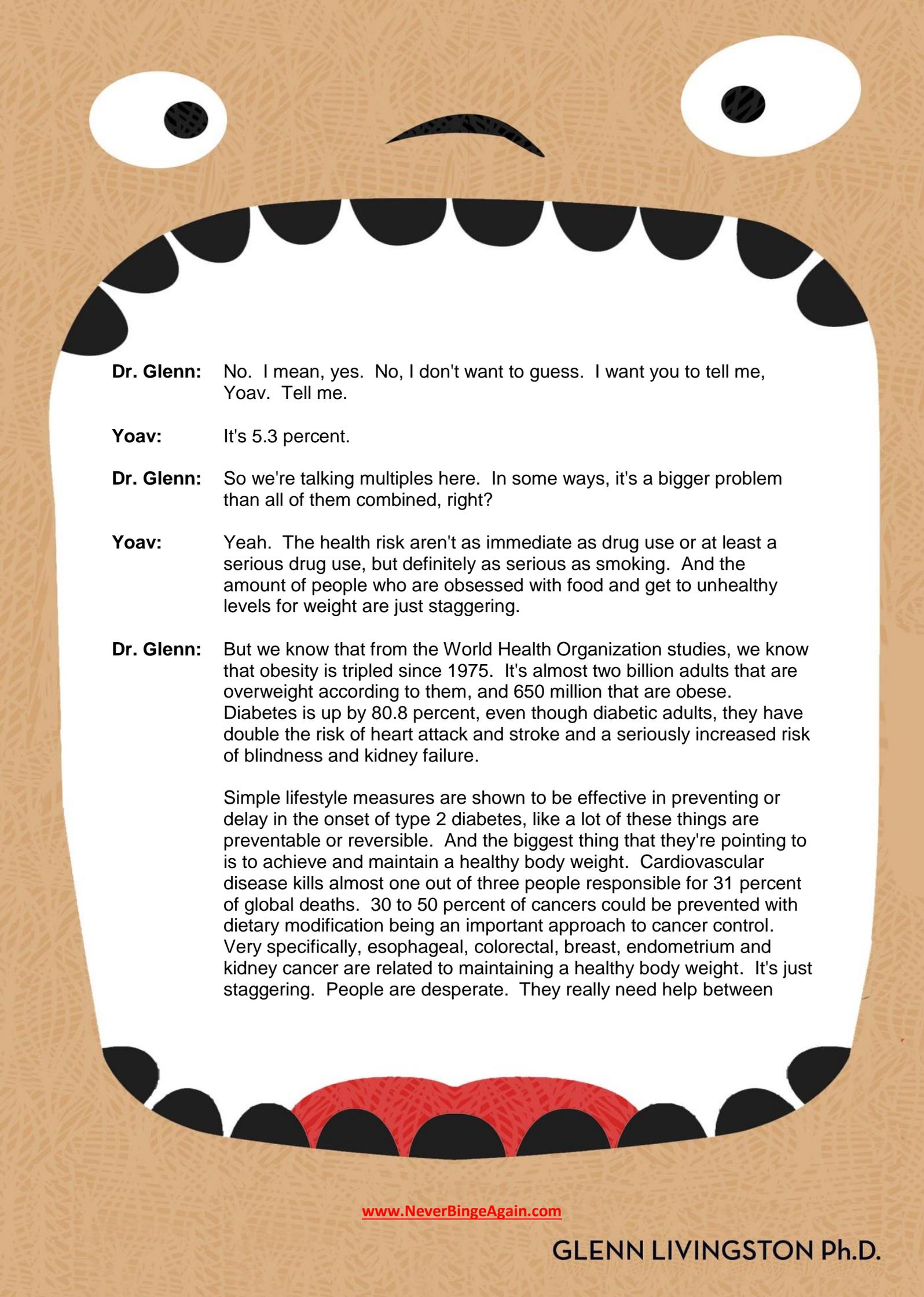
Yoav: But obese children is also very high, and I researched the numbers for the U.K. and Canada, and Australia. The numbers are lower, but not very much like by five percentage points, seven percentage points. So one out of four adults in every English speaking country is obese. And the number for just being overweight, not obese is almost 60 percent.

Dr. Glenn: Actually, the last time I checked the World Health Organization, it was 67.9 or like two out of three people. Let's say it's even a little bit less. Way more than half, so that's the majority of the world is overweight. The majority of adults in the world are overweight. That's a staggering number. That's billions of people. That's crazy.

Yoav: It's billions of people. And food isn't considered to be the number one enemy, right? The number one enemy is maybe cigarettes or smoking or drugs. Would you like to know what the numbers for those are?

Dr. Glenn: Sure.

Yoav: So smoking, it's 15.5 percent, 15.5. So less than half of obese people are smoking. It's not the same category, but less than half the number of people were obese or smoking. It's not as big a problem. It's not half as big a problem, and that's just for smoking. And drug addiction rate, would you like to guess how much that is?



Dr. Glenn: No. I mean, yes. No, I don't want to guess. I want you to tell me, Yoav. Tell me.

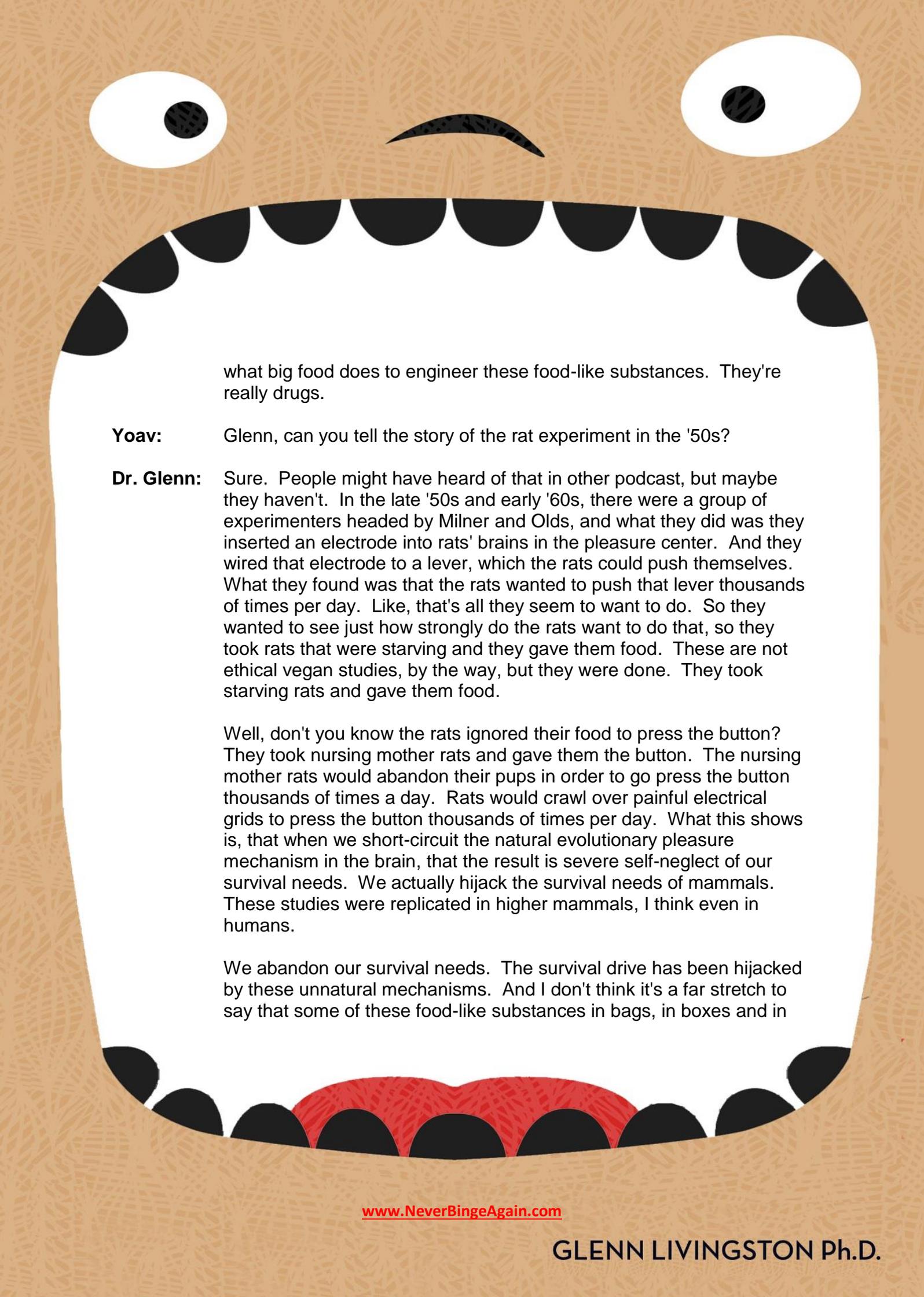
Yoav: It's 5.3 percent.

Dr. Glenn: So we're talking multiples here. In some ways, it's a bigger problem than all of them combined, right?

Yoav: Yeah. The health risk aren't as immediate as drug use or at least a serious drug use, but definitely as serious as smoking. And the amount of people who are obsessed with food and get to unhealthy levels for weight are just staggering.

Dr. Glenn: But we know that from the World Health Organization studies, we know that obesity is tripled since 1975. It's almost two billion adults that are overweight according to them, and 650 million that are obese. Diabetes is up by 80.8 percent, even though diabetic adults, they have double the risk of heart attack and stroke and a seriously increased risk of blindness and kidney failure.

Simple lifestyle measures are shown to be effective in preventing or delay in the onset of type 2 diabetes, like a lot of these things are preventable or reversible. And the biggest thing that they're pointing to is to achieve and maintain a healthy body weight. Cardiovascular disease kills almost one out of three people responsible for 31 percent of global deaths. 30 to 50 percent of cancers could be prevented with dietary modification being an important approach to cancer control. Very specifically, esophageal, colorectal, breast, endometrium and kidney cancer are related to maintaining a healthy body weight. It's just staggering. People are desperate. They really need help between



what big food does to engineer these food-like substances. They're really drugs.

Yoav: Glenn, can you tell the story of the rat experiment in the '50s?

Dr. Glenn: Sure. People might have heard of that in other podcast, but maybe they haven't. In the late '50s and early '60s, there were a group of experimenters headed by Milner and Olds, and what they did was they inserted an electrode into rats' brains in the pleasure center. And they wired that electrode to a lever, which the rats could push themselves. What they found was that the rats wanted to push that lever thousands of times per day. Like, that's all they seem to want to do. So they wanted to see just how strongly do the rats want to do that, so they took rats that were starving and they gave them food. These are not ethical vegan studies, by the way, but they were done. They took starving rats and gave them food.

Well, don't you know the rats ignored their food to press the button? They took nursing mother rats and gave them the button. The nursing mother rats would abandon their pups in order to go press the button thousands of times a day. Rats would crawl over painful electrical grids to press the button thousands of times per day. What this shows is, that when we short-circuit the natural evolutionary pleasure mechanism in the brain, that the result is severe self-neglect of our survival needs. We actually hijack the survival needs of mammals. These studies were replicated in higher mammals, I think even in humans.

We abandon our survival needs. The survival drive has been hijacked by these unnatural mechanisms. And I don't think it's a far stretch to say that some of these food-like substances in bags, in boxes and in



containers that we've been given are drugs in the same way that are short circuits of our pleasure centers in the same way that these pleasure buttons were. Evolution did not prepare us for pizza and chocolate and chips, and all the fast food that's on the market today.

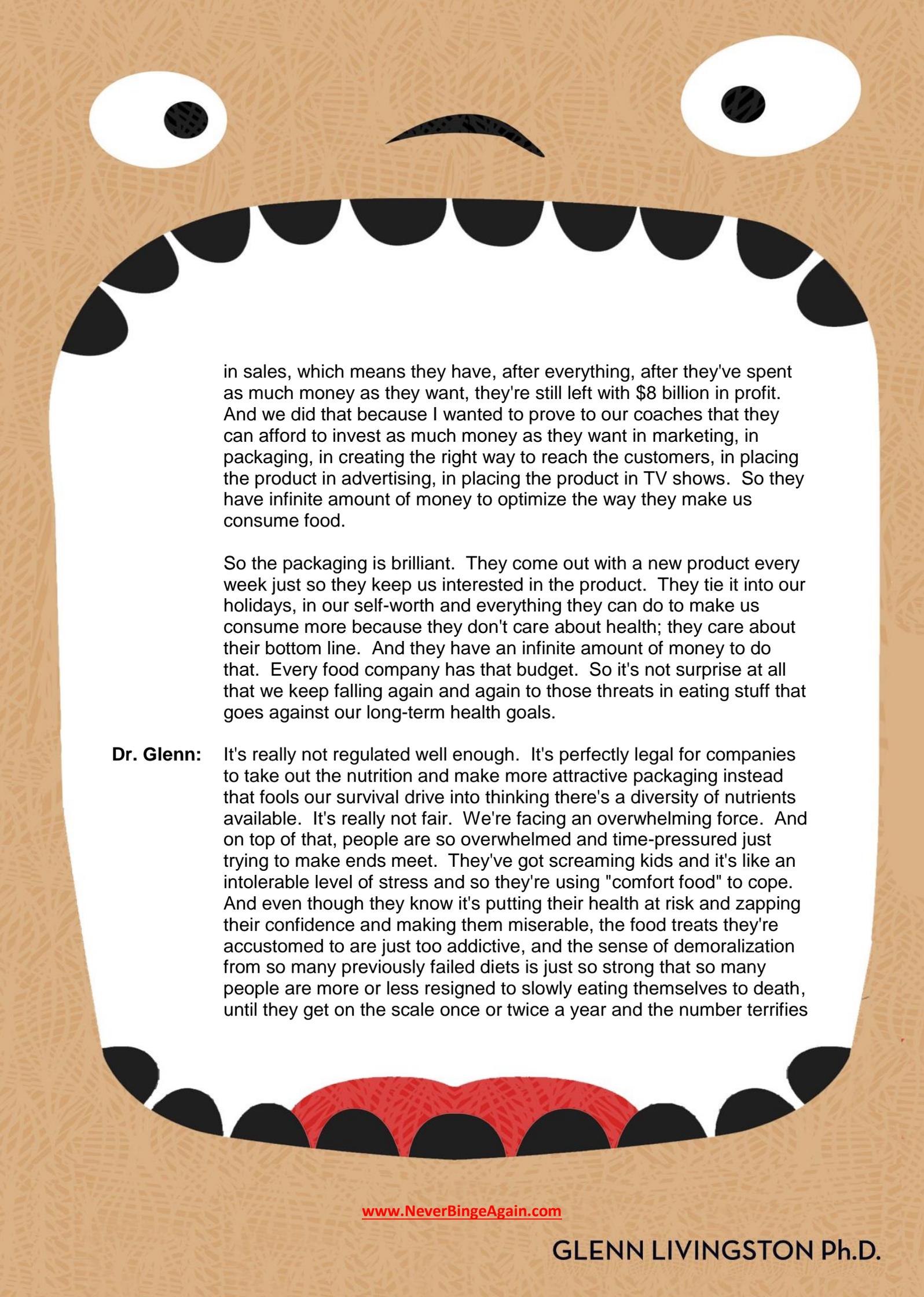
Yoav: Right. So if you take a person from 20,000 years ago and you drop them in the middle of New York and there's pizza and pie, and whatever he looks, and chocolate milk and cookies, he would eat everything. Every single thing, like, all the time because it's 20 times better tasting than what he's used to eat. And he's used to the fact that if there's available food around, you eat it, right?

Dr. Glenn: Yes.

Yoav: So it's a natural behavior of people to eat those very delicious, very available foods that we have right now surrounding us in our present-day society. What we didn't get is an upgrade to our eating control mechanism to help us to prevent ourselves from becoming very sick when we eat those substances. And that's the reason why the population is so much overweight and so very obsessed with food. And I think the second reason that this is happening is because the food companies; their bottom line, their profits, are strongly tied to that process of hijacking the survival mechanism.

Dr. Glenn: Yeah, it's true.

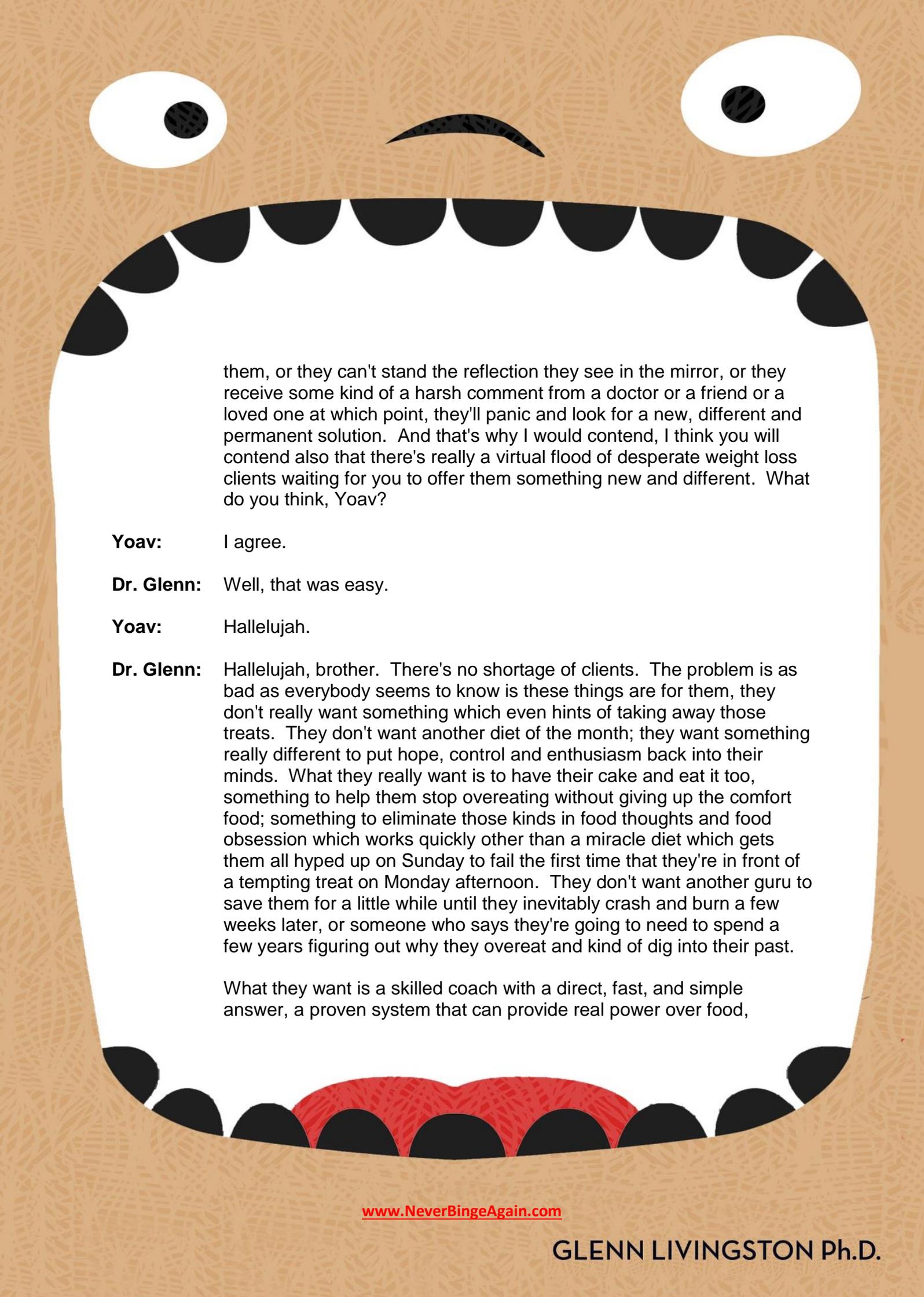
Yoav: So I just talked about this in the last marketing call with one of the coaches. We analyzed the profit margins of one specific food company. So it's a big food company. I won't name the company, but all the numbers in all the companies are basically the same. They have a profit margin of 40 percent. They make 20 billion dollars a year



in sales, which means they have, after everything, after they've spent as much money as they want, they're still left with \$8 billion in profit. And we did that because I wanted to prove to our coaches that they can afford to invest as much money as they want in marketing, in packaging, in creating the right way to reach the customers, in placing the product in advertising, in placing the product in TV shows. So they have infinite amount of money to optimize the way they make us consume food.

So the packaging is brilliant. They come out with a new product every week just so they keep us interested in the product. They tie it into our holidays, in our self-worth and everything they can do to make us consume more because they don't care about health; they care about their bottom line. And they have an infinite amount of money to do that. Every food company has that budget. So it's not surprise at all that we keep falling again and again to those threats in eating stuff that goes against our long-term health goals.

Dr. Glenn: It's really not regulated well enough. It's perfectly legal for companies to take out the nutrition and make more attractive packaging instead that fools our survival drive into thinking there's a diversity of nutrients available. It's really not fair. We're facing an overwhelming force. And on top of that, people are so overwhelmed and time-pressured just trying to make ends meet. They've got screaming kids and it's like an intolerable level of stress and so they're using "comfort food" to cope. And even though they know it's putting their health at risk and zapping their confidence and making them miserable, the food treats they're accustomed to are just too addictive, and the sense of demoralization from so many previously failed diets is just so strong that so many people are more or less resigned to slowly eating themselves to death, until they get on the scale once or twice a year and the number terrifies



them, or they can't stand the reflection they see in the mirror, or they receive some kind of a harsh comment from a doctor or a friend or a loved one at which point, they'll panic and look for a new, different and permanent solution. And that's why I would contend, I think you will contend also that there's really a virtual flood of desperate weight loss clients waiting for you to offer them something new and different. What do you think, Yoav?

Yoav: I agree.

Dr. Glenn: Well, that was easy.

Yoav: Hallelujah.

Dr. Glenn: Hallelujah, brother. There's no shortage of clients. The problem is as bad as everybody seems to know is these things are for them, they don't really want something which even hints of taking away those treats. They don't want another diet of the month; they want something really different to put hope, control and enthusiasm back into their minds. What they really want is to have their cake and eat it too, something to help them stop overeating without giving up the comfort food; something to eliminate those kinds in food thoughts and food obsession which works quickly other than a miracle diet which gets them all hyped up on Sunday to fail the first time that they're in front of a tempting treat on Monday afternoon. They don't want another guru to save them for a little while until they inevitably crash and burn a few weeks later, or someone who says they're going to need to spend a few years figuring out why they overeat and kind of dig into their past.

What they want is a skilled coach with a direct, fast, and simple answer, a proven system that can provide real power over food,



someone that can take them by the hand and walk them through losing weight step by step, which is where Never Binge Again comes in. And I think we'll stop there for the moment to let people read more on the site if they want to. We'll come back tomorrow with a little more information. Yoav, do you have any parting words?

Yoav: No.

Dr. Glenn: So if you'd like to learn more or you want to find out more about the opportunity, please go to BecomeAWeightLossCoach.com. At the time of this recording, we are opening enrollment for a limited number of people. We need to maintain student-teacher ratio, so we have to put a limit on it. So the impact of that is that if you're interested, you should take a look today. And you can find all the information at BecomeAWeightLossCoach.com. That's BecomeAWeightLossCoach.com. Thanks.

For more information on how to fix your food problem fast please visit
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