

Why Are We Doing This?



Here's why we're using these specific ingredients in the New "Fat Fasting" Formula.

When it comes to drinks, there are really only three healthy ones:

Coffee, tea, and water.

Coffee

- High in antioxidants (*more than most fruits and vegetables*)
- Associated with a lower risk of death due to heart disease, cancer, stroke, diabetes, and respiratory and kidney disease
- Can help increase your metabolism
- Associated with lower risk of Type 2 diabetes
- In prospective studies, coffee drinkers have up to a 60% lower risk of Alzheimer's and dementia
- Contains beneficial nutrients – B1, B2, B3, B5, potassium and manganese

The University of Southern California and cancer.org recently did a study and found that people had nearly a 12% LOWER risk of death by drinking 1 cup of coffee a day, compared to those who didn't drink coffee.

That number increased to a 18% reduced chance of death by drinking 2-3 cups per day.

Tea

- Rich in polyphenols, which is a group of protective antioxidants
- Rich in flavonoids that help protect your heart
- Can help lower your blood pressure
- Boost brain function
- Can help increase alertness and improve your mood

Coconut Oil

- Low insulin effect
 - Insulin is your #1 fat-storage hormone. Eating butter provides a very small (if any) insulin response
- Coconut oil is around 70% Medium Chain Triglyceride (MCT).
 - This type of dietary fat is used to make energy and very rarely gets stored as fat on your body
- Can help increase fat-burning and help you lose weight
- Contains lauric acid
 - Great for your immune system, decrease viruses
 - The only other foods that contain lauric acid are butter and breast milk
- Helps curb hunger
- Promotes good cholesterol
- Great for your hair and skin

Butter (Grass-Fed Is Best)

- Low insulin effect
 - Insulin is your #1 fat-storage hormone. Eating butter provides a very small (if any) insulin response
- Has almost as much Vitamin A as kale
- Loaded with Vitamin D, E, F and K
 - Most people are deficient in Vitamin D, helps build and maintain strong bones
 - Vitamin A supports your kidneys, eyes, skin and immune system
- Helps keep you full longer
- Over 400 fatty acids

- Supports your brain, cell-health, nervous system, and your hormones. These are necessary and when you go on a low-fat diet, you cut most of them out.
- High in Omega 3 fats
 - Anti-inflammatory
 - Great for your heart

Heavy Whipping Cream

- Low insulin effect
 - Insulin is your #1 fat-storage hormone. Eating HWC provides a very small (if any) insulin response
- No sugar
- Great source of healthy dietary fat
- High fat content helps curb your hunger
- Helps support a healthy metabolism

MCT Oil

- See the benefits of coconut oil above