

THE BROWN FAT REVOLUTION is a new perspective on the aging process that embraces fat and volume as absolutely necessary to look young. It is a new perspective on working out to look young, not just to get thin. It is time for women to realize that they can look good at any age but they must not box themselves into one size fits all programs designed to simply lose weight. Weight loss alone is not the golden key. Volume is the golden key! The volume created by brown fat.

KEY POINTS:

- Cut the Cardio, but if you must do cardio, find cardio that you love to do... it should not be a chore.
- Fat is not the enemy.
- You need fat to look good. Remember your body is attached to your face...do not over exercise for the body and sacrifice the youthfulness of your face.
- Wrinkle cures are not the answer to looking younger. Brown fat is!
- Cycling of Carbs and Proteins will build lean muscle, shred yellow fat, increase brown fat.
- This is a nutrition plan not a diet. You can do this for life and not feel *deprived*.
- Learn to use your body to feel good about yourself. Workouts will become meditation pauses in your day.
- Empower yourself with the program to be the best you can be at any age without plastic surgery.
- No excuses. It is time to get going. Workout at home. Only 20 minutes a day.
- Stop deprivation and yo/yo dieting.

SUGGESTED INTERVIEW QUESTIONS

- What is your mission in **THE BROWN FAT REVOLUTION**?
- Explain the difference between yellow fat and brown fat.
- What role does age play in fat distribution?
- Explain the significance of the April 2009 New England Journal of Medicine studies.
- You say that the Eating Plan is “not a ‘diet’ in the traditional sense.” How so?
- What are the most important principals of your Eating Plan?
- Tell me what it means to “eat like a baby.”
- What are some tricks to help you stick to the Eating Plan program?
- What is the logic behind alternating one day of mostly carbohydrates with one day of mostly protein?
- How is **THE BROWN FAT REVOLUION** Exercise Plan different from other plans?
- You say that “Strengthening...core muscles is your most effective tool for raising your metabolism, and the best way to get rid of bad yellow fat.” How so?
- What equipment do you need for your Exercise Plan?