

How to have your *cake*

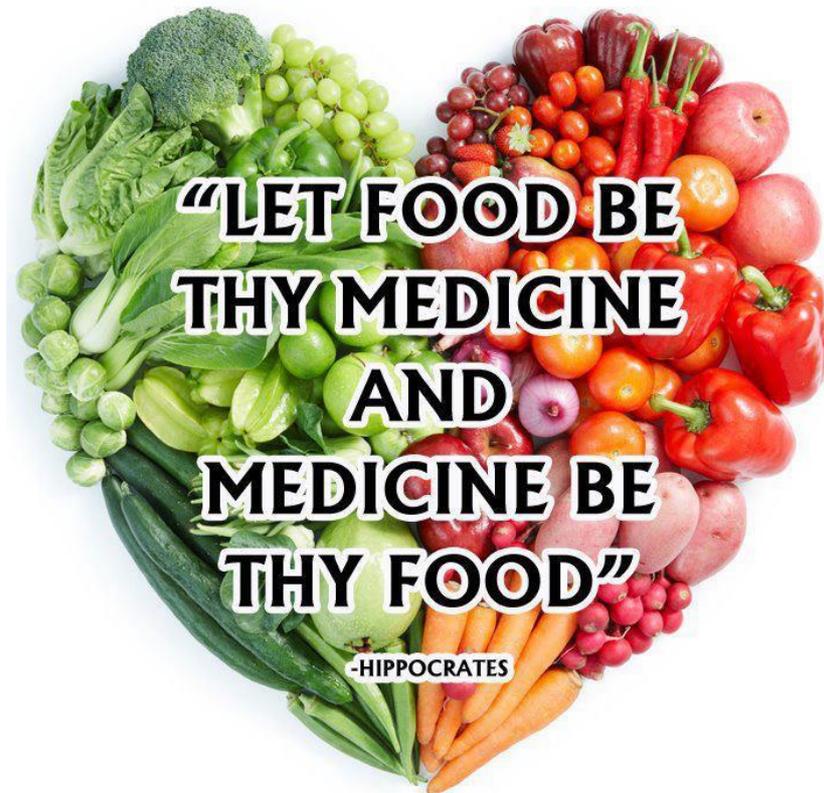


&

still lose weight



Michael A. Clark NMQAA



In order to lose weight 4 life

Two things must you know ...

'Obesity is man-made

&

The cause is the cure'

©Michael Clark 2017

WARNING!!

THIS BOOK will change your view on weight loss FOR EVER!! Full stop!! No doubt about it FOR EVER!!

This this book is not for PAGODS (PEOPLE WHO PLAY A GAME OF DIETS)

YOU are about to discover the SINGLE cause of all your weight problems and it isn't WHAT you thought it would be.

ITS NOT SUGAR

ITS NOT FAT

ITS NOT CHOLESTEROL

ITS NOT BREAD

ITS NOT CHOCOLATE

ITS NOT CARBS

ITS NOT CALORIES

ITS NOT POOR PLANNING

ITS NOT BEEN LAZY

ITS NOT EVEN OVER EATING

Well what can it be?

WHY are so many otherwise capable adults simply losing the battle of the bulge?

WHAT if I told you it's not THEIR fault!

THAT the rules are completely set against you!

THAT the reason YOU are so confused as to the cause of weight gain is NO ACCIDENT!

THAT the cause of obesity has in fact just one simple cause!

YET the forces behind this cause have a huge vested interested in you & us all becoming FAT!

IN FACT, their job is to get you the CONSUMER to ...

JUST EAT & EAT & EAT!!

BUT when you begin to see the proper picture about...

WHY you are not losing weight and...

WHEN you make the decision to REDUCE your consumption of this HARMFUL Food and drink group then...

YOU begin to take back control over

YOUR weight &...

MORE IMPORTANTLY YOUR HEALTH.

NO Counting Calories: **NO** Going Hungry: **NO** Constant Weighing Yourself

***THIS DIET WILL
CHANGE YOUR
LIFE
for the
BETTER!!***

How to have your cake

&

Still lose weight using

The Non-Pc Diet TM

*'No counting calories: No going hungry: No
Constant Weighing,*

&

*Eat your favourite foods every week & still
lose weight!'*

Michael A Clark NMQAA

Genuine Testimonials

thenonpcdiet.co.uk

*“I have just learned
about nutrition with a
capital ‘N’!*

“An amazing book”

*“Makes perfect sense
from start to finish”*

“If you need to lose weight, then buy this book today”

“At last the truth is written and spoken about weight loss”



Michael A Clark NMQAA

Hello, my name is Mike Clark I am a weight loss coach with over 25 years' experience helping people take better care of their health.

In that time, I have read thousands of books, helped hundreds of clients, written 6 health books travelled as far as Russia, trained people from USA, Israel, Portugal Japan and have created the UK's first official healthy lifestyle program called **ABED**®

I hold qualifications in nutrition, fitness coaching, stress management, person centered counselling and a specialist Breathing treatment for asthma called Buteyko. I am also the writer and creator of a new healthy weight loss program called **The Non- Pc Diet**®

This diet is not like any other diet because its suitable for everyone from raw meat eaters to full vegans. It is a gown up way to lose weight, because unlike most diets that just eventually stop, this is not about going on or doing yet another diet but more about changing your diet!

Using the Non-Pc Diet® you are only 4 simple steps away from creating your own personal sustainable weight loss plan and one which still allows you to have your favourite foods and still lose weight. Well the Non-Pc Diet actually helps you first identify and begin to prioritise

So here is the problem, people are putting on weight and it seems nothing can stop it until now, the trouble is we have been attacking the symptoms instead of addressing the cause, and the cause is not what you might think. I discovered the truth about weight gain and food after a routine visit to the hospital for our type 1 diabetic son. The truth that OBESITY IS UNNATURAL & COMPLETELY MAN MADE.

Well I am sure most of us know processed foods can be bad for our health; but can of course be harmful and very fattening.

If processed food becomes almost a staple main part of our diet, then you are in trouble. The most recent and frankly disturbing statistics regarding ultra-processed foods is that they now make up more than half the UK's adult diet.

Yet the only thing that causes excess weight gain, it is the consumption of PC's or processed carbohydrates.

BRAN NEW REPORT REGARDING

CANCER!!

A 10% INCREASE IN PROCESSED FOODS IN YOUR DIET LEADS TO A 12% INCREASE IN YOUR CHANCES OF DEVELOPING CANCERS!!

[In 1976 Professor Jane Plant travelled to China and discovered that whilst in the UK the figures were 1 in 14 for women for breast cancer only 1 in 10,000 women in the farming communities developed it and only 1 in 100,00 men had prostate cancer!](#)

She blamed it all on the fact that they were not eating dairy, but they were not having something more than dairy, they had

ZERO PROCESSED CARBS!!

So, every time you swap processed for natural you lose weight and gain in health!!

You simply replace your highly calorie dense processed 'foods' with something more natural, almost any natural food choice will do and EVERY single natural choice you make is better for you and the more you eat, the more weight you lose. It's as much an attitude change, so that an apple is no longer an apple, but you will come to know it as a 'natural fat blaster'.

Regards Calories
just 1 mars bar duo
= 6 apples

Now by reading this book, it will help your weight loss journey because this diet is not just another diet book.

This is not a quick fix BUT brings the truth about weight gain

Introduction

'Let food be your medicine & let medicine be your food'

Hippocrates 430 BC

'The average 45-year-old UK female has already dieted 61 times, each diet lasts on average 15 days, at the end of the diet 34% will actually have put on weight, and within 12 months over 98% will have put it all back on again'

Weight Loss Resources 2012



FIRST, YOUR HEALTH IS YOUR RESPONSIBILITY

We have been taught from an early age, that our health is not our responsibility, worry not the NHS will always take care of you. Nowadays, even with the best will of the fantastic NHS staff that simply cannot be the case anymore. The investment is less in real terms than it was 70 years ago, and we are all much more ill than before. Yet what if instead of constantly dealing with symptoms, we attempted to deal with the cause.

The following is a little healthy anecdote for all you drivers out there who remember when they passed their driving test.

You looked at the examiner and your ears heard the wonderful words, literally music to your ears, ***'I am pleased to say you have successfully passed you're driving test.'***

You felt what? Relieved, happy, gloriously happy, excited? A whole range of emotions and now you are free to drive.

Imagine this. For successfully passing your driving test you will receive a brand new, top of the range, car, the finest money can buy. This car is fuel efficient, fast, strong, rust proof, sleek and very beautiful.

There is a however catch. This car you are given is the only car you will ever have for the rest of your life. No matter how rich you become, you can never buy another one. Quite simply, this car is the only car you will ever own. If you damage the car, it may be repaired with new parts, but if you ever damage the car beyond repair, you will be stuck with a car that will not drive ever again.

Now with all this in mind I would like to ask you a few questions

How might you drive this car? Fast or very carefully?

Would you get the car serviced as often as you should?

Would you ask for the best oil?

Would you use the best fuel?

Would you get any knocks or unusual sounds checked out?

Would you regularly check the tyre pressures?

The answer, I am sure for most of us, is a resounding **YES**

Would you

Always drive the car too fast

Miss regular services

Use the cheapest oil

the wrong fuel

Ignore any knocks and unusual sounds

Fail to check tyre pressures

The answer, probably for most of us, a resounding **NO, Yes?**

SO WHY ON EARTH DO WE DO THIS TO SOMETHING FAR MORE PRECIOUS THAN A CAR. OUR 'SPIRIT VEHICLE' OR, AS IT IS MORE COMMONLY KNOWN AS, OUR BODY?

We expect this body to keep going under more and more pressure. We feed it low grade fuel, ignore knocks and fail to get regular services or check-ups. When we do have a problem, instead of diagnosing the cause, we simply turn up the music so as not to hear the noise or clanging, often until the problem becomes so dire, we run the risk of total breakdown.

I wonder how many parents realise they are in fact contributing toward their own children's early demise. It is very likely for the first time in hundreds of years that, unless we change our bad habits, children are in grave danger of dying before their parents.

And yet when you know the simple cause of your weight problems then at least you have a proper chance of successfully gaining better control over your weight and subsequently your health improves and so does your general wellbeing.

In the next chapter, you will read how I was inadvertently told the true cause of obesity by the NHS and the answer was in fact much closer to home than I ever realised.



Chapter 1:



Play Video

The day I discovered that obesity is exclusively MAN MADE!!

I have been a natural health coach for nearly a quarter of a century, I have always felt that nature works, well, naturally. Invariably over the years I have known that my clients who had the higher percentage of natural food in their everyday diet, seemed to have much less health problems, however it took nearly 25 years and the personal sadness of having my eldest child Joshua who has suffered since before he was 2 years old, with a condition known as Type 1 diabetes.

I will never forget the day we discovered our little darling baby boy was actually poorly and meant he would require injections for the rest of his life. The pain of hurting your child every day 3 -4 times a day and sometimes making him cry is extremely upsetting, never the less you do what is necessary to help your child.

Now Joshua is 13 and his mum and I are so proud of the way he handles his diabetes and of course we love him dearly and, in a way, if it wasn't for Joshua having diabetes, I may never have made this simple yet powerful eye-opening discovery.

Now I would like to use this opportunity to first clear something up right away, Type 1 and Type 2 diabetes are **NOT THE SAME!** Type 2 is generally caused by the over

consumption of processed carbohydrates and Type 1 is an auto immune disease that no one knows yet the cause, but it looks most likely it is probably genetic. It is not caused by parents over feeding or giving too many sweets and it seems even the specialists really HAVE NO EXACT IDEA WHY 'DIABETES 1' DEVELOPS!

Type 1 and type 2 diabetes share the same underlying defect—an inability to deploy insulin in a manner that keeps blood sugar from rising too high—but they arise out of almost opposite processes. Type 1, which once was known as juvenile diabetes, is an autoimmune disease in which the body attacks its own cells—namely, the beta cells of the pancreas—destroying their ability to make insulin. In type 2, formerly known as adult-onset diabetes, tissues that need insulin to take up glucose (such as the liver, muscles and fat) become resistant to insulin's presence. The insulin-producing cells respond by going into overdrive, first making more of the hormone than normal and then losing the ability to keep up with the excess glucose in the blood. Some people end up unable to make insulin at all. Type 2s cause is mostly diet related and due to the excess consumption of Processed Carbohydrates, around 9 out of 10 Type 2 diabetics are overweight.

Now back to the day I discovered that OBESITY might be EXCLUSIVELY man made.

It was 24th July 2015 and my wife, and I were taking Josh to our local hospital as we did every 3 months to check on his long-term blood count. This can only be done on a machine at the hospital, but on this day, we would also because of Joshua's age be changing his medication regime and move onto a more reactive regime that is an injection for every time Josh eats as opposed to a general insulin.

They then started to discuss the term carb counting, to do with how much carbohydrates are eating at meals. Carbohydrates raise blood sugars in all of us, but the majority of us have a working pancreas to do this automatically, but for diabetic's insulin injection is required.

A great book that is recommended to diabetics and I highly recommend it to anyone interested in weight loss, it's called [Carbs & Cals](#)

It was this book & talking to the diabetes team that I ACTUALLY LEARNED THE TRUTH ABOUT WEIGHT GAIN!

The book 'Carbs & Cals' covers almost all foods including carbohydrate content, and the amount of insulin required to administer. Yet as I scanned through the book, I couldn't help noticing 2 huge food groups, meat and vegetables were not included, I had to enquire, and it was the reply that literally could have knocked me down with a feather.

'Well there is no need to administer insulin for meat and veg' the diabetic dietician replied.

I asked if he told the patients that, and he said, he hadn't even thought about it before, and that any way he wanted his patients to live as normal as life as possible. I then asked him, if he felt a normal every day diet full of processed food, was in fact healthy?

He didn't like that.

I then looked at **FRUIT** and was pleased to confirm that although you did require some insulin it was nowhere near the amount required to deal with the onslaught of processed food, because when we eat whole fruit with the skin on, the elevation of blood sugars is relatively low and much lower than processed fruit.

THE MORE NATURAL FOOD i.e. MEAT, VEG & FRUIT YOU EAT means you in order to lose weight you just need to eat **MORE FOOD!!** That is real food.

SOMETHING VERY INTERESTING HAPPENS TO FOOD WHEN IT IS PROCESSED THE WEIGHT OF THE FOOD DECREASE YET AT THE SAME TIME THE CALORIES INCREASE!!

THE GOODNESS IS REPLACED GENERALLY WITH SUGAR OR BECAUSE THE FIBER GOES THE COMPLEXITY OF THE DIGESTION PROCESS IS CONFUSED AND IT SEEMS THE MORE THE 'FOOD' IS PROCESSED THE HIGHER THE AMOUNT OF INSULIN REQUIRED TO DEAL WITH THE STRAIN PUT ON THE BODY.

To putting A SIMPLE way, eating a Mars Bar duo chocolate bar has the same calories as eating about 6 apples and 8 apples for a Bounty trio!

Type 2 diabetes & the consumption of processed food has a huge link, and here we see some research [has been done](#).

Yet we already know that over 90% of Type 2 diabetics are overweight, and when they are taken off a diet of processed food, look what happens when a team of scientists from [Newcastle University](#) got to work on the diet of Type 2's. Using calorie constriction and a diet of whole foods.

'Our work has shown that type 2 diabetes is not inevitably progressive and life-long. We have demonstrated that in many people who have had type 2 diabetes for up to 10 years, major weight loss returns insulin secretion to normal'.

Furthermore, the focus of the 'altered diet' is on increasing the intake of slow carbohydrates (such as nuts, seeds, vegetables and fruits) and restricting the intake of fast carbohydrates (such as refined grains and sugars). The premise of this study is that type 2 diabetes may be 'reversed' through an altered diet and healthier lifestyle (Taylor, Diabetes Care, 2013).

A simple example is if you took a bowl of porridge versus a bowl of low-calorie cereal. (Chapter Cereal killer)

Side by side they both have the same amount, yet the cereal has less calories, so looks better for you. Yet the porridge is NEARLY 6 times the weight, so in fact in terms of actual food, the cereal has more calories and the strain it puts on your pancreas, if you knew you would probably not touch the stuff.

So now I had an idea, could it be something as simple, as natural food holding the key to fight obesity, literally all people would have to do to lose weight, was concentrate on keeping it real.

I then remembered something, in 2002 I had travelled to Russia and done some specialist training in something called [Buteyko Breathing](#) an amazing natural treatment for asthma. Now although Russia was becoming more westernised, the food side had yet to take off, so Russians all seemed to eat natural foods, and boy let me tell you what I saw.

In 21 days in Moscow & St Petersburg I saw ONLY 1 OVER WEIGHT PERSON!!

Then jumping right forward to 2017, I came across an astonishing article claiming for very first time, ever in documented history, Siberian Eskimo's were becoming obese!

Now for years, I had used [Eskimos as an example](#), if anyone ever dared say to me that fat makes you fat. I said, excuse me, that's more or less, all Eskimos live on and I challenge you to show me an overweight Eskimo, never mind an obese one.

[According to local experts](#), obesity has not previously existed in these indigenous populations, but the first cases are now being reported, and a marked change in diet - including instant noodles and pasta - appears to be responsible.'

IN ORDER TO LOSE WEIGHT, YOU JUST NEED TO KEEP IT REAL!!

Now before, you all fall for some company selling bloody seal oil diet pills, a diet based upon 100% animal fat and meat is not what I recommend. These Eskimo's live off the land and no pill is going to help you lose the weight, if its weight you want to lose, it's time now to simply stop been processed and start processing for yourself.

Chapter 2:

Obesity:



Play Video

Just how big is it?

IN THE 1970'S

Obesity was just

1%

Nowadays that figure



has risen to 30% & is
still rising

If you like the book so far then you can purchase risk free.

Pay £10 and if after 30 days you do not think it is worth at least twice what you paid you can ask for your money back.

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