

EXISTENCE ATHLETICS

"NO BULLSHIT"

GUIDE TO FAT LOSS



**AN UNFILTERED APPROACH TO
SIMPLIFYING FAT LOSS**

**BY RYAN HUMPHRIES
CSCS, PNL1**

***Disclaimer**

The info presented in this document is not meant to diagnose, cure or treat ailments of any kind. We are not doctors; we just play them on TV 😊 .

We don't follow fads, nor are we dogmatic about any one system when it comes to nutrition. We ask that you approach this content with an open mind. If you're serious about your performance, in and out of the training center or you just want to look good naked, the information in our guides will put you on the right path.

The language may be a bit rough around the edges, but you probably wouldn't have downloaded something with "Bullshit" in the title if you were scared of words 😊



We've trained hundreds of different people with different goals, and whether they say it specifically or not, most everyone would like to lose a little fat. It's not always forthright, and it often presents itself with phrases such as "I just want to tone up" or "how do I get rid of this?" (Pointing to area of body they're uncomfortable with) Regardless of what they call it, most people want to look better naked; some for health reasons, and others for aesthetics.

There's a feeling that comes from taking control of your physical form, and being able to create a strong confident human. In order to do this, it will take discipline... The kind of discipline you haven't used in the past; for if you had, you would have already reached your goals. No Bullshit.



By applying the principles laid out in this document, our members have not only lost body fat and increased their lean muscle mass, but they've also boosted their performance. And guess what?! They got all toned up!

Side note: *Toning up* is just what happens when you build muscle and lose fat. Many folks have a decent amount of muscle underneath a nice little layer of “extra” cushion. Once they decrease their body-fat, then they begin to see all the hard work they've done in the training center. If you've been using the phrase “*tone-up*”, knock it off and say what you mean. You want to get stronger, you want to build muscle, and you want to and lose fat. No Bullshit.



Losing fat is a combination of both what we eat and how we move (diet and exercise.) However, we're going to assume that you're already on a *solid strength-training regimen so in this guide we're going to focus on the diet.

*A solid strength-training regimen would be one that includes compound movements like squats & deadlifts. See the “No Bullshit Guide to Strength Training” for more info.

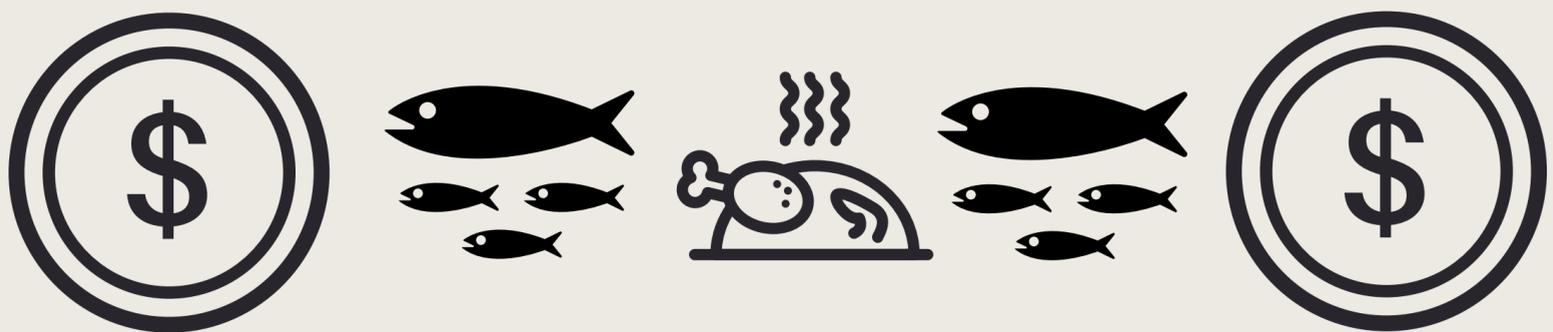
Fat loss is f*cking simple. It may not be easy, but it IS simple. In this guide, we’re going to give you a breakdown of just how simple it can be. However, before we get into the simplicity, we feel there are two very big rocks that we need to get out of the way.



Big Rock #1 (The animals)

Our current agricultural system in the US is broken. If we’re really honest, it’s more than broken, it’s f*cking busted. We’re pumping our livestock full of hormones so they grow bigger and faster. We’re dosing them with shit-tons of antibiotics because their living conditions are atrocious. We’re “farming” our fish and adding colorful dyes to them to make them look “natural”. We’re feeding chickens a vegetarian diet (these little dinosaurs are far from vegetarians) and instead of raising cattle on grass, we’re using corn and soy because it’s cheap. **HOWEVER**, just because this system exists, doesn’t mean that you have to partake.

We encourage you to vote with your dollar. This means that when possible; choose the most environmentally friendly options (which also equate to the most nutrient dense). These options include wild-caught, grass-fed, free-range, organic options. Companies like Monsanto are not the devil. They are simply creating the things that Americans are willing to pay for. If we buy it, then we're the problem. Find a local farm, go to a farmer's market, make friends with a hunter or get some chickens in your backyard!



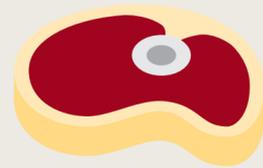
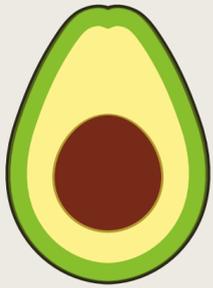
Without getting into a moral or ethical debate, we recommend that you consume animal protein. Why? Because animals are hands down the most nutrient dense foods on the planet. Fun fact, organ meat is actually at the top of the list.



Look, kale is awesome, but from a nutrient perspective, it doesn't hold a candle to beef liver. (1) Not into liver and kidneys? Maybe you just threw up in your mouth a little?

That's fine, but part of our duty with the "No Bullshit" approach is that we must let you know that these things are **EXTREMELY** nutritious. Take your feelings out of the equation, replace them with science, and what you have leftover is no bullshit.

You don't have to eat organs in order to lose fat, so stop freaking out. When it comes to "diets" we don't really like classifications... This means that we're not advocating a Vegan, Vegetarian, Pescatarian, Keto, Carnivore, or any other "movement". We're simply providing facts about nutritious foods.



So back to choosing the best options... We are what we eat folks. Not all meat is created equal. Do you really think eating wild elk is the same as a fast food burger? Well, it's not.

If you choose to eat meat that was jacked with hormones and antibiotics, it is possible that some of those substances may make their way into your gut. It's also possible that you'll be fine.

If you're really worried about it, vote with your dollar. We understand that these options are not as cheap as the other stuff, but they're worth it. We get what we pay for and we get what we tolerate.

If every McDonald's customer requested grass-fed beef, the golden arches would have no choice but to change their ways. And the day that Micky D's decides to go grass-fed is the day that our entire agricultural economy could change...

No bullshit.

Big Rock #2 The Plants

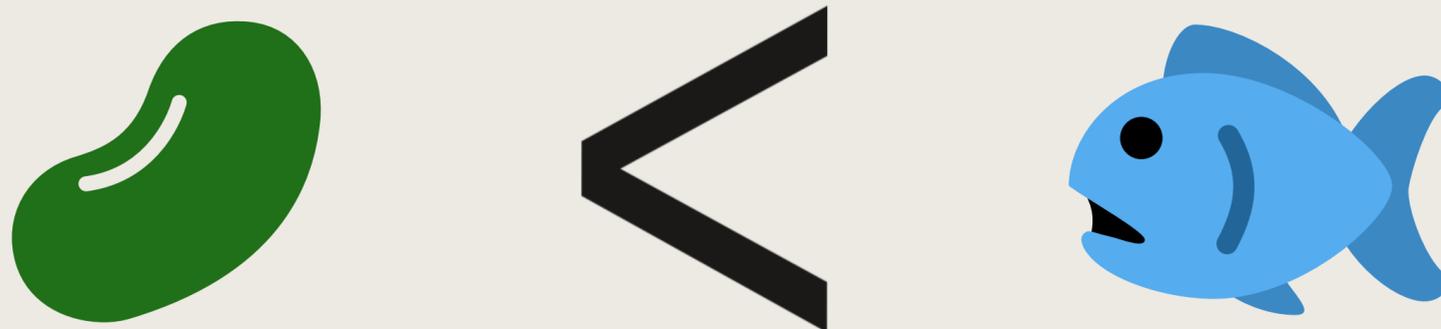
Due to mono cropping (growing a single crop on the same land, year after year), our formerly rich topsoil is dwindling. Even twenty years ago, our fruits and veggies were far more nutrient dense than they are today.



Harvard Safety and Science officer, Dr. Mathieu Lalonde recently mentioned in a nutrition lecture that we might only have fifty years of quality topsoil left!(2) Whether that number is actually fifty or one hundred and fifty, it's definitely cause for concern, and we didn't even mention pesticides... Fruits and veggies are awesome for you; just make sure you're getting them from a quality source. Get out to a local farmer's market, CSA or better yet, grow your own!



We mention all of this because both plants and animals will be crucial aspects of your dietary regimen. Animal products are far and away the most bioavailable source of protein. This means that your body can easily digest and assimilate that protein into usable substrates. You can absolutely acquire your protein from vegetable sources, but please know that you're going to have to get creative and you may need to consume more calories in order to do so.



Those who choose a plant-based approach will likely end up getting far more carbohydrates than they need. For instance, lentils are a very popular plant-based protein, but in order to get just 18g of protein from lentils, you would also have to also eat about 40g of carbs. On the other hand, 18g of protein from tuna is 18g of protein, 0 carbs.

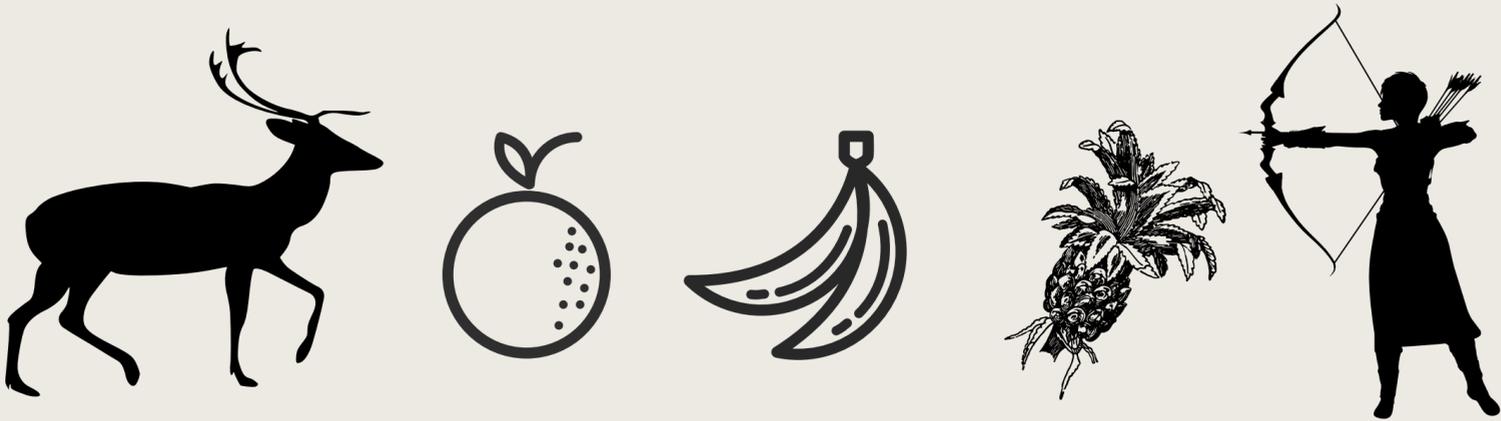
That being said, when your mother told you to eat your veggies, she was right. Vegetables are not only an excellent source of fiber, but they also contain vitamins, minerals, phytonutrients, and antioxidants that will assist in you living your most active existence. Think of your body as an engine. In order to have that engine purring like a kitten, you need everything working together; the gas, the oil, the brake fluid, the spark plugs, the battery, etc. If just one of these things is off, the integrity of your engine is compromised. The same goes for nutrients. If you're missing just one single component, like the engine, your fat loss could be stalled and you won't be performing like you could be.

No Bullshit.

OK, ready for the simplicity? Here it is:

EAT REAL FOOD

Real food doesn't come from a bag or a box. It comes from the earth. It's hunted or caught in its natural habitat, it's fed an organic diet or it was grown in nutrient rich soil.



Greg Glassman, the founder of CrossFit, has a fantastic quote that's made its way around the Internets. It's known as "World Class Fitness in 100 words" and as much as we'd like to recreate the wheel, it's damn good.

Here are the first two sentences: "Eat meat, vegetables, nuts and seeds, some fruit, little starch and no sugar. Keep intake to levels that will support exercise but not body fat."

(3)

If you stopped reading right here and started eating this way, you'd be far better off than most of America. However, it's the second sentence of Glassman's that's the tricky one "Keep intake to levels that will support exercise, but not body fat".



So what does that mean exactly? In essence, you must eat enough to perform well, but if you eat too much, you'll store more than you need. If you're not eating enough or you're eating too much or too many of the wrong things, your performance will suffer and your body composition will not change the way you want it to.

CALORIES

(Those little f*ckers are everywhere!) Let's talk about em!

They're not good or bad, they just are. Technically a calorie is the amount of heat (read: energy) that it takes to raise one kilogram of water through one degree Celsius. Neat eh? We think so. So we consume calories for energy and we burn them off when we use that energy. Simple right? Not so fast...

Often when our energy intake increases (when we eat more), our body ramps up how much of that energy it's burning. The opposite is also true; when we slow our energy intake down (when we don't eat as much), we slow down how much we're burning.

Hey! I thought you said this shit was simple!?!

Well, hold on a sec, if we take in more calories than we burn, we gain weight. Although humans are not mathematical equations, *our current bodyweight is not only a calculation of all the calories that we have consumed and burned over our lifetimes, but also how our body has responded to those calories.* If you're not where you want to be with that calculation, keep reading.

*As a very important side note, we believe it's crucial to define the meaning of a "healthy" body composition in both men and women. There is a lot of chatter in the fitness industry about body positivity and fat shaming.

Yes, of course everyone should absolutely feel positive about his or her body, whatever shapes they may be.



We'd also like everyone to be aware and understand that there is a massive amount of scientific literature to support that there is indeed such a thing as an "unhealthy" amount of body-fat.

The research is clear that body-fat is not just a place where we store extra calories, but it actually acts as an endocrine organ(4), signaling the release of hormones that can really f*ck with your metabolism. The more body-fat you have, the less control you have over your hormones. No Bullshit.



We're going to define "unhealthy" as the percentage that will increase your risk of preventable diseases. We didn't pull these numbers out of our arses either; this is straight from the guidelines from the American Association of Clinical Endocrinologists (AACE). For men, that number is anything over 25%. For women that number is 35% (5). If your DEXA scan has put you in the "unhealthy" range, recognize that and sit with it for a minute. By losing body-fat, you could actually be preventing cancer, diabetes, heart disease and many other diseases. So anyone that calls you shallow for wanting to look good naked is full of shit. You're saving your life.



SO LET'S ASSESS!

When the goal is fat loss, we need to assess THREE things. If we're not assessing, we're guessing...and guessing is Bullshit



1) ****Weigh yourself on a scale.** Yeah, yeah the scale weight isn't the end-all-be-all, but we need to get an idea of what we're working with. Take note of the day/time and if you're a female, the proximity to your cycle. a. If you're really serious, get yourself a DEXA scan to measure your body composition. You shouldn't need to do a DEXA more than every 8-12 weeks.



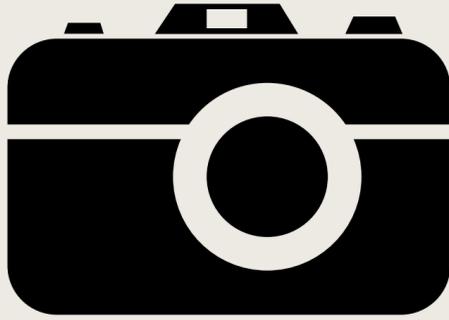
2) Log your dietary intake for 7 days. Track every food and beverage that enters your body during that week. Use the app "MyFitness Pal" for an accurate representation of your macronutrient breakdown (Carbs/Fats/Protein).



3) Measure the circumference of your hips, waist, thighs or anything else you'd like to change.



4) *BONUS* Take before pictures. You know exactly what we mean, you've seen before and after pics. If you want an "after" pic, you must realize that right now, you are the before pic. Pictures are brutally honest.



** If you're comfortable with your current weight, but you'd like to drop body fat and build muscle, the scale weight doesn't matter that much. For you, the circumference measurements and the DEXA scan will give you more information.

After you've weighed yourself, logged your food, and taken your measurements, do all of this again in two weeks. One of three things will happen:

1) The numbers go down. That means you're on the right track! Keep doing what you're doing.

2) The numbers stay the same. That means that you consumed the same number you burned. Although it's just about impossible to add muscle and burn fat in two weeks, over time your body composition may change drastically, while your body weight may not. This is where the pictures will tell the story...



3) The numbers go up. That means that you consumed more than you burned. We need to either up the energy expenditure or decrease the energy intake. (Start with one)

Fat loss is not that tricky. What can be tricky, however, is the amount of calories we THINK we're burning vs. what we're actually burning.

However, unless you're weighing yourself, logging your food, taking measurements and tracking this data, we don't really know what (if anything) is changing. If you're doing ALL of these things for at least four weeks and you don't see any changes, please talk to your coach.

Want to get real technical? Below you'll find a chart based on current bodyweight, movement frequency, and your goals. Please note that the strategy listed below is an **ADVANCED** behavior. It is recommended that before you take action on the steps below, you first take action on the weighing, measuring, and pictures.

LET'S GET ADVANCED!

Calorie counting is an advanced behavior, but sometimes people really want to know and seeing as how this is a No Bullshit guide, we thought we'd address it all.

So how many calories should you consume? Multiply your current bodyweight in pounds by the number correlated to your exercise frequency and goals. For most beginners, that number will be 10-12. This is a good idea of a range of calories to shoot for.

How much are you moving on a daily basis?	What Are Your Goals?		
	FAT LOSS	PERFORM LIKE A BOSS	ALL THE MUSCLE GAINZ
Yeah...I don't do a lot of moving unless I have to (Exercise 1-2x per week)	10-12	12-14	14-16
My job has me moving around a decent amount (Exercise 3-4x week)	12-14	14-16	18-20
I'm very active. I'm living an active lifestyle. (Exercise 5-7x per week)	14-16	16-18	18-22

We won't bullshit you, fat loss isn't easy. It's simple, but not easy. If it were easy, we wouldn't have an obesity epidemic.

Here are a few other things to keep in mind:

When it comes to looking better naked, calories do matter, but so does the QUALITY of those calories. Refer back to the first few pages of this document for descriptions on quality.

Your total body weight is based on HOW MUCH food you're consuming, but your body composition (body fat percentage vs. lean mass percentage) is a result of how strong you are and WHAT KINDS of food you're eating.

For instance, when someone is trying to bulk up, it's nearly impossible to do so without heavily increasing his or her carbohydrates (and it's even easier when those carbohydrates are simple carbs like sugars). Unlike protein and fat, carbohydrates stimulate the release of insulin and insulin helps in storing fat*.

*It should be noted that any macronutrient (protein, fat, or carbs) consumed in excess will store as fat. But for a lot of folks, it's just easier to do so with the hormonal help that insulin brings to the table.

Carbohydrates are not the devil, but they do like to whisper in your ear like a damned little demon. Nobody ever heard that little voice say “yeah, go ahead, eat those three avocados”. But sure as shit, that little voice will tell you to eat the whole box of Cocoa Krispies! Next time you hear him chattering away, tell him to shut the f*ck up! Want to be free of that little voice? It’s called discipline.

And as our friend Jocko likes to say, DISCIPLINE =
FREEDOM.

When targeting fat loss specifically, you don’t necessarily have to go Ketogenic, nor do you have to start buying Atkins bars or anything like that. But it does mean that you must watch your consumption of sugary foods. And when we say, “watch” we mean minimize that Bullshit as much as you can in your diet.

When it comes to losing weight, QUANTITY is the most important part. You could replace the word QUANTITY with the word CALORIES and this would mean the same thing. This is why the first three steps are critical.

1. Weigh yourself
2. Track your caloric intake
3. Measure yourself

If you've done these steps, and you continue to assess week after week, you will notice trends. Either up, down, or the same.

Now, once you've gotten advanced and you really want to dive in to the nitty gritty, we have to talk about protein.

In order to prevent deficiency, the current recommendations are about 1g of protein per kilogram of bodyweight. Read that again, "IN ORDER TO PREVENT DEFICIENCY". This is a critical point in most people's fitness and nutrition journeys. *Rarely if ever have we encountered someone who wanted to lose fat and was already eating enough protein.*

It's a MAJOR hole in most people's game. But why the f*ck is it so important?

Math, that's why. Well, math and something called Specific Dynamic Action. You may have heard it called the "thermic effect of food". Here's how it works:

If we give you 100 calories of fat, your body may use about 10 calories to consume and process that fat into usable fuel. If we give you 100 calories of carbohydrates, your body will use about the same amount to process that and make it usable fuel. If we give you 100 calories of protein, now the fat burning torches have been lit! Get this, with protein, your body could burn as much as 35 calories!

Starting to see that a calorie is not just a calorie?



Ok, so you know you need more protein than 1g per kilogram. So how much should you eat?

This is a bit of a broad generalization, but we're going to recommend anywhere from 25 to 35% of your daily caloric intake. How do you find that? Well, Let's review.

In the advanced behaviors, we had you take your bodyweight and multiply that by 10.

Example: A sedentary 200lb man wants to lose fat. He takes his bodyweight (200) and multiplies it by 10.

$$200 \times 10 = 2000$$

$$2000 \times .25 = 400$$

$$2000 \times .35 = 700$$

So this man needs to eat somewhere between 400 and 700 calories from protein. Hell, we're already doing math so we might as well go all the way.

1 gram of protein = 4 calories

$$400 / 4 = 100g \text{ of protein}$$

$$700 / 4 = 175g \text{ of protein}$$

1 gram of carbs = 4 calories

1 gram of fat = 9 calories

And just for fun: 1 gram of alcohol = 7 calories

For our 200lb man, he would need to consume somewhere between 100 to 175g of protein.

Let's see if we can put it all together...

Fat loss is simple. It's not easy, but it *IS* simple. If you consume more energy than you're burning, then you gain weight. Burn more than you consume and you lose weight.

Your body composition (body-fat percentage) is a combination of energy consumption, energy expenditure, quality of food, and how strong you are.

Eat the right amount of foods, the right kinds of foods, and lift heavy shit. This will change your body composition in a favorable manner.

Weigh and measure yourself, log your food and get an accurate idea of what's happening. Remember, if you're not assessing, you're guessing. And if you're not tracking, you're slacking.

Regardless of whether you choose to take these principles and apply them to your daily life, we hope that you've at least learned a thing or two. And if not, maybe we made you laugh. Laughing burns more calories than just breathing so there's that.

Should you choose to apply any of these principles, whether that's voting with your dollar, tracking your macros, or just eating enough protein, please let us know. We'd love to hear your stories.

No Bullshit.

References:

1. <https://chriskresser.com/natures-most-potent-superfood/>
2. <https://www.youtube.com/watch?v=HwbY12qZcF4>
3. Glassman, Greg, CrossFit Journal, Oct. 2002 What is Fitness?
4. Coelho, M., Oliveira, T., and Fernandes R. The Archives of Medical Science: Biochemistry of adipose tissue: an endocrine organ. Link: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3648822/>
5. AACE/ACE GUIDELINES:
AMERICAN ASSOCIATION OF CLINICAL
ENDOCRINOLOGISTS AND AMERICAN COLLEGE
OF ENDOCRINOLOGY CLINICAL PRACTICE
GUIDELINES FOR COMPREHENSIVE MEDICAL
CARE OF PATIENTS WITH OBESITY – EXECUTIVE
SUMMARY Link:
<https://www.aace.com/files/guidelines/ObesityExecutiveSummary.pdf>