THE SMARTER SCIENCE OF SLIM
Eat More. Exercise Less. Smarter!

Jonathan Bailor - Health & Fitness Researcher
Author - The Smarter Science of Slim
“Bailor has assembled weight loss advice... from the world’s top researchers!”
The Facts of Fat Loss

“The Smarter Science of Slim is a proven and practical guide to fighting the big problem of obesity. Simplifying a bunch of biology while making decades of academic obesity research accessible to everyone, Bailor gives a complete and captivating explanation of the science of losing weight permanently.”

Dr. Theodoros Kelesidis, MD, Harvard Medical School & UCLA School of Medicine

When did biology become a matter of opinion? Why do we care what anyone thinks causes our bodies to burn fat? Why don’t we rely on proven science? Because the facts of fat loss are buried in obscure academic studies... until now!

I’ve spent the last ten years working with researchers at Harvard, Johns Hopkins, The Mayo Clinic, UCLA and other top institutions to simplify and apply over 10,000 pages of academic diet and exercise research.

This research is changing people’s lives... and is leading to the most surprising conclusion imaginable - We burn fat practically and permanently by eating more and exercising less - smarter!
“Bailor uses well-researched scientific fact... to disprove old diet and exercise myths!”
The Science of the Set-Point

“The Smarter Science of Slim challenges the diet dogma and offers a sensible path to good health. Bailor’s insightful book is smart, health promoting, and deserves to be hot, hot, hot!”

Dr. JoAnn E. Manson, MD, Chief, Division of Preventive Medicine, Brigham and Women’s Hospital, Harvard Medical School

Our body fat level is not controlled by how much we eat.

“...the reduction of energy intake continues to be the basis of... weight reduction programs... [the results] are known to be poor and not long-lasting.”
Dr. George Bray, Pennington Biomedical Research Center

Our body fat level is controlled by our “set-point.” And our set-point is controlled by the quality of our diet.

 “[The simplistic notion] that weight can be controlled by ‘deciding’ to eat less and exercise more... is at odds with substantial scientific evidence illuminating a precise and powerful biologic system that maintains body weight within a relatively narrow range.”
Dr. J.M. Friedman, The Rockefeller University

By increasing the quality of our diet we decrease our set-point. We get our bodies behaving like the bodies of naturally thin people. And like naturally thin people, we burn fat all day, automatically.

A Lower Set-Point Means Long-Term Fat Loss

1. Long-Term Body Fat Level Controlled By Our Set-Point
2. Set-Point Controlled By Diet Quality
3. So We Eat So Much High-Quality Food That We Are Too Full For Low-Quality Food
4. Which Gives Us A Dramatically Higher-Quality Diet
5. Which Gives Us A Dramatically Lower Set-Point
6. Which Causes A Dramatic Amount Of Fat Loss
“Bailor offers a proven diet and exercise approach... that anyone can follow!”
Garbage Government Guidance and Greed

“The Smarter Science of Slim demolishes the dietary and nutritional nonsense that has contributed to the epidemics of obesity and diabetes in our country. In its place Bailor erects a simple program anyone can follow that is based on solid science and common sense. This is likely to be the last diet book you will ever need to buy. Unless you enjoy failed diets, do the right thing—the healthy thing—and read this book.”

Dr. Larry Dossey, MD, Oprah medical expert, New York Times best-selling author, Former Chief of Staff of Medical City Dallas Hospital

Seems simple enough. Why aren’t we doing this already?

“We are not getting bigger and sicker because we are putting too much food into our bodies. We are getting bigger and sicker because we are being told to put the wrong quality of food into our bodies.

“...the low-fat, high-carbohydrate diet recommended by the...USDA Food Guide Pyramid may be among the worst eating strategies for someone who is overweight...”

Dr. W.C. Willett, Harvard University

“The USDA-sponsored Dietary Guidelines for Americans...are nutritionally and biochemically unsound...there is little doubt that there is a clear temporal association between the ‘heart healthy’ diet and the current, growing epidemics of cardiovascular disease, obesity, and type-2 diabetes.”

Dr. A. Ottoboni, in the Journal of the American Physicians and Surgeons
“Bailor takes highly technical scientific data... and makes it instantly understandable!”
Eat More—Smarter

“The Smarter Science of Slim sheds light on the surprising discrepancy between the way healthy nutrition has been presented to the public and the science that underlies it. The idea that fat in the diet translates into fat on the body has dominated nutritional discussions for decades. This work challenges this central idea, and offers clues about why diabetes has been on the rise, and why so many people who are intent on losing weight have found it so difficult to do so. It is an important piece of work.”

Dr. Anthony Accurso, MD, Johns Hopkins

The simple and scientifically proven path to permanent fat loss is eating so many high-quality non-starchy vegetables, berries, citrus fruits, and nuts and so much seafood, lean meat, fat-free/low-fat cottage cheese, fat-free/low-fat plain Greek yogurt, and milled flax seeds that we are too full for low-quality starches and sweets.

“'The primary finding of the current study is that a lifestyle modification program consisting of high-intensity cardiovascular and resistance training combined with a balanced carbohydrate and protein diet [eating more and exercising less—smarter] results in greater improvement in body composition...than a program comprised of a traditional diet and moderate-intensity exercise regimen commonly recommended for weight loss [eating less and exercising more].’” – Dr. P.J. Arciero, Skidmore College
“Bailor will change the way you think about fat loss... and how you view diet and exercise.”
Exercise Less—Smarter

“The Smarter Science of Slim reveals some of the latest and best scientific research on the real story of diet, exercise, and their effects on us. Bailor’s concept of high-quality exercise is rapidly gaining support in the medical community, and has repeatedly delivered clinical results which seem almost too good to be true. I heartily recommend this book to people who want to take responsibility for their own health.”

Dr. John J. Ratey, MD, Harvard Medical School

Just like eating is not about quantity, exercise is also not about quantity. Exercise is about quality. High-quality exercise lowers our set-point and burns fat all day, every day. Even better, high-quality exercise is so potent, that small doses of it are extremely effective. Beyond improving our body’s basic ability to burn fat, studies show high-quality exercise giving us all the benefits of traditional cardiovascular exercise 320% more efficiently. Best of all, we can increase the quality of exercise by applying five simple principles:

1. Deep: Exercise more muscle fibers to burn more body fat.
3. Infrequent: Exercise for less time, but with more resistance, to burn more body fat.
5. Interval: Exercise less, but with more resistance, to burn more fat.

A Little High-Quality Goes A Long Way

Exercise Deeply, Hormonally, and Infrequently using Eccentric and Interval training.

Dramatically Increase The Quality Of Our Exercise

Dramatically Increase The Amount Of Fat Burning Hormones In Our Bodies

Dramatically Drop Our Set-Point

Dramatically Change The Way We Look And Feel

“Vigorous intensity [smarter] exercise has been shown to increase aerobic fitness more effectively than moderate intensity [traditional] exercise, suggesting that the former may confer greater cardioprotective [health] benefits.”

Dr. D.P. Swain, Old Dominion University
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BUY THIS BOOK
Lose Weight - Feel Great