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This information provided in this guide is for educational purposes only. I am not a doctor and this is not meant to be taken as medical advice. The information provided in this guide is based upon my experiences as well as my interpretations of the current research available.

The advice and tips given in this download are meant for healthy adults only. You should consult your physician to insure tips given in this course are appropriate for your individual circumstances.

If you have any health issues or pre-existing conditions, please consult with your physician before implementing any of the information provided below.

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## The Spot Reduction Solution:

A 2 step scientifically proven protocol to “target” and tone your most stubborn fat areas

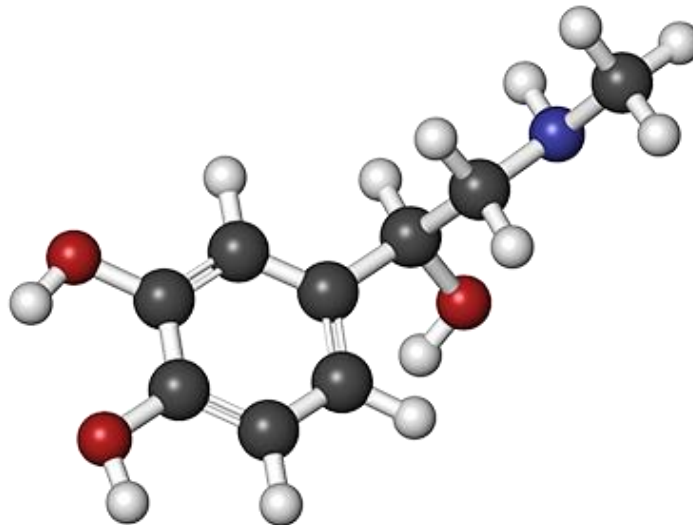
### Step 1: “Heat Up” Your Trouble Spots With Strategically Targeted Exercise (create strategic blood flow)

Picture the fattest part of your body right now. If you physically touch this area, you’ll probably notice that it’s most likely ICE cold. That’s because “stubborn” fat is different than normal fat. It LACKS blood flow and as we discussed in the previous section, **if you increase blood flow you can extract and burn more fat** from your problem areas.

So **by contracting muscles that are right next to your most stubborn fat (with strategic exercise), you instantly create blood flow** to your *hard-to-get-rid-of* areas, which allows you to induce "spot reduction".

But “heating up” your trouble spots with exercise is only *half* the equation. Without activating your fat burning hormones, creating blood flow will just be a complete waste of your time. Which leads us to Step #2 of the Spot Reduction Solution...

### Step 2: Naturally Release Fat Burning Hormones With High Intensity Bursting Exercises (“break apart” stubborn fat)



In order to burn fat directly from your problem areas, after you've created strategic blood flow, **you need hormones**. Otherwise your fat cells won't be released properly and they'll continue to stay "trapped" inside your body.

**Enter:** Catecholamines

In case you haven't noticed, training techniques like high intensity intervals (HIIT), has become *very* trendy over the last few years because they typically help you get much faster fat loss results than traditional cardio. But there is one BIG problem with intervals. **They do NOT adequately stimulate the hormones necessary to "release" stubborn fat into the blood stream.**

But when you perform a *very* hard, short burst of exercise (sprinting, jumping, cycling, bodyweight exercises, even your favorite cardio machine) similar to intervals, but shorter in duration, (only 10 to 30 seconds max) and harder in effort...your body will release unique fat burning hormones, called Catecholamines.

**These hormones are very powerful** for several reasons, and they can help you make dramatic changes in the way your body looks, moves, and feels.

**Catecholamines** are "fight-or-flight" hormones released by the adrenal glands in response to stress – like the high intensity exercise bursts mentioned above. They are part of the sympathetic nervous system and **they naturally force your body to release Growth Hormones and free fatty acids (i.e. body fat) into the bloodstream.**

Simply put, **these hormones are scientifically proven to break apart stubborn pockets of body fat** in the areas where you have created blood flow. That's why this type of exercise approach gives you a strategic advantage that goes WAY beyond the scope of traditional cardio exercise or even interval training.

Short, high intensity exercise bursts set up your hormonal environment for legitimately targeting trouble spots and allows these fight or flight fat burning hormones work their magic. Now you just have to make sure you're following Step 3 of the spot reduction solution to make sure your body doesn't re-store the fat you just worked so hard to release.

Sound weird?

Let me explain:

## Step 3: STOP Your Body From Restoring Fat (avoid re-esterification)

Immediately after you finish the Spot Reduction Solution Protocol, free fatty acids will literally pour or "dump" into your bloodstream.

This is where you can *incorporate a sneaky strategy to burn them off, which can mean MORE fat loss.*

But if you're not careful, research shows these fatty acids float around and can literally move from your upper body to your lower body (or some other trouble spot) and just be **RESTORED as body fat again.**

Weird and wacky – I know, but the human body is designed to be a survivor. So **your body will do whatever necessary to protect itself by HOLDING ON to the stubborn fat you just worked so hard to release.**

This is a process called **re-esterification** and in order to stop this process you simply need to invest in the old-school stand by:

### **Steady State Cardio (either walking, jogging, or using some other type of cardiovascular exercise)**

I know it gets a bad rap nowadays but when performed strategically, at the right times, old school aerobic exercise can burn off all the free fatty acids that have been released in steps 1 and 2.

That's why we've name it the Free Fatty Acid Finisher.... It literally "finishes" off your most stubborn fat.

Now let's get down to bizness 😊 The workouts.

#### **Free Fatty Acid Finisher Directions and Intensity Level Guidelines**

- 1) Maximum Fat-Burning Zone is 72-75% of Heart Rate Max  
( $220 - \text{age} + 10 \text{ beats} \times .72 \text{ to } .75$ )
- 2) Make sure to stay at same pace during the entire Aerobic-Endurance Phase and use the talk test; if you can have a "normal" conversation you are not going hard enough, but if you feel you have to slow down you're probably going a little too hard.
- 3) Total duration should be around 15-30 minutes.

Type of exercise is optional; just follow the intensity guidelines at a steady pace for the time indicated.

# SRS Bursting Protocol

3 Step Protocol		Goal	Directions
1. Warm Up Exercise of your choice (walk briskly, jog, bike, cardio, jumping jacks, etc)		Lower Insulin & Warm Up Muscles	Light exercise for 5 minutes straight
Move immediately to Step 2		—	No Rest
2. Targeted Exercise Pick 1-2 exercises of your choice targeting the area closest to your trouble spot		Create Blood Flow to Target Stubborn Fat Area	As many reps as you can perform in 60 sec
Move immediately to Step 3		—	No Rest
3. High Intensity Bursts Sprint, Bike, Cardio, Bodyweight exercise etc.		Naturally Release Fat Burning Hormones	Hard as you can go for 20-30 seconds
Move back to Step 2 (Repeat first two steps 5 to 8x)		—	Rest 45-60 seconds

# Free Fatty Acid Finisher

Aerobic Phase: Steady State Cardio of your choice (running, biking, elliptical, or any cardio exercise)	Burn Off Free Fatty Acids Released During Part 1	15 to 30 minutes of aerobic exercise performed at 70-75% HRM (see below)
Walk for 5 minutes at the end to cool down	Prevent Re-storing of fat cells	—
	—	—

Thanks so much for taking time out of your busy day and downloading this!

If you're reading this article then you obviously have an interest in accelerating your fat loss.

**After all, who doesn't want to look better, feel better, have more energy, increase their self esteem and pretty much improve every other area of their life?**

*I know I do.*

And that's exactly what happens when you accelerate your fat loss in healthy and sustainable fashion.

**Everything** in life just gets a whole lot better.

It's a strange phenomenon, but when you make significant progress shrinking your waistline or you get to the point where you can actually see definition in your stomach...

All of sudden you realize that same focus has leaked into every other area of your life.

**It's like hitting the bull's eye of your body and life.**

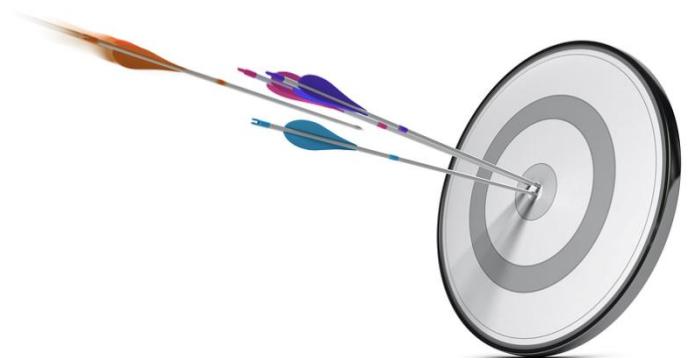
**But it's not easy—especially if you're in your 40s, 50s, and 60s.**

It requires consistency **and** effort. And usually it's pretty simple to lose the first few pounds. But then it gets tricky and requires more of a strategy.

That's why I put together this guide and I'm so passionate about helping others learn the truth about real fat loss after turning 35 years old. You see - your body is smart. **Super smart.** And it can adapt very quickly to old school weight loss methods when you're over 35 because of the "hormonal shift" that takes place.

There's actually a name for it. **It's called the "OVER 40 Adaptive Response" and it can be your greatest fat burning enemy** unless you know how to overcome it.

If you've ever experienced a weight loss plateau, then you know exactly what I'm talking about.



And you've probably discovered (like I did years ago) that fat loss pills, crash diets, endless cardio and infomercial gadgets are ineffective, outdated, and pretty much a waste of time and energy.

**Fortunately, there is an approach that's specifically designed for the "hormonal condition" of people over 40 years old and it only takes 12 minutes per day right when you wake up... or before going to bed.**

Over the last five years I've used this 12 minute protocol to help thousands of people (106,000 to be exact) in their 40s, 50s, and 60s (even the most frustrated men and women) lose stubborn fat.

Not to mention how it's helped transform our bodies and lives.

My wife Karen is 56 and I'm 45... we've both used this strategy for the last several years to get (and stay) lean, while looking 10 years younger than our real age.

**Just look at my wife Karen's results... and keep in mind, this is AFTER Karen went through a brutal battle with colo-rectal cancer damaging her ovaries sending her straight into menopause at an early age.**

*After only 10 weeks...*

**Karen was 22 pounds lighter on the scale and suddenly looked at least 10 years younger than her real age.**

- Her self-esteem was back.
- Her energy levels soared.
- She felt human again :-)

If you're over 35 years old and have ever struggled losing stubborn fat, just click the link below and discover how you can "re-awaken" your fat burning hormones:



**==> [Use This 12-Minute Metabolic Secret To Melt 1 Inch of Belly Fat Per Day](#)**