

# Stop Expert Diet Advice From Killing More People!

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## The Controversies...

### The Lies of The Experts

There are 3500 Calories in one pound of body weight.

To lose one pound in a week, you have to eat 500 Calories less per day.

It is "safe" to lose 1-2 pounds per week.

Decreasing daily caloric intake by 500-1000 Calories is a "moderate" decrease.

Decreasing daily caloric intake by 500-1000 Calories is "easy."

You will lose weight if you eat foods that are "higher in nutrients."

Adding "exercise" to a diet makes weight loss success more likely.

### The Truth of the Matter

There are **NOT** 3500 Calories in one pound of body weight.

It is **IMPOSSIBLE** to lose one pound in a week by eating 500 fewer Calories per day.

It is **UNSAFE** to lose 1-2 pounds per week.

Decreasing daily caloric intake by 500-1000 Calories is a **SEVERE** decrease.

All expert diets are **STARVATION DIETS** and NOT "easy."

There is **NO SUCH THING** as a food that is "higher in nutrients."

Adding "exercise" to a diet makes weight loss **FAILURE** more likely.

...And There Are More!

To Schedule An Interview With Dr. Applebaum  
Call 312-337-6476 (media only)