



ELITE

Personal Training and Fitness Solutions

HEALTH TOPIC OF THE WEEK

11/7: Who Ya Gonna Call

Introduction

With Halloween recently behind us, I am reminded of the song “Who Ya Gonna Call” from Ghostbusters. If you saw the movie, you know it was entertaining but rather silly. However, that theme song raises a serious question which I will apply to this week’s health topic.



Where do we go and who do we turn to for health and wellness information? Few people have the time, desire, or ability to read primary research. What are the various sources of information and how reliable are they? Let’s take a look...

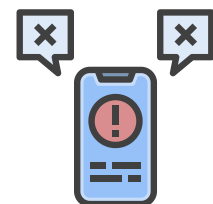


Friends and Family

These sources may be well intentioned, but unreliable. It is not unusual after spending an hour with a client and providing him or her with the highest caliber of scientific information to have them return with concerns because their neighbor told them something different. At this point I ask what the neighbor does for a living. My typical reply would then be “Please let your neighbor, who was a plumber, give you professional advice on plumbing and let me give you professional advice on your health.” At EPT we welcome questions. We just hope that our advice will be heeded over Uncle Joe or Neighbor Bob, the plumber.

Internet Sites

The number of biased or inaccurate Internet websites is staggering. Even some supposedly scientific sites are questionable. Take web MD for example. This site is not peer-reviewed, nor does it meet scholarly criteria. Like Wikipedia, the site may be a starting point for information. But that information isn’t always reliable, and unlike Wikipedia, the site’s business model relies on the same industry it reports on.



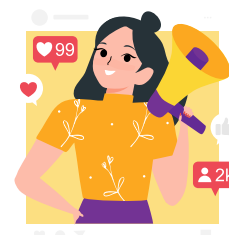
Elite Personal Training and Fitness Solutions does not provide medical treatment or intervention. We acknowledge scientific evidence that appropriately intensive exercise and sustainable nutritional intervention can have significant impact on chronic health disorders and obesity, dramatically improving symptoms when recommendations are followed. Please visit us at Eliteptf.com for more information and to schedule your evaluation.

Consider the supplement creatine monohydrate, which was our health topic for January 17, 2022. Web MD says there is limited scientific information to support the physiological claims. Wrong. There are thousands of published research articles on creatine monohydrate. Next, Web MD says there is no long-term understanding of the effects of creatine. Wrong again. Creatine has been studied for over 40 years. Its long-term benefits and side effect profile are well-established. If you have questions about something you've read on the internet, please ask us.

Social Media Influencers

Influencers may be celebrity endorsers or they may be less well-known individuals who develop a large following due to their personality and their claim to have special insight or knowledge.

Influencers make regular posts on their preferred social media channels. They develop enthusiastic, engaged people who pay close attention to their views. Influencers are often bloggers, podcasters, Youtubers, and Instagrammers as well. Brands love social media influencers because they can create trends and encourage their followers to buy products they promote. No matter how popular they are, few social media influencers have sufficient scientific background to make exercise and nutritional recommendations.



Physicians

The first person people turn to for help with exercise and nutrition is usually their primary care physician. Physicians are trained to diagnose medical conditions and prescribe pharmaceutical or surgical interventions. A systematic review of 66 studies in the United States, Europe, Middle East, Africa, Australia and New Zealand revealed that medical students are not well trained in exercise or nutrition. Therefore, they typically lack the knowledge and skills to advise patients in these areas.



Health and Wellness Industry

The health and wellness industry is booming. It is worth an estimated 4.2 trillion dollars according to a 2019 report from the Global Wellness Institute. It is worth more than the pharmaceutical industry and the diet industry, both of which are also hugely successful.

If you think the corporate boards behind the health and wellness industry are concerned about your well-being, you are naive. You are their hot commodity. The health and wellness industry has become a microcosm of corporate greed. Wild and extravagant claims successfully lighten people's bank accounts without improving their health.

There are currently 64 million gym memberships. Over 45 million Americans go on a diet annually, spending \$33 billion. In 2018, \$5 billion was spent on home exercise equipment. Mostly everyone has access to Google, YouTube, Facebook, and Instagram, plus all sorts of exercise and nutrition apps. Yet, every possible negative health metric is rising astronomically.



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In 2006, 50% of the nation was considered overweight. That number has ballooned to 74%. The sale of statin drugs, used to lower cholesterol, has increased 600% from the year 2000. The incidence of diabetes has doubled in the last two decades.



Why aren't more people getting better results? So much depends on the providers and their products. Why does EPT get great results? It's because we are highly qualified professionals with multiple certifications. We offer research-based information and step-by-step guidance when you train with us.

Government

It's sad, but true. You cannot rely on the government for unbiased and accurate information on nutrition. Why is that? Where does the FDA get over half of its funding? Follow the money. The majority of FDA funding comes from the very companies it regulates! The USDA allows hundreds of dangerous chemicals, mold inhibitors, tar derivatives, pesticides, carcinogenic dyes, and other chemical concoctions under the label "artificial and natural" flavors.

Most of these chemicals are banned in every country outside the United States. Additives that were previously banned because of deleterious effects in animal studies were allowed back into our food through the creation of a new label - GRAS (Generally Recognized As Safe). GRAS is highly misleading. The label puts a positive spin on chemicals that are quite harmful.

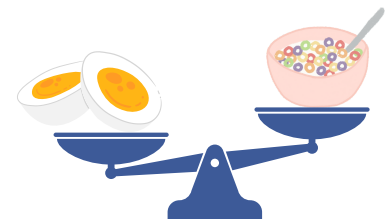


Labeling misdirection allows companies to advertise that their products do not contain trans fat when it actually contains a great deal. The government shenanigans in relation to health and nutrition are mind-boggling. Pages could be written, but you get the picture.

Food Compass

On September 28, 2022, The Biden Administration hosted the White House Conference on Hunger, Nutrition and Health. It was billed as the biggest event on food policy in over fifty years. At this time, the Food Compass plan was revealed. And what a plan it is. It is quite evident that this is political propaganda and not nutritional fact. Keep reading.

The Food Compass plan uses a seriously flawed algorithm that ranks cereals with high sugar and chemical content like Frosted Mini Wheats, Lucky Charms, Coco Puffs and ice cream over ground beef and eggs. In fact, nearly 70 brand-named cereals from General Mills, Kellogg's, and Post were ranked twice as high as eggs cooked in butter or a slice of plain, whole-wheat toast. Egg whites cooked in vegetable oils are also apparently healthier than a whole, boiled egg, and nearly all foods are healthier than ground beef.



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The Food Compass algorithm is not justified. It greatly exaggerates risks associated with animal-source foods by assigning high negative scores to red meat and dietary cholesterol. It severely underestimates the risks associated with ultra-processed foods. The plan puts a low priority on protein.

Need a review on some of the foods mentioned above? Please visit these two videos under Dr. Dave Bashes Bro Science:

- Dairy Is Not Inflammatory
- Red Meat is Not Inflammatory

The Bottom Line

Getting trustworthy advice for your health and wellness needs is like going to the casino to play roulette. Just spin the wheel and hope for the best. Please don't play that game. It's dangerous.

Like all businesses, EPT is selling something. We are selling information that is safe, sound, scientific, and sustainable. Our unique and comprehensive evaluation allows us to assess your medication regimen, nutritional patterns, past medical and surgical history, injury history, musculoskeletal disorders, and goals. We then prescribe, progress, and monitor your exercise and nutrition program, which allows you to succeed in a way that is safe and efficient.

EPT is here for your health and wellness needs. Give us a call.



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