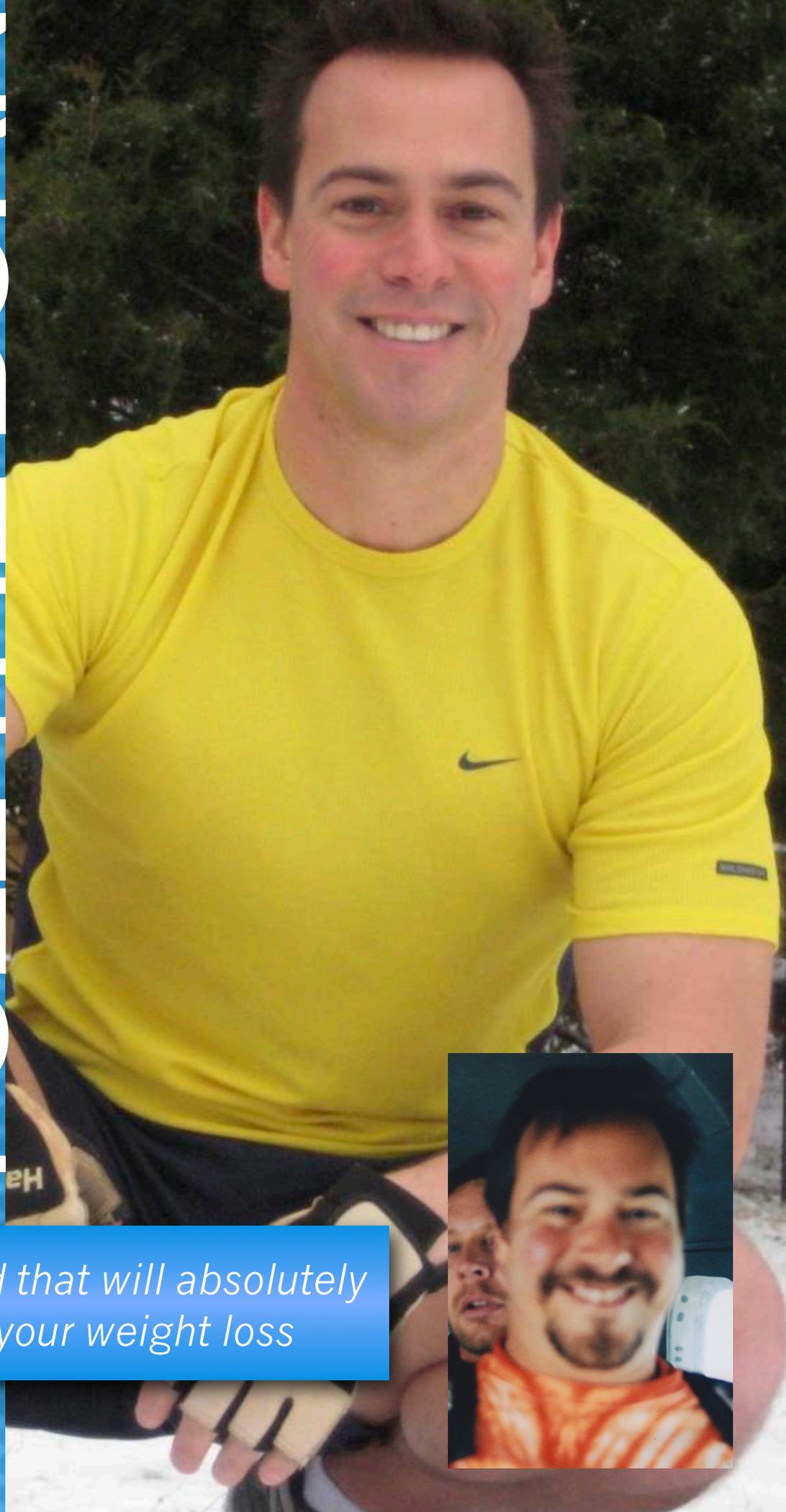


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FUEL THE BURN



7 things I learned that will absolutely supercharge your weight loss

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IT DOESN'T HAPPEN OVERNIGHT AND IT WON'T GO AWAY OVERNIGHT EITHER.

I'll never forget the moment when my reality hit me. I had been visiting a friend in Las Vegas and we were deciding on a place to get breakfast. Gene looked at me with his two hands spread out in front and said, "Eat a fattening breakfast or meet with my trainer. Eat a fattening breakfast or meet with my trainer...I'll meet with my trainer." Gene was just shy of his 50th birthday and at 5'11", 180 lbs and 8% body fat, was in better shape than I had been since high school. On this same trip, I forgot to bring a pair of khaki pants and so I made a quick trip to get a pair. Unfortunately, the 40 inch waist were the pants that fit. I got the 38s with the "stretch fit" waist and It felt horrible

It was clearly a moment that I would rather not relive. I began, for the second time, *Body For Life*, by Bill Phillips. It was a simple diet/exercise program and fairly easy to follow. In 12 weeks I had lost about 20 lbs and definitely was improved. Everyone noticed and it felt good to be "almost" fitting into 34 inch pants again. Sounds like success, but I didn't pay attention to what I had been doing and it all came back - *with interest*. This time I soared to 230 lbs. The weight seems to go back on a lot faster and with a lot less effort than it comes off. I had tried so many diets: Atkins, Pritikin, The Zone, Hilton Head, 10% Solution...the list continues. I get it - I really understand.



It seemed that I was never going to break through. So once again I did the same BFL program and once again I made it down 20 lbs, but now I had an additional 10 lbs more to go (remember interest). Now, a year later another friend of mine, Joe Polish, just happened to be talking to Bill on his cell phone and he handed it to me, "Ray, meet Bill." After thanking him for all the encouragement, I told him I was going to lose an additional 15 lbs before I would meet him later that fall. He responded, "Ray, will you give me 20 lbs?" How do you say no to Bill Phillips? Fast forward 4 months and guess what? I didn't lose anything. He called me up on stage in front of 1000 people, I told my story, and had lost 20 lbs, but I was far from my goal. One last important piece of the transformation puzzle, I met Tim Ferriss that same day. He congratulated me on the weight loss and we had a quick conversation.

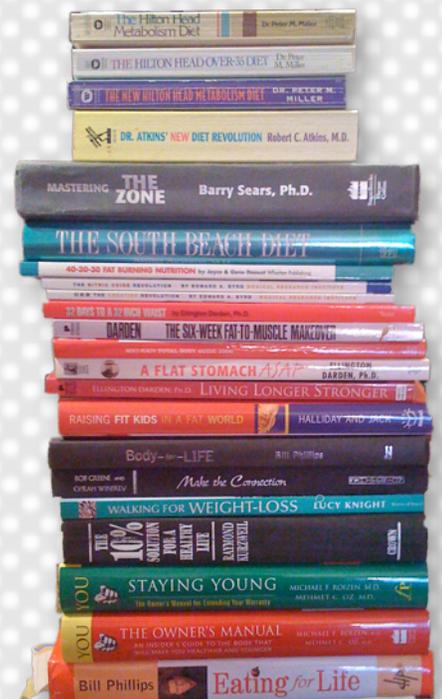


My weight went up and down a bit during 2008 and I had to deal with some incredible life changes that year. It was a tumultuous time and while sitting at kitchen table in October of 2008, I decided to dedicated full time towards solving my



"In just 20 years, I packed on 50 extra pounds. It didn't happen overnight - just 2.5 pounds per year on average.

To put this in perspective that's only an extra 168 calories a WEEK or just 16 M&Ms..."



weight problem. I was sick and tired of being sick and tired. I had once again lost the first 20 using Body For Life, but this time I had 30 more to go. I wanted to use every bit of my scientific ability to lose the rest of the weight as fast and as efficiently as possible. Fast forward to July 2009 (July seems to be my month for change) and I bump into Tim Ferriss at the opening ceremony of Singularity University at NASA/AMES in Mountainview, CA. After a quick reintroduction by a mutual friend, Peter Diamandis he said, “dude, you seem like you’ve lost a lot of weight.” I told him about my crazy self-experiments that used thermodynamic principles to accelerate weight loss and he had this giant stare in his eyes.

“Ok, you have to keep this quiet - can I trust you? I’m writing a new book and I want to include your story. I’ve been doing similar experiments and I see these results too.” So over the next year we worked together, sharing notes and results and I continue in my exploration of how to create extra caloric burn with simple changes in lifestyle. I allowed my weight to fluctuate up and down, but never more than 8-10 lbs. Now, I get REALLY nervous when I hit the plus 10 lb mark. I’ve read 40-50 peer reviewed journal articles, scanned the internet, and even tried different nutrition based diets (vegetarian, Paleo, and Vegan).

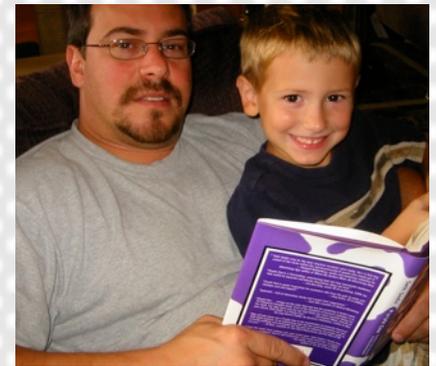
I wasn’t prepared to get a call from the organizers of the TEDtalks to speak at [TEDMED2010](#). This is a conference of medical and health care innovators. There a many impressive people in the audience as on stage. Three days of the most intense, densely packed information colliding with some incredible conversations. When you speak after John Mackey, CEO of Whole Foods, and before Dr Oz, you think twice about whether or not you have it right. The presentation was well received and there were many interested in following up and some incredible new collaborations formed. You will probably hear about those in the year ahead.



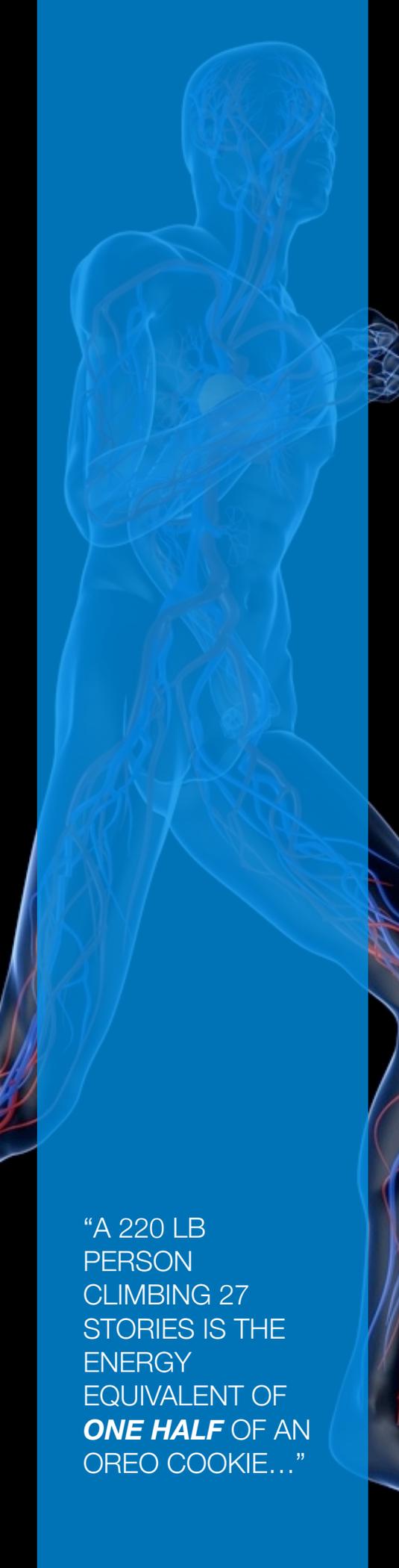
What I have assembled here are 7 simple steps from my journey you can use to succeed in your weight loss. Certainly you should give The Slow-Carb Diet from [The 4-Hour Body](#) a try. I plan to test it too. I’ll talk about this more in one of my steps. I can also highly recommend [Body For Life](#). Basically any diet-exercise program will give you the proper exercise/diet basis to add on thermal loading and with it you WILL see accelerated results. I must add that in terms of optimal nutrition, [Eat to Live](#) by Dr. Joel Furhman, is my recommendation for optimum health. We can debate about which ways is “correct,” but at least anyone engaged in a diet cares about what they are eating - *that is a critical first step*. Remember, you CANNOT out exercise your mouth; if you continue to eat junk you’ll stay fat. I’m sorry to break the news. You must control input if you want to see success.

Thanks for taking the time to consider this and please, let me know how it works for you.

Ray



“...You CANNOT out exercise your mouth. If you don’t change the way you eat, nothing I am going to say will have a significant impact, however; if you DO modify your diet thermal loading WILL produce extraordinary results with little extra effort.”



YOU CAN SUPERCHARGE YOUR WEIGHT LOSS WITH 7 SIMPLE STEPS

1. Write It Down

This is the probably the single biggest impact you can have on success with weight loss. We lie to ourselves all the time. This is the basis of a magician's career - the difference is, they KNOW when you are not paying attention and exploit it. Let's face it, your card never magically rises to the top. Consider all the thoughts that went through your mind when you first learned to drive - how often do you think of them now? Our mind and body is an incredibly adaptive machine. It goes on autopilot all the time and runs the little things in life, like eating for survival, while we are doing the taxes or watching Big Bang Theory.

In order to be truly successful with weight loss you must write it down. This forces you to think about what you are doing and gives you the chance to act decisively instead of reacting impulsively. You know this is true with your checkbook and credit card, so don't leave your health to chance. If you want to have amazing results, write it down. Mental notes DON'T work with food. Whether it's the tiny bag of peanuts on your Southwest flight, or the small amount of oil you poured in the pan to stir-fry, it ALL counts. Face it, there is no way you could have gained the weight without the extra calories - this exercise will help you find where they have been hiding. I have always loved Moleskine Notebooks. I always carry both the [pocket 3 x 5](#) and the [large 5 x 7](#) sizes.

2. Don't Label Foods as Protein Carbs, and Fat

There is no amount of exercise that can out perform your mouth's ability to consume food. Consider that a 220 lb person climbing 27 stories is the energy equivalent of **one half** of an Oreo cookie. When I originally met Dean Kamen (Segway inventor), he said he came to the same conclusion (using $\frac{1}{3}$ of a chocolate chip cookie) when analyzing the energy consumption required to move people around. Exercise has its place, but you CAN NOT out-exercise your mouth. It's simply impossible. If you are overweight you are eating too much. We are talking about averages over a months, not the two weeks you watched what you ate and didn't lose much.

If we label foods as "protein, carbohydrates and fats" we almost ALWAYS eat too many calories. Why? because most foods AREN'T pure protein, carb, or fat and what constitutes the majority calorie source is a bit irrelevant. No one is protein or fat deficient that has a weight problem. Eating more "protein" doesn't necessarily avoid loss of lean mass, but getting to your ideal weight as quickly as possible does. That will require a deficit and you have to really balance the eat less/move more strategy. Eating less does work, but moving more doesn't burn nearly as many calories AND it actually drives you to eat more. With all the people I coach I have them withhold exercise until they are very close to ideal weight. Living life with an extra 20, 30, Or 100 lbs is exercise enough

Controlling caloric input is key. **You are over eating or you would not be overweight**, so let's just figure out where. If nothing else works, or you want to figure it out quickly, then take a picture of EVERYTHING that goes into your mouth. You will find the problem.

“A 220 LB PERSON CLIMBING 27 STORIES IS THE ENERGY EQUIVALENT OF **ONE HALF** OF AN OREO COOKIE...”

3. ~~Small-Frequent Meals~~ Eat Less Frequently

I've changed my opinion on this one, based on a lot of peer reviewed data and my own research. When you begin to thermal load, you are going to burn enormous amounts of calories. The body's natural response will be to turn on the hunger reflex. So in some sense cold stress does fuel hunger, but if you are aware of this you can consume lower calorie meals after cold exposure; high fiber/low calorie/high volume works best - salads, vegetable stir fry (no oils or sugary-sauces, etc...).

You can also fill up on liquids. Parents, this is similar to kids not eating their meal at the restaurant, because they've consumed too much to drink waiting on the food. Take note, your children were right and they probably DIDN'T need the extra calories you made them eat. Great news is that 0 calorie water (no label tricks) is a great place to start. If it is ice-cold water (32F/0C), it will take about 134 calories per gallon consumed to warm it up to body temperature. Doesn't sound like much until you equate my 50 lb gain over 20 years to a surplus of only 168 calories *per week*.

While it is true that metabolism ramps after meals, it's in direct response to the calorie consumed. There are ways to harness this, but ultimately more meals tend to push you away from burning fat and favor glycogen/carbohydrate metabolism. Learn to eat instinctively, not habitually. Note the body doesn't need food all the time - you've simply *acquired this addictive habit*. Try to eat within a smaller window each day and you will adapt over time.

4. Turn It Down

We discussed warming water above, but keep in mind that there is a cumulative effect with thermal loading and it works both ways. The idea is to expose your body to a cooler (not necessarily cold) environment for longer periods of time. We are not going for hypothermia, but we are trying to make our body work a little harder to burn calories. For most of us, it's simply letting go of the modern day conveniences: space heaters, sweaters, sweats, and thermal underwear.

Have you measured the water temperature of your "hot shower" in the morning? I typically average about 82-84F(27-28C) now (for the record, I really HATE cold showers). Cooler water is easier to take on your back then on front, so consider adjusting with back facing the shower head and then turning around. I often will spend extra time after exercise just "soaking" in this state, because my body is still trying to dump excess heat from the exercise. Conversely, I don't spend excessive times in hot tubs or other extreme heat exposure.

The house thermostat is another place where you can both save energy and lose weight. I once had friends in college that were living the "ski-bum" dream in Maine. The house they rented had radiant heat and cost a fortune, so they set the thermostat at 50F(10C). When I arrived from Alabama, I was FREEZING. By the end of the week, I was completely comfortable in a long-sleeve shirt. We adapt and in most of the peer-reviewed references used as a basis for my analysis, 60F(15C) resulted in metabolic boosts in the 20% range. Experiment with what is comfortable to you and please take note that everyone else might not feel as comfortable in a cool environment.

"THE HOUSE THERMOSTAT IS ANOTHER PLACE WHERE YOU CAN BOTH SAVE ENERGY AND LOSE WEIGHT."

5. Carry Layers - Don't Wear Them

Continuing with the idea from Turn It Down, let's talk about the utility bill. We set our thermostat for the house, the heater comes on to maintain that temperature, and the utility bill goes up and down with the heat demand - right? Let's look at your body in the same way. Your body temperature rarely varies within a degree or so a day. The internal metabolic processes all generate waste heat that is used to heat your body, or lost by sweating or radiating to the air or water around you. In order to generate this excess heat, you must consume calories.

Now, does it cost more to heat a well insulated or uninsulated house?

If you are overweight, there is already excess adipose tissue that is providing extra insulation for maintain your core body temperature. If you are going to be exposed to extreme temperatures, dress appropriately, but let's think about an average day in your life and what is extreme. What is the temperature of your house, car, and office in the winter? what about the the temperature in summer? It doesn't vary for most of us more than 5-10 degrees, right? What you wear in the summer vs the winter?

While humans live in environments far colder than our evolutionary past, people that live in cold environments are necessarily exposed to them. In face, most of us go out of our way in the winter to avoid temperatures that would be desirable in the summer. Take a lesson from skiing. We often layer and then take those layers off as we get warmer. Do the same with your winter clothes, but in reverse. Carry layers with you and only put them on when you're feeling cold. Press it a little longer just to help with adaptation to cooler temperatures.

6. Strategic Layers

We never get frost bite of the head - only the fingers, toes, ears and nose. The body is an amazing machine and when it senses it's cold, it shuts down blood flow to the extremities and that tissue ends up freezing and dying. The temperature of these extremities is also part of a complex feedback loop that can send your body into survival mode. When your body detects a drop in temperature it first diverts blood flow from skin, allowing the fat just below to become insulating. Next it starts diverting blood flow from the extremities - you begin to feel this as your nose, feet or fingers become cold. The result grab the coat, crank up the heat, or jump in your "snuggie."

Mistake. You're not "cold" yet, just moving toward it and not yet adapted to the lower temperature. **The solution:** put on gloves, ear muffs, or hat FIRST and see if you can ride the lower temperature longer. This allows the core (the last part the body protects) to be exposed and give off heat. That lost heat is lost calories.

Just remember, *gloves before sweater will make you look better*. A little effort can go a long way in terms of allowing the maximum amount of hear to leave your body. You have a built in cold indicator - shivering...if things get too extreme, you'll shiver and know that a layer is appropriate. In the space just before perceptible shivering, a LOT of extra calories can be burned. Over time, these will add up to significant loss and that will speed up your progress.

"...GLOVES
BEFORE SWEATER
WILL MAKE YOU
LOOK BETTER."

7. The Quest for Cool

If you want to burn extra calories, look to find cool not heat. Our bodies heat up during exercise as a result of a rather-inefficient metabolic system. Only about 20% of the energy consumed by muscle activity goes into moving, the rest is released as waste heat. Find ways to cool your body frequently during exercise. Experiment with different clothing layers. As distance runners can attest, you don't need as much clothing at the end of the run as the beginning. Strategic covering of limbs (remember point 6?) is a great way to stay comfortable and increase the thermal load on your body. Avoid all direct sun activities, as the heat from the sun in the form of infrared radiation offloads your body's need to generate heat.

Avoid any long contact with hot water. Bikram Yoga is thermodynamically backwards (other than water loss in sweat). Sure the body burns more calories to make itself hot, but not when the heat comes from a sauna; that just runs up the utility bill. Sweating doesn't burn fat unless it's generated through heat from *your muscular activity*. Cool is both healthy and requires far more metabolic energy. For the most part, nearly every sports injury is treated by the acronym R.I.C.E. - Rest, Ice, Compression, and Elevation. You really will be surprised just how therapeutic a cold compress can be to sooth an aching and inflamed muscle. We often confuse the terms "warming up" and make sweeping generalizations about the environment. Cold can be exhilarating and refreshing.

Final Words

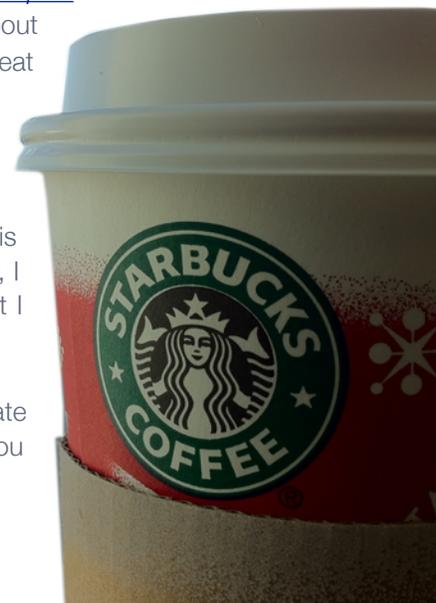
These are just a few tips and tricks I used effectively to multiply my weight loss. Others have seen the same results when applied. There are no magic bullets, but there is an easier path - *if you choose to take it*. I have been exactly where you on more than one occasion. You may have more to lose right now, but I have been just as discouraged. I'm certain Newton's law of cooling is not wrong. If you eat a balanced and nutritious diet, exercise on a regular basis and then add these extra elements of thermal loading, you ABSOLUTELY will see positive results.

In close, I have a simple request of you: [buy me a cup of coffee to continue to support this work](#). How about two? It's a crazy request, but I think it allows a great opportunity for you to directly contribute to the success of this idea. Your contribution will help with thousands I've spent on books, journal articles, and test equipment. Call it a collaborative effort or crowd-sourcing, but either way this contribution will be put to a good cause. Eventually, I think there is room for a paid membership site, but I like the idea of starting this way.

No matter what your decision, I certainly appreciate your subscription and look forward to helping you succeed! Let me know how I can help.

"...THERE ARE NO MAGIC BULLETS, BUT THERE IS AN EASIER PATH - IF YOU CHOOSE TO TAKE IT."

Ray



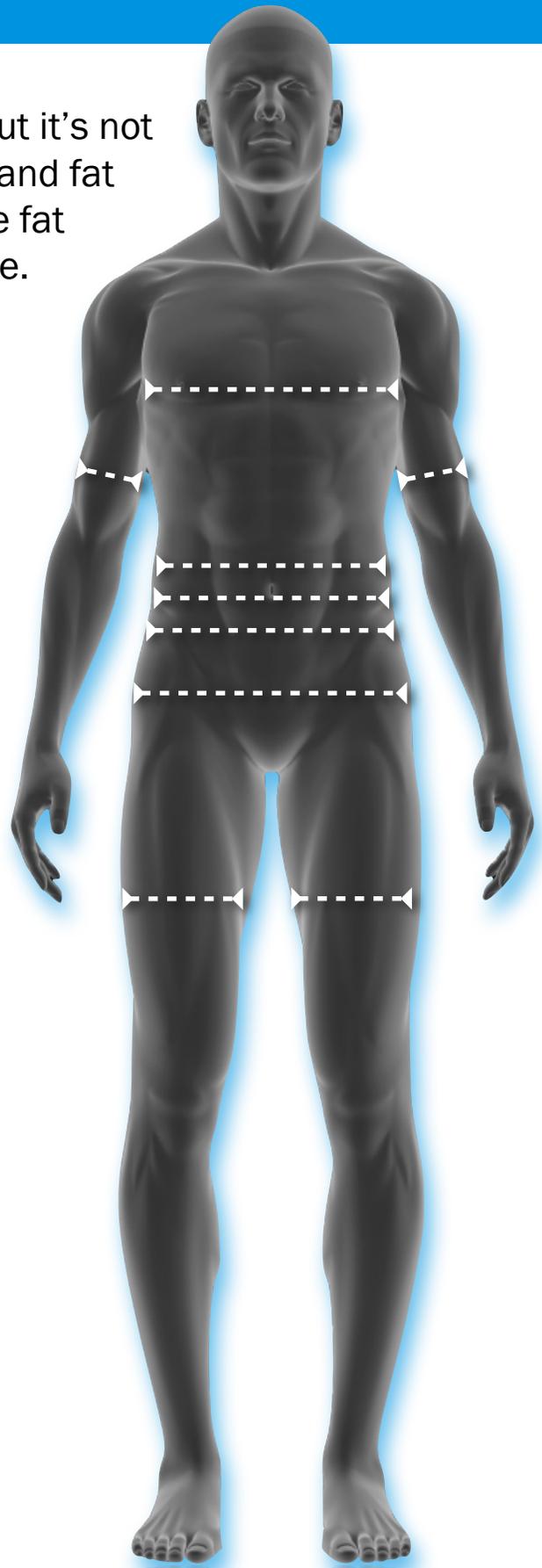
Measure Your Success!

Weight is definitely an indicator of progress, but it's not the *best* indicator. It's well known that muscle and fat have different density and it is possible to lose fat and gain muscle with little change on the scale. When this happens, these measurements will capture that transformation.

By recording just 9 simple measurements with a tape, you will be able to track changes that won't be registered by the scale alone. We'll be tracking both the individual body part and total body losses/gains along with weight and body fat. This will give a more comprehensive insight into how your body is changing over time.

9- Key Measurements

1. Chest
2. Right Arm
3. Left Arm
4. 2" Above Navel
5. Navel
6. 2" Below Navel
7. Hips (widest point)
8. Right Thigh
9. Left Thigh



Get your FREE spreadsheet to track transformation progress and help us to learn more about the role of thermodynamics in weight loss

12 Week Body Transformation Measurement Worksheet

Date Start: 01/01/11 **Name:** Joe Sixpack

Measurement	Start	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Chest							
Right Arm							
Left Arm							
2" Above Navel							
Navel							
2" Below Navel							
Hips (widest point)							
Right Thigh							
Left Thigh							
Total Inches	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Inches (loss)	NA	0.0	0.0	0.0	0.0	0.0	0.0
Skin Fold (mm)							
Body Fat (Accu-Measure)							
Total Fat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Lean Mass	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weight							
Total Weight Loss	NA	0.0	0.0	0.0	0.0	0.0	0.0
Total Fat Loss	NA	0.0	0.0	0.0	0.0	0.0	0.0
Total Lean Mass Gain	NA	0.0	0.0	0.0	0.0	0.0	0.0

Note: Enter data in blank cells. All cells with initial 0.0 value are automatically calculated
If you like this form, please register at: www.hypothermics.com, thanks!

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Excel Spreadsheet can be downloaded by registered users using [this link](#) or visiting the progress tab on the top navigation menu.

Thank YOU for joining and I wish you success with your health and fitness goals