A CONSUMER'S GUIDE
TO WEIGHT LOSS

SEVEN SECRETS
that Doctors and "Big Pharma" Don't Want You to Know About Weight Loss

If you're like any of the millions of Americans who have struggled to lose weight, there's a good reason for your struggles. As it turns out, you're very likely **being lied to by the very people you're paying to help you in your battle.**

That's right. The very same people who you've entrusted to help you lose weight and reach your goal of better health…they've lied to your face.

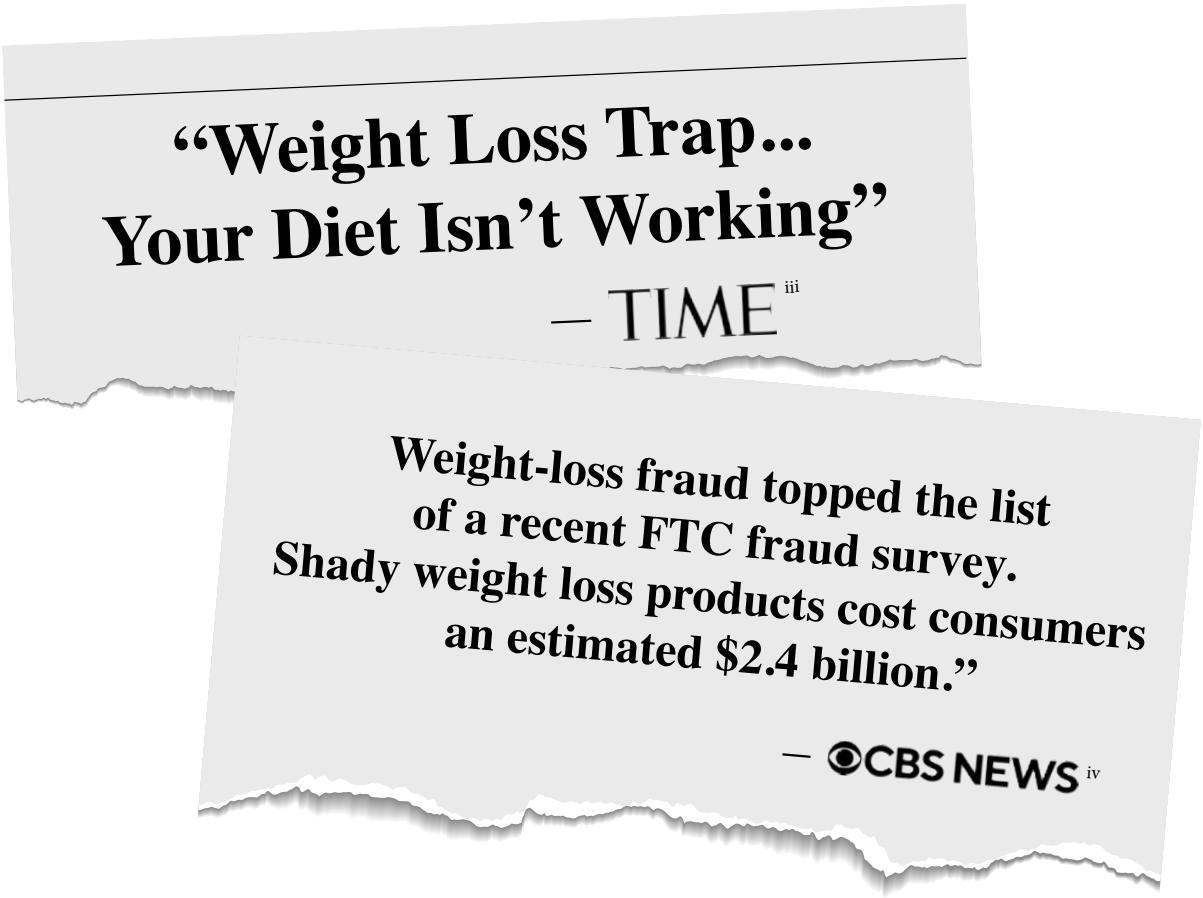
Why are weight loss companies, doctors and "big pharma" lying to you?

The answer, as is usually the case, involves money. Lots and lots of money.

As much as **$260.6 billion per year** in the United States alone…which is the annual aggregate medical cost associated with obesity in adults in the U.S.[i]

The diet and weight loss industry alone has grown to an astounding $71 billion-per-year industry[ii] …

Yet according to studies, **95% of diets** – including many of the ones sold by this industry – are ***destined to fail.***



As you're about to discover…that's often essentially by design.

Because if you reached your goal, lost the weight you hoped to lose – and kept it off – you'd never need those companies or their products again.

Instead they have millions of consumers **caught up in an endless cycle** of trying new fad diets...buying expensive meal services...or even seeking out risky weight loss surgery.

In this report, you'll learn the details behind some of the more brazen – and potentially dangerous – lies that they're telling you.

And you'll also learn more about a new weight loss alternative that costs thousands less than other weight loss programs.

Weight Loss California is pleased to offer access to a game-changing new, FDA-approved medication.

This medication comes in the form of a custom-blended, medical weight loss treatment specifically designed to meet your individual needs.

This medication was granted FDA approval last year – the first such approval for a new class of weight-loss medications in over eight years.

This new medication has shown such great results that the *New York Times* and multiple TV networks have said this could be "the holy grail" of weight loss.

How impressive are the results?

The prestigious *New England Journal of Medicine* and university obesity researchers report a staggering 20% of body weight loss.

And on *CBS This Morning*, Gayle King said, "This drug could transform lives...I have a friend who is on it who **lost 15 pounds in one week!**"

So how does it work?

It's a **custom-blended prescription drug** where the treatment is tailor-made for your specific needs. You take it once a week...and it helps you eat less while still getting your recommended daily nutrition.

I'll tell you more about just how well this FDA-approved treatment is already working for some patients in just a bit. In fact, you'll see how you can begin getting the results you desire with no dieting...and no exercise.

But first I want to make sure you understand the truth about so many of today's popular weight loss programs, diets and surgeries.

For the first time in one place, the "secrets" of the weight loss industry that doctors and Big Pharma have been hiding from you are being dragged into the spotlight.

Please examine this report carefully, as it will provide the information you need to make a truly informed decision that will – finally! – allow you to get results without breaking your budget.

So let's get started...

Secret #1: Popular Weight Loss Programs Cost WAY more than You Think

This may shock you, but…the true cost of today's most popular weight loss plans can easily top $1,000 per month – or much more!

Most consumers are completely unaware of the costs that come with popular programs like Nutrisystem, Jenny Craig and Medifast.

That's because most of these popular programs don't want you to know the true costs **until you've already committed!**

Here are the facts:

Commercial diet programs often come with extremely high costs. In fact, a study conducted by the *Global Health Institute at Duke University* found that the average cost per pound on popular weight loss programs was roughly $123 per pound![v]

That's a **cost of nearly $4,000** just for a chance at losing 30 pounds!

What about meeting with a nutritionist?

A one-hour consultation with a registered dietitian typically costs $200[vi], with weekly meetings recommended for best results. That means **upwards of $800 per month** – just for consultations!

Other methods – including fat-freezing, red-light therapy and contouring med spas can run many thousands of dollars with very mixed results at best.

And for those looking to lose roughly 100 pounds, there are **surgical weight loss** options including gastric bypass, gastric banding or stomach stapling. Expect to pay **costs of $25,000** or much more depending on the procedure.[vii]

What makes these high costs – for what many times is questionable treatment – so frustrating is that in most cases, the expenses are all coming straight out of your pocket.

That's because most insurance companies view weight loss efforts to be "elective" procedures, and that means their costs are typically not covered under most plans.

This places the burden of payment squarely on you.

With every dollar you spend directly impacting your own household budget, it's critically important that you meet your weight loss goals in a cost-effective way.

Secret #2: Many of Today's Popular Weight Loss Supplements Come with Dangerous "Hidden" Side Effects that Never Get Mentioned

They'll never tell you about it. And they'll certainly never mention it in their commercials, but...

Many of today's most popular diets and weight-loss supplements can cause a whole host of unpleasant side effects.

For example, followers of popular low-carb diets such as the Atkins program have reported bad breath, dizziness, headaches and constipation, while many other popular diets leave people feeling not just hungry, but also irritable.

But while annoying, those side effects are relatively minor when compared with some of the more serious side effects seen with other products, including diet supplements.

Take the case of OxyElite Pro, a supplement marketed for both weight loss and muscle building. This supplement was linked to one death and dozens of cases of hepatitis and liver failure, with some patients requiring liver transplants.

Sadly, that's not the only case of dangerous side effects being linked to weight loss supplements.

A healthy 35-year-old woman who took three Saba Appetite Control and Energy (ACE) pills developed jaundice, leg swelling and ultimately liver failure that led to a transplant.

And a recent study of dietary supplements by the *Harvard T.H. Chan School of Public Health* found that **"supplements sold for weight loss, muscle building and energy were associated with almost three times the risk for severe medical outcomes compared to vitamins."**[x]

Because the supplement industry – and many weight loss programs – are less strictly regulated than many foods and drugs, this problem of dangerous side effects is likely to persist.

Consumers should be wary of taking anything not prescribed by a doctor and should always carefully review any potential side effects that may be disclosed.

Secret #3: Even Some of the Most Popular Weight Loss Companies Are Brazenly Lying to You

There's no question that the weight loss industry has seen a growth explosion in recent years.

What was once just a handful of companies several decades ago – including Weight Watchers, Jenny Craig and NutriSystem – has mushroomed into an industry filled with diet books, weight loss supplement manufacturers, obesity doctors and more.

The weight loss and weight management diet market size was valued at US $192.2 billion in 2019, and is projected to climb as high as $295.3 billion by 2027.[xi]

In addition, doctors are now performing hundreds of thousands of bariatric surgeries each year to help patients lose weight.

In any industry, there are likely to be companies willing to mislead consumers…or, at minimum, stretch the truth about what their products can do.

But in the weight loss industry, this problem appears to be even more prominent.

Dishonest businesses prey upon those who have struggled with their weight loss journey…and they're often not subtle about their deception.

In the United States alone, the Federal Trade Commission has brought dozens of law enforcement actions against companies for making false or deceptive weight-loss claims over the last decade.

Among the companies recently cited by the FTC for false claims include the marketer of Sensa, a product that consumers sprinkled on their food to help them lose weight, which was fined $26.5 million to settle charges of false advertising.

In that case, according to the FTC, the company "deceived consumers with unfounded weight loss claims and misleading endorsements." (Sensa says that "the settlement includes no admission of wrongful conduct.")

But it's not just the FTC that has cried "foul" over deceptive advertising practices.

In fact, some of the industry's biggest players **have accused each other** of deception.

In 2010, Weight Watchers (the largest provider of weight loss services in the U.S., with more than 43% market share) sued Jenny Craig over its ads that said that "Jenny Craig clients lost, on average, over twice as much weight as those on the largest weight-loss program."

Weight Watchers argued that no major clinical trial was done that proved this statement and that those assertions were false and misleading.

This lawsuit resulted in a settlement where Jenny Craig, though it admitted no wrongdoing, agreed to never again publish, broadcast or disseminate the ad in any form.

To be sure, the majority of weight-loss ads are relatively honest, and there are some diet supplements that work. Still, the amount of misinformation in this industry is high.

Secret #4: The Peloton Fallacy: Exercise Alone is Not an Effective Weight Loss Plan

The most popular weight loss trend over the past two years also contains a hidden "secret" that most doctors would rather you didn't know.

Those fancy, $2,000 Peloton bikes that so many people have been buying…the ones with the $250 delivery fee… and the $38 monthly subscription fees…

They won't really help you lose weight.

At least not on their own. In fact, they're not designed to.

Make no mistake – fancy exercise equipment and gym memberships are all about generating revenue for business owners…not generating real weight loss for consumers.

> **"For every 100 calories we might expect to burn as a result of working out, most of us will actually net fewer than 72 calories burned, according to an eye-opening new study of how physical activity affects our metabolisms."**
>
> **"The study finds that our bodies tend to automatically compensate for at least a quarter of the calories we expend during exercise, undermining our best efforts to drop pounds by working out."**
>
> — The New York Times, September 2021 [xiii]

What those fancy Peloton commercials won't tell you is that exercise along cannot drive significant weight loss.

And what's more, increasing your exercise actually increases your appetite. So without also watching what you eat – including a strict calorie count – it's entirely possible that your expensive new weight loss equipment could be preventing you from reaching your goals.

Contrast that with Doctor's Medical Weight Loss Clinic's custom-blended weight loss treatment.

This is a new, game-changing, FDA-approved medication that is designed to meet your individual needs.

It will help you achieve success quickly by reducing your appetite...allowing you to lose weight without rigorous diet and exercise...

And without spending thousands of dollars on a new stationary bike!

Secret #5: Weight Loss Surgery Can Come with Potentially Dangerous Side Effects and Risks

For individuals looking to lose a significant amount of weight, there are a number of surgical options now available.

The number of bariatric surgeries now totals about 150,000 to 160,000 each year in the United States...an increase of roughly 10% over the past 10 years.[xiv]

These options include gastric bypass, LAP-BAND surgery and gastric sleeves.

Bariatric surgery of any type involves changing the digestive system to assist the weight loss process.

And while this may be an option recommended by doctors for those who have struggled to lose weight, it is still a surgery...which means there is a degree of risk involved, as well as some potentially serious side effects.

Long term side effects associated with bariatric surgery can include:

- **Dumping syndrome**, a condition where food from the stomach is dumped into the large intestine without proper digestion
- **Low blood sugar**
- **Malnutrition**
- **Ulcers**
- **Bowel obstruction**
- **Hernias**
- **Vomiting**

And *The Department of Surgery at the University of Southern California* estimates that one out of every 200 people die following complications from gastric bypass procedures and one out of every 1,000 from gastric banding.[xv]

Of course, since this is a surgical procedure there are also significant costs associated with bariatric surgery.

Gastric band surgery can cost as much as **$25,000...**

Gastric sleeve surgery can cost up to **$27,000...**

And gastric bypass can cost as much as $35,000.[xvi]

Secret #6: Losing Weight By Dieting and Exercising is Excruciatingly Hard Work

One of the things no one ever talks about when discussing a new diet pill – or a new weight loss program – is just how much effort is involved.

Same goes for those expensive exercise bikes or gym equipment.

Sure, they'll show you a photo of someone using the equipment – and looking incredibly happy while doing so. But they never tell you the truth about **how hard the work will be.**

And here's the thing...it's not just that the work is hard.

The real issue is the dedication that's involved.

If you follow a plan – as many popular weight loss programs suggest – that requires you to eliminate something from your diet, there's one thing you're not being told about that up front...

And that is that you'll have to eliminate that food from your diet forever!

Let's say we're talking about sugar or carbs...it sure sounds like eliminating those can be something worth the sacrifice for a few weeks...or even a few months. Especially if there's a chance doing so will help you lose weight.

But no one tells you that **the very minute you add these foods back to your diet, those pounds are likely to come back.**

Many popular diets take advantage of a common misconception about weight loss – that when you lose weight it literally "goes away."

The problem is...that's not how weight loss really works.

Losing weight is not like losing a book or a purse where, once it's gone it's lost to you forever.

Instead, you effectively need to lose that book or that purse every single day for the rest of your life. Which is what makes it so maddeningly difficult!

Secret #7: Most Popular Weight Loss Programs Are Designed for You to Fail – They Don't Want You to Stick with It

Earlier in this report, you saw the statistics for yourself:

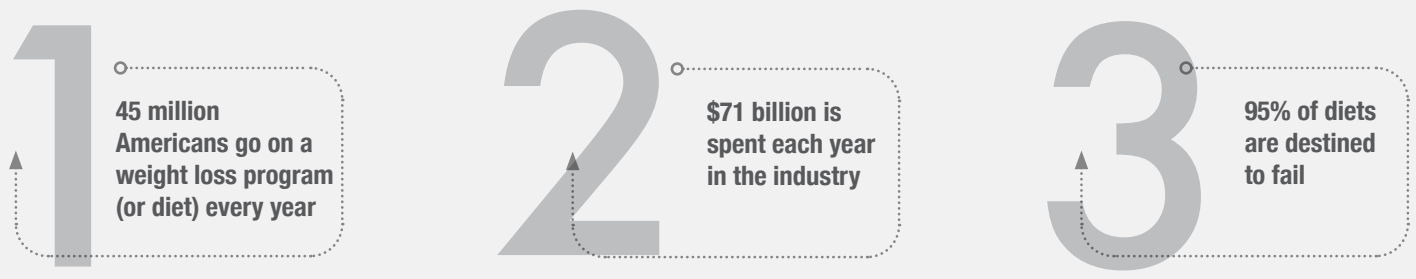
The diet and weight loss industry has become a massive industry – one that generates an incredible $71 billion per year[xvii]...

Yet according to studies, **95% of diets** – including many of the ones sold by this industry – are ***destined to fail.***

Those two statistics may sound like they can't possibly go together. After all, how can an industry be rapidly growing when 95% of what it's selling is destined to fail?

The answer lies within our final secret: **The diet and weight loss industry actually wants you to fail.** In fact, it's the only way the industry can continue to grow.

After all, there is not an infinite, endless supply of new customers to sell weight loss products to...so these companies rely heavily on the same customers failing and coming back to buy more and more "solutions."



Each year, some **45 million Americans** go on weight loss programs. In a nation of just under 330 million people...it's simply not possible for those 45 million to be "new" customers each and every year.

Simply put – it's a rigged game. The only way these companies can continue to grow is if they keep churning through the same consumers – people who are searching for the answer to their weight loss problems but ultimately can never find it.

The marketing for these programs – including some of today's most popular weight loss plans – focuses almost exclusively on that initial motivation. They convince consumers that by making one simple change...they'll be able to lose weight and keep it off.

But these companies know that isn't likely – and in many cases it isn't even possible.

They rely on ***psychological tricks*** to get consumers to focus on imagining the results they'll achieve by making this "one simple change" – knowing that any change will likely be temporary.

Research has proven that with most diets, people enjoy an initial burst of weight loss...followed by an inevitable regain of the weight.

Which is precisely why the studies used to market these weight loss supplements, diets and meal replacement programs focus exclusively on those initial pounds lost.

(And keep in mind...those studies are almost *never* independent. They're almost always funded by the companies who are selling the drug or diet in question.)

By focusing on those initial positive results, consumers get excited – and sign up for a new weight loss program.

But when the pounds come back, as is usually the case, the consumer associates the failure with his or her own personal shortcomings rather than the diet or weight loss program.

This creates a cycle of behavior that results in consumers trying the same program again – or in many cases a different program – with a mindset of "this time, I'll do better."

And, again...the powerful marketing – and convincing studies – produced by the companies do a great job of convincing the consumer that their next move will surely lead to success.

But it almost never does – and that's by design!

Bonus Secret #8: The True Value of Safe, Effective Weight Loss is Almost Immeasurable

It's almost impossible to put a price tag on the many benefits – both personal and financial – that can be realized from dramatic weight loss.

These can include:

- Much higher personal self-esteem…
- Better relationships with your significant other, family, friends and co-workers…
- Reversal of serious health conditions such as type 2 diabetes, high blood pressure, heart disease, high cholesterol and sleep apnea…
- Saving as much as $5,000 per year in transportation, insurance and health-related costs…
- An increase in status and salary at work thanks to more frequent promotions…
- Huge savings at the grocery store and restaurants from a reduced appetite and smaller portions.
- and more!

It's time for you to begin realizing some of these benefits – and jumping off the weight loss "merry-go-round" for good.

The way to do this – and begin enjoying a healthier, happier life – is through a new class of weight-loss medications that has recently been granted full FDA approval.

Weight Loss California is pleased to offer access to this game-changing new, FDA-approved medication.

This medication comes in the form of a custom-blended, medical weight loss treatment specifically designed to meet your individual needs.

The *New York Times* and multiple TV networks have said this could be "the holy grail" of weight loss...and the prestigious *New England Journal of Medicine* and university obesity researchers report a staggering 20% of body weight loss.

And on the popular television program "*The Doctors,*" this new medication was hailed as a game-changer that "regulates appetite and food intake to help you feel full faster...and according to the FDA, it seems to work."

How to Get Started on Your Successful Weight Loss Journey

It has never been easier for you to take that first step toward finally achieving weight loss success than it is right now. Thanks to this new FDA-approved medication – which includes a protein your body naturally produces – you can stop feeling hungry...and instead start meeting your goals.

All it takes is a simple phone call to get started.

Simply call our doctor's office now for a free, no-obligation consultation to get the facts about this revolutionary new weight loss treatment...and to find out if you qualify.

If you do qualify, you'll see for yourself just how quickly it's possible to begin getting results. The effects from the medication … and the weight loss … come very quickly!

Weight Loss California offers a custom-blended prescription drug treatment that is tailor-made for your specific needs.

You take it once a week...and it helps you eat less while still getting your recommended daily nutrition.

Imagine not only achieving your goals – looking and feeling great – but also potentially reversing serious health conditions...saving thousands of dollars a year on health-related costs...and enjoying improved self-esteem and better relationships.

That's what you can begin realizing today – thanks to **Weight Loss California** FDA-approved medications used in your customized treatment plan.

NOW is the time for you to learn more about this game-changing new weight loss drug – approved by the FDA – and find out how it can work for you.

Call **(850) 296-1955** today – or visit I **WeightLossCali.Com** I for more information.

Again, your consultation is 100% free and comes with no obligation whatsoever.

You have absolutely nothing to lose...so call today and set your appointment to learn more about how these FDA-approved medications used in your customized treatment plan can get you started on finally achieving weight loss success!

Visit www.WeightLossCali.com

[i] https://pubmed.ncbi.nlm.nih.gov/33470881/

[ii] https://www.cnbc.com/video/2021/01/11/how-dieting-became-a-71-billion-industry-from-atkins-and-paleo-to-noom.html#:~:text=Diet%20and%20weight%20loss%20have,a%20multi%20billion%2Ddollar%20machine.

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[v] https://globalhealth.duke.edu/news/research-compares-cost-effectiveness-weight-loss-programs-drugs

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[vii] https://www.carecredit.com/well-u/health-wellness/weight-loss-program-average-cost/

[viii] https://www.usatoday.com/story/news/nation/2013/10/08/oxyelite-pro-fat-burning-supplement-liver-failure-hawaii/2948407/

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[x] https://www.sciencedaily.com/releases/2019/06/190605100405.htm#:~:text=Supplements%20sold%20for%20weight%20loss%2C%20muscle%20building%2C%20and%20energy%20were,medical%20outcomes%20compared%20to%20vitamins.

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[xii] https://www.wsj.com/articles/SB10000872396390444554704577643781662459346

[xiii] https://www.nytimes.com/2021/09/22/well/move/weight-loss-exercise-calories.html

[xiv] https://www.marketwatch.com/story/10-things-the-weight-loss-industry-wont-tell-you-2014-01-10

[xv] https://www.marketwatch.com/story/10-things-the-weight-loss-industry-wont-tell-you-2014-01-10

[xvi] https://www.carecredit.com/well-u/health-wellness/pros-cons-weight-loss-surgery-options/

[xvii] https://www.cnbc.com/video/2021/01/11/how-dieting-became-a-71-billion-industry-from-atkins-and-paleo-to-noom.html#:~:text=Diet%20and%20weight%20loss%20have,a%20multi%20billion%2Ddollar%20machine.

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