

The one key to losing 10, 20, 30 lbs – or more!

**SPECIAL
REPORT**

THE BELLY FAT CURE™

No dieting
with the NEW
Sugar/Carb
approved foods.

(includes chocolate,
ice cream and pizza)

From *The New York Times* #1 Bestselling Author
Jorge Cruise

The Belly Fat Cure™

Special Report

The *one key* to losing 10, 20, 30 lbs – or more!

By Jorge Cruise

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Dear Friend,

It's time to stop feeling unhealthy, tired and even looking old. **And here's the secret (I am going to tell you what no one else will dare to tell you – I like to be very direct, so we don't waste time)... you must stop dieting, counting calories, spending money on energy drinks, buying diet pills, or wasting time in the gym. YES. Say it with me, "Stop it!"** The secret to instantly (and on a budget) bolstering your energy and looking younger right now is to live *smarter*.

Period.

It means: *not wasting time or money*. Living smarter means knowing that belly fat is the #1 stealer of your energy and how young you look. How can I say this so confidently? After having lost 40 pounds of belly fat myself and working with over 3 million of online clients over the past 10 years – I have seen it. And a break-thru nine year clinical research study with over 350,000 people reported in *The New England Journal of Medicine* on November 13, 2008 ([click here](#) to read and watch a CNN video about this news) confirms it too. That your waist circumference is the #1 key measure of health. Nothing is as vital.

Bottom line, a flat stomach (a small waist circumference) is the most powerful secret to bolstering your energy and making you look younger instantly. That is an edge you *must* have in today's uncertain economic world. It's the foundation to more money. What do I mean? If you

need to work *more* these days and take care of your personal life too... having more energy and looking your best is a critical necessity. People are only hiring people that are revved up, confident and look their best. To get out of this massive financial depression “the bar” has been raised higher everywhere. Businesses are being very selective on who stays or who gets hired. I know this is wrong to think or say. But read page 29 in this report about the truth about being overweight and money. You can not be unaware anymore. And here is one more thing you need to know about money: the #1 cause of bankruptcy in our country is not having health care. That means you can't afford to be sick right now too— and belly fat is the number one contributor to the biggest health care costs: heart disease and type-2 diabetes. As my fellow *Costco Connection* magazine contributor and dear friend Suze Orman has shared with me, “good health always pays off!”

You might remember my client Karen from my website video on the homepage of JorgeCruise.com or from the *Costco Connection*—her story is amazing—she talked about experiencing these benefits and how they truly changed her life.

Name: Karen Diega Sutton

Age: 38

Pounds Lost: 13 (in one week)

Inches Lost from Waist: 4



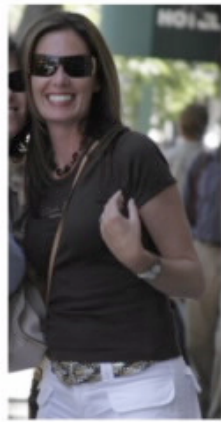
"Before the Belly Fat Cure™, my self esteem had dropped so low that I stayed in most nights eating instead of going out to meet friends. I was up to my pregnancy weight—without being pregnant, and I really couldn't think of anything positive about myself; I couldn't even be in a picture without looking away and feeling disgusted. Then, in just seven days my whole life changed. I lost an amazing 13 pounds and started feeling better about myself almost instantly. I have so much more energy and I'm motivated to go out and see my friends and be an active person. I wasn't even really trying that hard and I lost that much weight—I'm amazed. The best thing is, not only did I lose 13 pounds my first week, I got to eat things I never thought I could eat, like chocolate, Doritos, and ice cream. On top of everything else, I'm getting compliments from my boyfriend and friends—they can't believe the difference they see in me!"

Watch a video of Karen by [clicking here](#).

Maybe you're thinking that anyone can stick to something for a week..it's not that hard. So that's why I want to tell you about Marian Rodriguez. Marian is another one of my clients who's a single mom in her forties; she has a sedentary job and she told me that she had "made peace with her fatness because she had tried so many diets without getting results." But she decided she would give this new lifestyle a try. After eight weeks she has lost 32 pounds and five inches from her waist. "Doing the Belly Fat Cure was a life-changing decision," she wrote to me in an email. "It's was the best decision I have ever made regarding my health. I have more energy, I sleep better, and I feel more creative at work. You have given me my *self* back." She also told me that

after years of having thyroid medicine increased, her doctor just lowered it. “I firmly believe that this is something that my family and I could do for the rest of our lives.” Of course, the nice compliments didn’t hurt either: “People at work have commented on how much weight I’ve lost, and my neighbors wanted to know what I was doing after seeing my amazing results!”

Another one of my clients, Heather, told me me that she LOVES food and she had struggled for a long time to get rid of those “last 5-7 pounds.” She had tried everything, even running and strength training, but nothing worked. Finally, she tried the Belly Fat Cure and was so wowed by her results. And she was happy she still got to drink wine—one her favorite indulgences. [Watch her video here.](#)



Name: Heather Henderson

Age: 40

Pounds Lost: 8

Inches Lost from Waist: 2

“I love to eat, I drink wine, and I have a lifestyle that is definitely about food, and I couldn't give that up. I've had friends in the past who've done Atkins and Jenny Craig...and they never stick with it because they can't eat the foods they want to eat. On this plan, you can eat those foods all the time—and still see results.”

And let me tell you a little about my story. I used to be 40 pounds overweight. Until my “belly



fat cure,” I had to go to the gym or exercise to keep the belly fat off...and it always just seemed so TIME CONSUMING—but not anymore. Don’t get me wrong, I love to exercise...it’s my stress reliever and keeps me strong. After my last book though, many of my clients asked if I could help them specifically get rid of their belly fat *without* any exercise. They wanted to exercise, but they felt they could not because their

knees or backs would hurt. And they had no energy to exercise—not for 8 minutes or 20 minutes. I knew I had to create a revolutionary eating-based method that would give back health and energy easily.

Why We’re Different

*The Belly Fat Cure™ is unique from any other plan you’ve tried. First off, this is not a diet, this is a **lifestyle**. Plus, there is no extreme induction phase like in Atkins or South Beach—this is simply about making smarter choices from the beginning and sticking to it. You also will not be depriving yourself of any one thing. You’ve got to have a little sugar and some good carbs to stay satisfied and to really enjoy eating. We are on the cutting edge and believe in smarter sweetness—you don’t have to give up sweetness, you just have to be smart. Stay sweet to stay happy by enjoying stevia and xylitol (read more about these on page 23).*

The Critical One Key

It's not complicated. It's not hard and it actually brings back the joy of eating. I passionately believe that just **one key** will instantly change your health and energy and that is *knowing how to eat the right quantity of sugar and carbohydrates, what we call The Sugar and Carb Value (S/C Value™)*. It is my breakthrough food system that will allow you to effortlessly control both sugar and carbohydrates without requiring you to track anything else. Without the correct number you will never be in control of your health—specifically your belly fat.

Your total daily S/C Value™ needs to be 15/6. Bottom line, each day your goal is no more than 15 grams of sugar and 6 servings of carbohydrates (one serving of carbs is anything that has 5 to 20 grams of carbs). It's like the secret code required to open the lock of a safe—15 and 6 are the magic numbers that ensure the belly fat cure. *They will change your life forever.*

And to make it extra easy right now for you, let me give you a little sample of what I share with my clients at JorgeCruise.com— some everyday examples on how you can start eating smarter today. Let's start with some foods that I know many people turn to because they're quick, easy, and they *think* they're always healthy.

Turn the page for just **a few delicious** and Sugar/Carb Value approved food choices...

S/C Value™ Approved Foods

Dark Chocolate

You normally pick:



Hershey's Special Dark

21 grams of sugar

2 carb servings

S/C Value = 21/1

You should pick:



Green and Black's® Dark 85% *

5 grams of sugar

1 carb serving

S/C Value = 5/1

[Click to learn more.](#)

Vanilla Ice Cream

You normally pick:



Haagen Dazs®

21 grams of sugar

1 carb serving

S/C Value = 21/1

You should pick:



Clemmy's Ice Cream®*

0 grams of sugar

1 carb serving

S/C Value = 0/1

[Click here to learn more.](#)

Pepperoni Pizza

You normally pick:



DiGiorno® Thin Crispy Crust

5 grams of sugar

2 carb servings

S/C Value = 5/2

You should pick:



CPK® Crispy Thin Crust

3 grams of sugar

2 carb servings

S/C Value = 3/2

McDonald's Breakfast

You normally pick:



Sausage, Egg & Cheese McGriddles®

15 grams of sugar

3 carb servings

S/C Value = 15/3

You should pick:



Sausage McMuffin® with Egg

2 grams of sugar

2 carb servings

S/C Value = 2/2

Yogurt

You normally pick:



Yoplait®, Strawberry

27 grams of sugar

2 carb servings

S/C Value = 27/2

You should pick:



+



FAGE® Total 5% mixed

with Barlean's Omega Swirl (lemon)*

5 grams of sugar

1 carb serving

S/C Value = 5/1

[Click here to learn more.](#)

*Simply add a tablespoon of the swirl to the yogurt for a delicious, sugar-free treat.

Coffee Drink

You normally pick:



Starbucks® Mocha Frappuccino

47 grams of sugar

1 carb serving

S/C Value = 47/1

You should pick:



Starbucks® (or any brand) Black Coffee w/cream

& Stevia

0 grams of sugar

0 carb servings

S/C Value = 0/0



[Click here to learn more.](#)

Alcoholic Beverage

(If you're 21!) You normally pick:



Vodka Cranberry Drink

23 grams of sugar

2 carb servings

S/C Value: 23/2

You should pick:



Red wine (3 oz. glass)

1 gram of sugar

0 carb servings

S/C Value: 1/0

Alcohol is not for everyone. Please drink responsibly and only if you are at least 21.

Juice Drink

You normally pick:



Orange Juice

29 gram of sugar

2 carb servings

S/C Value: 29/2

You should pick:



Zipfizz Drink

0 grams of sugar

0 carb servings

S/C Value: 0/0

[Click here to learn more.](#)

Cereal

You normally pick:



Total Raisin Bran with 1 glass
of regular milk
30 gram of sugar
2 carb servings
S/C Value: 29/2

You should pick:



Uncle Sam Cereal with 1
glass of Almond Milk
(unsweetened) and 1 stevia
packet
0 grams of sugar
2 carb servings
S/C Value: 0/2

[Click here to learn more.](#)

Fruit

You normally pick:



Banana

22 grams of sugar (for just one)

1 carb serving

S/C Value = 11/1

You should pick:



Blackberries (1/2 cup)

3 grams of sugar

1 carb serving

S/C Value = 3/1

Soda

You normally pick:



Coke®

39 grams of sugar

0 carb servings

S/C Value = 39/0

You should pick:



Zevia®*

0 grams of sugar (and no
harmful artificial sweeteners)

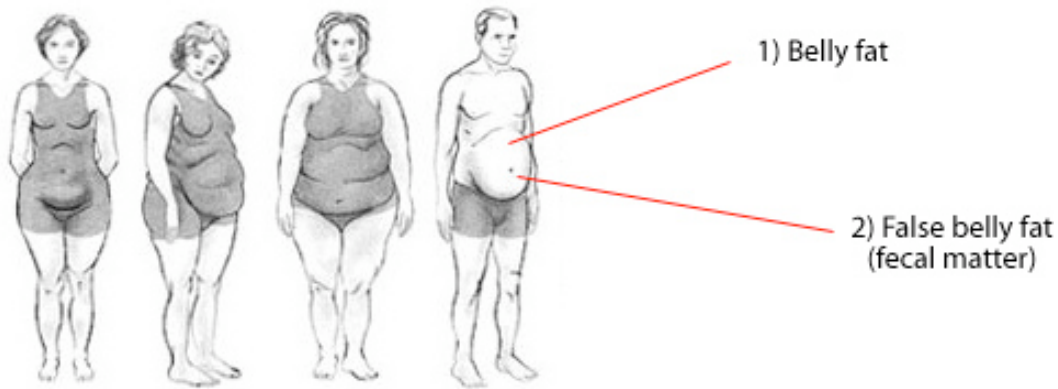
0 carb serving

S/C Value = 0/0

[Click here to learn more.](#)

Why the S/C Value™ Works

The S/C Value™ is the true secret to a flat stomach because it eliminates the two reasons you have a high waist circumference: 1) belly fat and 2) false belly fat.



The first reason most people think that they have a “belly” is because of fat. That’s true and it comes in two forms: subcutaneous and visceral. The part that jiggles and wiggles and what you can “pinch” is known as subcutaneous fat; this kind of fat is less dangerous. The other form is visceral belly fat, which is the kind that dwells deep inside our guts, wraps itself around our vital organs, making important functions difficult. The second reason you have a high waist circumference is due to something you may not know you have – what I call “false belly fat.”

This is made up of hardened fecal matter (poop) that is trapped in your digestive system. If you have one of those bellies that protrudes out and feels hard—you’ve got false belly fat. You create this combination of belly bulge by eating the *wrong quantity* of sugar and carbohydrates.

So the only thing you need to do is to eat the *right quantity* of sugar and carbs; that’s what the S/C Value™ is for. Sticking to the 15/6 system will allow you to be in control of your health and your belly.

Why is the amount so important? When you eat **too much sugar**, you fail to produce the hormone *leptin*, which triggers your body to lose control of your appetite and to then automatically store belly fat. You promote “false” belly fat when you eat **too little carbs**, which are a key source of fiber. It’s a deadly combination. Let me tell you a little more about how this happens.

How You Create Belly Fat = *Too Much Sugar*

Like I mentioned, too much sugar fails to produce a critical hormone in your body called *leptin*. Leptin has proven in study after study to be a key player in how your appetite center functions and how much belly fat your body uses or preserves. This essential hormone is released by fat cells and has many functions, but its primary job is to signal to your body that you’ve had enough food—think of it as the street signal that switches to red when it’s time to stop eating. Sounds like a pretty important hormone, right? Well, guess what sugar does—it suppresses your

Sugar Stats

Sugar and belly fat go hand in hand, but it’s not just in how they promote weight gain. I want to tell you about some other “**side effects**” of sugar consumption.

Research has shown that simple sugars lead to intestinal disturbances, such as gas and bloating. A study done at the University of Kansas Medical Center determined that fructose “in amounts commonly consumed” contributed to symptoms like gas, abdominal pain, and loose stool¹².

Our bodies have a limited capacity to absorb sugars like fructose, so these substances fail to aid in healthy digestive processes. Unlike more fibrous complex carbohydrates, they don’t bond to waste or push any of it out. This means the more sugar you eat, the more bloat you develop as a result of encrusted fecal matter. I know that may sound gross, but it’s inside your body and it’s a direct contributor to your protruding belly.

Another side effect of eating too much sugar is a weakened immune system. It actually impairs your immune system by not allowing your white blood cells to work properly. One of the jobs of your white blood cells is to gobble up bacteria and viruses that enter your body—and sugar essentially wears them out so they can’t get the job done. If you ever feel like you’re coming down with something, cut out sugar to help keep your defenses strong!

body's production of leptin. A study done at the University of California, Davis determined that fructose (one of the most common sugars, often consumed as high-fructose corn syrup) failed to stimulate leptin and insulin production, claiming it “contribute[s] to decreased satiety and increased food intake.”¹⁰ When you don't produce enough leptin, three negative things follow:

- **Your Body Stores Belly Fat.** Research studies have shown that leptin directly contributes to a decrease in abdominal fat¹¹—without it your body is programmed to store fat in your abdominal region.
- **You Overeat.** When your leptin “signaling center” isn't working, you don't know when to stop eating—and pretty soon you end up with a traffic jam of food in your body ready to get stored as fat. Where this fat gets deposited depends on your genetics, but most of us start storing it in our midsection, while others carry it in their butt, hips, or thighs. And the snowball effect of missing leptin doesn't stop there—once you've gained this weight your body can actually become leptin *resistant*. You see, when you gain weight, your fat cells get bigger and because that's where leptin comes from, you produce TOO much of it to the point where your body doesn't respond to it anymore. And this is why you will just continue to feel endless hunger and gain an endless amount of weight.
- **You Turn Off Fat-Burning Mechanisms.** In addition to signaling that you're full, leptin also fulfills an essential role in fat burning. Leptin triggers an enzyme in your body to burn fat. One study done at Harvard Medical School stated that leptin “can directly stimulate fatty acid oxidation” which is a scientific way of saying fat burning. They even went on to call what leptin does a “fat-melting” activity.¹³ So when you eat too much

sugar and your leptin production goes down, you actually stop your body from burning fat.

I hope by now you get how truly important the hormone leptin is to regulating your appetite and belly-fat-burning abilities. But sugar consumption has also been linked to belly fat in other ways, too. A study done at UC Davis determined that “intra-abdominal fat was significantly increased in subjects consuming fructose”¹⁴; they suggested that it was because the sugar produced excess triglycerides (fat found in blood). Because fructose does not promote insulin production, it often goes directly to the liver to be processed and is converted into triglycerides. The researchers hypothesized that simple sugars such as fructose create an excess of this fat in the blood, which may be more likely to get deposited in abdominal fat cells. Bottom line: **reducing sugar intake is critical to managing dangerous abdominal belly fat.**

Now you may be thinking the solution is to just use *artificial sweeteners*, right?

WRONG. As I am sure you know the big three are: aspartame (blue packets), sucralose (yellow packets) and saccharin (pink packets). These three are known as excitotoxins and are very dangerous to human health. There are many studies that connect these products to neurodegenerative diseases such as Multiple sclerosis, Alzheimer's disease, Amyotrophic lateral sclerosis (ALS), and even Parkinson's disease. I avoid them as much as possible.

My top recommendations for a healthy “real sweet” taste are stevia and xylitol. These are categorized as “nutritional supplements” and you can find them at all health food stores or [even online at amazon.com](#).

Stevia is an herb that originated in South America, and it contains no calories, does not cause blood-sugar spikes and can be used in baking. It is much sweeter than sugar, which means you only need a little bit to get the right amount of sweetness. Recently, stevia was approved by the FDA for use in food and drink products--and it's the first herb-based sweetener to get that approval. Research studies have shown stevia effective in reducing hypertension and blood pressure, and even reducing blood glucose levels in diabetic patients.

Xylitol is a sugar alcohol derived from the fiber of various fruits and vegetables. It was originally extracted from Birch trees and was found to be an effective sugar substitute for people with diabetes. Because it is a sugar alcohol, xylitol does not cause severe blood sugar spikes like regular sugar. Xylitol has also shown in studies to be beneficial to dental health. It has less calories than regular sugar. And just to give you a hint...my favorite ice cream (and my client's favorite) has zero sugar and is sweetened with xylitol. It truly tastes better than Haagen-Dazs and with no belly fat side effects...it's called Clemmy's. You can find out about it on page 10. Keep your eyes out for products that are made from these two ingredients. You can also check out my video blog at jorgecruise.com/tv—this is where I review everyday foods and award my “belly fat cure” seal of approval to foods that are “belly fat cure” friendly. Ok, so now let's talk about carbs.

How You Create False Belly Fat = *Too Little Carbs*

The second part of the belly fat problem is not eating enough of the right kind of carbohydrates which are a key source of fiber that moves out hardened waste matter (poop). Many carbohydrates have a more complicated cellular “fibrous” structure, which makes them break down *slower* in your body, and chances are you aren’t eating enough of them.

Here’s the bottom line: carbs are truly the only source of fiber. Carbs eliminate any “false belly fat” that may come from built-up fecal matter in your intestines and colon. Ideally, you should be having one to three healthy bowel movements a day. If you’re eating enough fiber, you shouldn’t have a problem with your body cleansing itself naturally. If you’re not going to the bathroom enough, you might have one of those firm, hard bellies that sticks out. That’s from built-up waste in your intestines. (**WARNING:** on the next page you’re going to see a sad, shocking case of too much false belly fat.) You’ve got to get rid of that false belly fat! To do this aim to eat minimum of 10 grams to 30 grams of fiber a day and drink plenty of water. Remember, you’re going to be eating 6 servings of carbs and you want to make your goal to make as many of these carb sources: complex carbs (whole grains). **Even research giants Harvard University and the Mayo Clinic praise complex carbs for their belly-reducing benefits^{17,18}**; they both suggest increasing complex carbohydrate intake over refined or simple carbs specifically to reduce dangerous visceral fat. This is a shocking example of too much waste in the colon.... what we call “false” belly fat.

Obviously, this is an extreme case, but you get the idea of how a lot of waste can literally get “stuck” in your body and push your belly out.



MEGA-COLON

Toxic megacolon

A 66-year-old chronic schizophrenic who lived in a nursing home was brought to the emergency department with the chief complaint of constipation, along with diffuse abdominal pain and shortness of breath. His nursing home records indicated that he had a vigorous appetite, despite not having had a bowel movement for more than a month. Within minutes of presentation, the patient became lethargic and unresponsive and was subsequently intubated. His rectal temperature was 102°F, and his white blood cell count was 22,000/mm³. He had a ventral hernia, his abdomen was extremely distended without bowel sounds, and a plain film of the abdomen revealed absence of air in the right colon. In the operating room, a large, ischemic, dilated loop of bowel was removed. The patient died 3 days later of fulminant sepsis.

Submitted by Carl K. Hsu, MD, Chief Resident, Mount Sinai School of Medicine Integrated Residency in Emergency Medicine at Beth Israel Medical Center and Elmhurst Medical Center, New York

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The Consequences of a High Waist Circumference

By now, I hope I've made it clear that your waist circumference is the most important factor in your health. And research has confirmed that *belly fat* is, without question, the most dangerous fat of all to have on our bodies. It's not just weight that matters, it's *where* the weight is on your body. As my good friend and mentor, Dr. Mehmet Oz says, "...it's all about your waist." Let me share with you some information that will further motivate you.

Why is abdominal fat so dangerous to our health? It not only robs you of your energy and vitality – but worst of all as the New England Journal of Medicine confirmed on November 18, 2008 – it doubles your risk of **premature death**. Scary to think about, I know, but it's true—I can't tell you enough how *risky* this stuff is. Studies have shown that there is a direct link between visceral fat and a list of dangerous diseases, such as heart disease, type-2 diabetes, cancer, and dementia...the list keeps growing. It's even proven in studies to actually cause fatigue—a **higher waist circumference can really zap your health *and* your energy**. Research has shown a couple ways this type of fat leads to disease—let me give you a quick overview of how it happens.

Cellular Inflammation

Doctors and medical researchers used to think this fat as inactive, which means it didn't really "do" anything but wait to be used as energy. But it turns out that couldn't be further from the truth. We now know that when visceral fat accumulates it actually begins to operate act like an

organ. This means it actually comes “alive” inside you like some nasty monster, spewing out toxins and fatty acids that cause inflammation to occur throughout your body. This inflammation starts to tear up your cells, which can lead to disruption in the function of your arteries and can cause heart disease, stroke, hypertension, high cholesterol, high blood pressure, and heart attack.

Portal Vein

Visceral fat is also believed to lead to disease through your “portal vein.” When blood travels from your abdominal organs to the liver it uses the portal vein. Scientists believe that when you have too much visceral fat stored in your omentum, it begins to dump fatty acids and hormones directly into the liver, which causes it to produce too much glucose. Your body then starts producing more insulin to try and manage the glucose. This cycle causes your body to become insulin resistant, which leads to type-2 diabetes. And diabetes can have a serious impact on your life. In fact, from the time you become diabetic, you cut every year of your life in half.

Beyond Health

So now that you have a clearer picture of how a high waist circumference destroys your health, I want to share with you a little more about how it impacts the other areas of your life: *in your career, with your kids, or in relationships.*

Career

When it comes to women, weight, and their careers, there are some frustrating statistics out there. One research study found that women who are heavier are more likely to work in low-

paying jobs and are often left out of high-paying positions.³ Another, done by researchers at Ohio State University, determined that overweight or obese women who reduced their BMI by 10 points **increased their wealth by \$12,000 dollars.**⁴ (Now, guys don't get off scot-free—the same amount of weight loss in men resulted in a similar increase in worth.) One woman who was quoted in an article about the impact of obesity in the *Los Angeles Times* lost 37 pounds and soon after received a promotion.⁵ Should this be acceptable? NO. Does it happen in our world? YES, the sad truth is it does and there remains a bias against heavy, unhealthy people. But you can take control; you can achieve a position of power and confidence.

When I was 40 pounds overweight, I didn't have the confidence I do now and I wasn't given the same opportunities. But was it because I was heavy or was it because I didn't feel good about myself? It's impossible to say, but when I lost the weight, I know for sure I stood taller, spoke up more often, and simply put, I got noticed. There's no denying there is a connection between your opinion of your own health and your self confidence—when you lose belly fat and your clothes fit better and you stand a little taller and you smile and speak up more, there is no doubt ***you will be noticed.***

A Role Model

As a father of two boys, I understand the desire to not only be there for your kids, but to also be a great role model. I know as soon as my kids see me eating something they want to eat it, too. That means if you're eating ice cream and candy bars and drinking giant sodas all day, you can bet money those are the habits your kids are going to pick up. Research proves it. A study done

in Australia determined that contradictions between what you eat and what you tell your kids to eat can create a “barrier to a healthy lifestyle.”⁶ Another study published in the *New England Journal of Medicine* reported that parental obesity more than doubled the chances that their children would be obese.⁷ If you care about the health of your children, you will make the choice to care about your own. If you want to be free to jump up and chase your kids around the backyard, you can make the choice to eat smarter. It’s simple really. Even if you don’t have kids, your choices affect people around you. Maybe your mom or dad could add years to their life if they started eating better; maybe your best friend, husband, or boyfriend—every one of us has the ability to set an example for people we love in our lives. When you start losing belly fat, **you will make health contagious**. People will start asking you why you look so great and why you seem to have so much confidence and energy—this will happen to you like it has so many of my clients.

Relationships

When it comes to relationships, especially intimate ones, it’s tough to feel like you want to get close to someone when you’re not even comfortable being close to yourself. I know so many women who talk about how shopping for clothes makes them miserable and depressed—how are you going to feel okay with your spouse or boyfriend seeing you undress if you can’t even look at yourself in the mirror? Research studies have confirmed again and again that there is a connection between your health and your self-confidence. When you feel healthier, you feel sexier, you feel stronger, you feel like you could take over the world—or at the very least, your

bedroom. While there's a lot of psychology going on, it turns out that having an unhealthy amount of weight on your body also has a *physiological* effect on how you feel about intimacy.

Studies have shown that extra weight on your body impacts how well your hormones function, including sex hormones like testosterone.⁸ The more body fat you have, the more your body produces SHBG (stands for sex hormone-binding globulin), which grabs onto free-floating testosterone and basically takes it off the market. And when that happens, your sex drive goes down. On top of that, when you develop high blood pressure, diabetes, and heart disease (often as a result of obesity), you actually restrict blood flow to your sexual organs. While this mostly impacts men, it has proven to be a problem for women, too. The good news is when you lose even just 10 pounds from your abdominal region, you can make a great improvement in how your body functions and how you feel about yourself.⁹

The impact of belly fat on your hormones and the reproductive process isn't just a modern occurrence; in fact it actually dates way back to prehistoric times. In his new book *You: Being Beautiful*, my good friend Dr. Oz and his co-author Dr. Roizen, talk about how the waist-to-hip ratio has long been a way to gauge someone's potential as a mate, primarily because it was the most practical measurement (and of course there weren't advanced medical tests back then). If a male saw a protruding abdominal region on a woman, his instincts told him that she was either pregnant (i.e. off the market!) or that she potentially had a hormonal imbalance, such as polycystic ovarian disease, that could cause infertility. Either way, the higher waist-to-hip ratio was a signal to men that a woman was not an ideal mate. Men were also judged by their belly fat

because in them a larger abdominal region suggested low levels of testosterone. This is because an excess of belly fat actually converts testosterone to estrogen, which can also lead back to the problem of low sex drive. Bottom line, we are programmed to respond to prospective partners based on their body's reproductive potential—so shedding belly fat is not only good for your health and wealth, it can also be good for your love life.

Are You at Risk?

So now is where you're going to figure out if you're in danger with the amount of belly fat you have on your body. Just one simple measurement will show if you're at risk. Go grab a tape measure right now. Now take the tape measure and wrap it around your waist at your belly button. Generally speaking, if you're a woman and your waist measures over 32.5 inches, you should be concerned; for guys, if you're over 35 inches, you are putting your health at risk. If you want to get more specific measurement based on your height, take your height in inches and divide it in two—your waist circumference should not go beyond this number. Check out the accompanying video of me and Dr. Oz to discover more about the dangers of belly fat; watch Dr. Oz put my waistline to the test!



[Click here to gain access to this BONUS free video.](#)

My challenge to you right now is to TRY ONE FOOD item I have shared with you in this report. I guaranteed that you will love them... I am very picky and a food must taste great for me to give it my seal of approval. Just so you know, I only coach a very limited number of clients a year via my website JorgeCruise.com -- and we are almost always filled up. My clients get a very special monthly DVD I make with special reference food lists, planners, and recipes that make living the Belly Fat Cure effortless and provide several “automatic” options so there’s no guessing. I am trying to make it more available to more people very soon. If you are interested [click here](#). **For now, your homework is simple: start making smarter choices today.** Do your best to not go over 15 grams of sugar a day. And make sure to get six servings of carbs each day too. Remember, it’s not just about looking good and gaining an edge in today’s world—if you don’t get rid of your belly fat now, you are putting your life at risk.

Eating smarter and getting rid of your belly fat will change your life. I have seen it happen.

When you make the choice to eat smarter, you will:

- **Be happy and in control of your health—the most important part of your life.**
- **Start feeling healthier and more energized instantly!** With this brand new health and vitality you will empower your self confidence to new levels.
- **Stop your body from automatically storing the most dangerous kind of fat—**abdominal fat.
- **Remove serious risk from your life**—not only the risk of premature death, but also the threat of several diseases, including type-2 diabetes, heart disease, inflammation, and certain cancers.
- **Stop losing out on opportunities to advance in your career.** You will carry yourself with a brand-new confidence that helps you get noticed and acknowledged.
- **Be an amazing, healthy, and energetic role model.** You will show your kids and loved ones how amazing living a healthy life can look and feel.
- **Improve your love life.** You'll reacquaint yourself with a level of confidence and security that will carry over into your bedroom. Plus, you'll achieve a level of health that ensures all your hormones are in top form.
- And, of course, **look and feel your best!**

So my challenge to you right now is very simple—I have just two actions I want you to take and they are truly easy. First: make one smarter food choice today. Follow just one of my sample “approved food” suggestions (starting on page 9) TODAY. You’ll realize how simple it is to make a smarter choice that not only will help you get rid of belly fat and feel more energized, it will taste delicious! You’ll be amazed. And second: measure your waist! This will be so important for you to do. It’s a quick test and it will help you gauge where you are with your health.

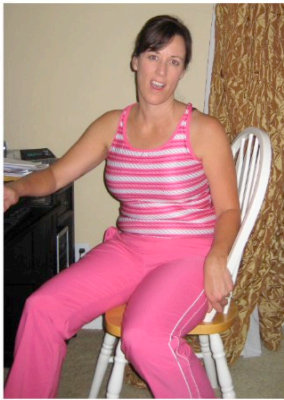
Talk to you soon,

A handwritten signature in black ink that reads "JORGE CRUISE". The letters are bold and slightly slanted, with a casual, energetic feel.

P.S. Keep reading for more success stories and how to join the Belly Fat Cure Challenge.

Success Stories

Just like you, my clients you see below were busy juggling their lives filled with families, jobs, school, dating...you name it. Now, it can be your turn for FREE. If you learned about this report from the *Costco Connection Magazine* and would like to be selected to participate in Costco 100 – Belly Fat Cure Challenge (limited to only 100 people), please visit jorgecruise.com/costco100. Please follow the directions once you get to the web page and include your Costco membership number on the application you will download and mail to me. For those of you who are not a Costco member, I encourage you to still submit your information, however, there is no guarantee you will be selected.



Name: Michelle McGowen

Age: 46

Pounds Lost: 16

Inches Lost from Waist: 6

"When I started the Belly Fat Cure™, I didn't think I would lose much since I was able to eat chocolate, ice cream, and many of the foods that I normally enjoy. I was certain it was too good to be true; boy was I wrong. After just ONE week, I was astounded by a 7-pound loss! Through the next 7 weeks I lost a pound or 2 every week up to a total of 16 pounds and 6 inches. I look forward to my meals and I don't have to decide between guilt and pleasure. The S/C Value™ has empowered me to make smarter choices. I feel trim, I am sleeping well, and I have plenty of energy. The best part for me though is the discovery that excess sugar is dangerous to the immune system. I thought I was eating healthfully and I had no idea how much sugar was hidden in my low-fat foods; I was eating upwards to 200 grams per day!"



Name: Ken Puglisi

Age: 46

Pounds Lost: 10 (in two weeks)

Inches Lost from Waist: 4

“A big belly has interfered in just about every area of my life: at work, at home, at the beach, and the gym. It made it painful for me to stretch and do the exercises I loves. I even used to avoid getting my picture taken because my self esteem was so low. I've been dieting for about forty years, trying to get rid of this belly. The fat effects every aspect of my life. After just two weeks on the Belly Fat Cure™, I started getting compliments and I feel my confidence coming back. I even went up to the attic to get my skinny pants, and I'm going to need new belts soon—this is after just two weeks! I look forward to getting back to my 21-year old body; I'm on my way—my belly is disappearing!”



Name: Russ Odom

Age: 51

Pounds Lost: 13

Inches Lost from Waist: 5.5

"I had all of the overweight health issues (low energy, bingeing, etc) before the Belly Fat Cure™, but paramount was the low self-esteem I experienced. I was borrowing clothes because I couldn't wear what I had and refusing to buy new ones because that meant I was resolved to being fat. Within a very short period of time, I was able to get back into my own clothes and get back into living my life and being social. Before the Belly Fat Cure™ I was having abdominal pain with my organs pressing against one another and lower back pain due to the additional weight. All have since have been replaced with a healthier lifestyle and a more pleasant outlook. "



Name: Kim Barry

Age: 52

Pounds Lost: 9

Inches Lost from Waist: 4 (after 6 weeks)

"I was sick of having a fat belly and not looking nice in clothes. My energy level was low and I was tired all the time. I love the Belly Fat Cure™ because it is easy to do. I eat lots of food that you wouldn't expect to eat on a program that helps you lose weight. I have more energy than I did before and I am exercising now with no problem. This program is so easy it is the way I will eat the rest of my life. Thanks Jorge for bringing it to us!"



Name: Debbie Pederson-Nuñez

Age: 46

Lost: 16 pounds

"I feel energetic and young! Jorge's enabled me to have excellent physical health, which ultimately promotes excellent psychological health...a perfect balance!"



Name: Carrie Wang

Age: 37

Lost: 18 pounds

"I look in the mirror and I absolutely love what I see! I look so much younger, I love my body, and I feel and look better now than I ever have in my whole life. Now I am the one in the cute outfits I used to envy on other women. And knowing this I will never go back to that old, overweight person I used to see in the mirror ever again."



Name: Denise Uzzell

Age: 44

Lost: 22 pounds

"I've learned how to eat healthfully by eating regular foods instead of processed foods. Jorge helped me make a lifestyle change instead of just dieting. I am 44 years old with an 8-year-old son; failure was not an option for me."



Name: Justin Kroupa

Age: 30

Lost: 13 pounds

"After battling cancer for a year and a half, my fitness level was not where it was previously. Jorge helped me look better and feel better within just a few weeks. This was confirmed when my friends started commenting on how much leaner I looked and how defined I was becoming- this was the fuel I needed to keep going!"



Name: David Palacios

Age: 39

Lost: 40 pounds

"I have lost 40 pounds in just 8 weeks. I don't feel sluggish anymore-in fact, I feel light on my feet! I don't get winded after playing with my son for just five minutes. I love the compliments and I feel much more confident and attractive. I lost so much fat from my stomach, I had to buy new pants!"



Name: Ross Cooling

Age: 22

Lost: 28 pounds

"Before Jorge's program, not a day went by that I didn't think about my weight and how unhappy I was with my body. I tried numerous programs, including Atkins, Body-for-LIFE, and Weight Watchers and nothing worked. Jorge has inspired a complete lifestyle change for me."



Name: Ron Courtois

Age: 55

Lost: 14 pounds

“With Jorge’s program, my cholesterol dropped over 150 points total—amazing! I also felt an immediate increase in my energy levels and sex drive. I haven’t felt this good or been this fit since my 30s.”



Name: Sallie Golden

Age: 50

Lost: 10 pounds

“I’m a single mom with two sons, 7 and 13. They are my angels and I want to be around for them for a long time. I am very happy with how I look and feel now, and I owe it to Jorge. I am wearing shorts that I never would have worn in the last two years; I have a lot of energy and I just feel fabulous!”



Name: Sharon

Age: 46

Lost: 10 pounds

“Seeing other success stories before me obtaining *and* maintaining their goals really helped me stay motivated throughout Jorge’s program. Now, I feel great everyday. My favorite old jeans that I couldn’t wear before are now my favorite everyday jeans!”



Name: Annabelle Espritu

Age: 48

Lost: 13 pounds

“Jorge helped me remember that you’ve got to believe that you’re worth the effort. I have invested minimal time and seen fantastic results in such a short period of time [with his program] —I am even able to get back into my skinny jeans! I am hooked.”



Name: Kal Buckles

Age: 50

Lost: 13 pounds

“When I heard about Jorge’s program, I was approaching 50 and I had gained a lot of weight—menopause is no fun! I had bought every patch, pill, and exercise machine over the years to help me lose weight, and I finally just said ‘I’m done.’ I didn’t want to do that anymore. I wanted something simple and workable and something that gave me an option to take it with me wherever I go—Jorge gave me all of those things.”



Name: Janet Keith

Age: 51

Lost: 16 pounds

“Before Jorge’s program, I never had enough energy to try outdoor activities, and I hated the way my clothes fit and how I felt about myself. Now I have so much energy and I am motivated to go places and do things instead of just sitting around in front of the TV.”



Name: Melodie Richardson

Age: 47

Lost: 161 pounds

“Using Jorge’s eating plan helped me take control of my eating and lose over 150 pounds! It allowed me to become an active participant in my life, instead of just a spectator.”



Name: Maria

Age: 39

Lost: 123 pounds

“I feel like I have made a permanent lifestyle change; food no longer controls me. Jorge’s program was straightforward and easy to follow. It was also very motivational—I got a lot out of all the testimonials. Thank you from the bottom of my heart!”



Name: Danielle

Age: 28

Lost: 9 pounds

“It feels like I have wanted to lose the last ‘5-10 pounds’ for as long as I can remember—and I’ve finally succeeded! I know the results I have achieved are maintainable and I look forward to sticking to Jorge’s ideas for a long time to come!”



Name: Michele Trombley

Age: 40

Lost: 85 pounds

“It was unbelievable that after just one week I was feeling better than I had ever felt in years and I had lost 7 pounds! I not only reached my goal weight of 150 pounds, but surpassed that and am now at 122 pounds! Thanks, Jorge.”



Name: Ronika Vaughn

Age: 20

Lost: 40 pounds

“Since using Jorge’s plan I have gone from 155 to 115—I lost 40 pounds and changed my life entirely. As soon as I started the plan, I saw immediate results. My self-confidence grew day after day, and before I knew it I had achieved my goal weight.”



Jutem Stewart

Age: 33

Lost: 19 pounds

“I’m excited to have a lifestyle change that was easy for me to understand and implement—Jorge’s program just made sense and it was easy to fit into my already hectic lifestyle. . Now that I have results, I’m going to keep on moving toward a new goal; now I know anything is possible.”

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