



**612:**  
**Weight Loss Vs Fat**  
**Loss: Clinical**  
**Application**

PRESENTED BY

Greg Johnson, MS, CSCS

**#ideapti**

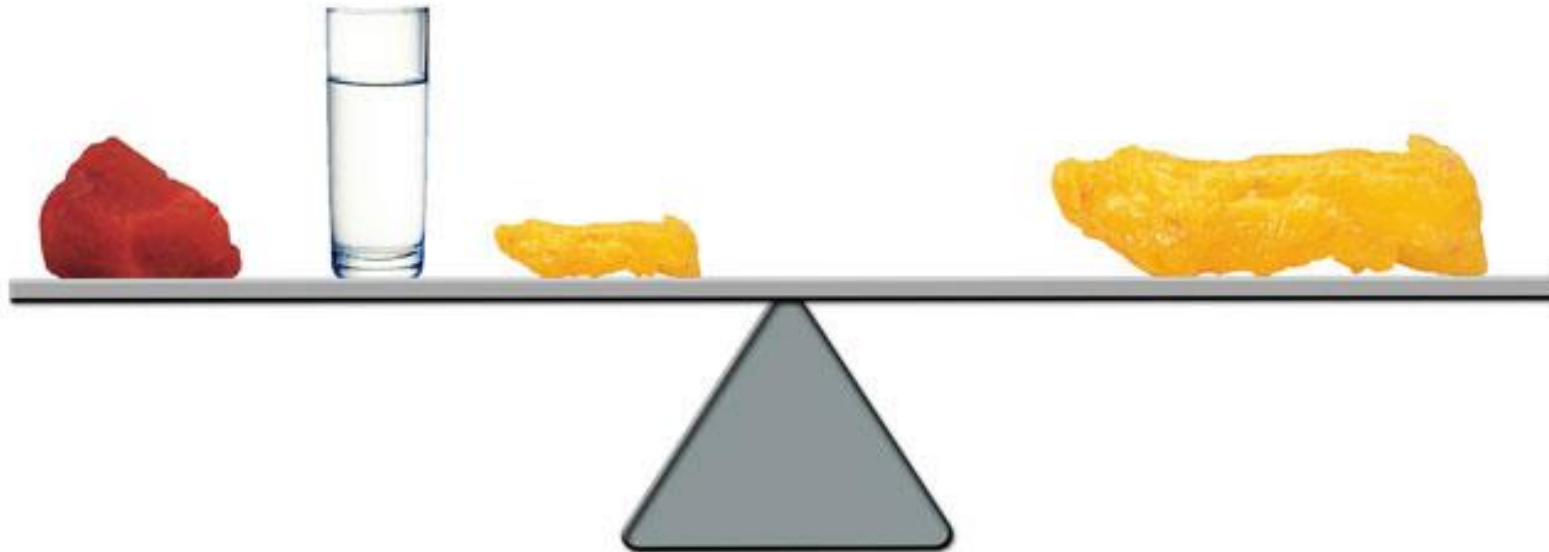
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# WEIGHT LOSS vs. FAT LOSS

**Weight Loss**

**Fat Loss**



# Greg Johnson, MS, CSCS, Pn

- Gym Owner
- 18 years Experience
- Masters in Kinesiology
- NSCA-CSCS
- 2015 Life Fitness Top Trainer
- Speaker
- Author
- Consultant / Mentor



# Weight Loss vs. Fat Loss

What I WILL NOT be covering

- Unintentional weight loss
- Programs for medical conditions
- Specific weight loss “programs” or “diets”
- Surgical procedures

For the purpose of conversation, passed PAR-Q, OK to workout, no significant health issues





# Weight Loss vs. Fat Loss

## *What is Weight Loss*

- **Weight loss** - in the context of medicine, health, or physical fitness - refers to a reduction of the total body mass due to a mean loss of fluid, body fat or adipose tissue and/or lean mass, namely bone mineral deposits, muscle, tendon, and other connective tissue.

## *What is Fat Loss*

- **Fat loss**, refers to a reduction of the body mass, due to a mean loss of fluid, body fat and adipose tissue while **maintaining or increasing** lean mass, namely bone mineral deposits, muscle, tendon, and other connective tissue.



# Weight Loss vs. Fat Loss

## *Who should be on Weight Loss*

- Morbidly obese (40 BMI or >28% male, >32% female)
- Overweight and experiencing obesity related issues
- Osteoarthritis
- Prep for specific surgeries
- Doctors orders
- Personal events with specific date

## *Who should be on Fat Loss*

- Personal goals
- People looking to “lean or tone”
- Average to BMI or %Body fat
- Competition athletes

Circumstances may vary



# Weight Loss vs. Fat Loss

## *Benefits of Weight Loss*

- Decrease in blood pressure
- Improved joint function
- Decrease blood lipids and LDL cholesterol
- Increase in HDL “good” cholesterol
- Decreased risk of heart disease, stroke, diabetes,
- Decreased inflammation

## Benefits of Fat Loss

- Decrease in blood pressure
- Improved joint function
- Decrease blood lipids and LDL cholesterol
- Increase in HDL “good” cholesterol
- Decreased risk of heart disease, stroke, diabetes,
- Decreased inflammation





# Weight Loss vs. Fat Loss

## *Benefits of Weight Loss*

- Improved appearance
- Better health NOW

## Benefits of Fat Loss

- Improved appearance
- Better health NOW
- Better Health LATER
- Increase in metabolism
- Increased energy
- Improved sleep
- Better performance
- Improved strength





# Weight Loss vs. Fat Loss

## *How to measure* Weight Loss

- Scale
- BMI
- Appearance
- Girth Measurements

## How to measure Fat Loss

- % Body Fat Measurements
- Girth Measurements



# Weight Loss

- Decrease Caloric intake
- Significant caloric deficit
- Light to moderate physical activity
- Increase daily activity
- Lifestyle change





# Fat Loss

- Moderate or No caloric deficit
- Moderate to advanced physical activity
- Increase daily activity
- Lifestyle change
- **STRENGTH TRAIN**
- Variations of cardiovascular activities



# THINGS GONE WRONG

- MEDICAL DIETS USED FOR GENERAL PUBLIC
- “BIG FOOD”
- MARKETING
- SALE / MONEY FIRST FITNESS





# Where are we going wrong?

The number of gyms, fitness facilities, fitness programs, personal trainers, supplements, and diets are at an

# ALL TIME HIGH



# Where are we going wrong?

The number of **lifestyle related** issues, and obesity rates, are also at an

**ALL TIME HIGH**





# Where are we going wrong?



# How to lose FAT

## NUTRITION IN 2020

- NEVER eat fruit because sugar makes you fat
- NEVER eat fat because fat makes you fat
- NEVER eat protein because that makes you fat AND hurts your kidneys
- NEVER eat carbs because insulin makes you fat

So just don't eat... ever.

But that makes you fat too, because starvation mode

- @syattfitness





# OUR GOAL

As fitness professionals and strength coaches our goal is to

- DO NO HARM
- EDUCATE FIRST
- DO WHAT'S BEST FOR OUR CLIENTS AND ATHLETES
  - Help them achieve their goals (realistically)
  - For both short and long term health



# Refocus on fat loss

There are thousands of programs encouraging short term or temporary results to increase revenues and resigns, only to see the same people come back, or try again.... and again..... and again.



# Where do we start

- Consultation
- Assessment
- Learn their why
- Understand what they want
  - Ask questions
  - Listen for words, like “look” or “feel”





# DO THE MATH, DATA IS YOUR FRIEND

- Assess, correct, reassess, repeat
- How to implement % body fat measurements
  - Caliper 1,3,4,5,7,9 point tests
  - 2 point or 4 point bioimpedence
  - Hydrostatic weighing
  - Bod Pod
  - Dexa Scan
  - Other



# But which one is most accurate



# COMPARE

## Client B Before

- Female
- Age 35
- 5'6"
- 160 lbs
- 25% body fat
- 40 lbs body fat
- 120 lbs lean mass
- BMR 1656
- STERLING-PASMORE EQUATION

## Client B After

- Female
- Age 35
- 5'6"
- 150 lbs
- 20% body fat
- 30 lbs body fat
- 120 lbs lean mass
- BMR 1656





# COMPARE

## Client A Before

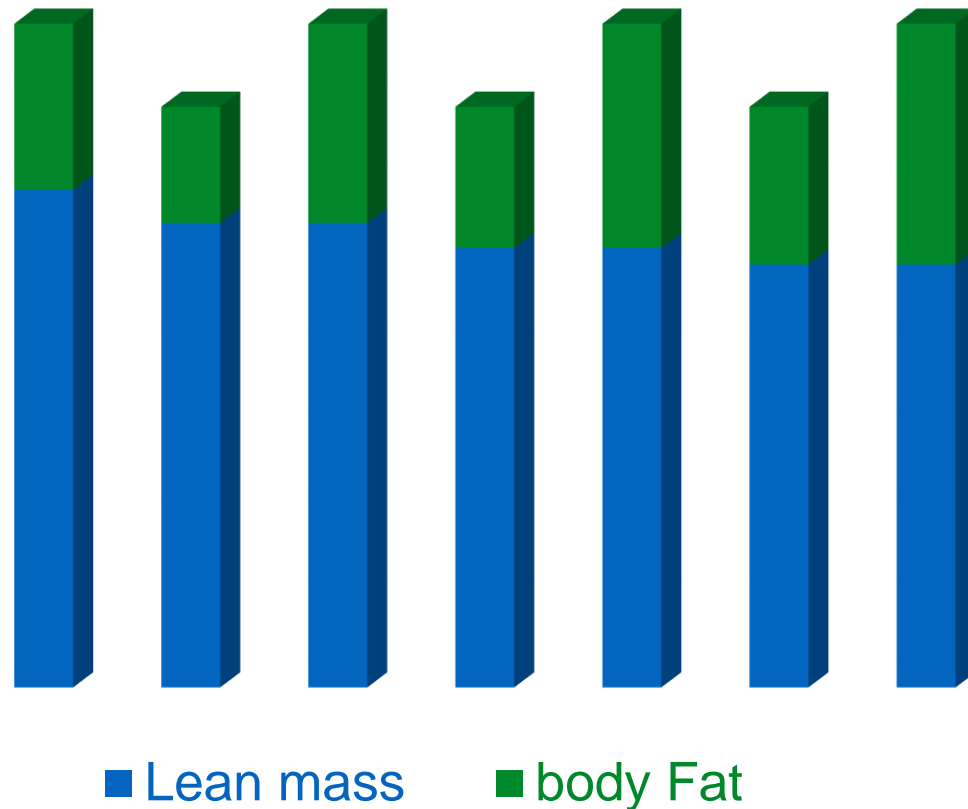
- Female
- Age 35
- 5'6"
- 160 lbs
- 25% body fat
- 40 lbs body fat
- 120 lbs lean mass
- BMR 1656
- STERLING-PASMORE EQUATION

## Client A After

- Female
- Age 35
- 5'6"
- 140 lbs
- 20% body fat
- 28 lbs body fat
- 112 lbs lean mass
- BMR 1545



# THE RE-GAIN EFFECT



START  
(25% body fat, BMR 1656)

	Lean	Fat
Original	120	40
Diet 1	112	28
Regain	114	46
Diet 2	108	32
Regain 2	110	50
Diet 3	106	34
Regain 3	104	56

(35% body fat, BMR 1435)



# How to lose FAT

- **MODERATION**
- ONE MEAL WILL NOT MAKE YOU FAT
- ONE WORKOUT WILL NOT MAKE YOU LEAN
- NEVER TELL PEOPLE TO “GIVE UP” ANYTHING





# How to lose FAT

- **NUTRITION**
- **NUTRITION**
- **NUTRITION... yep, its that important**
- **STRENGTH TRAINING**
- **MOVE MORE (N.E.A.T)**
- **MANAGE STRESS**
- **SLEEP!**



How to lose FAT

***CONSISTENT  
EFFORT  
OVER TIME***



# How to lose FAT

## Nutrition

- What works for one does NOT work for all
- What works last month, will not work THIS month.
- Focus on healthy foods, lean proteins, fruits and vegetables
- Small sustainable changes
- Don't make it impossible
- To do several things, is to do none





# HOW TO LOSE FAT: NUTRITION

Nutrition (general factors people need)

- Increase Water
- Increase Protein
- Decrease processed carbs
- Switch grains to greens
- Fish oil and multivitamin
- Guidelines, not rules



# THE MAGIC PILL

- LOSE WEIGHT/ BODY FAT
- INCREASE ENERGY AND PERFORMANCE
- LOWER RISK OF HEART DISEASE, OBESITY, DIABETES, CANCER
- IMPROVE SKIN AND HAIR
- IMPROVE GASTROINTESTINAL HEALTH
- IMPROVE BRAIN HEALTH, COGNITIVE FUNTION, VISION
- **\$AVE MONEY**









# HOW TO LOSE FAT: CALORIES

## TEST: Which is more filling?



**5 ounces or 2 pounds**

**Both = 453 Calories**



Pineapple: 227 cal/#

Gummi Bears: 1465 cal/#

Donald D. Forrester / Clinical Catalyst™

Cron-o-meter & Jeff Novick RD MS



## TEST: Which is more filling?



**1 Cup Cashews**

**Both = 800 Calories**

6 1/2 Small Baked  
Potato's



Donald D. Forrester / Clinical Catalyst™

Slide Courtesy of Jeff Novick RD



# HOW TO LOSE FAT: CALORIES

## Calorie Density: Food Groups

Food.....	calories/pound
▪ Vegetables.....	100
▪ Fruits.....	300
▪ Unrefined Carbohydrates.....	500
▪ Legumes.....	600
▪ Fatty Protein Sources.....	1000
▪ Refined Carbohydrates.....	1400
▪ Junk Food.....	2300
▪ Nuts/Seeds.....	2800
▪ Oils.....	4000

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Courtesy of Jeff Novick RD MS





# HOW TO LOSE FAT: CALORIES





# HOW TO LOSE FAT: FIBER





# How to lose FAT



Eddie Hall

Strength or  
Endurance  
?

... or both



Paula Radcliff



# How to lose FAT

- Strength Training
- Become GREAT at the basics
  - Hinge, Squat, Lunge, Push, Pull, Rotate, Reciprocal Movements
- Risk vs. Reward
- Meet them where they are at
- Full Body Workouts vs Split workouts
- Programing
  - Linear or undulating





# How to lose FAT

- Cardio
- Intervals
- Steady State

.....Yes Steady State  
is still OK



# How to lose FAT

- STRENGTH
- FULL BODY WORKOUTS
- UPPER BODY LOWER BODY SPLITS
- LINEAR or UNDULATING PERIODIZATION

.....Yes IT'S OK TO LIFT HEAVY!!!

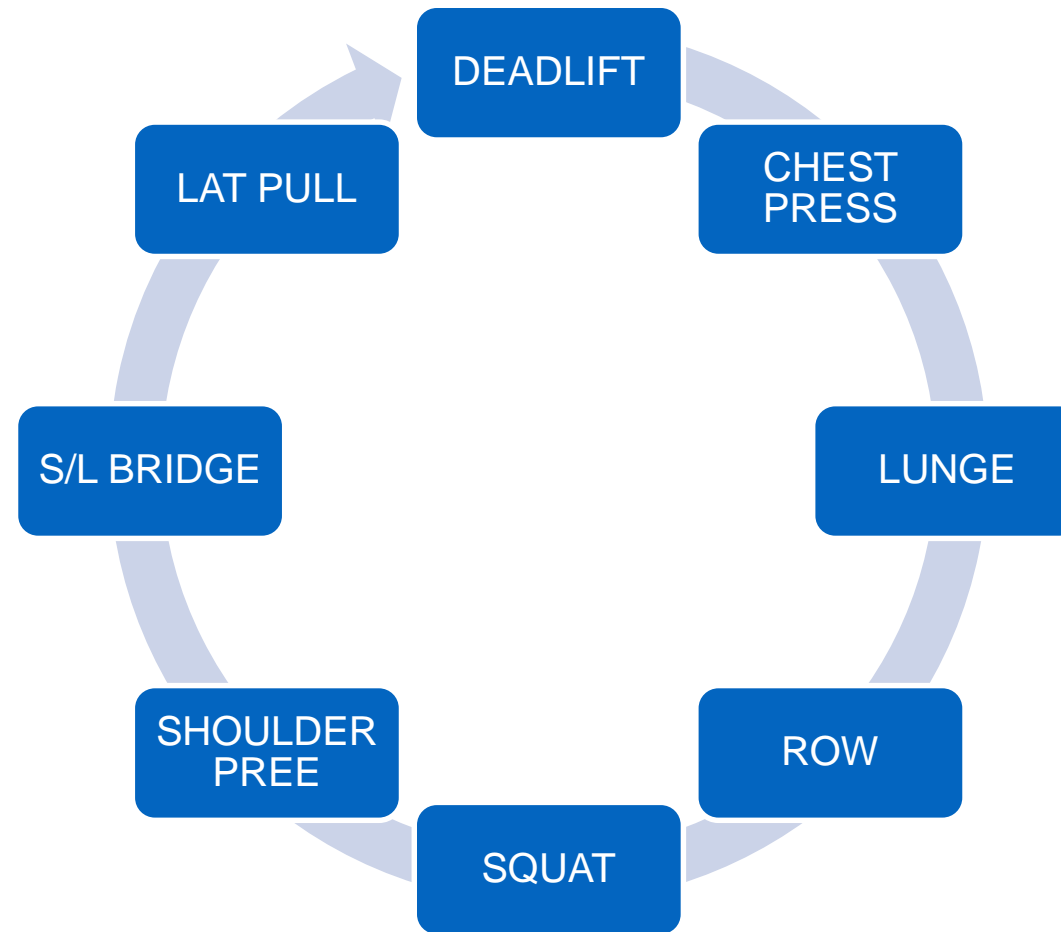


# IN THE GYM





# IN THE GYM



# EXAMPLE DAY FOR 2-3 DAYS PER WEEK

FULL BODY!!!!!!

## WORKOUT A

Squat  
S/L Hip Hinge  
Lunge  
Horizontal Push  
S/A Horizontal Pull  
Vertical Push  
S/A Vertical Pull

## WORKOUT B

Hip Hinge  
S/L Squat  
Lateral Lunge  
S/A Horizontal Push  
Horizontal Pull  
S/A Vertical Push  
Vertical Pull





# How to lose FAT

## N.E.A.T. (NON EXERCISE ACTIVITY THERMOGENICS)

- #MOVEMORE
- People who are more active, or on their feet during the day can burn up to 300-500 MORE calories than people who are sedentary, or seated.
- “10,000 steps” is Maintenance, for the general population.



# HOW TO LOSE FAT: RECOVERY

- SLEEP!!!!!!!!!!!!
- REST DAYS
- “ACTIVE” RECOVERY
- BODY WORK
- NUTRITION





# INDIVIDUALIZATION / SPECIFICITY

There is no “perfect” program.

Assess, Adapt, Reassess,  
Repeat



# Business

- Client Success, Shay
- Female, 48, office worker, lightly active.

Side Note.  
Age 49 & 50

	8/27	12/30	3/3	4/9	6/25	CHANGE
Weight	152	151	149.5	146.5	145.5	-6.5
%BF	27.9	24.9	23.3	21.4	20.4	-7.5
LBM	109.9	113.4	114.5	115	115.7	+5.8
Fat	42.4	37.6	34.9	31.4	29.8	-12.6

141	148
18.9%	17.9%
114.3	121.3
26.6	26.6





# Business – RESULTS SELL

- Client Success, Tanya
- Female, 57, office worker, Retired

Side Note.  
Age 58

	3/30	7/15	9/16	11/14	CHANGE
Weight	148.5	141	138.5	132	- 16.5lb
%BF	27.0	22.8	21.2	17.5	-9.5%
LBM	108.5	108.8	109.1	108.8	+ 0.3
Fat	40.	32.1	29.3	23.1	- 16.9

138

18.9%

111.8

26.1



# Business – RESULTS SELL

- Client Success, Steve
- Male, 52-53, office worker, cardio junkie.

	3/29	5/24	9/26	12/2	4/19	CHANGE
Weight	171	172	166	165.5	182	+ 11 LBS
%BF	16.6	15.2	12.1	11.6	11.8	- 4.8%
LBM	142.4	145	145.8	146.1	160.5	+18.1
Fat	28.5	26.1	20.1	19.3	21.4	- 7.1

Side Note.  
Total Testosterone

June 2017 229  
ng/dL

July 2018 764  
ng/dL

(average range  
280 to 1,100 ng/dL)





# Business

- Education seminars
- Biggest Winner
- % loss challenge
- Little black dress
- Maintenance awards



# Business

## Events

- Ohana Fitness
- Little Black Dress
- 37 new clients!!!!
- 30 memberships





# Business

- Events
- Challenge the comfort zone
- “if it doesn’t challenge you, it doesn’t change you”
- CONNECT





# THE 4 “R’s” Business

- REFFERALS, RECOMMENDATIONS, RETENTION, **RESULTS**



**VARIMAX**  
FITNESS

TODAY WE CELEBRATE

**TANYA WICHT**

**16LBS**  
OF BODY FAT LOST

**8.8%**  
DECREASE IN BODY FAT

**7**  
MONTHS



“

Varimax helped me get my mojo back after 17 years of 80 hour work weeks. I've lost fat gained muscle endurance and confidence. I've also took an HOUR off my previous best half-marathon time.

”

**TANYA WICHT**




**VARIMAX**  
FITNESS

TODAY WE CELEBRATE

**ROXANNE LEMAIRE**

**BENCH PRESS**  
**172 LBS**  
WORLD RECORD IN CLASS

**DEADLIFT**  
**303 LBS**  
CA STATE RECORD IN CLASS



“

After dealing with back hernias and breast cancer, I needed a place I could trust to literally get back to life. Varimax did just that; I reached and even surpassed my wildest fitness goals. I am forever grateful.

”

**SHAY P.**



# Summary

- Understand what your client needs
- Meet them where they are at
- Create good habits for long term success
- MEASURE AND TRACK
- STRENGTH TRAIN





# QUESTIONS????





# THANK YOU

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**LINK TREE FOR SLIDES**

