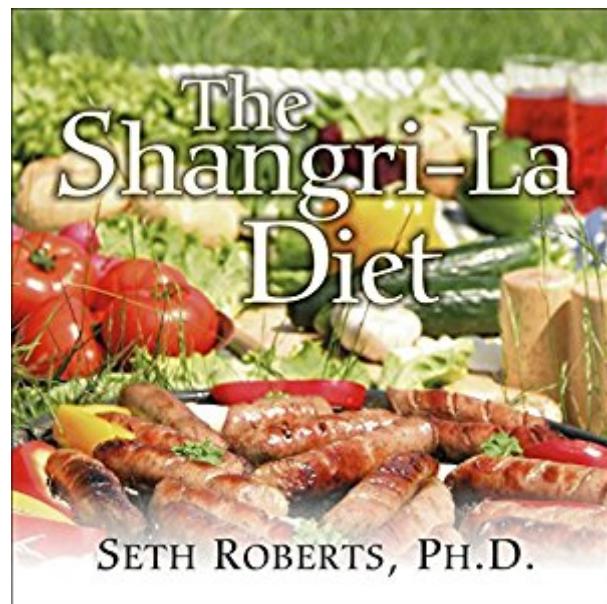


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# The Shangri-La Diet



## Synopsis

As seen in the New York Times and on Good Morning America-now updated by the author.

Imagine a diet that's as easy as "a spoonful of sugar" (or extra-light olive oil) twice a day. A diet that actually reduces appetite and cravings. A diet that's based on a wealth of scientific findings but is simple enough for anyone to stick to. A diet with results that amaze almost everyone who tries it. Psychology professor Seth Roberts asks a simple question most weight-loss experts haven't thought to tackle: What makes people hungry? Based on a new understanding of how the human body regulates hunger, The Shangri-La Diet presents a strikingly simple and surprisingly effective way to lose weight-without giving up favorite foods. Simple and counterintuitive, this extraordinary new diet is changing the way the world thinks about weight loss-one success story at a time. --This text refers to the Preloaded Digital Audio Player edition.

## Book Information

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## Customer Reviews

I'm yet another person who is happy with the results from following the guidance in this book. I think that it's clearly true that this "diet" (it is not really a diet per se) is working for a whole lot of people, and also that there are some people for whom it is not working. It's unlikely that tons and tons of people are all experiencing a similar psychological effect. It's possible, but if that were true, I'd expect that some other fad would have been able to produce a similar widespread effect long ago. And if it is true, then so much the better, and the people who can't reproduce the effect, should move on, and appreciate that it does seem to work for many. I also think the theory behind why the "diet" works is interesting, but not completely validated. That is, while it seems to work, perhaps the

reasons why are wrong (more likely, that the theory isn't totally complete). I think they make intuitive sense, but it may be there's some other factor that differentiates some people, and makes the core idea not work for them. But I think the most common reason for this not working is probably due to misunderstanding the idea. I've seen the same few mistakes made over and over: 1) Not understanding the diet, and not following it properly. When it passes by word of mouth, for example, many people will try extra-virgin olive oil instead of extra-light olive oil (ELOO). 2) If you're already on a diet, and go off that diet when you start this one (or relax your old diet in any way), you can pretty much guarantee you're going to gain weight, at least in the short term, because your caloric intake is likely to skyrocket, even w/ the appetite control from the ELOO / sugar water.

I read about Seth Roberts while reading *Freakonomics* in late 2007. I was unhappily overweight but didn't really want to go through the diet yo-yo, yet 1 more time. I've done South Beach, Atkins, Zone, blood type diet, low- glycemic, counting calories, and tried going vegetarian for a short while. Long story short, all the diets worked as long as I stayed on them. When I cheated on them, I binged and before long I was back to where I started from + a few more pounds. Enter Seth Roberts... I thought it sounded crazy, everyone I spoke to about it thinks I'm crazy for trying it but in the end no one can argue with the fact that I have gone from a size 12 to a size 6 and kept it off for 2 years. Never during this time have I ever felt like I was depriving myself. It was, without fail the most BORING diet I have ever done and the most SUCCESSFUL. I stopped weighing myself after the first 3 months because I've learned that my weight loss on it felt like 2 steps forward 1 step back the whole time. I'd feel uncomfortably heavy for a few days and then suddenly "woosh", I'd wake up feeling like 5 pds lighter. Weighing myself during these ups and downs ended up messing with my head as the scale would always creep slowly down but never seemed to align with how heavy or light I felt. I now use my clothes as a judge for when I need to oil up again for a week or two. (Now that I'm in maintenance phase, I generally go as much as 3 months without any oil and then a week or two of 2.5 TBS/day and I'm back on track). During my 4 months of weight loss phasing, I was doing 2.5TBS 2xs a day. (I know it's a bit more than Seth's suggested high end, but it worked for me...) I always take my oil as such: 1) I swallow a probiotic with a gulp of COLD water.

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