



Keto And Fasting:

Latest Fads Or The Keys To Optimal Health?

by Jimmy Moore, international bestselling author of *Keto Clarity*,
The Ketogenic Cookbook, and *The Complete Guide To Fasting*

When It Comes To Fad Diets...

PICK YOUR POISON

GRAPEFRUIT DIET LOW CARB **3 DAY FAST** Volumetrics
Lemonade Diet **3 DAY DIET** LOW FAT **FRUIT FLUSH**
BANANA DIET CABBAGE SOUP DIET The Werewolf Diet
3 DAY TUNA DIET **DASH DIET** Zone Diet FAT FREE
Alkaline Diet BABY FOOD DIET South Beach
The Cookie Diet **Five Bite Diet** **RAW FOOD DIET** Blood Type Diet
Sleeping Beauty Diet HCG Diet The Tapeworm Diet

What is the definition of a

FAD?

An intense and widely shared enthusiasm for something, especially one that is short-lived and without basis in the object's qualities; a craze

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Weight Loss Fitness Nutrition Medical New Year, New You

Diets in the New Year

1 / 3 PAGES



© livinlowcarbman on Instagram Instagram photo by Jimmy Moore On Periscope

2017. Here are some of the fad diets that you'll see on Insta, and why you should not try them.

1. Ketogenic Diet

In general, fad diets are **not a good idea**. Restricting your calories to dangerous levels and limiting your food groups is not the gateway to **long-term weight loss**.

However, many people still believe in their efficacy. Over time, we have gone through so many diet trends, from **juicing** to **cookies**, and the trend of rapid weight loss diets is continuing into

“What has been will be again, what has been done will be done again; there is nothing new under the sun.”

–Ecclesiastes 1:9 (NIV)

HISTORY QUIZ

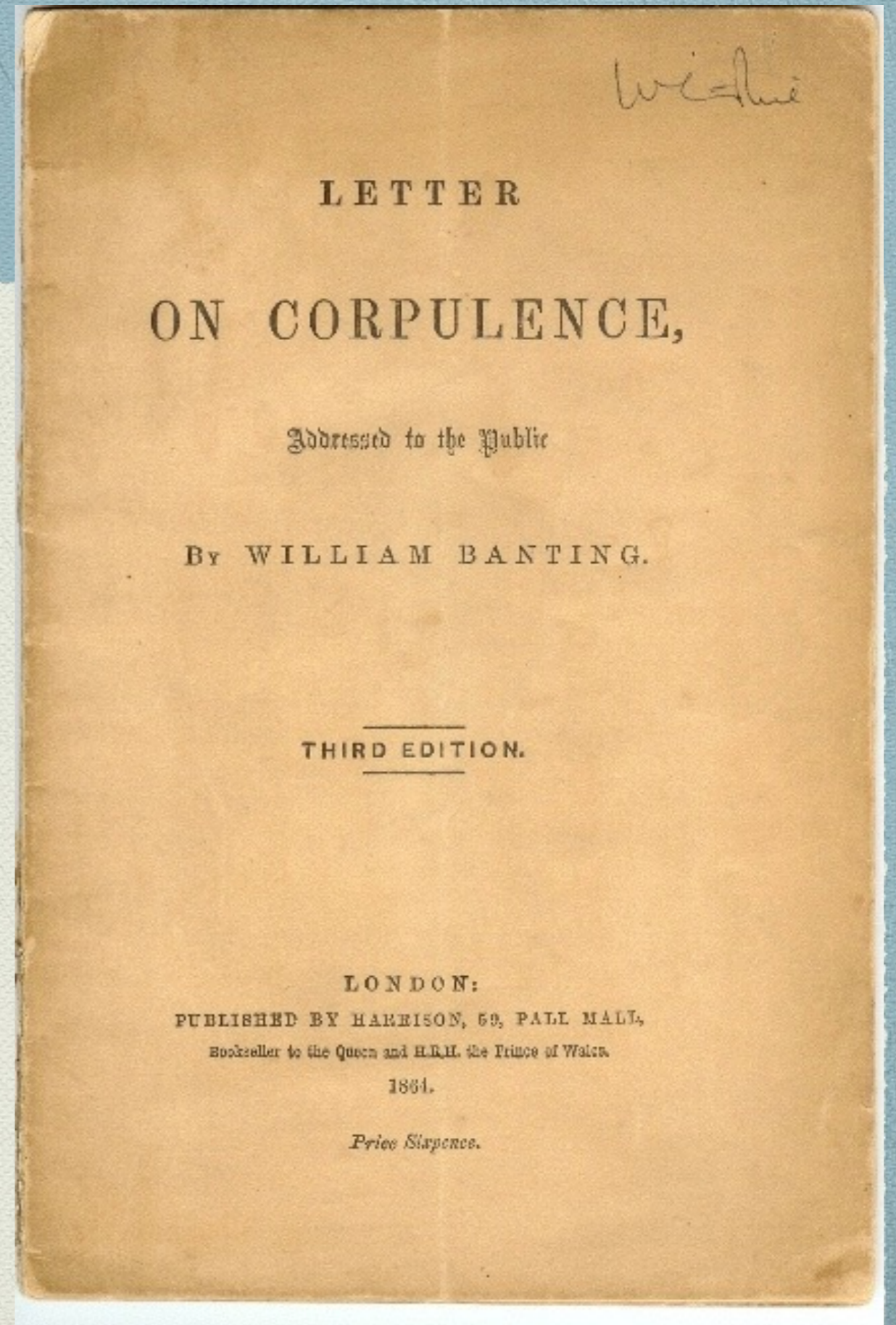


Q: What was the name of the book about low-carb, high-fat diets that became the world's first bestselling diet book?

Hint: It wasn't Atkins!

Letter on Corpulence by William Banting

- ◆ Published in 1863 by an overweight undertaker and coffin maker named William Banting who **lost 46 pounds** and **improved his hearing, vision, and mobility** under the supervision of a surgeon named William Harvey
- ◆ Ate a diet focused on **meat and vegetables** without consuming starch or sugar with some wine
- ◆ **Sold over 63,000 copies** (unprecedented sales for a book at that time)



Do You Bant?

This is the terminology used today in South Africa for those who are following Professor Tim Noakes and his low-carb, high-fat, ketogenic diet

Q: What happened to the low-carb, high-fat diet if Banting was so popular?

Hint: It didn't stop working!

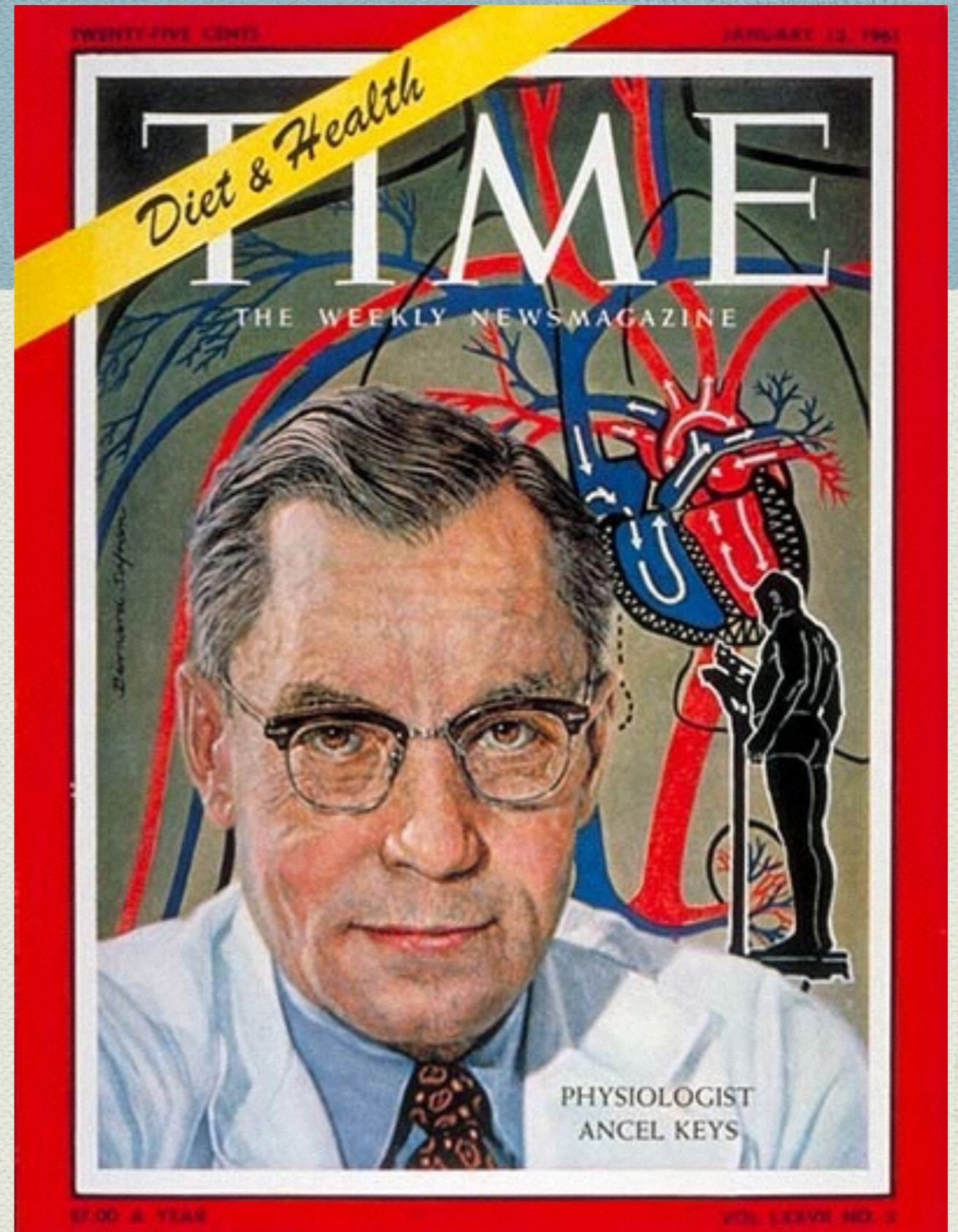
Banting (low-carb, high-fat, ketogenic) was the recommended diet taught in medical school for weight and health until 1959 when...

(cue the Imperial March theme music)



Ancel Keys

- ◆ Ushered in the modern use of low-fat, high-carb diets
- ◆ Used data manipulation in his infamous Seven Countries Study in the late 1950's to claim eating saturated fat leads to heart disease
- ◆ All major health organizations (AHA, ADA, AMA, WHO) embraced this as absolute fact



Before we get too far ahead, let's use the time machine...



to go back to when ketones were first discovered!

Q: When did ketone bodies become discovered in the scientific community?

Hint: They found it during fasting!

1921

Ketosis was first discovered by nutritional researcher **Dr. Rollin Turner Woodyatt** who was examining the role of starvation and carbohydrate restriction on the metabolism of diabetes patients. He found three specific molecules that became prevalent in the blood, urine, and breath and called them **ketone bodies**. Dr. Woodyatt and his team knew they were being used as an alternative fuel source in the absence of glucose.

- ◆ Dr. Woodyatt's stated purpose in his research was to mimic the therapeutic effects of fasting for patients with epileptic seizures with a diet that produces ketones
- ◆ He noticed the ketogenic diet allowed the body to experience many of the same healing properties of fasting while still eating food
- ◆ This was a major, Nobel Prize-worthy breakthrough in our understanding of nutrition, but very few of his contemporaries realized it at the time
- ◆ Nevertheless, the ketogenic diet was now officially on the radar for the first time as a viable medical therapy

Dr. Russell Wilder

- ◆ In 1924, nutritional health researcher Dr. Russell Wilder looked further into Dr. Woodyatt's research
- ◆ He coined the term *ketogenic diet* for when you reduce carbohydrates and increase fat intake as a means for raising ketones in the blood



The ketogenic diet was the standard treatment for epilepsy until the late 1930s when anti-convulsant drugs were created





THE CHARLIE FOUNDATION
TO HELP CURE PEDIATRIC EPILEPSY

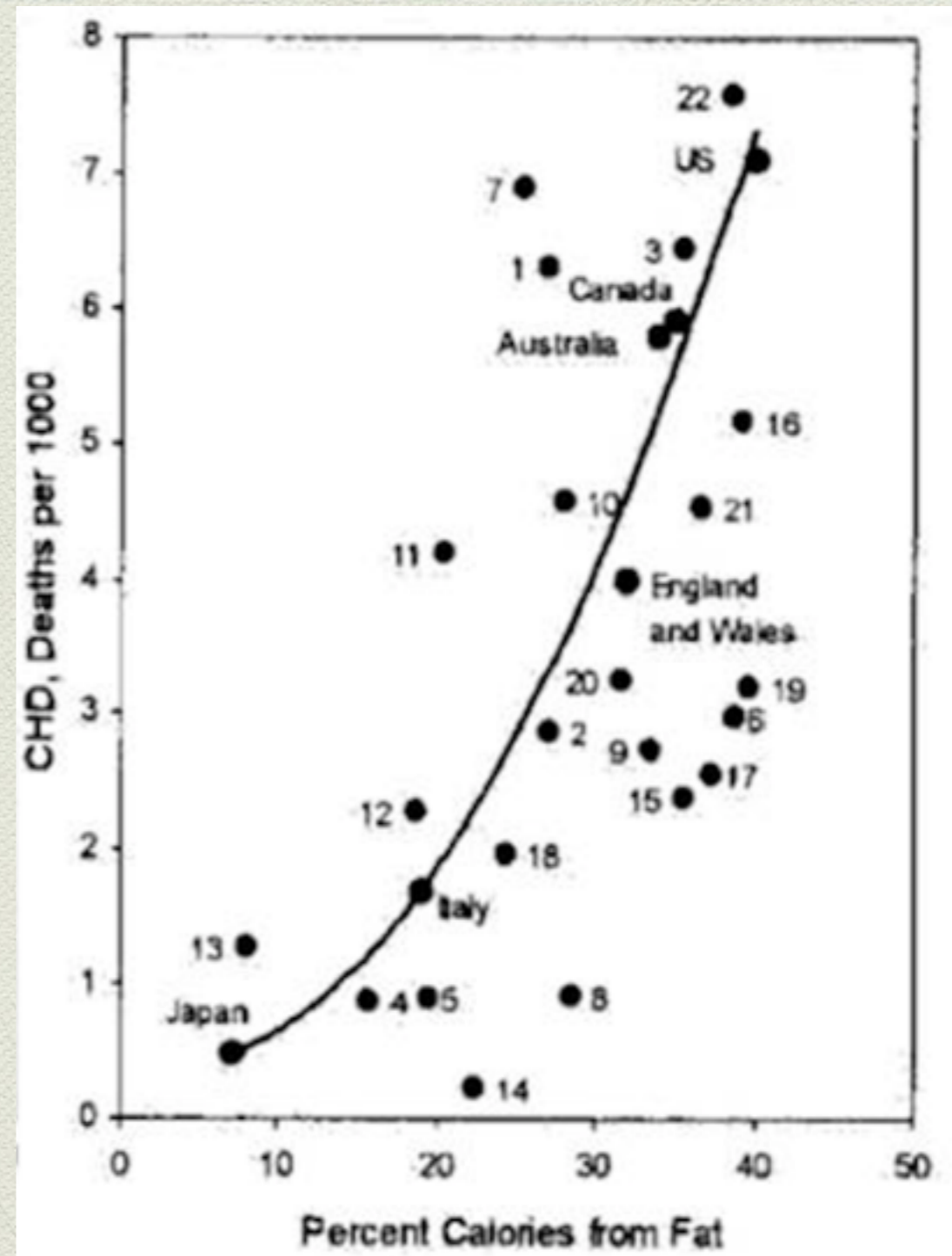
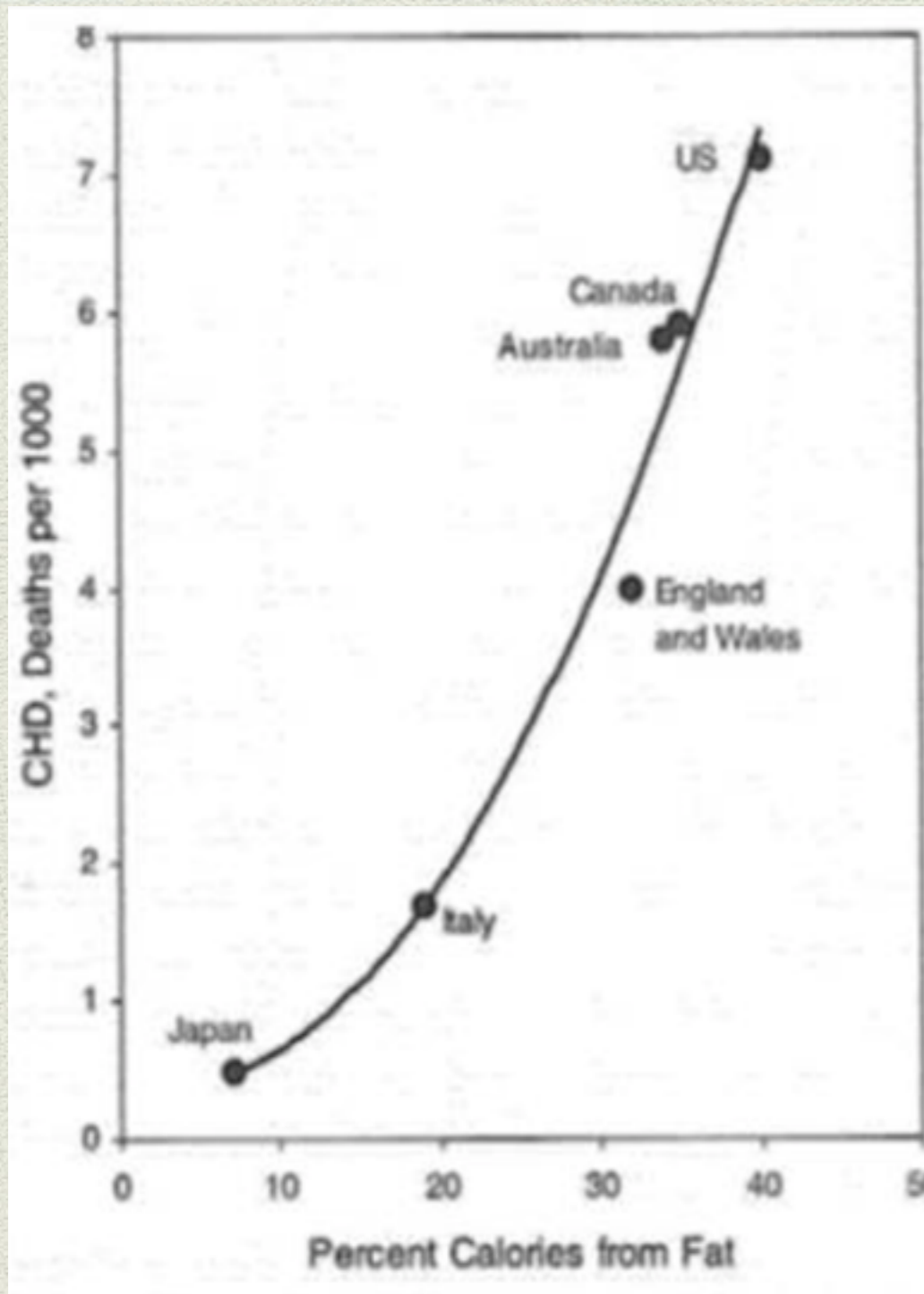
While a ketogenic diet wasn't some magical health panacea for completely eliminating seizures in everyone, it showed the therapeutic power of ketones in treating disease. That research into epilepsy continues to this day with The Charlie Foundation (www.charlifoundation.org).

Q: So what happened to the low-carb, high-fat, ketogenic diet that it seemed to fall out of favor?

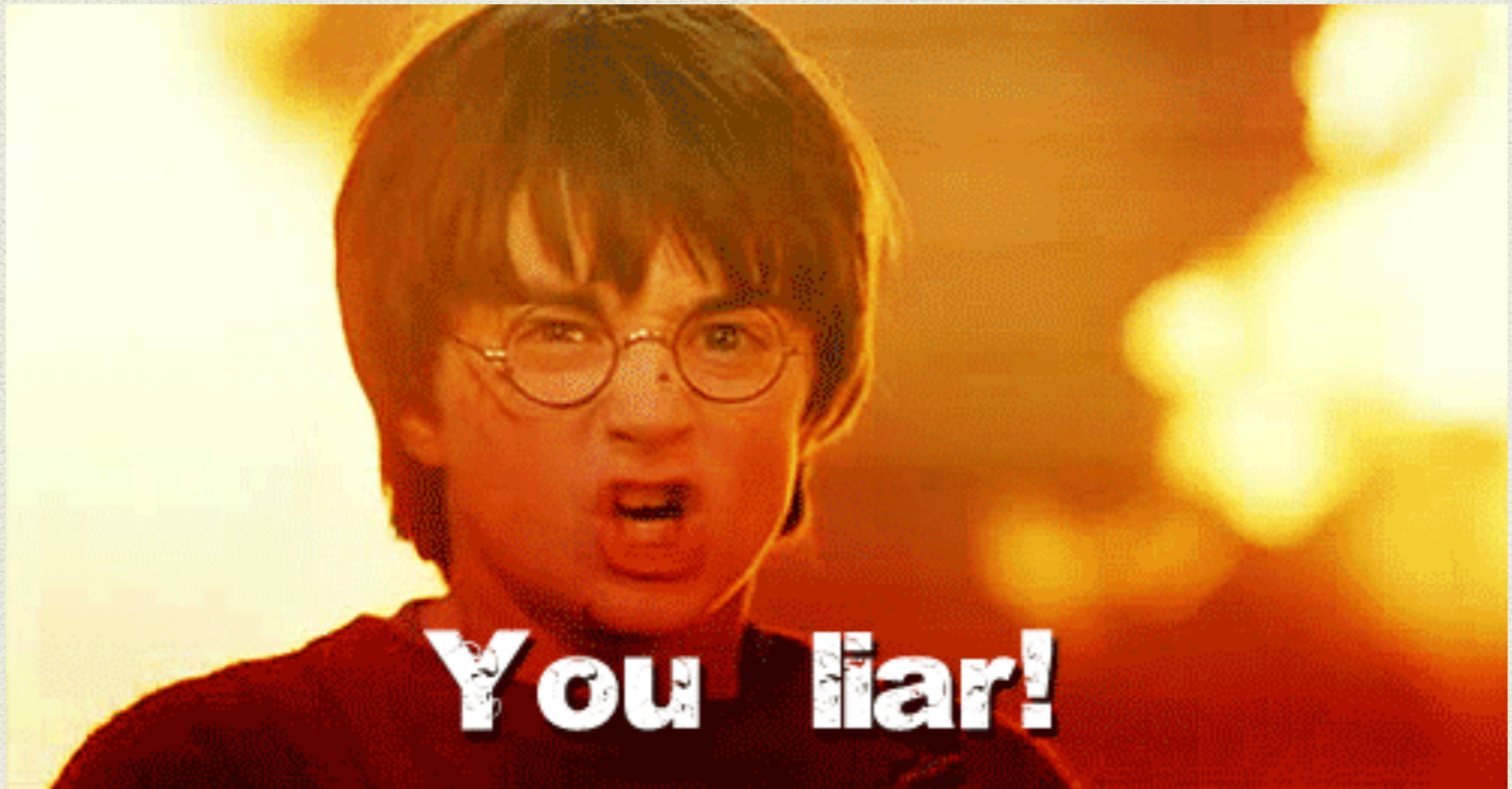
(cue the Imperial March theme music...AGAIN!)



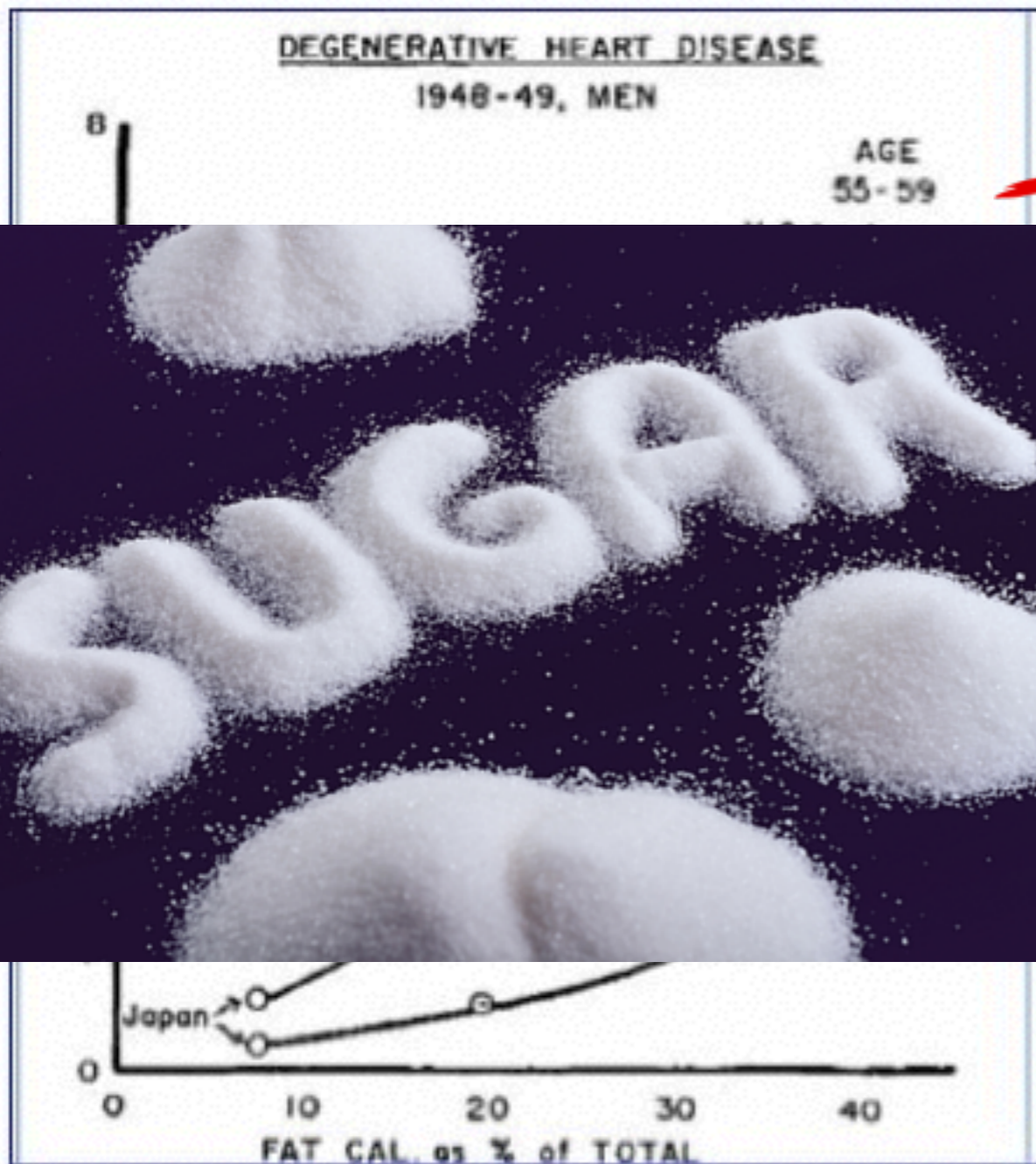
Keys' Seven Countries Study



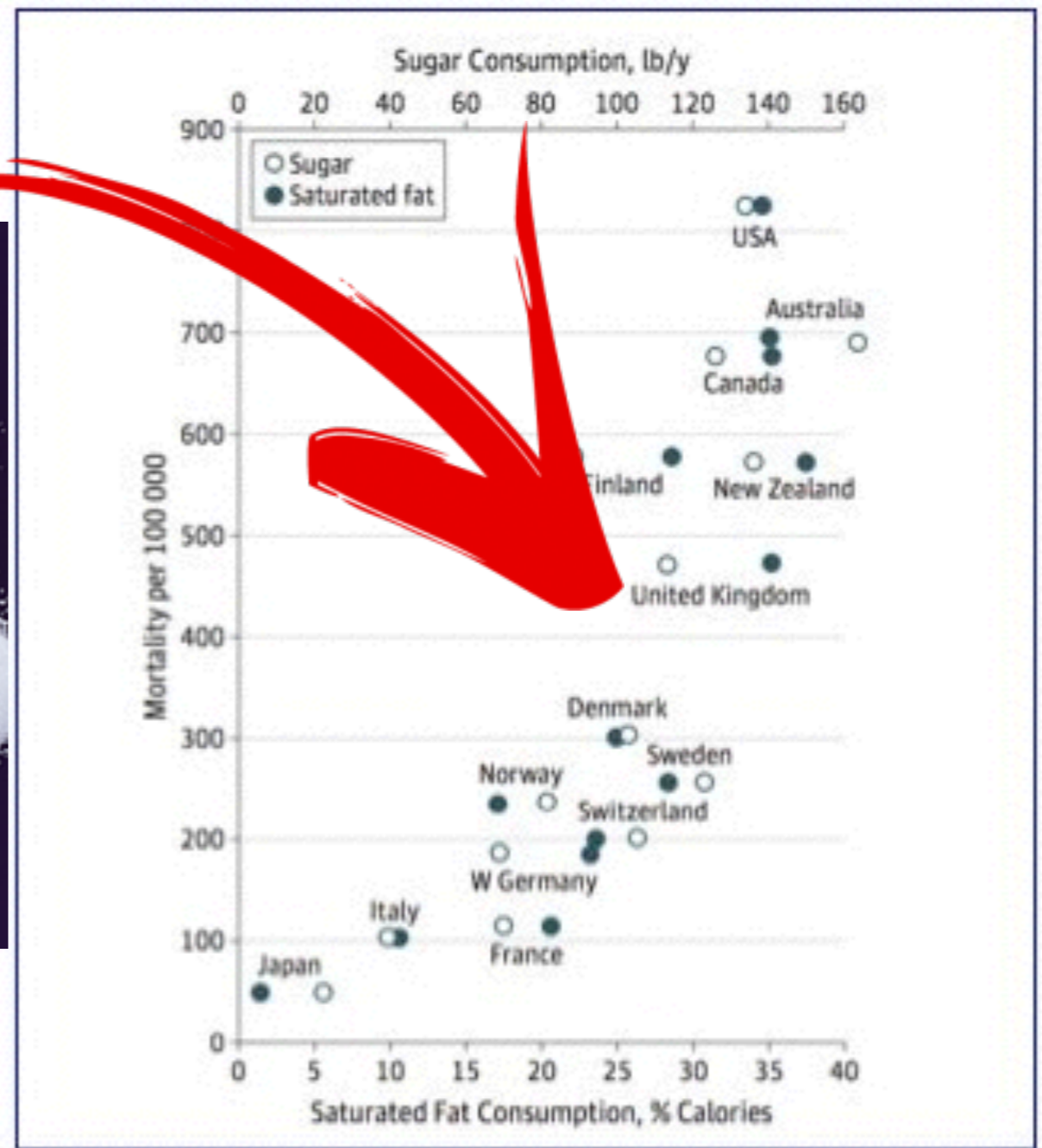
What do you call someone
who fudges the numbers?



Had Keys Been Honest About The Data...



What Ancel Keys said



What Ancel Keys didn't say

WELL | EAT

How the Sugar Industry Shifted Blame to Fat

By ANAHAD O'CONNOR SEPT. 12, 2016



iStock

RECE

WTG Janu
Its hard to
these days

JEFF MAS
If you wan
industrial
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David 401
People mu
Honesty, E
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[SEE ALL COM](#)

The Shift From Sugar To Fat

- ◆ Internal sugar industry documents published in JAMA Internal Medicine in 2016 reveal there was heavy influence by them on nutrition research
- ◆ Sugar Research Foundation (now the Sugar Association) paid the equivalent of \$50,000 to Harvard researchers 1967 for a review of research on sugar, fat and heart disease
- ◆ They pointed the blame for heart disease on fat and vindicated sugar for any role in it



KEEP QUIET

PAID PEOPLE WORKING



- ◆ The studies used in the *New England Journal of Medicine* review by Harvard researchers were all cherry-picked to make sugar appear to be innocuous in health and saturated fat the culprit
- ◆ Coca-Cola provided millions of dollars in funding to researchers to downplay the role of sugar in obesity and disease
- ◆ Candy companies were paying researchers to create studies that claim children who eat candy weigh less than those who do not

BUT WAIT



IT GETS WORSE!

memegenerator.net

D. Mark Hegsted

- ◆ One of the Harvard scientists who was paid by the sugar industry
- ◆ Became Head of Nutrition at the USDA in 1977 where he developed what would later become the Dietary Guidelines for Americans
- ◆ Saturated fat became the enemy and sugar was blameless



GOOD
GRIEF!



Fats, Oils & Sweets
USE SPARINGLY

Milk, Yogurt &
Cheese Group
2-3 SERVINGS

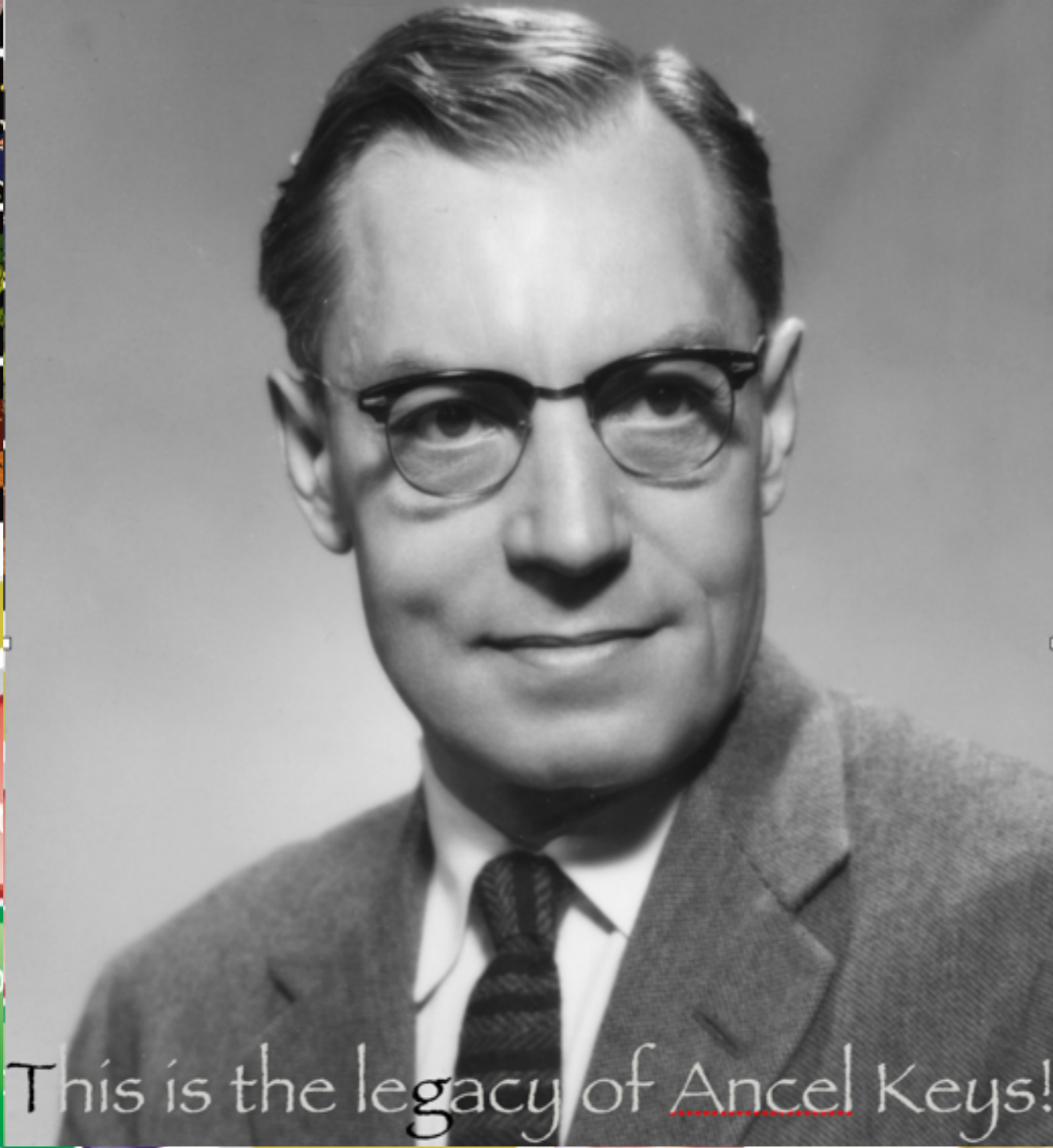
Vegetable Group
3-5 SERVINGS

KEY

- Fat (naturally occurring and added)
- Sugars (added)

These symbols show fats and added sugars in foods.

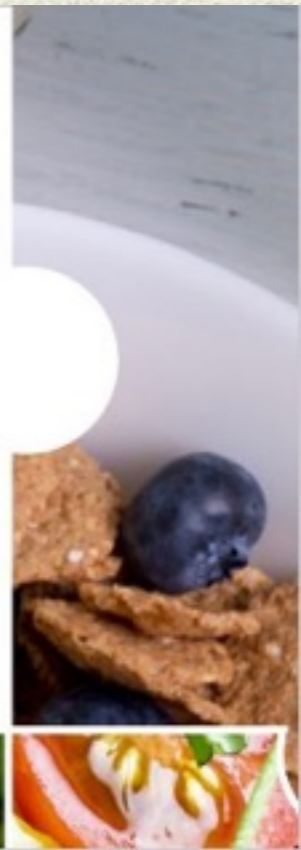
MyPyramid
STEPS TO A HEALTHIER YOU
MyPyramid.gov



This is the legacy of Ancel Keys!



DIETARY GUIDELINES FOR AMERICANS 2020
EDITION



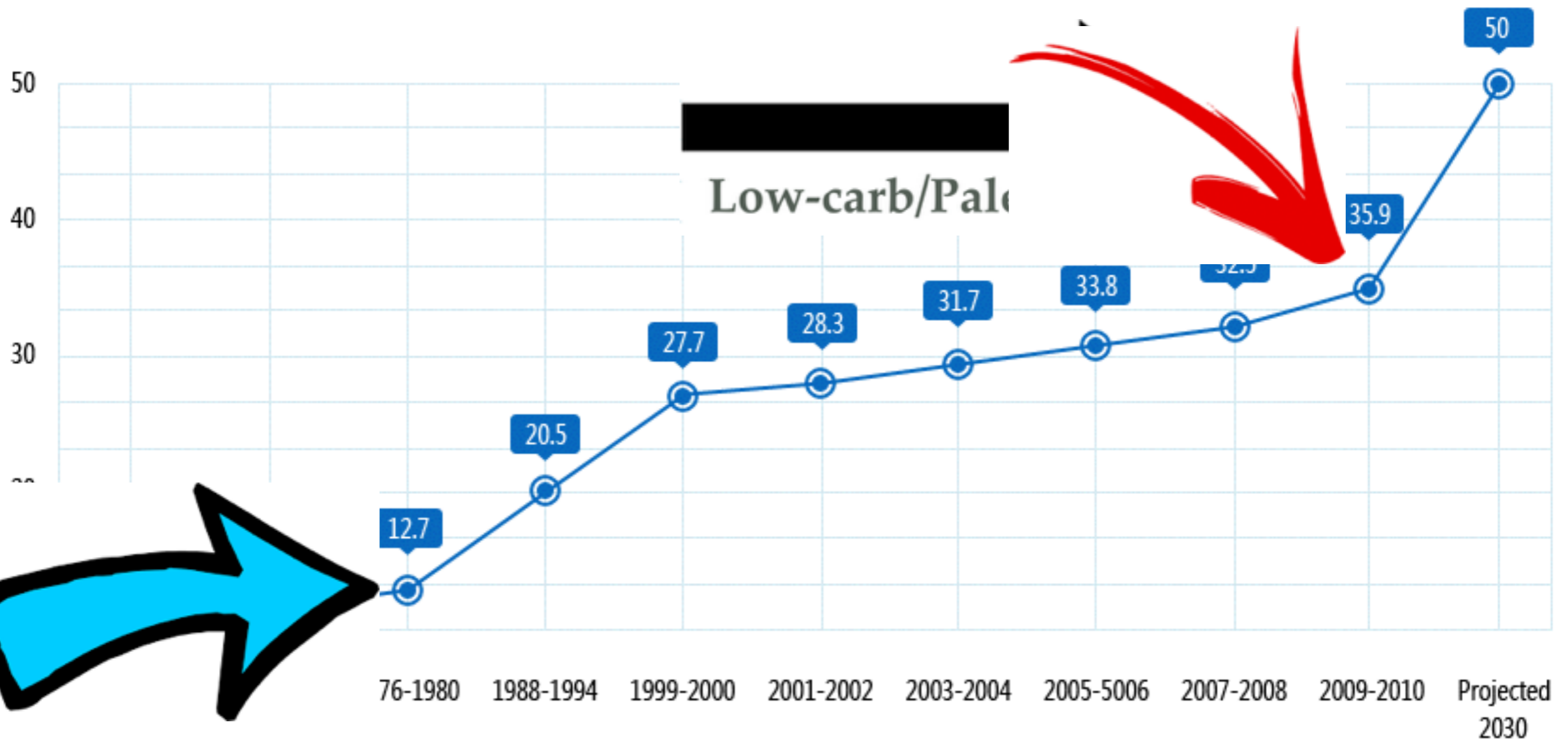
Q. Where has this heavy focus on a low-fat diet that greatly increases the consumption of carbohydrates gotten us over the past 40 years?

Hint: It ain't good!

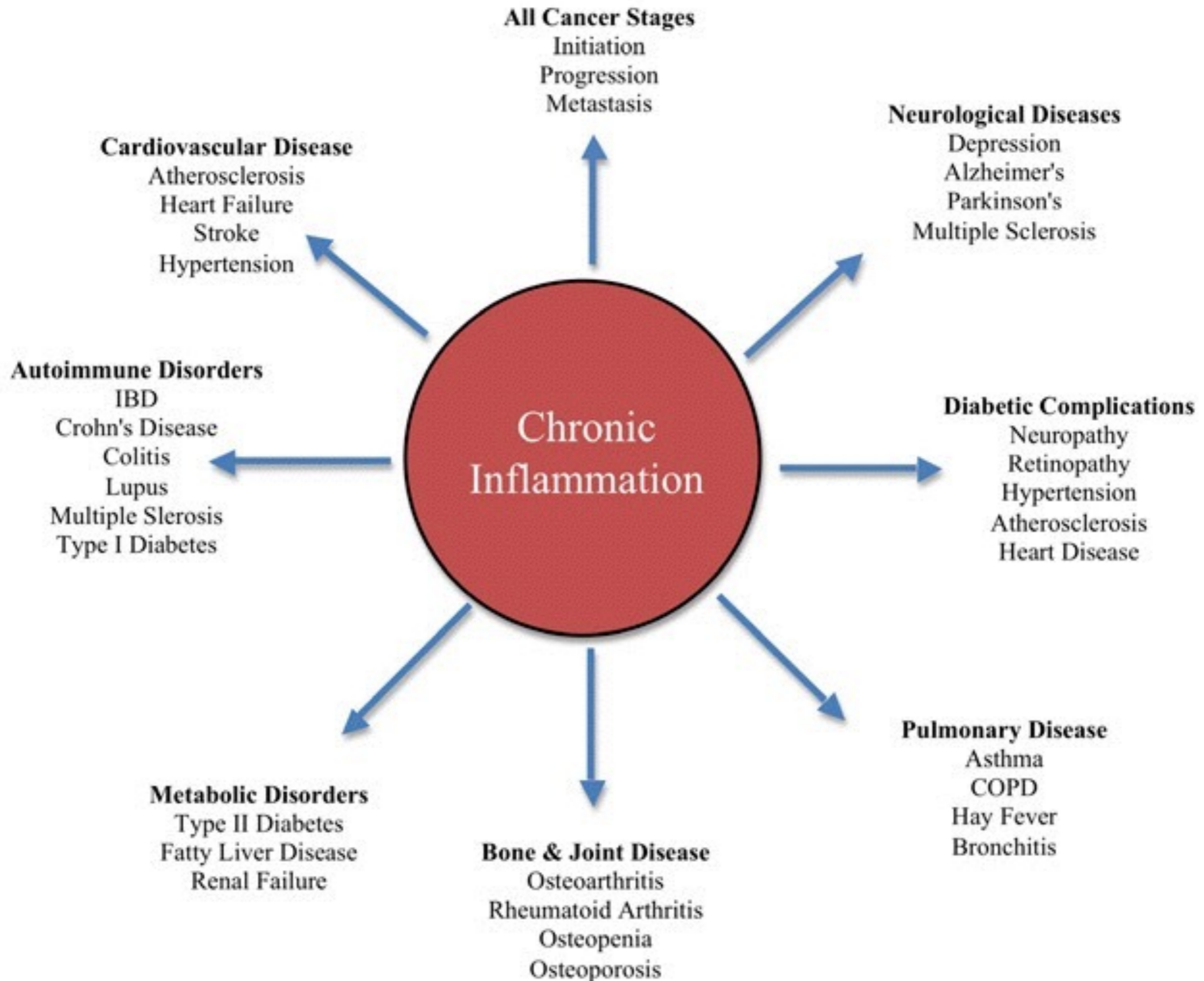
Obesity Rates Have Gone Through The



Prevalence of Obesity Among U.S. Adults Age



Derived from NHANES data



Q: What are we eating in our diet that raises inflammation levels leading to chronic disease?

Hint: It's not saturated fat!



CARBS

(or carbage as I call it!)

VEGETABLE OILS



A ketogenic diet is an **anti-inflammatory diet** because you're not consuming crappy carbage or vegetable oils and the boost in ketone production is **reducing inflammation levels** naturally in the body. In other words, it's nearly **impossible for you to develop chronic disease** when you are in a state of nutritional ketosis!

Don't expect
to hear this
TRUTH from
a traditional
dietitian or
nutritionist,
though!





EXTRA! EXTRA!

READ ALL ABOUT IT!!

The GOOD NEWS is keto is
on the comeback trail!

Q: Did the low-carb, high-fat, ketogenic diet completely disappear after Big Food and Big Pharma ostracized it?



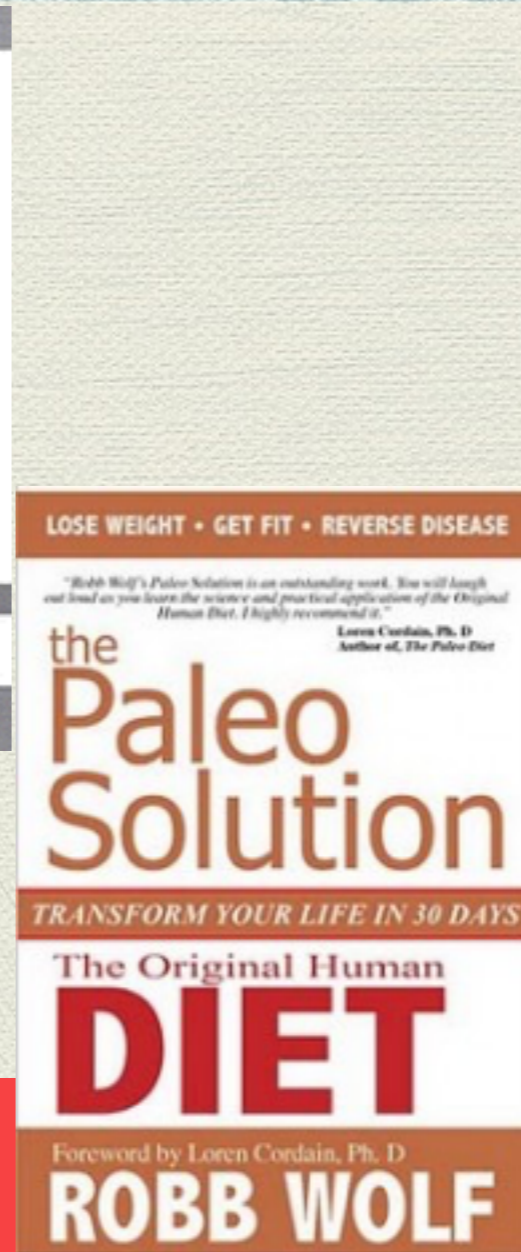
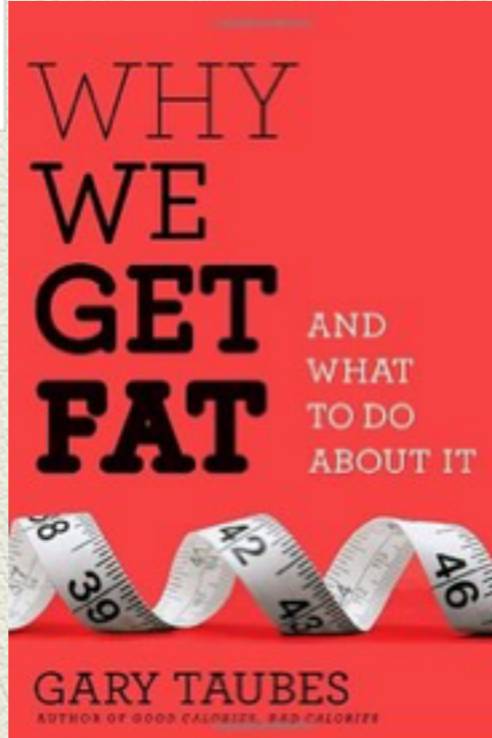
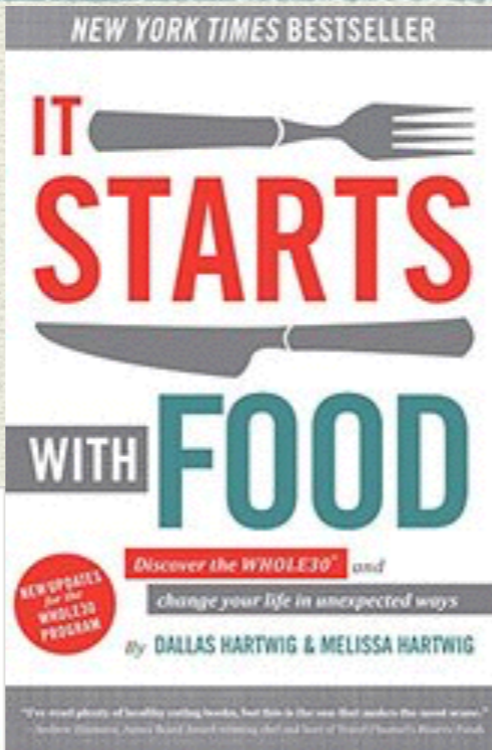
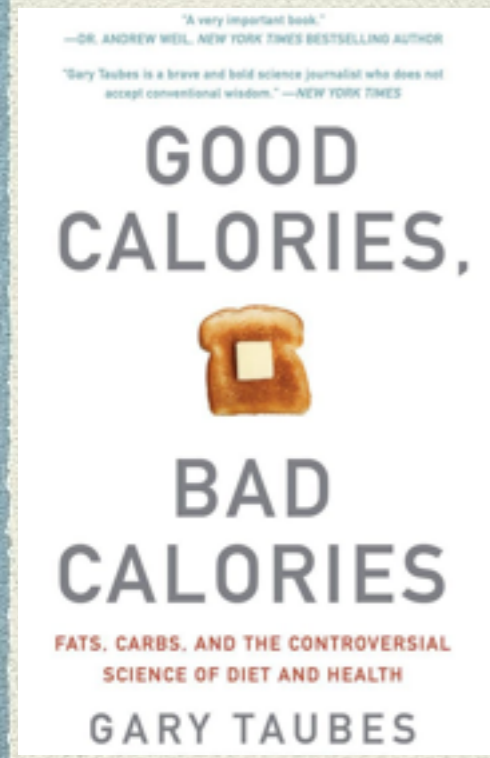
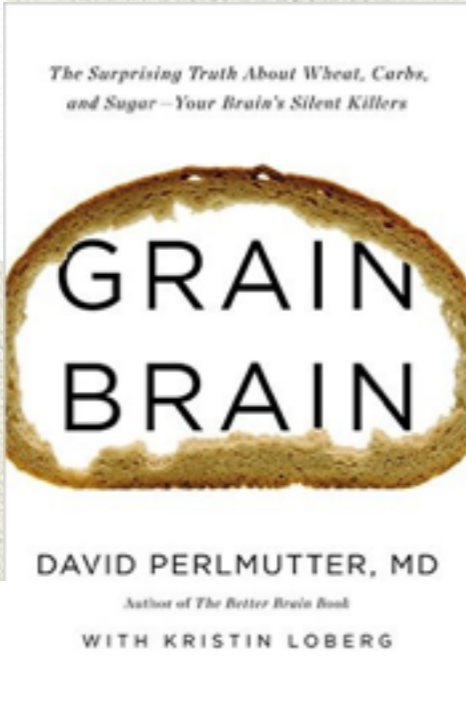
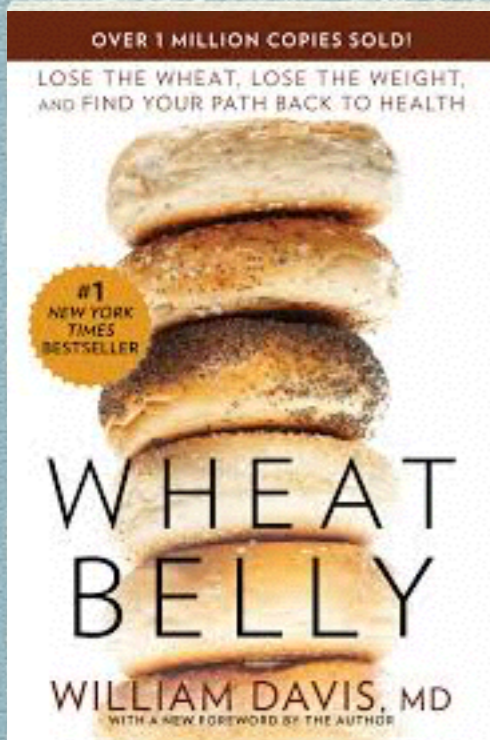
- ◆ In 1926, arctic explorer Vilhjalmur Stefansson allowed himself to be locked in a metabolic ward for a year eating only meat and fat (as he had with the Inuit) with no harm found
- ◆ In 1951, Dr. Alfred Pennington created the duPont Diet based on eating fat and meat
- ◆ In 1958, Dr. Richard Mackarness published *Eat Fat and Grow Slim* where he stated carbs not calories were the culprit in weight gain (he noted some people don't process carbs well)

- ◆ In the 1960s, Herman Taller published a book called *Calories Don't Count* explaining why high fat, high-calorie diets helped some people lose weight. He was the first to note that carbs stimulate insulin which led to fat storage, especially to carb sensitive people
- ◆ In 1964, Robert Cameron published a \$1 pamphlet called *The Drinking Man's Diet*, based on consuming meat, fat, and copious amounts of alcohol, that sold 2.4 million copies translated into 13 languages in just two years

Dr. Robert C. Atkins

- ◆ Beginning in 1972, he built upon previous low-carb diets in an era when low-fat was dominating nutrition
- ◆ Experienced rebirth in the early 2000s selling tens of millions of copies of his updated book until his untimely death in 2003
- ◆ Success Atkins had promoting low-carb laid the groundwork for the rebirth of keto today





JUNE 22, 2015

TIME

Eat Butter.

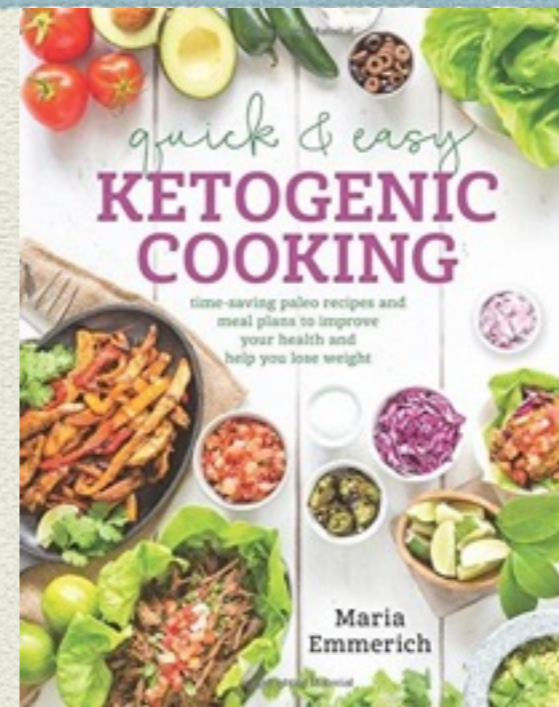
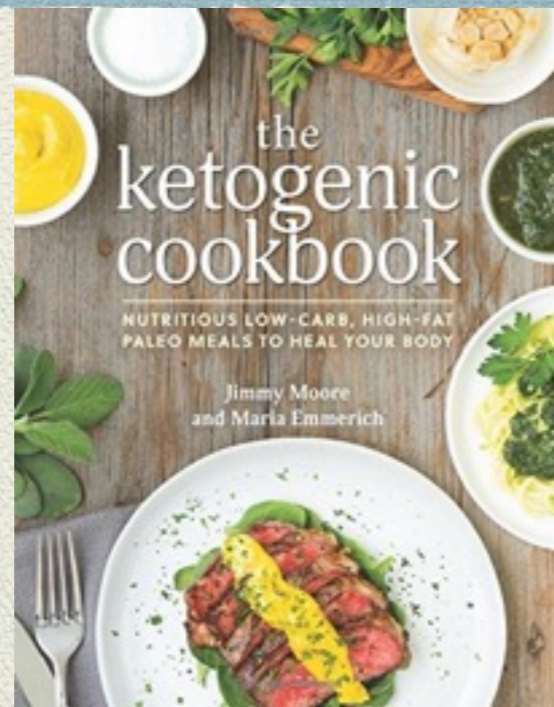
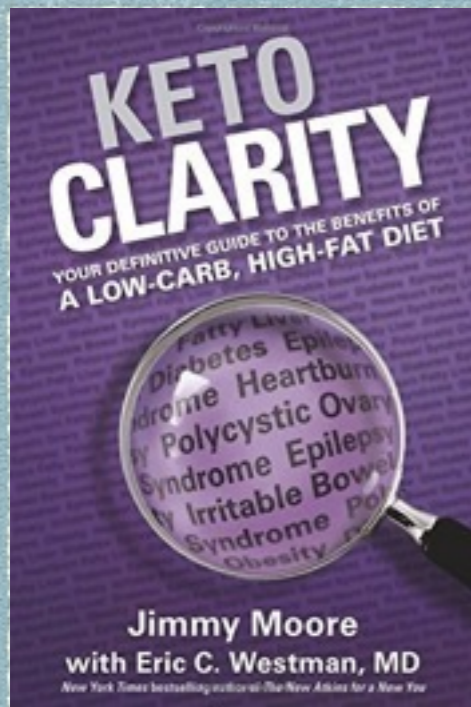
Scientists labeled fat the enemy. Why they were wrong

BY BRYAN WALSH

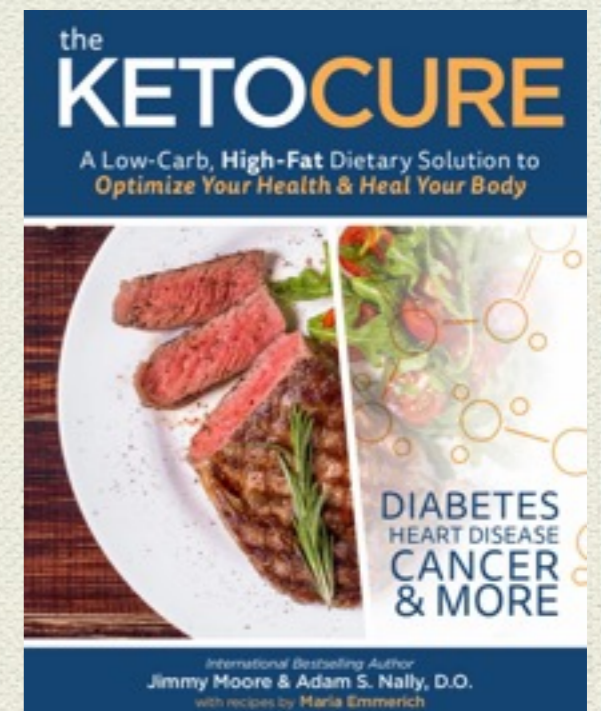
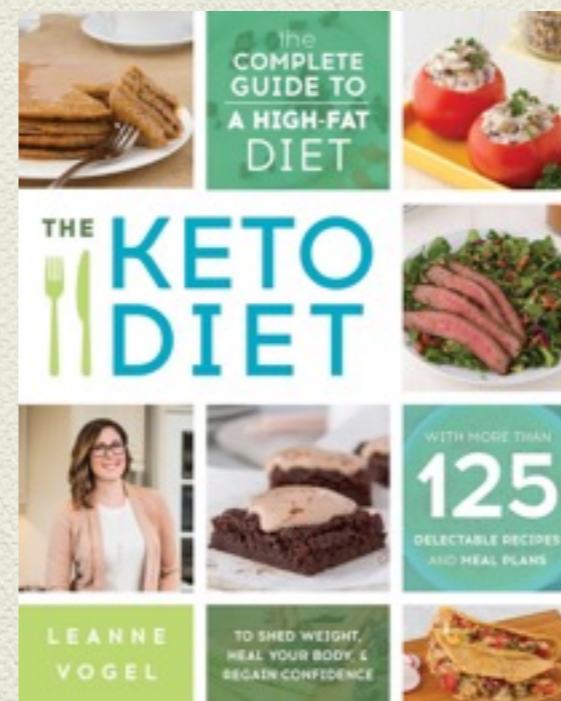
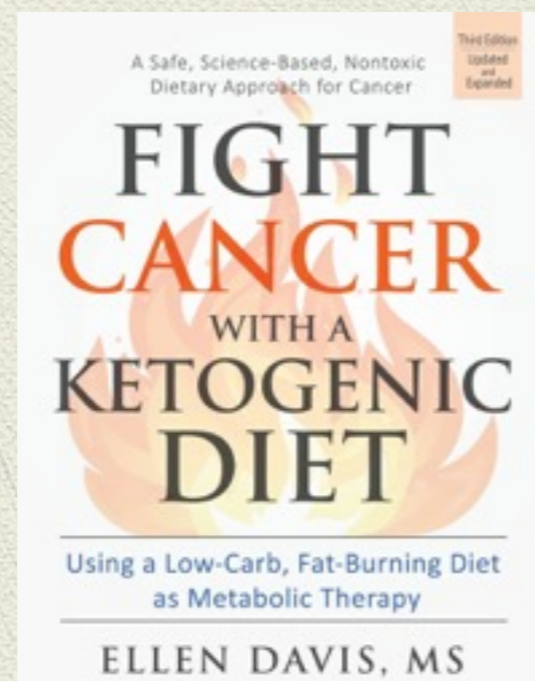


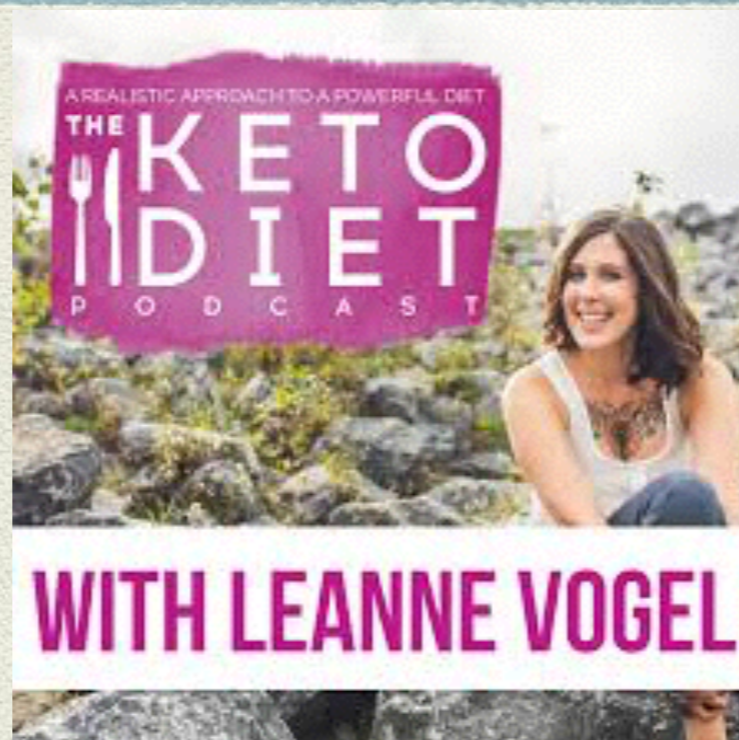
time.com



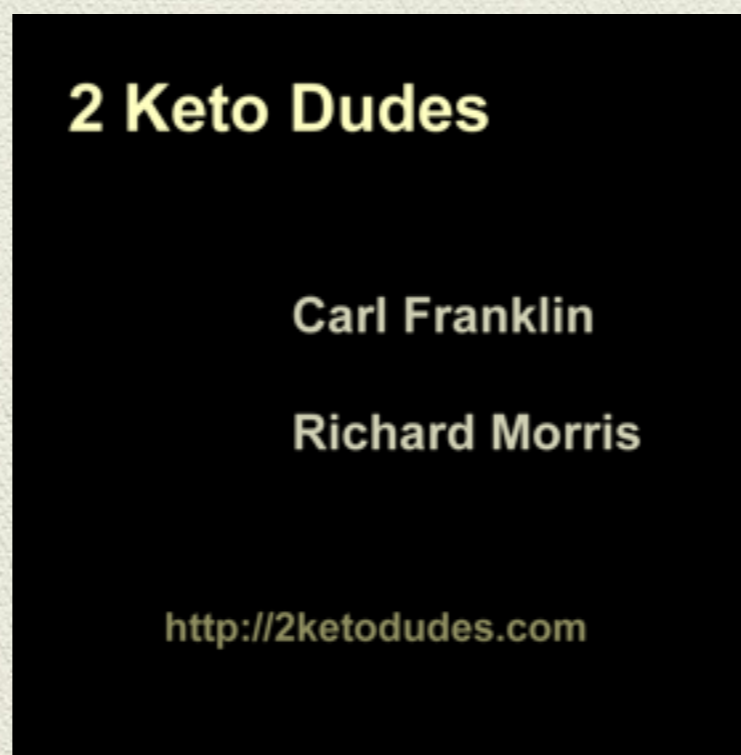


2017 is going to be the return of KETO!





WE WILL NOT BE SILENCED!





HISTORY QUIZ



Q: What about fasting? Isn't this just some new "fad" that is suddenly all the rage to hit the modern health scene?

Hint: Even Jesus Christ fasted.

Before there was this...



We had this instead...



- ◆ Before the modern era, food availability was unpredictable and highly irregular
- ◆ Drought, war, insect infestations, and disease all played a part in restricting food, sometimes to the point of starvation
- ◆ Seasons changed and brought plentiful food in the summer and fall and scarce food in the winter and spring
- ◆ Periods without food (aka fasting) could last weeks or even months...and yet they survived!

One of the Four Horsemen of the Apocalypse

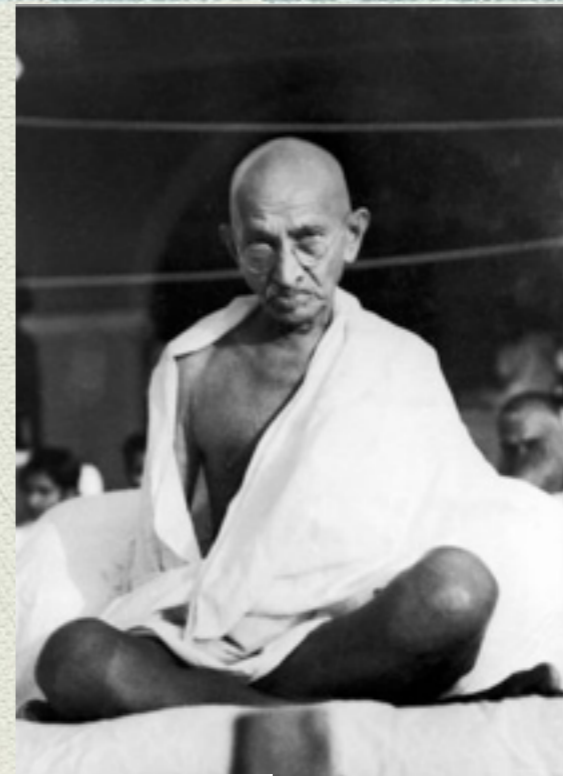
THE FOUR APOCALYPTIC HUNTERS





With the advent of agriculture, famine decreased and was eventually eliminated

Religion Uses Voluntary Periods of Fasting for Cleansing and Purification



*Fasting and prayer
are common
injunctions in
my religion.*

M. K. Gandhi

MAHATMA, Vol. 2, p. 152



*"O ye who believe!
Fasting is prescribed
to you as it was
prescribed to those
before you, that ye
may (learn) self-restraint."*

al-Baqarah, 2:183

In the context of spiritual fasting...

“Fasting is not so much a treatment for illness but a treatment for *wellness*.”

–Dr. Jason Fung, *The Complete Guide To Fasting* (2016)

Spiritual Fasting

- ◆ Widely practiced by every major religion
- ◆ Not seen as harmful, but instead beneficial for both the body and the soul
- ◆ The regular application of fasting helps protect people from illness and keep them feeling well
- ◆ When Adam and Eve were told not to eat the fruit of one tree, that fasting from it was seen as an act of obedience to God and, thus, a good thing

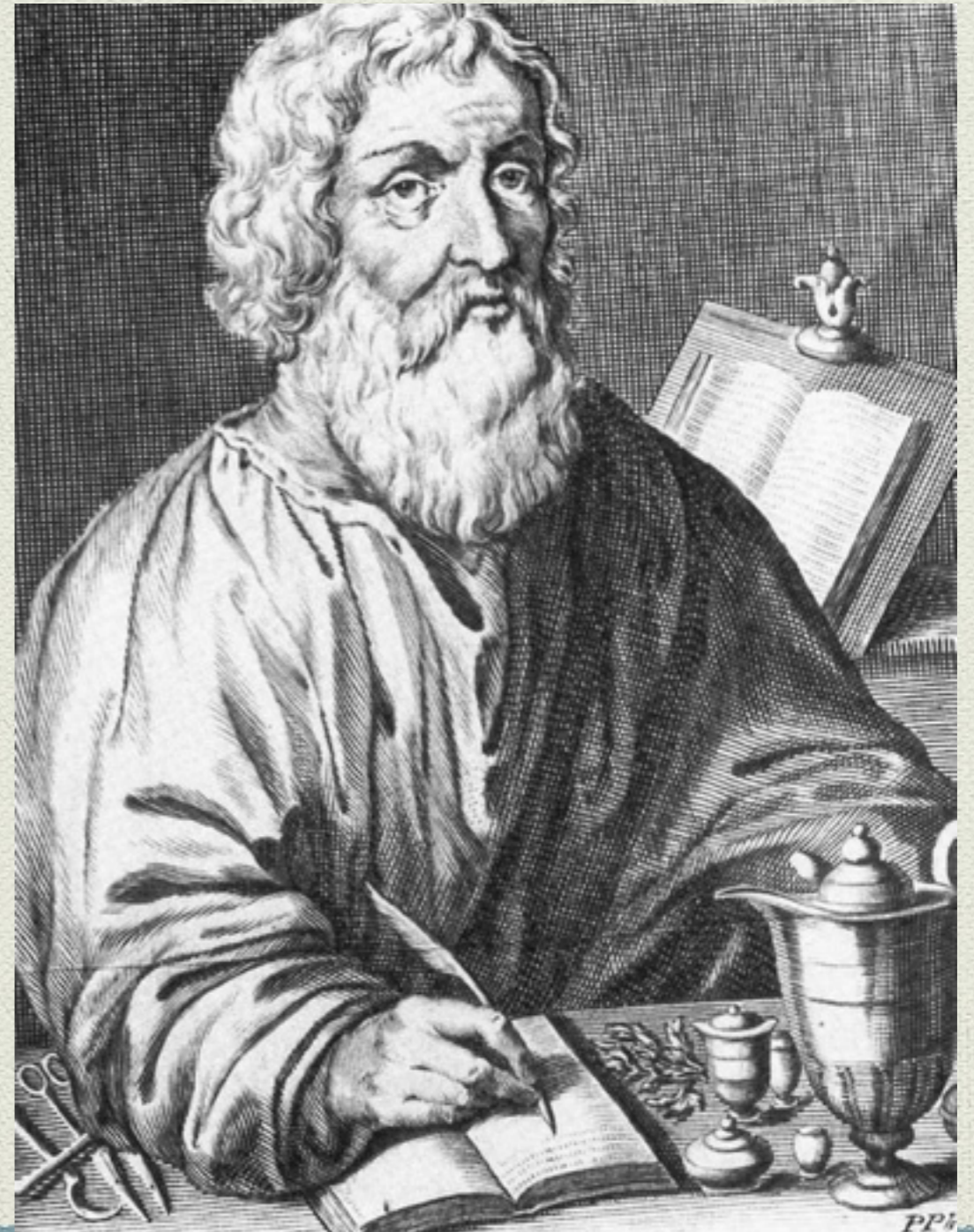
But fasting was not reserved exclusively for spiritual reasons.

There were many famous philosophers and intellects throughout history who have seen the benefits of fasting.

Let's take a look at a few of them...

Hippocrates (c. 460-c. 370 BC)

- ◆ Considered the father of modern medicine
- ◆ Recognized obesity as a major health concern to come
- ◆ Encouraged exercise, consuming healthy fats, and to “eat only once a day” for the best health



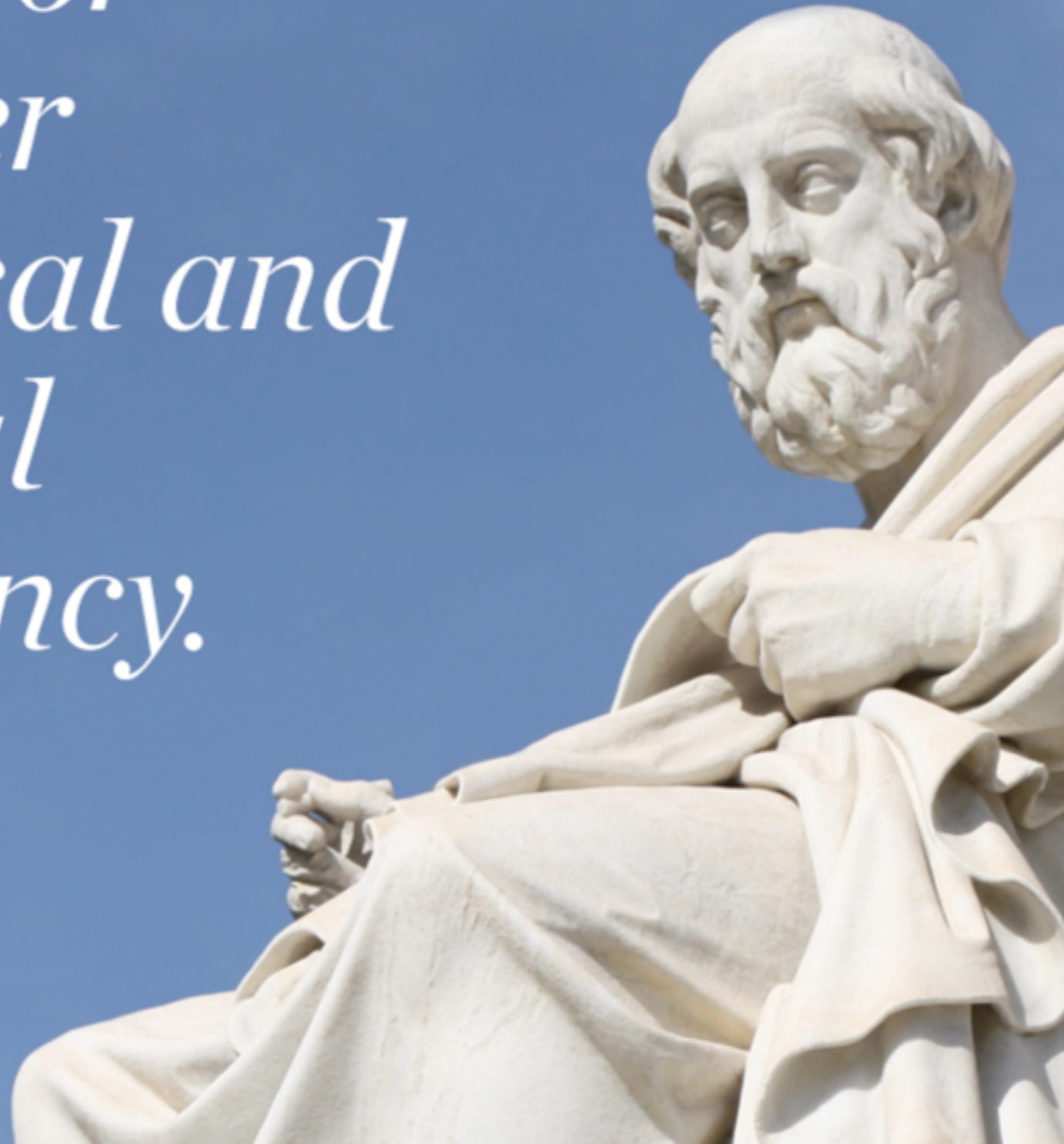
Plutarch (c. 46-c. 120)

- ◆ Ancient Greek writer and historian
- ◆ He wrote, **“Instead of using medicine, better fast today.”**
- ◆ Fellow ancient Greek thinkers Plato and Aristotle were also staunch supporters of fasting



*If fast for
greater
physical and
mental
efficiency.*

PLATO



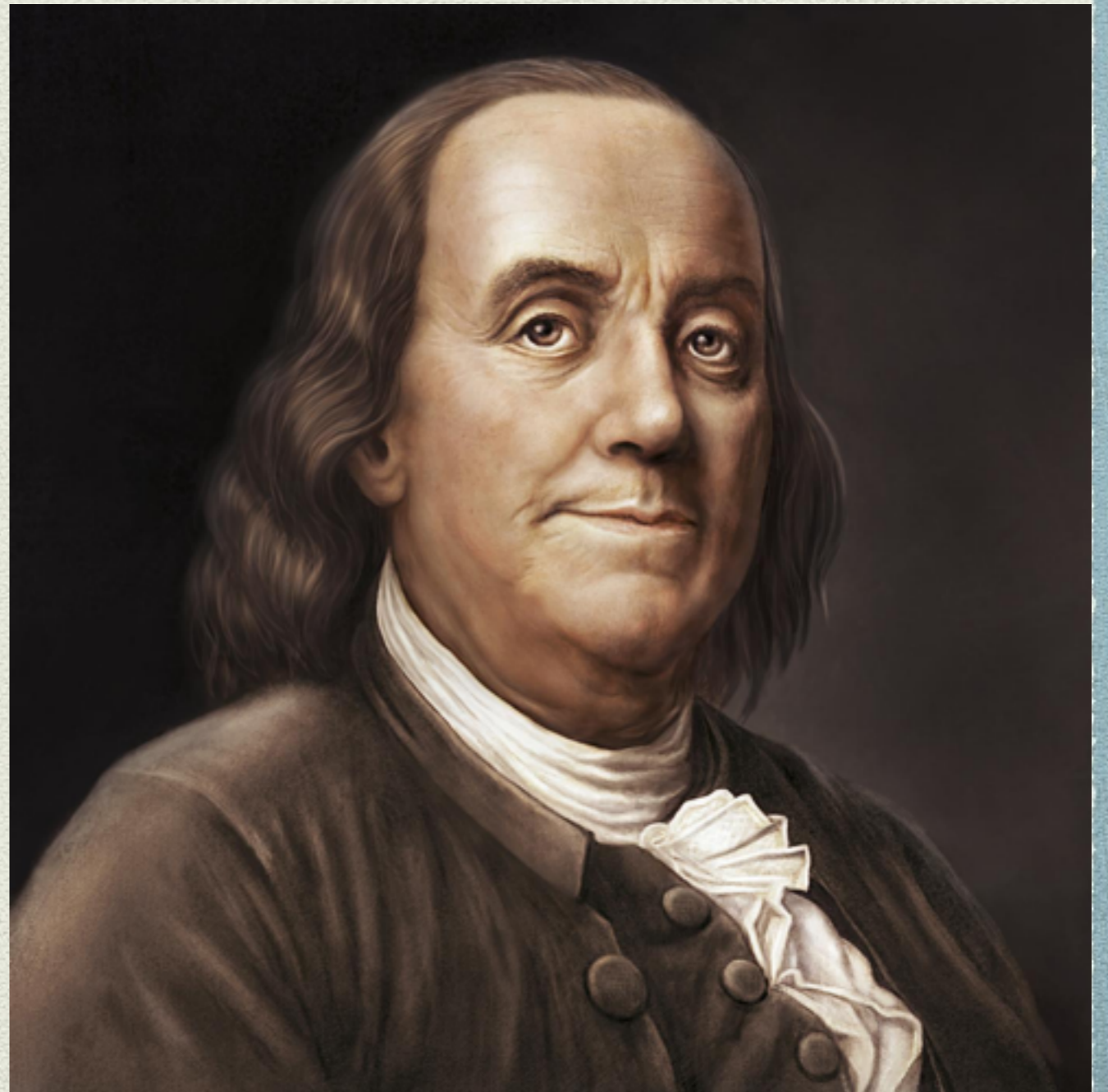
Paracelsus (1493-1541)

- ◆ Swiss German physician and the founder of toxicology
- ◆ Laid the groundwork for modern scientific methods
- ◆ He described fasting as “**the greatest remedy—the physician within.**”



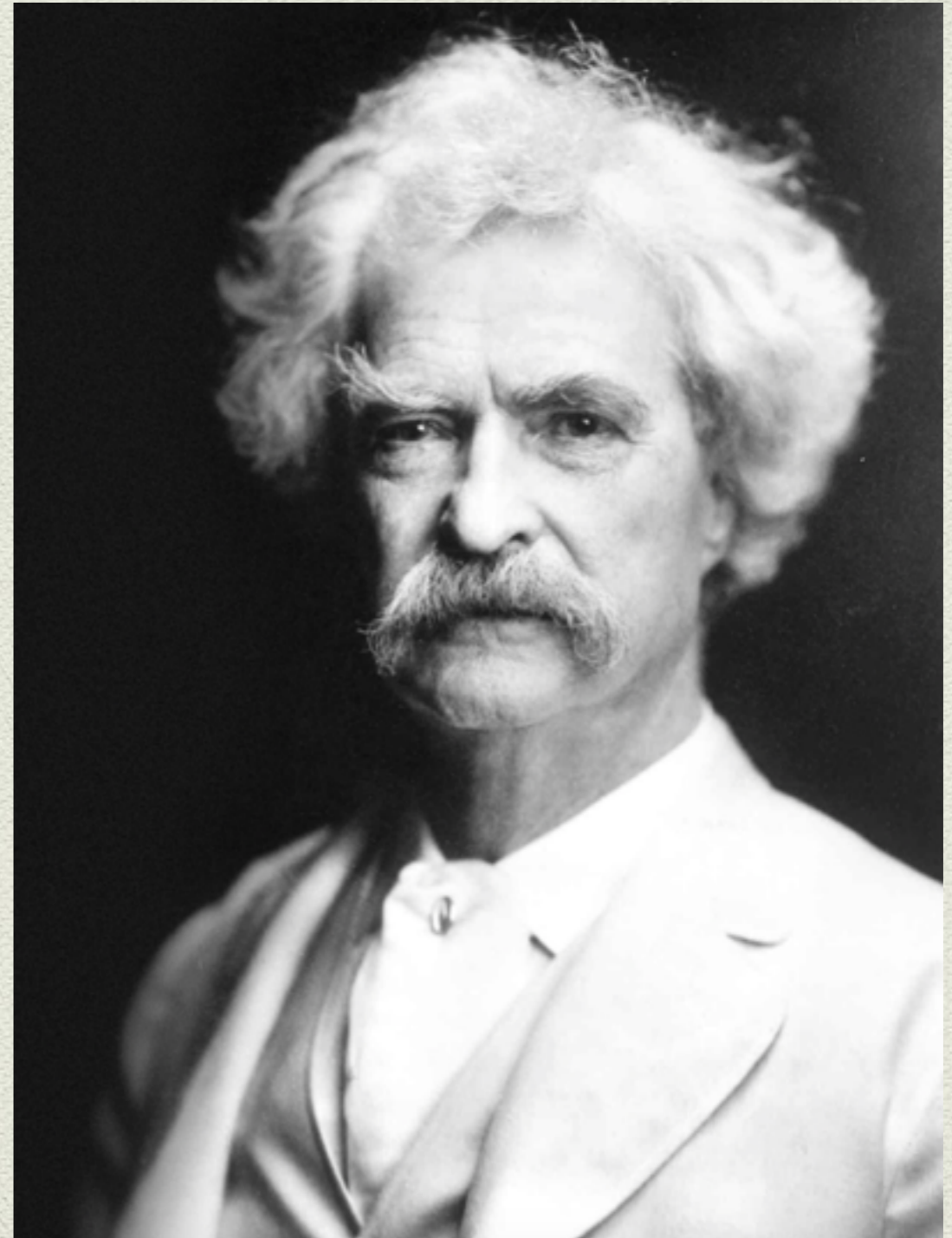
Benjamin Franklin (1706-1790)

- ◆ One of America's Founding Fathers
- ◆ World-renowned for his extensive knowledge in a wide range of areas
- ◆ He once wrote, **"The best of all medicines is resting and fasting."**



Mark Twain (1835-1910)

- ◆ One of America's foremost writers and philosophers
- ◆ He once wrote, **"A little starvation can really do more for the average sick man than can the best medicines and the best doctors."**



Therapeutic Fasting For Health

- ◆ In 1915, an article in the *Journal of Biological Chemistry* described fasting as **“a perfectly safe, harmless, and effective method for reducing the weight of those suffering from obesity.”**
- ◆ In a study published in 1968, Dr. I. C. Gilliland reported his experience with forty-six patients **“whose reducing regime started with a standard absolute fast for 14 days.”**

Q: What happened to therapeutic fasting that it suddenly went away?

(cue the Imperial March theme music...YET AGAIN!)



Continued Influence of Ancel Keys

- ◆ The focus by the late 1960s was on heart disease and reducing saturated fat and cholesterol, so interest in studying the subject of fasting was all but nil
- ◆ Simultaneously, Big Food became interested in selling more product to consumers and fasting stood in the way of their profits (that's why they started promoting eating every few hours so you wouldn't get hungry)
- ◆ By the 1980s, virtually all remnants of traditional fasting had been eliminated from our modern culture



And the ridicule around fasting continues to this day, but...



Yoshinori Ohsumi

- ◆ Japanese cell biologist
- ◆ Won 2016 Nobel Prize in Medicine
- ◆ Renowned for his work on autophagy, the degradation and recycling of old cells
- ◆ Fasting quickly clears out old cells and stimulates growth hormone for the production of new cells



Dr. Jason Fung - Intensive Dietary Management Program (IDM)

- ◆ Nephrologist (kidney specialist) in Toronto, Ontario Canada
- ◆ Patient population is people with Type 2 diabetes and obesity
- ◆ Realized these issues were about insulin and not excess calories
- ◆ Started IDM in 2012 using a low-carb, ketogenic diet to lower insulin
- ◆ But when these diets didn't work...



Fasting...



He turned to
FASTING!

Dr. Fung's use of fasting

- ◆ Has used various fasts with over 1,000 patients
- ◆ Along with his IDM Director Megan Ramos, they customize the fasting, if needed, to each patient according to their specific needs
- ◆ Most of his patients are very sick, obese, diabetic, and near having limbs amputated
- ◆ Fasting with keto improves most of these patients without the need for medications and surgeries

the COMPLETE

GUIDE to

FASTING

Heal Your Body Through
Intermittent, Alternate-Day, and Extended Fasting



Jason Fung, MD

with Jimmy Moore

FASTING

TALK

WITH



JIMMY MOORE & DR. JASON FUNG

FEATURING MEGAN RAMOS



International bestseller
available wherever books
are sold

#2 iTunes Fitness & Nutrition
Podcast - FastingTalk.com



Keto And Fasting
definitely go hand in hand
for optimal health

Are Keto and Fasting a FAD?



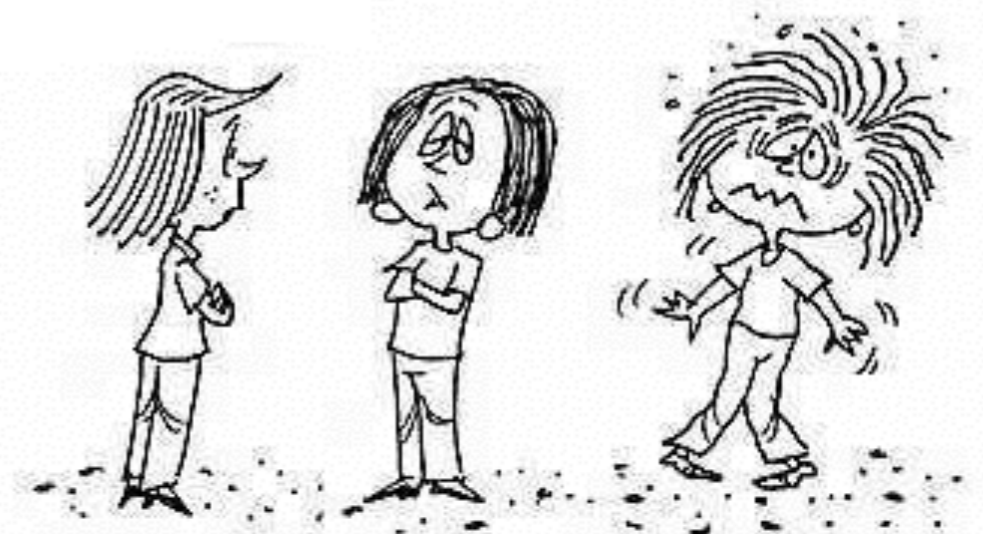
If they are, then they're the longest-lasting fads of all time!



**KEEP
CALM
AND
KETO
ON**



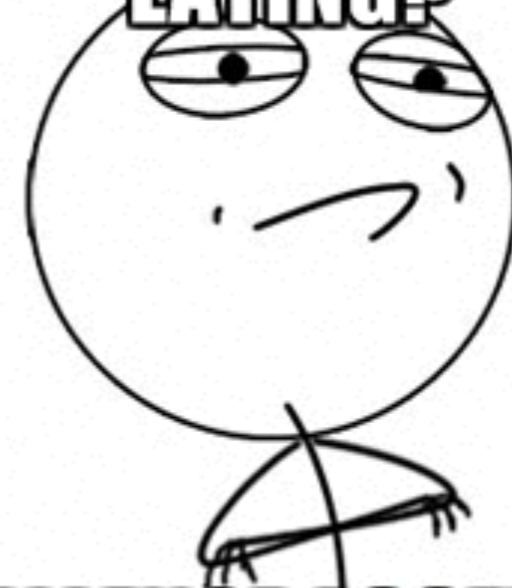
"LET'S EASE INTO THIS--I WANT YOU TO TRY FASTING BETWEEN MEALS."



"She's having withdrawal symptoms, she hasn't had food for 5 minutes."



GO 16 HOURS WITHOUT EATING?



CHALLENGE ACCEPTED.



**Thank
You!!!**

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