

# R U L E 1 : NO CHEATING

(Whatever. Catch me if you can!)

*Alle Ding sind Gift, und nichts ohn Gift; allein die Dosis macht, daß ein Ding kein Gift ist.*

Um, totally! Okay, I don't understand German either, so here's the translation:

*All things are poison and nothing is without poison; only the dose permits something not to be poisonous.*

As confusing as it sounds, just think about it for a bit. It's terribly meaningful, especially when it applies to food.

This quotation is attributed to Paracelsus, a famous alchemist and physician, and is often paraphrased simply as, "the dose makes the poison." Or, just to really confuse you, it can also mean, "the dose makes the cure." In other words, things that are typically considered bad for you, even toxic, can be absolutely harmless or even beneficial in small doses. On the other hand, things that are considered good for you can actually be detrimental, even deadly, if you consume too much of them. Good can be bad, and bad can be good. And things that are considered healthy and curative are only so if you have enough of them.

## IT'S THE DOSE THAT MATTERS! .....

It's impossible to say whether something will have a negative, positive, or neutral effect on you unless you know the amount being discussed. If you don't believe me, consider the following.

### The Sun

In moderate doses, it supplies us with energy, heat, light, vitamin D, and the motivation to drag our bicycles out of storage and get moving (all good), but if we overdose, painful sunburns, wrinkles, sunspots, and skin cancer can result (very bad).

### Red Wine

In small doses, such as a glass per day, it provides us with flavor, comfort, relaxation, antioxidants, even heart protection (all good), but in large doses, we get brown teeth, premature aging, bad drunken dance moves, and increased risk for heart disease, liver disease, and cancer (nasty). Furthermore, the resveratrol in wine, which has received a lot of press for its role in slowing down the aging process, has only proven effective in extremely high doses. What's an extremely high dose? Well, put it this way: you'd have to drink about a thousand glasses of wine every day to get enough resveratrol to make any difference at all to your "botox clock." And girlfriend, at that dose, brown teeth would be the least of your problems.

### Cyanide

Okay, we all know this is lethal, right? Wrong. Cyanide, in tiny doses, is actually found in some of the healthiest foods; like apples, for example. So clearly the dose matters.

## Yogurt

We've heard that we should eat yogurt because it contains healthy bacteria—probiotics—that help our guts with digestion and help prevent colon disease. But wait a minute—the average snack-size container of yogurt has hardly enough probiotics to make any difference at all.

## Mother-in-Laws

Need I say more? (I love you, Sherrill!)

So why the chemistry lesson? To help you understand why “cheating” on diets and breaking nutrition rules once in a while is okay and even encouraged, and why religiously following the typical diet rules may not be as important as you thought, and can even be detrimental to a sustainable weight loss plan. For diets to be effective and provide the right balance of nutrients, we need variety. To have a healthy, satisfying relationship with food, we need to rebel and allow ourselves to cheat sometimes. And our human nature confirms this time and again by making us obsessively crave things that we think we can't have.

Foods that have received a bad rap—such as bread, red meat, pasta, sweets, fried foods, fatty foods, fast foods, and even some sweeteners, dare I say—are actually okay, and can even be beneficial to weight loss and health...if consumed in the right amounts and in the right way. The dose makes the poison, people! These bad guys don't have to derail a diet program and damage your health. And, as you'll see, they can even prove to be just the thing the doctor ordered to help you lose those extra pounds and keep them off for the long term.

## THE TROUBLE WITH DIETS •••••

As far as I'm concerned, the diet industry has done no favors for the increasing number of North Americans suffering from obesity and related afflictions by labeling everything as either good (approach) or bad (avoid). It's just way too simplistic. I mean, how can something be labeled good or bad if we don't know the dose being discussed? For instance, eating a handful of almonds may be good since it provides antioxidants and healthy, filling fat, protein, and fiber; but on the other hand, gobbling up a whole bag of almonds is a total diet disaster as it provides way too many calories and fat grams. Similarly, enjoying a slice of white bread (the ultimate no-no in most diet books of late) is actually way more waistline- and blood sugar-friendly than munching on four slices of whole grain bread. Doses matter. They can turn good-for-you foods into diet disasters and bad-for-you foods into totally acceptable indulgences. People, people, people—I firmly believe that rigid diet rules have left us fatter, hungrier, and more confused and fearful of food than ever. (It's helped out with food marketing tremendously, though, but that's beside the point.) We have been told that trans fat is the enemy, cholesterol is the enemy, sugar is the enemy, carbs are the enemy, meat is the enemy, fruit is the enemy, and fast, convenient foods are—you guessed it—the enemy. What's left to eat? We can't live on veggies alone. (And aren't they covered with pesticides anyway?) So many of us just give up and say, fuck it, it's too confusing; I'd rather be fat. But it doesn't have to be all or nothing.

We have to stop focusing on playing by the rules day in and day out. We are not perfect little fembots; we

are women with cravings, hormone fluctuations, PMS, break-up sessions, make-up sessions, fat days, bloated days, and birthdays. We have lunches to pack, dinner to make, orgasms to fake, and it's all just so exhausting that all we want is a bagel with peanut butter, dammit. On the Rebel Diet, you can have it. And, most importantly, you will still lose weight, improve your health, and feel satisfied and fantastic in the process.

It's our turn to cheat, ladies. And we're gonna get away with it!

The purpose of this book is to review the rules, and then to show you how you can succeed with your weight-loss goals even if you choose to break them on occasion. You will learn about new products that allow you to indulge in ways you never thought possible. These secrets and tricks of the trade aren't just for industry insiders anymore; now you can also learn how to successfully rebel. You'll eat McDonald's; you'll eat bread; you'll eat ice cream; heck, I'll even show you how frozen meals, take out options, and crunchy snacks can totally be incorporated into a healthy lifestyle. This is the Rebel Diet, after all!

Just a quick note, though, for any food addicts out there who are a little afraid of being "unleashed." If you just can't control yourself around certain foods, you don't have to indulge in them just to prove that you're a rebel. While I do encourage you to practice moderation, if you'd rather abstain from certain foods, that is completely your prerogative. As you'll see in the chapters that follow, you will be presented with tips, strategies, recommendations, and options that allow you to eat whatever you want. You will be the one in control.

