

THE VENUS FACTOR



12-Week Fat Loss System

BY: JOHN BARBAN

Table of Contents

PART 1 - THE VENUS FACTOR 12 WEEK WEIGHT LOSS NUTRITION PROGRAM

<u>What is the Venus Factor.....</u>	<u>4</u>
<u> Your New Venus Family.....</u>	<u>9</u>
<u> Balance.....</u>	<u>12</u>
<u>Gender Differences In Metabolism.....</u>	<u>14</u>
<u> Size Difference.....</u>	<u>14</u>
<u> Body Composition.....</u>	<u>15</u>
<u> Leptin.....</u>	<u>18</u>
<u>Nutrition Science.....</u>	<u>24</u>
<u> Eat-Up Days vs Cheat Days.....</u>	<u>24</u>
<u> Disinhibited Eating – 'Good Food' vs 'Bad Food' Thinking Must Go.....</u>	<u>27</u>
<u> Hot Button Foods.....</u>	<u>30</u>
<u> What Should I eat?.....</u>	<u>31</u>
<u> Soy.....</u>	<u>31</u>
<u> Sugar.....</u>	<u>31</u>
<u> Artificial Sweeteners.....</u>	<u>32</u>
<u> Beverages.....</u>	<u>33</u>
<u> Carbohydrates AKA "Carbs" - 4 calories per gram.....</u>	<u>35</u>
<u> Fats - 9 calories per gram.....</u>	<u>36</u>
<u> Protein - 4 calories per gram.....</u>	<u>37</u>
<u> Meal Timing and Meal Frequency.....</u>	<u>38</u>
<u> Ego Depletion.....</u>	<u>40</u>
<u> A special note about coffee.....</u>	<u>42</u>
<u>Calories.....</u>	<u>44</u>
<u> Deficit vs Maintenance.....</u>	<u>44</u>
<u> Metabolic Rates.....</u>	<u>46</u>
<u> The Theory of Fat Availability.....</u>	<u>49</u>
<u> The Reverse Taper Protocol.....</u>	<u>53</u>
<u>12-Week Undulating Metabolic Override Program.....</u>	<u>59</u>
<u> Weeks 1-2 : 5 & 1 Protocol.....</u>	<u>59</u>
<u> Weeks 3-4 : Undulation #1 - High Fat 2&1 protocol.....</u>	<u>59</u>
<u> Weeks 5-6 : 5 & 1 Protocol.....</u>	<u>60</u>
<u> Weeks 7-8 : Undulation #2 - High Protein 2&1 Protocol.....</u>	<u>60</u>
<u> Weeks 9-10 : 5 & 1 Protocol.....</u>	<u>60</u>
<u> Weeks 11-12 : Undulation #3 High Carb 2&1 Protocol.....</u>	<u>61</u>
<u>The Venus Factor Virtual Nutritionist.....</u>	<u>63</u>
<u> Using The Venus Factor Virtual Nutritionist.....</u>	<u>63</u>
<u> Inputs.....</u>	<u>64</u>
<u> Outputs.....</u>	<u>65</u>

<u>Introduction to Meal Planning, by Roberta Saum.....</u>	<u>68</u>
<u>1000 Calorie Meal Plans.....</u>	<u>72</u>
<u>1100 Calorie Meal Plans.....</u>	<u>82</u>
<u>1200 Calorie Meal Plans.....</u>	<u>92</u>
<u>1300 Calorie Meal Plans.....</u>	<u>102</u>
<u>1400 Calorie Meal Plans.....</u>	<u>112</u>
<u>1500 Calorie Meal Plans.....</u>	<u>122</u>
<u>1600 Calorie Meal Plans.....</u>	<u>132</u>
<u>1700 Calorie Meal Plans.....</u>	<u>143</u>
<u>Supplements</u>	<u>154</u>

PART 2 - A NEW WAY TO MEASURE PROGRESS

<u>Weight vs Shape.....</u>	<u>157</u>
<u>Thinner Isn't the Only Answer.....</u>	<u>160</u>
<u>What Determines Your Shape?.....</u>	<u>161</u>
<u>The Golden Proportion.....</u>	<u>164</u>
<u>The Venus Index Measurements.....</u>	<u>166</u>
<u>Ideal Waist (Height-to-Waist Ratio).....</u>	<u>167</u>
<u>Waist-to-Hip Ratio (WHR).....</u>	<u>170</u>
<u>Shoulder-to-Waist Ratio.....</u>	<u>172</u>
<u>How to Take Your Measurements.....</u>	<u>174</u>
<u>Venus Index Measurement Example Guide.....</u>	<u>175</u>
<u>References.....</u>	<u>178</u>

PART 1 - THE VENUS FACTOR

12 WEEK WEIGHT LOSS

NUTRITION PROGRAM

WHAT IS THE VENUS FACTOR

The Venus Factor is a complete weight loss and body re-shaping system. The components that make up the entire system are as follows:

1. Main diet and weight loss manual (this document).
2. The 12-week workout system - this includes a library of instructional exercise videos and complete 12-week workout system that can be done at home or in a gym.
3. The Venus Factor Virtual Nutritionist - this is a software app that calculates your specific calorie and protein requirements for weight loss specific to your body measurements.
4. The Venus Community - A private online community exclusive for Venus Factor members only. You can meet and learn from other Venus members, start your own personal blog within the community, or just browse other members' blogs and forum for information. Your level of involvement is your choice.
5. The Venus Index Podcasts - Where you can listen to other Venus members tell their weight loss success stories. Every year we host 3 transformation contests and I interview all the winners to get the real inside story on how they used the Venus Factor System to fit their life and how they overcame challenges to achieve their weight loss and body shape goals.

BALANCE

This program is also about balance, both internally and externally. We fully expect you to have a balanced life between career/school, family, friendships, relationships, hobbies and getting the body you want. It's not an either/or situation. You should not, and will not have to put your life on hold to change your body. Any program that teaches you this sort of extreme action is doing something (and likely many) things wrong.

Internal & External Balance



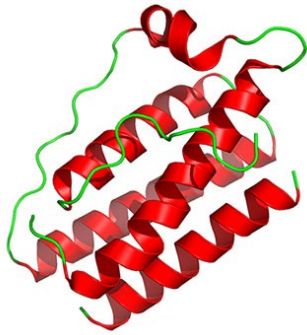
The concept of balance starts with internal balance of your body from a metabolic and hormonal level, extending to a balance of your bodyfat levels and muscle, to a balance of your upper body and lower body proportions.

I want you to get away from extreme thinking in black and white terms. There is too much of this sort of thinking in diet and fitness and it leads to significant stress over the process and I believe this stress is the root of the failure that most women experience from dieting.

You'll find that I leave out many diet and fitness industry 'rules' about eating because I've learned they're simply not necessary and add stress to a process that is already stressful enough. What is left in this program are the essentials, just the tools that you need to succeed.

In the following section you'll learn about the major gender differences in metabolism and body composition, and why the Venus Factor is designed for women specifically. You'll see that when the systems of your body are out of balance it leads to difficulty losing weight. From there I'll explain how the program works to correct any imbalance and put you back in an optimal state to both lose your unwanted bodyfat and keep it off.

LEPTIN



Leptin is a signalling molecule that is released from your fat cells that is typically described as the master hormone regulating fat loss, due to the fact that it is more or less released in proportion to the amount of fat you have on your body. The more fat, the more leptin (Owecki M. et al. 2010). This however leaves out all of the other roles it plays, and it can actually be seen as a master signalling hormone that is involved in the regulation and signalling of bone density, metabolic rate, fat mass, cognition and memory, inflammation, taste and sweetness perception, insulin sensitivity, and even the pathogenesis of skin tags (Moran CN et al. 2011, de Boer TN et al. 2012, Horio N et al. 2010, El Safoury et al. 2010).

As you can see, leptin plays a significant role in many different systems of your body, and it's especially important to fat loss and overall appetite regulation.

Leptin is produced and released by bodyfat and one of its many duties is to signal your brain to the amount of fat on your body. It is also released in response to eating and tells your brain how much food you've just ingested. It also responds to exercise intensity and duration, as well as the amount of chronic inflammation in your body (Suzukawa M et al. 2011).

In other words, any typical diet intervention and/or exercise routine will stimulate a response in leptin. Since you have at least twice as much leptin as a man, your specific diet approach needs to be nuanced and designed to work for you as a woman. This doesn't mean you need to eat some wacky exotic food, it just means a different style of nutrition and exercise (if you choose to exercise) should be followed to maximize your results.

You have roughly twice as much leptin circulating in your system as a typical man does. Since leptin is a major metabolic signalling molecule you might think that means you should burn twice as many calories as a man. But that isn't the case. Typically when there is more of a hormone circulating in the blood that means it is required to be at that level for some reason, or that the other systems of the body are 'resistant' to that hormone. In the case of leptin it seems that women are somewhat naturally resistant to leptin compared to men. Resistance may seem like a harsh word, so instead think of it as it

DISINHIBITED EATING – 'GOOD FOOD' VS 'BAD FOOD' THINKING MUST GO

Disinhibited eating comes from the belief that there are 'good' foods you should always be eating and 'bad' foods you should never eat. I don't believe in good vs bad foods and I think that all foods have their place even in a weight loss program. Research shows us a psychological phenomenon that happens when a person who believes they have eaten a forbidden or 'bad' food. They go into a state of 'disinhibited eating' where one step over the forbidden lines leads to an all out feeding frenzy (Lemmens SG Et al. 2010, Stirling and Yeomans. 2004). You might have experienced this at some point when you've been dieting or 'watching' what you eat in the past. The scenario goes something like this. You're on a diet, and you've been 'good' for almost an entire week, only eating 'healthy' foods like salads, veggies, some fruit, lean protein sources but no grains, no sweets, no processed or 'junk' foods. Then one day you're out with some friends and instead of opting for a salad you indulge and join everyone for a slice of pizza. Well now that you've crossed the line into forbidden food territory all bets are off, and that one slice of pizza turns into five slices AND a quart of ice cream for dessert afterwards AND chocolate. After that first slice of pizza your inner voice is saying, *“Well you've done it now, that pizza was in the forbidden bad food zone and now that you've crossed the line there is no looking back for today...today is lost so might as well go all out and eat the rest of the pizza AND the ice cream AND the chocolate and we'll get back on track tomorrow.”*



If this sounds familiar to you then you've experienced disinhibited eating. But the only way to experience an all-out eating frenzy is by having the belief in your mind that there are in fact good vs bad foods. I want you to work on eliminating this belief in good vs bad food and instead to view food from a standpoint of total calories. It is the total calories that you consume that will determine your weight loss success and it really doesn't matter where those calories come from as long as you're hitting your calorie targets for your personal weight loss goal.

Weeks 11-12 : Undulation #3 High Carb 2&1 Protocol

This phase is to teach your body to become more efficient at burning carbohydrates. This phase is specifically designed to appear as the final 2 weeks as you should be significantly leaner with less bodyfat now and you should be able to handle more carbohydrates.

Follow the calorie recommendation for weight loss for 2 days then eat up to maintenance specifically adding carbohydrates every 3rd day. The amount of extra calories you add should make up the difference in calories between your deficit calories per day and your maintenance calories.

Choose any carbohydrate source you wish for your eat up days.

1400 Calorie Meal Plan #8

Meal 1 Ingredients	Calories	Carbs	Fat	Protein
Coffee brewed from grounds	2	0	0	0
Artisan whole grain bread, Costco, 1 slice (2 oz)	160	32	2	5
Red palm oil ½ Tbsp	62	0	7	0
1 medium apple, cored and sliced	65	16	0	2
Brown sugar, 1 tsp	15	4	0	0
Ground cinnamon, ½ tsp sprinkled	3	1	0	0
Meal Total	310	53	9	7

Notes: Oil bread and toast under broiler, top with last 3 ingredients and broil until sizzling

Snack 1 Ingredients	Calories	Carbs	Fat	Protein
Frozen grapes, 1 ½ cups	93	24	0	1
Canadian Bacon, 4 slices	80	1	2	15
Snack Total	173	25	2	16

Meal 2 Ingredients	Calories	Carbs	Fat	Protein
Sweet fruity wine, 2 oz	48	1	0	0
Whole grain Dijon mustard, 1 tsp	5	0	1	0
Fresh Garlic clove	4	1	0	0
Fresh chopped tomato, 2 cups	54	12	0	2
Spring onions or scallions, raw, 1 large	8	2	0	0
Stevia, powdered, 1 packet	0	0	0	0
Pine nuts, raw, 1 oz	170	4	13	6
Meal Total	289	20	14	6

Notes: Whisk wine, mustard, garlic, and stevia with basil, oregano, salt and pepper. Drizzle over tomatoes, onion, and nuts.

Snack 2 Ingredients	Calories	Carbs	Fat	Protein
Cottage cheese, 2% low fat, ½ cup	90	4	3	14
Fresh pineapple, ¼ cup	21	6	0	0
Prograde protein powder, 1 scoop	68	1	1	12
Snack Total	179	11	4	26

Meal 3 Ingredients	Calories	Carbs	Fat	Protein
Mushrooms, raw, chopped, 2 cups	31	5	0	4
Green cabbage, shredded, 2 cups	33	4	0	1
Sweet Onions, raw, ¼ onion chopped	26	6	0	1
Cultured butter, ½ Tbsp	55	0	6	0
Chervil, dried, 1 Tbsp	5	1	0	0
String cheese stick	80	0	6	7
Meal Total	230	16	12	13

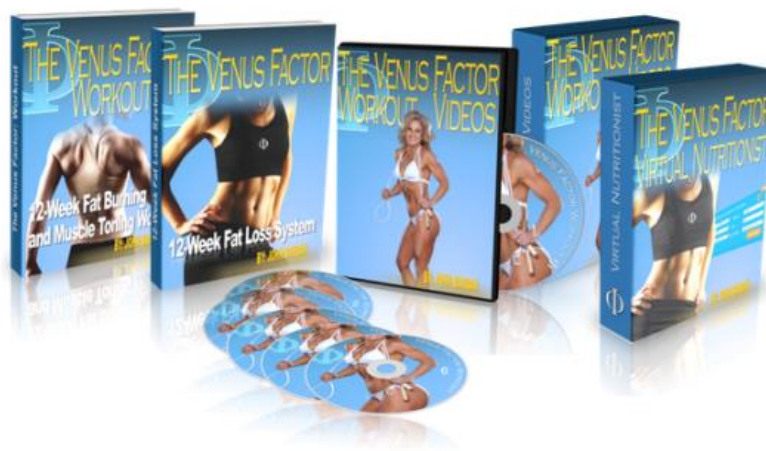
Notes: Saute vegetables in butter, top with Chervil.

Snack 3 Ingredients	Calories	Carbs	Fat	Protein
Prograde protein powder, 1 scoop	68	1	1	12
Unsweetened cocoa powder, 2 tsp	7	6	1	2
Non dairy powdered creamer, 2 tsp	25	5	0	0
Liquid stevia, vanilla crème, 5-8 drops	0	0	0	0
Coconut oil, unrefined, 1 Tbsp	120	0	14	0
Snack Total	220	12	16	14

Notes: Heat 6 oz of water and blend ingredients for Hot Cocoa Protein shake

DailyTotal	Calories	Carbs	Fat	Protein
	1401	137	57	82

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