

The End of One-Size-Fits-All Diets

For many years, health consumers have been overwhelmed with complex and often sharply contradictory information about what to eat in order to feel well and stay healthy and fit. And, recently, all the confusion about what represents a healthy diet has erupted into a major diet controversy in the national media.

The current diet debate is focused on the all-important issue of macronutrient consumption -- in other words, health experts everywhere disagree strongly about how much protein, carbohydrate and fat people should be eating.

For instance, some nutrition experts are big proponents of low-fat, low-protein, high carbohydrate diets. They contend that diets high in fatty foods like meat, cheese and vegetable oil will expand our waistlines, clog our arteries and put us all on the fast track to senility and premature death. Many of these experts advise us to cut fat intake to a bare minimum and stick to light vegetarian fare based on grains and fruits and vegetables.

Other leading nutritional gurus advocate just the opposite -- diets high in protein and fat and low in carbohydrates. They believe that the only way people can combat serious health disorders like obesity and heart disease is to heavily restrict their consumption of carbohydrates (like fruits, grains, breads and pasta), while making proteins (meat and fish and poultry) the mainstay of every meal.

Still other experts are firm believers in "40-30-30" diets -- in other words, they believe that all meals and snacks should be comprised of protein, carbohydrate and fat in a precise 40-30-30 ratio. In some people, this approach prevents certain kinds of unwanted hormonal shifts which, if left unchecked over time, contribute to serious chronic health problems -- including obesity, atherosclerosis, cancer, diabetes and chronic fatigue.

Countless other diets also compete for our attention, all promising similar kinds of long-lasting health benefits -- energy and fitness and disease-free lives -- despite the fact that they too offer sharply contradictory advice.

A quick stroll down the health and fitness aisle of your local bookstore reveals a dizzying array of choices -- macrobiotic diets, raw food diets, celebrity diets, organic food diets, rotation diets, dairy-free diets, sugar-free diets, cardiovascular diets, cancer prevention diets, diets for athletes, diets for women, diets to slow the aging process, diets to strengthen immunity, diets to combat depression or fatigue, cholesterol-free diets, hypoglycemic diets, and on and on.

The primary problem for health consumers is this: since the market is

flooded with so many dietary options, and so much conflicting advice and opinion, people are left feeling confused, not knowing how to make sense of it all. Since people have no way to make rational dietary choices, they're forced into a process of endless experimentation, forced to play a never-ending game of "dietary roulette."

In other words, the most profound limitation of virtually all diet and nutrition books is that they're based on a system of chance. Since these books offer generic rather than customized dietary advice -- the programs they describe work fairly well for some people some of the time. That's why most nutritional books offer up a decent range of positive case histories.

But case histories can be very misleading. The real barometer of the value of any nutritional system is whether it can be relied upon to produce consistent and reliable clinical results for anyone who chooses to use it. This is simply impossible with diet and nutrition books now on the market.

In contrast, The Metabolic Typing Diet is based on a completely different and truly revolutionary scientific technology (metabolic typing) which is the very essence of inclusion, precision, predictability.

Metabolic typing takes the guesswork out of nutritional science, and it doesn't leave anyone behind. It's an advanced but very easy and accessible methodology that anyone can use to rapidly cut through the information glut of confusing fact and opinion and accurately assess their own unique nutritional requirements.

The Metabolic Typing Diet is a truly revolutionary book that provides what has long been desperately needed: a systematic, testable, repeatable, verifiable means for each of us to find an answer to the question, "What's right for me?"