

Weight-loss program busts dieting myths, says creator

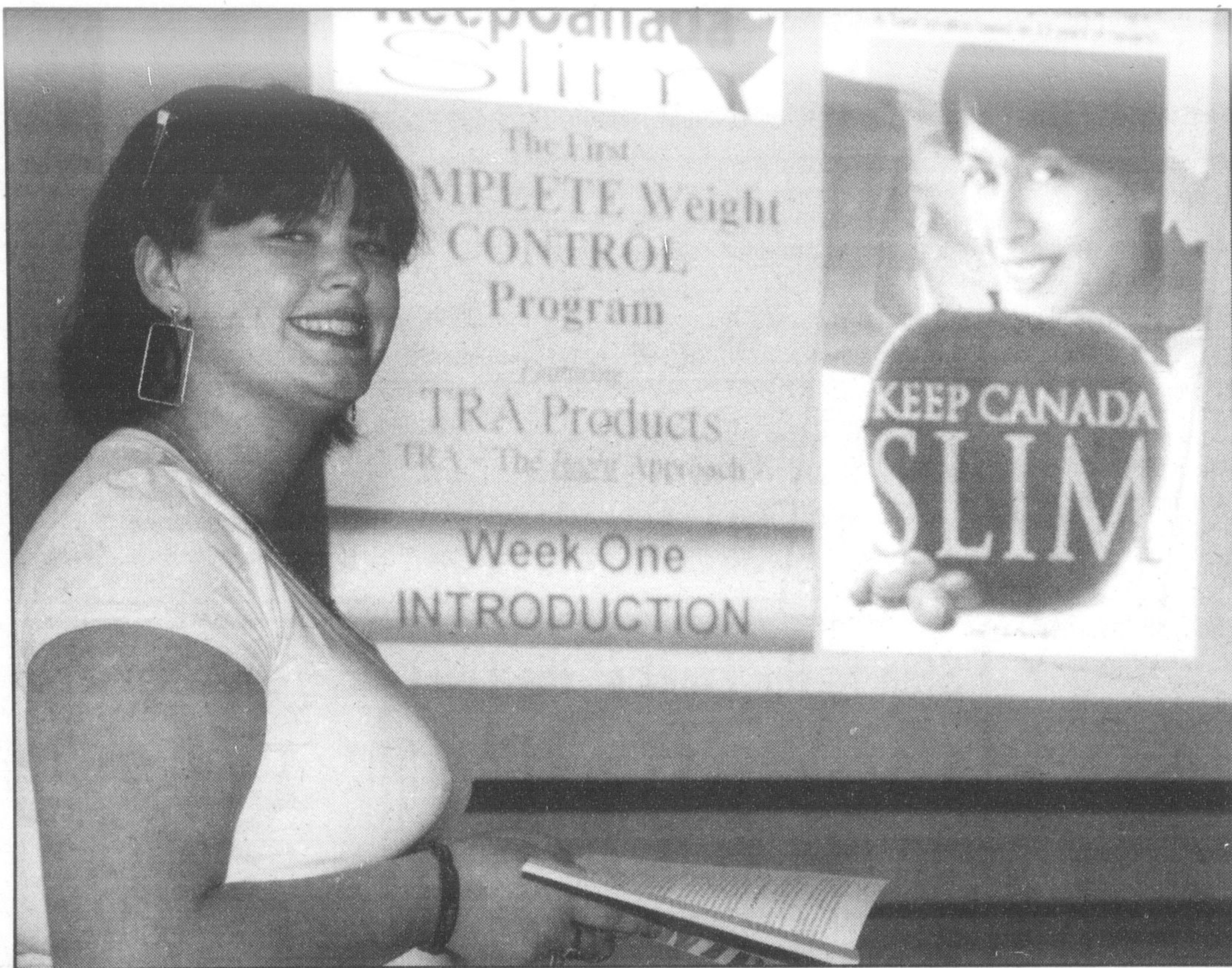


Photo by GRAHAM PAINE

Keep Canada Slim participant Amanda Coad watches a presentation on the weight control program at the Milton Leisure Centre Wednesday night.

By GILLIAN CORMIER

Special to The Champion

Keep Canada Slim (KCS), a program based on a book developed by former local resident Lee Fairbanks, conducted its Milton launch of a five-week weight control program at the Milton Leisure Centre Wednesday.

KCS certified consultant Pam Coad was on hand to introduce the program, which has already launched in Mississauga and been in the United States for a number of years under the name Keep America Slim.

The program seeks to bust dieting myths and flout conventions in an effort to get obesity under control.

For instance, Mr. Fairbanks wrote, sometimes eating too little can be a roadblock in attaining a healthy body.

"Eating less than your minimum metabolic needs causes your body to burn muscle and store fat," Mr. Fairbanks explained at a prior speaking engagement.

Ms Coad explained the 'Starvation Metabolism' response, where the body, when deprived of adequate calories, will adapt to need fewer calories to function. As a result, dieters often regain the weight they lose almost immediately because they have starved their body into becoming a "fat-storing machine."

And maybe more surprising than the need to eat to lose weight, said Ms Coad, is the role of exercise in slimming down.

"You don't necessarily need to exercise to lose weight," said Ms Coad. In fact, the program calls for no exercise until Week 4. Instead, vitamins are a large part of the KCS formula, she said, and they work to help the body eliminate fat instead of store it.

The program uses Pharmanex nutritional

supplements, which are one of the only supplements US Olympic athletes are allowed to take.

But like any weight-loss program, said Ms Coad, KCS has rules—but just two. First, people on the program should get less than 20 per cent of their calories from fat, and second, they should eat smaller quantities of food, but eat more often.

Other popular diet programs like the Zone and Slim-Fast were explored, and she explained that the reason many of these programs fail is because they're each missing something.

KCS also dismisses scales as misleading when trying to measure fat loss, and instead uses tape measures to record inches lost, not pounds.

When trying to win the battle of the bulge, another tool Mr. Fairbanks advocates in his book is healthy stress management.

"Stress is the newest ingredient to obesity," said Ms Coad. "Not a lot of programs address it."

Ms Coad said the program allows participants to maintain their desired weight for a lifetime, offers weekly coaching, encourages better sleeping patterns and leaves dieters with more energy.

The program costs \$350 for the first month, and additional months cost \$130. For the fee, participants get a weight control package that includes Mr. Fairbanks' book, Pharmanex nutritional supplements, a carb counter and meal supplements.

Mr. Fairbanks began developing the KCS program in 1995 after witnessing diet-related health issues in his own family. He has lectured and written on health-related issues since 1992, and calls KCS the "first complete weight loss program."

Keep Canada Slim will be in Canadian bookstores the first week of August.

The Milton chapter of KCS will meet Wednesdays at 7 p.m. at the Milton Leisure Centre. For more information, contact Pam Coad at (905) 876-3037 or e-mail pcoad@cogeco.ca.

HaltonSearch.com

MILTON INTERCHURCH SOFTBALL LEAGUE

STANDINGS AS OF JULY 27, 2005

	TEAMS	G	W	L	T	PTS
1	ST. GEORGE'S	12	10	2	0	20
2	MILTON BIBLE	13	10	3	0	20
3	SOUTH SIDE	13	8	5	0	16
4	NEW LIFE "A"	11	7	4	0	14
5	BOSTON	12	7	5	0	14
6	KNOX	11	5	6	0	10
7	HOLY ROSARY	13	5	8	0	10
8	HILLCREST	10	3	7	0	6
9	NEW LIFE "B"	13	3	10	0	6
10	ST. PAULS	12	2	10	0	4

BEST BUY **CORRECTION NOTICE**

To our valued customers: We apologize for any inconvenience caused by an error in our flyer dated: July 22 - July 28.

Product: Samsung 42" Widescreen Plasma HDTV. On p.9 of our July 22nd flyer, this Television is advertised as being an HDTV or High Definition Ready. In fact, it is an EDTV and supports Enhanced Definition. SKU:S4212: 10061664

OPEN HOUSES

SATURDAY, JULY 30

2-4 pm, 1273 Robson Crescent. \$319,900
Eva Gooding, Royal LePage Meadowtowne Realty, 905-878-8101

2-4 pm, 805 Cedarbrae Ave. \$359,888
Barb King, ReMax Real Estate Centre 905-878-7777

SUNDAY, JULY 31

2-4 pm, 1550 Clark Blvd. \$377,777
Barb King / Beverly Frosh, ReMax Real Estate Centre 905-878-7777

2-4 pm, 60 Tanners, Acton. \$369,900
Amy & Darryl Flowers, Royal LePage Meadowtowne Realty, 905-878-8101

2-4 pm, 1661 Gowling. \$265,900
Amy & Darryl Flowers, Royal LePage Meadowtowne Realty, 905-878-8101

2-4 pm, 1273 Robson Crescent. \$319,900
Eva Gooding, Royal LePage Meadowtowne Realty, 905-878-8101

2-4 pm, 247 Pettigrew Trail. \$269,900
Teresa Mills-Hall, ReMax Real Estate Centre 905-878-7777

2-4 pm, 36 Mary St. \$399,900
Andrew Casale, Min Com Solutions 905-812-1100

Your life is in your hands. **MADD** Mothers Against Drunk Drivers. Volunteers always needed.

Please Don't Drink & Drive
Halton/Peel Chapter 905-844-0096
e-mail: maddhalton@sprint.ca

Visit An Open House This Weekend!

Check out the front page of this issue of the Friday Champion to find the Weekend Spotlight on Homes Section showcasing more open houses and new listings

Learn how to talk to others about their smoking.

CALL THE
CANADIAN CANCER SOCIETY'S
TOLL-FREE
SMOKERS' HELPLINE
1-877-513-5333

CANADIAN TIRE **CORRECTION NOTICE**

We wish to draw your attention to the following in the "Clearance Event" insert of our current "Canadian Tire" flyer

PAGE 1 - DEFERRED PAYMENT
COPY READS: DO NOT PAY FOR 12 MONTHS ON STORE PURCHASES OF \$200 OR MORE
SHOULD READ: DO NOT PAY FOR 12 MONTHS ON CENTRO SUPREME 4-BURNER STAINLESS-STEEL BARBECUES, 85-1277-4/1283-8

We sincerely regret any inconvenience we may have caused you.

Cnote D131 insert to DE331 - All zones

COOL OFF with HOT DEALS!

Buy any LENNOX Air Conditioner and DO NOT PAY FOR 12 MONTHS!*

LENNOX

VERMONT Castings BBQs are now here!

Proudly Canadian

TERRY ROWLEY mechanical inc. 905-878-1979
925 Main St. E. Unit #3, Milton

*OAC.