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INTERVIEW SERIES

**Can You Really Lose Weight
On A Cookie Diet?**



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Expert Interviews On Mind Body & Spirit

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business and health related interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently.

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers.

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

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Can You Really Lose Weight On A Cookie Diet?

Everyone knows the "doctor-recommended" way to lose weight. We need to modify our lifestyle and eat well-balanced, reduced-calorie meals in order to lose small amounts of weight gradually over time. Otherwise, we'll probably just gain it all back.

One doctor says that theory is BS. Meet Dr. Sanford Siegal. Dr. Siegal says in his experience, most people give up on the gradual, sensible diet route because not only are they hungry all the time, but he's found his patients get discouraged if they don't see significant results right away. So Dr. Siegal developed a protein-packed (yet still yummy) "cookie diet" for his patients, and it's worked so well it's available to everyone now.

And in this audio, you'll hear all about that diet and how it's working for fast weight loss.

You'll Also Hear...

- Why "the jury is no longer out" on the common belief that it's unhealthy to lose weight fast, and the reasons why quick weight loss might actually be the healthiest option
- The truth behind those last 10 lbs. and why they're so hard to lose – there's actually a scientific reason why this happens – and a way to get around it
- The science behind Dr. Siegal's cookies and what makes them nutritious, hunger-controlling, and delicious
- Why people usually fall off their diets, and the 2 things to watch out for if you want to stay the course
- The only test that works to detect hypothyroidism – why Dr. Siegal doesn't trust lab tests alone, what to look for if you suspect your metabolism is unusually slow, and the simple fix that cures it
- The real reason people gain their weight back, and the 2 ways Dr. Siegal recommends you use to make sure that doesn't happen

Dr. Siegal says high-protein diets like the cookie diet work so well because protein controls hunger better than carbohydrates. Carbs are full of sugar, which he says stimulates hunger more than anything else. But people on his high-protein cookie diet lose about 10 lbs a month on average, and stick with it. And in this audio, you'll hear all about it.

Hi Kris Costello and I teamed up with Michael Senoff, to bring can bring you the world best health-related interviews. So if you know anyone struggling with their weight with cancer, diabetes, ADHD, autism, heart disease or other health issues send them over to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Kris: Today we're talking with Dr. Siegal author of the Cookie Diet book. Dr. Siegel, thank you so much for joining us today.

Dr. Siegal: Well, thank you so much for having me.

Kris: So, you have helped just hundreds of thousands of people lose weight and lose weight quickly and effectively. And you're cookie diet is just a fascinating diet. And one thing we've talked a lot about is the obesity problem in this country. And there's a lot of theories about it. And what do you see is happening?

Dr. Siegal: There are several things that would account for the prevalence of obesity and the worsening of the numbers. When I was first in medical practice I was quite interested in treating obesity. I had decided that I was going to confine my practice to doing so, and I have all these years. At that time about 40% of our population was considered to be overweight. Well, that was 50 something years ago. With all the efforts that have been made, for example with the media advice that comes from supposed experts, the problem has gotten worse and worse. Today it's estimated that 65% of the population is overweight. And that's the result of all this good advice that we've been getting from experts on the media on how to lose weight. So apparently that advice hasn't helped at any way at all. And I actually blame that advice for making the problem more serious than it was back then.

Kris: What has that advice traditionally been?

Dr. Siegal: Well, what we've been told is that we have to modify our lifestyle, as if we didn't know that, we have to eat a very minimally reduced calorie diet, lose the weight slowly and

consistently over a long period of time. And then remain on that same type of diet forever. Now obviously that advice would work, if, and if is the problem, it would work if we were perfect individuals who did everything we're told, we didn't have this desires and cravings that we have, but all this advice doesn't look at us as type of animals we really are. We have, we can call them defects, or we have certain characteristics that go with that. And this characteristic is that we put on weight rather easily if we are unrestrained in our food intake. The advice we're given would work but it doesn't work, because we don't own that advice. And I became aware of this very early in my practice. All very nicely I tell my patient what to do, how to lose weight, and frankly they do that before I even told them. And none the less they simply just do it. Now the big problem, there are actually 2 problems involved in losing weight, 1 is hunger. When you're hungry you can't lose weight. The hunger drive is so powerful it doesn't matter how motivated you are when you're hungry you're going to eat. People will kill for food. And all this good advice seems to ignore that. So I determined very early in the practice that I have to control my patients hunger. However, the second factor is probably more important and that's the motivation of the patient. You have to really want to do it, because obviously it's not easy. In spite of what all the infomercials tell you and all the great diet books tell you, it not easy to lose weight, it's hard to lose weight.

Kris: Well, Dr. Siegal how do you explain, I mean there's so many people that obese or overweight and they really want to do. I mean they suffer their whole lives with this. What really motivates people?

Dr. Siegal: When people come to me as a physician, in general they are motivated. At least they believe they're motivated. They say they're motivated. They tell me how their lives have been ruined by their weight and how desirable it would be if they got rid of the weight, etc., etc. So when they first come they are very motivated. And early in the practice I saw that that motivation would fade really

rapidly if they didn't have real success that they could see. Now I feel that the control of hunger is the single thing that I have to attempt to do with each patient. And of course way back then I developed a product, it's my cookie that is used for hunger control. And it has proven to work out very satisfactorily, however; the question of motivation is still there. They have to keep their motivation up. And I'm gonna tell you what wrecks the motivation of a patient or a client, and that's very slow weight loss. And therefore; I'm a very big advocate of rapid weight loss. I want that weight to come of very fast. Why? Not for any other reason than it stimulates the individual, it motivates them, it energizes them to continue on the diet. One of my patient spent the whole week dieting and she gets on the scale and loses a half pound, she discouraged, she says "Oh my God. I have another year to go at that rate." And it's hard. So, 2 things, you have to control diet and you have to lose the weight fast in order to keep the motivation working.

Kris: And so that kind of kicks in that reward process, almost, as they see results.

Dr. Siegal: Of course. The diet that I advocate is called Dr. Siegal's Cookie Diet of course. Why would I not advocate it, it works. If the diet that I advocate results in a weight loss of approximately 10 pounds a month, the calorie count is 1,000-1,200 calories a day. Now this is low but this is not extremely low, but it's low enough to produce very fast weight loss. At 1,000-1,200 calories a day everyone loses weight. There are no failures at that level. Providing of course that you stick to it. And there's the rub, you have to stick to it. But if the individual loses fast they generally will have the motivation to stick to it. And eventually they'll get to their goal rather quickly.

Kris: How did you come up with the idea of offering this in a cookie form?

Dr. Siegal: I've written some books on the subject. The diet that I was working on for hunger control without drugs and the book advocated eating a certain way, which essentially had to

do with high protein foods. I've always been a big advocate of high protein diet as opposed to some of the high carbohydrate diets, which I think are ridiculous. But on a high protein diet your hunger is gonna be better controlled than on any other type of diet. And I got the idea while I was writing this book to develop a formula of a particular mixture of proteins, or what you might call amino acids, but it's hunger controlling and of course the idea is okay you have a formula which I did, well what do you do with it? Well I just felt the best vehicle for it was the cookie because a cookie is portable and people generally like cookies and a lady can carry cookies in her purse and it keeps, it doesn't have to be refrigerated, so there were a lot of arguments for using a cookie. And it turned out to be a right decision because it was an immediate success in my medical practice. And I kept it within my medical practice down here in Miami for years and years and years and I refused to allow anyone else to use the product because I thought they would use it improperly and fainted, and I was very stubborn about it, but eventually I did allow of other doctors to use it and we had several hundred other doctors, who were using it in their practice, but it was still not available to the public and until rather reasonable about I think it was 3 years ago that we first made it available.

Kris: And so when people first start on the cookie diet, how long do they stay on the eating program where they were eating the cookies and then the meal, was it like one meal at night, right?

Dr. Siegal: Yes. You have the right idea, here's how the diet works. You eat the cookie for one purpose only to control hunger and the regimen calls for eating six cookies a day at hunger times, not a specific times, but at times when hunger strikes, so that essentially there is no breakfast and there is no lunch during the day, up until dinner you eat cookies when you are hungry and only six, those six provide 500 calories. Now, then you get the real food for dinner. Dinner is not bad and say 500 to 700 calorie dinner of high protein, you know, chicken, turkey, fish, sea

food that type of thing, some vegetables, so that the entire intake is 1000 to 1200 calories a day and this is something that people tolerate very well. The cookie keeps them from being hungry during the day, but they get the real food eventually dinnertime and that is it and that does seem to be a formula that works.

Kris: And how long do they do that for usually?

Dr. Siegal: Well, they do it until they reach their goal weight and that is another thing that is very important for me and for them. I have found that unless we reach the goal that is set a realistic goal weight, there is not much hope for maintaining weight. And of course that what it is all about maintaining weight. The idea is to get to your goal weight and then maintain it. If you do not maintain, why bother losing it to begin with. But I find that people do not maintain their weight if they do not reach their goal. You know I can have one of my patients lose 100 pounds and it is spectacular and yet there is still not as the proper way and a lot of them at that stage are so self-satisfied, they'll say this is wonderful, it is so much better, I know I am not at my right weight, but I am going to settle for this, those are the people who do not maintain their weight. I find that if you don't get to their goals you do not maintain your weight.

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Kris: So you got to have a really targeted goal, something you're really aiming for?

Dr. Siegal: Yes and that is very important. As a matter of fact, if I had to help people to determine that on my website, which is [cookie diet.com](http://www.cookie diet.com), I have put in what I call calculators and these are devices where you enter in things like your current weight, your age, and your activity level and various things like that and you end up with what is your maintenance level of calories. In other words it tells you what number of calories would maintain your weight.

Once you have that you can now go into finding out what you should weigh and I have a calculator for that and eventually what diet you are going to be on. And by the way, I advocate that when you are on a low calorie diet, you have your own physician to monitor you and advice you because I think that is the essential element in losing weight also having a physician there. At any rate, once you have all this information and you follow this through the weather, you are going to lose weight unless you deviate and that is the job of the individual, to maintain their motivation.

Kris: And Dr. Siegal why is it so hard to lose those last 10 pounds? I lost about 40 pounds, but I tell you those last 10 pounds they will not go away, why is that so difficult?

Dr. Siegal: Well, I hear this all the time and there is a good scientific explanation for it, but there is also the psychological explanation to it. Now, the scientific one is this is when you have that extra 40 pounds, you had to drag it with you wherever you went that was almost like a weight lifting experience. You have to carry 40 pounds with you everywhere. Well, you burned many more calories say when you walk a certain distance with that 40 pounds, then you burned after you lost the 40 pounds, but we are not carrying that with you anymore, so as you lose weight in a sense it does become a little more difficult because you are not dragging that extra weight around with you. Now, that is the scientific explanation and of course that is correct. Now, there is a psychological explanation too, as you become more and more self-satisfied, it becomes more difficult to stick to the diet you were on. All of a sudden the problem that was so serious previously doesn't seem so serious anymore and that is something we cannot avoid, success sort of works against you in a way.

Kris: And maybe too, you know, you get to a point where it is almost a border, it is like well, you know, I can give up this and that I know these 10 pounds will go away, but I can keep this and live with the 10 pounds. You got to decide your values like you were saying your goal has to be clear.

- Dr. Siegal: You are absolutely right and of course I see that in my patients all the time.
- Kris: Interesting. Now, what is the most amount of weight that one of your patients has lost?
- Dr. Siegal: Oh boy, that is the tough one. You know, I do not have the clear cut picture because we have had a lot people who lost a tremendous amount, but probably close to 300 pounds. And I am talking about weight loss, 300 pounds, but that is extremely rare and what is rare is that someone has the motivation to do that; 100 pounds weight losers lots of them, but now there are people who have to lose more weight than that and I have not seen success if people who have more weight to lose than that. Just a tremendous task, these people have such as negative situation to begin with, just for example the effort to go to a doctor's office is a major task for them. Such obesity reaches that level, they probably should be treated completely in a hospital setting. But you see that that is not the typical person and this person that we see today they are not even patients of mine. They get their cookies from either cookiediet.com or from some stores like Walgreens or GNC and I hope they consult their doctor, they go to our website to follow the instructions that are given the website, those are typically the ones that I give out today and we got some really great success stories. One of them was not so long ago, it was featured on the cover of People Magazine, this is a young lady by name of Josie who was 240 pounds, then she went down to 120 pounds, well that is half her body weight, it is like cutting her in half and that is spectacular. She's certainly not the biggest weight loser we have had, but she is unique and that she lost half of her weight and this is quite an accomplishment.
- Kris: And how do the people transition back into kind of a more normal type of eating?

Dr. Siegal: Well, that is a very good point. What is most important, of course, is to maintain weight after you lose it. Again, it's total waste that you go to the effort of losing and then that gain it back. Now, you have to shift here that the point at which you reach your goal weight. You can't continue on Dr. Siegal's cookie diet in the same manner or you will keep losing weight and that becomes undesirable you'll end up underweight, which is not what we are looking for. So we have to shift here and my preference as the method of maintaining weight is physical exercise, but it takes a lot of physical exercise, unless you are still on a reduced calorie diet, it takes a lot of physical exercise to maintain your weight and a lot of people rebel and object to that. I am sorry about that I would love to see everyone maintain their weight through exercise. Now, what I advocate to my patient and to others is that they start by burning 500 calories a day and this is at the point at which they are now at a normal weight, if they burn 500 calories a day, now that translates into perhaps an hour of cardiovascular exercise every single day and that hour should burn up about 500 calories. Well, for the majority of people that is sufficient for them to maintain their maintain weight as long as they just don't go hog wild with food. In other words, they could have some excessives, because they are starting the day -500 calories, that is my preference. Other people prefer to stay on Dr. Siegal's cookie diet and strangely enough that is not my preference; however, those who choose to do that cannot beyond the diet as it was before because they will keep losing weight, so the difference is the dinner. Instead of eating a 500 to 700 calorie dinner, now they are eating a dinner that could be as much as 1500 calories a day because remember the cookies supply 500 calories, so if they eat a 1500 calorie dinner, which is a you know real dinner plus 500 calories of cookies that is 2000 calories a day, that is about average for an individual to maintain their weight, some of us are more and some of us are less, but that is another choice to stay on Dr. Siegal's cookie diet, but remember my first choice is to do it without any assists like our cookie and to do it with exercise alone.

Kris: And Dr. Siegal another thing you mentioned was that a high protein diet, we have heard people that are very much proponents of the high carb diets and the low fat diets and the high protein. Why is there so much angst between these different groups? Is there is a middle ground anywhere?

Dr. Siegal: Well, you know all the people who advocate these different diets are all well maintaining; they are not evil, they are not trying to do us harm, but they lack the experience of seeing people actually on these diets. And that's one of my criticism of these ivory tower people who espouse instructions to all of us, who say here is the way you should eat and so forth and they are absolutely right that if you do what they said, you would lose weight. But they don't have the experience of working with hundreds of thousands of people and knowing that the people what is going to do they said, what good is advice that no one is going to follow.

Kris: As you said early on, you had your patients when you were doing that and gave them the wonderful diet and they went home and nothing worked, right?

Dr. Siegal: I was probably practicing 15-17 years and I was absolutely dissatisfied with the results I was getting. I had plenty of patients because people knew that I was intense and I was interested in it, but frankly my results were not all that good and that is what motivated me to start working on what I thought was the single most important thing at that time and that was controlling hunger.

Kris: And so why do you think that high protein diet is better?

Dr. Siegal: Well, I am not sure I can give you the why. I know that it is better. I also know that the opposite, the carbohydrates are what actually stimulate hunger and so it make no sense at all to have a diet high in the food substances that stimulates more and more hunger. The simpler the carbohydrates, the more hunger causing it is. And of course the simplest carbohydrate is sugar and nothing

stimulates hunger more than eating sugar and then as you go down the list, you get into various starches, some of which are also very stimulating of hunger.

Kris: Now, with the high protein diet, is there is any concern as far as, you know, load on the kidneys or anything like that? Let us talk about the pros and the cons.

Dr. Siegal: Well, there is sure a con. I appeared on so many TV shows and one of the things they generally do when you are on a TV show advocating any position is to have someone who advocate the opposite position, I guess they feel that that is fair journalism. And I have had so many doctors who criticized my diet and without embarrassing anyone, I would like to say to them, well how many patients that you have treated, in other words, the stuff I hear is the stuff that you read in text books or in medical journals. It is theoretical stuff, which is not true. It doesn't apply the real life human beings. It applies to laboratory animals or special people that are chosen for experimentation, but the reason I guess all this criticism and by the way one of the main criticism is the losing weight fast, I keep hearing oh that's dangerous. You know, I have treated a half million patients and I am yet to see the first person who has suffered any negative effects from losing weight fast. In my opinion, the fast is the better.

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Kris: Like you said, you're trying to look at results too and that instant gratification helps people I think. But back to that question, you know, what about the middle of the road, what about okay just eat you know, rice, beans, meat once in a while, you know, stuff that you know Dr. Oz is saying and stuff like that. What about that, can we go there, is that going to work for people?

Dr. Siegal: Here is the point, yes it is going to work for people if they do it, but if there as a result of eating this "good diet" they are hungry, then it is not going to work and it is not going

to work if the calorie count isn't low enough because of the calorie count isn't low enough, the weight loss is going to be slow. They are going to look at themselves and say I have been on this diet for a month, I have lost 3 pounds, 4 pounds, I can't do this for another year and so there is my point. Rapid weight loss stimulates us to stay on the diet and of course rapid weight loss comes from a relatively low calorie diet, not a super low calorie diet because some diets advocate going way below the 1000 calories that I recommend and do you want to know something they are counterproductive because when you get too low in calories, your body goes into a mode of trying to protect itself, it's the same mechanism that takes place, say when you are in a life book and you have's been rescued and there is no food, your body starts to shut down the metabolism, so that you stay alive longer and that's the same thing that could happen with the diet that is too low in calories that is why I like the 1000 to 1200 calorie level. At that level, your metabolism does not slow down and you get the maximum weight loss.

Kris: So, Dr. Siegal with cookie diet, it sounds like you have really simplified things for people and made it easy for them to kind of create success. But I am interested in hearing your theory because obviously this has been a lifetime work for you. Why is it that some people struggle so much with this question of being overweight and then others you know I was raised with a brother that was just always thin, what is the difference?

Dr. Siegal: This is a whole different area. We haven's even touched on that. You see what I am talking about is normal people, so far that is all we have talked about. However, one out of four of my patients is in a different category, those are people who have a low metabolism and another way of expressing that is that they have an ailment called hypothyroidism, low thyroid function. Now, remember I'm talking about 1 out of 4 that means the 3 out of 4 are overweight simply because they eat too much and there is no getting around that. 1 out of 4, they can be overweight eating much less than the others and that's because they

don't burn calories at a fast enough rate and the reason their thyroid function is less than the rest of us and those are the people that do require special treatment, but fortunately if the ailment is discovered the treatment is very successful and not very unpleasant, the matter of simply taking a pill by mouth that supplement your thyroid function, but before your listeners get too excited about this, keep in mind it is still 1 out of 4 overweight people; the other 3 out of 4 just does not apply.

Kris: So, a thyroid test so should always be an important part of a visit to a physician?

Dr. Siegal: Well, I have a little problem with that word thyroid test goes. The most common test to thyroid that is used by doctors, I find to be totally unsatisfactory. It doesn't find all the people that have this problem. In fact that I wrote a book on that subject; Is Your Thyroid Making You Fat is the title of the book, in which I really disparage this particular test that so many doctors have confidence.

Kris: And so what is the good thyroid evaluation consists of?

Dr. Siegal: Well, in my own practice the diet itself becomes the thyroid evaluation. In my practice the patient is put on a specific number of calories through a long period of time. After 28 days, we make an evaluation. If they have followed the diet to the letter, I know in advance how much weight they should have lost, they should have lost this many pounds. If they have, then obviously they do not have a thyroid problem because they are reacting like a normal individual. If however their weight loss is abnormal and they have followed the diet to the letter that is very suspicious that they are the 1 of 4 who has a thyroid problem and of course and then we address that subject and treat it.

Kris: So, you can't just look at the numbers on test?

Dr. Siegal: I have not found them to be accurate. In fact, I have done thousands over the years, thyroid tests, and I am very

disillusioned by the results and as a matter of fact most recently I do not even do this test anymore because I can't have confidence on the result.

Kris: Interesting, so have not seen a correlation with numbers versus people that you have seen on the diet, they did not lose weight or following the diet?

Dr. Siegal: No, in my opinion the single best test is a real world test where you take this person in the real world, give them a certain number of calories over a period time and see if they perform like a normal individual; if they do not that is clear-cut evidence to me that they have low metabolism.

Kris: And Dr. Siegal what is the average weight loss per week on the cookie diet?

Dr. Siegal: Well, if people follow the diet as we advocated and of course this is with the permission if they are on doctor and that is 1000 to 1200 calories a day, approximately 10 pounds a month. This is a bit of variation in that because there are variations in the metabolism too, but about 10 pounds a month is what we look for.

Kris: Okay, wonderful. Well, I will take the cookie diet challenge for a month and I will call you back and give you report on my last 10 pounds, how is that?

Dr. Siegal: Well, if you either go to my website or read my book, it will give you instruction on how to do this.

Kris: Terrific. Well, Dr. Siegal, we want to thank you so much for spending the time with us and we look forward to hearing about what you are up to next.

Dr. Siegal: Well, thank you very much. It has been a pleasure talking to you.

That's the end of our interview, and I hope you've enjoyed it. For more great health related interviews go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).