

The  
*New York  
Times*  
bestseller!

# JORGE CRUISE

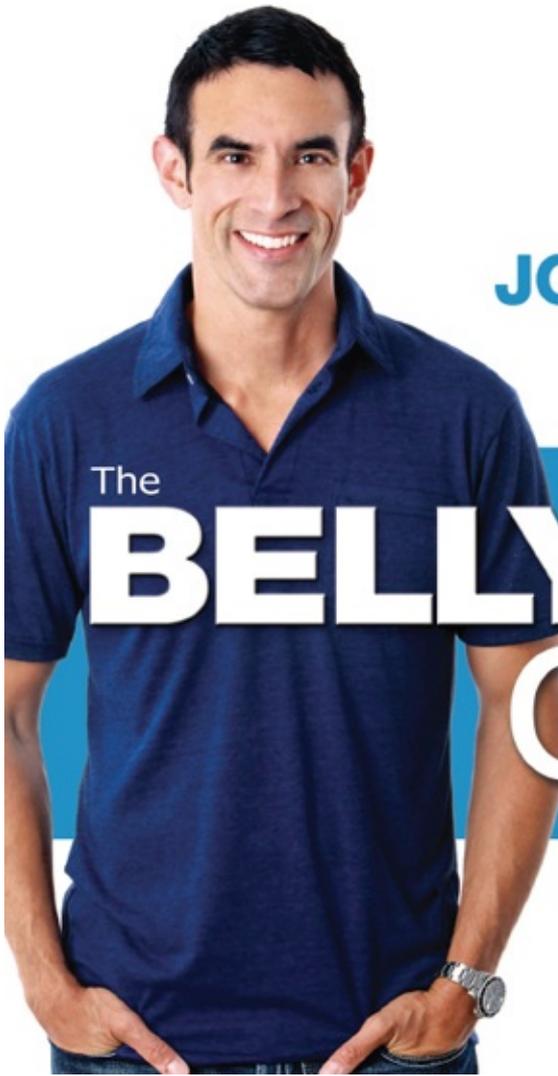
FOREWORD BY DAVID L. KATZ, M.D.,  
*Nutrition Columnist, O, The Oprah Magazine*

The

# BELLY FAT CURE™



Discover the new  
**CARB SWAP SYSTEM™**  
and lose 4 to 9 lbs.  
every week



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*New York Times*  
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# The **BELLY FAT CURE™**

Discover the new  
**CARB SWAP SYSTEM™**  
and lose 4 to 9 lbs.  
every week

## Praise for **Jorge Cruise** and *The Belly Fat Cure*

*“Jorge Cruise gets it right by eliminating excessive sugar and processed carbohydrates.*

*His recipes make eating smart easy. I recommend them highly.”*

—**Andrew Weil, M.D.,**

Director of the Arizona Center for Integrative Medicine,  
University of Arizona, and author of *Why Our Health Matters*

*“The Belly Fat Cure makes a solid case for healthful eating based on sound science. This way of eating will increase your energy, help you slow the aging process, and reduce your risk for major killers like heart disease and cancer. I strongly advise you to listen to Jorge’s recommendations.”*

—**Terry Grossman, M.D.,**

co-author of *Transcend: Nine Steps to Living Well Forever*

*“When it comes to your health, forward thinking will allow you to avoid obesity and disease and achieve longevity. Jorge’s program springs from progressive science that can truly change your body—and it all starts with controlling your consumption of sugar and processed carbs.”*

—**Ray Kurzweil,**

world-renowned scientist and author of *The Singularity Is Near: When Humans Transcend Biology*, and *Fantastic Voyage: Live Long Enough to Live Forever*

*“Jorge, again, is on to something; belly fat is surely an indicator of poor health. This book will turn your life around.”*

—**Suzanne Somers,**

actress, and best-selling author of *Breakthrough: Eight Steps to Wellness*

*“I put the Belly Fat Cure into practice and took 15 pounds off around my middle. I obviously endorse this book!”*

—**Dr. Wayne W. Dyer,**

the #1 *New York Times* best-selling author of *Excuses Begone!*

*“Like me, Jorge Cruise practices what he preaches.”*

—**Jack LaLanne,**

godfather of fitness and co-author of *Fiscal Fitness*

*“In this revelatory yet practical book, Jorge raises our awareness of innocent-seeming foods*

*that trigger insulin responses which keep us unwell and thick around the middle. He then guides us to choose readily available and easily prepared substitutions,*

*ensuring  
that the solution to our hidden dependence on sweets will be as easy and delicious as  
it is healthy.”*

**— Carol Brooks,**  
Editor-in-Chief, *First for Women*

The  
**BELLY FAT**  
**CURE**™

**Other Books by  
JORGE CRUISE**

*Body at Home™*

*The 12-Second Sequence™*

*The 3-Hour Diet™*

*The 3-Hour Diet™ Cookbook*

*The 3-Hour Diet™ for Teens*

*The 3-Hour Diet™ On-the-Go*

*8 Minutes in the Morning®*

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*8 Minutes in the Morning®: Flat Belly*

*8 Minutes in the Morning®: Lean Hips and Thin Thighs*

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The Belly Fat Cure  
TheBellyFatCure.com  
Carb Swap System  
S/C Value  
Body at Home

**TRADEMARKS**  
12-Second Sequence  
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3HourDiet.com  
8 Minutes in the Morning  
Be in Control

Controlled Tension  
Jorge Cruise  
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*to Heather,  
the woman who makes me  
feel lucky every day.*

*Love,  
Jorge*



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*Welcome*

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Dear Reader,

The ultimate solution to the threat of obesity is to “re-engineer” the modern environment so that eating well and being active each day are the societal norm, and the path of least resistance for us all. While many of us are working on that goal, I wouldn’t recommend holding your breath!

What I *would* recommend instead is just what you are doing: reading this book. Because rather than waiting on the world to change, you can take matters into your own hands and change your lifestyle to control your weight and protect your health. And in that effort, you would be hard-pressed to find a more passionate, and compassionate guide, than my friend Jorge Cruise.

Jorge knows, as I do, that excess sugar in our diets is among the most important factors conspiring against our waistlines and our health. Too much sugar means increased risk of weight gain, obesity, hormonal imbalance, diabetes, heart disease, and even cancer. In *The Belly Fat Cure*, Jorge puts this threat in his crosshairs to help defend you from it.

Jorge knows about the challenge of weight loss and control, because he has confronted and overcome that challenge himself. And he knows that for guidance to be of any real use to you, you have to be able to follow it. In *The Belly Fat Cure*, Jorge offers his trademark variety of clear, kind, simple, supportive, real-world coaching. You can do this!

I commend you for being proactive in the defense of your health; it won’t just take care of itself. For you to take care of it, a wise, kind, savvy, dedicated health coach would sure be helpful! That’s just what you’ve found in Jorge Cruise.

With all best wishes,

**David Katz, M.D., MPH, FACPM, FACP**

Director and Co-Founder, Yale University Prevention Research Center; Associate Professor, adjunct, of Public Health, Yale University School of Medicine; Director & Founder, Integrative Medicine Center at Griffin Hospital; Nutrition Columnist, *O, The Oprah Magazine*



Dear Friend,

What if everything we've been told by conventional medical experts for more than 60 years was wrong? What if the truth on how to lose weight—especially from the waistline—has nothing to do with eating less or exercising more? This book is the culmination of a decade I spent answering these questions.

Not only is obesity taking over our world, in which 68 percent of us are overweight and sick, but this epidemic is bankrupting our economy with insane health-care costs numbering in the billions. Perhaps what's even more important is that being overweight also robs us of something even more essential if we want to live a truly extraordinary life: *confidence*. I know this because for most of my life I had belly fat, and every day I felt disempowered. The good news is that the science is clear—the smaller our waists, the more attractive we look and feel ... and this directly enhances our confidence.

**Imagine this: no dieting or exercising to lose weight.** (Don't get me wrong—I love exercise, but I do it now only to build strength and endurance, not to lose weight.) With the Carb Swap System™, you'll discover the one simple key that never overstimulates production of insulin, the hormone that science proves pushes fat into fat cells. *Bottom line: you can't get fat if you keep your insulin under control.* This guidebook will actually steer you away from foods full of hidden sweeteners that deliver a belly-fattening sugar/carb value. So get ready to dig in and lose four to nine pounds a week.

Be well,

**JORGE CRUISE**



## 1 Lose Your Belly in One Week!

**“On the Belly Fat Cure™**, I lost an amazing 13 pounds in seven days and started feeling better about myself almost instantly. I have so much more energy and am motivated to go out and see my friends and be an active person. I wasn’t even trying that hard and I lost that much weight—I’m amazed.”

— **KAREN DIEGA SUTTON, lost 16 pounds**

What is the most important thing you can do to feel more empowered instantly? Lose belly fat. Nothing is as essential in changing how attractive you look. *Nothing*. Study after study has confirmed that the less belly fat you have, the more attractive you will look. There really is nothing more critical when it comes to looking truly attractive and feeling confident. How is it possible that this one thing can be so impactful? It’s in our genes. For more than 160,000 years, we needed a method to help us in mate selection—and it was belly fat that allowed us to make a swift and accurate judgment of whom we would be attracted to in the most basic sense—for reproduction. So a high waist circumference meant a lack of health. And we knew automatically not to be drawn to people who had it.

I learned about this when I first interviewed my good friend Dr. Mehmet Oz, director of the Cardiovascular Institute at Columbia University Medical Center in New York and host of *The Dr. Oz Show* for my *USA WEEKEND Magazine* video blog. I will always remember that day. He was traveling outside of New York City and was at the West Coast Sony Studio lot as a guest on the game show *Jeopardy!* He and his production team had graciously invited my crew and me to film an interview for my readers at the studio. It was right there that we discussed this truth (he also writes about it in *YOU: Being Beautiful*) about the undeniable significance of one’s waist measurement. According to research done at the University of Texas, waist circumference is the “first filter” people use to gauge someone’s attractiveness—and it isn’t just a superficial judgment, but rather, a deeply ingrained evolutionary adaptation. Additional research that appeared in the journal *Evolution and Human Behavior* confirmed waist circumference as an accurate indicator of attractiveness.

You see, in Paleolithic times, women needed to make sure a possible mate was healthy enough to have fertile sperm by having the right levels of testosterone (another visible indicator of enough testosterone was lean muscle development). What was the clearest sign of low testosterone? Belly fat. University studies done in Texas, Australia, and Sweden connected high levels of belly fat directly to low levels of available testosterone. Too much belly fat on a man converts testosterone to estrogen, which can lead to low sperm count and a lack of muscle. A woman’s biological instincts would tell her that he wouldn’t be a strong protector or provider, and most important, might not be a good reproductive partner.

The lead researcher from the University of Texas, Dr. Singh, explained it this way: “Waist-to-hip ratio [waist circumference], unlike stature, masculinity, and other signs of physical maturity, reliably signals present health status and future risk for various

diseases and thus can be used as an indicator of mate quality.” It was truly the fastest, most effective way to judge a mate’s potential.

On the reverse side, if a male saw a protruding abdominal region on a woman, his instincts told him that she was either pregnant (off the market!) or could potentially have a hormonal imbalance, such as ovarian disease, which could cause infertility. Researchers at a prominent university in Spain and at the University of Wisconsin linked higher amounts of belly fat with polycystic ovarian disease and decreased fertility. Obviously, pregnancy or a perceived inability to get pregnant would make a man uninterested in a woman as a possible partner. Either way, a high waist circumference was a direct signal of a lack of health or availability.

So here’s my first challenge to you:  
Stop feeling guilty about wanting to look good.  
It’s hardwired in all of us.  
Most important, accept that being  
attractive on the outside  
means you are truly healthy on the inside.

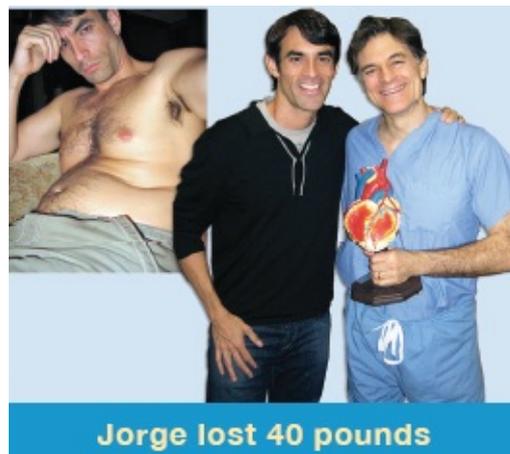
## Beauty Equals Health

With the Belly Fat Cure, the number one physical benefit you will experience almost immediately is increased energy. Belly fat has proven in studies to cause fatigue—a higher waist circumference can really zap your energy *and* your health. A research study done at Pennsylvania State University linked excess abdominal fat to increased levels of daytime sleepiness and overall fatigue. In another study, published in the *Journal of Clinical Sleep Medicine*, individuals with higher levels of belly fat were more likely to report feeling “exhausted” or “tired” than those with a healthy waist circumference. Belly fat is linked to causing sleep apnea, which severely disrupts sleep, leaving you constantly tired, and puts you at risk for other health problems and hormonal disturbances. This means that the moment you start losing abdominal fat with the Belly Fat Cure lifestyle, you will be on your way to renewed energy and vitality.

You will also begin to prevent free-radical damage, one of the main culprits in aging. Researchers at the Washington University School of Medicine in St. Louis confirmed that visceral belly fat (the kind that wraps around your internal organs, not the kind you can pinch) releases inflammatory molecules called interleukin-6; higher levels of these molecules are connected to increased levels of C-reactive protein, which in turn, is connected to chronic inflammation. Scientists in London substantiated this link by declaring visceral fat a “key promoter of ... chronic inflammation.” Even though inflammation starts out as our body’s way to protect itself, when it becomes chronic, it causes cellular damage that ages our tissues and organs, and can eventually lead to arterial stiffness and heart disease. Beyond eliminating the damage that happens on the inside with the Belly Fat Cure, you will also slow down another outward sign of aging— wrinkles—something I know we’d all like to have fewer of!

On top of those benefits (not to mention the flatter stomach you’ll see in one week),

you will specifically lower your short-term *and* long-term risk for illness and disease. Perhaps most important of all, you will take a critical step toward preventing premature death. A groundbreaking research study published in November of 2008 in the *New England Journal of Medicine* revealed that losing belly fat was the most important determinant to a long life without disease. After tracking more than 350,000 Europeans for nine years, researchers determined that a high waist circumference doubled the risk of premature death.



**Age:** 38

**Height:** 6'1"

**Pounds Lost:** 40

**Belly Inches Lost:** 5

“I grew up with belly fat, and by the time I was a teen, my appendix burst and I almost died. Not long after, my father was diagnosed with prostate cancer and my grandparents passed away from heart disease. These experiences really defined my first health awakening—they’re what got me on my path to health. Then a few years ago, I met Dr. Mehmet Oz (pictured with me above), who helped me understand how too much sugar was at the heart of the problem and a significant contributor to belly fat. This second awakening about sugar allowed me to make the connection to all of the health problems and disease in my family. At the time, we didn’t know it was sugar, even though we were gorging on cakes and pies and giant bowls of Cap’n Crunch. Since then, I have never looked at sugar and belly fat the same— it has become my passion to educate other people about this dangerous connection.”

#### **BEST TIP FOR SUCCESS:**

“Never miss breakfast; it’s the most important meal of the day. My favorite meal for the morning is the [Savory Breakfast Sandwich](#) (see recipe).”

In another study, researchers from Harvard Medical School determined that a higher waist circumference was linked to premature death in nearly 50,000 women.