

MAXIMUM MUSCLE MINIMUM FAT

Discover "muscle shifting"—a potent new way to redesign your body—and other surprising secrets of modern bioscience

Learn how to remove hidden obstacles to weight loss and muscle gain

Shatter training plateaus—and experience a quantum leap in your physical development

THE SECRET SCIENCE BEHIND
PHYSICAL TRANSFORMATION

ORI HOFMEKLER *Author of *The Warrior Diet**

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MUSCLE
MINIMUM
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ORI HOFMEKLER

Foreword by Marty Gallagher



North Atlantic Books
Berkeley, California

Praise for *The Anti-Estrogenic Diet*

“I strongly support *The Anti-Estrogenic Diet*, which provides simple guidelines for how to reach an optimal hormonal balance that revitalizes and protects the organism.”

—**DANIEL KUHN, MD, founder of Integrative Neural Psychiatric Services of New York**

“*The Anti-Estrogenic Diet* is a must-read for anyone who cares about their own health, the health of their family, and the health of our global economy.”

—**SCOTT TREADWAY, PhD, world-renowned botanical expert and assistant director of Naturally Occurring Standard Group**

Praise for *The Warrior Diet*

“We’re so convinced that we’ve found 2002’s 25 best (the fastest, easiest, cheapest, and most effective) get-fit solutions, that we are awarding them a prize ... FIRST’S first annual Slimmys for weight-loss excellence. When it comes to diets, we weed the godsend from the gimmicks and give you the very best every issue. But our pick for best of the best? The Slimmy goes to ... *The Warrior Diet*.”

—***First For Women* magazine**

“Women everywhere are raving about the super-effective ‘warrior’ diet—eating lightly during the day, feasting after dark, and losing weight at record speeds.”

—*Woman's World*, November 2002

“Rare in books about food, there is wisdom in the pages of *The Warrior Diet* ... Ori Hofmekler knows the techniques, but he shows you a possibility—a platform for living your life as well. *The Warrior Diet* is a book that talks to all of you—the whole person hidden inside.”

—UDO ERASMUS, author of *Fats That Heal, Fats That Kill*

OTHER BOOKS BY ORI HOFMEKLER

The Anti-Estrogenic Diet

The Warrior Diet

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FOREWORD

Ori Hofmekler: Iconoclastic Innovator

We live in an age of fraudulent fitness. In a society plagued by obesity, impotency, sterility, cardiovascular disorder, and cancer, the public *demand*s miracle products, pills, and potions that will fix any and all health and fitness related problems—and fix them instantly. Fitness frauds and charlatans are only too happy to supply the public the miracle products they demand. The biggest myth in all of fitness is that magical products exist that can build muscle and melt off body fat with the greatest of ease. In the old Soviet Union the workers had a saying, “We pretend to work and they pretend to pay us.” This slogan could be modified for modern fitness: “We provide pretend products to aide the public in their pretend fitness efforts.” Fitness myths perpetuated by fitness frauds have one purpose and one purpose only: to entice members of the fitness community to spend large chunks of their disposable income purchasing bogus products. Anytime a “fitness expert” tells you that building muscle or shedding fat can be made easy, be aware that you are being manipulated into making a purchase. The fitness product pushers produce products that promise exactly what the gullible public wants to hear: By buying “breakthrough” products you will magically be able to eliminate all the toil, tears, teeth-grinding effort, and tough work required to trigger a true transformation.

Ori Hofmekler is the polar opposite of the modern fitness product pusher. He is a fitness heretic, an iconoclastic innovator, a man rooted in science and biology who tells his readers the inconvenient truth about renovating the human body: true transformation is difficult and demanding. What, on an elemental level, defines real physical transformation? If you boil it down to an irreducible core, the savvy fitness adherent would discover that true transformation is about building muscle and melting off body fat. Building muscle is hard work. Shedding body fat is hard work. That's the factual truth. That's the bad news. The good news is that Ori Hofmekler reveals to readers of *Maximum Muscle, Minimum Fat* heretofore-secret science and legitimate, proven methods that can and will build muscle and melt off excess body fat. His nutrition and training systems are grounded in survival science, human biology, and physiology. His methods and tactics are unlike anything you have ever encountered. His methodology is twofold: first he educates the reader with hard science (the physiological science alone makes this book an indispensable reference source), then he provides groundbreaking training protocols. His studied usage of regular food, the kind purchased from the grocery store, is both sane and effective. His approach toward training is both sane and effective. If you are serious about building muscle and melting off body fat, the information contained in this book will provide you with the perfect game plan—the tactical approach you need to turn fitness dreams and desires into concrete reality.

I am quite convinced that the Hofmekler template is revolutionary. His strategic approach toward training and nutrition are totally unlike any system I have encountered in my forty-plus years of complete immersion in the health and

fitness culture. His nutritional strategies are certainly the most radical and heretical approach to the studied use of food I have ever been exposed to. He is, I am convinced, the ultimate authority on renovating the human body through the use of food and exercise. This book is nothing less than a call to action for those serious about attaining “maximum muscle, minimum fat.”

—**MARTY GALLAGHER, Olympic lifting and powerlifting champion; national and world championship team coach; columnist for TheWashingtonPost.com; and author of *The Purposeful Primitive***
January 2008

INTRODUCTION

A Revolutionary Way of Looking at Maximum Muscle and Minimum Fat

The Renaissance culture that flourished in fifteenth- and sixteenth-century Italy idealized the classic muscular body, promoted in part by Michelangelo and Leonardo da Vinci. These two great artists attempted to define the ideal human body proportions through drawing and sculpture. The last sixty years, however, have brought dramatic changes in the way men and women treat their bodies. We are now living in a seemingly new renaissance of “body adoration,” and more people than ever are dieting and exercising, striving to build bodies that are hard and lean.

The goal of achieving a lean and muscular body began long before the time of da Vinci and Michelangelo. The admiration of muscularity and physical power was depicted in ancient Assyrian, Philistine, Minoic, Greek, and Roman art. Physical power was perceived as a primal male virtue required for protecting one’s family and defeating or dominating other males.

According to anthropologist Desmond Morris,¹ women are attracted to hard and muscular men with the potential to become strong mates and protectors of their children. But

nowadays, women's desire to look hard and lean is almost as great as men's. Without delving more deeply into the anthropological definition of "lean 'n' mean," the question is: Why do you want to build muscle and lose fat? The most obvious answers are that a hard and lean body:

- Is attractive
- Is healthy
- Earns admiration

Many people, and perhaps most, want to gain muscle and lose fat primarily because they believe that a muscular and lean body looks great. Although that is certainly true, there is a great deal of confusion as to how muscular and lean the body should be. For many men and women, looks come first, whereas health and performance come second. Nothing is wrong with a passionate desire to look big and lean. But big muscles do not guarantee maximum power, and a lean look isn't always a sign of health, especially in women. In spite of dieting and exercising more than ever, people today are getting fatter and sicker than ever. The vast majority of modern fitness enthusiasts are failing to improve their conditioning in spite of following steady exercise routines.

The purpose of this book is to cut through the confusion of claims, speculations, and pseudo-science often associated with modern diets and fitness programs, and to present the hard-core truths about muscle gain and fat loss. Based on science and epidemiological evidence, the book offers a revolutionary way of improving human conditioning and performance. Science is about predictions based on

predictable fact. Life is about surprises based on the unpredictable reality. This book is about both.

PART I

The Biological Switches
That Trigger Muscle Gain
and Fat Loss

CHAPTER 1

Turning On the Anabolic Switch

Can you turn on your anabolic switch like you can flip on a light? Can you really break the body's secret code to build muscle? For that matter, is there truly a secret code to building muscle? The answer to all these questions is a short and simple *yes!* There is indeed an anabolic switch that can be turned on when the body is in a survival mode. As you're about to read, the anabolic switch that stimulates muscular development is installed within you. All you need to do is acquire the knowledge of how to turn it on. What you're about to read here is revolutionary and may very well go against anything you've known before. But take this information any way you wish. In truth, it simply works.

There is plenty of confusion today about the meaning of *anabolism* and *catabolism*. Bodybuilders commonly believe that *anabolic* means good and *catabolic* means bad. But nothing is further from the truth. To understand what really puts the body into a maximum anabolic potential to rejuvenate tissues and build muscle, first let's briefly shed some light on the anabolic and catabolic forces that regulate our lives.