

# Accent<sup>®</sup>

JANUARY 2022



5 Fitness  
Myths  
BUSTED

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MyShop  
Perks

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THE IMMUNE SYSTEM Company

# 5 Fitness Myths **BUSTED!**

If you're ringing in the new year with a fitness or health goal, you're not alone. About 95% of all New Year's Resolutions are fitness or health related, so January is all about hitting the gym and developing healthy habits. It can be hard to distinguish fact from fiction when trying to support your health, since there is so much information out there. We're here to help! We want to discuss five popular fitness myths.

## Myth #1

**If you're hungry, you're losing weight.**

This myth has some basis, since a calorie deficit (more calories expended than calories eaten) will generally lead to weight loss. Intermittent fasting can also be an effective way to lose weight, after you consult with your doctor. However, starving yourself or frequently going without food for 24 hours or longer is not a sustainable way to lose weight. Your body may go into "starvation mode" and hold on to more calories in an effort to preserve energy, since your body is built to survive. If you're planning to lose weight and keep those pounds off, do it in a sustainable way you can keep up long term!



## Myth #2

**Consuming too much protein and/or lifting weights will make you bulky.**

Many people, especially women, may try to avoid eating protein or lifting weights so they don't "bulk up." Protein is vital, however, for more than just muscle mass. Protein is in your bones, cartilage, skin, hair, and nails. Your body also uses protein to repair tissue, and protein can keep you feeling fuller longer. The average person needs about 50 grams of protein a day, whether or not you're trying to build lots of muscle. Even if you're not looking to "bulk up," lifting weights is still a good idea, since building muscle through exercise can strengthen your bones, help with weight management, and improve your body composition. So, pick up a set of weights a couple times a week; your body will thank you.<sup>1</sup>

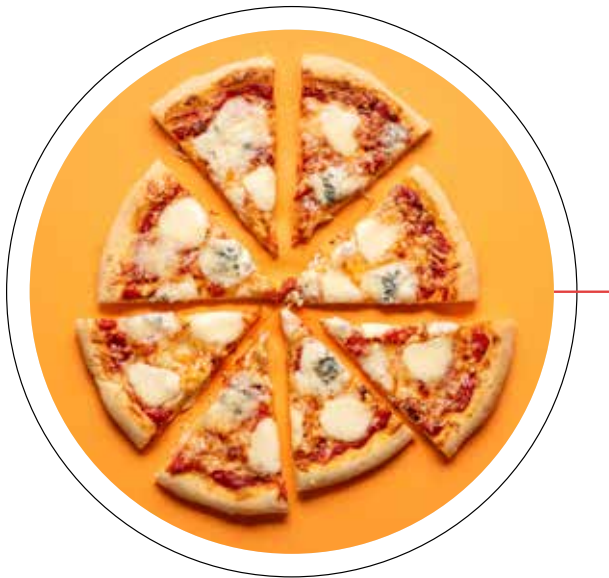


1. <https://www.cnet.com/health/fitness/does-lifting-weights-make-women-bulky/>

# Myth #3

## Exercise is the most important factor in losing weight.

Exercise can certainly help you lose weight, but it's only a small part of the weight management equation. Your weight is determined 20% by exercise and 80% by what you eat. How much you run your body's engine isn't as important as what you put in it. If you want to change your weight, change what you put in your body. Focus on fruits, vegetables, whole grains, and lean proteins. Of course, exercise is still important. Exercise supports a healthy heart, can keep your stress levels low, and helps build muscle and burn calories. If you're only paying attention to your exercise, though, and not your eating habits, you won't see nearly as much progress.



# Myth #4

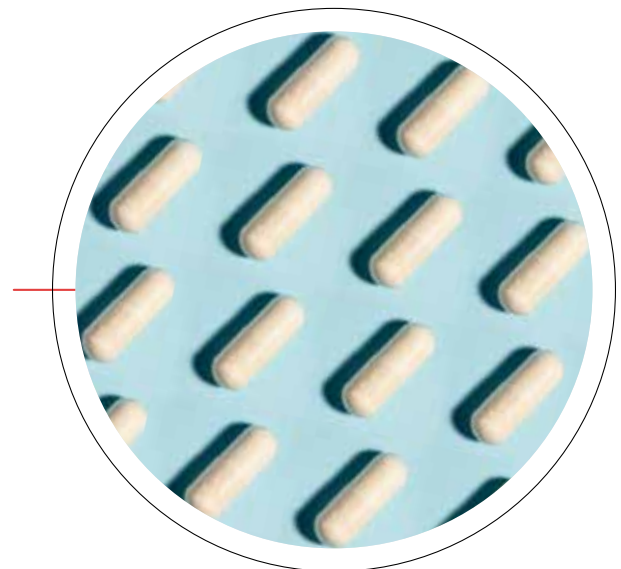
## All fats and carbs are bad.

Not all carbs and fats are created equal. You still need complex carbs and healthy fats in moderation to sustain your energy and support vital body functions. Without them, your body may resort to using protein and muscles stores, instead. Two pieces of wheat toast with butter or avocado is a great way to get your carbs and fats (much better than two doughnuts and a tall Frappuccino). Just eat all food groups in moderation.

# Myth #5

## Supplements can't support your overall well-being or body transformation.

This is a myth we just have to tackle. Of course supplements can support your well-being and body transformation! Even the most dedicated fitness or health enthusiasts need a bit of help every now and then. What better way to support your body than with scientifically backed and patented products? We are The Immune System Company™, and we have some powerful products to support the immune system, but that's not all we do. We have an entire line of products formulated to support your body transformation and promote a healthy diet and active lifestyle. Check out a few of our favorite workout products on the back page.\*





# January Product Special

Do you have fitness goals for the new year? Never fear, the January Product Special is here to fuel an active lifestyle, boost your metabolism, and support weight management.\*

- 1 – **Energy Go Stix Variety Pack** – Provides energy and immune system support in three delicious flavors\*
- 1 – **4LifeTransform Burn** – Accelerates the metabolism and doubles the body's ability to burn fat\*
- 1 – **ShapeRite** – Supports fat and sugar metabolism, balances satiety hormones, and supports weight management\*

Affiliates and Preferred Customers save \$22 off the wholesale price (\$55 off the retail price).

**Wholesale:** \$100

**Retail:** \$155

**LP:** 70

Item #55102



**SAVE \$22!**



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