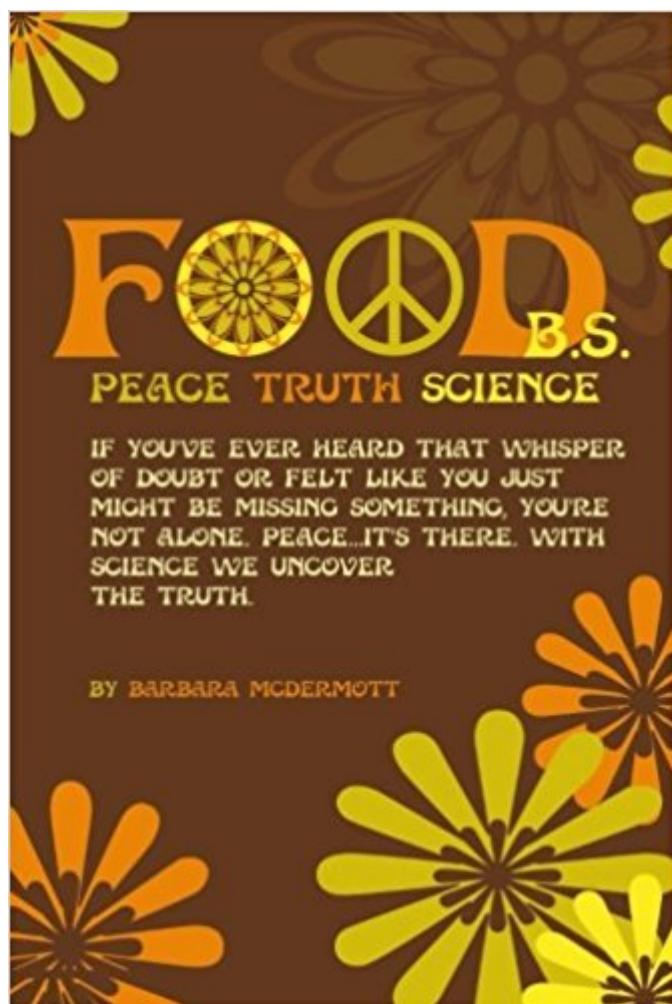


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# Food B.S.: Where Science, Sanity, And Satire Collide



## Synopsis

About FOOD B.S. Barb McDermott (SHIFT Formula Founder) brings common sense to nutrition and health gain. FOOD B.S. is an entertaining romp through life with that four-letter word—FOOD. Her refreshing, no nonsense approach of uncovering truth using non-negotiable rules of science demystifies food once and for all. "A truly unique, witty and life enhancing read!" Have You Ever Wandered Through A Grocery Store And Wondered—Why does eating "healthy" or losing weight have to be so darn complicated and confusing? Why hasn't my mindful, plant-based eating solved my problem? Does eating low-fat truly translate into heart and brain health? Is going "organic" really the cancer answer it's touted to be? Is there something I should be eating to avoid Alzheimer's? Why, the hell!... if I'm counting calories and exercising more, am I still in waistline woe? Is our biggest epidemic, Diabetes, the food teacher no one's paying attention to? And why do all those people on the checkout stand food magazine covers look so damned happy? Who FOOD B.S. Can Help! If you suffer from or are concerned about Accelerated Aging, Acid Reflux, Adrenal Fatigue, Alopecia, Alzheimer's, Asthma, Autism, Brain Fog, Cancer, Celiac, Chronic Fatigue, Chronic Pain, Crohn's, Depression, Diabetes Type-1, Diabetes Type-2, Epilepsy, Food Cravings, Fibromyalgia, Heart Disease, Inflammation, Irritable Bowel Syndrome, Menopause, Multiple Sclerosis, Nash, Parkinson's, Restless Leg Syndrome, Rheumatoid Arthritis, Weight Gain...then find out why they have met their match when science teacher (Barb) brings you into her classroom (life) and guides you to the answers you've been seeking. Help and guidance for these ailments are all found in the basic metabolic principles of food—which, by the way, apply to all humans. Entertaining. Enlightening. Empowering. If you've ever found the big science and nutrition books to be, well...over your head—or just too boring or complicated to get through...FOOD B.S. was written especially for you! Quick to digest and simple to understand. You'll find yourself devouring it in one sitting so you can begin taking action to enhance the health of you and your family right away—without confusion, frustration, pills, potions, powders or diet. With FOOD B.S. you'll clearly see why there are "No Food Off Limits, Just Know Food Limits".

## Book Information

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## Customer Reviews

Learn more about Barb and also get her (FREE) 7-Day Meal Plan System at

<http://ShiftMealPlan.com> Founder of the SHIFT Formula, Barb McDermott has helped countless people suffering from diabetes, cancer, heart disease, rheumatoid arthritis, chronic pain, weight gain, pre-diabetes, depression, and other ailments. Barb's journey that would lead to the SHIFT Formula started when daughter Erin was diagnosed (Type 1 Diabetes) at age 16. Despite following doctors' orders and the general protocol for healthy living including exercise and a balanced, organic foods diet her daughter was progressively slipping away. Steady weight gain, steady health decline. Only a mother can understand the pain and suffering of a child crumbling under the weight of a lifetime, moment to moment-impacting disease. Which is why Barb took matters into her own hands. Prior to the SHIFT Formula, Barb and her husband owned and operated a chain of health clubs and hosted their own exercise television show while producing top-selling exercise videos. Besides daughter Erin who lost 30 pounds and has since regained her life and vitality by following the SHIFT Formula, Barb is the mother of Grace, a professional photographer and Charlie, who plays Axl Heck, eldest son on the ABC television hit comedy, The Middle. Today Barb and her husband live on the bay in Fort Myers Beach, FL where they help guests rejuvenate their health at their SHIFT Retreat. To learn more about the SHIFT Retreat go to: <http://ShiftInParadise.com>

I have been reading a lot of metabolism articles and books lately to learn to reset your metabolism to counter my hypothyroidism and received this book free to read. Most of my adult life I always tried to eat lean and healthy because both parents had heart disease. I was lean most of my adult life but

gradually the pounds began to increase and were harder to get off. I struggle to keep my cholesterol down and have been diagnosed with hypothyroidism. I have also developed arthritis. Most of the metabolism reset and diet books have you on ridiculous meal plans that keep you cooking all the time and most of the food is not great. Many of us are busy and we don't want to spend all our time planning, shopping, and cooking. This book has really opened my eyes to how your body processes the food and how unhealthy carbs are for us. I never knew fructose from fruit makes you liver fat or glucose from any carbohydrates (even the whole grains we have been encouraged to eat) make your belly fat! So I am shifting from all the carbs to satisfying protein and healthy fats along with lots of leafy greens and veggies. This book has really given me an entirely new outlook on eating for a healthy mind and body.

For anyone trying to "eat themselves healthy" by following government guidelines and the advice of health gurus...this is the book for you. If you find yourself wondering why you continually fail when you religiously follow the rules for a healthy body...this book is for you. Ms. McDermott uses a no nonsense approach in Food BS to explain why you cannot be healthy if you are following the rules. She explains the science behind blood sugar in a way that makes sense. I believe that if you follow the advice given in Food BS, you will soon see that healthy body emerge. You will not have to continually think of yourself as a failure. You will uncover that healthy body. I received the book for free. I have read and listened to so many "here is how to get healthy" messages that end up demanding money, that I was ready for this free book to end up being BS. Boy was I surprised. This free book is a keeper. It is worth your time (and health) to read it, question it, and check the research behind it. Take a chance with this book. You have nothing to lose. You might just gain a few more healthy years to spend with your family.

I just finished reading Barb's FOOD B.S. book and found it very informative and easy to understand. I've been a personal trainer and weight management coach for 25 years and have stressed all of these factors to my clients. This book helps to understand the science behind the reasons that we need to pay more attention to what we give ourselves and our families when buying and preparing food. This is a great book for everyone and no matter how much you think you know you will learn something new! Thanks for sharing!

At the risk of making my recommendation too cute by about half, Food B.S. delivers bite-sized morsels of food and nutrition science in a way that is as enjoyable to ingest as a kitchen sink full of

your favorite ice cream. Barb McDermott has translated thousands of hours of study, sleepless nights, tireless analysis and science into a book that is fun to consume, easy to digest, and leaves only a pleasant taste behind. But I submit to you that the WHY for this book makes it something you should have in your library and also in your kitchen. The author was watching her teen aged daughter slip away on every level imaginable due to Type 1 Diabetes, and she rolled up her sleeves and went to work on reversing that decline as only a Mom who screams to the heavens, "Not on my watch," can. The ultimate result was Food B.S., and it worked! If for no other reason, keep in mind that her daughter's very life was on the line, so the stakes couldn't have been higher for Barb to get this right. There could be no wiggle room, and no hazy conclusions...and there weren't. The rest of us should thank the stars that we get to share in the rock solid miracle that is Food B.S.. Get this book. Share it with everyone you love. That's what Barb has done.

I like the "down to earth" voice of this book. It's a plan that is easy to understand. I have read so many books, some that only those with professional cooks on their staff and some that meet the needs of a "middle aged soccer mom" like me. This fits into the latter of those descriptions. However, it's a different perspective that adds to the knowledge that I already have and encourages me to try something new.

This is a great book. It is well written and explains the science of the SHIFT Method very well. After reading this book it is clear that the Shift Method not only helps with Blood Sugar control, weight loss, but also in helping prevent cancer and other ailments. This book is a major reason in helping me change my life and help.

I loved this book, not only is it an easy read, it is incredibly informative! I have already begun adding changes to my current eating habits. Barbara breaks it all down so that it is easy to understand. Thank you Barbara for giving us such a great resource.

Great information, easy to understand explanation of the science behind your metabolism. I have read so many conflicting books and articles on how to eat "healthy", tried various diets and weight management methods, but this book really makes sense, even though it goes against the mainstream nutritional advice of many "experts". Looking forward to "shifting" and finally giving my body what it needs to function at its peak! You will look at food and your eating habits differently after reading this book....A MUST READ for anyone seeking the truth about food and your health!

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