

# Can You Get FIT in 90 Seconds?



**A special report on weight loss and the body's  
Primal Metabolic Response that naturally uses  
food for ENERGY instead of storing it as FAT!**

**by NY Times Best-Selling author Dr. Frank Lawlis**



# CAN YOU GET FIT IN 90 SECONDS?



[www.MyMobileMinute.com](http://www.MyMobileMinute.com)

MindBodySeries Wellness, Inc.  
21900 Burbank Blvd Floor 3  
Woodland Hills, CA 91367

Copyright © 2011 by Dr. G. Frank Lawlis and Gregori Palumbo  
All rights reserved, including the right of reproduction in whole or in part in any form.

For information regarding special discounts for bulk purchases, please contact MindBodySeries Wellness Special Sales: 1-888-668-0797 or customerservice@mindbodyseries.com

Manufactured in the United States of America

Names and identifying characteristics of people in this book have been changed.

This publication contains the opinions and ideas of its authors. It is intended to provide helpful and informative material on the subjects addressed in the publication. It is sold with the understanding that the author and publisher are not engaged in rendering medical, health, or any other kind of personal professional services in the book. The reader should consult his or her medical, health, or other competent professional before adopting any of the suggestions in this book or drawing inferences from it.

The author and publisher specifically disclaim all responsibility for any liability, loss, or risk, personal or otherwise, which is incurred as a consequence, directly or indirectly, of the use and application of any of the contents of this book.

**AT FIRST**, it sounds impossible.

We have all been programmed to believe that losing weight requires hours of exercise and a good deal of dietary sacrifice.

Hearing that it may only take a 90 second fitness routine to lose the weight that has eluded the dozens of other attempts simply sounds like a gimmick – too good to be true.

But as they say, “timing is everything”.

The timing of the 90 second routine is what matters.

And the results cannot be dismissed – real people lose real weight – they get into the best shape of their lives.

And they do not have to change their lifestyle to accommodate their fitness and eating programs.

Instead, they make a simple 90 second adjustment.

The simplicity and quickness of the routine makes it easy to maintain long-term. Consistency is the key element, and as over-booked as everyone is, very few people, if any, can argue that they are too busy to fit in just 90 seconds for the benefit of their health.

## **THE PRIMAL METABOLIC RESPONSE**

It does not take much to trigger the beneficial effects of exercise, when timed correctly. In fact, it has been demonstrated that just 30 seconds of exercise allows glucose to get to the muscles efficiently and helps to suppress appetite.

By performing a 90 second specially designed fitness routine within 30 minutes before eating meals, metabolic processes are triggered into action and the body gets prepared to optimally process the food that it is then given.

This means that digestion is improved and food is processed into energy instead of stored as fat.

This is referred to as the “Primal Metabolic Response”. It is a natural reaction the body has to bursts of physical activity. The burst of activity triggers the body’s metabolic systems that are necessary to support the two fundamental reasons for bursts of activity – fleeing from prey, or hunting / gathering for food. The body responds by optimally utilizing whatever is ingested, improving the conversion of carbohydrates to energy and proteins to muscle.

The result is that the body naturally begins “trending” toward optimal health. Appetite is naturally suppressed, and the body automatically begins craving healthier foods.

## **THE SCIENCE**

The science that explains the “MyMobileMinute Effect” comes from biology as well as psychology.

From the biological perspective, 90 seconds of rigorous exercise is enough to trigger metabolic processes, and to cause food to be digested more efficiently. Because it is only a 90 second commitment, regularity and consistency are easily achieved long-term. This cumulative effect far outpaces the results of programs that require extended commitments of time and energy that are not maintainable long-term.

From the psychological perspective, placing the 90 seconds of exercise prior to meals creates an easily kept habit. Everyone needs to eat, and the act of eating reminds one to do the exercise, so it is easy to remember to do it. Consistently doing the exercise prior to eating creates “conditioning”. This means that the body gets used to knowing that exercise means that food is coming. It is able to prepare itself better for the coming meal. As time goes on, it becomes strongly linked, creating a life-long habit. This is the same effect that Pavlov had with his dog – he rang a bell before feeding the dog each meal. After a while, the sound of the bell caused the dog to salivate. With MyMobileMinute, the activity of the exercise causes the body to prepare for the food that it is about to ingest.

A side benefit is the anti-aging and rejuvenative aspects of doing MyMobileMinute. To understand how this works, it is necessary to understand more about metabolism.

Metabolism processes food into energy, but it also is responsible for the reproduction and repair of cells and cell components – such as proteins, enzymes and hormones. So an activated metabolism is better at repairing damaged cells, and better at restoring the components of the cells to their optimal levels and states. Simply put, this means a reduction in illness, better health and greater longevity.

One of the cellular components that benefits are “telomeres” – the tiny caps on the end of DNA strands – the length of the telomeres being a reliable marker of cell age. The older you get, the shorter the telomere, because each time cells divide, the telomere gets “snipped” and becomes a little shorter. Scientists have found that exercise reduces telomere loss by approximately 75%.

MyMobileMinute provides consistency with exercise that promotes the maintenance of these cellular “benefits” indefinitely.

## CONCLUSION

MyMobileMinute takes 90 seconds, it affords all of the benefits of exercise without the time commitment, energy, injuries and inconsistency that come with traditional exercise programs. MyMobileMinute makes it practical to achieve life-long optimal physical conditioning for even the busiest and most over-committed people.

For anyone who has ever failed at losing weight the “traditional” way, MyMobileMinute is more than worth a try – it may be the “magic pill” you have been waiting for ...

[www.MyMobileMinute.com](http://www.MyMobileMinute.com)

### **For your consideration:**

All information in this e-book is intended for your general knowledge only and is not a substitute for medical advice or treatment for specific medical conditions. We cannot and do not give you medical advice. You should seek prompt medical care for any specific health issues and consult your physician before starting a new fitness or nutrition regimen. The information contained in this online site and emails is presented in summary form only and intended to provide broad consumer understanding and knowledge of dietary supplements. The information should not be considered complete and should not be used in place of a visit, call, consultation or advice of your physician or other health care provider. We do not recommend the self-management of health problems. Should you have any health care-related questions, please call or see your physician or other health care provider promptly. You should never disregard medical advice or delay in seeking it because of something you have read here.