

BY TOM VENUTO

NEVER LOSE
MUSCLE
AGAIN!



THE HOLY GRAIL METHOD FOR
100% PURE FAT LOSS

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Never Lose Muscle: The Holy Grail Method For 100% Pure Fat Loss

Almost everyone has heard one or more the dire warnings:

"Be careful not to drop your calories too low, or you'll lose all your muscle."

"If you miscalculate on your pre-contest diet, you'll cannibalize your own muscle tissue."

"Don't do too much cardio or you can kiss your lean mass goodbye."

"Watch out for those low carb diets – they're highly catabolic."

"Research studies show that for every 3 pounds of fat you lose, 1 pound of that will be muscle."

It's scare stories like these that have many people worried about wiping out all their hard work in the gym, spinning their wheels and ultimately getting nowhere. I mean, who wants to spend months (or years) working their tails off putting on muscle, only to lose everything they gained when they shift gears and transition into a fat loss program?

In this special report, you'll learn the top strategies for retaining your muscle while you're dieting for fat loss. Stated differently, this means that by reading this report, and using the strategies, you will be able to lose 100% PURE FAT!

Body Transformation Problems & Pitfalls

Each side of the body transformation process has its own share of challenges and pitfalls. On the muscle-gaining side, many people struggle with gaining fat when they gain muscle. There are solutions for this problem, which I explained in my free report, [The End of Bulking](#). However, it is absolutely true – a scientific fact – that your body's normal tendency is to gain at least a little fat when you gain muscle.

The reverse is also true. You set out on a "cutting program", pursuing your quest to get leaner, perhaps even get "ripped" or achieve the coveted "6-pack abs." All is well until you measure your body composition and realize that you're losing muscle! You see, it's also a scientific fact that your body's natural tendency is to lose some lean body mass when you lose fat.

There IS some scientific basis behind those statements like, "you'll lose a pound of muscle for every three pounds of total body weight you lose." There are some older studies that demonstrated these kind of muscle losses.

If I've just escalated your fears even more (or caused you to sink into depression), cheer up, because as I mentioned above, there are solutions for this side of the body transformation equation as well. New scientific breakthroughs tell us how we can retain lean body mass while dieting.

Muscle Loss Scare Stories: Real or Hype?

Before I show you the TOP 3 SECRETS of keeping muscle while cutting fat, let's backtrack for a moment and address these fears about losing muscle. Are they warranted at all?

Some trainers and nutrition experts have been blogging and speaking about the subject of muscle loss during weight loss and they say it's just a myth! They claim that the whole thing has been blown out of proportion, and muscle loss while dieting is really nothing to worry about at all!

Other fitness authorities – of equal credentials, reputation and physique – say that losing muscle is absolutely a major concern! In fact, they say it's one of the biggest challenges that dieters ever face, second only to maintaining the fat loss and avoiding relapse.

Doesn't it drive you crazy when two experts tell you the exact opposite information? It used to drive me insane when I was an up and coming bodybuilder. Heck, it took me YEARS before I even figured out the truth about the low carb versus high carb debate (I dish out the whole scoop on that debate in my first book, [*Burn the Fat, Feed the Muscle*](#)).

I have decades of experience on which to draw conclusions – my own experience, plus hundreds of in-person clients, thousands of internet clients and hundreds of thousands of readers. I've collected a gold mine of priceless real world feedback over the years.

But where I look first, and where you should look first too – before opinion and anecdote - is at the research: clinical trials published in peer-reviewed journals.

What the research says about muscle loss while dieting

Although I'm a self-confessed (and proud) "muscle-head," I'm also a bit of a science geek. I subscribe to almost every exercise physiology and weight loss science journal currently in print and have for years. One of the most prestigious of those peer-reviewed publications is *the International Journal of Obesity*.

Just a few years ago, I stumbled across a study in that journal published by Dr. Kevin Hall, an investigator at the National Institute of Health in Bethesda. Dr. Hall has focused his research on the various mechanisms that regulate human body composition and much of his work was based on the previous findings of fellow obesity researcher, the late Dr. Gilbert Forbes.

The body of research from Hall and his predecessors threw such a wrench into multiple current theories of body composition management, that many nutritionists, trainers, coaches and fitness writers, including myself, had to re-examine their thinking and re-write some portions of their recommendations.

Here is a 13-point punch list of what the research revealed and how it relates to YOU gaining muscle and losing fat

- At least a small amount of lean body mass is usually lost along with body fat
- If lean body mass is lost, the amount of lean body mass lost is highly correlated to the size and severity of the calorie deficit
- Very aggressive calorie deficits and low calorie diets tend to erode lean body mass to a greater degree than more conservative diets.
- The amount of lean body mass lost is based on initial body fat level
- Lean people tend to lose more lean body mass and retain more fat.
- Fat people tend to lose more body fat and retain more lean tissue
- Because obese people retain more lean and lose more fat tissue, this reveals why they can tolerate aggressive low calorie diets better than lean people
- The metabolizable energy in fat is different than the metabolizable energy in muscle tissue. A pound of muscle is not 3500 calories. A pound of muscle yields about 600 calories.
- If you create a 3500 calorie deficit in one week and you lose 100% body fat, you will lose one pound.
- If you create a 3500 calorie weekly deficit and as a result of that deficit, lose 100% muscle, you would lose almost 6 pounds of body weight! (of course, if you somehow manage to lose 100% muscle, you will be forced to wear the Dieter's Dunce cap)
- If you have a high initial body fat percentage, then you are going to lose more fat relative to lean, so you may *need* a larger deficit to lose the same amount of weight as compared to a lean person.
- Progressive resistance training can modify the proportion of weight lost from body fat versus lean tissue.
- Higher protein diets can modify the proportion of weight lost from body fat versus lean tissue

I'm not sure if scientific research fascinates you or bores you to tears, but all I can say is that this information is priceless! This provides us with almost everything we need to know in order to settle the controversy. It tells us EXACTLY what to do to reduce the risk of muscle loss during dieting and lose 100% pure fat. It even gives us some clues about how we could possibly even [gain muscle and lose fat at the same time!](#)

First, the truth about the muscle loss controversy: Research tells us that BOTH SIDES WERE RIGHT!

In *some situations*, muscle loss can be a big issue. In *other situations*, muscle loss is mostly a non-event. If we understand the difference between high risk and low risk situations, then we'll know exactly what to do in order to Burn the fat and keep the muscle when dieting.

Muscle retention and your initial body fat percentage

The research shows that overweight and obese individuals are less likely to lose muscle in a calorie deficit.

This is completely logical if you think it through. When someone is obese or very overweight, they have plenty of excess caloric energy in storage, so even if there aren't many calories coming in from food, their bodies don't sound off the starvation alarm. Think about it – they're not really in danger of starving if they have huge fat reserves saved up are they?

Lean people, on the other hand, have less fat in storage. When a lean person restricts calories, two things are happening:

- 1) There are not many calories coming in
- 2) There's not much reserve energy left in storage, and reserves are still shrinking!

That's why the body panics and triggers the starvation alarm! One of the body's reactions is to cling onto those fat stores a little more to prolong survival time. Another is to burn off the muscle as a way to provide energy and/or to reduce the metabolically active body mass and thereby conserve energy.

Fat, Average and Lean People: Big Differences in Physiology

As you can see, there are huge differences in the physiology of how lean and overweight people's bodies respond in a caloric deficit. So now let's go to a real world scenario: transforming your body and how it applies to different groups of people at different starting body fat levels. As you read the descriptions below, you may want to think a bout which category you fall into.

GROUP A: Many people (a LOT of them) are not obese or overweight, but they still have more bodyfat than they want. They're already lean or they're "average" in body fat level, but they're not nearly lean enough to see their abs or any kind of muscle definition. For example, a guy might be about 17% body fat – a bit on the high side, but not in the overweight or unhealthy category. He doesn't want to be a bodybuilder, but he wants to get down to 10-12% which is enough to have a nice flat stomach (the gut is completely gone) and maybe see a hint of abs and overall muscle definition. A female in this category (since women store more fat than men), might be around 23% and she wants to drop to about 16% or 17%. That may not be "figure competitor lean" but it's leaner than the average girl.... It's "athlete" lean.

GROUP B: There's also a smaller, yet significant group of people who are already lean, but "lean" isn't enough for them – they want to be "ripped!" They might be recreational trainees who just want to see their abs or get really cut for vacation or the whole summer, or they might be bodybuilding, fitness or figure competitors who

MUST be ripped to have a chance at winning their competitions. In this category, a man might be 11% body fat which he maintains all the time no problem, but he want to hit single digit body fat and reach 5% or 6%. Maybe even go a bit lower and compete. A female who is already athletic-lean at about 17% or so might want to compete in figure or hit the 6-pack abs level of 12-13% or so.

BOTH of these groups – A and B – should pay extremely close attention to the ["holy grail"](#) methods I'm discussing in this report because these techniques apply the most under A and B situations.

GROUP C: If you're overweight or obese, you have less to worry about in the muscle loss department and some of my "Holy Grail" techniques are not as important to you... yet. However, anyone who still has a lot of weight to lose can keep reading because, eventually you are going to get leaner and the longer you diet and the leaner you get, the more these techniques will benefit you. For now, your primary goal is get that fat off as quickly as you can as long as you do it safely and healthfully. For group C people, I recommend a dedicated fat loss program like [burn the fat feed the muscle](#).

Back to Group A and Group B: If you're in one of these groups, you need strategies to protect lean body mass while you're dieting, and there's good news about that:

According to the research (and our real-world case studies), losing muscle in a deficit is not a foregone conclusion. There are numerous strategies you can use to ensure that you retain all your muscle while dieting. Three of them stand out above all the others and we'll spend the most time on #1.

Muscle Retaining Factor #1: Severity of Calorie Deficit

One of the major factors mentioned in the research was the severity of the calorie deficit:

"Very aggressive calorie deficits and very low calorie diets tend to erode lean body mass to a great degree than more conservative deficits."

I've spoken out against crash diets and starvation diets for years – my mantra has always been FEED THE MUSCLE, and BURN THE FAT, don't starve the fat.

As you'll see shortly with the subsequent muscle loss factors, you can reduce the chances of muscle loss while in a deficit with well-designed weight training programs and adequate protein intake. However, the risk for muscle loss is higher across the board with very low calorie diets, especially in already lean or semi-lean people.

The problem is that (1) you must have a calorie deficit to lose fat, but (2) too severe of a deficit increases risk of muscle loss. This leads us to the importance of choosing the correct calorie deficit.

The standard way to calculate a calorie reduction for fat loss is to use a 500-1000 calorie per day deficit (below maintenance) for losing one or two pounds per week, respectively.

We can improve our calorie deficit guidelines a lot by using a sliding percentage scale of conservative, moderate and aggressive deficits, *which is influenced strongly based on your starting body fat percentage.*

This gives you a safer and more personalized approach than an *absolute* deficit like 1000 calories. In *relative* terms, a 1000 calorie deficit could be near starvation, or it could be a perfectly reasonable reduction for an overweight person.

For example, if you're a large, somewhat heavy and very active male with a 3400 calorie per day maintenance level, then a 1000 calorie deficit means a daily caloric intake of 2400 calories per day, a 30% deficit (aggressive, but well within reason).

If you're a petite, lightly active female with a caloric maintenance level of 1900 calories per day, then a 1000 calorie deficit means a caloric intake of 900 calories per day, a 53% deficit (semi starvation, potentially unhealthy and catabolic). As Einstein would say, that's relativity for you.

The fix is simple: Instead of using generic deficits like minus 1000 calories, use a percentage. I've designed such a sliding scale. This new approach accounts for your goals, your desired rate of rate of weight loss and your starting body fat percentage:

15-20% below maintenance calories = conservative deficit

20-25% below maintenance calories = moderate deficit

25-30% below maintenance calories = aggressive deficit

31-40% below maintenance calories = very aggressive deficit (risky)

50%+ below maintenance calories = semi starvation/starvation (potentially counterproductive or even unhealthy)

Should You Be Aggressive or Conservative When Choosing a Calorie Deficit?

Usually, we'd suggest starting with a conservative deficit of around 15-20% below maintenance. Based on the research, however, we see that there can be a big difference between lean and overweight people in how many calories to cut.

If you have very high body fat to begin with, the typical rules of thumb for calorie deficits may underestimate the deficit you need to lose a pound. It may also be too conservative, and you can probably use a more aggressive deficit safely without as much worry about muscle loss or metabolic slowdown.

If you're already lean, like an "off-season" physique athlete trying to get ready for competition, it's different: *You need to be very cautious with large calorie deficits.* You'd be better off keeping the deficit small and starting your cutting phase earlier to allow for a slow, but safe rate of fat loss, with maximum retention of muscle tissue.

When deciding whether you should be more aggressive or more conservative with your deficit (15% vs 30% or even higher), I'd suggest four considerations:

1. Take into account your starting body fat. If you have high starting body fat, then you're at less risk of losing lean tissue because you have a large storage depot of energy (body fat). If you have a low starting body fat (ie, bodybuilder or lean person trying to get even leaner), then you're at higher risk of losing lean tissue with an aggressive calorie deficit, especially with a high level of training volume and intensity.

2. Take into account your actual body composition results. If you're losing fat and maintaining all your lean body mass on an aggressive deficit (30% or possibly even slightly higher), and you're not experiencing undue hunger, then why not stay with it? (You'll get maximum fat loss that way). If you're on a very conservative calorie deficit of 15% and the fat loss is painfully slow, then why not increase it a bit? (you'll speed up fat loss that way)

3. Use both sides of the energy balance equation. Could you leave your calories at a 15-20% deficit via reduction in food intake, but increase your activity to obtain the overall 30% deficit? Ie, does it fit your lifestyle and schedule to take a "higher energy flux" approach and simply get that extra calorie burn by exercising more rather than eating less? If so, and especially if your activity level is currently low, then consider raising your calories burned rather than cutting your calories consumed (that's the [*Burn the Fat, Feed the Muscle*](#) approach).

4. Take into account your need to reach a deadline. When you think about deadlines, ask yourself whether you will accept higher risk (of muscle loss, etc.) and the discomfort of more potential hunger, in order to reach a body fat goal on a specific target date. (however, if you're rushed to make a deadline this time, make sure it doesn't happen again. Learn from this first experience, plan better next time, stay leaner and start sooner so you don't have to crash diet to meet your deadline).

What about medical weight loss and protein fasts?

Anyone who has ever been on a medically-supervised liquid weight loss diet or a self-administered protein sparing modified fast (PSMF) diet, may see a contradiction in our deficit guidelines and warnings about muscle loss. They might point out that their own medical doctor put them on 50% of their maintenance calories or even less (often only 800-900 calories per day - technically, a "muscle-burning" crash diet, right?) If it's bad for you to cut calories so much, then why would a doctor recommend it?

Well, keep in mind the context. In the cases of obesity, a risk to benefit analysis has to be done. The risks of staying morbidly overweight far exceed the potential downsides of an extremely low calorie diet, and the doctor knows that the weight will come off fast with a large calorie deficit. In some cases, it's saved as a last resort. In other cases, a doctor will make a judgment call on whether to start someone on a very low calorie liquid protein or PSMF diet right away. In all cases, the patient is under the doctor's supervision and ensures adequate nutritional intake using supplements.

What about the high risk of muscle loss? Well, again consider the patient, the urgency of the need to lose weight and the starting body fat. As the research indicates, the highly obese person is less likely to lose muscle with an aggressive deficit. Some of the weight lost is going to be lean tissue; almost no doubt about it, but it will be less than a lean person and even if LBM is lost, again the benefits outweigh the risks.

One more thing: In very low calorie diets for obesity, there is often only light exercise involved as some patients are not very mobile. One thing we've discovered is that very low calorie diets combined with very high volume training is potentially a much more catabolic and metabolism-damaging situation than low calorie diets alone

or high volume training alone. In other words, you can get away with high training volume if you eat a lot of food to support the training (think of athletes in training camp, etc). You can also get away with (in some cases, ie, obesity) very low calorie diets, if the training volume is conservative. But you usually can't get away with both.

EXTREME DIET PROGRAM WARNING: In the non-medical sector, you sometimes get pitched for very strict diet programs, often recommended even by fitness writers, trainers or bodybuilding and figure coaches you trust. These call for extreme calorie cutting, nothing but protein shakes (or mostly protein shakes, nothing but fish and meat, or other such madness). Unlike medical weight loss, this is generally a really bad idea, because the athlete, bodybuilder or figure competitor is already lean.

Combined with a high cardio and weight training volume, this approach can spell total disaster for your lean body mass. Quick and extreme fat loss claims sell, but as the research shows, the lean person is far more likely to lose muscle with an aggressive calorie deficit. Even though high protein intake and weight training spares muscle, lean people (category A and especially category B), need to be much more conservative with calorie cutting.

A lean person wanting to get even leaner should start far enough out from their goal target date so they can lose at a rate of 1.0 to 1.5 lbs per week to maximize retention of lean muscle. In this scenario, the risks of large calorie deficits and fast weight losses outweigh any benefits. At the very least, this approach needs to be called out for what it really is: Crash dieting and impatience.

Muscle-Retaining Factor #2: *Optimal* Protein Intake

Another very important factor for holding on to lean tissue during calorie deficits is dietary protein. According to the research:

"High protein diets can modify the proportion of weight lost from fat versus lean tissue."

In case you're worried that I'm going to tell you to eat nothing but protein or even mostly protein, you can relax because that's not the case. However, nailing down the optimal protein intake is a huge priority for cutting fat while maintaining muscle. In fact, after setting calories/calorie deficit, ensuring the proper protein intake is the next highest priority.

Most people think that protein is the most important when you're on a muscle building program (which implies that you're in a surplus, at least some of the time). Would you be surprised if I told that that the opposite is closer to the truth? When your calories and carbs are high, you are in a more anabolic state. You have plenty of energy coming in through food, so your body spares protein and you don't need as much. When your calories and or carbs are low, (and especially when you're already lean), your body more easily burns protein and extra dietary protein can help prevent that.

So how much protein do you need? This question is one of the biggest, longest-running debates in the history of bodybuilding and fitness industry and there are still as many opinions as there are experts. Entire books have been written about protein

and the amount of research on the subject is far beyond the scope of this brief report.

Collectively, the research on protein that uses weight training subjects typically gives recommendations in the range of 0.8 to 1.0 grams per pound of bodyweight. Although some people argue that 1 gram per pound is more than you "need," (and they may be right), *there is a big difference between "need" and "optimal."*

For men and women doing extremely intense training (weights and cardio) who are also in caloric deficit, it's not uncommon to see intakes of 1.2 to 1.5 grams per pound of bodyweight produce excellent results for retention of lean body mass.

Important Note: using grams per pound of total bodyweight works if you are a category A or B person. If you are overweight, you may overestimate your protein needs with this method and should consider using 1 g per pound of lean body weight or "target" bodyweight.

Based on the current research, the long-standing bodybuilder recommendation of 1 gram per pound of bodyweight looks like a solid starting point. From there, you need to gauge whether it's appropriate to bump it up higher, based on your goals, training intensity, your personal food preferences and the severity of your calorie deficit.

If you choose to go with more aggressive deficits, it is a smart strategy to err on the slightly higher side for protein rather than the low side.

Since protein research is such a complex subject, look for future writings from me on this subject from the Holy Grail website and newsletter at www.HolyGrailBodyTransformation.com

Muscle-Retaining Factor #3: Progressive Resistance Weight Training... Done RIGHT

The final point from the journal's research emphasized the importance of weight training for retaining lean body mass:

"Progressive resistance training can modify the proportion of weight lost from body fat versus lean tissue."

For anyone involved in the bodybuilding or strength training community, I don't have to lecture about the importance of weight training. In fact, I think it should go without saying that if you're not weight training, all bets are off.

You certainly aren't going to GAIN any significant amount of muscle without weight training and the risk of losing muscle increases without it. With very low calorie diets, the risk goes up even greater. *With very low calorie, low protein diets, the risk of muscle loss skyrockets without weight training.*

Yet outside the bodybuilding community, in the mainstream weight loss community, it's still like pulling teeth to convince people that they need weight training for a fat loss program. "If you can't lose fat and gain muscle at the same time, then why should I bother weight lifting?" they ask.

Well, first of all that's a mistaken conclusion. As my program the [**Holy Grail Body Transformation system**](#) teaches, it's entirely possible to lose fat and gain muscle at the same time. But even if you didn't want to gain muscle, you need the weight training to keep the muscle you have.

"But shouldn't I just lose the fat first, then worry about building muscle later?" is the usual follow up question. My answer is, "If you are overweight, yes you should focus single-mindedly on losing the fat first... and weight training helps you do that."

"Won't I get bulky?"

"I don't want to look like Arnold in Pumping Iron."

And on and on the question go. And on and on my answers go: Weight training is crucial to your success. It's a signal to your body to keep the muscle during weight loss. It's what develops the physique of an athlete rather than the dreaded skinny fat look. It increased bone density. It makes you stronger. The list of benefits is endless.

Again, none of this is news to those of us in the strength and bodybuilding world, but the unfortunate fact is, even the grizzled veterans in bodybuilding still screw up the weight training during cutting phases.

What goes on their heads, I will never figure out, but there is this overwhelming urge that people have to change everything in their weight training program for the sake of losing fat: switching to circuit training... less weight and higher reps... nothing but giant sets... exclusive use of density training with less weight.... Cranking up the sets and exercise volume to burn more calories... switching to isolation exercises like leg extensions and dropping heavy squats...

It's crazy!

To the contrary of all these mistakes, during a cutting phase you should observe the following guidelines

1. **Train heavy.** By all means incorporate some high reps, supersets or density work, but do NOT stop the heavy straight sets. The poundages the put the muscle there will keep the muscle there.
2. **Continue to emphasize compound exercises:** keep squatting, rowing, deadlifting, and pressing. The exercises that put the muscle there are the exercises that will keep the muscle there.
3. **Maintain, or even reduce your volume, rather than increase it.** During a fat burning diet, your body is depleted and struggling to recover completely from one workout to the next. Adding exercises and sets while also increasing intensity at the same time as you are reducing calories often tips you over the edge into overtraining, putting you into a catabolic state. If anything, reduce your volume just slightly as you get leaner and leaner, but maintain the intensity and weight load.

Never Lose Muscle: Top 3 Strategies Summary

Talk to anyone who has experience in this field and they are going to be *forced* to agree that these are the definitive top 3 strategies for maintaining your muscle:

1. Use a conservative calorie deficit
 - 1a. adjust the deficit according to your starting body fat level
2. Ensure an optimal protein intake
 - 2a. err on the side of more protein when body fat and energy intake are low
3. Use heavy progressive resistance weight training even when the primary goal is fat loss

Be sure to also keep in mind the differences between the lean and overweight individual. And remember that the leaner you get and the steeper your calorie deficit, the more important the protein intake and weight training become.

Want to Learn More?

I hope you found this report helpful. You now have the top strategies to lose 100% pure fat and keep 100% of the muscle. These should form the core of any good fat loss program. They are the core strategies of my original [*Burn the Fat, Feed the Muscle system*](#) for fat loss and my new [*Holy grail body transformation system*](#) – the program designed to help you lose fat and gain muscle at the same time, gain solid muscle with out fat or lose fat without losing muscle.

This however, only scratches the surface of everything you'll find in my complete body transformation system. For example, here's a partial list of some of the other Holy Grail Strategies for 100% pure fat loss:

Muscle-Retaining Factor #4: Nutrient Timing

Muscle-Retaining Factor #5: Cyclical dieting and Nutritional Periodization

Muscle-Retaining Factor #6: Hormonal Optimization

Muscle-Retaining Factor #7: Lifestyle factors

Muscle-Retaining Factor #8: Cardio Optimization

You're going to improve your results in a huge way simply by making sure you apply the first 3 strategies. But if you want to skyrocket your results to the maximum possible in the time you have – and if you even want to lose fat while GAINING muscle at the same time, then please visit my site to learn more:

www.HolyGrailBodyTransformation.com

About Tom Venuto

Tom Venuto is a natural bodybuilder, nutrition researcher and freelance writer. Tom holds a bachelor of science degree in Adult health/fitness (exercise science) and is a long time member of the American College of Sports Medicine and the National Strength and Conditioning Association.

Tom has been training since 1983 and has competed 28 times since 1989 as a lifetime natural (steroid free) bodybuilder. His titles include the Mr. Natural New Jersey, Natural Pennsylvania, Natural New York State, Natural Mid Atlantic States and Natural Eastern Classic Championships. He was also runner up in both the Natural USA and Natural North America Championships.

Venuto is the author of numerous books including the #1 selling e-book [Burn The Fat, Feed The Muscle](#) (e-book), the National and #1 Amazon best-seller, *The Body Fat Solution* (Avery/Penguin, hardcover). His latest, [The Holy Grail Body Transformation System](#) (e-book), is the only science-based guide on the market that teaches you how to gain muscle and lose fat at the same time – the "Holy Grail" of fitness goals.

Tom is a regular guest on podcasts and radio shows including Martha Stewart healthy living (Sirius XM satellite radio), ESPN-1250, WCBS-AM and Blog talk radio.

Tom's articles have been featured on *hundreds* of websites worldwide and he has been featured in IRONMAN, Australian IRONMAN, Natural Bodybuilding, Muscular Development, Men's Fitness, Men's Exercise, First For Women, Oprah Magazine, The Huffington Post, The Wall Street Journal and The New York Times.

Tom is also the founder and CEO of the premier fat loss support community, the [Burn The Fat Inner Circle](#). You can visit Tom online at:

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