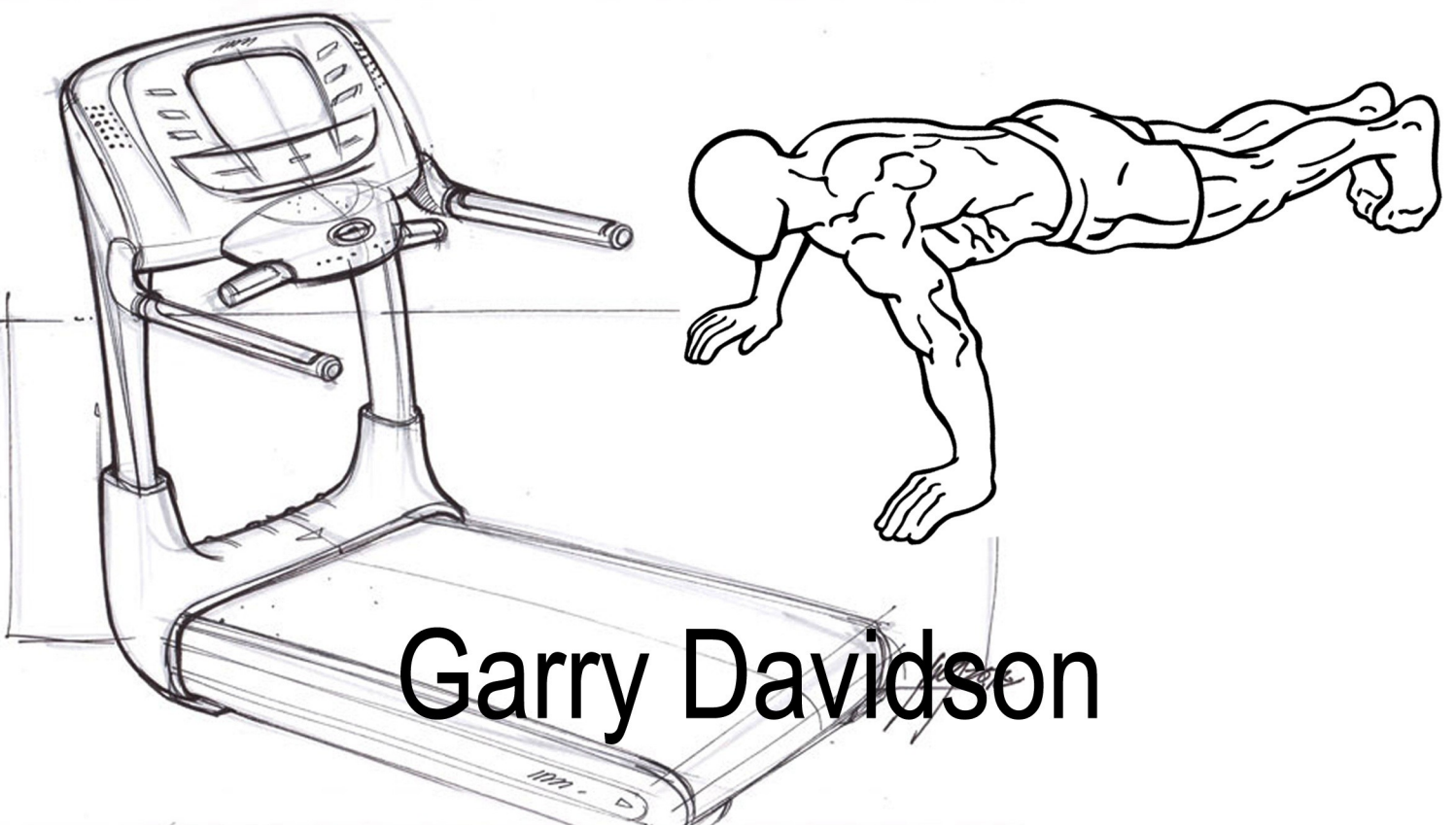
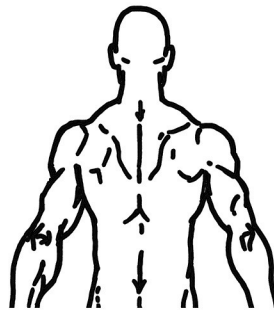
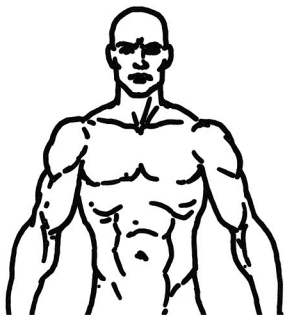


The 3 Biggest

Man Boob Mistakes



Garry Davidson

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By Garry Davidson

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Preface

No matter how much information I put out there on how to lose man boobs naturally, I get emails from guys *every day*, asking me what they should be doing to get rid of their man boobs and tighten up their puffy nipples.

When I ask these guys what they're *currently* doing, 9 times out of 10 they're doing completely the *wrong* thing. And what's *really* freaky is everyone is doing the *same* wrong things. There's something seriously wrong with the general perception out there on how to go about getting a flat chest, so I decided to write this free report to help set things straight.

In this book I'll be addressing three of the most common mistakes I see guys with man boobs making. If you are making these mistakes, then I'll bet you can turn everything around by following the *correct* methods of exercise, and making the correct changes to your diet and lifestyle.

Before I get into it though, I need to tell you a few things about man boobs that you may or may not already know.

Losing man boobs is different from just losing weight. Though a lot of guys who lose weight, also end up losing their man boobs, the most common methods people use to lose weight, are actually an extremely inefficient way to lose man boobs. One of the most common complaints I get, is from guys who are losing weight from their belly, but their chest just doesn't seem to be responding.

Here are a couple of examples:

Paul: *"I'm dropping weight like mad... My stomach is getting smaller week by week... Soon I have to make a another hole in my belt!!!! BUT*

It seems that my top half of the chest is not sticking to my program and it does not get smaller... How can I increase the rate of loosing my CHEST???"

Chris: *"I have actually dropped 25 pounds since the summer, but I haven't seen any difference in my chest. Is there any exercises/diet plans/etc. that can help me get the body fat off of my chest?"*

From what I've seen, these guys are actually better off than the majority of guys with man boobs. Most guys with man boobs have a hard time losing *weight*, let alone losing man boobs. This is because an overweight guy with man boobs, has a completely different body chemistry than an overweight guy *without* man boobs.

If you have man boobs, your body chemistry is wired *against* you either losing weight, *or* losing man boobs. That's why guys with man boobs have a harder time losing weight than guys without man boobs. But there's good news here as well...

When you use the *right* methods for getting rid of man boobs, weight loss will happen automatically as a side-effect. In fact, there's no way short of surgery, to just lose man boobs on their own. When you use the right methods to shrink down those man boobs and de-puff those puffy nipples, you will automatically shed fat from the rest of your body as well.

When you align your body chemistry to lose man boobs, losing weight for a guy with man boobs, suddenly becomes easier than losing weight for a guy without man boobs.

So What's All This Wishy-Washy Talk About “Body Chemistry”?

When I mention “body chemistry”, don't worry, I'm not talking about romance or sex, you haven't picked up the wrong book. Having mentioned it though, sex *is* related, but I won't go into that here.

We know that hormones and your body chemistry can change the way you feel. Lust is controlled by the sex hormones estrogen and testosterone, while falling in love is controlled by neurotransmitters in the brain called monoamines. Epinephrine is involved in creating anger, while a lack of dopamine is known to lead to depression.

Hormones *also* decide the way you *look*, the way your body is shaped. We know that genes are involved here too. Some people are just *born* to be fat because they have the 'fat gene', they're just wired like that. And many guys are shocked to hear that you can also be born to have *man boobs*. Studies have shown that if you were exposed to the wrong hormones while still in your mother's womb, you can be predisposed to having man boobs as an adult. You'll either grow them during puberty, whenever you put on weight, or after a certain age, usually after the age of 40.

The good news however, is that though you can't change your genes, your genes can only make certain changes to your body – like giving you man boobs or excessive body fat – by using *hormones* as chemical transmitters. The good news is we *can* change our hormones.

Your genes can only *predispose* you to having man boobs. In the end, it is 'environmental factors' like your diet, lifestyle and exposure to environmental toxins, that will decide whether or not you actually *grow* man boobs.

How Hormones Decide The Way You Look

Remember back in those High School days when girls suddenly started looking attractive? At about

The Three Biggest Man Boob Mistakes

the same time YOU started to grow taller, grow spots and get a deeper voice, the girls in your class started to grow wide hips and hot boobs - you couldn't take your eyes off 'em!

If you paid attention in biology class and weren't too busy salivating over your teacher's boobs, you probably know that these changes are brought about almost entirely by estrogen in girls and testosterone in boys (sadly, my biology teacher was male, so I paid attention).

An increase in the male sex hormone testosterone during puberty in boys, among other changes, makes them grow body hair and muscles.

An increase in the female sex hormone estrogen in girls makes them grow breasts and start their periods.

A lot of boys also grow breasts during puberty, because for anything between a few months and a couple of years, estrogen levels in boys rise more than testosterone. Usually the testosterone catches up and those pubertal breasts go away all on their own.

Thank GOD boys don't get periods though, that would get complicated.

Also, did you know that male-to-female transgender folk use estrogen pills, gels, patches and tablets to grow breasts *on purpose*?

And of course, we all know that modern bodybuilders use testosterone injections, pills and supplements to build humongous muscles that you could never build naturally.

So that's the power of hormones. Your body uses hormones as chemical messengers to determine the way you look.

It's your body's hormones that decide how fat you are, and your hormones that decide whether or not you have man boobs. When you take control of your hormones, you take control of your appearance. With your hormones in check, YOU get to decide how you look - how much muscle you have, how much fat you have, whether or not you have man boobs.

The Two Most Important Hormones For Losing Man Boobs

The main hormones involved in growing and losing man boobs are estrogen and testosterone. Everything else works by modifying the levels of these two key hormones.

You may have heard people talk about the “estrogen to testosterone” ratio (E:T ratio). A high E:T ratio means you have high estrogen and/or low testosterone. A high E:T ratio signals your body to grow breasts. As I mentioned earlier, transsexual men use estrogen to increase their E:T ratio, so

The Three Biggest Man Boob Mistakes

they can grow breasts on purpose.

There are also other hormones involved, like progesterone, insulin, growth hormone, prolactin, and IGF-1. Though most other hormones affect your man boobs through their influence on the E:T ratio, some, like prolactin and IGF-1, also have their own independent action on male breasts. The E:T ratio however, is the single most important factor for us to consider.

The secret to *losing* man boobs is to *decrease* the E:T ratio, so you have low estrogen and high testosterone. The trouble with conventional weight-loss regimes, and with methods that *most* guys use to try and lose man boobs, is that they end up increasing the E:T ratio, so even when they *do* manage to lose weight, they are constantly signalling their bodies to hold onto chest fat.

So without further ado, let's get to the most common man boob mistakes.

Man Boobs Mistake #1: Doing Countless Pushups



Here's part of an email I received from an Indian customer, Akash, before he got started on my program:

“I started off with 25 sit ups & 25 push ups a day from 13th of this month and also cut off fried food and cold drinks etc. I have gradually increased no of push ups to 100/day in set of 25 each twice a day before sleeping and after waking up further I am restricting my motorbikes use and going for walk and cycling once a week, a sign of positive results is reflected as my weight has reduced. But the problem is my chest has not changed one bit.”

So why is Akash doing 100 pushups a day? Well like most newbies trying to lose man boobs, Akash has been fooled by the spot-reduction myth.

Why Doing Lots Of Push-Ups Isn't A Good Strategy For Burning Chest Fat – Busting The Spot-Reduction Myth.

When I take my clients to the gym, there are always a bunch of women sitting there doing triceps extensions, and it's quite common to see a queue of women behind the hip adductor machine for burning thigh fat.

I see the same women there over and over again. Year after year they still have fat thighs and fat flabby arms.

Never in my life have I seen a woman get slim thighs and toned arms from doing hip adductions and triceps extensions. Nor have I ever seen anyone get six pack abs by only doing crunches. **I've also never seen a guy lose man boobs just by doing push-ups.**

These people are all doing these targeted body part exercises because they believe doing so will burn fat in that target area – they believe in *spot reduction*.

When a woman wants to lose arm fat, her friends and even many so-called fitness 'professionals' will tell her to do triceps extensions to target the arm fat. When a guy wants to lose his love handles, everyone will tell him to do side-crunches. When a guy wants to lose his man boobs, everyone will tell him to do push-ups.

Both science and practical exercise reality point to the fact that spot reduction is a *myth*. When you exercise your chest muscles, the muscles in your chest do *not* use the fat in your chest for energy. The same applies to all other parts of your body.

Triceps extensions won't get rid of your arm fat, side crunches won't get rid of love handles, hip adductors won't get rid of thigh fat, crunches won't get rid of your belly fat.

Regardless of what part of your body you are exercising, it's your genes and hormones that decide where the fat comes off from first.

Your genes might be programmed to release fat from your belly first, then fat from your legs, then fat from your face, and *then* fat from your chest. No matter what exercise you do – whether it be running, swimming, cycling, bench presses, pushups, or finger curls – if you are not changing your hormones in the right way, the fat will come off your body in the same order according to your genes.

So one approach to losing man boobs would be to focus on exercises that are best at targeting generalized fat reduction throughout the body. Your body will follow its genetically predetermined pattern of fat loss - e.g. butt first, then legs, then belly, then arms, then face, then finally your chest. The thing with pushups is they only target very small muscle groups compared to other exercises like running, swimming and cycling, which target many of the largest muscle groups in your body. Pushups totally *suck* when it comes to generalized body fat reduction.

But that's not *all* that's wrong with doing pushups.

When you overtrain one particular muscle group, you end up sending your hormones in the *wrong* direction. 100 pushups a day is way over the top for most people, and is likely to increase your levels of the stress hormone cortisol. Cortisol not only signals your body to hold onto body fat, it also reduces the effects of testosterone, and increases the effects of estrogen in your body.

The Three Biggest Man Boob Mistakes

So not only can you not spot-reduce with pushups, doing endless pushups is also not a good method for triggering generalized body fat reduction. On top of this, overtraining with pushups can trigger your hormones into holding onto your man boobs.

When I showed Akash how to do the right *type* of chest exercises, not only did he grow muscles like he never thought he could, he also managed to finally get rid of his man boobs.

Man Boobs Mistake #2: Doing Cardio



Here's the experience I and a lot of my clients have had with cardio. If you've tried doing cardio to lose your man boobs, I bet you'll know what I'm talking about.

You get out there and you feel great that you've gotten started. The first couple of weeks you're losing weight, the bathroom scale confirms it (awesome!), your clothes feel loose, your face seems more gaunt in the mirror, people start to complement you on your weight loss, you feel energized, you feel great! It's only a matter of time until that chest starts to flatten out.

But a few weeks in, and your bathroom scale seems to be *stuck*. By now you should have been able to fit into smaller size pants, but your waist just doesn't seem to be shrinking the way it did when you first started out. And your chest is the same as it's *always* been. You push yourself harder, put in more days and more hours, and nothing... where in the beginning, your shrinking waistline motivated you to push yourself through the rain, cold and early morning starts, now you're pushing yourself twice as hard, but there are no results to motivate you to carry on.

Soon enough, you give up and resort to believing that maybe you were just *meant* to be a big lad, maybe the only way to lose man boobs really *is* by having surgery.

See, when you do it properly, cardio can be great for losing overall body fat, and fat from your chest too. But most people go about it all wrong.

Most people think cardio is all about getting up early in the morning and cranking out 30-60 minutes of jogging every day. Heck I've known guys to do 3-4 hours of cardio every day. This kind of cardio is called moderate intensity, steady state cardio. Though people *do* use this method to lose weight, it doesn't work very well at all for *most* people, and it works even *less* for guys with man boobs.

Just think, how many people have you seen at the gym, going on the treadmill for an hour every day? How many of these people actually *ever* lose weight? I've joined a number gyms in my day, and one common theme I saw was the same fat people on treadmills, elliptical machines and stationary bicycles, burning off all those calories, yet looking exactly the same, YEAR AFTER YEAR.

I've had *hundreds* of guys tell me they're doing cardio to no avail. Most can't lose weight, and those who *do* lose weight, don't lose anything from the chest. I had exactly the same experience when I first started out.

The Volume Training Myth

Where guys doing pushups are fooled by the spot-reduction myth, guys doing *cardio* are being fooled by what I call the “*volume-training myth*”.

The human body is a complex machine governed by millions of different chemicals, most of which we haven't even discovered yet, and probably never *will* discover. Volume training takes this complex machine (the human body) and treats it as though it were as simple as something like a car. With a car, the more fuel you put in, the more distance you'll get out of it. It's all about energy in and energy out – a simple equation. The volume-training myth assumes that the human body is all about “calories in and calories out”.

Man, the number of so-called 'experts' I hear say “It's all about burning more calories than you consume”. If only it were that simple... then I wouldn't know dozens of people (me included), who have burned up to a thousands calories and more a day through exercise, with very little in the way of results. You lose some weight in the beginning, but somehow your body just seems to adapt to the increased expenditure, and you stop losing more, and even end up gaining back what you lost in the first few weeks.

In the past, I went through a period of 8 months where I was cycling fast for 2 hours a day in the morning, 7 days a week. I was also doing Brazilian Jiu Jitsu in the evenings – which gives you the most brutalizing workout you can get – 4 days per week, and lifting weights the other 3 days of the week. I was burning some intense calories. When I started off on this regime I just knew that I would

lose weight, and I took pictures of myself every week. And you know what? After 8 months, my pictures and measurements showed no change whatsoever.

I was ready to give up at that point, because I thought my body was just designed to be fat... until I discovered the power of hormones – something a simple machine like a car doesn't have to worry about.

Steady State Cardio Kills T & Enhances Cortisol

The problem with cardio is it doesn't do anything to signal your body to torch that chest fat. In fact, it does the opposite.

Studies have shown that overtraining with long distance cardio raises levels of destructive hormones like cortisol. Cortisol acts against testosterone and signals your body to adopt a gynoid (feminine) model of fat-distribution - so more fat on the chest!

We also know from numerous studies that long distance runners have lower testosterone levels than even the average couch-potato.

Going back to cortisol, this hormone has an extremely powerful influence on your body. Cortisol is perhaps the single most important reason why people who exercise *too much*, end up with very little results despite their efforts. To see the effects of high levels of cortisol, you only have to take a look at people suffering from Cushing's syndrome.

Cushing's syndrome is when someone is exposed to high levels of the hormone cortisol, either by taking drugs, or because of an illness where too much cortisol is produced in the body. Since a picture can speak a thousand words, here are some pictures to show you what Cushing's can do to a person:



The Three Biggest Man Boob Mistakes

Cushing's syndrome also happens in men. Notice the stretch marks. Cushing's makes people fat so quickly, that the fat tears through the skin.



And look at what it does to babies! Man, I thought babies had such a high metabolism, they were *never* supposed to get fat!



So, the flaw in the volume-training approach, is that you have to work out *more* to see better results. But studies show that if you push yourself hard during a workout, your cortisol levels suddenly start to go through the *roof*! This happens at around the hour-mark for most people. Even if you break up your workouts, if you put in too many training hours in the day, your cortisol levels will be chronically elevated during exercise, while you rest, and while you sleep.

Cortisol not only causes weight gain, it also breaks down muscle tissue. When you overdo the cardio, your body goes into a catabolic state where it starts to break down massive amounts of muscle so it can use it for energy. Cortisol also weakens your immune system, reduces your bone density, and

increases your appetite and cravings for sugar.

If you are exercising in a way that raises cortisol, *and* kills testosterone, then good luck with ever losing weight, and especially with losing man boobs!

Since it's very common for guys with man boobs to overtrain with cardio, I thought I'd briefly mention the overtraining syndrome, which, by itself, can kill your efforts when it comes to losing man boobs.

The Overtraining Syndrome – Yes You Can Lose Weight By Overtraining, But...

A lot of people do lose weight by training for hours on end every day. Olympic swimmers for example, train for 2-3 hours, twice a day 6-7 days per week. Marathon runners also train for hours on end almost every day, and you don't see many successful fat marathon runners around. Same goes for triathlon competitors and pro cyclists.

One major problem with overtraining is that only a few particularly determined people can ever keep up with doing that amount of exercise every day. There's too much willpower involved, and you usually have to be a full-time athlete to make it work.

Besides, overtraining poses a serious risk to your health and well-being. It's also a highly *inefficient* way to either lose weight or to grow muscle. By over training, the only thing in your favor is the principle of calories in vs calories out. **But at the same time, your entire body chemistry will be waging war against your efforts.** Just like with countless over-enthusiastic athletes, this war will lead to the destruction of your health and well-being. By having your hormones work *against* you, it becomes more difficult to lose weight and almost *impossible* to lose man boobs.

We have already discussed how doing too much cardio can increase cortisol, and decrease testosterone. With the overtraining syndrome, these hormonal changes aren't just there during and after your prolonged workouts, they'll also be there on non-training rest days. Prolonged exposure to increased cortisol levels and decreased testosterone levels will not only make it notoriously difficult to gain any muscle, but will also cause your body to hold onto as much body fat as possible, especially to those man boobs.

How Do You Know If You Have Overtraining Syndrome?

Prolonged intense training requires your adrenal glands to produce high levels of the hormones epinephrine, cortisol and aldosterone. Over time, the receptors for these hormones become less sensitive, and adrenal fatigue sets in, where you experience low energy and fatigue, muscle loss,

decreasing blood pressure and fluctuating daily body temperatures.

With the overtraining syndrome, you may also become moody, easily irritated, have altered sleep patterns, become depressed, or lose the desire and enthusiasm to work out. Physical symptoms include persistent muscular soreness, increased frequency of viral illnesses, and increased incidence of injuries.

Personally, I know how much it sucks to be overweight and to have man boobs, and I personally would *gladly* suffer *all* of the symptoms of overtraining if it meant that I could be slim and just *look* normal with a flat chest. Really, I'm not being sarcastic. **For me, having man boobs was worse than suffering from overtraining syndrome.** But the truth is that you DO NOT have to train like crazy and go through the overtraining syndrome in order to get a great body by losing your man boobs, losing weight, and growing muscle.

The best way to exercise for losing man boobs, is to use the Stimulus-Adaptation Principle. This is where you set the stimulus for breast-reduction by signalling your body to boost key hormones like testosterone, which help to *reduce* man boobs, reduce body fat *and* grow muscle. The signalling effects of these hormones can last for many *days* after a workout, so your man boobs continue to shrink, even when you're not working out.

Man Boobs Mistake #3: Calorie Restriction Diets



People in Ethiopia aren't fat. They're extremely thin, and their bones are sticking out. I think people see pictures of Ethiopians in Red Cross adverts on TV, and assume that if they eat less, they'll lose weight, *and* lose their man boobs. And of course, you've also got doctors and fitness 'pros' telling you it's all 'calories in V calories out'.

Now I won't deny that Ethiopians are thin because they don't eat. If you stopped eating today, I'll bet you'd be thin in a few weeks time. If you're a skinny guy with man boobs, I'll bet those man boobs disappear too, since your body *will* eventually resort to burning that boob-fat.

But have you got that kind of resolve? Few people have the willpower it takes to just stop eating. Few have the willpower to maintain a low-calorie diet.

But just like with cardio and overtraining, a low calorie diet is an extremely inefficient way to lose weight, and an even more inefficient way to lose man boobs. Studies show that when you go into a state of starvation, or you're in a prolonged state of hunger, your estrogen levels go up and testosterone levels plummet. Your body also makes other hormonal changes, which are designed to reduce your metabolism, so you conserve energy. Since muscle is more metabolically active than fat (and hence more wasteful), your body breaks up your muscle tissue to use for energy, *before* it breaks into your fat reserves.

Just the fact that a low calorie diet raises your E:T ratio, means that it makes losing man boobs on a low-calorie diet *notoriously* difficult. Your body will resort to getting rid of those man boobs, right at the last instant, *after* it's eaten through everything else – fat from everywhere else on your body, *and*

The Three Biggest Man Boob Mistakes

your muscles. Also, as soon as you *put on* some weight, the *first* place your body will store fat on will be your man boobs.

The secret to losing man boobs is not about eating less. It's about eating the right *type* of food. It's about *hormonal* eating – eating foods that will raise key hormones like testosterone and progesterone, and reduce hormones that encourage breast development – like estrogen, insulin and cortisol.

So I hope you enjoyed learning about the three most common mistakes guys with man boobs make. Just to re-cap, these are doing endless push-ups (the spot-reduction myth), too much cardio (the volume-training myth), and following a low-calorie diet. I've seen many guys make these mistakes year after year, and come close to losing all hope of *ever* being able to lose their man boobs. If you're making just *one* of the three mistakes in this report, then I'm here to tell you there's a better way.

As soon as I switched my efforts to the right *type* of exercise, and the right *type* of diet, my man boobs started to shrink in a matter of *weeks*. My nipples also retracted and started to get tighter.

With the right regime you don't have to spend hours in the gym, heck you don't even have to train every day. All you really need is a few minutes of training every other day or even as little as three days a week. Rather than treat your body like a car burning fuel with the calories in calories out model, you can treat it like a programmable computer. You set the program using a few minutes of intense exercise, and then relax while your hormones instruct your body to transform itself while you rest or get on with your day.

If you enjoyed reading this book, I've got a lot more good stuff that's going to help you out even more. It's all in my new program, How to Lose Man Boobs Naturally. The link below will take you to a free video, where my old client John, tells you all about how *he* went about losing his man boobs.

Even if you don't want to buy my program, the video in the link below has lots of useful information that you can start using today, so go check it out. I know you'll like it.

<http://howtolosemanboobsnow.org>

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