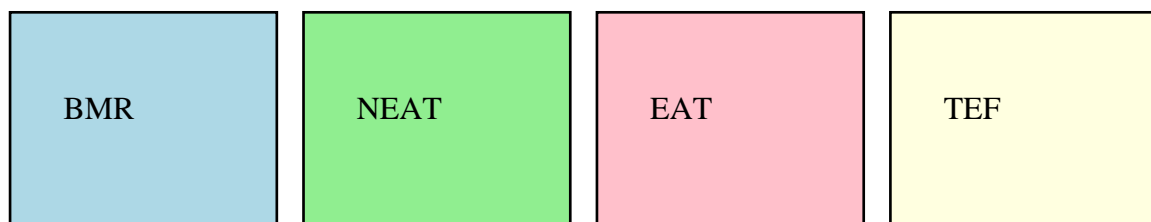


How Weight Loss Really Works (Without the Confusion)

Let's cut through the noise: no matter what diet, plan, or hack you try, weight loss always comes down to **burning more energy than you eat**. That's called a **calorie deficit**. Sounds simple, right? Let's break it down in plain English.

Where Your Calories Go Every Day

Your body is busy burning energy all day long—even when you're not moving. Here are the main "buckets" where those calories get used:



TDEE = Total Daily Energy Expenditure

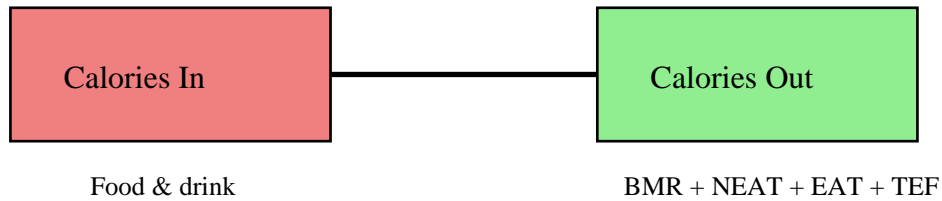
BMR (Basal Metabolic Rate): Think of this as your body's "idling speed." Even if you stayed in bed all day, you'd still burn most of your calories just keeping your heart pumping, brain thinking, and cells ticking over.

NEAT (Non-Exercise Activity): This is all the "little stuff": walking to the shop, tidying up, even fidgeting. For some people, NEAT adds up to hundreds of calories a day without ever stepping into a gym.

EAT (Exercise Activity): This is your workouts—running, lifting, classes. Great for health and fitness, but surprisingly, usually a smaller slice of the pie than people think.

TEF (Thermic Effect of Food): Believe it or not, eating burns calories too! Your body has to break food down and process it. Protein takes the most effort, which is one reason it's handy for fat loss.

Calories In vs. Calories Out



Here's the deal: - Eat **more** than you burn → your body stores it, mostly as fat. - Eat **less** than you burn → your body dips into its reserves, and that's weight loss. It really is that simple—though not always easy.

So, whether you're doing keto, fasting, cutting portions, or just moving more, they all "work" the same way: by making it easier for you to keep a calorie deficit. **The best plan is the one you can actually stick to.** No magic, just consistency.