

## **Editor-In-Chief of SOBeFIT Magazine, Marta Montenegro, Says Time Magazine's Article 'Why Exercise Won't Make You Thin' Sends the Wrong Message**

**MIAMI**, Aug. 17, 2009 -- In the recent *Time Magazine* article titled *Why Exercise Won't Make You Thin*, writer John Cloud tells us that these days the more than 45 million Americans who belong to a health club may be wasting their time. He says that "exercise, in other words, isn't necessarily helping us lose weight. It may even be making it harder."

After reading this article, **Marta Montenegro** is on a mission to tell Americans that these stories are sending the wrong message to readers, giving people an excuse to avoid the gym, which could continue contributing to the obesity crisis in America. What about the proven health benefits of exercise? What about the psychological effects of exercise? Marta Montenegro is an exercise physiologist, a strength and conditioning coach, a college professor, a certified fitness trainer and the Editor-in-Chief of SOBeFIT Magazine, and these are her thoughts fully backed by the latest research:

1. **TIME MAGAZINE:** People think they can actually eat more if they exercise and therefore won't lose weight, or might actually gain weight (hunger increases when you exert more energy therefore you will want to eat more).

**MONTENEGRO:** People who exercise tend to be more conscious and knowledgeable of what they eat, and tend to eat healthier because they are more likely to have access to nutritionists, personal trainers and other forms of professional counseling most often found in a gym setting.

2. **TIME MAGAZINE:** Could pushing people to exercise more actually be contributing to our obesity problem? In some respects, yes. Because exercise depletes not just the body's muscles but the brain's self-control "muscle" as well.

**MONTENEGRO:** Beyond just weight loss, exercise has been proven to help PREVENT many diseases, including coronary artery disease, osteoporosis, cancer and others. Not to mention, people who exercise regularly live longer.

3. **TIME MAGAZINE:** Calories burned by exercising make very little impact on the total amount of calories people consume, and therefore, exercising doesn't make that big of a difference for weight loss.

**MONTENEGRO:** Yes, exercise by itself doesn't allow you to lose weight, but diet is as important as exercise and you have to find a healthy balance between the two. To lose weight, you need to create a caloric deficit which is easier to sustain through both exercise and diet combined. Let's say that you need to lose one pound which is 3,500 calories, well you need to create a deficit of 500 calories daily which can be done through cutting back on your diet and doing some exercise. Studies have shown that people who combine exercise with diet are more likely to keep the weight off. Just exercising or dieting alone won't provide the same long term health benefits.

4. **TIME MAGAZINE:** After we exercise, we often crave sugary calories like those in muffins or in "sports" drinks like Gatorade.

**MONTENEGRO:** I understand the idea that exercise can increase your appetite or you can compensate the calories you burn by eating more after a workout. However, depending on the intensity of your workout, the most immediate hormone response is a decrease in or lack of appetite. As an exercise physiologist, when people crave sugar, we usually recommend they exercise to counteract the craving (and of course make sure that they aren't hypoglycemic). Exercise releases "feel good" hormones that naturally act to control sugar cravings. Also, if someone has sugar cravings, it could be a sign of poor hydration. If you stay properly hydrated throughout the day with water, you will be sure to keep sugar cravings at bay.

Lastly, Montenegro comments, "if you want to be fit and toned, there's no way to do it with diet alone. So my best advice is to eat right and exercise. Your body will thank you."

~Marta Montenegro~

*Marta Montenegro holds two master's degrees — one in Finance and one in Exercise Physiology — and is a certified fitness trainer and strength and conditioning coach. The magazine Publisher is also an Adjunct Professor of Exercise Physiology at Florida International University, and has authored a book titled Forget Dieting! Exercise and Learn to Eat. She has frequently contributed to both local and national media outlets, including well-known networks like CNN, NBC and Univision. Visit [www.sobefitmagazine.com](http://www.sobefitmagazine.com) for more information.*

~SOBeFIT Magazine~

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