



UN-DIET
YOUR
LIFE

SHERRY ROTHWELL, RHN

9 DIET MYTHS

Discover what's really holding you back from permanent weight loss. Get the clarity you need to finally stop spinning your wheels and start seeing results that last.

Hi, I'm Sherry Rothwell, RHN

When I realized that I had become obese, I was shocked - I had been eating the same vegetarian diet — doing everything right, but slowly gaining weight anyway — what was worse was that another 20 additional pounds came on in only 2 months! I knew “something” was off and needed to change. Clearly something that I was doing wasn't working for me anymore.

What I discovered enabled me to drop 12 dress sizes and I have kept it off for 12 + years now (and counting)—without dieting.



I created this guide to help you stop blocking your weight loss. Inside, you'll uncover the hidden diet myths that secretly sabotage your health along with the simple shifts that will finally free you from being on the diet hamster wheel.

I teach women how to release excess weight naturally—without restriction, without punishment, and without ever diet “ing” again.

Stop buying into the myths and instead embark on the path of permanent weight loss - free of quick fixes that never last.



9 Myths That Are Keeping You Stuck With Your Weight

Myth 1: Eat Less

Myth 2: Fat Makes You Fat

Myth 3: A Calorie is Just a Calorie

Myth 4: Diet Drinks Do It

Myth 5: Veganism Is the Answer

Myth 6: I Get Enough Protein

Myth 7: Whole Grains Help

Myth 8: Snacking Stabilizes Blood Sugar

Myth 9: I Need to Exercise to Lose Weight

Keep reading for what to do instead!

Myth 1: Eat Less

TRUTH: When you eat LESS you actually promote MORE future weight gain.



Restricting calories makes your animal brain believe that you are living in the midst of a famine. To protect you from starving to death, it instructs your thyroid to slow down to conserve calories - otherwise known as 'slowing down your metabolism'. The body is then instructed to hold onto the fat you already have at all costs - and to store as much new fat as possible!

In the Delish UN-Diet School, I will show you why eating less is not the answer and how to *eat better* - in a way that nourishes your metabolism back to health.

Myth 2: Fat Makes Me Fat

TRUTH: Fat chance! While certain fats are not healthy (and NO saturated fat and cholesterol are NOT the bad guys), fat does not make you fat.....sugar & carbohydrates do (even the natural whole food ones).



The mainstream media and the conventional medical paradigm blames fat, when it's actually excess carbs that are responsible. If you eat more carbohydrates than your body can handle - then it is forced to convert carbs to fat. It doesn't matter how much you "diet" or exercise.

In the Delish UN-Diet School, I will show you how to eat more fat without weight gain, so that you finally feel satiated.

Myth 3: A Calorie is A Calorie

TRUTH: The quality of calories you eat has different effects whether or not the body will store those calories as fat.



Calories don't make any decisions about regulating the storage or breakdown of fat tissue. Hormones are the boss! Different foods trigger different hormones. If the food you choose triggers a fat storing hormone, then you store fat. If the food you choose triggers fat burning hormones, then you burn fat.

In the Delish UN-Diet School, I will show you which foods trigger fat burning hormones and which ones trigger fat storage hormones.

Myth 4: Diet Drinks Do It

TRUTH: Artificial sweeteners cause fat storage because they still spike blood sugar (what is worse is that they are toxic to your brain and nervous system). Those skinny lattes and diet coke are not helping!



Artificial sweeteners have been shown to trigger your liver to dump glucose, which results in triggering insulin - which then signals your body to store fat. Excess insulin doesn't just cause your body to favour fat storage, but it is also inflammatory causing other health issues.

In the [Delish UN-Diet School](#), I will show you natural and non-toxic alternative sweeteners, you can use to make healthy treats, so that you can lose weight, without giving up pleasure.

Myth 5: Going Vegan is Key

TRUTH: Being vegan or vegetarian is NOT key. It actually makes you more susceptible to weight gain, because a vegan diet is an extremely high in carbohydrates. It is also low in protein, fat and devoid of cholesterol - all important building blocks of hormones and feel good neurotransmitters.



A vegan diet can feel amazing at first—especially if you're switching from the standard North American diet to whole foods. Initially, it acts like a cleanse, but over time it creates nutrient deficiencies and imbalances. This happened to me after 13+ years as a lacto-vegetarian (no meat or eggs) on natural whole foods diet and I ended up obese. To stay full and get enough protein, vegans and vegetarians have to rely on grains, legumes, and starchy vegetables, which are very high in carbohydrates.

In the [Delish UN-Diet School](#), you will learn how to eat a 'plant forward' or low carb vegan if you don't like meat or choose not to eat it.

Myth 6: I Get Enough Protein

TRUTH: You probably don't.



As a former vegetarian, I bought into the belief that eating enough whole-food calories guaranteed enough protein. But the truth is, protein quality matters—a lot.

Plant proteins can't match the amino acid profile and absorbability of animal foods. Optimal levels of essential amino acids and fat-soluble vitamins from animal foods are key for metabolism, healing, and optimal health.

In the [Delish UN-Diet School](#), I will show you how to eat protein to realize your ideal weight, body composition and health goals.

Myth 7: Whole Grains Help

TRUTH: We've been told that we need to eat a lot of whole grains for health, but we don't. They are high in carbohydrates and keep blood sugar high.



The truth about whole grains is that they cause weight gain because they contain a lot of carbs. It doesn't matter if those carbs are natural whole food carbs with fibre - they are still broken down into glucose once digested. Grains, legumes and starchy vegetables, all spike blood sugar - and then the fibre keeps it elevated - eating whole grains is like taking a time released sugar pill.

In the [Delish UN-Diet School](#), I will show why starchy food like whole grains are even worse for causing fat storage than refined grains and sugar!

Myth 8: Snacking Stabalizes Blood Sugar

Snacking might '**manage**' your blood sugar, but it doesn't '**stabilize**' it. You might feel better in the moment, but your blood sugar issue is not getting balanced at all.



When you eat frequently, you are constantly raising your blood sugar. If you have to snack and graze on food all the time to feel 'ok', that means your blood sugar is dysregulated. Snacking to avoid energy and mood crashes, rather than eating in response to 'true hunger' is a sign that your body is becoming insulin resistant.

In the [Delish UN-Diet School](#), I will show you how to eat, so that snacking is an option, not a requirement.

Myth 9: I Need to Exercise to Lose Weight

Moving your body is healthy, but too much cardio or long-distance running can stress your adrenal glands. This raises cortisol (the stress hormone), which breaks down muscle, slows metabolism, causes fatigue, brain fog, and triggers insulin—the fat storage hormone—leading to more weight gain.



To cope with stress and nutrient depletion, your body purposely slows the metabolism to make you tired so you don't burn yourself out. Long-distance running makes it worse, because the body breaks down muscle (which is heavier than fat) to get lighter to adapt to running. With less muscle, the metabolism slows, and when you stop running, you burn fewer calories, causing rebound weight gain.

In the [Delish UN-Diet School](#), I will show you how to move your body to restore muscle mass and your ideal shape.

Quick Reference Printer Friendly Take Action Checklist

Step 1: Kitchen Makeover™ - Give your kitchen a whole foods makeover and cut cravings.

- ✓ Eat LESS of the WRONG things (processed Frankenfoods) and more of the RIGHT things (natural whole food).
- ✓ Eat more QUALITY fat and cut sugar, refined carbs & excess starch.
- ✓ Care less about quantity and more about quality.
- ✓ No ARTIFICIAL sweeteners (replace with natural alternatives).

Step 2: Delish Deep Cleanse™ - Eliminate weight loss resistance.

- ✓ Skip veganism or vegetarianism.
- ✓ Do a nutrient dense cleanse that leverages the cleansing quality of vegetables, without depleting your nutrient stores.

Step 3: Delish UN-Diet School™ - Learn how to get all the way to your ideal weight, by balancing your hormones and healing your metabolism.

- ✓ Eat MORE quality protein (animal foods). Plus use my high-protein, low-carb baking mix to fill in the gaps!
- ✓ MINIMIZE whole grains, legumes & starchy veg.
- ✓ Stop snacking—eat 2–3 square meals of nutrient-dense foods (or snack in a way that doesn't trigger blood sugar spikes).
- ✓ Choose NATURAL movement, not “processed exercise.”

Get guided to **do it all** with a Natural Weight Loss bundle!

Delish UN Diet School

Inside the DIY Delish UN-Diet School, I'll show you how to let go of the diet mentality and rewire your mind for success—so you can achieve permanent weight loss naturally.



Each lesson is short, practical, and to the point: 30-ish minutes (or less), plus a one-page cheat sheet with the key takeaways that you can put into action right away.

This program is perfect for you if you:

- ✓ Want a DIY approach to creating your own personalized weight loss plan that heals your body at the same time.
- ✓ Are a trainer, fitness or weight loss coach wanting to deepen your nutrition knowledge beyond the eat less move more paradigm.
- ✓ Want to understand weight loss through the lens of hormone health and natural nutrition.

Join the Delish UN-Diet School today and start building a weight loss path that actually works for you (or grab the Natural Weight Loss Bundle to start from the ground up).

PERMANENT PATH TO WEIGHT LOSS

Lose Weight Naturally w/o Diet “ing”

Step-by-Step Signature System

1. Kitchen Makeover™ - stop cravings without will power.
2. Delish Deep Cleanse™
reboot your metabolism and lower your weight set point
3. Delish UN-diet School™ -
rewire your mindset and blast past plateaus

Putting your health first is the key to natural weight loss and it's the only way to make your weight loss last.

Go all in with the **Natural Weight Loss Bundle** .



Prefer 1 on 1?

Book an Un-Block Your Weight Loss Session and we'll explore the root cause(s) – body, mind, emotion and soul. Get a personalized path forward for natural weight loss without dieting and use your weight loss journey as a catalyst for self actualization.

BODY, MIND, SOUL APPROACH



The word "diet" originates with the Greek word diaita – which means 'a way of living', including food and other daily habits. The origin of the word has nothing to do with weight loss. You don't need to "go on a diet", but you do have a natural diaita. If you want to be a natural weight, then you need to eat the natural diet of the human species – the one the creator provided – not processed Franken foods with countless additives. You must also meet your natural human needs – body, mind, emotion and soul through your daily habits.

www.DelishDiet.ca