

# Activate Your Weight Loss!

The Ultimate Guide to  
Maximizing Weight Loss  
with Black Cumin Oil

ACTIVATION®





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# Activate Your Weight Loss!

Congratulations on your investment in your health!

Perfect Press Black Cumin Oil is the perfect companion on your journey towards a healthy weight. By helping your body burn more fat while at rest and providing you with the healthy fats you need to support your metabolism, this powerful oil is an amazing way to support your efforts to lose weight.

## In this guide, you will find:

-  A recap of the weight loss benefits you can expect from Perfect Press Black Cumin Oil
-  Our recommendations for when and how much of the oil to take, to maximize its potential for weight loss support
-  Suggestions for timing your meals based on your personal profile and useful tips for healthy eating

# Benefits Recap

## Perfect Press Black Cumin Oil

**Perfect Press Black Cumin Oil is your ticket to a suppressed appetite**, so you don't go crazy with cravings for processed sugar and trans fats.

**Perfect Press Black Cumin Oil is your ticket to a suppressed appetite, so you don't go crazy with cravings for processed sugar and trans fats.** Plus, the really amazing thing is how black cumin also makes your body burn even more fat all on its own.

Phytosterols in black cumin oil limit how much cholesterol is absorbed by the body and, in addition, the extremely high quantity of oleic acid in black cumin oil makes your body more efficient at using fat as fuel, which means you burn more fat, faster. It also accelerates fat burning within muscle cells for even more weight loss benefit.



# How to Make Your **Perfect Press Black Cumin Oil** Work for You



**This oil will work best for you if you take it in the morning**, before or with your first meal, although many people report improved results by taking it before breakfast, lunch and dinner.

If you find it difficult to remember to take it three times a day, just stick to first thing in the morning, before breakfast.

**The suggested amount is 1-3 teaspoons per day.** If you have a lot of weight to lose, you may want to move towards the higher end of that spectrum but, as this is a powerful oil, we do recommend that you start slowly and gradually increase your intake.

There are numerous ways to take your Black Cumin Oil. You can swallow it right off the spoon or mix it into a little water if the oily texture is unpleasant for you. You can also enjoy it with food! Do not cook with the oil as this may damage the fats

and other nutrients but it can be delicious mixed into a homemade salad dressing or drizzled over an omelette or potatoes.

If you have already had your daily 'dose' of the black cumin oil but you want to use some in your food prep, don't worry, you can always have a little extra some days and it won't hurt or disrupt your progress.

If you are taking 2 teaspoons of the oil each and every day, your bottle will run out in about 25 days. To make sure you keep up your momentum, we recommend getting an Auto Delivery subscription. You can start out with just one bottle a month and then if you decide to increase your daily intake to 3 teaspoons a day, you can always switch to a 2 bottle/month option.

**Simply call our friendly customer loyalty team at 1-866-271-7595 and they will help you out!**



# Eating 'Right' to Maximize Your Progress

**Contrary to what popular magazines and bloggers may tell you**, there is no one 'right' way to eat for weight loss. Every body is different and will respond differently to different approaches. There are a few general rules that are good for everyone to follow though. Beyond that, you need to look at your habits and what your body is telling you to make decisions about the best ways for you to eat, including when and how much. In this section, we'll give you those basic rules and some suggestions for how to know your 'eating type' and how to eat for your type. We'll also provide some helpful tips that can make healthy eating easier to fit into a busy lifestyle.

## The 'Rules'

While these rules are good for everyone to follow most of the time, it's important to follow the first rule before worrying about any of the others.

### RULE #1:







#### **Have compassion for yourself.**

This means that if you break any or all of the other rules, don't beat yourself up. Negative attitudes towards ourselves and certain kinds of foods often lead to bingeing and giving up on a weight loss plan.

So you screwed up. Forgive yourself and move on. **Tomorrow is another day.**

## The Rest of the Rules.

**These are in no particular order.**

-  Avoid anything that comes in a box or a packet. Try to eat whole foods as much as possible. Avoid sweetened beverages as much as possible.
-  Eat as many fresh fruits and vegetables as you can. Try to eat a minimum of 6-8 servings of fruits and veg every day but don't limit yourself when it comes to these nutritious foods.
-  Drink plenty of water. The specific amount varies for everyone but if you feel thirsty, drink.
-  Try not to drink liquids with your meals or, if you can't resist, sip slowly. Too much liquid can dilute your digestive enzymes, affecting how well you absorb the nutrients in your food.
-  Eat until you are 80% full and then stop. Your brain can take a while to catch up with your belly so if you keep eating until you are 100% full you will feel too full 20 minutes later. Chew thoroughly and try to eat slowly.
-  Eliminate artificial sweeteners.

# What Type of Eating Style Suits You?



**There are a wide variety of approaches to eating that are intended to help with weight loss but there is no one-size-fits-all solution.**

Different bodies respond differently and different lifestyles make certain things more or less realistic. If any eating 'style' is too complicated to fit into the rest of your life, it's not going to be sustainable, which means it's not going to work.

If more than one of these options sounds good to you, you can always experiment. Try one for a couple of weeks and see how you do. If you love it, stick with it. If not, try one of the others.

So what are the options and how do you know if they'll work for you? Here are our three favorites:



# Intermittent Fasting







**Scary as the word “fasting” makes this sound, it’s really not all that complicated or hard to do.** Basically, the idea is that you go 12-16 hours out of each 24-hour period without eating. Ok, that sounds crazy! But it really isn’t.

If you finish dinner by 7 p.m. each night and then wake up at 6 a.m., you’ve already fasted for 11 hours. If you wait just one hour before eating your healthy breakfast, you’ve already accomplished the 12 hour goal. Start with that and then gradually increase the amount of time you wait before eating breakfast. You still wind up eating the same number of calories in the day, they’re just stacked into a shorter period of time (say, 11 a.m. to 7 p.m.).

**What are the advantages?** Intermittent fasting means that your body has time to completely burn off all of the glycogen (stored sugar) in your liver and start burning fat even without activity.

**Should you try intermittent fasting?** Answer the following questions — if the answer is ‘yes’ to any of them, this probably isn’t the approach for you.

That’s ok, we’ve got other things for you to try!

-  Do you wake up feeling hungry in the night time?
-  Do you wake up famished in the morning?
-  Do you feel shaky or light-headed if you miss a meal?
-  Do you have trouble stopping yourself from overeating at meal times?



# Grazing



**If you answered yes to the previous questions, you may be someone who has trouble maintaining steady blood sugar levels.** For you, eating small amounts — snacks, really — rather than full meals, at more points throughout the day could be the key to unlocking a healthy weight. Many people grow up with the idea that they have to stick to ‘3 square meals a day’ but they wind up so hungry at meal times that they eat too much and make poor choices.

The important thing for grazers is to make sure that there are lots of healthy, easy-to-grab options around you all the time. If you’re going to be eating 6 or 8 times a day, rather than 3, you don’t want to give yourself the option of making half of those snacks doughnuts or chips simply because those are nearby and easy.

Dried fruit, raw almonds and other non-perishable whole foods are great to stash in your bag, your desk at work or your car. Avoid common junk foods that masquerade as ‘healthy options’. Packaged granola bars,

flavored yogurt and store-bought bran muffins all sound like good choices but in reality, they are loaded with added sugar.

You can also make normal ‘meals’ but then just eat them in smaller portions. For instance, instead of drinking a big breakfast smoothie, divide it into two containers. Have one when you get up (after your first teaspoon of black cumin oil, of course!) and then the second half mid-afternoon. Similarly, if you make a healthy stir-fry, eat a little bit mid-day and then a little more in the evening. The trick here is to divide up your portions when you prepare your meals (even in restaurants — you can ask for a takeout container when your food comes and set some aside before you start eating). If you sit down to a full plate, you may wind up finishing it all before you know it. Be sure to keep plenty of small food containers in your house so that you can prep and take small portions with you to work or wherever else you’re going.






Remember, you never need to limit yourself when it comes to fruit and vegetables so always have pre-washed and chopped produce that you like to eat in your fridge at home and at work.

Finally, eat your final healthy snack (being sure to include good fats and protein) right before bed. This should help you sleep and prevent your blood sugar from plummeting in the night.

**What are the advantages?** Grazing throughout the day can mean that you never get “too hungry”, which can be helpful if you have trouble making sensible choices or avoiding overeating.

**Should you try grazing?** Answer the following questions — if the answer is ‘yes’ to any of them, this probably isn’t the approach for you. That’s ok, we’ve still got one more style that could be the one!

-  Do you have an extremely busy lifestyle where you are always rushing or constantly on the move from one location to another?
-  Does the idea of eating first thing in the morning make you feel queasy?
-  Do you enjoy eating large meals and gain satisfaction from feeling very full when you finish eating?



# The 3-Square



**This is probably the closest thing to how you grew up eating and may be more or less what you are already doing as a result.**

If you have a very busy lifestyle, this is often a good approach since you don't need to worry about food all day long and pack healthy snacks wherever you go.

The trick here is to limit snacking as much as possible and eat only at mealtimes. You will need to make sure that each meal has enough nutritional value and substance to keep you going and to prevent you from reaching for a candy bar mid-afternoon.

This means plenty of vegetables (aim for a minimum of 2-3 different vegetables at every meal); protein such as fish, eggs, meats from grass-fed animals, nuts, beans, full-fat organic dairy products, etc.; healthy fats such as those found in avocados, oily fish, coconut

oil, flax, pumpkin seeds and pumpkin seed oil, walnuts, etc.; and a piece of fruit to add a touch of sweetness at the end. If you enjoy a smoothie for breakfast (who doesn't?), first, make sure that it has all of the above categories covered but you might also want to pair it with something a little more filling like a hard-boiled egg and a piece of cheese or a small bowl of quinoa salad.

While nutritious, satisfying meals are the key to this approach, it's important to remember to stop eating *before* you feel full.

Meal planning is your friend, as is setting aside time to prepare big batches of nutritious meals. Making a big pot of vegetarian chili on Sunday afternoon means you don't have to make time for meal prep several nights that week or that you can have nutritious lunches every day at work that




don't come from the deli downstairs. If you like a lot of variety, freeze a lot of different things in individual meal-sized containers so that you can swap the stir-fry you made three weeks ago in for the lean-meat/sweet potato shepherd's pie you made the week after.

Remember, if you're hungry, you should eat. Just because you're limiting snacking doesn't mean you should feel bad about the occasional snack. Try to keep them healthy and try not to snack all the time. If you can't resist snacking every day, you may be a Grazer at heart (or rather, stomach)!

### What are the advantages?

If you're hungry in the morning and intermittent fasting is a less-than-ideal approach for you, this still allows you to have that first morning meal right when you get up. On the other hand, it doesn't require a lot of daily packing and planning as long as you plan well once a week.

**Should you try the 3-square?** Answer the following questions — if the answer is 'yes' to any of them, this probably isn't the approach for you; go back and look at the first two again, maybe you were too hasty to write them off. If you feel like none of these options are quite right for you, though, we recommend that you visit a holistic nutritionist who will look at your current eating habits and lifestyle and make truly tailored suggestions.

-  Do you feel snacky between meals no matter how well you eat during your meals?
-  Do you become full quickly when eating or find it hard to eat larger meals?
-  Do you work long days and get home too late for a substantial dinner on a regular basis?





# A Note on Intuitive Eating



**No matter which of the above styles suits you best, it's always important to listen to your body.** If you feel hungry, eat. If you are getting plenty of nutrition from your food by eating lots of fruits and vegetables, healthy fats and protein, you will find that what you want to eat starts looking a lot healthier on its own.

That being said, if you crave something junky, don't deprive yourself. An unhealthy attitude towards food and your eating habits (i.e. being too hard on yourself) is likely to do more harm than good in the long run, both in terms of your mental health and your weight

# Healthy Eating Hacks

These are some helpful tricks for making healthy eating easier. A little bit of planning can go a very long way.

**Drink a glass of fresh, filtered water with a quarter of a lemon squeezed into it every morning when you wake up.** The lemon juice will stimulate your digestive system and the water will start you off on a hydrated foot!

**Carry a glass or stainless steel refillable bottle with you** so that you always have fresh, clean water to enjoy.

**Try putting down your silverware in between bites.** This makes it easier to slow down and take your time, which in turn, makes you less likely to overeat.

**Keep plenty of pre-washed and chopped frozen fruits and vegetables in your freezer.** They are just as nutritious as fresh produce (sometimes even more so, depending on the season and the type) and they make smoothies a super quick option in the morning. Plus, if you haven't had time to get to the grocery store lately, you'll still be able to add good nutrition to any meal.

**If you must sweeten your coffee or tea, try doing so with 100% xylitol.** It's a natural sweetener made from birch wood that has fewer calories than sugar, doesn't raise blood sugar levels and won't cause an insulin spike. It's good for your teeth, too!

**Avoid packaged "healthy snacks" like flavored yogurt and granola bars.** Look at the nutritional information — you may find that your allegedly healthy yogurt has as much added sugar as a cola! Make your own stuff whenever you can. Mixing

jam or honey into plain yogurt is adding sugar, sure, but you will never add as much as what's in a packaged version. Check out [activationproducts.com/blog](https://activationproducts.com/blog) for recipes — homemade granola bars, chewy cherry squares, yummy power bites — we've got what you need!

**Meal plan and make grocery lists accordingly.** Don't grocery shop when you're hungry. Will power is a myth! Studies show that people who are able to avoid junk foods are usually people who simply don't have any junk food around.

**Opt for smoothies over juices.** While good quality juice can be full of healthy vitamins and other nutrients, it doesn't include any of the fiber that whole fruits and vegetables do. That fiber slows down your body's absorption of the sugar that naturally occurs in the fruit and has other benefits too.

**If you've got a serious sweet tooth** that you know you'll need to satisfy, keep good quality dark chocolate around (at least 75% cocoa).

**Set aside time in your schedule each week for food planning and prep** — put it right into your calendar so that that time stays open for you to make your meal plans and grocery lists. Pre-washing and chopping fruits and vegetables to keep in the fridge and freezer during this time will mean that you've always got healthy stuff to munch on and quick, easy-to-use ingredients for weeknight meal prep.



# A Final Thought: Stay Active



**You knew it was coming, didn't you? It simply wouldn't be responsible for us to talk about weight loss without talking about exercise.**

Being active every day is an important part of any lifestyle, regardless of whether you're trying to lose weight or not. As with food, we don't believe that there is a one-size-fits-all approach to exercise.

If you are currently not at all or not very active, we don't recommend jumping into an intense boot camp or cross-fit program or even committing yourself to running every day. Also, in terms of overall burn, it's better to do light activity every day than intense activity once a week.

For many people, it helps to reframe exercise and think of it instead in terms of physical activities that you enjoy. Don't plan a speed walk for exercise, go on a scenic nature walk to enjoy your local environment. Don't schedule a spinning class, go for a bike ride with your kids. You get the idea.

Parking your car a little farther from the store, taking the stairs one level, going for a walk with coworkers at lunch... These are all quick, easy ways to get little bits of activity here and there, too, so that you don't have to commit big chunks of time to something that you don't really feel like doing.

**We hope that this guide has been a helpful resource for you and that you enjoy your Perfect Press Black Cumin Oil.** If there is any way that we can support you better in your weight loss journey, please don't hesitate to reach out to us at 1-866-271-7595. Our friendly customer loyalty team is here Monday through Friday, 9 a.m. to 8 p.m. EST.

**What's working for you? Have you been noticing results already?** Drop us a line and let us know how you've been Activating Your Weight Loss! [\*\*Click Here\*\*](#)