



**7 WEEKS TO A FAT BURNING BIOLOGY**

IT'S NOT WHAT YOU HAVE TO LOSE,  
IT'S EVERYTHING YOU HAVE TO GAIN

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## WHAT'S THE PURPOSE OF THIS SH\*T ANYWAY?

What if I told you there was a way you could live a healthy and purposeful life without having to constantly worry about dieting and working out?

### YA, THATS A REAL ASS THING!

To do this we have to understand what metabolism is, so let's define it:

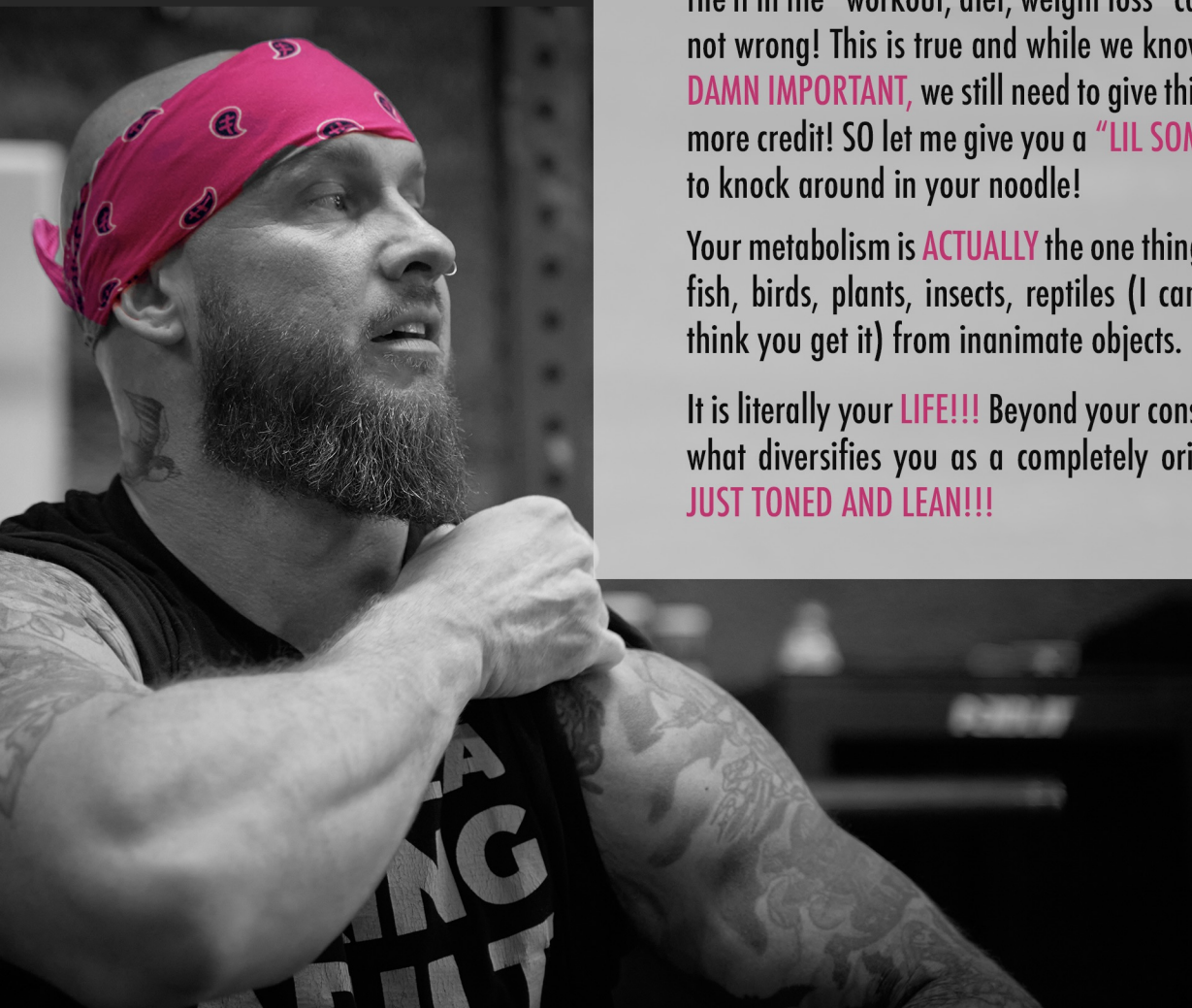
(meh-TA-buh-lih-zum) The chemical changes that take place in a cell or an organism. These changes make energy and the materials cells and organisms need to grow, reproduce, and stay healthy. Metabolism also helps get rid of toxic substances.

I want to help you adapt your metabolism so that you can live a healthy and purposeful life without having to constantly worry about dieting and workouts. But before I get too far into this I think we need to take a second to also realize how **INSANELY** important it is!

When we hear the word metabolism, we tend to immediately file it in the "workout, diet, weight loss" category. And you're not wrong! This is true and while we know this to be **REALLY DAMN IMPORTANT**, we still need to give this word metabolism more credit! SO let me give you a "LIL SOMETHIN SOMETHIN" to knock around in your noodle!

Your metabolism is **ACTUALLY** the one thing that separates us, fish, birds, plants, insects, reptiles (I can keep going but I think you get it) from inanimate objects.

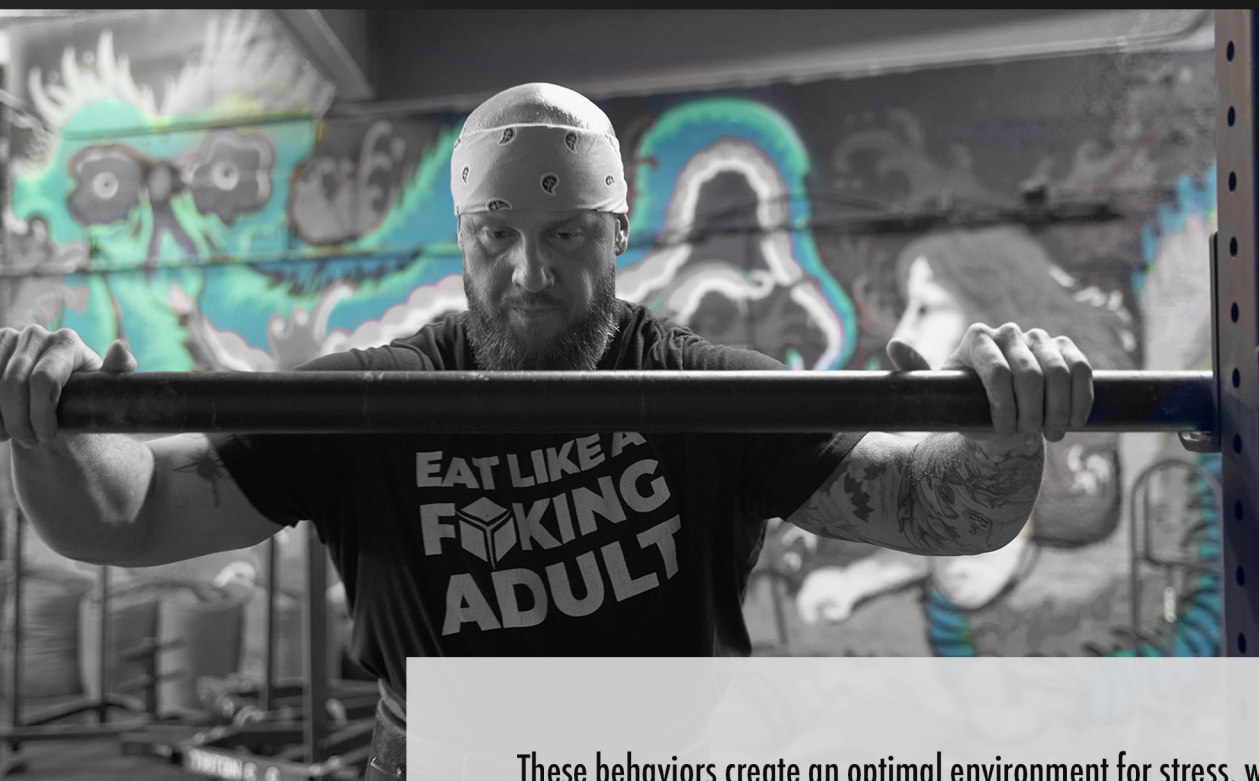
It is literally your **LIFE!!!** Beyond your consciousness/soul it's what diversifies you as a completely original human, **NOT JUST TONED AND LEAN!!!**



# 7 WEEKS TO A FAT BURNING BIOLOGY

Do you ever wonder why you have to **CONSTANTLY** diet to see some kind of result? But as soon as you stop paying complete attention to food/exercise and life happens the weight comes back?

Constantly managing your metabolism forever and ever amen is a **BIG ASS TASK** in today's day and age! And a lot of this is due to the lack of attention to basic nasal breathing for health, wellness and fat loss, while culture has bastardized things like sleep for **HUSTLE!!**



These behaviors create an optimal environment for stress, which as a result has affected our metabolism.

## **BUT IT IS NOT BROKEN!**

We see more anxiety, depression, obesity, sleep apnea, high blood pressure/cholesterol, diabetes, cancer, and autoimmune disease than ever. This is not a fluke, it is a direct result of our behavior and biology!

But during these 7 weeks we are going to repeatedly work on behaviors **THAT MATTER** so that they stop being behaviors and become your new innate reality.

The behaviors will become automatic and we won't have to think about it all the time like tending to a fire.

Your fire will continuously burn strong as long as the behaviors remain and you don't **FU\*K** it up!

## ADAM, HOW FAST WILL I SEE RESULTS?

Each of you are starting this journey as a credit card with a certain amount of debt! Your personal debt has been accruing and being paid off since the day you were born. Unfortunately somewhere down the line we started accruing more debt than we were able to pay off.

This debt is predicated on how we have treated ourselves since day 1! And not just food and exercise! Your entire environment and how you were taught to perceive it and deal with it!!

Think about it, your parents/guardian's behaviors, how you were taught to sleep, process emotions, breath, relationships with food etc! We are all having to pay off a certain amount of debt in your (metabolic) credit cards! Each week we will learn where we can gain the money from specific places in life, so we can apply them to the debt of credit cards.

## WE ARE GOING TO LEARN TO BE HUMANS!

The results you attain, will be determined by how quickly you are able to start to pay off your debt (credit card!) What do you owe and what are you willing to pay on it daily/weekly/monthly to pay it off!

So this might mean you have to make uncomfortable decisions in life so you can put more money (sleep, protein, breathing steps) toward paying off the card faster! Or maybe you want to do it at a medium pace!! This is up to you!

I'm going to show you places in life where we can change behaviors quickly so we can pay off your credit cards! You're going to choose with your participation and effort how fast you pay the debt!



## COOL STORY ADAM, BUT WHAT AM I GOING TO BE DOING?

Every week we will be learning/training the body and mind to behave more competently! See, the "FITNESS" industry has done an amazing job of making this whole "get healthy" thing **SEEM REALLY FU\*KING HARD**, just to sell you some sh\*t. And the sh\*t is typically- **YOU GUESSED IT! SH\*T!** But it sells because it sounds **SEXY!**

We'll like anything else we have to work for, it's not always the most sexy. **BUT** if you **REALLY** work at these things **I CAN PROMISE YOU**, it will help bring your sexy back!!! (See what I did there?)

You are going to be learning a new skill each week! And not only a new skill, but also why the skill is so important to this journey.

At the end of every week, we will transition into a new skill while incorporating the previous skill to help reinforce both skills in a positive way.



Basically, we are playing the game of add-on!! At the end of this 7 weeks **YOU WILL** have a better biology setup to metabolize energy faster! **YOU WILL** have lower stress levels! **YOU WILL** sleep better **BUT YOU WILL HAVE TO PUT FORTH SOME PARTICIPATION AND EFFORT DAILY FOR IT TO WORK!** There are no shortcuts, we all have to follow the same rules of the body, unfortunately!

How much fat will you lose? **DEPENDS! BUT YOU WILL LOSE FAT!** And that means you progressed in 7 weeks!

Wash, Rinse, **REPEAT NOW** daily!!! Keep applying the lessons taught daily, add effort and it will keep coming off as your body continues to practice positive behaviors that encourage fat loss and appreciation of you!!!! **OR** continue to do nothing, feel worse and continue further down the rabbit hole of worsening mental and physical health. We have 2 choices here in this cruel world so let me make it as easy as possible for you!

## WEEK 1- BREATHING (OXYGEN OF THE FIRE)

Breathing is the very beginning of this journey! Learning this will yield almost **IMMEDIATE** results in sleep, ability to deal with stress, ability to burn fat and better workouts!



Ultimately, we need to get more oxygen into the body to fuel the metabolism! Your breathing alone will dictate whether or not you're using fat, **NOT JUST** your heart rate, sweating nor heavy breathing. Matter of fact the more mouth breathing you're doing, the less fat you're burning.

Mouth breathing is a sign of vigilance or hyper activity. When we start mouth breathing, the breaths start to become shorter and faster. This inturn does a few things internally to us. The short breaths start to activate adrenaline hormones. These hormones are going to continuously activate that short breath by increasing the heart rate.

The continued short fast breaths means the little bit of oxygen coming in is not getting saturated into the lungs well, but we are also not building up carbon dioxide in the body with the continuous short outward breaths.

Our nasal passages become weak from less and less usage daily until we become mouth breathers! Continuously facilitating the patterns to keep us in this credit card stressful state autonomically, like a robot.

But if we practice new behaviors like slow big diaphragmatic breathing, this will increase enteric nervous system activity in the intestines which is the main supply of serotonin! Which is important if you value mood, sleep, digestion and any sexual desire!

**WHAT I AM SAYING IS, OVER TIME WE CAN CREATE A NEW AUTONOMIC STATE!**

## WTF Adam? We need carbon Dioxide?

Actually yes we do! Carbon Dioxide plays a really important role in oxygen delivery in the body.

Long story short, the places that have the most carbon dioxide build up, will have the most oxygen delivered to it. So now the question becomes how do we now get more carbon dioxide to build up and oxygen into the system (cells) to fuel this fire! **NASAL BREATHING!!!**

Nasal breathing not only gets more oxygen into the lung by filling all 5 chambers of the lung, but it also makes your body release nitric oxide! Nitric oxide, in this scenario, is going to dilate blood vessels and allow a larger space for oxygen to get into the cell. Think of nitric oxide as the battering ram to get oxygen into the cell.

Now **JUST** by nasal breathing more during daily life we are getting more oxygen into the cell (on the fire). We know that if you add oxygen to a fire, that fire gets big fast!

**Side note:** Nitric oxide is also going to help the thyroid (spark) through the hypothalamic-pituitary axis by helping to create sufficient (thyroid stimulating hormone)

This is going to train the body to start metabolizing more proficiently without thinking about it! If you don't **MASTER** this, and keep applying it weekly the rest will not matter near as much as you think! You could even make it worse!

This is important because if your body isn't producing enough TSH (thyroid stimulating hormone), our thyroid will not produce sufficient T3/T4 (thyroid hormones) to power our cells. This alone can create havoc across the body!



## LESSONS:

5:5 breathing technique

Carbon build up technique



## WEEK 2- SLEEP (BEHAVIOR)

Taking what we learned in week 1 and incorporating it into our nighttime routine will help us not only fall asleep better, but get better quality sleep!

Sleep plays a big role in metabolic health by regulating hunger hormones like ghrelin and balancing blood sugar with insulin, a hormone that gets released when carbohydrates/glucose are detected in circulation to help glucose into cells.

Sleep is also instrumental in memory formation (family, work, gym), and detoxifies the brain (every sleep cycle the brain is bathed in cerebrospinal fluid allowing the brain to clear out any neurotoxic metabolites)! Pre-bed breathing can help our bodies enter a parasympathetic state (restful state) to get a deeper sleep!

When it comes to sleep, we have 4 stages we cycle through on a nightly basis and they can be tracked on your apple watch, fitbit etc. We are going to be talking about REM (rapid eye movement) sleep and NREM (non-rapid eye movement sleep).

For the sake of fully understanding something like sleep that is SO underappreciated lets go over all 4 stages of sleep that occur.

**Stage 1:** This is a very short period of your body getting drowsy! Your heart rate and breathing are starting to slow down and you're starting to drift off.

**Stage 2:** In this stage of light sleep your muscles start to relax, your breathing and heart rate start to slow even more and your core body temperature drops. We spend about half of our sleep time here nightly.



**Stage 3:** This is what we typically refer to as NREM sleep or Deep Sleep. This slow wave cycle is the deepest sleep of all 4 cycles. This is when your brain is (Pruning) and making better connections while degrading those we do not use any longer.

In this time we are also producing the most growth hormone (hormone responsible for repair among other things), evaluating new memories and consolidating the one most important (memory), cognitive function (doing normal daily tasks, regulating glucose metabolism (your ability to use carbs without storing them as fat)).

Lastly, this sleep is so **IMPORTANT** because it also detoxifies your brain through the glymphatic system. This process is **VERY** important for the communication between neurons (if your brain doesn't communicate well we have to worry about things like dementia and Alzheimer's later in life)!

**LESSON:**  
Pre bed hygiene



**Stage 4:** Rapid eye movement sleep is exactly as the name sounds! Your eyes are moving around behind the eyelids during this dream state. These cycles of sleep come last in the cycle and start shorter in length at the beginning of the night (typically 10 mins) and get longer as night goes on.

**REM** sleep can last up to an hour at the end of the sleep cycle. During these periods your heart rate and breathing increase but muscle tone is disabled to keep you from walking around like a crazy person replicating what you are dreaming!

We will cycle through all 4 stages about 4-6 times a night **BUT** the more cycles the better as we see! Sleep is one of the **MOST** underrated tools to fat-loss, overall health and well-being, regulating normal body processes and ultimately giving you the best chance to deal with daily adversities with the highest fat loss yield!

**SO DON'T SLEEP ON SLEEP!**

## WEEK 3- ACTIVITY (BEHAVIOR)

**NEAT (Non Exercise Activity Thermogenesis)** is how we burn 80% of **FAT**, **IF** everything above is in check!

Especially **YOUR BREATHING!** If you walk breathing with your mouth open your body is now depleting oxygen and starting to also use carbs! (and as soon as your mouth opens you are now feeding that cycle of shorter breaths, adrenaline hormones produce, heart rate speeds up and the loop continues) you will start to use fat less and less as your body is now demanding energy quickly, producing hormones at a high level !

SO mastering the above is **HUGE** here! We want 10k steps a day or more, **BUT THE STEPS NEED TO BE DONE MORE OFTEN THAN NOT WITH NASAL BREATHING!**

Remember not every day has to be 10k **BUT** you should be mastering it!



**LESSON:** Steps and activity energy expenditure:  
**Walks with nasal breathing increasing intensity.**

## WEEK 4- FOOD (FUEL TO THE FIRE)

This week we will focus on fueling the fire... our bodies need fuel **BUT** not all are built the same! **PROTEIN** will be our main focus!



We need it to facilitate the creation of new cells! The more cells the more metabolic work we can take on! Protein is also the hardest macronutrient to break down, so it costs more, via metabolic work to break down protein than carbs or fats.

As for carbs and fats ask yourself,

*"Does this look the same or close to the same on my plate as it did when it came from the earth?"*

If it does, have it! Look, we all know what good fats and carbs are! Your personal biology will have some influence on how good your body is at using these macronutrients as fuel, but **LUCKILY**, we've already developed the skills to provide our body with more oxygen, sleep, and movement!

### HOW?

**Week 1** we added more oxygen to the fire through nasal breathing more. Hopefully we have compounded this over 4 weeks, our bodies are more oxygen saturated and the general internal stress is in a place where we are not using credit cards so much and becoming more "liquid" and using cash (food).

**Week 2** we added better/more sleep! This brings down internal stress level along with breathing and allows the body to enter a state of fat burning. **REMEMBER** the body needs to be WITH oxygen to use fat. The constant short mouth breaths deprived the body of oxygen and sent you more often than not into a *fight or flight state* which means hormones are making carbohydrates or even amino acids (muscle) as the priority for fuel. Which one it chooses will be based on which is more readily available at the moment.

**IF** you spend more of your day using your credit cards (short and shallow mouth breathing, triggering production of adrenaline, speeding up the heart rate) while not repaying the debt back (quality sleep, good food choice, relaxed nasal breathing) or anything to recover you, then this is where the problem started!

Your body was so busy trying to keep up fixing the damage that fat loss couldn't happen! Matter of fact you got so far behind internally that here we are.

So now after **3 weeks** you're not running on credit cards anymore. You're running on cash (food) more often and we can use credit cards later when we incorporate workouts!

## LESSON:

### Reading a nutrition label



Daily walks have also now been incorporated to improve daily activity in a fat burning state with more nasal breathing to incorporate better fat usage, while doing **MORE** general daily movement, **KEEP IN MIND**, if we switch to more shallow mouth breaths during that activity, **AGAIN** we activate that fight or flight and start using more of that credit card (carbohydrate system).

**NOW THAT I BORED YOU WITH ALL THE DETAILS** it makes sense to add more fuel to this fire!

Your body is better at using it so if we add a little more, we can power the body to **WANT** to do more! This in turn increases the yield of your metabolism daily **JUST BY LIVING!!!!**

## WEEK 5- WORKOUTS (BIOLOGY PRACTICE)

Workouts are important! But they can be SO much more productive if your biology is under control BY YOU!

Remember working out is **JUST** practice for your body! Yes, you're burning fat and using carbs BUT really if you're in control of your biology with your breathing, current stress state, food intake, oxygen intake, etc then you can train your body for 30-60 mins and teach your biology to be better at metabolizing foods and using them as energy, ultimately creating fat loss!

The same way general daily activity/steps are not only burning fat but they are practice for that system! We can use the gym to activate our fight or flight (credit cards) and use them conductively for 30-60 mins.

**THEN WE GO HOME AND EAT TO PAY BACK THAT SMALLER DEBT...** Following me now?

**YA BUT WHAT THE HELL DO I EAT?**

Post workout is a great time to get protein and a more (natural) sugary carbohydrate in. Each and every cell in your body is primed to consume and utilize the fuel from food after exercise.

During this time we must consciously activate our rest and digest system via nasal breathing. If our heart rate is over 90 beats per minute-ISH your body is now starting to use that for fuel not recovery.



We need this food for specific recovery reasons! The protein is going to go to work rebuilding all the damage we just did to all the cells across the body. Carbohydrates are going to release insulin (hormone) into the blood and replenish cells of lost carbohydrates from the workout.

Insulin is very important right now as it is going to calm down cortisol (a stress hormone that tells our body to use carbs and fats as fuel when in the fight of flight state). If we don't calm this down we are now staying in the credit card state! We have enough, let's not add to the debt lol!!!

So this week let's concentrate on showing up to practice as many times as possible with **INTENT!** Let's get something from this, **NOT** just get through it!

**LESSON:** Breathing and nutrition pre/intra/post workout

## WEEK 6- FOOD FREQUENCY (ADDING MORE FUEL)

Now that our biology is set up and we are moving more we are going to start to need more fuel!

Let's try adding a minimum 1 meal a day of protein and a veggie or fruit!

This can be a shake with apple, steak with veggies!

Whatever you feel like that day! But if you have been following closely your body is probably getting a bit more hungry through the day!

This is great! That (fire) is burning efficiently and you have the ability to step away from it (not think about dieting and live life) while it keeps going without a lot of nurturing!



**LESSON:** Steps and activity energy expenditure:  
Walks with nasal breathing increasing intensity.

## WEEK 7- SUNLIGHT (METABOLIC/SLEEP FUEL)

Sunlight is needed for metabolic function, sleep function and really almost all cellular function for that matter! But for the sake and specificity of this challenge we need metabolic function in the day and to help us sleep at night!

The sun produces blue UV rays from the sun up until mid-day.

Then Red UV rays from midday to sun down.

These are important because blue UV regulates all those day time (energy metabolic) hormones while red UV regulates nighttime hormones (sleep metabolism) so getting both is **IMPORTANT!!**

Unfortunately we sit under blue lights all day! Phones, computers, lightbulbs in offices all emit them! Which means if you're not getting any sunlight in your eyes in the afternoon, sleep is going to be tough! And not enough sun in general means low vitamin D! Which is responsible for **A LOT** of metabolic function!



**Moral of the story is you need the sun! So get out in it MORE!!**





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He has helped hundreds of people reach their health and wellness goals, by feverishly studying health and exercise science and applying it every goddamn day as a coach and an athlete.

If you're interested in learning more about making the behavior changes to improve your health and wellness, visit <https://hiitboxco.com>

