Chronic Positive Mass Balance is the Actual Etiology of Obesity: A Living Review

Anssi H Manninen

Anssi H Manninen, Research & Development, Dominus Nutrition Oy, Ylipääntie 438, FIN-92220, Raahe, Finland.

*   Correspondence: anssi@dominusnutrition.fi

Abstract

It is widely assumed that the fundamental cause of obesity is an energy imbalance between calories consumed and calories expended (i.e., the energy balance theory; EBT). However, this century-old obesity paradigm must be fallacious. According to known laws of physics, chronic positive mass balance is the actual etiology of obesity, not positive energy balance. The relevant physical law in terms of body mass regulation is the Law of Conservation of Mass, not the Law of Conservation of Energy. It is important to understand that energy balance and mass balance are separate balances in the human body. Calories represent the heat release upon food oxidation, and as such, calories have no impact on body mass. Body mass can only change due to net mass flow; thus, the only food property that can augment body mass is its nutrient mass, not its energy content. A recently proposed mass balance model (MBM) describes the temporal evolution of body weight and body composition under a wide variety of feeding experiments, and it seems to provide a highly accurate description of the very best experimental human feeding data. By shifting to a mass balance paradigm of obesity, a deeper understanding of this disease may follow in the near future. The purpose of this living review is to present the core issues of the upcoming paradigm shift as well as some practical applications related to the topic.

Keywords: obesity; body weight regulation; macronutrients; energy balance theory; mass balance model; paradigm shift; living review

1. Introduction

"A saying whose source I with-hold from scholarly curiosity has long been my motto:

increscunt animi, virescit volnere virtus.

Another way to recover, which under certain circumstances I like even better, is *sounding out idols*… There are more idols than realities in the world: that's *my* "evil eye" on this world, and my "evil *ear*" too… To pose questions here with a *hammer* for once, and maybe to hear in reply that well-known hollow tone which tells of bloated innards – how delightful for one who has ears even behind his ears… This little book is a *great declaration of war*, and as for sounding out idols, this time they are not just idols of the age, but *eternal* idols that are touched here with the hammer as with a tuning fork – there aren't any older idols at all, none more assured, none more inflated… And none more hollow… That doesn't stop them from being the ones that are believed in the most—and, especially in the most prominent case, they aren't called idols at all…"

– Friedrich Nietzsche, *Twilight of the Idols, or, How to Philosophize with a Hammer*

Reasoning by analogy refers to building knowledge based on *prior* assumptions and widely accepted paradigms approved by majority of people, while **reasoning from first principles** refers to the practice of actively questioning *every* assumption you think you "know" about a given topic — and then creating completely new knowledge from scratch. In other words, reasoning from first principles is the act of boiling a process down to the *fundamental parts* that you know are true and building up from there. This approach has been used by many great thinkers, including the ancient philosopher Aristotle. When talking about the present time, no one has utilized reasoning from first principles as effectively as the world's most successful entrepreneur, Elon Musk.

If we start applying this approach to the regulation of body mass, the first question is of course what body mass consists of. Almost all of the mass of the human body is made up of four elements: oxygen (65%), carbon (18.5%), hydrogen (10%) and nitrogen (3.2%). Note that there are no calories or joules listed. The next natural question is why obesity researchers pay attention only to energy balance, because energy has no mass at all. Even this short reasoning from first principles reveals that mass balance is more relevant than energy balance.

Recently, Arencibia-Albite published an exceptionally clever article entitled "The energy balance theory is an inconsistent paradigm" in the *Journal of Theoretical Biology* [1]. My own article deals with exactly the same topic, but focuses on *practical applications*. So, the purpose is to explain in plain language what this far-reaching paradigm shift will mean on a practical level. Therefore, in this article you will not find complex equations and formulas; rather, I have tried to summarize the core issues in such a way that every university-educated healthcare professional or natural scientist can reasonably understand them.

Since the upcoming paradigm shift has started to gather interest in the scientific community, I just changed the format of my article to a living review [18], and I will update this article when new important information appears in my field of vision. All feedback is gratefully received.

2. The energy balance theory is a flawed paradigm

It is widely assumed that the fundamental cause of obesity is an energy imbalance between calories consumed and calories expended (i.e., the energy balance theory; EBT: "Calories In, Calories Out"). According to known laws of physics, however, this century-old obesity paradigm must be fallacious. **The relevant physical law in terms of body mass regulation is the Law of Conservation of Mass, not the Law of Conservation of Energy (i.e., the First Law of Thermodynamics).**

This is not a matter of opinion; rather, it is based on *exact* natural sciences. If matter (mass) can be exchanged between system and surroundings, then the system is an *open* one. So, all living organisms are open systems and such systems can be at mass balance while the system experiences a persistent energy imbalance. That is, energy balance may be positive ($\Delta E > 0$) or negative ($\Delta E < 0$) yet the *mass* change that may occur during energy flux is not required by the Law of Conservation of Energy to mirror the energy balance *direction* [1]. In practice, this means that an energy imbalance does not always lead to a change in body mass. It leads to a change in the body's mass only in the situation when one is simultaneously in a mass imbalance. *Body mass decreases in negative mass balance and increases in positive mass balance* [1,5].

Since there are widespread misconceptions about thermodynamics and body mass regulation, a brief recap follows.

OPEN SYSTEM: This is a type of thermodynamic system where the **energy and mass** can be exchanged with its surroundings. Consequently, the mass of the system will vary with time. An example is the human body.

CLOSED SYSTEM: This is a type of thermodynamic system where **only the energy** can be exchanged with its surroundings but not mass. Consequently, the mass of the system is constant. An example is the refrigerator.

The EBT falsely assumes that there is no difference between the two thermodynamic systems. Contrary to what is almost universally claimed, the EBT is not a consequence of the First Law of Thermodynamics, i.e., the claim that the EBT should be valid because of this law is simply not true. Because this is an extremely stubborn misconception, in even plainer English, this type of textbook argument is fallacious:

Due to the first law of thermodynamics, a person gains weight when his/her energy intake is greater than his/her energy expenditure.

Or perhaps it would be more reasonable to say that the statement is partly correct, because energy and mass are very closely related. As we will see in the following sections, however, textbooks should read as follows:

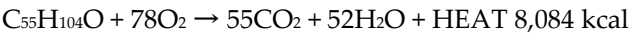
Due to the Law of Conservation of Mass, a person gains weight when his/her mass intake is greater than his/her mass expenditure.

I ask you to continue reading carefully and, most importantly, with an open mind.

3. The Law of Conservation of Mass

The Law of Conservation of Mass states that the mass can neither be created nor destroyed by chemical or physical changes. In other words, *total mass is always conserved*. This law dates from Antoine Lavoisier's 1789 discovery *par excellence* that **mass is neither created nor destroyed in any chemical reaction** [2]. Clever Frenchman heated mercuric oxide (HgO) and demonstrated that the amount the chemical's mass decreased was equal to the mass of the oxygen gas released in the chemical reaction. Lavoisier proved that mass must be conserved in chemical reactions, meaning the total amount of mass on each side of a chemical equation is always the same. That is, **the total number of atoms in the reactants must equal the amount in the products**, regardless of the nature of the chemical change. This forms the basis of *stoichiometry*, i.e., the accounting process by which chemical reactions and equations are mathematically balanced in terms of both mass and number of atoms on each side.

As an example, the oxidation of one generic triglyceride molecule:

$C_{55}H_{104}O + 78O_2 \rightarrow 55CO_2 + 52H_2O + \text{HEAT } 8{,}084 \text{ kcal}$

Reactants: *Products:*

$C_{55}H_{104}O$ 860 g $55CO_2$ 2,420 g

$78O_2$ 2,496 g $52H_2O$ 936 g

+ ________________   + ________________

            3,356 g   3,356 g

Note that there is mass only in reactants and products, but not in energy (calories).

4. The mass-energy equivalence principle

The mass-energy equivalence principle implies that when energy is lost in chemical reactions, the system will also lose a corresponding amount of mass. As far as the regulation of body mass is concerned, however, this equivalence principle has been misunderstood. This **global misconception** requires a detailed clarification.

Here is a very good question from one of my colleagues:

"How is energy intake and expenditure not the governing factors that determines if the body store the food we eat as fat or not? How could one change that? How can the mass of the food change that? If the eventual weight loss is from water, urea, or whatever [it] is still determined by if the body replace it or not, or even store more than was used. **Where is the gap where energy expenditure is not representative of substrate [i.e., mass] being used?**"

In order to see why nutrient mass, not nutritional energy, is the quantity that determines body mass fluctuations one has to unavoidably think in terms of arithmetic and analytical chemistry as shown next. The caloric values of macronutrients are rounded.

Weight gain is the result of mass accumulation, not the result of energy accumulation

Consider two individuals that gain 1 kg of non-water body mass as they accumulate within body cells 1000 g of absorbed macronutrients. The macronutrient distribution of the first subject is as follows:

- 200 g of protein = 200 g x 4 kcal/g = 800 kcal

- 300 g of carbohydrate = 300 g x 4 kcal/g = 1200 kcal

- 500 g of fat = 500 g x 9 kcal/g = 4500 kcal

Thus, the total stored nutritional energy is 800 kcal + 1200 kcal + 4500 kcal = 6500 kcal.

Suppose, next, that the macronutrient distribution of the second subject is as follows:

- 400 g of protein = 400 g x 4 kcal/g =1600 kcal

- 400 g of carbohydrate = 400 g x 4 kcal/g =1600 kcal

- 200 g of fat = 200g x 9 kcal/g =1800 kcal

Thus, the total stored nutritional energy is 1600 kcal + 1600 kcal + 1800 kcal = 5000 kcal.

This example illustrates, therefore, that the property of food related to mass gain is its mass, not energy. The first subject, in effect, has accumulated substantially more nutritional energy than the second one yet both have experienced the same degree of weight gain.

Weight loss is the result of mass elimination, not the result of energy expenditure

Consider the oxidation of 100 g of glucose:

- $C_6H_{12}O_6 + 6O_2 \rightarrow 6H_2O + 6CO_2 + HEAT$ (720 kcal/mol of $C_6H_{12}O_6$)

This requires the uptake of 107 g of O_2 as 100 g $C_6H_{12}O_6$ x (192 g O_2/180 g $C_6H_{12}O_6$) ≈ 107 g O_2. The Law of Conservation of Mass implies that mass of the products = mass of the reactants. The amount of water and carbon dioxide formed is 207 g as mass of the products = mass of the reactants = 100 g $C_6H_{12}O_6$ + 107 g O_2 = 207 g.

Now, assume that all the produced water and carbon dioxide are used in the following way:

1. Water becomes intracellular water in newborn cells.

2. Hydrolysis reactions (i.e., the cleavage of a chemical bond by adding a water molecule which becomes part of the reaction products): for example, the release of thyroid hormones thyroxine (T4) and triiodothyronine (T3) requires a hydrolysis reaction.

3. Carboxylation reactions (i.e., the addition of carbon dioxide to a molecule): for example, carboxylation of acetyl-CoA during fatty acid synthesis.

Notice that in the aforementioned situation 400 kcal has been expended by oxidizing 100 g of glucose yet body mass will not decrease when heat is dissipated but when the 207 g of reaction products are eliminated which in the described case are not since, as illustrated, oxidation products become part of the body mass.

The very important message of this section is that that energy balance and mass balance are <u>separate balances</u> in the human body [1,5]. This fact should be kept in mind when reading the following sections.

5. Energy balance <u>cannot</u> occur at body mass stability

The Law of Conservation of Mass guarantees that body mass stability (i.e., mass balance) can occur ONLY when the mean absorbed mass of each macronutrient equals its respective mean oxidized mass. Otherwise, body mass is increasing (i.e., absorbed mass > oxidized mass) or decreasing (i.e., absorbed mass < oxidized mass).

More specifically, energy balance can occur at body mass stability ONLY if the following three conditions are simultaneously satisfied:

1. Average absorbed fat mass = average oxidized fat mass

2. Average absorbed carbohydrate mass = average oxidized carbohydrate mass

3. Average absorbed protein mass = average oxidized protein mass

Obviously, this can never happen. If, for example, all the absorbed protein mass (amino acids) is oxidized, where would the body get building blocks? Thus, *energy balance is unattainable at body mass stability* [1,5]. This fact refutes the core idea of the EBT, i.e., that body mass remains constant in energy balance.

I will repeat in as clear English as possible what the message of this section was. So, this type of textbook argument is fallacious:

When a person is in energy balance, his/her weight stays the same.

Textbooks should read the following:

When a person in energy balance, his/her weight does not stay the same. But since this can be difficult to understand at first, more attention will be paid to the matter in the next semester. However, continue to study energy balance theory, because it is very important to know what has been known before, so that you can quickly grasp new information.

6. The regulation of body mass

At this point it should be clear that the regulation of body mass is all about detailed mass balances ("Mass In, Mass Out"), not about energy conservation ("Calories In, Calories Out"). After all, we are talking about body mass. The Law of Conservation of Mass guarantees that *1)* the O_2 mass that enters cellular respiration plus *2)* the mass of macronutrients that served as energy fuel absolutely must equal the mass of the excreted oxidation products. This is not a matter of opinion. *Daily weight loss must, therefore, be the result of daily elimination of oxidation products (CO_2, water, urea, SO_3; "Mass Out"), not a consequence of the heat release upon nutrient combustion (i.e., daily energy expenditure)* [6]. *And it is macronutrient mass intake ("Mass In") that augments body mass; the absorption of 1 g of glucose, protein or fat increases body mass by exactly 1 g independent of the substrate's Calories,* as dictated by the Law of Conservation of Mass. The absorbed nutrient mass cannot be destroyed and, thus, it will contribute to total body mass as long as it remains within the body. Such a contribution ends, however, when the nutrients are eliminated from the body either as products of metabolic oxidation or in other forms (e.g., shedding of dead skin cells).

Animals, including humans, ingest food to get both energy and mass. While energy refers to capacity to do work, mass is used to build all bodily structures. Not a single gram of body mass is added through energy intake. Calories represent the *heat* release upon food oxidation, and as such, **calories have no impact on body mass** [1,5]. The term "calorie" comes from Latin *calor* (heat). Calorie is broadly defined as the amount of energy needed to increase the temperature of 1 g of water by 1 °C. *Heat certainly does not produce mass.*

Almost all of an atom's mass comes from the protons and neutrons (i.e., nucleons) that make it up; nuclei contain >99.9% of the mass of an atom. In the chemical reactions that take place in the human body, the nucleus of the atom remains intact. **Body mass can only change due to net mass flow** [1,5,16]; thus, the ONLY food property that can augment body mass is its nutrient mass, not its energy content (i.e., calories). Like gravity, this is by no means a matter of opinion.

It inevitably follows that any anti-obesity intervention must:

1) *Decrease intake of energy-providing mass* (EPM) ("Mass In"), i.e., satiating effect. EPM is the daily intake of carbohydrate, fat, protein, soluble fiber and alcohol.

2) *Increase elimination of oxidation products* ("Mass Out"). Each day we experience a weight loss (i.e., body mass loss) given by the weight of the energy expenditure-dependent mass loss (EEDML) plus the weight of the energy expenditure-independent mass loss (EEIML) [5]. EEDML refers to the daily excretion of EPM oxidation byproducts (CO_2, water, urea, SO_3), whereas EEIML represents the daily weight loss that results from *i)* the daily elimination of non-metabolically produced water; *ii)* minerals lost in sweat and urine; *iii)* fecal matter elimination; and *iv)* mass lost from renewal of skin, hair and nails [5]. Or

3) *Both*.

A recently proposed **mass balance model** (**MBM**) [5] describes the temporal evolution of body weight and body composition under a wide variety of feeding experiments, and it seems to provide a highly accurate description of the very best experimental human feeding data [e.g., 1,3,4,5]. For example, we have compared head-to-head the predictions given by the MBM with the EBT-based model of Hall and coworkers [22], and the MBM seems to be superior to the EBT-based model [3]. The difference in prediction accuracy is especially clear when the distribution of the macronutrient intake changes drastically, e.g., a low-carbohydrate diet *vs.* an isocaloric high-carbohydrate diet. And the ranking of such models is determined by their predictive accuracy; this is the reason why such models are developed in the first place. *I would like to emphasize that the MBM not only predicts the change in total body mass but also the change in fat mass.*

In **Figure 1**, adapted from reference [3], I present a comparative simulation between the EBT-based model [22] and the MBM [5]. All the details can be found in the original source [3], so there is no reason to repeat them here. But in my experience, many colleagues have had difficulty understanding what these simulation results mean, so I present the

results here as easy to read as possible. In the simulations, we used the free-living feeding trial data of Kong and

coworkers [21]. Their twenty young female subjects followed a "normal diet" (ND; carbohydrate 44.0 ± 7.6%, protein

15.4 ± 3.3%, fat 39.6 ± 5.8%) for four weeks as a baseline and then switched to a very-low-carbohydrate/high-fat diet (KD;

carbohydrate 9.2 ± 4.8%, protein 21.9 ± 3.4%, fat 69.0 ± 5.4%) for another 4 weeks. This study showed that the 4-week

KD intervention led to marked reductions in body mass (−2.9 kg) and body fat percentage (−2.0%). The results of the

MBM-based simulations match the results of the feeding trial very closely, while the predictions of the EBT-based

simulations go clearly wrong. *Pay special attention to how the <u>incorrect</u> formula (Daily Fat Loss) = (Daily Fat Intake) − (Daily*

Net Fat Oxidation) affects the prediction results provided by the EBT-based model. The aforementioned formula would be valid

only if the net fat oxidation is independent of diet's macronutrient distribution. If the net fat oxidation increases as

dietary fat intake increases (and *vice versa*), fat loss can be similar among isocaloric diets that vary greatly in fat content.

Hall *et al.*'s respiratory quotient (RQ) data demonstrate that this is indeed the case, as their Figure 2C indicate that the

oxidation of fatty acids increases as the proportion of fat in the diet increases [10]. For further details, see the figure

legend.

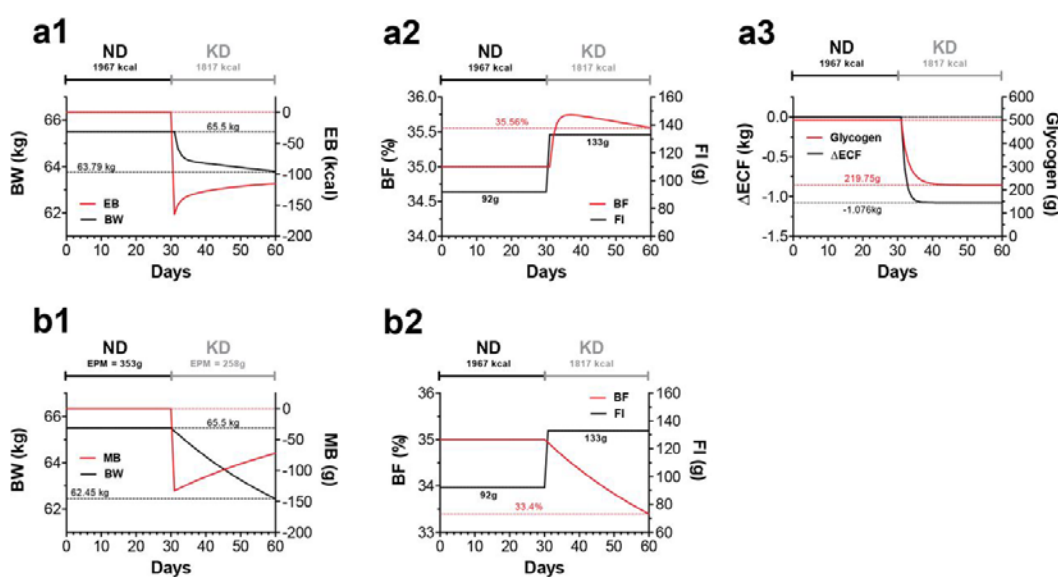



Figure 1. Simulations of Kong *et al*. feeding trial (EBT *vs.* MBM). *a1*. During the "normal diet" (ND; days 0-30) energy

balance (EB; red curve) is zero. After day 30 EB becomes negative when following the very-low-carbohydrate/high-fat

diet (KD) resulting in a 1.71 kg body weight (BW) loss at day 60. *a2*. The EBT-based model by Hall *et al.* (EBT; [22]) predicts that body fat (BF) percentage is *increased* during the KD, even though body weight is decreased. This completely incorrect prediction is due to the 41 g increase in fat intake during the KD; EBT incorrectly assumes that (Daily Fat Loss) = (Daily Fat Intake) – (Daily Net Fat Oxidation) [14]. *a3*. During the ND the amount of glycogen stored was 500 g, but during the KD its amount decreases to 280.25 g. Extracellular fluid (ECF) has also decreased by 1.076 kg. Thus, glycogen + ECF = 1.35625 kg. Of the 1.71 kg weight loss in a1, 0.35375 kg (1.71 kg – 1.35625 kg) are from other mass sources: 0.2436 kg fat mass + 0.11015 kg fat-free mass. According to EBT, this indicates that the total weight loss is distributed as 0.2436 kg of fat mass plus 1.4664 kg of fat-free mass. As the decline in fat-free mass is much larger than that of fat mass, EBT completely falsely predicts that BF % will *increase* as illustrated in a2. *b1*. During the ND period (days 0-30) mass balance (MB; red curve) is zero. After day 30 MB becomes negative when following the KD resulting in a 3.05 kg weight loss at day 60. *b2*. According to the MBM, of the 3.05 kg of weight loss 2.07 kg came from fat mass and 0.98 kg from fat-free mass. Even though fat intake has increased the decline in fat-free mass is much smaller than that of fat mass and thus BF decreases as shown. This figure can be found larger in reference [3].

Although free-living feeding trials are always a mixture of effectiveness and compliance, there is every reason to believe that Kong *et al.*'s study was as well controlled as such a study can be. To assure subjects' adherence to the KD, Kong and coworkers required that:

- The subjects measure urinary ketones every day (early morning or after dinner) and record 3-day food diaries (2 weekdays and 1 weekend day) during the experimental period;

- 3-day food diaries were kept by all subjects for 8 weeks;

- All subjects were given in advance "thorough instructions" on how to estimate portion sizes and record food/beverages intake on food composition tables;

- Subjects were asked to report to the laboratory every week to assess changes in body weight and hand in the logbook with dietary records;

- Energy intake and macronutrient distribution were calculated by the same dietician using the nutrition analysis and management system;

- Diet compliance was evaluated based on the results of the urinary ketones and food diaries, and subjects received follow-up dietary advice and counseling individually from the dietician.

In summary, it can be stated that the feeding data produced by Kong *et al.* provides reliable information on the effects of macronutrient distribution on body mass and composition. Thus, *the simulation comparison would seem to show "beyond reasonable doubt"* [24] *that the MBM-based simulation provides clearly more accurate predictions than the EBT-based simulation.* As mentioned earlier, Hall and colleagues' EBT-based model assumes that body fat fluctuations are the consequence of the imbalance between dietary fat consumption and net fat oxidation. This formula would be valid if the distribution of macronutrients in the diet did not affect the oxidation of fatty acids, but this assumption does not correspond to reality. Hall *et al.* estimate the reduction in body fat *indirectly* according to the following equations (in grams):

(Daily Fat Loss) = (Daily Fat Intake) – (Daily Net Fat Oxidation)   (1)

where Daily Net Fat Oxidation is another estimate calculated by

(Daily Net Fat Oxidation) = $1.63 VO_2 – 1.64 VCO_2 – 1.84 N$ (2)

where VO_2 and VCO_2 are the liters of consumed O_2 and produced CO_2, respectively, while N is the urinary nitrogen excretion per 24 h. In these equations, the only precise numeric input is Daily Fat Intake, whereas Daily Net Fat Oxidation is an *estimate* obtained from *estimates* which unavoidably increases the measurement inaccuracy. As recently discussed by Arencibia-Albite [1], the aforementioned equations ignore, among other things, the fact that body fat can also decrease through the excretion of fatty acid derivatives.

7. A low-carbohydrate diet provides less nutrient mass than an isocaloric high-carbohydrate diet

A low-carbohydrate/high-fat diet leads to a greater body mass and fat mass loss than an isocaloric high-carbohydrate/low-fat diet because it provides less <u>nutrient mass</u> [1,3,4,5]. When the energy fraction from dietary fat increases, while energy intake is clamped (i.e., fixed), mass intake decreases due to the significantly higher energy density of fat compared with other energy substrates. Such a difference in mass intake translates into greater body mass and fat loss in a low-carbohydrate diet *vs.* an isocaloric high-carbohydrate diet. If such a feeding response is not observed, then it is simply not a well-controlled study, as alternative results would indicate a violation of the Law of Conversation of Mass.

If two persons eliminate body mass at the same daily rate, then the one ingesting less nutrient mass will express a greater daily body mass and fat loss. For example, daily energy intake of 2,500 kcal distributed as 30% fat (9.4 kcal/g), 55% carbohydrate (4.2 kcal/g) and 15% protein (4.7 kcal/g) corresponds to a mass intake of ~487 g, whereas the same energy intake sorted as 60% fat, 30% carbohydrate, and 10% protein reduces mass ingestion by ~96 g. This is not a small difference in the long run.

It has been suggested that a low-carbohydrate diet is more effective in losing body mass and fat mass than an isocaloric high-carbohydrate diet because the former lowers insulin levels [9]. However, it is worth noting that insulin – or any other hormone – cannot create any kind of mass out of thin air. Only ingested nutrient mass can increase body mass. Insulin just makes sure that this mass can be stored. Similarly, a lowered insulin level cannot magically destroy any mass. Although insulin levels decrease with a low-carbohydrate diet, it is not a causal factor in body mass and fat mass loss. It just happens simultaneously with a decrease in nutrient mass intake. What about de novo lipogenesis (DNL), i.e., the process of synthesizing fatty acids from acetyl-CoA subunits? Hyperinsulinemia caused by consuming a large

amount of carbohydrates can increase DNL, but it is only relevant in extreme overfeeding situations. DNL seems to play a central role in the pathogenesis of non-alcoholic fatty liver disease (NAFLD; e.g., [30]), but this topic is beyond the scope of this article.

However, the insulin level can be important in terms of *where* body fat is reduced. It seems reasonable that during a high-carbohydrate diet, the reduction of body fat occurs mainly through a reduction in dietary fat intake, since high insulin levels favor fat synthesis and inhibit lipolysis. In contrast, a low-carbohydrate diet lowers insulin levels, reducing fat synthesis and stimulating lipolysis, which nullifies the effects of high dietary fat intake. These factors may explain why low-carbohydrate diets tend to work well for visceral fat reduction [e.g., 15,17,56].

Recently, Goss *et al.* reported that in their eight-week study the very-low-carbohydrate/high-fat diet group experienced 3-fold greater loss of visceral adipose tissue (VAT) and intermuscular adipose tissue (IMAT) when compared to the high-carbohydrate/low-fat diet group [17]. Following the very-low-carbohydrate/high-fat diet, there was a drastically greater decrease in fasting insulin compared to the high-carbohydrate/low-fat diet ($13.7 \pm 5.6 \rightarrow 9.4 \pm 4.0$ *vs.* $15.6 \pm 6.5 \rightarrow 16.0 \pm 8.2$). It should be noted, however, that the very-low-carbohydrate/high-fat group reported consuming significantly fewer total calories – and thus nutrient mass – per day than the high-carbohydrate/low-fat group. Nevertheless, it seems that the very-low-carbohydrate/high-fat diet works particularly well on these metabolically harmful fat depots.

In **Figure 2**, I present two hypothetical overweight individuals whose body composition and total energy intake are identical, but the distribution of macronutrients is clearly different.

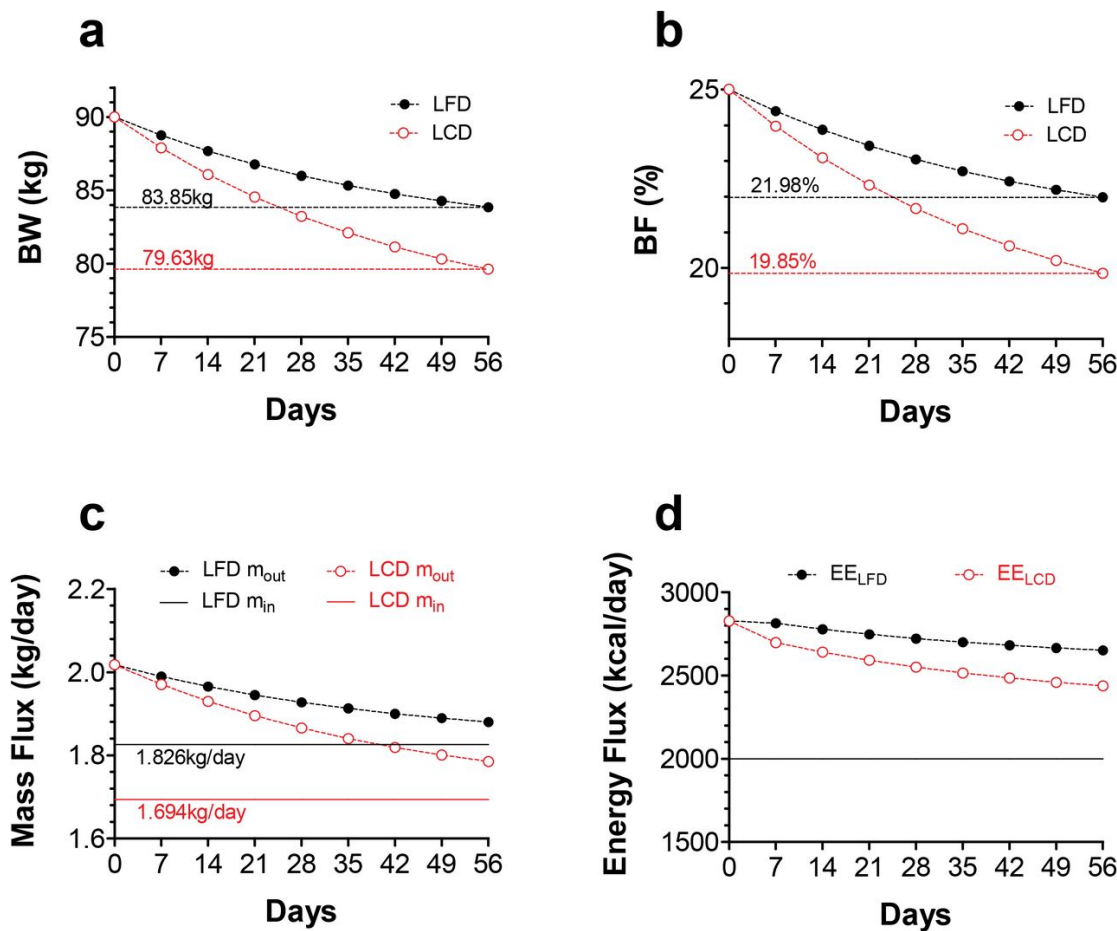



Figure 2. **MBM-based simulation of two hypothetical overweight (90 kg) individuals whose body composition and total energy intake are identical, but macronutrient distribution is clearly different**. In the initial situation, the nutrient intake is as follows: energy intake 2 750 kcal/day; 35% fat (F), 50% carbohydrate (C), 15% protein (P). Next, these individuals start following either a 2 000 kcal high-carbohydrate/low-fat diet (LFD) or a 2 000 kcal low-carbohydrate/high-fat diet (LCD), whose macronutrient distribution is as follows: LFD = 20% F, 65% C, 15% P or LCD = 70% F, 15% C, 15% P. According to the EBT, these diets should lead to almost identical effects in terms of body mass and fat mass. However, the MBM predicts that the LCD results in greater body mass and fat mass loss compared with the LFD. As demonstrated, the nutrient mass intake (m_{in}) is smaller compared with the eliminated mass (m_{out}); and, thus, the net daily mass loss is larger (i.e., $m_{in} - m_{out}$). BW = body weight; BF = body fat.

8. A highly controlled metabolic ward feeding trial supporting the mass balance approach

When it comes to proving causality in this type of matter, metabolic ward studies are rightly considered the most authoritative. Unfortunately, such trials are very expensive to implement, so new ones are hardly in sight in the near future [37]. Perhaps the best controlled experiment performed in a metabolic ward is that of Hall and co-workers [10]. The results of this study are also in full agreement with the mass balance approach; two separate articles have been published on the subject, i.e., [4] and [14], so it will not be discussed further in this article.

9. Recent meta-analyses of randomized and controlled free-living feeding trials supporting the mass balance approach

Feeding trials performed on free-living subjects are always a mixture of effectiveness and compliance. When subjects are randomized to a certain diet, it often happens that many subjects are not very committed to following the prescribed diet. Usually, at the latest at one year, the macronutrient distribution of the compared diets starts to converge. Nevertheless, I will briefly review a couple of recent meta-analyses on the topic.

A meta-analysis by Choi *et al.* included eight feeding trials reporting changes in weight-related parameters [19]. Their results indicated that the very-low-carbohydrate/high-fat diet diets were significantly more effective in reducing body mass than higher carbohydrate control diets. Such results are completely in accordance with the mass balance approach. Let me remind you that when the energy fraction from dietary fat increases, while energy intake is fixed, mass intake decreases due to the significantly higher energy density of fat compared with other energy substrates.

A recent meta-analysis by Zaki *et al*. compared the effectiveness between very-low-carbohydrate diets and low-carbohydrate diets [20]. In this comparison, there is not such a significant difference in nutrient mass intake as in the aforementioned meta-analysis. As can be assumed based on the mass balance approach, those who followed a very-

low-carbohydrate diet lost, generally speaking, slightly more body mass than those who followed a low-carbohydrate

diet. There was some variation in the results, which must be due to poor compliance.

10. An "old" well-controlled feeding experiment supporting the mass balance approach

In the early seventies Young *et al*. compared 3 diets that contained the same amounts of calories (1800 kcal/d) and protein

(115 g/d) but that differed in carbohydrate content [25]. After 9 weeks on the 30 g, 60 g, and 104 g carbohydrate diets,

weight loss was 16.2 kg, 12.8 kg, and 11.9 kg and fat accounted for 95%, 84%, and 75% of the weight loss, respectively.

Thus, the authors concluded, "[w]eight loss, fat loss, and percent of weight loss as fat appeared to be inversely related

to the level of carbohydrate in the isocaloric, isoprotein diets", consistent with the mass balance approach. And because

these diligent researchers naturally followed the EBT paradigm, "[n]o adequate explanation can be given for weight

loss differences." To my knowledge, no one has seriously criticized Young *et al*.'s study. It is worth noting that they

utilized underwater weighing (i.e., hydrodensitometry) to determine body composition, which is more accurate than

other widely available methods of body composition testing. When performed properly, underwater weighing can be

accurate to 1.8 to 2.8% compared to the state-of-the-art methods (e.g., magnetic resonance imaging [MRI], computed

tomography [CT]).

11. Epidemiological data supporting the mass balance approach

As recently pointed out by Mozaffarian [8], **the National Health and Nutrition Examination Survey (NHANES) data**

do NOT show any increase in energy consumption or availability over ≥20 years, a time period when obesity has

steadily risen (See Figure 1 in [8]). In fact, NHANES data suggest small but statistically significant *declines* in energy

intake over this period [8]. What about the other side of the coin, i.e., energy expenditure? According to my

understanding, similar epidemiological data on the matter is not available; however, high-quality studies utilizing

double-labeled water (DLW) method indicate that **modern day total energy expenditure do not differ from modern-day hunter-gatherers** [12]. Despite of high physical activity level, the total energy expenditure of Hadza hunter-gatherers was similar to Westerners and others in market economies [12]. Thus, it seems clear that the main factor causing the obesity epidemic is increased food intake rather than declined expenditure.

If there has been no change in energy intake and energy consumption, what on earth is causing the obesity epidemic? If we follow the EBT paradigm, this seems paradoxical, but from the point of view of the mass balance approach, there is nothing surprising about it. According to nutritional recommendations, citizens should increase their intake of carbohydrates at the expense of fat. If such recommendations are followed (i.e., carbohydrates ↑; fats ↓), the intake of nutrient mass increases while the calorie intake remains the same. NHANES data indicates that, for men, the percentage of calories from carbohydrates increased between 1971 - 1974 and 1999 - 2000, from 42.4% to 49.0%, and for women, from 45.4% to 51.6% [13]. The percentage of calories from fats decreased from 36.9% to 32.8% for men and from 36.1% to 32.8% for women [13]. Although self-reported dietary intake is subject to recall bias, there is every reason to assume that strongly marketed nutritional recommendations produced results in line with the goals at the population level.

In the Women's Health Initiative Observational Study (WHI/OS), the relationship between four common diet patterns and weight gain was examined [27]: *1)* a low-fat diet; *2)* a reduced-carbohydrate diet; *3)* a Mediterranean-style diet; and *4)* a diet consistent with the US Department of Agriculture's (USDA) Dietary Guidelines for Americans (DGA). The WHI/OS was a longitudinal study of postmenopausal women aged 49–81 years (n = 93 676) who were enrolled between 1994 and 1998, and followed for up to 8 years. The researchers' conclusion tells all that is needed: "Our findings therefore challenge prevailing dietary recommendations, suggesting instead that a low-fat may *promote* rather than *prevent* weight gain after menopause." So, the results were the opposite of what could have been assumed based on the EBT.

12. Extremely obese individuals have very high total energy expenditure

Based on the EBT, it has been suggested that low total energy expenditure (TEE) is a risk factor for obesity [31], but the evidence does not support this assumption. For example, Das *et al*. tested the hypothesis that both TEE and resting energy expenditure (REE) are low in extremely obese individuals, but the results showed the exact opposite, i.e., TEE of their extremely obese subjects was *very* high [32]. If the EBT were a valid paradigm, high TEE should protect against obesity. Similarly, Rimbach *et al.* concluded, "TEE is not a risk factor for, and high TEE is not protective against, weight or body fat gain over the time intervals tested." [33] These findings cause more gray hairs for the proponents of the EBT.

13. The timing of nutrient mass ingestion cannot modify the Law of Conservation of Mass

The timing of nutrient mass ingestion is guaranteed not to be able to modify the Law of Conservation of Mass; it can have an effect on body mass and fat mass only if the timing affects mass expenditure. A well-controlled feeding trial by Ruddick-Collins *et al*. demonstrates this fact in an excellent way [38]. They performed a 4-week crossover isocaloric and eucaloric feeding trial, comparing "morning loaded" (45%:35%:20% calories at breakfast:lunch:dinner) *vs.* "evening loaded" (20%:35%:45% calories at breakfast:lunch:dinner) calorie intake. This was a free-living study, but all food and beverages were provided, making it "the most rigorously controlled study to assess timing of eating in humans to date" [38]. As can be assumed based on the mass balance approach, the results indicate no differences in body mass loss, total daily energy expenditure or resting metabolic rate related to the timing of calorie distribution.

14. The results of dietary treatments in the pre-insulin era are in line with the mass balance approach

Some critics of the EBT have rightly pointed out that the results of dietary treatments in the pre-insulin era [51] are not in agreement with this century-old paradigm. In those days, type I diabetics were treated with a diet that was very low in carbohydrates and protein; that is, the diet mostly contained fat [51]. The rationality of this procedure was that the

excretion of glucose mass in the urine (glucosuria) was tried to be minimized, so that the patient would not starve to death. Note that protein intake was also kept low, as gluconeogenic amino acids can raise blood sugar levels.

We have simulated the observations of the pre-insulin era related to macronutrient distribution and body mass. In **Figure 3**, adapted from the source [3], I present the results of these simulations. For further details, see the figure legend.

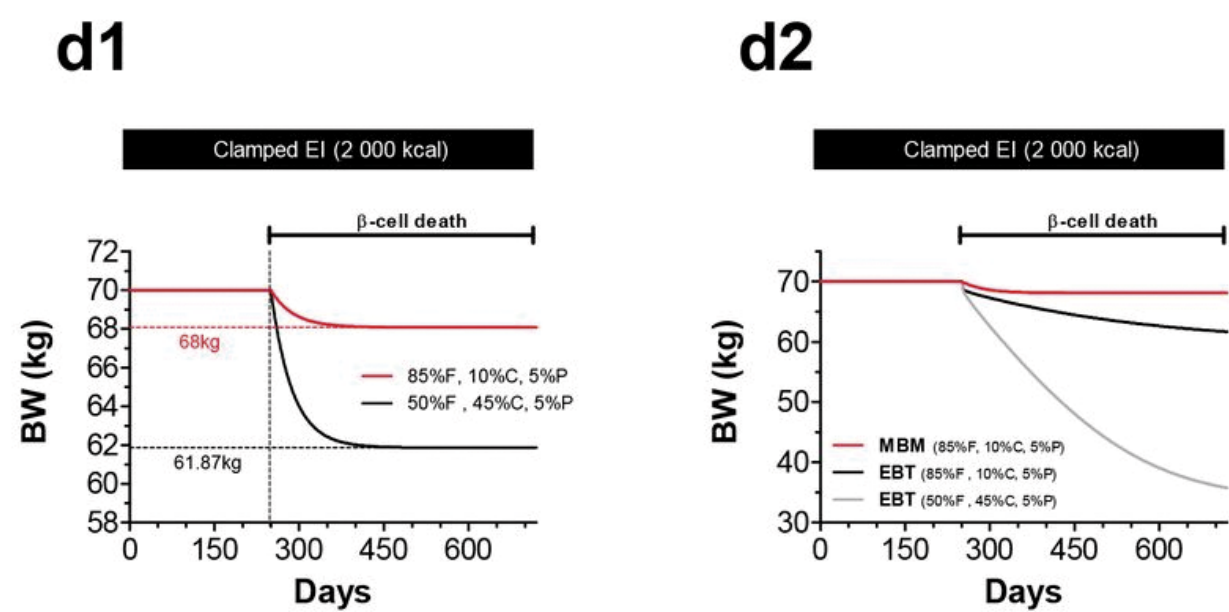



Figure 3. Dietary management of type 1 diabetes: MBM *vs.* EBT simulation. *d1*. MBM predicts that the reduction in body mass caused by β-cell death (i.e., onset of diabetes) is highly dependent on the macronutrient distribution of the diet, a result that is consistent with the results of diet therapy in the pre-insulin era [51]. From the source [3] you can see how the model parameters have been modified in these diabetes simulations (i.e., $xC = 0$). *d2*. The EBT-based model by Hall *et al*. (EBT; [22]) predicts that macronutrient distribution has a clearly lesser effect on body mass reduction. BW = body weight; F = fat; C = carbohydrate; P = protein.

15. A quick look at a recent article that still tries to defend the EBT

In their recent paper, Hall and colleagues still try to defend the EBT, which they call the energy balance model (EBM; 52). They state the following (E = energy):

"If we are particularly interested in the storage of energy as body fat then the energy balance equation $E_{in} − E_{out} = E_{storage}$ can be specified as $E_{in} − E_{out} = E_{fat} + E_{protein} + E_{carbohydrate}$."

With all due respect, these authors do not understand that energy balance and mass balance are separate balances, as has already been shown before. The body stores fat as *mass*, not as energy, because energy has no mass at all. And changes in both total body mass and fat mass are due to changes in *mass* balance.

For the above equation to be valid, the mean absorbed mass of each macronutrient should equal its respective mean oxidized mass, which is simply not possible (See **Energy balance cannot occur at body mass stability**).

In summary, this last straw of the EBT broke in that place.

16. Diet writers' favorite hormones

Leptin

Leptin, a peptide hormone predominantly made by adipose cells, helps to regulate energy balance by inhibiting hunger [34]. According to the EBT, the macronutrient distribution of the diet has only a minimal effect on body mass and fat mass; and, accordingly, should have only a minimal effect on leptin levels. Hormonal responses were also determined in the previously mentioned feeding experiment by Kong and colleagues and their data (Table 1 in [21]) show the complete opposite of what could be assumed based on the EBT. Data indicates that switching from a "normal diet" (carbohydrate 44.0 ± 7.6%, protein 15.4 ± 3.3%, fat 39.6 ± 5.8%) to a very-low-carbohydrate/high-fat diet (carbohydrate 9.2 ± 4.8%, protein 21.9 ± 3.4%, fat 69.0 ± 5.4%) significantly lowers leptin levels, consistent with the mass balance approach. The less body fat, the less leptin you have.

Insulin (with special reference to the carbohydrate-insulin model)

Insulin, a peptide hormone produced by beta cells of the pancreatic islets, is considered to be the main anabolic hormone of the body. This is probably the reason why this hormone has become a favorite of diet writers. One obesity-related

model, called the carbohydrate-insulin model (CIM), proposes a reversal of causal direction [8]. According to proponents of the CIM, "increasing fat deposition in the body – resulting from the hormonal responses to a high-glycemic-load diet – drives positive energy balance." [8]

It is worth emphasizing that the CIM operates within the EBT; that is, it also assumes that a positive energy balance is the cause of obesity. So, it is actually not a competing paradigm. The direction of causality in this matter does not affect the laws of physics in any way. **The physical basis of both the EBT and the CIM operating within it is flawed**, as has already been demonstrated.

One of the central claims of the CIM is that high insulin levels promote weight gain, but as already mentioned, insulin cannot create mass from nothing. Although insulin levels decrease with a low-carbohydrate diet, it is not a causal factor in body mass and fat mass loss. It just happens simultaneously with a decrease in nutrient mass intake. Proponents of the CIM suggest that high insulin levels slow down the metabolism*, promoting weight gain [8]. Ludwig *et al.* claim that their meta-analysis [35] supports this assumption, but the conclusions do not stand up to critical scrutiny [36].

Although at a cursory glance it might appear that the CIM is in agreement with the insulin response data, in reality it is a free passenger traveling on the wing of mass change. *The decrease in the insulin level and the decrease in the intake of nutrient mass occur simultaneously, but only the mass can be a causal factor in mass changes.* In the MBM, it is assumed that the changes in body mass and composition are independent of the physiological effects of the diet. Rather, the differences are due to different amounts of nutrient mass intake. MBM-based simulations provide very convincing evidence for this assumption [e.g., 1,3,4,5].

As already discussed, however, the insulin level can be important in terms of *where* body fat is reduced. In addition, there are other reasons to keep insulin levels low, as individuals with hyperinsulinemia are at high risk of developing obesity, type 2 diabetes, cardiovascular disease, cancer and premature mortality [39]. It may seem paradoxical at first

glance that I first declare that insulin cannot create mass and then refer to an article [39] that lists hyperinsulinemia as

a risk factor for obesity. Let me clarify: hyperinsulinemia is often caused by regular consumption of sugar and other

refined carbohydrates, and at the same time the person often gains weight. In this situation too, insulin does not cause

obesity, it is caused by a chronic positive mass balance. So, I am referring to the etiology**, i.e., the root cause. Obesity

has numerous risk factors, each of which increases with a certain probability the occurrence of a positive mass balance,

but none of them is capable of creating any kind of mass. It is still a matter of balance between intake and expenditure,

but in this case mass balance.

(*It is worth mentioning that the universal assumption that metabolism is synonymous with energy expenditure is

misleading, as *metabolism is actually mass expenditure.* **According to *Oxford Learner's Dictionaries*, etiology refers to "the

cause of a disease or medical condition". And obesity has only *one* etiology, i.e., chronic positive mass balance.

Everything else is a risk factor).

17. Dietary ketosis *per se* does not affect body mass or fat mass

When the rate of mobilization of fatty acids from adipose tissue is accelerated, as, for example, during a very-low-

carbohydrate/high-fat ketogenic diet, the liver produces ketone bodies: acetoacetate, beta-hydroxybutyrate and acetone

(a spontaneous breakdown product of acetoacetate). The liver cannot utilize ketone bodies and thus they flow from the

liver to extra-hepatic tissues (e.g., brain, muscle) for use as a fuel.

It has been suggested that dietary ketosis would accelerate the reduction of body mass and fat mass, but if we ignore

the scant ketone excretion in the urine in the initial phase, dietary ketosis *per* se does not affect body mass or fat mass.

Mass does not mysteriously disappear anywhere. In equation (13) related to MBM [5] there is no need to include an

extra term for the energy expenditure fraction derived from ketone bodies, as the oxidation of ketone bodies is

essentially fat oxidation. For example, the β-oxidation of one palmitic acid molecule yields eight acetyl-coenzyme A

molecules, and then two of these react to generate four acetoacetate molecules. Therefore, the oxidation of four molecules of acetoacetate is equivalent to the oxidation of one palmitic acid molecule. For further details, see *2.2.1. At energy balance the oxidized macronutrient distribution that results in the EE_{avg} is equal to macronutrient distribution in the EI_{avg}* in [5].

It is impossible to study the matter precisely in a feeding trial setting, as there would be a small difference in the nutrient mass intake of the comparison groups, i.e., a very-low-carbohydrate diet *vs.* an isocaloric low-carbohydrate diet. More specifically, in the first mentioned group, the intake of nutrient mass is inevitably slightly lower than in the latter. Remember that when the energy fraction from dietary fat increases, while energy intake is fixed, nutrient mass intake decreases due to the significantly higher energy density of fat compared with other energy substrates. Vidić *et al.* investigated the matter as well as it can be investigated and came to the conclusion that a ketogenic diet with sustained hyper-ketonemia above 1 mol/l has pretty much the same impact on body composition as a low carbohydrate non-ketogenic diet [53].

Dietary ketosis can reduce the feeling of hunger [54] and thereby reduce the intake of nutrient mass, but of course this does not undermine the Law of Conservation of Mass.

18. The Nutrition Facts label

The Nutrition Facts label on packaged foods was updated in 2016 "to reflect updated scientific information, including information about the link between diet and chronic diseases, such as obesity and heart disease." [7] One of the most prominent updates of the new food labeling regulations released by the Food and Drug Administration (FDA) is found on the calorie line; the font for calories has been significantly enlarged as well as emboldened for first-glance reference. The idea behind this well-meaning update was that Caloric values can be very simply understood without having to look very deeply into the food label. Humans need, of course, energy (i.e., the capacity to do work) but Calories have

no impact on body mass. Thus, **the calorie line should be replaced, or complemented, with the mass line** (e.g., "Nutrient Mass" or just "Mass").

It is also worth noting that the concept of "light product" is very misleading. In reality, these products are often "heavy products". When the energy fraction from dietary fat increases, while energy content remains the same, mass intake decreases due to the significantly higher energy density of fat compared with other energy substrates. Thus, **a high-carbohydrate "light product" containing 200 kcal provides more mass than a high-fat product containing 200 kcal**. This fact should have a significant impact on the prevailing legislation and the operation of the food industry.

In summary, dietary fats are therefore not problematic in terms of weight management, as they provide a lot of energy relative to their mass. Dietary fats are a problem only when they are used to make high-carbohydrate foods highly palatable. The "light product" concept should be removed from legislation as soon as possible, because in many situations it misleads consumers.

19. A flawed paradigm leads to misinterpretation of research data

In the research literature, it is easy to find plenty of feeding trial reports that seem to support the EBT. A flawed paradigm, however, almost always leads to incorrect interpretations and conclusions. There are many research reports in which the more effective weight loss effect of a low-carbohydrate diet compared to an isocaloric high-carbohydrate diet is attributed to a methodological error (e.g., underreporting of food consumption, low sensitivity of research equipment). The assumption is that such results would violate the Law of Conservation of Energy (i.e., the First Law of Thermodynamics). As has been shown before, this is not the case (See **The energy balance theory is a flawed paradigm**). In studies where a low-carbohydrate diet has not been more effective in terms of fat loss, EBT-based calculation formulas have been used, which give incorrect results (e.g., 10; see reanalysis in [14]). Such points are very important to consider when reading these reports.

The real "acid test" of every theory is how good results can be obtained in practice based on it. How effective have EBT-based obesity treatment interventions been? *As of 2021, 19 US states and territories have at least 35% of their residents living with obesity – more than double the number in 2018* [11]. Thus, it is clearly not possible to talk about effective interventions. You would think the alarm bells would finally start ringing; wasting time and money on research conducted within the EBT paradigm should be stopped immediately.

20. Other applications of the mass balance approach

Although this review has focused on the macronutrient distribution of the diet, the mass balance approach also has many other practical applications. For example, anti-obesity drugs or dietary supplements that affect satiety should mainly reduce the consumption of carbohydrates, not fat. I will cover other applications in updates to this article.

21. The mass balance approach has nothing to do with metabolic advantage hypothesis

Contrary to what some have thought, the mass balance approach has nothing to do with the metabolic advantage hypothesis [28]. Proponents of this hypothesis postulate that a low-carbohydrate diet leads to faster body mass and fat mass loss than an isocaloric high-carbohydrate diet because "[e]nergetic inefficiency, substrate cycling and demands of gluconeogenesis support observed advantages for weight [and fat] loss." [29] *Unlike energy, mass has no efficiency*. The amount of mass that is taken in always comes out in exactly the same amount. It is worth noting that the metabolic advantage hypothesis operates within the EBT.

With all due respect, it would seem that the proponents of the metabolic advantage hypothesis do not notice that efficiency is not related to incomplete substrate oxidation, but to how the body uses the available fuel resources. Consider the following simple example. You start to run 5 km every day and soon you will find out that you can complete the same distance in same time (let say 0.5 h) but with a smaller amount of heartbeats. Your body has adapted

to this cardiovascular stress physiologically, biochemically and – in the long run – anatomically – and thus has become more efficient fuel utilizer. That is, your body can achieve the same running average speed (5 km/0.5 h = 10 km/h) utilizing less fuel. However, every time the body oxidizes 1 g of glucose while running the heat released by the body continues to be ~4 kcals, which will not change as you age or as a function of your genome, epigenome, or proteome.

22. The Coca-Cola Company and their insidious marketing arms

The Global Energy Balance Network (GEBN) was a US-based marketing arm of The Coca-Cola Company (hereinafter referred to as Coke) claiming to fund research into causes of obesity [40]. GEBN's core message was that the main cause of obesity is physical inactivity, not a bad diet [41,42,43]. So, in plain language, the message was that you can also enjoy high-carbohydrate junk food, including Coke's drinks, as long as you exercise enough to stay in "energy balance".

With around 1.4 billion inhabitants, China is the world's most populous country, so Coke has naturally been very interested in the market of that country. In her excellent article Greenhalgh covered this topic [43]; the following is a brief summary of her findings:

- Coke's main vehicle for influencing obesity science in China was the International Life Sciences Institute (ILSI), a Coke-sponsored marketing organization masquerading as a scientific organization. The organization's founding president Alex Malaspina was concurrently vice president of Coke. So, a few years ago, the ILSI and Coke were practically synonymous.

- ILSI's website [49] emphatically spotlights their long commitment to scientific integrity, but, as pointed by Greenhalgh, "close examination of how the organization [ILSI] works in practice reveals a different picture." [43] Simply put, the fox watches over the chicken cage.

- Coke, working through ILSI-Global and ILSI-China, succeeded in redirecting China's obesity science and policy to emphasize physical activity over dietary modifications.

In addition to GEBN and ILSI, Coke leveraged the authority of countless health organizations to spread its delusional message. In Spain, for example, at least 74 health organizations were sponsored by Coke during the period 2010 - 2016, with a total investment above 6 million euros [44]. The main message was the same as with GEBN: "The most prevalent strategy was to focus on physical activity and sedentary behaviours [sic] as key obesogenic risk factors." [44] Rey-López *et al*.'s article [44] has an excellent discussion of Coke's main marketing strategies.

Coke has also utilized US-based governmental organizations in spreading its propaganda. For example, the Centers for Disease Control and Prevention (CDC) has had longstanding ties to Coke [46]. Barbara Bowman, then director of the CDC's Division for Heart Disease and Stroke Prevention, resigned after emails between her and a former Coke executive were disclosed [46]. These emails proved that Bowman had advised the former Coke and industry association executive on how to influence the Director-General of the World Health Organization (WHO) to stop promoting taxes on sugar. Perhaps prompted by this incident, the CDC website currently states the following: "Frequently drinking sugar-sweetened beverages is associated with weight gain, obesity, type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay and cavities, and gout, a type of arthritis… Limiting sugary drink intake can help individuals maintain a healthy weight and have healthy dietary patterns." [47] However, with regard to individual cases, there is absolutely no reason to assume systematic abuses on the part of the CDC. In my opinion, the CDC website and other bulletins currently have reliable information on the subject.

Although not everyone necessarily likes this view, I dare to suggest, on the basis of the *best* available evidence collected in 2020, 2011 and 2022, that some authoritative nutrition and obesity journals are mainly marketing channels for Coke and other companies that live on sugar. However, this does not in any way mean that all the researchers who publish in these are dishonest. Corrupt journals would not be able to operate without honest articles. Nevertheless, **there is sufficient evidence that these misguided journals have had a considerable detrimental effect on humanity and thus**

require *very* **careful legal scrutiny.** And when people's lives and health are threatened with misinformation, it is a very *serious* crime. We are talking about the health of hundreds of millions of people. Since the topic is to some extent outside the scope of this article, there is no need to discuss it further here. In my upcoming article, I will present very detailed information about the activities of these corrupt journals.

That having be said, I recommend reading Noakes' recent work *Real Food On Trial: How the diet dictators tried to destroy a top scientist* [49]. This book presents in an excellent way the large-scale corruption in nutrition-related publications. Lustig's recent *work Metabolical: The Lure and the Lies of Processed Food, Nutrition, and Modern Medicine* [50] is also worth reading. It is clear that the nutrition industry is corrupt from head to toe. Big companies like Coke use marketing strategies so clever that many researchers do not even realize they are being led around like rams on a string.

In summary, contrary to what sugar industry-sponsored "researchers" try to claim, you cannot outrun a bad diet [45].

23. Concluding remarks

I would like to propose a new paradigm that paints a more accurate picture of the evolution of body weight: **Chronic positive mass balance is the actual etiology of obesity, not positive energy balance**, opening up a completely new era in obesity research. By shifting to a mass balance paradigm of obesity, a deeper understanding of this disease may follow in the near future. The immediate consequence of such a shift is that feeding studies will be clearly more accurate, as mass measurements do not suffer from numerous uncertainty factors like energy measurements (e.g., DLW) [55].

It must be clear as day that the paradigm shift must finally begin. The researchers' own honor cannot go above the importance of treating and preventing obesity. Sometimes it happens that the fundamental knowledge structure turns out to be incorrect and thus it has to be abandoned. The whole game needs to be changed. "That is what fundamental novelties of fact and theory do. Produced inadvertently by a game played under one set of rules, their assimilation

requires the elaboration of another set", as Thomas S. Kuhn stated in his classic work *The Structure of Scientific Revolutions* [23].

The rational mind's ability to bias, exaggerate and cover up is fundamental [48]. Rationality *per se* does not cause problems, but the rational mind is attracted to the greatest of sins; namely, the tendency to think of the things one knows as absolute, "ultimate truths". Researchers celebrate their own theories, claiming that better ones – or ones outside of them – do not even have to exist. They usually start from the basic assumption that all the most fundamental facts have already been proven beyond doubt; that is, nothing important has been left unexplored. This is sometimes the case, but from time to time even the "ultimate truths" change.

A paradigm shift is an intellectual revolution, accompanied by the chaos and fear inherent in revolution. Sacrifice is always required to correct a mistake – and if the mistake has been significant, so must the sacrifice. When the new truth has been rejected for a long time, a large amount of sacrificial debt may have already accumulated. Some leading researchers in the field seem to have already accumulated enough debt that they treat the mass balance approach like a plague; what reminded me of Nietzsche's statement in his classic work *The Gay Science* (1882):

"There is a stupid humility that is not at all rare, and those afflicted with it are altogether unfit to become devotees of knowledge. As soon as a person of this type perceives something striking, he turns on his heel, as it were, and says to himself: "You have made a mistake. What is the matter with your senses? This cannot, may not, be the truth." And then, instead of looking and listening again, more carefully, he runs away from the striking thing, as if he had been intimidated, and tries to remove it from his mind as fast as he can. For his inner canon says: "I do not want to see anything that contradicts the prevalent opinion. Am I called to discover new truths? There are too many old ones, as it is."

Nietzsche described above the phenomenon that later came to be called cognitive dissonance. The theory of cognitive dissonance proposes that people are averse to inconsistencies within their own minds [26]. More specifically, cognitive dissonance refers to the perception of contradictory information. If a person has been teaching things related to energy balance at a university for decades, the magnitude of dissociation can be at a very massive level. Despite this, it is worth considering the fact that if the etiology of obesity is misunderstood, it will have a detrimental effect on practically any type of obesity and weight management research.

Finally, Occam's razor (*novacula Occami*) is also on the side of the mass balance approach. This principle states that entities should not be multiplied unnecessarily. By definition, all assumptions introduce possibilities for error. If an assumption does not improve the accuracy of a theory or model, its only effect is to increase the probability that the overall theory or model is wrong. What do you measure when you stand on the bathroom scale? Your body mass or your energy? Obviously, you determine the amount of mass in your body. So why do you want to look at body mass changes in light of energy changes? Such a perspective only offers a rough second-hand estimate at best. The right starting point is to measure the mass *directly*, because that is what it is all about. As already mentioned before, *energy balance and mass balance are separate balances in the human body*.

For further details, please see the key publications mentioned in the reference list. I intentionally kept the reference list short, as other references can be found in these key publications. I especially recommend reading the recent paper by Arencibia-Albite [1], which should – at least in my humble opinion – stop the press.

List of abbreviations

MBM = mass balance model; EBT = energy balance theory; EBM = energy balance model; CIM = carbohydrate-insulin model; EPM = energy-providing mass; EEDML = energy expenditure-dependent mass loss; EEIML = energy expenditure-independent mass loss; EB = energy balance; MB = mass balance; TEE = total energy expenditure; REE =

resting energy expenditure; BW = body weight; BF = body fat; ECF = extracellular fluid; DNL = de novo lipogenesis; NHANES = National Health and Nutrition Examination Survey; WHI/OS = Women's Health Initiative Observational Study; DLW = double-labeled water; FDA = Food and Drug Administration; VAT = visceral adipose tissue; IMAT = intermuscular adipose tissue; RQ =   respiratory quotient; GEBN = Global Energy Balance Network; CDC = Centers for Disease Control and Prevention.

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