

Can Men Develop Breast Cancer

True or False? Only women can get breast cancer? **FALSE.** Although being a woman is the main risk factor for developing breast cancer. Each year breast cancer is diagnosed in about 23,000

women & 2,100 men. Many men think that only women can develop breast cancer, which causes some men to ignore breast lumps until the cancer has spread too far to be curable.

- On average, women with breast cancer live 2 YEARS longer than men with breast cancer, largely because men don't realize they can get breast cancer too.**
- Men's breast cancer usually shows up as a lump under or near the nipple. Misshapen Breast, non-matching breasts and nipple discharge are also possible signs of breast cancer.**
- Men with a strong a strong family history of breast cancer are also at high risk of developing breast cancer.**
- The American Cancer Society estimates that 1% of all breast cancer cases occur in men.**
- Mammograms and breast exams may be helpful to men, assuming regular consultation with their doctors.**

FEATURED PRODUCT



Built Bar Puffs

Built Puffs are here! What are Built Puffs, you ask? Well, they are a bit of heaven on earth. Marshmallow heaven, that is. The first and only collagen protein bar with amazing marshmallow texture. It has a delicious texture, flavor, and, of course, it is covered in Built's signature 100% chocolate. You will quickly forget this is a protein bar, thinking of it more as a tasty treat. Feel good about that.

WEIGH-IN ACCOUNTABILITY

Your accountability matters to us! Weigh-in for 4 consecutive weeks and get 10% off your CarbEssentials purchase at any location!



DATE: _____

WEEK: 1 2 3 4

EAT RIGHT. LIVE RIGHT. FEEL RIGHT.



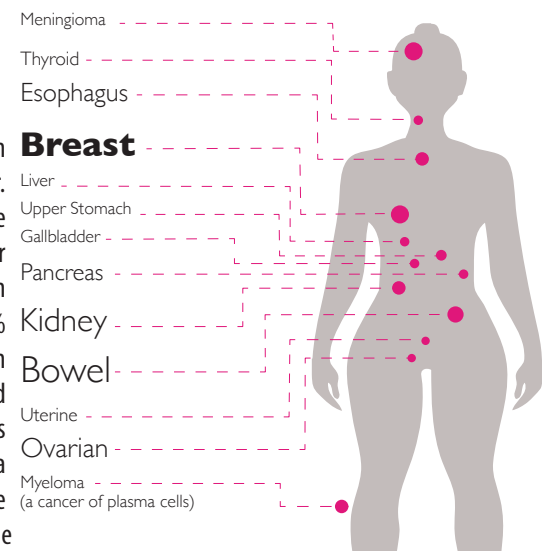
BREAST CANCER

How Your Weight Affects Your Risks

Obesity & Breast Cancer Risks

The National Cancer Institute says that weight gain is a major risk factor for developing breast cancer. Gaining weight in adulthood appears to increase the risk of breast cancer before and after menopause. One large study found that women who gained about 20 pounds after age 18 had a 15% higher risk of breast cancer compared to women who gained little or no weight. Women who gained 55 pounds or more had a 45% higher risk. It is important for both men and women to keep a healthy weight. Managing weight is a challenge for most people in the U.S. In Fact, according to the Centers for Disease Control and Prevention (CDC), about 69% of American adults are over weight.

CANCERS ASSOCIATED WITH BEING OVERWEIGHT & OBESE:



Post Halloween Sale!



Even the healthiest among us can't help but get into the Halloween fun, and while everything's good in moderation, sometimes a night of temptation means going overboard (no regrets!). Now we need to get you back on track! **Enjoy 15% OFF** online ONLY, November 1st on your purchase of \$75 or more plus enjoy free shipping (excluding liquids)! Don't forget to use the coupon code **BACKONTRACK22** at checkout.



AVOID HOLIDAY POUNDS BY STARTING IN THE FALL

Basic fact: It's hard to not love fall. There's the crisp, fresh air, the excitement of new beginnings, the pumpkin everything...you get the idea. But aside from pumpkin latte-induced giddiness, there's a whole separate reason to

love the season: It's a perfect time to get your butt in gear and start achieving your weight-loss goals. Between summer bods and holiday eating sprees, it sometimes feels like there's year-round pressure to either lose pounds or maintain a certain weight. That doesn't always happen — the average American gains about 5 pounds over the holiday period between Thanksgiving and New Year's Day. So, if we want to avoid weight gain in the winter and look great in the summer, when exactly should we begin a weight loss resolution during the year? Research shows that the weight you gain in the next 3 months this holiday season could potentially take over 5 months to lose, so if you want to be thin this spring, and going into summer, start your plan in October.

Everyone gains weight over the holidays—instead of making a New Year's Resolution, make an October resolution. It's easier to avoid holiday pounds altogether than to lose them after they happen. Researchers found that in the US, weight patterns begin rising around Thanksgiving and peak around Christmas and the New Year. Think you'll put on some holiday weight in 2022? Chances are you won't be able to lose it until Easter 2023. If that doesn't motivate you to start reaching your weight loss goal now, nothing will.



ROUTINE

Summer isn't exactly a structured time. What with beach vacations, long weekends, and loads of backyard cookouts, you're probably bopping all over the place—so it's hard to stick to a specific workout or exercise plan. But fall is a whole different story. Now that summer vacation is over, your weekly routine has more structure. And routines are key when it comes to forming long-lasting healthy habits, like making time for meal planning and physical activity. We didn't think we'd ever say it, but at least that's one perk to your vacation being over.



WEATHER

Now that summer is coming to an end and the stifling hot weather is being replaced by cool fall days, take advantage of some outdoor activities. You don't yet have to bundle up in your Polar Vortex, and you also don't have to carry a life preserver in case you drown in a pool of sweat. Therefore stay motivated by the nice, warm fall sunshine. Try hiking, going for a walk, or raking leaves are great ways to take in the fall foliage and be active. This will also help with reducing the amount of stress in your body, which lowers your level of cortisol.



CONTROL

Control your cravings. In a survey, 52% of the moms said cravings were their biggest challenge in losing weight. Eating every few hours will prevent hunger, keep your blood sugar stable, and reduce cravings. Moms are so busy they tend to go too long without eating, then end up eating too fast, or the wrong kind of foods. One trick is to plan ahead: Bring along a sneal® for when hunger strikes. If sweet cravings are your downfall, we have sneals® options for those too! Don't avoid the foods you crave; just eat them in small portions.



PREPARE

Call it a pre-emptive strike: Unless you are inhuman, you will likely end up eating your fair share of sugary seasonal treats (oh hey, gingerbread men). And knowing this, you can start in the fall so that by the time winter rolls around, you'll be better able to handle the temptation of all those pies and cookies. Having a couple months of eating well and exercising under your belt will make it easier to stick with these healthier habits through the holidays. Plus, that way, you won't start the new year with new pounds. Score!



The average person will consume nearly a pound and a quarter of candy during Halloween, equaling roughly 33 fun sized candy bars or around 5000 calories. Most of us have no choice but to participate in the annual Halloween ritual; even if we don't have children to take trick or treating, we still have parties to go to and candy to buy for all the trick or treaters in the neighborhood. And if we're not careful, having all this candy on hand can throw our eating strategies totally out of whack. The good news is that with some determination and deliberate steps, we can keep Halloween from turning us into pumpkin-shaped figures. Here are six ways to avoid the dangers of Halloween candy:

6 TRICKS TO AVOID TREATS

1. STICK TO YOUR REGULARLY SCHEDULED SNEALS®

Don't be tempted to skip a few Sneals® on Halloween so you can bank your calories for those sweet treats that are sure to head your way. The worst thing you can do is not eat; if you're hungry you will have no willpower to resist. Instead eat your usual Sneals® during the day with a high protein Sneal® right before the Halloween festivities begin. If you feel full you will not be as likely to go overboard on the treats.

2. TAKE CONTROL

Okay, yes it is Halloween, a holiday dedicated to treats. In order to survive this holiday without derailing your diet, control your binge. Make it exact, 'you'll only have three 'fun-sized' candies the entire night.' Then you can spread them out or have them all at once. If you have a plan you're most likely to stay in control.

3. BE THE 'BORING' HOUSE ON THE BLOCK

If you are the kind of person who will eat whatever is around the house, don't set yourself up for failure by stocking up on candy. Have you considered passing out non-candy goodies? Perhaps from the dollar store, toys, temporary tattoos, sticker, etc. Or healthier options like boxes of raisins or nuts? You might get some kids thinking you're not the coolest house on the block but at least their parents will like you!

4. LIMIT MINDLESS EATING

Are you going to a Halloween party where there is sure to be endless treats? Keep your hands busy, your purse in one and a glass of water in the other. If your hands are full they are not going to be grazing the candy bowls or buffet. This will significantly reduce your temptation to nibble.

5. BUY YOUR CANDY LAST MINUTE

Buy your candy the day of Halloween, that way you are not tempted to dip into the candy stash on a daily basis. Also don't buy your favorite candy, buy candy you don't particularly like that way you're not lured in, if you are a chocolate fan then go for the gummy or tart candies.

6. FOR THOSE OF YOU WHO DID SPLURGE — BOUNCE BACK

If you are in a sugar coma on November 1st, don't freak out! One day will not hurt you; it is the mindset that triggers the mental game of, 'I blew it' that can lead you to ditch your diet. You just need to recover, make sure to stick to your six healthy Sneals® the next day and drink plenty of water and you will be ok.