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"Losing Weight" Is the Wrong Goal

"Losing weight" sounds simple and appealing—step on the scale, see a lower number, feel accomplished. But framing your primary goal as "losing weight" is a trap that sets most people up for frustration, rebound, and eventual abandonment of their efforts.

First, weight loss is a temporary outcome, not a sustainable behavior. Scales measure total body mass: fat, muscle, water, glycogen, even the contents of your bowels. When you "lose weight," much of the early drop comes from water and glycogen depletion—rapid, gratifying, but easily regained with a single carb-heavy meal or hormonal shift. True fat loss and achieving a healthy body composition are slower and not linear. Obsessing over weekly weigh-ins invites discouragement during normal fluctuations and plateaus, even when meaningful fat loss is occurring. (However, knowledge is power, and tracking changes daily or weekly helps us learn and stay on top of things.)

Second, the body actively resists weight loss. Evolution wired us to defend fat stores aggressively in response to perceived famine. Calorie restriction triggers adaptive responses: resting metabolic rate drops (beyond what you'd expect from less body mass), hunger hormones (ghrelin) rise, satiety signals (leptin, GLP-1) weaken, and spontaneous movement decreases. This is why 80–95% of people who lose significant weight through dieting alone regain it within a few years.

The goal of "losing weight" fights directly against powerful biology without addressing the underlying drivers.

Third, "losing weight" focuses on punishment and deprivation rather than constructing a wonderful life and mastering life's possibilities. It frames the process as subtracting something bad (pounds) instead of building something good (health, strength, metabolic resilience, appearance). This mindset breeds temporary compliance rather than lifelong habits.

The Right Goal: Achieving and Maintaining a Healthy Body Composition For Life

The correct long-term goal is to achieve and sustain a healthy body composition—meaning a higher proportion of lean mass (muscle, bone, organs) and a lower proportion of body fat, particularly visceral fat that drives metabolic disease.

This shift in framing changes everything:

- It prioritizes fat loss over mere weight loss. You can lose fat while preserving or even gaining muscle, resulting in slower scale movement but dramatically better health outcomes and appearance. A person who drops from 30% to 18% body fat while maintaining or slightly increasing muscle mass looks, feels, and functions radically better—even if the scale only moves modestly.
- It emphasizes behaviors you can control daily rather than an outcome the body defends against. The right goal translates into consistent actions: eating nutrient-dense meals; strength training to preserve and build muscle; prioritizing sleep and stress management to regulate hunger hormones; walking and moving regularly to improve insulin sensitivity. These habits directly improve body composition and metabolic health independent of rapid scale changes.
- It aligns with preventing and reversing diseases. Substantial fat loss—especially visceral and liver fat—restores insulin sensitivity, lowers inflammation, resolves fatty liver disease, and often remits type 2 diabetes. These improvements begin well before someone reaches an "ideal" BMI and continue long after the scale stabilizes.
- It is sustainable because it is constructive and additive, more than subtractive. You are building muscle, metabolic flexibility, energy, confidence, and resilience—not endlessly trying to hold your body in a state it interprets as starvation.

In practice, this means tracking progress through multiple markers: how clothes fit, energy levels, blood glucose and lipid panels, liver enzymes, waist circumference, strength gains, and perhaps occasional body composition measurements (DEXA, InBody, high-quality scales, or even progress photos). The scale becomes one data point among many, not the sole judge of success.

The real victory is not reaching a certain weight and desperately clinging to it. The first victory is transforming your body—by transforming how you live—into one that burns fat efficiently, regulates blood sugar naturally, resists disease, and supports an active, vibrant life. The second victory is maintaining those habits through a lifetime. That is a goal biology will cooperate with, because it interprets strength and nourishment, not threat.

At Cruxpoint, we don't help people "lose weight." We guide them toward a healthy body composition—because that is the goal worth fighting for.