

LOSING WEIGHT, FINDING NOTHING

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INTRO

Everyone agrees that losing weight is simple.

Which is why there are twelve billion methods to do it.

All of them different.

All of them urgent.

All of them working *except* the one you tried last time.

The wellness industry begins every conversation with the same warm lie:

This time is different.

You hear it from a smiling stranger with visible abs.

You hear it from an app that already knows you gave up before.

You hear it from a friend who lost twelve kilos and gained a personality disorder.

It is always framed as care.

It is always delivered as pressure.

You don't need discipline.

You don't need willpower.

You don't need self-control.

You just need *their* system.

- The one that finally understands your body.
- The one that respects your lifestyle.
- The one that somehow failed to work for millions of other people, but will definitely work for you.

The wellness industry does not sell results.

It sells hope with a subscription model.

Hope that resets every Monday.

Monday is sacred here.

Monday forgives everything that happened before it.

Friday night pizza.

Saturday wine.

Sunday denial.

Monday arrives like a clean conscience.

And by Tuesday afternoon, it is already disappointed in you.

The language of wellness is soft, friendly, supportive.

It speaks gently while judging you aggressively.

You are not lazy.

You are "blocked."

You are not overeating.

You are "emotionally compensating."

You are not tired.

You are "out of alignment."

Everything is your fault.

But in a way that sounds kind.

- You are invited to heal yourself.
- You are reminded that healing is urgent.
- You are warned that delay has consequences.

The mirror never lies.

But it also never shuts up.

Your body is treated like a malfunctioning device.

Something that needs optimization.

Tracking.

Updating.

You count steps you never cared about before.

You measure sleep you did not feel.

You log meals you regret while eating them.

The app congratulates you for drinking water.

You accept the praise like a child.

Somewhere along the way, eating stopped being food.

It became a moral decision.

Good carbs.

Bad carbs.

Cheat meals.

Clean eating.

Nothing tastes as intense as guilt-flavored bread.

Wellness culture insists it is not about appearance.

Which is why all marketing materials feature people who already look finished.

They say it is about health.

They show abs.

They say it is about longevity.

They show twenty-five-year-olds doing yoga on cliffs.

They say it is about balance.

They remove joy first.

- Eat intuitively, but only the correct intuition.
- Love your body, but improve it immediately.
- Be patient, but hurry up.

The body positivity movement tried to help.

The industry adapted instantly.

Now you are allowed to love yourself.

As long as you are actively trying to change.

Self-love became a before photo.

Every product promises simplicity.

Every system requires a spreadsheet.

Intermittent fasting schedules more aggressively than corporate HR.

Supplements arrive in numbers that feel judicial.

Protein is added to things that never asked for it.

You are told your ancestors ate this way.

Your ancestors also died at thirty-seven.

The wellness industry loves science.

Specifically, headlines from science.

Studies are quoted vaguely.

Experts are introduced without context.

Certifications appear in fonts that imply authority.

- Backed by research you will not read.
- Approved by professionals you will not meet.
- Optimized by algorithms that profit from your confusion.

Failure is always framed as feedback.

Which sounds healthy.

Until it happens every time.

If the plan didn't work, you didn't follow it correctly.

If you followed it correctly and it didn't work, your

metabolism is "special."

Special metabolisms require upgrades.

Upgrades cost money.

The industry does not want you thin.

It wants you engaged.

A satisfied customer leaves.

A hopeful one stays.

So you stay.

You restart.

You rebrand your attempt.

This time it's not a diet.

It's a lifestyle.

A lifestyle that begins by removing everything you enjoy.

You announce it publicly.

You download new apps.

You throw away food like a symbolic ritual.

The first week feels powerful.

Control feels amazing when it's new.

Then life happens.

Work gets loud.

Stress gets hungry.

And suddenly the program feels very quiet.

No one explains how to diet while exhausted.

No one teaches you how to meal prep while disappointed.

No one optimizes for sadness.

- Hunger is manageable.
- Boredom is manageable.
- Emotional emptiness eats through plans effortlessly.

The wellness industry pretends everyone has the same day.

The same time.

The same energy.

It speaks to an imaginary person who wakes up motivated and sleeps fulfilled.

You are not that person.

No one is.

Still, you keep listening.

Because somewhere between shame and hope, it almost makes sense.