I started at 184 lbs (I'm 6 foot 1 inch) and, using Seth Roberts's "Shangri-La" approach, lost 11% of my body weight (20.5 lbs or about 1.4 lbs per week) over 15 weeks, and then another couple of pounds in the month or two after that (but at that point I wasn't keeping track very well). That's not terribly noteworthy, in my opinion, because I have lost that much weight once before, and so have many others. *What is noteworthy, however, is how easy this was compared to my previous efforts to lose weight. I did not exercise at all and -- I cannot emphasize this enough -- I had no ongoing, nagging hunger,* and no desire to empty the fridge at 10:00pm, as I always have had in the past when attempting to lose weight. My evening cravings for sweet and starchy snacks just disappeared. (I'll also add that most of my weight loss occurred during the period from Halloween through New Years, which is generally not the easiest time of the year to lose weight.)   I continued to eat out three to four times a week, and was not very careful about what I did eat. Before starting on this diet, a "good eating day" was staying at my maintenance calorie level of about 2,300 calories and a "bad" day was eating 25% more than that; using the "Shangri-La" approach, a "bad" day became getting up to my maintenance calorie level, and when I did, I physically felt like I had overeaten. I did count calories on and off - not to control what I ate - but just out of curiosity to see how my appetite had changed. Using Seth Robert's "Shangri-La" diet, on average, I was easily able to eat 500 to 1,000 calories per day less than my normal maintenance calorie level, and as a result, lost weight. More generally, I think Seth Roberts is on to a much bigger discovery here, and that is the effect that flavor-calorie associations have on appetite regulation, and I'll be surprised if, over time, this area doesn't get much more attention from serious researchers.

--Sean, Highlands Ranch, Colorado