**Why it’s killing you to get fit**

The Fitness industry has seen a serious amount of growth over the years and companies that are focused on food and nutrition have benefited from that massively. When it comes to food and nutrition the customers in the fitness industry seem to come from different schools of thought, but the one were focusing on in this post is the group of people that use a tactic called ‘unhealthy calorie counting’. This is when someone gives themselves a set amount of calories for the day and as long as they don’t eat more than the number they set themself they can eat what they like. The attraction to this method is that it doesn’t matter what you eat as long as you burn more calories than you, hence why it’s so popular because results do come fast while you’re not giving up the bad foods that you enjoy. But this is a risky way to operate if you're looking for long term success with your body and can lead to health risks in the future.

Because of the tactic that this group uses which is to count calories and not stick to a well-rounded diet they take supplements to make up for what they are lacking in their bad diet. This group of people are mainly what people would call Gen Z, this group of people are heavily influenced by what they see on social media and are willing to take advice from an influencer on Tic Tok instead of a qualified nutritionist which might sound crazy but it’s true. One of the influencer who has gained a huge following and also uses this tactic is called Sam Sulek, the reason I bring him up is because he is sponsored by the supplement company called Hosstile and it’s no surprise that they’re doing very well since they partnered with Sam, not just with selling the supplements but they’re also using him to make content on their YouTube channel which has gotten millions of views and subscribers since the addition of Sam .

What makes guys like Sam so valuable from a marketing standpoint is the fact that they’re constantly making content and the viewers of the content are more likely to reacted positively to your product when it’s in a YouTube video they enjoy instead of an ad that they wish they could skip. Another reason guys like Sam are valuable to certain companies is because their bodies are just so good that it gives the customer the idea that their product can do the same for them and if you’re selling a supplement that promises the consumer that it will help them reach their dream body goal, what better advocate to have that the walking talking lump of muscle that is Sam Sulek.

Now while from the outside looking in what Hosstile is doing is not that bad, yes sure they are not being fully transparent but most companies aren’t that transparent in fact most companies base their marketing on embellishing the product to make it seem better than it actually is. The problem is that the fitness industry is now at a point where they can’t hide behind that old school mentality where telling ‘white lies’ for the sake of sales is ok anymore.

You see the problem with what Hosstile is doing with Sam Sulek is while they are using him as a poster boy for their product they also refuse to make it loud and clear that he’s using steroids, and I’m sure most will say “well just use common sense its clear to see that he’s on gear” well it’s easy to say that if you know what you’re talking about and have experience on this topic. But it’s clear that most of the people that are fans of influencers like Sam have no idea what’s obtainable naturally, and this is where a lot of people involved in gym culture end up turning to steroids because at some point they realized that the difference between them and Sam Sulek is not an extra protein shake. This is also when Body Dysmorphia comes in and has been a real issue in recent years.

I think it’s clear to see that the marketing in this industry when it comes to supplements and who’s pushing them needs to be more regulated and looked at more carefully and critically because it’s getting to a point where, every time someone from the community dies whilst everyone is sad about it, there’s also a lack of accountability from the place where most of these deaths stem from which is the big companies that sold those poor souls the dream in the first place with their “marketing”.

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