

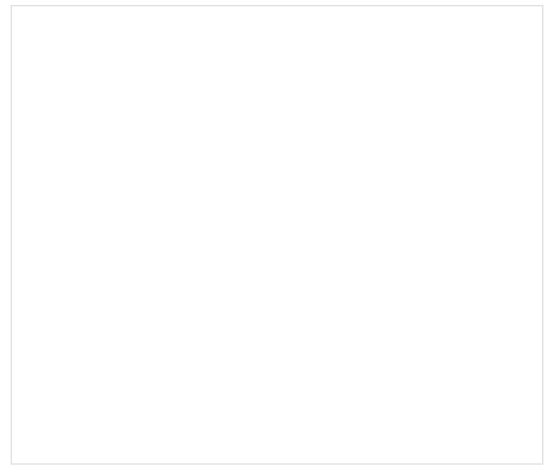
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DIET&FITNESS Published June 3, 2015 By Milafel Hope Dacanay

Employees Diet, Exercise, Then Pose Nude

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(Photo : Sean Gallup | Getty Images News)

As more people start living a sedentary lifestyle, companies these days are learning to spend money on health and wellness. But more often than not, you're not exactly required to join. Simply put, gain weight at your own risk.

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But this advertising company is completely different: it has just placed some of its employees in a strict diet and exercise plan, after which they engaged in nude photo shoot.

Viceroy Creative is just like a regular advertising firm: while the pay seems good, the work itself can be pretty grueling. Stress is an all-time high, which forces

 many of them to eat whatever they want.

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So the employer thought it's time for some motivation. It called Aaron Bearce (chief finance officer), Reagan Gillette (account manager), Gabrielle Rein (creative director), and David Moritz (president) to go through a high-protein, low-fat diet and a very strict exercise protocol. If they're able to do that, they'll

be rewarded with an awesome nude photo shoot for the company's new ads as part of its rebranding.

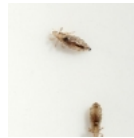
The entire journey lasted for about 5 months. They began with a tailored-fit exercise plan that worked on their cardio and strength. They were also meant to boost their metabolism. However, with the help of a good, customized diet, they were able to definitely lose significant amount of pounds.

But make no mistake. While it may sound like they're in a very expensive health spa, complete with meals calculated and planned by a nutritionist, it was extremely difficult as they are always restricted to a specific calorie. And they ate the same six meals every day for the last 30 days. This has been designed so they eat only the minimum calories allowed for them while they burn a lot. This then forces the body to use its own stored fat.

Nevertheless, as they say, hard work always pays off. Not only do they look very fit in their campaign, they brought their body fat percentage down.



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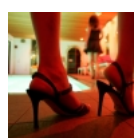
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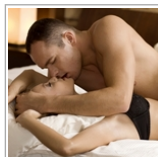
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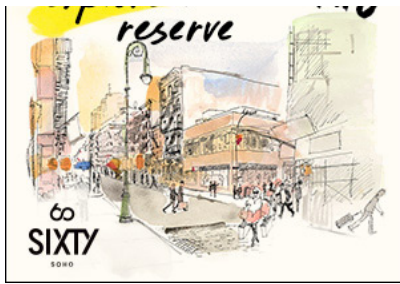
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