



START EATING RIGHT

Real life, real foods,
real results.

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What is nutrition?

There is a big difference between the latest fad, or the opinion of the newest blogger, and a real strategy based on scientific research and proven to get results. Nutrition is no different.

In taking on anything new, there are always questions. And when it comes to diets and eating, it's hard to cut through all of the noise out there. The actual truth about nutrition, however, is that **it's fairly simple**.

REAL, EFFECTIVE NUTRITION FOCUSES ON ONLY FIVE THINGS:



1. Balance

You're getting the right amount of the right things and limiting the things that can have a negative effect on your health.

2. Calorie Control

This isn't about just reducing calories; it's about making sure you have the right amount of calories throughout the day to keep your system working effectively.

3. Moderation

You don't take in an excess amount of those things that can have a negative impact on your health.

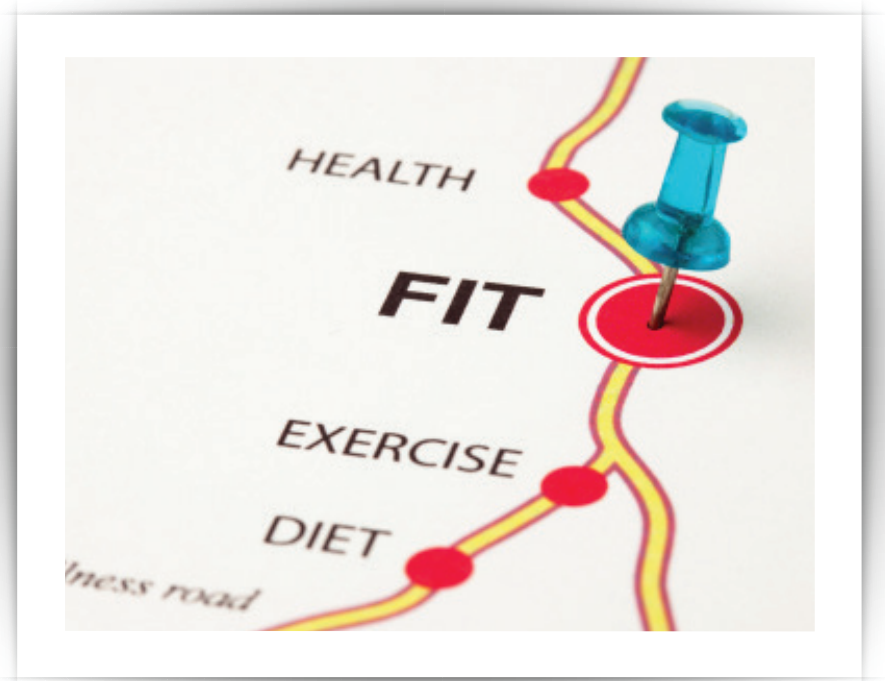
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4. Variety

Ensure proper nutrition but also eliminate the monotony of a diet. Variety is the spice of life!

5. Adequacy

Make sure you're getting all of the essential nutrients you need to maintain health and replace what is lost on a daily or weekly basis.



The meal plan you have in your hands will follow these five guidelines — and it's **a rock-solid foundation**. Even if you stray now and then, by using this plan as a guide, you will be learning to eat better, and **creating the changes you need to develop and maintain the healthy lifestyle** you want over the long haul. You will continue to see dietary trends and advice on late-night TV, on blogs and maybe from well-meaning friends. Forget all that and just keep coming back to these basics.

Even the best plan will fail if it's not executed properly. You will **improve your results** if you remember that your custom meal plan has been designed to be:

A road map, not a rulebook.

Give your best 80% every day, and even pick a cheat day (probably a weekend day) to take some liberties. With a little flexibility, you'll find it easier to follow your plan on the other days, and, more often than not, you'll start doing better on those "cheat" days over time too.

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Used throughout a three to four week period, even though it's a seven-day plan.

Human nature says we like patterns, so you'll use the plan as a guide day-to-day and week-to-week for a while. It's typical that around week four, two things will happen: you'll begin to want a something new; and the results you're creating in your weight/body composition and activity level will produce new recommended calculations that will require a new meal plan.

OK, you've got your own customized meal plan, and you're committed to following through with it, but you can **boost your odds of success** by knowing the five key factors about what we're putting in our bodies:

FIRST, THE MACRONUTRIENTS

1. Carbohydrates

The main purpose of carbohydrates is to **give us the energy we need to fuel our activities**. This energy comes from the breakdown of starches and sugars to their simplest forms, which your cells can then easily convert to usable power. Although protein and fat can also supply you with energy, your

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cells prefer the calories from carbohydrates. Remember: carbs can come from fruits, vegetables, grains — not just the doughnut everyone’s afraid of. In fact, some organs — your brain and kidneys, for example — have a specific need for a carbohydrate fuel source.

2. Protein

Found in meats, milk, eggs, soy, legumes and whole grains, protein supplies your body with a pool of amino acids — the building blocks of all your cells. As part of muscle, bone and skin tissue, **it supports your body’s structure.** It also repairs cells if they become damaged and provides antibodies to cope with inflammation and infection. Your dietary protein helps keep your cellular machinery running smoothly.

3. Fat

Fat supplies more than twice the calories per gram as protein or carbohydrates and is a highly concentrated source of energy your body can store for later. It provides structure to cell membranes and cushions your internal organs to **help prevent damage to tissues.**

Fat serves as a vehicle for delivering vitamins, and it can store these nutrients as insurance against a deficiency. Dietary fats can come from both animal and plant sources, with plant-based foods, nuts and fish offering a healthier version.



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4. Vitamins and Minerals

These are small-molecule food components you need in order to support your health. Vitamins are involved in energy production, **healing wounds, eye and skin health, bone formation and immunity**. Minerals provide structure to your skeleton, maintain your cardiovascular health, and help transmit nerves. Eating a well-balanced diet with a variety of fruits and vegetables helps ensure you have plenty of these nutrients in your body.



5. Water and Fluid

Of the all nutrients in foods, the most important is water or fluid. It assists with maintaining normal body temperature, lubricates and cushions your joints, protects your spinal cord and removes wastes through urination, perspiration, and bowel movements. You need water to replace what your body loses through normal everyday functions.

All of your plans balance **these five factors** to make sure you've got **a complete solution**.

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Top 10 nutrition myths

1. Fat is bad.

The fact is: we all need fats. The trick is to consume fat in mild to moderate amounts, not in excess. Fats aid in nutrient absorption and nerve transmission, and they help to maintain cell membrane integrity. But all fats are not created equal. Fats such as mono- and poly-unsaturated fats help to lower total cholesterol and LDL (bad) cholesterol while increasing HDL cholesterol (the good cholesterol). Foods like nuts, avocado, olive oil, salmon and fish are all great sources of these healthy fats.

**2. Late-night snacking will make you gain weight.**

Late-night snacking can lead to weight gain, but it's not due to the time on the clock. The trouble is that after-dinner snacking can lead you to eat more calories than your body needs in a day, especially if you're having high-calorie snack foods and sweetened beverages. If you usually get hungry for an evening snack, try eating dinner a little later. Still hungry? Sip on water with a squeeze of lemon, or go for small portions of healthy choices, like a piece of fruit or something similar.

3. Cutting out carbs is the best way to lose weight.

The key message that most low-carb diets promote is that carbohydrates promote insulin production, which in turn results in weight gain. Cutting carbs therefore means losing weight, right? *WRONG!* You might see short-term

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changes, but these are primarily from a change in water balance (water loss) with the loss of glycogen (carbohydrate stores). The truth is that low-carb diets are often calorie-restricted, so it's creating an overall negative energy balance (taking in fewer calories than you are using) and promoting weight loss. The trick is not to totally eliminate carbs, but to choose healthy ones, like fruits, vegetables, and even legumes (dried beans, peas and lentils), to make sure you're getting the healthiest balance of all macronutrients.

4. Fruit has too much sugar and should be cut out with other sugars in the diet.

It's true that fruit has naturally occurring sugars, but it is also chock full of vitamins, minerals and fiber, which are all important for good health. Choosing more vegetables and fruit, naturally sweetened by Mother Nature, can help you maintain your weight and reduce your risk of developing chronic diseases. Enjoy whole, fresh, frozen or canned fruit each day. And aim to limit foods that are high in added sugars but low in nutrients, like candies, cookies, chocolate treats and sweetened soft drinks. Try satisfying your sweet tooth with fruit or yogurt topped with berries.

5. Skipping meals is an easy way to lose weight.

In theory, skipping one meal while keeping everything else in your diet the same will help you lose weight. But, when you skip a meal, you're eating pattern changes and you tend to overeat and overcompensate later (like your late-night snack) which will likely lead to weight gain. And if you start skipping meals, your body will start to think you're in starvation mode and will actually slow down your metabolism to compensate. When it comes down to it, it's really about energy balance (calories in vs. calories out) and meal timing for optimal health

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and fitness. Eating more frequently will actually keep your engine running at its optimal best.

6. ‘Low-fat’ or ‘fat-free’ means lower calories.

A serving of low-fat or fat-free food may be lower in calories than a serving of the full-fat product, but most processed low-fat or fat-free foods have just as many calories as the full-fat versions of the same foods, and often can have even more. On top of that, many of these foods contain added flour, salt, starch, or sugar to improve flavor and texture after the fat is removed. This can offset energy balance as much as any type of food, so being aware of nutrition labels is critical when grocery shopping.

7. The ‘eight glasses of water per day’ myth.

You should replace water lost through breathing, elimination and sweating each day, but that doesn’t necessarily total 64 ounces of water. If you’re exercising, this could in fact be much higher. Water intake needs are as individual as calorie and energy needs, so it’s best to use your own body’s signals, like thirst and urine color, to make sure you’re taking in enough fluid from foods and liquids. Remember: a lot of the foods we eat are full of the water we need.

8. As long as you’re eating healthy foods, calories really don’t matter.

The most important factor with regards to calories and weight management is



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energy balance (calories in vs. calories out). The overall principle doesn't change all that much depending on the types of foods we eat. Whole-wheat pasta (or bread, pie crust, whatever) has just as many calories as "regular" pasta. Same goes for brown and white rice. Avocados, nuts and olive oil deliver heart-healthy fats — but they are very calorie-dense. Red wine and dark chocolate may be full of antioxidants, but if you indulge every day without accounting for their calories, you're going to gain weight.

9. Going on a diet is the best way to lose weight.

In the short-term, you do lose weight on any plan that results in your eating fewer calories than you need. But temporary results don't lead to long-term results. This is because they are not lifestyle changes; they are a goal on a calendar. Hence the famous 'rebound' weight gain after diets are over. The best way to lose weight is to view it as one of the outcomes of a new approach to eating, and understanding nutrition as a major factor of your total health, not focusing on weight loss as the only goal. No one's been on a diet forever, but a lot of people eat right day after day with great results.

10. Healthy food costs more (too much).

With some planning and wise choices, you can create tasty, healthy and affordable meals. To get the most value, choose foods that are big on nutrients and low on cost. Many healthy staple foods can be lower-cost items, including bulk flours and whole grains, in-season fresh produce, eggs, legumes (dried beans, peas and lentils), powdered milk, and sale-priced frozen or canned vegetables, fruits and fish. Scanning flyers for specials, stocking up on sale items and cooking meals from scratch can all save you money.