



**NUTRITION
PROGRAM**

**YOUR FIRST
14 DAYS**

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OVERVIEW - YOUR FIRST 14 DAYS	4
- WEEK 1	5
- WEEK 2	7
- EXAMPLE MEAL PLANS	8
STEP 1 - BUILD IMPORTANT HABITS	9
STEP 2 - YOUR 10 COMMANDMENTS	12
STEP 3 - GOALSETTING	14
RECAP - WEEKS 1 & 2	15
STEP 4 - YOUR FOOD SHOPPING LIST	16
- RECIPE IDEAS	19
- FOOD INTOLERANCES	21
- ARE YOU STRUGGLING?	22
- CHEAT MEALS & ALCOHOL	23
STEP 5 - TRACKING YOUR RESULTS	24
- PHOTO'S & MEASUREMENTS	25
- FOOD DIARY	26
STEP 6 - SUPPLEMENTATION	27
- SUPPLEMENTS	28
- WHEN TO TAKE SUPPLEMENTS	29
STEP 7 - WHAT TO DO NEXT?	30

OVERVIEW - YOUR FIRST 14 DAYS

Welcome to our nutrition manual, which is the foundation for any client wanting to improve their overall health, energy, fat loss efforts and improved mental focus. Our nutrition protocols improve the body from the inside, because only then can your body begin to feel and look good on the outside. For many of you starting out on your health and fitness journey making changes in the early stages can be tough. We want you to embrace the new habits we are trying to build with you in order for you to look, feel and perform at your best. If you can take the approach that this is a lifestyle change rather than a 'diet' then your chances of success are much higher.

The word 'diet' often implies restriction for many people; both in terms of calories and foods they can no longer eat. This immediately sets a negative tone and from our experience positive mind-set is crucial to achieving the results you dream of. Of course sacrifices must be made at times in order to get to where we want to be but we will help you manage this to gain a healthy, balanced perspective with regards to your diet and lifestyle. We will guide you throughout your time with us dependant on your goals and where you are at the moment in order to create a lifestyle, which can work for you. We always aim to educate our clients simply because if you have a better understanding of what we are trying to achieve and how we are going to do it, it is easier for you to apply and maintain long term.

Nutrition is the key to any training plan, any athlete wanting to win, any person wanting to be healthy and anyone who wants to lose body fat or gain lean muscle. Our goal long term is to provide you with more energy throughout the day, a healthy body fat % throughout the year, to be fit and healthy and with the mind-set that you aren't restricted with the foods you can eat by giving you a balanced and healthy approach to your lifestyle without yo-yo dieting.

GOALS FOR YOUR FIRST 14 DAYS

- The initial phase of your program with us is a healing process, which is designed to nourish your body with nutrient dense foods to flood it with vitamins, minerals, Antioxidants and good quality omega-3 fats

- Improve gut health, enzymatic function and digestion so that the body can reduce inflammation and detoxify effectively

- To teach the body to begin burning our own fat as an energy source

- To improve insulin sensitivity and manage blood sugars more efficiently

- Improve cell communication

WEEK 1 - THE START OF YOUR HEALING PROCESS

A lot of people consume a diet, which is high in processed foods, which contain a lot of artificial additives, preservatives and colourings. These foreign chemicals are viewed as toxic by our bodies and they can wreak havoc with our hormones and physiology both on the inside and out. Rub yourself on your forearm until it becomes red. That's inflammation. When you consume too many inflammatory/toxic foods, that's the kind of environment you give your cells. It's hostile and doesn't then work efficiently. Two very effective ways of reducing inflammation are to increase your green veg consumption and to increase omega-3 fatty acids in the diet. Fish has high levels of omega-3 and green vegetables are great anti-inflammatories.



With this in mind, you will begin on a lower carbohydrate, moderate protein program. In fact, what we should say is a low glycaemic carbohydrate lifestyle, eliminating wheat/gluten based starchy carbohydrates. You will actually be able to eat an abundance of carbohydrate foods, just minimizing the high glycaemic foods from your lifestyle. The carbohydrates you will consume will only come from vegetables for the first two weeks, as we want to limit your simple sugar intake to get the body burning fat as a fuel source and managing blood sugars more effectively. As we are lowering complex carbs we will increase good quality fats such as avocado, fish, coconut oil, extra virgin olive oil for example.

LOSE THE LOVE HANDLES AND BECOME 'INSULIN SENSITIVE'

Our first priority is to create a foundation for health. Modern day food processing has decided to go down a route where simple sugars play a major role on our supermarket shelves. We as a society need to understand that excessive simple sugar's in our diet will kill us on the inside and possibly lead to health risks long term. The hormones Insulin (sugar control), Cortisol (adrenal fatigue), and now even Oestrogen (harmful xenon-oestrogens), are the major threats we deal with in today's society because of processed, unnatural foods filled with additives, preservatives, sugar's and much more.

Week 1 is very important, as it is the start of your transitional phase where you begin to teach your body to become insulin sensitive and improve blood sugar management. When we eat a food our body breaks down the carbs and fires out insulin to deal with it. Due to most people consuming a diet high in refined carbohydrates over many years they have continually abused their bodies and have become 'insulin resistant'. This means they have a poor insulin response as blood insulin levels are always high and you are becoming inefficient at dealing with carbohydrate intake (in particular simple sugars). The body deals with this by storing the excess insulin as fat around the love handle and midsection. Knowing how these hormones react to different nutrients and foods can seriously change the way your hormones react in the body, leaving you healthier and more able to burn body fat naturally.

This is why we ask you to keep fruits limited to berries in the first two weeks if fat loss is your goal. Fruit has good vitamin/mineral content but so have vegetables. Fruits tend to be high in sugar (fructose) and the less active you are, the less fruit you should look to consume daily. Berries have a lower glycaemic content than many other fruits and with them being dark in nature, they have higher phytonutrient and antioxidant potential so tend to be the favourable fruits to consider when first starting out. Fruits will not be taken away from you, just limited for the first 14 days of the program while you allow yourself to optimize your hormonal output.

Midsection fat in particular is the UK's biggest threat and to deal with it you must know why it happens. Most respected health experts know the effect as an Insulin/Cortisol seesaw effect. This kind of issue arises because of either one, or a combination of the following issues:

- Your body has been under pressure for too long with refined carbohydrates (breads, wheat, pasta, cereals, low calorie foods, processed foods, tinned or packaged foods etc.)
- Skipping meals and not eating regularly enough (Malnutrition)
- Starting your day incorrectly
- Not eating adequate protein
- Not eating adequate healthy fats

Not managing insulin correctly can dramatically increase the risk of contracting health issues such as Diabetes, Heart disease, Alzheimer's and Cancer (endometrial, ovarian and colon). If we can teach your body to manage insulin efficiently then health and fat loss will be much easier to achieve and sustain. Simple strategies such as supplementing with fish oil and magnesium, adding lemon/lime to your water, cinnamon to green tea and apple cider vinegar to food will all improve insulin management.

It is very important to note that starchy carbohydrates are not the enemy and we must not be frightened to consume them when the time is right, as they will play a vital role in helping us to transform your physique and balance your hormones. Staying low carb for too long actually does more harm than good as it disrupts thyroid function and your metabolic rate will come to a grinding halt. However in the early stages we must limit high glycaemic carbs as they have been over abused and indulged for many years for most people meaning our bodies do not handle them effectively anymore and we end up gaining body fat from consuming them due to poor insulin response. As you will learn there are no food groups, which are banned, it's about judging when to have them.

IMPROVE DIGESTIVE HEALTH

Many people suffer from food intolerances. Common examples are gluten, dairy and fructose. Due to this our bodies suffer but particularly our digestive health. The health of your digestive system is crucial for your immune system as well as fat loss and growing lean muscle tissue. If your gut health is compromised then you will not be able to absorb and digest all of the nutrients from your foods leading to deficiencies. During the first 7 days focus on consuming fast and easy digesting foods to relieve stress from your digestive system and reduce inflammation such as fish, white meats, eggs and vegetables. We focus on improving digestive health in order to assimilate nutrients from foods more effectively by removing processed foods and anything which could be inflaming and stressing your body. We will also be attempting to cleanse your body of these harmful toxins we have stored within our fat cells. We cannot stress how important this phase is for your long-term success and improving your health and physique for the better.

Red meats aren't in the first week of our plan, as they take longer to digest so they can place more stress on the digestive system. However we are big advocates of red meat so if you are struggling in your first week it is acceptable to have some as we want to ensure you are getting enough nutrient dense foods into your diet in week 1. If you are under eating this is detrimental to your general health. It is important to remember that the first 14 days isn't about starving yourself but it is about fuelling your body with the right foods so we must find a formula that is sustainable for you.

BUY ORGANIC FRUITS & VEGETABLES

We always recommend to buy organic fruits and vegetables whenever possible. Non-organic produce is often heavily sprayed with pesticides and herbicides to lengthen the shelf life of the produce. For example an apple has on average been sprayed with 34 or more different chemicals. We do not want these harmful toxins entering our bodies. Some fruits and vegetables known as 'The Dirty Dozen' are more heavily sprayed with pesticides than others and should always be bought organic. If shopping on a budget then there are some foods that aren't as heavily sprayed known as 'The Clean 15', which you could buy non-organic.

KEY POINTS FOR WEEK 1

- White meats (not pork), free range and organic wherever possible. NO Supermarket meat.
- Wild or line caught fish (no tinned fish apart from Sardines until after 14 days)
- Cook with coconut oil
- Free range eggs
- An abundance of organic green vegetables eaten raw or steamed
- Use herbs and spices freely but avoid processed sauces
- Drink water and herbal teas
- Limit complex carbs - no grains, bread, cereal or any other convenience foods

If for whatever reason you struggle to eat these foods then you may consume red meat but ideally we wait to introduce this in week 2.

BENEFITS YOU MAY EXPERIENCE

By following this program correctly you can expect to see:

- A reduction in body fat and weight
- Improved energy levels
- Improved mental focus
- Better quality sleep
- Reduced stress levels
- Hormonal balancing
- Improved digestive health
- Improved mood
- Glowing skin and brighter eyes
- Increased metabolic rate
- Decreased bloating

TEMPORARY SYMPTOMS YOU MAY EXPERIENCE

During the healing and detoxification phase it is natural you may suffer some symptoms as toxins are excreted from your body such as:

- Headaches
- Lethargy
- Joint and muscle pain
- Bloating
- Mucus or other discharge
- A coated, pasty tongue
- Flu-like symptoms
- Irritability
- Difficulty sleeping
- Weakness
- Cravings
- Nausea
- Constipation
- Diarrhoea
- Gas

DIRTY DOZEN - BUY THESE ORGANIC

- | | |
|-------------------------|-----------------------|
| 1. Celery | 11. Potatoes |
| 2. Peaches | 12. Grapes (imported) |
| 3. Strawberries | |
| 4. Blueberries | |
| 5. Apples | |
| 6. Nectarines | |
| 7. Bell Peppers | |
| 8. Spinach | |
| 9. Cherries | |
| 10. Kale/Collard Greens | |

CLEAN 15 - LOWEST IN PESTICIDES

- | | |
|---------------|--------------------|
| 1. Onions | 12. Watermelon |
| 2. Avocado | 13. Grapefruit |
| 3. Sweet corn | 14. Sweet Potato |
| 4. Pineapple | 15. Honeydew Melon |
| 5. Mango | |
| 6. Sweet Peas | |
| 7. Asparagus | |
| 8. Kiwi | |
| 9. Cabbage | |
| 10. Egg Plant | |
| 11. Cantelope | |

WEEK 2 - INCORPORATING MORE FOODS

The main aim of the first 14 days is to cleanse the liver and improve the performance of both the immune system and your digestive system. We can now begin to incorporate some foods back into our diet such as red meat and nuts and seeds. We limit red meat in week 1, as we want to focus on eating faster, more easily digesting proteins such as fish and white meat in order to relieve stress on our digestive systems. Although nuts and seeds are a fantastic food source they can be high in omega 6's so we limit them in week 1 as we want to consume more Omega 3 fatty acids to readdress the balance that's often found in a typical modern day western diet.

KEY POINTS FOR WEEK 2

- Continue with all of the new habits you have been building in week 1
- Introduce some grass fed, wild red meats into your diet
- Introduce nuts and seeds

BUY WILD, FREE RANGE MEAT AND FISH

It is very important we ensure that all meats are grass fed, wild and organic wherever possible. Fish and seafood should be wild and line caught and not farmed. Avoid supermarket meats or fish unless free range, as they are generally extremely poor quality and after all, you are what you eat! Supermarket meats often have had a poor quality of life, living in cramped conditions, pumped full of hormones, steroids and antibiotics, fed a diet mainly consisting of grains which are high in omega 6 fats which are pro inflammatory. If budget is an option we recommend visiting your local butcher as they will probably be able to compete with supermarket prices but offer a better quality product.

The western world already consumes too many omega 6's in our diet from processed foods and we need to focus on readdressing the balance and consuming more Omega 3 fats in particular. Ideally we should aim for a 3:1 to 1:1 ratio of omega 6 to omega 3 fats in our diet. In the western world the ratio of omega 6 fats to omega 3 is 20:1. Free range, grass fed meats and wild fish on the other hand are much higher in omega 3 fats, are more dense in nutrients due to their natural diet and are free of all these harmful chemicals from steroids, antibiotics and hormones. You can source grass fed meats and wild fish yourself from a reputable butcher and fishmonger. In week 2 continue with all of the other habits that you have been building in week 1. We have provided some example meal plans for you later in this document.

HELPING YOUR BODY HEAL AND DETOXIFY

- **Eat as much green, leafy vegetables as possible, they are loaded with indole-carbinol-3, which is essential for making your detoxification pathways work**
- **Increase fibre intake – Vegetables are loaded with fibre, and adding flaxseed is essential if you want to get lean because of all its healthy nutrient dense properties, and of course it is loaded with fibre too**
- **Drink adequate amounts of clean, purified water, NOT Tap water.**
- **Limit exposure to toxins as much as possible**
- **Add lemon/lime to water and apple cider/balsamic vinegar to food**
- **All fruits and vegetables must be organic. All meats, poultry and fish must be grass fed/wild and organic if possible.**
- **Use Saunas (particularly infra red sauna)**
- **Supplement with Vitamin C**

Toxins can come from man made sources such as foods but we are also exposed to them through our water, the polluted air we breathe as well as skincare and hair care products. They can also be produced within our bodies. As we are continually exposed to these toxins day after day the level of toxicity builds up in our bodies creating an acidic environment. The body stores these toxins in fat cells (where they can do the least potential harm to the body). Toxins and free radicals do their damage in the blood stream and until the liver gets rid of them, you are always going to struggle to burn body fat on ANY diet. It isn't uncommon to see weight loss of 6 -10 lbs. in the first 14 days as your body loses water, toxins and body fat. For every 1 gram of carbohydrate you have stored, you store 3 grams of water, as we are removing complex and processed carbs in the early stages it is natural that you will lose water from your cells. Everyone has the ability to detoxify, but sometimes we need to give our bodies a helping hand, by detoxifying we aim to relieve stress from the major organs to allow the body to cleanse itself and excrete these harmful toxins. If fat loss is your goal then detoxifying your body and improving your health from the inside should be your first step. The key to fat loss is to create a clean, alkaline environment in the body. To do this we only use foods the shopping list and nothing more, clean organic food will get us clean inside. When the body is clean our fat loss potential is massively increased because the liver can focus on its main job - to burn fat as an energy source. It can stop working tirelessly to get rid of toxins produced naturally inside the body, or man-made toxins we consume.

EXAMPLE BREAKFASTS FOR WEEKS 1 & 2

- 3-6 egg omelette with peppers, onions, spinach, mushrooms, tomato, add chicken, turkey or salmon if you wish
- 3-6 Scrambled eggs and smoked salmon made with grass fed Butter with asparagus
- 2-4 Poached eggs and fresh kippers with green leaf salad
- Mackerel/sardines, tomato, onions and pepper stir-fry on a bed of lettuce and spinach leaves
- Sliced Chicken/Turkey breast with sliced cucumber
- From week 2 Meat and nuts breakfast: Grass fed Beef with a handful 6-10 nuts (almonds, walnuts, hazelnuts, cashews, macadamias or brazil nuts). Either cooked or simply buy pre cooked carvery deli meats that you can eat cold in the morning

EXAMPLE LUNCHES FOR WEEKS 1 & 2

- Chicken curry with salad/cauliflower rice
- Tuna and egg salad dressed in balsamic vinegar
- Lemon and Italian herb salmon fillet with broccoli, asparagus, ½ an avocado, cauliflower, carrots
- Turkey steak seasoned with chilli and jalapenos with mixed leaf salad with ½ an avocado and olives
- Chicken breast marinated with course grain mustard with steamed vegetables
- From week 2 Homemade bolognese with courgette spaghetti
- Homemade chili with cauliflower rice

EXAMPLE BEVERAGES FOR WEEKS 1 & 2

- Water with lemon/lime freshly squeezed into it
- Organic herbal teas, loose leaf if possible
- Organic loose leaf green tea

EXAMPLE DINNERS FOR WEEKS 1 & 2

- Turkey Chilli with Cauliflower rice
- Garlic and lemon Sea bass fillet with steamed green veg
- Salmon fillet in a tomato, onion, Italian herb and basil sauce
- Chilli Tuna steak with garlic, green cabbage, asparagus, green beans
- Chicken Pepper stir-fry
- Steamed cod with cauliflower mash and steamed seasoned greens
- From week 2 Beef stir-fry
- Steak Lettuce Wraps with home made salsa and steamed greens

EXAMPLE SNACKS FOR WEEKS 1 & 2

- Sliced cooked carvery deli meats (turkey or chicken)
- Hard-boiled eggs
- 1 teaspoon coconut oil
- Home made Egg Muffins
- Tinned sardines or fresh mackerel
- From week 2
- Beef Jerky
- 1 Pecan Pie/Cashew Cookie Nakd Bar (limit to 2-3 per week)
- Organic Nuts with handful of Organic Blueberries
- Organic nut butter (cashew/almond/hazelnuts) with Celery/carrot/cucumber sticks to dip into nut butter

STEP 1

BUILD

IMPORTANT

HABITS

Building habits is crucial if you want RESULTS with your body. After all, bad habits are the reason we go backwards. So it's crucial to learn daily rituals that can set the foundation for a healthier, stronger and leaner body.

1. HYDRATION

Aim to drink 1litre of water for every 25 kilograms you weigh on a daily basis. For example a 75 kilograms person would consume 3 litres of water per day. If you aren't used to drinking this much water build it up gradually and just add half a litre to 1 litre to your overall intake each day. Drink most of your water before 5pm. This is by far the most important supplement you can take bar none. It must be clean and purified or bottled water and not tap water. Unfortunately Britta filters do not remove enough of the harmful toxins and heavy metals found in tap water these days. Investing in a reverse osmosis filter is a great idea.

2. MORNING RITUAL - ALKALISE YOUR BODY

Upon awakening drink a glass of water with alkalising salts in. Alternatively squeeze a lime or lemon into water and add a pinch of rock salt and 1 teaspoon of sodium bicarbonate. Despite lime and lemon being acidic in nature they have an alkalising affect on your body. An acidic body is a haven for disease and makes fat loss very difficult.

3. EAT GREENS WITH EACH MEAL INCLUDING BREAKFAST!

Have some form of greens in the morning and each meal whether it is raw/steamed with your breakfast or blended as a shake or a juice. We have example recipe options later in this guide for you.

Green cruciferous vegetables such as broccoli, sprouts and kale for example are the life of your blood. They help bring the body to life again on the inside as they are alkaline in nature and are low in calories, high in nutrient density, antioxidants, vitamins, minerals, fibre and phytonutrients. The key ingredients are the building blocks of your body and help to fight disease. Eating your greens helps to switch everything on inside at a cellular level. Remember one of the goals of the 1st two weeks is to get the cells to communicate with one another efficiently. If you do this the side effect is fat loss and more energy, it really is that simple. Research has shown eating organic green vegetables regularly helps protect against diseases and health issues such as cardiovascular disease, high blood pressure, high cholesterol, several cancers as well as Type II diabetes to name but a few.

4. EAT PROTEIN EACH MEAL

Protein is essential for us to survive as it helps us produce hormones, neurotransmitters, and enzymes for example, it assists in cellular function and growth and repair of our muscles. Insufficient protein intake makes it very difficult for our body to function optimally. Remember muscle tissue burns body fat, to build quality lean muscle you need adequate protein intake. Eating protein regularly throughout the day replenishes lost amino acids and boosts metabolism as it causes a thermo genic effect within the body, meaning it has to work hard to digest the protein burning calories in the process. Each day aim to hit your protein goal, to calculate this:

MALES

3 x lean mass in kg.

For eg 3 x 80kg lean mass=240g protein per day

Consume this over 4-6 feedings per day

FEMALES

2 x lean mass in kg.

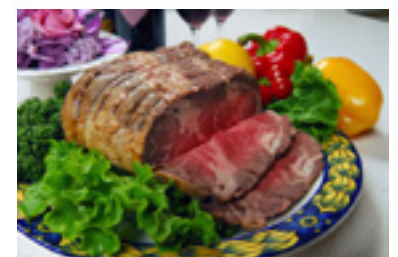
For eg 2 x 50kg lean mass=100g protein per day

Consume this over 4-6 feedings per day

5. CONSUME HEALTHY FATS WITH EACH MEAL

Over the past 30 years fat was THOUGHT to be to blame for the rise in obesity. This led company's to begin taking the fat out of foods and claiming therefore to be healthier options. Now, many foods are fat free, or low in fat, yet we are the fattest as a nation we have ever been. Sugar, artificial sweeteners, trans-fats and the rest were what fat was replaced with. Slowly but surely killing the body, unbalancing your hormones, giving us craving's for sugars and leaving us with issues regarding malnutrition. In reality consuming good quality fats found naturally in foods was never an issue but recognising that some fats are bad such as trans fats found in processed foods is very important.

Eating good fats such as avocado, extra virgin olive oil, coconut oil, grass fed butter will do wonders for your health. Fat is essential for cellular health, it forms the brain and nervous system, increases insulin sensitivity promoting fat loss, provides an alternate energy source and it helps transport the fat soluble vitamins A, D, E, and K. Do not be scared to eat good quality fats but avoid trans fats found in convenience foods as these fats are the ones which severely damage your health.



6. WORK OUT YOUR CALORIES

Many people prefer to work more from the above method for knowing how much they are consuming daily however, you can also count your calories in the day to work out currently what you are consuming. Ideally you would do this BEFORE starting but if not then you can start now and use MYFITNESSPAL to calculate over 7 days what you are consuming.



7. KEEP COMPLEX CARBOHYDRATES LOW

Keep carbs low (unless specified otherwise by your coach). We want to avoid wheat/gluten-based products during this stage to allow our body to work for its energy production. This means using it's own fat as a fuel source to turn fat into glycogen. Carbohydrates are important but initially we want to reduce this until our body can process carbohydrates more efficiently.



8. AVOID DAIRY

In the first two weeks we want to look to minimize all dairy consumption. Again, no food group is deemed to be bad, we are just laying the foundations before bringing food groups back in so we have a better relationship and assimilation of these foods. Many people have intolerance to dairy, which causes inflammation so this why we remove it initially.



9. PREP YOUR MEALS FOR THE DAY AHEAD

It's no secret the best physiques and the best transformations out there all got SERIOUS about stepping up to the plate and preparing their foods as a daily ritual. If you fail to prepare you are literally preparing to fail. Cook in bulk and freeze foods to make life easy, prepare big tubs of salad boxes and keep snacks close at hand such as nuts, seeds, beef jerky, hard-boiled eggs for example.

10. AVOID/REDUCE COFFEE OR OTHER STIMULANTS

Coffee is often a drink that is over consumed daily and quite often is used to curb appetite. We see so many instances where people survive their day on skipping meals and using coffee as energy for the brain. This can be catastrophic in your results. If you drink several cups per day I wouldn't simply go cold turkey, as you will likely suffer bad withdrawal symptoms such as headaches. But you do want to reduce the amount daily to learn to control over time the amount you consume. Try to drink earlier in the day and pre workout where possible. This is something to discuss with your coach going forward.

11. AVOID/LIMIT ALL PROCESSED FOODS/ALCOHOL

Processed foods provide little benefit to the body when trying to change body composition. They are loaded with sugars, additives and toxins, which wreak havoc with your hormones and blood sugar management. In the early stages learn to eat natural foods dense in nutrients which nourish your body. Cheat Meals and alcohol can be introduced later in the program.

12. LIMIT FRUIT INTAKE INITIALLY

Keep fruits limited to berries in the first two weeks. Fruit has good vitamin/mineral content but so has vegetables. Fruits tend to be high in sugar (fructose) and the less active you are, the less fruit you should look to consume daily. Berries have a lower glycaemic content than many other fruits and with them being dark in nature, they have higher phytonutrient and antioxidant potential so tend to be the favourable fruits to consider when first starting out.

13. SLEEP

Shoot for 7-8 hours quality sleep per night. Sleep is not a luxury and don't forget that. It is a necessity and an absolute must for results. Poor sleep makes you fatter, decreases your output of important hormones and makes you less sensitive to carbohydrates. Not getting enough sleep and training with intensity will only leave you lacking energy, and puts your body at risk of infection as your immune system will suffer.

14. GARLIC

Garlic is a fantastic detoxifying food as it supports liver and digestive function within the body.

15. GREEN TEA

Organic loose leaf green tea is recommended to help your body detoxify. Although Green Tea has some traces of caffeine in it this is far outweighed by the many benefits it has for fat loss such as it being rich in antioxidants and improving liver function.

STEP 2
YOUR 10
COMMANDMENTS
TO SUCCESS

1. MINDSET

Having a positive mind-set is key to results. Don't think of these new habits you are building as a short-term fix to a long-term problem. You must approach this as a lifestyle change and not just a 'diet'. If you are negative, that will feed into your gym sessions, the way you eat, and will reflect in your end results. I may have a bad day at times, but I don't become negative about things. I know this is a major area for most people and the key is to have positive people around you to talk to. That is what this social network helps with more than anything else. Positivity brings benefits - scientific fact ;)

2. CONSISTENCY IS KEY

We give you the ideal formula for fat loss in this plan. By accumulating more of the right things in this plan, it will get you closer to your goal. We put things in this plan for a reason, so stick to it and you can't go wrong

3. INTENSITY IS EVERYTHING

Our training programs are about getting your body working hard with short rest periods because this brings about the best overall hormonal output. Training with intensity with short rest increases your testosterone and growth hormones meaning quicker fat loss and rapid better muscle definition/toning.

4. LISTEN TO YOUR BODY

This is a key one which some people find difficult to understand. You must tune into what your body is telling you. There may be a time in this program where you may need to back off from the intensity a little. If not you can do more harm than good. But you must be aware of the difference between mental weakness and physical tiredness. If you need to back off then do so and go back into the next session harder and refreshed, you will get better results that way.

5. MONITOR PROGRESS

You should use the various methods we show you in the next article to monitor your progress weekly/fortnightly. Unless "you're assessing your guessing" is a great phrase I have used for years. The scales alone is probably the worst tool on the planet as muscle, water, fat, bone density and women's cycles are constantly changing and being lighter on the scales DOES NOT mean you look better. You could have wasted muscle and gained fat and still be lighter. We get you to use many variables. By following our Progress tools, you get a much better understanding of whether a program is working for you.

6. KNOW YOUR GOAL

Before you begin you must have a very clear goal of your intentions - and stick to them. This program is about getting lean and toned. So how badly do you want it? Be laser focused on your goal and do this for yourself, and nobody else!

7. SORT OUT YOUR LIFE

Yes, this program will require you to make sacrifices. It is all well and good deciding to attempt this program, its a whole other thing actually doing it and making the required sacrifices. Saying no to the pub requests, getting to bed when you should be, and forgetting the takeaway menu's for a period of time may seem hard initially. But it won't kill you, and after 4 weeks, you will be eternally grateful you had the willpower!

8. EAT FOR YOUR MUSCLE, NOT YOUR TASTEBUDS

It's simple, you need to eat the right foods at the right times for this program to be super effective. We program this system in a certain way so that the body is efficient at changing shape. Deviating away from the plan will only reduce the changes you want.

9. YOU ARE WHAT YOU EAT

If you are worried that this plan seems very different to what you have done before then your probably right. If you have tried and failed before and your not getting the results then its not because you are resistant to nutrition and exercise, it's because you have been following the wrong approach in the past. Our approach works. So trust it, approach it with positivity, and work it with intensity.

10. PREPARE

Preparation is key to your success. Fail to prepare, prepare to fail. If you leave for work without your packed lunch then the chances are you will end up eating the first thing you can find which may not be the best choice. Plan ahead, take some time out and cook in bulk, freeze food and prepare snacks if you need them to keep you on track.

STEP 3

GOALSETTING

Goal setting is crucial to long term results. Without a clear objective of what you want to achieve it can be harder to succeed. Below write down your goals for this process for the short, medium and long term. Be specific with your targets. It could be as simple as to increase your water intake, drop a dress size in 4 weeks or lose 10% body fat over 12 weeks. Reassess these goals regularly to track your progress.

SHORT TERM GOALS (4 WEEKS)

MEDIUM TERM GOALS (8-12 WEEKS)

LONG TERM GOALS (12 WEEKS OR MORE)

RECAP

WEEKS 1 & 2



DO'S

1. Drink 1 Litre of water for every 25 kilograms you weigh
2. Hit your protein goal for each day:
For males - 3 x your lean muscle mass in kg split over 4-6 feedings per day
For Females - 2 x your lean muscle mass in kg split over 3-4 feedings per day
3. Eat organic green vegetables with each meal
4. Add healthy fats to each meal
5. Prep your food for the day ahead
6. Get 7-8 hours sleep per night



DONT'S

1. Eat processed foods
2. Consume starchy carbohydrates
3. Drink alcohol
4. Drink fizzy drinks
5. Consume caffeine
6. Eat dairy products
7. Skip meals



FOODS TO EAT

- As many green, leafy vegetables as you want
- All grass fed red meats (except pork, bacon, sausages, and gammon)
- All white meats
- All fish (except tinned fish in weeks 1 and 2, after this you may introduce tinned sardines, mackerel and salmon but not tuna)
- All herbs and spices are allowed for any meals to add flavour and extra antioxidants
- Cooking oils you can have - Coconut oil, Extra Virgin Olive Oil, and Walnut oil
- Organic flaxseed
- Clean, purified water
- Nuts and seeds after week 1
- Small amounts of organic berries and grapefruits



FOODS TO AVOID

- No grains/wheat – Bread/Pasta/Rice/cereals
- Processed Foods
- Tap Water (where possible)
- Tinned food
- Packaged food
- Low fat products (this is very important)
- Dairy
- Margarine
- All fruits except berries for the first 14 days
- Soy products
- No oils apart from coconut oil, extra virgin olive oil and walnut oil
- Fizzy drinks, carton drinks, or dilute juices
- Caffeine
- Alcohol
- Bad fats (trans fats from poor quality processed foods such as takeaways)

“If it didn't run, walk, crawl, speak, swim, fly, grow, lay or come from the ground, then you can't eat it”

STEP 4 **YOUR** **FOOD** **SHOPPING** **LIST**

Fail to prepare, prepare to fail. If it isn't on this list do not eat it within the first 14 days!

The following foods are allowed in your program without question.

Limit your food intake to any of the following on the shopping list for the first 14 days of your program and see remarkable changes to your body.

BEVERAGES

Water, Coconut Water, Green Tea, Peppermint Tea, Tulsi Tea, Herbal Teas, Coconut, Rice or Almond milk

COOKING OILS

Coconut Butter/Oil/Milk, Organic Butter, Extra Virgin Olive Oil
(No sprays or low fat oils or sunflower oil etc, only those mentioned above)

HERBS, SAUCES AND CONDIMENTS

All herbs and spices are allowed, examples are Cinnamon, Chilli, Oregano, Coriander, Turmeric, Cayenne Pepper, Rosemary, Italian Herbs, Lemongrass, Garlic, Fenugreek. Ginger, Thyme, Saffron, Basil, Cumin, Parsley, Tarragon
Cayenne pepper, Lemongrass, Lemon Thyme, Fennel, Himalayan Sea Salt, Balsamic Vinegar, Apple Cider Vinegar, Nando's Peri Peri (Sweet chilli not allowed), Lemon Juice, Stevia (sugar replacement),

COOKING METHODS

Protein/Meats – George Foreman grilled, BBQ, Boiled (chicken), fried in coconut oil, Baked (fish), Poached/Scrambled (eggs), Vegetables – Lightly boiled, Lightly steamed, grilled, Carbohydrates – Boiled, Baked (sweet potato/pumpkin/brown rice)

MEAT/POULTRY/EGGS

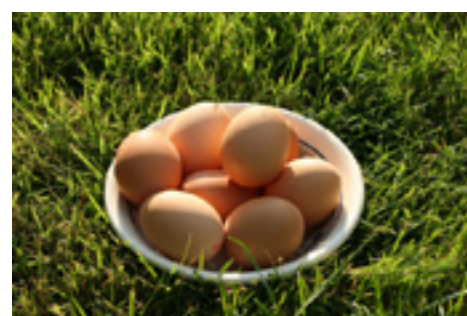
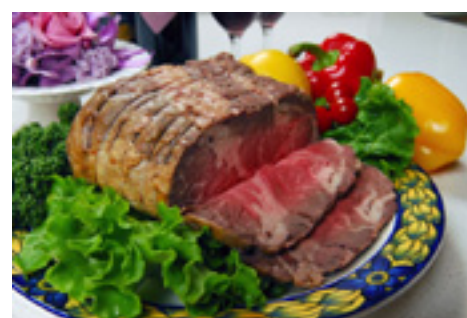
Beef, Veal, Chicken, Turkey. Do not buy this from supermarkets unless free range/organic. They must be bought from butchers or organic shops.

WILD GAME MEAT

Bison, Kangaroo, Ostrich, Crocodile, Springbok, Zebra, Rabbit, Venison, Lamb, Chicken breast, Duck, Pheasant, Turkey leg or breast (skinless), Pork, Free Range Eggs, Duck Eggs, Goose Eggs

FISH/SEAFOOD

Mackerel, Salmon, Sardine, Anchovy, Bass, Cat Fish, Cod, Halibut, Herring, Prawns/Shrimps, Scallop, Snapper, Trout, Clams, Crab, Lobster, Shark, Squid, Sword Fish, Octopus, fresh tuna



NUTS/SEEDS

Almonds, Brazil Nuts, Cashews, Macadamias, Pecans, Walnuts, Pine Nuts, Pistachios, Poppy Seeds, Pumpkin Seeds, Sesame Seeds, Seeds, Flax Seeds (NO PEANUTS – they are not even a nut anyway)

VEGETABLES

As well as fresh organic vegetables we also recommend Bird's Eye country mix and green bean frozen vegetable packets (they are loaded with the best vegetables, they hold their nutrients much better than fresh foods and are actually cheaper).

Kale, Lettuce, Rocket, Spinach, Sprouts, Bean Sprouts, Water Cress, Asparagus, Onion, Radish, Artichoke, Olives, Leek, Peas, Broccoli, Cabbage, Carrot, Celery, Cucumber, Peppers, Shallot, Tomato, Chestnuts, Fennel, Garlic, Green Bean, Cauliflower, Tomatoes, Mushrooms, Any green Vegetable!

FROZEN RECOMMENDATION

All frozen Vegetables, McCain's winter veggies, Birds Eye Sliced green beans, Birds eye Country Harvest (without potato), Try not to buy Superstore's own Home Brand packs

FRUIT

For the 1st 14 days we want you to minimize/keep clear of fruits as much as possible if fat loss is your goal. If you are however going to eat fruits then berries are your best options as they have the highest antioxidant density and are low glycaemic so don't raise INSULIN as much. They should be Organic!!!

Organic Blueberries, Raspberries, Blackberries, Strawberries, Lemon, Lime, No other fruits for the time being.

SPECIALITY FOODS AND PRODUCTS

1. Nut butter such as Almond, Cashew or Hazelnut (available to buy from health food stores)
2. Coconut Oil (this is essential and I want you to moisturise with it everyday). This may sound strange but it is actually phenomenal for fat loss, for moisturising, skin care, hair care, and a host of other things
3. Liquid egg whites
4. Coconut water
5. Nakd bars (free from section in supermarket)
6. Himalayan Rock Salt
7. Organic Shower gel and hair care products



MIX AND MATCH GREEN SMOOTHIES

To help you consume enough nutrients to improve the detox process green power smoothies can be a great addition to your diet. This easy to follow table allows you to see exactly what nutrients are needed in your shakes and how to vary them.

How to Mix your Green Smoothie

Pick 1 ingredient from Column A

Pick 2 ingredients from Column B

Pick 1 ingredient from Column C

Pick 1 ingredient from Column D

Place in your blender, secure lid, and blend until smoothie consistency is reached.

COLUMN A	COLUMN B	COLUMN C	COLUMN D
2 cups of Spinach 1 cup Kale 2 stalks celery 3/4 cup of Broccoli 1/2 head romaine lettuce 1 cucumber	1/2 lemon (juiced) 1/2 lime (juiced) 30 grams raw almonds/walnuts, brazils, macadamia's 1 tsp chia seeds 1 tsp Flax seeds 1 tsp Maca Powder 1/2 Avocado	1 cup water 1/2 cup coconut water	1/3 cup fresh watercress 1/3 cup fresh parsley 1/3 cup fresh basil 1/3 cup fresh thyme 1/3 cup fresh oregano 1/3 cup fresh mint

HERBS AND SPICES RECOMMENDATIONS

Your meals DO NOT have to be tasteless, bland and boring! We highly recommend using all herbs and spices freely. Below are some suggestions, which work well together, experiment and enjoy!

WHITE MEATS

Chives
Sage
Chilli
Garlic
Rosemary
Fenugreek
Ginger
Oregano
Thyme
Cumin
Mint
Lemon
Bay Leaf
Dill

FISH

Chilli
Garlic
Rosemary
Fenugreek
Ginger
Oregano
Thyme
Saffron
Basil
Cumin
Parsley
Tarragon
Cayenne pepper
Lemongrass
Lemon Thyme
Fennel

RED MEATS

Chilli
Garlic
Rosemary
Fenugreek
Sage
Ginger
Oregano
Thyme
Cumin
Parsley
Tarragon
Bay Leaf
Mint
Italian Mixed Herbs

VEGETABLES

Chilli
Garlic
Rosemary
Sage
Ginger
Oregano
Thyme
Cumin
Parsley
Basil
Mustard Seeds
Lemon Thyme

HEALTHY SAUCES

CHILLI

Fry one chopped onion in Coconut oil, add half a cup of organic chopped mushrooms, 1 organic red pepper diced, pinch of Himalayan salt, pinch of pepper, pinch of oregano and 1/2 a jar of organic tomato passata. Add in 2 finely chopped chillies. Cook for 20 minutes on medium heat.

RED ONION & BALSAMIC VINEGAR SAUCE

Put a tablespoon of water in a saucepan with some extra virgin olive oil, and balsamic vinegar, add the onions, simmer until the onions are soft and the mixture has thickened a little. Pour and serve.

MUSTARD DRESSING

Soak 1/4 cup of yellow mustard seeds, 1/4 cup of brown mustard seeds in 1 cup of water over night. Add the following ingredients to the seeds, 4 tbsp mustard powder with 1 tsp apple cider vinegar and 2 pinches of sea salt. Blend until the mixture forms a consistent paste. Refrigerate and serve.

HEALTHY KETCHUP

Mix half a jar of organic passata, 2 tbsps apple cider vinegar, 1/3 cup of water, pinch of Himalayan Rock salt, pinch of pepper, pinch of cayenne pepper, 1/2 clove of crushed garlic and Italian mixed herbs together in a bowl. Refrigerate overnight and then serve.

TURKEY BURGERS

INGREDIENTS

RECIPE MAKES 3 SERVINGS (3 BURGERS)

- 1 pound ground turkey
- ¼ cup minced onion
- 3 tablespoons chopped fresh Parsley
- 2 tablespoons minced green Bell pepper
- 3 eggs
- 1 tablespoon water
- 1 tablespoon grated fresh ginger
- Pinch of Salt and pepper
- 2 cloves garlic, crushed

DIRECTIONS

1. Combine all the ingredients in a big bowl.
2. With clean hands, squeeze it together until it's very well combined.
3. Divide into three equal portions and form into burgers about ¾ inch (2 cm) thick.
4. Place over medium-high heat.
5. Cook the burgers for about 5 minutes per side until cooked through.



DIJON TUNA

INGREDIENTS

RECIPE MAKES 2 SERVINGS

- 2 tuna steaks (4oz each)
- 2 tablespoons Dijon mustard or home-made mustard (in sauces manual)
- 1 teaspoon lemon juice

DIRECTIONS

1. Preheat the oven to 375°F
2. In a bowl, mix ingredients together. Pour sauce over fish.
3. Bake for approximately 15-20 minutes or until fish flakes easily but are not dry or overcooked.



LEMON-HERB STUFFED SALMON

INGREDIENTS

RECIPE MAKES 2 SERVINGS

- 2 salmon fillets (4oz each)
- 1 lemon, thinly sliced
- 1 scallion, sliced
- 1 tablespoon fresh oregano leaves, minced
- 1 tablespoon fresh thyme

DIRECTIONS

1. Preheat the oven to 425°F. Make a horizontal cut in the salmon fillets, for 2/3 of the fillet's length.
2. Lay the salmon on a baking dish (I prefer a glass dish for fish).
3. Stuff salmon (in the horizontal cut) with lemon slices. Do the same with the scallion.
4. Mix together the two herbs and stuff them into the salmon as well.
5. Bake the fillets for 15 minutes.



FU YONG SCRAMBLE

INGREDIENTS

- 4 eggs
- 1 tablespoon water
- 1 tablespoon olive oil
- ½ teaspoon grated ginger
- ¼ cup green cabbage, finely shredded
- ¼ cup mushrooms finely chopped
- ½ cup bean sprouts
- ½ onion, finely minced

DIRECTIONS

1. Beat the eggs with the water. Set aside.
2. In a large skillet, heat oil over medium-high heat. Add the ginger, then the remaining ingredients. Stir-fry until the onion is translucent and the cabbage and bean sprouts are tender-crisp. Stir in seasoned eggs.
3. Scramble until eggs are cooked.

THAI BEEF LETTUCE WRAPS

INGREDIENTS

RECIPE MAKES 2 SERVINGS

- 8oz extra lean ground beef (or any ground lean red meat)
- 1 teaspoon red pepper flakes
- 1 small chopped onion
- 1 clove garlic
- 1 crushed chilli
- ½ medium bell pepper, diced or sliced (your favourite colour)
- 2 tablespoons lime juice
- 1oz chopped pine nuts
- 2 big lettuce leaves

DIRECTIONS

1. In a big, heavy skillet, start browning and crumbling the ground round along with the red pepper flakes. When the beef is browned, tilt the pan and spoon off any fat that's accumulated.
2. Stir in the onion, garlic, pepper, lemon juice and chillis. Turn the heat to low and let the whole thing simmer for 5 minutes or until liquid evaporates completely.
3. Arrange 2 big lettuce leaves on a plate and spoon the meat mixture into the leaves and sprinkle with the pine nuts
4. Wrap in the lettuce and eat as you would a burrito.

Food intolerances are very common these days and can cause many issues such as vomiting, diarrhoea, blood in stools, eczema, hives, skin rashes, wheezing and a runny nose, bloatedness, stomach cramps, headaches, brain fog to name a few.

Gluten and Lactose are two of the biggest culprits hence why we remove them initially. If you are experiencing gluten intolerance symptoms the products listed below should be avoided. Removing these products will see an improvement in digestive health and brain health as well as body composition.

THE FOLLOWING GRAINS AND STARCHES CONTAIN GLUTEN:

- Wheat
- Wheat germ
- Rye
- Barley
- Bulgar
- Couscous
- Farina
- Graham flour
- Semolina
- Spelt

THE FOLLOWING FOODS OFTEN CONTAIN GLUTEN:

- Malt/malt flavouring
- Soups
- Commercial bullion and broths
- Cold cuts
- French fries
- Processed cheese
- Mayonnaise
- Ketchup
- Malt vinegar
- Soy Sauce and Teriyaki Sauce
- Salad dressings
- Imitation crab meat, bacon etc
- Egg substitute
- Tabbouleh
- Sausage
- Non-dairy creamer
- Fried vegetables/tempura
- Gravy
- Marinades
- Canned baked beans
- Cereals
- Commercially prepared chocolate milk
- Breaded foods
- Fruit fillings and puddings
- Hot dogs
- Ice Cream
- Root beer
- Energy bars
- Trail Mix
- Syrups
- Seiton
- Wheatgrass
- Instant hot drinks
- Flavoured coffees and teas
- Vodka
- Blue Cheeses

- Wine coolers
- Meatballs/Meatloaf
- Communion Wafers
- Veggie burgers
- Roasted nuts
- Beer
- Oats (unless certified Gluten Free)
- Oat bran (unless certified Gluten Free)

THE FOLLOWING ARE MISCELLANEOUS SOURCES OF GLUTEN

- Shampoos
- Cosmetics
- Lipsticks/lip balm
- Play-Doh
- Medications
- Non self adhesive stamps and envelopes
- Vitamins and supplements (check labels)

THE FOLLOWING INGREDIENTS ARE OFTEN CODE FOR GLUTEN:

- Avena Sativa Cyclodextrin
- Dextrin
- Fermented grain extract
- Hordeum Distichon
- Hordeum Vulgare
- Hydrolysate
- Hydrolyzed Malt Extract
- Hydrolyzed Vegetable Protein
- Maltodextrin
- Phytosphingosine Extract
- Samino Peptide Complex
- Secale Cereale
- Triticum Aestivum
- Triticum Vulgare
- Tocopheral/vitamin E
- Yeast Extract
- Natural flavouring
- Brown Rice Syrup
- Modified Food Starch
- Hydrolyzed Soy Protein
- Caramel colour (frequently made from Barley)

FIND OUT WHAT WORKS FOR YOU

The stricter you are in the first 14 days the better chances you have of succeeding. This initial phase is important for laying the foundations and prepping the body for what is to come. Being disciplined during this phase will reap rewards long term, it is also very motivating going forwards as it shows you that you can make unbelievable changes to your health and physique in a very short space of time. You must view this as a lifestyle change and not a short term diet. Some sacrifices will need to be made in order to achieve what you want to. The more you embrace the changes we suggest the faster your results will be.

You may find that you are struggling during your first 14 days, this is completely normal, do not panic. If you feel you cannot undertake all of the changes we recommend, all at once due to life or work commitments then break things down into simpler steps. Just aim to form 3 new habits, until they become habitual do not attempt to think about anything else. For example you may decide to drink adequate water, get enough sleep and focus on getting your breakfast correct. Once these habits are routine you can then think about introducing new changes.

ENERGY LEVELS LOW?

If you are struggling for energy it will be a temporary symptom until your body finds an alternative fuel source - your body fat! We have removed complex carbs from your diet for this 14 days, your body was probably used to running off fast release sugars for fuel which are no longer available. To help this process be sure to consume enough smart fats such as avocado, extra virgin olive oil, coconut oil, oily fish, animal protein and nuts and seeds. Fat is a fantastic fuel source and will help improve energy levels. Eating good fats actually gets you leaner as well as it teaches the body to want to burn body fat for a fuel source. A high protein breakfast with some good fats and green veggies is key to starting your day in the right way and feeling full of long lasting energy.

If you feel you really need it and are suffering extreme withdrawal effects from removing complex carbs from your diet and it is severely affecting your day-to-day life and ability to do your job then we recommend consuming nutrient packed carbs in the evenings or around your weight training such as sweet potato or quinoa. Don't give up too early though, many people try it for a day or 2 and suffer some of the temporary symptoms and use it as an excuse to incorporate starchy carbs again. Remember carbs are an excellent food group providing your body handles them well but unlike fats and proteins, vitamins and minerals they are not essential for you to survive! Sometimes you have to dig in and break through the fat adaptation phase in order to feel the full benefits of increased energy, health and wellbeing. This process is not easy but is worth the end results.

CRAVINGS

Many clients complain of cravings during the first 14 days. This is normal considering most people have a diet high in sugar and refined carbs. Sugar is actually more addictive than some class A drugs and creates a vicious cycle. To combat craving try the following:

- Have a high protein breakfast with good quality fats and veggies
- Drink water or herbal teas
- Have 1 teaspoon of coconut oil
- Eat a piece of protein
- Eat the opposite flavour of what you crave. For example a pickled onion if you crave sweets
- A smart tip we picked up from Charles Poliquin is to mix full fat cream, water and 5-10g Glutamine together and drink, this really does work as it stabilises blood sugars.

THE SUGAR ADDICTION CYCLE



TEMPORARY SYMPTOMS YOU MAY EXPERIENCE

During the first 14 days it is natural you may feel a little deflated and have some brain fog. You may suffer some of the below listed symptoms as toxins are excreted from your body:

- Headache
- Lethargy and brain fog
- Joint and muscle pain
- Bloating
- A coated, pasty tongue
- Flu-like symptoms
- Irritability
- Difficulty sleeping
- Cravings
- Nausea
- Constipation
- Diarrhoea
- Mucus or other discharge
- Weakness
- Gas

During your first 14 days we strongly advise you avoid alcohol and processed foods to allow your body the chance to heal and excrete toxins. By consuming alcohol and processed foods you are allowing more toxins to enter the body and cause damage, which is the exact opposite of what we are trying to achieve.

Of course we aren't saying that you can't build alcohol and some cheat meals into your lifestyle. When you have completed your first 14 days you may have a cheat meal of your choice if you wish. Generally we advise to pick one night of the week such as Saturday when you would like to relax a little and take a break from everything to enjoy your meal with family or friends.

If you do not want to cheat then that is fine, you can choose a healthier version of a cheat meal such as a home made curry with some rice for example. If you are not cheating then you may include some good starchy carbs with this meal such as sweet potatoes, white potatoes, gluten free oats or quinoa. This will allow you to restore glycogen levels back to normal and prep you for the next phase of the program going forwards. This re-feeding of carbohydrates boosts leptin (a hormone that allows us to ramp up metabolism and burn even more calories).

We want you to enjoy your meal, not only have we strategically planned this it is also good to have some time off from sticking to specific foods and allow you to socialise in a way that does not limit you to certain foods.

You may eat what you crave most for your cheat meal, and DO NOT feel guilty about it. Remember we are building new habits, we have to be strict in the early stages but once we make progress we will teach you how to incorporate a more flexible approach to your lifestyle. It is very important we do not build an unhealthy association with any foods but we must maintain a balance. If the majority of your calorie consumption comes from processed foods and alcohol as opposed to more nutrient dense foods such as quality proteins, good fats, fruits and vegetables and some complex carbs then your body composition probably won't look the way you want it to and your health won't benefit either.

As you progress we will advise how frequently we can incorporate cheat meals for you.

RULES FOR CHEAT MEAL

- Before your cheat meal have 1 teaspoon fish oil and 1 green detox shake
- You can choose whatever you want for your meal but it MUST contain protein, you can have starter, main and desert if you wish!
- Do not feel guilty about eating your meal
- You must sit down to eat your meal, once you leave the table any leftovers go in the bin! You cannot eat them later.
- Do not gorge yourself simply because the opportunity arises
- No alcohol

It is natural to feel 'hung-over' the day after a cheat meal depending on the choice of meal you had and the toxins it included. Your ability to handle a cheat meal is often determined by how optimised your hormones are. Many people these days are 'metabolically dysfunctional' due to having abused their bodies over so many years with poor quality foods.



STEP 5
TRACKING
YOUR
RESULTS

Track your results with pictures and measurements. If the scales don't move it is very common for people to think they aren't changing, by taking regular measurements and photographs this is a far more accurate method than just using the scales, after all you could be gaining muscle whilst dropping body fat so your weight may not go down on the scales.

The following areas are where we want you to take your measurements. Measurements can be taken in inches or centimetres, whichever you prefer. Keep a record of these measurements so you can see how you progress from week to week. Your trainer will take regular photos of you to track your progress.



- Shoulders** - The widest part of your shoulders
- Chest** - The nipple area and under the arms
- Stomach** - The belly button area
- Waist** - The top of your hips
- Hip** - The widest part of your hips
- Inner thighs** - The widest part of your thigh, 3 inches down from the top of your inside leg
- Arms** - Take from the middle of the biceps

DATE	WEIGHT	SHOULDERS	CHEST	STOMACH	WAIST	HIP	INNER THIGHS	ARMS

FOOD DIARY

You can use the food diary template below to keep a track of what you are consuming each day, your energy levels and mood. This information is useful to refer to if you hit a plateau to keep your results progressing.

Did you wake up refreshed this morning? (Please circle)



Bedtime last night:

Wake up time today:

FOOD DIARY

Name:

BREAKFAST			
Food	Fluids	Supplements/Medication	
SNACK			
Food	Fluids	Supplements/Medication	
LUNCH			
Food	Fluids	Supplements/Medication	
SNACK			
Food	Fluids	Supplements/medication	
DINNER			
Food	Fluids	Supplements/Medications	
SNACK			
Food	Fluids	Supplements/Medication	

How were your stress levels?



How were your energy levels?



AM Training:

Comments:

PM Training:

STEP 6

SUPPLEMENTATION

Supplementation will add to your results providing you have a solid nutritional base but it will be by no means a magic bullet that will get you results. If budget is a constraining factor we would much rather you invested your money in buying quality organic foods.

Supplements are important during this phase because it is now very difficult to get adequate nutrients from our soil because of modern agriculture. I wish it wasn't the case but I'm afraid our grandparents had it much better than us. But most supplements are worthless so be sure to buy quality, we recommend the ones below, you can buy them all in our gym.

1. MULTIVITAMIN

It is very common that many people are deficient in certain vitamins and minerals hence why we use a multivitamin. Due to agricultural methods these days that have led to cost effective strategies to making the foods we eat we simply don't get all of the vitamins we need to from our food. During this initial 14 day phase your body and liver can come under a lot of stress as it heals and detoxifies, using a multivitamin can aid these processes.

2. FISH OIL

Fish Oil is the No.1 Fat loss and health supplement on the planet bar none. Simply type in to Google 'Fish Oil and' and click on search, what will come up is a bombardment of scientific studies that proves the benefits of fish oil. In fact, it has been shown that omega 3 has been linked to improve the issues of pretty much every disease known to man. A bold claim but fish oil is truly a wonderful supplement which reduces inflammation, improves insulin sensitivity and turns ON the fat burning gene.

3. GREEN DRINK

This supplement is phenomenal for health and also fat loss. Chemical reactions cannot work efficiently in our bodies without the essential mineral and vitamins we get from foods. We recommend an organic green shake, which is from the best sources. This supplement helps oxidise and alkalis the body, relieve inflammation, detoxify our body, strengthens the immune system, improves digestion and metabolism, is rich in antioxidants and make chemical reactions faster and more efficient promoting a fat burning environment within our body.

4. DIGESTIVE ENZYMES

Digestive Enzymes are great for improving gut health, aiding digestion (particularly digestion of proteins) and as an anti-inflammatory product. We ask you to eat a diet which contains a high proportion of protein, due to most people consuming too many processed foods our digestive health is compromised, this supplement helps support the function of enzymes to help digest foods. It is also a phenomenal product for any one who participates in vigorous physical activity as research has shown that digestive enzymes can speed up recovery following intense exercise by reducing the inflammatory response.

5. MAGNESIUM

Magnesium is one supplement you should always take. Many people are severely deficient in Magnesium but it is used in over 300 chemical reactions in our bodies each day. Magnesium is a natural relaxant, which relieves stress and anxiety but is also phenomenal for improving sleep. It supports your immune system and helps to aid recovery of muscles and nerves.

6. BCAAS

Branch Chain Amino Acids (BCAAS) are the building blocks of proteins. Taken pre workout they can help to prevent muscle tissue breakdown. They can also help to buffer lactic acid and increase energy production while you train to maximise your performance potential promoting lean muscle mass gains.

MORNING

- 1 teaspoon fish oil (or 2 capsules) with meal
- 1 multivitamin
- 2 digestive enzymes before/during meal
- 1 scoop of Green Drink and Vitamin C in water

LUNCH

- 1 teaspoon fish oil (or 2 capsules) with meal
- 2 digestive enzymes before/during meal
- 1 scoop of Green Drink and Vitamin C in water

EVENING

- 1 teaspoon fish oil (or 2 capsules) with meal
- 2 digestive enzymes before/during meal
- 1 scoop of Green Drink
- 2 magnesium capsules 1 hour before sleep and/or 4-6 squirts of Topical Magnesium spray rubbed on stomach, back of knees and calves.
(It is advised you spray the topical magnesium onto your hand first and mix with a little water from the tap to avoid skin irritation until your magnesium levels are replenished.)

PRE WORKOUT

- 1-2 scoops BCAAS (approximately 10g-20g) 30-45 minutes before training

POST WORKOUT

- 1-2 scoops BCAAS (approximately 10g-20g) immediately after finishing training
- 1 scoop Vitamin C mixed in with Aminos
- 1-2 scoops Whey protein *optional* (After week 2 your coach may recommend you can introduce whey protein post workout depending on your goals.)



STEP 7

WHAT TO DO NEXT

Once you successfully complete your first 14 days with us we can evaluate your progress and your goals. More foods may be introduced along with complex carbs, although is totally dependant on how lean you are and insulin sensitive.

If any tweaks are needed with your nutrition, supplementation, or training we will be on hand to advise.

We will work with you to ensure you continue progressing towards your objectives and will help you to break through any plateaus you may face and show you how to build in 'cheat meals' and alcohol to make this a sustainable lifestyle.