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## Fuel For An Active Life

Thomas, a client of mine, came to me after failing to lose weight counting calories. He'd lost weight initially, then stalled and so cut even more calories. This had caused him to start piling weight on. So he'd gone to the gym and things had only got worse.

He was confused and at his wits end...

*"What the hell was going on!?"*

I told him to stop going to the gym and put him on a diet where he could eat as many calories as he liked..I told him if he was ever hungry he was doing it wrong!  
You can imagine his reaction...

But (after a few weeks of convincing) he gave it a try...

He lost 12 kilos in the next 6 weeks, looked amazing and never felt better.

Let's delve into what was going on a bit deeper...

Ok so we all understand the basic model of dieting.

Eat less calories than we burn...

- Simple...
- Easy to remember...
- Easy to calculate...

And for most people **TOTALLY INEFFECTIVE** to the point of being down right wrong. (there are some people it works for, especially if this is your first time losing weight or you're young but for anyone else, it's really tough).

Ok before I dive into this I have to clear up a few fundamentals.

The first of these is that fat is a system. It isn't just comprised of fat cells, but of stem cells, endothelial precursor cells, TREGS, Macrophages, smooth muscle cells, FAULKs, pericytes, preadipocytes and an Extra Cellular Matrix (think of this like a scaffold to hold your fat cells in place made of collagens).

In short it is a system.

Like any system it can have different configurations. So just like a car may have different configurations for its suspension so your fat can have different configurations.

The configuration of your fat system changes as you age.

So trying to lose weight when your 20 is very different to losing weight when you are 50 as you are dealing with a fundamentally different system (or at least a system which is configured entirely differently).

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Here's the other thing (sit up and take notes!)

Your fat configuration changes (almost) IRREVERSIBLY when you lose weight.

So?

So losing weight the first time when you are relatively young and your fat is in "young/healthy" configuration is easy...losing weight when you are older and have already cycled your weight up and down a few times and so changed the configuration of your fat to something entirely different is really, really hard!

In fact this is why most of the diet books out there are, for most of the population, total garbage.

Because they were written by someone who, at a relatively young age, decided to turn it all around and lose all the weight. Having done this comparatively easily they decide they have stumbled across the miracle cure and so decided to write about it, after all the world needs to know about this right?

The reality is they could have chosen any number of ways to lose weight and almost all of them would have worked as the configuration of their fat was that of a young person and it was their first time losing weight.

Whereas for someone older with a history of weight cycling, trying to follow the same diet will potentially do a lot of harm and almost certainly not work.

Why?

Because the configuration of their fat system is ENTIRELY different.

Of course they will be told they didn't do it right or some similar nonsense, when the truth is the system they are working with is fundamentally different and so requires totally different techniques to fix.

Still not convinced you shouldn't be counting calories? Ok let's take a different approach and look at the science...

### **The Study**

Three high calorie diets were tested in a group of people between the ages of 18-35. They had a BMI of 19-30, with some people being normal weight, and others being overweight. The participants were placed on three high calorie diets with varying amounts of protein and fat.

Some had a diet higher in protein and lower in fat, others lower in protein and higher in fat and others more of a mix.

Subjects ate the same amount of calories.

So if calories are all that matter, they should all gain the same amount of weight.

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The low protein group gained HALF as much as the other 2 groups.

Clearly something else is going on.

First off, could it be that different subjects in this experiment had different histories (of weight cycling vs first time weight loss) and so reacted differently? Could be, it could also be that not all calories are created equal which I talk about in a bit.

Before we get there however let's look at this from a different point of view.

If I asked you to hold your breath until you passed out, you'd look at me as if I was crazy, and you'd be right. Now it turns out breathing is pretty important for our survival, so our body has very powerful survival mechanisms in place to ensure we keep breathing.

Eating is also governed by the same survival mechanism, so just giving up food is pretty much impossible too, as survival mechanisms kick in and force you to eat (late night refrigerator raid anyone!?).

So when someone tells you weight loss is all down to willpower they don't know what they are talking about.

Weight loss is about overcoming the most powerful instinct mankind has...survival.

No mean feat.

Let's look a bit closer at some of these survival mechanisms.

The problem with fad diets, which generally cause you to lose a lot of weight in a very short time simply by eating less, is as you are restricting calories to such an excessive degree your body literally thinks it's starving.

It thinks an ice age must be coming where food is scarce and so starts to make adaptations to enable you to survive long term in a food scarce environment.

The first thing it does is drop your base metabolic rate. This means you are using less energy (read calories) just to stay alive on a day to day basis.

So whereas before you might burn 2000 calories even if you simply sat on the sofa all day long and didn't move, after your fad, calories restricted diet you now burn only 1800. That's 200 calories less you are burning each day.

This means once you go back to eating normally again it's MUCH easier to pile weight back on.

Enter the dreaded yo yo diet effect.

*"Ok, no problem" you may think, "now I'm slimmer and my body has less energy demands I'll be less hungry and so eat less naturally."*

If only it were that simple.

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Leptin is the hormone which tells you you're satiated, that you're full after eating.

As you calorie restrict the levels of leptin in the body decrease, meaning you never feel satiated.

Instead you constantly feel famished despite not really needing to eat.

And it makes perfect sense. If you're heading into an ice age you want to make sure you eat anything which crosses your path. So your body ensures you're constantly hungry so that beetle in front of you suddenly looks like a rib eye steak.

All this means, as soon as you stop calorie restricting... (as let's face it, who can live like this forever?)

You gain more weight than you were originally trying to lose.

And that's just one of these survival mechanisms, the body has literally hundreds, including changing your genetic expression to promote weight regain!

So can counting calories be totally discounted? No, of course not.

If civilisation were to end tomorrow and we went back to being hunter gatherers, in a very short time EVERYONE would be lean. Environmental and survival pressures would ensure you lost weight as you would simply be expending a LOT more calories than you could take in.

Under these circumstances weight loss in almost all cases would be inevitable. The problem is, in many cases it is impossible in the modern world to expose ourselves to these extreme levels of exercise and calorific restriction, so we have to take other measures into account and use other tools to circumvent the environment we live in

So the answer is we may count calories depending on the configuration of your fat and your goals, we may not. The configuration of your fat, your age, your medical background will all determine what tools we need to use to get the job done.

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## Why All Calories Are NOT Created Equal

Calorie counting assumes that food is simply energy, the reality is that food is much more than that.

As an example a calorie from an Oreo is not the same as a calorie from broccoli. Sure when it comes to the energy they release when burned maybe but in terms of downstream effects on the body they are totally different.

Take any of the following:

- Inflammation
- Blood Sugar
- Toxic Load
- Hormonal Cascade
- Nutrient Value
- Addictiveness

And Broccoli Wins (I'm sorry to say!)

Let's take just two of these and show you why this is such a huge deal.

### Toxic Load

Contrary to popular belief the main purpose of fat isn't to store energy but to act as a storage place for toxins which the liver cannot deal with.

So if you're eating a high toxin diet the liver becomes overwhelmed. At which point rather than have an overload of toxins rampaging round the body causing all sorts of carnage, the body decides to encase the toxins in fat somewhere they can't do any harm, until such a point in the future when the liver has cleared its backlog and can go to work clearing them out.

At which point the body gets rid of the fat, releasing the toxins and allowing the liver to do its job.

So the higher toxic load the food you're eating has, the more fat you are going to store.

### Blood Sugar

When you eat something which spikes your blood sugar the body releases insulin, which tells the body to store any energy from what you've just eaten as fat.

So if you're eating something which spikes blood sugar, you're literally telling your body to store fat.

Most people at this point ask me, "Does That Mean I Just Have To Eat Broccoli?"

Not at all, I'm just trying to show you why counting calories is a waste of your time. But it doesn't end there...Even between different types of broccoli, a calorie is not equal to a calorie!

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I'm sure you heard the fear mongering in the newspapers... Bacon more carcinogenic than smoking...etc...etc. (Often these days related to meat products.)

What they fail to take into account is...

### **Food Quality**

Broccoli grown in nutrient depleted soil and treated with pesticides its entire life will be almost a different food to broccoli grown in nutrient dense soil with the natural pesticides provided by being grown in its true habitat.

The same is true for organically raised chickens which live off the land, eating their natural diet, moving around all day in natural sunlight and as a result are highly nutritious. As opposed to battery raised birds which never see the sun, live in terrible overcrowded conditions, are injected with all sorts of antibiotics to keep them alive in such horrendous conditions and as a result, suffer with poor health themselves.

Which would you rather eat?

Simply by understanding this key principle you can understand why it's actually possible to eat a huge range of delicious foods which the media and many well known diet programs tell us we can't, if we just focus on quality.

We don't need to be afraid of our food we simply need to understand it better.

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## The Plan

Fat mass provides the greatest horsepower to the ageing process. By reducing the amount of fat you're carrying, the better you will age across all areas, the better health you will see. Trying to achieve these things without losing the weight is making everything a lot harder.

Over the next few weeks we are looking to change your diet to support fat loss and muscle maintenance, lower inflammation, reduced ageing and most importantly kick start your bodies own natural healing mechanisms. At the same time we want to balance blood sugar and hormones, while increasing your energy levels and cognitive function to better aid performance in general.

This is not a fad diet, but instead one focused on balance to drive LONG TERM health.

And...

No calorie counting.

First things first, I realise that what follows is quite restrictive.

For those of doing coaching or taking on of my programs this is where we will START, it is almost certainly NOT where we will FINISH and by the end of your time with me you will be able to eat whatever you like whilst staying youthful and not regaining any of the weight you're going to lose over the coming months.

For everyone else this book will provide the rules of the game. The framework within which any future diet you choose must be based if your goal is LONG TERM health.

I'm not denying that Keto, Carnivore, Vegan or any of these other fad diets can work, but while nearly all of them provide benefits in the short term, they are all linked to a huge amount of problems long term, by which I mean 10 - 20 years plus.

Will following this plan enable you to lose weight? The honest answer is for some of you absolutely, for some of you no.

### Why?

Because the exact approach you need to take to lose weight will depend on your exact fat configuration. This is why I offer coaching where we can identify your configuration and take the specific measures needed to counteract it.

What it will do for **everyone** is set up the foundations for a healthy eating pattern which can then be tweaked later on to result in major fat loss in a healthy, sustainable way whilst also reducing a lot of the markers related to ageing, give you a more youthful body, better energy, clearer thinking and possibly most importantly, clarity on what to eat.

### The Plans

We divide this program into 2 plans. The Basic plan and the Advanced plan. If you are in

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relatively good health with no real problems and just looking to optimise I would start on the Basic plan.

For those who are looking to drop a lot of weight and/or have specific challenges I would recommend the Advanced plan.

What's the difference? Simple. On the advanced plan we do everything we would do on the Basic plan but also look to eliminate (in the short term) the 2 main causes of problems I see amongst clients, mainly those of gluten and dairy.

So what we're looking at in simple steps for the basic and advanced plan is:

1. **NEVER BE HUNGRY.** The main reason this program works and the most important part of it, is that you must **NEVER be hungry**. This is particularly true for the first week when your lizard brain will be going crazy thinking your about to starve to death. If you are hungry, **eat more of the food I recommend**, it's that simple. We have to retrain your bodies reaction to food and your brains relationship with food, whilst also raising your metabolic rate, which is exactly what we're doing here. What I'd expect to see after a few days to a week at most, is that you appetite stabilises, your lizard brain chills out, cravings diminish, you feel fuller after eating and you find it much easier to eat until you are **satisfied** (not full to bursting!) then stop and easily last until the next meal. You may also notice you burn fat like this...if you don't, don't worry, later on we'll tweak this to ensure you torch the fat off, but this first part of the program forms the foundation.
2. **You're not eating for you, you're eating for your bugs.** A lot if the time on this plan we are not interested in your nutrition we are interested in feeding the right foods so they and grow and multiply in your gut. There are a few specific families of bugs which have been shown to improve health across all areas, we will be feeding these bugs. You'll see below that to start with we try to cut out grains and dairy, this is because many of us have lost the bugs which can process these foods, as we repopulate your gut we can re introduce a lot of these foods.
3. **Reduce the amount of sugar eaten.** Sugar comes in many hidden forms, including fruit juice, sports drinks – even sauces and salad dressings. Even naturally-derived sweeteners like honey, maple syrup, and agave can mess with your blood sugar and make you fat. Most carbohydrates break down as sugar so we're going to be avoiding them as well. Again many sugars will feed the wrong type of bacteria in your gut. Those cravings for sugar you get, that's not you its the bugs craving it, so as we eliminate sugar, those bugs die out and the cravings cease.
4. **Replace sugar with other foods.** Replacing sweeteners with healthy fats and resistant starches like grass-fed butter, ghee, cocoa butter, coconut oil, cold potatoes, beans, chickpeas and other high resistant starch carbs reduces cravings and gives you more energy. Avoid bad fats like corn, soy, and canola oil, unstable polyunsaturated fats like walnut, flax, and peanut oil and processed carbs such as pasta.
5. **Eliminate all synthetic additives, colourings, and flavourings.** This includes aspartame, MSG, dyes, and artificial flavourings.



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6. **Cook your food gently**, if at all. Smoking, frying, and grilling can damage the proteins in your meat and produce carcinogens that adhere to the surface. Best to cook your food slow and low, at or under about 160°C. Do not use microwaves or deep fry your food.
  7. **Small pre meal fat based snacks** help prepare the stomach to not over eat, decrease blood sugar spikes and increase satiation. So eat a small handful of nuts, olives, an avocado or if tolerated cheese 1 hour before lunch and dinner.
  8. **Balance and variety are key.** Try to eat a wide variety of different foods and do not over emphasise any one macro (ie fats, carbs or proteins)
  9. **Switch to grass-fed meat and wild caught seafood.** The quality of your food matters. Choose pastured, grass-fed meat like beef, lamb, and bison. Pastured eggs, pork, chicken, turkey, and duck also make good clean sources of protein. Eat significant amounts of fish and other seafood, but make sure your fish is wild – never farmed! **Switch to organic fruits and vegetables.** This is more important for some plants than others.
  10. **Don't over rely on exercise.** Exercise does not burn fat...diet does. Do not think you can eat what you want and then go to the gym and burn it off...it doesn't work like that and in fact that will probably make you worse! Get your diet under control first.

***For the advanced plan we add in the following:***

1. **Remove grains and gluten.** Don't worry this is not forever! Wheat is a particularly important grain to avoid because of the many negative effects of gluten, a protein found in wheat and other grains. But this category also includes corn, barley, and other cereal grains. *(at least to start with)*, we will look at introducing some of these later on as grains do have a place in our diet.
2. **Remove all processed, homogenised, and pasteurised dairy.** Again this won't be forever! Most dairy products contain casein and lactose, two compounds that cause inflammation and digestive distress in many people. Grass-fed butter has much lower levels of casein and lactose because of the churning process, which removes the buttermilk from the butterfat. Now dairy is a double edged sword as it is full of goodness but for some people especially in the early stages they feel a lot better removing milk, cheese, and other dairy products entirely, but if you want to keep some dairy products, opt for full-fat, raw dairy from grass-fed cows. *(More on this later)*
3. **Limit fruit consumption** to an absolute maximum of 1-2 servings per day of specific lower sugar fruits. Fruits are not vegetables. Favour low fructose-containing fruits like berries and lemons over higher sugar fruits like watermelon and apples. Again this is one of those rules which we apply strictly here to achieve a specific effect *(get you off sugar)* but which later on we will pull back on significantly.



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## General Framework

### Meal Sizes

At the moment we don't really care about portion control as long as you are eating the right foods, but in relation to each other try to size your meals according to these guidelines:

- 25-30% of total calories at Breakfast
- 25-30% of total calories at Lunch
- 20-25% of Total calories at Dinner
- Rest through pre meal snacks

If you know you're going out one evening and will be eating out then shift your intake to take a lot less calories for breakfast and lunch so you have more 'spare' for the evening.

At lunch and dinner look to include at least 10% of the meal from one of the following foods at least 70% of the time:

- Beans
- Chick peas
- Onions
- Asparagus
- Potato
- Sweet Potato
- Lentils
- Shallots

### Snacking

1 hour before Lunch and Dinner eat a small handful of nuts, olives, an avocado or if tolerated cheese.

### LISTEN TO YOUR STOMACH

Intuitive eating is one of the most powerful tools we have when deciding what to eat. Our brain which change portions of the brain to make us favour foods which contain nutrients the body needs. So after a few weeks on this plan (once we've got over the inevitable sugar cravings) start to listen to your body, if its demanding a salad then have a salad, if it wants steak have a steak.

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## Cooking Methods

One of the primary goals of these next few weeks is to reduce as much inflammation from all sources as possible, to make you feel and look amazing all the time.

You already know it's important to feed your body high quality foods, yet many people don't realise this major step that makes a huge difference: It's not just about WHAT you eat – it's about HOW you eat (and cook and prepare) it.

How we cook our food is a critical piece of the puzzle. If you buy the right foods but then you char them to death, you aren't doing anybody much good.

Quite a lot of toxins are formed in food during certain cooking methods. So the way you process and cook your food (particularly proteins and fats) plays a large role in your body's level of inflammation.

Upon researching modernist cuisine, the science revealed quite clearly which cooking methods reduce inflammation and which ones caused it. This is why how you cook your food is just as important as what you eat – an often over-looked, but critical, aspect of peak performance.

### Cooking methods to avoid:

- BBQ (sorry!)
- Microwave
- Deep fried
- Charred
- Anything cooked in a teflon pan

### Better methods

- Steaming (this is the absolute best way to go), Lightly grilled
- If frying or baking see below for which fats to use.

### Fats

Certain fats are nutrient-dense, great for you, and – perhaps most importantly – tasty.

That said, not all fats are suitable for all types of cooking. For example some fats don't tolerate high heat.

What if you want to sear some salmon or sauté some veggies? Ideally you'll use a tasty, nutrient-rich fat with a higher smoke point. It's best to cook all your food below 320° F to avoid carcinogen formation.

If you do cook at a higher heat, though, it pays off to choose an oil that won't burn or oxidise on you. Below we give you some of the best fats for higher-heat cooking based on four criteria: vitamin content, smoke point, fatty acid composition, and...well...deliciousness.

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- Grass-fed Butter or Ghee
  - Avocado Oil
  - Extra Virgin Olive Oil
  - Beef Tallow
  - Coconut Oil

## **Herbs & Spices**

Most herbs and spices are good for you and antioxidant function.

It's also common for them to improve your gut flora, but which are the best?

Herbs, spices, and other flavourings are powerhouses of nutrients and in general you want to use as many of these in your cooking as you can to minimise anti-nutrient exposure, and keep you firmly in charge of your own biology.

Over the next few weeks we'll be looking to help you to heal your gut by eating anti-inflammatory foods that also are delicious and satisfying. Many chronic diseases and certainly a HUGE increase in ageing result from inflammation on the cellular level or in one or more (or all) body systems.

Reducing inflammation to ideal levels is key to achieving optimal functioning, enhanced immunity, vibrant energy, mental clarity, and all the other things that give you the kind of energy you want to have all day.

Chinese and Ayurvedic medical practitioners have used herbs and spices to treat all manner of ailments, thanks in large part to their anti-inflammatory and antioxidant properties, and probably due to changes they cause in the gut biome.

Inflammation and oxidation are closely related: antioxidants quell free radicals that damage cells and lead to inflammation.

Nutrients can also prevent inflammation through other pathways, notably by turning off genes that trigger inflammatory proteins or processes, by boosting the concentration of proteins that counter inflammation, or modulating the gut biome.

This power is highly concentrated in herbs and spices; just half a teaspoon of ground cinnamon has as many antioxidants as half a cup of blueberries, and half a teaspoon of dried oregano has the antioxidant power of three cups of raw spinach.

Our top recommendations for anti-inflammatory herbs and spices:

- Sage
- Ginger
- Turmeric/Curcumin
- Cayenne
- Cinnamon
- Cloves
- Rosemary

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Feel free to add as many of these as you like to any meal in the recipe list.

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# Shopping

## Shopping Tips & Key Points

This is a list of best practice tips for grocery shopping. It also provides a list of criteria you can follow when selecting certain foods

### Shopping Best Practices

- Shop around the perimeter of the store. This is where most of the quality foods will be. This also eliminates impulsive buying of low quality foods from the centre aisles.
- Buying grass fed & wild caught meat/fish is your main goal.
- Don't shop when you're hungry. You're more likely to buy junk food.
- Shop with a friend if you often make poor decisions. This helps keep you accountable.
- When in doubt go without. If you see a food that you're not sure about, it's better to avoid it. (and then ask me)
- Do as much of your shopping through farmers markets and farms as possible. Nothing beats knowing your farmer.
- Buying food online is often much cheaper and easier to research.
- Don't buy supplements or protein powders from the regular grocery store. They're generally low quality and will do more harm than good.
- If it comes in a box, bag, or can, be cautious it's probably toxic.
- Absolutely no canned drinks, drinks with added sugar, fruit juices (from a packet **OR FRESHLY SQUEEZED**) this one is a bit confusing as we will use fruit juices at times to achieve a specific effect but in general give them a swerve, tea or coffee is allowed especially herbal teas (but with no milk or sugar added). Water is best, filtered tap water or from a glass bottle (to avoid plastics).

### Buying Meat/Fish Products

- 100% grass fed and grass finished is optimal.
- Grass fed, grain finished (before slaughter) is a huge step down, but may be better than conventional meat.
- Pastured doesn't mean anything unless it's also grass fed.
- Organic meat is better than conventional.
- If you can't get the above then extremely lean conventional meats (factory raised) are better than no meat at all.
- The goodness (and the toxins) are often stored in the fat of the meat. So if you can get quality meat feel free to get a fattier cut, if you are eating low quality meat get lean cuts.
- Farmed salmon/fish = bad. You're better off eating fat free factory meat and supplementing with krill oil.
- Bacon and sausage may be just fine, but skip these until you know how you feel on a really clean diet. Properly cured and prepared bacon is a joy to behold and healthy, but most commercial bacon doesn't make the cut. Sausage usually has spices added that are either laden with mycotoxins, hidden MSG, or both. Avoid jerky and other processed meats. It's best to buy artisan cured bacon or sausage from your farmer or the person who made it. These tasty foods are awesome and healthy only if they're carefully prepared. Most aren't.

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- Organic does not mean grass fed. In fact, “grass fed” does not always mean grass fed! Unless you verify the animal was only fed grass it’s entire life it was probably fed grains at some point. This is why it’s best to buy from a farmer.
  - Organ meats are awesome and cheap. Liver, kidneys, heart, sweetbreads etc are all packed full of nutrients. (Grass fed rules apply)

### **Buying Eggs**

- Aim for organic and pasture raised eggs. In a pinch, eggs can be factory raised because hens filter out many of the toxins that would damage their offspring. Never, ever eat “omega 3” eggs.
- In Europe you can tell the quality of the egg by the number at the start of the sequence of letters and numbers the egg has stamped on it.
  - 0 = Free Range
  - 1 = Mostly Free Range
  - 2 = Doesn’t see much sunlight
  - 3 = Never sees daylight

### **Buying Vegetables & Fruit**

- Organic vegetables are best, but go with regular vegetables if you’re trying to save money. Either way, do not buy vegetables with even small amounts of brown spots or wilting – these will contain more toxins than you think.
- Organic is more important where you will eat the skin.
- Frozen veggies are often fresher than “fresh” vegetables because they’re frozen before they have time to spoil on a shelf.
- Wash any non organic fruit or veg in organic soap to remove pesticides.
- Don’t buy canned, dried, candied, or preserved stuff.

### **Buying Fats & Oils**

- Avoid all vegetable oils including corn, cottonseed, canola, soy, sunflower, sunflower (including cooking spray). Cook only with butter, ghee, Extra Virgin Olive Oil (the higher quality the better) avocado oil or coconut oil.
- Rendered animal fat from some grass finished animals has a significant risk of mycotoxins and contains oils that are damaged from heating. It is better than vegetable oil but not as good as butter. (For flavour, I add bacon grease at the end of cooking something.)
- Coconut oil that is “naturally” processed (fermented) is often mouldy. Make sure you buy extra virgin or expeller pressed coconut oil from a reputable vendor.
- Most nut oils have mycotoxins or damaged oils or both. (This includes macadamia unfortunately.)
- Avoid anything that says “hydrogenated” or “partially hydrogenated.” Avoid “spreads” or “butter replacements” or “low fat butter” Frankenfoods.
- Olive oil is healthy only when you do not heat or cook it. High quality Extra Virgin Olive Oil may be used for cooking as it has a higher smoking point.

### **Buying Herbs & Spices**

- It’s not a good idea to keep a wide variety of herbs and spices unless you use them up



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frequently. Old spices sitting in cabinets are a \*major\* source of toxins in kitchens today.

- Choose leaf based herbs like oregano, thyme, sage, and parsley because these have a lower mycotoxin content.
- The powdered spices like nutmeg and cloves are often contaminated with
  - mould. Go for whole herbs when you can. Quality and freshness really matter here.
- Black pepper is almost always mouldy. Soy sauce is too (it's also **laden** with gluten...avoid)
- Garlic and onion powders are often mouldy and negatively effect cognitive performance. Better to use these as medicinal herbs or sparingly. Or use the real thing.
- Never buy a spice mix or anything with spice extractives, flavours, etc.
- Buy cayenne pepper in the vitamin aisle and break open a capsule to use in cooking. It's perfectly fresh every time.

### **Buying Nuts & Seeds**

Nuts are not a low toxin food because they spoil very quickly once shelled, and mould contamination is a \*major\* issue with nuts. Choose raw nuts and keep them frozen or at least refrigerated. Soaking nuts for at least 18 hours before eating will reduce some toxins, but not mould toxins. Your safest bet is to buy nuts in the shell.

### **Buying Cereals**

If you are on the Basic Plan then simply look for organic whenever possible when buying cereals, if you're doing the advanced plan then eliminate entirely.

### **Buying Dairy**

If you're on the Basic plan then I would suggest you limit yourself to the following types of dairy. Again grass fed and having been processed as little as possible is best.

- Grass Fed Butter, Grass Fed Ghee, Greek Yogurt, Cheese.

If you're on the Advanced Plan avoid entirely.

## **Meal Timings**

This one is crucial:

***"Do not ingest calories 3 hours before bedtime"***

Eating (or drinking calories) late raises you resting heart rate, prevents you reaching deep sleep, means sleep is no where near as restorative (as instead of using energy to rebuild and repair you're using it to digest your last meal) and a lot of that meal is simply going to be stored as fat.

Do not do it.

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# ALCOHOL

So the BIG question most people have when jumping on a program like this is can I drink alcohol?

Now if you don't drink anyway, awesome you can skip this bit.

For the rest of you.

***Booze is absolutely toxic, it is a stressor and in general is not going to help your efforts at weight loss.***

## **THAT SAID....**

Socialising is a huge de-stressor, a vital part of health and very much beneficial to weight loss, longevity and overall performance.

The BIG problem I see (and indeed suffered from) is when we go tea total we tend to do it at the expense of being social. Following the mindset, "well if I can't drink I wont go out."

**This can be do more harm than good.**

Now if you follow that advise and go out and **drink 5 pints** you're NEVER going to lose weight or perform at 100%...EVER.

But the occasional glass (singular!) of wine with friends is something I would not frown on and indeed many of the longest lived people in the world follow this custom and enjoy a long life of perfect health.

## **So what does that mean for us on this program?**

On this program you'll see the fastest results if you can give up booze entirely and still manage to socialise with your friends.

If you can't do this then maximum of 1 glass of wine or equivalent a day is permitted, preferably with friends.

As with all things on this program we have a **sliding scale of quality** of booze.

Beer is off the menu I'm afraid, why? It comes in huge quantities, is packed with toxic chemicals and GLUTEN. *(even gluten free beers don't generally pass our strict anti gluten like ingredients test I'm afraid, so they're out as well)*

## **So what can you drink?**

The best alcohols (and remember non are good so the use of "best" here is subject to that condition!) are the purest.

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**King of the Hill** is quality tequila, followed by gin and vodka. Try mixing them with fresh lime and soda to reduce the damage done.

Again avoid grain based spirits like whisky as they're packed full of gluten.

After that I would recommend red wine, if you can find organic even better.

Then white wine.

After that you're into the less pure, natural spirits.

**Anything else is off the menu.**

Does this mean you have to give up booze forever.

**NO.**

Again in this program we are stripping out everything which is making you weak with the intention of allowing your body to recover, fast so in the future if you want to go and have a big night out, you can (occasionally!) and your body can bounce back.

**SO WHAT SHOULD YOU BE DRINKING?**

Simple...

Water and lots of it. Ideally at least 2 - 3 litres a day, more if you live in a hot climate or exercise.

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# The Advanced Plan - Getting Rid of Gluten

If you're on the Basic Plan feel free to skip this section though you might find it enlightening.

If you've opted for the Advanced Plan first off well done, your commitment to your health is admirable. But you may still be asking yourself,

## **Why gluten...I'm not celiac?**

Of all the principles laid out here, non raises so much concern as giving up gluten and grains.

To be gluten free at the moment is in vogue but many see it as a passing fad. So why am I so stringently against Gluten in all its forms?

*The answer is simple.*

**In dealing with 100's of clients I haven't yet found 1 who doesn't do better when we eliminate all gluten and gluten imitators from the diet.**

Admittedly some have greater responses than others, in some people we see total reverses in with what they have been told are life long conditions such as IBS or psoriasis or worse, in others they simply notice more energy. ***Nearly all notice huge reductions in their waist line in a matter of days.***

This is often irrespective of whether these people are celiac or not.

## **Why?**

To answer this we have to go back in time to a war which has been raging for the past few million years.

When life first came about on our planet it was plants who were king of the hill. It was only several million years later that the first animals came along. And I can only imagine those animals were pretty happy as the plants provided them with a great source of food and couldn't even run away.

For the plants this was a big problem, as they, like most living things, weren't too partial to being someones lunch.

**So they developed a few strategies to cope.**

Some decided to work with the animals.

This is why plants such as strawberries are now dependent on animals for their survival. They produce big, bright, delicious fruit designed to be eaten by a passing hungry beast who then wanders off, digests it and deposits it (*away from the parent plant so they are not competing for resources*) with its own fresh pile of manure to give it a great start in life.

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## **Other plants decided to fight back.**

There are some plants for whom being eaten is the end of the road. They typically use insects or just the wind to aid in their reproductive efforts and so for them having the fruit eaten by some passing animal effectively means they've failed.

## **These plants have become masters at a deadly form of chemical warfare, and they have had millions of years to perfect it.**

These plants surround and infuse their seeds or fruit with chemical poisons strong enough to kill insects that sink their teeth into it and seriously upset even bigger animals that decide it makes the perfect entree.

In the larger animal although the plant will still be eaten it may well make the animal ill enough that it never wants to eat any more of that particular species again, in short it takes one for the team.

## **All cereals fall into this category.**

In human the chemical of choice for the cereals in this plant based warfare is gluten.

When humans ingest gluten it sets off a response in the gut forcing the body to release zonulin. Zonulin serves as a signaller to the body to open the tight junctions in the gut lining.

***"What the hell are you talking about Sam?"*** I hear you cry!

Let me rewind a little...

Your gut lining is the last defence against ingested invaders, it's purpose is to let nutrients and minerals into the blood stream so they can be shipped off to wherever they are needed, whilst keeping all the nasties out.

## **Imagine the gut lining as a brick wall.**

The bricks are the actual cells of the wall and the mortar forms the tight junctions. The tight junctions are (just like the name suggests) designed to be tight. Slightly porous they should let through the right molecules but keep out the larger nastier ones, think of them as bouncers on a nightclub door.

Zonulin signals to these tight junctions to open up and let anyone in. This is one form of leaky gut and it can have terrible consequences on the body.

Not only are any parasites now free to have a party in any part of your body they choose, even worse, bits of food that actually should be good for you (spinach, avocado etc) may penetrate the gut wall but because they haven't yet been properly digested and broken down into a form the body can use the immune system won't recognise them as nutrients but as invaders.

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***The immune system swings into action (causing more inflammation) and tags these food particles as enemies and sets to work eliminating them.***

Unfortunately some of these food particles can look remarkably similar to parts of your own body and your immune system isn't very good at differentiating between invaders that look similar. Since your immune system has now tagged the original "invaders" and your own bodies cells look so similar it sets to work attacking these cells in your own body. This is the essence of an auto immune disease.

What's more every time you now eat this tagged food your body initiates an immune response against it, raising inflammation and leading to food sensitivities despite the fact that the offending food *should* be a healthy food.

Now I do not believe that cereals are inherently bad, what you must realise is that **all food is toxic to some extent** and if we were to eat any one nutrient in great quantities we would eventually see problems arise in our health because of this.

When it comes cereals and gluten we humans have natural defences against these toxins but the problem is simply the **amount** of cereals we eat which has overwhelmed the bodies natural defences against these chemicals.

Once we fix your gut and repopulate it with the right bugs to mount the defence against these chemicals again then we can re introduce cereals.

Ok so maybe you're thinking, *"ok great, well I'll cut out bread."*

**I wish it were that simple.**

The problem is two fold.

**1.** Gluten is everywhere and it goes by various aliases to disguise itself (I give you a full list of gluten aliases in the resource section)

**2.** We've already said the immune system isn't very good at telling similar looking particles apart. There are several forms of gluten all very similar in structure which the body can get confused between and mount an immune response to. These **"similar to gluten"** offenders are found in all cereals and will in most people have the same effect on the body and the immune response as if you'd eaten gluten.

I find that the best way to ensure you avoid this is to simply avoid all grains (at least in the short term I have had a lotsuccess with introducing these later on with several clients once they have repaired the gut wall and reset the immune system).

Now if you're like most people at this point your thinking,

***"Give up cereals, how on earth could I do that?"***

Try it for a week, for most people this is all they need to notice a **HUGE** difference which in and of itself is normally enough to encourage people of the **HUGE** benefits of this.

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So how does this link back to your performance in life and your waist line?

Anything we can do to reduce stress will leave us with more energy to do the stuff we really want to do. We also know stress leads directly to weight gain. So controlling inflammation, thereby reducing stress and allowing the immune system to focus on making us stronger is a huge priority.

If you are eating foods that are **causing** inflammation and provoking an immune response (and thus a stress response) several times a day that's a HUGE drain on your bodies resources (resources that could be used to make you stronger, faster and better) and a massive signal to store fat.

## A WORD TO THE WISE

Many people who tell me they've given up gluten and didn't notice any difference aren't actually giving up gluten. My first question to these folks is always, ***"What exactly did you give up"*** the answer is often bread and breakfast cereals or very often just bread.

**As mentioned before if you do this you most likely won't feel any effect, because you're still taking in gluten from all its hidden sources and you're probably still eating other cereals.**

For a full list of all the codewords and Pseudonyms used for Gluten see the ***"What To Eat"*** download in the FUEL Resources lesson (In The Program Module).

## GLUTEN FREE FOODS

A lot of people read this and think that stuff labelled as Gluten Free must be ok. Again I hate to be the bearer of bad news, but this simply isn't true. Gluten free does not mean grain free and so can still cause problems in many people.

Also often these products are often packed full of artificial flavourings and the like to make them taste good despite the fact they are missing gluten. So you're just swapping one evil for another.

Gluten doesn't just mean bread in fact pretty much everything you eat these days has gluten in it. To make matters worse many other products which don't contain actual gluten contain a protein **which is so similar to gluten** that most peoples bodies can't tell the difference and react in the same way to this protein as it does to gluten, ie create inflammation.

The main gluten offenders (in a nutshell):

- Bread
- Any grain based food (see below for full list of grains to avoid) Any processed food or food from a packet, tin or container.
- Any sauce, ketchup, mayonnaise (unless home made and you know exactly what is in it)
- Be wary of anything labelled "Gluten Free" as the gluten is often replaced with even more rubbish that you don't want in your body. Buy expensive from a reputable source.

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See the APPENDIX below for a fuller list of foods and some code words the food industry uses to fool you into thinking you're not eating gluten.

Ok so we've just wiped out what I imagine is a huge part of your daily diet...the good news is that every time you were eating any of that stuff it was making you weak. We are going to replace all that bad stuff with the food that your body needs. The results are usually amazing.

### **So what can you eat?**

Fresh Veg, Fresh Fish, Fresh Meat, Fresh Fruit (in moderation).

These is the golden 4...if you forget everything else we're going to talk about if you just eat there 4 things you'll be 80% of the way there...the rest is detail.

### **Simple. Clean Everything else out of the cupboard (or hide it if you live with someone)**

The main part people struggle with here is bread so I'm going to give you a few strategies for dealing with this.

The main problem with giving up bread isn't so much the taste it's the convenience. It's so easy when we're hungry and need some thing now to just go and make a quick sandwich. So the main thing we have to replace isn't the taste it's the availability of quick things to eat.

Nuts, olives, healthy baked goodies (we'll come to them later), 85 % + cacao (chocolate), nut butters, healthy soups you can just heat up, leftovers, tinned fish, avocado's, bite size carrots, celery (dipped in nut butter). All these things will serve us for the moment in our quest to give up gluten and provide a handy snack in that moment when we need something NOW and we can't be bothered to cook...don't believe it wont happen to you... it will..definitely.

The other main thing you'll need to be is prepared. I try to plan all my next days meals the day before so I know I wont be caught short. This is especially true if i'm traveling or have a busy day...on these days leftovers and quick soups you can just heat up are a godsend. In fact I would recommend you cook in huge quantities when you have time and then label it, date it and store it away in the freezer for just such an occasion.

If you like to bake, coconut or almond flour made a delicious alternative to normal flour and while you'll have to play around a little to get the consistency right (as they require different amounts of water to normal four) the taste is in my opinion even better.



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## WHAT TO EAT?

### The Shopping List

First up, you don't have to buy everything on the list. This is meant to provide you with options so you can choose from the choices in your area. If a food doesn't appear on here let me know and I'll add it on.

For each food group I give you a number of recommended servings each day. A serving is what you would reasonably eat of that particular food. Remember we do not care about calories and are not interested in portion control (unless I have specifically told you otherwise). Eat until you are full. Try and build a plate of a decent mix of the different food groups.

Each food group is further broken down into **green**, black and **red** foods. Green foods you can eat as often as you like, black foods try to limit to 2-3 times a week and red food avoid.

However even within the green group try and get a good spread of different foods to ensure nutrient balance.

Servings when given are a very rough guide, let your intuition guide you on what to eat as much as this list (as long as your intuition isn't telling you to stuff your face with Oreo's!)

### Protein:

#### 2 - 6 servings a day

- Beef.
- Lamb.
- Bison.
- Goat.
- Pork.
- Goose.
- Duck.
- Turkey.
- Chicken
- Salmon.
- Anchovies.
- Haddock.
- Mackerel.
- Cod.
- Crab. (real, fresh, not fake)
- Lobster.
- Mussels
- Oysters.

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- Flounder.
  - Tilapia.
  - Trout.
  - The fish above are especially great but any fish less than roughly 30cm in length, freshly caught should be awesome.
  - Liver (beef, lamb, goat, fish).
  - Kidneys.
  - Heart.
  - Tongue.
  - Bone marrow.
  - Joints (soup bones).
  - Bone Broth (ideally have this constantly on the make and drink it every day)
  - Soaked or sprouted beans and legumes cooked in a pressure cooker

## Moderate

- Bacon/Ham (in their pure form these are a **green food**, however often they have many other ingredients added, including sugar, preservatives and sometimes flour or breadcrumbs...check the ingredients and go for the more expensive varieties)
- Naturally preserved or dried meats
- Legumes in a jar
- Miso, tempeh, tamari or natto
- Raw seeds and nuts
- Raw nut butter

## Avoid

- Free Range Eggs (With Yolk)\*
- Raw Cheese from Grass Fed Cows\*\*
- Organic Cottage Cheese\*\*
- Dairy Products
- Processed Cheeses
- Non-Organic, Commercially Processed Meat
- Chemically Preserved Or Dried Meats
- Protein Powders With Artificial Sweeteners
- Textured Vegetable Proteins
- Soy Protein Powder
- Tofu
- Roasted Seeds And Nuts
- Roasted Nut Butter
- Regular Or Canned Beans And Legumes

\* A lot of people are highly sensitive to egg, if you know you are fine with this then eggs go on the green list.

\*\* Avoid if lactose intolerant, if not move to moderate section

## Oils & Fats:

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## 1-3 servings a day

- Coconut oil.
- Grass Fed Butter or Ghee
- Coconut milk (preferably without guar gum and in a BPA free can).
- MCT oil.
- Avocado oil
- Extra virgin olive oil.
- Lard & animal fat (only from grass finished animals, hard to find)
- Cacao butter. (85%+ cacao chocolate also works. Lindt is my favourite. But this stuff can be like crack cocaine...in moderation more than 1-2 pieces a day is probably too much!)
- Coconut Meat
- Triglyceride-Based Fish Oil
- Pure Cod Liver Oil/Krill Oil

## Moderate : (1 - 2 servings a week)

- Raw Nuts, preferably soaked (Except Peanuts and Cashews)
- Macadamia Nut Oil
- Raw Seeds
- Raw Almond, Hazelnut Butter
- Cold Press Flax Oil
- Coconut Ice Cream (See recipe)
- Dark Chocolate (85%+ Cacao)

## Avoid :

- Roasted Nuts
- Roasted Seeds
- Regular Peanut Butter
- Regular Butter
- Non-Organic Meats
- Margarine
- Any "Spreadable" Condiments
- Farmed Fish
- Commercial Salad Dressings
- Sunflower Oil
- Canola Oil
- Cottonseed Oil
- Commercial Flax Oil
- Soy Ice Cream
- Regular Ice Cream
- Normal/Milk Chocolate

## Vegetables:

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## 2 - 5 servings a day

- Spinach.
- Broccoli.
- Lettuce.
- Fresh Salad.
- Cabbage.
- Parsley.
- Bok Choy.
- Brussels Sprouts.
- Collards.
- Chard
- Kale
- Mustard Greens
- Seaweeds
- Red Lettuce
- Radishes
- Celery
- Carrots
- Cucumber
- Cauliflower
- Asparagus
- Naturally Fermented Sauerkraut
- Naturally Fermented Pickles
- Fennel.
- Artichokes.
- Olives
- All green leaved herbs Carrots
- Beetroot
- Peas
- Winter Squash (cooled for 15 mins before eating)
- Sweet Potato (cooled for 15 mins before eating)
- Yams (cooled for 15 mins before eating)
- Yucca/Cassava (cooled for 15 mins before eating)
- Plantain (cooled for 15 mins before eating)
- Swede/Rutabaga
- Organic Sweetcorn
- Organic Soy

## Moderate (1 - 2 servings a week, preferably in the evening)

- White rice\*

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\*It's better to avoid all grains, but most people can tolerate white rice a few times a month.

## **Avoid :**

- Canned Vegetables
- GMO Corn
- GMO Soy
- Non-Organic, Un-Rinsed Vegetables
- Potatoes (cooled for 15 mins before eating) \*
- Tomatoes \*
- Peppers \*
- Garlic \*
- Onions \*
- Eggplant \*

\*Avoid the following if you suffer from an autoimmune disease or nightshade sensitivity (if not these go in moderate)

## **Legumes:**

### **1 - 3 servings a week**

- Lentils (soaked and cooked in a pressure cooker ideally)
- Chickpeas (soaked and cooked in a pressure cooker ideally)

## **Moderate**

- N/A

## **Avoid**

- N/A

## **Fruit:**

### **Limit servings to max 1 a day if sugar is a problem**

- Berries
- Lemons
- Limes

### **Moderate (1 - 2 servings a week if sugar is a problem)**

- Apples
- Apricots
- Bananas
- Cherries

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- Cantaloupe
  - Grapefruit
  - Kiwi
  - Mangoes
  - Nectarines
  - Oranges
  - Papayas
  - Peaches
  - Pears
  - Pineapple
  - Plum
  - Watermelon
  - Grapes
  - Dates
  - Figs

## **Avoid**

- Canned Fruit
- Fruit in Syrup
- Fruit Candy
- Sugar Coated Dried Fruit
- Packaged Dried Fruit
- Natural Dried Fruit
- Fruit Juices

## **Dairy**

If on the Basic Plan then the following belongs in the Moderate section.

Grass Fed Butter or Ghee, Greek Goats Yogurt, Hard Cheeses, Quality yogurts, Whey Protein

If on the advanced plan it goes in the Red to be eliminated completely.

## **Flours**

### **1- 2 Servings a week**

- Coconut flour
- Raw, soaked nut flour (not peanuts or cashews)

### **Moderate (only if desperate and the above not available)**

- Chickpea Flour
- Tapioca flour
- Rice flour
- Lentil flour

- 
- Bean flour

## **Avoid**

- Flour from ANY type of grain.

## **Spices & Flavourings:**

### **As often as you like**

Powdered spices are often contaminated with mould. Buy leaf/herb based spices and high quality powdered spices.

- Apple cider vinegar.
- Himalayan “pink” salt.
- Unmodified, unadulterated, pure sea salt.
- Ginger.
- Cilantro.
- Parsley.
- Oregano.
- Turmeric.
- Rosemary.
- Lavender.
- Thyme.
- Sage.
- Cinnamon.
- Allspice.
- Cloves.

## **Moderate:**

- Regular Table Salt
- Black Pepper
- Chilli Peppers

## **Avoid :**

- Acesulfame
- Sucanat
- Truvia
- MSG
- Fermented Soy Sauce
- Brewer's Yeast

## **Sweeteners**

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## Optional and in moderation

These three sweeteners are ok but better if you can avoid them altogether. Sweetness is still sugar so limit them accordingly.

- Stevia. (25% of people genetically will not like the taste of Stevia...test it first!)
- Erythritol/Xylitol – NOT corn sourced. Needs to come from hardwood. (test and see how you react some people this causes weird symptoms in the gut, also don't over do it or you'll find yourself nearing to stay near to a toilet, keep away from dogs)

## Moderate: (1 - 2 servings a week)

- Raw, Pollinated Honey
- Organic Maple Syrup
- Natural Fruit Sweeteners
- Blackstrap Molasses

## Avoid:

- Processed Sugar
- Candy
- High Fructose Corn Syrup
- Regular Honey
- Agave Syrup
- Aspartame
- Sucralose
- Cweet
- Neotame

## Hot Drinks:

### 0-10 servings a day

- Herbal Teas

### Moderate (1 - 2 cups a day)

- Coffee
- Black tea
- Cacao

## Avoid

- Pre mixed coffees/teas
- Instant coffee



- 
- Barley mixes
  - Hot chocolate

## **ALCOHOL - AVOID**

### **TO BE AVOIDED:**

\* If on the basic plan then cereals may be moved to the Moderate section, aim for organic whenever possible.

- Any Regular Wheat Products \*
- GMO Corn
- Roasted Seeds & Nuts
- Fava Beans
- GMO Soy Milk
- GMO Soy Beans
- GMO Soy Nuts
- Regular Yogurt
- Cookies
- Biscotti
- Scones
- Crackers \*
- Bagels
- Bread \*
- Cereals \*

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## FAQ

### **Does this mean I can't eat anything sweet? What do I put in my coffee?**

Absolutely not, sugar isn't inherently bad in fact our body **needs** sugar.

The problem is that it has become so prevalent in our society that most of us are taking in HUGE amounts of it without really being conscious of it. What we need to do for this initial stage is eliminate as much as we can all forms of processed sugar and, if we have to, replace it with more natural forms.

Honey, Xylitol or Erythritol.

This way we can crush cravings and give you back control of what you eat.

HOWEVER!!!

I'm always a little wary of giving this advise as many people take it as a green light to eat as much of these natural sweeteners as possible. That is not the intention. I'm saying if you can't live without sugar then these are better ways of getting your sweet fix.

### **What about when I get a hunger attack and just need to eat now?**

There's a hack for that, if you can't stop eating then simply try and consume 60-80% of your total food intake first thing in the morning. Have a picture of protein and resistant starch, so steak and cold potato works great. You should feel a bit uncomfortable after doing this. I guarantee this will kick out this problem for good. Do not do this all the time, once or twice a month at most otherwise we risk doing more harm than good, but as a tool to be used occasionally this works great.

### **Do I have to do all these steps at once?**

Will implementing just a few of these principles be enough to notice any difference?

Yes. Absolutely. You'll be stronger, sharper, and happier by making even the smallest changes in the right direction.

But the more you do, the better you'll feel.

### **This Sounds Really Hard Work...**

Remember this is not forever, what I am trying to do here is to eliminate the things which are damaging you whilst we repair your gut and natural defences before we move on to a more sustainable plan in the future.

For the first month or so until we do that all I'm offering is choice.

**My goal with this entire program is that you know the exact consequences of eating any type of food.**

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So you can decide to eat something to which you are sensitive you know exactly what the result will be, if you decide to take the hit, no problems go for it. But it is you who in control, who understands the cause and effect cycle and you do not feel as though you are a victim to the whims of roller coaster energy, bloating, weight yo yo-ing etc. but instead 100% understand the principles behind all these things and what causes them for you.

Look it's possible that you are one of the people who react differently to gluten or dairy (*I'm sure there are some out there who have a different biological reaction to these things, we are all so different I'd be amazed if there weren't*) but if you're suffering with low energy, weight gain, migraine, insomnia, bloating or pretty much any other symptom under the sun this could just be the breakthrough you need to turn it all around.

## **IS THIS FOREVER?**

**NO!**

This is the initial stage of the program and is designed to achieve some very specific things, mainly re program your relationship with food, allow the gut lining chance to repair, informing you of correct food choices and the importance of quality nutrition and increasing your metabolic rate.

This then forms the foundation for tweaking the template as we move forward and really starting to get real results whilst re introducing food groups and eventually being able to eat pretty much whatever you want.

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## RECIPES

The meals are divided into breakfast lunch and dinner, it is important you eat each meal at the correct time so macro nutrient balance is correct. So eat dinner before you go to bed etc. Within those restraints feel free to mix and match.

If you don't have an ingredient feel free to replace with anything allowed off the Shopping List. If doing this make sure you replace it with a food of the same colour band or higher (ie if the food is green/moderate it must be replaced with a green/moderate or black/eat as much as you like).

Meal timing is also important especially dinner. Eat dinner at least 3 hours before bed, to avoid digesting food whilst you sleep and stealing energy from the recuperative process of sleep.

You may also create your own recipes from the shopping list. If you do this stick to black/eat as much as you like foods at the beginning until you know how your body reacts.

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## BREAKFASTS

### BREAKFAST GREEN SMOOTHIE (that actually tastes GREAT!)

Most green smoothies taste like ass, here we give you one which you'll actually look forward to eating/drinking in the morning and which is packed FULL of everything you need for a kick ass day.

Don't over do this as the spinach can cause problems if overdone but once or twice a week works great.

150g of Spinach/Kale or other deep green leafed veg

1 Tbsp Extra Virgin Olive Oil

1 pinch Himalayan or sea salt.

25 - 50 g Mixed fresh herbs - Parsley, coriander work particularly well here, but feel free to get inventive.

1/2 Avocado

1 tsp Turmeric

1 tsp Cinnamon

40g raw nuts - walnuts work well here but also great with macadamia, almonds, hazelnuts, pistachios, pecans, academia,

1 Tbsp - Coconut Flakes

1 Tbsp - Raw cacao or cacao nibs

If available 1 Tbsp Collagen/Gelatin

Coconut milk as desired (more for a more drink like consistency)

Lightly steam the Spinach (or other green veg) for 2 mins.

Add everything to a blender and blend until thoroughly mixed.

I often add the nuts last and blend lightly so you get a crunchy texture to you smoothie.

### BERRY BOWL

You'll probably look at this and think...wow thats a lot of berries, all those phenols are great food for your bugs!

200 - 500 grams of dark/red berries: blackberries, blueberries, raspberries work best

25g Walnuts, macadamia, or almonds

Sprinkle of cinnamon

#### *Optional Extras:*

Add in some resistant starch with this in the form of plantain or sweet potato, remember to cook them after cooking for 10-15 mins.

### BACON/HAM AND EGGS

The old favourite is back on the menu. The bacon can be substituted for quality ham if preferred.

- 2-3 Free range, wild raised chicken or duck eggs

- 
- 2-4 rashers of high quality outdoor raised bacon

Cook the eggs any way you like, if frying I use coconut or avocado oil. Grill the bacon (do not overcook, crispy bacon is awesome...it's also carcinogenic).

Other traditional staples like mushroom, tomato can be added at your discretion! Also great with avocado.

## **SALMON/SARDINES AND AVOCADO**

Simple fast and filling.

- Wild caught salmon or sardines, in brine or Extra Virgin Olive Oil
- Avocado
- Extra Virgin Olive Oil
- Salt

Empty out the brine or Olive Oil from the can.

Cut the Avocado in half and place both halves on a plate with the fish.

Drizzle Olive Oil over it all

Add a pinch of salt.

You can also add a few poached free range eggs to this for an extra kick.

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## LUNCH

Try to add at least one of the following a few times a week to any of the lunch recipes:

- Chick Peas
- Black Beans
- Sweet potato (cooled)
- Potato (cooled)
- Plantain (cooled)
- Onions
- Asparagus
- Shallots

### SAMS BIG ASS SALAD

This is my go to lunch, I literally eat some form of this pretty much EVERY DAY. That way I don't have to think either when I'm at the supermarket or when I'm ordering what to eat for the day. This is chocked full of nutrients will keep you going until dinner and will prevent mid afternoon dips.

I mix the ingredients up every day so I'll often just be throwing in whatever is in the cupboard and you should do the same. That way you'll get the benefits of eating different foods within the same template. For that reason I've left a lot of the ingredients fairly general ie nuts...feel free to freestyle choosing anything from "What to Eat" list and see what works for you.

In the same light I've been general about the quantities, do what works for you. This is a template, feel free to experiment adding anything of the veg ingredients list!

1 large bag mixed salad leaves  
1 carrot  
1 handful seaweed  
1 handful raw nuts  
1 sliced beetroot  
1 handful sliced red cabbage  
1 handful mushrooms, these are great done in the over alongside the sweet potato.  
1 handful olives  
1 handful radishes  
1-3 Tbsp Apple Cider Vinegar  
1 pinch Himalayan/Sea salt  
Extra Virgin Olive Oil

#### Optional

1 can of sardines or anchovies.  
Eggs  
High quality grass fed meat  
High quality wild caught small fish  
High quality Organ meat

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Mix all together in a huge bowl and scoff while dribbling Olive Oil down your chin!

## **POACHED EGGS WITH SAUTÉED GREENS**

- 2 to 3 cups of kale, collards, spinach or chard
- 2 Tbsp sliced raw almonds, walnuts, pecans, pistachio nuts
- 2-4 poached eggs
- Salt

1. Fill a medium frying pan with an inch of water, add greens, and cook until tender. Drain water and toss to coat greens. Remove pan from the heat; add salt and nuts, and set aside.

2. Serve eggs topped with greens and nuts.

## **AHI POKI BOWL**

This bowl has a number of functional properties. Shallots are very beneficial for the gut. Chick Peas, asparagus and onions all effect insulin sensitivity. Thermogenesis raises the bodies energy expenditure is done via optional cayenne, siracha and jalapeños. If you can't handle spicy food leave off.

300 grams raw tuna, chicken salmon or tofu. You can also use 150 grams of lean steak  
1 cup brown rice cooled down 10 min after heating

1/3 cup chick peas

Apple peels from 1 to 2 red apples

Onions, Asparagus, Shallots. All chopped. Raw is preferable but can do light steamed or blanched.

Jalapeños - Thermogenesis function (optional)

SPICE STACK:

Garlic: Insulin function

Sesame: Fat oxidation

Salt and pepper

Cayenne - For thermogenesis (optional)

Hot sauce - For thermogenesis (optional)

## **STEAK AND EGG BOWL**

200 grams lean steak. Vegans can sub in tofu ground beef.

4 egg whites

1/2 cup chick peas cold out of jar

1/2 cup quinoa

Chopped onions, peppers, asparagus, red apple peels

Tabasco source (optional)

## **PRAWN AND SPINACH SCRAMBLE**

- 1 bag frozen prawns



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- 1 bag spinach leaves
  - 2 - 4 free range eggs
  - Grass fed butter/avocado oil

Heat the butter/oil in a pan. When hot add the spinach, when this has started to reduce add the prawns when cooked add the eggs and stir.

## **SCRAMBLED EGGS WITH MUSHROOM AND AVOCADO**

- 5 Mushrooms
- 3 free range eggs
- Turmeric • Fresh Ginger
- 1 Avocado
- Tsp grass fed butter or coconut oil

With a salad on the side

**IMPORTANT:** when cooking eggs do it slowly so we don't destroy all the nutrients in the yolk. Heat the pan gently with the fat and add the sliced mushrooms. When ready add the eggs and stir. After a minute or 2 add turmeric and the diced fresh ginger and a pinch of salt. Cook until done and serve with the avocado and salad.

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## DINNER

**IMPORTANT:** All of these are intended as the sides with your main meal which will generally comprise of fresh fish, eggs, any vegan substitutes quality meat or even better quality organ meats.

Try to add an option of cruciferous veg to your dinner at least a few times a week.

You can at any time substitute any of the following for some steamed veg or a salad.

### SWEET POTATO WITH CREAMY BASIL VINAIGRETTE & TUNA

- Cook the sweet potato in the over in its skin.
- Make up the vinaigrette (see Dressings below)
- When cooked split the potato in half add the tuna and salsa on top...
- Eat and enjoy!

### UPGRADED GUACAMOLE

This is one of my favourite recipes— delicious, creamy guacamole with an extra brain boost from MCT oil that keeps you full longer than regular guacamole. Eat it with cucumber or celery sticks for lunch or on top of a protein of your choice for dinner! I've been known to just eat a bowl of it with a spoon.

4 large, ripe Hass avocados, peeled

2 to 4 tablespoons MCT oil (note: coconut oil is not a good substitute here, since the flavour does not go well with avocados)

2 teaspoons or more sea salt (to taste)

1 tablespoon dried oregano

1 to 3 teaspoons apple cider vinegar or lime (to taste)

Pinch of ascorbic acid, aka vitamin C powder or lemon juice(optional, prevents browning)

Blend everything with a hand blender until it's very creamy. Stir in chopped cilantro or other herbs of your choice.

### QUICK PLANTAIN PANCAKES

Here is a AWESOME way to enjoy pancakes while avoiding using grains.

- 3 green Plantains
- 100ml coconut or almond milk
- 2 eggs
- 1 pinch of Salt

*For savoury*

- 1 large teaspoon of Oregano
- 1 large teaspoon of Turmeric

*For sweet*

- 2 Large teaspoons of Cinnamon

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Mix all the ingredients in a blender, use a non stick granite coated or cast iron pan (do not use teflon it'll give you Alzheimer's) wait until it is hot and add a small amount of the mixture spreading across the base of the pan. Heat for a few minutes and then ensure that you flip them to cook both sides.

## **CAULIFLOWER - BACON MASH**

You will never miss eating mashed potatoes when you can have this delicious creamy, bacon flavoured mashed cauliflower instead!

1 large head cauliflower, cut into florets  
1 tablespoon grass- fed unsalted butter or ghee (optional, but makes it taste amazing!)  
1/2 tablespoon apple cider vinegar  
Sea salt to taste  
400-500g high quality, preservative-free bacon lightly cooked at medium- low (not crispy — keep those fats intact), diced.

Steam the cauliflower until tender, drain, and blend the cauliflower with all other ingredients except the bacon in a high- powered blender. Stir in the bacon. Pulse until chunky. For amazing flavour, add 1 to 2 tablespoons of the bacon grease (as long as it didn't smoke when you were cooking it at a low temperature).

## **CREAMED VEGETABLES**

The butter and method used here will give the veggies a creamy consistency without using any cream. Try the same method with any other Bulletproof vegetables of your choice.

- 1 bunch asparagus, broccoli, and/or green beans
- 1 tablespoon grass- fed unsalted butter or ghee
- 1/2 tablespoon apple cider vinegar
- Bunch fresh herbs of your choice (parsley, cilantro, oregano, dill, sage, and/or thyme) Sea salt to taste

Steam the veggies until just tender.

Remove 1/3 of the vegetables while hot and put them in the blender.

Add the rest of the ingredients (except the remaining veggies) and blend until smooth and creamy.

Drizzle this mixture over the remaining vegetables.

## **QUICK CHICKEN CURRY**

Pressed for time, you can make use of curry sauce. Look in better markets for curry sauces that are made from quality ingredients and do not contain added sugars. An alternative is to use coconut milk and a teaspoon of yellow curry paste. You can either use fresh or leftover chicken with this recipe.

- 1/2 cup chopped onion
- 1 tbsp avocado oil
- 1 diced chicken breast or thigh

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- 1/4 cup curry sauce
  - 1/4 cup walnuts
  - 2 cups chopped spinach

Sauté (cook rapidly) the onion in the avocado oil until translucent. Add the chicken and heat until cooked through. Add the curry sauce and cashews, continue heating for 3–4 minutes. Remove from heat and stir in the spinach.

### **UPGRADED ICEBERG SALAD**

- 1 head iceberg lettuce, chopped
- 1 small bunch radishes, thinly sliced • 1/2 avocado, sliced
- 1/2 cup olives, pitted and chopped
- 1/2 cucumber, thinly sliced
- 1 Tbsp Olive Oil
- 1-3 Tbsp Apple Cider Vinegar

Add as many or as few of these ingredients as you like and smother in Extra Virgin Olive Oil and Apple Cider Vinegar or alternatively top with the salad dressing of your choice (see below)

### **SWEET POTATO SOUP**

2 Sweet Potato's  
1/2 Butternut Squash  
2 Carrots  
1 Orange  
Water

Peel the carrots, squash and if they're pretty gnarled the sweet potatoes. Chop roughly. Fill a large pan with water and add all of the chopped veg and heat until soft. Remove from heat and add the peeled orange. Blend.

For an extra cream flavour you can add coconut milk (to taste) or a few Tbsp's of grass fed butter.

This is filling enough to be eaten on its own and does not need to be accompanied. You can always add a salad on the side.

### **HANGER STEAK & HERB BUTTER**

This recipe is packed with flavour from antioxidant-rich herbs. Grass-fed meat is high in fat-soluble vitamins such as A, E, D and conjugated linoleic acid. It's also really delicious and satisfying. Not to mention the fact that it takes less than 30 minutes to make.

#### **Ingredients**

- 1 hanger steak (1/2 pound)
- 1 Tbsp Coconut oil
- 1 lemon

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- 1 Tbsp minced chives
  - 2 Tbsp mixed chopped fresh herbs (oregano, thyme, or rosemary)
  - Sea salt
  - 3 cups (about 3 oz.) spinach
  - 1 Sweet potato, Yuca or Plantain

1. Cook the Sweet potato, Yuca or Plantain in your favourite manner
2. Rub the steak with the Coconut oil and set aside.
3. Grate 2 teaspoons of zest from the lemon. Halve the lemon and cut into wedges. Squeeze out 1 teaspoon of juice and set the remaining lemon wedges aside.
4. In a small bowl, combine the lemon zest, chives, herbs, and 1 teaspoon sea salt, stirring well. Stir in the lemon juice.
5. Heat a grill pan over (or fire up your grill to) medium-high heat. Season the steak with sea salt, place on the grill, and reduce the heat to medium-low. Cook, taking care not to char the meat, for 5 to 6 minutes per side for rare, 6 to 7 minutes per side for medium-rare. Transfer the steak to a plate, top with 2 1/2 tablespoons of the lemon zest mixture, and allow to rest for 5 minutes.
6. Slice the steak thinly across the grain, and serve with the spinach, topping with meat juices and a squeeze of lemon. Serves 2.

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## APPENDIX

Anything that has any of the following ingredients (these are code words for gluten) is to be avoided on the Advanced plan.

- vena sativa
- Barley enzymes, extract or syrup
- Cyclodextrin
- Dextrin
- Fermented grain extract
- Hordeum distichon
- Hordeum vulgare
- Hydrolysate
- Hydrolysed malt extract Hydrolysed vegetable protein
- Maltose
- Maltodextrin — this is made from corn or potatoes in North America, but maltodextrin from other countries may be made with wheat starch.
- Oat fiber
- Samino peptide complex
- Secale cereale
- Triticum aestivum
- Triticum vulgare
- Tocopherol
- Yeast extract
- Natural flavouring
- Brown rice syrup (often contains barley)
- Modified food starch — almost always made from corn, potato or rice in North American-made foods, but foods from other countries could contain starch made from wheat.
- Hydrolysed vegetable protein (HVP)
- Hydrolysed soy protein
- Spices - when listed alone on ingredients is often a code word for all the stuff they've put in but don't have to legally tell you about because it's in too small a quantity, none of it normally any good for you.
- Caramel colour — frequently made from barley, but only outside of North America. North American companies use corn to make caramel colour.

### **Most of these common foods have gluten:**

- Malt/malt flavouring
- Soups
- Commercial bullion and broths
- Cold cuts

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- French fries (often dusted with flour before freezing)
  - Processed cheese, such as cream cheese, sliced cheese or spreadable cheese
  - Mayonnaise
  - Ketchup
  - Malt vinegar — but balsamic, rice, wine and apple cider vinegars are naturally gluten-free, as long as they do not contain any other additives. Check the label.
  - Soy sauce and teriyaki sauces
  - Salad dressings
  - Imitation crab meat, imitation bacon bits
  - 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
  - Instant hot drinks
  - Flavoured coffee and teas
  - Blue cheeses
  - Vodka
  - Meatballs, meatloaf
  - Communion wafers
  - Veggie burgers
  - Roasted nuts
  - Beer
  - Oats (unless certified gluten-free)
  - Oat bran (unless certified gluten-free)

**Avoid ALL Grains this includes:**

- Barley
- Buckwheat
- Bulgur

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- Oats (oats themselves don't contain gluten, but are often processed in plants that produce gluten-containing grains and may be contaminated, these are actually part of the plan so make sure you get certified gluten free)
  - Rye
  - Seitan
  - Triticale and Mir (a cross between wheat and rye)
  - Wheat starch
  - Wheat bran
  - Wheat germ
  - Couscous
  - Cracked wheat
  - Durum
  - Einkorn
  - Emmer
  - Farina
  - Faro
  - Fu (common in Asian foods)
  - Gliadin
  - Graham flour
  - Kamut Matzo
  - Semolina
  - Spelt
  - Quinoa

This is not an extensive list...basically if it looks like a duck & quacks like a duck...it is a duck as far as grain is concerned.

Look forward to feeling and looking better!



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## **Find Out More**

If you want to know more about what we offer then check out our website at:

<http://ReigniteMyLife>