The Problem

“Is this it?”

My hands were sweating, I could feel the panic rising in my chest…lying there at 4 in the morning when the demons come to haunt you…

“There’s so much left I want to do…I’m not finished yet…damn it’s just not fair.”

At 20 I had a very ambitious bucket list…I wanted to climb Everest, I wanted to be a professional kiter, I wanted to travel and discover a new Amazon tribe…

My problem was I didn’t really have the time and certainly not the money to actually achieve any of these crazy dreams.

As I hit 37 something shifted, suddenly I found myself with a fair bit of spare cash and much more time to be able to do all these things.

But, there was another problem…

My body didn’t respond the same way I used to when I was 20, I’d picked up a few niggling injuries over the years, had a dodgy back and knees and as a result hadn’t exercised as much as I’d like, I’d put on a few pounds, I knew I didn’t have the stamina or lust for life I used to have.

On top of this I’d just noticed a general decline in my body, my eyesight wasn’t as sharp as it used to be, I’d developed tinnitus and athlete's foot.

To be frank, I was starting to think maybe I should forget about my dreams of old and alter my bucket list to include things a little more realistic for someone of my age and condition.

As if this wasn’t enough, every time I did try to organise something cool with my friends, it was a nightmare. They all had babies or wives or were just busy with…stuff. Meaning trying to organise anything between us was so much more difficult than I ever remembered.

One night in the small hours of the morning I was hit by the dawning realisation that if I didn’t do something about it, it really would be too late.

- Too late to do all those things I’d told myself I’d get to one day.
- Too late to live the life I’d really wanted.
- Too late because my body really wouldn’t be capable of doing them and I just wouldn’t have the stamina or I’d have too many niggling injuries.

In short, I was terrified I’d peaked and that it was all downhill from here, that all I had to look forward to was a slow decline into death, each year becoming a little slower, putting up with a few more aches and pains, having a little less energy and being less mentally sharp.

That morning I resolved to do something about it. I set off on a quest to discover if it was indeed inevitable that my biology would simply decline around me, that the norms of old

age were all I had to look forward to.

My quest led me to a biohacker whose goal was to live to 180.

Now my immediate thought was…

“Who the hell wants to live to 180, being 90 looks bad enough but to have to live another 90 years as a crippled frail old man? No thanks, I’d rather live fast and die young.”

He however took a different view. He said to me…

“When most people think about living to 180, they imagine rushing to 90 years old and then staying at that age for the next 90 years…old, infirm, frail and crippled.

What I plan to do is youth myself and increase my HEALTH SPAN (the length of time I’m fit and healthy).

I’m 40 now, but for the last 5 years I’ve been getting younger metabolically every year. 5 years ago I had a metabolic age of 55…as of today it’s 35.

My plan isn’t to live the rest of my life as an old man…my plan is to recapture my former glory, to youth myself, to increase my health span. To die young at a very ripe old age, and even the day before I die to have a body which can do all the stuff I want it to do, to be able to do all the things I love doing.”

“Is that even possible?” I asked.

“Hell Yeah!” He replied and went on to tell me about Trigger’s Broom.

For those of you old enough to remember, there’s a classic sketch in *Only Fools and Horses* where Trigger is talking about his road sweeping broom…

“I’ve had the same broom for the last 20 years. I look after it well…“

“…this old broom has had 17 new heads and 14 new handles.” says Trigger.

“How the hell can it be the same bloody broom then?” says Rodney.

In this case you’re Trigger’s Broom.

Your cells die, replicate and are replaced with new ones over a time span, ranging from every few days to 7 -10 years…

Meaning in 7 – 10 years you will be an entirely new person, just like Trigger’s Broom.

The problem?

This cellular replication process is not perfect. Things like toxins in the environment, exposure to sunlight, poor diet, lack of movement and a whole host of other things cause new cells to be slightly less perfect copies.

Think of it like taking photocopies of photocopies, until finally the document is unreadable.

This is the basis of ageing and declining performance which we call “growing old.”

Here’s the thing. Your body holds a copy of the original, perfect cell, the blueprint if you like.

And it’s possible, by doing some very specific things, to move your cells back towards that blueprint.

Meaning you can literally rejuvenate yourself at a cellular level and actually IMPROVE your performance as you get older.

Over the course of the next few pages we’re going to do just that. Knocking years off your biological age in the process and significantly extending your health span, so you can do more of what you love, for life.

The Fundamental Flaw

First off we have to unlearn a few things.

There is one fundamental flaw which sits right at the heart of the health and fitness industry.

One flaw which is probably costing you your health, stealing your stamina and exuberance and leading to a much more rapid decline in physical and mental performance than is necessary.

You see…

Most of our knowledge of what works in health, in fitness and in performance is based on advice which comes from gurus and influencers who are paid to look great, eat amazingly and work out every day or studies of elite athletes.

Studies which are then used to inform what the lay man does, following the ethos “if it’s good enough for Usain Bolt, it’s good enough for me.”

To a certain extent this is true, except for two huge flaws.

1) Most of us do not have the time to dedicate all our life to looking and feeling amazing. We need a system which works in the real world.

2) All athletes and even most influencers are interested in looking and performing the best they possibly can RIGHT NOW, so they can look great for that next Instagram photo, win that next medal or game, or just make the team this week.

Very few of them are looking at the optimal way to sustain their performance or the way they look over 10 - 20 or more years.

This leads to one HUGE problem.

Often the very things which give us amazing performance or incredible bodies right now like High Intensity Interval Training (HIIT), fasting, extreme diets, calorie counting…lead to impaired performance in the long term and certainly age us faster. (we’ll go in depth into why all of these are bad ideas if your looking to feel and perform younger in the next few chapters)

Talk to any of the thousands of athletes who now struggle to walk properly due to overtraining and putting too much wear and tear on the body, or have heart problems from simply pushing too hard at a young age.

Though it breaks my heart to say it, as the man is a living legend, I think he would probably agree when I point to Ronnie Coleman as the ultimate example, world champion bodybuilder who can now barely walk.

The key idea to take away here is, the way we are doing things at the moment:

High performance comes at a high cost.

And that cost is being passed on to us, because many of the practices of high performance people have been handed down to us under the guise of common sense.

The real fact is there have been very few studies run on what it takes to perform optimally for a long period of time, as again most athletes and influencers just aren't interested in knowing.

They want to perform and look great today and the devil may care about tomorrow and this attitude gets passed down to us in the habits and beliefs we form by following what they do.

For most of us however, especially as we get to 35+, we start to feel the effects of these short term strategies we've been inadvertently implementing on our lifestyle.

We note our performance declining, our health failing, our body starting to degrade.

This is especially cruel as it's about this time when we start to have the time and money to actually do the things we've always wanted to do, only to find our body betraying us.

There are some people who have taken the long term view.

Tom Brady started his career as a quarterback very quietly as a new player to the NFL he was nothing special and no one really ever expected him to be anything other than average.

Tom however had dreams of the Super Bowl.

Unfortunately for him by the age of 25 he was on the brink of retirement. He was in pain all the time from the punishing training to the point where he couldn't really keep up on the pitch and had failed to really break through to the starting line up, his future in the NFL was very much in doubt.

He was pissed off and disillusioned.

Now at the time the perceived wisdom in the NFL was to train players HARD on the training pitch and play even harder on match day. When players inevitably began to break the coaches would pump them full of drugs to hide the pain and shove them back out on the field to carry on.

Again focussing on the short term performance benefits this would bring rather than taking a longer term view which might enable the athlete to keep playing for a longer period of time (the average career length in the NFL is 3 years!).

After one particularly intense training session, when Tom really didn't think he could carry on, the team doctor came to give him the usual pain killing injection and something snapped. He broke tradition and refused to take the drugs, he was going to find his own way.

He realised that his aching limbs, his inability to improve, his stagnation as a player was not due to a lack of painkillers.

About that time there was a lot of new research coming out on advanced ways to stimulate the body to recover faster, grow new muscle quicker, to upgrade the brain to work more quickly and learn faster, to effectively youth yourself.

It later became known as Functional Medicine and Biohacking.

Working with a team of experts, Tom incorporated many of these methods into his lifestyle.

And promptly became the laughing stock of the NFL.

Tom and his "hippy" methods were ridiculed by players, coaches and doctors alike.
Tom stuck to his guns, he continued to believe in what he was doing, kept using the same techniques, kept the same methods of training.

After a few months something amazing happened.

He started to improve…at rates never before seen.

Tom was 25 when he had his “ah ha" moment.

He’s now a 6 x Super Bowl winner (the most of any player…ever) and is considered the greatest quarterback of all time, with a career spanning over 20 years in a sport, remember the average career length in the NFL is around 3 years.

One more important fact…

At the time of writing he’s 43…and still going strong…in fact for the last 8 years he’s performed better on every single test the team runs him through, than the previous year… he’s getting better with age.

“Well, so what? He’s a freak of nature, what does that have to do with me?” you might be asking yourself.

He’s not the only one.

There are an increasing number of athletes and non athletes who are defying age and proving the body and mind can keep going long beyond what has traditionally been thought of as normal just by incorporating a few simple techniques.

Joel Greene, my mentor, who provided much of the inspiration for this book, is 58 going on 38. Zlatan Ibrahimović is still playing football at the top level at 40. Look at Tom Cruise in the latest Top Gun movie. I’m sure you know someone who just seems to be a lot younger than they are.

Do genetics play some part in this?

Of course.

Can genetics be overcome and bent to our will?

Absolutely.

I'm going to show you the fundamentals of these techniques here, the absolute essentials, the things you must be doing for long term performance, health and happiness rather than short term gain.

Yes, there's all the sexy stuff which people are talking about today, nootropics, peptides, single strain bacteria. In this book I'm not going to cover any of that…why?

None of that matters if you don't put in place what follows on these next few pages. What I'm giving you here will give you 80% of what you are looking for. That sexy stuff I mentioned before…that's the final 20% which you can build on top once you have these basics covered.

Try and start with the sexy stuff, without having these fundamentals in place and you'd be putting rocket fuel into a Skoda and you could sit back and watch as the poor car shook itself apart as soon as you start the engine.

And therein you can see my secret aim in writing this book.

I'm going to give away as much as I can, the totality of my knowledge in these areas *(or at least as much as I can while it keeping it compact enough that you'll actually finish reading the book and implement most of what I'm talking about!)*.

As I'm writing this I'm imagining sitting with a dear friend who's asked for my help and I'm just giving them EVERYTHING. Now this goes against the common marketing practice which is to give people just enough to get them hooked and leave them hungry for your next product.

So why am I doing this?

Well, it's two fold.

First I genuinely believe health can save the world, in particular your health.

I'm not going to be the guy who comes up with the next major breakthrough to cure world famine, or solve war for good…but you might be. Hell, you may not be about to do that either, but you might be the person who smiles at me as we're passing in the street and really brightens up my day, which may be worth just as much.

I want to give you the absolute best shot at doing it. By getting your brain and body working as well as they possibly can, for as long as they possibly can, so you can be the best you possibly can be, I often find that when people feel great they are intrinsically kinder to others as well.

We're all on this ship together and we need to help each other.

The second reason is, I want you to implement what you read in this book, feel amazing realise that what I'm giving you in this book really works and decide you want to work with me to take it to the next level. To go beyond the fundamentals, see how deep the rabbit hole goes and just how incredible you really can feel.

Not by tricking you, playing mind games or through fancy marketing, but just by laying it all out and letting you decide for yourself if you like what it is I'm saying. The proof of the pudding, as they say, is in the eating and so I want it to be here.

That way, if we do work together, it's a relationship based on trust and mutual respect from day 1 and you already know it will work, rather than you worrying I've tricked you into it.

If you don't decide to work with me, no problem. If you implement what I talk about here I know it'll have a profound, positive effect on the rest of what will be your long and happy life and that's great for me.

More on this later, but you can find out more on my website at: https://reignitemy.life

Now before we go any further I have to tell you, I am not a medical doctor and you should therefore not take what I'm about to say as medical advice. I would strongly advise you to consult your doctor before doing any of what is to follow.

That said, let's get started on this journey.

The Hierarchy of the Human Body

The body has a hierarchy of needs. A hierarchy of things without which it will die.

A lot of these we know about from birth.

- We can go for **years** without exercise.
- We can go for **months** without food.
- We can go for about a **week** without sleep.
- We can go for a few **days** without water.
- We can go for a few **minutes** without oxygen.

The body also has a hierarchy to the systems within it.

For example when we look at almost any pathway in the human body, the system which sits right at the top of it is the immune system.

Now, if we want to affect a system, the higher up the hierarchy we go the more control we can exert over that system. Think about a river, the closer to the source you can divert it, the easier it is to divert and the greater effect you can have on its route.

Most people, when they are looking at health, look at diet and exercise, which are hugely important parts of the chain. However in the list of priorities we have just built we can see they are the LEAST important.

Sleep, water and oxygen are all MUCH higher up in the hierarchy and so have MUCH more power to affect human health.

Likewise, when we look at the bodies' internal systems, if we can gain leverage over the system at the top of the hierarchy, the immune system, we can gain leverage over the entire body.

That's what we're going to be doing over the course of this book, taking a hierarchical, immune centric approach to health and doing it in a system which works in the real world. By that I mean you don't need to spend hours in the gym each day, crazy amounts of time on food prep or a shed load of cash on supplements.

The simplest plan, for the biggest results, focussing as high up the hierarchy as we currently know how, to get you feeling, performing and looking like you're 10 years younger.

Let's look at an example of the hierarchy in action so you can understand what I'm talking about.

ATP or Adenosine 5-Triphosphate, is the body's fuel source. It's so important that without it you would die in seconds.

Imagine your cells as a totally automated factory, which is a surprisingly accurate analogy. What is it that keeps this factory running?

Electricity.

ATP is the cells electricity. Without it nothing works..this is known as death,

In fact, a clever chap by the name of Blackwell calculated you produce your OWN BODY WEIGHT in ATP each day!

Where on earth do you get the resources to do that with? You only eat a kilo or 2 of food a day and even the human body can't magic something out of nothing.

The answer is oxygen. The body uses oxygen to create ATP.

That's why oxygen is FAR more important than food.

Ok so now you see how this works I'm going to introduce you to the player at the highest rung of the hierarchy…

The Immune System.

The 2 Biggest Vectors In Ageing

When you track back every major system in the human body and look at the master controller, every single time we find the immune system. When looking at the immune system we have reached the very tope of the hierarchy.

Thus if we can gain control of the immune system, we gain control of the master switch.

At the heart of the immune system are things called macrophages. These are white blood cells which have passed into the tissue and as a result get a fancy name in medical jargon.

Macrophages have 2 roles (it is a little more complicated than this in reality but this analogy will do for us) they can be in special forces mode (known as M1) or doctor mode (known as M2).

When in special forces mode they go in to the scene of injury or infection, shoot up the place and generally cause a huge mess. If you've seen the Matrix, think of the Squiddies, as it's a pretty good analogy for these guys. Now the important thing to realise is that when these guys are doing what they do, they are actually **creating** inflammation.

When they flip into doctor mode they go in and clear up the mess created by the special forces. This we know as healing and it's an **anti**-inflammatory response.

The other HUGE function these guys have in both modes is to communicate with the tissue in which they are present. In doing this they receive signals from the tissue and send information back to the tissue. This information is basically asking for and giving instructions on which mode they need to be in, based on the needs of the tissue.

As a simple example, let's say you have an infection. If everything is working correctly Macrophages arrive at the scene of the infection and the tissue tells them,

"Right I have a problem, I'm being invaded by these bad guys, I need you to get in there and kick some ass",

"Lock and load", say the macrophages, as they put their game face on, pull out their assault rifles and head in guns blazing. Creating a load of inflammation in the process.

During this time the macrophages are constantly communicating with the tissue, asking it,

"Do we keep going?"

Until such a point is reached as the tissue decides that enough is enough and says,

"Good job chaps, now I need to start healing."

At which point the macrophages switch to M2 mode (doctor) and start healing and reducing the inflammation.

All good so far.

Now what's important to realise is that neither of these modes is good or bad, it all depends on the stage of the injury/infection and the tissue they're operating in.

For example.

If you don't have cancer you generally want as many of the M2 doctor macrophages around as you can. To lower inflammation and promote healing.

In late stage cancer however you want as many of the special forces as you can, to go in there and kick the cancer's ass…the last thing you want is doctors healing your cancer!

Why Is This Important?

Ok so now you have a grasp of the immune system I want to show you why this is so important our quest to feel 10 years younger.

Probably the 2 biggest drivers of ageing are fat and muscle.

To understand why we need to delve a bit further into inner space. Bear with me, when this all makes sense you'll have a much greater idea of why you age and understand why what we talk about for the rest of this book, works.

Lipopolysaccharides (LPS's) can be thought of as the bad guys. A very simple way of envisaging them is as invaders which attach themselves to bacteria in the gut. Invaders which should stay in the gut and pass out of the body naturally. If however, you have holes in your gut lining (and most of us in this day and age do), they can sneak into your system through these holes.

As they pass through the gut wall they enter into the bloodstream and very often find themselves in the fat where they start to cause damage, leading to inflammation.

Now, it's important to realise, in a healthy person this will not happen as their gut doesn't have holes in and so won't let through anything which shouldn't be there. So the LPS will stay out of the bloodstream.

Once LPS enter the fat, the fat signals to the special forces to come and deal with them. So the immune system sends in the M1 macrophages. These guys go in and shoot the LPS up, causing more inflammation in the process.

This inflammation attracts more LPS, which in turn attracts more of the special forces… now remember how we said macrophages talk to the tissue around them?

As they communicate back to base to send in ever more kill teams the fat starts to panic, alarm bells start ringing, alerting the surrounding fat cells (which may not even have LPS present) who call in the special forces for themselves. And so the state spreads to surrounding tissue, meaning it starts asking for M1 macrophages which in themselves are inflammatory.

So now we see the fat start to set on fire as the panic spreads from the initial site across the whole fat mass, as it calls in more and more M1 macrophages which cause system wide inflammation.

Essentially breaking the fat.

When this happens the fat is no longer able to do its primary job of storing fatty acids which instead stay in the bloodstream. Now the body has to do something about this so it stores them around organs, primarily the liver, as visceral fat.

This eventually breaks the liver causing it to become insulin resistant, when this happens the muscle follows suit and becomes insulin resistant in turn.

This is very bad news…

So now you have fat and muscle tissue all signalling like crazy to the surrounding tissue to recruit more inflammatory macrophages and so the signal spreads and spreads.

Think of this signal as messengers being dispatched to different parts of the body. The message they carry tells these tissues to take up the inflammatory cry in their own organs.

And so the fire of inflammation spreads over the whole body.

Now…

The percentage of your body which is made up of fat and muscle can be 90+%.

So just by sheer mass, when this breaks, the power it has to drive whole body inflammation, via propagation of the inflammatory signal, is HUGE. And when I say inflammation you could easily replace that word with ageing.

Likewise if we can reduce the inflammation in the muscle and fat, we can have a hugely positive effect on whole body signalling, inflammation and through that the ageing process.

It's for this reason that we are going to focus on these 2 major drivers of ageing in this book. Showing you how you can return them both to healthy, youthful configurations which will in turn drive healthy, youthful signalling across the entire body, reducing your biological age by at least 10 years, in many cases a lot more.

It All Starts In The Gut

So we mentioned that the way fat initially breaks is because LPS's penetrate the gut wall and get lodged in the fat.

So the first thing we have to do before we even think about correcting any of the other systems is to repair the gut wall.

Otherwise it's like fighting a siege, with the castle gates open, against an endless enemy. No matter how many of the guys inside the keep we manage to kill, more will always pour in.

We have to shut the gate and drop the portcullis first.

We do that by convincing the little guys who make our gut their home, to do it for us.

There are 2 key strains of bacteria present in the gut which have more influence over human health than any others. They are found in great abundance in all the healthiest, longest lived populations on earth and where ever we see disease, we see a distinct lack of them.

They are Akkermansia and Bifido Bacteria.

Now I could write books just about these 2 little guys, but suffice to say they play a huge role in frontline defence and they and their metabolites are the key to sealing and healing the gut wall. Metabolites are the waste products these bugs produce, which in this case are great for us!

As importantly if not more so, these bugs also modulate the immune system by sending out signals to the entire body to flip macrophages from M1, special forces mode into M2, doctor mode.

So by having high populations of both these guys we firstly stop the LPS from penetrating the gut wall and getting lodged in the fat, thus removing the source of the inflammatory signalling.

At the same time we also start to convince all those M1 macrophages which are sending out inflammatory signals to instead turn into M2 healers. Win, win…

In short, we want plenty of these guys.

How do you get plenty?

By feeding them.

These guys love very specific types of food, specifically apple peels, phenols and resistant starch.

Now I've lifted this protocol straight from Joel Greene's book, "The Immunity Code" as, if we are taking an Immune Centric approach to health, it forms a key component. After

you've finished this book I would highly recommend you go and read Joel's book, as it takes all the core concepts here and expands them to the nth degree.

The reason I've done this without any embellishment, is because it just straight up works, it's simple and the effects are profound. (I've also asked Joel if I could include it here and he was kind enough to say yes)

Here it is:

Week 1
Peels from 2 apples (organic, preferably red) first thing in the morning

Week 2
Peels from 3 apples (organic, preferably red) first thing in the morning
HMO (Human Milk Oligosaccharides) *(1 serving)* with the apple peels *(if you notice bloating from this discontinue use and just carry on without them)*

Week 3
Peels from 3 apples (organic, preferably red) first thing in the morning
HMO *(1-2 servings)* with the apple peels
Red Phenol Powder *(1 tablespoon a day) - this is basically an amalgamation of dried red and black berries and other high phenol plants.*

Week 4
Peels from 4 apples (organic, preferably red) first thing in the morning
HMO *(1-2 servings)* with the apple peels
Red Phenol Powder *(1-2 tablespoon(s) a day)*

For a deeper dig into the science go and check out Joel's book where he dives into it in geeky detail.

In just 30 days this protocol will radically change your gut flora. You'll have smoother poo, less digestive problems and a lot of people who have been gluten or lactose intolerant will notice the negative effects of eating these foods disappear. Not bad in 30 days.

More importantly for us it means we've closed the gates of the gut and have locked the bad guys out. So the effects of everything else we do from here on in will be multiplied and sustainable.

That doesn't mean you have to wait for the 30 days to be up to keep going, the quicker you get moving with everything in this book, the better you'll feel.

Young Muscle

Ageing muscle is one of the chief determinants of how fast you will age, the older your muscles the faster you age…in this chapter I'm going to show you how to keep your muscles young.

If you follow the recommendations I make, and do the exercises, in 6 months you can reasonably expect to have reduced your biological age by 8 - 10 years.

When we are young we have a good balance of fast and slow twitch muscles. In a nutshell and to keep things simple, fast twitch muscles are responsible for explosive power and slow twitch muscles are responsible for endurance type exercise.

Ageing impacts fast twitch muscle fibres far more than slow twitch.

Research using biopsies has shown that old people have fewer and smaller type 2 fast twitch muscle than young people. While type 1 slow twitch muscle remains more or less the same throughout life.

This is why you often see old people running or cycling but rarely see them sprinting or powerlifting.

Now this is a classic case of chicken and egg…

- Do people stop doing these exercises because they get old or
- Do they get old because they stop doing these exercises?

Science would suggest it's #2

Why does our fast twitch muscle suffer as we age while our slow twitch muscle remains untouched?

To answer this we have to think about the main uses of these different types of muscle.

Fast twitch is our explosive muscle, the muscle we use when running away from a tiger, or more importantly when our fight or flight response is activated, as whenever this happens it's very likely we'll need to get out of danger fast or fight off our attacker. Both of which require fast twitch muscle.

As a result fast twitch muscle works intimately with the fight or flight system to the point where this type of muscle has receptors which are activated specifically by cortisol.

Why?

So when you drop in to fight or flight and your body starts dumping out cortisol in spades, your muscles can take this cortisol and use it like a car would a nitro, to give you that extra burst of speed or power when you need it most.

Ok so this is great, however…

Fast twitch muscles also degrade in the presence of cortisol (messed up I know).

So as fast twitch muscle is exposed to more and more cortisol, you lose more and more of it. Now this will happen naturally over time anyway but in our super stressed, high paced world, it's happening even faster.

Ever heard the statistic that you lose 1% of your muscle mass every year after 40? Well it's mainly due to this effect, it's fast twitch muscle you are losing.

So why is this important for ageing?

Mitochondria are the energy producing cells of the body, absolutely essential to life, the more we have of them and the better they work, the slower we age…simple. Again it's more complicated than that but this suffices for understanding the point.

Fast twitch muscles are our primary storehouse of mitochondria.

Add to this the fact that muscle represents so much of your total body mass, so any change or decline in the mitochondria in the muscular system has a huge effect on the rest of the body due to the sheer percentage of your body composed of muscle.

So less fast twitch muscle = less mitochondria = less energy for everything = more rapid ageing.

This is why muscles are a key vector in the ageing process.

So if you want to keep muscles, and by extension the rest of your body, young, you have to focus on training fast twitch muscle fibres as you age. In other words doing the exact exercises most people stop doing as they age.

Over the next few pages I'm going to show you exactly how to do this in a way which can be done even if you have zero time to workout or have never worked out in your life, irrespective of your age.

Sound good?

Let's get started.

The Paradox of Exercise

Picture the scene if you will. Your long lost cave dwelling ancestor is walking along scavenging for berries, minding his own business, when from behind the nearest bush jumps a very hungry tiger.

If he's smart he'll run, run as fast as he possibly can.

The moment he starts running his body does some pretty amazing things.

His body recognises that if it doesn't get away from this tiger NOW then it's time on this planet is at an end. As a result, while he's running, it shuts down all non essential systems and diverts their power to the ones which will help him escape.

It realises that if it doesn't get away from this hungry beast it'll never eat again. So it shuts down all digestion processes, voids anything in the bowels to make him lighter (so he can run faster) and crucially stops processing nutrients from food.

It shuts down all sexual function as it realises, quite smartly, if he doesn't get away, he'll never make sweet love again.

So all those great hormones he needs for peak performance and which make him feel so great (testosterone I'm looking at you) stop being produced.

It diverts all this energy to the muscles, the heart and the lungs and starts to propel our great, great, great…. grandfather away from the hungry big cat.

Now there may well come a point in this chase where the body has burned through the available energy the body has. So what does it do?

Once it has used up those stores, it starts stripping resources from other places. The gut wall is a great example and one of the first places it goes (remember how it's shut off digestion) to get the fuel it needs. So it literally starts stripping living, working cells from the gut wall and converting them to energy. (Which is why a lot of marathon runners have messed up guts!)

It also pushes the muscles themselves so hard that they start to tear and rip. This is what causes the aching the following day, you've actually damaged the muscles.

It does this labouring under the idea that,

"Look it doesn't matter if I break these, currently non essential systems, as once I've got away from this beasty I'll be able to chill out, recover and repair them again."

This works great as he can spend the next few days sitting around on the savannah chatting nonsense with his mates.

In the modern world things are different.

We go to the gym, do a workout which is our equivalent of being chased by a tiger, the body doesn't know the difference. Then on our way out we grab a coffee and a muffin and head back to the office and our stressful lives.

Following the example of elite athletes and influencers, we probably go to the gym 3 - 4 times a week. That is, our body thinks it's being chased by a tiger 3 - 4 times a week.

What we forget is, they get paid to look good, to be fit, and so also dedicate plenty of time to sitting in the jacuzzi, lounging in the sauna and the cold pool, having massages etc.

We on the other hand put our system under the massive stress of being chased by a tiger 3 - 4 times a week, force it to scavenge our digestive system and our sexual system 3 - 4 times a week…and then put it under even more stress during the time it should be recovering by having a stressful job, being a parent and doing all the things inherent to modern life.

As a result our body never gets to that *lie around on the savannah and talk nonsense* recovery phase, never rebuilds the gut lining, never replenishes its stores of testosterone, so we just keep doing it more and more damage…

And ladies if you're thinking you're exempt as you don't need testosterone, think again. You absolutely do, just in smaller amounts than men and if you're low in it, you'll feel and perform and lot worse.

Let's look at a real world example.

Why Navy Seals Are Big Girls…Literally. Not that I'd ever tell one to his face!

When people think of macho, Navy Seals come pretty much at the top of the list and for good reason, they are amongst the elite of the worlds' warriors (not as elite as the SBS but that's an argument for another day!)

At the end of their training Navy Seals are put through something called "Hell Week" which as it sounds is pretty miserable.

Now one year they decided to take the Navy Seals testosterone levels just after finishing Hell Week. What they discovered blew their minds.

These big macho Navy Seals averaged the testosterone levels of a 13 year old girl!

Their body thought it had been running from a tiger for so long without ever flipping back into recovery mode, they had totally destroyed their hormone levels.

So why am I telling you this?

Because we have to forget everything we've been told about working out. All of which is designed to get you looking good in the short term but will lead to major problems long term.

Look, the reality of this is simple to understand. Which is more appealing as a marketing angle:

1. Great abs in 6 weeks
2. Great abs in 6 months

Statistics tell us #1 wins every time. People want results quickly and so the health and fitness industry has supplied what they demand, no matter how unrealistic the actual claims or, if they are achieved, how much damage getting there will do the body long term.

He person selling you the product and often you the consumer, don't consider how these same methods will leave you feeling in 10- 20 years time, you've paid them got the result (or not) and they are on to the next client.

This isn't their fault, it's the way humans are wired. We are naturally very bad at assessing cause and effect when the cause is separated from the effect by more than a few seconds.

So what's the solution?

To start to answer this, let's look at a study done at McMaster University in Canada.

2 groups were tested to see how long it took them to cycle 18.6 miles.

One group then went on to perform a high intensity workout on a stationary bike, comprising 30 seconds of intense bike riding at 250% of their VO2 max *(a common marker used to determine fitness)*, followed by 4 minutes of rest. They repeated this 3 – 5 times until they had completed a total of 2 – 3 minutes of hard cycling.

The second group cycled at 65% of their Vo2 max for 90 to 120 minutes.

Both groups cycled for 3 consecutive days every week for 2 weeks.

Breaking it down over the 2 weeks, the first group performed a total of 12 – 18 minutes of high intensity exercise. The second group 9 – 12 hours of much lower intensity exercise.

After this 2 week period both groups were told to repeat the initial 18.6 mile test.

The result…

Both groups improved to the same degree.

Biopsies were performed and even at this level they noted the same improvements.

In short, zero additional benefit was gained by the low endurance group, but they did get a lot more wear and tear on the body…97% more!

What we can surmise, and what increasingly sport scientists are coming to realise, is that exercise, like a drug, has a Minimum Effective Dose (MED).

A MED in terms of frequency, concentration and dosage.

Or speaking of exercise a MED in terms of number of times a week, intensity and amount of reps or sets which will give the greatest benefit. Transgress this window and do more than the MED and we do not get more benefits but more toxicity and wear and tear, don't do enough and we don't stimulate the adaption response.

This study seems to point towards the possibility the MED for exercise could be much lower than we ever thought, as long as the exercise is performed in a certain way.

In fact after the completion of these studies the lead scientist began investigating whether even the tiny amount of exercise performed in this study was above the MED.

He conceded that as little as 5 minutes of this form of High Intensity Exercise every 7-10 days could be enough to provoke a significant adaption response in subjects.

Why is this important?

Because crucially this style of exercise puts a lot less wear and tear damage on the body meaning its much more sustainable as a plan for life.

So this is exactly what we're going to do.

Farmer Fitness

The big problem with most workout plans is they require time, motivation and dedication...with the lives we all lead these days those things are in short supply.

So I've designed a workout which is 100% do-able, builds fast twitch muscle, takes almost ZERO extra time and even if this is all you do, will result in you reducing your biological age by 8 - 10 years in the next year...and the key is, it's really simple to stick to, so you will actually do it!

The idea here is simple. Starting at just 3 times a day, choose an exercise from the list below and do it for between 20 seconds to 2 mins.

That's it.

No warm ups, no cool down, no getting changed or going to the gym…hell, when I started this I was doing squats in the toilets at work!

As you get better, up the time you're doing the exercise for and the amount of times a day you are doing it. Feel free to mix up the actual exercises done depending on what you want to focus on.

That's it, super simple, and therein lies its power.

The power of any exercise program is **consistency over time**. Going to the gym and working out like crazy for a month and then having 3 months off because you got bored, injured or feel like you've hit your goals is a sure fire path to rapid ageing and serious injury.

Just doing what I talk about here will see you make huge gains over time...and the key is, it's easily doable.

The beauty of doing exercise this way is if you were to just try and do 100 push ups every day, not only would you likely fail, you'd likely not try and do it ever again.

10 push up's is psychologically much easier to face, requires no warm up and for most people should be fairly easy (if it's not easy choose a different exercise or do less).

Remember the idea here isn't to beast yourself, it's to get the blood flowing and keep sending the signal to the body that it needs the muscles, as they're being activated often and so not to let them deteriorate. For that reason you should not ache the next day, if you do you've done too much and should dial it back for a few days.

Choose from 1 of the following exercises, if you don't know what they are a quick search on google will show you:

- Push Ups
- Sprints (start small with these and build up)
- Burpees
- Squat Thrusts
- Mountain Climbers

- Squats
- Lunges
- Planks (rather than doing so many reps hold each one for so much time and slowly build up)
- Pull Ups

Focus on form, ie. ensure that you are doing the exercises correctly. As soon as you feel yourself losing form, stop. This is crucial to avoid injury and ensure you are working the muscles you really want to be working.

If this is all you do, you could happily do this for the rest of your life and you would have a much longer health span as a result. If however you want to take it to the next level I offer you…

The BIG 5

If you want to go to the next level, throw in the BIG 5. That is, **no more than once a week**, throw in a much heavier workout of low reps and high weights.

Aim to encompass the BIG 5 movements of: (again if you don't know what these are a quick search on google will show you)

- Deadlifts.
- Bench Press.
- Squats.
- Shoulder Press.
- Pull-Ups.

And aim for 3 sets of 6 - 8 reps, by the last few reps you should be unable to do any more, even if you had a gun to your head. Total muscle failure is the key here.

For that reason especially for beginners I recommend using machines to do these movements as they force you to have the correct technique, once again lowering your risk of injury.

Free weights are undoubtedly better as they train the complete muscle, but they can move in directions we don't want them to as well. If you want the best of both worlds do the first set or 2 with free weights and then do the last set on a machine. You'll be getting tired by the last set and your technique will suffer meaning you are more likely to be be recruiting the wrong muscles, machines keep your technique solid.

Why does this work?

As we've said, muscle, especially fast twitch muscle, is a huge vector in ageing.

This workout will massively promote the recruitment of fast twitch muscle fibre which is so precious as we age. By doing it no more than once a week, we are lessening our chances of wear and tear leading to injury, providing plenty of stimulus to grow new muscle, leaving plenty of time for recovery, whilst ensuring we aren't running around constantly jacked on cortisol because we're over training.

It also means you don't have to spend your entire life at the gym.

Ladies don't worry, this won't leave you looking like an American Wrestler. That physique is actually very difficult for women to build due to differences between the sexes (I go into this more in the chapter on recovery). What it will do is give you a finely sculpted body, without having to spend all your time in the gym.

It will however, male or female, leave you broken, and that's the idea.

For that reason, we do this at **an absolute maximum once a week**, often less. Of course we don't want you sitting around aching for the next 6 days so let's look at how to recover like you were 18 again.

As a quick hack if you want really quick gains without taking steroids probably the best thing to do is simply 2 x your calories and up the intensity and frequency of this workout for 10 - 14 days, combining it with everything else I'm going to teach you in this book, in 2 weeks you'll put on about as much muscle as is possible without taking steroids. You'll also probably see a massive increase in testosterone but that's another book!

Do this once or twice a year or whenever you want to put on muscle fast.

Heal Like Wolverine

So we mentioned earlier that whilst you're actually running away from the tiger your body is breaking itself down, the muscles you are using to get away are literally tearing from the strain.

The body sees that tearing as an injury.

Now, the body has a mechanism in place for dealing with injuries..it's called the immune system and it's the best mechanism on the planet for healing the injury and in doing so promoting muscle growth…bar none.

What if instead of using magnesium rubs, compression garments, red light and other fancy things to promote recovery we could use the human bodies own mechanism, the immune system, but…

MASSIVELY amplify the signal?

The Bodies SWAT Team

We've already met macrophages, the main players in the immune system, earlier in the book. As a reminder, these are white blood cells found in the tissue which can take on either the role of special forces (M1) or doctors (M2).

When we work out and injure muscle the body's first response is to send in teams of the special forces, M1 macrophages to the muscle. They go in and provoke inflammation to allow the healing process to start.

This goes on for about 2 hours post workout, after which, levels start to decline for the next 18 hours.

By the 24 hour mark the special forces have almost entirely handed over to the doctors who can get in there and start the recovery process proper for the next 24 - 48 hours.

Or at least this is what should happen.

In unhealthy, obese and aged people what we often see is this handover never happens and so they just ache…for ages.

Even in young healthy populations we can massively increase recovery time by simply amplifying the signal to send even more special forces initially and then make the switch over as quickly and efficiently as possible and directing even more doctors to the site to speed recovery.

This idea of timed recovery and using the bodies' own system to enhance recovery is ground breaking and it'll totally change the way you recover.

Let's dive into how you do it.

The How of Hacking Recovery

To understand recovery fully we have to understand that it is primarily an immune reaction.

Straight after injury the body floods the (now injured) muscles with as many of the M1 macrophages (these are the special forces) as it can. They go in, do their thing and provoke an inflammatory reaction.

Although this may seem like a bad thing this is always the first step in the healing process and is essential.

Then at a critical point the body decides enough is enough and starts to heal. To do this it tells the Special Forces to flip into Doctor mode and start healing by sending in the M2 macrophages.

So if we can tell the body to amplify these responses, to send many more special forces in initially and then flip them all to doctor mode, we massively increase the signal and so improve and reduce recovery time. As a side effect, we're also doing a lot of other cool stuff, like encouraging muscle stem cells to propagate, meaning we can keep on producing muscle for longer.

Now science can tell us (more or less) when these changes are supposed to happen, which means we can, through the use of a few little hacks and an understanding of when these hacks need to be applied, massively amplify the response.

So the first hour or 2 after exercise is critical.

This is when the body musters the special forces and sends them in to do their job. During this time we want to be doing everything we can to amplify this inflammatory signal so the body sends in more of the special forces. The larger the response we can provoke here the stronger the healing response will be later on and the better we will recover.

From the 2nd to the 6th hour these inflammatory signals are starting to wind down.

Hour 6 through 24 the inflammatory signals continue to wind down.

From hour 24 through the 72 the doctors take over and the healing process starts, we now want to amplify the healing signals and help the body to lower inflammation.

At the 72 hour mark the job should be done and balance should be restored.

Now there are differences in the genders and between ages, for example, women generally do not have such a strong initial immune response as is found in men (meaning they don't send in as many special forces) this means the counter reaction of the healing process is also slightly blunted as compared to men as well. One of the reasons why women don't end up looking like an American Wrestler without a lot of work.

Ok great I hear you saying but what can I do?

Well we can actually start before we even begin with what we do pre workout.

PRE-WORKOUT

First I would eat a cold potato (cooled for at least 15 mins), this drives butyrate production in the gut. Foods which drive butyrate also drive anabolism, there are also peptides found in potatoes which actually drive muscle growth.

Along with this I would mega dose Vitamin D up to 20,000 iu and take a gram of sodium.

Myostatin inhibits the growth of muscle. Do an image search for *“myostatin inhibited cows”* on google for an example of what I’m talking about.

So by taking them before a workout we are inhibiting the thing which inhibits muscle growth thus priming our muscles to grow.

Now before you go and do this every day, be aware, Vitamin D toxicity is a real thing and this is a HUGE dose, designed to get a very specific result. If you’re going to do this one, get your Vitamin D levels checked regularly (it’s a simple test your doctor can do) and use sparingly.

Then…

0 - 2 HOURS

Immediately after exercise, jump in the sauna for 10 mins, this will activate HSP70. This is an essential part of the initial inflammatory response which is often missing in obese or old populations, but everyone can benefit from a bit more at this stage. If you can, immediately after this get cold. Jump in a cold plunge pool or take a cold shower.

I realise this cold step may be harder for some, so it’s ok to skip but it will give you an extra few % on your recovery.

Post sauna (or post cold exposure if you’re feeling brave!) take a shot glass of unpasteurised, grass fed milk which increases muscle synthesis and increases phenylalanine and threonine uptake.

With the milk knock back 3-5 grams of L-Glutamine and 2 grams L-Arginine.

To top it all off and this works especially well for ladies (as we’ve already said women do not have such a huge inflammatory response post workout) add in some Citrulline which will amplify the immune response.

It’s important you avoid taking antioxidants in this initial period but ideally for this entire first 24 hour period as by doing so you’re blunting this initial inflammatory response.

6 HOURS

Here’s a great time to add in a bit of turmeric/curcumin which will help the body to preserve and propagate what are known as muscle stem cells. These cells go on to form new muscle fibres but have a finite tread life, meaning once we’ve used them all up we can’t grow new muscle.

So we want to preserve and propagate these guys as much as we can if we want to be able to keep growing muscle into our old age.

24 HOURS
Ok so now we want to start slowly calling those doctors in and reducing inflammation.

Possibly the best way to do that (and one which these days has a LOT of science behind it) is grounding. Grounding is basically coming into contact with the earth through a bare bit of skin.

Now here I'm not talking about just walking around barefoot for a few minutes, though that certainly works if you're going to do it all day, but a proper grounding mat that you can sleep on for an entire night. One which either plugs into the wall or attaches via a steak to the ground is great.

Of all the things which can cause a body wide reduction in inflammation, this is one of the most powerful. So for the next 2 nights you'll want to be sleeping on one of these. Of course you may decide to go full caveman and just sleep on the grass in your back garden but I leave that choice to you.

Then pop 2 grams of N-acetyl cysteine or NAC a supplement which comes from the amino acid L-cysteine

Now admittedly this works best in glutathione depleted populations (aged, obese, sleep deprived) but the mechanisms of NAC we are interested in work separately from glutathione so this will still work in other populations.

Basically NAC consumption accelerates the normalisation of REDOX (reductive/oxidative stress) status after exercise. Basically it returns the body towards balance. So it's great for helping to recruit more doctors to the cause.

If you want to supercharge this, add in alpha-ketoglutarate (AKG) and Glycine to the mix. Glycine is a rate limiting amino for glutathione and AKG works to help muscle synthesis.

You'll also want to take a dose of Calcium Lactate.

This switches M1 to M2 macrophages (turns the special forces into doctors) in muscle. Once again this is especially important as we age, as levels of lactate in the blood decrease with time but again everyone can benefit from this.

Adiponectin is a crucial hormone during the period as well, as it is inversely correlated with body fat, regulates fatty acid metabolism and skeletal muscle and stimulates mitochondrial biogenesis in muscle while correlating nearly 1 to 1 with mitochondrial DNA levels in muscle. So we want plenty of this bad boy.

Fortunately this one's easy, eat plenty of walnuts and avocado around the 24 hour mark.

24 - 72 HOURS

From here we need to keep recruiting the doctors and getting rid of the special forces.

A problem I see a lot of and used to suffer from personally, was that I would exercise and then would ache for days and days afterwards. This is something I see a lot in older and obese populations and it's due to the fact that they simply can't recruit enough doctors to calm down the inflammation. So we need to amplify this signal as much as possible.

This period is also crucial for the muscle stem cells. We met these guys earlier but as a recap your muscles tread life is determined by the amount of muscle stem cells you have as these stem cells are responsible for the formation of new muscle fibres.

Once you burn through these bad boys, that's it, you literally can't put on any more muscle, so we want to take care of them. The problem is if there's a lot of oxidative stress around in the 24 - 72 hour period it stops them from propagating. Meaning you burn through your supply even quicker.

So we absolutely need to get these inflammatory signals down and recruit more doctors to the injury.

So all you're going to do here is carry on with what we've already talked about:

Grounding
NAC
AKG
Calcium Lactate

So pulling it all together would look something like this:

Pre Workout Hacks
Cold Potato (cooled for 15 mins)
20000 iu VitD
1 gram Sodium
Do not do this if you have heart issues

Hour 0 - 2
Unpasteurised Grass fed milk - 1 shot glass
Sauna 10 mins
L-Argenine, L-Glutamine
Cold
Citrulline

Hour 6
Turmeric/Curcumin

Hour 24
Grounding
Increase walnut and avocado consumption
NAC
AKG - Glycine
Calcium Lactate

Hour 48 - 72
Grounding
NAC

AKG - Glycine
Calcium Lactate

Do that and just see how your body loves you for it, now and for the rest of your long, happy life!

I talk about this a lot on my Instagram channel @reignitinglife if you want to follow me there it'd be great to chat to you.

The Paradox of Young Muscle

I have a mate called Dave. At 30 Dave was an amazing athlete, highly resistant to injury and the fittest person I knew.

Now 45, he's given up pretty much every sport he used to do, rarely leaves the sofa and has pretty much stopped. And it could have all have been easily avoided.

At 37 Dave tripped over a paving flag in the street and damaged his knee. Nothing major, certainly nothing worth getting looked at *(or so he thought at the time)*. But it meant that every time he did any sport his knee caused him pain.

As a result he didn't push himself as hard, didn't improve as much, didn't enjoy what he was doing as much and inevitably did less and less.

As he did less his fitness declined, to the point where he struggled when he did exercise. He started putting on weight which made the whole process just that little bit harder…

Until eventually he gave up altogether and rather than doing the sports he loved, contented himself watching others do them on YouTube.

All because of a stupid knee injury

Which could have been easily dealt with.

However injuries like this are the main reason I see people after 40 giving up. I'm not just talking about sports, but many of the things they love.

So for me the most important thing we can do to keep on enjoying life in our body as we pass 40, 50, 60 and beyond, is to become more resistant to injury and heal faster when we are injured.

And this is where the classic "Catch 22" situation arises.

I told you earlier that to keep muscle young you have to work on explosive movements to build fast twitch muscle fibres.

But…

The reason most people stop doing these exercises as they get older is because they don't want to get injured and these types of fast twitch focussed, explosive exercises are the exact type of exercises we are told to avoid as we get older as they will injure us.

So before we just dive into this and get injured we have to ensure our body is actually able to do it.

Again we need to do this in a way which takes almost zero time and so is actually sustainable over time but which also actually works.

Enter…

Adhesions

As we age our muscles get old with us. BUT when I say old in this context what I really mean is damaged.

Muscle fibres are supposed to run straight through the muscle.

All that sitting around we've been doing at work, those niggling injuries we picked up in our teens, the fact we've been exercising in a way **not designed for longevity of performance**…

Leads to those fibres becoming entangled into knots like Spaghetti Junction.

These knots are called adhesions and they occur in muscle tissue where collagen fibres "stick" to adjacent tissue.

These adhesions pull the muscle tighter, making it denser, whilst at the same time forming a weak point. So when we twist in a weird way or receive an impact they break rather than absorb the impact.

This then prevents nutrients and lymph fluid from getting into the muscle itself. It also affects the length and strength of the muscle involved making it both shorter and thus tighter and weaker, making it more prone to injury.

This is the main reason why a child of 5 can go from sitting around playing computer games all day to a full on sprint at the drop of a hat. Whereas most 40 + year olds doing the same would pull up in agony after 10 metres.

So to keep young muscle we want to be regularly breaking down these adhesions in our muscle.

Luckily this is really simple and very inexpensive.

It's as simple as getting hold of a Lacrosse ball and squirming around on it whilst it drives into the adhesions breaking them down (and causing you ridiculous amounts of pain in the process, it's worth every grimace in the long run!).

The idea here is to use the ball to find the parts of the muscles which hurt…those are the adhesions and will fell like solid lumps in the muscle. Drive the ball in until you feel somewhere between a 6-8 on a pain scale of 10 and then move it slowly around the area for anywhere between 2 - 6 minutes.

(We don't want this to hurt too much or the body will simply lock down that area)

The action of driving the ball into these adhesions will break them down, allowing nutrients back into the muscle and flushing toxins out, significantly improving the function of the muscle.

If your struggling for inspiration on this one I suggest the book, "Becoming a Supple Leopard" by Dr. Kelly Starrett or check out any of the books by Christopher J. Kidawski.

A couple of words of advice from me on this one.

When you break these adhesions up you are causing a fair amount of inflammation in the body, just like when you exercise and so will need to build in recovery time like after a workout. This is especially true when you are just starting out as you're likely to be having a big effect on them and breaking down serious amounts of muscle tissue.

Do not be surprised if the day after you ache.

You are also changing the actual size and weight bearing capabilities of the muscle itself. Making it longer and stronger. The sensors within the muscle which detect this (the Golgi receptors and the Muscle Spindal Fibres) need time to register this new capability with the brain.

Because of this, it is not advisable to do a big session breaking down adhesions and then head straight into a heavy workout.

Leave it 24-48 hours so your brain has time to register your new, younger muscles abilities to avoid injury.

This is also the reason why you may feel a little uncoordinated after a serious session with the Lacrosse ball, as your brain literally doesn't know where your limbs are in space for a while.

Initially these sessions may take a while, believe me it's worth it. Think of this as your new warm up and cool down, it'll be a lot better for you and prepare you much better for exercise than stretching ever will.

When I first started with this I was spending much more time breaking down adhesions than I was actually working out.

A LOT more.

Once I got my body more or less straight again (I was horribly twisted from a head which wasn't seated straight on my neck) I was able to flip the switch and now when I workout I know I'm doing it with a body which mechanically aligns much more efficiently and so get more bang for my buck whilst massively reducing my chances of injury. I also move like I'm years younger and have got rid of a lot of the aches and pains which seem to plague us as we age. This leads to more confidence when I do sport as I'm less worried about getting injured.

If you just don't have time for this or want to really use what we've talked about here and take it to the next level, this next section is for you…

Flossing For The Body

The exercise I'm about to give you is super simple but if done for the next 6 months will radically change the way your body feels and hugely decrease your chances of injury. If you combine it with the Lacrosse ball work we've just talked about you'll literally feel like you're walking around in a body that's 20 years younger in that time.

Think of it like flossing your teeth, it's something you do every night just before bed and it takes about as long.

All you're going to do is 3 simple movements and hold each one for 3 deep breaths (in and out through the nose).

Do 2 repetitions of each pose.

As you get better, increase the number of breaths and repetitions.

The Movements (if you don'0t know what they are a quick search on google will show you)

- Downward Dog
- Cobra
- Child Pose

That's it, this will loosen up your body, lengthen muscles and help you sleep better.

Conclusion

So we've just given you several really simple protocols, please don't think just because they are simple they are worthless, nothing could be further from the truth.

As I said at the beginning, I've worked with people who have just done a few of these things and measured their biological age when they begin and after 6 months…without fail it has dropped by 8 - 10 years.

That's not bad for a few minutes a day!

Of course there is much more we can throw at this and the rabbit hole goes ever deeper, but this is a GREAT start (and to be fair the only one you would ever need) but if you do want to take it further I offer a program where I'll personally coach you as we implement everything I talk about in this book.

If you're interested, you can find out more clicking here >>

Ok, so that's one side of the traditional modus operandi of the health and fitness industry cracked, now onto that other misunderstood behemoth…

Understanding Fat

We have to understand what fat is if we are to understand how to get rid of it, unfortunately no one's really taken the time to do this. We believe that fat loss comes down to calories, will power and priorities.

Nothing could be further from the truth.

We also believe some old myths which still get in our way of seeing what is really true and what really works. Myths like:

1. Just create a calorie deficit and weight loss is easy
2. The body wants to be thin
3. There are no negatives to fat loss
4. A calorie deficit always drops fat and always works the same.
5. Weight loss works the same regardless of age or amount of times done

We're going to re address each of these and show you what is actually true, because it's only by understanding how something really works that we can affect it meaningfully. A lot of what comes will be new and will challenge what you believe, keep an open mind.

I'm going to try not to dazzle you with science, not going to try to show you how clever I am by bandying around lots of big words and science studies, so you believe I must know what I'm talking about. I don't really care how clever you think I am (I'm no cleverer than you for sure), what I do care about is that you get results, so instead I'm going to appeal to your common sense.

Strap in, things are about to get interesting.

Why It’s Hard To Lose Weight

Fat, in ancient times, was the body's most precious resource.

In an era when food often required a lot of exertion to find, was generally lower energy density (as wild animals struggle with this same problem much more than our domesticated species do these days and so their meat was much less fatty), combined with long term periods where food was just scarce (ie. most winters)…

Fat was hard to put on and even harder to keep on.

When you didn’t have enough fat you were that much more likely to die in the next period of famine or just when you got injured or sick.

Think how much fat we lose these days when we are ill or look at anyone who is dying and watch how they burn through their fat. This is the body using this precious resource in an attempt to prolong life and heal.

So powerful is this drive to put on and then keep hold of fat that the body has literally HUNDREDS of mechanisms to ensure this happens. Which is why losing weight and actually KEEPING it off, is so damn hard.

The body still thinks it’s living in those times where fat is a precious resource…and the same rules still apply.

Why It’s Even Harder To Lose Weight If It’s Not You’re First Time

First up before we go any further, we need to understand 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 you’re 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)*.

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 lost weight and then put it back on again (this is called weight cycling) 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.

Why?

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 relatively easily they think they’ve found the miracle cure and so decide 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.

Let me give you one example of this.

Your fat cells are themselves extremely delicate as the cell nucleus is very close to the cell wall and so easily damaged. As a result they are surrounded by a scaffolding called the Extra Cellular Matrix (ECM).

The best way to think of this is, the fat cells as eggs and the ECM as the egg box. The ECM holds the fat cells in place, gives the fat itself structure and protects it.

When we lose weight the fat cells shrink.

Now using a different analogy image of the fat cells as bricks in a wall and the ECM as the mortar. When the bricks shrink, the mortar itself has nothing to adhere to, and so starts to break apart itself.

This is exactly what happens in your body when you lose weight. The ECM surrounding the now shrunken fat cells, breaks.

The body sees this breakage as an injury.

Now the body at this point has 2 choices. It can either:

1) Repair the ECM, which is a highly resource intensive exercise, taking lots of time and energy.

2) Refill the fat cells, which is easy to do, repairs the injury and solves the problem of lost fat…again, remember, the body sees fat as a precious resource.

Which of these 2 do you think it will try to do?

That’s right, it’ll go for easy option 2.

Ok so let’s say, you manage to convince your body to take the harder option and rebuild the ECM (I’ll show you how to do this later in the book), all is cool, right?

Not so quick…

Just like any other tissue as the ECM is repaired, scar tissue builds up which if done repeatedly causes fibrosis of the ECM, which is a driver for inflammation.

In addition to this the ECM is made of specific types of collagen. The type of collagen the body uses to repair the ECM is called Collagen VI.

The problem is, this is a different type of collagen to the collagen the ECM was originally built from and is more pro-inflammatory in nature.

So simply through the act of losing weight you have changed the structure of the ECM to one which is designed to promote weight regain in the future via the pathway of inflammation, whilst making it harder to lose weight again.

And this is just one way in which the structure of fat changes. There are many more.

So you can see why weight loss in someone who has never lost serious amounts of weight before is an ENTIRELY different beast to weight loss in someone who has cycled weight up and down several times, the structures of the fat has changed so we are dealing with a totally different problem which needs to be approached in a totally different way.

Now, as we get older our fat gets older. As it gets older its structure naturally changes to be more pro-inflammatory (mainly due to an increase in the amount of lipopolysaccharides and resultant M1 macrophages in the fat tissue).

So when you're an older person who has cycled weight a few times things get even harder.

That's not to say impossible, just that if you're one of these people who has tried EVERYTHING and nothing seems to work anymore this is what has happened to you.

Don't worry, it's repairable. We just need to take a slightly different approach to what you've done before.

Why Counting Calories Is Pointless

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).

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.

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.

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, counting calories may work for you depending on the configuration of your fat and your goals, it may not, and as you get older and have lost weight and gained it back more than once, it becomes increasingly likely that just counting calories wont work.

The configuration of your fat, your age, your medical background will all determine what tools you need to use to get the job done.

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 by all the toxins you are eating and a traffic jam of toxins builds updating to enter the liver.

At which point rather than let these toxins rampage round the bloodstream causing all sorts of carnage, the body decides to encase the toxins in fat and store them somewhere they can't do any harm.

Then when the liver has cleared the traffic jam, the body gets rid of the fat, releasing the toxins back into the bloodstream, where they head to the liver, which now has the resources to do its job and detoxify them safely.

If you are eating a high toxin diet the liver never clears the backlog and so just keeps storing more and more fat to deal with the toxins.

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!
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.

The Dark Side of Fasting

Fasting has been held up as the way to age like Peter Pan and lose weight effortlessly. Just go without food and you'll age slower, have more energy, lose weight and feel amazing.

And in the short term I absolutely agree with all of this.

The problem is, we have been sold on the idea of fasting as a lifestyle. I have many, many friends who practise some form of Intermittent Fasting, up to 18 hours, every day.

Why is this a problem?

To start to answer this, let's go back to our ancient ancestors…

They would often endure long periods of involuntary fasting especially during the winter months when food was scarce.

Then one of the tribe would bring down a large mammal and the tribe would spend the next few days absolutely **GORGING** on it…

Not one of them would be saying,

"Uuurgh, hang on a minute, I'm doing a five day water fast, I need to wait another 5 hours to eat,"

As the hunters brought their catch back…

They weren't worried about their blood sugar levels, or if that much food would make them fat, they were feasting to stay alive.

They would certainly never have consciously chosen to fast and would expend a lot of energy to ensure they never had to go hungry at all.

As a result of these times, the human body is absolutely designed for short periods of fasting and these periods generally do us a hell of a lot of good…as this is when the body does an awful lot of internal housekeeping.

(When I say short term over this chapter I'm talking around about 6 months)

What the body is not designed for is fasting as a lifestyle. Deliberately starving the body every day for years on end.

And we'll see how long term fasting can lead to some very serious problems and come up with a better way to create your own Peter Pan Plan to age better, and stay younger, for longer.

We're going to dig into the science to find out why and in doing so uncover some general principles which you can use for the rest of your life to keep you on the right track in the face of new health fads and fitness crazes.

One of the major benefits of fasting is weight loss…and again, for short term or well managed fasting, that is very true.

However let's dive in and rip apart the argument for longer term fasting and weight loss.

Often in our past we would be forced to fast for extended periods of time. Maybe there was a particularly bad winter, a period of drought or just a tough season. Any period where food was scarce. As a result the body is perfectly happy to fast for around 1 - 6 months, some people can go longer than others. *(When I say fast here, I'm generally talking about calorific reduction over the period rather than eating nothing at all)*

When the body is forced to fast for longer than this it starts to get concerned…it thinks,

"Hmmm, ok, so it seems summer isn't coming, maybe it's just a bad year…**or maybe it's an Ice Age**. I'd better tighten my belt for a while just in case."

And so it does…

Things such as dropping your metabolic rate and messing up your hunger hormones. *(We talked about some of the things it does when we talked about calories)*

Fasting takes this to the nth degree.

Imagine the reality your ancestors would have faced when they entered into a period of extended fasting. Maybe the winter was really long, or for whatever reason food was just really hard to come by. They would have had no choice but to tighten their belt and enter into an extended period of fasting.

When you go into this starvation mode your body absolutely doesn't want to have to share any food it does get with a baby during this time of famine…so it turns down your sex hormones as well.

Problem sorted, no libido, no babies, no little bugger trying to steal what little food you have from you.

We see this in ladies all the time, when they drop below a certain body fat percentage (normally around 15-20%) and their periods stop. That's literally their body saying, *"nope, there's not enough food available for you, so I'm damned if your having another mouth to feed."*

At the same time it raises cortisol to ensure you have the energy to get off your butt and go and find some food. Which, if this cortisol flood continues long term, will lead to serious metabolic issues.

Now again fasting in the short term is fine, but for many who have been fasting long term they get to a point where these hormones are so out of whack their body doesn't know if its coming or going and they inevitably reach a stage where they start eating like CRAZY as the survival instinct kicks in…

And put back on any weight lost, with interest.

Many people at this point will just say, ok all you need is willpower…

To them I say what I mentioned earlier…

“Hold your breath until you pass out…”

You can’t…I know.

Why?

Because of our old friend, survival.

The same mechanism is at play when you’re using willpower to avoid eating and your hormones are out of whack,..it’s just not possible, the drive to survive is simply too strong.

Meaning you come out of a few years of fasting with an eating disorder and messed up hormones.

The Long Term Effects Of Extended Fasting

Now when I starting out studying all this, someone would say to me the words, “Disrupted gut biome” and I would think, *“yeah, so what, no big deal…sure those guys who live in my gut are useful but I don’t really need them…”*

It wasn’t until I managed to properly mess mine up and endured five 5 years of hell as a result that I realised just how central these little critters are to health.

Let's start by throwing a curveball:

- A Catfish has 104 pairs of chromosomes on its DNA.
- Humans have 23…

What the hell?

How can an animal so far beneath us on the evolutionary hierarchy have more complexity in its DNA than us?

The answer is simple, we have outsourced our genetic complexity to the bugs in our microbiome. We have so many different species of bugs, with such a huge and varied amount of DNA, that they fulfil the role of providing genetic complexity for us.

In short their DNA performs many of the functions which our DNA cannot.

Want an example?

We are always told we need to eat healthily, to get our vitamins and minerals etc…

The human genome very often doesn’t have the ability to actually extract the nutrition we need from these foods.

What we’re actually doing is feeding the gut biome.

Our bugs eat the food we eat, break it down and then the metabolites they put out (think of this as the waste products they create) are the nutrients our bodies need. We have outsourced the processing of these foods to our gut biome.

Incidentally this is why so many people these days are gluten or lactose intolerant, they simply lack the bugs to break down these foods.

So without a healthy gut biome it doesn’t matter how healthily we eat, we simply can’t get the nutrients we need.

Of all the bacteria which make up your microbiome there are 2 which seem to sit at the top of the chain in terms of importance…we talked about them and started feeding them earlier, they are:

Bifido bacteria and Akkermansia.

These 2 bacteria have so many downstream effects on many different and important aspects of health, chief amongst them immune function.

When we look at the most healthy, long-lived populations on earth these 2 bacteria are always found in great abundance at all ages.

For most of us in the West however, the opposite is true. We are born with these 2 species in great numbers and, for most people once we pass 20 these bacteria start an alarming decline until we are left with almost none by the time we hit 60.

Why are they so powerful?

Well I'm sure you're aware of the benefits of fasting.

- Weight loss,
- Youthfulness,
- More energy,
- Clearer thinking…

and again all of these are absolutely true…

When we look at the actual biological pathways which fasting activates within the body to achieve these results, we see that these bacteria mimic those effects almost perfectly.

Fasting activates the following pathways:
- PCG-1a
- SIRT1
- AMPK

Bifido activates the same pathways:
- PGC-1a
- SIRT1
- AMPK

Don't worry you don't need to know what these specific pathways are, but they are all essential pathways to activate often if we want to be as healthy as possible. I just want to show you that Bifido activates the same beneficial pathways as fasting.

So simply by having healthy levels of Bifido we are reaping many of the benefits of fasting 24/7 and the effects are cumulative, so by having high levels of Bifido we can amplify the beneficial effects through fasting.

To complete the cycle short term fasting has been shown to have a beneficial effect on both these bacteria,

Why?

To answer that, let's turn our attention to the other agent in this dynamic duo to use as an example…

Akkermansia.

Akkermansia, eats mucus in the gut layer. This mucus is responsible for protecting us against potential pathogens and outside nasties from entering into the bloodstream…

So why is a bacteria which eats it a good thing??

Because the body responds by producing more mucus, so Akkermansia thins the gut mucus layer and the body thickens it back up again with new, young mucus.

Fasting, means Akkermansia feeds on internal mucus and multiplies, which is obviously awesome!

Ok so this all sounds like fasting is great.

However…

When you fast all the time, it over-populates the gut with Akkermansia and eats it all the time which wears the gut lining down.

Notice how we keep coming back to the idea of balance as the key factor in the human body as far as health is concerned..not too much and not too little.

And this brings me to probably THE MOST important point of the entire book...

The human body is a homeostatic system.

What does that mean? Well, think of your boiler.

It constantly monitors the temperature and tries to keep it stable at a certain level.

Every single system, organ, whatever in the human body works in exactly the same way. In fact it's so crucial that health can be summed up in one sentence…

HOMEOSTASIS IS HEALTH.

In short the body needs balance. In ALL things.

So too much of anything is a bad thing.

A few examples of this.

- Anti-oxidants

We've all been told to ensure you get as many antioxidants as possible…but no one is talking about the fact that having too many antioxidants is REALLY, REALLY bad for you and will cause all sorts of damage.

- Carnivore vs Vegan

This one gets almost religious in its intensity but the simple truth is we need both meat and vegetables.

We absolutely need fibres provided by plants as it provides the food for certain bacteria in our gut…at the same time other bacteria just as essential for health can only eat meat…so neglect either one long term and you're on course for serious gut disruption and long term health problems.

Moving forward you can use this idea of balance to navigate the entire field of health. When assessing a new diet or plan you have to strip away all the marketing speak and ask…

"Is it balanced?"

Let's take a few examples…

- Keto, high fat, almost no carbs…is this a balanced plan…NO.
- Vegan, no animal products…is this a balanced plan…NO.
- Carnivore, only meat products…is this a balanced plan…NO.

You get the picture.

Now again that's not to say that these can't do you good when used short term…that is for between 6-12 months. Just that the long term effects will almost always be negative.

When insulin sensitivity is high we will see increased rates of fat oxidation, i.e. you'll burn fat easily.

As a counter to this the major problem I encounter with a lot of people trying to lose weight is insulin resistance which has the opposite effect and makes it very difficult for them to burn fat (at least in a helpful way). Now this is only one problem caused by insulin resistance. In the long run it's a killer, plain and simple, as it leads to fatty liver and an ever increasing amount of visceral fat (fat around the organs).

Fasting has been seen as great as a counter to insulin resistance as when we fast we are not spiking blood sugar and so not provoking an Insulin response, which allows the body time to clear insulin from the blood and over time has a great effect on sensitising the body to insulin.

And it works…short term.

However, we have to realise, insulin sensitivity is like a muscle, we need to work it and keep it sharp.

Meaning we need to provoke an insulin response every now and again to maintain insulin sensitivity.

What we are starting to see in people who practise long term fasting or other low insulin provoking diets (keto, carnivore I'm looking at you) is over the long term these people are actually developing insulin resistance as their *insulin muscle* is not being worked effectively for years on end.

So we've got the seemingly ridiculous situation where people are now going on high carb diets to cure fasting induced insulin resistance.

We need to start to understand that insulin sensitivity is not static, it is dynamic and is affected by a number of things:

It can be improved by:

- Slow acting carbs
- Indirect stimulation of adiponectin, GLP-1 GIP (these are hormones which support insulin sensitivity in the body)
- Direct stimulation via phenols and resistant starch (these are foods for our bugs which in turn help us maintain insulin sensitivity)
- Short term fasting
- Short term Keto

It can be made worse by:

- High sugar loads
- High fat
- Excess protein sustained
- Prolonged fasting
- Prolonged keto
- Excess glucagon (a hormone made in the pancreas which helps to regulate blood sugar levels)

So hopefully by now you can see why this darling of the biohacking industry has a darker side as well.

Ok, this is all great but what can you do?

Well, the idea I'm really trying to drive home is the idea of short vs long term.

Is fasting or keto or carnivore or vegan bad for us short term…absolutely not, in fact they're all tools I use with a lot of my 1 on 1 clients when we're looking for very specific results.

Does that mean they're good for you long term….NO. Why because long term they all generally lack balance.

So before we go on to the specifics of what you can actually do about all this, the 2 big takeaways I want you to have from this chapter are the importance of **BALANCE** and the need to understand the effects of **SHORT** vs **LONG** term.

Balance is the only protocol which has no pathological issues when done long term…the ONLY one.

Now does that mean you can't find examples of people who do KETO or fasting or some other extreme lifestyle adaption for years and are in great health? No of course not. There are always outliers, who for genetic, epigenetic or reasons we don't even know about yet can thrive doing that particular lifestyle…

Does it mean that what works for them will work for you? Very, very doubtful.

"Ok great Sam, I'm convinced," I hear you say, *"so how much fasting is enough?"*

Easy, do an intermittent fast of between 14 - 18 hours for 3 days in every 7.

If, at the same time, you repopulate your gut and sky rocket the population of Akkermansia and Bifido by following the protocol I gave you earlier to amplify the effects of the fasting you are doing, you will reap all the benefits of fasting with none of the downsides.

A Really Simple Plan

Vegan, Paleo, Keto, Carnviore...the list goes on and on. How the hell are you supposed to know which is right for you?

Ok, let's really simplify this down. I'm not going to go into the science (or this book will span into eternity) I'm just going to lay it out using common sense.

First up you have to understand one thing.

"All Food Is Toxic"

Meat breaks down into ammonia and plant foods contain lectins all of which are highly damaging to the human body.

But each food also provides a counter effect to the toxins of another. So for example the phenols found in plants counteract the toxic effects of ammonia and render it harmless.

Ergo the key to any food plan MUST BE BALANCE.

Want an example of this at work?

The major problems we are seeing today are gluten and lactose intolerance. Does this mean that cereals and dairy contain something particularly harmful in them?

No...well at least no more harmful than steak or avocado.

The problem simply comes from the fact that we eat SO DAMN MUCH OF THEM.

Look at the ingredients of almost anything you pick up from the supermarket and it'll have one of these 2 in it. As a result we are taking in such huge quantities of the toxins in these foods that they override the bodies natural defences and over time cause intolerances.

If we were to eat ANY FOOD in the quantities we eat these foods we would be having an epidemic of *(whichever food we're eating too much of)* intolerances.

Each different food also contains different nutrients and we need them all.

So the second component of any diet MUST BE VARIETY.

Now is a vegan diet balanced and varied? Is a Carnivore or a Keto diet balanced or varied?

The answer is NO.

In fact the closest model we have to what I am talking about is the Mediterranean diet which in study after study after study comes out as the healthiest diet for humans. Why because it includes **Balance and Variety**.

When you ensure you are getting this balance and variety from real foods you are getting close to the perfect human diet.

What Do I Mean By Real Foods?

This one's actually quite simple. Draw a line from the sun. The more steps the food goes through to get to your plate the less *"real"* it becomes.

For example:

Broccoli growing in your garden in the sun, picked 2 minutes ago and put on your plate...that's about as straight a line as we can get.

Grass which is growing in the sun, grass gets eaten by cow, you kill and eat the cow.

Now we've added in an extra step but in this case this is a good thing. Humans can't eat grass so we're actually getting the cow to do our job for us, extracting all the nutrients from the grass and turning it into a concentrated form we can eat.

Ok, let's look at a different example:

A potato sitting in a greenhouse in nutrient deficient soil in Wales. (I have no idea if they grow potatoes in Wales its simply to make a point)

To make up for the lack of sun fertilisers are added daily and because of the lack of nutrients and not being in their natural environment the potatoes are prone to attack by insects so they are sprayed in pesticides regularly.

These potatoes are picked before they are fully ripe as they have to arrive at the next step in the chain ready to eat, because of this they haven't had time to develop their full nutrient profile.

They are then loaded on to a ship to be taken to a factory in China.

Here they are covered in oil and salt, sliced by a machine and deep fried, packed up and then put back on another ship to be sent to the UK, where they sit on a supermarket shelf for 3 weeks before you buy them and enjoy a delicious packet of crisps.

These crisps have gone through so many steps they are, by the time you eat them, not food for humans any more and certainly not real food.

Simply put: The more steps the food goes through before you eat it the worse it becomes for you.

EASY.

The 4 Stooges

We can actually make it even simpler.

There are 4 things common to pretty much all of these "Not-Real Foods."

I call them **The 4 Stooges** and they are substances added to our foods which are entirely man made. If all you were to do for the rest of your life was to avoid these you would likely lead a long and happy life.

What are they?

- Refined cereals (as an example, most flours)
- Refined sugar (and sweeteners)
- Plant oils* (as an example rape seed oil, vegetable oil etc)
- Trans fats (often found in margarine)

*I personally still eat small quantities of extra virgin olive oil and coconut oil as these have significantly less Omega 6 whilst being much more stable at temperature than other plant oils.

Out of all of these I would probably say that trans fats and plant oils are the absolute worst.

“Simple, I’ll just cut those out,” you might be saying.

Hang on a minute...

Those nuts you're about to eat...what were they roasted in? My guess is plant oil. That tin of corn you’re about to pop open...why has it got refined sugar in it?

The problem is these stooges are EVERYWHERE, in minute quantities maybe, but quantities which very quickly add up to cause you HUGE problems.

So we need a simple way to deal with this.

Easy.

Real food has one ingredient.

An egg contains...well, egg. Broccoli contains broccoli. Build your meals from foods like this and you can easily cut out all this man made rubbish.

So a simple, easy summary:

Eat for balance and variety, eat food which is as "real" as possible containing 1 ingredient and avoid the 4 stooges.

THAT'S IT!

We've just simplified millions of nutritional books into just a few words and you are now armed with more nutritional know-how than most of the “gurus” out there.

Now that is actually enough knowledge to change your life and redress the balance but for those of you who want more…

Before I go any further I do not mean to come across as being flippant. I know that weight loss is a huge challenge for many people. I’m simply trying to blow apart the myths which

have been put out there, often by well meaning gurus who think because something worked for them it will work for the rest of the population as well.

For those of you for whom this is a struggle try the things in this book, see how they work and if you need more help and support give me a shout about my coaching program. I guarantee I won't let you fail!

A More Complicated 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 these chapters we are looking to change your diet to support fat loss and muscle maintenance, lower inflammation, reduce 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.

This is where you will START, it is almost certainly NOT where you will FINISH. Do this for a month or 2 and see how you feel. Then as long as you follow the simple rules laid out in A Really Simple Plan chapter you should be able to start reintroducing a lot of the foods you have taken out here whilst staying youthful and not regaining any of the weight you're going to lose over the coming months.

Think of this chapter as providing 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

I've divided this program into 2 plans. The Basic Plan and the Advanced Plan. If you are in 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 lose a lot of weight and/or have specific challenges I would recommend the Advanced Plan.

What's the difference? Simple. On the Advanced Plan you'll do everything 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:

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 you're 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 body's reaction to food and your brain's 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 your 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.

You're not eating for you, you're eating for your bugs.

A lot of the time on this plan we are not interested in your nutrition, we are interested in feeding the bugs in your gut the right foods, so they grow and multiply in your gut.

There are a few specific families of gut dwelling bugs which have been shown to improve health across all areas, we will be feeding these bugs. If you do the Advanced Plan you'll see we cut out grains and dairy. This is because many of us have lost the bugs to process these foods, as we repopulate your gut you can reintroduce a lot of these foods with no negative effects.

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.

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.

Eliminate all synthetic additives, colourings, and flavourings.

This includes aspartame, MSG, dyes, and artificial flavourings.

Cook your food gently

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.

Small pre meal fat based snacks

These 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.

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)

Switch to grass-fed meat and wild caught seafood

The quality of your food matters. Choose pastured, grass-fed meat like beef and lamb. 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. This will often depend on whether they have a skin and how many pesticides they are exposed to. So it is less important to go organic when you buy an orange, which has a thick skin that you peel off, than it is with raspberries, which have no skin.

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:

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.

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.

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.

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 daily food intake at Breakfast
- 25-30% of total daily food intake at Lunch
- 20-25% of Total daily food intake at Dinner
- Rest of daily food intake 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
30 mins - 1 hour before Lunch and Dinner eat a **small** handful of nuts, olives, half 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 is able to alter our taste buds and our desires, to make us favour foods which contain nutrients the body needs in any given moment. So after a few weeks on this plan (once you've got over the inevitable sugar cravings) start to listen to your body, if it's demanding a salad then have a salad, if it wants steak have a steak.

Cooking Methods

One of the primary goals of this way of eating 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, 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, science revealed quite clearly which cooking methods reduce inflammation and which ones cause 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 losing weight and feeling amazing.

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.

- 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.

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.

Adding herbs to your food is an easy way to help you heal your gut. As they are high in anti-inflammatory agents whilst also being delicious and satisfying. Many chronic diseases and certainly a rapid increase in ageing, result from inflammation on the cellular level.

Reducing inflammation to ideal levels is therefore 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.

My top recommendations for anti inflammatory herbs and spices:

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

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

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 isles.
- 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.
- 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 Organic
  - 1 = 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 fruit or veg.

Buying Fats & Oils

- Avoid all vegetable oils including corn, 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 cold 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," "butter replacements" and "low fat butter".
- 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 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 affect 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 extracts, 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 an 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 energy from food 3 hours before bedtime"

Eating (or drinking food which contains energy) late raises your resting heart rate, prevents you reaching deep sleep, means sleep is nowhere 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.

I word the above as I do as some foods do not really contain energy. A herbal tea contains no real energy and so will not activate your digestive system. A hot cup of cocoa with milk and honey does contain energy and will set your digestive system off.

As with a lot of things, there are times when it's ok to break this rule. For example some people find a spoon full of honey before bed actually helps them sleep. Remember I am giving you a template to start from. You have the rest of your life to perfect it for your body.

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 teetotal we tend to do it at the expense of being sociable. Following the mindset, *"Well if I can't drink alcohol I won't go out."*

This can be doing more harm than good.

Now if you follow that advice 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 a 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 none are good so the use of "best" here is subject to that condition!) are the purest.

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.

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 Coeliac?

Of all the principles laid out here, none 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 what's my problem with it?

The answer is simple.

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

Admittedly some have greater responses than others. In some people we see total reverses in, what they have been told, are life long conditions such as IBS, 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 Coeliac 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 someone's 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 the seeds, far 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.

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 humans 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, its purpose is to let nutrients and minerals into the bloodsteam 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.

Zonluin 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.

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 autoimmune 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 to cereals and gluten, we humans have natural defences against these toxins. The problem is simply the **amount** of cereals we eat which has overwhelmed the bodies natural defences against these chemicals.

Look around and cereals and gluten are in pretty much EVERYTHING we eat these days. Quite apart from the obvious bread, look at almost any tin or package of food and it will contain gluten. I picked up a tin of corn from a well known manufacturer and it had gluten in it…I mean why?

What this does mean is you are massively exposed to the toxins in gluten and cereals all the time, and the body simply can't cope with that level of assault on its system.

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 in more sensible amounts later.

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

I wish it were that simple.

The problem is twofold.

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 lot of success with introducing these later on with clients once they have repaired the gut wall and reset the immune system).

Now if you're like most people at this point you're 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.

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

Anything we can do to reduce stress will leave us with more energy to do the things 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.

GLUTEN FREE FOODS

A lot of people read this and think that foods 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.

These products are often packed full of artificial flavourings and other toxins 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 people's body's 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.

See the APPENDIX at the end of the book 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 those foods it was making you weak. We are going to replace all those bad foods with the food your body needs. The results are usually amazing.

So what can you eat?

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

These are the golden 4…if you forget everything else we’re going to talk about and you just eat these 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 something 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 (cacao is chocolate), nut butters, healthy soups you can just heat up, leftovers, tinned fish, avocados, bite size carrots, celery. 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.

The other main thing you’ll need to be, is prepared. When I first started I planned all my meals the day before so I knew I wouldn’t be caught short. This is especially true if I was travelling or had a busy day…on those 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.

Just don’t defrost it in the microwave or you’ll destroy all the nutrients by frying them with radiation.

If you like to bake, coconut or almond flour make 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 flour) the taste, in my opinion, is even better.

Making The Diet Work In The Real World, Or How To Eat Whatever You Want And Still Lose Weight

Ok so the diet I've just given you will enable you to lose weight. However, the promise of this book was that this would work in the real world. And let's face it eating super clean like I propose isn't realistic for most of us all of the time, life happens, temptation or just plain convenience gets the better of us, so…

We need the power to eat anything, anytime if we are to succeed long term.

Why? Because that's what we REALLY do!!!

If we don't account for what we really do, for how we really live, we can't really win.

Let me introduce you to the power of Offsetting.

Offsetting is where we do specific things before, during or after eating a food which would normally cause us to gain weight which offsets the potential weight gain properties of that food. So for example if we eat a pizza which would normally cause us to gain weight, by offsetting that pizza with one the strategies I'm about to tell you, you would have zero weight gain from the pizza.

Now, a lot of people, when learning this, think well this is great, as long as I offset, I can eat whatever the hell I want all the time.

A word to the wise.

We have already seen how the food we eat affects much more than just our waist line, so while offsetting will certainly stop you gaining weight nothing we yet know of can make an Oreo as nutritious as broccoli, sorry it's just not possible.

What this means is that yes while I am giving you the keys to the kingdom of eating what you want and maintaining a slim waist, we do not yet really know the health implications of eating like this all the time. If I had to hazard a guess I would say they're probably not that great, remember health is more than just your waistline.

So I would say rather than use this as an excuse to eat pizza every night, follow the plan I've just laid out as often as possible, and use offsetting when the wheels inevitably come off.

There are several types of offsets, all of which can be used in particular situations:

Pre day offsets
Pre Meal Offsets
Post Meal Offsets
Next Day Offsets

PRE DAY OFFSETS

These are to be used the day before you know you are going to pig out, so the day before your birthday, Christmas Eve, or for those of you over the pond the day before Thanksgiving.

On this day we are going to do a modified fast, throwing in a few little extras which will really encourage the body to burn fat for fuel.

So upon waking take a dose (whatever it says on the bottle) of Coq10 and L-Carnitine with GBB and 1 tablespoon of high EPA Omega 3 oil. These will really help with fatty acid transport ensuring your body favours burning fat rather than glucose or protein.
Do not eat.

Repeat this at lunch, including the not eating part!

Then for dinner you're going to have a meal replacement of 25g of organic flavourless whey protein mixed with 6 ounces of fresh orange juice (again this will really help with fat oxidation).

Done and dusted, enjoy a guilt free day!

PRE MEAL OFFSETS

What we are doing here is about 30 mins to eating a meal we know is a bit dodgy we are going to offset it by having a high energy dense snack, this will have several effects:

1) Delay the distribution of energy over time so for example 5000 calories is a huge meal, but that's not relevant if that's all you ate for 3 days. So anything we can do to slow this down the better we are going to do.
2) Lower the "Area Under the Curve", this is a fancy way of saying you will have a slower, longer, lower spike in glucose as opposed to a rapid spike straight after eating.
3) Counter the negative gut bacteria response
4) Reduce the total calories absorbed
5) Impair enzymes
6) Increase thermogenesis, ie get hot

In a nutshell what we are doing here is delaying the distribution of energy over time, which if you think about it is everything. Imagine if we could delay the distribution of energy. If you could eat one meal and then have enough energy to not eat for 3 days…do you think you'd lose weight? Now this isn't advisable (and probably for those periods of time not desirable as we touched upon earlier, but you get the idea).

So there are 2 ways we can do this:

Small amount of fat preload.
Small amount of fibre preload.

Both of these will drive the early onset of fullness as a bonus, so you'll eat less of whatever dodgy thing it is you're eating.

So some examples:

Small handful of nuts

Small handful of olives
Half an avocado
An egg
A slice or 2 of cheese
Half a cold potato
A spoonful of dried oats
A small handful of berries

Just have one of them 30 mins before a meal.

DURING MEAL OFFSETS

This one's really cool, as it simply involves changing the order in which you eat your foods.

So eat:

Protein first
Then veggies
Then fat
Then carbs

This makes sense when you think about it as it's the carbs which will spike your glucose the most so by cushioning it by eating all the other foods first we can massively reduce the spike.

If you can't do that then, just increase the amount of protein in whatever it is that you shouldn't be eating. So if you're eating pizza, have a chicken pizza or equivalent.

Again doing this will extend and slow the post meal insulin spike, leading to less fat gain.

POST MEAL OFFSETS

So you've eaten something you shouldn't, so your partner appears one night with a pizza, rather than turn it down just do some of these things afterwards.

Now one of the biggest and most overlooked aspects of eating dodgy food is its affect on your gut bacteria basically:

Bad food = Bad gut bacteria = bad gas and weight gain.

Luckily for us this is one of the easiest and most powerful offsets.

So some simple hacks post bad food:

Asparagus

At bedtime eat 5-7 stalks of asparagus (or any other pre biotic)

This ensures that the last thing in the gut is something which drives night time fermentation back in the right direction as you're not starving out the good bugs with bad food (which they can't eat).

Phenols

Have a handful of red or black berries or even better some red phenol powder straight after the meal. This will impair carb enzymes (a bit) but more importantly provide food for your commensal bacteria in much the same as asparagus.

As a word of warning, do not do this at bedtime as it can get a little too energetic and may be hard to sleep.

Low Fat Cheese

Use your common sense with this one, do not do after eating a pizza covered in cheese for example!

Doing this massively helps fat oxidation whilst sleeping.

Now some really potent hacks which are often overlooked for their simplicity are:

Go For A Walk!

After a bad meal go for a 15min walk. This pulls glucose from the serum into muscles and means you store less fat.

Lie Down!!

When your body is in a vertical position it speeds up digestion and gastric emptying.
So by lying down we can slow both of these down which means less weight gain.

The bonus of these last 2 is you can combine them with the ones above to amplify the effects.

NEXT DAY OFFSETS

So to understand this we have to understand: The 5 Hour Offset Block.

Why 5 hours? Because normally when we fall off the wagon it's a 5 hour block (think of your average Friday night) so the simplest way to offset it, is do a 5 hour offset.

This couldn't be more simple, just fast till noon the next day…this is your offset.

Now the true power of these is when you start to combine them.

So if you ate pizza and ice cream, which is just about the worst thing I can imagine for fat gain. You could, 30 mins before the meal, have a handful of nuts, then load up the pizza with chicken or your favourite protein based topping, then have a handful of berries as you go for a quick walk. That evening have 5 - 7 asparagus stalks and then fast till noon the next morning…

Boom ZERO weight gain!

Beating The Weight Regain Phase

90% of people who lose weight will regain ALL the weight they have lost in 5 years.

90%!!

When you understand the problems of weight cycling (putting weight on, only to lose it all and then put it back on again) we talked about earlier and how it actually makes it harder to lose weight again in the future, any plan which doesn't account for the fact that weight regain is a thing is actually making things worse.

Why does this happen?

Throughout all of human history, starvation and famine have been a part of the picture.

So the body requires extremely robust defences against starving to death, which it obviously has acquired or we wouldn't be here today to talk about it as the species would have collectively starved to death millennia ago.

In the old days of starvation, fat loss was a bad thing…as it meant you were more likely to die in the future without this valuable store of energy to see you through hard times.

So which is more powerful, the fact that we want to lose weight or the survival mechanism that has evolved over millions of years to keep us alive?

SURVIVAL every time.

What you have to realise is that weight regain favours survival post famine.

Our body has not caught up with the fact that famine is no longer really necessary in modern day society where energy dense, high calorie foods are the norm.

Now this weight reduced state seems to last for between 4-12 months post weight loss.

So what I'm saying is that for 4 - 13 months after you have lost a lot of weight you are very susceptible to pile it all back on again.

As during that time, there are very unique physiological shifts all aimed at weight regain and thus survival

What are these shifts?

Metabolic Shifts
Hormonal Shifts
Genetic Shifts
Mechanical Changes

Ok so now we know this is a thing, how do we deal with it.

Countering the Weight Reduced State

Countering the Metabolic Shifts

As a natural side effect of losing weight you have a decrease in muscle and fat free mass, which leads to a lowered resting energy expenditure or Resting Metabolic Rate (RMR). I talked about this earlier when talking about calories but we're going to dig in a bit deeper here.

At the same time the amount of energy your fat mass is burning lowers as the mitochondria within the fat mass are down regulated. So pound for pound what fat you do have is now burning less energy.

Let's explore this in real detail and take the example of calories (I know we're not counting calories but this does highlight one of the upsides of calories they are easy to actually measure and so will suffice for our example)

An average person will notice a Resting Metabolic Rate (RMR) reduction of 15 calories for every kg lost. So for every kilo they lose they need to consume 15 calories less a day to maintain their new weight.

At the same time our drive to eat increases as the body shifts the balance of the hunger hormones to favour re-feeding and actually makes neurological changes in the brain to make food taste better. If you've ever been absolutely starving and eaten something which normally is pretty bland only to discover its the most divine thing you've ever tasted, you've experienced this shift.

That's your brain actually changing to make you find food more tasty to drive you to eat more.

Now again come back to survival, post famine and it makes sense. You want to eat more as it leads to a higher chance of survival…so you can survive the next famine which comes around.

This drive to eat Post Fat Loss can be as much as +100 calories what you started with per day.

So let's say before you started to lose weight your RMR was 2000 calories.

You lose 20kg which equates to a 300 cal reduction in RMR (20 x 15 = 300)

But your drive to eat also increases by 100 calories a day, on top of where you started. So your drive to eat now sits at 2100 calories a day.

This leaves you at a 400 calories negative a day, this equates to roughly 1 - 1.5 kilos a month!

So what can we do about it?

Countering the Mitochondrial Shifts…

One of the reasons why influencers are able to keep weight off so effortlessly is because they are effectively being paid to exercise, being an influencer and looking good is their job.

If we look back to our survival situation, when you were starving you were still looking for food, ie exercising. Once you found food you probably stopped moving around for a few days as you feasted, but then you would have to start looking for food again, ie start exercising again.

Today we lose weight and go back to our sedentary job.

So a great hack for beating the weight regain phase is to save the heavy exercise for this period.

So whilst you are losing weight don't exercise as hard, and then as you hit your target weight really dial up the intensity.

If you take 3g of Stearic Acid 3 x a week on the day you do the workout this helps mitochondria repair and then go into fission so you get more of them.

This takes about 3 hours to have an effect, so take it and then 3 hours later do your workout.

You can also 1 - 3 times a week throw in a high Omega 3 day, either through supplementation or adding in salmon, sardines and other high omega 3 foods into your diet.

This helps mitochondrial production and mitigates weight regain.

Hacking the Energy Gap

This one's really simple. Increase PROTEIN, as this will naturally raise your RMR, whilst also resetting the hunger hormones.

So when you're in the weight reduced phase go carnivore for a month or if your vegetarian go pescatarian.

Hacking the Hormone Imbalance

One of the key things we need to do to get our hunger hormones back on track is to address our apiponectin/leptin ratio. These are both hormones which control our hunger reflex.

To do this we want to include a high adiponectin diet 1 to 3 days a week.

This is easily done, for about 3 days a week add in a few handfuls of walnuts and an avocado to your diet whilst following an essentially keto plan for these days. This will reset your ratios of these key hormones and start to control your higher cravings

Also 1- 3 times a week take 60% - 80% of your daily calories in the morning. Make sure this is composed of lots of protein and fermentable carbs.

This has several effects. It drives thermogenesis (increasing the bodies energy expenditure) and fat burning. You'll feel really full and as a result will eat a lot less for the rest of the day.

The problem here is it's easy to overdo this, we don't want too much or too little. So don't do these big breakfasts too often as you can make things worse. 1-3 days a week max.

Rebuilding the ECM the Clever Way

The ECM is the egg box which protects the fat cells which gets destroyed when you lose weight due to the fat cells shrinking within it causing it to collapse. This can be counteracted through spot cold targeting, mechanical massage & topicals.

The first way we're going to do this is using exercise and topicals

So first up do some cardio, anything will do really, just get moving. Then wait 20 mins and apply 10 mins cold.

You can do this by spot targeting if you can't bear whole body immersion in cold. Just apply cold to the particularly stubborn areas which won't lose weight. Make it as cold as you can bear (don't get cold burns) but if doing whole body immersion you want to be aiming for water below 15 degrees C if possible.

This helps induce beige fat which burns more energy than white fat and so helps to raise your RMR.

It also helps flip M1 to M2 macrophages in the tissue, turning the special forces into doctor mode.

When you've finished the cold immediately apply a topical cream to the problem area(s). You'll need to fix this cream up yourself but it's simply equal parts of caffeine cream, aminophylline cream, DMSO cream and a dropper of menthol essential oil.

This one is my favourite, just go for a massage. This aids restructuring of the collagen fibres in the ECM, aids insulin sensitivity, lowers inflammation in fat mass and activates genes which prevent weight gain, it also great fun…bonus.

Red light therapy is also great at this stage for promoting healing of the ECM, just point the red light at the problem areas for 20 mins a day.

Should You Be Doing Sauna's At This Stage?

You do not want to be doing saunas in this post fat loss phase as they can de rail your efforts by driving heat shock proteins up too high. Heat shock protein are often times a great thing, but they will be naturally high after losing so much weight and they actually form one of the bodies natural mechanisms for regaining weight, so we don't want to produce any more by taking sauna's.

This phase can last anything from 4 - 12 months. So once you're at your target weight don't just stop and let it all pile back on again. Take these few easy steps and you'll ensure you never need to read a book like this again!

GET MY HELP WITH THIS

If you've enjoyed what you've read and want to get started but feel you need bit of help, I offer a program where I'll personally take you through everything we've covered in the book and a bit more.

I'll be coaching you in person and give you 24/7 access to me so you can ask me any questions you have, any time, day or night and get an answer within hours.

And because I genuinely believe that real health should be something everyone can enjoy…the price is a doozy!

You can check it out by clicking here >>

APPENDIX

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 some food groups I give you a number of recommended servings each day. A serving is what you would reasonably eat of that particular food. For a lot of food groups, I don't. This is on purpose, I want your own hunger and what you fancy in that particular moment to guide you, get used to listening to your body.

Remember we do not care about calories and are not interested in portion control. 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 three categories, mainly: Yes, Moderate and Avoid foods. Yes foods you can eat as often as you like, Moderate foods try to limit to 2-3 times a week and Avoid foods, well, avoid.

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

Most important let your intuition guide you on exactly what to eat day to day (as long as your intuition isn't telling you to stuff your face with Oreo's!).

Protein:

Yes Food

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

- 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 Food

- Bacon/Ham (in their pure form these are a Yes 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 nato
- Raw seeds and nuts
- Raw nut butter

Avoid Food

- 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 Yes Food list.
** Avoid if lactose intolerant, if not move to Moderate Food

Oils & Fats:

Yes Foods

- 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.
- Coconut Meat
- Triglyceride-Based Fish Oil
- Pure Cod Liver Oil/Krill Oil

Moderate Food

- 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. Lindt is my favourite. But this can be like crack cocaine… more than 1-2 pieces a day is probably too much!)

Avoid Food

- 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:

Yes Foods

- Spinach
- Broccoli
- Lettuce
- Fresh Salad
- Cabbage

- Parsley
- Pak Choi
- 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 Food

- White rice*

*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 Foods)

Legumes:

Yes Foods

- Lentils (soaked and cooked in a pressure cooker ideally)
- Chickpeas (soaked and cooked in a pressure cooker ideally)
- Any type of bean (soaked and cooked in a pressure cooker ideally)

Moderate Foods

- N/A

Avoid Foods

- N/A

Fruit:

Yes Foods: Limit servings to max 1 a day if sugar is a problem

- Berries
- Lemons
- Limes

Moderate Foods: 1 - 2 servings a week if sugar is a problem

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

Avoid Foods

• 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 with the Avoid foods to be eliminated completely.

Flours

Yes Foods (don't overdo these, 1 - 2 servings a week)

- Coconut flour
- Raw, soaked nut flour (not peanut)

Moderate Food (only if the above not available)

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

Avoid Food

- Flour from ANY type of grain.

Spices & Flavourings:

Yes Food:

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 Food:

- Regular Table Salt
- Black Pepper
- Chilli Peppers

Avoid Food:

- MSG
- Fermented Soy Sauce
- Brewer's Yeast

Sweeteners

Yes Food:

These 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, in some people these cause symptoms in the gut, also don’t overdo it or you’ll find yourself needing to stay near to a toilet. Keep these away from dogs as they cannot digest them.
- Trehalose

Moderate: (1 - 2 servings a week)

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

Avoid:

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

Hot Drinks:

Yes Foods:

- Herbal Teas

Moderate Foods (1 - 2 cups a day, avoid entirely if you have trouble sleeping)

- Coffee
- Black tea
- Cacao

Avoid

- Pre mixed coffees/teas
- Instant coffee
- Barley mixes
- Hot chocolate

ALCOHOL (see the section on alcohol for more on this)

TO BE AVOIDED:

- 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 *

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

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 advice 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 however, once or twice a month at most, otherwise you risk doing more harm than good, think of it as a tool to be used occasionally.

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.

So you can decide to eat something which you are sensitive to, 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 is in control, who understands the cause and effect cycle.

This way you don’t feel as though you are a victim to the whims of roller coaster energy, bloating, weight yo yo-ing etc. but instead 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 diet is designed to achieve some very specific things, mainly reprogram your relationship with food, allow the gut lining a chance to repair, inform you of correct food choices, the importance of quality nutrition and increase your metabolic rate.

Once you have those in place you can tweak the template by reintroducing food groups and eventually being able to eat pretty much whatever you want as long as you stick to the basic rules laid out in the chapter, A Really Simple Plan and practice offsetting when you slip up.

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 it with anything allowed off the Shopping List. If doing this make sure you replace it with a food of the same category or higher (ie if the food is in the Moderate food category, it must be replaced with another Moderate food or a Yes food).

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 simply by mixing and matching foods from the Yes Foods categories (throwing in the occasional Moderate food as you see fit).

BREAKFASTS

BREAKFAST GREEN SMOOTHIE (that actually tastes GREAT!)

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

Don't have this everyday as the spinach can cause problems if overdone, 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, macadamia,
1 Tbsp - coconut flakes
1 Tbsp - raw cacao or cacao nibs
If available 1 Tbsp collagen/gelatine
Coconut milk as desired

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.

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 cool them after cooking for 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 free range eggs to this for an extra kick.

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 and will keep you going until dinner whilst preventing mid afternoon energy crashes.

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 and see what works for you.

I've also been non specific regarding the quantities of each ingredient, do what works for you. This is a template, feel free to experiment!

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 oven alongside the sweet potato.
1 handful olives
1 handful radishes
1-3 Tbsp apple cider vinegar
1 pinch Himalayan/sea alt
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

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. Chickpeas, asparagus and onions all affect insulin sensitivity. Thermogenesis, or raising the bodies energy expenditure is done via optional cayenne, siracha and jalapeños. If you can't handle spicy food leave it out.

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 chickpeas
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)
Garlic: Insulin function
Sesame: Fat oxidation
Salt and pepper
Cayenne - For thermogenesis (optional)
Hot sauce - For thermogenesis (optional)

Cook up the protein taking care not to burn any fat, then just mix everything together in a bowl and enjoy.

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 sauce (optional)

Cook up the steak in your favourite way, taking care not to burn the fat, make an omelette out of the egg whites, then just add it all a plate and sprinkle with Tabasco (if you like it hot!)

PRAWN AND SPINACH SCRAMBLE

- 1 bag frozen prawns

- 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

Heat a pan gently with the fat and add the sliced mushrooms. When ready add the eggs and stir. After a minute or two add turmeric and the diced fresh ginger and a pinch of salt. Cook until done and serve with the avocado and salad.

When cooking the eggs do it slowly so you don’t destroy all the nutrients in the yolk.

DINNER

IMPORTANT: All of these are intended as the sides with your main meal which will generally consist 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 oven, 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

Delicious, creamy guacamole. Eat it with cucumber or celery sticks for lunch or on top of a protein of your choice for dinner.

- 4 large, ripe avocados, peeled
- 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 but prevents browning)
- Fresh coriander or other green leafy herb

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

QUICK PLANTAIN PANCAKES

Here is an 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

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 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, coriander, 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 2/3 of the 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
- 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 Potatoes
- 1/2 Butternut Squash
- 2 Carrots
- 1 Orange
- Water

Peel the carrots, squash and, if they're pretty gnarled on the outside, 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. 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
- 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

Cook the sweet potato, yuca or plantain in your favourite manner
Rub the steak with the Coconut oil and set aside.

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.
In a small bowl, combine the lemon zest, chives, herbs, and 1 teaspoon sea salt, stirring well. Stir in the lemon juice.
Heat a grill pan over, or fire up your grill to, medium-high heat. Season the steak with sea salt, place on the grill or in the pan, and reduce the heat to medium-low. Cook, taking care not to char the meat. Cook 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.
Slice the steak thinly across the grain, and serve with the spinach, topping with meat juices and a squeeze of lemon. Serves 2.

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
- 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
- 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!

Find Out More

I'd love to hear your thoughts on what you've read and even better hear how you get on with actually implementing what we've just covered.

If you've got any questions, thoughts, criticisms, insights, you want my help with any of it or you just want to let me know how you got on, please just give me a shout using the contact page on my website:

http://ReigniteMy.Life