

A close-up photograph of a meal in a metal tray. The meal includes a sandwich with sesame seeds, a salad with tomatoes and lettuce, and a lemon wedge. The text "eat E-BOOK" is overlaid on the image in a large, white, cursive font for the word "eat" and a white, sans-serif font for "E-BOOK".

eat
E-BOOK



THE HISTORY OF NUTRITION INFORMATION IS COMPLICATED

There is a lot of misinformation when it comes to nutrition, and filtering out fact from fiction can feel overwhelming.

We can blame a lot of the misinformation on the feud between the two scientists: Keys and Yudkin in the 1970s that lead to terrible recommendations by the government, who then informed doctors, and educators for over 30 years (fascinating story).

We can blame the main producers of food for purposefully producing addictive food (high carb, high fat, and overly salted foods) in order to generate higher profits for their companies. And at the same time paying scientists, and lobbying the government to give us bad information to boost their bottom line at the expense of our health and longevity.

We can blame our parents, our education, our work environments, and even our own relationship with food for our poor nutritional habits.

Or, when we decide that we are worth being fit and healthy, then we can take back responsibility for our food choices.

Once we flip that mental switch, by taking ownership over our food choices, then we can unlearn the misinformation about nutrition and finally fix our diets by eating the right foods in the right amounts for the right reasons.



RIGHT FOODS RIGHT AMOUNTS RIGHT REASONS



When we understand the purpose behind what we are putting into our bodies we can eat to fuel our progress and reach our health and fitness goals.

For most of us progress means to:

1. Lose body fat
2. Build muscle
3. Improve our overall health, fitness, and performance

A well balanced diet helps us reach our body composition goals, to regulate hormones, digestion, energy levels, our overall mood.

When we consistently eat the right things, in the right amounts, for the right reasons we look good, feel good, and perform optimally.



**"EAT MEAT AND VEGETABLES,
NUTS AND SEEDS, SOME FRUIT,
LITTLE STARCH AND NO SUGAR.
KEEP INTAKE TO LEVELS THAT
WILL SUPPORT EXERCISE BUT
NOT BODY FAT."**

-GREG GLASSMAN



NUTRITION CAN BE SIMPLE



What Do I Eat?

Nutrition can be as simple as: Eat real foods, including a variety of fruits & vegetables, lean proteins, healthy fats, add in starchy carbs as necessary depending on activity levels.

Minimize less ideal food choices: overly processed, and high sugar foods.

Eat foods that you enjoy, but that are also nutritionally dense. Foods that make you feel good.

When Do I Eat?

Nutrient timing (When to eat what) depends on your lifestyle and what works for you. A good rule of thumb is to wait at least 2 hours between meals, but do not go longer than 5 hours between meals.

How Much Do I Eat?

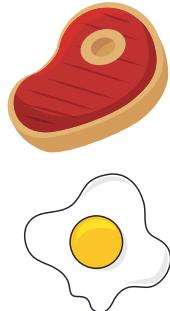
Eating the right foods (macronutrients: proteins, carbs, and fat) in the right amounts (calories) will tell the story of your body composition. Eat enough to support exercise but not body fat.

KNOW YOUR MACROS



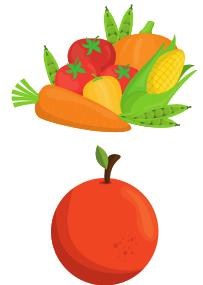
Protein

Helps us to maintain and build muscle, feel full longer after eating, improves our immune function, and aids in quicker healing of wounds. Sources: Chicken, Fish, Beef, Cottage Cheese, Egg Whites



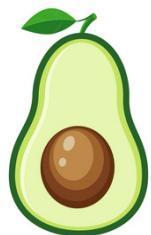
Carbs

Carbs have gotten a bad wrap, but they are our main source of immediate energy. Avoid processed carbs and eat lots of vegetables and some fruit. (Low carb diets sustained for long periods can lead to low testosterone and hormonal problems).



Fat

Helps us to feel full after eating, prevent depression, and improve our body composition. Eat healthy fats (in moderation) from a variety of (ideally from whole food, non processed) sources: avocado, nuts, nut butters, seeds, olive oil.





ALL 3 MACRONUTRIENTS (FAT, PROTEIN, CARBS) ARE ESSENTIAL FOR OUR HEALTH!

IDEALLY, WE WANT TO INCORPORATE ALL 3 INTO EVERY MEAL AND SNACK!

DOING SO HELPS US TO LOOK GOOD, FEEL GOOD, AND PERFORM OPTIMALLY.

5 WAYS TO FIX OUR DIET



There are lots of diets / different methods to fixing our diet. But all good diets help us to:

- Eat more "more ideal" foods
- Eat less "less ideal" foods
- Eat the right amounts of foods to support our goals
- Create habits that become a part of our lifestyle

Here are the 5 easiest habits based ways to fix our diet:

1. Meal prep
2. Track What You Eat, and How Much
3. Purchase Healthy Prepared Meals
4. Eat Real Foods
5. Focus on Changing 1 Habit at a Time

All 5 of these habits based approaches to fixing our diets allow us to learn and make long term consistent progress.

MEAL PREP



When we have healthy food prepped and ready to go we are more likely to eat it.

Taking time each week to plan out our week, shop for the week ahead, and plan some meals is one of the strategies that healthy & fit people use to reach their fitness goals.

Step 1:

Plan out your week. For example: What days do your kids have soccer, when are work meetings, friends dropping in from out of town? What days can you go shopping, meal prep, cook dinners? Failure to plan is a plan to fail, instead plan to succeed by making a plan!

Step 2:

Write out your weekly meals. Keep it simple, basing your meals off of your lean proteins and veggies. Add a healthy fat, and (optional) a starchy carb. Write out a grocery list for the week of meals.

Step 3:

Shop for the week ahead. Get all the good ingredients to make your meal-prep life easy this week! (Optional: use an app or website to help you plan meals and create a shopping list for you based on your preferences!).

Step 4:

Cook for the week! A few strategies here: Cook breakfast egg cups you can freeze and re-heat for a quick, healthy tasty breakfast. Cook the next 4-5 days, or cook for the next 2-3 days, and pick another day this week to finish cooking. Cook each night, and cook extra to pack for lunch the next day.

Step 5:

Store it for grab & go. Invest in some good clear food storage containers to easily see your meals, and have them packed and ready to go.

When we prepare for the week ahead, we save money and put in the work necessary to reach our health and fitness goals!



TRACK WHAT YOU EAT



If we want to be financially healthy, we need to keep track of our spending: how much and where are we spending our hard earned cash? and: does our current spending allowance allow us to reach our financial goals?

When we dial in our diets we want to do the same thing: track how much we are eating (total calories) and where are we spending these calories (protein, fat, carbs, alcohol) so that we can reach our health and fitness goals.

MyFitness Pal is a great (free) app that allows us to track our calories and macros each day. We can use the app to set goals based on our activity level and ideal body composition (lose body fat vs. gain lean mass). And even customize the app goals for our ideal macronutrient goals.

We can help you set up your personal goals, and get dialed in with MyFitnessPal when you sign-up for personal nutrition coaching.

For a quick visual guide you can use the hand method:



1 palm size of protein-dense foods with each meal (2 for men).

1 fist of vegetables with each meal (2 for men).

Optional: 1 cupped hand of carb-dense foods (2 for men).

Optional: 1 thumb sized portion of fat-dense foods (2 for men).



To lose body fat, and gain muscle, we need to eat in a slight caloric deficit (take in less total calories than we use each day), and we need to balance out our macros for what helps us best to reach our body composition goals. The first step is knowing what we are eating, and how much.

If you need help dialing in your diet, send us a message to meet with a nutrition coach!

PURCHASE HEALTHY PREPARED MEALS



Purchasing prepared meals is a great way to have healthy food ready to heat up and enjoy. If you do not have time to meal prep, and/or if you would rather have the convenience of prepared meals, there are multiple services that will do the work for you.

You can use an online site to deliver meals, already split up into individual containers, set to your portion sizes and macros. You can use services that deliver recipes and all of the ingredients, so all you have to do is follow the recipe and do the cooking. You can visit a store that sells prepared meals and pick what looks good for the week ahead!

Purchasing prepared meals can be more expensive, but you are paying for the convenience and time saved in meal planning, shopping, and meal prep. Additionally, you can always do a combo of meal prep for most of your meals and purchase a few prepared meals for later in the week.

Choosing to purchase meals already prepped and ready to go can be a great way to consistently eat healthy to reach your health and fitness goals!

EAT REAL FOOD



When we base our food choices on real food including a variety of vegetables, fruits, lean proteins, carbs, and healthy fats, we are choosing minimally processed, nutrient dense foods that help us to look good, feel good, and move better.

Fruit & Vegetables: Taste the rainbow. The more variety we get in our veggies, the more we get a variety of micronutrients (vitamins & minerals) that our bodies need to run optimally.

Protein: prioritize lean protein (minimally processed), including animal protein, lentils & beans, and egg whites, and dairy (cottage cheese, plain greek yogurt).

Carbs: Adding some starchy carbs (minimally processed) to get fiber and enough energy to support your workouts. Try sweet potato, spaghetti squash, zucchini noodles, steel cut oats, quinoa, etc.

Fats: Choose healthy fats, including whole-food fats like nuts and seeds (Avocado!), blended fats like butter and nut butters, and pressed oils like olive or almond oil.

FOCUS ON ONE HEALTHY HABIT CHANGE A TIME



Making changes to our busy lives can be difficult! making time to plan out our schedules, track our macros, meal prep, fit in more workouts, etc. can all be overwhelming.

One simple strategy to reach our health and fitness goals, and make consistent progress is to focus on changing one habit at a time.

Every time we perform the habit we get to feel successful, we activate the reward hormones in our brain and we want to repeat the habit.

Some healthy nutrition habits to try:

Eat at least 30 grams of protein at breakfast

Eat one vegetable with every meal

Switch out your sugar filled coffee with a healthier coffee

Once we successfully complete the habit enough times, the habit becomes a part of our lifestyle, and we can choose a new habit to work on. We repeat the process of small wins again, and again. A series of small changes compounded over enough time leads to life changing transformations!

GOAL SETTING



Think: which of the 5 approaches will have an immediate impact on how you eat?

1. Meal Prep
2. Track What You Eat
3. Purchase Healthy Prepared Meals
4. Eat Real Foods
5. Focus on Changing 1 Habit at a Time

Which will help you to:

1. Eat more "more ideal" foods
2. Eat less "less ideal" foods
3. Eat the right amount of calories for your goals
4. Help you build lifelong habits?

Choose this approach as your first step in making a lifestyle change to improve your diet.

GET A NUTRITION COACH



Need help determining which approach is right for you? Staying Accountable?

Most of us know what we should eat more of, and what foods we should eat less of. Then why is nutrition still so difficult?

A nutrition coach helps us to see what has or hasn't worked for us in the past, and what our biggest current struggles are with nutrition (our personal barriers to success).

A nutrition coach helps us to come up with strategies to overcome our personal barriers, and a plan for us to reach our health and fitness goals.

For most of us this means to: lose body fat, gain muscle, and improve our health. The reward for making these changes is that we have more energy, fit better in our clothes, and are more confident in our own skin, to be happier, healthier, fitter people.

WHAT CHANGE LOOKS LIKE



If we want to change our body composition (lose body fat, build muscle) we need to be willing to change our daily behaviors.

To be a fitness model we might need to workout 6 days a week for 60-90 minutes each day, sleep 8+ hours, eat healthy 90+% of the time, and will probably have to replace some of our social activities with meal prep, exercise, and sleep.

But how much we each need to change to reach our goals depends on our own unique goals, how committed we are to changing our lifestyle, and to what degree can we control changes to our current lifestyle.

A good place to start is to evaluate:

1. How many times per week am I working out?
2. How much sleep am I getting?
3. What percentage of my nutrition each week is ideal?
4. Is my average weekly stress high, medium, or low?

Once we know where we are at with each of these four categories, then we can determine what behaviors we need to change to reach our body composition goals.



YOU CAN'T OUT TRAIN A BAD DIET

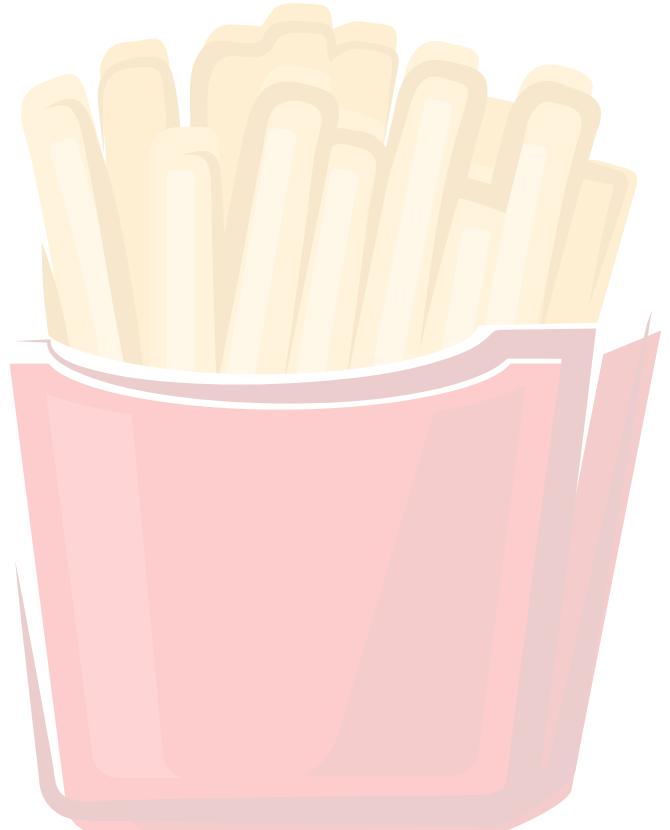
524 BURPEES TO BURN OFF 1 LARGE SERVING OF FRENCH FRIES

If we take in less calories than we expend, we can lose weight.

Exercise is a huge help to increasing our daily energy expenditure (burn more calories).

Exercise helps us to lose body fat and build muscle.

But... understanding that to burn off one serving of french fries we need to do 524 burpees... it helps to put the importance of nutrition into perspective.





SUGAR KILLS

Eating sugar releases dopamine, a "feel good" neurotransmitter that is a key part of the reward circuit associated with addictive behavior.

"Sugar activates the opiate receptors in our brain and affects the reward center, which leads to compulsive behavior, despite the negative consequences like weight gain, headaches, hormone imbalances, and more.

Every time we eat sweets, we are reinforcing those neuropathways, causing the brain to become increasingly hardwired to crave sugar, building up a tolerance like any other drug." -Cassie Bjork, RD, LD

Research on rats has shown that Oreos activate more neurons in the pleasure center of the rats' brains than cocaine does.



Added sugars make up at least 10% of the calories the average American eats in a day, but about one in 10 people get 25% or more of their calories from added sugar!

Over the course of the 15-year study on added sugar and heart disease, participants who took in 25% or more of their daily calories as sugar were more than twice as likely to die from heart disease as those whose diets included less than 10% added sugar.

Deaths from heart disease increased with the percentage of sugar in the diet, regardless of a person's age, sex, physical activity level, and BMI.

Most of our sugar consumption comes from beverages including energy drinks, alcoholic drinks, soda, fruit drinks, and sweetened coffee and teas, and snacks.

Whether we gradually cut back on sugar through changes to our daily habits, or go through a 30 day detox to fix our taste buds, to be healthy, happy, and fit, we need to eat less processed sugar.



DRINK MORE WATER

Our body needs water for just about every bodily function. When we don't drink enough water we feel sluggish, it affects our mood, and can lead to long term health problems. When we drink enough water we improve our health and our body functions optimally so that we can look good, feel good, and live optimally!

5 Tips to Drink More Water:

Tip #1: Make it enjoyable. When we like drinking water we are more likely to drink more water. Use an added (non sugar) supplement to your water like Zip Fizz, or Nuun tablets. Infuse your water with your favorite fruits for added flavor and micronutrients!

Tip #2: Make it convenient. Have a water bottle with you at all times. Have a straw top so you don't even have to take off or open a lid. When we make it as convenient as possible we make it super easy to drink more.

Tip #3: Make a goal. A good start is to try and drink half your body weight in ounces of water each day. Add another 6-8 ounces for every hour you spend in the heat. Add 6-8 ounces for every hour of high intensity workout.

Tip #4: Make sugar free coffee or tea! (We used to think coffee and tea are diuretics based on some really shoddy science which has since been debunked. So, coffee and tea in moderation count toward your water intake!) Just look for healthy options without added sugar.

Tip #5: Drink to satisfy thirst. Our bodies are pretty good at letting us know what we need. When you are thirsty drink water. If urine is extra dark, this can be a sign that we are dehydrated and need to drink more. If urine is clear, this can be a sign we are over hydrating and need to make sure we replenish our electrolytes (which really means salt).

If we make drinking water enjoyable and convenient we can drink enough water to look good, feel good, and live optimally!





SLEEP 8+ HOURS A DAY

THE RESEARCH IS IN: TO REDUCE BODYFAT, YOU NEED TO GET ENOUGH SLEEP.

How Does Sleep Affect Weight Gain?

Lack of sleep messes with how our bodies regulate hormones, which leads to increased hunger and appetite, and decreased energy for physical activity. When we sleep less we end up eating more and exercising less which leads to significant weight gain.

We are also less able to resist tempting foods. One study found that increasing sleep amounts reduced sugar intake significantly. Boosting sleep started participants on a trend toward lowering their fat and carbohydrate intake.





WHAT EXERCISES HELP WITH WEIGHT LOSS?

High Intensity Exercise

High intensity exercises can burn more calories than other workout regimens.

Because in a HIIT workout you significantly increase the oxygen demands, both during and after a workout, this increases your total caloric expenditure. In fact, you continue burning calories long after your workout is over, known as "after-burn".

After-burn is additional energy your body expends after you've finished exercising. The technical term, Excess Post-Exercise Oxygen Consumption (EPOC).

Aim for 3-4 days of high intensity exercises per week.



Strength Training

Strength training helps with excess fat loss by increasing both after-burn after exercise, and by increasing muscle size. More muscle mass means you burn more calories at rest.

Aim for 2-3 days of strength training per week.

Cardio

Cardiovascular exercises help us to burn calories, boost our mood, decrease stress, and stay healthy by promoting movement and blood flow.

Aim for 3-5 days of cardio training per week.

Stretching / Mobility & Core Work

Stretching / mobility & core work help us to burn more calories, stay healthy, and reduce stress. These powerhouses of movement keep us feeling good and moving well so we can continue to do our cardio, strength training, and high intensity workouts.

STRESS & WEIGHT GAIN



More stress leads to higher cortisol levels, which has been linked to weight gain, including higher levels of visceral fat, and increased water retention (which often makes us feel soft and pudgy).

When we are stressed out we seek out things that are easy sources of dopamine... ever eat a whole sleeve of Oreos or half a pint of Ben & Jerrys when you were stressed out?

We also lose sleep because of our stress, which studies show lead to eating more calories, getting less exercise, and making less ideal calorie choices.

Reducing stress often helps us to reduce water retention, lose body fat, get better sleep, exercise more, and make better food choices.

All of these help us to reach our health and fitness goals so that we can be healthy, happy fit!

TOP 21

NUTRITION TIPS



1. Drink at least 1/2 your bodyweight in ounces of water each day.
2. Start your day with a protein packed breakfast or snack.
3. Include lean proteins, carbs, and fat in every meal & snack.
4. Eat real foods (unprocessed, natural, think perimeter shopping).
5. Choose foods with little or no sugar.
6. Choose 1-2 hours per week to plan out meals, shop, and meal prep.
7. Set up your environment: clear your pantry, fridge, and freezer of unwanted foods.
8. Limit, or eliminate alcohol consumption.
9. Log your food intake in MyFitness pal to track calories and macros.

10. Use a food scale, measuring cups, and measuring spoons to accurately measure portion sizes.
11. Use a crockpot or Instapot for quick and healthy food prep.
12. Supplement your diet with protein powder/shakes (if it helps you hit your macros).
13. Eat 4-5 servings of fruits & vegetables each day. Vegetable / Fruit smoothies are a great way to get more fruits & Veggies.
14. Drink calorie free drinks. Try adding Zipfizz or Nuun tablets to your water for added flavor.
15. Get a nutrition coach to keep you accountable, and help you create a personal nutrition plan.
16. Choose healthy fats (almonds, avocado, nut butters, olive oil).
17. Know that It is ok to be hungry. Stop eating when you are 80% full.
18. Before you get seconds, wait 10 minutes. You might not be hungry, you might just need to wait until your gut brain registers that you are full.

19. Eat slowly. Enjoy your food and the company you are eating with.

20. Indulge with friends and family, once in a while.

21. You will fail at times. Learn, and grow, and start again!



IF WE GET THE SLEEP WE NEED, DIAL IN OUR NUTRITION, STAY ADEQUATELY HYDRATED, WORKOUTS 2-4 TIMES EACH WEEK, AND MANAGE OUR STRESS, THEN OUR HEALTH IMPROVES, OUR FITNESS IMPROVES AND WE IMPROVE THE QUALITY OF OUR LIVES.

CHECK US OUT

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