

28 DAY FITNESS CHALLENGE



THE SUCCESS MANUAL

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Disclaimer

Here's all the fun legal stuff my lawyer says I have to put in here. This program is for information purposes only. The information presented herein is in no way intended as medical advice or to serve as a substitute for medical counseling. Rather, as nutritional and exercise guide this is intended only to supplement, not replace, medical care or advice as part of a healthful lifestyle.

As such, the information should be used in conjunction with the guidance and care of your physician. You must consult your physician before beginning this program as you would with any exercise program. If you choose not to obtain the consent of your physician and/or work with your physician throughout the duration of your time using this product from **28 Day Fitness Challenge**, you are agreeing to accept full responsibility for your actions.

By using the nutritional guidance and exercise strategies contained herein, you recognize that despite all precautions on the part of me or other staff or trainers of the 28 Day Fitness Challenge, there are risks of injury or illness which can occur with any program and you assume such risks and waive, relinquish and release any claim which you may have against **28 Day Fitness Challenge** or other staff or trainers of **28 Day Fitness Challenge** or its affiliates as a result of any future physical injury or illness incurred in connection with, or as a result of, the use or misuse of this nutritional guide and exercise program for personal use.

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Welcome to YOUR 28 DAY Fitness Challenge!



I'm **VERY** excited to have you as a part of this challenge! For many, it has been completely life altering, bringing people to a level of joy and fitness they never thought possible.

The next four weeks are going to be a life changing, challenging, and fulfilling journey filled with new experiences and self-discovery. You will try to reach your personal best, and trying is what matters.

This challenge was created to help you reach your goals with intention.

By following this plan, you will boost your metabolism, eliminate sugar cravings, & rid your body of unwanted fat! I guarantee that if you follow the plan, you **will achieve results**, regardless of your previous attempts at improving your fitness, your body, and your life, and regardless of your current challenges and stressors.

DANIEL



The key to your success with me is your accountability to the process, just follow the plan, apply the tips, strategies and guidelines and you will be on a path to success that ends in a healthier, leaner, more sculpted, peppy, energized, motivated, and happier you! And your success and joy at achieving your personal best will flow into every area of your life, improving your focus, your motivation, and your quality of life overall. And, of course, there are all kinds of benefits for your romantic life when you feel more confident and attractive.

The benefits of this eating strategy stretch far beyond fat loss, however.

You'll be eating a LOT of delicious recipes that are loaded with energy-boosting, nutritious, and healing properties. They are highly original recipes with surprising ingredients I learned about from my mother, chefs that specialize in healthy cuisine, and nutritionists with culinary talents.

Here's a quick snapshot of some of the other benefits. his program works to

- ✓ Naturally balance blood sugar and helps eliminate cravings
- ✓ Support hormone production and rebalancing
- ✓ Improve brain health and help protect against dementia and other disorders
- ✓ Improve memory and clear brain fog
- ✓ Improves digestion
- ✓ Increase energy levels
- ✓ Improve hormonal balance and fertility in men and women
- ✓ Improve quality of sleep
- ✓ Decrease anxiety and mood swings

I'm very excited and grateful to be a part of your journey to better health and fitness.

I'm here to help and answer any questions, no matter how big or small.

I want you to have the BEST possible experience and get the BEST possible results, so please reach out if you have any questions or concerns.

Thanks again for trusting in us and joining us for the next four weeks.

Sincerely,

DANIEL

LET'S GET STARTED!

First... the Basics



Inflammation
is the root
of all
disease
in the body.

Over the next 28-days, you'll be eating a real, whole-foods based meal plan. If it comes out of a box, you're probably not going to find it on the grocery list.

Great nutrition is the foundation of great results. Your main focus is going to be on eating high-quality protein, healthy fat, nutrient-dense greens, and real fruits and vegetables.

Processed foods laden with chemicals, artificial colorings and preservatives are NOT on this plan.

Other things you won't find here: added sugars like high fructose corn syrup, inflammation-causing grains (like white bread or other baked goods), and most dairy.

That's why the overall goal of this challenge is to feed your body with nutrient-rich foods to help reduce inflammation so your body can heal and restore itself.

AS YOUR BODY BEGINS TO BALANCE OUT,

you'll notice increased energy, better quality of sleep, better digestion, and increased fat loss.

I am **VERY** excited about the next 28-days, because what you will be learning can literally change the rest of your life.

Before we move on any further, I have ONE thing I need you to do. It's for you really, not for me, but I know this is a powerful tool, one that will enhance your commitment and the add accountability, both of which will help you fully dedicate yourself to really throwing yourself into the 28 Day Challenge.

It's your pledge. Your commitment to me . . . and, more importantly, to yourself.

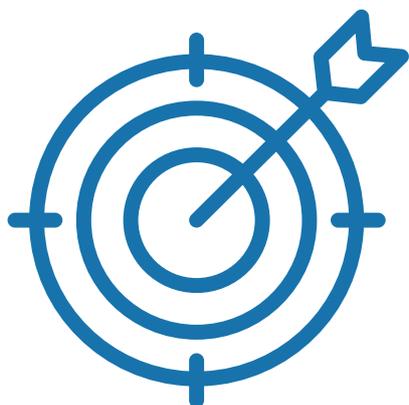
Print, read and sign your oath to success on the next page.

Also, be accountable to others. Enhance your commitment to this challenge by choosing a friend that you know will support you during the next few weeks, or better still, a friend who is also joining on this 28 day journey. The more friends and people you have in your team, the stronger your bonds, your support for each other, and your ultimate results beyond the 28 days of this program.



MY PLEDGE

I acknowledge and accept the responsibility of making a commitment to this program as it is presented to me. I am aware that there may be challenges, but my commitment is to do my very **BEST!**



It is my responsibility to inform my fitness advisors and coaches of any pre-existing medical conditions. This information will be kept strictly confidential

My first goal requires only a 28 day commitment. Nothing should interfere with my progress. I am totally 100% committed to the process over the next 28 days.

However, if such an event is foreseeable, my counselors, fitness advisors, and/or personal trainers, and I will schedule alternative dates for follow-up appointments.

I understand all guarantees are forfeited if I:

Ultimately, I am responsible for my own results. To be successful, I must dedicate myself to the following goals:

List 3 short-term goals:

- 1 _____
- 2 _____
- 3 _____

List 3 long-term goals:

- 1 _____
- 2 _____
- 3 _____

COMMIT TO THE FOLLOWING STEPS:



1. Review your goals on a regular basis. Make your list of goals accessible, so that you can review it on a regular basis. Frequent reminders will help keep you on track.
2. As you achieve your goals, return to your list and update the entire set of goals.

Signature

Date

Support Team Signature

Date

NUTRITION SUCCESS

Lets Keep
This
Simple!!!



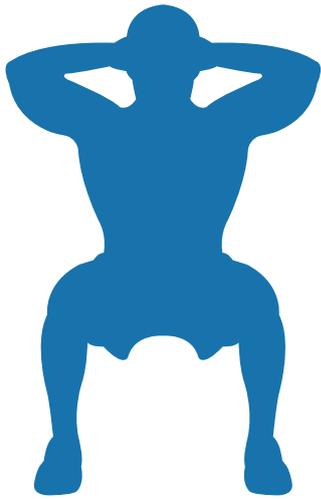
The media and the health industry has complicated everything to do with Nutrition.

This guide is all about simplicity. And what has worked best for my clients over the years is basic, simple instructions. Follow these steps, without exception, and you will achieve your goals.

There will be no questions. There will be no uncertainty. There will be no confusion. These powerful Nutrition hacks are the KEY to all nutrition.

Don't be concerned though, we have added a more detailed guideline with loads of recipes if you need the extra structure. I do strongly recommend you to just follow the below steps. Sooner or later, this WILL be how you eat. Because a. you'll love the way you feel, b. you'll love the way you look, and c. you'll love the weight and fat loss, and d. you'll love the food. And, believe me, like all my thousands of clients, you will thank me for it too. The eating strategies typify simplicity at its best.

Simply put, your diet should be based on lean animal protein, fresh vegetables (green leafy and colorful), some fruit, healthy sources of fat, limited number of complex carbohydrates, and no added sugars.



The number one way to meet your nutritional needs is to consume a diet rich in whole foods. For this reason, you want to consume foods that have a high net gain – that means foods easily digested and utilized by your body. The foundation of your nutritional intake should be fibrous vegetables, fruits, seeds, cold-pressed oils, nuts, and other healthy fats.

Because you do not burn the same amount of calories every day, consider changing your food intake based on your activity level for the day. On days that you are not training, or exercise at a low intensity you will not need to consume as many calories or carbohydrates as you would on a heavy training day.

On recovery or low activity days limit the amount of grains and starches opting instead for lean proteins, vegetables, and fruit. Simple, fast-digesting carbohydrates will also play a less critical role, as you will want to consume medium glycemic fruits like pears, apples, and berries.

Here are
Simple
**NUTRITION
GUIDELINES:**



1. Eat Natural whole foods

That means it must come in its natural form. No bags, no boxes, no labels. It really is as simple as that.

2. Eat When you're hungry

Within reason. This doesn't mean starve yourself. It simply means that your metabolism will kick in overtime with increase training intensity and consistency. The hunger you feel now, is probably emotional, so be aware of triggers that trick you into thinking you're hungry, wanting to devour an entire Donut shop, or feast on fats and high sugar foods. It's a trap.

3. Eat Slowly

Chewing your food slowly helps kick start the digestive process as well as give you time to enjoy the flavors of your food so you enjoy the ritual more than just throwing it down your hatch. Eating slowly also increases the time it takes to finish your meals, allowing for your brain to recognize you are full, so you're not feeling deprived and wanting more unnecessarily.

4. Eat Less, 2 days per Week

Now this is a more advance strategy that is linked directly to intermittent fasting, which continues to be supported through studies and science to increase longevity, reduce body fat, and repair your cells and DNA. Don't take my word for it, do your own research, or keep an eye out for the Strategic Fasting program, Eat Less, Move More. Make these on your LIT days especially.

5. Cut out SUGAR!

This really is self-explanatory. I elaborate more on sugar in the following pages.

MASTER YOUR NUTRITION

You can't out-train poor nutrition. What you need is captured in one word, willpower.

80% of the time you need to eat real food and real healthy food: lean meat, veggies, fruit, nuts and seeds. Do not eat foods that come out of a box or bag and that means

No grains!

No bread! (I know this is hard but it's a must)

No sugar!

No starch!

Powerful Protein

“When life gives you lemons, ask for something higher in protein.” - Anonymous

Simply put, we wouldn't exist without protein. Protein plays a lead role in nearly every function in your body.

Simply put, we wouldn't exist without protein. Protein plays a lead role in nearly every function in your body.

Not only that, eating the right amount of protein will help to boost your metabolism and **keep your weight** in check.



AND....protein can also help you avoid gaining unwanted weight in the first place. This is because when you're eating enough protein, you'll feel more full for a longer period of time, and have less of an urge to eat junk food.

In fact, studies have shown that when women eat around 30% of their diet from protein, they eat 441 fewer calories per day.

For this challenge, you'll be eating about 30% of your calories from protein - which is ideal for fat-loss and maintaining lean muscle mass.

You'll be eating high-quality proteins like grass-fed meats, wild fish, and free-range poultry. If you're thinking that eating like this may start to get expensive.... it really doesn't have to!

A lot of times you can find items on sale—just buy in bulk and freeze them! Also, make sure you check out local farms and farmer's markets.

Most of the time, you'll be able to get a much better deal because you're buying direct from the source. Not only that, but it's always great to support our local community :) Make sure to read the "Personalizing Your Plan" section in this manual for details on how to adjust these numbers based on your individual needs.

THE NOT -SO-SWEET TRUTH ABOUT SUGAR...

Added sugars
(that don't occur
naturally in the
foods you are eating)
can be absolutely
detrimental to
your health.



We've already talked about how inflammation is the root of all disease in the body...

I'm talking about diseases like cancer, diabetes, Alzheimer's, digestive disorders, arthritis, and the list goes on and on.

Consuming a high amount of refined sugars is a LEADING cause of inflammation in your body.

Did you know that soda and other sugary drinks are the #1 source of calories in the American diet!?

Here are a few not-so-sweet facts about sugar:

- **Sugar promotes inflammation** in the body – the root cause of disease.
- Large amounts of sugar will **suppress your immune system**. (Imagine how your immune system suffers if you're eating processed sugars every meal.)
- **Sugar suppresses** the release of HGH (Human Growth Hormone) in the body.
- **Sugars will raise your insulin levels**, which over time can lead to a whole host of diseases.
- Sugars have a massive **negative effect on energy levels** throughout the day.
- **Sugar negatively impacts your hormones** (leading to fat storage) and your ability to deal with stress.

Artificial sugars like Splenda and Aspartame are no better for you, either. They have been proven to have countless negative effects in your body and, especially, your brain.

Sugar in itself is NOT bad. In fact, we need a certain amount of it to even survive and be able to think straight.

The problem really stems from the quick rise in our blood sugar levels when we consume large amounts sugar on a regular basis.

When you eat healthy carbs, like a sweet potato or an apple, you're also eating the fiber that comes along with it. Digestion is slowed down, so even though you're eating sugar, your blood sugar levels do not raise as fast. Your body can easily handle it.

If you drink a Coke, there's no fiber or anything to slow down the digestive process, and your blood sugar levels spike to unnatural highs.

So,for this challenge, we're going to keep it close to nature.

We're going to **stay away** from **ALL white and refined suga , high-fructose corn syrup, and artificial sweeteners.**

Acceptable substitutes (in moderation, of course) are raw coconut palm sugar, raw local honey, dates, and Green Leaf Stevia.

The fir t three are slow to raise your blood sugar levels, so they're ok in small amounts. Green Leaf Stevia is a much less processed form of Stevia and does not have an impact on your blood sugar levels. It has been around for centuries. It's about 30-40 times sweeter than regular sugar... so make sure you only use the smallest amount!

Remember- this is a LIFESTYLE approach, not a fad diet. I don't want you feeling deprived in any way- so it's all about finding healthier alternatives to what you're already eating! :)



10 Foods that get you **LEAN**

10 Foods that Maximized Fat Loss, Increased your Metabolism, and build Musle

CAYENNE PEPPER

Benefits Helps the body production of heat, increased lipid oxidation; burning fat for energy. Also decreases appetite and slows the growth of fat cells.

CINNAMON

Benefits Adding this spice to your coffee, tea or snacks adds flavors and has been found to lower blood sugar levels.

GINGER

Benefits Known to be a metabolic activator increasing metabolic function, suppressing the appetite, and helping improve digestion and even relieve an upset stomach.

CITRUS FRUITS

Benefits: Vitamin C oxidizes body fat, increasing the use of fat for energy.

BERRIES AND APPLES

Benefits: Packed with pectin, quercetin, vitamin C and malic acid these fruits regulate energy levels and because they are water based and high in fiber they help satisfy your appetite.

WILD SALMON

Benefits: Fresh, wild salmon, not farmed raised, contain essential fatty acids or EFAs a key nutrient for overall healthy.

GARLIC

Benefits: Enhances thermogenic properties; your body's ability to burn fat. Garlic has also benn linked to lower blood sugar levels.

GREEN TEA

Benefits: EGCG, a chemical in green tea revs up the heart, metabolism, and fat burning abilities. Catechins, the powerful antioxidants found in green tea, are know to increase metabolism.

RAW ALMONDS

Benefits: Build muscle, keep you full, and stay healthy with protein, fibe , vitamin E and magnesium in raw almonds.

EGGS

Benefits: Full of vitamin B12, protein, and animo acids eggs help build muscle and burn fat.

THE SKINNY ON FAT...

We hear it all the time—fat is BAD for you! Drink skim milk instead of whole. Get fat-free yogurt instead of full-fat. Have an egg white omelet. Trim the fat off your meat and remove the skin before you eat it!

But is this really the best advice? Here are the real facts about fat...

It's important to understand that eating fat does not make us fat.

If you're looking for the shady criminal to blame—look no further than the processed carbs, sugar, and HFCS that find their way into almost everything we eat.

Plain and simple: eating SUGAR makes us fat.

Now it's definitely important to not overeat on your healthy fats, as too much of anything will have an impact on your waistline.

Please keep in mind that the key word is healthy fats.

Healthy fats include things like coconut oil, olive oil, avocado, nuts and seeds, grass-fed butter and ghee, animal fats (duck, beef, pork), Omega 3's (found in fish), etc.

The "bad" kinds of fat you want to stay away from are trans fats.

Most trans fats that people eat have been cooked up in a laboratory kitchen where scientists "hydrogenate" certain oils so they have a longer shelf life.

Trans fats are found in a LOT of packaged foods—like baked goods, donuts, pie crusts, cookies, crackers, margarine, and a lot of fried foods.

Basically look at your labels. And if you see anything labeled "partially hydrogenated" or "hydrogenated" get rid of it fast.

In addition to trans fats, you also want to stay away from refined oils that tend to be high in Omega 6's (which throw off the ideal Omega-3 to Omega-6 balance) like peanut oil, canola oil, vegetable oil, soybean oil, and corn oil.

Not that you know what kinds of fat NOT to eat, let's talk about why the right kinds of fat are GREAT for your body.

Healthy fats are incredible for your body. They are important for:

- Making hormones
- Supporting brain health
- Boosting energy levels
- Supporting your thyroid
- Strengthening your bones
- Strengthening your immune system
- Reducing your risk for Cancer
- And the list goes on....

If you're thinking that eating more healthy fats will increase your cholesterol and put you at an increased risk for heart disease, get ready for these facts:

- There is NO significant evidence that dietary saturated fats are associated with an increased risk for heart disease. (www.ncbi.nlm.nih.gov/pubmed/20071648)
- "No study to date has adequately shown any significant link between dietary and serum cholesterol levels or any significant causative link between cholesterol and actual heart disease" – Nora Gedgaudas, Primal Body Primal Mind (pg. 80)
- About half of the people admitted to hospitals with heart disease have normal cholesterol levels.

AND....in 2015, the DGAC (Dietary Guidelines Advisory Committee) has recommended that limitations on dietary cholesterol be removed from their guidelines.

forbes.com/sites/larryhusten/2015/02/10/new-us-guidelines-will-lift-limits-on-dietary-cholesterol/

You'll be blown away by what learn from us about the real science that literally explodes the myths that society has perpetuated about nutrition.

HOW MUCH WATER should I drink?

“If there is magic on
this planet, it is
contained in water”
– Lauren Eisely



Staying hydrated is one of the BEST ways you can possibly take care of your body. Water is essential for every single cell in our body to function at its highest level.

Water helps increase your energy levels, promote weight loss, flush out toxins, improve the quality of your skin, improve digestion, can help relieve joint pain, and can even help relieve headaches!

Your body is about 60% water... and just a small 2% decrease can significantly impair performance and the way you feel.

Your goal for this challenge is to stay hydrated and keep water with you everywhere!

Example: Keep things simple. 1-2 liters per day. That's just 4 x 500ml bottles. You can easily down that. Here are some additional tips.

Drink 2 glasses on waking up. Before you even clean your teeth.

Drink another 2 glasses before you leave the house

Drink another 2 glasses before lunch

Drink another 2 glasses before dinner.

AND

Have your water bottle on your desk, sipping often.

AND

Have your water bottle when you workout and drink as you need to.

With this simple approach, you will be able to maintain adequate hydration levels.

Personalizing **YOUR PLAN.**

Men and women metabolize food differently. Not only that, but our daily energy requirements vary quite substantially.

To help you get the BEST results, you'll need to adjust your meal plan according to what your body needs.

Protein Serving Sizes for Men & Women

Women: 6 glasses

Men: 6-8 glasses

Starchy Carbohydrate Considerations

Women: keep plan as is

Men: ADD $\frac{1}{2}$ cup of carbs when it calls for it in the meal plan at each serving (this includes items like sweet potato, quinoa, etc. (see Swap Guide for the complete list.)

Healthy Fat Considerations

Women: keep plan as is

Men: ADD about 3 Tbsp. or $\frac{1}{4}$ cup PER DAY to the plan

If you need help with this, simply reach out. My goal is to make this plan as simple as possible to follow, so if you have any questions, just let me know!

MODIFY YOUR FOOD INTAKE

based on
Your Activity
level

Because you do not burn the same amount of calories every day, consider changing your food intake based on your activity level for the day. On days that you are not training, or exercise at a low intensity, you will not need to consume as many calories or carbohydrates as you would on a heavy training day.

On recovery or low activity days, limit the amount of grains and starches opting instead for lean proteins, vegetables, and fruit. Simple, fast-digesting carbohydrates will also play a less critical role, as you will want to consume medium glycemic fruits like pears, apples, and berries.

And another rule of thumb, eat your complex carbs only on your strength training days and AFTER your workout. Not before.

The First 2 DAYS OF YOUR CHALLENGE:

Your first two days are scheduled “reset days.” These days are designed to reset your metabolism to allow your body to digest and process the foods you eat more easily and efficiently and to absorb all their nutrients and goodness.

No pills, drugs, or juices... just lots of fresh vegetables, fruit, water and minimal protein.

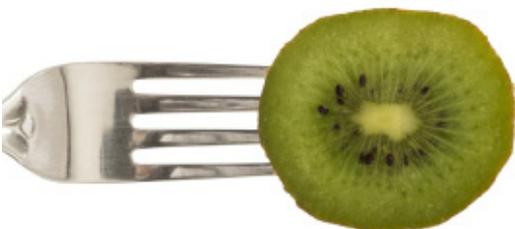
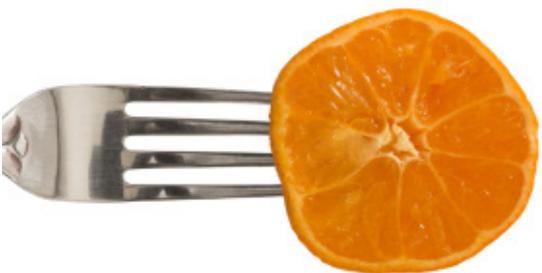
Depending on what you’ve been eating lately, you may experience headaches and some fatigue in the beginning.

Just make sure you drink plenty of water so you continue to flush out the toxins, and you’ll make it through. After Wednesday, you should be feeling a renewed sense of energy!

NO CAFFEINE is allowed on detox days, and please limit over-the-counter drugs like Advil or Tylenol. All prescribed medications should still be taken.

NUTRITION

House Rules!



CAFFEINE

Caffeine is a stimulant that will increase your stress hormones. When stress hormones go up, insulin also goes up. Now, there are definitely benefits to drinking caffeine, so we just need to find a healthy balance.

Limit caffeine to 5 servings per week MAX (and never after 1 pm.) On days you have caffeine, make sure you drink an extra glass of water.

****For creamer, use coconut milk. No sugar unless it's 1 tsp. or less of coconut sugar or raw honey. Organic coffee & green tea are your best options for caffeine.*

ALCOHOL, SUGARY JUICES & SODA

Liquid calories can add up FAST. Not only that, they're loaded with sugar that will spike your insulin. It places a heavy load on your body to detoxify from it (which is the exact opposite of what we're trying to do during this challenge.)

For the next four weeks, you'll be steering clear of anything other than water, the drink recipes in your meal plan, or an occasional coffee or green tea. If you're going to indulge on "liquid calories" during your cheat meals, make sure it's only 1-2 servings maximum per week.

SLEEP TO PEAK

Over 40% of us suffer from chronic lack of sleep! Lack of sleep is associated with impaired memory, slowed speech, lack of ambition, and will lead to imbalanced hormones in your body causing weight gain and chronic fatigue. During this challenge (and in general) aim for 6-8 hours of uninterrupted sleep.

ALWAYS BE PREPARED

This goes for your pantry, too. Keeping only healthy food allowed during the challenge around you is the main premise behind pretty much every program and challenge we run at **28 Day Fitness Challenge**.

Being prepared will mean the difference between success and failure during this challenge! Set yourself up for success by cleaning out your pantry from temptations and replacing them with healthy, delicious options.

“If you keep good food in the fridge, you will eat good food.”

~ Errick McAdams.

GO ORGANIC AS MUCH AS POSSIBLE

Below is EWG’s updated “Dirty Dozen List and Clean 15 List”.

This will outline the fruits and vegetables that have the highest levels of pesticides, herbicides, and fungicides on them. Try to purchase as many organically grown foods as you can from the “clean” list.

The “Clean 15” is the list of foods that are likely to have fewer chemicals. Other than this list, a good rule of thumb is to choose organic when you’re going to eat the skin such as grapes, pears, cucumbers, etc.



ONLY PURCHASE FOOD ON YOUR SHOPPING LIST:

Don't fall into the trap of putting tempting items in your cart while you are at the store. If this is something you struggle with, try eating a small apple before you go. This will definitely help! Also, always print out your grocery list before you go.

DE-STRESS YOUR LIFE

It's time to focus on YOU for the next four weeks. Here's a great rule of thumb to help: If it's NOT going to help you grow, contribute, or reach your personal goals, then it's probably wasting your time.

All of that "extra stuff" = stress. Stress increases cortisol in your body and that equals more body fat. Not only that, it takes away the most valuable resource which we have, our time. Guard your time like your life depends on it, because it does.

TOSS THE MARGARINE

Just get rid of it. Margarine smells SO horrible after all of that processing that it needs to be chemically deodorized so people will be able to eat it. It's also processed with a petroleum solvent. Toss it.

MEASURE YOUR FOOD

Measuring is extra important if portion control is an issue for you. When you start doing this regularly, you'll soon be able to estimate the correct serving sizes just by looking at it. This is a very eye-opening exercise!

GRASS-FED, ORGANIC & WILD

The living conditions (whether or not the animals were raised in congested feed lots, given antibiotics and hormones, what they are fed, etc.) all play a major role in the amount of nutrition that is passed along to us when we eat protein.

I could write an entire chapter about the differences between grass-fed, organic, and wild practices versus conventionally raised and farmed practices. It's true that you'll pay a little bit extra for the quality, but it is definitely worth it in my opinion.

Plus... you'll be saving money during this challenge because you won't have any food that goes to waste, so it will help balance out the cost.

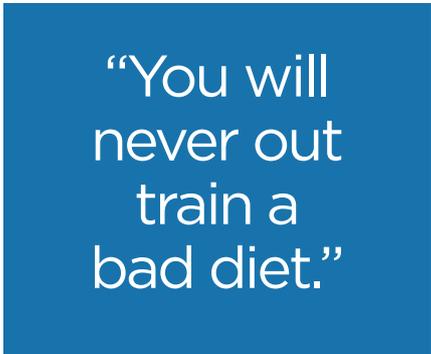
How to Handle Your **TREAT MEALS**

In a nutshell,
don't do
anything
that you will
regret.

Treat meals are a way of not feeling deprived from any of your absolute favorite foods.

They also have a positive impact on your hormone levels when they're planned into your weekly schedule (like this challenge).

A great quote to remember is



“You will
never out
train a
bad diet.”

You do NOT want to ruin all of your hard work and preparation in a single treat meal.

So, feel free to indulge a little bit... but make sure NOT to go overboard.

I'll give you a very brief run down on WHY it's ok to enjoy yourself, which is also why I don't like to use the phrase “Cheat Meal”

Why **Cheat Meals** are a Lie. Here's 3 reasons Why and What to do Instead.

Over my 20 years of experience in the health and fitness industry one of the most important element is that I have focused on for clients to achieve their fat loss, performance and fitness goals is nutrition.

Probably the most misunderstood component of health, the holy grail of results, and the most challenging element to not only understand but to master and implement is nutrition.

Above all else, the psychology of weight loss is the one of the biggest elements to overcome, and understanding nutrition is the only real way to help you achieve those weight loss goals.



To be successful in your weight loss endeavors, the words and imagery you use with yourself to change behaviors, to make better choices when it comes to nutrition, and to fuel your recovery is important—so think about the vocabulary you use and what you tell yourself. Limiting beliefs are trained and tight, embedded into our subconscious mind and therefore become truth.

One key factor in the failure of so many clients and people who wish to lose weight, is the negative association of exercise and food. I think one of the largest misnomers in the health and fitness industry regarding nutrition is the Cheat meal.

What exactly is the **cheat meal**?

Well for one, it automatically implies we are cheating. And here lies the problem.

Imagine this.

You are 100% committed to achieving your health goals. You have invested time into your training, invested money in a trainer or membership, and invested in quality healthy food that's going to help you achieve these goals.

You're doing everything right. Going to bed early, planning your schedule and your time, committing to the process. Building a positive mindset to stay in track and achieve, achieve, achieve.

Yes, one day a week you are told you can cheat. "Cheat" meaning, take a short cut, do something you shouldn't be doing. This goes against your morals, your values and your integrity. This is totally opposite to the direction you want to go. Your direction is sabotaged by a lie. A cheat meal. Even worse, you have been probably told that your cheat day is your reward.

This needs to change.

Let's look at this from a different perspective that can empower you to better results, better compliance, and to reinforce a positive mindset and approach to your goals and lifestyle change.



1. Eating for a lifestyle is the reality of life itself

Going out with friends, socializing, trying the latest new restaurants, celebrating birthdays, having a few drinks. THIS is life. So we need to ENJOY life – not feeling we are being deprived or cheating our way through it to accomplish a specific weight loss or fitness goals. Don't punish yourself by calling it a cheat day, telling yourself you shouldn't be doing it and it's 'against the rules.' There are no rules. You are simply living life, enjoying life's pleasures. It's all part of your 'strategy' for total lifestyle balance and a strategy in your plan that works.

2. Use more empowering words

Given the above point, rather than consider this to be a cheat day, use more empowering words like normal day, eat for life day, your day off, refuel day, recharge day, or refeed day. These terms have more powerful, positive connotations that yield positive results.

Like with any other area in your life, success comes from a plan –a strategic plan to achieve a specific outcome. Whether it is financial, health, or career success, all will come more readily when you know exactly what your desired outcome is, and then develop a specific plan to achieve that specific outcome. Then, implement that plan and monitor your progress to ultimately achieve results.

3. Increasing your fat burning capacity

Physiologically, foods higher in fats and carbohydrates release the hormone leptin, which sends signals to the brain to burn fat and gives the signal that you are full. The strategic part is to enjoy a day of refueling to initiate higher levels of fat for fuel. So in fact, refueling days or refeeding days are essential for most people to maximize their fat-burning efficiency and to help them to achieve faster results.

When you have a strategic plan in place, treats become part of the strategy. So use empowering words that align with your mindset, your goals, and your plan to achieve your desired outcome.

Strategically, we want the hormone LEPTIN to be released, and when you eat foods higher in fats, carbs and sugars this will send the message to the brain and effectively switch into FAT BURNING MODE! You can find out more about the power of hormones and Leptin in our other programs.

SUPPLEMENTS & SWAPS:

To help maximize your results and fill in any gaps, you may wish to swap or supplement with the following:



1. Protein Powder:

For your smoothies in the morning, you will need a good-quality protein powder. This will help you meet your protein requirements for the day simply and quickly!

Look for one that contains 5 ingredients or less and has about 20-25 grams of protein per serving. Grass-fed whey protein is the “gold standard” of powders and is the most absorbable.

Protein shakes are designed as an additional non-exclusive option to increase your protein intake with your training. Its convenience, not fundamental. Forget ALL other supplements which promise accelerated fat loss. It's a myth. And you will be seeing a lot more studies and research supporting the fact that supplements are not only ineffective, but some will actually contribute to other health concerns, and reduced performance. We cover more on the facts of the supplement industry in our other programs. For now, read those words and stick to it: “If it sounds too good to be true, it probably is.”

Lastly, when I refer to supplements, I am referring to synthetic based nutrition supplements, NOT natural organic supplements which remain in their natural state or form.

2. Switch to Pink Himalayan Rock Salt or Sea Salt.

Himalayan salt has more minerals and trace elements than almost every other salt. It's also a very pure and unprocessed product.

Table salt is chemically produced, bleached, and may contain anti-caking agents, MSG, and even aluminum!

Ben Greenfield says "Refined table salt is poisonous to the body and is responsible, in great part, to the onset of many terrible diseases including thyroid and metabolic dysfunction."

Sodium is an important electrolyte, so Himalayan Pink or Sea Salts are the perfect ways to get high quality salt in your diet!

3. Probiotics

Did you know that up to 70% of your immune system resides in your gut? Probiotics will help to restore balance back to your digestive system- and help fuel your immune system. The bacteria in your body outnumber your cells by more than 10 to 1. Remember the good bacteria help to keep you in check- they help to fight against the "bad" bacteria, viruses and other pathogens.

It's really important to give these good bacteria an extra hand, because toxins, chemicals, and any antibiotics we are exposed to will kill off these microscopic warriors. Probiotics are best taken 30 minutes before food on an empty stomach.





4. Omega 3s (Fish Oil)

To give you a quick breakdown: Omega 3s reduce inflammation in the body, increase your ability to burn fat, strengthen your immune system, improve circulation, improve good cholesterol, and the list goes on and on.

Since Omega 3s are “EFA’s,” that means that your body is NOT capable of producing them on its own, and you MUST consume your Omega 3s from an outside dietary source.

5. Rhodiola

If you live a high-stress life, this may just be the best thing you’ve read all day. I started taking this supplement months ago to help support my adrenal glands and protect my body against stress.

It’s also used to help combat fatigue, boost memory, and increase work capacity to improve productivity.

6. Magnesium

Another one of my go-to recommendations to help combat stress. It’s not only great for stress, but it’s an important mineral that’s required for more than 700 biochemical reactions in your body!



Additional Swap Options...

- Exchange a protein for a protein
- Carb for a carb
- Healthy fat for a fat
- Fruit for a fruit
- Vegetable for a vegetable

Non-Starchy Veggies (NSV's)

- Artichoke
- Artichoke hearts
- Asparagus
- Beets
- Brussels sprouts
- Broccoli
- Cabbage
- Carrots
- Cauliflower
- Celery
- Cucumber
- Eggplant
- Greens (no iceberg)
- Hearts of palm
- Jicama
- Leeks
- Mushrooms
- Okra
- Onions
- Peppers
- Radishes
- Sprouts
- Squash (summer)
- Swiss chard
- Tomato
- Turnips
- Zucchini

Common Starchy Veggies:

- Acorn Squash
- Butternut Squash
- Parsnip
- Pumpkin
- Quinoa
- Spaghetti Squash
- Sweet Potatoes
- Winter Squash
- Yams

Lower-Med Sugar Fruits:

- Apple
- Apricots
- Berries (any kind)
- Cantaloupe
- Grapefruit
- Honeydew
- Peaches
- Pear
- Nectarine

Higher-Sugar Fruits

- Banana
- Cherries
- Grapes
- Mango
- Plums
- Oranges
- Kiwi
- Pineapple
- Tangerine

Protein Swaps

- Turkey
- Chicken
- Fish
- Eggs
- Pork
- Lean Beef

Fat Swaps

- Extra Virgin Olive Oil, 1 tsp.
- Coconut Oil, 1 tsp.
- Salad dressing, 1 tsp.
- Avocado (1/4 avocado)
- Large Black olives (8)
- Bacon, 1 slice (limited quantities)
- Nut Butters, 1 ½ tsp.



FOOD PORTION GUIDE

Learning how to portion food and eat right doesn't have to be difficult.



Below are the recommended guidelines to help you quickly and effectively portion food. There are two recommendations on how to portion each meal. One is for males and the other is for females.

To figure out the best number of portions for you, it's best to experiment. Use this as a guideline. If it's not enough food and you are still hungry try adding another portion of protein. If it's too much food try eliminating a few portions throughout the day. Make small adjustments and do your best to stop eating once you're full. The idea is to create consistent eating habits. This allows you to separate emotional or situational circumstances from eating.

Always follow the 20-minute rule. If you are a relatively fast eater, SLOW DOWN! If you have just had a meal and still feel hungry, wait for 20 minutes and see if you are still hungry afterwards. Assess if you are actually hungry or if you can hold off. More often than not, you will be full and no longer need to eat.

Over time, you will adjust to your increased satiety levels and awareness of your own needs to fuel, to eat or not to.

Below is the perfect portion guide. Apply it whenever you cook, buy food, or eat, and **apply it until it becomes automatic** and you can easily look at foods and know the correct portion size you need and that is healthy for the new you.

Portion Sizes

(These portions are based on three meals per day).



Protein: 1 portion = 1 palm (NOT including the finger)

Males: 2 portions

Females: 1 portion



Carbohydrate: 1 portion = 1 cupped handful

Males: 2 portions

Females: 1 portion



Vegetables: 1 portion = 1 fist

Males: 2 portions

Females: 1 portion



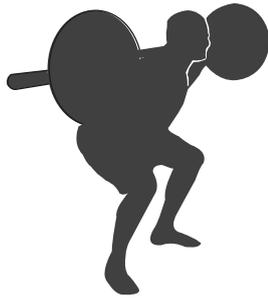
Fats: 1 portion = 1 thumb

Males: 2 portions

Females: 1 portion

TRAINING SUCCESS

An Overview



Not all training is created equal. Just as not all trainers are created equal. Many unfortunately jump on the latest trends and follow the market, rather than develop result-based systems that achieve the best results, based on their experience, scientific studies and their own client success stories.

Your workouts, therefore, need to be science and result-based. High Intensity Interval Training (HIIT), for example, has attracted a lot of headlines in recent years, by dangling the promise of delivering better results in less time.

To some extent this is true. However, your entire program should not only contain HIIT-based training. There are 3 energy systems that need to be included in your weekly training.

And 3 types of workouts you need to follow. In the 28 day challenge, we keep it super simple, using the KISS principle. Keep It Super Simple!

First, let's cover the 3 types of training modalities you will cover each week.

1. Strength Training

Make this your mantra: “In order to achieve my body-fat goal, I understand I must complete 3 sessions of strength/resistance/circuit training every week for the next 4 weeks.”

I will complete _____ sessions of resistance training EVERY week.

While aerobic exercise stresses the heart and lungs, weight training works muscle, bone, and connective tissue. A common myth is that strength training will bulk up your muscles and reduce your range of motion. When performed properly and effectively, this is not the case and in fact the exact opposite will occur.

After the age of 35 our muscles begin to atrophy or decrease in size. Weight training helps to combat this detrimental problem, by helping to maintain and improve current levels of muscular strength, endurance, and definition.

The benefits of strength training include the following:

- **Reduced blood pressure**
- **Reduced body fat**
- **Increased bone mineral density**
- **Increased tendon and ligament thickness**
- **Increased muscle strength and endurance**
- **Physical appearance (tones and shapes the muscles)**

In the fight to lose fat and keep it off, one of the most important factors to consider is an individual’s resting metabolic rate (RMR). Your RMR is a measure of the amount of calories you burn at rest while performing no exercise or activity.

Muscle is a metabolically active tissue, meaning it burns calories both at rest and during physical activity. On the contrary, fat is a metabolically inactive tissue. It just sits on your body as a stored source of energy, only tapped into when needed. Because weight training reduces body fat and increases lean muscle mass, your RMR is increased when you have more muscle on you.

In other words, if you decrease fat and increase or realistically maintain muscle you will burn more calories at rest than you would otherwise. This is why strength training is so crucial to any weight management program.

2. Circuit Training

Circuit weight training (CT) is a very effective method used to achieve results in a limited amount of time. CT is generally set up in gyms to provide a workout to all major muscles of the body in a specific order. Typically the exercises are completed within a set period of time without a great deal of rest in between sets. One set of up to 10 exercises are performed in sequential order, with little or no rest in between sets, until all 10 exercises have been completed. After 1 round thru the circuit, 1 to 2 minutes rest is taken, and the circuit is repeated. Up to 3 complete rounds through the circuit are performed for maximum results.

Circuit training is so effective because it keeps your heart rate elevated, while still providing an adequate stimulus to your muscles and bones. Keeping your heart rate up ensures maximal calorie burn, which is the bottom line when trying to lose weight. So you get all the benefits of weight training, while burning more calories in less time.

3. The Power of Intervals (HIIT).

This is where Interval Training comes in. "Intervals," when applied to exercise, means that you vary the intensity of your workouts, alternating bursts of high-intensity with periods of rest. It's that simple. Work hard for a few minutes, and then rest -- work hard and recover. These recovery periods are important because they allow you to push harder during the work interval. This, in turn, helps you to achieve a higher intensity of workout overall. This is the **Power of Intervals**.

Physical activity in general is extremely beneficial. But research also shows that a higher intensity of physical activity can increase these benefits. By incorporating intervals into the exercises, sports, and activities that you already do, you can:

- Get fit in the 30-minute workouts a week
- Lose 3 times the fat over steady-state exercise
- Burn up to 30% more calories than steady-state workouts
- Strengthen your heart and lungs
- Increase your endurance and energy
- Intervals help you make the most of your workout and your time.

4. Cardiovascular (LIT)

Your cardiovascular training is crucial for developing your aerobic base. It's not just about fitness, it's also about the neural response you create for your body to develop a strong foundation of aerobic fitness. Additionally, I have found that cardiovascular training, also dubbed "Long slow boring, kill me now" training also helps you to develop a bulletproof mindset.

Doing what you need to do to get the results you want. Sometimes we have to do what we don't want to do to get the results we want. If you have neglected cardio because you think it's boring, then remember this:

"The definition of insanity:
Doing the same thing over and
over again and expecting a
different result."

- Albert Einstein

The bulletproof mental edge that you develop with cardio training comes from being focused on persistency, consistency and the job at hand. To overcome, any "negative thinking" about cardio, use affirmations to empower you to engage in a process of active meditation. Some people like to watch TV or watch a movie while they do this. This is an option of course, I prefer nothing at all, or music at best so I stay focused on myself and increase my own awareness of by entire mind and body, the physiological aspect of the process I am currently engaged in.

Now back to the training.

Cardiovascular fitness represents the body's ability to take in oxygen and distribute it to the muscles and other parts of the body, including the brain. The heart is the core of the cardiovascular system. Exercise that conditions the heart improves cardiovascular fitness.

Aerobic exercise causes the heart to pump harder, but it should not make you short of breath. Take extra time to warm-up before exercise and cool down after your workout. Also, check with your physician before beginning any exercise program.

With each heart beat blood is pushed through your system. The contraction frequency of your heart is the heart rate (HR). The amount of blood moved to the cells of your body every minute is the result of the heart rate and stroke volume (HR x stroke volume).

As you increase physical activity your muscle cells require more oxygen and your circulatory system responds by increasing the heart rate. With aerobic training, the actual amount of blood pumped per heart beat increases. And, the efficiency of the exchange process at the capillary level improves. The result is a lower heart rate for any level of physical activity in the trained versus the untrained individual.

Cardiovascular training comes with many names. For the purpose of the challenge, we will use the term Low Intensity Training or LIT.

Other names include:

- CV
- Cardio
- Steady State
- Aerobic training
- Cardiovascular training
- Long Slow Distance or LSD



At the end of the day, it is all the same thing. Building your base, your foundation and your general baseline of aerobic fitness.

This will require you to work at 65% of your maximal heart rate. No more. It will not fatigue you. You will not be tired. You will not be exhausted. Important note. Do not crank up the intensity because you feel you are not working hard enough. If you increase the intensity, you will (1) move out of the aerobic heart rate and (2) reduce your fat burning capacity.

Generally, there are five training “zones” or heart rate ranges. Ranges will vary among personal trainers and coaches based on your level of fitness.

As you move up the hierarchy of training zones, exercise intensity increases, resulting in a shift from the use of fat as an energy source to carbohydrate. Below 65% MHR (maximum heart rate) fat is burned predominately.

Below we will show you how to measure your heart rate and determine the correct heart rate and training zones.

To measure your Maximum Heart Rate zone, simply take 220 minus your age.

220 - Age = _____

My Maximum Heart Rate is: _____

To keep things simple, we use 220 minus age as a benchmark across the board. There are other methods that have been used which are different for men and for women, and also calculations that take into consideration each individual’s resting heart rate.

If you are on blood pressure medication that reduces your resting heart rate like Beta Blockers, do not try to influence your heart rate. In fact, this is where you must see your doctor prior to starting this program to ensure full health clearance.

Now find your optimal training zones,

Heart Rate Intensity Zones*	
My Heart Rate Zone	Beats per minute (bpm)
Zone 1: 65% of MHR (aerobic)	_____
Zone 2: 65-75% of MHR (endurance)	_____
Zone 3: 75-85% of MHR (high level aerobic activity)	_____
Zone 4: 85-95% of MHR (lactate threshold)	_____
Zone 5: 95-100% of MHR (sprints and anaerobic training)	_____

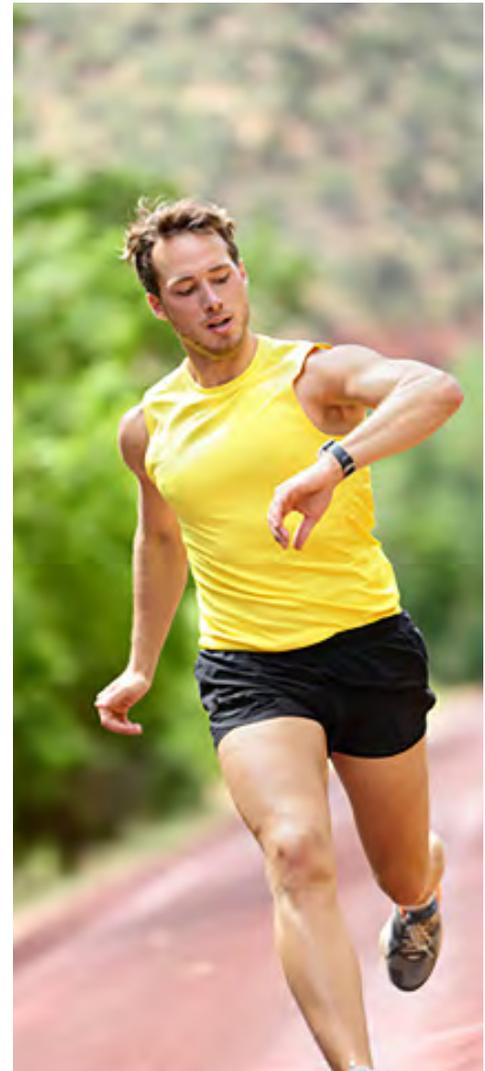
Tracking your heart rate:

The best way to measure your heart rate is with a heart rate monitor. There are many ways and so many new wearable tracking devices on the market these days. You can find either a simple heart rate monitor, or an activity tracker which will track your heart rate and the daily steps you take every day.

Remember, the more you track, the better your results. So I highly encourage you to get and find the best option that works for you.

The use of a Heart Rate Monitor (HRM) is one of the most significant training advances in the last ten years. Using a Heart Rate Monitor will help you to:

- **Bring objectivity to your training program**
- **Read your body to distinguish between anaerobic / aerobic training**
- **Establish individual benchmarks to your fitness program**
- **Identify overtraining**



Rate of Perceived Exertion (RPE)

The next best way to measure your level of intensity, if you do not have a heart rate monitor is by measuring your RPE.

The RPE scale is used to measure the intensity of your exercise. The RPE scale runs from 0 - 10. The numbers below relate to phrases used to rate how easy or difficult you find an activity. For example, 0 (nothing at all) would be how you feel when sitting in a chair; 10 (very, very heavy) is how you feel at the end of an exercise stress test or after a very difficult activity.

Rate of Perceived Exertion Table	
0	Nothing at all
0.5	Just noticeable
1	Very light
2	Light
3	Moderate
4	Somewhat heavy
5	Heavy
6	
7	Very heavy
8	
9	
10	Very, very heavy

In most cases, you should exercise at a level that feels 3 (moderate) to 4 (somewhat heavy). When using this rating scale, remember to include feelings of shortness of breath, as well as how tired you feel and overall. Working 6-7 range for HIIT, and strength. Only work above 7 if you are mentally and physically prepared, engaged, fit enough, and focused enough to do so. You must stay aware of how your body is feeling and not push so hard you do more harm than good.

Using the RPE scale helps you to understand the scale, to recognize your body's signs of exertion, and to modify your normal workout intensity. Rating yourself between 3 and 4 during exercise suggests that you are exercising at a moderate intensity -- somewhat hard. Once you feel that you are exercising "somewhat hard," you can increase or decrease your efforts depending on how you feel and the intensity you require to hit the energy and heart rate zone you need to be in.

Overall, the RPE scale is a great tool to increase your own awareness of how hard you are working. You will find that as your level of fitness increases, you will rate lower in the scale for the exact same workout you were doing in prior weeks.

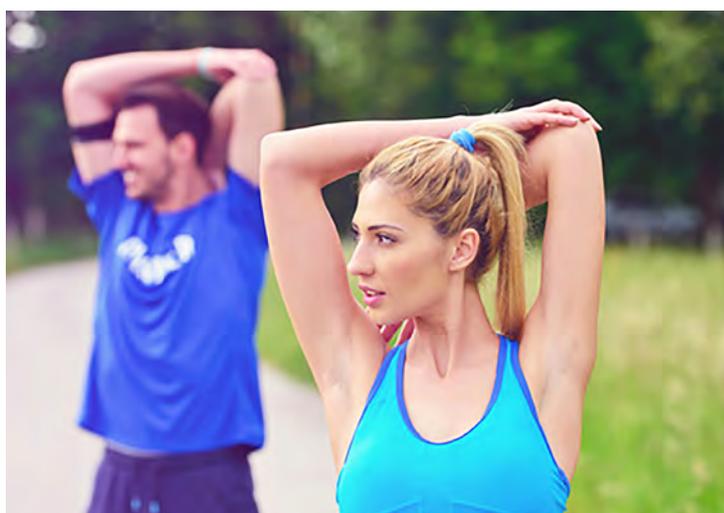
So make sure you level up, increase the intensity of your workouts, yet work in the desired range.

Warm-Up

You should consider "warm-up" and "cool-down" as essential parts of your program. This important process will improve the quality of your workout and accelerate your recovery processes.

Why Conduct a Warm-up?

A warm-up will ensure your body is ready to perform higher intensities of movement. By elevating your heart rate from its resting rate of around 60 beats per minute (bpm), you begin to get blood supplied, in quantity, to the parts of your body that will need it.



We have progressed into new areas of warm up research. All programs will commence with a dynamic warm up, and movement preparation to ensure you are maximizing your productivity, preventing injuries and switching on or activating the essential muscles and central nervous systems

A Warm-up will:

Increase speed of contraction and relaxation of warmed muscles

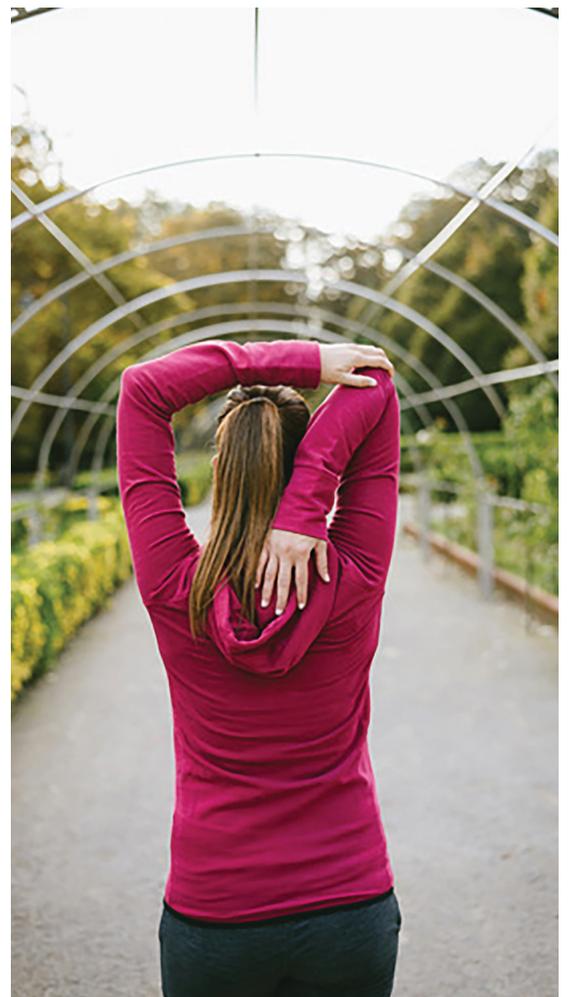
- Reduce muscle stiffness and soreness
- Provide greater economy of movement because of lowered viscous resistance within warmed muscles
- Facilitate oxygen utilization by warmed muscles because hemoglobin releases oxygen more readily at higher muscle temperatures
- Help nerve transmission and muscle metabolism at higher temperatures
- Increase blood flow through active tissues as local vascular beds dilate, raising metabolism and muscle temperatures

Cool-Down

After your workout a cool-down is equally important. Your body will have built up chemicals in your muscles. In addition, you may also have incurred a collection of microscopic muscle strains and tears. A cool-down simply raises your breathing without overstraining your muscles. It also increases the concentration of oxygen within the blood. This process also helps to gently “wash out” chemicals and other toxins (such as lactic acid) from your muscles.

An appropriate Cool-Down will:

- Aid in the dissipation of waste products
- Reduce the potential for Delayed Onset of Muscle Soreness (DOMS)
- Reduce the chances of dizziness or fainting caused by the pooling of venous blood in the extremities
- Reduce the level of adrenaline in the blood
- Return normal blood flow to the essential organs.



19 ULTIMATE SUCCESS TIPS



1. Make your Kitchen your TEMPLE

You need to make your kitchen your “safe haven.” Get rid of EVERY temptation and all of the junk. Throw it ALL out or donate it. If you have visitors in town or family who isn’t on the plan, set aside these items on a different shelf (below eye level) that you will know is OFF LIMITS to you. (I have my boyfriend keep all his cheese in the refrigerator drawer so it is out of sight.)

2. Get rid of ALL products with hydrogenated or partially hydrogenated oils or high fructose corn syrup (HFCS).

You will be SHOCKED at how many foods you have purchased that contain one or both of these ingredients. Basically – take a look at any processed foods you have in the pantry.

This includes crackers, cookies, sugar cereals, microwave popcorn, cereal bars, chips, pretzels, condiments & dressings, fat-free snacks, and many others. Nearly everything with a “shelf-life” fails the Sculpted by Summer Challenge.

3. ONLY purchase the foods on your Shopping List.

DO NOT succumb to any temptations while you are at the store. I try to eat a small meal right before the store to help fight off the urge to throw something random into the cart. And secondly, keep your shopping list with you. Write out your list and ONLY buy what is ON THE LIST. Simple, yet effective rule.



4. Buy organic meats whenever possible.

Specifically look for organic free-range poultry, meat, & eggs. If you're unable to buy organic, at least try to purchase antibiotic and hormone-free products.

5. Buy local, organic fruits & vegetables whenever possible.

This is most important for fruits and veggies exposed to pesticides and sprays right on the surface like apples, peaches, grapes, strawberries, etc. A good list for you to reference is called the 'dirty dozen.'

6. Cooking Oil

For cooking, use only Coconut Oil for high temperature cooking and Extra Virgin Olive Oil (cold pressed) for low temperature cooking.

7. TOSS out the margarine.

Margarine smells SO terrible after all of the processing that they need to be chemically deodorized so people would be able to eat it. It's also processed with a Petroleum solvent. Toss it.

8. When choosing your almond or other nut butters, **make sure the ONLY ingredients in there are NUTS!** Whole Foods has a grinding machine where you make your own nut-butters fresh on the spot.

Peanuts are NOT nuts!! They are a legume and processed in the same way in your body as gluten is... as a TOXIN!! We are removing anything in our system that will cause inflammation. Even if you are not 'allergic' to these foods, we all have a sensitivity to them at varying degrees. Not ideal if you are trying to shed inches and tone muscle.

9. Avoid ALL products with Soy.

Check your labels. Soy seems to find its way into most everything processed. Almost everything you can purchase has been genetically modified and then subject to insane amounts of processing to make it consumable. Best to stay FAR away.

10. Just Say “NO” to Bread, Pasta & other Grains. PERIOD.

White and even whole wheat bread can prevent you from reaching your goals. This may be the most challenging part... but will also be the most rewarding.

Cutting these out from your diet will be hard, but it WILL be worth it. You'll have a new level of energy, will recover faster from your workouts, and some of you will feel better than you ever have before. Ezekiel bread is approved in small amounts (found in the freezer section at Publix, Rollin' Oats, and Fresh Market).

11. Toss the Table Salt – switch to Sea Salt or Kosher Salt instead.

Other brands may contain mercury and/or toxic heavy metals in them. Most table salts have been overly processed and stripped of beneficial minerals and then subjected to anti-caking agents like aluminum. No thanks.

12. Sweeteners: Raw, local, organic honey, or coconut sugar is A-okay. Coconut sugar is safe for most diabetics with a glycemic index of 35.

NO Cane Sugar OR Artificial sweetener. Period

Artificial sweeteners will be stored as fat and are very TOXIC and acidic to your body. Look for the -ose endings (sucralose), aspartame, Splenda etc.

When you put artificial sugars into your body, it thinks it is having sweets, when it isn't. Your body then CRAVES something that is truly sweet, causing you to binge eat and crave sugars later in the day.

13. SPICE IT UP! Add spicy seasonings to your meal

(Like red pepper flakes, black pepper, & ginger). It will actually help rev up your metabolism. Studies have proven that eating spicy foods can increase your metabolism up to 8% over a normal rate AND has the potential to make you feel fuller, longer.

Feel free to go ALL OUT when it comes to spices. This is what will make your food more interesting. I particularly like Mrs. Dash seasonings because they have no sodium.

14. Get your SLEEP!

To optimize the levels of growth hormone released while you are sleeping (over 80% is released while you sleep) do not eat within 2-3 hours of going to bed. If you do have to - protein only. When you get your meal plan, you'll see that you will be having a protein, healthy fat, and veggies before bedtime.



15. Get plenty of sleep:

To make sure that your body has the chance to restore itself and recover from your workout and from your daily stress, **get a minimum of 7 hours of sleep per night.** You'll be shocked at how energized you feel when you start to get sleep on a regular basis. Your body needs sleep in order to lose weight and get results!

Tips for Better Rest:

*Try to turn off all electronics: TV, cellphone, and computer at least 45-60 minutes before going to bed. This will help to calm your mind before you sleep.

16. Tips to beat Cravings:

First, try drinking a glass of water. There's a good chance you're just dehydrated! Wait 15 minutes and see if you are still hungry. Always include a protein at every meal.

- **Have fruit tea.** Celestial Seasonings makes different fruit teas that I LOVE if my sugar cravings decide to take a hit if I'm overly tired at night. Brew a cup of fruit tea and sip on that while you are watching TV with your family. I will often have tea while my boyfriend has popcorn. It works!! I promise.

- **Brush your teeth.** If sweet cravings hit, go brush your teeth. You're your teeth are clean and you have had the freshness of the toothpaste in your mouth, you won't want to eat anything

17. Set a meal cadence (time schedule)

If you tend to lose track of the time and forget to eat while you are at work or at home, set your cell phone alarm to remind you when it's time to eat. It's a GREAT tool. (Do your best to eat every 3-4 hours. This will be 3-4 meals depending on how long you are awake.)

The goal of eating this way is never to be hungry, and never be full. If you are still hungry after meals, you are either: (a) thirsty or (b) didn't eat enough. If you are full, you ate too much.

18. Use a scale or measuring cups for portion control.

When you start to do this regularly, you'll soon be able to do it without them, but they can be GREAT learning tools. (It's also a very eye-opening exercise!) And don't forget to use the portion control guide in this manual.

Have Fun & Stick to the Plan!

In order to get the best results and the most out of this transformation challenge, you have to stick to the plan! Trust in the journey itself, and take it one day at a time.

We're always here to help if you need anything. Never hesitate to reach out--that's what we're here for.

Committed to Your Success,

Your Success Coach,

Dan Remon

www.28dayfitnesschallenge.com

www.danremon.com