

Nutrition Guide



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“Cutting out over processed foods and keeping it simple, going back to basics and eating fresh foods prepared by yourself you will feel a difference within two weeks. Within six weeks you will see a difference in your body, your skin and your energy levels, within twelve weeks other people will start to notice. After just nine weeks you will have added good habits which should stay with you for life”



Clean Eating is not necessarily a diet



This book is designed to help you to make better food choices. It is not necessarily a diet. However some people may need to count calories and have those calories split into Macro groups. Macronutrients are Protein, Carbohydrates & Fats, dividing your calories between the Macros and depending on your body type, age, height, weight and activity level you will receive your personalised daily calorie and macro splits based on your personal needs and dependent on your goals.

Using either My Fitness Pal (MFP) or my personal App you can add your foods and keep on top of your calories/macros everyday I will also monitor this for you to help you to keep on track on a daily basis.

This clean eating guide will explain how to make changes in your diet without starving yourself and show you that low fat, no fat and apparently healthy options are not always what they seem.

Carbohydrates

Carbohydrates are quite possibly the most complicated



macronutrient for people to understand. Most people think that they really shouldn't eat too many of them, this is not the case, however there are some carbs that you really should avoid if you are trying to lose weight. To simplify carbs I like to use the Glycemic load this is the easiest way people can check to see if they should go easy on certain carbohydrates.

The glycemic load uses a traffic lights system which enables you to literally just pop a food into google and see what number comes up for that food.

For instance a high glycemic load would be 20 and above a medium 11 - 19 and low would be 10 and below.

The higher the glycemic load the more you should avoid or eat sparingly!

These food raise your blood sugar levels and increase weight

gain. However if you stick to unprocessed carbohydrates you will be on the right track.

Higher glycemic load foods will be bread, pasta, pastries, cakes, biscuits, sweets, chocolate etc. But you'll also find that fruit can come in quite high especially dried fruits. However, you shouldn't cut out fruit completely keep fruit to a minimum and use first thing in the morning or as treats. MFP cannot distinguish between 'good' carbs and 'bad' carbs and this is where the confusion can occur. By using the glycemic load system you will have more control over your carbs.

Medium glycemic load carbs will include vegetables such as roots, tubers, you really must include these in your diet however be aware that they will push up your carb macro on MFP so juggle these on specific days like training days.

Low Glycemic load will include vegetables such as your leafy greens, salads, berries, legumes and beans.

There are far too many foods to list so this is something you will need to check for yourself. These are the tools you will need to work out your perfect meal plan. Once you have got your head around the carbohydrate macro you will find that you can eat carbs as part of your 'diet' and not have to worry about over eating them or eating the wrong ones.



Fats

Fat for me is the most demonised macronutrient and it really should not be. Fat is something that everyone needs in their diet and fat does not make you fat. However, the confusion is still there for most people. The diet industry has made it their business to outlaw fat and with that has come the 'low fat or no fat' alternative. Unfortunately by taking out the fat in certain foods they have taken out the flavour, so they added sugar's or worse sweeteners or other chemicals.

As we all know sugar has recently been shown to be the biggest contributor to weight gain and a whole host of diseases so never buy any foods that say low fat or no fat.

Chemical sweeteners are extremely bad for your health so zero sugar fizzy drinks and squash should be avoided. Instead buy sparkling water and add lemons and limes or look up the other health waters you can make pretty easily yourself. Fruit teas, herb teas and just plain old water should be used instead of shop bought sugar laden or sweetener laden drinks.



Nuts are high in fat and protein and are an amazing energy source and should be used on a daily basis, using MFP you can pop in how many you are eating and it

will give you your macro breakdown. Nuts are like little powerhouses and are such a great energy boost in the afternoon if you have low energy levels. High in fat and a great alternative to a biscuit.



Some of the newer health bars like Naked are really very good the bars will come out as high in sugar, fat and calories but the sugar content will be from the natural dried fruit and the fat from the nuts, again MFP cannot distinguish between good fats bad fats and good sugar and refined



sugar. This is where the confusion sets in. They will also come out as being high on the glycemic load but the health benefits of eating a Naked bar as opposed to a traditional biscuit is what this booklet is for, to help you to distinguish between good and bad even though the levels of sugar and fat look the same, they are not all equal in their health benefits. Naked bars or their equivalent are a great swap or a treat, they make a great energy booster and should definitely be on your shopping list. Making them yourself is even better and there are





thousands of recipes on Pinterest and the internet if you want to give them a go yourself.

Cooking with oils and hard fats can also be confusing. Olive oil does not do well at high temperatures and nor do the other vegetable oils they become free radicals once cooked and attack healthy cells in our bodies when eaten.

The best oil to use is definitely coconut oil and there is a brand called Biona that is available in Waitrose and online, it has

been steamed to take out the flavour and the smell. It can be expensive but how often do you fry?

Olive oil has amazing health benefits but is better used raw as a salad dressing or for dipping.

Real butter like Kerrygold unsalted is the absolute best better to use as this is from grass fed stock. You can also cook with butter, ghee, beef dripping or goose fat, however nobody fry's every day all day so you'll always use sparingly.



Grass fed stock is the absolute best when it

comes to beef and lamb. Ethically sourced meat is always better not necessarily organic. Organic is a huge expense. Find a local farmer or farm shop and ask them how their stock is reared. Failing that Red Tractor meat chicken and pork is a good alternative.



Learning how your meat is reared and fed is very important. An animal raised in a super farm



bred just for supermarkets are fed with grain and pumped with hormones, antibiotics and never see the light of day. They are flabby and unhealthy and we are eating those hormones and antibiotics.

So find a local farmer or farm shop and ask questions.



Ethically farmed just means that the stock is given antibiotics if needed not as a matter of course, no hormones and are put out to pasture to eat grass, however they will eat grain too. The cost is not as high as organic this is my preferred choice. I go to Harvel House Farm, Vigo, Meopham, Kent.

Protein

Protein is the easiest macronutrient for me but the hardest to reach the correct levels on MFP once you have your macro breakdowns (quotas). Protein consists of lean meats, offal, poultry & fowl, fish, shellfish, nuts seeds, grains. Getting enough protein into our diet is paramount if you want to build lean muscle. Building muscle is what will give you the 'toned' look. If you are a man it is far easier to build muscle because of the Testosterone hormone, women have some testosterone but not as much as a male. I often get told 'I don't want to bulk up like a man' by women, this is virtually impossible for a women so please make sure you hit your protein quota on MFP as it really is very important that you build muscle in order to burn unwanted fat in stubborn hard to lose it areas.

Have you ever looked at a skinny person and

FOOD	PROTEIN
MEAT	
Beef ground	26g
Beef mince	20g
Mutton/chicken	21g
Chicken breast	31g
Chicken thigh	21g
Chicken drumstick	21g
Pork ribs or chops	23g
Turkey	26g
Pork loin/bacon	26g
Ham	26g
Caribbean jerk	21g
Lamb	23g
DAIRY	
Egg	6g
Milk	3g
Yoghurt (Greek)	10g
Yoghurt	8g
Green Yoghurt	10g
Mozzarella	28g
Cheddar	25g
Parmesan	28g
BEANS & LEGUMES	
Lentils	16g
Milk	3g
Kidney	15g
Chickpeas/Pulses	15g
Pork	23g
Bean-egg plant	15g
Lima	18g
Black eye	16g
NUTS, SEEDS & GRAINS	
Almond butter	31g
Walnut butter	20g
Almonds	21g
Walnuts	19g
Sunflower seeds	20g
Pumpkin seeds	28g
Pistachios	20g
Olives	11g
Quinoa	14g
Flaxseed	29g

thought that they look 'flabby'? I call this 'skinny fat'. You'll notice that the skin on their arms or legs look loose, you'll notice that their butt is hanging and flabby. This is because they generally exercise too much, often lots and lots of cardio like constant running and they diet, hardly eating enough to fuel their exercise regime let alone their normal daily requirements just to live. Most people I meet want to look toned and slim. In order to reach this you need to eat a full and balanced diet you'll need to do weights and cardio. The food you eat will build muscle the muscle is what gives you the toned look you desire, it doesn't come from eating lettuce and running on a treadmill for hours on end.



This is one of my favourite photos it shows exactly what I mean when it comes to food, weight training and exercise. The lady on the left is skinny fat whereas the lady on the right is toned and is doing it right. This doesn't happen overnight it is a long process as with any regime, but if you like your food and you want to train effectively then eating properly and weight training is exactly what you need to do.

Body Types

Your genetic make up denotes how and where you store fat, whether it's easy for you to build muscle or lose weight quickly. This is called your somotype (body type) there are three somotypes although they can cross over and you can change them to a degree but one thing will not change, you will always have areas that you cannot change unless you make radical changes or even surgery! We are not here to go radical or have surgery but to make the best of what we have.

Look at the chart and see which body type you are. You may find you are a combination of two.

Whatever your body type eating correctly and training will improve your body. That's a fact.

Training

In order to make a real difference you need to train at least 3x per week. 4x is

WHICH BODY TYPE ARE YOU?
Nutrition & Fitness Tips Based on Your Body Type

ECTOMORPHS

Characteristics

- A thin build with a fast metabolism
- Long limbs, narrow hips and small joints
- Difficulty putting on muscle and fat

Nutrition Tips

- Eat plenty of calorie-rich Paleo foods, like avocados, olives and nuts

Fitness Tips

- Limit cardio and focus on strength training
- Try deadlifts, squats and other multi-joint lifting exercises

MESOMORPHS

Characteristics

- A medium-sized frame and bone structure
- Long, round muscles
- Wide clavicles, narrow waist, strong joints

Nutrition Tips

- Eat a balanced diet with plenty of vegetables, protein, and healthy fats
- Don't eat too many carbohydrates or breads. Carb-restricted may work well

Fitness Tips

- Do a combination of cardio and strength training
- Try CrossFit -- you'll make fast progress!

ENDOMORPHS

Characteristics

- Short, stocky and strong
- Larger bone structure, with hips wider than clavicles
- Short, thick arms and legs
- Thick rib cage

Nutrition Tips

- Avoid insulin-spiking foods and drinks
- Focus on animal protein, produce, and healthy fats
- Eat low-carb, low-sugar foods

Fitness Tips

- Do more cardio! Endomorphs have difficulty losing excess fat
- Combine cardio with strength training, since endomorphs put on muscle as easily as fat

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optimal. Your training should consist of HIIT type exercise, cardio and of course the all important weight lifting. Knowing how to train is confusing and most people start out with lots of good intentions but get into the gym and instead of heading over to the weights section they jump straight onto the treadmill or elliptical trainer. This is usually due to confidence issues. The weights area is usually full of men and it can be intimidating for a

women or a man who's never lifted a weight in their life. Staying on a treadmill for an hour feels like you've done something and of course something is better than nothing

however, it's boring, it doesn't do too much and you'd need to starve yourself to make a difference doing it this way. Unfortunately mother nature won't allow for rapid weight loss for long so you may see a difference initially but it won't last. Any food deficit or training will bring about change in your body



but to sustain change the human body constantly needs shocking and tricking! Which

is why going down the every day treadmill route will not work in the long term. You need to mix it up. You need to change what you do and you most definitely need to lift those weights in the weight area with the scary men! Which brings me back to

confidence..... Confidence is what you get when you are taught how to do something correctly, when you see the results and when you know why and what you are doing. Nobody, including me ever walked into a gym and knew exactly what they were doing when they picked up their first barbell. I like to say to my clients ‘did you just jump in your car and drive it straight away or did you have to have lessons?’

That is what personal training is. It is a learning curve that you can use for the rest of your life. Once you know what you are doing you can hit the weight area and go to classes, you’ll get so much more out of the classes once you know how to squat, lunge and deadlift. Knowing how to train for you will also ensure there is less chance of injury.

There really is so much to training and nutrition and it is very confusing and there is a lot of information out there. So invest in some personal training and nutrition coaching and you will find it will change your life as well as your body.



In Summery

I have written this quick guide to help you to make good food choices and to talk a little about training, however it is only a snapshot of what I do and indeed what nutrition and training can do for you. Everyone is individual and there is no one size fits all approach, far from it. What may work for one person will not for another. My job is to analyse your unique lifestyle and help you to implement change. Change can be something as small as adding more water or giving up soda. Change takes time and it has to fit in with your life. If you are considering making some changes don’t set yourself up for failure by training every day and eating next to nothing. Training should be fun and enjoyable it shouldn’t become a drag or a chore and eating the right foods which you can enjoy is part of the whole process.

My face to face training and online prices are all on my website. I also have my own app which you can track and monitor your training and food. I also provide training programs within the app to take to the gym or to use at home. The app is free to all my face to face clients and will provide additional programs.

Thank you

Josie