

The Secret to Being Fit FOREVER

What The Food Industry Prays You'll Never Discover

By Trevor Justice, Director



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Chapter 1:

If I'm Overweight, Why Does My Body Think I'm Starving?

uring famines, extra body fat helps keep you alive.

You probably haven't lived through a famine. But when you eat too many of today's "staple foods" – with poor ratios of nutrients to calories – your body starves for essential nutrition.



Despite getting enough calories, your body is fooled into thinking you are starving.¹ So it protects you by storing fat, slowing down your metabolism, and making you

hungrier.2

The hormone responsible for these reactions is leptin. It's a master hormone that regulates your body weight.

When you're healthy – and your body doesn't think it's starving – leptin curbs hunger³, reduces sugar cravings⁴, speeds up your metabolism⁵, and signals your liver to burn fat.⁶

But when your body thinks it's starving, it becomes leptin-resistant.⁷ Then the opposite happens. You get hungrier. Your metabolism slows down. Your liver stops burning fat. You crave sugar and fattening foods.²

Since starvation is a type of stress, your body also produces more cortisol (the "stress hormone"). When this becomes chronic, you become even *more* leptin-resistant.⁸ And the fat-producing symptoms get worse. So what's the good news?

None of this would happen if you are nutrient dense foods, the way they came from nature! So it begs the question...

Why Do Today's "Staple" Foods Lack Nutrition?

If you're like most people today, you eat cereal from boxes, snacks from plastic bags, meals from frozen packages, and salad dressing from bottles. Right?

So what's the problem? The original foods – such as wheat berries, rice, corn,

and soybeans – are fractured, refined, depleted, or stripped of their nutrition in some way.

Then they're processed with unhealthy oils and sweeteners, turning them into unnaturally rich, high calorie foods that starve you of nutrition, fatten you up, and make you more vulnerable to type 2 diabetes, obesity, and osteoporosis.⁹

Whole Foods Provide More Nutrition Per Calorie – Telling Your Body That The "Famine" Is Over

Whole foods contain more fiber, bulk, and water than refined foods. So you can fill up on fewer calories – a lot fewer. And that's just the first of many benefits...

Whole Foods Market[™] recently adapted Dr. Joel Fuhrman's nutrient scoring system. Dr. Fuhrman – regarded as one of America's leading nutrition experts – analyzed food groups and ranked them based on their ratio of nutrients to calories.

He calls this ratio "nutrient density". The more nutrition per calorie, the higher a food will score.

continued...

The version used by Whole Foods
Market™ ranks foods on a scale of 1-1000.
To the right is Dr.
Fuhrman's original 1-100 scoring system, which is easier to read because it groups foods by family. Take a look.

Vegetables in the potato and squash families are considered "starchy". Vegetables like red bell peppers, red cabbage, and radishes are considered "nongreen, non-starchy".

As you can see, vegetables, fruits, beans and whole grains have the

highest scores (i.e. the best ratios of nutrients to calories).

Flour products, oils, and refined sweets have the *least* nutrition per calorie... practically zero. They're also the most calorie-dense foods. To really get this point across, let's use an analogy.

Imagine that you've just won a shopping spree in a store that sells precious metals and diamonds. But you can only take what fits inside a small briefcase. Would you fill it with copper and lead? Or would you fill it with diamonds, platinum, and gold?

It's a silly question, right? Obviously, the diamonds, platinum, and gold have more value. Well guess what?

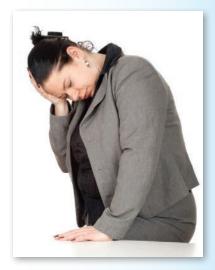
Vegetables, fruits, beans, and whole grains are the diamonds, platinum, and gold of your diet. In terms of nutrition, they give you the most value per

Dr. Fuhrman's Micronutrient Scores Raw leafy green vegetables (100) Solid green vegetables (97) Non-green, non-starchy vegetables (50) Beans/legumes (48) Fresh Fruits (45) Starchy vegetables (35) Whole grains (22) Raw nuts & seeds (20) Fish (15) Fat-free dairy (13) Wild meats & fowl (11) Eggs (11) Red meat (8) Full-fat dairy (4) Cheese (3) Refined grains (2) Refined oils (1) Refined sweets (0)

Source: http://www.drfuhrman.com/library/article17.aspx

calorie. That's why they have the highest nutrient density scores.

By contrast, refined grains and oils are like copper and lead. They make you carry extra weight. But they give your body little value in return. They fatten you up while cheating you of the nutrients in the whole foods they came from.



So you wind up fat, tired, deficient, and plagued by chronic health problems.

Animal foods aren't as bad. But with scores ranging from 3 to 15, they're not the best foods for losing weight or staying slim. They contain too many calories... and too little nutrition per calorie.

If Whole Foods Are So Great, Why Were Processed Foods Invented?

reat question! The food industry designed processed foods to be convenient and taste great. But that's not their only agenda. They have three more goals they'd rather not talk about...

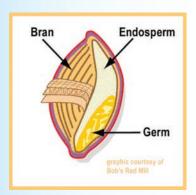
Industry Goal #1: Cut Costs With Cheap Ingredients

Flax oil, olive oil, brown rice syrup and xylitol are expensive. So the food industry uses unhealthy, second-rate ingredients like corn oil and high fructose corn syrup.

Industry Goal #2: Maximize Shelf Life, Even When It's Bad For You

As you'll see in a moment, the food industry has no qualms about fracturing foods to maximize their shelf life.

And when these processed foods *still* won't last forever, the industry adds stabilizers and preservatives to keep them "fresh" for an unnaturally long time.



Example A: Bread

The healthiest breads are made from sprouted whole grains, not flour. But they only last for five days at room temperature. The food industry's solution?

Remove the bran and germ to make white flour products, which don't spoil so quickly.

Unfortunately, the most perishable part – the germ – is also the most nourishing. It contains live

protein, vitamins E, B-complex, and essential fats.¹⁰ It's the part that nourishes your body, letting it know the "famine" is over.



Example B: 0il

Flax seed oil is arguably the most important oil for your health. That's because of its exceptional Omega 6:3 ratio.

But it goes rancid at room temperature. So it can't be used in processed foods. Olive oil has a decent Omega 6:3 ratio but it's expensive.

So the food industry turns to cheap oils with terrible Omega 6:3 ratios. These last for several months at room temperature. But eventually, even these oils go rancid.

What Makes an Omega 6:3 Ratio Good or Bad?

The optimal ratio of Omega 6 to Omega 3 is about 1:1 (an equal amount of both)."
Unfortunately, the oils in most processed foods and restaurant foods have terrible ratios.

For example, corn oil has a 57:1 ratio and safflower oil has a 76:1 ratio (in favor of Omega 6)!¹²

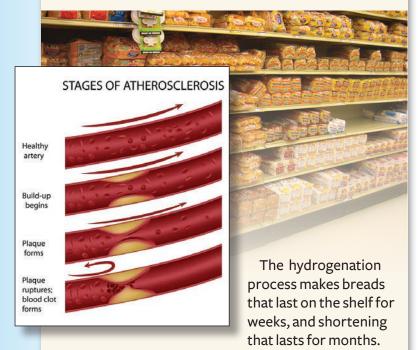
This creates an Omega 6:3 imbalance that interferes with DHA and EPA production in your body... even if you eat plenty of walnuts, chia seeds, flax seeds, or flax oil.¹³

Because of this, it's become common practice to use hydrogenated (or partially hydrogenated) fats in fast foods, snack foods, fried foods, and baked goods.

continued...

What's Wrong With Hydrogenated Fats?

by Michael Klaper, MD



No wonder it's common in French fries, doughnuts, cookies, crackers, muffins, pies, cakes, and fast foods. So what's the problem?

Unfortunately, during the heating and hydrogenation process, the cis part of many molecules spin around into a trans configuration.

This creates a slew of trans fatty acids that stiffen your arteries, raise your levels of "bad" LDL cholesterol, and lower your levels of "good" HDL cholesterol. All of this raises your risk of coronary heart disease. 5

In 1994, it was estimated that trans fats caused 30,000 deaths annually in the US from heart disease. 16

The National Academy of Sciences has concluded that there's no safe level of trans fat consumption.¹⁷ Any increase in trans fat intake increases the risk of coronary heart disease.¹⁸

Trans fats are inevitably found in shortenings, commercial baked goods which use shortenings, and fried restaurant foods.

Baking shortenings, and therefore commercial baked goods, generally contain 30% of their fats as trans fats. Margarines contain 15% trans fats.

The hydrogenation process thickens and stabilizes the oil, making it resistant to oxidation (aka "rancidity").

Industry Goal #3: Lure You To Overeat (And Spend More)

Your stomach has stretch receptors that monitor how much you've eaten and signal your brain when you're full.¹⁹

Processed foods condense hundreds of calories into small portions. So even when you've consumed *more than enough* calories, your brain gets *no* signal to stop eating. It's tricked into thinking you're still hungry!

So Overeating Is The Only Way To Feel Full!

Let's demonstrate:

1	large egg bagel:	364 calories
30	Ruffles	

potato chips:......400 calories

1 McDonald's warm cinnamon roll:418 calories



400 calories of veggies & beans



400 calories of potato chips



400 calories of a large oatmeal raisin cookie



400 calories of oil

Source: USDA National Nutrient Database for Standard Reference - Release 22 (USA sr22)

Eat any of the portions above and guess what? Your stretch receptors won't signal your brain to stop eating. Not even close.

The picture above demonstrates this point. 400 calories of spinach, eggplant, and beans fill your stomach completely. So your stretch receptors signal your brain that you've had enough to eat.

But 400 calories of a cookie or potato chips only fills a fraction of your stomach. You remain hungry and your brain gets no signal to stop eating. Because you don't feel satiated, *overeating is the only way to feel full.*

Oil is the most calorie-dense food in the world. 400 calories doesn't trigger your stretch receptors at all. Processed foods like Cool Whip, Nutella, and Tofutti Premium Pints are mostly oil.²⁰

What About Restaurant Foods?

Restaurants have similar motivations. Many serve unnaturally rich, high calorie foods like cheeseburgers, milk shakes, and deep-fried foods... like fried chicken, tempura, French fries, egg rolls, and Indian pakoras.

To cut costs, most use cheap oils with poor Omega 6:3 ratios. Flax oil and olive oil are expensive by comparison.

Whole Foods Fill You Up With Fewer Calories

Whole foods contain more fiber, bulk, and water than refined foods. So they fill you up with fewer calories. Your stomach's stretch receptors signal your brain to stop eating at the appropriate time. Your hunger is satiated sooner.

To demonstrate, compare these processed foods with their whole food counterparts in the chart below: Whole Food **Processed Counterpart** Food **Calories** 1 Nana's oatmeal raisin cookie 420 1 cup cooked rolled oats 166 30 Ruffles potato chips 400 1 baked potato 145 1 cup apple butter 488 1 large apple 116 1 Tbsp raisins 1 Tbsp brown sugar 52 31 1 cup quinoa 1 large egg bagel 364 222

Sources: Report of the DGAC On The Dietary Guidelines For Americans, 2010, and manufacturer's information

Quinoa is a high-protein grain that cooks in 20 minutes, and can be eaten as a hot cereal for breakfast. Flour products like bagels are usually eaten with fatty foods, making matters worse. For example, ¼ cup of cream cheese adds another 198 calories to the bagel above.

When you switch to whole foods like oats, potatoes, apples, raisins, and quinoa...

■ You get more fiber.

- You get more nutrition per calorie.
- You fill up on fewer calories.
- It's easier to burn more calories than you eat.

What Are High Glycemic Foods? Why Do They Make Me Hungry For More?

The Glycemic Index is a chart that ranks foods on a scale of 1-100, showing the rise in your blood sugar after eating different foods.

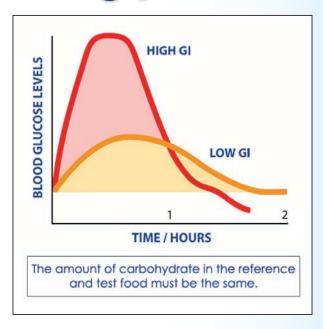
Since glucose causes an instant rise in your blood sugar, its score is 100. Other foods are scored relative to glucose. For example, brown rice makes your blood sugar rise half as fast. So its GI score is 50.²¹

A GI score of 70+ is considered high. Eating lots of high GI foods – like flour products and sugary foods – produces blood sugar spikes.

Unfortunately, every spike is followed by a rapid blood sugar drop, *which makes you hungry for more*. ²² As you may have guessed, this is no secret to the food industry.

Besides making you overeat, blood sugar spikes can lead to insulin resistance. In turn, insulin resistance can lead to obesity, high blood pressure, elevated blood fats, and an increased risk of type 2 diabetes.²³

As you can see below, many foods that are technically sugar-free – such as white Baguette bread and white rice – act like sugar in your body.



Why Do Flour Products Cause Blood Sugar Spikes?

When you eat grains in their original whole form, the starch is digested slowly. That's why wheat berries, brown rice, steel cut oats, and quinoa have GI scores ranging from 46-53. (Wheat berries are what regular flour is made from.)

Select Foods	GI score
Corn muffin, low-amylose	102
Pancakes, buckwheat, gluten-free, made from packet mix	102
Clif bar, Cookies & Cream flavor energy bar	101
Baguette, white, plain	95
Cornflakes breakfast cereal	93
Scones, plain, made from packet mix	92
White bread, wheat flour	88
White rice, boiled	83
Instant oatmeal porridge, made from packet	83
Morning Coffee™ cookies	79
Raisins	66
Banana	58
Quinoa, cooked, refrigerated, reheated in microwave for 1.5 min	53
Porridge, made from steel-cut oats, cooked in water	52
Brown rice, steamed	50
Wheat berries	46
Apple	40



But grinding grains into flour increases the surface area. So the starch in flour turns into glucose much faster.²⁰ Almost instantly, flour products disintegrate into sugar molecules that rush into your bloodstream.²⁴

That's why white "wheat flour" bread, corn muffins, corn flakes, scones, and pancakes have GI scores ranging from 88-102... quite a bit *higher* than the GI scores of apples (40), bananas (58), and even raisins (66).

The same is true when brown rice is refined into white rice. It's GI score jumps from 50 to 83. And when steel cut oats are processed into "instant oatmeal", its GI score jumps from 52 to 83.

How can a food score higher than 100? By causing your blood sugar to spike even faster than glucose!

Sugar Triggers Natural Opiates In Your Brain

Technically, the word "opiate" refers to narcotics like codeine, morphine, and heroin, which come from the opium plant.

However, high glycemic foods – like flour products and sugary foods – stimulate the same part of your brain that responds to heroin. How?

They trigger the release of natural opiates within your brain, making you slightly high. And when these foods are made with small amounts of fat, the effect is multiplied.¹⁹

When you eat these foods constantly, you become addicted. Between "doses", it's common to get depressed, anxious, or bored. Your brain comes to *expect* this stimulation.²⁵ It needs these high glycemic foods to feel normal. So the only way out is to eat more of them.

Is it far-fetched to compare high glycemic foods to heroin?

Put it this way. Naloxone is a drug that blocks opiates. When you give it to a heroin addict, he stops craving heroin. When you give it to a sugar addict, guess what? Like a heroin addict, she stops craving sugar and snack foods. 19

So high glycemic foods sabotage you in three ways:

- 1) They trigger opiates in your brain, making them addictive.
- They cause blood sugar spikes and crashes, making you hungry for more.
- 3) They starve you for nutrition, tricking your brain into thinking there's a famine.

These qualities are no secret to the food industry.



What About Animal Foods?

Before "factory farms" were invented, meat, dairy, and eggs weren't contaminated with hormones, drugs, or antibiotics.

Animals ate their natural diets. They weren't made to eat grains. And mad cow disease didn't spread because infected cows weren't ground up and fed to other cows.

But here's what's most relevant. Before "factory farms", our ancestors ate animal foods less often and in smaller portions.

Overeating fatty animal foods is one of the main reasons for today's obesity epidemic, as well as record high rates of cancer, high blood pressure,

cholesterol, heart disease, obesity, type 2 diabetes, and kidney problems.²⁶

Small portions of meat are high in calories, especially when fried or prepared with butter, oil, or margarine. So are full-fat dairy products and cheese.

For example:

1 cup breaded fried chicken pieces: 393 calories

1 NLEA serving of cheesecake: 401 calories



400 calories of veggies & beans



400 calories of pepperoni pizza

If you eat any of these foods, 400 calories will only fill a fraction of your stomach. The result?

You remain hungry. Your stretch receptors won't signal your brain to stop eating.

So it's difficult to lose weight while eating animal foods everyday. Ironically, fatty animal foods and processed foods have become the staples of our modern diet.

No wonder the USDA Economic Research Service found that the average American consumes 2,673 calories per day!²⁷

When you eat the same volume of vegetables, fruits, beans, and/or whole grains, you can fill up on far fewer calories.

"But There Are So Many Conflicting Theories About Diet"

Yes there are! We can argue about what humans ate tens of thousands of years ago, or what we "think" they should eat today. But consider this...

Right now, there are societies on earth with zero obesity. Not only that. Their citizens regularly live to be 100+ years old, and they're as physically active as their grandchildren!

If you want to be fit, healthy, and long lived, wouldn't it make sense to eat like they do?



400 calories of fried chicken



400 calories of cheesecake

Source: USDA National Nutrient Database for Standard Reference - Release 22 (USDA sr22

These societies are detailed at length in John Robbins' fascinating book, "Healthy At 100". Before we look at what they eat, here's a summary of each:

Abkhasia is a region in southern Russia. Its people have extremely low rates of heart disease, cancer, arthritis, asthma, dementia, and other degenerative diseases. And they have no obesity.²⁸

Vilcabamba is a small town in Ecuador. Its people are free of heart disease, cancer, diabetes, dementia, rheumatism, osteoporosis, obesity, and Alzheimer's.²⁹

The Hunzans live at the northernmost tip of Pakistan, where Pakistan meets Russia and China.



They have no cancer, arthritis, high blood pressure, diabetes, asthma, or obesity.³⁰

On page 57, Robbins describes what these societies eat:

TRADITIONAL DIETS OF LONG-LIVED CULTURES						
	Abkhasia	Vilcabamba	Hunza			
Percent of calories from carbohydrates	65%	74%	73%			
Percent of calories from fat	20%	15%	17%			
Percent of calories from protein	15%	11%	10%			
Overall daily calories (adult males)	1,900	1,800	1,900			
Percentage of diet from plant foods	90%	99%	99%			
Percentage of diet from animal foods	10%	1%	1%			
Salt consumption	Low	Low	Low			
Sugar consumption	0	0	0			
Processed food consumption	0	0	0			
Incidence of obesity	0	0	0			

From Healthy at 100 by John Robbins. Reprinted with permission.

Note: in the chart above, "sugar" refers to refined sugar. All three societies maintain orchards and eat sweet fruit regularly. In Vilcabamba, fresh fruit grows year round. Abkhasians and Hunzans prepare for the cold months by storing or drying fruit.

Twelve Steps To Becoming Fit Forever

- 1) Read ingredient labels. Avoid foods containing unhealthy fats, sweeteners, or ingredients you don't recognize. Ask yourself if the "serving size" listed seems accurate. An unrealistic serving size can make the amount of fat and calories appear small. For example, the label on Ruffles potato chips says the serving size is one ounce, about 12 chips. The serving size on a large oatmeal raisin cookie (Nana's brand) is "Half a cookie". Do these serving sizes sound realistic to you?
- 2) Purge your kitchen of processed foods. When your home is free of unhealthy foods, it's harder to revert to your old habits. So put all of your processed foods in bags or boxes and give them away. Replace them with healthy counterparts.
- 3) Replace regular breads with sprouted whole grain breads, such as Ezekiel or Manna Organics.
- **4) Make wrap sandwiches using nori** instead of flat breads like tortillas or pita



bread. Nori is the dark green stuff that sushi gets wrapped in. You can also make wrap sandwiches using collards or other large leafy greens such as sturdy lettuce.

- chard, Napa Cabbage, or bok choy leaves. To make collard greens easy to roll, remove the stems first. Here's a video that demonstrates wraps made from collard greens.
- **5)** Replace flour products with whole grains. For example, a breakfast of cooked oats or quinoa is more nutritious (and less fattening) than a bagel, pancakes, French toast, or sugary cereal. At dinner, serve the main dish with brown rice or millet instead of bread.
- **6) Minimize oil when stir frying.** Use a pastry brush to spread a teaspoon of olive oil across the bottom of your frying pan. Or use cooking spray.
- margarine. For dressings, flax oil is best. For cooking, oils with high smoke points are best. Virgin olive oil is actually better than "extra virgin" because it has a higher smoke point. Refined coconut oil and butter have high smoke points too. And since they're saturated fats, they're less subject to oxidation.
- 8) Top your salads with guacamole, hummus, or tahini-based dressings. The nutrition in these fatty whole foods will signal your brain that the "famine" is over. And they'll fill you up with fewer calories than oil.
- **9)** If you're worried that vegetables will spoil, buy frozen. Do you avoid buying vegetables because they might spoil before you use them? If so, buy frozen vegetables. Although farm fresh is best, frozen veggies have more nutrition than "fresh" vegetables that were picked a week ago. Why? They're frozen the same day they're picked.

- For example: fresh fruit, trail mix, almonds, sunflower or pumpkin seeds, or Lara bars. Then when you get hungry while away from home, you won't have to resort to second-rate restaurant food or processed snack foods.
- 11) Dress your restaurant salads with olive oil and vinegar. Or ask for lemon wedges and squeeze them over your salads. This will save you from processed salad dressings with questionable ingredients.
- **12) Order platters, not sandwiches or wraps.** At restaurants, ask for the "guts" of your sandwich on a bed of greens, not wrapped in bread. For example, when hummus is available, ask the restaurant to serve it on a bed of greens. At Mexican restaurants, ask for a plate of beans, romaine lettuce, and guacamole no tortilla.

"Will Healthy Food Satisfy My Taste Buds?"

The more you indulge in something, the less sensitive you become. For example, people who smoke two packs of cigarettes per day rarely notice the smell of cigarettes in a hotel room.

However, ex-smokers notice the smell right away. Because they don't indulge, their sense of smell is more acute.

The same is true of sugar and fat. If sugary coffee drinks, muffins, and cookies are staples of your diet, you're probably less sensitive to the subtle sweetness of apples, bananas, yams, and carrots.

Likewise, if you frequently eat potato chips, buttered popcorn, and deep fried foods, you're probably less sensitive to the subtle richness of sunflower and pumpkin seeds.

But here's the good news. Like an ex-smoker who regains his sense of smell, you'll become

more sensitive to these subtleties – typically within three weeks of cutting out these addictive foods. You'll rediscover the natural sweetness of fruits, the natural richness of seeds, and the subtle flavors of other whole foods.

And in a moment, you'll learn how to cook whole food meals with rejuvenating herbs and spices that'll wow your taste buds – like ginger, garlic, cilantro, basil, turmeric, and cardamom. You'll learn where to find recipes for delicious chutneys and fat-free dressings that can spice up your meals.

Vegetables, Fruits, Beans, and Whole Grains Protect You From Disease

A diet emphasizing these whole foods...

- >>> Has no saturated fat or cholesterol...
- >>> Reduces your blood pressure and cholesterol...
- >>> Reduces your risk of heart disease, type 2 diabetes, obesity, and osteoporosis...

Maybe you've heard or read about the health benefits of whole foods before. Maybe you realize that you "should" eat better. But without menu plans, recipes, and grocery lists that make it *super easy*, these hurdles can hold you back:

- >> It seems too complicated, overwhelming, or intimidating...
- >> You're not familiar with foods like quinoa, millet, tempeh, or kale...
- >> You're afraid of being bored by the same meals over and over again...
- >> You're afraid of complex, time-consuming recipes...
- >> You're afraid vegetables will spoil before you use them...
- >> You don't know where to start...

continued...



In short, you need help putting these concepts into action. That's why The Vegetarian Health Institute created a groundbreaking three month program called Naturally Fit Forever.

The heart of this program is <u>Fit Forever on Nature's Foods</u>. It contains three months of delicious menu plans, grocery lists, and glutenfree recipes. You even get a weekly "make ahead" list. So it's easy to do advance kitchen prep each weekend for the week ahead.

There's no guesswork. Nothing to study. Nothing to figure out. Our Registered Dietitian carefully crafted these menu plans for optimal nutrition. With this easy program, you can immediately:

- 1) Stop eating high-calorie processed foods made with unhealthy fats, sweeteners, fillers, and white flour.
- 2) Start cooking easy, delicious whole food meals that fill you up with fewer calories.
- 3) Prepare these foods with rejuvenating herbs and spices that'll wow your taste buds, improve your circulation, and heal your body in countless ways.



These yummy meals will fill you up, nourish you, and satisfy your whole family. You also get recipes for delicious chutneys and fat-free dressings that you can whip up at the beginning of each week. Use these to flavor your meals throughout the week.

Eating this way, you can truly stay fit forever. And many people find that it eliminates their chronic health problems – without drugs.

Each day's meal plan provides 1,600 calories. If you only need 1,200 calories, just reduce the portions by 25%. If you need 2,000 calories, increase them by 25%. And if you cook for several people, you can double or triple the recipes as needed.

Won't It Be Great To Enjoy These 5 Benefits?



You'll absorb more nutrition from your meals. The recipes in cookbooks are only designed to taste great.

Our delicious recipes employ the "magic" food combinations we teach in our <u>Certificate program</u>. So you absorb more vitamins and minerals from your meals. You get 100% of the USRDA for protein, iron, calcium, and ten other important nutrients.

You'll whip up meals in record time.
Breakfast recipes take less than 10 minutes, and weekday dinners take less than 30 minutes.

You'll never waste food. Weekday lunches include leftovers from the night before, and they're packable. So you won't have ingredients from Monday's dinner left over, with no plan to use them later in the week.

You'll save time. You'll never have to run to the store for a missing ingredient because you didn't plan ahead.

You'll feel great because the foods in each meal complement each other in taste, presentation, and nutrition. Everything is in perfect combination to deliver nutrition to your cells.

We don't know of any other meal plans designed with these food combinations in mind. Every weekly meal plan includes:



- ➤ Three meals a day for 7 days
- A grocery list and recipes
- > A daily nutritional analysis

➤ Some store-bought foods like canned beans, tomato sauce, hummus, and salsa. This saves you time in the kitchen.

Who designs your menu plans?

Our Registered Dietitian holds certificates in Adult and Pediatric Weight Management, and she's a Certified Diabetes Educator. Her recommendations are based on the principles of the ancient "Ayurvedic System of Medicine". Her recipes blend eastern and western principles of nutrition to achieve optimal health.

But What About Cravings and Emotional Challenges... Like Guilt, Blame, and Shame?

Have you tried to eat healthier before and failed? Were you sabotaged by cravings? Did you cheat on your diet and feel guilty or discouraged?

If so, you need more than just menu plans, grocery lists, and recipes. You also need emotional support, better willpower, and the ability to love and forgive yourself when you slip up.

That's why we created <u>Willpower Made Easy</u>. Choose our <u>Silver bundle</u>, and you'll receive this 3-month companion program together with our weekly menu plans, grocery lists, and recipes. The silver bundle also includes weekly fitness videos.

Best of all, we offer a <u>one dollar 15-day trial</u>. So you can try out the first three weeks of menu plans, grocery lists, recipes, fitness videos, and willpower training for just a dollar.

On the pages that follow, you'll see a sample menu plan, grocery list, "make ahead" list, and nutritional analysis. These are straight from our program. We've left out the recipes. But you'll receive them once you sign up for Naturally Fit Forever.

1-Week Menu Plan, Grocery List, Sunday "Make Ahead" List, and Nutritional Analysis



Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Breakfast	Power Porridge	Very Berry Smoothie	Green Smoothie	Power Porridge	Very Berry Smoothie	Green Smoothie	Power Porridge
Morning Snack	5 Celery Sticks 1 Tbs Hummus 1 Brazil Nut	5 Baby Carrots 2 Tbs Black Beans & 1 Tbs Salsa 1 tsp Sunflower Seeds & 1 Brazil Nut	5 Celery Sticks 1 Tbs Hummus 1 Brazil Nut	5 Baby Carrots 2 Tbs Black Beans & 1 Tbs Salsa 1 tsp Sunflower Seeds & 1 Brazil Nut	5 Celery Sticks 1 Tbs Hummus 1 Brazil Nut	5 Baby Carrots 2 Tbs Black Beans & 1 Tbs Salsa 1 tsp Sunflower Seeds & 1 Brazil Nut	5 Celery Sticks 1 Tbs Hummus 1 Brazil Nut
Lunch	Asian Stir-Fry Grilled Pear Stir-fry with pickled carrots and cauliflower	Tandoori Kabob Black-Bean Tomato-Cilantro Medley	Flamenco Salad Avocado Dressing	Grilled Portobello Tofu Fries	Quinoa & Bean Stir-Fry	Thai Stir-Fry	Mustard-Lemon Pasta
Afternoon Snack	1 Medium Peach	1 Medium Nectarine	1 Medium Peach	1 Medium Nectarine	1 Medium Peach	1 Medium Nectarine	1 Medium Peach
Dinner	Tandoori Kabob Black-Bean Tomato-Cilantro Medley	Flamenco Salad Avocado Dressing	Grilled Portobello Tofu Fries	Quinoa & Bean Stir-Fry	Thai Stir-Fry	Weeknight Hodgepodge	Mexican Fiesta Bowl
Night Snack	8 oz Almond Milk	8 oz Almond Milk	8 oz Almond Milk	8 oz Almond Milk	8 oz Almond Milk	8 oz Almond Milk	8 oz Almond Milk

Our nutritional analysis is based on the meals above, plus two cups of lightly packed spinach, one tablespoon of lemon juice, and a ¼ teaspoon of Braggs nutritional yeast each day. Sprinkle the nutritional yeast over the meal of your choice. Spinach (or other leafy greens) can be eaten as a salad each day, or added to a smoothie or soup. Once a week, whip up a fat-free dressing so it's ready for that week's salads. Lemon juice helps you absorb the iron in greens. You can drink green tea, herbal tea, iced tea, or water with lemon or mint anytime.

A daily glass of fortified almond or rice milk helps you get more calcium, Vitamin D, E, and B12. Some brands are fortified with Vitamin E, others with B12. So rotate between different fortified "milks". You can drink unsweetened green tea, herbal tea, iced tea, or water with lemon or mint anytime. "Celery sticks" are four inches in length.



Week 1, Grocery List

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Check what you have in your pantry, fridge and freezer. You may have goods from last week. Most vegetables are interchangeable in the recipes. Buy your favorites in similar quantities if desired.

Fruits:

- 3 lemons, 2 limes
- 3 medium tomatoes
- 1 fresh pineapple or 1 bag of frozen pineapple chunks
- 2-3 avocados
- 1/4 pound of dried figs
- 1/4 pound of unsweetened dried cherries
- ½ pound of unsweetened dried cranberries
- ½ pound of unsweetened dried apricots
- 4 dry red chilies (may buy fresh and let sit for a week to dry)
- 2 jalapeño peppers
- 4 bell peppers (red, yellow or orange)
- 1 bag of frozen blueberries
- 1 bag of frozen mango
- 1 melon of choice
- 1 cup of mixed frozen berries
- 2-4 bananas
- 4 peaches
- 3 nectarines

Vegetables:

- 2-3 white onions
- 2-3 red onions
- 2 heads of cauliflower
- 12-16 medium to large mushroom caps
- 3-4 medium zucchini
- 2 large portabella mushrooms
- 2 bags of frozen vegetables, 16 ounces each
- 1 bag of frozen corn or 2-4 cobs of corn
- 1 bag of frozen roasted red peppers
- 1 bunch of kale
- 3 cups of baby spinach

Capers

- 1 bunch of turnips
- 1 bag of frozen asparagus
- 1 head of lettuce
- 1 stalk of celery
- 1 bunch or bag of carrots

Fresh herbs:

2 bunches of cilantro, 2 bunches of basil, 1 bunch of green onions

Ginger, garlic: (freeze the extra)

- 2 heads of garlic
- 4-6 inches of ginger



Beans/Grains/Pasta: (these are dry shelf-safe products, so buy extra if you like)

- 3 pounds of brown lentils
- 4 cans of chickpeas or 3 dry pounds
- 1 can of kidney beans, or 1 dry pound
- 3 pounds of brown rice
- 6 pounds of black beans
- 4 pounds of quinoa
- 4 ounces of gluten-free pasta

Nuts/Seeds: (refrigerate these)

- 1/4 pound of sunflower seeds
- 1/4 pound of pumpkin seeds
- 1/4 pound of chia seeds
- 1/4 pound of almonds
- 1/4 pound of cashews
- 1/4 pound of Brazil nuts
- 1/4 pound of walnuts
- 1/4 pound of macadamia nuts

Oils:

1 container of flax seed oil, 1 container of sesame seed oil

1 container of coconut oil, 1 small container of canola oil

Other:

Ketchup

Mustard

Tamari

Hummus

Salsa

- 1 container of plain soy, almond or coconut yogurt
- 1 small jar of vegan mayo
- 1 loaf of bread by Anna or gluten-free bread
- 1 package of organic tofu
- 1 can of coconut milk
- 1 container of organic vegetable broth (the kind that comes in aseptic container)
- 1 package of Thai kitchen red curry paste
- 2 half gallon containers of almond milk
- 1 half gallon container of rice milk and/or soy milk
- 1 container of maca powder
- Skewers for the kabobs

Spices: (if you don't already own them)

Coriander powder, turmeric, cumin, garam masala, basil, paprika powder, garlic powder, black pepper, red pepper flakes, curry powder, Mrs. Dash grilling seasoning, cardamom, mustard seeds

Tip from Deepa:

As a daily measure to meet your requirements for niacin (a form of vitamin B), sprinkle one to two teaspoons of nutritional yeast in one meal daily. You may also use marmite paste.



Week 1, Make Ahead List

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The following is to be done on Sunday to shorten preparation during the week.

Tandoori Kabob

In a small container to be stored in the fridge, put the following ingredients:

One diced onion, 2 cloves of garlic, 1 tablespoon of minced garlic, 1 teaspoon garam masala, 2 tablespoon ketchup, ½ teaspoon ground coriander powder (optional), ½ teaspoon turmeric, ½ teaspoon ground cumin (optional), ½ teaspoon salt or to taste, 2 tablespoons of fresh lemon juice

Optionally label this container "Tandoori Kabob Marinade."

When it comes time to make the recipe, add the yogurt and puree in your food processor. Make sure lemon touches most of the ingredients to keep them really fresh. May use additional lemon if needed or desired. Refrigerate.

Optionally mix the dry spices by themselves separately from the garlic, onion, ketchup and lemon.

Tofu Fries

Mix ½ teaspoon of sesame seed oil, ½ teaspoon of paprika powder, ½ teaspoon of garlic powder and a pinch of salt in a small container. Store in fridge until you make Tofu Fries.

Thai Stir-fry

Cook two cups of brown rice plain, set out to cool, and store in freezer. May cook additional ½ cup at this time for Asian Stir-fry. May make another two cups of brown rice for Friday-Night Hodgepodge. May add another two cups for Mexican Fiesta Bowl. (6.5 total cups of brown rice)

Flamenco in a Bowl

Chop jalapeño pepper, onions, and cilantro. Add lime juice, flax oil, salt. Stir and store in fridge. Consider labeling your containers, or ordering them in a certain way to avoid confusion.

Cook two cups of brown lentils al dente. Allow to cool, and then freeze.

Asian Stir Fry

Mince green onions and a white onion. Measure out a ¼ cup of each and put into a container together with ½ a teaspoon of red pepper flakes and one tablespoon of sunflower seeds. Put into a small container and label "Asian Stir-fry."

Friday-Night Hodgepodge

Mix 1 teaspoon of curry powder, 2 tablespoons of oil, 1 tablespoon of tamari, 1 tablespoon of minced ginger and garlic, 1 tablespoon of cilantro, 2 tablespoons of chopped pineapple, and a pinch of salt. Store in a small freezer-safe container in your freezer. Label "Friday-Night Hodgepodge."



Quinoa

Quinoa & Bean Stir-fry calls for 3 cups of quinoa. Friday Night Hodgepodge calls for 1 cup of quinoa. Power Porridge breakfasts call for a total of 3 cups of quinoa.

- 1. Use a large pot, as quinoa will fluff up as it absorbs water. Boil nine cups of water in pot.
- 2. Add seven cups of guinoa to the pot and cook for three minutes, boiling without a lid.
- 3. Pour quinoa into a fine mesh strainer and rinse well with drinking water.
- 4. Add rinsed quinoa back to the pot with eight-and-a-half cups of water, and bring to a boil.
- 5. Cover with a tight-fitting lid and turn the heat down to a simmer. Continue to simmer for fifteen minutes.
- 6. Remove guinoa from heat and allow to sit for five minutes without removing the lid.
- 7. Fluffy quinoa gently with a fork, and quinoa is ready to eat.

Store cooked quinoa in the fridge for use within three days. Store portions of three-quarters-of-a-cup in the freezer for storage longer than three days.

Power Porridge

In four separate containers (for four separate mornings), put: ½ cup walnuts, ½ cup unsweetened dried cranberries or apricots, and ¼ teaspoon of cardamom or allspice (to taste).

Beans

Quinoa & Bean Stir-fry calls for four cups of chickpeas. (4 cups of chickpeas total)
Black Bean Medley calls for two cups of black beans
Asian Stir-fry calls for ½ cup of black beans.
Friday Night Hodgepodge calls for 1 cup of black beans.
Mexican Fiesta Bowl calls for 2 cups of black beans. (5½ cups of black beans total)

Soak and cook different kinds of beans separately. If cooking beans from dry:

- 1. Measure out the desired amount of dry beans on Saturday night and spread them on a surface.
- 2. Check beans for debris or discolored beans and remove undesirables.
- 3. Rinse beans thoroughly in a strainer under cool running water.
- 4. Soak beans in drinking water over night in a covered container on the counter. If it is particularly hot in your home (above seventy-eight degrees), put soaking beans in the fridge overnight instead. Alternately, dry beans can be put on the stove and brought to a boil. Boil for two minutes and then let stand for two hours or a bit longer.
- 5. After soaking, drain beans and rinse thoroughly again.
- 6. Cook beans with on a stove top or using a pressure cooker.
- 7. For each cup (dry measurement) of beans, cook with three cups of water.
- 8. Bring drinking water to a boil, then add the soaked, drained and rinsed beans.
- 9. Bring beans to a boil. Then reduce heat to a simmer and cover the pot partially.
- 10. If any foam developed, skim it off during the simmering.
- 11. Beans should become soft and edible after one or one-and-a-half hours. If they run out of water and still are not soft, add ½-1 cup of water and continue simmering.

Store cooked beans in the fridge for use within three days. Freeze the beans for longer storage.



Quinoa & Bean Stir-fry

In a container, put the following: 2 chopped figs, 2 tablespoons of dried apricots, 1 teaspoon of pumpkin seeds, 2 teaspoons of coconut oil, a pinch of salt and a pinch of pepper. Optionally add two spoonfuls of lemon or lime juice for freshness.

Wash one bunch of kale, and remove stems. If desired, chop stems finely to use in salads and stir-fry dishes. Or juice or blend the stems in juices or smoothies. If stems are not desired, compost them. Store the kale leaves in the fridge.

Optionally add a dram of lemon to each container of kale for extra freshness. Kale, unlike other leaves, will last fairly well after being washed, stemmed and put into a container. Glass-lock containers are recommended.

Tossed Pasta with Mustard Lemon Dressing

Mix: 1 teaspoon of mustard, 1 teaspoon of cold-pressed olive oil and 1 tablespoon of olive oil in a small container. This is the amount needed for this recipe, but if desired, make extra to have on hand in your fridge. Allow to warm to room temperature before using.

Put together 1 tablespoon of roasted red peppers, ½ teaspoon of crushed garlic or capers, and 1 teaspoon of dried (unsweetened) cherries or cranberries. Store in fridge and label "Tossed Pasta."

Mexican Fiesta Bowl

Mix 4 teaspoons of pumpkin seeds, a pinch of Mrs. Dash grilling seasoning, 2-3 tablespoons of cilantro, a pinch of salt and a squeeze of lemon or lime juice to a small container. Freeze or refrigerate. 3



Age: 26 Sex: Female Date: 12/30/2011 Height: 62 inches Weight: 110.00 pounds Activity Level: Moderate Body mass index: 20.16

FoodWorks - Important analysis information and graphs Mode: Single day (Day 1)

IMPORTANT TOTALS:

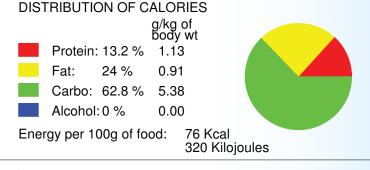
Target calories: 1600 (6704 Kilojoules) Calories: 1659 (6953 Kilojoules) 1240.03 mg Energy surplus: 49.5 g 59 Kcal Sodium: Fiber:

Cholesterol: 249 Kj 0 mg

FAT BREAKDOWN: grams %fat %Kcal

45.7 g Total Fat: $10.3\,\bar{g}$ Saturated fat: 22 % 6 % Polyunsaturated fat: 15 g Monounsaturated fat: 13.2 g 33 % 8 % 29 % 7 % Other / unspecified: 7.2 g 16% 4%





MOST SIGNIFICANT SOURCES OF:

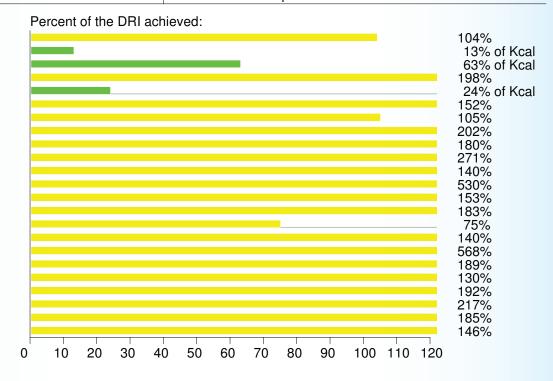
Sodium: Salt, Table (Sodium Chloride)

Cholest: N/A Fat: N/A

CARBOHYDRATE COUNTS (15g per count): 17.9

Potassium to Sodium: 2.86 to 1 Calcium to Phosphorus: 1.21 to 1







Age: 26 Sex: Female Date: 12/30/2011 Height: 62 inches Weight: 110.00 pounds Activity Level: Moderate Body mass index: 20.16

FoodWorks - Important analysis information and graphs Mode: Single day (Day 1)

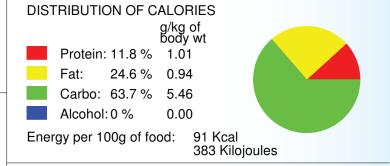
IMPORTANT TOTALS:

Target calories: 1600 (6704 Kilojoules)
Calories: 1675 (7017 Kilojoules)
Sodium: 2062.48 mg Energy surplus:
Fiber: 37.08 g 75 Kcal
Cholesterol: 0 mg 313 Kj

FAT BREAKDOWN: grams %fat %Kcal

Total Fat: 46.8 g
Saturated fat: 6.4 g 14 % 3 %
Polyunsaturated fat: 13.5 g 29 % 7 %
Monounsaturated fat: 18.9 g 40 % 10 %
Other / unspecified: 8 g 17 % 4 %





MOST SIGNIFICANT SOURCES OF:

Sodium: Roasted red yellow peppers Cholest: N/A

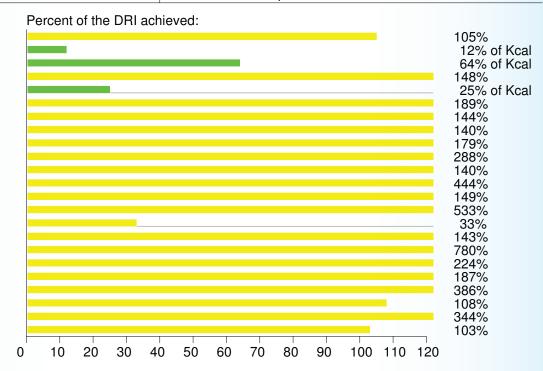
Fat: N/A

CARBOHYDRATE COUNTS (15g per count): 18.2

RATIOS

Potassium to Sodium: 1.45 to 1 Calcium to Phosphorus: 1.51 to 1







Age: 26 Sex: Female Date: 12/30/2011 Height: 62 inches Weight: 110.00 pounds Activity Level: Moderate Body mass index: 20.16

FoodWorks - Important analysis information and graphs Mode: Single day (Day 1)

IMPORTANT TOTALS:

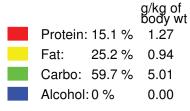
Target calories: 1600 (6704 Kilojoules)
Calories: 1698 (7115 Kilojoules)
Sodium: 2629.46 mg Energy surplus:
Fiber: 49.06 g 98 Kcal
Cholesterol: 0 mg 411 Kj

FAT BREAKDOWN: grams %fat %Kcal

Total Fat: 47 g
Saturated fat: 5.5 g 12 % 3 %
Polyunsaturated fat: 12.2 g 26 % 6 %
Monounsaturated fat: 21.1 g 45 % 11 %
Other / unspecified: 8.2 g 17 % 4 %



DISTRIBUTION OF CALORIES



Energy per 100g of food: 87 Kcal 365 Kilojoules

MOST SIGNIFICANT SOURCES OF:

Sodium: Roasted red yellow peppers

Cholest: N/A

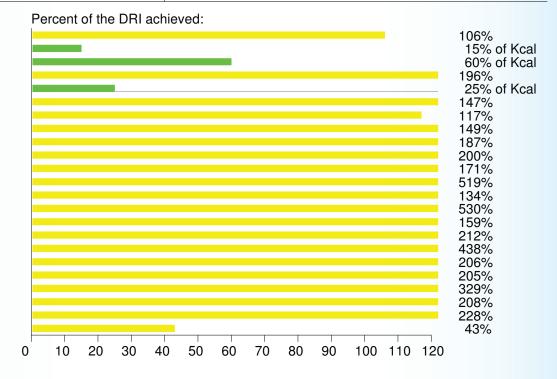
Fat: Fruit, Avocado, All Varieties, peeled, raw

CARBOHYDRATE COUNTS (15g per count): 16.7

RATIOS:

Potassium to Sodium: 1.45 to 1 Calcium to Phosphorus: 1.12 to 1







Age: 26 Sex: Female Date: 12/30/2011 Height: 62 inches Weight: 110.00 pounds Activity Level: Moderate Body mass index: 20.16

FoodWorks - Important analysis information and graphs Mode: Single day (Day 1)

IMPORTANT TOTALS:

Target calories: 1600 (6704 Kilojoules)
Calories: 1600 (6706 Kilojoules)
Sodium: 1095.87 mg Energy surplus:
Fiber: 52.86 g 0 Kcal

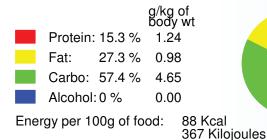
Cholesterol: 0 mg 2 Kj

FAT BREAKDOWN: grams %fat %Kcal

Total Fat: 49.1 g
Saturated fat: 9.9 g 20 % 6 %
Polyunsaturated fat: 12.6 g 26 % 7 %
Monounsaturated fat: 14.1 g 29 % 8 %
Other / unspecified: 12.5 g 25 % 7 %



DISTRIBUTION OF CALORIES



MOST SIGNIFICANT SOURCES OF:

Sodium: Chickpeas, dry, cooked, fat not added in cooking ...

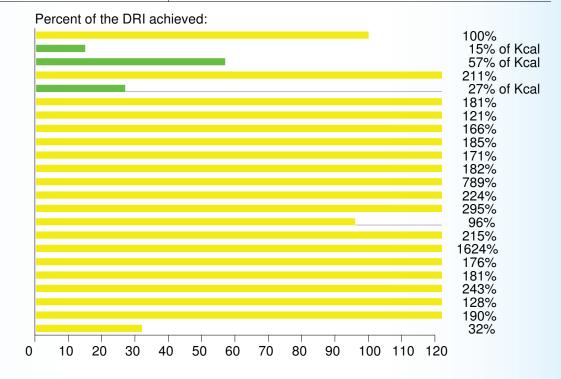
Cholest: N/A Fat: N/A

CARBOHYDRATE COUNTS (15g per count): 15.5

RATIOS

Potassium to Sodium: 3.1 to 1 Calcium to Phosphorus: 1.39 to 1







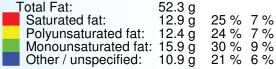
Age: 26 Sex: Female Date: 12/30/2011 Height: 62 inches Weight: 110.00 pounds Activity Level: Moderate Body mass index: 20.16

FoodWorks - Important analysis information and graphs Mode: Single day (Day 1)

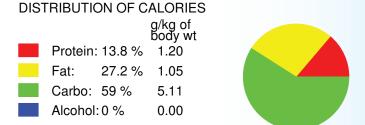
IMPORTANT TOTALS:

Target calories: 1600 (6704 Kilojoules)
Calories: 1677 (7027 Kilojoules)
Sodium: 925.83 mg Energy surplus:
Fiber: 39.09 g 77 Kcal
Cholesterol: 0 mg 323 Kj

FAT BREAKDOWN: grams %fat %Kcal







Energy per 100g of food: 94 Kcal 394 Kilojoules

MOST SIGNIFICANT SOURCES OF:

Sodium: Chickpeas, dry, cooked, fat not added in cooking ...

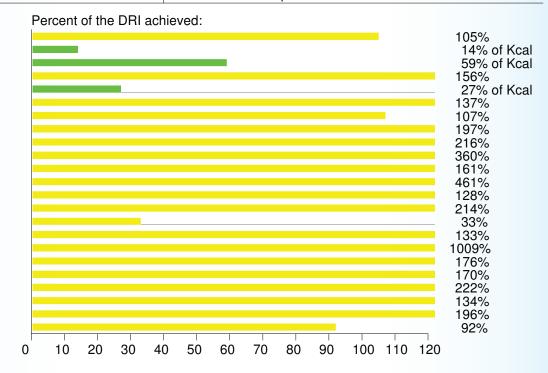
Cholest: N/A Fat: N/A

CARBOHYDRATE COUNTS (15g per count): 17.

RATIOS:

Potassium to Sodium: 3.18 to 1 Calcium to Phosphorus: 1 to 1.11







Age: 26 Sex: Female Date: 12/30/2011 Height: 62 inches Weight: 110.00 pounds Activity Level: Moderate Body mass index: 20.16

FoodWorks - Important analysis information and graphs Mode: Single day (Day 1)

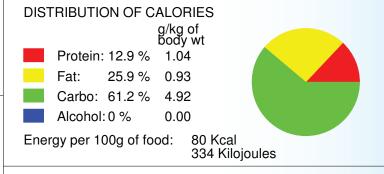
IMPORTANT TOTALS:

Target calories: 1600 (6704 Kilojoules)
Calories: 1575 (6601 Kilojoules)
Sodium: 1283.68 mg Energy deficit:
Fiber: 43.86 g -25 Kcal
Cholesterol: 0 mg -103 Kj

FAT BREAKDOWN: grams %fat %Kcal

Total Fat: 46.3 g
Saturated fat: 6.9 g 15 % 4 %
Polyunsaturated fat: 12 g 26 % 7 %
Monounsaturated fat: 18.8 g 41 % 11 %
Other / unspecified: 8.5 g 18 % 5 %





MOST SIGNIFICANT SOURCES OF:

Sodium: Bean Sauce, Soy (Tamari)

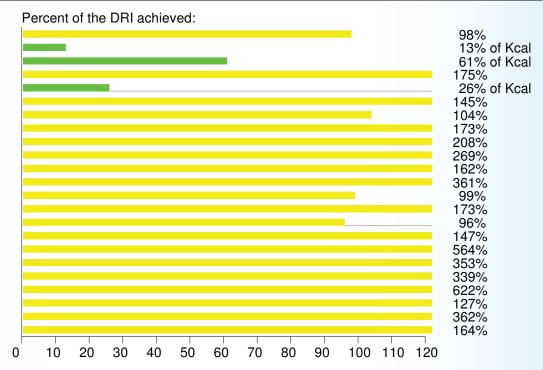
Cholest: N/A Fat: N/A

CARBOHYDRATE COUNTS (15g per count): 16.4

RATIOS

Potassium to Sodium: 2.09 to 1 Calcium to Phosphorus: 1 to 1







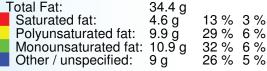
Age: 26 Sex: Female Date: 12/30/2011 Height: 62 inches Weight: 110.00 pounds Activity Level: Moderate Body mass index: 20.16

FoodWorks - Important analysis information and graphs Mode: Single day (Day 1)

IMPORTANT TOTALS:

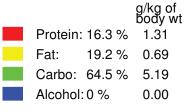
Target calories: 1600 (6704 Kilojoules)
Calories: 1556 (6521 Kilojoules)
Sodium: 1356.22 mg Energy deficit:
Fiber: 53.31 g -44 Kcal
Cholesterol: 0 mg -183 Kj

FAT BREAKDOWN: grams %fat %Kcal





DISTRIBUTION OF CALORIES



Energy per 100g of food: 73 Kcal 305 Kilojoules

MOST SIGNIFICANT SOURCES OF:

Sodium: Roasted red yellow peppers

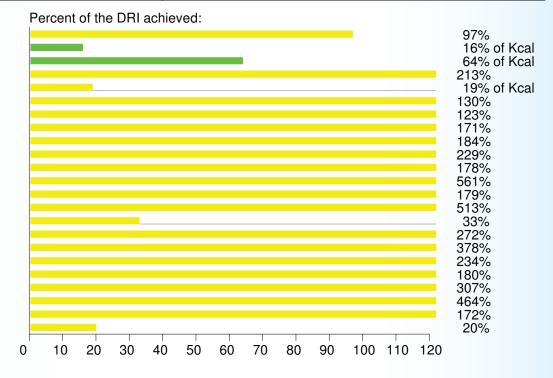
Cholest: N/A Fat: N/A

CARBOHYDRATE COUNTS (15g per count): 17.3

RATIOS:

Potassium to Sodium: 3.08 to 1 Calcium to Phosphorus: 1.01 to 1





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- Food and nutrition board, institute of medicine of the national academies (2005). Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids (Macronutrients). National Academies Press. p. 504. http://darwin.nap.edu/books/0309085373/html/504.html.
- 19 Lee Fulkerson, Director, Forks Over Knives, 2011
- 20 In Nutella, vegetable oil is the second ingredient, after sugar. In Cool Whip, hydrogenated vegetable oil is the second ingredient, after water. In Tofutti, corn oil is the fourth ingredient, after water, sugar, and high fructose corn syrup. Source: manufacturer web sites.
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