

SCOTT SONNON'S

TACFIT

28 DAYS PRIMAL

EAT CLEAN Nutritional Challenge



EATING CLEAN

THE WAY NATURE STARTED

NEO TIMING PALEO QUALITY

Eating Clean refers to avoiding industrialized, processed products, and selecting real food like our great grandparents may have eaten.

SIMPLE, CLEAN, INTUITIVE NUTRITION

FRESH IS BEST!

Homegrown > Local
Farm > Grocery >
Canned

RAW maximizes nutrient delivery.

Many foods lose nutrient value when cooked, and many foods that require cooking are starchy, which negatively affects insulin response over time.

GRASS FED and grass-finished! It's important to clarify this with your local farmer, as grain-finished meat compromises its nutrient profile for 'better' flavor.

QUALITY FOOD! Learn the local farms and their methods before selecting where my meat comes from.

ACHIEVE ONE THEN PROGRESS TO THE NEXT

4 Week Steps

WEEK 1

Increase veggies and protein.

WEEK 2

Increase fats and remove grains.

WEEK 3

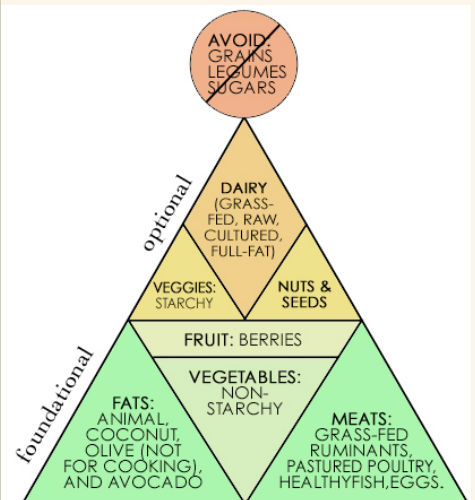
Reduce starches, dairy and fruits.

WEEK 4

Remove dairy, fruit and starches.

And Beyond...

The above are the basic overviews of the steps for your clean eating approach during the 28 Day Primal EAT CLEAN Nutritional Challenge. Read inside for the expanded recommendation list, schedule and details on how to effectively transition your nutrition so that natural, healthy athleticism transforms as a byproduct of your vibrant lifestyle.



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the Author's Hard Work.

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Thank you in advance,
RMAX International Management Team



28 DAYS PRIMAL *Eating Clean Nutritional Challenge*

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A B O U T T H E A U T H O R

Master of Sport
SCOTT SONNON
Chief Operations Officer
RMAX International

WORLD
CHAMPION

NATIONAL
COACH



Find Scott on [Facebook](#) or [Twitter](#)

Scott was *"Born to Lose, but Trained to Win."* Against all odds, Scott became a champion, and has shared the discoveries he made along the way.

Scott Sonnon overcame childhood obesity, learning disabilities, and joint disease, to be named by Men's Fitness Magazine, one of the top 24 trainers in the world, and by Black Belt Magazine as one of the 6 most influential martial artists of the century.

Despite incredible obstacles, became the first foreigner in the 1990s to officially receive an invitation and to intern behind xUSSR's "Iron Curtain" in their national martial art style called "Sambo" and became one of the first 20 Westerners to earn the discipline's highest athletic distinction: "Master of Sport." As the USA National Sambo Team Coach, he repeatedly applied his strategies to win international titles for himself and his athletes. To test himself, he came out of retirement at the age of 40, for the 2010 World Martial Art Games, and won 5 gold medals for his country; in Sport JiuJitsu, Submission Grappling, and amateur MMA, against fighters half his age and 100lbs heavier teams worldwide.

His love for helping others improve their quality of health was born out of his own necessity for remedial development; of never being able to take for granted what came naturally to most others. But due to poor nutrition, improper conditioning and rapid aging, others now suffer pain similar to what Scott was forced to overcome. Though his programs were originally designed to prevent accelerating aging of joint and connective tissues, they now give people of even Scott's genetic challenges, access to the physical and psychological mastery which can only be described as "flow" - not merely in physical wellness, but an optimal experience of life.

As advisor to organizations such as the International Youth Conditioning Association, the National Active Aging Council, the Radiant Recovery Ranch, emcee to the world's largest fitness expo - the Arnold Schwarzenegger Sports Festival, and presenter for the National Strength Conditioning Association, Canadian Personal Trainers Network, Australian Yoga Conference, and FILEX annual conferences, he has become an inspiration to thousands of people by his incredible story of triumph and his passionate dedication to helping others. As an acclaimed public speaker and author, has taken his world-class fighting skills off the mat to the fight against the core issues underlying obesity, disability and accelerated aging.

In a wonderful twist of irony, despite being institutionalized as a child in a psychiatric hospital for his learning disabilities, Scott earned his membership into MENSA, the International High IQ Society, became a keynote speaker for their annual conference, and was named one of their "Most Noteworthy Mensans of the Year." Though early childhood teachers claimed he'd never amount to anything academically, Scott became Graduate Faculty at Virginia Commonwealth University, and adjunct professor for Penn State University, HACC Campus.

But his passionate motivation derived from a shattered family life, disintegrated by the painful divorce of his parents when his father returned from the Korean war, full of rage and violence. Transforming that early trauma into a life's quest for effective stress recovery techniques, he went on to develop history's first "tactical fitness" course for first responders. As an adjunct instructor for the Federal Law Enforcement Training Center (FLETC) and a lecturer for the State and Local Law Enforcement Training Symposium (SLLETS), he has had his course P.O.S.T. approved in HI, WI, NJ, GA, TN, VA and OH. His courses have reached 40,000+ federal agents through implementation at the US Customs and Border Protection Advanced Training Center and the United States Marshals Service Academy. And he has had the distinct honor of certifying the 160th Special Operations Aviation Regiment (SOAR) "Nightstalkers" in his system.

Bringing his discoveries and methods to true warriors "healed" Scott, by helping other families to prevent not merely the physical, but the mental and emotional wounds, which deteriorated and eventually killed his own family life. In a true "full circle" parable, while Scott was in Israel teaching at their special operations counter-terrorism academy LOTAR, he followed his father's footsteps, unknowingly, to bathe in the baptismal waters of the River Jordan in precisely the same spot his father had traveled before his death: a journey which rejoined Scott with his father, and invigorated him to work harder and reach out farther to others suffering the wounds of violence and trauma.

Standing on the towers of Vatican City, as a special guest of the Carabinieri Gruppo Intervento Speciale GIS, who have adopted his system TACFIT as their official training method, he tells the story of how he finally exhaled, and felt at peace; grateful for the life he had been given, and the opportunity to be of use to so many suffering the ravages of trauma and pain.

Scott's array of patented equipment - such as the Clubbell® - have become renowned in their unique effectiveness. His Circular Strength Training® and TACFIT® Systems can now be found worldwide, earning Scott a place in the National Fitness Hall of Fame Museum, the International Martial Arts Hall of Fame and the Personal Trainer Hall of Fame.

However, Scott is best known for his ongoing daily inspirational discussions through facebook, with a viral presence extending across the internet. For more information on his empowering message...

Homepage: <http://www.RMAXInternational.com>

Facebook: <http://www.facebook.com/ScottSonnon>

Twitter: <https://twitter.com/flowcoach>

Youtube Channel: <http://www.youtube.com/thermaxgym>

Blog: <http://www.FlowCoach.tv/>

<http://www.TACFIT.tv> - High Intensity Interval Training for Maximum Recoverability

<http://www.Clubbell.tv> - Three-Dimensional Strength Conditioning Equipment

<http://www.PrasaraYoga.com> - Movement Yoga for Improvisational Flow

<http://www.intu-flow.com> - Pain-Free Mobility for Longevity Health

<http://www.PrimalStress.com> - Bodyweight Conditioning for Total Body Fitness

<http://www.AgelessMobility.com> - Complete Basic Yoga and Mobility Health Routine



What is Simple Healthy Eating?

When traveling, when with family, when over holidays, when limited on time or when emotionally stressed, nostalgic or tired, we indulge in unhealthy eating. Any momentary satisfaction wrought from the breach in our good nutritional practice finds itself severely outweighed in the negative impact it has upon our mood, mind and movement. Yet, these moments are the ones most challenging to stay on course with healthy eating.

When I order food at a restaurant, select food at a party, or prepare food when abroad, I'm often asked if I'm on a diet. I reply:

I am not on a diet; I'm simply eating healthily.

Sometimes, others will step up the pressure and say, "Come on, just one piece. You'll be missing out! Aren't you craving this decadence?" I respond:

I'm not missing out on wants. Instead, I'm hitting all of needs. So, I don't have cravings anymore, as I'm listening to my body, not slaving to my impulses.

They may even go for the direct attack via judgment, "Well, that doesn't sound like you are very much fun. You should learn to live a little." So, I smile and say:

I prefer to get my fun from playing **FROM** my food, not **WITH** it. That way, I get to live a lot, not only a little.

When I travel, we find apartments or suites to rent, especially near grocery stores. It may seem more expensive, but I've done the math. Sit down and write out your daily meals eaten at restaurants, and compare those added to a hotel room; it is significantly higher than finding a slightly more expensive apartment and preparing most of your meals yourself with healthy foods you prefer. Then, you

can take the balance and eat at a restaurant for a special occasion, and save the balance to add to special adventures on your trip.

Simply eating healthily **IS** a lifestyle. You make different choices than others. And you should expect pressure to conform. Be prepared on how to address these social pressures before you encounter them, and never allow someone to walk through your mind with dirty feet. Ask them to take their sandals off with a smile, offer them patience when they forget, and throw a cold bucket of water on the floor when they insist on leaving muddy tracks across your lifestyle choices. Sometimes, you'll have to do more scrubbing than others, but you will always stay clean.

But when other people live other lifestyles, remember to not be judgmental of them, especially if you feel your lifestyle choices are "cleaner." Respect everyone's right to their own choices, and you'll find more people respecting yours... Even though you're prepared if they do not.



What is healthy eating...?

- ◆ *Healthy eating isn't perfection.*
It's doing your best with what you have.
- ◆ *Healthy eating isn't calorie expertise.*
It's paying attention to your body's natural hunger cues.
- ◆ *Healthy eating isn't science overload.*
It's keeping things simple, following basic principles, and using common sense.
- ◆ *Healthy eating isn't an escape from boredom.*
It's just what our body needs to stay healthy.
- ◆ *Healthy eating isn't a new identity.*
It's living authentically as a happy, healthy person.
- ◆ *Healthy eating isn't endless food preparation.*
It's using tips and tricks to spend as much time as makes you happy in the kitchen.
- ◆ *Healthy eating isn't restriction.*
It's about integrating your values into your life so that you can make smart, healthy choices without feeling deprived.



You are not Fat. You have Fat. We all do.

A highly offensive personal trainer posted to my Facebook page, *"Talking with fat people is a real drag on my energy. Why can't they just practice some restraint and stop being so lazy?"*

Let us address his ignorance here before we go further.

1. There are no fat people. There are people with fat. Everyone has it. It's purely conjecture what qualifies a person with dangerously high levels, and it varies with individuals so we cannot even establish a standard. Only a norm - which is always inaccurate.

2. He obviously has never been obese because it takes an enormous amount of effort every single hour. It causes us to suffer in our organs, joints, bones, sinew, muscle and mind. There's nothing lazy about our condition when we are fat. If you had ever been in our situation, then you would not write such a false impression.

3. The problem with extreme abundance of fat percentage doesn't have to do with restraining from eating. It has to do with the chemical impact WHEN we restrain from eating, and all of the associated psychological symptoms which accompany that volatile biochemistry. Even when we do begin to burn fat stores, the toxic burden to our body catapults like the dark smoke of burning tires causing us a host of mental and physical anguish.

4. I am HONORED to work with people of all shapes and sizes but the most difficult and challenging individuals for me, to be quite candid, are folks like yourself who hold such apathetically insensitive attitudes toward others.

The stronger your apathy, the deeper we must go to find the real you buried far beneath your defensive layers, to the bare, inflamed nerve which you are concealing through your externalized disgust for others.

I strive to hold my own anger at your comments for I realize you are actually calling out for help, for

someone to actually rip off the bandage covering the festering wound of ignorance.

So, I exhale because I am no guru. I am merely a martial artist, fitness coach and wellness speaker. Sometimes I ponder choking such insensitivity unconscious and shaving off his eyebrows for penance. But I must evolve.

Let me say this. The best course of action for is to go volunteer in an obesity clinic. They will change your lives for the better.

Then take a basic course in endocrinology. You don't need a degree. But until you start to understand the super system comprised by the immune, endocrine and nervous systems, you'll remain paralyzed by the insensitivity of your question.



What causes us to have too much fat is not a personality defect. It's an industry deception. We are bombarded with an illusion of abundant food and the reality of ubiquitous junk. All that is edible is not food. We must return to simplicity, and that begins with empathy, support and education.

85% of my fitness results didn't come from equipment, exercises, or exertion... but rather from meats, vegetables, nuts and seeds, little fruit, no sugar, no gluten, and no dairy. How hard for how long had I worked at exercising that small 15% for even another percentage point, when all I needed to do was revert to the simple, clean eating of my grandparents? Exercise is critically important, but it's not everything. Not even close.

MEATS
VEGETABLES
NUTS & SEEDS
SOME
FRUIT
LITTLE STARCH
NO
SUGAR

Doctors Cheerlead the Body's Natural Healing.

An individual with a "medical degree" angrily posted today on my page because I recommended sunshine for Vitamin D. She wrote, "The Sun gives you cancer. People shouldn't go out in the sun. They should take fish oil all the time instead." I suggested that she should research the issue more before posting her opinion on my page since OVER-exposure may cause skin cancer, and over-dosage of fish oil isn't safe as a generalized suggestion on my page. She replied that I was arrogant, and wrote, "I have a medical degree and know what I'm talking about."

My masters degree in sambo helps me nothing in boxing, and only somewhat in MMA. Although I'm technically a martial arts master, different styles concentrate on disparate subject matter. Even though sambo and jiu-jitsu are daughter and mother, my sambo masters degree won't help me in jiu-jitsu unless I study the rules of judo and how they differ; I have lost jiu-jitsu matches because I fought with sambo rules.

Likewise, a degree in "medicine" isn't a degree in nutrition. Claiming that you're an authority on a topic because you have a related degree is a logical fallacy called argumentum ad verecundiam (or "Appeal to Authority.") Arrogance is as arrogance calls. This is worse than appeal to authority; it's an appeal to SELF-authority.

I'm well trained in stick fighting, but it's not my concentration; so, when asked, I consult those who are specialists in stick fighting. I would never claim to be a specialized master in stick fighting, and therefore purport that others should take my opinion as self-evident truth. Not only would that be arrogant, it would be negligent and lack integrity. Similarly, claiming that you have a medical degree and that people should accept your opinion in a related field (such as nutrition) as self-evident truth is by definition - arrogant, negligent and lacking integrity.

The arrogance of my childhood doctors led to them misdiagnosing me as "genetically flawed" rather than suffering nutritional allergies. During my childhood, I endured painful, oozing acne covering a significant surface area of my body. The dermatologist placed me on a pharmaceutical solution called "Accutane." Accutane was so aggressive (at the time, before they were sued into taking it off the market for many years and later rebranding themselves with a 'kindler, gentler version') that my lips would molt like a snake, I couldn't wear contact lenses due to the dryness it incurred, and I had to have weekly blood pulls to ensure that I wasn't in chemical danger. For two years, my humble, steelworking mother paid \$1.50 per pill at 9 pills per day: a huge investment for her out of pocket since this was a "cosmetic" issue to the insurance companies. The drug failed, and my "medication" was stopped when they had to pull the it off the market for causing birth defects.

A few weeks later, I decided that if I was going to look as I did with the lesions covering my body that I was going to at least "get in shape." So, I changed my diet. Beginning with removing dairy, the acne disappeared in less than 2 months, as it had been an allergy. After years of suffering, shame and embarrassment, countless doctor appointments and specialist evaluations, I merely had to change my diet. Even a medical doctor specializing on the symptom can misdiagnose the simplest of causes because of lack of specific expertise.

For the end-user, at-home customer like you and I... we don't even need a degree to self-advocate. We can research and study ourselves. On many of my issues, like the rare, congenital eye disease I have, I know more about the issue than most doctors... because of my self-education and experience with its manifestations. NO ONE knows your body better than you, which is why you should seek multiple opinions on ALL issues, especially those opinions which cause your intuition to feel prickly.

I advised the poster on my page to take her nursing degree and go wave it around somewhere else as it didn't impress me in and of itself. Reasonable behavior and mature authenticity does, which her comments on my page demonstrated she had been lacking.

Many physicians are part of my organization. I honor them as healers and respect their incredible contribution to our community and their dedication to their patients. However, it is not their medical degrees which lead me to feel so strongly about them. Rather, it is their due diligent education or referrals to those with the education which demonstrate their integrity and accountability.



"Off hand, I'd say you're suffering from an arrow through your head, but just to play it safe, I'm ordering a bunch of tests."

85% of the Solution: Eating Simply

Over the past few years I've grown weary of winning the wrong battle, and misdirecting too many resources away from providing potential aid for those who are like I was overcoming severe nutritional dysfunction.

As fitness professionals we can mistake exercise to be the difficult part of health. This causes those who have never been severely overweight to neglect and castigate those of us who are or were for laziness. We are not lazy.

This assumption originates from misunderstanding statistics (and out of ignorance).

Low fitness does indeed account for more deaths than obesity, diabetes and smoking combined. However, that is only the symptomatic appearance of the issue, not the real underlying cause.

We have an epidemic of low fitness because we are not being individualized in our empowerment for healthy nutritional transformation. Instead, we are sold "diets" for "weight loss" which addict us to a roller coaster of failures. No diet will ever work forever and weight loss will always return because both concepts are inherently flawed.

You need to have good energy to spend energy, so you can move in new or unused ways. Without the nutritional support to displace, absorb, process and expel synthetic toxins from ingested substances, you will go on a diet, experience extreme discomfort or ineffective results and surrender thinking you had failed when DIETING has failed you. You lose weight, only to find that your health has decreased and you



have less energy and when you try to be active you feel impossibly fatigued; and when the weight inevitably returns, you suspect you have failed at weightloss routine when weightloss as a concept has failed you.

Nutrition is 85% of the solution, and we all need to ally ourselves together in community advocacy so that exercise takes its rightful place among 15% of our efforts. Rather than commercially squabble over the 15% of people who already have good diets and any exercise is effective, new fitness professionals must study how to use MOVEMENT to process out toxicity when nutritionally transitioning to the simple eating that our great grandparents once had.

If we ally ourselves together and provide free nutritional support when we can, we can transform the 15 into 100%. But then that means, giving up how we BELIEVE we should eat and move in generalizations and theories, and embrace how we must eat and move individually and in principle.

4 Weeks to Transformative Eating

We have paleolithic nutritional needs but neolithic nervous systems. Therefore, eat the quality content of food from **before** industrialized processing agriculture, but use the schedule to time that quality content in the quantity necessary for training, occupational and family needs.

You cannot effectively eat enough in 3 meals what you can spread across 6.

Eating 5-6 meals per day requires discipline, but it also requires preparation and adaptation. You must plan ahead and prepare your meals, hamper and refrigerator with the necessary ingredients to prepare what you need. If you do not, you may backslide into a carb-heavy, fast-fuel diet. Be patient with yourself when you make mistakes, and plan poorly. It takes about a month before you get a groove going with your schedule. And it requires another 2-3 months before that pattern becomes integrated with your lifestyle.

WEEK 1: Split your breakfast.

Get up earlier and have your first breakfast around 4-5AM. Then instead of a snack, eat a second breakfast around 8-9AM- the same as

your first, before lunchtime. This is the easiest transition bringing you up to four meals.

WEEK 2: Split your lunch.

After you're dialed in on your two breakfast meals, then split your lunch into two, one at 11-12PM and one at around 2-3 PM. You'll find that the second lunch turns up your energy all day long, like the second breakfast gave you a boost all morning.

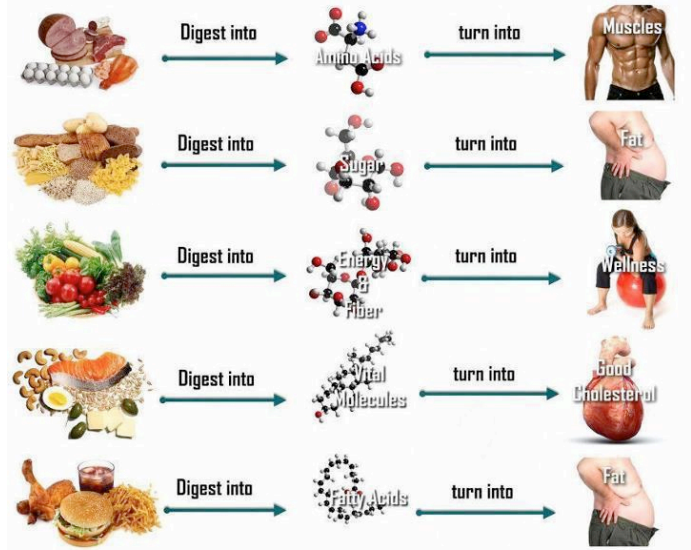
WEEK 3: Test a split dinner.

You've figured it out the pattern, but actually this is the hardest step, because families typically eat larger dinners, and depending upon the timing, it could be in the middle of the schedule. You're going to feel hungry around 4-5PM, when you should have your first dinner, so I suggest for this week begin an occasional split dinner, with the 2nd at 7-8PM.

WEEK 4: Split your dinner.

Once you have experimented with this, you'll realize how much better you feel, and how much energy and motivation you have the following day as a result.

HOW FOODS AFFECT OUR BODIES



It takes similar duration to healthily transform a fitness life as it does to create an Olympic athlete: 5-8 years. 1-2 years to restore mobility, gain dietary awareness and lose excess fat. 1-2 years to restructure into an athletic foundation and remove all nutritional impediments. 1-2 years to build the physique byproduct of flowing movement and tighten a high-octane performance health nutrition platform. We can prevent frustration and burnout by setting big-dream, long-haul lifestyle transformation mindsets.

MY JOURNEY OF PRIMAL TRANSITION



"The transition from my prior vegetarian diet to a primal eating approach has been a long and difficult journey, recovering from illness. But I have never been more vibrant, healthier and stronger in my life thanks to the help of my mentors along the way."

Scott Sonnon
World Champion



The 28 Day Primal Challenge

EATING CLEAN: A HEALTHY PROCESS
FROM TRANSITION TO TRANSFORMATION

WEEK 1

- Cut out all liquids except, coffee, tea and water. (You can deal with the coffee during a different challenge.) This will require you to definitely increase your water intake. I recommend one glass after waking and before bed, as well as one glass of room temperature water after every meal, minimum. You'll also want two glasses (during and after) your workout.
- Add veggies (greens or reds) and nuts and berries to every meal or snack.
- Eat some form of animal protein at least 2 times a day.
- Reduce, then remove all sweets from your diet. It's not as hard as it may sound IF you follow the other steps.
- Take 3 grams of fish oil a day OR just up your fish intake.

I suggest increasing eggs and fish during the first week rather than land animal protein because you'll find it easier on your digestion to adjust. You may feel initially uncomfortable. It's not permanent; only until you adjust back to a natural clean diet. Decrease your protein until you're not very uncomfortable, and take your time. The 28 Day Primal Challenge is just an guideline.

WEEK 2

- Reduce, then eliminate grains from your diet. Oats and quinoa can be the last to go or used sparingly as they don't contain gluten, and you may need the complex carbs if you're not taking in enough dark green veggies. If you're feeling truly out of sorts, dizzy, starving, then add 1/3 cup of hot oatmeal with cinnamon during a meal until you stabilize. Eventually you can remove this.
- Include a serving of healthy fat at every meal. For example, 1 serving = 1-2 tbs of coconut oil, 2-4 tbs of avocado or fatty nuts.) Don't overdo this, as the calories will add up.
- Eat some form of animal protein at least 3 times a day. Notice that you need to increase the total volume of protein you ingest, because you're returning to burning long-term fuels rather than short-term flashes (sweets, grains, etc)
- Continue veggies and fruit, but emphasize veggies more - 3:1 ratio of veggies:fruit. This is actually a tough transition for many people because the fruits are typically temporary substitutes for refined sugars, and people tend to over-use fruits as a result.

WEEK 3

- Remove legumes including soy. It won't be hard at this point; you'll notice the havoc they wreak to your GI.
- Take dairy, fruit or starchy veggies (i.e. potatoes, parsnips) at meals AFTER exercise, and only if the exercise lasts longer than 20 mins or is at HIGH intensity. If you can eliminate starch, do it: they are much higher in carbs than all other veggies, with less nutritive value.

A fast way to transition is through a simple swap of sweet potatoes (yams) for regular potatoes. The consistency is the same, yet yams are better for you.

Yes, raw dairy is not as harmful as processed dairy, but for the challenge, try and remove it and see how you feel for the next two weeks. You'll be surprised at the increase of energy and performance.

Fruits are mostly "bags of sugar." Of course there are borderline veggie-fruits like tomatoes and avocados which you'll keep, but we're talking about the usual suspects: grapes, oranges, bananas, apples.

WEEK 4

!!!ONLY if you have the first 3 steps of your primal nutrition extremely dialed in and want to fully lean out.

- Drop dairy, fruit and starches completely.

And Beyond...

You can make exceptions for any full day holidays, guilt-free. I do not consider these "cheat" days as has become a popular phrase in the bodybuilding industry, but rather, indulgences. Yes, you're probably going to have Thanksgiving pumpkin pie and Christmas cookies. Just have them on the holiday and no longer. If you follow this "on the holiday and no more" guideline, you'll be surprised how much you more you actually appreciate the indulgence, without any guilt, because your body has adapted to not DEPENDING upon these fast burning flashes. Your slow-food approach will allow you to live a disciplined, but not obsessive lifestyle.

You're Already Beautiful. Do this for Health.

Eleanor Roosevelt said, “*Great minds discuss ideas, average minds discuss events, small minds discuss people.*” Let’s seek to use our minds greatly, and discuss some ideas for a moment.

As someone who overcame childhood obesity, without yo-yo backsliding, I intimately can relate that these are some of the strongest emotions in the world surrounding nutrition, exercise and body image.

Obesity has become a bug-bear designation, fraught with sensitive, reactive ego. When we recover from obesity, or food sensitivities (like gluten) and substance addictions (like sugar), an enormous chemical storm assails our mind with the “molecules of emotion” (ibid Candace Pert). This gives rise to a cacophony of self-deprecating judgements, which we often outwardly projected upon others. [Disease and illness of any kind can cause this catastrophizing filter judging ourselves and others.]

So, let’s distinguish between: **preferential judgement** (what you consider beautiful and worthy) and **professional assessment** (what has been scientifically evaluated and you have been occupationally educated to measure.)

What I “prefer” for myself has ZERO place in another individual’s personal preferences. And when I am approached for my professional services, I feel it a duty to remain nonjudgmental in any assessments I am asked to conduct. I believe in carrying that professionalism throughout my life.

We can be very attached to being alive (quantity of life) and having a great (quality of) life... and so we can inadvertently slip health and fitness into criteria for beauty and character. This causes us personal suffering and viscous judgement toward and from others. However:

- Beauty and worth are subjective and unmeasurable. You are beautiful and worthy by divine creation.
- Health and fitness are objective and measurable. You are healthy and fit depending upon your transitory behaviors and attitudes.

For example in the following image, some people have been judging her on the beauty and

desirability (worth). She wanted to become fitter and healthier, and then she did. She did this because **she loved herself from before to after**. Unfortunately, many consumed by their own issues, project self-loathing upon her, presume social pressures coerced her into a deprecated behavior, and mutated her into some pre-fabricated definition of beauty. Her health and fitness, as is evidenced by that gorgeous smile BEFORE AND AFTER, is merely a byproduct of her choosing to make changes, but her beauty and worth as a person are constant and inviolate.

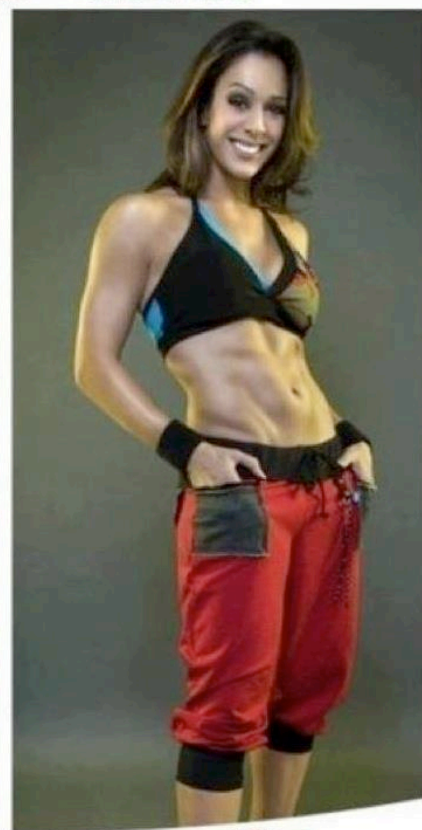
If you are less healthy and less fit, that doesn’t mean that you’re less beautiful and less worthy. Nor when you’re healthier and fitter are you more beautiful and more worthy. Keeping firm on this distinction will expedite the ability to improve quality of life (fitness) and not lessen quantity (health). But it will also prevent the confusion between preferential judgment and professional assessment, and allow people to offer us valuable information without any emotional reaction to their feedback.

Self-love, not self-loathing, gateways positive transformation in body, mind and spirit.

The secret of **CHANGE** is to **FOCUS** all of your **ENERGY**, not on fighting the **OLD**, but building the **NEW**. ~SOCRATES



Before



After

Supplements not Substitutes

I am often asked what are the best supplements to take; bars, shakes, pills, et cetera. But my response often remains unpopular: they're supplements not substitutes. You cannot out-supplement low quality eating habits.

Transition off of fast-food to slow-food and regain a totally clean meal approach before you consider supplementation. Otherwise, you're substituting. In my experience, people attempting to transition back to natural nutrition purchase more supplements than those who already have. Why? Because we tend to get all of vitamins and minerals from simple eating, save for a few special exceptions. We are most vulnerable to supplement companies marketing before and during our nutritional shift, so stay vigilant.

Nutrition remains highly individualized, and sometimes your taste will have been damaged from junk foods, processing ingredients, and synthetic preservatives. Natural food flavors will initially taste bland or even bitter, until the damage to your taste fades into healing. Then, the natural flavor will rise back to your consciousness, and you'll never want to go back.

During this transitional phase back to clean, simple, slow food, you may feel the need to add a shake, bar or pill. If you do, remember to be vigilant of quantities. They will sneakily displace your appetite for natural food and slow the healing process. Not that they're necessarily unhealthy, but they're supplements, not substitutes, and nothing can substitute for real, natural, whole, fresh, live food.

When you find the right approach for you to transition off of a bad diet to healthy nutrition, surrender to the process not the impulses. Do not hold on to emotional anchors which pull down your energy. Instead, let go of the tendencies of past habits. When you feel that the process becomes unbearable, keep faith that the discomfort of change will soon transform into an abundance of vitality.



Don't Eat Disease

Asksed to describe Primal Eating, allow me to contradistinguish with its opposite: the corporate manipulation model.

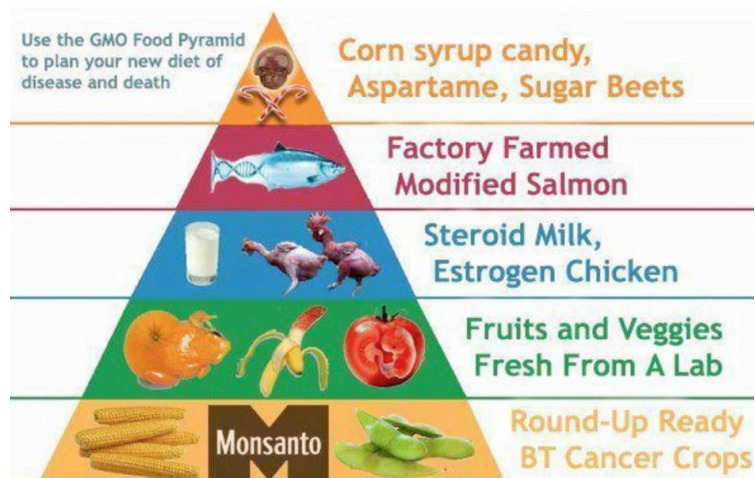
Permitting corporations to genetically modify, synthetically process and artificially preserve substances for you to ingest, and then calling it "food" insults our health and well-being.

You will hear many arguments as to why they feel it necessary to promote this disease-riddled behavior. They claim that to feed an over-populated world of dwindling resources, the starving and low economic masses must be given cheap alternatives to quality food. They fabricated this argument, as the footprint of simple eating is magnitudes lighter than their heavy iron clad boots with which they trod upon our garden.

Trusting a corporation to alter the makeup of your food because they promote their humanitarian intent, when they stand to profit from your addiction and disease, is like trusting an elected official to represent your values, because they purport to philanthropically believe in your interest, when they stand to profit from attaining and remaining in office due to contributions from dubious lobbies in exchange for unknown favors.

Anything someone says to you, who stands to profit from your decreased health, should be held suspect from their bias. They may attempt to suspend your good judgment by switching to an argument of survival subsistence claiming, "You must accept a degree of lesser quality if we are to feed the world inexpensively. You can't afford high quality food."

We cannot afford low quality! We are **MADE OF FOOD** we eat. Eating less is not the solution. Eating better is. And frankly, you cannot afford high quality only because they have made conventional access methods expensive. So, we must return to simple methods of self-reliability to outmaneuver this covert extortion.



You may feel like you have no option but to eat their products, but remember your power to vote in the marketplace with your dollar. You may feel extorted to accept their selections. But **YOU** hold the power to change the industry. If you resist consuming these non-food ingestibles, you will force corporations to change their offerings.

Corporation must provide the needs you demand, in order to operate. But if you do not define those needs, their profit margin will define your needs for you, and your potential decreased health and increased disease becomes an acceptable loss (especially if they stand to profit from it.)

I despise sounding conspiratorial, but unfortunately, I've been around long enough to observe this mutation in the food industry which accelerated forty years ago. Some of us can remember what simple eating was like for we ate that way, or recall our parents or grandparents doing so. But the next generations, and our children's children face appearing in the world unfamiliar with this experience. They will walk alone and unaware of what they consume, unless we object.

Discuss with our community and educate yourself. Empower yourself and express your dissatisfaction. Ally yourself together. Stand up and speak out. Point out bias. Resist coercion. Invest in high quality. Respect your right to personal dignity in your food, for you **ARE** what you eat.

You'll Probably Have To Do It Alone

I There are some who say that removing gluten, sugar, dairy, wheat, and all of the host of intensified agricultural era hybrids and synthetics is not possible for athletes. I and others like me have individually proven that incorrect.

Fast, cheap, low quality junk carbs must be displaced by slow, high quality complex carbs, lean proteins and good fats. And abundant health, energy, vitality and measurable performance enhancement await the athlete bravely dedicated enough to do so.

The speculative economy of debt we suffer on the macro level as a nation echoes through how we eat and exercise in the micro of our nutrition and fitness: Most people still subsistently eat only for today's effort, rather than compensating for yesterday's adaptation and investing for tomorrow's growth.

Athletics is no rationalized excuse for poor nutrition. In fact, athletes ought to be held even more accountable for healthy performance nutrition. But until this shift has been fully committed for two to three years, simple carb heavy fixation will remain the dominant belief

system (which is why it is so contemptuously funded by the endorsement of Big Corp who profits from your consuming their synthetic ingestibles.



There's even a caloric cost hidden in our drinking habits. Water and tea are the original "energy" drink.

Cooked seeds won't grow, though raw seed will. Similarly cooking food over 118 degrees Fahrenheit destroys much of the nutrients in our food. High temperature cooking destroys much of the natural enzymes in our food that are needed to break down nutrients. Eat as close to live, raw and rare as possible.

There will always be a mob deluded into opposing you, who attempt to compel you to believe that your results are a fluke, that your success is a lie, that your accomplishments are invalid. Resist the negativity.

Eat clean, simple and natural meals. Drink water. Play hard. Practice skills. Recover fully. Sleep well. Dream big. Love life. Rise and Repeat.



You cannot Starve your way to Health.

We cannot exercise our way into proper eating. We must eat our way into proper exercise.

If we aren't learning this from the way others are teaching it us, we must teach it to ourselves in a way we can learn it.

"The mind's first step to self-awareness must be through the body," as George Sheehan wrote, but the most important step for the body is the food we take within our body to build and rebuild it.

Some believe solving obesity is as simple as restricting calories: reduce calories and by thermo-dynamics you lose fat.

That would be true if you were a machine and energy expenditure were the only consideration in human life. It's not, yet many still suffer and propagate this Industrial Age medievalism.

We are closer to a biological computer than a mechanical engine. The more we take a substance, the more we up-regulate and tolerate it; and the less we have evolved to evacuate it - the more it gets shipped to cold storage.

If you did nothing to change the quantity of your food, altering the combinations in your meals and when you eat them would decrease your bodyfat. This defies the old paradigm "starve your way thin" attitude which belongs on the garbage pile next to GMOs.

Change food quality, meal combination and timing and you can INCREASE total caloric intake and lose fat and size.



I find it very difficult to take anyone seriously when they haven't actually recovered from obesity spouting opinions on what we ought to have done. They may have an opinion, even education in outdated models, but they lack insight and experience. Had they actually had to recover and remain sober from food addictions, they'd know that their accusations toward obese people would demand apologies out of insensitivity and ignorance.

Yes, you can lose weight by restricting calories. I unfortunately did it many times to cut weight for championships. But obesity recovery and weight manipulation are as different as physical therapy and

elite performance enhancement: the former regards the necessary 97% of work to be done post surgery and the latter the 3% of dedicated work once you already have a significant base of strength and conditioning.

Fat isn't a crime of laziness or irresponsibility as you indict of us. It remains a mystery. But as we continue to learn more about how the body works, we are able to reclaim our health, by looking at ancient sustainable traditions and how they stand up to modern scientific scrutiny.

You might think that muscle weighs more than fat. You might think a pound of feathers weighs less than a pound of bricks, but a pound is a pound.

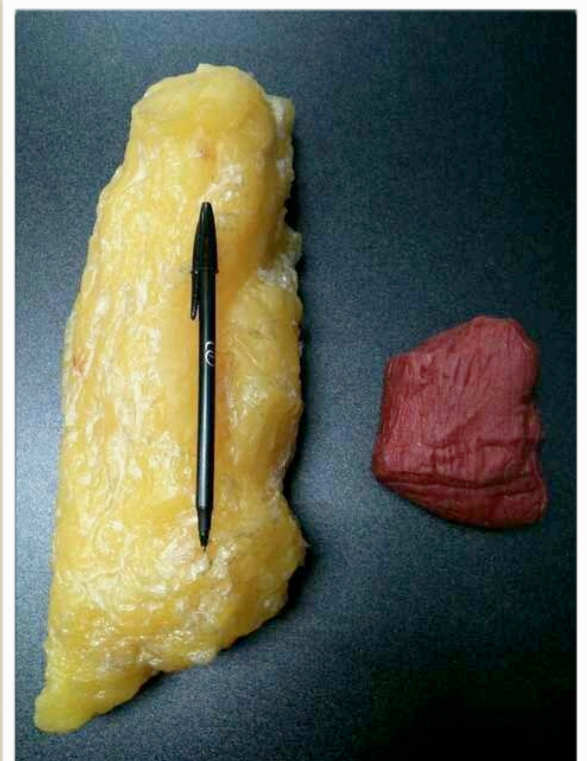
Fat and muscle do differ in density. Look at the volume of a pound of muscle and a pound of fat side by side in this photo: the fat takes up more volume than the muscle. If your goal is the lean look of muscle, not the flabby look of fat, feel good about weighing more.

Banish the idea that muscle weighs more and is therefore bad. In fact, toss out your scale altogether. Think about how you are feeling, how your clothes are fitting, and how your movement has changed. Don't focus on the number on the scale. If you only did things to make yourself weigh less, you wouldn't necessarily be healthier.

Stop thinking of muscle mass as the enemy; embrace it as your ally. Much like the ego, you need a strong one to overcome an inflated one.

You will probably gain weight before you begin to lose it, because exercise leads to increased muscle; and muscle weighs more per volume than fat. You will probably lose size before you begin to gain it. As you exercise, the fat loss exceeds the muscle size increases, so you'll shrink before you expand. In other words, track size loss and strength/speed/endurance gains, rather than seeking weight loss and size gains.

THROW AWAY YOUR SCALE.



Peeling the Layers of Food Addictions

The individual contents of fast food have been proven to be nutritionally vacant, virulently addictive and lethally damaging. It was not that way when these purveyors began as true restaurants, if you study the history of their evolution.

But with their juggernaut expansion to big corporate decentralization, only the bottom line of profit margins mattered. Now, I'm not claiming a conspiracy of oligarchs deliberately enslaving a population through manipulation of their products for nefarious intent.

But I am stating outright that if you increase the HFCS in a fountain drink, the customer consumes more and you increase sales; if you increase MSG, the customer consumes more, and you increase sales.

Even the addition of gimmicky "healthy additives" to their non-food ingestibles are analogous to a drug pusher battering a junkie and then offering them protection.

if I sell a socially-promoted, addictive and health destructive drug to children, and then

donate a percentage of my profit, am I free from accountability for the substance to which I've addicted them, and from which I profit from their disease?

These are drugs, and much like the tobacco companies who a decade ago, didn't disappear when they were publicly acknowledged as an addictive, life-ending drug pusher, these fast-food chains will not end when we finally place the research with the source. They will merely lessen their marketing and continue to addict more and more fringe markets who have limited access to education countering their unhealthy campaigns.

Promote community supported agriculture, grow a garden and share its bounty, invite neighbors over to help with new yield, take a friend hunting and fishing if you eat meat, build a poultry coop, join a grocery co-op, share simple, clean food cookouts. Bring additional healthy food that you can share at community events.

Education is not enough. When you're addicted (as I was and many of us understand), you must experience value over a consistent period of time before you build the



chemical will-power to choose non-addictive, real food change.

Help someone make a change in their nutrition helps them make a change in their entire view on life. Don't be a health food pusher. Don't judge those of us still addicted. Be an active advocate by sharing what you've experienced as an option for their consideration.

Many personal trainers and health coaches have been fit and have never faced the challenges of overcoming obesity. When you cannot rationally place yourself in the emotional shoes of someone else's life, and understand the experience of pain and discomfort they feel, you cannot appreciate the actual challenges they face. Forcing the typical fitness instructor's tools onto obesity recovery and food addiction is like trying to teach someone Formula 1 Racing and then entering them in a demolition derby. You're training people to get demolished.

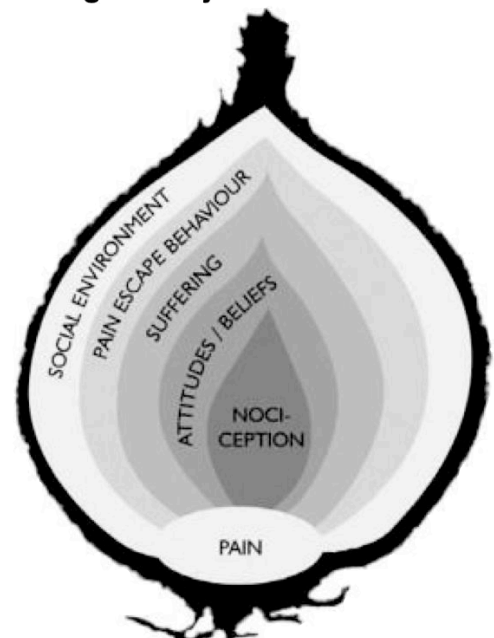
Proper education is not enough. When you're addicted (as I was and many of us understand), you must experience value over a consistent period of time before you build the chemical will-power to choose non-addictive, real food change. You can't just tell people to stop doing the bad and start doing the good. Maybe if you're on television with a captive trainee who has signed a waiver, as long as the episode lasts, you can bully them with your ubiquity to temporarily change their behavior, but if you don't shift the chemistry, we will backslide into a much worse situation than when we began. We need autonomy, not tyranny. We need skills and empowerment, not rules and obedience.

You cannot merely persuade someone who is addicted to a substance with a rational argument to change to a healthier behavior. When we are addicted, we must experience the greater quality behavior so that we grow the strength to control impulses (when we are given chances to repeat the unhealthy behavior), and to avoid ego/will depletion (like when we miss a meal and crave fast carbs). Only when we have a biochemical reference to greater quality of life can we have the strength to begin to overcome addictions. Even this is not enough.

We need support WHEN we backslide into the familiar destructive patterns. We need social advocacy to face the peer pressure of toxic relationships who compel us to return to our former patterns. We need a flexible, simple plan from which we can depart when life intervenes, but with rescue ropes for when we deviate from healthy activities. But it all begins by giving the value to someone before they have it. And being patient and compassionate to the non-linear progress of overcoming (especially socially acceptable) drug abuse.

There are many layers we must peel, and like an onion, everytime we peel a new layer, the toxins will burn, and the more we peel, the more it will burn. It takes time, tools and temperance. If you are willing to step outside the box of typical fitness education, you could help so many people, though most trainers only associate obesity and addiction with the "morbid" and the institutionalized, when an entire spectrum of help is required.

Peeling the Layers of Food Addictions



Nature's Medicine: Food

When I have a major undertaking impending, critical meeting, a deadline, surge of surprise responsibilities, or major speaking engagement, I front load the additional brain support to allow me to gracefully and effectively complete my tasks.

We tend to think of the mind as a "ghost in the machine" (thanks to Rene Descartes), but the reality must be understood: our critical thinking, decision making, awareness, creativity and our thoughts themselves are influenced by if not spawned from our nutrition.

Think very well about what you eat, because you may eat to think very well.

Nutrition without movement is weak and useless, and movement without nutrition is dangerous and dreadful.

You can have the best nutrition in the world but if you're failing to move every joint through its natural range of motion, your nutrition lacks the ability to be delivered to the tissues literally being starved for it.

You can also perform the most graceful or powerful exercise program ever created but if

13 BRAIN Foods - Boost Your Brain and Memory



Almonds
increase blood
flow to the brain



Walnuts
high in omega 3

Surge Your Brain Power



Blueberries
improve learning &
motor skills



Brussels Sprouts
has tryptophan which converts to
serotonin in the brain



Broccoli
assists in proper brain
functioning



Cauliflower
Assists in cleansing
white matter in brain
& spine



Ginger
anti-inflammatory may
help protect from brain
disease



Apples
power food for mind,
body & emotions



Watermelon
targets Brain
Function



Cabbage
High intake of
cruciferous may lower
risk of brain, lung &
prostate cancer



Lettuce helps
increase blood flow
to the brain &
cleanse blood
plaque



Cantaloupe/Rockmelon
supports the brain



Pine Nuts
helps stimulate
brain activity

authenticdiscovery.com.au

you lack even poor nutrition you will not survive, and without proper nutrition you will lack the ability to fully adapt to the exercise you perform.

Nutrition and movement are twin accomplices. Without one, the other becomes ineffective. You are as old as you move and eat.

Begin with 8-14 minutes of mobility in the morning (use the free program at www.intu-flow.com and www.recuper8.org).

It CAN be simple if you choose to un-complicate. Don't accumulate; eliminate what is not essential to your health, especially if done for only immediate pleasure. It is not merely daily increase of your wellness necessities but rather the daily decrease of non-essentials which will awaken the sleeping warrior athlete within you.

When we read that food is [the original] medicine, we sometimes assume that we must include all of the foods all of the time. But we don't take medicines, even preventative ones, all of the time, often in cycles on and off, and for short even trace durations.

When we grow distrustful of spurious lack of science in nutritional medicine, we need to remember that Big Pharma and BioTech corporations produce artificial drugs based upon, if not directly from, natural substances, and then synthesizes and intensifies them for potency and profitability.

Stick to the original simple medicine, and when you feel that you need some support, make a special meal for a few days including the food which holds the nutrients you need temporarily bolstered.

HERBS FOR ORGANS

Gingo Biloba

Ginseng

Cacao

Garlic

Mullein

Yarrow

Milk Thistle

Dandelion

Chamomile

Licorice

Ginger

Bilberry



Cayenne Pepper

Kelp

Motherwort

Turmeric

Yerba Santa

Peppermint

Artichoke

Burdock root

Goldenseal

Fennel

Cranberry

Astragalus

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Physical vs Emotional Hunger

PHYSICAL HUNGER	EMOTIONAL HUNGER
Tends to come on gradually and can be postponed	Feels sudden and urgent
Can be satisfied with any number of foods	Causes very specific cravings (such as pizza or ice cream)
Once full, you're likely to stop eating	You tend to eat more than you normally would
Doesn't cause feelings of guilt	Can cause feelings of guilt afterwards

KNOW THE DIFFERENCE

When faced with a craving, remember the words of Ralph Waldo Emerson, "Adopt the pace of nature; her secret is patience." If you know the craving to be an unhealthy option, wait. It will pass. Distract yourself with something productive. Everyone believes they can "just have one bite," but we often discover that once we submit to an impulse, it strengthens. When you resist an impulse, it costs you energy, so wait, and then if you're physically hungry, take a healthy option instead.

You will make mistakes, backslide and be impatient. Exhale. We all make poor choices on the path to better ones. Smile, and remember when you make a poor choice, you have not relinquished all of the investment in a stronger will you've made through resisting cravings. You get to keep that strength forever. It will never fade once you've resisted temptation. And grows stronger each time you forgive yourself, and do it again and again...

Do today what you cannot, so that tomorrow you can do what others cannot. But do not be deceived. This applies not in the ego laden manner it will initially be mistaken.

Eat today in a way that others will not when we still suffer the illusions embedded in us by big corporations, the chemical additions caused by the polluted preservatives, and the social pressure to conceal the simplicity of natural eating and rationalize why it's impossible to stay healthy, to survive only in the moment and "just enjoy" the junk we are fed. If you are able to make the difficult nutritional choices today, then tomorrow you can take your increased energy and share that message with others. Where others remain poisoned by manmade processed ingestibles and shackled to their hidden addictions, you can help them emancipate themselves through the energy you gain from simple eating.

Are you strong enough to serve others with the abundance of your energy good food created?

It certainly holds impact over your training intensity, but also over your recovery. You must train sufficiently hard to create an adaptation, but you must also fully recover in order to receive 100% of the benefits. Don't train hard enough and you won't adapt, but don't recovery fully enough and you won't adapt either. Train intensely and recover fully today, and tomorrow you create evidence to increase your confidence.

But then what? What purpose does your strength serve?

This applies beyond exercise and nutrition. When your movement and food gets fully switched on, you will discover: abundance is for purpose. Like a moral force, the stronger you become, the more that strength will be called upon, in direct relationship. Then the real challenges will begin, and you will truly be tested: are you strong enough to handle the tough decisions today, so that tomorrow you can help others handle their tougher decisions tomorrow?

Yes, I know, believe me, having overcome my obesity and the debilitating pains of a broken back and neck, the ubiquitous aches of malformed and malnourished joints, today, we must focus on freeing ourselves from painful movement, energy drain from poor nutrition and health depletion by both. But plant this seed deeply: this shall pass, and you will grow strong. Then the real life question will come: for what purpose have you been given an abundance of strength.

After all these years in the field, I have found that the answer simple is: for others.

**TODAY I WILL DO
WHAT OTHERS WON'T,
SO THAT TOMORROW I CAN DO
WHAT OTHERS CAN'T**

Rebuilding Your Willpower

We must make good choices, but we must also address the preparation that must be taken (incrementally, like in stress inoculation to avoid reinforcing reactive tendencies) to be capable of making those choices.

Some think that once you've been in "shape" then it's easier to stay in shape. If you've ever backslid, and worked with those who do, then you know that this idea would be logical from a psychological perspective, but not necessarily from a biochemical one. If you're distressed, eat poorly, don't hydrate, drink alcohol, fight with your spouse, scream at your kids, worry about your finances, breathe in mold, work with people infected by illness, and fear for your job, then... the same decision "costs" more, because it's not merely training stress, but sum total stress which depletes decisionary strength.

Some think you can just decide to no longer be over-fat. The problem with that line of thought is it presumes a reservoir of energy. Many misunderstand and believe over-fat as caloric surplus; when it's a toxic waste dump. So this attitude is also a slippery slope in erroneously believing that people can just stand up and start anything. There is an incremental process to releasing and generating energetic capacity, while out shipping toxic burden. It's difficult to understand for those who have never been obese and haven't studied the actual implications of immolating the waste dump. You often need to go slowly and methodically to build up momentum.

As an obese child who overcame sugar addiction, I can appreciate the science which has proven that sugar holds the same chemical cellular signature as cocaine, and yet is the world's most socially acceptable drug abuse.



I have observed that no one who has ever been obese and recovered from it believes that it was merely electing to no longer be obese and made all of the right decisions to suddenly end their obesity. The diminished capacity which obesity incurs requires a gradual avalanche of energy (willpower capacity building) activities; which in turn provides the increased capacity to resist chemical compulsions.

It has been shown through many studies that the longer you go without sufficient, nutrient density, the poorer your decisionary process. Empty calories have been shown to add little to no increase in discretionary efficacy; especially when attached to addictive chemicals like sugar and caffeine. It often accounts for the "snowball" of why we make poorer and poorer choices over time in a downward spiral.

How you begin building energy to resist the chemical compulsions of food addictions depends upon the individual. Each of us begin by making choices within the span of our capacity, which yield greater return in energy which

increases our potential to make more draining choices. For example, many would not be able to begin intense exercise for nerve impingement for example, but beginning with seated joint mobility would decompress the joints, open nerve force and access the nutrition locked within the synovium.

If you feel impatient with others or yourself for not suddenly making a choice and POOF you always make good choices, then you may want to consider looking at the chemical root of that impatience. What we need when facing a food addiction, withdrawals and recovery is empowerment, not indictment. Blame, rationalization and entitlement are psychological symptoms of a chemical imbalance. These attitudes change during increments of behavioral modification. Don't attack the symptom. Smooth the process

Yes, willpower certainly does exist... As a chemical capacity in the brain, which must be built and easily drains when shifting behavioral patterns, especially against addictive substances.

Do Any of These Excuses Sound Familiar?

"It's cheap and it just tastes so good!"

"I don't have time to cook."

"It can't really be that bad for us."

"I'm too busy, how else am I supposed to get everyone fed on our crazy evenings?!"

"I work hard/I had a crazy morning/It's going to be a crazy afternoon/I'm so tired/I just got a promotion/I didn't get my promotion/the kids are driving me nuts... I deserve something easy and hot for lunch"

"I don't have time to pack a lunch"

In 1970, Americans spent about \$6 billion on junk ingestibles; in 2000, they spent more than \$110 billion. Americans now spend more money on junk than on higher education, personal computers, computer software, or new cars. We spend more on junk than on movies, books, magazines, newspapers, videos, and recorded music combined.



Obesity is common, serious and costly, and directly related to junk. In the early 1960s, the average American adult male weighed 168 pounds. Today, he weighs nearly 180 pounds. Over the same time period, the average female adult weight rose from 143 pounds to over 155 pounds (U.S. Dept of Health and Human Services, 1977, 1996). In the early 1970s, 14 percent of the population was classified as medically obese. Today, obesity rates are two times higher (Centers for Disease Control, 2003). More than one-third of U.S. adults (35.7%) are obese.

Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of preventable death. In 2008, medical costs associated with obesity were estimated at \$147 billion; the medical costs for people who are obese were \$1,429 higher than those of normal weight. We can stop this. To beat this social suicide, we must bind together and resist the marketing lies which are designed to lower our awareness and lull us to nutritional slumber at the slow death we are facing.



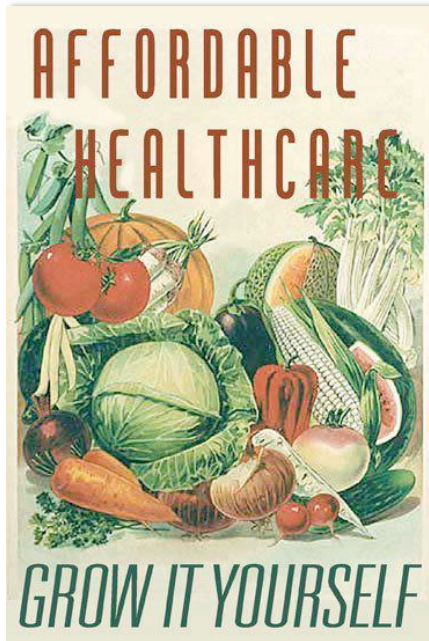
Some have asked how I eliminated sugar from my intake, but have great difficulty in giving up chocolate. High percent cacao chocolate (above 75%) actually has some health benefits, but because it becomes a "gateway drug" upregulating your cells to craving more "sweet" I used this method to graduate off sugar.

Think of cacao as a bandage until your cells heal. Eat highest cacao content possible 90%+ only one bite per day for a week. Then, every other day. Then, every third. Keep every going every fourth day you forget to have a bite one time. At that point, you can stop completely for two years without withdrawals. After two years, you have completely new cellular makeup, and can take a bite on occasion when offered without fear of backslide.

I've been sugar free for about a decade, and have never had more energy in my life. When some complain that I ought to live a little, I reply that I prefer to live a lot. I hope this strategy helps you live a lot too.

Dig the Well before You're Thirsty

Dig the well before you're thirsty, my Bagua teacher told me in the 80s. He was talking about "stance" (proper structural alignment) needed to deliver a strike needed to be solid, as you cannot fire a cannon from a canoe.



Having to make difficult choices in order to address my former obesity, and later how to eat for performance as an athlete, I discovered this also applies to nutrition: don't

go grocery shopping after you're hungry. Not only are you chemically most vulnerable to poor decisions, but you'll often buy more than you should expecting poor planning like what got you there hungry.

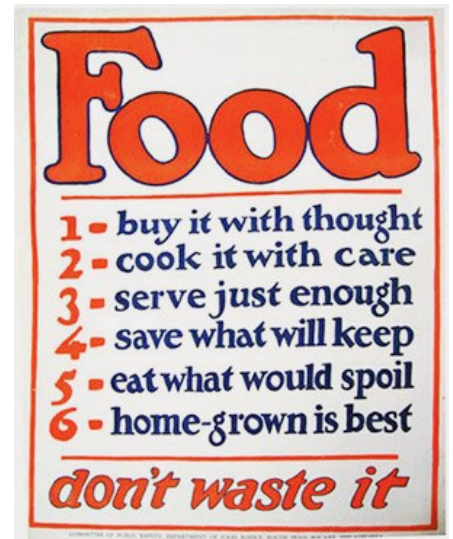
The best time to food shop is immediately after you've eaten a large, healthy meal: you'll make the best decisions for planning future meals; and you'll avoid purchasing more than you need. Each hour after you've eaten

results in a 15% decrease in effective decision making skills.

The optimal way of course involves hunting and gardening your own; which would be the earliest well-digging before thirst. But in lieu of that, if you wait until its too late, write down what will be good for your body, and go directly in, crossing them off your list, and avoid anything else. Wait until after you've eaten to shop for the week.

Self-education has become mandatory, and more importantly self-advocacy. If you do not speak out in your family's best health interest, corporations - big and small - will seek to increase margins by intensifying production to maximize yield, lowering quality to decrease overhead costs, and cut corners on standard to pocket greater net profit.

"Let thy food be thy medicine, and thy medicine be thy food," advised Hippocrates, the father of modern medicine. We should take as great a care in what we eat, how it was



grown/raised, what it was fed, how it was harvested, processed, packaged, distributed, and prepared as we would any medicine we take.

The Internet leaves us no excuse for lacking being informed. 80% of your powerful performance and fit physique result from your nutrition, and 100% of your healthy longevity. Find someone you trust, and start asking questions; or at least, ask what are good questions to ask.



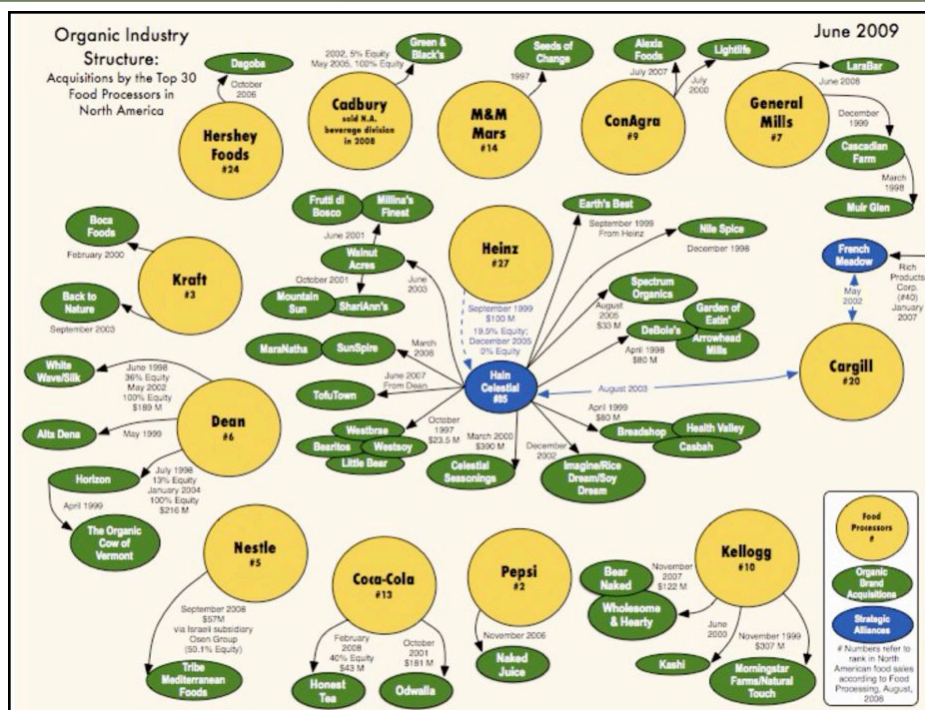
Know Your Food: 85% of the Battle

Local We eat genetically modified synthetics from a food industry which profits from our addicted decline in health, and then we accept treatment from a health care industry which profits from the sicknesses fostered by our lack of awareness of our food.

The “bottom line” mentality has commoditized our sickness in both the food and health care industries; and taking their recommendations on nutrition should be held as biased suspicion until they PROVE their choice decrease profit through addiction and disease.

They are in flagrante delicto in the marketplace and in our health care. We cannot tolerate it or be bred into docile, diseased addicts.

Healthy nutrition no longer regards merely finding the appropriate individualized diet - a difficult enough discipline. In the modern era, we suffer a self-created fate of information filtering: we must sift through mountains of contradictory statistics, following the money of research to its sources who have specious intentions to make numbers work to sell product. With such management of research, it may have the trappings scientific, but it is not science. Since we can rarely locate independent third party studies, nor reasonably conduct our own studies, only vigilance, awareness and communication between each other can combat market manipulation of our health.



There are no simple answers. It will not be easy or simple. It is hard and complex. I'm sorry for this. As a fitness provider, I must be the first to state that 85% of your results come from your nutrition rather than your exercise. So, self-education and community support is now a requirement in our age.

You will make mistakes. You will flip flop your position as one source of information proves to be unworthy of your trust. Though you attempt to weave your family's tapestry of artful nutrition, others have developed a

science of managing sickness. And only constant vigilance, lifetime awareness, and community-sponsored education and communication will keep market manipulation of our nutrition in check...

Until we reclaim our own food sources.

Junk-aholic, Herbivore, Omnivore, or Party-dicted.

The first “personality” you encounter is what they ate and drank the week before and day of. How close are you to your target attitudes, behaviors and energies? If you're not happy with the results you're seeing in your abilities, opportunities and relationships, then begin by adjusting your target closer to the herbivore or omnivore that you model yourself to become.

Since you are what you eat; then, eat as the one whom you want others to meet. Eat the change you want to see in the world.

With proper nutrition, you'll receive 4x your results from 1/4 the exercise. Without it, 1/4 the results from 4x the exercise. If time is a premium and results are a true concern, invest 85% of your time in food quality, meal preparation and timing. Most of your training is in the kitchen and garden, rather than in the gym.



To Restrain your Cravings from Ego Depletion

Nutrition, exercise and stress management are as much what you don't do as what you do. Indulge by skipping your daily exercise in favor of relaxing (which doesn't relax you anyway), by tickling your palette with sugary, salty decadences, or by expressing rage, gossip or other negativities, and you increase the likelihood that you will continue to do so, and the likelihood others will do the same.

You can be the sole force of restraint, or the catalyst for an avalanche of indulgence. As you decide to make a poor choice to indulge in something you know will increase disease and illness, so too will you become a repeat-offender on impulsivity, and so too will others join in the debauchery.

We don't think to ourselves, "this will create disease;" instead we imagine, "it's not healthy, but I will indulge just this once and never again." We define indulgence by the control we believe we can exercise over it, not by the potential outcome harmful behavior builds. When we think they have control; we are the most vulnerable to "restraint bias."

When you overestimate your ability to control impulsive behavior, unless you practice a deep discipline (of any kind) on a daily, consistent basis, you may believe you're in control of your impulses, but you probably are pretty awful at it, which both advertisers and criminals exploit.

The more control you think have over your impulses, the more likely it is you'll lose control. As Bertrand Russell, cautions, "fools and fanatics are always so certain of themselves, but wiser people so full of doubts." So, if you think you're horrible at impulse control, you're probably a lot stronger than you think. Stack the deck in your favor, by making choices and taking action to prepare in advance of impulses you must restrain; like eating a good meal before you go food shopping, or not going out with associates to a bar you know you've made unhealthy choices, or by seeing an injustice, and being the one to take immediate action upon it despite your fear.

It only takes submission to one impulse to indulge a disease creation behavior, for everyone in your sphere of influence, whether the friends and family with you, or the



onlookers in the vicinity, to slide down the slippery slope of unhealthy choices. The reverse is also true: your restraint can fortify the will of others.

Malcolm Gladwell writes, *"If a window is broken, people walking by will conclude that no one cares and no one is in charge. Soon, more windows will be broken, and the sense of anarchy will spread from the building to the street on which it faces, sending a signal that anything goes."*

From a socio-psychological perspective, this can be the impulse to not take action to help others as in the infamous beating and gang rape of a 15 year old girl last year in Richmond, Calif. On school grounds after her homecoming dance was horrific enough, but even more shocking was that up to 20 people watched and did nothing to stop it.

Not even ONE person restrained the impulse to do nothing, to stay out of it for fear of the implications of their choices. And it only ever takes one person's courage and will-power to change the course of an event, and elicit the aid of a community.

Normally, restraint bias remains a quirk of your brain chemistry for decision making, based upon our Paleolithic inheritance for instant gratification since our nervous system was designed to survive today, not a century.

But given a moment's luxury, we can elicit poor choices when our will's weakened by internal and external pressure; pressure we apply to ourselves and upon others by the snowball of our choices. Positive support through behavioral modeling of healthy choices emboldens us in exactly the same manner.

You can be the one who makes a difference. Sometimes, you will need to stand alone. Your choice could be the one which prevents a tragedy, or abstains from a disease producing behavior and reinforces the restraint of everyone you touch to make healthy, generative choices to do the same.

You cannot blame your culture for your food. Believe me, coming from the American diet, I know how tough that is, but YOU are not determined by your culture. You define it through your choices.

At some point in history, ONE person from your heritage created a tradition which enculturated across generations. You can be that new ONE person to make positive change for your people. The culture can become you, and everyone will benefit from the health of your choices.

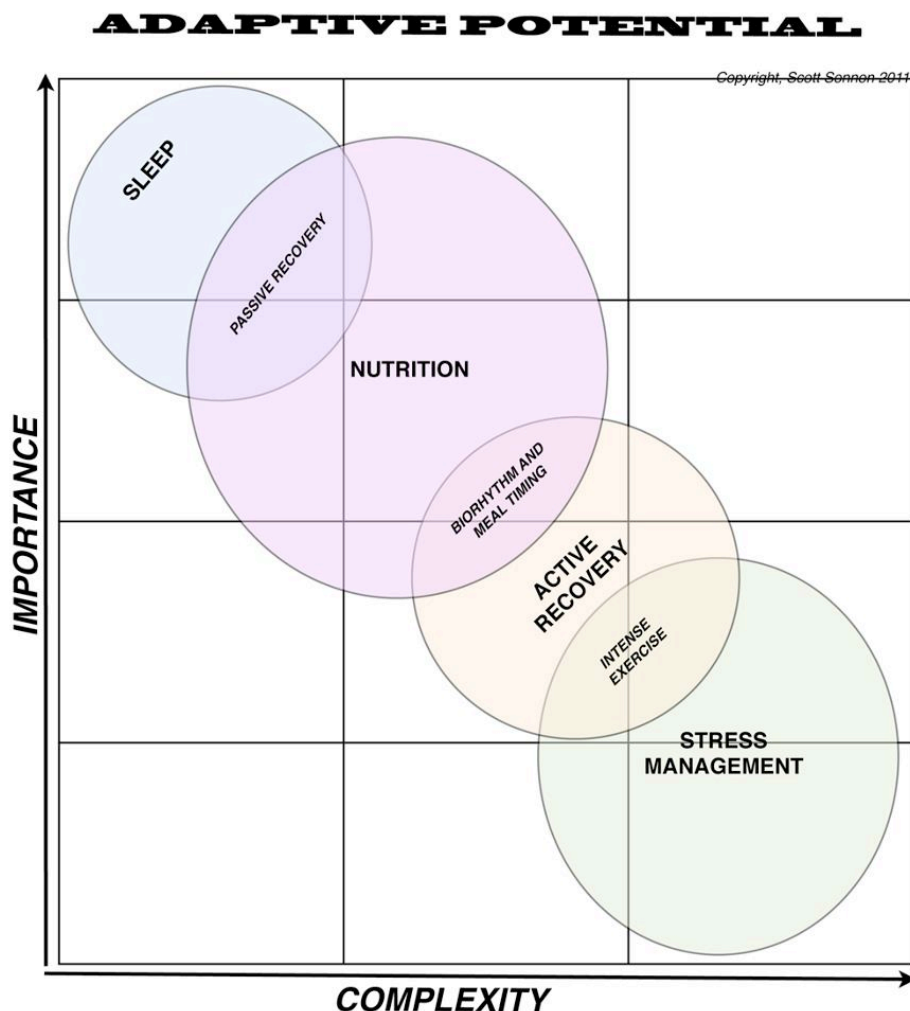
ARE YOU BENEFITING FROM YOUR FOOD?

Stress is the nutrition of adaptation.

How rapidly and fully you adapt (called “recovery”) determines your “fitness” potential. Charles Darwin is often misquoted as dictating the “survival of the fittest” - leading to the host of hyperbolized hard-core nonsense which has infiltrated our innate warrior training. He actually wrote, *“It is not the strongest, nor even the most intelligent, who survives, but the most adaptable.”* **Adaptability in terms of exercise is... recovery.**

There are only two types of negative stress: insufficient and excessive. Everything else contributes to your adaptive potential. Here are the primary tools for adaptation, listed on a graph intersecting Importance and Complexity.

The chart can appear to state that stress management isn’t important. Rather, it’s priority. Sleep is more important than food. Food more important than active recovery (including exercise). Active recovery is more important than (cognitive) stress management skills. And inversely, they are much more complex down the line. Stress management (including time management) is the capstone on a very solid pyramid.



Passive recovery could be in the form of playing frisbee with your kids, going on a date with your wife, gardening, or reading a book, sure. But they can also be massage, hot baths, Lighting candles / smudging, what most people call “relaxing.” but I consider this more of a “grounding” set of behaviors, revitalizing “centeredness.” Active recovery includes more intentional recuperation: stretching, yoga, joint mobility, vibration, breathing, light swimming, hiking or trotting, etc.

Much like Maslow’s hierarchy of needs, it’s inefficient to try and learn and implement stress management skills when you are in a sleep deficit, malnourished, and have ineffective exercise. The increase in complexity is accessible when the low-complexity priorities are addressed.

PRIORITIZING NUTRITION IN YOUR LIFE

My Personal Philosophy

Please judge your own life according to your beliefs. I share this purely because I have found it to be the most effective prioritization of my daily behavior. If you apply it, I know that it will work for you as well, but I do not judge you for not doing so, and there are other healthily fit people who have different priority schedules.

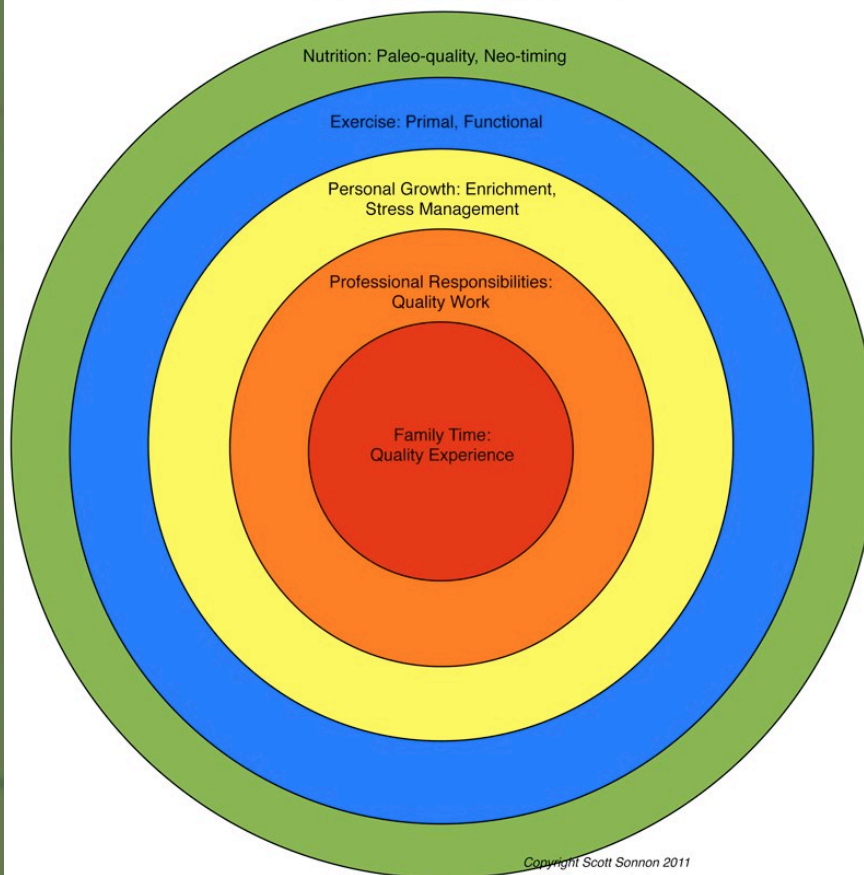
Each outer shell enhances or diminishes the quality experience of the inner shells.

Therefore, I prioritize my days upon this order (except for obvious work and family emergencies usurping the order).

Your food impacts your exercise which impacts your growth which impacts your work performance which impacts your quality of family involvement.

My food remains most critical to the **QUALITY** of the experience I have in my physical, personal, occupational and family life.

5 Shells of Quality Life Experiences



THE SECRET VILLAIN

Know Strain

Most people fail to achieve healthy stress - either because of excessive or insufficient stress causing physical, mental and emotional "strain." Strain is not the same as stress.

Stress is the nutrition of adaptation. How rapidly and fully you adapt (called "recovery") determines your "fitness" potential.

Charles Darwin is often misquoted as dictating the "survival of the fittest" - leading to the host of hyperbolized hard-core nonsense which has infiltrated our innate warrior training.

He actually wrote, "It is not the strongest, nor even the most intelligent, who survives, but the most adaptable."

Adaptability in terms of exercise is... recovery. There are only two types of negative stress: insufficient and excessive. Everything else contributes to your adaptive potential.

Some foods will cause you stress: not always a bad thing, because stress is good. But if you feel eating a certain food, or a food prepared in a certain way, or a food eaten at a certain time is causing you too much stress - "strain" - then it's not contributing to your healthy performance, no matter its quality.

8 Optimal Attitudes for Nutritional Change

Eight specific attitudinal changes enabled me to remedy my food addictions, release myself from the roller coaster ride of biochemical toxicity, and transform my physical energy from scarcity to abundance.

Acceptance of Chaos. When you begin any "diet" the company salesmen and paid actors assure you that it will effortlessly work as planned. We quickly discover the falsehood, when we encounter huge sabotage from our lifestyle, resistance from old behavioral and social patterns and the internal discomfort which can only be described as withdrawal symptoms. Only when I began to accept that any change I made in my nutrition would be initially followed not by benefit but by chaos, did I continue forward and await the actual benefits to arrive. Chaos comes with change. If we neglect to accept this, we amplify it, but if we embrace this impending unknown, we will not be startled by the shock of its cold water.

2 Handle Uncertainty. Changes brings us to the unknown, and that can be very frightening. We know what to expect from our energy with my current patterns, so we often would rather accept the pain we have, than risk a pain that we don't know. I didn't know if a change would produce positive results or negative, when and where and to what severity. I didn't even know if it would work for me, since everything in nutrition and exercise is so individualized. Only when I accepted this unknown virtue of change, and embrace my uncertainty, did I realize the pain I don't know is always less than the pain I do when making efforts for healthy transformation. This allows us to handle uncertainty and enjoy risks.

3 Enjoy Risk-Taking. Before, I found it very difficult to rationalize the potential unknown benefits over the obvious and immediate risks I experienced. If I changed my nutrition, how could I make it through my work day suffering the toxicity or at least reactivity in my body for some unknown physical state of improvement which MAY await me on the other side of making it a habit? But over time, I came to the conclusion that each time I risked my daily routine of pain management, I felt better, perhaps not initially, but dramatically later. That evidence empowers you, but there is no WAY to the evidence but through risk. You'll come to enjoy those moments, if you trust yourself to take a step.

4 Confidence follows Courage. I had always expected my self-confidence to increase over time, after study, through expert advice, but it never did. Only through accepting the chaos of change, the uncertainty of whether my actions would effect positive results through the risks I took, did I begin to see evidence. Confidence comes from evidence, so courage comes first. You can't wait for confidence I discovered, for it comes after the time that you need it. You must have courage with zero evidence that what your risking will have benefit, to step into the uncertain chaos and endure the initial discomfort of transformation, before you will receive any evidence.

5 Patience proceeds at Pace. Quickly, masochism cannibalizes. Courage becomes foolishness when you, like I did so often, charge forward cold-turkey and hope to modify everything immediately. The body becomes a toxic waste dump unable to process out the released chemistry, so we get sick or injured. One change must latch in before the next can be made. So that means taking your time to fortify your immune system, for even changing your exercise intensity or movement selection temporarily lowers your immune system, which causes us to get sick if we push too hard, too fast, too often, too soon. Wait. You'll get more stable energy once your immune system up shifts after this new level latches in.

6 Buck the System with Audacity. Experts and salesmen tell you their own opinion, not the truth. The truth can only be known about you by you. Experts and salesmen BELIEVE they know absolute truths when we are trying to find our relative truths, so these people can sound persuasive (and we can become persuasive "experts" and "salesmen" too if we lack vigilance). Adopt skepticism, and fact check anything. When contradiction exists, trust yourself first and experiment. Only you can know for sure. Be your own advocate. No one can be trusted to fully advocate for you. Support others to sell-advocate and form a community to ensure others protect against ego and greed.

7 Show Compassionate Persistence. I didn't expect to make so many mistakes, because I believed that the truth was "out there" so when I followed a plan, I expected it should work. It

didn't. The truth isn't out there; but "in here" inside you. Turn your gaze inward at the changes you experience to learn the most critical question of change: what discomfort should I persist and endure and for how long, and what pain should I yield and reconsider a new course of action. Since no expert or salesman can tell you an absolute truthful plan, since you walk into the uncertainty of this chaos alone in your risks, do the pains outweigh the positive results which may or may not happen? Only prayer gives you the wisdom to know the difference, and sometimes, it seems as if God wants you to empower us with the freedom to learn the difference for ourselves.



8 Accept Failure without Defeat. When you make changes, you expect to succeed, as I did. And as I did, you discover you fail more than gaining productive outcomes. When this happens, don't give up. Remain wary when any expert or salesman comes in and tells you that you don't need to fail anymore, that there plan is fool proof without any more discomfort. It is a lie they tell themselves, and you, and they couch your inevitable failures in their advice with the words, "you failed to apply it correctly." Only those who refuse to give up realize that you must go through these failures to learn a sufficient amount about your unique needs and makeup, to create your individualized approach to nutrition. You will make mistakes and it will be so, so frustrating, as you've probably already figured out. Don't give up. That's part of this process, and you're not alone. We are all failing, but we can choose to not be defeated. The path to success is paved with failure, but overgrown with quitting. When you quit, restart.

STATE YOUR PURPOSE FOR EATING, PLEASE...

Why are you about to put that in your mouth? I started asking myself this several years ago, to bring guilt-free consciousness to my nutrition.

There are five levels of purpose to eating:

5. **Survival:** Many places I've traveled in the world, people were desperate for anything upon which they could subsist. During the period of my life when I was homeless and couch-surfing friends apartments, I was grateful for anything I could find to eat, or given as a gift. When you're starving, no one cares about organic, local, whole, grass-fed, or nutrient dense. You just want to eat.

4. **Energy:** Only slightly above subsistence, when you can afford to buy surplus food, but your work and time demands intervene upon your ability to plan and schedule, then you eat what will give you the ability to make it to through the next task. Many times in school or while working abroad, I bought the nearest, fastest food I could ingest so that I could endure my job, or continue to study, train or get home.

3. **Mood:** Above the cold fact that you need immediate energy, we can choose to eat to improve or alter the feeling that we are having. Too much of any one thing, or too little of another, can wreak havoc on our emotions. They make us feel nostalgic or comforted based upon how the drug anchored with a specific positive event in our past. My comfort food was blueberry pie: so when I was really stressed, I'd devour one to relax. Sweets, carbs and fats seem to cause us pleasure but snare us to repeatedly administering more of the drug for the same effect.

2. **Performance:** Above energy and mood, we can eat to fine tune our work, training or activities. Not that we elect the healthiest alternatives, but rather that we are purely attempting to create a specific physical, emotional or mental effect with what we eat. I've been in great "shape" in my past, but unhealthily. Here we adjust the portions, the combinations of fats, carbs and proteins to elicit a target result in our output. Many right ways to do this, but they don't necessarily have to be healthy.

1. **Health:** Eating to improve our health, to live longer (or at least to not shorten our lives with illness and disease) remains the most controversial topic. Primarily in a society of abundance, do you find these arguments, because we can choose to not eat healthily. I find these debates fascinating, but exploratory, as research is often insufficient, funding usually suspect and opinions mostly biased. This exceeds mere performance, because i can eat in the short term to achieve an objective, what ultimately will bring about illness and disease in the long term. I know intuitively what makes me healthier. I can see, feel and experience my health regardless of any expert's opinion to the contrary. But I do not doubt for a moment that my health is a luxury for which I am overwhelmingly grateful.

Some would like to put "Joy" or "Pleasure" above Health. Eating for an emotion, regardless of the positivity of the emotion, is still eating for a mood-altering experience. We can eat unhealthy foods for "joy", as we can "savor" low-performance nutrition. However, we can also eat high performance, healthy food which cause no shift in mood, can be difficult to savor and enjoy, as the powerful medicinal quality of food which we need for performance and health often isn't "pleasurable." Let food be your medicine, and medicine be your food, advised the founder of modern medicine - Hippocrates.

When you open your mouth, and insert a substance, do it consciously; decide, I am eating this to survive, for energy, to change my mood, to perform sufficiently, or to improve my health. Then, be guilt-free. You choose exactly why you ingested it. You don't need to carry any baggage when you've done this consciously.

If you want to change the purpose of why you're eating, only bringing consciousness to the behavior will empower you.

Finally, let's stop arguing about how others are eating. We don't know what life is like for them, or the choices they feel they need to make. Let them be. Let's focus on our selves.

**"Every time you
eat or drink,
you are either
feeding disease
or
fighting it."**

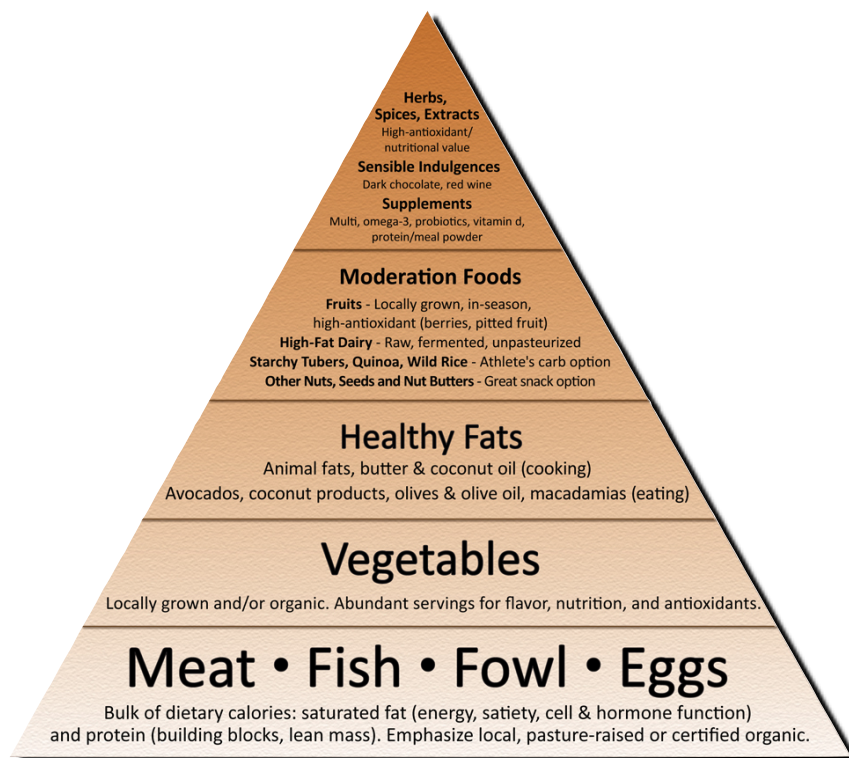
~ Heather Morgan, MS, NLC

You evolved to eat for healthy performance.

Local in terms of most recently harvested, butchered. Less preservatives - hopefully none. Closest to being "live" food. The longer a food is "dead" - the more "inert" the organic material. When you're eating food from overseas, or even the other coast, you're ingesting preservatives (which "preserve" your fat calories as well and have less opportunity for nutritive release) and you're ingesting mostly inert matter.

Seasonal regards the impact that changing weather conditions and climates have upon our performance and behavior, and as a result upon our biochemistry. For example, winters are difficult to eat like summers because of the cold; and vice-versa. In a location where seasons are limited or even non-existent, look to the eating behaviors of cultures who exist in mono-seasonal environments.

Organic regards lack of preservatives and "food intensification" chemicals - such as bovine growth hormone to state an obvious example. For me the politics of what constitutes "organic" is a moot point, because we primarily eat from the public market from local produce. It costs more, but we can't afford to not pay more since our health is our primary premium - personally and professionally.



To get back to that point where eating as we evolved to eat, will require transition though, and it's not going to be easy. It's like trying to convince a smoker, who loves smoking, how much greater his quality of life would be if he just gave it up cold-turkey. Logically it makes sense; however, the reality is that his cells have become addicted

to the nicotine and convince him otherwise. The goal of transitioning your biochemistry from a sugar-burning to a fat-burning machine is not only to turn you into a fat incinerator, but also to return accurate intuition as to your body's needs, rather than merely the phantom cravings of your cells' addiction to sugars.

Most people burn off the top of the tank.

Most people eat like filling a gas tank. Drive a bit, and then top off the tank. Drive a little more, and top off the tank again. You never empty the tank, and as a result, sediment starts to settle: leading to diminished performance, decay and break-down. You only keep burning off the top of the tank. But this is where the metaphor fails. Though we treat food as fuel, it's not.

Food Is Not Merely Fuel. Eating is a hormonal event, not merely an electrical one (based on calories). A fuel-based diet cannibalizes your body.

Eat for Tomorrow and Yesterday, not Today.

Most people perform well in spite of their nutrition rather than because of it. Because they eat for TODAY only. Eating for today is a biochemical addiction which burns sugars instead of fats. And if you're only ever burning what you're immediately in-taking, you never get to the long-term storage. Most people eat for today's energy, like topping off the tank. As a result, they're neither able to keep the benefits of yesterday's work, but they're not able to prepare for tomorrow's either.

Food is for rebuilding (from yesterday) and building (for tomorrow).

When it comes to exercise, the recovery period is where the growth happens. Not during the work. This is why people can work very hard, and even get temporary results, but then develop boredom, aches and pains, and eventually injuries and illnesses. They're breaking down the body, but failing to rebuild it (from yesterday's work) and pre-build it (for tomorrow's.) The body produces its own fuels. We don't need to top off the tank. We have an endogenous (internally produced) energy source, which we can't tap into until we convert ourselves from an addictive dependency upon exogenous (externally taken) fast-burning fuels. So, we need to get to the bottom of the tank; we need to clean it; and we need to rebuild it with an alternative energy source: fat.

What type of Animal Protein should you eat?

DOMESTICATED. Ideally grass-fed or natural-feed (i.e. what animal would consume in nature; this means grass for

ruminants such as cows, bison, lamb, goats, meat scraps for pigs/hogs, and insects, seeds etc for poultry) free-grazing, pasture-raised, free of hormones, antibiotics, no additives/chemicals/genetically-modified or pesticide-contaminated feed, humane treatment from beginning to end.

Beef and Veal - Any and all cuts of beef; flank, shortribs, tenderloin, chuck, sirloin, round, brisket, shank, ribeyes, oxtails, ground beef etc

Pork - (Natural feed) Any and all cuts of pork; shoulder, leg, hocks, ribs, loin, chops, bacon, ground pork etc

Lamb - Any and all cuts of lamb; leg, loin, shoulder, chops, mince, chump, tenderloin, shank, neck, ribs, ground lamb etc

Goat - Any and all cuts of goat

Bison - Any and all cuts of buffalo/bison

Chickens - Breasts, thighs, legs/drumsticks, wings, etc (chicken skin is good for you)

Turkey - Breasts, thighs, legs etc etc etc

Eggs - Organic, free-range, pastured chicken, goose, turkey, quail, duck eggs.

WILD GAME. Obtained from wild animals in their natural habitats, consuming their natural diets, free of above

mentioned contaminants implied; more and more of these animals seem to becoming available from farms:

Venison, Elk, Wild Bison, Caribou, Kangaroo, Reindeer, Boar, Turkey, Goose, Pheasant, Duck, Quail, Emu, Ostrich, Squab, Snake, Alligator, Bear

FISH. Preferably wild-caught, not farm-raised, obtained from sources that ensure sustainable-catch, *NOT* damaging marine ecosystems. As fresh as possible; if canned, choose either spring water or olive oil packed with no salt added- *NOT* canned in soy or any other questionable oil. BPA-free can preferred. Canned salmon, sardines, mackerel with bones and skin still intact are great sources of calcium and other vitamins & minerals.

Eat less CRAP

Carbonated Drinks
Refined Sugars
Artificial Flavors and Colors
Processed Chemicals

Eat more FOOD

Free Range Meats and Fresh Veggies
Organic, Non-pesticide Grown
Omega 3 Fatty Acids
Drink More Water

Be aware of potential for mercury and/or other heavy metal contamination:

Anchovies, Bass, Bluefish, Catfish, Caviar, Cod, Eel, Grouper, Haddock, Halibut, Herring, Mackerel, Mahi Mahi, Monkfish, Mullet, Northern pike, Opah, Orange roughy, Perch, Red snapper, Rockfish, Salmon - Coho, Keta, King, Sockeye etc, Sardines, Scrod, Snapper, Shark, Striped bass, Sunfish, Tilapia, Trout, Tuna, Turbot, Wahoo, Walleye

CRUSTACEANS. Issues related to some of these creatures- "bottom feeders" or "filter feeders"- possible high-amount of

accumulated toxins in some shellfish, both due to chemical and heavy-metal pollution in oceans, coastal areas/inlets etc, but also accumulated toxins produced by microscopic algae can cause poisoning. Allergies to some of these foods can be rather severe: Abalone, Clams, Crab, Crayfish, Lobster, Mussels, Octopus, Oysters, Prawns, Scallops, Shrimp, Snails, Squid/Calamari

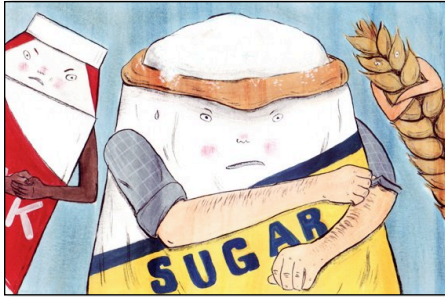
For millions of years, humans have eaten meat, fish, birds, eggs and the roots, leaves, seeds and fruits of many different plants. Grains, beans and potatoes are toxic in the raw state and early humans did not eat them. Around 10,000 years ago, an enormous discovery was made: that cooking these foods destroyed enough toxins to render them edible. These foods could be obtained more easily than meats, so they became the staple of modern humans.

The old USDA "food pyramid" is obsolete. The USDA used to put grains at the base of the pyramid; saying that grains should be the basis for every meal. A primal pyramid says the main course of every meal should be high-quality protein: red meat, fish, poultry and eggs. Naturally fed animal proteins are the base. Eating more protein than your body needs sends the primordial biological message "*the hunting is good*" and it's okay to burn carbohydrates for energy rather than storing them.



SIMPLICITY

Elegance in Eating - Virtuosity in Nutrition



80% of training happens in the kitchen. Exercise is necessary and essential, but without doing the work in the kitchen, most of what we do is countered. The 3 villains defeating most people in the kitchen, and as a result in training, are Sugar, Grain and Dairy. Defeating these 3 punks isn't easy because they have the world's biggest sponsors in their mega-corporate marketing, political

campaign funding and governmental policy manipulation. But... you can fight them. You can defeat them. And you can reclaim, clean, simple, healthy eating. Win in the kitchen to win in training.



The above image is the simplest (but not error-proof) method of differentiating what is food. If we start here - suspect of "products" - then, we have at least a

foundation.

Whenever possible, eat only whole, raw, local, live, gardened food. When I was a kid growing up on a farm, this was called food. Now, it's called "organic." And if at the market, check first labels marked "organic," but keep reading... because some companies are using it to manipulate consumers, and hide other substances in with it.

EAT THE WAY NATURE INTENDED: SIMPLY!

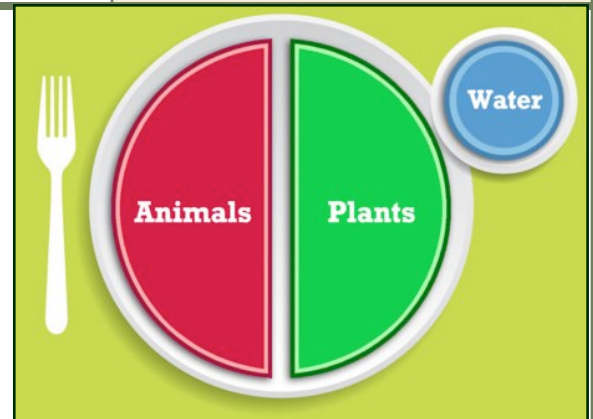
In economically troubled times, we look for low cost alternatives to expensive store bought organic groceries. Our grandparents had it right. They had a name for "organic" - it was called "food." My parents had a root cellar, and we canned and jarred our own stores.

The least expensive food ironically holds also the highest quality; home or community garden grown, family gathered and wild caught. For true functional fitness, build muscle not only from eating your food, but from cultivating it.

Simple food, simple training, simple living. It can seem very complex, and it will become very sophisticated as you get synched into your individualized, intuitive development. But the bells and whistles are only the top 35% of benefits. Don't get distracted by all of the options. It can always come back to simplicity. Do the basics, and you're most of the way there." -

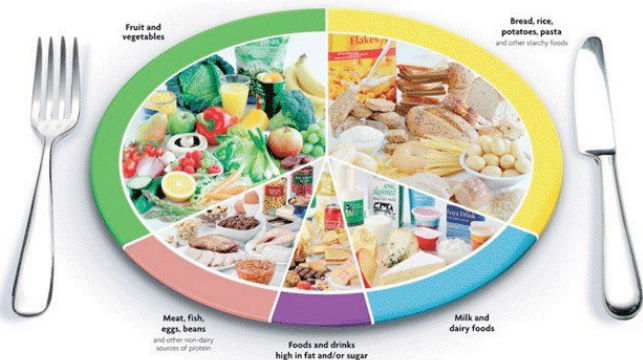
In the event that you've forgotten how medieval torture looks, take a look at the UK Food Standard Agency's new "eat well plate" on which breads, pastas, rice, starches, sugar and bad fats amounts to over 50% of its content.

No, Sir, that is not an eat WELL plate. It's daily suicide.



The eatwell plate

Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



Top 10 Reasons to choose Organic Meat!

Free of antibiotics, added hormones, GMO feed and other drugs; no GMO animals

I Animals raised organically are not allowed to be fed antibiotics, the bovine human growth hormone (rbGH), or other artificial drugs. Animals are also not allowed to eat genetically modified foods. Further, animal products certified as organic can not have their genes modified (for example, a scorpion gene cannot be spliced into a cow gene). The animals are raised in a healthier environment, fed organic feed, and often eat a wider range of nutrients than those raised in factory farms (such as would be the case of free-range chickens and ranch cattle). The animals are not from a test tube. Organically raised animals have been shown to be significantly healthier than their factory-raised counterparts.

Mad cow safeguard: Animals aren't forced to be cannibals

2 The practice of feeding cattle the ground up remains of their same species appears to cause bovine spongiform encephalopathy, a horrific disease that destroys the central nervous system and brain, can be given to humans who eat the cows. The disease in humans has a very long latency period, and is called Creutzfeldt-Jakob disease. Animals are fed 100 percent organic feed without ground up animal parts. By eating 100 percent organic meat you are protected by a label insuring the cow has only been fed 100 percent organic feed.

More humane, ethical treatment of animals

3 Factory farms treat animals like commodities, and they are kept in tightly confined pens and often never move more than a few feet their whole lives. Buy meat and eggs raised from chickens raised outdoors free ranging and grazing. Animals are more likely to be raised without cruelty.

Animals free-range and graze

4 The words "free-range," and "ranch raised" are clues that the animals were raised in a more humane way. Their diet tends to be more well-rounded; the animals are not confined and spend time outdoors in the fresh air. Free range chickens eat more grubs and bugs than their industrially-raised counterparts; free range animals graze as they are inclined. Humane and ethical treatment of animals; more nutritious food.

Manure

5 Small farms use it, industrial farms pollute with it. On small, diverse farms, manure is used to naturally fertilize soil. Industrial farms produce so much manure, on the other hand, that it is a human health risk. The overspill of manure can contaminate wells with E. coli and other pathogens. In one region of North Carolina, for example, hog farms produce 10

CERTIFIED ORGANIC: OUR LABEL SAYS A LOT!

ORGANIC FARMS ARE ALWAYS THIRD-PARTY INSPECTED AND CERTIFIED TO COMPLY WITH STRICT USDA ORGANIC REGULATIONS.

**Organic Prairie
is always
Certified Organic!**



USDA Certified Organic Meat
A rigorously managed, third-party
certified USDA program, the
National Organic Program.

**Conventionally
Produced Meat**

USDA requires no
label claims on how
animals or feed
are raised.

"Natural" Meat

Raising and processing
practices are left to
the discretion of
individual producers
and processors. Read
the label carefully.

Farm production practices inspected by independent third-party certification agency annually.	YES	No	No
Animals treated humanely?	YES	Unknown	Unknown
All livestock feed certified organic?	YES	No	No
All livestock feed free of rendered animal by-products?	YES	Unknown	Unknown
GMOs, sewage sludge & irradiation prohibited in production?	YES	No	No
Feed produced without synthetic pesticides, herbicides, fungicides, or fertilizers?	YES	No	Unknown
Animals raised without antibiotics or synthetic hormones?	YES	No	No
Animals have access to pasture?	YES	Unknown	Unknown
Animals finished on family farms, not factory feedlots?	YES	No	Unknown

million metric tons of waste annually. Sustainable farms use their manure productively as organic fertilizer. The manure is "pure," coming from animals fed organic diets.

Animals are integral to small farms

6 Using animal manure is considered recycling of nutrients. No farm can cope with all the animal offspring, so selling some makes economic sense. Sustainable farms tend to provide and sell a range of products, and organic eggs and animal products would be included. Most organic farms have a few cows, chickens, etc. The animals—many of diverse gene pools—serve a purpose besides providing food.

Fewer chemicals used

7 Synthetic pesticides and fertilizers are not used on the food or land. Residues of persistent chemicals such as DDT, PCBs, dioxin, and many pesticides concentrate in animal fat. Eating organic animal fat reduces your exposure to these chemicals. Farmers working on organic farms are exposed to fewer chemicals. Organic agriculture works for a healthy balance of the soil, including using crop rotation and other techniques to improve soil fertility, instead of controlling the environment with chemicals. The animals are not fed food containing pesticides, and so the amount of persistent pesticides in their fat is reduced. Safeguards groundwater, farmers' health, topsoil, habitats, and neighborhood health.

Diversity

8 Industrial farms rely on just a few species of cattle, chickens, pigs, etc., whereas small sustainable farms tend to raise a wider variety of livestock. Entire species of livestock can die out if they are not raised on farms. Support our food supply by buying food representative of a wide gene pool. Every time you

even buy a brown instead of a white egg you are helping to support diversity. Support diversity by supporting diversity on your local farms. Buy their milk, eggs, and meat.

Factory farms use huge amounts of resources

9 The factory farm industry is run with cheap, nonrenewable fossil fuel. Producing, transporting, processing, and marketing the food all depend heavily on it. Without cheap fuel, industrial agriculture would be impossible because it would be too expensive, notes organic farming expert Fred Kirschenmann. The heavy pesticide use on industrial farms contaminates groundwater and soil. Kirschenmann believes industrial farms are responsible for the loss of over half of U.S. topsoil. Organic farms uses less energy with careful ecological management, and using natural ecological balances to solve pest problems. Buying animal products from local farms further reduces energy by reducing the amount of miles the food travels to your table. Organic farms use 70 percent less energy than industrial farms, and since they don't use pesticides they help preserve ground water. The farming techniques of organic farms builds topsoil and doesn't contribute to its erosion.

Your dollars support the farm you buy from

10 If you buy your meat from an organic farmstand at a farmer's market you support that farm. On the other hand, if you buy non-organic meat that isn't local, free-range, or ranch-raised from a supermarket chain, you most likely support a multinational food conglomerate. You can contribute to the well-being of your community by supporting small, local, diverse organic farms. Buying organic animal products is better for your health, your local community, and the larger community as a whole.

Veggies, Fruits, Nuts, Fats, Oils and More...

VEGETABLES. Preferably organic, as local as possible, in-season, picked at optimal ripeness, prepared with care and precision. Eat a diverse array across a rainbow-spectrum for maximal variety of phytochemicals and antioxidants. Eat raw, steamed, baked, grilled, roasted, pickled/preserved (by you), sauteed, stir-fried, sun-dried etc. Some veggies contain compounds which are slightly toxic, but still beneficial; rotation of different veggies ideal, i.e. don't eat spinach or broccoli every day for a month... eating seasonally helps address this. Some veggies shouldn't be eaten raw. Whenever introducing new foods monitor how you feel and/or any physical symptoms; some handle different veggies better or worse than others:

Artichoke, Asparagus, Beets and beet greens, Broccoli, Brussels sprouts, Cabbage, Carrots, Cauliflower, Celery & celery root, Collards, Cucumber, Dandelion, Endive, Green onions, Kale, Kohlrabi, Lettuce, Mushrooms – Button, shitake, portabella, crimini, truffles, morels, oyster, chanterelles, cloudear etc, Mustard greens, Onions, Parsley, Parsnip, Pumpkin, Purslane, Radish, Rutabaga, Seaweed, Spinach, Squash- acorn, spaghetti, butternut, kabocha, etc, Swiss chard, Tomatillos, Tomato, Turnip greens, Turnips, Watercress, Yams & sweet potatoes.

FRUITS. Preferably organic, as local as possible, in-season, picked at optimal ripeness, prepared with care and precision. Eat a diverse array across a rainbow-spectrum for maximal variety of phytochemicals and antioxidants. Eat raw, steamed, baked, grilled, roasted, pickled/preserved (by you), sauteed, stir-fried, sun-dried etc. Acknowledge that certain fruits are bred for high-sugar contents; don't overconsume. Optimal fruits include berries, kiwi, smaller amounts of mango, pineapple and papaya. Also important to consider bio-evolutionary disconnect of consumption of certain fruits; wild varieties of fruits (and vegetables) often vary considerably from their cultivated counterparts in numerous ways:

Apple, Apricot, Avocado, Banana, Blackberries, Blueberries, Boysenberries, Cantaloupe, Carambola, Cassava melon, Cherimoya, Cherries, Clementines, Coconut, Cranberries, Dragonfruit, Durian, Figs, Grapefruit, Grapes, Guava, Honeydew melon, Kiwi, Lemon, Lime, Longan, Lychee, Mango, Minneolas, Nectarine, Orange, Papaya, Passion fruit, Peaches, Pears, Persimmon, Pineapple, Plantain, Plums, Pomegranate, Rambutan, Raspberries, Rhubarb, Star fruit, Strawberries, Tangerine, Watermelon

NUTS AND SEEDS

Preferably raw (if you want roasted nuts, do it yourself), unsalted, unseasoned. Important to be aware of Omega-3 and Omega-6 intake ratio which should ideally be as close to 1:1 as possible; nuts very high in Omega-6, so don't overconsume. Nuts may also be high in phytates and/or anti-nutrients that bind with minerals and leech them out of your body; Consider soaking and/or sprouting. High unsaturated fat content, so very prone to oxidation/rancidity; ideally they should be refrigerated if removed from shell.

(Nuts purchased from groceries in colorfully marketed packaging probably not ideal). Potential semantics debate as to what qualifies as "true nuts". Also consider the effort needed to de-shell nuts, vs. eating them already de-shelled; and subsequent speed/quantity in which you could eat them without processing:

Almonds, Brazil nuts, Cashews, Chestnuts, Hazelnuts/filberts, Hempseeds, Macadamia nuts, Pecans, Pine nuts, Pistachios, Pumpkin seeds, Sesame seeds, Sunflower seeds, Walnuts

FATS AND OILS. Oils get to be a little controversial; there is really no such thing as an unprocessed oil found in nature, but the right ones are not only harmless, but often quite beneficial - Cold-pressed, unrefined seed or fruit oils that is. NOT industrialized, expeller-pressed, high-heat refined vegetable oils such as corn, canola, soy, and cottonseed oils which are quite toxic and pro-inflammatory with "ridiculous" omega-6 levels, and more often than not rancid before they even reach your kitchen. Yet they are oh so cheap and rampantly pervasive everywhere in our "food" supply.

Tallow, lard, schmaltz, bacon grease are also excellent food sources, and essential in paleo cooking. These foods (and they are whole foods) have been used for millennia and in traditional cooking and are both nutritious and delicious. Butter is also a great food and cooking tool if you choose to include dairy (I use some organic ghee/clarified butter in my cooking, but don't consume any other dairy) Saturated fat, cholesterol are not the enemy. Acceptable oils (all cold-pressed, virgin unrefined):

Virgin olive oil, Coconut oil, coconut milk, Red palm fruit oil, Avocado oil, Macadamia nut oil, Sesame seed oil, Walnut oil, Butter, Ghee/clarified butter (organic, pastured, grass-fed, raw ideal), Tallow, lard, schmaltz, bacon grease.

SPICES AND HERBS. All are pretty much fair game here... as always, organic is optimal – be sure to get non-irradiated, additive free spices and herbs; gluten contamination is very possible, especially w/ pre-mixed spice rubs curry + chili powders. Good to rotate spices in the diet, to maximize diversity and phytonutrient/antioxidant intake. Buy from trusted sources; grow your own herbs if possible. Buy whole spices/seeds and grind them yourself to reduce oxidation.

Allspice, Anise seed, Basil, Bay leave, Caraway seed, Cardamom, Cayenne, Chervil, Chili powder, Chinese 5-spice, Chipotle, Chives, Cilantro/coriander, Cinnamon, Cloves, Cumin, Curry powder, Dill leaves, Dill seed, Fennel, Fenugreek, Garlic, Ginger, Herbes de Provence, Horseradish, Mace, Marjoram, Mint, Mustard, Nutmeg, Oregano, Paprika, Peppercorns – black, pink, green, white, Poppy seed, Red pepper flakes, Rosemary, Saffron, Sage, Salt (unrefined sea salt, himalayan pink salt etc), Sesame seed, Star Anise, Steak rubs, Thyme, Turmeric, Vanilla bean.

CONDIMENTS. Seeing as how up until now, there has hardly been mention of a single processed food or ingredient. Stick to whole foods, avoiding gluten and grains, legumes

refined vegetable oils and sugars, and eat as close to nature as possible, and you will be pretty much set. But everyone needs a little flavor-boost every now and then- additions to salad dressings, basting sauces, marinades, chutneys, aiolis, etc. Here is where you will need to get a little nit-picky. Many of these fall into a sort of paleo grey-area. First and foremost, be sure your condiments are free of artificial ingredients, preservatives, colorings, stabilizers etc; Also free of added sugar, gluten-free, soy-free, canola/soybean/corn and other vegetable oil-free, and preferably organic. General rule of thumb- the fewer ingredients the better:

Vinegars – balsamic, white balsamic, white wine, apple cider (unfiltered/unpasteurized), **Mustard** – dijon, even yellow is generally good, **Hot sauces**, cholula is delicious gluten free, you can also find a lot of great artisan small-batch hot sauces, Gluten-free, soy-free and minimal-sugar **Worcestershire** sauce, **Fish Sauce** (gluten-free) - watch sodium intake, Gluten-free, soy-free and minimal-sugar **barbecue sauces**, **Homemade mayonnaise** – absolutely essential in my kitchen, Apple butter, Unpasteurized sauerkraut, Homemade chutneys, relishes, sauces etc, gluten-free organic Tamari (fermented, traditional soy sauce)



BE A STICKER STICKLER

Stickers on produce contain a 4-5 digit number, known as a Price Look-Up (PLU) code, for stores to identify produce and distinguish between conventionally-grown, GMO, and organic produce.

4-digit PLU in the 3000s and 4000s means conventionally-grown produce.

5-digit PLU starting with a 9 means organically-grown produce.

5-digit PLU starting with an 8 means genetically-modified produce.

source: <http://www.plucodes.com/faqs.aspx>

Caveat Emptor! We can no longer act as if we believe the food industry is a Fairy Godmother who magically changes the nature of our food in our best interest.

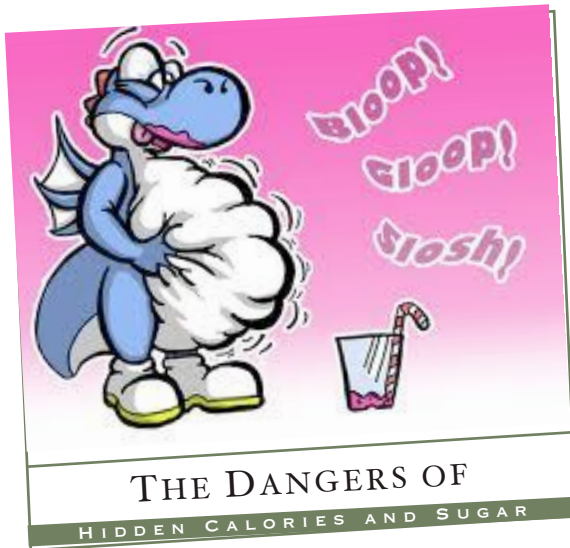
With just as much due diligence as negotiating with a car dealer or a real estate agent, arm yourself with education, and remain resistant to their pleas for your trust.

Your health derives from what you eat; most diseases are produced from it, so treat your food skepticism even more strongly than you would purchasing a car or home.

Your body is the only one you get, and when someone can profit for your addictive consumption, always adopt a wary vigilance.

MINDFUL OF FRUIT

a gateway drug to sugary calories



Many people have jumped on the fruit smoothie rapid weight loss "detox" or "cleanse." Why should you not do this? They may seem like healthy treats because they contain vitamin and mineral-rich fruits, but they're not always very nutritious. Depending on how you prepare them, you could end up guzzling down a drink that's packed with sugars and calories.

Fruit smoothie weight loss is a deceptive myth. Any "weight" you lose is a combination of forced eliminations, muscle-loss and water-loss which rapidly returns once you finish the "juice cleanse." You need muscle to burn fat. Restricting calories and taking only simple carbs causes you to downshift your metabolism as it assumes starvation or hibernation mode so it CONSERVES calories. This is why you feel "light" but have no stamina and feel lethargic after any exertion.

According to the USDA, a single, 8-oz. serving of a peach mango smoothie has only 90 calories 0 g of fat, 3 g of protein, 19 g of carbohydrates, no fiber and 18 g sugar. However, cafes and restaurants rarely serve smoothies that small. A peach smoothie at a major juice chain in a 24-oz. size can have 460 calories, 2 g fat, 110 g cholesterol, 5 g fiber, 4 g protein and a whopping 90 g sugar.

There was nothing "cleansed" by this weight loss gimmick. If anything it muddies your biochemistry by up regulating it to crave more sugars. Coming off and back to whole food, you initially crave a meal but suddenly feel dissatisfied with any meats/fish and even veggies. Some people think this is because they must want to return to the juice but in reality, whole food meals are too chemically "slow" as they've caused their metabolism to shift to mostly sugar-burning rather than healthy "slow" fat-burning (which requires proteins, good fats and complex carbs.)

Drinking smoothies for several days as a weight loss scheme is not "detoxifying". A detoxification program is a highly specific and necessarily personalized nutritional program requiring a health care professional's supervision. When you remove toxins from your body you will have uncomfortable experiences, such as during chelation of heavy metals from toxic burden to the immune system.

Most commercial smoothies are super REFINED sugar bombs as they covertly "fortified" with dairy, artificial and natural sweeteners for taste. I'm not a calorie counter but these smoothies are massive calorically, and of course

are marketed to you as a "healthy weight loss alternative" because they contain fruit.

I avoid fruit because everything I need nutrient wise can be found in my meats/fish, veggies, nuts and seeds. But I still take fruit as a natural medicine.

What is medicinal use for fruit? If we get all the vitamins and minerals We need from veggies, some nuts/seeds and meats/fish, then why would we need additional support?

Fruit quickly injects into the system because of its sugar. For example, blueberries offer rapid kidney support if I've gone dehydrated from a 17 hour flight to/from Africa and have for whatever scheduling foibles, failed to sufficiently prepare my food for the trip, and fasting instead to avoid airline garbage. Stuck in a window seat and neglecting to hydrate enough, I will hit the ground, quick stop at a grocery for a handful of blueberries; and a jug of water later, my kidneys feel near instantly improved.

I certainly would not add daily blueberries into my normal nutrition because in typical circumstances my simple eating and hydration keeps me at full immuno-strength. The additional blueberries would be a simple carb burden, and shift my metabolism from slow, fat-burning to fast, sugar-burning. Thus, the unneeded sweetness becomes a gateway drug to carb cravings, while excess calories of under-utilized, slow carbs, proteins and fats get shifted to long term storage, deprioritized over the simple sugars.

BENEFITS OF SPINACH

- Excellent source of vitamin K, vitamin A, magnesium, folate, manganese, iron, calcium, vitamin C, vitamin B2, potassium, and vitamin B6.
- Anti-Cancer and Anti-Inflammatory Anti-oxidants.
- Nourishes the eyes.
- Strengthens the Bones.
- Good source of protein, phosphorus, vitamin E, zinc, dietary fiber, and copper.
- Good source of selenium and omega-3 fatty acids.



The slower foods, like spinach, which I normally eat serve much better for the long consistent haul, but when I need rapid injection of a vitamin, I will medicinally supplement with a fruit.

I certainly won't take fruits as a caloric source as the fast carbs upregulate biochemistry to craving more fast fuels, and start neglecting slower fuels shipping them off to long term storage instead (adipose).

On this primary point, we get lost when discussing the medicinal value of foods versus the macronutrient changes in our biochemistry. People are arguing two different points when they're both correct from different perspectives.

So to keep it simple, avoid fruits as a staple, unless infrequent changes to daily activities require quick support. Get the fruit to help. As soon as you return to your normal consistency, no longer include the fruit as you can get all you need from lots of veggies, some nuts and seeds, and quality meat/fish.

ALL FATS WERE NOT CREATED EQUAL



If you think organic food costs too much, consider this:



KitKat candy
\$9.49/pound



Ground coffee
\$20.00/gallon



Soda drinks
\$8.89/gallon



Potato chips
\$8.45/pound

Plus...

- Farm subsidies paid by your taxes (2009) **\$44 billion/yr**
- Cost to treat resistant bacterial infections **\$20 billion/yr**
- Cost to treat diabetes in the U.S. (2007) **\$174 billion+**
- Cost to treat chronic health issues (2003) **\$1.3 Trillion**
- Cost of annual pesticide clean-up **\$8 billion/yr**
- Loss of export markets for U.S. GMOs **Incalculable**
- Damage to our children's brains and bodies **Incalculable**



Versus: nutrient-dense, pastured, organically fed chicken with no pesticides, hormones, antibiotics or GMOs: **\$4.99/lb.**

Organic is the real bargain!

Monounsaturated

The Greek prefix mono, meaning one, refers to the single instance along the carbon backbone where two carbon atoms are connected by a double bond. This reduces the number of hydrogen atoms the carbon chain can hold by two and gives the molecule the shape of a bent stick. This shape keeps adjacent molecules separated, making monounsaturated fats liquid at room temperature. Foods rich in monounsaturated fats include canola, peanut, and olive oils; avocados; nuts such as almonds, hazelnuts, and pecans; and seeds such as pumpkin and sesame seeds.

Polyunsaturated

These fats have two or more double bonds. This makes them even more bent than monounsaturated fats. They, too, are liquids at room temperature. Our bodies don't make polyunsaturated fats, so we need to get these essential fats from a variety of sources. Polyunsaturated fats can be subdivided into the omega-6 or omega-3 groups. The number refers to how far the first double bond is from the end (omega) of the carbon chain:

Omega-3 fats help protect the heart from lapsing into potentially deadly erratic rhythms, ease inflammation, inhibit the formation of dangerous clots in the bloodstream, and lower levels of triglycerides, the most common type of fat-carrying particle in the blood. An excellent way to get omega-3 fats is by eating fish two or three times a week. Good plant sources of omega-3 fats include chia seeds (sold as Salvia), flaxseeds, walnuts, and oils.

Omega-6 fats lower harmful LDL cholesterol and boost protective HDL. They also help keep blood sugar in check by improving the body's sensitivity to insulin. Good sources of omega-6 fats include sunflower seeds, walnuts, and pumpkin seeds.

Saturated

The term "saturated" means that the carbon atoms in a chain hold as many hydrogen atoms as they possibly can. This happens only when each carbon atom is connected to its carbon neighbors by single bonds. Without any twists, these straight chains can easily pack together. That's what makes saturated fats solids at room temperature. About two dozen different saturated fats exist in nature. They are abundant in meat and animal fat, dairy products, and in a few vegetable oils like palm and coconut oil.

Saturated fats suppress the body's ability to make receptors for low-density lipoprotein (LDL), a molecule that ferries cholesterol and other fats through the bloodstream. With fewer receptors available, levels of artery-harming LDL increase in the bloodstream. Different saturated fats have different effects on the artery-clogging process known as atherosclerosis. The saturated fats in butter and other dairy products most strongly increase LDL (bad) cholesterol. Those in beef fat aren't quite as powerful at boosting LDL, and those in chocolate and cocoa butter have an even smaller impact.

Trans

Heating polyunsaturated vegetable oil in the presence of hydrogen and finely ground particles of nickel metal causes hydrogen atoms to latch on to some—but not all—of the double-bonded carbons, changing them into single bonds. At the same time, some of the remaining double bonds twist into a new configuration, called the trans configuration, which gives the fat new chemical and physical properties. Partially hydrogenated fats don't spoil as easily as unsaturated fats, and can withstand being heated repeatedly, as in a restaurant deep-fat fryer.

Trans fats are worse for cholesterol levels than saturated fats because they raise harmful LDL and lower protective HDL. They fuel inflammation, a process that has been implicated in heart disease, stroke, diabetes, and other chronic conditions. They impair the flexibility of arteries and interfere with the ability of muscle and other tissues to respond to insulin. Even small amounts of trans fat in the diet can have harmful health effects. For every extra 2% of calories from trans fat daily—about the amount in a medium order of fast-food French fries—the risk of coronary heart disease increases by 23%. Eliminating trans fats from the U.S. food supply could prevent between 6% and 19% of heart attacks and related deaths, or more than 200,000 each year.

5 Reasons to eat fat to healthily burn fat!

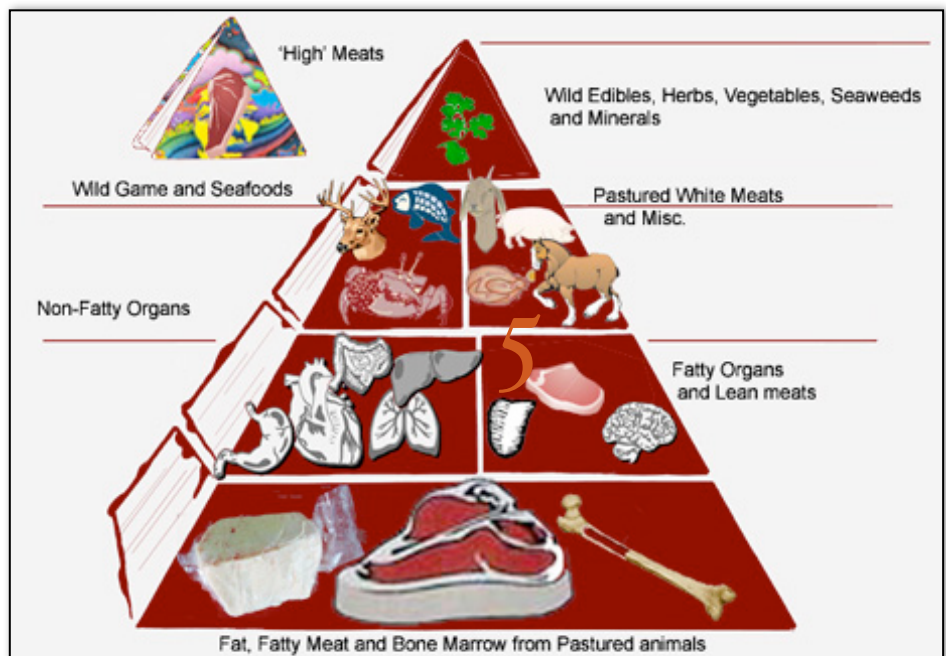
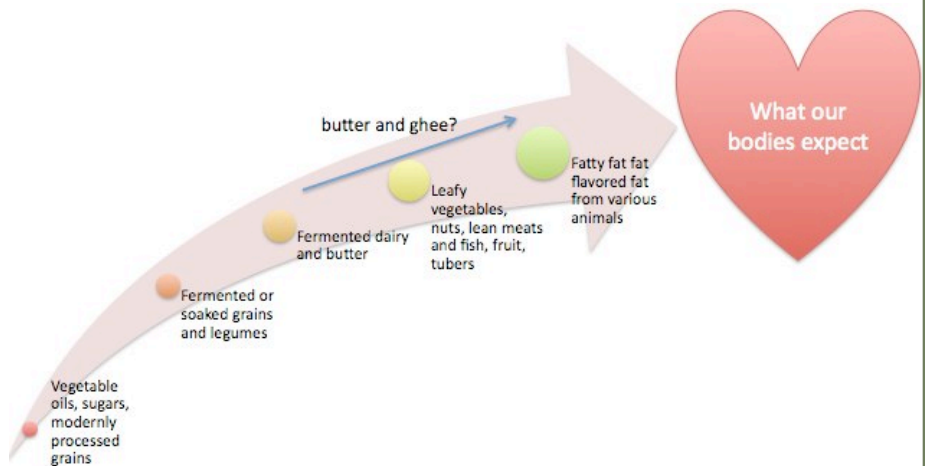
1 Dietary fat is essential for your body to use oil soluble nutrients like vitamins A, D, E, K. Without needed oil, vitamins pass through unabsorbed.

2 Fat is essential for cellular reproduction. We constantly replace cells, by which we heal wounds and keep our organs healthy.

3 Fat keeps your skin healthy, hair shiny, and joints moving freely. Signs that you're not eating the right fats or not digesting those fats properly include dry skin, dandruff, hair loss, joint problems and mouth sores.

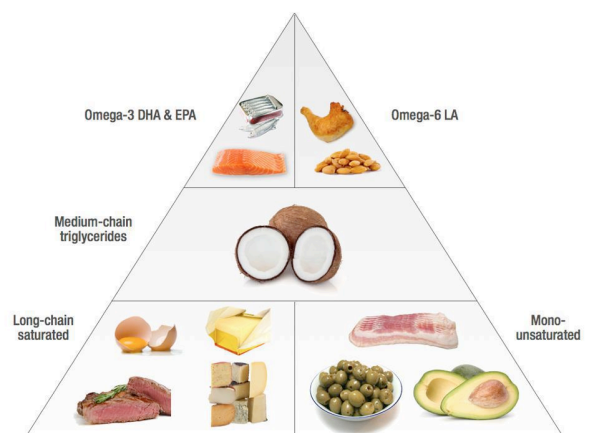
4 Cholesterol produced by your liver from saturated fat, is the base from which estrogen, cortisone and testosterone are made. A lack of cholesterol in your diet can result in underproduction of these necessary hormones that can have a cascade of effects on your health.

5 Not only does fat convert to energy in your body, it increases your metabolism, which promotes weight loss. Because it boosts your metabolism, it helps your body burn fat more effectively. Coconut oil may triple your calorie burn; since it is a MCT, it is converted to energy so quickly that it creates a lot of heat. In a study published in the American Journal of Clinical Nutrition, MCT's burn three times more calories for six hours after a meal than LCT's.



How Much Fat Should You be Eating?

Saturated fats, found mostly in animal products such as whole milk, cream, cheese, and fatty meats, but also in some vegetable products including coconut oil and avocados, should be kept to a minimum. Cooking with a tablespoon or two of coconut oil is a great way to get the amount your body needs to produce needed cholesterol without over doing it. Monounsaturated fats are found mostly in vegetable and nut oils, such as olive and peanut oil. These foods actually help lower LDL (bad) cholesterol. Avoid hydrogenated fats (or trans-fats), as in hydrogenated vegetable oil, which undergoes a preserving technique that ultimately disrupts your body's ability to metabolize it and may raise LDL cholesterol levels. These are the fats found in many processed "junk" foods and the reason fat has gotten such a bad rap.



IF EGGS ARE A STAPLE, KNOW YOUR EGGS!

Pasture-Raised Organic



Wholesale cost is about **\$4/dozen**.

Organic



Wholesale cost is about **\$3/dozen**.

Cage Free / Free Range



Wholesale cost is about **\$2/dozen**.

Caged



Wholesale cost is about **\$1/dozen**.

CAVEAT EMPTOR

Know Your Eggs

Pasture-Raised Organic

The ultimate in quality, taste and animal welfare. These hens are raised outdoors with plenty of space to perch, forage and act like normal birds. They are frequently moved to fresh grass and their feed is USDA Certified Organic. The birds' lifestyle and varied diet make these eggs superior in flavor, texture and nutritional content. Wholesale cost is about \$4/dozen.



Organic

These hens are for the most part raised indoors and *should* be given access to the outdoors (doesn't always happen). They eat only USDA Certified Organic feed. While they have limited space, they are not caged and do eat a quality feed ration free from pesticides, herbicides, and GMO ingredient. Wholesale cost is about \$3/dozen.



Cage Free / Free Range

These birds are raised in a warehouse up to 100,000 per house. They never see natural light, breathe fresh air, or see a blade of grass. Their feed is non-organic and laced with GMOs, pesticides and sometimes even blood-meal, feather-meal, and other types of waste. Their lives are spent breathing fecal dust, standing in their own excrement. Wholesale cost is about \$2/dozen.



Caged

Same as Cage-Free / Free-Range, but these birds are jammed into a cage with up to 8 other birds, unable to stand up or turn around their entire lives. They eat low-quality food from a conveyor, lay eggs onto a conveyor, even poop onto a conveyer. Same issues of fecal dust and feed as Cage-Free / Free-Range. Caged eggs are now illegal in the European Union and California. This is the source of all eggs under \$24/case, about \$1.10/dozen.

Shopping for the least expensive is sometimes a short-term necessity with long-term costs. At very least, consider rerouting a small part of discretionary funds into higher quality food, somewhere up the scale because short-term you'll have more energy, vitality and strength to make more substantial life changes on your total financial picture. This is NOT a judgment. It is a heartfelt recommendation based upon first-person experience building from the bottom of the financial barrel upward through food.

Vitamin D: Your Pocket Full of Sunshine

Many people ask me if I take vitamins. I reply, yes I choose my meals intentionally. Vitamins are supplements, not substitutes. But there are specific incidents and issues which require great supplementation.

For example, we live in the cloud covered Pacific Northwest (PNW), the area with the greatest concentration of Seasonal Affective Disorder. Now even those who don't have SAD feel the effects of lacking sunshine. You can see it in the dry, pasty white palor of our skin and the resistantly lethargic metabolism (especially in vegetarian/vegan people for reasons explained below). Those who have mild cases merely face energy drain and immuno-suppression.

I remain skeptical of any supplementation until I have adjusted my nutrition to bolster the deficient vitamins and minerals. However, due to the necessity of variety, and the coverage of nutritional planning, sometimes you don't get sufficient foods containing the vitamins you require. When my meals haven't supported me with Vitamin D, or if I need extra support above my meals, I supplement it with a vitamin capsule.

The impact of consistent inclusion of vitamin D for three weeks daily to the energy and immuno support of people living in the PNW is obvious and pervasive. When I disbelieve in something, and it works anyway, then I feel confirmed. When I see that it does work the same in others who disbelieve it, I feel it validated. When I spend a few weeks or months in a tropical area or sun-belt country, then I no longer supplement the vitamin D.

So get yourself a quality vitamin source from your meals first, and then a backup bottle in capsule form from your local coop grocery or natural health food store.

Vitamin D is an essential vitamin required by the body for the proper absorption of calcium, bone development, control of cell growth, neuromuscular functioning, proper immune functioning, and alleviation of inflammation.

Inadequate levels of vitamin D can weaken your immune system, increased cancer risk, result in poor hair growth, and osteomalacia, a condition of weakened muscles and bones. Conversely, excess vitamin D can cause the body to absorb too much calcium, leading to increased risk of heart attack and kidney stones, so only SUPPLEMENT sufficient quantities IF you're lacking it.

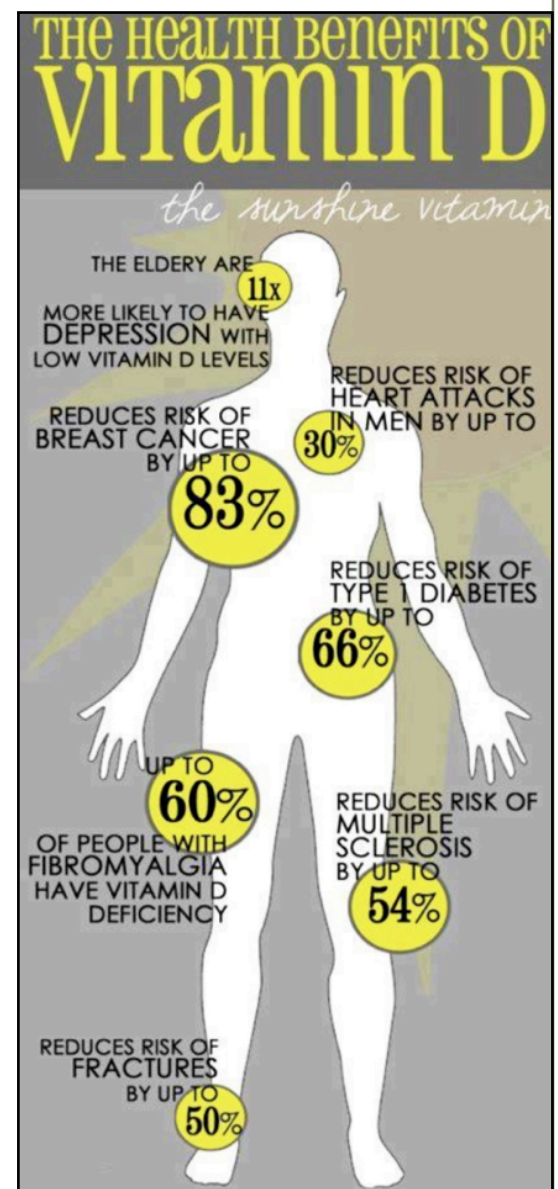
Vitamin D is oil soluble, which means you need to eat fat to absorb it. Check your meals to make sure you have good fats in your nutrition.

Vitamin D is also naturally made by your body when you expose your skin to the sun, and thus, is called the sun-shine vitamin.

Vitamin D is widely added to many foods such as milk and orange juice. I strongly discourage you from relying upon "fortified" milk and fruit drinks to receive your vitamin D source, because of you drink the quantities sufficient to receive it, you'll have to process too much dairy and juice sugar. (I avoid all dairy and fruit anyway.) Stick to chewable foods, or swallowed capsules.

Here are a list of the top sources of food containing vitamin D: egg yolks, caviar, tuna, sardines, catfish, herring, salmon and mackerel, sausage and salami, shiitake and button mushrooms.

But most importantly, when you see the sun, run. Get outside and soak it in.



My Tactical Energy Aids: T.E.A.

DI'm often asked why I carry a bag full of herbs around the world with me. I drink a lot of tea throughout the day (anywhere from 5-15 cups). Tea to me isn't an option, it's part of my optimal performance health plan.

I wave the intensity of work throughout the day. For energy-intensive exercise, filming, writing, R&D, teleconferences or presentations, I "peak" my energy of the day toward those meetings. The rest of the day, I may focus on less energy intensive tasks.

Sometimes travel, peaking for an event or photo shoot, does tax my system, so the following assumes my normal (strong) immuno-function. I don't use any of these for illnesses, injuries or staving off viruses. This is purely my performance menu: my energy throughout the day in order to peak my flow and perform with the optimal type of energy for the tasks throughout the day. You should always consult your doc, and an endocrinologist if you're serious about a peak performance lifestyle like I am.

The following regards the most affordable and sufficient options. If it's sealed, I can usually carry it from one country to the next without the beagles sniffing out my carry-on. These aren't "garbage sales" – they are good teas, just the economy versions. When I'm dining with business associates or meetings, I'm all about the best teas possible. Health and performance are my priorities.

1. Guayaki yerba mate: This is my wake-up call. My wife discovered it on her walk-about of South America. It has the kick of coffee but without the crash. This is my first drink of the morning, and it also aids in encouraging full elimination because without any sweeteners, it has some bitter to it (bitter is a taste which massages along elimination.)

If you haven't given up sweeteners, then deal with one teaspoon of organic honey. (Any more than that and you'll get a sugar crash - and think it's the tea.) I take this on the road in the form of Guayaki's new organic energy shot; or when not available, Steaz energy shot.

Although caffeinated, it increases the ability to focus, unlike coffee which can make you feel frenetic, and causes you to crash. This tea has about 2% of the caffeine of regular coffee, and to put that into perspective "decaf" coffee is about 10% the caffeine of regular drip coffee.

It's also useful to help me reset to a new time-zone when I have to zip across the planet and lose a day, gain a day, forget what time zone I'm in.

I never drink it after 3PM because I like to start winding down by around 5PM. But sometimes, when I have a late-night deadline or field drill with one of our units, I'll throw down a cup (or in extreme cases, a Guayaki energy shot) so I can concentrate and continue. I usually like to be in bed by 10PM, but my crazy international schedule doesn't always permit.

2. Bija hoodia: Appetite control: When I'm having to train hard and restrict calories for a photoshoot, I exchange my yerba mate for a cup of hoodia, since it's caffeinated. Hoodia is an appetite suppressor. It comes from a plant similar to a cactus, and the Bushmen use it to travel long distances when they need to get to the next food source.

For me, flipping between exercise and publishing tends to be interesting. A cup of hoodia will get me to my meal with mental alertness, so I can eat the proper amount in the optimal sequence (the [TACFIT 4 Day Diet](#) food sequencing remains critical for keeping my high energy levels throughout the day and for perfecting my performance peaking schedule.)

Hoodia teas unfortunately are a little more expensive than others, because people are really over-using them. I typically never have more than 2-3 cups a day because it starts to cut into the hunger I need for a solid, full meal. Energy is more important to me than physique, but physique is an important part of my job since I'm frequently on camera. So, use with care. This isn't a substitute for food; it's just to buy you time until your meal.

3. Market Spice Cinnamon-Orange: This is a local favorite, but never handle a bag and then touch your eyes! Straight out of Seattle, this caffeinated tea lifts me up throughout the afternoon, with a rich, tangy flavor without any sweeteners.

In the early afternoon, Market Spice is my tea of choice after lunch. It aids in digestion because of the spices, and helps circulation when my body starts to go into digestion food coma. My body responds very keenly to optimizing my digestion. I can't afford to be on siesta when I have a major teleconference that afternoon.

I don't drink it after 5PM because it's quite the kicker. Occasionally, I substitute it for my morning tea on a weekend at the lake, when I won't be doing anything but going for a swim or hike through the woods on a crisp morning.

4. Celestial Seasonings–Bengal Spice is my decaf solution to Market Spice, if I'm feeling the need for some spices late afternoon, or throughout the evening. Fully decaf, I can down even two cups without turning my brain back on and disrupting quality sleep.

Bengal spice gives me just enough of a tasty zing after dinner to ward off any sweet cravings. Because I prefer peak living rather than the temporary excitement of sweets, I avoid all sugar. Sugar wreaks havoc on my work performance, and turns my photo-ready 6-pack into a basement-ready keg. [I was an "obese" kid, and with diabetes in my family. I'm not taking any chances.]

Bengal spice is very inexpensive, and I'll even throw in some cinnamon sticks and a shot of rum for a night-cap after-dinner drink with business associates.

5. Yogi fasting tea: When I really turn up the juice on my training, my belly may start to growl around 9PM. That's a good sign. Hunger means that residual calories will be consumed. And I don't need to eat until breakfast when it counts!

This is a fasting tea, so it will quell the growling, but because it's decaf (truly decaf), it won't keep me up late. Yogi fasting tea is my choice after 7PM for staving off any potential cravings for snacks.

Typically, little snacks of almonds, banana chips, mango strips or dried pineapple is fine, but when I have a big photo shoot, even those little calories wreak havoc on the camera. Yogi fasting tea helps me calm down too, not as much as chamomile.

6. Celestial Seasonings–Chamomile: This is my "off-switch". When I can finally cool-down my mental hard-drive for the evening, I'll sip on a cup while sharing stories with friends.

Most people don't understand that speech and thought are very deliberate processes for me because of these learning disabilities which I've transformed into a fleet of high-performance habits. If I don't turn off my brain at night, it just continues to free-associate.

I am completely ready to turn off the lights after my evening prayers and meditations. It also helps with digestion, so if I'm traveling and have had a meal that is noisily defiant, then it smooths a salve of comfort and eases things along.

When I time all of my teas appropriately, I'm like a freak of nature throughout the day. I love running from one task to the next, because frankly, my vocation is my vacation. I feel blessed to be able to make an incredible living helping people bring greater flow into their lives. My Tactical Energy Aids (TEA) comprise a key role in my success.

4 Superfoods for Primal Eating

I don't like being called "Paleo" because definitions always exclude rather than temper with relativity. I prefer "Primal" but even this term is quickly becoming descriptively codified. My grandparents called it "simply eating a healthy meal," so maybe they remain the closest to the truth.





In the recent rush back into the cave of prehistoric eating habits, let us not throw out millennia of nutritional experimentation and study. My wife is an ethnobotanist and nutritionist who continually awes me with her breadth of healing food knowledge.

These four powerful healing agents remain commonplace in my nutrition regardless of how my macronutrients change their portion or frequency depending upon my training:

Lemon juice squeezed into my morning water helps me all day long with my metabolism. Avocados and coconuts help me fight bad fats with good fats, ginger continually helps me with my digestion. There are a host of other reasons listed here.

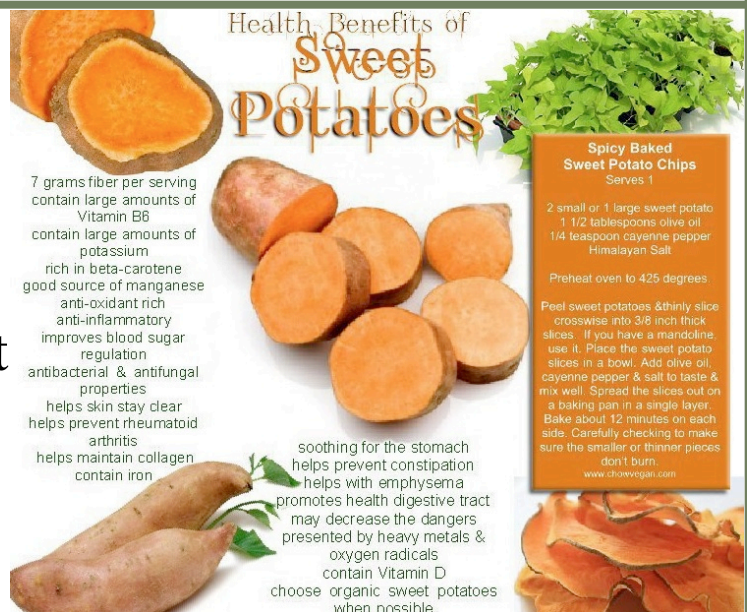
Where I strongly depart from "Paleo" is in the medicinal use of food. I will take fruit to support my function and recover from an illness, despite that I do not use it as a calorie source since they're fast-burning simple carbs, and instead use veggies for slow-burning complex carbs. But I will introduce a particular fruit as my FIRST line of medicine before I ever go see a doctor. Food medicates. Movement heals.

4 SUPERFOODS to incorporate into our lives for **NUTRITION & NOURISHMENT**

 <p>LEMON</p> <ol style="list-style-type: none"> 1. Aids in Detoxing and Digestion 2. Burns fat and accelerates weight loss 3. High in Vitamin C 4. Relieves constipation 5. Alkalizes the body 	 <p>AVOCADO</p> <ol style="list-style-type: none"> 1. Good Healthy fats that aid in weight loss and burn fat! 2. Prevents & assists arthritis 3. Reduces and Reverses Aging 4. High in Vitamins A,C,K & B6 5. High in Fiber, Potassium & Folic Acid 	 <p>GINGER</p> <ol style="list-style-type: none"> 1. Rids Colds and Flus 2. Aids in weight loss and detoxification 3. High in Magnesium and Relieves muscle pain 4. Reduces inflammation 5. Relieves migraines & headaches 	 <p>COCONUT</p> <ol style="list-style-type: none"> 1. Accelerates Weight Loss 2. Lowers Cholesterol 3. Improves Diabetes 4. Aids digestion 5. A great natural skin Moisturizer 6. High in protein & calcium
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Switching to primal eating, and feeling grumpy from dropping all the simple carbs? Instead of indulging, add an extra helping of sweet potatoes, just one, and you'll find the mood pass, as the energy return.

Health Benefits of Sweet Potatoes



- 7 grams fiber per serving
- contain large amounts of Vitamin B6
- contain large amounts of potassium
- rich in beta-carotene
- good source of manganese
- anti-oxidant rich
- anti-inflammatory
- improves blood sugar regulation
- antibacterial & antifungal properties
- helps skin stay clear
- helps prevent rheumatoid arthritis
- helps maintain collagen
- contain iron
- soothing for the stomach
- helps prevent constipation
- helps with emphysema
- promotes healthy digestive tract
- may decrease the dangers presented by heavy metals & oxygen radicals
- contain Vitamin D
- choose organic sweet potatoes when possible

Spicy Baked Sweet Potato Chips
Serves 1

2 small or 1 large sweet potato
1 1/2 tablespoons olive oil
1/4 teaspoon cayenne pepper
Himalayan Salt

Preheat oven to 425 degrees

Peel sweet potatoes & thinly slice crosswise into 3/8 inch thick slices. If you have a mandoline, use it. Place the sweet potato slices in a bowl. Add olive oil, cayenne pepper & salt to taste & mix well. Spread the slices out on a baking pan in a single layer. Bake about 12 minutes on each side. Carefully checking to make sure the smaller or thinner pieces don't burn.
www.chowvegan.com

The Hidden Dangers of Grains and Beans

Soy Nightmares

Soy holds higher **phytoestrogens** than any other food source. These are plant-based estrogens which mimic estrogen in our bodies. Independent research has shown that consuming phytoestrogens is categorically dangerous for your body.

A leading cause of breast cancer, endometriosis, uterine fibroids, infertility, and low libido is unopposed estrogen, or estrogen dominance. Consuming a food so high in estrogen contributes to the problem.

If a baby ingests the “recommended” amount of soy formula, it’s like the baby consuming the equivalent of 4 birth control pills a day! This certainly contributes to the dramatic rise in early pubescence in children, with girls starting their periods as early as age 6.



Beans, Beans...

Beans are a chosen staple for vegetarians for their convenience, cost and protein content. They can be prepared with tasty and fulfilling recipes, but they can be accompanied by undesirable gastro-intestinal issues. The obvious of these is gas, bloating, cramping, and indigestion.

Besides the phytic acid contained in legumes, the harder beans such as kidney beans, navy beans and black beans contain *oligosaccharides*. Humans do not produce the enzyme necessary to break down these complex sugars. When consumed, the *oligosaccharides* ferment in the lower intestine producing carbon dioxide and methane gases. Good for your heart, but...

Soy can destroy your thyroid. Many foods are **goitrogenic** (thyroid suppressing), but soy holds the greatest amount. Goitrogens prevent your thyroid from getting the required volume of iodine. When your thyroid begins to fail, you start to gain weight, have a difficult time regulating your moods, get colder much more easily, and become easily fatigued. You can also demonstrate an inability to focus or recall events and facts. The thyroid needs bolstering, not suppressing.

Phytates are enzyme-inhibitors that block mineral absorption in human digestive tract. Phytates appear in all grains and legumes, but soy holds so much that you cannot possibly absorb and eliminate them. You cannot even soak them long enough to remove



this problem. It must be significantly fermented in order to make it digestible to your system. So, if you insist on soy products like tempeh, miso and tamari sauce, then please get the naturally fermented versions.

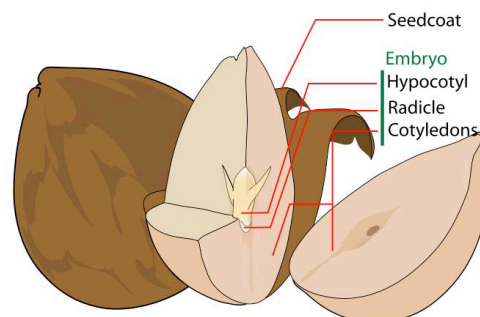
Soy is rich in **trypsin inhibitors**. But we need trypsin to effectively digest protein. Without enough of it, you will suffer many digestive problems such as stomach cramps, diarrhea, and bleeding. In turn, these eventually lead to problems in your pancreas.

Soy is a nightmare you had best avoid.

The Hidden Anti-Nutrients in Grains and Beans

Grains and beans contain anti-nutrients in the outer bran or seed coat: toxic substances protect them from the radiation of the sun, insects and predators, and invasion by bacteria, viruses, or fungi.

After harvesting, this protective coating allows grains and beans to be stored for long periods of time without them turning rancid or forming mold. In nature, these anti-nutrients are naturally eliminated from the outer coating when there is enough moisture, warmth and acidity to sustain the plant seed once it enters the ground to germinate. But not on the shelves!



Why are Beans so hard to Digest?

SOAK'em if you got'em!

As a general rule, beans should be soaked at least 4 hours before cooking.

Rinse the soaked beans before pressure cooking.

Add enough water, or use a flavoring liquid, to cover beans by 2 inches, but do not exceed the 1/2 fill rule.

Add 1-2 tablespoons oil or fat (cooking oils, butter, lard, bacon drippings) to minimize foaming.

Taste and adjust seasoning, adding salt, pickled condiments and acidic ingredients such as tomato-based products, citrus, or vinegars, **after** the beans are cooked.

Lock the lid in place and cook at **15psi** (or adjust as needed for non-standard cookers) according to the following chart guidelines.

In all cases, beans should be finished using the natural release method. Many of the most popular foods cooked in a pressure cooker, such as dried beans, rice and pasta, have a tendency to foam or froth, and expand. Mistakes can occur when the cook is careless and overlooks these five simple precautions. These additional safety rules apply:

Always use a pressure cooker that is 5 quarts or larger.

If necessary, adjust the recipe, but do not exceed the half full level.

To minimize foaming, use one or two tablespoons of cooking oil.

Pay careful attention to adjusting the heat to the lowest possible setting immediately after the cooker comes to pressure to avoid over-pressuring and scorching problems.

Depressurize the cooker by using the natural release method.

Beans are a guarded staple for vegans due to their frugal protein content. Tasty and filling, they cause undesirable digestive issues: most obviously is gas, bloating, cramping and indigestion.

Grains, beans, nuts and seeds contain toxic anti-nutrients in their coating, to protect them from solar radiation, insects, predators, bacteria, viruses and fungi. This coating may allow them to be stored for long periods without turning rancid or forming mold, but rapid cooking does not.

Quick cooking methods are not enough to render legumes as “healthy” as many people think. Before modern food processing, most of our ancestors understood that grains, beans, nuts and seeds demand careful preparation to avoid digestive distress, reduced mineral absorption, blocked enzymes and serious health conditions.

Besides the phytic acid in legumes, the harder beans such as kidney, navy and black beans contain oligosaccharides. We don't produce an enzyme necessary to break down these complex sugars. When we eat them, the oligosaccharides ferment in the lower intestine producing carbon dioxide and methane gases. You can guess what happens when you exercise...

For those of you who cannot possibly live without your legumes, check out this soaking recommendation chart:

<http://missvickie.com/howto/beans/howtobeantypes.html>

Avoid them. Or soak them. Unless you prefer musical fruit.



GLUTEN-FREE

anti-inflammatory nutrition

Quick Quiz

Do you ever experience gas, bloating, loose or oily stools, or constipation?



Do you ever experience abdominal pain, nausea, abdominal distention, or flatulence?



Do you suffer cramping, bloating, and gas, achy muscles/joints, fatigue, irritability or difficulty concentrating?



Do you ever experience joint or muscle pain that does not appear to be caused by activity or exercise?



Do you ever experience an enlarged or inflamed tongue, gastric and duodenal ulcers or esophageal reflux?



Do you experience fatigue, mood changes, depression, or anxiety?



Have you ever been diagnosed with an autoimmune disease such as thyroid malfunctions, diabetes mellitus, lupus, rheumatoid arthritis, childhood asthma, or polymyalgia rheumatic?



If you answered yes to any of these questions you may be suffering from gluten sensitivity. Most people do, because we were not designed to ingest intensified agricultural grains.



THE DANGERS OF GLUTEN

IF BELLY WON'T GO, YOU SHOULD KNOW...

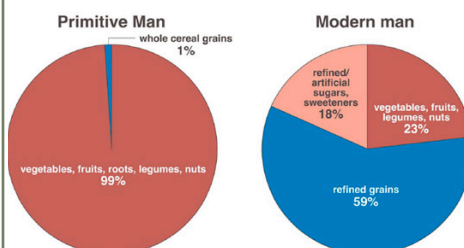
SYSTEM WIDE INFLAMMATORY RESPONSE

Gluten is a protein that is found in grains, grains such as wheat, rye, barley, spelt, triticale, kamut, and possible oat. It is a protein that is hard to digest and therefore can irritate not only your digestive tract but also your organs. You can experience symptoms that have been listed above but not always. You can have gluten sensitivity yet be asymptomatic. Research shows that as many as 90 million Americans may be negatively affected by gluten and as many as 10 million may have an illness due to the root cause of gluten sensitivity.

When ones digestive system is healthy undigested or partially digested proteins will be eliminated as fecal matter. However, if ones digestive system becomes weakened due to poor food choices, food intolerances, alcohol consumption, eating processed foods and sugars as well as from the normal day to day stresses of life the ability of the body to digest gluten proteins can become difficult. As a result any of the symptoms listed above will be seen because of the undigested proteins floating through the bloodstream thus causing an autoimmune reaction. In addition the protective mucus lining of

the intestinal track gets attacked as well. Like the skin on your body, this protective mucus lining is a first line of defense in protecting the body from illness and disease. When this lining breaks down it leads to leaky gut syndrome (scroll down to read what is leaky gut syndrome and solutions for leaky gut) therefore, making one's immune system vulnerable and weak.

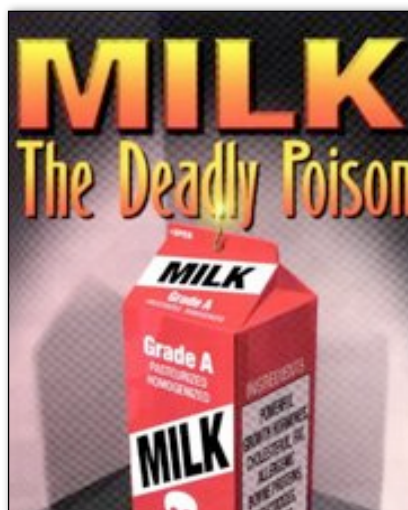
Eat like our Paleolithic hunter/gatherer ancestors did before the Neolithic era of agricultural crop domestication and animal husbandry. Eat huntable foods such as meat and fish and foraged foods such as nuts, fruits, mushrooms, roots, and vegetables. With no grains in the equation, the diet is, of course, totally gluten-free.



SKIMMING OFF THE DAIRY DECEPTION

"There is compelling evidence, now published in top scientific journals and some of which is decades old, showing that cows' milk is associated, possibly even causally, with a wide variety of serious human ailments including various cancers, cardiovascular diseases, diabetes and an array of allergy-related diseases. And, this food contains no nutrients that cannot be better obtained from other far more nutritious and tasty foods." Dr Colin Campbell

According to Dr. Julian Whitaker in his 'Health & Healing' newsletter in an article entitled 'Tomorrow's Medicine Today' (October 1998 Vol. 8, No. 10) the notion that milk is healthy for you is "udder" nonsense. While eating vegetables has been documented to lower the risk of heart attack, high blood pressure and cancer, the widely touted health benefits of dairy products are questionable at best. In fact, dairy products are clearly linked as a cause of osteoporosis, heart disease, obesity, cancer, allergies and diabetes. He argues that dairy products are anything but "health" foods.



It was Frank A. Oski, M.D., Chief of Pediatrics at Johns Hopkins School of Medicine and author of "Don't Drink Your Milk", who once stated: "At least 50 percent of all children in the United States are allergic to cow's milk, many undiagnosed. Dairy products are the leading cause of food allergy, often revealed by diarrhea, constipation, and fatigue. Many cases of asthma and sinus infections are reported to be relieved and even eliminated by cutting out dairy. The exclusion of dairy, however, must be complete to see any benefit."

All of the following factors are not present in the dangers of raw dairy. However, these dietary suggestions exceed hazards, as it addresses a return to our primal pre-agricultural and pre-pastoral lifestyle, for which we have evolutionarily adapted.

8 Critical Dairy Points

Dairy destroys your bones. Countries around the world that drink the most dairy have the greatest osteoporosis and hip fractures. As dairy consumption increases, so does risk factors for osteoporosis and bone fractures. The high levels places your body in metabolic acidosis, causing your body to leech minerals out of the bone and excreted in your urine. The more dairy you eat or drink, the more bone you lose.

Plant-sources of calcium do not cause metabolic acidosis; rather, they are alkalizing and support bone health. Broccoli, kale, and other leafy green veggies, all have adequate amounts of calcium to meet daily requirements.

Casein (the primary protein in milk) causes addiction. Casomorphines form in your brain when you eat or drink dairy; opiate-like substances that produce euphoria, making you physically need more dairy. The only way to break this addictive cycle, is to cut it out entirely.

Casein is a potent carcinogen. Dr T Colin Campbell found casein to be a powerful cancer promoter after decades of laboratory research. He was able to turn cancer on and off simply by increasing the amount of raw casein fed.

Vitamin D plays an important role in bone health too. No matter how much calcium you are consuming, you need vitamin D to help absorb it. Plus, 70-97% of the population is insufficient or deficient in their vitamin D levels. Ask your doctor for a 25-hydroxyvitamin D test and if your level is below 35-50 ng/mL, add a daily dose of sunlight (a few minutes at peak hours with **no** sunscreen).

Humans are the only species that drinks the lactation excretions of another species and the only species who continues to drink milk after being weaned. Who actually profits from this commerce? Us or the corporations promoting it?

Besides being inherently unhealthy and disease-promoting, processed dairy comes packed with pesticides, antibiotics, hormones, steroids, heavy metals, and other toxins fed to the cows to improve milk production.

70% percent of the world's population is lactose-intolerant. The fact that more people than not react with painful gastrointestinal symptoms upon consumption of dairy demonstrates the fact that the human body is not intended to consume it. Doctors and dietitians are now pushing the use of lactase enzymes and other symptom-relieving medications in order to ensure "adequate" intake of dairy products.

Calcium Comparison in Foods

Food	/mg	Food	/mg
Human Breast Milk	33	Oranges (Florida)	43
Almonds	234	Parsley	203
Cows Milk	100	Peanuts (roasted)	74
Apricots	67	Sesame seeds	1160
Broccoli (raw)	103	Squash (butternut)	40
Beans (can: pinto, black)	135	Soybeans	60
Bran	70	Tofu	128
Carrots (raw)	37	Spinach	93
Cauliflower (cooked)	42	Sunflower Seeds	120
Chickpeas (garbanzos)	150	Sweet potatoes (baked)	40
Collards (raw leaves)	250	Turnip (cooked)	35
Figs (dried)	126	Turnip Greens (raw)	246
Lettuce (lt. Green)	35	Turnip Greens (boiled)	184
Lettuce (dark green)	68	Water cress	151

Source: Dairy Education Board at www.notmilk.com

Sugar Addiction: Yes, it's Real.

PHYSIOLOGICALLY, SUGAR IS AS POWERFUL A DRUG AS COCAINE.

We've known for years that sugar isn't good for us. It promotes tooth decay, provides quick highs and lows and offers nothing but empty, nutritionless calories that pack on the pounds. However, it appears that it is even worse than we previously thought.

Researchers recently concluded that refined sugar is actually more addictive than cocaine. In a recent study rats were given a choice between sugar water and cocaine, and 94% them chose sugar. Even the rats that had previously been addicted to cocaine switched to the sugar once it was a choice. No wonder it's so hard to give up that 3 pm pack of M&M's, it's more addictive than illegal drug.

The "findings clearly demonstrate that intense sweetness can surpass cocaine reward, even in drug-

sensitized and -addicted individuals. We speculate that the addictive potential of intense sweetness results from an inborn hypersensitivity to sweet tastants. In most mammals, including rats and humans, sweet receptors evolved in ancestral environments poor in sugars and are thus not adapted to high concentrations of sweet tastants. The supranormal stimulation of these receptors by sugar-rich diets, such as those now widely available in modern societies, would generate a supranormal reward signal in the brain, with the potential to override self-control mechanisms and thus to lead to addiction."

Magalie Lenoir, Fuschia Serre, Lauriane Cantin, Serge H. Ahmed-
University Bordeaux 2, Université Bordeaux 1, CNRS, UMR 5227, Bordeaux, France



**“Intense Sweetness
Surpasses Cocaine
Reward”**

WHY SUGAR ADDICTS...

Sugar is a highly refined substance that does not appear alone in nature. It *looks* a lot like cocaine, and sugar *acts* a lot like heroin when it hits the brain. Although the idea that sugar was addictive was controversial among scientists for years, they began to take note when the paper titled *Sugar and Fat Bingeing Have Notable Differences in Addictive-Like Behavior* was published in the Journal of Nutrition in 2009.

The study showed that sugar affects the brain chemistry and thus might be *expected* to cause addictive behavior. In the study, written by Nicole Avena and others, it was shown that sugar bingeing can cause withdrawal symptoms and cravings.

The behavioral effects are similar to the neurochemical changes in the brain that also occur with addictive drugs. One finding of that study is seldom discussed — both sugar *and the taste of sweet* activate beta endorphin receptor sites in the brain, the same receptor sites that are activated by heroin and morphine.

The implications of this finding are that sugar substitutes, which have become a major industry in the United States and other nations, *may not be the answer* for people who want to lick their sugar addiction. Children who are given sweet candies and drinks made with sugar substitutes may still become sugar addicts when they grow up, and will find it just as difficult as the rest of us when it comes to giving up the sugar and other refined carbohydrates in their diet.

The bottom line – sugar is addictive, and it's dangerous to one's health. Because of its addictive qualities, it is very difficult to give up sugar, but the benefits in improved physical and emotional health make it worth the work.



The Top 5 Cancer Causing Foods

Pop Drink water with lemon. It took me two months to quit soft drinks in the 90s after my final kidney stone during a marathon. But now, water has become a continual craving. Hot green tea helps as well.

Fries Bake sweet potatoes strips with light spices as a complex carb. Just be careful because you will never go back to “fries” again, and may feel compelled to double your plate with yams.

Donuts I don’t miss sweets at all, though I subsisted in them as a child. After three months, now sweets make me feel awful, sometimes feverish. Avoiding the insulin spike also has become mandatory with a family history of diabetes and obesity.

Hot Dogs When you work in a hot dog factory in Pennsylvania, you’re never quite the same again, as you know that the unused and inedible animal parts become a paste injected into tube shape. It turned me vegetarian for

five years. Now there are healthy alternatives. NEVER go back.

Burned Meats

I always wondered why my burned meats needed so much seasoning. Until I slowly switched to rare and raw. The taste of rare meats and raw fish feels immediately great in the belly, and you avoid the carcinogenic build up of charred charcoal accumulating in your gut.

My mother’s side of the family died of cancer; my father’s side from heart disease. The diabetes and obesity were all impacted by the diet, as well as their painful and untimely deaths. Learning from their suffering, please allow me to share this advice: just because you’ve always eaten it doesn’t mean that there isn’t something that you’d enjoy more, that’s healthier for you, and that’s just as inexpensive if not less expensive.

My daughter asked me why I don’t eat desserts or junk, when other people say that they’re so tasty. I replied that there are some choices I’m obligated to protect her against,

but I’m more responsible for arming her with education.

At her age, she’d be crazy not to try anything once, but at my age, it would be crazy to try everything repeatedly.

Twenty years ago, I was quoted as saying, “You’re as old as your connective tissue. Therefore, you’re as old as you move.”

But recently, I’ve expanded that comment.

How and what you eat determines how well you move. If you’re as old as your movement, then you’re as old as how and what you eat.

THE TOP 5 CANCER-CAUSING FOODS



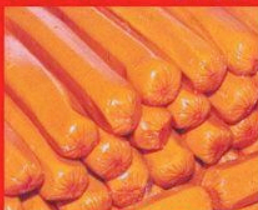
1) SWEETENED BEVERAGES



2) FRIED POTATOES



3) DOUGHNUTS

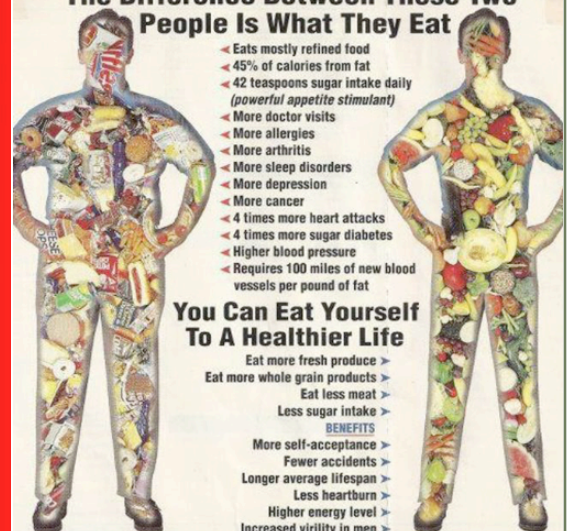


4) HOT DOGS



5) BURNED MEATS

The Difference Between These Two People Is What They Eat



Rethink your Drink

Researchers recently concluded that refined sugar is more addictive than cocaine. In a recent study, rats were given a choice between sugar water and cocaine, and 94% them chose sugar. Even rats that had previously been addicted to cocaine switched to sugar once it was a choice.

Is it any wonder that big corporations invest millions of advertising dollars to convey the seductive message to "indulge just this once" in order to set the hook deep.

Sugar is more addictive than illegal drugs and yet we allow these exclusively self-interested advertisers to nefariously whisper into the ears of our children.

Stop drinking liquid poison. Water is the ultimate form of hydration. Begin with room temperature water with fresh lemon squeezed in it. You will immediately discover the difference.

In one of the most fulfilling moments in my career, I had the honor of co-presenting with my mentor Jack LaLanne, the Godfather of Fitness. Handing me the microphone, he said to me, *"If man made it. I dot eat it. Your bloodstream is the River of Life. Don't let them pollute their beautiful bodies with junk, Scott."*

He was the original primal eater, and lived another years after our seminar together until dying at 96.

**if man made it,
I don't eat it!**

~ Jack LaLanne

There is an inverse relationship between the preservatives in manmade ingestibles and your body: the longer its self life, the shorter yours. Eat food, not junk. Real, honest, living, whole, organic, free, wild, natural food. It is the fountain of vitality for your river of life.



Drinking Water At the Correct Time Maximizes its Effectiveness On The Human Body



***2 Glasses Of Water After Waking Up
- Helps Activate Internal Organs**

***1 Glass of Water 30 Minutes Before a Meal
- Helps Digestion**

***1 Glass of Water Before taking a bath/shower
- helps Lower Blood Pressure**

***1 Glass of water before Going to Bed
- Avoids Stroke or Heart Attack**

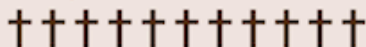
Happy Drinking (H2O)!!

A SIP OF SODA: HOW SOFT DRINKS IMPACT YOUR HEALTH

ASTHMA

Sodium benzoate, found in sodas, is used as a preservative (microbial control) in foods. Sodium preservatives add sodium to the diet and reduce the availability of potassium. Some reported reactions to sodium benzoate include recurring urticaria (rash), asthma, and eczema.

Each day 11 Americans die from asthma



The annual cost of asthma to the healthcare system is estimated to be nearly \$18 billion



KIDNEY ISSUES

Colas contain high levels of phosphoric acid, which has been linked to kidney stones and other renal problems.

You are more likely to get kidney stones if you are:



SUGAR OVERLOAD



Twenty minutes after drinking a soda, your blood sugar spikes, causing an insulin burst. Your liver responds to this by turning any sugar into fat.



Forty minutes later, caffeine absorption is complete. Your pupils dilate; your blood pressure rises; as a response, your liver dumps more sugar into your bloodstream. The adenosine receptors in your brain are now blocked, preventing drowsiness.



45 minutes later, your body ups your dopamine production, stimulating the pleasure centers of your brain. This is physically the same way heroin works, by the way.

OBESITY

The relationship between soft drink consumption and body weight is so strong that researchers calculate that for each additional soda consumed, the risk of obesity increases 1.6 times.

70% of Cardiovascular disease is related to obesity



42% of breast and colon cancer is diagnosed in obese individuals



30% of gall bladder surgery is related to obesity



DISSOLVES TOOTH ENAMEL

Sugar and acid in soft drinks easily dissolve tooth enamel.



When tooth decay reaches the nerve, the root, and the area at the base of the tooth, the tooth may die and, if left untreated, an abscess can develop.

HEART DISEASE

Most soft drinks contain high fructose corn syrup, a sweetener that's recently come under considerable scrutiny. High fructose corn syrup has been associated with an increased risk of metabolic syndrome, a condition associated with an elevated risk of both diabetes and heart disease.

In 2006, more than one in every four deaths were caused by heart disease.



REPRODUCTIVE ISSUES

Soft drink cans are coated with a resin that contains BPA (bisphenyl-A). This is the same cancer-causing chemical found in plastic baby bottles, water bottles, and plastic containers that wreaks havoc on the endocrine system, potentially causing premature puberty and reproductive abnormalities.



99.9% of plastic bottles contain BPA.

OSTEOPOROSIS

Soft drinks contain phosphoric acid and a high phosphate diet has been associated with bone breakdown and an increased risk of osteoporosis. When phosphorus is excreted in the urine, it takes calcium with it, depriving the bones and the rest of the body of this important mineral.

Eighty percent of those affected by osteoporosis are women. Twenty percent are men.



INCREASED RISK OF DIABETES

Those who drink more soda have an 80% increased risk of developing Type 2 diabetes.

Approximately 1 in 10 health care dollars is spent on diabetes



6 Tips for When it Gets Tough

When things get really hard, and they will, try these 6 tips out.

- 1. Exhale Deeply and Fast 30X** Though we all breathe without even thinking about it, stress and fatigue, we don't always breathe properly. Quick, deep exhales help process and deliver oxygen to your body's cells, along with nutrients in your blood stream. As well, it helps in the process of carrying away toxins via your lymphatic system. If you do not detoxify properly, which proper exhalation does, you become susceptible to weight gain, muscle loss, inflammation, and fatigue. Try it out, take a couple of deep and fast exhales, you will automatically feel better, and more awake instantly. Don't consciously inhale, just exhale hard and allow the air to pull back in like releasing an squeezed sponge.
- 2. Drink a full glass of water down**
If you aren't drinking plenty of water by now, it may be the reason why you are feeling tired. Juice, soft drinks and the likes aren't what you should be consuming if you are tired. Dehydration reduces blood volume which creates fatigue. Manufactured drinks are full of sugar which INCREASES dehydration. Water is king, so make a habit to drink a glass of water whenever you feel tired. While I work, train, write or speak, I always have a full glass next to me. This is the best way, because if you have to get up and get water, you if ten forget it, especially while you are working intensively. You will be surprised how quickly just drinking water can get rid of your fatigue.
- 3. Oil the Tin Man**
Most often our fatigue is caused by inertia. Especially when you have to work at a computer or sitting at a desk all day. Movement of any type of intensity is a natural espresso machine. 79% of your natural energy remains locked in cold storage at your joints and around your bones. Moving your body increases blood and synovial flow defeating fatigue and lubricating your little aches and pains caused by immobility. As well, it makes you exhale deeper (see #1.) So, all that you need to do is just get up, stretch a little bit, and walk around if you can. The best would be to do this once every hour, so that you break the pattern of inertia. Get up and move, you will feel more awake right away.
- 4. Rhythm is Gonna Get Ya**
Whenever it's too quiet, we tend to get bored very easily. Being bored leads to fatigue. So turn up the radio, or pull out your iPod and start listening to your favorite tunes. In an instant, you can turn your boredom and fatigue into a fun, entertaining moment. As you sing along to your favorites songs in your head, your thoughts of being tired will slowly fade away. If you can actually get up and start dancing, then you will have mastered point #3 and #4 in one shot. And keep your #2 water nearby.
- 5. Laugh a little**
Laughter has a lot of benefits, such as releasing higher levels of endorphins which make you feel better. This also sweeps away any feelings of being tired. Recent studies have shown that even the anticipation of laughter increases endorphin levels. So you don't have to laugh out loud, simply finding something amusing is beneficial. Google "Laughing Yoga" (trust me, hilarious!) Or icanhazcheeseburger.com and start reading. Playing with my dog for 5 minutes is instant levity, or asking my kids to tell my a joke: it may not be funny to you, but watching them cackle at their own humor is awesome. Once you start laughing, you won't be tired anymore.
- 6. Speak your mind**
It is very easy to find ourselves being tired when we are quiet. Think of a classroom for example. It's very easy to get bored and feel fatigue during a monotonous routine. However, participate to motivate. Speaking offers the same benefits as movement (after all, you are moving muscles when you talk) and being a part of something such as a conversation or a discussion offers an extra boost in focus and energy to counter the feeling of fatigue. So say something to a co-worker, or pick up the phone and call up a loved one for a few minutes.

If you feel tired, decide to stop being tired, and just be awesome instead.

5 Final Tools to Overcome Food Issues

Someone once stated that I am limiting people's potential because I offer community and coaching support, that people who are overweight *"just need to CHOOSE to have self-control."* He continued that even if you have an eating disorder, you should *"just have more faith in yourself. They can overcome any addiction all by themselves, because they're just deciding to be passionate about the wrong thing."* After I offered him sources for a more enlightened, scientific perspective on the biochemistry of addiction, he advised me that he was a part-time ACE certified trained, and an expert.



1. Addictive biochemistry isn't covered in any fitness certification, especially online certs like ACE. Education must be specific. Exercise education is not nutrition education is not coaching education is not addiction education, etc... Be specifically educated in the domain you're claiming to teach, or you'll do more harm than good to others.

2. Addiction requires community support, coaching guidance, personal accountability and documented transparency. These do not limit a person's potential, but empower it. Why?

3. Will-power is a biochemical event. It takes incremental repair to recover from the diminished capacity of an addiction, especially substances like sugar/HFCS and grains/simple carbs.

4. Certainly if you ALREADY have the will-power reserve to go "cold turkey" on an addiction, bad habit or inefficient lifestyle behavior, then DO IT! However, for most people in many significant challenges, you want to stack the deck in your favor, "win before you step in the ring," as my coach used to say. This requires incrementally consistent and sustainable changes in nutrition, exercise and attitude, surrounding yourself with a supportive community, enlisting professional guidance (coaching allies), and establishing transparent records to maintain personal accountability.

Making judgments that *"people are just choosing to be weak"* doesn't mean that you're empowering them. Just the opposite.

Twenty years of coaching psychology taught me one very critical point: **People aren't "weak" for seeking support. They're smart, courageous and strong because of it.** They're outsourcing will-power to help internally refill the emptied well. And as your well fills, face a challenge just slightly greater than your current capacity. When you overcome it, your well fills to that new level. And it's time to face an even greater challenge, requiring new or more support, coaches, accountability and transparency.

5. Like any good business acumen, you need to spend money (energy) to make money (energy.) Your community, coaches, accountability and transparency give you a boost in potential so that you can overcome larger and larger challenges.

That's not saying your limited because you didn't it all by yourself. Rather, by doing so, you're acknowledging that you're intelligent, dedicated, brave and serious enough about overcoming your challenges that you will enlist all the support, aid and methods necessary to succeed.

Understand your Emotions

After many serious injuries, like having my neck and back broken, and lacking health insurance at the time, a common phenomenon appeared; a linguistic component to each injury. With nearly every injury and illness, there was a story. And when I started coaching others, though I remained firmly in physical, non-therapeutic, training modality, I couldn't help but notice these self-organizing tendencies to have a verbal analogy to physical experiences.

Even changes in posture held this powerful language: Feeling someone is a pain in the neck, feeling a burden on your shoulders, being all choked up, stabbed in the back, unable to grasp the answer, like your heart is heavy, knots in your stomach, punched in the gut, kicked in the groin, unable to stand on your own two feet, buckling at the knees, back-pedaling, tripping over your tongue, each of these expressions correlate to a physiological change.

I found it odd, curious and worthy of study. Though Western rationalism guides all my investigation of a topic, the dismissal of this phenomenon by clinical medicine compelled me to seek explanations in other cultural approaches.

In my travels, many different traditions and disciplines attempt to define it: Ayurvedic (Indian medicine) discusses the points called Chakra; Zhong Yi (Chinese Medicine) relate the meridian flow of Qi; in Zdravie (Slavic folk medicine) address the energies of Triglav. To name a few...

Returning to USA, I found rational healing modalities have legitimate explanation for these events: osteopathy, cranial-sacral therapy, neuromuscular therapy, rolfing, somatics, applied kinesiology, and many others, had developed explanations for this phenomenon.

I am not a healer. I am not a doctor. I am simply a coach who listens and learns. When I listen, the person tells me a story with very strong verbal cues of how their movement has become dominated by an issue. Since my job isn't to heal them, but to help them become more fit for their life, as long as they don't have an issue needing referred to a health care professional, I aid them in restoring the lost movement underneath the stored emotional event.

When we address the physical, we often begin to re-experience the type and strength of the emotions they describe in an area of bound movement. Having overcome my childhood obesity, abuse for my learning disabilities, and trauma from violent encounters, and working with many like me, I prepare for the body's reactions before they happen. And listen when it erupts into language.

Physical injuries and traumas, illnesses and diseases, as well as emotional, psychological, spiritual issues, come at a cost to movement. If we believe in a holistic approach to wellness, we cannot deny the interconnectedness of movement, language, and emotions with healing and recovery. Honestly, I don't know the cause of this phenomenon, neither science nor folk traditions have universal agreement on it. But its reality remains undeniable.

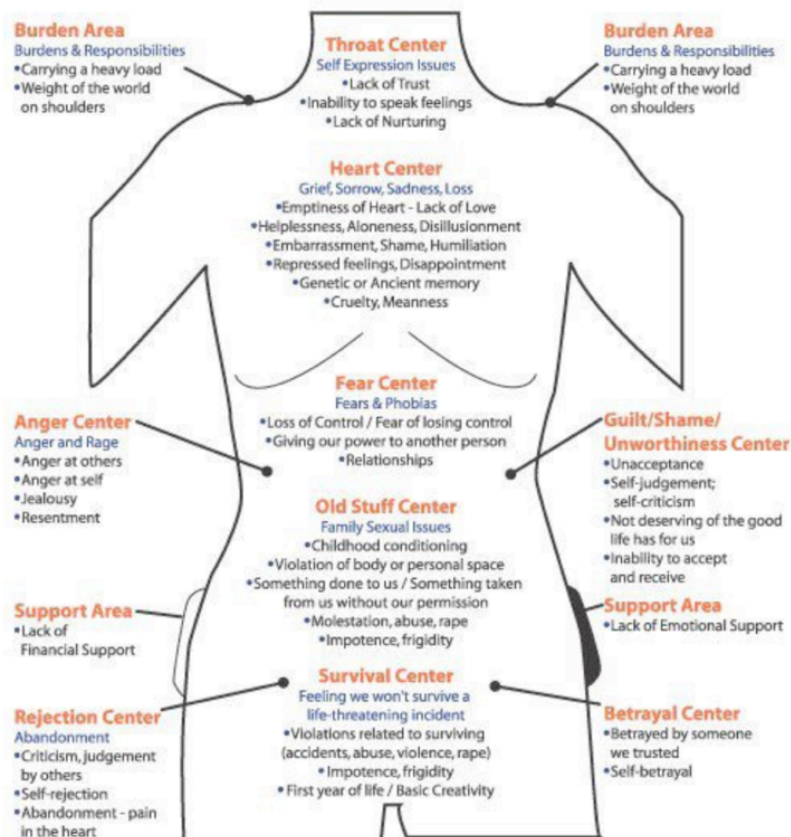
When you return to restore lost movement, to correct poor posture, to overwrite ineffective breathing patterns, remember to give yourself extra time to untangle hidden events which may be layered into an immobility. Now, I am not saying that everyone needs a therapist. On many issues, if we just listen to ourselves and learn from what it teaches us, we can work it all out on our own. But sometimes we could use a little support (and other times, a lot of it.)

Talk to someone about it. You're not crazy. You don't need to be paralyzed by it either, because it seems that sometimes, talking through it also expedites its resolution. Male culture often doesn't allow us to discuss such topics for being too touchy-feely, just like female culture often can feel the need to protect against violation of trust. If we are given a safe space in confidence, it can give us a chance to disclose. If you can't start with a therapist or find an appropriate doctor, then ask a trusted colleague or confidant their opinion of the right professional to whom they can refer you.

And keep moving, daily... Most of this works itself out through gentle mobility, intense exercise and compensatory stretching. Drink extra water. Eat clean, simple meals of whole, organic, fresh, rare and raw food. Sleep well. Skip the alcohol, pain killers, sugar, dairy and grains. And you may discover that 85% of the issues resolve themselves simply by non-judgmental listening and gestalt learning.

If you don't know how to move, take a look at my free no intensity workout at www.intu-flow.com and learn my approach consolidating the above to restore "intuitive flow."

Emotional Energy Centers of the Body



KNOW YOUR HEALTHY NUTRITION PURPOSE

A poster on facebook proclaimed, "You are always talking how people oughtta strive to better themselves. I'm goddamned fine as I am. I believe in happiness so I dont need to achieve anything. You on the other hand seem to suffer overachiever syndrome. Isn't being successful and fit enough for you that you gotta make others feel worse about themselves by telling them that its gonna be hard? Life is bliss and I'm going to only do those things that require no effort on my part. That's going with the flow, "coach". "

I can appreciate your sentiment, and to a degree, I agree with you, so allow me please to clarify some points.

Success, abundance, fitness, nutrition and health are means, not ends, though we initially confuse them as ends in themselves; until we achieve them, and find them to be cavernously empty. Some get lost in the struggle, stuck in a cannibalizing cycle of "never enough" hoping desperately that the next thing will make them happy. Why? Because things (out there) can NEVER create self-fulfillment. You're already adequate as you are. You need not change because you're inadequate. You only must choose to lead a life of greater responsibility to others, or choose not to: the former fulfills, and the latter leads to a indescribable feeling of being lost.

The only reason to pursue success, abundance, fitness, nutrition and health is as a means to an end other than SELF-fulfillment. You must do it for a deeper, higher, other Purpose, which only you can define. Only by doing it for a Purpose can you (re) acquire self-fulfillment.

I am totally adequate as I am. So are you. We all are. We struggle only to, firstly, realize this innate adequacy so that you can, secondly, stop chasing your own self-fulfillment, and as a result, truly begin living to help others come to this first realization.

But we face a common foe in that first challenge: to realize our innate adequacy. In our ignorance of our adequacy, we perceive others as inadequate. And we have founded social institutions, tendencies, rituals and language imprisoning us in indentured psychic bondage. How many of our children will not arrive to adulthood with full realization of their innate adequacy? How many of them will need to repeat the cycle of needing to DISCOVER that they are not inadequate?! How must will need to waste fleeting years realizing the insufficiency of selfish pursuits, confusing means (success, abundance, health, fitness, nutrition, etc) as ends in and of themselves, rather merely means to help others?

The world doesn't need more successful, abundant, fit people, if they don't have the ability to help others, if they perpetuate the generational hazing of misperceived inadequacy. What if we FINALLY realize that success, abundance, health, fitness, nutrition can fuel service to each other??? Then... then, we begin growing as a species.

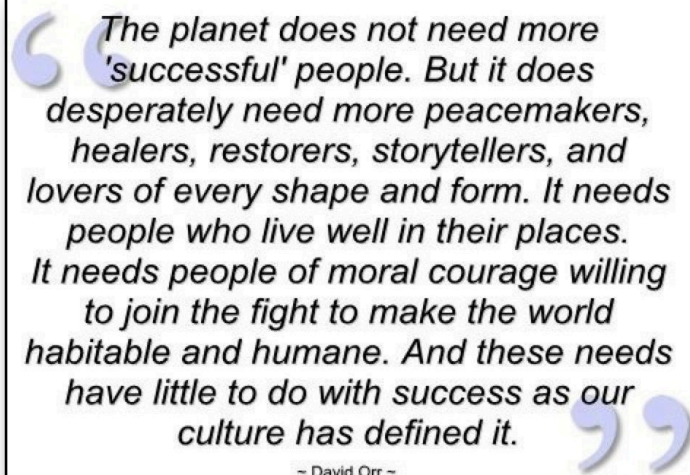
It WILL be hard to resist the mob who will tell you that you're inadequate because that's how they secretly feel about themselves. It will be more confusing because these people include those who are successful, abundant, fit but who misunderstand the means as merely ends, and view themselves as inadequate. It will require effort if you want to live for more than just your own satisfaction and pleasure; but it is impossibly hardest to live for only that meager fool's gold of cancerous self-interest.

This is the year. The one that many thought would never come. We have a grandiose opportunity.

Shift the paradigm. Stop being a subject of fear of your inadequacy. And become an agent of growth for us all.

very respectfully,

Scott Sonnon



The planet does not need more 'successful' people. But it does desperately need more peacemakers, healers, restorers, storytellers, and lovers of every shape and form. It needs people who live well in their places. It needs people of moral courage willing to join the fight to make the world habitable and humane. And these needs have little to do with success as our culture has defined it.

~ David Orr ~

Keep it in Perspective!

I appreciate this quote but I disagree with loving right. When my mother was laid off of the steel foundry during my childhood, we subsisted on welfare lines of bread, butter, cheese, and cans of beans. I've rarely seen or have experienced such incredible love from an individual who worked so selflessly and ceaselessly for her children despite having nothing. She loved right without "eating right."

However, I believe that when you eat right, you do think and feel right, as our thoughts and emotions are heavily influenced, and often a direct product of what we eat.

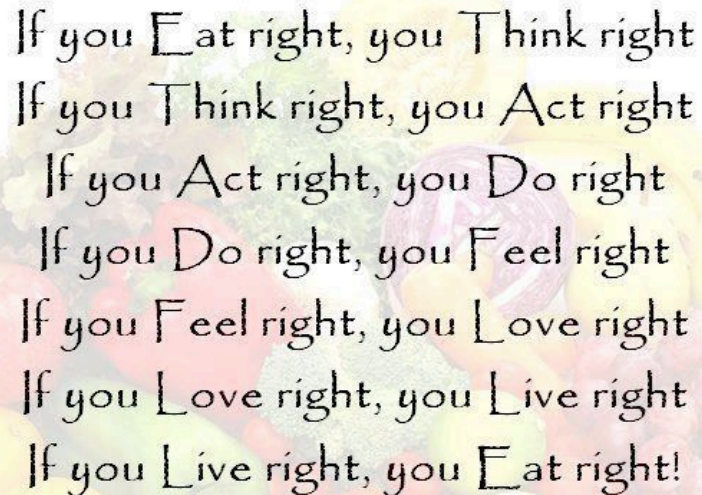
Living right is a product will power to express your values, and resist undermining your integrity and honor with debasing, immoral behavior. What you eat has been directly correlated to the strength of you will power to make difficult choices, but in your most depleted and deficient moments, you can STILL choose the right path of action. Eating right influences your ability to live right, but your diet cannot predestine your life choices.

Often, the shell of your character which others first meet is your nutrition. But I have also met starving, humble souls who have in their courage and love exceeded the life force of some who eat with privileged nutrition. I believe it amounts to offensive hubris to assume that a person who eats better is a better person than those who do not. Your nutrition does not make you a better person, but it does give you privileged opportunities.

Controlling nutrition of quality food or exploiting food with low quality nutrients infused with addictive substances is the most nefarious and evil form of enslavement in human history. Yes, I speak out against genetically modified, artificially sweetened, and intensified processing of our food resources, for their silent manipulation involves the greatest covert subjugation of our species.

Civilization began in the "Fertile Crescent" over 12,000 years ago when agriculture began to control food production for a people. Now, we must reclaim control of our food, for its quality is being profiteered at our health's expense. Our actions to choose simple, clean, local and personally cultivated food will tear down these tyrants one bite at a time.

You can love now, and live now with ultimate Purpose in your lives. Your food can help you think more clearly, feel more accurately and behavior more directly, but it need not dictate your future. Take hold of your quality food, and use it to fortify your growth and express your values. With each change you manage in your nutrition, you gain access to greater opportunities to help others do the same.



If you Eat right, you Think right
If you Think right, you Act right
If you Act right, you Do right
If you Do right, you Feel right
If you Feel right, you Love right
If you Love right, you Live right
If you Live right, you Eat right!

David Chase Taylor

FINDING FULFILLMENT IN YOUR NEW LIFESTYLE

Overcome with continual discontent, I asked my teacher for a way to be happy. Overcoming obesity to become a champion fighter and transforming my learning disabilities to become the first university student in my family, I still could not overcome the perceived inadequacies of my self-worth.

My mentor at university had spent eight years within a monastery in Tibet under a vow of silence. In counsel he cautioned, "Mr. Sonnon, there is no way to happiness. Happiness is the way. But there are a wondrous myriad of ways to malcontent. How horribly lethal we have mastered those ways. If you want happiness to return to your life, then you must unlearn what stops it." If you're unhappy with your nutrition, fitness or attitudes, it's not that you must learn to have energy, exertion and excitement. Instead, we must only unlearn the congested habits which block them.

As J.E. Purcell notes, "You must unlearn what you have programmed to believe since birth. That software no longer serves you if you want to live in a world where all things are possible." But we rightfully should ask, "how do we rewrite the software?" You cannot delete negative, destructive programs. You can only overwrite them with positive, productive ones. Why?

We are genetically programmed for error-focus. As hunter/gatherers, our brains evolved to find what doesn't work to eliminate that behavior, as our mind is the tool which has allowed us to survive as a species over predators better armored and armed than us. Our mind created tools to persevere against much more ferocious competitors. So, we can yet again use our mind to create new tools, in this case mental (or memetic) software to overwrite attaching negative, destructive attitudes to errors and mistakes.

Feel encouraged when you find a weakness during our exercise, when you feel fatigue barriers of conditioning, or a pain or ache in your movement, because these are the "parking brakes" to your potential. Disengaging these restrictive forces allows your innate driving forces to punch the accelerator. You don't need to become strong so much as to release your inherent potential for power tethered by these brakes.

When we find a destructive habit in our nutrition, when someone points out that we have an attachment to a behavior that serves no or little nutritive purpose to our potential, we ought to feel elated and grateful. Because our potential energy, vitality and fitness owes 85% of its origin to our nutrition. Yet we resist, seethe, argue and rationalize. But we don't need substances. We are only addicted to the habit. Instead of attempting to purge programs, we can overwrite them by front loading good, simple, clean food.

We are not even our thoughts and attitudes, though we most strongly cling to them as our identity. When we repeatedly encounter a situation which causes us grief and hardship, we should feel excited that we have found the mental gremlins limiting our self-gratification. Identify the situation, and you've found the unhelpful attitude. By practicing changing your mind, you can change your world. That sounds inarguably great, but how do we do it? With practice, you reactivate a circuit, neuro-synaptic efficiency increases, and neural connections become more durable and easier to reactivate. In other words, whenever you do specific tasks over and over again, they take up less of your brain power over time.

Initially it will be hard to change your exercise, nutrition and mental behaviors; but not for long, and never forever. It can feel that way, as you push the Sisyphean bolder up the side of the mountain, but it will suddenly summit - engraining your new program - and roll over the other side into automatic lifestyle behavior.

This is where most "bright-sided" people and go astray. Too many misunderstand being optimistic as being in denial of errors. Errors, surprises and failures are how we succeed, WHY we learn, and constitute all of the excitement in life. Embrace error-focus, rather than perfection-orientation. Errors allow us to grow. We just need to reprogram our attitude, adopted since childhood, that errors are bad, and reframe our attitude to be grateful when we discover them. Then life becomes a mysterious, if not miraculous, hunt for our potential and a privilege to apply helping others do the same.

Fulfillment and gratitude for errors, surprises and failures requires work ethic. Author Shawn Achor frames this rewiring as "The Positive Tetris Effect" in The Happiness Advantage, "It's something that requires our brains to train just like an athlete has to train. We can retrain the brain to scan for the good things in life to help us see more possibility, to feel more energy, and to succeed at higher levels." What behavioral programs can we use to overwrite negative attachment to errors, surprises and failures, and regain our zealous discovery for their manifestation in our life?

Here are the tools that I used. The process itself took me years to master (and I still make mistakes and failing to immediately relish all errors). After several months, the process becomes automatic: when new errors, surprises and failures unearth, you no longer will need to reprogram a positive attitude over a negative one, because your positivity will be automatic.

To overcome my negative attachments to childhood obesity, learning disabilities, impoverishment and trauma to become an advocate for nutritional transition to simple eating, self-empowerment of the diversity of learning styles, innovation and entrepreneurialism to unlock innate vibrancy through movement, I had to find the negative programs and overwrite them.

1. So, when I found a negative program, I asked how the error, surprise or failure was ultimately serving my growth and development. Every event conspires to our success whether we consciously know or not; and even every bodily pain and anguishing thought serves us somehow. Begin with asking how. You won't know at first. But when you allow yourself to do this drill, your intuition will point you unerringly to the source. You then unveil gratitude...

2. Express your gratitude for your advocates, role models, teachers, and influences. Practice grateful expressions for your positive influences. Then, get ready for the hard ones: Practice finding gratitude for those events and people who appear to not overtly act in your best interest. Teachers and doctors who claimed I was genetically "broken" do not deserve gratitude for their psychological abuse, only my compassion for their ignorance. Yet, I have learned extreme gratitude for those painful periods of my life, for without them, I would not have dispelled our collective illusion of self-incompetence. I feel grateful that they allowed me to see how unlimited our potential truly is.

Now, I seek to apply this lesson in all of the challenging and painful episodes in life. And when I cannot, when I feel self-pity for my circumstances, I practice kindness for those who commit those acts against me, and others... for their lot is much worse than mine.

3. Acts of kindness allow me to shift everyone within my sphere of influence, and permit me to step outside my own self-interest. Self-interest is an unfulfilling prison with invisible bars: the longer we seek personal pleasures (and avoidance of pain), the more strongly imprisoned we become shackled. An act of kindness changes your world suddenly like a rock thrown into a pond rippling outwards impacting their friends and their influences, and so on. By serving something greater, deeper and higher than my individual self, I regain my freedom, and step outside the prison.

But as I practice in one direction, I can allow myself to be vulnerable to negative attachment in other directions (before the the practice of framing errors, surprises and failures as positive, productive events becomes an automatic lifestyle behavior.) So, when you are focused in one direction, say your nutrition, a negative pattern can stealthily invade.

For example, you have the will power to change your eating habits, but people keep pressuring you to "live a little" and just "have one piece" and stop being an "obsessive control freak about dieting." If they'd only leave you alone and realize how much better you've become maybe they could better themselves! And then you realize you have just adopted a negative attitude toward others. So you immediately reframe their resistance as an opportunity to practice. Without their pressure, you may not have recognized how your will power had been eroding, and just succumbed to your own creeping gremlins for cheat days and impulse splurges you rationalizes as "earning." Thank God, they provided you with the clue of where to strengthen yourself! And as they see your energy improve with consistency, they begin to ask you about how to replicate what you've done. So, you need to be continually vigilant of the invasion of negative patterns of eating, moving and thinking...

4. Be vigilant for opportunities to expand your practice of positivity. WHEN you find a negative pattern skulking about, be elated! Only the unseen can hurt us. Consciousness equals awareness. Our food, fitness and attitudes are the first shells who others meet. Practice here most often. It is a day-long practice, which is incredibly difficult at first to overwrite the negative programs. But keep faith. Your brains natural plasticity will eventually make the effort easier, by making deliberate cerebral changes to enable more efficient energy and excitement.

Each new circumstance, event or challenge, hold the above four in mind: 1. find the value of the experience, 2. express gratitude for it, 3. apply it throughout you life, and 4. remain vigilant for any negativity for you have then found another glorious blockage to your potential which you can unlock and restore to full empowerment.

