Nutrition Basics:

Avoid The Holiday Weight Gain

Let's Get This Out There…

I AM NOT A MEDICAL PROFESSIONAL, NOR AM I CLAIMING TO BE IN ANY WAY, SHAPE, OR FORM.

I AM A HIGHLY EDUCATED PERSONAL TRAINER AND NUTRITION COACH.

THE INFORMATION I AM PRESENTING TO YOU IS KNOWLEDGE THAT I HAVE GAINED THROUGH MY EDUCATION, MY PERSONAL EXPERIENCES, AND THE EXPERIENCES OF MY CLIENTS.

DO NOT EVER, UNDER ANY CIRCUMSTANCES USE INFORMATION LIKE THE INFORMATION I AM PRESENTING TO YOU TODAY IN PLACE OF OR BEFORE SEEKING ADEQUATE MEDICAL INSIGHT FROM A MEDICAL PROFESSIONAL.

Who am I and why should you listen to me?

- B.S. Kinesiology
  - Graduated with honors from UW-Milwaukee
- NSCA-Certified Personal Trainer
  - Requires a bachelor's degree to obtain
  - Most highly sought certification in the field
- NSCA-Certified Strength and Conditioning Specialist
  - Requires a bachelor's degree to obtain
  - Allows me to work with Collegiate/Professional level teams/athletes
- American Red Cross CPR/AED Certified
- WCA-Certified Exercise Rehabilitation Specialist
- WCA-Certified Chiropractic Technician
- 7 years empowering others like you to reach their goals through fitness and nutrition
- Countless testimonials
  - Some here today
- Developed my passion for fitness and nutrition through a weight loss journey of my own

My Mission Today…

To provide you with educational nutrition and fitness information in an effort to show you the value of integrating these habits into your daily life.

What We're Covering Today…

- Chronic Health Issues/Risk Factors
  - Diabetes and heart disease
- Hydration
  - How much and how often?
- Input vs Output
  - What is a calorie?
  - Calories in/calories out
- Macronutrients Overview
  - Carbs, fats, proteins
    - What are they?
- Macronutrient Manipulation
  - How many carbs, fats, and proteins should we eat?
- Micronutrients Overview
  - Vitamins and minerals
    - What are they?
    - How do we get them?
- Exercise Component
  - Is it necessary and why?
- How Does This Work During The Holidays?!?!?!
  - The secret, very complicated, very scientific key to avoiding holiday weight gain…

Resources

- Nothing I am about to tell you is hearsay. Everything that I am talking about today has been backed by documented physiological and anatomical research…
- American College of Sports Medicine
  - Exercise specific studies
- U.S. National Library of Medicine
  - Published medical journals

Chronic Health Issues

- Diabetes
  - In 2017, the Center for Disease Control reported that over 30 million people in the U.S. have diabetes.
    - Also reported that over 80 million in the U.S. have prediabetes.
    - This is a trend that has been rising every year for more than the last decade.
- Heart Disease
  - The leading cause of death among both men and women.
    - Over 630,000 people die each year due to heart disease.
      - This equates to 1 in every 4 deaths.
- These are 2 conditions that are often self-induced and self-preventable with proper exercise/nutrition.

Hydration

- Chronic dehydration is a major problem in the U.S.
  - 9 out of every 10 Americans are chronically dehydrated.
  - Almost none of us consume enough water every day.
- How much and how often should we drink water?
  - Constantly…
    - There is almost no such thing as too much water. Drink as much as you can stomach as often as you can stomach it.
    - The whole “six 8oz glasses of water per day” scenario is absolutely false and everyone here should forget it right now.

Input vs Output

- What is a “calorie?”
  - A calorie is defined as the energy needed to raise the temperature of 1 kilogram of water through 1 °C, equal to one thousand small calories and often used to measure the energy value of foods.
    - Calories=Energy
  - As humans, specifically Americans, we forget this as food has become a business, an event, social time, etc. When at the end of the day, food is just sustenance.
- How much do we need to eat?
  - Depends on the goal
    - If weight loss is the goal, we need to consume less calories than we are burning
    - If weigh gain is the goal, we need to consume more calories than we are burning
    - If maintenance is the goal, we need to consume a similar amount of calories to what we are burning.

Input vs Output

- How many calories do we need to consume?
  - First we need to determine how much LEAN bodyweight we have, aka the weight we have that isn't composed of fat tissue.
    - Fat tissue is simply dead weight. It burns no energy; it simply contains it. It can only do 2 things: 1)be consumed as energy or 2) sit there and look ugly.
    - If we do not calculate what LEAN bodyweight we have and separate that from our total bodyweight, we are effectively feeding our fat tissue and only making ourselves fatter.
  - There are probably 100 equations out there, or more, that claim to be able to determine how many calories you need in a given day. I am here to tell you that there is only ONE!
    - Sterling-Pasmore Equation
      - Factors in body fat percentage correctly and gives us an accurate number to work with
      - THIS IS THE SYSTEM THAT I USE HERE, TO DETERMINE HOW MANY CALORIES MY CLIENTS NEED TO EAT DURING THEIR PROGRAM TO ACHIEVE THEIR DESIRED RESULT.

Input vs Output

- Quick and simple for today…
  - Note: The following formula, and others like it, are not factoring in body composition and therefore are not giving you a truly accurate number to work with for caloric intake. They are simply a broad spectrum number for quick calculations and a quick reference.
  - Step 1: Calculate BMR (Basal Metabolic Rate)
    - BMR=10 calories per pound of bodyweight for women
    - BMR=11 calories per pound of bodyweight for men
      - Ex) 200 lb male has a BMR of 2200 calories (200 x 11 =2200)

Input vs Output

- Quick and simple for today…
  - Step 2: Factor in physical activity level
    - Sedentary: No regular exercise or strenuous work (BMR x 1.2)
    - Moderate: 30-60 minutes of regular daily exercise (BMR x 1.55)
    - Heavy: High intensity work/exercise daily (BMR x 1.9)
      - Ex) 200 lb male with BMR of 2200 calories
        - 2200 calories x 1.2 = **2,640 Calories Per Day**
  - Step 3: Determine the goal
    - Lose weight? Gain Weight? Maintain?
      - 1 pound of body fat is equal to 3500 calories of energy.
        - Lose weight: A 500 calorie deficit per day will equal 1 pound of bodyweight lost weekly
        - Gain weight: A 500 calorie surplus per day will equal 1 pound gained weekly
          - 2640 calories – 500 calories = 2140 calories per day to lose 1 pound per week
          - 2640 calories+ 500 calories =3140 calories per day to gain 1 pound per week

Input vs Output

- Quick and simple for today…
  - Step 4: Tie it all together
    - Ex) 200 lb male with a calculated BMR (Basal Metabolic Rate) of 2200 calories (200 lb male x 11 = 2200) with a sedentary physical activity level calculated a daily caloric intake to maintain his bodyweight of 2640 calories per day (2200 x 1.2 =2,640).
      - If this male wants to lose 1 pound of bodyweight per week, he will have to be in a caloric deficit of 500 calories per day
        - 2140 calories per day
      - If this male wants to gain 1 pound of bodyweight per week, he will have to be in a caloric surplus of 500 calories per day
        - 3140 calories per day

Macronutrient Overview

- What are they???
  - **Macronutrients:** Nutrients required for consumption by humans in large amounts.
    - Carbohydrates, fats, and proteins.
      - **Carbohydrate:** Calories that are broken down into glucose molecules to use for quick recruitment of energy and production of many hormones required for survival. Our primary energy source as human beings.
        - Contains 4 calories per gram (10g of carbs = 40 calories)
        - Ex) breads, pasta, grains, fruits, vegetables, anything containing sugar, etc.
      - **Fat:** Calories that are broken down for slow recruitment of energy and production of many hormones required for survival. Not our primary energy source.
        - Contains 9 calories per gram (10g of fat = 90 calories)
        - Ex) Nuts, oils, avocado, cheese, egg yolks, etc.
      - **Protein:** Calories that are broken down for the repair/maintenance of the integrity of all cells in the human body. Not a good energy source.
        - Contains 4 calories per gram (10g of protein = 40 calories)
        - Ex) meat, poultry, fish, eggs, milk, whey, etc.

Macronutrient Manipulation

- How many carbs, fats, and proteins should I eat???
  - The ongoing debate that there is truly not a set answer to. Like most things, there is a protocol, however.
    - Most internet searches will tell you to cut your carbs or go right to an intermittent fasting style diet, or a ketogenic plan or dramatically high protein diet or something of that nature.
      - This is one of those moments in life where that old saying, "slow and steady wins the race," definitely applies. Never go immediately to a low carb, keto, intermittent fasting, or high protein diet too quickly as it may not be ideal for you or you may not need to do it at all in the first place to reach your results.
        - Ultimately, the extreme plans are not sustainable and have no place in creating a lifestyle that we can carry on for years to come.

Macronutrient Manipulation

- How many carbs, fats, and proteins should I eat???
  - Everyone should start their nutrition plan, regardless of the goal. On a balanced, moderate plan that contains all 3 macronutrients in moderate, realistic percentages. We need to see how your body reacts to that plan and take it from there.
    - No, this will NOT slow down weight loss or fat loss. Calories at the end of the day, input vs output, trumps anything and everything when it comes to your diet.
    - When people start looking at their carbs, fats, and proteins too quickly and start to modify them while ignoring the input vs output concept, they are simply trying to find an excuse to continue to overconsume and not eat properly. Nothing more, nothing less.
      - The bottom line is that if you are gaining weight, you are over-consuming as a whole. If you are losing weight, you are under-consuming as a whole. The carbs, fats, and proteins are not the issue.

Macronutrient Manipulation

- How many carbs, fats, and proteins should I eat???
  - What is a "balanced" diet?

Macronutrient Manipulation

- How many carbs, fats, and proteins should I eat???
  - Let's refer back to our 200 lb male
    - We will assume this male wants to lose 1 pound of bodyweight per week…
      - So, with a calculated caloric intake of 2,140 calories to lose 1 pound of bodyweight per week we will apply the percentages shown in the previous pie chart.
        - 50% carbs = 1,070 calories from carbs (2,140 x .50 = 1070)
          - Total of 267.5g carbs per day (1070/4 calories per gram = 267.5)
        - 20% fat = 428 calories from fat (2140 x .20 = 428)
          - Total of 47.5g fat per day (428/9 calories per gram = 47.5)
        - 30% protein = 642 calories from protein (2140 x .30 = 642)
          - Total of 160.5g protein per day (642/4 calories per gram=160.5)

Micronutrient Overview

- What are micronutrients?
  - **Micronutrients:** Nutrients required for consumption in small amounts.
    - Vitamins and minerals
  - These nutrients do not contain calories and are not used for direct energy production
    - They are metabolized and used to support ALL of the human body's natural physiological processes
      - Ex) Blood flow, heart function, eyesight, brain function, etc.
    - Without these nutrients every aspect of human life is harder and less effective in function

Micronutrient Overview

- How do we get them?
  - Everything in the micronutrient department starts with fruits and vegetables.
    - Consume daily fruits and vegetables in a wide variety and you will be off to a great start, BUT…
  - As long as I have been involved with fitness and nutrition, I have found that it just isn't realistic to expect to consume all of the vitamins and minerals that we need on a daily basis solely from food.
    - The best, most efficient way to support your daily diet in terms of micronutrient intake is to supplement. This does not mean to rely on supplements. It means to use them for what they are supposed to be used for-supplementation. Nothing more, nothing less.
      - Daily multivitamin

Exercise Component

- Is exercise necessary to burn fat/lose weight/avoid weight gain?
  - We can achieve a certain degree of weight loss results and general health results from simply sound nutrition alone, BUT…
    - Exercise makes every aspect of managing calorie intake easier than it would be without it.
    - Exercise provides an element that dieting alone cannot and allows us to achieve results that WE COULD NOT EVEN REMOTELY ACHIEVE WITHOUT IT!
      - With exercise we gain the stimulation of muscle tissue which in turn provides…
        - Efficient improvement in body composition (body fat reduction)
        - Muscle growth
        - Additional calorie burn
        - Oxygen efficiency
        - Muscle tone
        - Improvement in metabolism
        - Improvement in bone density
        - Lowers blood sugar
        - Lowers cholesterol/blood pressure
        - Improves overall cardiac function
        - Improves joint function
        - Improves immune function
        - Improves mental health

How Does This Work With The Holidays???

- So we have learned all of this great nutritional information, how does this factor into the holiday season effectively?
  - DO NOT WORRY! I am not here to ruin your Thanksgiving, Christmas, and New Year's celebrations this year.
  - In fact, EAT WHATEVER YOU WANT ON THOSE DAYS!!!
- The last time I checked, the holidays each fall on ONE day.
  - That totals 3 full days of eating like crazy…
    - Not a week, not a month, not a season…
- Eat like a crazy person on those 3 days, but clean it up and get back on the horse and focus on all of the things we discussed today.
  - YOU WILL NOT GAIN WEIGHT, AND YOU WILL BE IN BETTER SHAPE COME SPRING THAN YOU WERE WHEN WINTER STARTED.
- Try to prove me wrong and see where the chips fall. I challenge you all to put this information to use immediately, and let me know where your weight is at in a few months. GET IT DONE!!!

Client Case Studies

- Darlene K.
  - 68 Years Old
  - Retired
  - Lost 100 pounds in 10 months, and kept every ounce off since!
    - Had poor joints, poor blood work, and was unhappy.

Client Case Studies

- Beth E.
  - 60 years old
  - Financial Analyst
  - Has lost over 50 pounds at WPF since August!
    - Her joints are doing great, her health is better than it has been in years, and she is feeling great!

Client Case Studies

- Brian W.
  - 58 years old
  - Sales Rep
  - Has lost over 30 pounds at WPF since August!
    - Just had a hip replacement and has regained full ROM and strength. He has more energy than he has in years, and his golf game has improved!

A Few Words From Current Clients…

Thanks For Coming!

- Enjoy Your FREE Gift Bag
  - T-shirt, keychain, essential oils, skin care samples
- Christmas Promotion
  - As a thank you for stopping in today everyone in attendance gets the “EARLY BIRD SPECIAL” if you opt into my Christmas Promotion by the end of the day…

21-Day FAT LOSS Challenge

-Lose up to 10 pounds of fat in 21 days and feel good doing it!
-Tone your muscles and remove those tough to get rid of fat deposits!
-Sustain the results for life!
-$599 for anyone who schedules their FREE consultation today to lay out their program and learn exactly what this program includes!
-Tomorrow this price goes up $100 to $699