

WELCOME!

I WANT TO WELCOME YOU TO YOUR SIMPLE GUIDE TO PORTION CONTROL.
WE CREATED THIS GUIDE AS AN EASY WAY FOR YOU TO TAKE BACK CONTROL—
AND KNOW REALLY, TRULY KNOW JUST HOW MUCH YOU'RE REALLY EATING.
BECAUSE THE FACT IS:

OUR PORTIONS ARE OUT OF CONTROL! IN THE LAST 40 YEARS, OUR PORTIONS HAVE GROWN BIGGER AND BIGGER...

...WHICH AS HAS CAUSED OUR BELLIES TO GROW BIGGER AND BIGGER. AND GUESS WHAT, BIGGER IS NOT ALWAYS BETTER.

OUR TYPICAL MEAL IS 380 CALORIES MORE THAN IT WAS IN 1980!

WHAT DOES THIS MEAN TO YOU? WELL...

A POUND EQUAL 3,500 CALORIES! WHICH MEANS, IF YOU'RE EATING AND EXTRA 380 CALORIES EACH DAY, THEN YOU CAN IMAGINE WHAT THAT WILL DO TO YOUR WAISTLINE (NOT TO MENTION THE SCALE)!

AND THIS SHOULD MEAN A LOT TO YOU! EXTRA WEIGHT IS LINKED TO MANY OF THE CHRONIC DISEASES YOU SHOULD BE WORRIED ABOUT. HEALTH ISSUES LIKE:

- DIABETES,
- HEART DISEASE,



- · CANCER,
- ARTHRITIS,
- PAIN,
- AND A WHOLE LOT MORE.

...IS DIRECTLY TIED TO CARRYING A LITTLE BIT TO A WHOLE LOT OF WEIGHT. SO, IF YOU'RE OVERWEIGHT (EVEN BY A FEW POUNDS) OR YOUR OBESE, IT'S VITAL FOR YOU TO START SOMEPLACE TO GET A LITTLE BIT MORE CONTROL OVER YOUR HEALTH.

AND STARTING WITH YOUR PORTIONS IS A GOOD FIRST STEP!
NOW, DON'T GET ME WRONG, WHAT YOU EAT IS JUST AS IMPORTANT, BUT TO
GET YOU STARTED, WE WANT YOU TO FOCUS JUST ON CONTROLLING YOUR
PORTIONS.

THINK YOU CAN DO THIS?

GOOD! BECAUSE AT **BE FIT SOUTH SHORE BOOT CAMP & PERSONAL TRAINING**, WE HELP OUR CLIENTS REACH AND IN MOST CASES, EXCEED THEIR GOALS. OUR **COACHING PROGRAM & PERSONAL TRAINING** GETS RESULTS—TIME AND TIME AGAIN.

WE HOPE THAT YOU FIND THIS INFORMATION HELPFUL AND THAT IT SHOWS YOU "YES, YOU CAN DO THIS!" THE MORE CONTROL AND INFORMED YOU ARE ABOUT YOUR PORTION SIZES, THE BETTER IT WILL BE FOR YOUR WAISTLINE AND HEALTH.



PORTION SIZE VS. SERVING SIZE: IS THERE A DIFFERENCE?

YOU PROBABLY THINK THAT SERVING SIZES AND PORTION SIZES MEAN THE SAME THING. BUT THERE'S THIS FUNNY THING ABOUT THAT: THEY ARE COMPLETELY DIFFERENT AND MEAN DIFFERENT THINGS.





SERVING SIZE

THE **MEASURED AMOUNT** OF FOOD FOUND ON THE LABEL OF A FOOD PRODUCT.

PORTION SIZE

THE ACTUAL AMOUNT OF FOOD THAT YOU EAT.

AS YOU CAN SEE, THE DEFINITIONS MIGHT LOOK THE SAME, BUT THEY ARE TOTALLY DIFFERENT. AND THEY ARE BOTH IMPORTANT FOR YOU TO KNOW AND UNDERSTAND.

BECAUSE ONLY A FEW YEARS AGO, THERE ARE A LOT OF CONFUSION BETWEEN THE TWO. BUT TODAY, WE KNOW A THING OR TWO ABOUT SERVINGS AND PORTION SIZE.

SERVING SIZES ARE REQUIRED (BY LAW) TO REFLECT HOW MUCH OF A FOOD PEOPLE SHOULD BE EATING, AND NOT JUST HOW MUCH THEY ARE EATING. AND WHEN YOU TAKE A CLOSER LOOK AT WHAT YOU'RE EATING, AT HOME AND OR EVEN WHEN YOU GO OUT...

YOU SHOULD NOTICE THAT MOST OF US ARE EATING MORE THAN ONE SERVING. SOMETIMES MULTIPLE SERVINGS. AND THE SAD THING IS: THIS IS CONSIDERED "NORMAL" AND PEOPLE OFTEN GET UPSET IF YOU DON'T FINISH EVERYTHING ON YOUR PLATE.

BEEN THERE BEFORE?



THE "SUPERSIZE" CHANGE IN SERVING SIZES

PORTION SIZE CHART

FOOD ITEM	THEN	NOW
FRENCH FRIES	2.4 OUNCES (210 CALORIES)	6.9 OUNCES (610 CALORIES)
CHOCOLATE CHIP COOKIES	1.5 IN. COOKIE (65 CALORIES)	3.5 IN. COOKIE (275 CALORIES)
MUFFIN	1.5 OUNCE (210 CALORIES)	4 OUNCES (500 CALORIES)
BAGEL	3-INCH DIAMETER (140 CALORIES)	6-INCH DIAMETER (350 CALORIES)
CHEESEBURGER	333 CALORIES	590 CALORIES
SODA	6.5 OZ. (85 CALORIES)	20 OZ. (250 CALORIES)
SPAGHETTI AND MEATBALLS	500 CALORIES	1,025 CALORIES
COFFEE	8 OZ. (45 CALORIES)	16 OZ. (350 CALORIES)

AS YOU CAN SEE, THINGS HAVE GOTTEN BIGGER AND CONTAIN FAR MORE CALORIES THAN THEY DID 20 OR 30 YEARS AGO.

AND THIS HAS LED TO STAGGERING LEVELS OF OBESITY IN OUR COUNTRY.

IN 1971, **ONLY** 15% OF AMERICANS WERE OVERWEIGHT OR OBESE. BUT, IN 2010, THE NUMBERS WERE HIGHER: 36% OF AMERICANS WERE OVERWEIGHT OR OBESE—INCLUDING MORE CHILDREN. THIS NUMBER HAS ONLY INCREASED IN THE LAST DECADE.

AND TODAY, THE NUMBERS ARE THE HIGHEST THEY HAVE EVER BEEN—69% OF OUR AMERICANS ARE CONSIDERED OVERWEIGHT OR OBESE—WITH THE HIGHEST INCREASE COMING FROM CHILDREN, TEENS, AND YOUNG ADULTS. PRETTY SCARY STUFF.

IT'S TIME TO STOP SPINNING YOUR WHEELS

LET'S STOP THE MADNESS AND GET OUR PORTIONS BACK UNDER CONTROL.

HAVE YOU FELT THIS BEFORE:

YOU TRY AND TRY TO LOSE WEIGHT, BUT THE WEIGHT EITHER A) DOESN'T COME OFF OR B) STARTS TO COME OFF, BUT THEN YOU QUICKLY GAIN IT BACK.

I AM SURE THIS SOUNDS FAMILIAR! IT'S FRUSTRATING AND UPSETTING. AND WE DON'T WANT THAT!

SO, IF YOU'RE:

- --TIRED OF WORKING SO HARD AND NOT GETTING THE RESULTS YOU'RE LOOKING FOR...
- --AND YOU'RE SICK OF GOING ON DIET AFTER DIET ONLY TO FAIL BECAUSE, FACE IT, DIETS LOOK GOOD BUT ARE TOO RESTRICTIVE...





...THEN THE NUTRITIONOS PROGRAM IS FOR YOU! NOT ONLY DOES THIS PROGRAM GET YOU BACK ON TRACK, IT ALSO SHOWS YOU **HOW TO TAKE BACK CONTROL OF YOUR PORTIONS AND LIVE YOUR LIFE ON YOUR TERMS**—NOT SOMEONE ELSE'S. LEARN MORE AT SOUTHSHOREFIT.COM/NUTRTIONOS

WITH THIS PROGRAM, YOU WILL LEARN SIMPLE SOLUTIONS TO NUTRITION SO THAT YOU CAN GET BACK TO SMASHING YOUR GOALS.

HERE IS A QUICK SUMMARY OF THE BENEFITS YOU MAY SEE:

- FIT INTO YOUR OLD CLOTHES—OR BUY NEW ONES THAT WILL FIT!
- YOUNGER, BETTER, AND STRONGER-LOOKING SKIN AND HAIR.
- INCREASED CONFIDENCE KNOWING YOU CAN TAKE ON THE WORLD—AND MORE!
- A RENEWED SENSE OF CONFIDENCE THAT YOU HAVEN'T FELT IN YEARS!

WHY DOES IT WORK?

OUR NUTRITIONOS PROGRAM WORKS BECAUSE WE PROVIDE YOU WITH THE GUIDANCE, INFORMATION. AND TACTICS YOU NEED TO GET LONG-LASTING RESULTS.

LEARN MORE AT SOUTHSHOREFIT.COM/NUTRITIONOS

HERE IS EVERYTHING YOU GET WITH THE NUTRITIONOS PROGRAM:

- ✓ A PROVEN SYSTEM THAT WORKS—RESULTS GUARANTEED
- WEEKLY ACCOUNTABILITY CALLS AND DAILY CHECK-IN & ACCOUNTABILITY SYSTEM
- COACHING, TOOLS & GUIDES TO HELP YOU THROUGH ALL YOUR STICKING SPOTS
- A 60-DAY MONEY BACK GUARANTEE, IF YOU ACTIVELY PARTICIPATE, AND DON'T SEE OR FEEL THE DIFFERENCE, WE'LL REFUND YOU 100% OF WHAT YOU INVESTED IN THE PROGRAM.

YOUR HANDS HAVE IT!

CALORIES CAN ADD UP—ESPECIALLY IF YOU'RE EATING EVERYTHING IN SIGHT. YOUR HANDS, HOWEVER, ARE A GREAT MEASURING TOOL TO KEEPING YOU HONEST AND KEEPING THOSE PORTIONS UNDER CONTROL.

HERE'S A QUICK GUIDE TO PORTION SIZES USING YOUR HANDS:



THE BOTTOM LINE...

IT'S TIME TO EAT BETTER, FEEL BETTER, AND LIVE BETTER!

I HOPE THIS HELPFUL GUIDE HAS SHOWN YOU HOW SIMPLE IT CAN BE TO MAKE BETTER, HEALTHIER CHOICES. EATING RIGHT PORTIONS DOESN'T HAVE TO BE HARD.

AT BE FIT SOUTH SHORE, OUR MISSION IS TO DIRECTLY SUPPORT YOU TO SET AND ACHIEVE YOUR GOALS SO YOU CAN STAY HEALTHY AND FITAND HAVE SOME FUN ALONG THE WAY.

THANK YOU FOR DOWNLOADING OUR SIMPLE GUIDE TO PORTION CONTROL. IF YOU WOULD LIKE TO LEARN MORE ABOUT THE NUTRITIONOS PROGRAM, PLEASE GO TO SOUTHSHOREFIT.COM/NUTRITIONOS. WE RUN THE PROGRAM FOUR TIMES DURING THE YEAR.

WE WANT TO HELP YOU—EVERY STEP OF THE WAY. THANK YOU AGAIN FOR ALLOWING US TO BE A PART OF YOUR HEALTH AND FITNESS JOURNEY. I SEE A BRIGHT FUTURE AHEAD FOR YOU!







