



NUTRITION GUIDELINES

POWER OF WILL

POW! FITNESS

INTRODUCTION

USE SET MEAL PLAN AS A BASE TO WORK FROM

Follow the set meal plan personalised to your goals as a rough guideline to work off. Don't look at this as the be all end all. It does not take into consideration social outings or times when you will not be able to eat. Use this as a base to work off and build your own diet from it.

Learning to build your own diet from set calorie and macro inputs trumps a rigid meal plan as it gives you freedom and variety.

BUILD YOUR OWN DIET

Set-up your own diet using MyFitness Pal with the calories and macros set. This may sound daunting but it really is easy to do once you have set targets to hit. The main thing you want to achieve is hitting your protein target and set calories. The rest can be made up with whatever food you're in the mood for (even the odd bit of junk is fine).

Respect these principles and your goals will be smashed each week!

LONG GAME

Building a great looking and performing body takes time.

If you have dedicated yourself to my methods and built the key habits put in place you will possess a healthy, lean and strong looking body! Once achieved it's just a matter of holding yourself to a high standard and not letting old habits creep their way back into your new lifestyle.

Quote:

"A GREAT BODY TAKES TIME TO BUILD JUST LIKE ANYTHING GREAT, NURTURE IT EACH DAY AND YOU WILL BLOSSOM. FAIL TO LOOK AFTER IT AND YOU RISK **LOSING IT.**"

FOOD PROVIDES CRUCIAL DATA

The food you eat provides data in two ways:

SOURCE

Where your food comes from is just as important as the amount of food you eat. Every food you consume hold its own unique profile of nutrients that will have different roles for the body. Some nutrients are essential and some are not.

The essential nutrients must be taken into the body via food. Protein and fat are essential for the body and we must consume them, where as carbohydrates are not essential and we can survive without them. They are super effective for giving us energy so they should not be removed altogether if trying to achieve a lean, healthy and strong body.

QUANTITY

The amount of food you eat (calories) is one of the most important factors to consider for fat loss. As previously mentioned food will be tracked using a calorie calculator (MyFitness Pal) or using a set meal plan.

Your rate of fat loss or fat gain can be determined by the number of calories you eat over a prolonged period of time along with the amount of physical activity you do.

TOTAL CALORIES AND PROTEIN INTAKE ARE THE MOST IMPORTANT DIETARY FACTORS TO TRACK.

HOW MANY CALORIES?

ESTABLISH YOUR MAINTENANCE CALORIES**

When fat loss is concerned the most important thing you establish is the amount of calories needed to maintain your bodyweight. From here you can then add or take away calories depending on the goal. Your maintenance calories will be worked out for you and then adjusted to suit your desired goal. As you progress calorie intake will then be tweaked when needed.

HOW MUCH OF A DEFICIT?

As mentioned previously all you need for effective fat loss is a 20% deficit, however this can be subject to change. If you are very active daily you will burn a lot more calories than someone who does not move much in the day.

To ensure you do not burn into muscle tissue and over work yourself you will need to record your activity levels throughout the day. If you are relatively lean your calories will not need to be as low as someone who has a lot to lose.

FOR THE DURATION OF THE OUR COACHING PERIOD ALL OF YOUR CALORIES WILL BE CALCULATED FOR YOU

FOOD SOURCE MACRONUTRIENTS

Macronutrients provide energy for growth, repair and other bodily functions.

There are four main macronutrients:

PROTEIN
4 calories per gram

CARBOHYDRATE
4 calories per gram

ALCOHOL
9 calories per gram

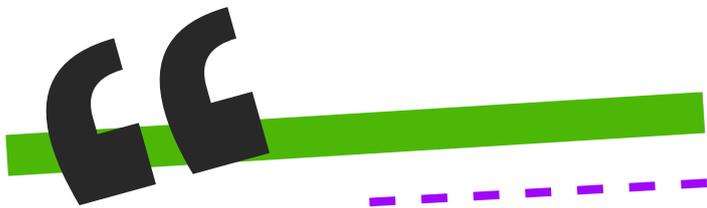
FAT
7 calories per gram

ESSENTIAL (MACRO)NUTRIENTS

Protein and certain types of fats are essential, this means we must consume them from the food we eat. There are 8 essential amino acids that we get from protein and two essential fatty acids we get from fat.

Our body can make its own carbohydrate non - essential amino acids and fatty acids.

As much as we would all love alcohol to be essential I am afraid that it is not needed for survival. Sorry!



**JUST BECAUSE A NUTRIENT
IS NOT ESSENTIAL, DOES NOT
MEAN IT IS NOT BENEFICIAL**



Food Source:

PROTEIN

Our body relies heavily on protein.
Every cell in the body contains it and it is essential for growth and repair of the body.

SOURCE

The bulk of your protein intake should come from animal sources (meat, eggs, cheese etc). It is a superior choice compared to plant proteins as the rate of protein synthesis is far higher.

HOW MUCH?

For individuals that weight train a minimum of 20g per meal is optimal and between 1.4g-2g per kg of bodyweight for the whole days intake. Track your intake using *MyFitness Pal* or your set meal plan.

APPETITE

Protein has a great satiety effect in the body and will keep you fuller for longer, helping to fight off any cravings.

BOOSTS METABOLIC RATE

When protein is ingested it will boost your metabolic rate through energy being burnt digesting. This will aid fat loss.

TIMING

Generally along as you meet your targets in the day your fine, however setting yourself a 3 hour window will help keep you on track.

Food Source:

FIBRE

Fibre is a carbohydrate that is resistant to digestion and aids our health

According to the 2015 Scientific Advisory Committee on nutrition (SCAN), we should eat at least 30g of fibre a day to help reduce any risk of disease. If you include enough fruit, veg and fibre containing foods, 30g will be relatively easy to meet.

SOLUBLE FIBRE | FUNCTION - FACTS:

Soluble fibre helps soften our stool (poo) so it can move through our digestive tract more freely. Its also serves as food for the good bacteria within our guts. Top sources include - avocados, beans, peas barley and fruit.

INSOLUBLE FIBRE | FUNCTION - FACTS:

Insoluble fibre isn't broken down by the gut and absorbed through the bloodstream. It helps to bulk out digestive waste, keeping you regular and prevents constipation.

CONSUME A MIX OF EACH FIBRE FOR OPTIMAL GI FUNCTION.

FATS

Certain dietary fats can be harmful to our bodies, whilst others are essential for life.

Try and get the bulk of your fat from non-processed sources. Junk food can be incredibly tasty and easy to over eat. But it won't keep you full for long, making over consumption likely. Over eating food will cause unwanted fat gain.

ESSENTIAL VS NON ESSENTIAL

The majority of fat can be synthesised from proteins and carbohydrates. However some cannot and must be eating through food sources, these are called 'essential fats'.

Aim to get **15% - 25%** of your total daily calories from good quality fat sources.

The percentage of fat you consume is totally down to your personal preference, if you prefer fat sources over carbs aim to have a little more in your daily calorie allowance.

Some individuals run better off a higher fat, lower carb diet and vice versa, it will take a little playing about with to see what suits you best. Try out higher fats one week and higher carbs the next. Personally I prefer carbs as they have less calories per gram meaning I can eat more!

There is no one size fits all, the only thing you need to make sure is that you get the minimum of 15% of calories from fat to keep your body healthy.



THERE ARE 3 TYPES OF FAT THAT YOU CAN EAT:

1) SATURATED FAT

2) UNSATURATED FAT

3) TRANS FAT

SATURATED FAT

The main source of saturated fatty acids are found in animal products, meat, eggs and dairy products. It is recommended that you get no more than 10% of your daily calories from saturated fatty acids.

UNSATURATED FAT

These can be divided further into **polyunsaturated** and **monounsaturated** fatty acids.

POLYUNSATURATED

There are 2 types of this fat. **Omega 3** and **Omega 6** fatty acids. The body cannot produce these naturally, therefore it is essential that we get them from the food we eat. You might hear them in short EFA (essential fatty acids).

OMEGA 6

Omega 6 is essential for brain function, growth and development, immune function, metabolism and reproduction. Too much consumption of omega 6 along with excess calories and not enough omega 3 has been directly correlated with many modern human diseases such as obesity, heart disease and type 2 diabetes. Unfortunately, it is impossible to cut these out complexity of the modern diet.

They are found in almost every processed, refined and restaurant cooked food. A recent study showed that around 20% of the average person's diet came from this type of food. The bulk of omega 6 will come from vegetable oil, it has been that modified to its original structure it is now a nasty fat to consume. It is detrimental to our health especially when consumed regularly.

Personally I would steer clear of these fats. You will get plenty through a healthy diet.

OMEGA 3

Omega 3 helps reduce inflammation in the body and is essential for human growth and development. In the Western world we don't get enough of these fats in our diet naturally therefore a lot of the time supplementing with a fish oil supplement can be a great alternative. The best sources of these fats are found in fatty fish such as salmon, mackerel, sardines etc. 2/3 grams per day is more than enough and easily met if you take a fish oil supplement or eat oily fish 4 times per week.

MONOUNSATURATED

These are a natural fat source in terms of health. Common sources are olive oil, avocados and nuts.

TRANS FAT

Trans fats are derived from hydrogenated vegetable oils, the consumption of these fats is commonly associated with increased risk of cardiovascular disease, infertility, gallstones, Alzheimer's disease and some cancers. Their intake should be avoided.

THROUGH MODERN RESEARCH THERE IS **NO NEED** TO LIMIT THE AMOUNT OF GOOD FAT IN YOUR DIET. YOU CAN STOP FREAKING OUT - FOCUS MORE ON THE **QUALITY OF YOUR FOOD SOURCES.**

CARBOHYDRATES

Carbs will not make you fat. Over-consumption of calories from carbs will make you fat!

Carbs taste awesome and can be part of a healthy sustainable diet, provided you respect the laws of energy balance you will still reach your fat loss goals. There is no need to be fearful unless you have a medical or food intolerance to dairy or fruit sources.

ROLE PLAYED

Carbohydrates provide the body with glucose (and other sugars), which is the bodies preferred source of energy to support everyday life and physical activity.

TRAINING

Carbs play a massive role in training after protein, if protein played the role of a plane, carbs would be the fuel to make it fly. Cut carb consumption too much and you run the risk of negatively effecting training performance.

**CARBOHYDRATES ARE NOT ESSENTIAL AND THE BODY CAN MAKE ITS OWN
(EXCEPT FOR FIBRE)**

Carbs are found in a host of different foods and are also found in different forms, including sugars, starches and fibre. The primary sugar that floats around our body is glucose and it is the most central sugar in human energy metabolism.

JUST HOW MUCH?

Once we establish your energy balance calories and meet your essential protein and fat needs, carbohydrates can make up the remainder of your calories. If you set protein and fat numbers on the lower side, you can consume more carbs. If you put them on the higher end, carb consumption will be limited.

There will be plenty of flexibility when it comes to carbohydrate intake. Play about with your fat and protein ranges and note how you feel. Whether you go high or low is based on how you personally respond via feedback. On training days your demand for carbohydrate can potentially be higher due to higher energy output.

Typically on rest days your need will be lower.

TIMING OF CARBS

The timing of when you consume carbs makes minimal difference to muscle vs. fat gain. If you want to be super efficient you could avoid fat post workout and consume a higher carb and protein meal.

WHAT MATTERS MOST IS THE TOTAL AMOUNT OF ENERGY CONSUMED EACH DAY, WEEK AND MONTH. THIS WILL DICTATE WHETHER YOU LOSE, GAIN OR MAINTAIN YOUR BODYWEIGHT

SIMPLE VS COMPLEX CARBS

Carbohydrates fall into two categories, simple and complex. both of which contain different forms of carbohydrate. Simple sugars like those found in confectionary digest faster compared to complex carbs found in the likes of rice, pasta etc.

WHICH FORM IS BETTER?

Both have their place in healthy balanced diet, simple carbs like fruit and dairy contain vital nutrients and help with recovery post exercise. Complex provide us with slow digesting energy for everyday life.

"ONCE PROTEIN AND FAT TARGETS ARE SET, CARBS WILL MAKE UP THE REMAINDER OF YOUR CALORIE GOAL."

Source:

MICRONUTRIENTS

Micronutrients include vitamins, minerals and other useful substances such as tannins, anthocyanin and phytonutrients.

These are needed in smaller amounts, hence the term 'micro' and play a number of key roles within the body, including energy metabolism, antioxidant supply, immune function, bone growth, muscle contraction and much more.

If nutrition targets are being met through a varied diet, micronutrient intake should be adequate. The more restricted calorie intake is the more likely this intake will not be met, resulting in micronutrient deficiency.

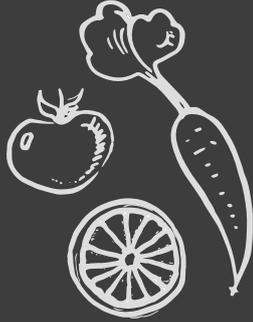
Hard training individuals have a greater need for micro nutrition due to performance and recovery demands. This is when supplementation can come in useful.



HIGH QUALITY VS. LOW QUALITY FOOD

HIGH QUALITY

- Low Calorie
- High protein & fibre
- Micronutrient dense
- Filling



LOW QUALITY

- High Calorie
- Low protein & fibre
- Super palatable
- Not filling



HIGH QUALITY FOOD

High quality foods fill us up more due to higher protein and fibre content. This aids us massively by reducing appetite and total number of calories eaten each day which in turn supports fat loss.

Eating higher protein foods makes the digestive system work hard to break it down, boosting our metabolic rate and promoting fat loss.

Quality fat and protein foods must be consumed to get our essential nutrients, massively aiding our health.

E.G. MEAT, FISH, EGGS, FRUIT, VEG, FERMENTED & WHOLEGRAIN FOODS

**70% - 90%
OF YOUR
DIET**

LOW QUALITY FOOD

Low quality foods taste amazing! They pack a lot of energy and are super easy to consume and purchase with little preparation time.

They are very easy to over consume as they don't fill you up.

You can enjoy these as part of a healthy diet to lose fat, but they will be your worst nightmare if regularly consumed.

Try your best to not have them in the cupboards. out of sight, out of mind.

CONFECTIONERY, FIZZY DRINKS WITH SUGAR, TAKEAWAYS AND CERTAIN READY MEALS

**10% - 30%
OF YOUR
INTAKE**

POWER OF WILL

POW! FITNESS