



# SET THE TONE

SPORTS PERFORMANCE & ADULT GROUP TRAINING

## **NUTRITION**

*Our philosophy on nutrition is quite simple but we often go into detail with our clients on a more personal level.*

*We believe that hydration is the single most important part of your nutrition, period. It doesn't matter your age, weight, blood pressure, health status, food allergies, or any other factor. The only way to fully embrace nutrition, daily energy, and the function of your brain and body is to be hydrated Every. Single. Day.*

*Benefits of drinking water & staying hydrated:*

- - *Fuels every cell in your body by producing Adenosine triphosphate (ATP).*
- - *Regulates body temperature and PH levels*
- - *Lubricates and cushions spinal cord, joints, and sensitive tissues*
- - *Increase energy*
- - *Flushes out toxins/Cleans organs*
- - *Promotes clear skin*
- - *Assists in digestion*
- - *Improves brain function*
- - *Aids in muscle recovery & prevents fatigue*
- - *Assists in organ function, especially kidneys & liver*
- - *Cell reproduction*
- - *Promotes weight loss by reducing cravings*
- - *Prevents Headaches*
- - *Speeds up metabolism*
- - *Prevents cramps and arthritis*
- - *Reduces risk of bladder & colon cancer*
- - *Increases immune system function*

- *We believe whole, organic, GMO-free, pesticide-free, antibiotic-free foods are the best quality nutrition available. If you can buy fresh, local, farm-to-table food (even at a higher cost) you should absolutely do it as much as possible. If your first thought is “it’s too expensive” then consider the amount of money that has been or will be spent on health insurance, prescription medication, office visits, sickness, and surgeries for your family so you could save a few nickels on chemical-ridden foods.*
- *You should not eat anything with antibiotics. Antibiotics will not only slow your immune system down, but when you do get sick, your body would have already built a higher tolerance for antibiotics making it even more difficult to recover from illness.*
- *We believe in enjoying your favorite foods! If you like pizza, eat it. If you feel like a cheeseburger, get one! If you’re at a party and want to have a glass of wine with friends, we welcome that! We want you to smile when you live life because our time is limited here...but we want you to FEEL FANTASTIC TOO! Keep the treats to an “occasional reward” and you will live and FEEL better.*

*Our best advice is to #1, consider any consequences about how you might feel after eating/drinking that, and #2 make these choices responsibly.*

*For example: if you’re craving a cheeseburger and will stop at nothing to satisfy that craving, could you purchase some grass-fed Hamburg, take it to your kitchen to add some delicious seasonings and your favorite fresh produce? Try to get what you want in a healthy way. Or another great approach is simply practicing your willpower and “enjoy the discomfort” of choosing NOT to eat it this time.*

- *We believe a wide variety of vegetables is a great step in the right direction for anyone trying to improve the value of their daily nutrition. We encourage our clients to buy local produce and eat what they like but also to mix in new things occasionally. Eat a wide variety of colors in your vegetables as each colored vegetable brings a different set of nutrients to your body. Eat red, green, yellow, purple, etc. vegetables for the most well-rounded nutrients.*
- *We believe protein is essential. It’s easy to find but can be difficult to meet the needs of your body based on the demands you put on it. We encourage our clients to get their protein from whole foods such as nuts, clean poultry, limited fish, limited (grass-fed) red meat, eggs, etc.*
- *Sugar is killing America! It’s killing your family, your friends, and possibly you. Eliminate it as much as possible. There are also countless “sweeteners” and additives on the list of ingredients that act as substitutes for sugar. These are not any better for you. Learn to read labels and understand the amount of sugar that comes in individual items. This has likely been going into your body unconsciously for years! It’s never too late to get control of your own health!*

- *Have a conversation with your doctor about any vitamin or mineral deficiencies you might have and what is the best approach for filling that gap to optimize your health.*
- *Stop believing that carbs are bad! You need carbs to operate and without them you will not thrive through your day. Just understand how to get your carbs. A bag of potato chips at 10pm is not a healthy way to get carbs, but mostly all fruits and vegetables bring some carbs to the table. Carbs are basically “short-term energy” so consuming carbs before or after a workout is ideal. Consuming healthy carbs and water early in the day will jumpstart your metabolism to use that energy to carry you through a productive morning.*
- *Avoid inflammatory foods. Inflammation in any part of the body is unhealthy and can lead to several diseases and other health issues. In athletes, inflammation can cause or lead to injury very quickly. Foods are the most common cause for inflammation. These include cheese, vegetable oils, fatty red meats, cured meats, food additives, alcohol, and dairy.*
- *Avoid diets, pre-workout shakes, meal-replacements and powder drinks. These are not the healthy way to make changes with your life. These products are designed to make money for that company and those who sell it. It’s not designed to get you healthy or to put the right things in your body. It’s also not sustainable. Even those who see quick weight loss results are more likely to regain the weight back plus additional weight due to new poor nutrition habits.*

*To explain it quickly: a product in powder-form means it has been sent to a lab, loaded with preservatives and other chemicals to break it down into the powder. They might use words like “organic” and “all natural” to put your mind at ease, but chances are they didn’t pull that powder off an organic “Meal-Replacement Tree” on a farm.*

*All you need to do is check the list of ingredients and realize how much of those words you can’t even say, let alone know what they are! Those are most likely the chemicals, preservatives, and additives in your “healthy meal-replacement.” However, when you’re at the local farm and purchase broccoli and green peppers, there are no added ingredients; you’re getting exactly that: Broccoli and green peppers – NOT sucralose, maltodextrin, high-fructose corn syrup, and 10 other items you have never heard of.*

- *The truth is that there is NO SHORTCUT to good health. There is no health product that can line your body and all its organs with nutrients, vitamins, and minerals like organic, whole foods and water. There’s also no such thing as a “perfect diet.” If you want to be genuinely healthy and put your body in the best position to maintain high-quality health, you have to do the dirty work for it. Do*

*your body a huge favor, throw those products in the dumpster and spend your money on real, nutrient-dense foods in order to fuel your body and brain properly.*

- *If you think you may be suffering from any type of eating disorder, we strongly encourage you to speak to someone with professional experience in the field. This is a critical time of your life to take control of your health and if you're unsure how to do that, please value yourself enough to ask for help.*
- *Selling these unsustainable products to people and telling them it's "healthy to lose weight this way," is ignorant. Please take the time to truly educate yourself on quality nutrition. Have a conversation with a few Registered Dietitians and Nutritionists about these products. These are hurting more than helping!*

## 6 days of Quality Nutrition for the Average American

### **Monday**

*Breakfast – Eggs, granola, blueberries, Snack – Cashews, Celery with peanut butter Lunch – Salad, Tuna, Baked potato  
Snack – Sunflower Seeds, Carrots  
Dinner – Salad, Chicken Breasts, Veggies*

### **Tuesday**

*Breakfast – Oatmeal, Strawberries, Apple Snack – Almonds  
Lunch – Salad, Chicken, Spinach  
Snack – Hardboiled eggs  
Dinner – Salad, Salmon, Broccoli*

### **Wednesday**

*Breakfast – Veggie Omelet, Banana  
Snack – Plain Greek Yogurt with raw honey  
Lunch – Salad, Ground turkey, Brown rice  
Snack – Whole wheat toast with Avocado slices  
Dinner – Salad, Baked haddock, Spinach*

### **Thursday**

*Breakfast – Whole wheat toast with peanut butter, cup of chicken broth  
Snack – Smoothie with Frozen berries, chia seeds, yogurt or apple juice  
Lunch – Grilled chicken salad, apple  
Snack – Hummus with carrot and celery sticks  
Dinner – Salad, Steak tips with veggies, side of quinoa*

### **Friday**

*Breakfast – Eggs, whole wheat toast, whole milk (organic or grass fed) Snack – Full-fat yogurt with crushed walnuts and raisins  
Lunch – Ground beef, rice, Lentils  
Snack – Grapes, 1 cup trail mix  
Dinner – Salad, Whole wheat pasta, organic marinara sauce, shrimp*

## **Saturday**

*Breakfast – Fruit Salad, Greek Yogurt*

*Snack – Pistachios*

*Lunch – Bean bowl (Rice, black beans, avocado, diced onions & peppers)*

*Snack – Cucumber slices*

*Dinner – Turkey tips, with broccoli and baked potato*

## **Sunday**

*Reward yourself for being disciplined with great nutrition choices this week and indulge in some things you enjoy. If you think this approach may throw you off course, you can still make good choices such as avoiding fast food, alcohol, processed sugars and oils. Continue to stay hydrated!*

*...And we didn't even say BRUSSEL SPROUTS!*

### **Key points:**

- *Be open minded about whole foods. They all add their own benefits to your body, so the wider variety of whole foods you eat, the more gaps you're filling which will result in increased health and feeling better overall!*
- *If possible, do not eat anything after dinner.*
- *For brain health, wait 12 hours between your last meal of one day and your breakfast on the next (except water/broth).*
- *Omega 3's are essential to a quality diet. They can be found in fish, nuts, chia seeds, olive oil, avocado, and more.*
- *Learn to read labels. Foods with more than 5 ingredients are probably not a healthy choice. Understand food additives, preservatives, and sugar substitutes all have negative effects on your body and lead to inflammation, sickness, and disease.*
- *Cooking wholefoods in the kitchen is a healthier than drive-thru places and other restaurants. For best results, get some good knives, pots/pans, seasonings and have some fun in the kitchen!*

# Quality Food Options for Better Nutrition

<b>Vegetables/Fruits</b>	<b>Healthy Fats</b>	<b>Meals in Moderation</b>
<p><i>Vegetables:</i></p> <ul style="list-style-type: none"> <li>• Broccoli</li> <li>• Spinach</li> <li>• Asparagus</li> <li>• Onions</li> <li>• Peppers</li> <li>• Tomatoes</li> <li>• Brussels sprouts</li> <li>• Carrots</li> <li>• Celery</li> <li>• Zucchini</li> <li>• Cabbage</li> <li>• Cauliflower</li> <li>• Eggplant</li> <li>• Artichokes</li> <li>• Butternut squash</li> <li>• Acorn squash</li> <li>• Beets</li> <li>• White potato</li> <li>• Sweet Potato</li> <li>• Yams</li> </ul> <p><i>Fruits</i></p> <ul style="list-style-type: none"> <li>• Apple</li> <li>• Peaches</li> <li>• Pears</li> <li>• Plums</li> <li>• Grapes</li> <li>• Strawberries</li> <li>• Blueberries</li> <li>• Papaya</li> <li>• Oranges</li> <li>• Watermelon</li> <li>• Mango</li> <li>• Cantaloupe</li> <li>• Tangerines</li> <li>• Blackberries</li> </ul>	<p><i>Replace Processed fats and vegetable oils with:</i></p> <ul style="list-style-type: none"> <li>• Coconut Oil</li> <li>• Olive Oil</li> <li>• Macadamia Oil</li> <li>• Avocado Oil</li> <li>• Grass-fed Butter</li> </ul> <p><i>Nuts/Seeds:</i></p> <ul style="list-style-type: none"> <li>• Almonds</li> <li>• Cashews</li> <li>• Hazelnuts</li> <li>• Pecans</li> <li>• Pine nuts</li> <li>• Pumpkin Seeds</li> <li>• Sunflower Seeds</li> <li>• Chia Seeds</li> <li>• Macadamia nuts</li> <li>• Walnuts</li> <li>• Avocado</li> </ul> <p><i>Whole Grains:</i></p> <ul style="list-style-type: none"> <li>• Rice</li> <li>• Beans</li> <li>• Quinoa</li> <li>• Chickpeas</li> <li>• Lentils</li> <li>• Buckwheat</li> <li>• Pasta</li> <li>• Sourdough Bread</li> </ul>	<p><i>Grass-fed Meats:</i></p> <ul style="list-style-type: none"> <li>• Ground Beef</li> <li>• Steaks</li> <li>• Chicken legs, thighs, breasts and wings</li> <li>• Ground Turkey</li> <li>• Pork chops</li> <li>• Pork tenderloin</li> <li>• Lamb</li> <li>• Lamb chops</li> <li>• Venison</li> <li>• Buffalo</li> <li>• Bison</li> <li>• Eggs</li> </ul> <p><i>Wild-Caught Fish/Seafood:</i></p> <ul style="list-style-type: none"> <li>• Salmon</li> <li>• Tuna</li> <li>• Sardines</li> <li>• Tilapia</li> <li>• Swordfish</li> <li>• Red snapper</li> <li>• Bass</li> <li>• Lobster</li> <li>• Shrimp</li> <li>• Scallops</li> <li>• Clams/oysters</li> <li>• Crab</li> </ul> <p><i>***Limit or Eliminate Dairy. Replace with:</i></p> <ul style="list-style-type: none"> <li>• Oat milk</li> <li>• Almond Milk</li> <li>• Coconut Milk</li> <li>• Cashew Milk</li> </ul>