THRIVE with Coach Phil

NEW AGE NUTRITION

HOW TO BALANCE CALORIES & HORMONES FOR EFFORTLESS FAT LOSS, HEALTH & BOUNDLESS ENERGY



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Introduction

Nutrition is the key to fast great results! We really are “what we eat”, “when we eat” & “how we eat” due to how this effects us on a cellular and hormonal level.

Nutrition is the most important component in achieving a great level of health and fitness because when you exercise you spend energy... exercising vital nutritional resource that your body is trying to hang on to, to keep you alive.

Working out is only for people who have something extra to get rid of – you must be healthy first!

Cultivate life-force by ‘working in’ before ‘working out’. Exercise is a drain on bodily resources, it is the nutrients that we consume that enable you to recover, repair, improve and have day long energy. This is why nutrition is the major shareholder in the battle for real body transformation and optimum health.

The method of focusing solely on "calories IN vs calories OUT" is extremely flawed. In this book I aim to teach you a better way. I'm not going to give you all my secrets but hope to give you a strong understanding of the basics. Let's first understand what true nutrition actually is...



01 What is Nutrition?

To improve your health, have boundless energy and look your best, you first need to truly understand what nutrition actually is.

The English dictionary defines nutrition as "*the act of nourishing or being nourished. The sum of the processes by which an animal or plant takes in and uses (utilizes) food substances. The process of obtaining the food and nutrients necessary for health and growth".*

Therefore the 3 key components then of good nutrition are the following:
1) "Takes in"
2) Process (uses/utilizes)
3) Nourish

Lets quickly examine the term **"takes in"**. Most think that is limited to what we eat and drink – the food and beverages we consume. In the modern age it is just not that simple any more. We live in a never-ending developing world and our bodies have to deal with so much more than just what we eat and drink. Your body takes in air pollution, cosmetic chemicals (makeup, soap, shampoo, perfumes, etc), non-food substances (flavouring, chemicals from packaging,



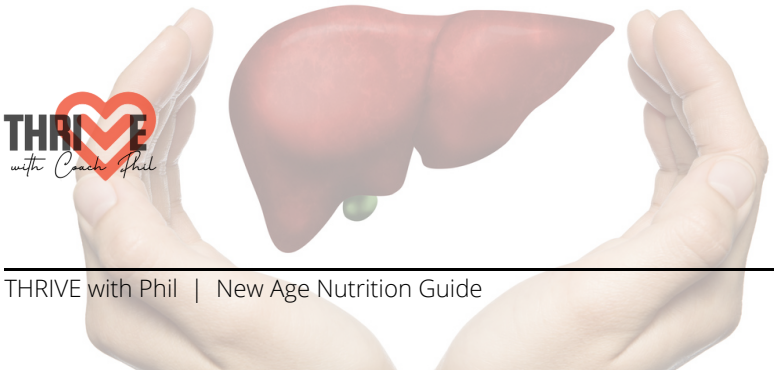
preservatives, etc), pesticides, antibodies, and other foreign bodies. Your body also responds to the “taking in” of negative thoughts, lack of sleep and mental stress as it would nutrients from your diet leading many fat loss experts to proclaim sleep as the fourth macronutrient. Your internal system has to respond to and process all of these factors.

Your liver has two main roles: The first to eliminate harmful substances from your body, the second to metabolise (burn) fat.

The liver must prioritise the elimination of harmful substance for survival… your body has a fantastic capacity to store fat, so fat burning is delayed for a time when your system is out of crisis mode. Our bodies need nutrients to eradicate these harmful chemicals and substances from our systems. The more polluted environment you live in, and the more stress your system has to work against, means the less fat you will ‘burn’.

The next component is the term **“Process”**. In conventional terms this means the bodily processes of ingestion, digestion, absorption, transportation, assimilation and excretion.

What process really means is you could be eating all the right foods and nutrients but your body might not digest or absorb those foods/nutrients very well leaving your system malnourished. If you didn’t eat good food to start with,



WHAT you consume, and WHEN, can improve these functions and result in amazing benefits. In addition, our Body Expert Systems also consider the hormonal response your eating and drinking prompts. How your body responds to insulin, for example, is a key element of what and when you eat certain foods.

For us cortisol, thyroid function, natural testosterone and estrogen levels, as further examples, contribute to the function or process of nutrition as they affect whether you store fat and where you will store or not lose fat from.

Stubborn fat stores are generally all related to hormonal imbalances and are a process of the body. I discuss this more in the House of Hormones Chapter.



"Nourishment" is the last component of the definition of nutrition. A simple fact that if what you take in and how your body processes work do not positively contribute to health, growth and wellbeing then it is not good nutrition. The fact of the matter is you can eat all sorts of CRAP (**C**arbonated drinks, **R**efined sugars, **A**rtificial sweeteners & colours, **P**rocessed foods) and survive... but to thrive you must eat smarter to feel great and enjoy life to its fullest.

02

Fat Loss & Fitness Fuel

When we talk about fitness and fat loss nutrition; eating the right foods at the correct times will turn your body into a fat burning machine and optimise recovery from exercise.

Your body responds through hormonal process causing specific reactions that will be either beneficial or damaging to your health and fitness goals.

When you nourish your body with good food at the correct times you will transform from the inside out. Your body is the epicenter of your universe; you go nowhere without it. The food we eat is more than just fuel. It gives our bodies the energy it needs to function well - those proteins, vitamins, minerals and fats become a part of your cells – they make you!

Food affects our mood, energy levels, thinking capacity, sex drive, sleeping habits and general health. Healthy eating is basically the key to wellbeing.

Consume the wrong food you'll feel lethargic, have low concentration levels, poor skin, nails & hair etc. If I were to compare human bodies to cars and poured the wrong or very low-grade petrol into a car it would back fire,



clog engine parts and stop working eventually rusting through disuse. This is similar to what happens in the human body. On the other hand, if you fuel your body properly you will feel like a revved up Ferrari... great exterior, full of energy, quick with great handling and focused.

Good nutrition does not need to be complicated! However, we all have bodies that are built in different ways, react differently, look different... we are all unique.

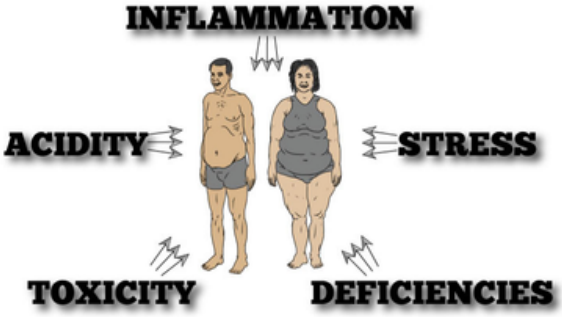


There can never be any one diet that works for everyone. Coach Phil and all the THRIVE coaches use Body Expert Systems to assess your personal requirements and provide nutritional advice that best suits your biochemical and cultural individuality. Teaching you strategies that can help fight the aging process, improve cognitive ability and concentration, 'tone up', have better/cleaner skin, nails, hair, stronger immune system and be free from some chronic diseases.

Nutrition is the fuel, exercise is the spark; the best of both is required to obtain the finest flame – the optimum results!

The simple equation is this: Good food, equals healthy cells, equals healthy body. Unhealthy food (or eating habits), equals unhealthy cells, equals unhealthy body.

If your internal environment is out of balance you could be starving on a cellular level… it's not just as simple as how much you eat. The mantra of "calories in vs. calories out" for fat loss is not the full picture and often not applied correctly causing muscle loss, increased hunger levels and food cravings.



The body's process and response to what you take in is of crucial importance to achieving a leaner and healthier body. Good gut health, digestive strength and hormone balance are the real keys to successful long-term health and good weight management.

The gut and digestive function are extremely important processes when aiming to improve heath, fitness, body composition and wellbeing. Amongst other things, healthy gut flora promotes proper gastrointestinal function, supports brain health, improve cognitive function, regulates your metabolism and makes up more than 75% of your immune system. Simply optimising gut flora will improve your health and fat loss efforts.



03 House of Hormones

Energy (calorie) balance vs hormones is a complicated topic. Your body is a sophisticated - and beautiful - system where the equation of "calories IN vs calories OUT" is just too simple. The NEW AGE OF NUTRITION has to incorporate and consider the hormonal processes of the body.

You must understand that *Energy Balance* is real yet "calories" are a man made method of measuring *Energy*. The calorie formula is constructed using estimations and approximations meaning that for the individual (YOU) it consists of 20% - 30% error. I'll discuss this further in the next chapter.

The equation also doesn't account for hormone imbalances, insulin resistance, thyroid disfunction, polycystic ovary syndrome (PCOS), and other health problems that affect metabolism. The pure Energy Balance mantra also does not account for how the body processes different types of calories or even if there is space for certain types of calories to be stored. For example, if your glycogen stores in the liver and muscles are full and you then consume more carbohydrates your body has no place to store this energy. Your body has no option but to convert that excess energy to fat and store it as FAT! The simple concept of "calories IN vs Calories OUT" is not the total picture... it is much more complicated than that.



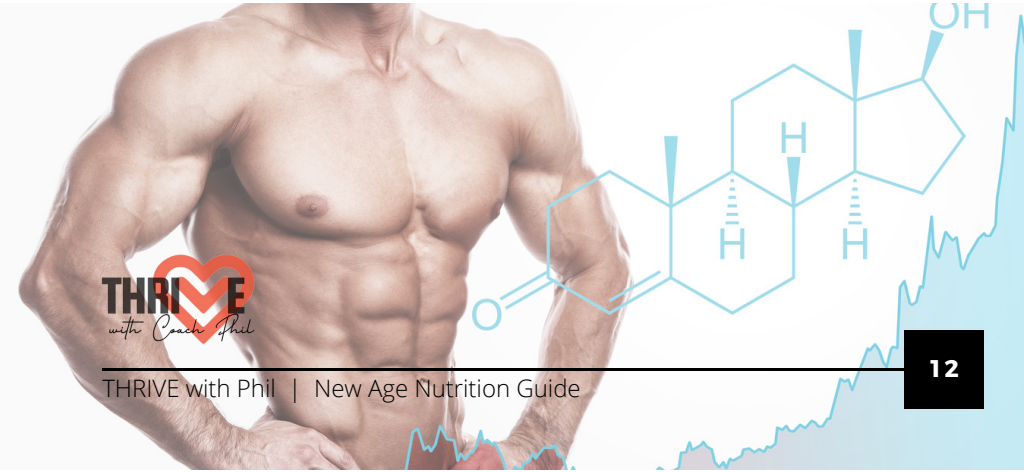
The point is, being in an energy deficit is essential for fat loss but you must also consider hormonal response and biological processes of your body to make losing weight (or gaining it) effective as well as feel good. Therefore promoting a lifestyle change.

The main hormones that play crucial roles in achieving fat loss, body transformation and health are: insulin, glucagon, human growth hormone (HGH), cortisol, leptin, ghrelin, estrogen and testosterone.

Insulin and glucagon, for example, control sugar usage and whether fat is stored or 'burnt off'. Ghrelin and leptin are hunger hormones that send messages to the brain controlling how much you eat and how satisfied you feel.

If your eating or lifestyle habits stimulate increased or decreased levels, or are resistant, to these hormones you will experience food cravings or reduced satiety levels no matter how much you eat... very important aspects of weight management!

Hormones like cortisol and estrogen can even determine where in the body, fat will be stored or burned. In addition, human growth hormone (HGH) is very important, as there is no better fat burner than our muscles. HGH stimulates your body to burn fat rather than store it.



We are all chemical creatures. Hormones and chemicals are the body's signals for actions and responses to our environment and activities. Hormones affect all facets of human function from enabling muscle contractions, dealing with both physical and psychological stress to stimulating fat burning and tissue repair. They tell us when we are hungry, when we are full, control metabolic rate and have a huge impact on our health.

Hormones are the real key to effortless fat loss and good health. How you live your life and dietary habits (both nutrient timing and what you eat) affect your hormone balance.

When your hormones get out of balance they cause all sorts of problems. For example, estrogen dominance significantly increases the risk of cancer, can cause infertility, alters brain transmitters making you depressed or irritable and causes fat storage around the hips and upper thigh in women and produces "manboobs" in men.

Part One: Estrogen Dominance

Ladies, do you find it extremely hard to lose fat around your upper thigh and hips? Lads, are you developing unwanted "man-boobs"... if that's the case the issue is most likely related to estrogen dominance.

Too much estrogen is a much larger problem than most people realise. The term estrogen dominance occurs when there is too much chemical estrogen in the body or an imbalance between estrogen and other hormones.

There are two ways of becoming estrogen dominant:

1 - When the body produces too much estrogen internally (endogenous estrogen).

a. This can be caused by simply being overweight, as fat tissue raises levels of an enzyme called aromatase. Aromatase acts to change testosterone into estrogen. Hence, more fat is created, as a result more estrogen is produced and so on and so on.
b. The estrogen problem can be exasperated if you are deficient in magnesium, vitamin D3, selenium or zinc.

2 - When the body becomes overloaded by external chemical estrogens (xenoestrogens).

a. Xenoestrogens mimic estrogen and bind to hormone receptors when they enter the body. According to leading fat loss and health experts it is nearly impossible to avoid them, and they are a principal cause of estrogen dominance
b. The main chemical estrogens are BPA, phthalates, and parabens.
c. These compounds are found in chemical fragrances such as perfume, air sprays, and candles, personal care products like lotion and moisturisers. BPA is found in everything from aluminium cans, new furniture and air pollution
d. Studies have shown that the more BPA people had in their urine, the fatter they are



Now you know the 2 main causes of estrogen imbalance, which causes stubborn fat on the hips and upper thighs as well as the pectoral region, we can take some actions to counteract and fix this issue:

- Ensure you have adequate levels of magnesium, vitamin D3, selenium & zinc. These nutrient deficiencies increase conversion of testosterone to estrogen considerably.
- Avoid exposure to chemical estrogens by using natural personal care products
- Do not eat or drink food stored in cans
- Eat quality animal products free from pesticides and hormone treatment
- Eat green
- Avoid or limit alcohol (or detox regularly) - alcohol, particularly beer, has been repeatedly linked to low testosterone and high estrogen in men
- Get adequate Omega-3
- Eat high fibre
- Eat low carb = excess insulin results in the elevation of free estrogen levels
- Improve gut health: a must to be able to effectively eliminate estrogen quickly from your system

From my 25+ years fitness and clinical experience estrogen dominance is becoming more prevalent and we all need to be more conscious of this issue. The best thing you can do is live healthy, so your body can easily eliminate (detox) excess amounts when needed.



Part Two: Hunger

Hormones don't exist in a vacuum. No single hormone can be classified as good or bad. Instead, hormone levels are constantly in flux, influencing each other as well as impacting different systems in the body. It's when there is too much or too little of a hormone that problems can arise or when nutrients and chemicals in our diet and environment disrupt the auto-regulatory system of the body.

Two very important hormones that can directly affect your weight loss and weight gain efforts are ***Leptin*** and ***Gherlin***.

Leptin is an extremely important hormone in relation to fat loss/weight gain. Leptin is a 'hunger hormone'... its job is to basically tell your brain that you are full and satisfied when eating. However, this process can be easily interrupted causing leptin resistance where your body no longer listens to leptin's message resulting in overeating or not feeling full/satisfied. Stress, sleep deprivation, high calorie foods and fructose can turn your leptin response off allowing you to over eat.

Exercise and proper fat loss nutrition have the opposite effect. This is why most people can't simply "eat less" to loose weight... they always feel hungry or their satiety level does not last long (feel the need to eat again shortly after a meal). Encouraging a good Leptin response can make fat loss feel effortless.

Ghrelin is considered the counterpart to the hormone leptin. Think of Ghrelin as your go hormone... it should naturally increase before meals (sending hunger signals to the brain) and likewise decrease after meals helping with satiety levels. The very interesting thing about dieting is that it directly affects ghrelin function.

Research has shown that Ghrelin levels rise immediately with calorie-restricted diets for weight loss. Successfully lean people do not “diet” they “eat for fat loss”, which creates an optimal hormonal profile for long-term success.

A simple fact is the more a person restricts calories, the hungrier they get! It is almost as if semi-starvation triggers gherlin to increase. The study concluded that this might be part of the reason that individuals regain weight lost, and then some, by calorie restrictive dieting.

The level of ghrelin within the body is highly dictated by the ***nutritional status*** and ***hydration levels*** of the individual. In other words, ghrelin also regulates water and fluid intake, so if you drink a glass of water when you are hungry, ghrelin signals can be satisfied and subside the feelings of hunger for a while. This provides a simple way to control your hunger. Research suggests that one 250ml glass of water



before every meal decreases the amount you will eat by at least 230 grams and suppresses ghrelin for longer after the meal.

To lose weight without feeling terrible and constantly hungry you need to effectively manipulate the brain's hunger signals. Therefore, to optimise these two fat loss hormones and achieve long-term fat loss you need to:

- Drink enough water
- Reduce stress
- Get quality sleep
- Eat low GI nutrient dense foods
- Limit fructose
- Stop calorie restrictive dieting

If you do these actions you will feel great and effortlessly lose weight.



Part Three: Stress & Belly Fat

If you find it extremely hard to lose fat around your midsection or have stubborn fat stores hanging on around the belly button you most likely have an issue with ***cortisol***.

What is cortisol?

Cortisol is classified as our stress hormone. It is much more than this and in the right amounts is essential for correct bodily function. Cortisol's many functions include helping

the body use sugar (glucose) and fat for energy, gets us up and moving in the morning and helps the body manage stress.

Once again the problem is when there is too much or an imbalance. Cortisol acts as our bodies “jet fuel” turning on our ‘fight or flight’ responses, an essential process for survival.

Your body is designed for acute stress - fighting off an attacker, being chased by a wild animal, jumping out of the way of traffic or even competing in a sport like rugby, football, mountain biking, surfing or weightlifting, for example. Acute stress is an important safety mechanism that “switches on” all the essential processes that allow you to overcome the emergency situation and “switches off” all the non-essential processes.

Chronic stress is where this response happens in the absence of an emergency and therefore for longer periods. We humans have amazing brains that interpret the world in very complex ways, which enable us to continue the stress response by fixating (thinking) on problems or situations that we can’t do anything about.

We can all experience feelings of insecurity, frustration, anxiety and intimidation that cause our acute stress response to become chronic. Stress is the body’s way of responding to a challenge. By not turning off the stress response, we wallow in a corrosive bath of hormones.



The key actions to combatting Cortisol:

1 - **Quality Sleep:**

Charles Poliquin, a world leading health coach, states that getting just one hour less sleep per night than you need will alter the activity of the hypothalamus and result in higher levels of the stress hormone cortisol.

A hundred years ago we used to sleep for an average of 9 to 11 hours per night, 2 to 4 hours more than the 6-7 hour average of this era. Sleep is often given little importance in our lives, too often being sacrificed for other non-essential activities like watching TV or going out drinking.

2 - **Correct Cardio**

The fact is that long bouts of cardio training at a moderate to high intensity ('chronic cardio') are counterproductive for fat loss. "Chronic cardio" does not stimulate an anabolic hormone response to counteract the catabolic process of cortisol.

When an individual lifts weights or sprints they put their body under stress, producing cortisol but these activities also generate the production of anabolic hormones that encourage growth, repair and fat burning. Hence, the best exercises to perform for ***maximal belly fat loss*** and counteract stress are ones that elicit the body to produce Human Growth Hormone (HGH), testosterone and adrenaline. These anabolic hormones elevate the body's natural anti-stress system and return it to a state of equilibrium and growth. High Intensity Interval Training (HIIT)



has become extremely popular for this reason. But for HIIT to work properly you need to be performing appropriate exercise at 80% - 85% maximum effort to ensure the anabolic hormones are produced



3 - **De-stress**

Breaking the cortisol (stress) cycle is essential to optimising your results and returning your body to a restorative and homeostasis state.

De-stress by doing something restorative for your body 2-3 times per week:

- Yoga
- Meditation
- Have regular massages
- Have a Float Tank session
- Eat antioxidant-rich foods
- Consume adequate omega-3 fatty acids
- Laugh
- Spend time in nature

To achieve a flat toned tummy and feel your best you must take action to manage cortisol levels.

By taking care of your physical, emotional and intellectual stress you will not only help yourself lose fat but drastically improve your happiness.

Part Four: Blood Sugar Control

Insulin management is considered one of the most important factors when striving for a lean physique, having sustained energy levels, preventing chronic disease and to feel amazing.

Insulin is also related to fat storage around the 'love handle' and back areas. Too much sugar and refined carbohydrates in particular are the cause of excessive fat storage in this region. Sugar is your primary reason for fat on your midsection, not fat. Sugar in foods causes hormonal changes that force fat storage. Food companies have made a killing by fooling you into buying all their low fat foods because they make you think fat is the culprit. But sugar is the big issue. This area is 100% under your control and can be the quickest to shift in fat loss, once you learn to control your blood sugar / insulin levels.

What is insulin?

Insulin is the hormone that regulates how the body uses and stores carbohydrates (glucose) and fats. Insulin's job is to control blood sugar levels. When sugar in the blood is high, insulin is released to signal our muscles (and liver) and fat cells to 'take in' the glucose from the blood. The first place it tries to push sugar is into the liver and muscles for energy when we exert ourselves. However, we have very limited storage space in the liver and muscles for glucose and once



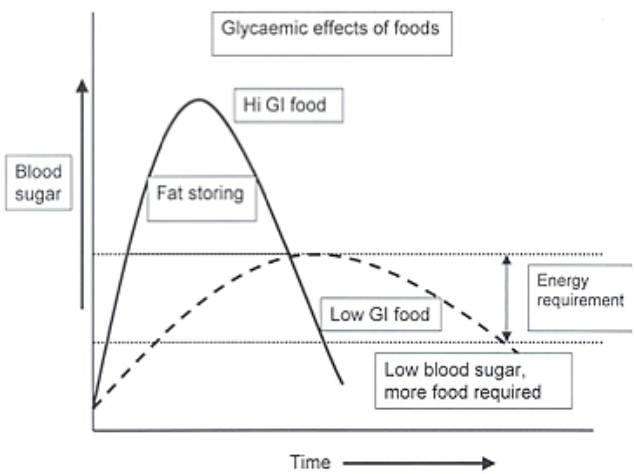
these stores are full the glucose is transported to our fat cells. Think of insulin as the storage hormone – we store fat in the presence of insulin.

What is Glucagon?

Glucagon is insulin's opposite. The two need to work together to keep blood sugar in balance. One of Glucagon's main roles is to break down stored fat for use as fuel by cells. It serves to keep blood glucose levels high enough for the body to function well.

Importance for fat loss?

Not all calories are treated equally within the body. This is where the pure "calorie IN vs calorie OUT" method fails.



If you are eating the wrong foods; foods that elevate blood sugar, and therefore insulin... No matter how disciplined you are or how strong your will-power is, you are going to be crippled by food cravings, hunger, bad mood, poor concentration, tiredness and weakness. These are the reasons why so many people can't achieve their weight loss

goals and quit 'diets'.

Remember our definition of nutrition? What you eat is important but equally important is how your body processes the substances you 'take in'. The **Glycemic Effects of Food diagram** on the previous page demonstrates the role of insulin and the effect of high sugar/starch (high GI) foods.

When you eat a food high in sugar/starch (candy, coke cola, white rice, white bread, french fries, etc) your blood sugar rises steeply. Insulin is released to bring the blood sugar under control and store the energy.

A steep rise will cause a steep 'crash' taking blood sugar levels too low initiating food cravings, low energy, and hunger. In which case the body needs more sugar to get back to the energy requirement, so the body signals for you to eat more!! Because you feel tired and have cravings for more sugary food you repeat the cycle... This in-turn creates insulin resistance and can lead to type 2 diabetes.

The key terms to understand are Insulin Sensitivity and Insulin Resistance. Maximizing insulin sensitivity *(when your body only needs to use a small amount of insulin to get it's job done = efficient)* is extremely important for fat loss because when you are insulin resistant *(when your cells are less affected by insulin, the receptors stop 'listening' and*



stop accepting insulin and sugar into the muscles) the body is much more likely to store the food you eat as fat.

If you are more resistant to insulin your body needs to pump more insulin into the blood stream and high insulin increases fat storage, which is why insulin resistance is associated with obesity. For a normal (mid-range) insulin sensitivity person about 40% of dietary carbs are converted to fat. For a person who is higher on the insulin resistant continuum this percentage is much higher and results in **their cells remaining hungry causing them to 'signal' for more food!** Hence, creating a negative cycle for an insulin resistant person to eat more.

Insulin resistance also produces inflammation in the body, causing a whole lot of heath problems. By eating foods that are lower on the glycemic index, performing adequate physical activity and ensuring proper nutrient intake you can place yourself on the sensitive end of the continuum for effortless and long-term fat loss.

It's not your fault that you feel terrible when undertaking a diet by eating the wrong foods. If you ate foods that made you feel good while also creating an energy deficit and therefore lose fat you would stick to the diet... everyone would.



To help manage insulin and feel great during a weight loss plan you should aim to:

- Eat whole, high fibre foods
- Limit sugary & high carb foods
- Only eat sugary & high carb (high GI) food after exercise / activity
- Avoid processed foods
- Consume apple cider vinegar - it's been proven to reduce blood sugar and improve the effectiveness of insulin
- Drink Matcha Green Tea - many studies have found that drinking green tea significantly reduced fasting blood sugar and increased insulin sensitivity
- Add herbs & spices to your cooking/meals - fenugreek, turmeric, ginger, and garlic have shown promising results for increasing insulin sensitivity
- Cinnamon: Include (1–6 grams) of cinnamon per daily to your cooking/meals - it has been shown to significantly reduced both short- and long-term blood sugar levels
- Take a supplement: Chromium, berberine, and magnesium supplements are linked to increased insulin sensitivity
- Get good sleep - research shows that poor sleep is linked to increased insulin resistance
- Reduce or manage stress - Stress affects your body's ability to regulate blood sugar

These are just a few easy tips for you to try. Fortunately, there are many things you can do to naturally increase your insulin sensitivity and therefore help you burn fat from your waistline.

04 Calorie Calamity

Now I hope you understand that energy alone is not the most important issue when striving for effortless fat loss and health. From the previous chapter you can see that hormones and lifestyle habits play a big role in the weight lose puzzle.

It's important you eat the right foods to:

- Create an energy deficit while making you feel full & energised
- Consider lifestyle habits to balance hormones
- Ensure you're consuming enough nutrients (vitamins & minerals) to keep your body's cells and processes working properly
- Create a strong fat burning metabolism
- Create overall health - there is no point losing weight if you sacrifice your health.

The emphasis solely on calories IN verse calories OUT just doesn't want to die! Calories can be a part of the picture but the conventional weight loss idea puts way too much emphasis and importance on the system of measuring energy (calories IN vs Calorie OUT) instead of understanding how the type of calories are going to make you feel while in an energy deficit.





Calories are just a metric for measuring energy, it does not account for how your body digests that energy and nutrients, or how your body is going to store that energy or what sort of hormonal reaction will be caused. It also does not consider how your eating or lifestyle habits are affecting your metabolism or metabolic processes. My point is there is a much bigger picture than simply counting a ”number representation of energy”. Especially when that “number representation of energy” is not exact... not even close to exact!

Only counting calories will leave you feeling weak, tired, anxious, grumpy, unable to concentrate and very hungry... it’s no wonder over 90% of people who do calorie controlled diets fail!

It’s time for a recount!...

There are much better ways of measuring energy while also monitoring hormonal balance and nutrient density to enable you to feel great while also losing weight.

When I assess peoples lifestyles and nutrition I often find that they are vitamin and mineral deficient... their body is in a state of crisis, they are loaded with toxins, suffer hormonal

imbalances and they have ground their metabolisms down. We should be focusing on consuming a nutrient rich diet, changing habits to foster 'fat burning' and forget about counting energy (calories) because if your body is healthy and in balance you will naturally release stored energy, feel full and not over eat.

The Math:

Again energy is real… To lose weight (reduce body fat) you definitely need an energy deficit or to put on weight (build muscle) you need to be in an energy surplus – this is undeniable. The problems come when we use the calorie formula and ignore biological, hormonal functions of our body.

The calorie theory states that one pound of fat contains 3500kcal of energy. Therefore, to lose a pound of fat you simply need to eat 3,500kcal less than your body needs to lose 1lbs (0.5kg) of fat. Full stop.

First, calories calculation is not exact. These are general values expressed across entire food groups. Second, and more importantly, human basal metabolic rates (calorie expenditures) are all predictions. So called health and nutrition experts calculate metabolic rate by simply punching weight and height into a calculator, some take into account body fat percentage but this is still a far cry



from precision. The only way to measure exact BMR is with a gas analysis machine. Two different people could be the same age, height and weight but a totally different body composition and extremely different metabolisms.

If calories are so important, then tell me how many calories does sleep have? Research shows that people who do not get enough sleep are fatter than those that do. How many calories does stress have? Research also correlates a relationship between stress and being over-weight. How many calories does the speed you eat have? Studies strongly link speed of eating with body composition. How many calories does mineral deficiency have? Not consuming adequate vitamins and minerals can seriously affect fat loss.



The Biology:

Lets forget about these blaring issues regarding energy values, metabolic and hormonal responses and look at how the body responds to a reduced calorie intake. Your body doesn't know that you have read a diet book or spoken to a weight loss "professional". It thinks you have been stranded in a remote area and have been forced into a life threatening starvation situation and it tries to look after you – to survive.

Your body is in “survival mode” when you work in a large calorie deficit, so it needs to ‘dump’ the part of you that uses the most energy. This is the lean muscle. Your body hangs on to the fat a) because it uses up less energy and b) because it is going to be a valuable fuel reserve if you are ‘stranded’ for a long time.

I don’t want to be a mathematician...

I don’t eat calories – I eat food! I don’t want to be a mathematician at meal times. I just explained that food labels are not precise... in fact Dr Jonh Bernardi of Precision Nutrition states they can carry up to a 20-30% error rate. Energy expenditure (calories OUT) calculations can also be 25-30% inaccurate. So, even if you are extremely conscientious, meticulous and take the time to painstakingly calculate all these numbers you could be 60% inaccurate!!

60% error are not good odds for success... another explanation to why the conventional calorie deficit method doesn’t work for long term fat loss 90% of the time.

Counting calories can raise awareness about portion sizes but there are much easier methods that require much less time and difficulty.

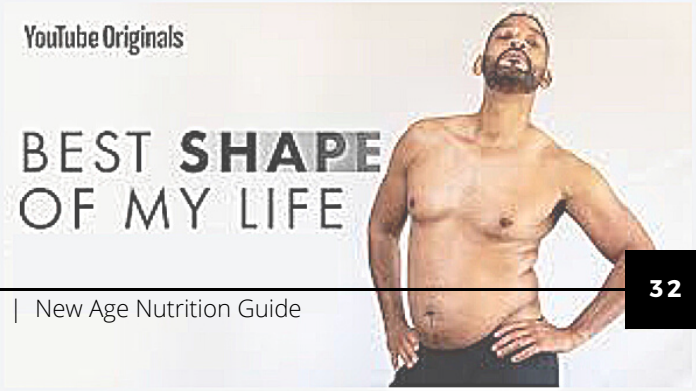
Furthermore, the calorie theory has never been proven! Francis Benedict, in 1917, was the first person credited to conduct calorie deficit experiments. Researchers have shown that the Francis Benedict study, and ***every subsequent study*** where a calorie deficit has been created in a human, the outcome has been “some weight loss,

accompanied by immense hunger and tiredness with an overwhelming desire to want to eat more and do less". These studies show that "weight loss has never matched the 3,500 formula – over even a short period of time" comments Zoe Harcombe, one of the UK's leading dieticians.

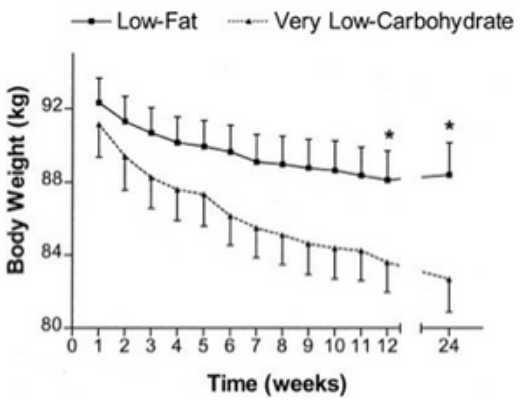
I recently watched the YouTube Original series from Will Smith "Best Shape of My Life"... where his "professional trainer and dietitian" used the calorie formula to try and achieve his target weight loss. Guess what... THEY FAILED!! Guess how he felt during the process... TERRIBLE!! I couldn't believe what I was watching... for me it was just an experiment in stupidity = proving what doesn't work! He felt incredibly bad and hence didn't turn up for workouts or even want to continue. Hence, he failed in the overall goal.

This is Will Smith – one of the most motivated, committed, driven and dedicated individuals on the planet and he couldn't stick with a calorie controlled diet. He was attempting to lose a small amount of weight over a long period of time = 9kg in 20 weeks (almost 5 months). Sure there were a lot of things going on in his life at the time but isn't that the same of all of us?

The fact of the matter is that his "professional team" implemented a faulty system and only proved, yet again, that the calorie formula system is a horrible and inefficient method to achieve effective and long term weight loss.



Controlling hormones that effect craving and hunger, managing nervous system and ensuring optimal cell function will deliver much better results and make people feel incredible. Research clearly shows that providing the right macronutrient profile decreases appetite and makes people lose weight without having to control portions or count calories. The graph below shows a low-fat diet group that has been calorie restricted and a low-carb group, which was allowed to eat until fullness.



The low-carb group automatically starts eating fewer calories, while remaining “full and satisfied” because they naturally satisfy their hunger hormones and appetite. These studies show that there is no need to consciously focus on calories in order to eat less of them. Once hormones are in balance this happens automatically, simply by changing the types of foods you eat.

Harcombe’s research further supports these studies by pointing to the The Minnesota Starvation Experiment, in 1945, as being the definitive study. “36 men were put on a 1,500-1,600 calorie a day diet with a moderate walk scheduled

each day. They lost a fraction of the weight that the 3,500 formula would have predicted. The men turned into hungry, miserable, food-obsessed shadows of their former selves. Will Smith had the exact same response in his YouTube series, Best Shape Of My Life.

The Minnesota Starvation Experiment researchers also found that, within six months, it was increasingly difficult to induce any further weight loss in their participants, even dropping calorie intake to around 1,000 calories a day. Some men started regaining at a calorie level that should have seen them continuing to lose weight. Within weeks of of the conclusion of the experiment, the men had regained all weight loss, plus about 10%" states Harcombe.

Does this resonate with you?! Have you tried to diet, or know someone who has dieted, lost a bit of weight at the beginning but then been unable to lose any more?



Unsubstantiated Theory:

The numbers make sense but our body is simply not a number cruncher! Ms Harcombe asked the British government and health authorities to explain the theory and the responses are amazing:

The British Dietetic Association commented that they do not hold information on the topic. Likewise, the National Obesity Forum didn't know anything either yet they quote the 3500 formula on their website. The Department of Health responded that they are "unaware of the rationale behind the weight formula". Now if this doesn't prove that the calorie formula is an unsubstantiated myth, I don't know what will. No leading agency has any idea where this founding piece of diet advice comes from or supports its validity yet it's in all their literature! That's madness!

The fact is there is almost a century's worth of crushing evidence that the calorie theory doesn't work. The mantra of "do more, eat less" for weight loss seems to be only making society fatter.

It's time for a recount... more crucially to start counting more important dietary and lifestyle elements. So before you sign up to a body transformation programme you should really ask some questions regarding their method or theory. You might end up in a worse position than you started.

Being aware of your calorie intake is NOT necessary to lose weight, as long as you eat in a certain way. The fact is eating behaviour is largely subconscious, controlled by hormones and neural circuits. If you eat in a way that reduces cravings, improves satiety, boosts energy and balances hunger you will effortlessly lose fat and feel amazing in the process.

Nutrition needs to be as much about nutrients and hormone balance as it does about energy... but not calories

05 Energy vs. Chemicals

It is extremely important to talk about chemicals and how they can affect your fat loss and health goals.

Calories are not the most important issue when striving for **effortless** fat loss and health. Every organism tries to maintain homeostasis (state of balance) automatically.

It is a fundamental part of our being to try and maintain balance. For example, if we drink a lot of water we urinate more and visa versa, if we don't drink enough water our body redistributes what you do have to vital functions. However, the common misunderstanding is that when we consume more food we will automatically store more fat, but this is not the simple case.

Our bodies try to regulate our weight just like it tries to regulate hydration (water), your blood sugar levels, and like it tries to regulate your blood pressure. This process is called the *Homeostasis Regulatory System (HRS).*

The problem is the HRS can be broken by consuming the wrong quality of foods or having poor eating and lifestyle habits. Low quality foods can break the HRS and once



broken it doesn't matter how little you eat or how much you exercise the system is broken and we need to fix the system. Diabetics, for example, are not told to eat less, they are generally told to not eat certain foods. The same is true for heart attack patients and most other ailments.

The importance of reading labels is essential for your health and fat loss goals. Lets take peanut butter for example. What should the ingredient list be to make peanut butter? One item is all that is needed... peanuts! Maybe a bit of salt But we live in a society where advertising makes false promises and down right lie.



Ingredients

SKIPPY® Reduced Fat Creamy Peanut Butter Spread

Roasted peanuts, corn syrup solids, sugar, soy protein concentrate, salt, hydrogenated vegetable oil (cottonseed, soybean and rapeseed oil) to prevent separation, mono- and diglycerides, minerals (magnesium oxide, zinc oxide, ferric orthophosphate, copper sulfate), vitamins (niacinamide, pyridoxine, hydrochloride, folic acid)

Always refer to label on your product for most current information.

Food packages make amazing claims... Skippy reduced fat peanut butter, for example, promotes 25% less fat and that their product "fuels the fun". Must be healthy right?? Must be better for fat loss right? Far from it... They list 18 items in the ingredient list, the majority of which are hazardous to

your health and encourage fat storage!! Food labels make me very angry! They prove the governments and food companies do not have our best interests at heart.

The 'Nutritional Facts' list for Skippy *Reduced Fat* Peanut Butter clearly states that it contains ZERO *Trans Fats* but this is a **big fat LIE!** The ingredient list plainly states it contains *Hydrogenated Vegetable Oils (cottonseed, soybean & rapeseed oil)* all of which are TRANS FATS! The loop hole of calling the ingredients by a different name means they don't have to label it as Trans Fat.

Nutrition Facts

Serving Size 2 Tbsp (34g)
Servings Per Container About 33

Amount Per Serving	
Calories 180	Calories from Fat 110
	% Daily Value*
Total Fat 12g	**18%**
Saturated Fat 2g	**10%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 170mg	**7%**
Total Carbohydrate 14g	**5%**
Dietary Fiber 2g	**8%**
Sugars 4g	
Protein 7g	**7%**

Vitamin A	0%	• Vitamin C	0%
Calcium	0%	• Iron	2%
Niacin	25%	• Vitamin B6	6%
Folic Acid	8%	• Magnesium	15%
Zinc	6%	• Copper	10%

* Percent Daily Values are based on 2,000 calorie diet.

Trans Fats, Hydrogenated or re-Hydrogenated or partially Hydrogenated oils (whatever you want to call them) need to be avoided at all cost...

Research shows that a mere 2% of energy intake from trans fatty acids was associated with a 23% increase in the risk of coronary heart disease. Trans Fatty Acids are just one example of toxins and harmful chemicals found in our food. Simply read the label for e-numbers, substances you don't recognise and macronutrient totals that do not add up... the more ingredients, the more processed the food, the more your body has to fight against, and the more chance you have of damaging your HRS.

Nutrition Facts

Serving Size 2 Tbsp (32g)
Servings Per Container About 23

Amount Per Serving	
Calories 190	Calories from Fat 140
	% Daily Value*
Total Fat 16g	**25%**
Saturated Fat 3.5g	**18%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 150mg	**6%**
Total Carbohydrate 6g	**2%**
Dietary Fiber 2g	**8%**
Sugars 3g	
Protein 7g	

Vitamin A	0%	• Vitamin C	0%
Calcium	0%	• Iron	4%
Vitamin E	10%	• Niacin	20%

* Percent Daily Values are based on 2,000 calorie diet.



The nutritional facts on the left are for *regular* "full fat" Skippy Peanut Butter. There are some strange differences between the *regular* and *reduced fat* labels.

The *regular* label only has 1g of Total Carbohydrates unaccounted for, whereas the *reduced fat* label has a whopping 8g (57%) unaccounted for!

The *reduced fat* product contains over double the Total Carbohydrates yet only 1g more sugar... How does that add up??? Because of the additive High Fructose Corn Syrup.

High Fructose Corn Syrup (HFCS) is the second larges ingredient in the *reduced fat* product - a toxic and very hazardous substance that will negatively affect both your fat loss and health.

HFCS can also be disguised as "corn sugar" on labels. The same way they change the name of Trans Fat to try and mislead us. HFCS is processed by the liver which provokes the production of fat (triglycerides) and cholesterol. In other-words it causes the liver to start a "fat production factory",

It is actually sugar - not fat or salt - that causes the most trouble for your cholesterol levels.

HFCS has been proven to have many negative impacts on our HRS. High consumption can lead to:

- Insulin resistance
- Increased appetite
- Obesity
- Type 2 diabetes
- High blood pressure
- Leaky gut syndrome
- Inflammation
- Non-alcoholic fatty liver disease

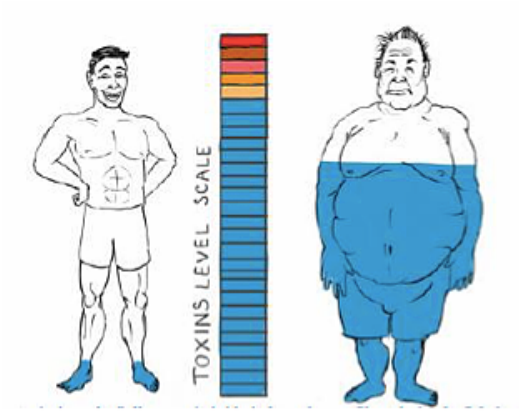
Sugar in our diet is now the major cause of liver damage and failure. This is very important, as the liver has two main roles: 1) eliminate toxins from your system 2) metabolise fat. If your liver function is compromised then so too are your health and fat loss goals.

Companies try to hide, or disguise, these harmful ingredients from us. It is no wonder that obesity and illness are at epidemic levels throughout the world.

I've highlighted just two simple examples from one product. There is more to look for but if you watch for the two examples I have discussed as well as avoid any ingredients you do not recognise and cannot pronounce you will go a long way to improving your health and effortlessly losing weight.

All these chemicals build up in your body. Your internal system can only process and eliminate so much at a time, so the excess is pushed to and stored in body fat. If toxins

and chemicals remain at higher levels than your body can process you acquire more body fat to take these harmful substances out of circulation.



Our bodies can take a lot of punishment before we get into the red-zone and develop chronic diseases. Gaining health and effortlessly staying lean has a lot more to do with the quality of our food rather than the quantity... when was the last time you heard of someone getting fat and becoming sick from eating too many vegetables?

When reading food labels you need to investigate what it does not say as much as what information it does provide.

Chemical Environment

Food and drinks are not the only sources of chemical and toxin absorption you need to consider.

Our societies' continuing technological advancement has its benefits - no argument there. However, side effects of these technological advancements are showing up in our

bodies and making us sick and fat. Who would suspect that the everyday plastics, cleaning, medical and beauty products would be made in such a way as to leak toxic chemicals into your body? You can be exposed to these chemicals through air, water, food or skin contact.

You should look out for and try to eliminate contact with products containing PCB's (polychlorinated biphenals), DBP's (Dibutyl Phthalate), DEP's (Diethyl phthalate), DEHP's (Diethylhexyl phthalate), BzBP's (benzylbutyl phthlate) and DMP's (Dimethyl phthalate) in the ingredients.

According to the Environmental Working Group, by the time the average woman is ready to leave the house in the morning, she has exposed herself to 126 chemical toxins from shampoo, body wash, lotion, cosmetics and the worst offender of all, fragrance.

A load of research is now surfacing regarding the prevalence of these toxins in our society. According to Environment California *"in 2003, the Centres for Disease Control and Prevention confirmed widespread contamination with the largest and most extensive U.S. survey of human chemical contamination to date, finding phthalates in virtually every person tested and the highest levels in children and women of reproductive age."*

These chemicals upset the body's hormonal balance and overload our detoxification processes. The human body,



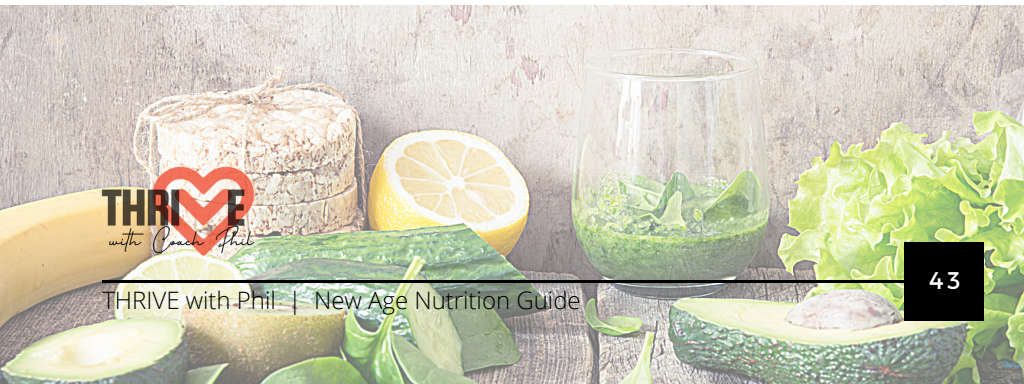
when overwhelmed with toxins, will ‘dump’ many toxic substances within the fat stores in order to reduce their circulation throughout the body.

When there are no longer toxins entering the body, those stored toxins will then be processed and expelled along with the fat that is storing them. When your body no longer has to produce chemical reactions against a background of toxic ‘static’ you will find that you are able to extract a greater amount of nutrients from the foods you eat and eliminate the toxins from your body.

Below are some simple **THRIVE with Phil** actions for dealing with pollution and chemical load:

- **Detox Regularly:** Support your natural detoxification and biochemical processes by avoiding processed foods and drinks (containing chemicals, added sugars, artificial ingredients, etc), as well as substances that you're intolerant to or that cause inflammation. Your body has instinctive systems that eliminate toxins... simply give it a chance to work

- **Increase Antioxidant Profile:** Antioxidants protect your cells from damage and promote repair. Antioxidants are natural molecules that help neutralise harmful free radicals in our bodies. The stronger your immune system, the easier it is to develop and maintain energy levels and health



- **Eat Grass Feed, Fresh Locally Grown, Organic and Free Range Produce:** Consume the best quality of food available to you. Ideally organic and/or wild produce

- **Improve Liver Function:** Eat and drink green. Matcha Green Tea is a great addition to your diet for improving liver function. Research shows that one glass of Matcha is the equivalent of 10 glasses of brewed green tea in terms of its nutritional value and antioxidant content. These antioxidants are well known to combat oxidative stress all over the body.

- **Use Natural Cleaning & Personal Products:** Chemical cleaners and personal care products contain toxins and estrogen-mimicking compounds. Opt for plant-based cleaners. Don't trust it just because it says "green" or "natural" on the label. Check the ingredients!!

The New Age of Nutrition considers more than just calories IN vs Calories OUT. Now, I hope you understand the additional elements that play a vital role in impacting your weight and health.

It's not just about losing weight... it should be about feeling good - during the process as well as life long.



06 Cultural Confinement

For most people food is cultural, not nutritional. We are not eating meals based on the best macro & micronutrients to achieve our goals but rather what is culturally the norm.

Our meals and eating habits are among the oldest and most deeply entrenched aspects of our cultures. This fact alone is why people find it so hard to change, and then enjoy, the food they eat to become leaner and healthier. What we do, is who we are and food is a huge part of everyones identity.

The difference between those who succeed and those who don't is won or lost before they even step into the gym or kitchen. Your mindset, how you think about food, will be the difference to achieving fantastic, mediocre or minimal results.

Changing the body is actually very easy. Your body will simply respond to the actions or habits of diet, activity and lifestyle it 'encounters'. The hard part is ***deciding*** to change, ***committing*** to actions that will bring about change and being ***consistent*** in completing those actions.



When it comes to nutrition and eating habits we all tend to be tied to cultural confinement.

I have lived in 4 different countries and travelled to 45 additional countries. I've enjoyed and savoured my experience... a big part of that was through enjoying local meals - the smells, flavours, interaction, acceptance... when you eat a durian in Vietnam you're both laughed at and embraced! My first time learning how to eat with chopsticks in Japan in 1995, bonding over Soju in Seoul, turning red when slurping down a very spicy goat stew in the Rajasthan desert, a relaxing morning tea and Börek on a Turkish gulet are all unique and wonderful memories.

However, my most memorable times are in Vietnam where food isn't nutritional, it really is a part of the fabric of life, family and love. Entire regions can be solely known for there specialty dishes... Sa Pa creates my favourite meals with Ha Noi a close second. My point is we grow up eating culturally (foods that were available historically in the region) and this creates the habit of foods we choose. When I say "Breakfast" you automatically have images of what that meal is in your mind:

- Vietnam = Pho (noodle soup), Banh Mi (baguette), Bun Bo, Bo Kho (Braised Beef), Chao Long (congee/porridge), Com Suon (grilled ribs, pork skin, Vietnamese pork sausage, and egg)



- Japan = Miso soup, Dorayaki (two pancakes with a sweet, red bean paste in the middle), Tamago Gohan (rice, egg yolks, soy sauce, and sesame seeds)
- Mediterranean:
  - Lebanon: bulgur or barley + milk + cinnamon + honey + fruit
  - Spain and Italy: toasted bread + soft cheese + fresh fruit or freshly squeezed fruit juice
  - Greece: traditional bread + olives + cheese
  - Syria: tahini yogurt with chickpeas + pickles + sliced radishes
  - Morocco: fried egg in olive oil + soft cheese + olives + flatbread
- France = coffee & pastry (croissant, Pain Au Chocolat, cruller donuts, toast roll ups, etc)

It's hard to change these habits, as we have grown up eating these meals and it becomes a part of who you are. To lose weight and feel your best there may be better nutritional options. Meat and nuts, vegetable shake, salad, healthy oil or water/fasting, for example.



Food and food habits as a basic part of culture serve as a focus of emotional association, a channel of love, social interaction and community. They are

hardwired into us and must be consciously assessed to whether or not these foods and habits are helping you achieve you health and fat loss goals.

In Asia, especially, the sharing of food symbolises a high degree of social intimacy and acceptance. The idea of measuring out individual portion sizes at every meal time to track calories can be a very difficult task, as the meal is shared. Unlike in the west where we have individually plated and served meals.

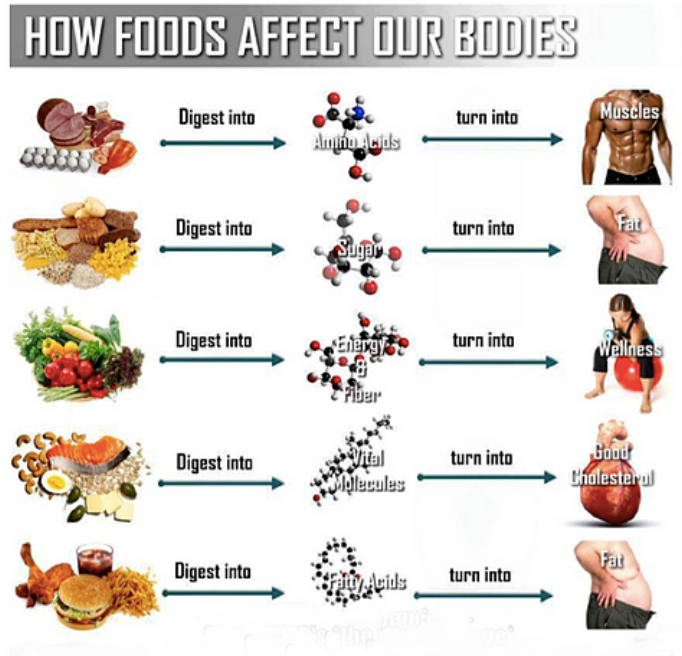
Social norms/expectations, food as an identity, and entrenched behaviours are why it is so hard to change your eating and lifestyle habits?

It can take real effort to alter your habits. The first step is to understand the difficulties you'll face and then make a plan to combat those difficulties. Working on your mindset is essential in the initial stages of choosing better food options and implementing healthier habits. Try to look at food from a nutritional point of view.

Nutritional Point of View

All the food we eat is broken down into its smallest molecule for absorption and assimilation by our body. Obviously, this is a very complex process but we only need to think and assess it on a very basic level to help you achieve your health and fat loss desires.





Good nutrition or eating smart does not need to be complicated. Simply choose and eat foods that nourish and fuel your body in a healthy way. The image above illustrates this point very simply. Everything we eat & drink is broken down into its simplest molecule by our digestive system and then absorbed to provide energy and/or build new cells.

To effortlessly lose fat, improve health and have boundless energy you need to focus on consuming *MORE* protein rich foods (amino acids), fibrous vegetables (energy & fibre) and healthy fats (vital molecules) and *LESS* starch/refined grains (sugar) and fast food/deep fried/processed junk (fatty acids).

How do you put this into practice? Well... instead of having cereal or croissant for breakfast replace it with a vegetable shake, omelette, salad with nuts and seeds, etc. If you are unable to break away from cultural foods then simply try to change the portion size of the nutrients within the meal.

In Vietnam, for example, Pho is a breakfast favourite and deeply entrenched in their culture. Pho generally consists of, approximately, 70% noodle (starch/sugar), 20% vegetable (energy & fibre/wellness) & 10% meat (protein/amino acids).

You can keep the same flavours while improving the nutrition of Pho by reducing the noodles (sugar = fat) to 30%, increasing the vegetables (energy & fibre = wellness) to 50% and adding more meat (amino acids = muscle) to make up 20% of the meal. Flavours are all the same but the meal will have a greatly improved impact on your health and fat loss.

If you can open your mind and think of food from a nutritional view point you will be able to make better choices for your specific goals. You can see, via the Pho example, how easy it is to still eat culturally but with the purpose to improve your ability to effortlessly lose fat, enhance your health and have boundless energy.



07 Cheat Sheet

Throughout the book I have given you clear tips, actions and guidelines to implement for each section that will help you feel good while losing weight. The Cheat Sheet is a summary of those tips... a chapter you can scan to refresh your memory on what actions to take.

Many of the actions are duplicated in a number of the different chapters. These are the most important because they have a large impact and benefit on many different aspects and areas of your body. If you see duplicate actions/tips then these are the ones you want to prioritise:

Essential Nutrition:

1. Avoid Processed food
2. Improve gut health
3. Eliminate foods you know you are intolerant to
4. Limit Stimulants
5. Limit Alcohol
6. Eat Green (50% minimum plate portion)
7. Drink enough water

Essential Lifestyle:

1. Improve sleep quality
2. Reduce stress
3. Take action to manage stress (meditation, float tank, massage, socialise/laugh, etc)
4. Avoid toxins and chemicals
5. Eat slowly and mindfully

Estrogen:

- Ensure you have adequate levels of:
  - magnesium
  - vitamin D3
  - selenium
  - zinc
- Avoid exposure to chemical estrogens by using natural personal care products
- Avoid canned foods
- Eat quality products free from pesticides
- Eat green
- Avoid or limit alcohol
- Get adequate Omega-3
- Eat high fibre
- Eat low carb
- Improve gut health

Hunger:

- Drink enough water
- Reduce stress
- Get quality sleep
- Eat low GI nutrient dense foods
- Limit fructose
- Stop large calorie restrictive dieting

Stress & Belly Fat:

- Quality Sleep
- Correct Cardio
- De-stress
  - Yoga
  - Meditation
  - Have regular massages
  - Have a Float Tank session
  - Eat antioxidant-rich foods
  - Consume adequate omega-3 fatty acids
  - Laugh
  - Spend time in nature



Blood Sugar Control:

- Eat whole, high fibre foods
- Limit sugary & high carb foods
- Only eat sugary & high carb (high GI) food after exercise / activity
- Avoid processed foods
- Consume apple cider vinegar
- Drink Matcha Green Tea
- Add herbs & spices to your cooking/meals:
  - fenugreek
  - turmeric
  - ginger
  - garlic
  - Cinnamon (1–6 grams)
- Take a supplement:
  - Chromium
  - berberine
  - magnesium
- Get good sleep
- Reduce or manage stress

Energy & Chemicals:

- Detox Regularly
- Increase Antioxidant Profile
- Eat Grass Feed, Fresh Locally Grown, Organic and Free Range Produce
- Improve Liver Function
- Use Natural Cleaning & Personal Products



Final Words

Your results aren't diet dependent. They're ***behaviour dependent***. Typical calorie deficit only plans make you feel so bad; hunger, cravings, tiredness.... that it is almost impossible to stick to them. If you focus on hormone balance and learn to eat intuitively you will feel good and therefore much more likely to stick with 'the plan'.

Maintaining a healthy body (including a healthy body weight) is about developing consistent, sustainable daily habits that help you positively impact "energy in" and "energy out."

To get the best results from your effort and make fat loss, health and wellbeing effortless you need to look after your body on a hormonal level. Understand the relationship between what type of food (calories & nutrients) you eat and how your body is going to ***process*** or hormonally react to that food.

Energy IN vs Energy OUT is how you lose or gain weight... hormone balance is about how you feel during the process.

Hormones also influence where on your body fat is stored and cause you to have stubborn fat stores that simply will not be lost no matter how much you eat.



Feeling good is the key to effortless weight loss, health and boundless energy... If it makes you feel good you will not want to stop.

I hope this brief E-Book has helped you gain a deeper understanding of nutrition - the NEW AGE OF NUTRITION - and that you can use that new found knowledge to make positive change in your life.

If you'd like more help and further education checkout the links in the Resources chapter for the **BE-LEAN** and **THRIVE with Phil** memberships. These memberships give you everything you need to succeed... and feel good in the process.

Using my Body Expert Systems you can take advantage of my knowledge through personalised or community coaching as well as through our remote online programmes.

Most importantly, stay focused and don't get discouraged! Decide on a series of small goals and work towards improving your diet and incorporating more movement into your day. Small changes can yield incredible results.

You can do this!

All the best,
Coach Phil



Resources

If you're struggling to lose weight and get in shape or have low energy, checkout my coaching community and programmes.

Maybe you're doing ok but want to achieve more and become more. My online coaching service gives you the ***knowledge*** you require, the ***support*** you need and the ***attention*** you deserve.

Below are some links to my specialised coaching and education areas that will make you succeed in gaining health, getting in shape, defy ageing, increase productivity and have boundless energy

1 - BE-LEAN Nutrition Plan (click here):
My BE-LEAN plan teaches you the WHAT, WHY and HOW to effortlessly lose weight, have boundless energy, as well as fight ageing and disease. The BE-Lean Diet has helped 1,000's of our clients lose a ton of fat, increase energy and feel amazing.

This back to basics fully nutritious plan will have you LEAN and feeling great in 4 weeks!!!



2 - BE-LEAN Coaching Portal (click here):
The **AWARD WINNING** Digital Fitness Platform & Coaching Service that builds LEAN Age-Proofed Physiques WITHOUT wasting your time & effort! A small one time payment for lifetime access...

3 - Online Workout Programs / Coaching:
>>> click HERE for FULL list of ONLINE COACHING Programs
Affordable, properly design training programs that will make your body THRIVE... look good, have boundless energy and move well at 30, 40, 50 and beyond.

4 - Website Blog:
>>> take me to the BLOG... click HERE!
Amazing recipes and articles on all topics health, productivity, pregnancy, workouts, nutrition, longevity, etc. Great information to help you make informed better choices and habits.

5 - Instagram: @THRIVEwithPhil
Connect and FOLLOW Coach Phil to receive the best support, motivation, advice in real time.

6 - YOUTUBE:
>>> click HERE to visit THRIVE with Phil channel
Informative videos to improve quality of life, optimise your brain, have boundless energy, effortlessly lose weight and all round THRIVE. Sample workouts are also available.



If you want to learn more about the concepts mentioned in this book and how to optimise your exercise regime below are some additional links to resources that I believe will help you:

>>Charles Poliquin:
Optimise Estrogen Metabolism

>> Johnathon Bailor:
SANE diet methodology

>> Zoe Harcombe:
Stop Counting Calories & Start Losing Weight

>> Sleep Importance:
Sleep An Essential Macronutrient

