

Table of Contents

Preface

The Story	6
70:20:10 Rule	9
Other Diets	10
Weight Loss Vs. Body Composition.....	11
The Three Principles: Quality, Quantity, Timing.....	14

Introduction

Food On Planet Earth	16
Physiology Of Food And Burning Fat.....	19
Insulin Response	21
Glycemic Index And Glycemic Load	22
Food As A Blueprint.....	24
Supplementation	26

Principle #1: Quality

Macronutrients-This is the foundation!.....	29
Micronutrients	33
Sugar: The New Fat.....	34
Nutrient Density vs. Empty Calorie Food.....	36
Reading Food Labels.....	38
Bread	40
Organic Food Mistake	42

Principle #2: Quantity

Don't Count Calories, Count Macros.....	45
It's All Just A Math Equation: $2+2+1=5$	47

Principle #3: Timing

Starvation (Skipping Meals).....	52
Six Small Meals A Day	54

The Strategies

Four Types Of Food	57
How To Cheat	59
Eating at Restaurants	60
Sabotage or Support.....	64
The Top Ten Rules To Succeed.....	66

The MacroNutrient Diet Plan: Three Phases

Phase Preparation	75
Phase 1	79
Phase 2	84
Phase 3	90
Maintenance Phase	96

Exercise

Your Exercise Plan.....	98
Phase 1	101
Phase 2 & 3	105

Resources

Serving Size	110
List Of Approved Carbohydrates.....	112
List Of Approved Proteins.....	114
List Of Approved Fats.....	115
Sample Recipes.....	116
Products To Buy - Amazon Store	128
Dr. Lundell's Heart Disease Article.....	130
Get Started - Contact Us	135
Digital Resources	136
Before And After Photos	137
Body Composition Analysis Worksheet.....	138
Research.....	140
Meal Macronutrient Worksheet	141

Tables

Table 1 - Body Fat Percentage for Men and Women.....	12
Table 2 - Glycemic Index and Glycemic Load	22
Table 3 - Empty Calorie vs. Nutrient Dense Food Comparison	37
Table 4 - Reading Food Labels.....	38
Table 5 - Conventional Farming vs. Organic Farming.....	42
Table 6 - Shake Comparison.....	47

Other Diets

Knowing that diet is so important, why choose this one? Hopefully you will see that every diet is really just a macronutrient diet. The difference is that other diets attempt to make it so simple as to assume you don't have the capacity to learn about food. That's why you see things like counting points, or eating frozen, prepared meals. The thinking, understanding, and work is already done for you by someone else. Although these methods do create effective habits, and do work to help you lose weight in the short term, the problem is that these methods are unsustainable over time.

You need to face the fact that learning about your body and about the food you eat or feed your family, is necessary if you plan on maintaining healthy habits for the long haul. Knowing that diet has so many implications for preventing disease and feeling healthy, that it is worth the time and energy to start now.

Take Away Message

All kinds of diets work! That's because all diets come down to the same principles! What you will learn in this book are those principles!