

A halved avocado, a halved lemon, and two carrots are arranged on a wooden cutting board. The avocado is cut in half, showing the green flesh and brown pit. The lemon is cut in half, showing the yellow segments. The carrots are whole and orange. The background is a wooden surface.

Nutrition 101:

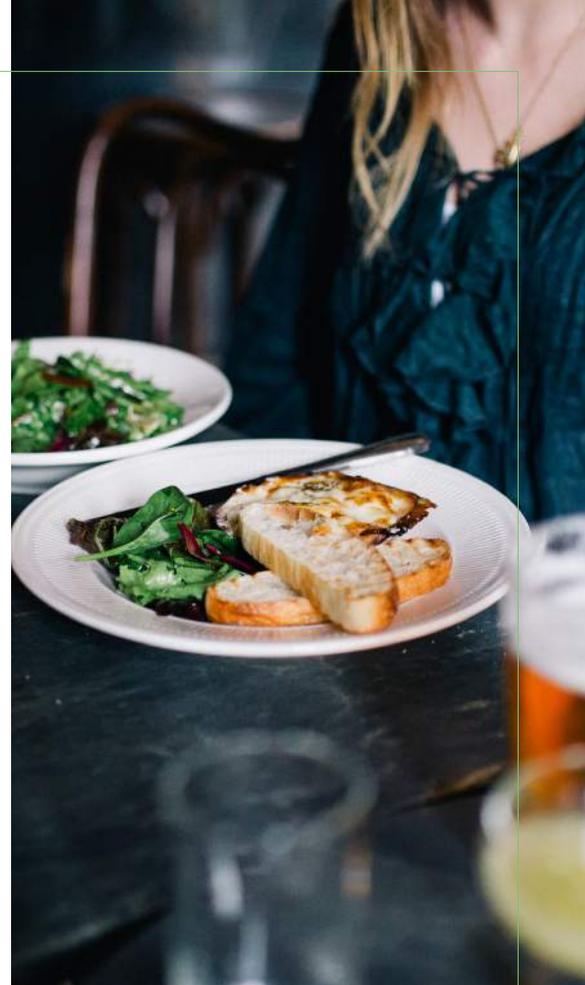
Abs are Made in the Kitchen

Nutrition 101:

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No matter how many hours you put in at the gym, you're not going to bring out your muscles and definition unless you have the right diet. With advice from our health and fitness experts, this e-book will start you on your journey to eat clean and get lean.

- Learn why eating clean is more effective than the latest celebrity diet
- Discover the easiest way to lose weight, while retaining muscle
- Find new and tasty ways to flavour your food with body-friendly spices
- Lower your body fat with a few simple diet changes
- Eat nutritious and tasty foods that leave you feeling fuller for longer
- Bring out your shape and definition with the clean eating method



You train hard in the gym. You do cardio whenever and wherever you can. You stretch to improve your flexibility. However, all your hard work building your dream body will go to waste if you have poor eating habits.

Ever heard the phrase 'abs are made in the kitchen'? What this means is that you can lift weights and do cardio five times a week, but unless your nutrition is up to scratch, you won't lose fat and your sculpted six-pack won't show through.

Nutrition can be defined as the process of providing your body with the food and liquids necessary for health and growth. Unlike dieting, which is often associated with restricting calories, short term weight loss and miserable hunger, nutrition is a long term solution to reducing your body fat while remaining healthy and strong.

Throughout this e-book you will get professional advice from our nutrition expert. Drawing on the latest food research and years of experience, you will learn how to shed fat, retain muscle and revitalise your health, simply by changing the foods you eat.

Dieting vs Eating Clean

When it comes to achieving your ideal figure, it is tempting to think that the solution is to go on a diet. Whether it is Atkins, Clean 9, cabbage soup or baby food – all of these diets involve very strict restrictions on what you can eat, as well as a massive cut in calories. While you will lose weight with these diets, the weight you lose will be made up of both fat and muscle, and you're likely to experience a number of issues, such as mood swings, extreme hunger, disrupted sleep and low energy as a result.

Rather than going on a diet, make it your mission to eat clean instead.

Eating clean means following a nutrition plan which is healthy and filling, allowing you to reduce fat and enrich your body with essential vitamins and minerals at the same time. Whereas dieting involves removing certain foods entirely, eating clean is about replacing sugary, fatty,

high glycemic foods with something far more nourishing.

Eating clean is also super simple to follow and easy to maintain in the long term. Dieting can be complicated, particularly when you have to read food labels and spend time calculating points or calories, but eating clean means you only have to count your calories once and then you can eat simple yet delicious meals every day.

Sounds too good to be true? Read on to find out how eating clean really works...



Correct Calories

In order to reduce your body fat and bring out the muscle definition you've been working hard on, you have to be eating the right foods at the right amount of calories. The guideline maintenance calorie amount for men is 2,500 and 2,000 for women; however you can't shed the pounds without eating at a slight deficit to this.

In order to eat fewer calories and avoid the pangs of hunger, you should be aiming to make small reductions to your calories so your body can adjust. And when we say small, we mean small – for men aim to shave off 300 calories (down to 2,200 cal) and for women aim to reduce by 250 calories (down to 1,750 cal).

Once you've established how many calories you can eat while on your quest to become shredded, it is time to start thinking about the food!

Eating clean means no ready meals, no convenience foods, no traditional snacks and definitely no fast food! Instead, look to eat whole and natural foods, free from artificial colourings, flavourings and sweeteners. Because these foods aren't packed with preservatives and chemicals which add on extra calories, you can eat much more of them, which will leave you feeling satisfied for longer.

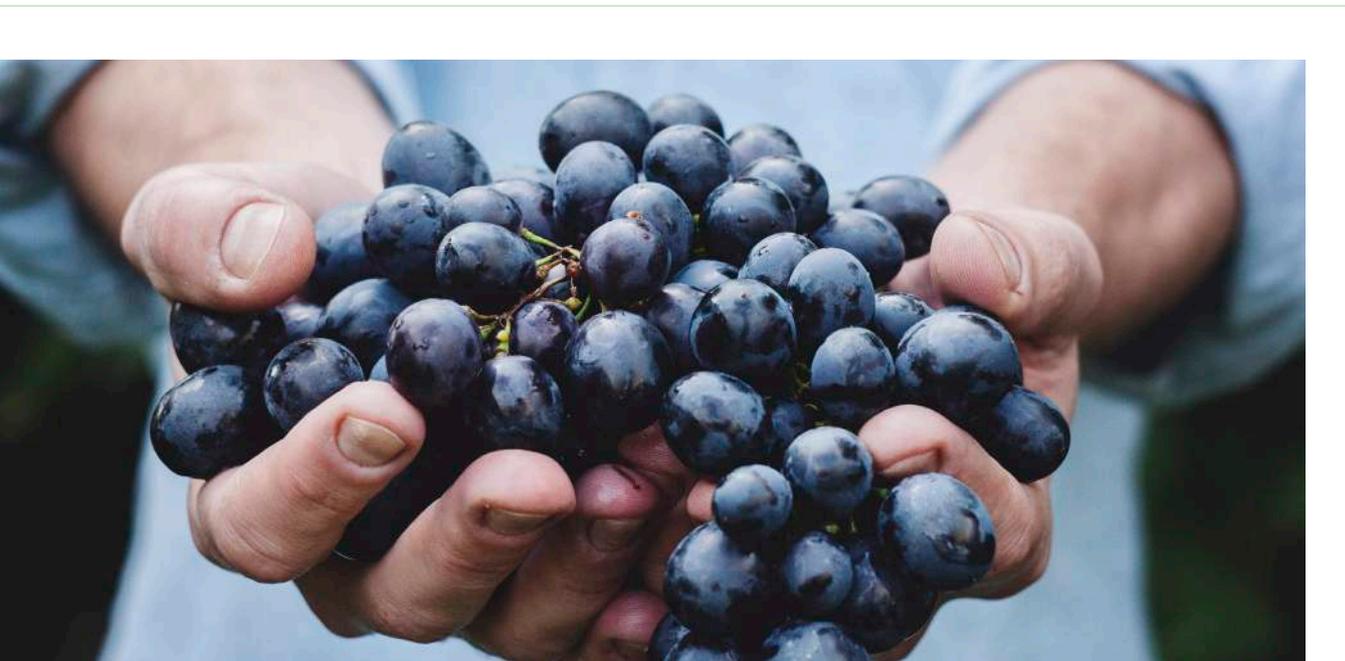
Start thinking about your nutrition in terms of macros and split those up throughout your day. Macros are fats, proteins, carbohydrates and vegetables; the building

blocks of your best body ever. The good thing is that you can mix-and-match each of these, so you can eat something new and exciting every day.

Here's a handy clean macros reference chart for the next time you're shopping:

Fats	Proteins	Carbohydrates	Vegetables
Avocado	Chicken	Sweet potato	Broccoli
Almonds	Turkey	Quinoa	Spinach
Cashews	Fish	Brown rice	Kale
Sunflower Seeds	Lean steak	Oats	Edamame Beans
Flax Seeds	Lean beef mince	Blueberries	Collards
Oily fish (salmon, cod)	Protein powder		Chard
Eggs	Eggs		

The fats you'll be eating are unsaturated fats, which are great for lowering your cholesterol and giving your skin a healthy glow. Similarly, the carbs you'll be eating will be 'complex' carbs, otherwise known as low glycemic carbohydrates. These are designed to be slowly digested and prevent spikes in your blood sugar levels. Lean cuts of protein will help your muscles to recover after a workout, but they also have the fat-burning effect of being thermogenic – meaning that it takes 30% of the energy consumed while eating them, to break it down.



Six Square Meals

So you know the types of food that will help you to eat clean, but when should you eat those throughout the day? Although we've had it drummed into us from a young age that we should eat three square meals a day, there is some evidence to suggest that six small meals a day is more beneficial for losing fat and gaining muscle. According to the Medical Research Council's Human

Nutrition unit, eating six meals a day is more beneficial for losing fat as it allows your digestion to work more efficiently throughout the day, stabilizing both your blood sugar and energy levels.

We now have six meals a day to fill with lots of different foods! A good way to split your carbs, proteins, fats and vegetables looks something like this:

Meal	Macros	Meal Suggestion
Breakfast:	Carbs/Protein	Oatmeal and scrambled eggs
Mid-Morning Snack:	Protein/Fats	Almonds with cottage cheese
Lunch:	Protein/Fats/Vegetables	Chicken, avocado and spinach
Mid-Afternoon Snack:	Carbs/Protein/Vegetables	Brown rice, turkey and broccoli
Post Workout:	Carbs/Protein	Protein shake with blueberries
Dinner:	Protein/Fats/Vegetables	Steak with eggs and asparagus

Once you've split up your macros into six different meals, to make sure you're within your calorie limits for the day, you're going to have bust-out the calculator! Start by writing down how many calories you want for each meal. You'll probably want to have more calories in the morning and before your workout, to provide plenty of energy, but fewer calories when you're not moving much at work or when you're resting in the evening.

You can then look up the foods you've chosen, find out their calorie amounts and then figure out how many ounces/grams of that food you can eat. It takes a little bit of calculation and adjustment to get it spot-on but once you've worked out those amounts, you never have to do it again!

If you don't want the hassle of calculating your macros and calories, reach out to one of our qualified personal trainers and nutritionists that can do it on your behalf. They will be able to create a custom nutrition plan for you that ensures that you shed fat and tone-up.





Hail Hydration

If food is the ab builder, water is the ab maintainer. Staying hydrated is key to toning up, as it keeps your body in top physical condition, increases your metabolism by up to 30% and helps to flush out toxins. By aiming to have 2-3 litres of water a day, you will adequately hydrate your body so it can perform at its peak.

Water isn't the be all and end all, however. You can also get your hydration from green tea, which contains epigallocatechin gallate (we just call it EGCG!) – a natural chemical that increases fat burning. Not a fan of green tea? Try Rooibos instead. This tea from Africa has incredible detox properties, which will nourish your physique from the inside.

Although you may feel hydrated after drinking a carbonated drink, such as Coca-Cola or Sprite, these liquids can contain as much as 39 grams of sugar per can and 140 calories! These empty calories have no nutritional content, so try to swap your can of fizzy drink for water, tea or even a protein shake instead.

Spice of Life

Not sure that eating clean will taste as good as that ready-made macaroni cheese that's calling you from the freezer? Many people fall into the trap of making their healthy meals incredibly bland, even though there is a wealth of herbs and spices that can help you to strip away the fat and make your food taste delicious.

Cinnamon, for example, helps to control glucose levels and slows the rate at which your stomach empties, helping you to feel fuller for longer. It is also the ideal sweet heat for your morning oats!

Cumin also has secret ab-defining powers too. Scientists from Shahid Sadoughi University in Iran, performed a study which showed that those who ate a teaspoon of cumin a day lost more weight and body fat than the control group. Better still; the cumin group also experienced greater improvements in blood fats and cholesterol levels!

Cayenne pepper is also a known super-seasoning, with the power to curb cravings. The compound capsaicin is what gives chili peppers their kick, but it also known to increase calorie burn and reduce cravings for fatty and sweet foods. Add it to your next chicken stir-fry to add some flavour and some additional fat-burning!

Ripped and Ready

You've worked out how many calories you should have per day, developed your six-meal nutrition plan, and figured out how to make your new clean meals taste amazing. Now all you have to do is eat!

The key thing to remember with eating clean is that you have to be patient and consistent. We all want washboard abs in a matter of days, but if you shed fat steadily over a few months, you will achieve them in a healthy way and be able to maintain them for longer. You'll also avoid the side effects of yo-yo dieting, which can cause you to put on more weight than you started with!

If you find your motivation waning and your stomach pulling you towards a big plate of pizza and fries, feel free to get in touch with our expert team of personal trainers and nutritionists. As well as being able to craft your personal nutrition plan, they're also well qualified to provide you with the support and encouragement you need to keep eating clean, no matter what life throws at you.

