

INSTASHRED

MY FAVORITE SHOPPER



**MY
FAVORITE
SHOPPER**

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Introduction

I was at a local internet café when I overheard two elderly men chatting on a table beside me.

“I just don’t get it,” one said. “50 years ago, everyone you saw looked slim. Now it’s like everyone is overweight.”



The other guy sipped his coffee and leaned in closely.

“It’s that obesity problem. Now I even worry for my grandkids’ health. The kids I see at his school look way bigger than they should.”

I couldn’t help but nod in agreement.

Look across all ages today, and you’ll see that most people are carrying around way more fat than their body needs.

According to the National Health and Nutrition Examination Survey, more than 2 in 3 adults are considered to be overweight or have obesity.

But no one chooses to be fat. So how do we wound up getting here?

Unlike what most people think, it's not simply because we're overeating.

It's not that social media has got us sitting on our bums.

The problem is much deeper than this—and that's what this short book is all about.

I'm going to uncover the root cause of what's making all of us fat. Then, show you how to go about achieving the fat loss you've always desired.

I'm going to show you how to lose weight the right way.

By picking up this book, you've already made a big step towards the body and health you love—congrats!

Chapter 1

Ready for fast, effective fat loss?

Do you hate the body you're in?

Do you...

- Cringe at the sight of your body when you look in the mirror
- Avoid taking pictures
- Worry about being judged
- Wear clothes that hide away your real shape
- Feel like rubbish on the inside
- Feel tired throughout the day
- Avoid going out with friends

- Feel miserable in the body you're in
- Feel powerless in trying to lose weight
- Fear getting naked in front of your spouse
- If you answered yes, then it's time for a change. Read on.

Ready to get in beach shape?

Imagine this: It's a warm summer's day at the beach with your friends.

You're in your swim wear with your shirt on.

You get up from your spot, and dust the sand off your strong, toned legs. You slip off your t-shirt, and proudly walk down to the shore.



As you walk, heads start to turn.

Girls can't keep their eyes off you.

You feel secure in yourself, carefree of what people are thinking as you walk by.

And it's all thanks to that healthy, muscular, ripped body you've worked hard for.

Can you imagine how GREAT this is going to feel?

To some, this might sound a bit like a long shot.

"How could I ever find the courage to stroll around a beach half naked?!"

As someone who's struggled with his weight for years, I'm here to tell you that you CAN.

You can achieve the healthy, fit, sculpted body you've always dreamt of.

And you can achieve this without the strict dieting, counting calories or spending hours at the gym.

Just imagine what it would feel like to:

- Lose weight without giving up your favorite foods

- Notice amazing changes in your body in the first week
- Burn fat quickly, naturally and sustainably
- Never again feel tired or cranky
- Wake up each morning with a deep sense of joy, happiness and pride
- Fall back in love with who you see in the mirror
- Claim back that sexy, youthful figure you once had
- Confidently strut around the room naked in front your spouse
- Slip into that gorgeous outfit you've always wanted
- Burn away fat in the most stubborn areas

This short book is going to show you how to achieve all of this and more.

But first, we must start by identifying the root cause of what's making all of us fat in the first place.

Chapter 2

What is Making Us Fat?

Is fat really the enemy?

If you've ever tried to lose weight in the past, you may have fallen for the notion that the more you eat, the more you gain weight.

Overeating is very much a real thing, and there are cases where it can lead to weight gain.

Where the misconception lies is believing that to lose weight, you simply have to eat less.

If that were the case, then most professional athletes—athletes who regularly consume huge amounts of calories—would be excessively overweight!

Eating less doesn't necessarily lead to fat loss. And eating more doesn't necessarily lead to weight gain.

Rather, it's the type of foods you consume which ultimately determine whether you go up or down on the scale.

So, what type of food causes weight gain?

For many of us, we point the finger at fat.

Since the early 70s, Americans have been led to believe that the reason why they're fat is because of, well... fat.

It's been plastered all over the media.

Pick up any men's health magazine, and you'll see some kind of "low-fat" diet being shoved in your face.

But is fat really the bad guy?

Take a look at the hard facts, and you'll realize that fat is more of our friend than foe.

In fact, natural fats like avocado, nuts, eggs, and olive oil are essential for the body, and have been even proven to help you BURN fat.

Our body NEEDS fat to function optimally.

In no way is fat the main cause to why a lot of us struggle with our weight.

And it's a shame food companies continue to reinforce this misconception through low-fat diet plans. (Which, as you'll soon find out causes you to gain even MORE weight)

Get it out of your head that you need to cut fat out to lose weight.

Fat is not the enemy.

The real enemy is something many of us consume.

It tastes great, and is loaded in so many of our Western foods.

We know it's bad, but many are blind to just how dangerous it really is.

I'm talking about ADDED SUGAR.

And it's causing a whole load of health problems in the US today.

How did sugar enter the Western diet?

Back in the 70s, the rate of heart disease shot up in America.

Research around that time concluded that fat was the primary cause.

Americans were eating too much fat which made them gain weight, and in turn increased their risk of heart disease.

Since fat was the demon, the “obvious” solution was to tell the public to stop eating fat.

So food companies heavily cut out the fat, and along came the new era of “low-fat” foods.

There was just one problem: these foods tasted bland.

So to improve the taste, can you guess what they did?

That’s right: they added more SUGAR.

During this time, a new discovery was found in Japan: High-Fructose Corn Syrup.

This is a type of “artificial” sugar made from corn syrup.

Not only did it taste exactly like table sugar, but it was CHEAP and EASY to produce.



To keep costs low, food companies started using High-Fructose Corn Syrup as a replacement for table sugar.

And once it entered America’s food supply, there was no going back.

People kept eating more and more fructose.

And the more they ate, the more PROFIT these food companies pocketed.

Between 1970 and 1990, Fructose consumption had increased by 1,000%.

Americans had gone from eating ample amounts of sugar to monstrous amounts of artificial High-Corn Fructose Syrup.

Today, 75% of all food and beverages in the US contain added sugar. And a lot of that is High-Fructose Corn Syrup.

You can find it in almost anything from bread and cereals to baked goods and even tomato ketchup.

It's the sweet poison that's making you sick and fat.

The dangers of High-Fructose Corn Syrup

So why are we so hooked on this toxin?

For one, it tastes really good.

But another reason is because of just how difficult it is to find foods without High-Corn Fructose Syrup.

It's everywhere—even in the foods you'd least expect.

Did you know that two spoons of barbeque sauce contain up to 9 grams of added sugar?

What about a tin of baked beans? Eat one cup and you've just consumed over 4 teaspoons of sugar.

Or those "low-fat" yoghurts which usually contain over 40g of sugar.

Even protein bars that you'd consider healthy contain over 15 grams of sugar (which basically is like eating a chocolate bar).

Simply put, you can find High-Fructose Corn Syrup in almost every processed food in our western diet.



But where it's most prevalent is in those fizzy drinks. Those sugar-sweetened beverages.

On average, 5 in 10 adults in the U.S consume 145 of their calories from sugar-sweetened beverages. That's just below a can of Coke per DAY.

66% of children consume sugar-sweetened beverages daily. For adolescents, this number rises to 80%.

It seems as though no matter what age you are, people are ingesting this toxin in extremely unhealthy amounts.

We're drinking our way to a life of misery, weight gain and disease.

And it's the root cause of so many health problems today in America.

Studies have shown that eating high amounts of High-Fructose Corn Syrup can lead to obesity, fatty liver disease, heart disease, diabetes, cancer and other severe health problems.

We know sugar isn't good for us. But why aren't we doing anything about it?

To help you understand, let's take a quick look at the science behind fructose and its effects on our body.

What is fructose?

Before sugar slithered its way into our diet, humans rarely consumed high amounts of fructose.



Fructose is the natural occurring sugar you get from fruit. And it makes up about 50% of refined sugar.

Now, fructose itself is not bad. Many whole fruits contain fructose, and eating them won't cause you any harm.

Fruits come with a lot of fibre and water, which help to regulate the amount of fructose your body absorbs in a given time.

Where things become dangerous is when you ditch the fibre and eat the fructose by itself.

Let me explain.

When we eat glucose, a natural sugar, every organ in our body uses it as energy.

Once the majority of glucose is absorbed, around 20% of its calories is stored in the liver as glycogen.

But with fructose, things are different.

Unlike glucose, fructose can only be metabolized by the liver. The liver turns fructose into glucose before it can be used as energy.

When we consume excessive amounts of fructose, things become chaotic.

The liver starts turning fructose into fat, and starts to develop a resistance to leptin, a.k.a the “starvation hormone.”

Leptin is a protein that basically tells your brain when to stop eating.

When it stops responding, the brain doesn't record that sugary donut you just ate. The brain just thinks you're starving.

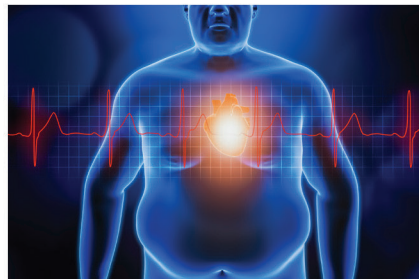
So you're more likely to binge eat on those sugary goods. This is why you can scoff down a pack of cookies but still feel empty inside.

What's more, too much fructose increases the levels of ghrelin in the body.

This causes us to feel hungry (even though we just ate) and eat more calories than our body needs.

This is different to consuming the fructose in fruit. Where a whole apple would be filling, a can of Dr. Pepper has no satiety, causing you to drink more.

This only fills your body with excess sugar and energy, which eventually gets turned into fat.



To make matters worse, excess fructose causes the liver to develop a resistance to insulin. This is also known as insulin resistance.

In an attempt to cut off the excess supply of fructose, your cells go in “defense mode” and switch off.

They stop responding to insulin.

This places a heavy burden on the pancreas, which now has to work harder to pump more insulin into the bloodstream.

Further, the breakdown of fructose in the liver produces uric acid.

Too much uric acid in the blood causes gout, a condition that causes pain in joints.

The health complications that follow are detrimental, and in many cases life-threatening.

Excess fructose leads to metabolic syndrome, such as diabetes, high blood pressure and obesity.

It puts you at much higher risk of getting a stroke, heart disease, cancer, chronic inflammation, and many other hard-to-reverse problems.

All sugar is really good for, if anything, is giving us that initial spike of energy.

But even this ALWAYS gets followed by a huge “crash” that leaves us feeling empty, tired and in need of another sugary treat.

As previously mentioned, a lot of the fructose we consume comes from processed foods.

Studies have shown that we’re likely to consume about 500 more calories per day on a processed diet.

Again, fructose isn’t necessarily bad. It’s when we consume it in large amounts that things become problematic.

If only we could just wave a wand and stop eating sugar forever. Sadly, it’s a lot more difficult than that.

It turns out that sugar also has another built-in feature that a lot of us aren’t aware of.

It's ADDICTIVE.

How is sugar addictive?

Here's a startling fact:
Did you know that sugar
is just as addictive as
cocaine?



When you think of both
substances, it's hard to
picture them having the same effect on the brain.

But research on rats from Connecticut college has found
that sugar has the same effect on the brain as opioid
drugs.

How? When you eat sugar, your brain triggers the release
of dopamine.

Dopamine is a neurotransmitter that plays a key role in the
reward center of our brain.

That release of dopamine is experienced as a pleasurable
“high” in your body.

But—just like any other drug—this high doesn't last forever.

As you eat more sugar, your tolerance rises, and the brain releases less dopamine.

So in order to experience that same high, you need to consume MORE sugar than you did before.

At the same time, depriving ourselves from sugar causes withdrawal symptoms.

These symptoms can manifest in the form of a headache, cravings, depression, irritation, bingeing, and other behavioral problems.

This is why it's so hard to simply drop sugar for good.

For many people, these symptoms are just too painful to bear, so they'd rather eat more sugar as a short-term escape.

But this only perpetuates the vicious cycle of eating more and more sugar.

Sugar is sweet, but it's also poisonous—both to your body and brain.

Types of added sugars

Checking whether a food contains sugar isn't as simple as spotting the words "added sugar" on the label.



Sugar can be refined into different forms with different names.

So it's worth becoming familiar with these different types of sugars before your next visit to the supermarket.

Here they are:

- High-fructose corn syrup
- Honey
- Maltose
- Dextrose
- Maltodextrin
- Sucrose
- Evaporated cane juice

- Evaporated corn syrup
- Modified corn starch
- Malt syrup
- Fruit juice concentrate
- Date sugar
- Dextran
- Diastase
- Diastatic malt
- Ethyl maltol
- Fruit juice
- Glucose solids
- Golden sugar
- Golden syrup
- Grape sugar
- Invert sugar
- Lactose

- Mannitol
- Molasses
- Raw sugar
- Refiner's syrup
- Sorbitol
- Sorghum syrup
- Turbinado sugar
- Yellow sugar

As you can see, it's a pretty comprehensive list.

It's easy to assume you're eating something healthy, just because the words "added sugar" isn't included.

Food companies already know this. And wherever they can, may sneakily replace this word for another sugar-related term on the food label.

What about fad diets?

If you've ever tried to lose weight, you may have experimented with some form of fad diet.

A fad diet is basically an eating plan with restrictions on what you can and can't eat, such as a smoothie diet or the Atkins diet.

Fad diets are extremely popular, and for good reason: they promise fast results without the hard work.

All you need to do is eat whatever is in the diet, and watch the weight drop off.



Sadly, the story hardly ever ends like that.

You see, most fad diets completely eliminate certain food groups, like fats and carbohydrates causing you to feel constantly tired, lethargic, and hungry.

And when we ignore our body's cry for REAL nutrients, the inevitable happens.

You reach a threshold, binge eat, then blame yourself for giving up.

And all the weight you initially lost quickly piles back on.

Fad diets help you to lose weight in the short-term, but they're never a sustainable solution.

Not only are they extremely unbalanced, but they're also very unrealistic.

I'm not sure about you, but I couldn't bear drinking only a smoothie every day for the rest of my life. That's torture!

If you want to lose weight—and keep it off long-term—then wave goodbye to those fad diets.

They're no good for your body or mind, and there's a much easier, sustainable way to lose weight.

Chapter 3

How to quit sugar

By now, you should understand that added sugars are what's keeping us fat and addicted.

So how do you eliminate it from your diet?

The easy answer would be to stop eating sugar. But if that were the case, 40% of the American population would've stopped by now.

Unlike most advice out there, I don't want you to focus your efforts on barricading your diet away from sugar.

Personally, I'm not a fan of focusing on what you don't want.

If you say "I want to avoid sugar" then you're still focused on sugar, and that's not the goal here.

Your main goal is to lose weight and move towards a healthier, energetic life.

That's why instead of focusing on barricading away your diet from sugar...

...I want you to adopt a new way of eating.

- A way that doesn't require any willpower...
- A way that doesn't require you to count calories...
- A way that doesn't foster cravings...
- A way that doesn't place strict rules over what you can or can't eat...

But a way of eating designed to help you FIGHT fat, live longer, reverse disease and take your energy to new heights.

It's called **clean eating**.

And it's your body's number one defense against the nasty effects of eating a high-sugar, processed diet.

What is clean eating?

Put simply, clean eating involves eating food in its most natural form.

It's only focused on eating foods that are whole, raw, organic, and unprocessed.



Picture a grilled salmon with asparagus, as opposed to a cheeseburger with French fries. Or an orange instead of orange juice.

Each meal you eat should come with a balance of carbs, protein and fats.

The reason why clean eating is so successful is because it actually works.

You're giving your body the foods that it needs. Foods that we're genetically wired to eat, as opposed to all the artificial rubbish out there.

When you eat clean, you don't have to worry about counting calories or starving yourself. It's a stress-free way of eating, and you actually enjoy it.

It's the only healthy and long-term solution to losing weight—and the benefits are boundless.

Benefits of clean eating

Just take a look at some of the benefits:

- Fat loss
- Better sleep
- Glowing skin and hair
- Faster metabolism
- Stronger immune system

- Increased energy levels
- Boosted mood
- More happiness
- Better sense of wellbeing
- Reduced inflammation
- Improved gut health
- Better focus, concentration and memory
- Reduced cravings
- Reduced anxiety
- More willpower
- Increased sex drive
- Stronger bones, teeth and nails
- Improved brain health

- Natural detoxification
- Reduced risk of cancer
- Improved digestion
- Decelerated ageing
- Lower risk of heart disease, diabetes, stroke, obesity and heart attacks
- Saved money

Isn't this fascinating?

It's not just weight loss that you achieve. When you eat clean, your entire life changes for the good.

So, how can you get started?

What to Eat v What Not to Eat

Sugar has been weaved into so many of our foods—even the foods you consider “healthy”—making it trickier to distinguish the right foods from the wrong.

So to make it easy for you, I've laid out below exactly what foods you can and can't eat once you go clean.

What to avoid

Sugars:

- Biscuits
- Sweets and chocolate
- Doughnuts
- Cakes
- Ice cream and ice lollies
- Muesli/snack bars

Processed foods:

- Basically anything already prepared at the store, like
- Any takeaway (say bye to McDonald's and Subway)
- Refined carbs like white bread or white pasta

- Crisps
- Yogurt (with added sugar)
- Oven-fried foods
- Sugary cereals

Spreads and sauces

- Honey, jam & chocolate spreads
- Condiments & salad dressings
- Any pre-made sauce

Sugary drinks

- Fruit juice
- Soft drinks
- Flavored milk
- Powdered shakes
- Most alcohol

Unhealthy fats

- Refined oils like vegetable oil, corn oil and canola oil

What to eat

Carbohydrates

- Any vegetables
- Fruit (try to avoid consuming tropical fruit like pineapples and mangos which are loaded with fructose)
- Brown rice, quinoa, oat and buckwheat
- Legumes - chickpeas, lentils, black eyed peas, garden peas, kidney beans, baked beans

Lean meats

- Lean fish
- Lean beef, pork & lamb
- Turkey

Fats

- Olive oil
- Coconut oil
- Pumpkin oil
- Canola oil
- Nut butters
- Raw nuts such as almonds, cashews and pumpkin seeds
- Animal fats
- Organic dairy products

John's story: How he lost 24 kilos eating clean

"At 107kg, I was sick and tired of how I looked in the mirror.

I read in a magazine about the Atkins diet and thought I'd give it a try.

I did lose some weight, but boy was I unbearably hungry. Running only on protein and fats made me feel like a zombie.

I switched to the Dukan diet, but gave up after two weeks. Then I tried juicing, which felt draining and like I was practically eating nothing.

Just as I was about to give up, a colleague of mine at work suggested clean eating.

It's basically replacing all the rubbish foods with whole, organic foods.

Though it sounded promising, I wasn't entirely convinced.

I had already tried and failed so many diets. Who's to say this would be my lucky time round?

But, seeming that I really had nothing to lose, I decided I would give this clean eating thing a try.

I didn't go all in straight away, and I experienced slight cravings at first. But after a week I started noticing some changes.

I was losing weight even though I wasn't counting calories, and felt a dramatic boost in energy. By the second week my cravings went away along with the urge to binge.

The more I saw the scale drop, the more determined I was to try even harder. I paired my new eating habits with exercise, and that's when things really started to take off.

I started going out more with friends and worrying less about how I looked to other people.

Now I'm four months in and weigh 83kg! I haven't reached my ideal goal as of yet, but I've haven't felt so happy in my own skin in a long time. My only regret is not finding out about clean eating earlier.

Clean eating is completely manageable unlike those other diets. And I honestly feel I can live this way for the rest of my life."

Will I crave sugar?

As I previously mentioned, sugar is addictive.

So at the beginning of your clean eating journey, you may sometimes find yourself craving for a sugary snack.

It's going to require some willpower to kick those sugar cravings to the curb.

Just remember that these cravings are temporary, and will eventually go away once your body is in tune with your new eating patterns.

If you can fight that initial urge to indulge, soon you'll realize how easy it is to maintain your healthy habits.

That being said, there are actually other ways to satisfy that sweet tooth without needing sugar.

Let's take a quick look at some sugar alternatives that you can start using today!

Sugar alternatives

The great thing about these sugar alternatives is that many of them taste incredibly similar to sugar, yet are much healthier.

Which means you get to satisfy that sweet tooth AND reap the health benefits!

Here they are...

Stevia

Extracted from a shrub in South America, this 100% plant-based alternative is a great alternative to sugar.

Studies have proven that Stevia aids in lowering blood pressure and sugar levels. Many people claim it tastes even sweeter than refined sugar!

Xylitol

Can you believe this unique chemical compound contains no fructose whatsoever? Extracted from birch wood, corn and fruits & vegetables, Xylitol has 40% less calories than sugar.

As a result, it has a very low glycemic index compared to sugar. Just make sure to keep it well away from your dogs as it can be extremely toxic.

Yacon Syrup

Yacon Syrup only makes up a 1/3 of the calories in refined sugar. Besides having a low glycemic index, one of its biggest benefits is that it promotes feelings of satiety, which helps prevent overeating.

It's not impossible to sweeten up your foods without the need for added sugar. Go ahead and experiment with these fantastic substitutes—you may not feel as if you gave up on sugar after all!

Chapter 4

Clean Eating Recipes

It's common for people to assume that healthy equals 'bland'—but clean eating doesn't have to be this way.

In fact, clean meals can taste insanely delicious when you pair the right foods together.

This is why I've dedicated a section to clean eating recipes that you can get started with. I've focused on keeping each one simple yet mouth-watering.

Super smoothies

These smoothies are a perfect way to start your day off right. Note that each recipe will need to be blended with either water or ice cubes.

The lean green smoothie

You'll need:

- 2 diced green apples
- 1 diced cucumber
- 2 stalks of diced celery
- 1 peeled lime (4 quarters)

The 'berry' nice smoothie

You'll need:

- 1/2 an apple
- 1 teaspoon of chia seeds
- 1 teaspoon of dried goji berries
- 1 handful of blueberries
- 1 handful of raspberries

- 1/3 cup of cherries & strawberries
- 1 teaspoon of spirulina

The blissful banana smoothie

You'll need:

- 1/2 of a medium banana
- 1 tablespoon of crunchy nut butter
- 1 teaspoon of chia seeds
- Milk (coconut, oat or almond)

Don't be afraid to experiment with your own fruit and vegetables. There are so many combinations to explore!

Banging breakfasts

Sausage and Egg Breakfast Bites

You'll need:

- Handful of dark greens

- 1 cup of uncooked, crumbled sausage
- 8 eggs
- A bunch of parsley or fresh herbs

Steps:

1. Preheat the oven to 190 degrees
2. Chop the dark greens into thinner slices, then add them to a medium heat pan for 5 minutes. Drizzle over with oil or butter.
3. Once heated, add the crumbled sausage. Drizzle over a bit of oil, then heat until cooked.
4. Whisk all of the eggs in, then add parsley and other herbs into the mix.
5. Pour the mix into a well-greased pan and leave to bake for 25-minutes.
6. Once cooked, cut into squares of 6 and enjoy!

Mini Egg Omelette

You'll need:

- 4 eggs
- 1 cup egg whites
- 4 broccoli florets
- 1/4 grated cheese
- Salt and pepper
- 1 tsp of olive oil

Steps:

1. Preheat an oven to 350 degrees.
2. Steam broccoli in a lightly watered pan for 7-8 minutes.
3. Once steamed, break the broccoli into smaller pieces and mix in oil, salt and pepper.

4. Evenly add the broccoli mixture to some non-stick cupcake tins
5. Beat egg whites into a medium bowl. Whisk in some salt, pepper and grated cheese.
6. Pour the mixture on top of the broccoli mix.
7. Sprinkle cheddar on top of the mix, and then leave to bake for 20 minutes.
8. Enjoy!

Banana Chia Seed Sushi

You'll need:

- 1 banana
- 1 tablespoon of almond butter
- 1 tablespoon of both chia seeds & poppy seeds

Steps:

1. On top of a piece of parchment paper, lay a mix of chia and poppy seeds.
2. Peel the banana, then spread around it with almond butter.
3. Roll the banana into the seed mix so that it sticks to the almond butter.
4. Dice the banana into slices about half an inch thick.
5. Enjoy!

Divine dinners

Butter Chicken & Seasonal Vegetables

You'll need:

- 2 lb. of sliced chicken breast
- 2 cups of coconut cream
- 3 courgettes diced

- 3 peeled and diced parsnips
- 3 diced red bell peppers
- 4 diced carrots
- 2 stalks of diced celery
- 3/4 cup tomato puree
- 1 tablespoon of grated ginger
- 1 cup chicken stock (beef or chicken)
- 2 tablespoons of tapioca flour
- 1 tablespoon of water
- 1/2 cup olive oil
- 2 teaspoons of ground coriander
- 2 teaspoons of ground cumin

- 2 teaspoons of ground fennel
- 1 teaspoon of turmeric
- 1 teaspoon of ground ginger
- 1 teaspoon of ground dried garlic
- 1/2 teaspoon of cardamom
- 1/2 teaspoon of ground chili
- 1/4 teaspoon of ground cloves
- 1/8 teaspoon of cinnamon
- 1/8 teaspoon of ground dried bay leaves
- Salt & pepper

Steps:

1. In a large frying pan, heat half a cup of olive oil.
2. Mix in diced peppers, courgettes, celery, ginger, carrots and parsnips. Add salt and pepper to taste, and leave to cook until tender.

3. Remove all veggies from the frying pan and place into another container
4. Add more oil to the frying pan and flash-fry both sides of your chicken breast. Season over with dried spices.
5. Add tomato paste, chicken stock and coconut cream to the frying pan. Stir the mix into the chicken and leave to cook on low-heat for 15 minutes. (Ensure the chicken breasts are properly cooked)
6. Add and stir your cooked veggies back into the pan, then allow to simmer for 2 minutes. Again, season with salt and pepper to taste.
7. Finally, serve over top of cauliflower rice and enjoy!

Honey mustard & herb roasted leg of lamb

You'll need:

- 2 lb. of lamb
- 1 tablespoon of Dijon mustard

- 1 tablespoon of honey
- 1/2 a cup of olive oil
- 1 tablespoon of dried thyme
- 1 teaspoon of dried sage and dried rosemary
- Salt & pepper
- Foil

Steps:

1. Preheat the oven to 180 degrees.
2. In a bowl, mix in your mustard, honey, olive oil, salt and pepper.
3. Thoroughly marinate your lamb with your mustard mix.
4. Evenly sprinkle salt, pepper and dried herbs over the marinated lamb.
5. In a large frying pan with oil, equally cook each side of the lamb.

6. Once lamb is browned, place on a baking tray. Cover the lamb with foil and leave to roast in the oven.
7. Use a fork to poke the lamb. If the juices run clear, then it's ready to eat.
8. Serve immediately and enjoy!

Turmeric & Ginger Fish

You'll need:

- 2 tablespoons ground turmeric
- 2 tablespoons of grated ginger
- 2 cloves of crushed garlic
- 2 tablespoons of olive oil
- 1 tablespoon coconut aminos
- 1 teaspoon of ground black pepper
- 4 white fish fillets

- 1 lime
- 1 lemon
- 1 cup of chopped cilantro, leaves and stalk

Steps:

1. Set your oven to bake and preheat to 200 degrees.
2. In a bowl, thoroughly whisk in turmeric, garlic, ginger, coconut aminos, olive oil, lime juice and lemon juice.
3. Add in chopped cilantro.
4. Place the fish fillets onto baking paper, and evenly spread your turmeric sauce over the top of each fish.
5. Lightly close the fish parcel, then leave to bake for 10-15 minutes.
6. Once properly cooked, serve immediately with any choice of salad or dark greens and enjoy!

Delightful desserts

Strawberry Peach Turnovers

You'll need:

- 4 peaches
- 2 packs of strawberries
- 1 tablespoon of Chinese five spice
- 1 tablespoon of vanilla paste
- 1 and a ½ cup of coconut oil
- 1 teaspoon of apple cider vinegar
- ¾ cup of cold water
- ¾ cup of tapioca flour
- 1 cup of almond flour
- 1 cup of coconut flour
- ½ a teaspoon of salt

Steps:

1. Mix salt, coconut flour, almond flour and tapioca flour into a bowl.
2. Wring coconut oil into the dry mixture. Then, mix in water and vinegar until fully combined.
3. Preheat your oven to 205 degrees (C).
4. Cut up your peaches and strawberries and add into a separate large bowl.
5. In a heated pan, lightly cook peaches and strawberries until tender. Add your vanilla paste and five spice. Once sauteed, set aside to cool.
6. Separate your dough mixture into halves. Use a rolling pin on top of baking paper to flatten out the dough.
7. On one half of the dough, mark out 5-6 squares. Lay your strawberry mix within each portion.
8. Use your second half of dough to coat over each square, crimping around the edges.

9. Place onto a baking tray and bake in your preheated oven.

10. Once baked, serve with a helping of fresh blueberries or your remaining strawberry mix.

Chocolate Cinnamon Muffins

You'll need:

- 2/3 cup of pumpkin puree (pumpkin boiled and blended)

- 2/3 cup of syrup

- 1/2 cup of liquid coconut oil

- 6 whisked eggs

- 2 teaspoons of vanilla extract

- 1/2 cup of coconut flour

- 1/4 cup of cacao powder

- 1 tablespoon of cinnamon

- 1/2 teaspoon of nutmeg
- 1/4 teaspoon of ground cloves
- 1/4 teaspoon of ground ginger
- 1 teaspoon of baking soda
- 1 1/2 teaspoon of baking powder
- A pinch of salt

Steps:

1. Preheat your oven to 180 degrees (C).
2. Warm coconut oil in a microwave until liquid.
3. Mix together eggs, pumpkin puree, coconut oil, maple syrup and vanilla extract into a bowl.
4. In the same bowl, mix in coconut flour, cacao, cinnamon, nutmeg, ground cloves, powdered ginger, baking soda and baking powder.
5. In a muffin tin, fill mixture until it's about 3/4 of the way up.

6. Leave to bake in the oven for 25 minutes, then enjoy!

Baked Pears

You'll need:

- 2 large ripe pears
- 2 teaspoons of honey
- 1/4 teaspoon of ground cinnamon
- 1/4 cup of crushed cashew nuts

Steps:

1. Preheat your oven to 180 degrees (C).
2. On a baking sheet, slice each pear into halves.
3. Scoop out the seeds with a measuring spoon.
4. Sprinkle cinnamon and crushed cashew over each pair. Drizzle evenly with some honey.
5. Leave to bake in the oven for 25 minutes.
6. Allow to cool for a few minutes, then tuck in!

Chapter 5

Practical Tips for Clean Eating

“It’s up to you today to start making healthy choices. Not choices that are just healthy for your body, but healthy for your mind.”

— Steve Maraboli

Whenever we want to create a new habit—whether that’s working out, sticking to a new bedtime, or following a new schedule—it first can be met with a little resistance.

The same applies to healthy eating.

Maybe you’re determined to build some great eating habits. But for some reason, convincing your brain to follow through can feel like you’re pulling teeth.

I want you to understand that there’s nothing wrong with you. In fact, it’s completely normal for all of us to feel this way at first.

But there are ways to make eating clean a lot easier (and fun!) to stick with in the beginning.

I want you to end this book with confidence that you can conquer your sugar addiction for good and live a healthier, happier life.

Which is why I'd like to finish off by handing you some of my best tips for clean eating.

Cook your meals

Going clean practically means you're throwing away all the processed junk.

This leaves you no other choice but to cook your own meals.

Cooking your own meals is important for two things.

First, it gives you power over what you put in your mouth. You're in charge of how much carbs, protein, and fats you put into each meal.

Second, it prevents the urge to buy processed foods or a quick takeaway.

Make it a priority to prepare your own meals. If you don't always have time to cook on weekdays, consider preparing meals in-advance on either a Sunday or Monday.

Set achievable goals

Setting small, attainable goals along your journey is a great way to stay motivated.

For example, you might set the goal of cooking 4 days per week, or having a smoothie first thing in the morning.

Every time you achieve a goal, you get that little “boost” which kicks off a positive cycle to set even more goals.

Stay hydrated

This one goes without saying.

When you're dehydrated, you experience unpleasant symptoms like mental fatigue, lethargy, impaired short-term memory and dizziness.

You want to make sure you're drinking enough water throughout the day.

Not only is water essential for normal body functioning, but it also aids in weight loss.

Water has zero calories, and so you're likely shed to more pounds on a day where you drink water, as opposed to one where you drink sugar-sweetened beverages.

Based on the majority of research, drinking 1-2 liters of water per day is enough. However, you may need to up your water intake on days where you exercise.

Get a good night's sleep

A poor night's sleep can make you feel groggy and exhausted throughout the day.

As a result, many people turn to sugar as a "quick fix" for more energy. (Think of a Starbucks latte or a can of red bull)

But as you know by now, consuming added sugars only causes you to feel even more tired and hungry.

A good night's sleep—between 6-8 hours—will do wonders for your energy (and weight loss).

You'll be surprised by how much better you feel on days where you get enough sleep.

Eat protein-rich foods

Protein-rich foods promote feelings of satiety, which prevent you from overeating (and plays a key role in helping you lose weight).

Make it a habit to add protein to every meal you have.

If it's a smoothie, pop in some chia seeds. If it's breakfast, toss in some eggs. Incorporate some lean meat or fish to your dinner.

This becomes even more important if you exercise regularly.

Ideally, you want to be consuming around 0.8 grams per kg of body weight.

So if you weigh 90kg, you should be consuming up to 72kg of protein per day. It's okay if you can't reach this amount every day, especially. A little below this is fine.

Have realistic expectations

I'll be honest: you aren't going to have that sexy, toned figure in the space of 1 week. You and I both know that's unrealistic.

You need to have realistic expectations about what you can achieve, based on where you're at.

Don't expect to lose five pounds after one week. Instead, focus on losing a pound (0.5kg) every week.

This is way more manageable, and you actually enjoy the process when you're not focused on reaching your goal too quickly.

Keep in mind that you aren't just swapping out a few foods in your diet. Clean eating is a big thing; it's a whole lifestyle change. So it's never worth the added pressure of trying to lose weight in record-time.

Simply focus on each day and how you can make the right health choices.

And if you end up indulging in sugar after a long streak of going without it? Don't beat yourself up for it. Simply pick yourself up and go again.

Celebrate the small wins!

Remember when I said that you should set small goals? Don't forget to celebrate them!

I'll tell you from experience that it is very hard to maintain the habit of eating healthy when you don't acknowledge your achievements along the way.

If you've eaten clean throughout the week, treat yourself to a cheat meal on Sunday. If you achieve a weight loss goal, buy yourself a gift.

When you remember the small wins along the way, you'll feel more motivated to continue your journey.

You don't have to go "all in"

This may sound contrary, but you don't have to go cold turkey on sugar right away.

Again, clean eating is a lifestyle change that your brain isn't used to.

You're stepping into new territory. So, it can feel daunting to your brain if you jump in right away with both feet.

Change is a gradual process, especially when it comes to clean eating.

So rather than going in with guns blazing, I want you to focus on ONE thing that moves you closer to your goals.

For example, start with eating one nutritious meal every day (it can even be a smoothie!).

Then once you've gained momentum, you can increase the number of meals you eat.

Erica Giovinazzo, a Registered Diet Expert with a Master's in Clinical Nutrition, is a big advocate of taking small steps.

She recommends not to go all in with a new eating plan. But start with one single meal that's filled with fats, protein and carbs.

Eat mindfully

Have you ever eaten a meal so quick you forgot to enjoy it?

When you think about it, it sounds stupid. You eat food to enjoy it. So why do we gobble down our food as if we're being timed?

A lot of this impulsive behavior roots from our subconscious. If we're not careful, it can lead to serious eating disorders like bingeing.

As a remedy, I advise you to be a practitioner of mindful eating.

This is a technique that helps you to gain control over what you eat.

It's about getting in touch with the food you eat on a physical and emotional level.

When you eat mindfully, you eat slowly. You take the time to savor the food that's in front of you.

You engage all of your senses, noticing the smell, sound, color, texture and flavor of your food.

By changing the way you think about food, you resist the urge to act impulsively towards food.

And give yourself the space to create more conscious, healthier choices towards your goal of losing weight.

So the next time you eat, take the time to appreciate the food you eat.

Become fully present with each spoon you take. Notice the smell and appearance. Savor each mouthful.

You'll feel more nourished, and your body (and mind) will thank you for it.

Carry healthy snacks

If you're someone who is regularly on-the-go, it can be tempting to grab whatever is available at the store.

But one episode of poor eating can set a chain reaction to overindulge.

Make it a habit to carry around healthy snacks whenever you're out and about.

Here's some great examples of foods to keep in your bag:

- Almonds
- Nuts
- Boiled egg
- Rice cakes
- Canned salmon or sardines
- Olives
- Celery sticks with hummus
- Any piece of fruit
- Dark chocolate (70% cacao solids)

Get moving

Now, I'm not telling you to go crazy and do a 3-hour long workout.

According to the American Heart Association, even a light 10-minute walk can do wonders for your health.

Combining healthy eating with exercise is probably the most effective way to lose weight.

Exercise boosts your metabolism, and in turn your body burns more calories. The result? You build more body mass and lose weight faster.

Whether it's yoga, weight training, aerobic training, or simply taking the stairs instead of the elevator at work, there are so many ways to get some exercise in.

Get moving!

What is your WHY?

Whenever in doubt, think about why you want to lose weight.

Your why is what gets you up in the morning and keeps you up at night. Just the thought of it should fire you back into action.

Is it to prevent nasty health complications in the future?

Is it to live longer?

Is it to have the energy to run around and play with your kids?

We all have different reasons why, but the key is to stay in tune with yours every single day.

Task: On a piece of paper, write down your 5 biggest reasons why you want to lose weight. Pin them on your fridge or in your bathroom so you can see it every day in the morning (or when you feel the need to).

Good Luck!