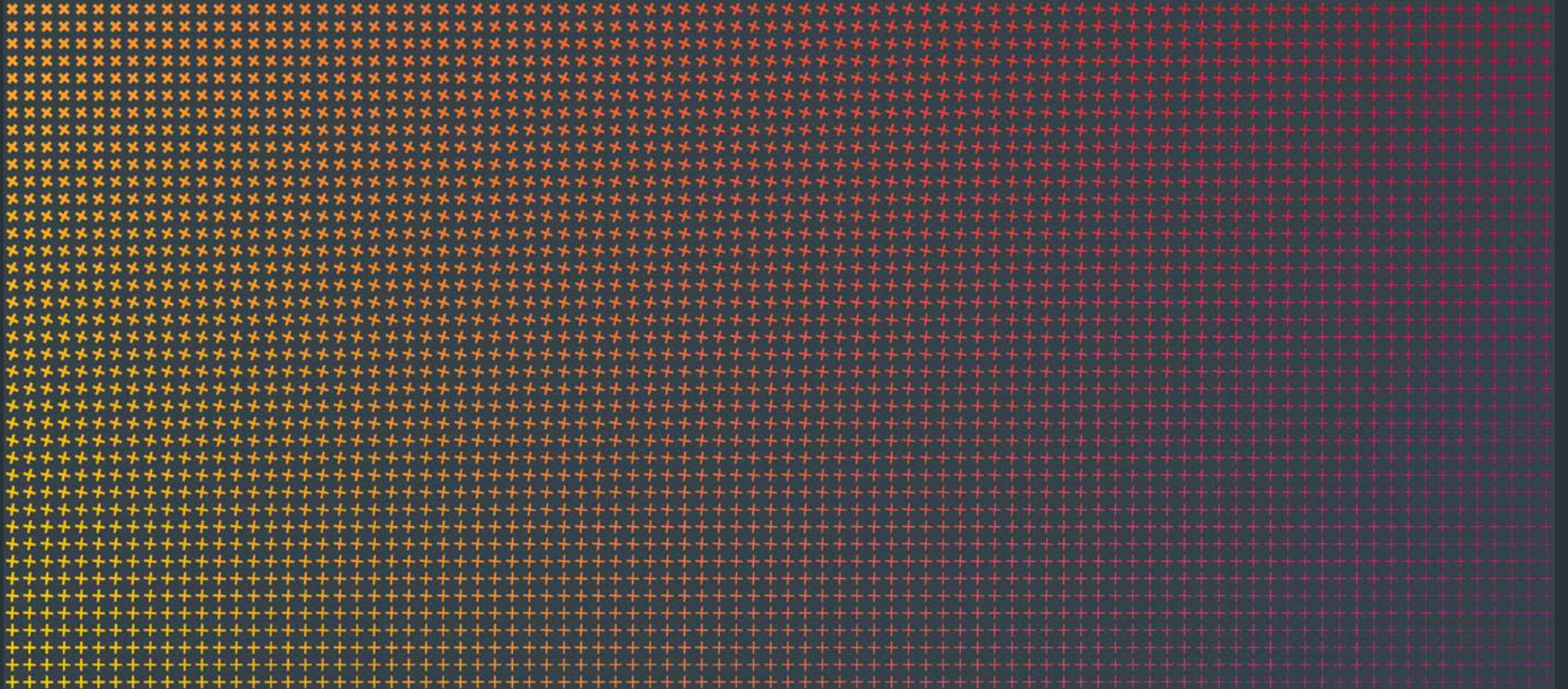


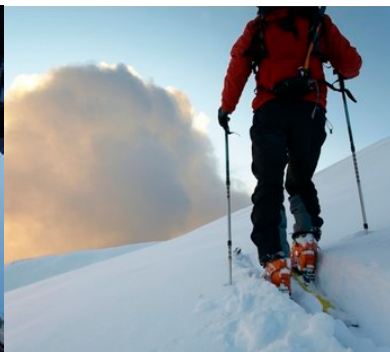


Nutrition 101  
October 7, 2014



# WHAT IS YOUR 'IT'?

**YOU** ARE THE EXPERT IN EVERYTHING **YOU**



WHAT IS YOUR 'IT'?

05

MANTRAS

10

COACHING KEYS

**"DO THE SIMPLE THINGS SAVAGELY WELL"**



“Nutrition is often the **LIMITING** factor in a training program. Those who **OPTIMIZE NUTRITION**, optimize results.”





# EVERY DAY IS GAME DAY

Think Differently. Healthy Eating → Performance Fueling  
Think Sustainability. The 80/20 Approach



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EAT CLEAN



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# 01

## CARBOHYDRATES: COME BACK TO EARTH

- + CARBOHYDRATES = FUEL
  - + FUEL THAT GIVES THE BODY ENERGY
  - + PRIMARY FUEL SOURCE FOR HIGH INTENSITY ACTIVITIES
- + WHAT TO LOOK FOR
  - + 'WHOLE' GRAIN
  - + LIMIT 'ENRICHED' & 'REFINED'
- + PRACTICAL APPLICATION
  - + BROWN CLOSE TO THE GROUND
  - + 3g FIBER/SERVING

## BENEFITS:

- + Slows down digestion to create more stable energy
- + Increases satiety
- + Helps control blood sugar

## BEST SOURCES:

- + Whole grains
- + Minimally processed carbohydrates
- + Fresh fruits & vegetables

Nutrition Facts	
Serving Size 1/2 cup (57g)	
Servings Per Container 15	
Amount Per Serving	
<b>Calories</b> 230	Calories from Fat 100
	% Daily Value*
<b>Total Fat</b> 11g	<b>17%</b>
Saturated Fat 2g	<b>10%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 95mg	<b>4%</b>
<b>Total Carbohydrate</b> 32g	<b>11%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 18g	
<b>Protein</b> 5g	

<p><b>INGREDIENTS:</b> WHOLE WHEAT, RICE, SUGAR, GLYCERIN, GELATIN, VITAMINS (THIAMINE HYDROCHLORIDE, d-CALCIUM PANTOTHENATE, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE, FOLIC ACID), MINERALS (IRON, ZINC OXIDE), BHT ADDED TO PACKAGE MATERIAL TO MAINTAIN PRODUCT FRESHNESS. <b>CONTAINS WHEAT INGREDIENTS.</b></p>
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## SOURCES FOR FUEL



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# 02

## FRUITS & VEGETABLES: EAT A RAINBOW OFTEN

- +FRUITS & VEGETABLES = PREVENT
  - +“SUPPORT STAFF”
  - +PROVIDE NATURAL VITAMINS & MINERALS THAT CONTRIBUTE TO THE REPAIR OF THE BODY
- +WHAT TO LOOK FOR
  - +BRIGHT, DEEP COLORS
- +PRACTICAL APPLICATION
  - +3+ COLORS ON EVERY PLATE
  - +COLOR VARIETY = NUTRIENT VARIETY

# THE BENEFITS OF EATING COLORFUL FOODS

## Heart and lung health

### Red

Cherries  
Beets  
Tomatoes



## Brain, heart and cellular health

### Deep Blue/Purple

Blueberries  
Plums  
Eggplant



## DNA protection and skin health

### Orange

Carrots  
Oranges  
Sweet potatoes



## Eye and bone health

### Yellow/Green

Broccoli  
Spinach  
Pineapple



## Immune system

### White

Garlic  
Onions  
Cauliflower



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COLOR YOUR PLATE

+ Each color of food has unique nutritional benefits

### YELLOW FOODS

Optimizes brain function

- + Star fruit
- + Yellow figs
- + Golden kiwis
- + Yellow pears
- + Yellow peppers
- + Yellow tomatoes
- + Squash
- + Sweet corn

### GREEN FOODS

Rejuvenates musculature and bone

- + Green leafy veggies
- + Avocados
- + Broccoli
- + Kiwis
- + Green cabbages
- + All green veggies

### ORANGE FOODS

Supports skin and mucosal tissues

- + Apricots
- + Cantaloupes
- + Nectarines
- + Papayas
- + Carrots

### WHITE FOODS

Enhances immune system, lymph system, and cellular recovery

- + Bananas
- + Garlic
- + Ginger
- + Gobo root
- + Hearts of palm
- + Horseradish
- + Jicama
- + Mushrooms
- + Onions

### RED FOODS

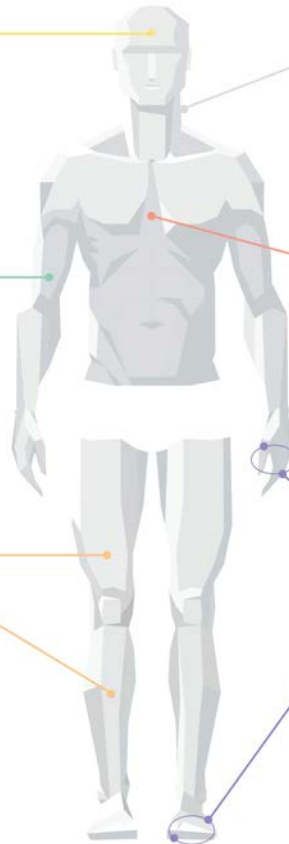
Supports heart and circulatory system

- + Cherries
- + Cranberries
- + Strawberries
- + Beets
- + Red onions
- + Tomatoes / tomato sauce

### PURPLE FOODS

Promotes microcirculation

- + Blackberries
- + Blueberries
- + Plums
- + Cabbages
- + Eggplants
- + Grapes
- + Olives



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# 03

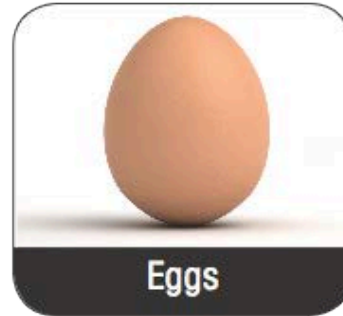
## PROTEIN: THE LESS LEGS THE BETTER

- +PROTEIN = BUILD
  - +BUILDS MUSCLE
  - +MAINTAINS IMMUNE SYSTEM
- +WHAT TO LOOK FOR
  - +GRILLED VS. FRIED
  - +SKINLESS VS. SKIN
  - +LESS MARBLING THE BETTER
- +PRACTICAL APPLICATION
  - +LEAN PROTEIN SOURCE WITH EACH FUELING OPPORTUNITY
  - +0.8 - 1g/POUND TOTAL BODY WEIGHT



## SOURCES FOR BUILD

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# 04

## FATS: EAT FATS THAT GIVE BACK

- +FATS = PROTECT

  - +NECESSARY IN OUR DIET

  - +AID IN NUTRIENT ABSORPTION (A, E, D, K)

  - +MAINTAIN CELL INTEGRITY

  - +DECREASE INFLAMMATION

  - +IMPROVES SATIETY & MENTAL CLARITY

- +WHAT TO LOOK FOR

  - +UNSATURATED FATS

  - +OMEGA-3 FATTY ACIDS

- +PRACTICAL APPLICATION

  - +MINIMIZE SATURATED & TRANS FATS

# SOURCES FOR PROTECT



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EAT OFTEN



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# 05

## BREAKFAST: EAT BREAKFAST EVERY DAY

### + “BREAK-THE-FAST”

- + JUMPSTART YOUR METABOLISM
- + FUEL YOUR BRAIN
- + PROVIDE ENERGY

### + RECOMMENDATION

- + EAT WITHIN 1-HOUR OF WAKING
- + SOMETHING IS BETTER THAN NOTHING!



## METABOLISM BOOSTERS: BREAKFAST IDEAS

Fuel	Build	Protect	Prevent
100% Whole wheat bread/English muffin/wrap	Greek yogurt	Natural Peanut Butter	Fresh/Frozen berries
Steel cut/Old Fashioned oats	Eggs	Raw Nuts	Fresh/ Frozen Veggies
Whole Grain Cereal	Low Fat Milk	Olive oil	100% fruit juice
Canned beans (no added salt)	Natural Peanut Butter	Seeds	Dried fruit (no added sugar)
Kashi/Nature Valley granola bar	Raw nuts	Avocado	Salsa

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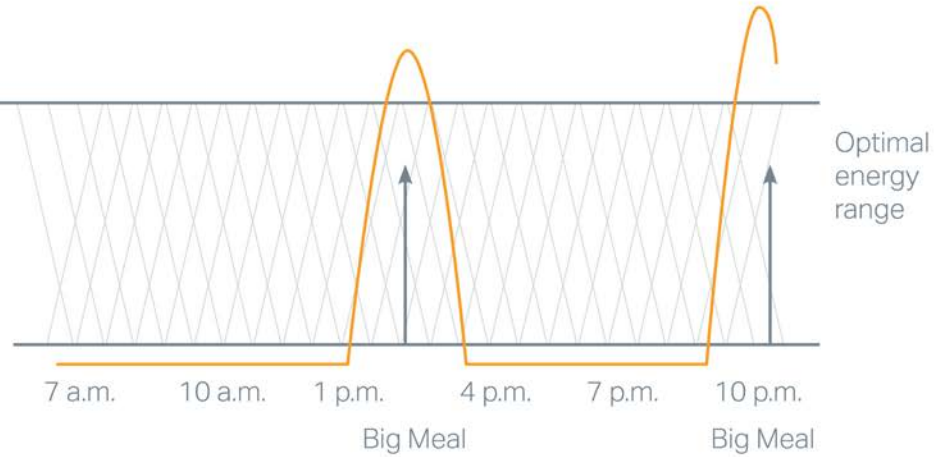
06

## “THREE FOR THREE”

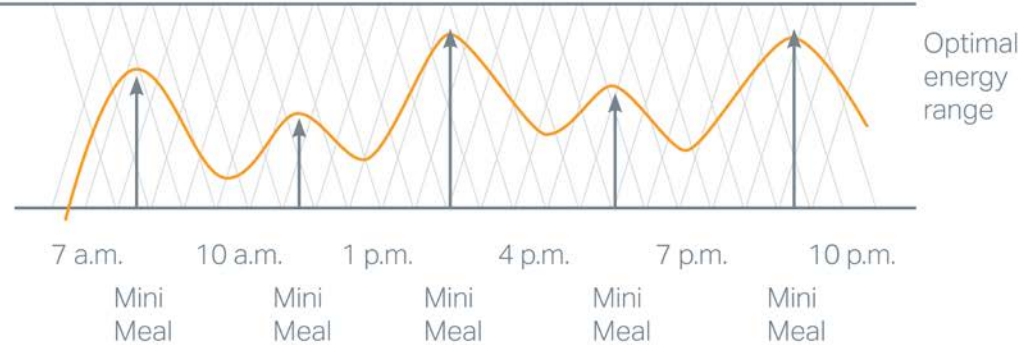
- +3 MACRONUTRIENTS EVERY 3 HOURS
  - +EAT 3 MEALS WITH 2-3 MINI-MEALS/DAY
- +PERFORMANCE BENEFIT
  - +STAY ENERGIZED & ALERT
  - +INCREASE METABOLISM
  - +IMPROVE CONCENTRATION
  - +CONTROL APPETITE & REGULATE BLOOD SUGAR
  - +GAIN MUSCLE MASS
  - +MINIMIZE FATIGUE
  - +ELIMINATE MOOD SWINGS
  - +AVOID OVEREATING

# BLOOD GLUCOSE COMPARISON

POORLY  
FUELED



OPTIMALLY  
FUELED



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# HYDRATE



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# 07

## HYDRATION: STAY HYDRATED!

### + PERFORMANCE BENEFIT:

- + ENERGY
- + PERFORMANCE
- + MENTAL CLARITY

### + LOOK FOR:

- + NATURALLY 0 CALORIE BEVERAGES - WATER, UNSWEETENED TEA
- + SPORTS DRINKS - INTENSE EXERCISE, HOT ENVIRONMENT

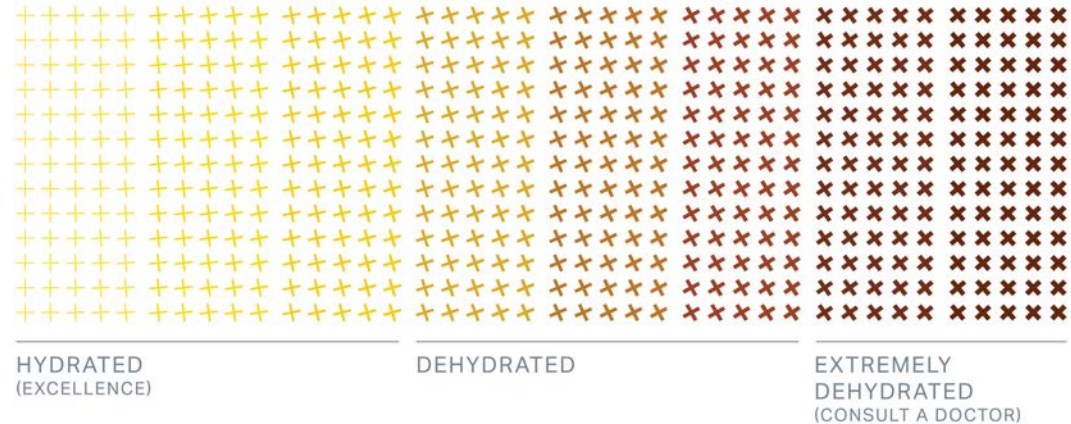
### + PRACTICAL APPLICATION

- + ½ oz - 1 oz / POUND BODY WEIGHT / DAY

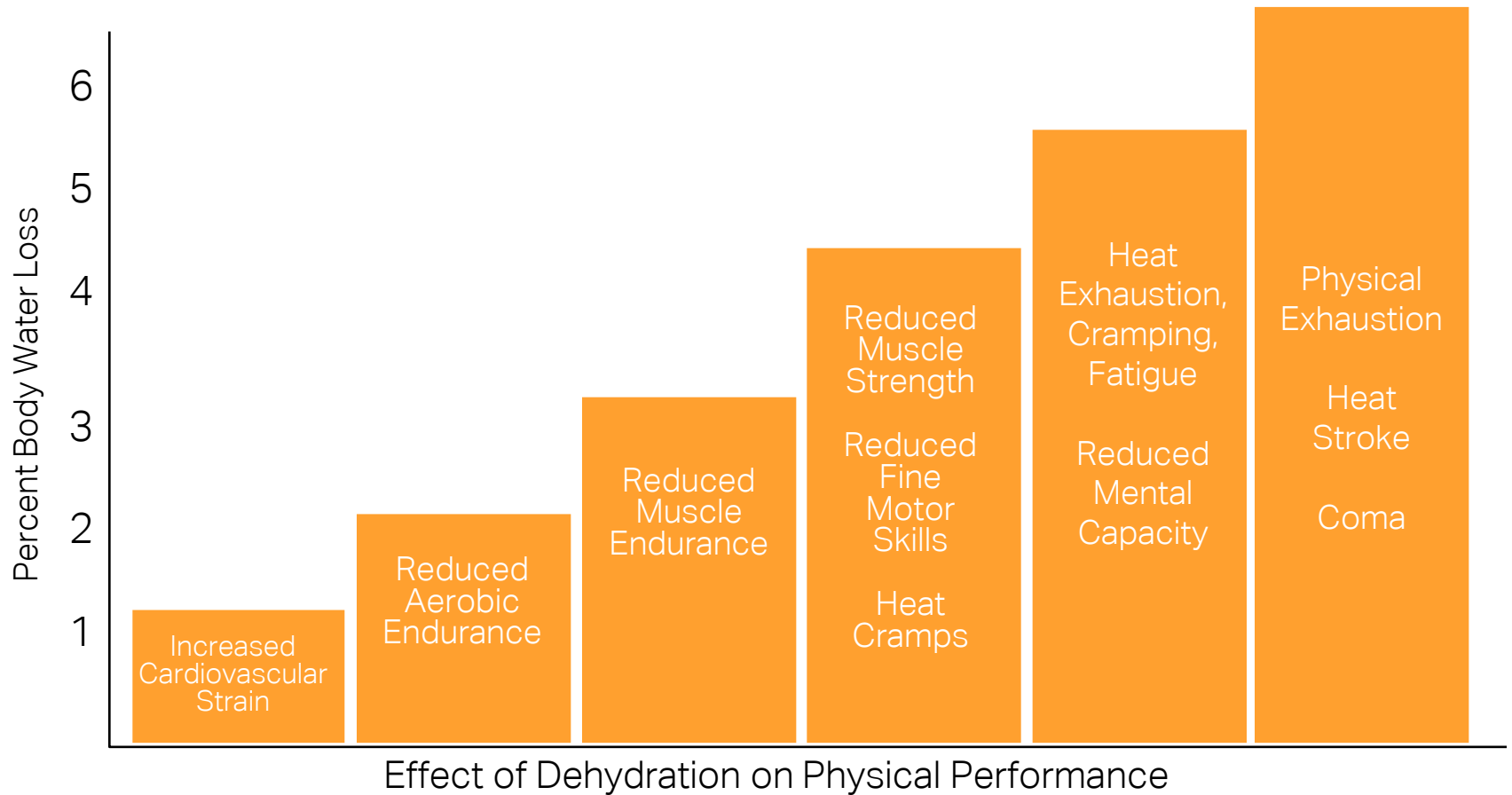


## MONITORING TECHNIQUES

- + Urine Chart
  - + Clear to pale yellow
- + Weight Sheet
  - + Replace sweat losses
  - + Pre & Post Weights
  - + 20 oz fluid / pound of weight lost



## SERIOUS SIDE OF DEHYDRATION



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# RECOVER





## RECOVERY: DON'T WASTE YOUR WORKOUT

- + OPEN WINDOW FOR NUTRIENT DELIVERY TO MUSCLES/CELLS
- + THINK “3’S”- PRE, DURING, POST WORKOUT
- + COMPOSITION
  - + CARBOHYDRATES (FUEL)
  - + PROTEIN (BUILD)
  - + FLUIDS (HYDRATE)
- + TIMING IS OF THE ESSENCE

### PRE-WORKOUT

- + GOAL: "Top Off The Tank"
  - + Prime your body
  - + 15-30g Carbohydrate
- + Whole Food Option
- + Timing:
  - + 15-30 minutes prior to activity

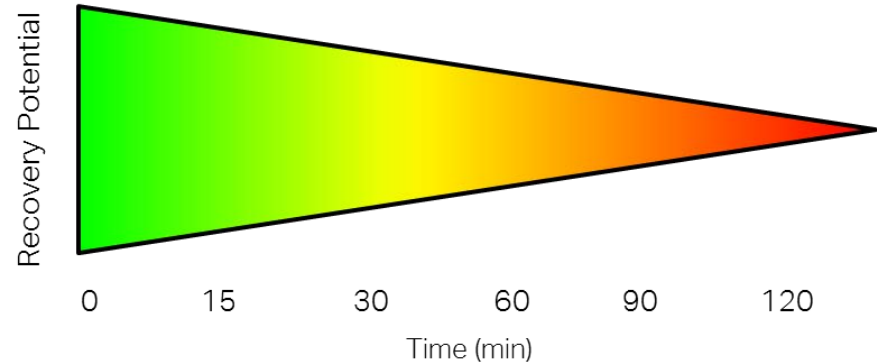
### DURING WORKOUT

- + GOAL: "Maintain"
  - + Hydration Status
  - + Electrolyte Balance
  - + Fuel Stores
- + Hydration Options
  - + Water first; sports drink if, intense exercise >60, hot environment
- + Timing
  - + 4-6 gulps (7-10 oz) every 10-15 minutes



### POST-WORKOUT

- + GOAL: "Refuel, Rebuild, Rehydrate"
  - + 2:1 Ratio (Carbohydrate : Protein)
- + Whole Food Option
  - + Greek Yogurt + Berries + Granola
  - + Chocolate Milk
- + Shake Option
  - + EAS RTD Shake
- + Timing: ASAP!



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09

## SUPPLEMENT WISELY: COMPLEMENT YOUR BODY WITH WHAT IT REALLY NEEDS

- + FOUNDATIONAL SUPPLEMENTS
  - + MULTI-VITAMIN WITH ANTIOXIDANT SUPPORT
  - + OMEGA-3 FATTY ACIDS
    - + EPA+DHA = >1g
- + CONDITION SPECIFIC SUPPLEMENTS
  - + BONE HEALTH
  - + HEART HEALTH
  - + DIGESTIVE HEALTH
- + 3<sup>RD</sup> PARTY TESTED

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# 10

## SLEEP: GET SOME SLEEP!

- +7-9 HOURS IS OPTIMAL; REGULAR SLEEP PATTERN
  - +RECOVERY & REPAIR
  - +INCREASES PRODUCTIVITY

- +INCREASES
  - +IMMUNITY
  - +MEMORY
  - +METABOLISM

- +DECREASES
  - +INFLAMMATION
  - +FATIGUE
  - +STRESS HORMONE - CORTISOL

## 10 COACHING KEYS TO LIVE BY

- 01 COME BACK TO EARTH
- 02 EAT A RAINBOW OFTEN
- 03 THE LESS LEGS THE BETTER
- 04 EAT FATS THAT GIVE BACK
- 05 BREAKFAST EVERY DAY
- 06 THREE FOR THREE
- 07 STAY HYDRATED
- 08 DON'T WASTE YOUR WORKOUT
- 09 SUPPLEMENT WISELY
- 10 GET SOME SLEEP



# THE NON-DIET APPROACH



**UNDERSTAND WHAT YOU NEED | FOCUS ON BEHAVIORS | FUEL YOUR BODY**

EXOS EVERY DAY IS  
GAME DAY™