empowered
NUTRITION

PERSONALIZED NUTRITION PROGRAM

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IT'S ALL ABOUT YOU!

Get Your Best Lean Body ever! It's new, it's the Ultimate You!

Your Starting Point

Congratulations, you're about to start an incredible journey to a new you! Because being able to see your progress is important, you need to document where you were when you started, which is right now – Week Zero.

You'll document your starting point by taking photographs and measurements, so you'll need a camera, a weigh scale, a way to measure your body fat (body composition machines, skin fold calipers, and bio-impedance devices all work, check our website for details), and a standard tailor's measuring tape. Make sure you're wearing minimal clothing for your photos. It will be helpful if you have someone who can assist you, like a personal trainer (you can book a fitness assessment at your local fitness club if you don't have one), family member or friend.

Take body measurements in the same places each time. For example, to take a mid-thigh measurement, put your foot up on a chair so you can relax your leg. Measure one hand span (from outstretched pinky finger to outstretched thumb) from your knee up your thigh, and then measure at this point. Be sure to follow similar positioning for your arms, shoulders and other body parts. Try to measure yourself at the same time in the same position with the same effort, and never measure after a workout since your "pump" and hydration levels will change the results. Be as accurate and consistent as possible and you will be able to quantify and qualify your results in the end!

YOUR PHOTOGRAPHS & MEASUREMENTS

PHOTOS

DATE :

PLACE YOUR FRONT PHOTO HERE

PLACE YOUR BACK PHOTO HERE

STATS

Weight	lbs.
Body Fat Percentage	%
Body Fat Mass (BFM)	lbs.
Lean Bosy Mass (LBM)	lbs.

MEASUREMENTS

BODY PART	RELAX	FLEX
Neck		
Shoulders		
Biceps	|	|
Chest		
Waist		
Thigh	|	|
Calf	|	|

NOTE : Boxes shown as [|] ; Please add your Right and Left Measurements.

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THE END OF WEEK FOUR

You've made it to the end of Week Four!

You've either just completed your entire Level 1 Personalized Nutrition Program, or you are one third of the way through your Ultimate Program. If you're on a Level 1 Personalized Nutrition Program, this is only the end of your journey if that's what you want it to be. You will continue to get results by simply repeating your Program and progressing to the next two documentation points, Week Eight and Week Twelve. Or order your Ultimate Program now to get even more dramatic results!

YOUR PHOTOGRAPHS & MEASUREMENTS

PHOTOS

DATE :

PLACE YOUR FRONT PHOTO HERE

PLACE YOUR BACK PHOTO HERE

STATS

Weight	lbs.
Body Fat Percentage	%
Body Fat Mass (BFM)	lbs.
Lean Bosy Mass (LBM)	lbs.

MEASUREMENTS

BODY PART	RELAX	FLEX
Neck		
Shoulders		
Biceps	|	|
Chest		
Waist		
Thigh	|	|
Calf	|	|

NOTE : Boxes shown as [|] ; Please add your Right and Left Measurements.

THE END OF WEEK EIGHT

"We all have a photographic memory. Some just don't have film" - Anonymous.

Wow, you're all the way to Week Eight!
You've either just completed the first two thirds of your Ultimate Program, or you've successfully repeated your Level 1 Program. That's an impressive accomplishment!

Humans are visual creatures and photographs are one of the best ways to remember. Mementos and souvenirs are also great memory triggers. They are the artifacts of your personal history. They tell you where you came from and where you are now, which means they are clues about where you are going. As you document your progress you build your roadmap to success.

YOUR PHOTOGRAPHS & MEASUREMENTS

PHOTOS

DATE :

PLACE YOUR FRONT PHOTO HERE

PLACE YOUR BACK PHOTO HERE

STATS

Weight	lbs.
Body Fat Percentage	%
Body Fat Mass (BFM)	lbs.
Lean Bosy Mass (LBM)	lbs.

MEASUREMENTS

BODY PART	RELAX	FLEX
Neck		
Shoulders		
Biceps	|	|
Chest		
Waist		
Thigh	|	|
Calf	|	|

NOTE : Boxes shown as [|] ; Please add your Right and Left Measurements.

THE END OF WEEK TWELVE

CONGRATULATIONS! You did it!

You've either made it all the way to the end of your Ultimate Program, or you've repeated your Level 1 Program three times! The determination, drive and effort it took for you to get here makes this a truly impressive accomplishment. After this photograph and measurement session, it's time to go reward yourself. You deserve it! And if you'd like, visit our website at www.empowerednutrition.com and let us know about your journey, because we love hearing from people like yourself. Of course, eating well is a lifelong journey, but now you have the tools, the knowledge and the experience to make that journey easy. It's something that will never stop rewarding you!

Before you start, you need to establish your Primary Motivating Factor – what gets you fired up, gets you excited, gets you off your seat and gets you started!

YOUR PHOTOGRAPHS & MEASUREMENTS

PHOTOS

DATE :

PLACE YOUR FRONT PHOTO HERE

PLACE YOUR BACK PHOTO HERE

STATS

Weight	lbs.
Body Fat Percentage	%
Body Fat Mass (BFM)	lbs.
Lean Bosy Mass (LBM)	lbs.

MEASUREMENTS

BODY PART	RELAX	FLEX
Neck		
Shoulders		
Biceps	|	|
Chest		
Waist		
Thigh	|	|
Calf	|	|

NOTE : Boxes shown as [|] ; Please add your Right and Left Measurements.

MOTIVATED & EMPOWERED TO SUCCEED

Let's establish two simple things: first, the reason you are doing this, and second, what the end results will mean to you. To answer those questions, go grab a pen, because you're going to write your answers down right here in this book. After all, "a book not written in is a book not read". Don't think too much, just write down the first thing that pops into your head. This is your emotional reason and the true reason why you're doing something to change your life.

1. Why are you embarking on a life changing and empowering nutrition and health program?

_____

_____

2. How will you feel when you achieve your Best Lean Body ever, the Ultimate You?

_____

_____

To understand your answers to these questions, we're going to analyze them a little bit. The reasons for embarking on a journey to create Your Best Lean Body can generally be broken down into three main categories. They are:

- Personal – I want to feel better, be stronger, be leaner and have more endurance (self-enhancement).
- Medical – I want to be healthier and live longer (self-preservation).
- Cosmetic – I want to look better (self-esteem).

Notice that all of these reasons have one thing in common – they can be summed up with a "self" word – self-enhancement, self-preservation, self-esteem. These reasons are about you. That doesn't mean you're being selfish. You probably already spend most of your time doing things for other people, and that means you've had to make sacrifices. But those sacrifices shouldn't have to include your health, self-esteem, well-being, or the opportunity to reach a new level of athletic achievement. After all, if you're healthier, happier, fit and more energetic you will also be a benefit to everybody around you!

To get you to where you want to be, you're going to set yourself some goals. That's what we're going to tackle in the next section.

"A good plan today is better than a perfect plan tomorrow."
-General George S. Patton

Goal Setting and Motivation

Let's take a look at motivation and goal setting in order to understand them better. Setting goals motivates you to achieve them. Another way to help you achieve your goals is to visualize the end results. Ever hear the saying "Build it and they will come"? The key concept here is to visualize the end result and it will happen. Visualizing the achievement of your goals not only makes you reach them faster and easier but also keeps you motivated!

Think of your goal setting like this: DREAM, GOAL, PLAN, EFFORT.
Try answering these questions for yourself:

DREAM – What is your dream? BIGGEST GOAL
GOALS – What steps must you take to reach your dream?
PLANS – What will you need to do to achieve your goals? What are the consequences and requirements of your goals? TIME, MONEY, ACTION
EFFORT – How will you get started? What will you do to achieve your goals and obtain your dream?

Goals can be broken down into big goals, small goals, tangible goals and intangible goals:

- Big goals are the big achievement markers, like losing 50 pounds or being able to run a 20 kilometer marathon.
- Small goals are big goals broken down into small, manageable chunks. For example, if you want to lose 100 pounds in one year, you can break that down into the number of pounds you must lose each week (about 2). That amount of weight loss becomes your small weekly goal.
- Tangible goals are goals that can be measured quantifiably, with a weigh scale, tape measure, or stop watch. For example, the amount of weight on a bar is a quantifiable measurement of how much you can lift. Losing 50 pounds is a tangible goal.
- Intangible goals are goals that can't be measured exactly, like "feeling better", "being healthier", "looking better", "being at the top of my game".

You also need to think about the rewards from achieving your goals. You'll be rewarded by simply accomplishing your goal, but you should also reward yourself for your achievement. The reward for losing 30 pounds is that you look and feel great, but it also means you need new clothes, so reward yourself and go shopping! Give yourself big rewards for accomplishing big goals (a new bike, a shopping spree, even a vacation) and small rewards for accomplishing small goals (going out for dinner).

So you've created a list of steps you need to complete. You feel organized and in charge, so you wade on in. You start to enjoy saying some of the most satisfying words in the English language: "Check. Check. Check. Done. Done. Finished!" Just creating a to-do list is an accomplishment. Actually checking off the items is even better!

Tell everybody about the rewards that you're going to get when you achieve your goals. By telling people your goals and the rewards attached to them, they too will get excited about your goals and rewards. Other people may become your greatest motivational tools in staying on track and achieving your rewards! They may even be inspired to follow your lead and your example and join you.

Let's start by setting some goals right now. Just fill in the blank spaces with some simple answers, without thinking too much or over-analyzing. We'll start with your big goal.

Your Big Goal

This is the goal that you will achieve over time with dedication and commitment. It's important that your big goal is realistic. One of the biggest reasons people fail at achieving their goals is because their goals are unrealistic. Gaining 20 pounds of muscle is a realistic goal, but gaining 20 pounds of muscle in a couple of weeks is not! If you are uncertain about what a realistic goal is, a consultation with your personal trainer, a fitness or nutrition professional, or just some research on your own will go a long way. Here are some examples of realistic and attainable goals:

- Losing 50 to 100 pounds this year. Expect to lose one to two pounds per week. One to two pounds per week = 50 to 100 pounds this year.
- Losing three, five, even ten pounds in the first two weeks. Expect to lose the most weight in the first two weeks and continue to lose one to two pounds weekly thereafter.
- Losing ten percent body fat. Expect to lose one to three percent of your body fat each month, depending on your starting body fat percentage.
- Gaining twelve to twenty-four pounds of lean muscle. You can gain one to two pounds of lean body mass per month.
- Increasing your strength by twenty percent. You can increase your strength by two to five per cent each month.

Breaking up your big goal into smaller goals can also help you determine if your big goal is realistic. For example, let's suppose that you want to lose 100 pounds in one year. That means your BIG GOAL is to lose 100 pounds and your timeline is 1 year (52 weeks). To help you achieve your BIG GOAL, break it down into small bite-size pieces that you can achieve (developing your SMALL GOALS in the process):

In order to lose 100 pounds in 52 weeks, you only need to lose about 2 pounds per week. Proper nutrition alone will help you to achieve 1 to 2 pounds of weight loss per week. This is a healthy weight loss approach and an achievable goal! When you combine nutrition and exercise your results are compounded, which means even more weight loss. The results you get from combining exercise and nutrition maximize your results in the shortest possible time.

Now it's time for you to write down your big goal. Your big goal should have a tangible component (like how many pounds you will lose), a timeline (how long it will take you to lose those pounds), an intangible component (how you will feel after losing that much weight), and a big reward when you achieve it. For example, your big goal might be, "I will reduce my body fat percentage to 15 percent and my weight by 35 pounds in one year. I'm going to feel fit, healthy and sexy! My reward will be a Caribbean cruise."

YOUR BIG GOAL AND REWARD:

_____

_____

Your Small Goals

Now that you've written down your big goal, you can develop your small goals to help keep you on track to success. Typically, small goals will be goals that you accomplish in a month or a week. To develop your small goals, take the timeline from your big goal and divide it into weeks, then work out what you must accomplish each week to achieve your big goal. If your big goal is to lose 50 pounds in one year, divide the year by 52 to get the number of weeks. Now divide the number of pounds you want to lose by 52, which equals 0.96. That means you need to lose less than one pound per week if your big goal is to lose 50 pounds in one year.

Your small goals should include a time component, a tangible component, an intangible component and a small reward. For example, your small goals could be, "Each week, I will lose two pounds and feel a little slimmer and a little stronger. I will treat myself to an ice cream sundae as my reward."

Celebrate Little Victories

"I'd like to pause for just a moment. So that we can all celebrate the wonderfulness of me."
- Groucho Marx.

Take a moment to congratulate yourself when you've reached a goal. They don't all have to be life-altering milestones. Savor the little triumphs, the small achievements: finishing your tax return on time. Losing five pounds. Teaching your child something new. Self-praise is a nice way to remind yourself that you're making progress, inch-by-inch, yard-by-yard, mile-by-mile.

YOUR SMALL GOALS AND REWARDS:

_____

_____

You can apply the same techniques for achieving dreams and goals you've outlined here to other dreams and goals in your life. Try writing down some of your personal dreams and goals, break them down into small goals, then go achieve them and reward yourself. You may be surprised by how easy it is when you do it this way!

So get fired up, get excited, visualize your dream, set your goals, plan the work and work the plan, go out and put the effort into Your Best Lean Body ever!

EMPOWERED ACTION STEPS FOR SUCCESS!

Planning a successful fitness or weight loss program is crucial. The most effective approach involves changing your lifestyle. This means making small, effective changes in your eating habits, your fitness activities, and your thinking.

This guide is like having a lifestyle, nutrition and fitness coach at your side, taking you through all the steps to success. It provides you with everything you need to succeed. You take an active part in your success when you utilize daily, weekly and ongoing progress trackers and complete ongoing fitness assessments at regular intervals.

With our years of experience in nutrition, fitness and lifestyle enhancement, we created the Personalized Empowered Nutrition System for your Best Lean Body Ever and the Ultimate You. By following the Empowered Nutrition System you get the advantages of a scientifically correct nutrition program tailored to your specific requirements that follows your schedule. All the hard work of planning your journey to better health and fitness through nutrition has been taken care of!

Your Ten Steps for Success!

1. Read your Personalized Nutrition Program from pages 1 to 13. It contains valuable information to enhance your experience, including food substitutions as well as tips and tricks to succeed.
2. Be sure to begin with a complete fitness assessment ensuring that you have a precise, documented starting point.
3. Be sure to take and include “before” photos as well as starting measurements and statistics in your Personal Success Gallery. Include general comments and feelings as you begin your journey. Remember, this is your personal success story!
4. Carefully review and familiarize yourself with your Personalized Nutrition Program and grocery lists before getting started. In your first week you will need to buy the food items you require for that week, outlined in your week 1 shopping list (remember that you may substitute food items using our substitution charts found in Appendix A if some food items are not in season or unavailable). You will also need a reliable body weight scale, tape measure, food scale, insulated lunch bag, storage containers and a shaker cup. You can find these items in your local stores or online at www.empoweredrnutrition.com. You will gain confidence by starting your week organized and prepared.
5. Track your success in achieving your goals by using a green “positive” and a pink “negative” highlighter to pinpoint progress in your Personalized Nutrition Program. Place a green mark where you are succeeding and a pink mark where you cheating or falling behind, such as skipping a meal, eating a little extra or not following your game plan. Make notes in the boxes provided and remind yourself why that pink or green dot is on that page.

6. Plan ahead for future meals. For example, if you're cooking a chicken breast for dinner, consider cooking extra to use in a salad or sandwich or perhaps for all of your chicken requirements for the entire week and store them for later. You may also prepare meals in advance and freeze them. It is often ideal to prepare meals "to go" at night. Mornings are generally the most hectic time of day, so leaving all meal preparation for the morning is not wise!
7. Reduce temptation by removing all junk food from your home, replacing with healthy snack alternatives that you can find throughout your Personalized Nutrition Program.
8. Save cravings for your "free meal". This program has been designed for you to have one weekly free meal where you eat whatever you want. It is up to you to select the day and time for your free meal. On the day you decide to enjoy this meal, eat all of your regularly scheduled meals except for the meal you are replacing with your free meal. Eat all of the foods you have been craving during the week. The best time for your free meal is immediately following an intense work-out. Don't gorge yourself, keep the calories moderate and finish your meal within 30 minutes.
9. Ensure you are staying on track with weekly mini fitness assessments. These mini assessments consist of simple measurements (weight, inches, etc.) taken once a week at the same time. Review your results based on these assessments and compare them to your goals. If you're having trouble, try reading your goals out loud and with conviction. Remember, these are your goals and they bring with them dramatic rewards!
10. Get started! You've seen the world-famous Nike quote, "Just do it". Our spin on that is "just get started!" Empower yourself and get started on your journey to success. Follow your plan and use the tips found throughout this manual to enhance your experience and your results. You will find that achieving your goals is simple, realistic and fun!

The Answer is "GREAT!"

"Nothing is as contagious as enthusiasm." - Samuel Taylor Coleridge.
"Even if you're not feeling great, think how unhappy you can make your enemies if they think you are." - Anonymous.

We often mumble "How are you?" and "Fine" as we go about our day. Most people don't even listen to the answer to that question, which is all the more reason, the next time someone asks you, for you to bellow back: "GREAT!" Make it a sonic boom and make it genuine and watch them jump. It's guaranteed to make them stop and their eyes widen as they think, "Really?" Say it often and say it with energy and soon enough, you'll convince yourself. And they'll start smiling the next time they ask you, because they know what's coming. Who knows, they might even try it out themselves!

THE WORLD'S MOST POPULAR DIETS

"Excellence in any art or profession is attained only by hard and persistent work."
- Theodore Martin

There are a lot of different types of diets out there. However, there is a balanced solution that will allow you to lose weight and maintain Your Best Body Ever. The solution is to follow a proven effective weight loss program that includes a combination of a balanced macronutrient ratio (protein to carbohydrate to fat) with a slightly restricted calorie intake while increasing your energy expenditure each day through increased activity.

Of all the diets in the world, with all of their different marketing programs, there are only four basic diet philosophies:

- The balanced diet (moderate proteins, carbohydrates and fats).
- The reduced carbohydrate diet.
- The zero-carbohydrate or high-protein/high-fat diet.
- The minimal or low-calorie diet.

Let's get into the meat and potatoes of the most popular diets. We will refer to the programs by their marketing names when possible, but we will also identify them as one of the four basic philosophies outlined above. For quick biographies on the originators of these diets, visit our website at www.empowerednutrition.com.

The ZONE

Made famous by the world renowned author, Dr. Barry Sears, The ZONE Diet is quite simply the most effective diet for achieving overall health and wellness. This diet fits into the balanced diet category. The ZONE follows a simple mathematical ratio of 40 – 30 – 30. That is 40 percent carbohydrates, 30 percent protein and 30 percent healthy fats.

The ZONE is a balanced nutrition plan that you can eat for life. Balanced eating is not a short-term diet, it is a long-term nutritional program that everyone should adopt and follow for life. The ZONE program also aids in correcting health issues such as insulin control, diabetes, stroke, heart disease, Alzheimer's, cancer, multiple sclerosis and A.D.D. and helps to restore an optimal hormonal balance to the body.

This diet is designed to change the way you think about and use food to manage your weight and body composition. Maintaining a healthy balance of carbohydrates, proteins and fats delivers a desirable hormonal response and plenty of macronutrients to fuel your daily activities. Once you begin to think about food hormonally instead of calorically, you have taken a major step toward attaining overall health.

Empowered information: The ZONE is one of the most effective programs and is a healthy nutritional balance for life.

Sex is the second greatest invention. I forget what the first was." - Marilyn Monroe

"Whoever named it necking was a poor judge of anatomy." - Groucho Marx

Sex both releases and restores. It melts, relaxes and soothes. The French like to think that if they didn't invent sex they at least perfected it. They have the saying, "marriages are made in heaven but consummated on earth". As if sex didn't have enough to recommend it on all on its own merits, consider this: each act burns, on average, 100 calories! This gives a whole new dimension to the phrase "think thin".

The Reduced Carbohydrate Diet

The reduced carbohydrate diet category is very effective for immediate and consistent weight loss. Maintaining your current level of proteins and fats while reducing carbohydrate intake slightly will reduce the amount of fat stored in your body. This is a very simple philosophy to follow and will result in incredible and immediate visible results.

A reduced carbohydrate diet means just that: reducing your carbohydrates moderately and appropriately. This diet is a modified version of the balanced diet, based on a simple ratio of 40 percent protein, 30 percent carbohydrates and 30 percent healthy fats, instead of 40 percent carbohydrates, 30 percent protein and 30 percent fats. This ratio helps the active individual burn more calories through increased metabolism as a result of increased lean body mass (LBM = your natural proteins/muscle). Reducing carbohydrate consumption also reduces the insulin levels your body produces when you eat carbohydrates, while maintaining a healthy level of fats stimulates the production of natural hormones and good cholesterol while boosting energy.

Empowered information: a reduced carbohydrate program is similar to a healthy nutritional balance and is a great fat loss program.

The Atkins Diet

The Atkins diet is a zero-carbohydrate or high-protein/high-fat diet. It is extremely effective for causing rapid weight loss, but is not always enjoyable and can also be risky. This diet has caused a great deal of controversy because of disagreements with other health and diet professionals. Even Dr. Atkins suggests in his more recent nutrition manuals and books that the Atkins approach need not be a zero-carbohydrate diet. Minimal carbohydrates should be included to sustain the healthy functions of the human body. The problem is that some individuals only adopt part of the Atkins approach, resulting in an unhealthy and radical nutrition program with minimal calories and no carbohydrates for basic energy requirements.

Empowered information: the zero-carbohydrate diet gives rapid results but is too radical and may be unhealthy over the long term. The Atkins approach is near zero carbohydrates with adequate calories and an excellent ratio of good proteins and healthy fats.

Minimal, Low, and No Calorie Diets

Reducing and restricting calories is not a problem, but taking this dietary approach too far results in unhealthy and ineffective weight loss programs. If a nutrition program fails to meet the minimum daily requirements to sustain life, then you can bet you will lose weight, and fast! Companies promoting these diets use the base fundamentals of The Zone, Atkins or Fat Loss diets and then reduce the amount of calories in their programs to the point that your body will essentially begin to metabolize its own lean body mass as well as fat. You are losing muscle along with the fat, and you are hurting your body in the process.

Restricting carbohydrates for short durations instead with micro-diets or one-day cleanses is safer and more effective.

Empowered information: calorie reduced and restricted diets are effective, but low- and no-calorie diets are not safe or healthy. Minimal calorie diets known as starvation diets may result in serious health issues and cause rapid fat gain when normal eating is resumed.

The average person requires a minimum of 800 calories per day to sustain life: that is, just to wake up and go back to bed! Active people need much more.

"Luck is what happens when preparation meets opportunity" - Elmer G. Letterman

Why do Diets Fail?

Diets fail when:

1. They are too difficult to understand and follow.
2. They do not help set realistic goals that are achievable, sustainable and enjoyable.
3. They are too restrictive for an enjoyable lifestyle.
4. They are too expensive. Diets that rely on special meals and expensive supplements are too hard to budget for.
5. They don't allow the creation of simple, straightforward plans. Effectively planning your success means using the information in this book to develop your DREAM, set your GOALS, develop a PLAN and put in the EFFORT.

The Empowered Nutrition System is a simple, realistic, healthy system that educates you so that you have straightforward goals, clear information, and a realistic plan. And you get to eat tasty, common foods that you chose!

Why do Diets Succeed?

Diets succeed when:

1. They are based on realistic, healthy philosophies.
2. They help set short- and long-term goals that are realistic and achievable and provide fast visual, emotional and physical results.
3. They are clearly laid out for you, with all the groundwork, information and planning provided and customized to you personally. This helps make it easy to succeed!
4. They are not unreasonably restrictive in calories and nutrients and are easy to adopt on a day-to-day basis.
5. They encourage involvement and support from others. An empowering nutrition program includes the support of your family, friends, and nutrition and fitness professionals. Support can also be found at www.empowerednutrition.com

A successful diet provides a healthy, simple and enjoyable experience. By providing you with all the tools needed to succeed you are in control of your success.

THE SCIENCE OF FOOD

"Proper nutrition will save your life and give you a new one." By the time you're finished this section you'll understand and appreciate that!

This section of the manual is the most important because it educates you about the science of food. Although parts might seem a bit dry, this is actually the most exciting part of your weight loss experience. Getting this little bit of education is worth millions, because understanding food means you will effectively manage your nutrition for the rest of your life and you can teach others to do the same. That means better health, which means a better and longer life. Now that is simply priceless!

What is Food?

Humans require six essential nutrients to live: carbohydrates, proteins, fats, vitamins, minerals and water. Three of these essential nutrients are called "macronutrients": carbohydrates, proteins and fat. We all require macronutrients in large quantities throughout the day. Macronutrients are our only sources of energy. To provide your body with sufficient energy you need to maintain a balanced diet, which means including foods from each of these three groups. The balance of these macronutrients controls the hormonal response that ultimately controls the shape of your body. Remember, macronutrients = energy for life.

The Simple Science of Protein

All proteins, whether they come from animal or plant sources, are composed of amino acids, and this is what your body will break them down into. Amino acids are basic biochemical building blocks, used to build and repair cells in your body. Some amino acids are naturally produced by your body. Others, called essential amino acids, can not be produced by your body but must instead come from external sources. The only way to get adequate amounts of essential amino acids is by eating quality protein at each meal. Active people need as much as 1 gram of protein per pound of lean body mass each day, increasing to as much as 1.5 grams for advanced and elite athletes.

Eating protein also reduces your appetite and increases calorie burning. Your Personalized Nutrition Program follows a precise macronutrient ratio in each of your meals. No less than thirty percent of your daily calories will come from proteins. (This is not a high-protein diet since you'll also be consuming adequate carbohydrates and fats.) Each meal will supply amino acids to build and repair your body, regulate blood sugar and assist in burning fat.

Amino acids from protein are the "building blocks of life". The most common use of protein is rebuilding your body tissues. Protein also plays a key role in regulating blood sugar – more on that soon!

Fiber will aid in your weight loss program, for many reasons, some of them obvious!

High-quality protein sources are low in saturated fat, contain generous amounts of amino acids, and are easy to digest. Some of the best sources of high-quality proteins are skinless chicken breast, turkey breast, fish, lean cuts of red meat, egg whites, low-fat cottage cheese, low-fat cheese, protein powder, beans, lentils and soy products.

Your individual protein requirements are unique to you. To assess your personal protein requirements we considered criteria including your gender, lean body mass, physical activity levels including frequency and intensity, and your personal goals. We meticulously matched the amount of protein in your Personalized Nutrition Program to your personal requirements.

PROTEIN = MAINTAINING A LEAN ATTRACTIVE BODY

The Simple Science of Carbohydrates

Carbohydrates are primarily composed of starches (complex carbohydrates), sugars (simple carbohydrates) and fiber (cellulose) and mainly come from plants. Good examples include grains, fruits, vegetables, beans, rice and potatoes. Carbohydrates provide most of our energy. Carbohydrates are also the primary ingredient in junk food like ice cream, cookies, candies, soda pops, chocolate and chips. As you can see, carbohydrates are over-abundant in the North American diet.

Fiber, which is found primarily in vegetables, fruits and whole grains, is essential to your overall health, even though it is not broken down by the human digestive system. Dietary fiber provides vital benefits such as lowering cholesterol and the healthy elimination of waste and toxins. Fiber also improves the digestion and absorption of proteins, carbohydrates, fats, vitamins and minerals.

Carbohydrate foods that are rich in fiber provide a multitude of vitamins and minerals, have minimal amounts of calories and are extremely filling. Foods rich in fiber curb cravings and reduce hunger, making them an ideal food for someone seeking to lose weight.

High-fiber carbohydrate foods are everywhere in your Personalized Nutrition Program. Some of these high-fiber vegetables include asparagus, broccoli, Brussels sprouts, cabbage, lettuce, onions and peppers. But don't exclude other wonderful foods like oatmeal, brown rice and bran!

CARBOHYDRATES = ENERGY

There is no such thing as essential carbohydrates, but there are essential amino acids from protein and essential fatty acids from fat.

"If I'd known I was going to live this long, I'd have taken better care of myself."
- attributed to several comedians.

Most of us have our cars inspected far more often than ourselves. And, really, how smart is that? We procrastinate because we like to think that no news is good news, because we like to think that what we don't know can't hurt us. But a checkup with your family doctor means that if there's something wrong, it can be caught early, treated, and put behind you. Now that's real peace of mind!

The Simple Science of Fats

Along with protein, fats are essential to life. As well as being the most potent source of energy available, fats include essential fatty acids, nutrients that humans require that cannot be produced in the body but must come from external sources (like omega-3).

There are three types of fats: saturated fats, unsaturated fats, and trans-fats. Saturated fats typically come from animal sources and are less healthy. These are commonly called "bad fats". Saturated fats are solid at room temperature (like butter or bacon fat). Unsaturated fats usually come from plant sources and are good for you, hence their common name "good fats". They are liquid at room temperature. Olive oil is an example of a healthy, unsaturated fat.

Trans-fats are artificially created from unsaturated fats, like canola oil. These fats are "partially hydrogenated" to make them solid at room temperature. Trans-fats are a dangerous type of fat that you should avoid. Trans-fats clog arteries and increase the risk of heart disease and stroke. Many processed foods contain trans-fats but this information is not commonly found on nutrition labels. Instead, look for shortening, hydrogenated or partially hydrogenated oil on ingredient labels and avoid those foods if possible. Many manufacturers are now working to reduce or eliminate trans-fats in their products.

It's important to remember that natural fats are essential nutrients, required by your body to sustain life. Eating good fats in the proper amounts will not make you fat! A healthy diet should include a moderate amount of calories predominantly from unsaturated fats. Your remaining fat intake will consist of saturated fats naturally occurring in your animal source proteins. Avoid trans-fats!

When hunger cravings get the best of you try a tablespoon of all-natural peanut butter or a handful of nuts!

The most convenient and effective source of unsaturated fat is extra-virgin olive oil. Other great choices include flaxseed oil, hemp seed oil and fish oils. Fish also contain the essential fatty acids omega-3, 6 & 9 and are highly recommended!

GOOD FATS = GOOD ENERGY and BETTER HORMONES

The Simple Science of Vitamins, Minerals and Water

We need vitamins and minerals in order to maintain good health. The body cannot create vitamins or minerals; instead, they must come from the food we eat. We need thirteen vitamins and twelve important minerals.

Lacking vitamins or minerals can cause serious health problems! The best way to ensure you have all the vitamins and minerals you need is to eat a diet with variety. The more foods you eat, the more likely it is that you have covered all of your bases. The average person from Japan tends to eat a greater variety of foods than the average Westerner, and they are less prone to diseases such as diabetes, heart disease and cancer because of it. That's one reason it is important to choose as many foods as possible when you are selecting the foods you want to eat in your Personalized Nutrition Program.

How you cook your food also affects the nutrition you receive from it. Overcooking vegetables reduces their vitamin content. You'll notice that in your Personalized Nutrition Program most of the preparation guides for meals call for quick sautés of vegetables, ensuring that they keep their healthy vitamin and mineral content.

Sailors who went on extended trips on the sailing ships of old were vulnerable to scurvy, a debilitating disease caused by lack of vitamin C. Navies would often lose more sailors to scurvy than they would to enemy action! The discovery that citrus fruit helps prevent scurvy was an important first step towards understanding that humans require certain vitamins and minerals to survive.

It's also important to drink lots of water. Water is a vital part of almost every process in your body and composes about seventy percent of your lean body mass. You need lots of water to restore the water you lose while exercising and going about your daily activities. Water also helps you lose weight! By ensuring that your kidneys have lots of water to work with, your liver is freed to help break down and assimilate the fat that you want to get rid of.

Drinking lots of water also helps suppress appetite and it helps you look great because it flushes out impurities in your skin and improves muscle tone. We recommend you drink 8 to 12 glasses of water each day, depending on how active you are. Don't worry if you find you're going to the washroom more frequently than you would normally – this soon stops after your body becomes accustomed to having all the water it needs.

THE SCIENCE OF YOUR PERSONALIZED NUTRITION PROGRAM

"It isn't the mountains ahead that wear you out; its the grain of sand in your shoe"

- Anonymous

Now that you understand the six essential nutrients all humans need to survive (proteins, carbohydrates, fats, vitamins, minerals and water), it's time to examine the science behind your Personalized Nutrition Program. The science behind your program is complex, based on years of research by the world's leading nutritional researchers. However, it can be summed up as being a balanced diet based on hormonal balance and blood sugar levels instead of just reducing calories.

The ground-breaking research of Dr. Barry Sears, creator of The Zone, Dr. Atkins, creator of the Atkins Diet, and Rick Gallop, creator of the GI Diet and others has shown that managing blood sugar levels through hormonal balance is the key to effective and sustainable weight-loss.

Blood sugar, or glucose, is the fuel that keeps your body and brain running. It is the fuel that drives all of our athletic and mental activities. Our body produces glucose from the protein, carbohydrates and fats we consume. Our body also produces two hormones that are responsible for controlling the amount of sugar in our blood. These two hormones are called insulin and glucagon.

These two hormones work in opposite ways. Insulin decreases the amount of sugar in your blood, and glucagon increases it. Insulin decreases your blood sugar by causing your body to convert blood sugar into fat and to store it in fat cells. Glucagon, on the other hand, instructs your body to convert fat into sugar and to provide it to your body through your blood. These two hormones work like a see-saw: when one is up, the other is down, and vice versa.

What are calories? Calories are a measurement of energy. In science a calorie is defined as the amount heat required to raise the temperature of one gram of water by one degree Celsius. In food, a calorie is actually equivalent to 1000 scientific calories, or a kilocalorie. The energy in food is used by your body and brain to function. Because burning more calories than you consume causes the body to use calories stored in fat, decreasing calorie consumption can make you lose weight. Modern diets, however, recognize that weight-loss is a much more complex issue than that, and that is why the Empowered Nutrition System is so effective.

BALANCING INSULIN & GLUCAGON

The following highlights some of the effects of insulin & glucagon

EFFECT ON	INSULIN	GLUCAGON
Blood Glucose	Lowers Levels	Raises Levels
Fat Storage	Increases	Decreases
Cholesterol	Raises Levels	Lowers Levels

Do you see where we're going with this? High levels of blood sugar stimulate the production of insulin, which instructs your body to store blood sugar as fat. That means you gain fat! If you lower insulin levels and increase glucagon levels, your body will begin to convert fat into blood sugar, where it will be used by your body as fuel. This means you lose fat! Think of insulin as a fat storage hormone and glucagon as a fat burning hormone.

How can you control the level of these hormones? The answer is food. What you eat controls your hormones. Let's take a look at the three macronutrient groups, protein, carbohydrates and fat, and how they affect your insulin and glucagon levels.

The Effect of Protein on Blood Sugar Hormones

Protein is one of the most effective weapons against fat because it stimulates the release of glucagon. The production of glucagon counters the production of insulin caused by consuming carbohydrates (we'll examine carbs in the next section), which creates a hormonal balance that evens out your blood sugar levels. This stops feelings of tiredness and sleepiness after meals, reduces cravings for carbohydrates, and suppresses hunger.

The Effect of Carbohydrates on Blood Sugar Hormones

Because carbohydrates are converted into blood sugar by your body, over-consumption causes your blood sugar level to spike. This stimulates your body to produce insulin in order to reduce your blood sugar level. This means the end result of over-consuming carbohydrates is an increase in insulin levels. Remember that insulin is a fat storage hormone! Thus, over-eating carbohydrates makes you fatter not just because of their calories, but because they increase blood sugar levels and insulin, which makes your body store fat.

Researchers at Harvard Medical School showed that the ratio of protein to carbohydrates in one meal can have a dramatic impact on insulin levels over the next four to six hours!

Over-consuming carbohydrates leads to a yo-yo effect where your blood sugar level spikes after eating and then crashes as your body suppresses blood sugar by producing insulin. The lack of energy that you might feel between meals or toward the end of the day is typically the result of this drop in your blood sugar. When your blood sugar level falls, you will begin to crave carbohydrates. This creates a cycle of carbohydrate over-consumption. You can stop this cycle by decreasing the amount of carbohydrates and increasing the amount of protein you eat.

The Effect of Fats on Blood Sugar Hormones

Dietary fats slow down the absorption of food and thus slow the conversion of carbohydrates into glucose. This helps keep blood glucose levels normal and stops carbohydrate yo-yo effects that lead to increased insulin levels and fat storage. What this means is that fat, just like protein, helps stabilize your blood sugar levels. Fat also helps produce a hormone known as CCK or cholecystokinin, which signals your brain to stop eating. This means that consumption of good fats helps reduce hunger cravings!

Balanced Nutrition is the Key

The key principle behind the Empowered Nutrition Systems is balanced nutrition. The ideal balance between protein, carbohydrates and fat, along with the appropriate amount of calories for your body type and activity level is the key to healthy nutrition. Each meal in your Level 1 Nutrition Program is based on the revolutionary 40 – 30 – 30 ratio of carbohydrates, proteins and fats. This means that each meal typically consists of forty percent carbohydrates, thirty percent protein and thirty percent fat.

Level 2 Advanced Nutrition Programs are modified variations of the Level 1 Nutrition Program. Advanced Nutrition Programs make slight modifications to your macronutrient ratios to enhance your results. There are two types of Level 2 Advanced Programs, the Level 2 Fat Loss Nutrition Program and the Level 2 Builder Nutrition Program. As their titles suggest, these advanced programs are fine-tuned to make you quickly lose fat or gain muscle respectively. The proprietary ratios used in these programs are carefully fine-tuned to your individual requirements including body composition, exercise frequency and intensity, schedule and gender.

The Level 3 Elite Nutrition Program is specifically designed for those who are committed to the very best results. This program will produce outstanding results but is less enjoyable and sustainable, since you are forcing your body to burn the last of its energy stores (fat) by depriving it (short term) of carbohydrates. Typically this program is reserved for the final stage of an Ultimate You Transformation Program or for fitness models, body builders and elite athletes preparing for an event.

The Ultimate You Transformation Program is designed to get Your Best Body Ever. The Ultimate You Program is a systematic approach to get you in the best shape of your life in the shortest possible time by going through each of the levels described above. When you follow all three programs in succession you will notice incredible results in the shortest possible time. You can complete the Level 1, 2 and 3 programs in 12 weeks and surprise yourself, your family and friends. See for yourself by visiting http://empoweredrutritionsystems.com/index.php/testimonials/. You can post your own and share your experience with others.

In order to manage hormone and energy levels better throughout the day, all of the levels utilize small but balanced meals eaten more often. Your Program will utilize five or six meals per day in order to achieve and maintain an optimum balance. This means you will burn excess body fat, enjoy increased levels of energy and achieve your health and fitness goals faster!

Tell White Lies to Yourself

There was an elderly man who continued to run marathons despite his age. When asked how he could keep up such a pace, he smiled and replied, "I tell lies to my legs." We all have times when we would rather crawl over to the side of the road and lie down instead of keep on keepin' on. That's when you need to tell yourself, "I feel great!" Repeat it often enough and you'll start to believe it!

When you have achieved Your Best Lean Body Ever and want to maintain it while enjoying more foods, it's time for the Lifestyle Maintenance Nutrition Program, which includes an expanded selection of foods and increased levels of carbohydrates. Once you increase your lean body mass and decrease your body fat percentage, you will be primed to burn more fuel. Your leaner body mass will burn more calories even at rest. By the time you are ready for the Lifestyle Maintenance Program you already know how to eat. Now it is time to learn how to cheat and still stay lean!

BALANCING INSULIN & GLUCAGON LEVELS IS ESSENTIAL FOR WEIGHT MANAGEMENT SUCCESS

THE ART OF FOOD

Food isn't just a science – it's also an art, one that's easy to learn, is incredibly rewarding and is something you'll enjoy for the rest of your life. In this chapter we're going to focus on how to make great tasting, healthy food as quickly as possible with little to no mess, a combination that can be elusive!

The Tools You Need

Besides standard appliances like a refrigerator and a stove (toaster ovens, microwaves and indoor grills are also great time savers) the tools you need to prepare food are simple and inexpensive. You can make just about anything with:

- A good quality, sharp cooking knife. It should have a large, non-serrated blade with a comfortable handle.
- A cutting board that is large enough to work comfortably on. Two feet long by one-and-a-half feet wide is a good size for the average kitchen.
- A medium-sized pot.
- A small frying pan and a large frying pan (or wok).
- A wooden spoon and a large perforated metal spoon.
- A baking sheet.
- A spatula.

The following items are recommended but are not required:

- A cheese grater.
- A colander (you may know this as a strainer or sieve), used to wash or drain foods.
- A pair of tongs.

You may be wondering why this is such a short list, especially if you already own a lot of pots, pans and kitchen utensils. That's because we're going to make this simple and inexpensive in case you don't have a fully equipped kitchen. (Note that this list does not include minor kitchen items such as aluminum foil, plastic containers, a can opener and plastic wrap, which you may also need depending on the foods you purchase and how you plan to store what you make.) Remember that you need to keep your utensils and appliances clean. You should treat your kitchen like your lab and keep it clean, uncluttered and free of harmful bacteria. Log in to your Empowered Members Area today using the account information in your cover letter for more information!

Banish Boredom

"Happiness is often the result of being too busy to be miserable." - Anonymous.

Boredom is like a spider's web. It ensnares you in a silken, seemingly harmless bond that you don't even think to resist until it's too late. So it's important to give yourself a checkup from time to time: have I surrendered to boredom? Have I given into the same old, same old? Keep your sense of curiosity. Stay open to new ideas, new hobbies, new books, new friends, new places and new activities. Above all, stay open to learning and trying new things. There is nothing quite as invigorating as the challenge of learning something new!

Using Your Tools Effectively

Your knife is your simplest and best tool. Besides cutting things, your knife can be used to fill all sorts of roles in the kitchen – as a peeler by scraping or slicing, as a grater by finely chopping, as a butter knife by spreading butter, mustard, or mayonnaise. In each scenario there is a tool better suited to the job: a carrot peeler or a cheese grater will be better suited to the task than your knife. But the key here is more speed and less mess – using the same tool you have out already means you don't have to look for a new one, and you only have one utensil to wash when you are done!

With a little imagination and the urge to do as little work as possible – which comes easily to most of us – you can think up all sorts of ways to speed up the way you use your kitchen tools. Instead of using a colander (strainer) to drain pasta, simply leave it in the pot and strain using a perforated metal spoon, or use the lid to open up a crack where the water can escape. You just saved yourself having to wash one more dish!

When it comes to cutting raw meat, you need to keep things clean because of the risk of bacteria, especially when you're working with poultry. But washing an entire cutting board can take a minute or two – so here's what you can do instead. Cut vegetables on your cutting board, but use a plate as a surface to cut the meat (this works best with a small amount of meat, for example if you're cooking just for yourself). That way you can wash the plate thoroughly, but you only need to wipe the cutting board down, instead of giving it a full cleaning!

"One does not discover new lands without consenting to lose sight of the shore for a very long time." - Andre Gide

Cooking Methods

We're going to cover three quick, simple and healthy ways of cooking things: steaming, sautéing and grilling.

Steaming

Steaming is quite simply cooking with steam. Steaming is a healthy way to cook food because the food is cooked without using oil, which means the fat content is lower. In Western cooking, steaming is usually used to cook vegetables. This contrasts with Chinese cuisine, for example, where vegetables are usually stir fried and meats are often steamed.

True steaming involves using a specialized shelf or steam basket that holds the food, which is then placed in a pot or wok with boiling water in it. Here's a simpler alternative: steam food by simply placing it in a pan with a thin layer of water, then put on high heat on your stove. A thin layer of water is used because otherwise you are boiling your food! Because there's only a little water, it boils quickly and steams vigorously, so your food will be cooked in no time.

Certain hard or dense vegetables are difficult to cook thoroughly by sautéing, like carrots. For these vegetables, you can use a combination of steaming and sautéing to cook them. Chop all your vegetables but keep the carrots or other hard vegetables separated. Heat the pan up with a little water and add the carrot peices, then steam until they are about 1/2 to 3/4 cooked. Drain any water that remains and put the pan back on the stove. As soon as the last little bit of water has evaporated from the pan, add oil and the rest of your vegetables and sauté as normal.

Sautéing

Sautéing is a method of cooking using a small amount of oil in a shallow pan over high heat. The word "sauter" actually means "to jump" in French, so the food you sauté is kept moving as you cook it.

Food that is sautéed is usually cooked for short periods of time to preserve its color, moisture, flavor and nutrients. You can easily sauté both meat and vegetables. Food that is sautéed is often sliced or chopped into fairly small

pieces. Once you have cut up your food, put a pan on the stove on high heat. When the pan is hot, throw in the vegetables and then add a small amount of oil. Olive oil is a healthy choice and it's one of the best oils for sautéing because it does not burn easily. Keep the food moving quickly by either stirring with a spoon or flipping it using back-and-forth motions of the pan until done. Sautéing is also the cooking method you will use when making stir fries. You can make stir fries in a frying pan or in a wok. Stir fries are quick and convenient because the meat and vegetables can be cooked together. They're also incredibly tasty!

Grilling

Grilling food means to cook it with direct heat. In general, it means one of two things: cooking either by placing food on a metal grill over an open heat source, like a barbecue, or cooking in an oven under the broiler (the top heating element). In North America, grilling outside using a barbecue is a popular option in the summer, but in many areas it is less attractive in winter months when it gets cold. Regardless of whether you use an oven or an outdoor grill (or an indoor grill, if you're lucky) the cooking method is generally the same. Grilling is a popular cooking method because no oil is required, because you can cook both meat and vegetables, and because it really brings out flavor.

To grill using a barbecue, simply ensure that the grill is clean and place the food directly on it. If you're using an oven, put the food on a baking pan and place on one of the top racks. When grilling using high heat, check your food regularly to ensure that it is not burning or getting overcooked. It doesn't take long to cook food with direct heat!

Marinating your food before grilling can boost the flavor, although try to stay away from marinades that are high in sugar or fat. Brushing the food with sauces is a good way of increasing flavor and it helps keep moisture in the food, but you should avoid sauces that have high sugar content. Wrapping food in aluminum foil is also a great grilling technique, as it keeps the moisture and flavor in the food and protects it against burning or falling apart.

Other Cooking Methods

Two other popular cooking methods are boiling and roasting. Cooking food in boiling water is necessary for some foods, such as pasta, boiled eggs and rice, but it's not the best choice for many other foods such as vegetables because food cooked this way loses its flavor and nutrients. Roasting is a great choice if you have lots of time to cook, but if you're in a rush, don't bother, since many foods meant to be roasted take hours to do so. Of course, it's your only choice for those really big meals like Thanksgiving turkey!

Modern society has iodized sodium (salt) to provide adequate amounts of iodine in our daily diets. The reason for this is to ensure optimal thyroid function, which is associated with iodine.

The Key to Great Flavor: Seasoning

Seasoning means to improve or enhance the flavor of food by using salt, spices, herbs and other flavorings. Proper seasoning is the key to great tasting food! Seasonings are easy to add to meals and contain practically no calories due to the low amounts you need to use.

The most common seasonings are salt and black pepper. Salt is essential in our diet and helps regulate water in the body, although over-consumption can lead to high blood pressure and is not recommended. It's also one of the basic flavors.

Black pepper comes from India and has been one of the most popular spices since prehistoric times. There's a reason you will find salt and pepper on just about every restaurant table across the globe, and that's because they add great flavor to food! Learning how much salt and pepper to use in a dish is one of the great secrets of cooking. As a rule of thumb, a plateful of food tastes best with about one or two teaspoons of salt and two teaspoons of pepper.

You will need to figure out for yourself what seasonings you enjoy the most. Regardless of what seasonings you prefer a spice rack is a great addition to any kitchen because it means your seasonings are close by and organized. One alternative to keeping individual seasonings is to use seasoning mixtures such as chili powder, five-spice powder, garam masala, quatre epices, zahtar, curry powder or Tabasco Sauce.

Liquid Assets: Protein Shakes & Smoothies

Protein shakes and smoothies make fulfilling your daily protein requirements easy, convenient and affordable. Protein shakes ensure that you get your daily protein requirements and they're easy to take with you. They're simple to make and delicious!

Certain protein powders are better for healing, others help induce greater fat loss and others are more beneficial for nighttime recuperation.

Protein powders are not the vile-tasting chalky sawdust that you might be thinking of from the old days. Protein powders these days are greatly improved! They come in a variety of flavors and forms, including bars, ready-to-drink containers, and popular and cost-effective big containers. No matter how you take your protein supplements, they are an effective and enjoyable way to increase your health and help burn fat while following your Personalized Nutrition Program.

"If you don't find time to exercise you'll have to find time for illness." - Anonymous

The most popular way to make protein shakes and smoothies is with a blender. Simply add ice, protein powder, fruit, and either yogurt, milk or water depending on your preference, and blend! How fast and how easy was that? And how delicious did that smoothie taste? You can also make protein shakes without a blender by putting water or milk and protein powder into a container and shaking vigorously, then eating the fruit on the side, but a blender is recommended if one is available.

Many fitness clubs have refreshment facilities or pro shops that will provide you with shakes and smoothies following your workout. This just happens to be the most beneficial time to drink a high-quality high-value protein shake. Shakes and smoothies, they do the body good!

Protein powder isn't just cost-effective (forty grams of protein from protein powder costs almost $8 less than the equivalent amount of protein from steak) and convenient – it's also an intelligent, healthy supplement choice. Protein powder ensures that you have a good high-quality source of protein. It ensures that you do not take in excess calories, such as the fat in a steak dinner. It's highly digestible and therefore replenishes your protein stores and essential nutrients in a short period of time after intense activity. In fact, protein powder is most effective following an intense workout or sporting activity because the body quickly absorbs it and because it helps repair and recuperate any tissue that may have been damaged or stressed during the activity. (For more benefits of protein, see the section "The Simple Science of Protein" on page 21.)

We highly recommend the use of protein powder in your daily life and as you follow your Personalized Nutrition Program. For recommendations on what protein powders are best, visit our website at www.empowerednutrition.com.

The average person does not consume adequate amounts of protein each day. Men typically eat 80 percent of their required protein to maintain healthy lean body tissue. Women eat as little as 40 percent of their daily protein requirements. Protein shakes are not just the ideal way to get an adequate supply of protein, they're also delicious. Try one today, enhance your results and change your life!

SUBSTITUTION CHARTS

These substitution charts let you easily replace ingredients in your Personalized Nutrition Program with other ingredients that have the same nutrition value. Each ingredient and quantity you see in each chart is equivalent to any other ingredient and quantity in the same chart. For example, in the Protein chart, "Chicken breast, skinless" is listed with a quantity of 1 oz, and "Haddock" is listed with a quantity of 1 1/2 oz. This means that in any given recipe, you may swap one ounce of chicken breast for one-and-a-half ounces of haddock. So in a recipe that requires three ounces of chicken breast, you may use four-and-a-half ounces of haddock instead.

Only popular ingredients are listed in these charts. For full substitution charts that list all ingredients, please visit your Empowered Members Area, using the personal access information contained in your cover letter.

PROTEIN SUSTITUTION CHART

INGREDIENT	QUANTITY
Bass, Sea	1 1/2 oz
Beef, lean cuts	1 oz
Calamari	1 1/2 oz
Catfish	1 1/2 oz
Cheese, low or non-fat	1 oz
Chicken breast, deli-style	1 1/2 oz
Chicken breast, skinless	1 oz
Chicken, dark meat, skinless	1 oz
Cod	1 1/2 oz
Cottage cheese, low-fat	1/4 cup
Crab	1 1/2 oz
Egg-whites	2
Feta cheese	1 oz
Goat cheese	1/4 cup
Ground beef (< 10% fat)	1 1/2 oz
Haddock	1 1/2 oz
Halibut	1 1/2 oz
Hard cheeses	1 oz
Lamb, ground (< 10% fat)	1 oz
Lamb, lean	1 1/2 oz
Lobster	1 oz

INGREDIENT	QUANTITY
Mozzarella cheese, skim	1 oz
Mussels	2 oz
Pork chop	1 oz
Pork, lean	1 oz
Protein powder	7 grams
Ricotta cheese, skim	1/4 cup
Salmon steak	1 1/2 oz
Salmon, canned	1 oz
Sardines, canned (not in oil)	1 oz
Sashimi	1 oz
Shrimp	1 1/2 oz
Snapper	1 1/2 oz
Sole	1 1/2 oz
Soy, ground	1 oz
Textured Vegetable Protein	1 oz
Tofu	2 oz
Tuna, canned in water	1 oz
Tuna, steak	1 oz
Turkey breast, deli-style	1 1/2 oz
Turkey breast, skinless	1 oz
Whitefish	1 1/3 oz

CARBOHYDRATE SUSTITUTION CHART

INGREDIENT	QUANTITY
Alfalfa Sprouts	10 cups
Apples	1/2
Applesauce	1/3 cup
Artichoke Hearts	1 cup
Asparagus	12 spears
Bananas	1/3
Bean Sprouts	1 1/2 cups
Beans, Black	1/4 cup
Beans, green/yellow	1 1/2 cups
Blackberries	1/2 cup
Blueberries	1/2 cup
Broccoli	3 cups
Brussel Sprouts	1/4
Cabbage	1 cup
Cantaloupes	4 cups
Carrots	2 cups
Cauliflower	8
Celery	1/4 cup
Cherries	1/3 cup
Chickpeas	1/4 cup
Corn on the cob	1/3 cob
Corn, Canned	1/4 cup
Crackers	4
Cucumber	4 cups
Eggplant	1 1/2 cups
Grapefruit	1/2
Grapes	1/2 cup
Honeydew Melon	2/3 cup
Kidney Beans	1/4 cup

INGREDIENT	QUANTITY
Kiwis	1
Lettuce, Romaine	10 cups
Mushrooms	2 cups
Nectarines	1/2
Oatmeal	1/3 cup
Onions	2 cups
Oranges	1/2
Pasta	1/4 cup
Peaches	1
Pears	1/2
Peppers (Bell or Cubanelle)	2
Pickles	1
Pineapple	1/2 cup
Pita	1/2
Plums	1
Popcorn	2 cups
Potato	1/3 cup
Rasins	1 tbsp
Raspberries	1 cup
Rice	1/3 cup
Rye Bread	1/2 slice
Salsa	1/2 cup
Sourdough Bread	1/2 slice
Spinach	3 1/2 cups
Strawberries	1 cup
Tomato Sauce	1/2 cup
Tomatoes	2
Whole Grain Bread	1/2 slice
Zuchinni	2 cups

SUBSTITUTION CHARTS

FATS SUSTITUTION CHART

INGREDIENT	QUANTITY
Almonds, Slivered	1 tbsp
Almonds, Whole	3
Butter	1/3 tsp
Cream (half & half)	1/2 tbsp
Cream Cheese	1 tsp
Cream Cheese, Light	2 tsp
Guacamole	1 tbsp
Low Fat Salad Dressings	1 tbsp
Macadamia Nuts	1

INGREDIENT	QUANTITY
Mayonnaise	1 tsp
Olive or Monounsaturated Oil	1/3 tsp
Olives	3
Peanut Butter, Natural	1 tsp
Peanut Oil	1/3 tsp
Peanuts	6
Pumpkin Seeds	1/4 oz
Sunflower Seeds	1/5 oz
Walnuts	3

MIXED PROTEIN / CARBOHYDRATE SUSTITUTION CHART

INGREDIENT	QUANTITY
Beans, Mixed, Various	1/4 cup
Lentils	1/4 cup
Milk, low-fat (1%)	1 cup

INGREDIENT	QUANTITY
Soybeans	1/4 cup
Tempeh	1 1/2 oz
Yogurt, Plain	1/2 cup

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