

4 WEEK JUMP START COACHING PROGRAM



Week 3

Dietary Supplements For Weight Loss and Muscle Building

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The information within this book is meant for healthy adult individuals. You should consult with your physician to make sure it is appropriate for your individual circumstances. Keep in mind that nutritional needs vary from person to person, depending on age, sex, health status and total diet.

If you have any health issues or concerns please consult with your physician. Always consult your physician before beginning or making any changes in your diet or exercise program, for diagnosis and treatment of illness and injuries, and for advice regarding medications.

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Jump Start Coaching Week 3

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Functional Food Basics

Functional Foods are categorized based on their form as a food, but with a health claim and a dose response associated with its use.

An example of a functional food would be orange juice fortified with calcium.

Orange juice is recognizable as a food item. Adding calcium to it and making a health claim for the purpose of treating calcium deficiency changes the orange juice from simply a food into a 'functional food' item because each serving of juice now has a dose response towards treating a condition. Regular orange juice has no health claim associated with it and does not have a dose response per serving.

The key feature that distinguished a dietary supplement or functional food from regular food and spices/herbs/amino acids and other ingredients is a health claim and a dose response.

Dose Response

Any drug has what is called a dose response which means there is some measurable effect it has on your body when you take a dose of it. As you increase the dose the response your body has will increase as well.

A good example of a drug with a clear escalating dose response is alcohol. Most people can have one drink no problem. Have a couple more and you start to get tipsy and flush. Have a few more and you get completely inebriated, and if you can somehow just chug a couple bottles of alcohol straight there is a good chance you will die.

This is an example of the dose response of alcohol.

The same escalating response happens with all of your over the counter drugs like acetaminophen (Tylenol), and ibuprofen (advil). There will be a dose that gets rid of your headache (1-2 tablets), and then there will be a much higher dose that is dangerous (the whole bottle at once).

Supplements typically aren't as strong as drugs so most of them don't have as severe of a dose response relationship. However the most effective supplements will in fact have a dose response relationship similar to a drug.

Example: Vitamins Dose Response

Vitamins have a dose response. We don't normally think of vitamins in this way, but you can in fact overdose a vitamin. The only difference with a vitamin compared to a drug is that vitamins have a negative dose response when you have both too much or too little of them.

For example if you are too low in vitamin C you can get scurvy. If you are too high in vitamin C you can also get some other adverse reactions. Therefore things like vitamins have a 'just right' range that you need for optimal health, which is why they are called vitamins and why you need them on a regular basis.

Weight Loss Supplements

Thermogenics

Thermogenics are supplements and ingredients that stimulate your body to burn slightly more calories through an increase in 'thermogenesis'. Thermogenesis is just a fancy word for heat production.

The most popular thermogenic supplements are caffeine, green tea, and yohimbine and ephedrine. (note: ephedrine cannot be marketed and sold as a weight loss product in USA, Canada and many other countries around the world).

These ingredients typically stimulate your nervous system and give you some form of an energy rush. Depending on which one you take you will get varying effects. Some can noticeably increase your heart rate, while others have a more mild stimulating effect similar to a cup of coffee.

They mostly work on the same systems in the body stimulating adrenaline release.

Most of the popular fat burners on the market are based with thermogenic ingredients.

When you hear someone say they are taking a fat burner that is really revving them up, you can be assured that it has some or all of these ingredients.

Diuretics

Diuretics are supplements or herbs that cause you to lose some water retention. This helps with immediate short term weight loss, however this has nothing to do with fat loss. Some form of diuretic is added to many weight loss products to give immediate feedback.

Although water and fat are two different components of your body, the amount of water your body carries on a regular basis as well as the water content of your fat cells all still contributes to the overall look and shape of your body.

In other words removing some degree of water retention of your body can enhance the look of your physique.

Nootropics

Nootropics are ingredients that deliver more oxygen to the brain or stimulate neurotransmitters in the brain and provide an enhancement of mood, focus and mental clarity.

Nootropics are becoming a popular addition to weight loss supplements because they provide

Muscle Building Supplement

Creatine

This is by far and away the best muscle building supplement on the market. It is backed by loads of research and has stood the test of time.

Creatine works by increasing the energy supply in your muscles for short bursts of high intensity exercise. It also increases the hydration status of your muscles which just means it forces more water in your muscles and thus makes them fuller and stronger.

Most creatine users will experience an immediate increase in muscle size and strength.

Creatine has been shown to be very safe with short and long term use and scientists continue to research and find more benefits with its use in both young and old populations.

As far as muscle building supplements go I would give creatine an A+.

Testosterone Boosters

Testosterone is the most potent anabolic hormone in the body and an increase in testosterone can help with strength and muscle mass gains. Testosterone boosting supplements will not have the same effect that steroids will have, but there are a few on the market that have clinical research showing a measureable increase in testosterone that will have an effect on strength, muscle gains and even enhance mood and an emotional feeling of well being.

Women should never take a testosterone boosting product as it will have serious masculinizing effects like deepening of the voice, growth of facial hair among other unwanted side effects.

For men that are interested in maximizing muscle size naturally without the use of drugs, a mix of creatine with one of the clinically researched herbal testosterone boosters might be the closest you'll ever get to drug like gains without actually using drugs.

Pre-workout supplement mix

Pre-Workout powder mixes are very popular. They typically combine muscle builders like creatine along with some stimulants like caffeine to get you wired for your workout. In general they're pretty effective for what they claim to do, however you could probably build one on your own for a significantly cheaper price by simply buying the main components and combining them yourself. The only drawback to making your own is you will most likely have no ability to flavor it the same way a supplement company can.

What Supplements Should I use?

Supplements can be useful add ons to your healthy diet program.

Knowing exactly what you are looking for and what you want it to do is the key to spending your money wisely and being cost effective.

Before purchasing a supplement you should first determine if there is a way to get the result you are after without it or if you can find a functional food to do the same thing.

The next step is determining how much money you can spend on this solution.

Once you determine that you want a supplement you should do background research on the ingredients and the brands available.

If all of this sounds a bit overwhelming then you're not alone, it is.

You can make this process easier by finding an expert in the supplement industry that you trust and ask them for guidance and advice on what to take and not to take.

You can always ask your empowered coaches John and Pat, or we can point you to some resources that we trust will give you a good answer.

Supplements can be useful but you have to choose them wisely.

How To Decide If You Need a Supplement - Checklist

This is a checklist you should go through before deciding if any supplements are right for you or not. By the end of this exercise you will have determined how to go about looking for a supplement and also where your weak points are that need help for your overall weight loss success.

1. Set your short and long term goals. Let's assume in this case your goal is weight loss. (to be clear these rules work for any health related goal)

Your success tracker workbook is perfectly designed for this step of goal setting, I suggest you use it.

2. Decide how you will track your progress towards your goal.

Once again both your success tracker workout and these coaching manuals have well designed tracking systems to help you monitor your progress and make fine adjustments along the way. Make

use of all the tools we have given you and your chance to succeed will skyrocket.

3. Make a list of the biggest challenges you know you will face on the way to achieving your weight loss goal. This list is one of the most critical steps it will show you where you need the most help.

For example:

If late night hunger cravings are a big challenge for you then write them down, there is most likely a supplement that can help with this kind of challenge.

On the other hand if social eating with friends is a big stumbling block there isn't a supplement that can stop you from going out for wings and beer whenever you are invited, that is a lifestyle change you need to make.

Write down as many potential problems as you can think of that might stall your weight loss success, then categorize them as "biological" or "lifestyle".

Lifestyle roadblocks

These would be things like going out for dinner too often, stopping for coffee and a muffin on the way to and back from work, eating in the car, giving in every time you get invited out for food even if you have already eaten etc...

I think you get the picture. These are all potential roadblocks that are not fixable with any supplement. They are lifestyle issues that you need to address one at a time and need to make a lifestyle intervention to curb their influence over you.

You don't have to overhaul your entire life here, but you need to be aware of all the factors that influence your eating patterns. This way you can at least see the list and decide which factors you think you can change and which ones you don't want to change or don't think you can change.

Biological roadblocks

These are things like a lack of energy (overall energy or workout energy), hunger cravings during the day or evening even after you have eaten, a tendency to overeat even after you have had enough to be full, cravings for sweets between meals etc.

These types of roadblocks aren't necessarily linked to any social events rather they are more about the internal functioning of your body.

4. Once you have your list made you can now go through the biological roadblocks and determine if there is a supplement or functional food that can help with these roadblocks. [For example, there is no supplement that can stop you from going out for dinner if you are invited (nor should there be). But there is most likely a supplement that can help curb a late night craving for ice cream.]

Print the chart on the following page and use it to categorize all of the potential roadblocks you feel will be your biggest challenges to your weight loss success.

