



## **NUTRITION 2.0**

**Nutrition 2.0 is the next step after mastering the Nutrition 101 and the 10 Habits. In Nutrition 2.0 you will find the following:**

- I.     Macronutrients
  - a. Protein
  - b. Fats
  - c. Carbohydrates
  - d. Determining your Macro needs
  
- II.    Supplementation
  - a. Insurance Policy
  - b. Performance for Build & Burn
  
- III.   Fasting
  - a. What
  - b. How

To maximize your results in your nutrition it comes down to 3 things:  
**WHEN, WHAT, HOW MUCH.**

When you eat. What you eat. How much you eat.

Habit #1 of Your 10 Habits is “Has it been longer then 2-4 hours. This is your **WHEN**.”

Habits #2 - #5 is your game plan on **WHAT** to eat, your macronutrients (Protein, Fats, Carbs)

Now it is time to talk about HOW MUCH you will be eating. No matter what your goal is for your body composition, you will follow the 10 Habits. The only thing that will change depending on your goals is HOW MUCH you will eat.

## MACRONUTRIENTS

Macronutrients are protein, carbohydrates, and fat. Every gram of each macronutrient contains calories. Protein and carbohydrates contain 4 calories per gram, and fat contains 9 calories per gram. The way your body responds to each macronutrient is very different. Although protein and carbohydrates have the same amount of calories per gram, the effect on your body is not the same. Also, some foods burn more calories to digest than others. This is called the thermic effect of food.

### PROTEIN

Protein is a very important macronutrient for your body, and the most important macronutrient to build muscle. Protein is compounds formed by amino acids. These amino acids are used by our bodies to repair, and build muscle tissue. Amino acids in the body are imperative to keeping your body in an anabolic (muscle building) state. This will allow your body the chance to repair and build muscle. This also will reduce recovery time and reduce muscle soreness. It is recommended consuming at least .8 - 1 gram of protein per pound of body weight a day.

This is very feasible when eating 4-6 meals a day.

### FAT

Fat is essential for many functions in the body. Fat is an essential component of cell membranes and nerve fibers which makes it our main energy source in a resting state. Your nutrition plan should call for enough fat to keep your body functioning at a high level, but low enough to cut out unnecessary calories to maximize your results. Fat yields the most calories per gram at 9, and because of this, it is very easy to eat too many calories if you consume too much fat.

## CARBOHYDRATES

Carbohydrates are turned into glucose (simple sugar) when eaten, insulin is then released and binds to muscle tissue cells to move glucose into the cell to be stored as muscle glycogen. Muscle glycogen is the body's stored source of carbohydrates. Muscle glycogen is stored by skeletal muscle and used as an energy source during exercise. This is important for the body function but the common mistake made by most people (and the primary reason for the obesity epidemic) is eating carbohydrates all day long. The body can only store a limited amount of carbohydrates as muscle glycogen. Once muscle glycogen has been restored to capacity, all excess carbohydrates must go somewhere. If you are not actively using these excess carbohydrates for energy, they will be turned into fat. Carbs are not bad, it is the timing of the carbs along with the kinds of carbs we choose to eat that will determine our results

## DETERMINING YOUR MACRONUTRIENTS

### Step 1: Finding Basal Metabolic Rate (BMR);

#### Women:

$BMR = 655 + (4.35 \times \text{weight in pounds}) + (4.7 \times \text{height in inches}) - (4.7 \times \text{age in years})$

#### Men:

$BMR = 66 + (6.23 \times \text{weight in pounds}) + (12.7 \times \text{height in inches}) - (6.8 \times \text{age in years})$

### Step 2: Maintenance Number

1. Sedentary person little to no exercise; **BMR (number from above) x 1.2**
2. Light exercise 1-3 days week; **BMR x 1.375**

3. Moderate exercise 3-5 days week; **BMR x 1.55**
4. Very active exercise 6-7 days week; **BMR x 1.725**
5. Hard Core 2x training per day; **BMR x 1.9**

### **Step 3: BUILD or BURN**

Depending on your needs:

To lose weight take Step 2 number – 15%.

To Gain take Step 2 number and + 15%

### **Step 3, Macros**

*Proteins and Carbs has 4 calories per gram, Fat has 9 calories per gram*

Depending on which macro plan, i.e..... Low carb, high fat, high protein

Take BMR number after Step 3 and multiply

Low Carb example, BMR of 2000 calories per day, here is the breakdown:

$2000 \times 25\% \text{ (carbs)} = 500/4 = 125 \text{ grams Carbs per day}$

$2000 \times 35\% \text{ (protein)} = 700/4 = 175 \text{ grams of Protein per day}$

$2000 \times 40\% \text{ (fat)} = 800/9 = 88.88 \text{ grams of Fat per day}$

## **RECOMMENDED SUPPLEMENTS**

### **INSURANCE POLICY:**

An Insurance Policy of Supplements are those supplements that are taken daily to assure daily quality of life and longevity.

Here is our FFR Insurance Policy:

**PROTEIN-** Your daily goal is to try to get all of your protein through whole food sources. We recommend using protein shakes for post workout recovery and as a last resort to replace protein at a meal. If you choose to use a protein supplement, whey protein is a great choice or even a plant based protein if you can not tolerate whey or are a vegan. If you cannot tolerate whey, hemp protein is the next best. It is a good idea to find a protein supplement that is very low in carbs and fat and high nutrient.

To learn more about Whey Protein – [WHEY PROTEIN](#)

To learn more about Plant based Protein – [PLANT BASED PROTEIN](#)

**FISH OIL** - In studies, fish oil has shown to help increase muscle mass, decrease soreness, decrease body fat, improve brain function, and many other things. Not all fish oil is great. Aim for half your body fat percentage in omega 3s per day.

To learn more about Fish Oil – [FISH OIL](#)

**GREENS** – Many people are not getting a quality amount of these cancer fighting super foods. Greens are the vitamins, minerals, essential fatty acids, amino acids, phytochemicals and antioxidants that are body needs to function at a high level.

Because most diets lack these nutrients we recommend supplementing to help support normal, healthy blood sugar levels, healthy liver function and detoxification and to assure you are getting these powerful antioxidants that protect the body against harmful free radicals.

To learn more about Greens - [GREENS](#)

**Multi Vitamin & Minerals** – A multivitamin mineral with food-based ingredients provide the added support of whole-food nutrients such as phytochemicals, not found in a typical multivitamin and not usually consumed in our typical diets. Phytochemicals contain antioxidants and other important biomolecules which are difficult to acquire, even from a healthy intake of fruits and vegetables. The stresses of everyday life along with our busy schedules make it difficult to obtain all of the nutrients that can be found in a well-balanced diet.

This is why we recommend supplementing with a multivitamin that is a food-based multi and mineral. These minerals are essential for

bone health, energy production, antioxidant and immune support as well as overall metabolism.

To learn more about Multi Vitamin & Mineral – [MULTI & MINERAL](#)

## **THE BUILD PROGRAM.**

**If your goal is to BUILD STRENGTH AND SIZE, the following are the FFR suggested supplements.**

**CREATINE** -Creatine is probably the most well researched supplement available. Studies have shown supplementing creatine can lead to enhance muscle gains, strength gains, power production and even decrease body fat.

To learn more about Creatine - [CREATINE](#)

**BCAA** - BCAA (Leucine, Isoleucine and Valine) are the three essential amino acids. The BCAAs are the only amino acids used by the mitochondria to produce energy. BCAA's are about one-third of the protein content of muscle tissue and are used by muscle tissue for energy production. BCAA's has been shown to decrease exercise-induced muscle protein breakdown, increase protein synthesis and enhance post-exercise muscle recovery.

To learn more about BCAA's - [BCAA](#)

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To learn more about Protein - [PROTEIN](#)

**GLUTAMINE** - L-Glutamine is an essential amino acid. Glutamine is essential for the metabolism, structure, and function of the gastrointestinal tract and its associated immune component. Glutamine serves as a major source of fuel for the cells that line the intestinal tract, helping to maintain their normal, healthy function. During times of physical stress and disease a person's requirement for glutamine increases dramatically. Providing the body with glutamine as **L-Glutamine**, helps maintain lean muscle mass, helps the healing process and supports the body during all types of physical stress. Higher amounts of L-glutamine must be provided during trauma or high stresses like exercise to aid in recovery. To learn more about Glutamine - [GLUTAMINE](#)

## **THE BURN PROGRAM.**

If your goal is to BURN then follow the same supplement recommendations from the BUILD but eliminate the creatine.

# **Intermittent Fasting**

Intermittent fasting is the alternating intervals of non eating (fasting) with times of eating. This eating plan is used for many different reasons and has many different benefits. If you are performing the BURN program this plan would be a great fit.

1. Fast for 16 hours(MEN) 14 hours(WOMEN)
2. Select an 8 hour(MEN), 10 hour(WOMEN) window to eat

### **EXAMPLES FOR MEN:**

9:30am -5:30pm

2pm – 10pm

11:30- 7:30pm

## PHASE ONE GOAL: Week 1-4

GOAL: Insulin reset. Increase your insulin sensitivity, which helps your body build muscle and burn fat.

Your body will learn how to manage insulin -“the master hormone”

-Cause a spike in your GH (Growth Hormone):

-Eat more before you go to bed

-At least 6 hours of rest

-When you awake don't eat

### Coach JC Winning Tips:

- I like to have my first meal 6 to 8 hours after I wake up
- Try to break your fast with your first meal being your post workout meal.
- The number of meals doesn't matter – I plan 3 meals during this time.
- Use your Macro needs from above
- On non workout days I eat my carbs 3-4 hours before I go to bed. On these days I eat less.
- On workout days I eat my carbs after I workout to follow the 10 habits. On these days I eat more.
- During the fasting hours drink water, black coffee, and BCAA's