



Nutrient Rich®

SWITCH TO RICH™



NUTRIENT RICH® HEALTHY EATING

The simplest and
most direct way
to live at your ideal
weight all the time

Discover the
90% or More
Plant-Based
Nutrient Rich®
Approach!

Achieve the 7 Success Results Every Body Wants!

DETOXIFY • LOSE WEIGHT NATURALLY • IMPROVE HEALTH • REVERSE DISEASE
AGE SLOWER • LOOK YOUNGER • MAXIMIZE LONGEVITY

"The road to genuinely healthy eating has been a challenging one in a world where great-tasting, nutrient-poor food is everywhere. But today that is changing. The world has finally awakened to the negative consequences of nutrient-poor diets and is making the Switch to Rich—nutrient-rich healthy eating. It's revolutionary, it's scientifically sound, it's getting more and more convenient, and it IS great-tasting!

Plus, if you want health, performance and natural weight loss benefits, in addition to looking and feeling better, nutrient-rich healthy eating is THE way to eat."

~ John Allen Mollenhauer, Author of "The Nutrient Rich® Healthy Eating Plan," and Founder of Nutrient Rich.com

"The major cause of all diseases afflicting Americans today is a produce-deficient diet. Based on an exhaustive look at research data from around the globe, over the past 20 years, my recommendation is that your diet contains over 90% of calories from unrefined plant foods. This high percentage of nutrient-dense plant foods allows us to predict freedom from cancer, heart disease, diabetes and excess body weight. Vegetables, fruit and beans must be the base of your food pyramid; otherwise you will be in a heap of trouble down the road. The diseases that afflict almost all Americans (and others around the world) can be avoided. You can live a disease-free life!

My friend John Allen Mollenhauer has got his act together. As a nutrition and lifestyle coach, he can motivate you to high levels of health. Good health is your greatest wealth, and John Allen can help make you rich. Go Nutrient Rich." ~ Joel Fuhrman, M.D., Author of "Eat to Live".

In the nearly 20 years since I wrote *BodyFueling*, I have rarely encountered a healthy-eating approach that I felt I could agree with and endorse 100%, that reflected *all* my values and contained everything I would wish for a person to have and to know. Anyone who so thoroughly and passionately covers plant-based, nutrient-rich, whole, not-just-weight-loss, not-just-one-thing healthy living with such a life-integrated approach--and effectively shows that it's more fun than what *doesn't* work--is a friend of mine. This way of eating needs all the champions it can get, and John is impressively on top of it. Bravo. ~ **Robyn Landis, Author of *BodyFueling* and *Herbal Defense***

"John Allen Mollenhauer's genius in developing the Nutrient Rich approach to eating is that he establishes a common ground on which we almost all agree, which is that a diet comprised of 90% (or more) plant-based foods is the key to optimal health. Eating the nutrient-rich way causes most people to experience weight loss and/or health improvement. And it's appealing to the person just beginning the journey to plant-based eating. Nutrient Rich has positioned itself to be a gathering point for everyone interested in plant-based eating, ranging from those who are just plant-curious to those of us who have devoted our lives to teaching others about the incredible power this diet has to prevent, stop, and reverse disease." ~ Pamela Popper, PhD, ND, Founder of The Wellness Forum.

"I'm not vegan. I am Nutrient Rich. Confused? Don't be. I love animal protein and I enjoy the hell out of food. To me, Nutrient Rich isn't about being a nutritional saint, or loving some deprived life sacrifice. It's about health, energy and a full strength life. As a lifelong athlete with a passion and respect for lean muscle, I emphasize healthy, organic, plant based, nutrient rich foods in conjunction with animal proteins from dairy, egg and meat. JAM's wisdom and passion for Nutrient Rich living has had a great, positive influence on my always evolving perspective. My family gardens, we serve home-grown fresh vegetables and fruit at every meal. And we find ways to bring plant based proteins into our diets almost daily.

I appreciate that eating the healthy **Nutrient Rich** way is a journey not an absolute destination. John Allen sees the *whole* picture, and chooses to "transcend and include" rather than drive people away for some self-righteous eating "sin."

Yes, I'm Shawn Phillips, husband, father, strength training cyclist, fitness author, lifestyle nutrition company founder... and I'm *Nutrient Rich* with a **Twist.**" ~ **Shawn Phillips, Author Strength for Life**

"You have the power and ability to influence your state of health more than you imagined. Your choices every day significantly influence your chances of staying healthy or developing a disease such as breast cancer. Eat Nutrient Rich"- **Kristine Horner, M.D., Author of *Waking the Warrior Goddess***

"Reducing weight and decreasing cholesterol does not have to mean misery and sacrifice. Nutrient Rich dispels the confusion about what is healthy, what is tasty and what are the best ways to eat. The message is clear and simple: get off your diet and start eating Nutrient Rich!" ~ **Suzanne R Steinbaum, D.O., SRSHeart.com**

"If you are concerned about better health for yourself, including preventing or reversing serious diseases such as clogged arteries, high blood pressure, Type II diabetes, colitis, or autoimmune diseases, then "The Nutrient-Rich Healthy Eating Plan" is for you. As a practicing physician for 40 years, I have found no more powerful healing modality than the nutrition program promoted by Nutrition Rich Healthy Eating. If there were a pill that did what this simple yet remarkably effective program does with healthy food choices, it would be revolutionary—and, no doubt, expensive and available only through pharmacies. Yet, this remarkable nutritional pathway to glowing health is available to everyone, inexpensively, and is as near as your local food market. Your doctor, your body and your future can have no more powerful ally than the nutritional guidance offered through Nutrient Rich Healthy Eating. It is the key to a healthier future for you, our nation, and the planet!" ~ **Michael Klaper, MD, Director of the Nutrition Education Institute**

"This is the kind of message upon which the future of our society rests, if we are to have any hope of being healthy. It emphasizes the health-promoting power of a good lifestyle, including a nutrient-rich diet, while steering clear of the quick fixes and gadgetry that have mistakenly been promoted in the

past. This is THE health message for the future." ~ **T. Colin Campbell, PhD. Author of *The China Study***

"The concept of Nutrient Rich has become a welcome ally and voice enabling Americans to identify foods that will build health and avoid those that create chronic illness." ~ **Caldwell Esselstyn, M.D., Author of *Preventing and Reversing Heart Disease***

"Within days, you'll discover a way of eating that will help you lose weight and improve your health. You'll also discover the missing links you have been searching for all these years." ~ **John McDougall, MD, Author of *The Starch Solution***

"If you want to dramatically improve your health and happiness and break free of the dietary pleasure trap, eat Nutrient Rich." ~ **Alan Goldhamer, DC, Co-Author, *The Pleasure Trap*; Founder of True North Health**

"If you have felt frustrated, trapped, and without a motivational compass, John Allen Mollenhauer and the Nutrient Rich Expert Panel provide guidance to help you get moving—REALLY moving—in the right direction." ~ **Doug Lisle, PhD, Co-Author of *The Pleasure Trap***

"Eating nutrient-rich plant-based diets can help prevent, treat, and even reverse many of the chronic diseases increasingly plaguing humanity." ~ **Michael Greger, MD, Founder of NutritionFacts.org**

"I had been eating what I thought was clean—lots of veggies, natural starches and lots of protein for many years; I was always strong, too. But over the last four years I had gotten arthritic joint pain in my hands...I rested, did everything I could think of...no positive results. John and I meet, he tells me of the damage all the animal protein can cause, especially joint pain like I had. Two weeks later, 50% less pain, four weeks later NO MORE HAND PAIN! I mean none! For four years it had been chronic and just that quickly, eating nutrient-rich totally changed my life. I can do everything I want again...despite what all the doctors told me." ~ **Jon Hinds, Head Trainer and Founder of the Monkey Bar Gymnasium, the first plant based gym chain the US.**

"Eating a nutrient-rich diet has been one of the best decisions I've ever made. I eat 80-90% or more whole foods, plant-based, and much smaller quantities of animal products and refined foods, and it shows in my health and performance." ~ **Eddie Enriquez, President, Centers for Athletic Performance**

"The Nutrient Rich Revolution provides the missing piece in the puzzle of losing weight and keeping it off for good. Nutrient Rich is not just another diet—it is learning a new way of thinking about eating and living a healthy life. Anyone can put you on a diet; millions of people go on and off diets every day. The Nutrient Rich Revolution shows you how to eat for life, so you can lose weight, get healthier and increase your energy. I recommend eating Nutrient Rich for anyone wanting success." ~ **Jim Hart, ACE CMT, Men's Journal 100 Best Trainers**

"John Allen's experience and his synthesis of the leading research in nutrition, fitness and recovery is more than just a set of tools or a roadmap. It is the lifestyle those of us seeking success in all aspects of our lives strive for. When it comes to nutrition, you can't beat The Nutrient Rich Healthy Eating Plan . It's simply the most successful way to eat for any active or athletic person." ~ Barry Holman, USA Triathlon Certified

"If you want to invest in your body, your health, your longevity, your sanity, and your joy, start eating Nutrient Rich." ~ Howard Jacobson, Ph.D.

In the nearly 20 years since I wrote BodyFueling, I have rarely encountered a healthy-eating approach that I felt I could agree with and endorse 100%, that reflected all my values and contained everything I would wish for a person to have and to know. Anyone who so thoroughly and passionately covers plant-based, nutrient-rich, whole, not-just-weight-loss, not-just-one-thing healthy living with such a life-integrated approach--and effectively shows that it's more fun than what doesn't work--is a friend of mine. This way of eating needs all the champions it can get, and John is impressively on top of it. Bravo. ~ Robyn Landis, Author of BodyFueling and Herbal Defense

Switch to Rich—The Nutrient Rich® Way to Eat

Please read this notice before getting started.

The information provided in this book is for general guidance only and is not intended as a substitute for advice from a physician or other healthcare professional. Do not use this information to diagnose or treat a health problem or disease without consulting a qualified healthcare professional.

Any information provided in this book or any corresponding website is used at your own risk

Switch to Rich is a publication in conjunction with **The Nutrient Rich® Healthy Eating Plan**, brought to you by NutrientRich.com

Written and Published by:

John Allen Mollenhauer
NutrientRich.com
Nutrient Rich Life, Inc.
209 E. Northfield Rd.
Livingston, NJ 07039

Copyright© 2012 Nutrient Rich Life, Inc
ISBN: 978-0-9848680-0-1

All rights reserved. No part of this book may be reproduced or transmitted in any form, by any means, electronic or mechanical, including photocopying, recording or by any information storage or retrieval system, without written permission by the author, except for the inclusion of brief quotations in a review.

THIS GUIDE AND WEBSITE DO NOT PROVIDE MEDICAL ADVICE

The material contained on NutrientRich.com ("Content"), including text, graphics, images and information provided by users of NutrientRich.com ("Users") in chat rooms, message boards, personal pages or otherwise, or obtained by any other publication, newsletter or other medical or health information source or from other sources, is provided "as is" for general information only and for the purpose of educating individuals about nutrition, exercise, lifestyle, health and fitness and related topics. The Content is not intended to be instructional for medical advice, or diagnosis or treatment of any condition or disease. The Content should not be considered complete, nor should it be relied on to suggest a course of treatment for a particular individual or as a substitute for consultations with qualified health professionals who are familiar with your individual medical or health needs. Should you have any healthcare-related questions, please call or see your physician or other qualified healthcare provider promptly.

“Not all problems can be solved; we have to grow out them” – Anonymous

“Until man duplicates a blade of grass, nature can laugh at his so called scientific knowledge” – Thomas A. Edison

Table of Contents

Acknowledgements	12
Foreword	14
PART I:	16
Introduction.....	16
How to Read This Book and Use The Nutrient-Rich Healthy Eating Plan.....	17
You Have Arrived.....	19
Real People, Real Success—How We Arrived.....	28
John Allen Mollenhauer—My Story.....	28
Tracie Boyle.....	32
Jon Hinds	35
Why do YOU want to <i>make the switch</i> ?.....	36
It’s All in Your Hands (With a Little Help from Your Friends).....	39
SWITCH TO RICH—The Nutrient Rich Way to Eat	44
Get Started While You Read	46
PART II:.....	50
Break the Vicious Cycle of Eating Nutrient-Poor.....	50
The Great Rule of Eating	51
The Three Classes of Food™	55
The Nutrition Transition in the Wrong Direction.....	58
Typical Diets, Traps, and Vicious Cycles	60
The Standard American Diet (SAD)—Eating Whatever, Whenever	60
Diet-Trapped: Caught in the Snare of <i>Weight-Loss-Only</i> Dieting.....	63
Diet Speak:	67
The Pleasure Trap.....	70
The Top 10 Diet Traps	75
Trying To Eat Healthier, But Not Yet Nutrient Rich®	89
No Longer Falling for Simple-Minded, Single-Variable “Solutions”	90
Nutrient Rich®—The Nutrition Transition in the Right Direction.....	92
Your Nutrition Transition	95

The Three Golden Rules of Healthy Eating.....	95
<i>90% or More Plant-Based Nutrient Rich</i> [®]	96
PART III:	101
The Seven Success Results Every Body Wants.....	101
Success Result #1: Detoxify Your Body	104
Success Result #2: Lose Weight Naturally.....	108
Success Result #3: Improve Your Health and Performance.....	110
Success Result #4: Reverse Lifestyle-Induced Diseases.....	113
Success Result #5: Age More Slowly.....	126
Success Result #6: Look Younger.....	127
Success Result #7: Maximize Your Longevity	128
How Many of the Success Results Do You Want?	132
Building a Nutrient Rich Body.....	132
PART IV:.....	134
The Science Is In.....	134
Standing on the Shoulders of Nutritional Giants	135
Photosynthesis: Something from (almost) nothing!	136
Everything Your Body Needs: The Nutritional Adequacy of Plant-Based Diets.....	137
The Nutritional Adequacy of Plant-Based Foods and Diets	149
Why Animal Foods are Considered Nutrient-Poor	151
Comparing the Nutrient Density of Plant- and Animal-Based Diets.....	152
Protein and Calcium in a Plant-Based Diet.....	154
Playing Chicken.....	160
Part V	163
The Nutrient Rich [®] Way to Eat	163
What's On Your Plate?	164
Skills Mastery: Becoming an Expert.....	169
The Personal Diet Quality Assessment.....	170

The 36 Nutrient Rich® Proficiencies.....	171
The Simplest, Most Direct Path to Success —For All Goals and Styles.....	174
Everyday Basics for Everyone.....	175
Become a Black Belt Healthy Eater!.....	179
Improving Your Nutrient Rich® “Healthy Eating” Score.....	179
White Belt.....	179
Yellow Belt.....	180
Green Belt.....	181
Brown Belt.....	182
Black Belt.....	183
What If I don’t <i>want</i> to be a “Black Belt” Healthy Eater?.....	185
Enjoy Yourself!.....	185
Your New Top 10.....	185
Keeping It Simple: The Most Basic Everyday Way to Eat Nutrient Rich®.....	188
Background on the Basics of Meals.....	189
<i>Breakfast</i>	189
<i>Lunch and Dinner</i>	189
Dessert:.....	191
G-Bombs: The Healthiest Foods in the World.....	191
Supplementation While Eating Nutrient Rich®.....	192
Live Juice Powders and Meal Replacements.....	194
Specific Supplement Recommendations.....	195
Optimizing Your Food Intake.....	196
Nutrient Density.....	196
Calories.....	197
Volume.....	198
Great Taste, Free of Addicting Substances.....	198
Get Started NOW—Nutrient Rich® Healthy Eating <i>for Life</i>	201

Summary: Your Formula for Success	202
Performance Lifestyle for Resilient Living.....	203
.....	204
Save Face.....	208
About John Allen Mollenhauer	209

Acknowledgements

I want to dedicate this book to all the people who care or want to care more about what and how they eat, and, who are literally taking it to a whole new level. The *Switch to Rich* is truly a new mindset around eating that is both wonderful for its impact on health and personal energy... but also on others, the environment and other creatures. You are warriors.

To my parents Allen and Doreen Mollenhauer who have been a force of unyielding and loving support, my whole life and career. You helped me to reach high early, and go for it in this life. You are so courageous and are just good people. I have always been lucky to have you in my corner. I love you.

To Grandma Dora, the way you lived had a ripple effect on Nutrient Rich coming into being. I honor you. It's no wonder your daughter is so amazing.

To my sister Audra, for your willingness to just tell me what you think; I can always count on you not to mince words. I know they are loaded with loving intentions. You are wonderful too.

To all my dear friends who have been so supportive over the years, helping me test, talk out loud and break new ground during every day interactions, so I could help define this new emerging healthy eating style, even when the bias was to eat the status quo. Thanks for going for the ride with me, and encouraging me.

To Joel and Lisa Fuhrman M.D. who awakened me and the world to this new premise of nutritional excellence; your commitment to high nutrient density eating and the exemplification of it has made it possible for others to carry the torch further. You are pioneers and dear friends, and I thank you.

To T. Colin Campbell, thank you for giving me the opportunity to share a thought in *The China Study*, when who was I to be on that list? You are the most humble human being I know, with credentials to support a massive ego, yet you approach life with unwavering integrity. You affected this project in so many ways, from afar. I have always appreciated our conversations.

To John McDougall, MD, Michael Greger, MD, Michael Klaper, MD, Caldwell Esselstyn, MD, Alan Goldhamer, DC and Doug Lisle, PhD and VegSource, Jeff and Sabrina—you, among others have been inspiring and educating me for years. I want to thank you for being such pioneers and for substantiating what people were sold short on—how to get healthy and stay that way. To the NHA for really inspiring me to get on the path, with the best health information in the world. Thanks to you Jerry Deutsch.

To Jonny Hinds and Jessie, thanks for being among my best friends and for all of the opportunities you've made possible over the years. It's been a great experience teaching nutrient-rich nutrition at MBG. Dave Buck, the same to you. You bet on this horse, early in the game and that gave me some great momentum to continue doing what I do. You are a leader. Thanks buddy. Eddie Enriquez, you're like a brother, great things to come. And Shawn Phillips, you are one of the smartest people I know. Thanks for being an anchor for me, and for supporting me even when it wasn't exactly your wholly shared philosophy for eating. Your ability to word smith what I really want to say has been inspiring, and has helped me see the whole picture, and choose to "transcend and include," rather than drive people away for some self-righteous eating "sin."

Thanks to Karen Hoyos, Kevin Gianni and Rob Poulos for all your influence and outreach during key times to this point. I look forward to all that we do together. Much gratitude to Andrea Beaman and Rosie Battista for your efforts, and for teaching me what I couldn't learn from books and apparently needed to experience to grow. Thank You Julia McRae for much the same and your amazing attitude and support.

To my former coworker Mo Piper, you toughed it out in the birthing process of all this; thanks for being such a trooper when things changed about every minute! To my current lead, Jackie Schatell; you are a warrior goddess in every way. I don't think I've ever worked with anyone as multi-talented as you, with a drive to see things through—and you've got good company. Thank you so much for helping me to see this through. Now the next chapter begins, step by step. I have enjoyed working with you so much.

Ariana, Rick Bonelli and Cosmin, without you and your teams, we wouldn't be delivering this the way we are to the world. When we were trying to get a handle on the technology and communications of our business, you stepped in and rocked our world. What a relief it has been to work with you. You have enabled us to do what we do best and I thank you for your amazing focus, sit in awe of your skills, and look forward to many years ahead working together.

Robyn Landis, not a moment too late or too soon; I'm sure I'll expand this acknowledgment in time, but in a short two-week period you are here. Your ongoing commitment to the development and flow of this book's message is there, and I appreciate your energy and intention. It's only going to get better as we—author, editor, and readers—dance and develop this together. Glad to be dancing with you.

Finally, in this moment, to anyone who has in any direct or indirect way, helped this project, me, or is out there making the world a better place. Its cliché, I know, but we have great responsibility today to our planet for so many reasons that are imminent. If you are out there with the big picture in mind, I applaud you. Hat's off.

And of course, I thank god for speaking loud enough for me to listen, for shining through my once overpowering ego, to show me who I really am, why I'm here and what my purpose is. I love you, all.

Foreword

By Suzanne Steinbaum, DO

As a cardiologist I spend a great deal of time discussing the risk factors that lead to heart disease, including high cholesterol, high blood pressure, diabetes and obesity. And as a result, I also find myself discussing the benefits of a better diet. We know that a nutrient-poor diet plays the pivotal role in the development of many medical conditions, including heart disease, diabetes and cancer. In fact, when analyzed, a nutrient-poor diet in combination with an unhealthy lifestyle is the major contributor to overall mortality. Therefore, what you consume plays an enormous role in staying healthy, looking better and living longer.

At a time when dieting has become an integral part of our consciousness, the number of people going on diets is at an all-time high; however, the already high rates of obesity continue to increase rapidly among children and adults. The effects of this are staggering. For the first time in decades, the life expectancy of Americans is declining. Clearly we are doing something wrong. The dieting schemes we have accepted as truth are not enabling us to successfully tackle weight and health issues. There needs to be a new standard of eating, and the concept of the “American diet” needs to change.

For decades, the USDA (U.S. Department of Agriculture) dietary guidelines have done nothing to help Americans prevent obesity and diseases directly linked to dietary and lifestyle issues. Fortunately, things are beginning to change. The 2005 guidelines began promoting the long-standing concept of “nutrient density,” which describes the quality of foods, and the 2010 guidelines state that *“with two-thirds of Americans overweight or living on prescription meds, the USDA calls on ALL Americans to eat a more nutrient-rich diet.”*

The concept of eating nutrient-rich foods is not entirely new, but until recently it has not been fully explored for the weight-loss and health-seeking communities. Eating foods with high nutrient content is what truly matters when eating well. This nutrient-rich approach to eating is conclusively linked to an improvement in health; a natural reduction in weight is an appealing byproduct.

Eating up to *90% or more plant-based nutrient-rich* foods is a concrete way of practicing what was implied in the USDA guidelines. Eating predominantly nutrient-rich foods, while abandoning the premise of dieting that comes with weight-loss-only programs, is a major step in the improvement of your lifestyle.

We are living in the time of the nutrient-rich revolution. Armed with knowledge and experience, anyone who adopts a more plant-based nutrient-rich way of life will reap all the benefits this healthy style of eating affords.

You are about to embark on a philosophy of eating and living that is both effective and satisfying. In The Nutrient Rich® Healthy Eating Plan, John Allen Mollenhauer succinctly and effectively communicates why we need to switch from nutrient-poor eating to a nutrient-rich healthy eating style, get off of our “diets” and get on with our lives. Its message is clear and simple—you must make *the switch to rich* because a successful, resilient lifestyle starts with eating nutrient-rich food.

I wish you well as you start on this path.

Dr. Suzanne Steinbaum, D.O.

Dr. Suzanne Steinbaum is an attending cardiologist and the Director of Women and Heart Disease at the Heart and Vascular Institute of Lenox Hill Hospital in New York City. She has received fellowship training in both Preventive Cardiology and Cardiology. She is board-certified in Internal Medicine and Cardiology, with subspecialties in Prevention and Women and Heart Disease. Prior to joining Lenox Hill, she was the Director of the Center for Cardiac and Pulmonary Health, and of Cardiac Rehabilitation and Lifestyle Management at Beth Israel Medical Center in New York. Dr. Steinbaum is also a Fellow of the American College of Cardiology and holds the position of spokesperson for the American Heart Association, as well as for the Medical Liaison for the Young Professionals division of the AHA. She is honored to serve on the Go Red Committee for Women in Heart Disease in New York City, and was the 2010 recipient of the American Heart Association: Young Heart Award for Achievement in Cardiovascular Science and Medicine.

PART I:

Introduction

How to Read This Book and Use The Nutrient-Rich Healthy Eating Plan

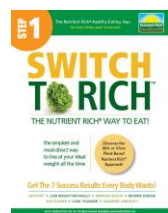
The Nutrient Rich Healthy Eating Plan is a four-step system (with a book for each step) that will help you *make the switch to nutrient-rich*—a fundamental shift to a new way of eating. This eating style is the most direct path to health, weight loss, longevity, a pleasurable relationship with food, and more.

Having arrived at the beginning of The Nutrient Rich Healthy Eating Plan, you’ve no doubt already taken the assessment at NutrientRich.com and have a sense of what problems and errors have kept you struggling for so long. Now you’re about to learn the solution—everything you need to achieve the **seven success results everybody wants**:

1. Detoxify your body
2. Lose weight naturally
3. Improve your health
4. Reverse lifestyle-induced diseases
5. Age slower
6. Look younger
7. Maximize your longevity



Mastering this way of eating is the way to achieve success in *all seven* of these whole-life target goals. This system, starting with this book, will bring you to that mastery.



Read *Switch to Rich*—Step 1 of *The Nutrient Rich® Healthy Eating Plan*. The book in your hand is the first big step on this life-changing journey. The primary objective of this first step is to help you make a wholehearted decision to *switch* to a plant-based, nutrient-rich healthy eating style—and for the reasons you find most compelling.

Only after you have made that decision wholeheartedly can you begin making the *nutrition transition* to accomplish the second objective, which is eating up to **90% or More Plant-Based Nutrient Rich®**. (Anything less than 90% cannot guarantee results, especially not all seven success results—and you will end up feeling physically and mentally like you went on yet another diet. This approach is designed to bring you the full array of results—but it requires a full commitment and an integrated way of life. Since it tastes good, it feels good, and it *works*, it’s nothing like “going on a diet”—and I hope to convince you never to think about eating that way again.)

This book is the core of the whole Nutrient Rich Healthy Eating Plan and will help you lay the foundation for your new approach to eating. There are four parts

Read *Switch to Rich* **in full** before you start actually taking the steps set forth in it or executing the whole Plan. This will ensure that you have the big picture, the right motivation, and enough insight to take action with confidence.

This is not primarily a book about the science of nutrition, although the key concepts and supporting science behind Nutrient-Rich basics are conveyed and referenced throughout. It isn't yet another weight loss-*only* or half-baked healthier diet that will keep you trapped for another round of short-term success and long-term struggle.

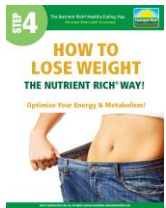
Instead, *Switch to Rich* provides all the information and support you need to establish a healthy eating style, much as you might become skilled as a black belt in a martial arts style. Anything less would sell you short of both the immediate and long-term success results you want. You're going to have fun rising through the ranks from white belt to black belt as you learn what it takes to improve your Nutrient Rich® Score.



Step 2—How to Shop, Organize, Prepare, and Eat Out

Step 3—Simple, Quick & Easy™ Recipes

These two steps go hand in hand. Your confidence will accelerate as you start getting grounded in experience and learn to apply these ways of eating broadly at home and everywhere you go. Read these companion guides after completing Step 1.



STEP 4

Don't advance to **Step 4—How to Lose Weight the Nutrient-Rich Way** until you have already transitioned to eating *90% or More Plant-Based Nutrient Rich®* for at least 90 days or longer (the initial transition period). It is essential to be at *90% or more* in order to optimize your energy and metabolism.

Even before you understand "**How to Lose Weight the Nutrient Rich® Way**" you will begin losing weight naturally, but you'll really accelerate the process—and the other six success results—when you've been at *% or More Plant-Based Nutrient Rich®* for at least 90 days. Besides, trying to start with your eyes *primarily* on weight loss will out you in entirely the wrong frame of mind for this much deeper, more fundamental shift.

*Note: On behalf of Nutrient Rich Life, Inc, and Nutrient Rich.com, I am 100% committed to constantly improving The Nutrient Rich® Healthy Eating Plan. As new nutrition findings emerge, new questions are posed, and we find even better ways to communicate the core ideas, I will deliver

enhanced versions of the book and updates on the web to NutrientRich.com members. Stay active and you will continue to get the inspiration, education and support that makes you an expert.

You Have Arrived

I am so happy that you are reading ***Switch to Rich—The Nutrient-Rich Way to Eat***. All nutritional roads ultimately lead to a nutrient-rich healthy eating style, and you have finally arrived. It takes most people 20 years or more to arrive here—often after years or even decades of unsuccessful ways of eating. So celebrate!

One of the reasons it may have taken you so long is that discovering **The Nutrient Rich Way to Eat (Part V of this book)** is like finding the proverbial needle in a haystack. Despite terabytes of food and nutrition information at our fingertips, and thousands of commercial weight loss diets to date, we are only now just discovering what it truly means to eat healthy—or more specifically, “nutrient rich.”

As a Performance Lifestyle Coach, with a focus in nutrient-rich nutrition, I am a Nutrition Education Trainer (NET) and the founder of Nutrient Rich Life and www.NutrientRich.com. I have made a lifelong commitment to helping people just like you—from youths, executives and soccer moms to business owners and retirees—**Break Free of the Vicious Cycle of Eating Nutrient-Poor (Part II of this book)** and make *the switch* to nutrient-rich healthy eating—the cornerstone of a resilient lifestyle.

To be successful today, it has never been more important to live as healthy as you can, in sustainable ways you enjoy. There are reasons people say “health is your greatest wealth.” It is because *everything you do (if you are going to do it well) depends on it*. You must be as resilient as possible to thrive in today’s challenging and demanding world. No one wants to or can afford to be sick as a result of how they eat and live. And no one has to be.

Currently more than 70%-95% of modern chronic health problems are lifestyle-induced diseases that start largely by eating nutrient-poor foods.¹ Also known as diseases of longevity, they have a lifestyle-based cause. Lifestyle dis-eases are caused mostly by mishandling stress; misinformation about how to increase energy; and confusion over which foods are healthy. All of these compromise your quality of life and life expectancy. , They limit you and distract you from your goals.

Only 3% of the population are doing all they can to maintain a healthy life that enables optimal function. This dismal statistic will have dire consequences if it doesn’t change.²

¹ Australian Lifestyle Medicine Association. <http://www.lifestylemedicine.com.au/>

² Michigan State University. Study Finds Few Adults Living Healthy Lifestyle. <http://news.msu.edu/story/31/>. April 25, 2005.

When it comes to food and nutrition, most people’s diets are comprised of energy-dense, nutrient-poor foods resulting in an overweight condition and malnutrition.³ Depending on how you define what it means to eat “nutrient rich,” people are eating as much as 90% or more nutrient-*poor* foods in developed countries like the U.S.

Eating less or fewer of these foods may help you lose weight, but you can never sustain successful weight loss or (more importantly) health and longevity unless you’re eating in a healthy way that is nutrient rich.

Contrary to what most people assume or have been told, conditions ranging from overweight to diabetes, heart disease, cancer and many others are not just par for getting older. These diseases nearly always happen when people are not eating healthy. No one needs to unnecessarily suffer these illnesses.

In fact, once you make *the switch to rich*—a nutrient-rich healthy eating style—the symptoms of disease will likely diminish or disappear. Most noticeably, the overweight condition—or what we refer to as “*the most obvious symptom*” of a lifestyle gone awry—will resolve. *Being overweight is not just a cosmetic issue*⁴—it is the breeding ground for lifestyle-induced diseases.

Regardless of why you are considering making the *Switch to Rich*—to detoxify your body and lose weight naturally, or to optimize your health and reverse disease—you will experience all seven success results *and more* when you start eating up to *90% or More Plant-Based Nutrient Rich*

Each and every one of the **seven success results everybody wants** are natural consequences when you move away from nutrient-poor foods and take the steps provided by this book and by the whole Nutrient Rich Healthy Eating Plan.

It’s Not Entirely New, But It Is Amazing

Ironically, the concept of eating nutrient rich foods is as old as the hills. As matter of fact, you've probably been eating nutrient-rich foods your whole life to some degree—just not at the level that delivers the **seven success results**. That includes the ultimate one—longevity. Most people literally cut off almost 25% off of a healthy life expectancy by eating in the SAD (Standard American Diet) ways most Americans do today.

While losing weight is the most desired short-term result; eating for longevity should be the most prized. Longevity supersedes weight loss because (a) weight loss and any other benefit is

³ Kant AK. [Consumption of energy-dense, nutrient-poor foods by adult Americans: nutritional and health implications. The third National Health and Nutrition Examination Survey, 1988-1994.](#) *Am J Clin Nutr.* 2000;72:929-36.

⁴ Fuhrman J. *Eat to Live.* New York, NY: Little, Brown and Company; 2003.

meaningless if you're not around to enjoy it, and (b) eating for longevity will also produce weight loss and all the other most-desired benefits. Longevity as a target drives the most *comprehensive* set of nutrition and lifestyle behaviors, which enable you to live at or near your ideal weight all the time—and experience all the other success results as well.

Until high-nutrient-density eating has been documented for several decades, no one will know how long we can *really* live beyond the 95-105 years that are common in long-lived healthy populations. But that's not so bad, is it? On the current SAD diet, most Americans are not nearing that age. (**See Longevity in Part III**)

In other words, we are on the leading edge here. Making *the switch* from predominantly nutrient-poor unhealthy eating to nutrient-rich healthy eating as part of a resilient lifestyle is revolutionary. (You will discover more about resilient living at the end of this book.) Eating is only one aspect of your whole lifestyle, but lifestyle improvement usually starts with the way you eat.

Optimize the Way You Eat

The Nutrient Rich® Healthy Eating Plan is about optimizing the way you eat, starting from where you are right now. The intention is a whole new level of healthy eating, where plant-based, nutrient-rich foods comprise your *new normal* way of eating up to *90% or more* of the time.

This is radically different than simply eating less of the nutrient-poor foods your diet is filled with, manipulating calories to lose weight; or eating (maybe) healthier for a limited period of time with the secret intention to continue with your old patterns and favorites later on once you have “lost weight” or met some other short-term, short-sighted goal.

No more getting locked down or stuck in only one point of view, either. Eating Nutrient Rich is not based on the simple-minded, single-variable methods for weight loss-*only* that dominate the market and sell you short of your potential. Those lesser approaches include low-calorie, low-fat or low-carbohydrate/high-animal protein ways of eating. They keep you stuck in a vicious cycle and lost in “nutritionism,”⁵ (overly focusing on individual nutrients), unable to see the forest for the trees.

What you're learning here is not based on one specific, regimented way of eating. No two people eat nutrient-rich in exactly the same way. You can achieve excellence in nutrition flexibly, from a broad base of knowledge, context and purpose. You can make the best decisions from an educated and open mind with proven guidelines for nutrient-rich healthy eating.

⁵ Pollan M. [Unhappy Meals](#). *NY Times*. Jan 8, 2007.

Making *the switch* from a predominantly nutrient-poor way of eating to a nutrient-rich one is a safe bet that just makes sense. Nutrient Rich is a quality standard more than anything else. It is healthy eating for life.

The Wisdom You Need Isn't Degreed

I am not a medical doctor or even an institutionally credentialed or trained nutritionist; I don't have to be and neither do you to know how to eat healthy. This bodes well for you. If I can figure it out, so can you. You don't need a Ph.D. to understand this concept, and with it you can cut through all the confusion.

What you do need to know is the difference between nutrient-poor and nutrient-rich food, so you can make *the switch to rich*. This simple yet significant difference usually gets lost in the many nutritional debates over what is the healthiest way to eat. Yet ironically, it is the point that actually matters most.

Plant-based, nutrient-rich eating is fundamentally sound and is backed by the primary principle of nutrition itself (nutrient density), as well as vast amounts of nutritional, agricultural and environmental science that all seems to work together and lead to the same conclusion. This includes the most comprehensive study of nutrition ever conducted, *The China Study*,⁶ in addition to the research and findings of The Lifestyle Health and Science Advisory I have assembled to guide the direction of this message.

Making the Switch is Happy and Healthy

The *switch to rich* is about eating up to *90% or More Plant-Based Nutrient Rich* foods and optimizing the way you eat for nutrient density, calories and volume. It focuses on eating great-tasting foods, meals and menus that you enjoy, but that are also free of addictive substances—so you can detoxify your body, lose weight naturally, improve your health and personal performance, reverse disease, age slower, look younger and maximize your longevity.

As you'll learn in more detail within this book and throughout The Plan, that means eating foods made from high-nutrient greens; green and colored vegetables; beans; legumes; fruits; nuts and seeds; whole grains; and starchy vegetables as your primary food sources (vs. the 90% or more nutrient-poor foods eaten by the general population).

⁶ Campbell TM II, Campbell TC. *The China Study: The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss and Long-Term Health*. Dallas, TX: BenBella Books; 2003.

The variety of meals and menus that it's possible to create using all these foods is so vast; you will never get to them all in this lifetime. It's virtually unlimited. When you make the decision to obtain no more than 10% of your diet from foods that are nutrient-poor food, refined foods and animal products (foods you will soon learn to identify), you will have the best of all worlds—a smorgasbord of foods you can choose from for life, and all the health, appearance and longevity success results you've ever wanted. This couldn't be more of a win-in, and that's why I'm so excited to bring you the Nutrient Rich healthy Eating Plan.

It's healthy, it's tasty and it works. What more could you ask?

The Natural Change Process

Although ultimately making the switch is easy and a no-brainer—in the sense that it's proven, it's explicit, it's tasty, it's plentiful, and it works—it's helpful to recognize that for most people, changing your eating in this way will take time. Even if you switch to 90% (or more, perhaps up to 100%) plant-based nutrient-rich food overnight, you will still be progressing through a *nutrition transition* as you change your lifestyle. There will be a learning curve and adjustments to make.

Knowing this, I did some research into the natural change process.

I wanted to gain a better understanding of why some of us change faster than others. I have learned about the general process people go through when making a change—almost any change, small or large.

The *switch to rich* is a large change because it involves and integrates so many areas of one's life. That doesn't mean it has to take a long time; it just means that you will go through these stages at your own pace. If you are aware of them, you will likely be able to change much faster (and more comfortably) as you understand what you need to do next to change.

Therefore, please keep these stages in mind as you read this book and travel the path to **Nutrient Rich® Healthy Eating** from where you are right now. Doing so will enable you to feel good about every stage, so you need not feel you “should” be further ahead than where you authentically are.

Each stage of change requires some inspiration, education and support for you to move through it with confidence. “Taking action,” as we define it in the context of *making the switch to rich*, is not only about making the changes, but also taking the psychological steps needed to effect change and prepare for it.

Applying my understanding of the intrinsic nature of change, this book is designed to support you in making a significant, powerful change in your eating style—respecting the natural progression of the change process. Reading this book will take you through the following steps, from contemplation all the way to action.

- **Pre-contemplation**—You don't yet know or you are not acknowledging that there is a problem behavior that needs to be changed, such as eating the Standard American Diet (SAD), focusing on weight loss alone at the expense of your health, or thinking you are eating healthy when you are really just eating healthier as compared to the SAD diet (but not yet nutrient-rich).
- **Contemplation**—you are finally acknowledging that your attention is needed on a potential problem, and you are thinking about changing your behaviors. That's what you are doing right now as you begin to read this book, if you are not already into the next stage.
- **Preparation/Determination**— you are actively changing by making small changes on the “low-hanging” fruit level, and readying yourself to make significant changes over the next 30 to 90 days or so (by learning **The Nutrient Rich® Way to Eat**)
- **Action/Willpower**— you are in the action stage if you have already begun changing the behavior (for our purposes here, the way you eat). You are engaged in the change process, taking deliberate actions every day. You are reading this book for more inspiration and education, and are using our support to help you get further down your path.
- **Maintenance**—you are maintaining the behavior change (new healthy eating style) with a community of friends who are going through a similar process. You may also have been in this dietary change for up to six months or more, and are now improving your knowledge and skills.
- **Relapse**—you are returning to older behaviors and abandoning the new changes. Don't mistake this for eating an old food favorite from time to time, or 10% or less of your total dietary intake. This will happen. It is NOT a relapse. A relapse means you just decided not to eat nutrient rich. This will probably only happen if you don't have a community of friends that support your new behavior and the ideal approach. If you are a member of NutrientRich.com, are participating in the broader plant-based movement, and are expressing your new values, you are very unlikely to relapse.

Keeping It Simple

If you learn nothing else about nutrition but what you know right now, think about this—what is better for your life: eating nutrient rich or nutrient-poor?

You don't need to know all the inner workings of a clock to tell time, but you do need to know enough to tell time. I truly want to keep things as simple for you as possible. If you're like most people, you have enough to do, and don't need to become a nutritionist or a chef before you can understand this revolutionary—yet natural—new way to eat.

We are all extremely busy, so one of the keys to success is to start out on the right foot. I've done my best to bring forth a helpful context here, along with content that is substantiated in the most common-sense ways and is balanced with sound science that you can hang your hat on. There is just enough information in this book about nutritional science to help you *make the switch* confidently.

As you travel the path, your desire to learn and understand more about nutrition will likely grow. You can take a deeper dive into nutritional science later. You can fill in the blanks by asking questions in the NutrientRich.com Forum; taking part in our tele-trainings; and reading books written by the pioneers and leaders who are part of **The Lifestyle, Health and Science Advisory Council** at NutrientRich.com. These are the giant shoulders on which the Nutrient Rich idea stands.

It is ultimately simple to *make the switch*, yet for many it can be challenging at the start. It can even appear radical on more than one front, because you are taking a stand for not only quality of food but quality of life. This requires physical, emotional, social and intellectual adjustments.

At the same time, I promise you'll find this to be the most normal, natural, diversity-driven and unrestricted way to eat (unless you are in a health crisis), once you make *the Switch* and even start eating nutrient-rich versions of your old food favorites.

This is a knowledge-based approach to eating that is simply committed to nutritional excellence. You will be eating more plant-based, nutrient-rich foods than ever before simply because that's where the nutrients come from—and you will want more of these good things for your body as you see the results.

Focusing on eating *More Plant-Based Nutrient Rich*®, with a goal of *90% or more*, is easier than drawing a hard line in the sand that cuts you off or isolates you from others. You may choose to become vegan and never eat another animal product again, but that's up to you. You do not need to be vegan to be eating Nutrient Rich, although none of our recipes contain animal foods. We just don't promote them.

As simple as making the decision to switch really is, making the nutrition transition that follows can be eventful to say the least. Stay open-minded and don't be too quick to draw conclusions—for example, regarding whether or not you like the taste or texture of a food, or how you feel after you eat it. Habits and preferences take time to change; you may have old biases, you may have “stories” about experiences at times when you were thinking and eating very differently (as far back as childhood). Tastes buds even change slowly from a physiological standpoint; it can take 10 to 15 tries of a new food because they become accustomed to it!

Keep Your Eye on the Prize(s)

The prizes are *the seven success results everybody wants*, and the desire to achieve them will drive your food choices and many of your lifestyle behaviors.

There are hundreds of diet doctors and gurus who are ready and waiting to sway you back into eating a nutrient-poor, food-addiction-based eating style. Such diets may be focused on weight loss-*only*, or promise single-target outcomes (“spot reducing,” belly fat cures and the like), or suggest healthier eating styles by using words like *organic, farm fresh, grass fed, raw*, and so on. That’s how the industry works. Some of those facets of a healthy diet are worthy or laudable factors to consider (organically produced food, for instance) but in itself is not a complete approach.

Distortions are common in the field of nutrition. You would be hard pressed to find a field of study and an industry that is more subjective, personally biased, full of agendas and dominated by simple-minded, single-variable ideas. Much of what the public continues to learn is based on what some health guru or other tells them—and frankly, most gurus in the field of nutrition are half-baked and aren’t telling you the whole story.

Gurus and authors themselves don’t always have a clear picture as to why they are successful. They usually focus on some particular attribute of eating that has enabled them to lose weight and get healthier and turn it into a dietary philosophy, often at the expense of the bigger nutritional picture. Rarely is a full spectrum of understanding promoted.

Sometimes it is the guru’s own genetics that gave them an edge at an early age, and it’s not even the diet itself that is effective. Many other diets only work *short-term* for *weight loss* because they are calorie-restrictive, even though that’s not the element that the diet focuses on for marketing. Upon close examination, however, the caloric restriction (often too restricted) is the only reason weight loss occurred—not the hyper focused irrelevant gimmick used to differentiate the diet. Nutrition and health were never the goal of these diets, and so they aren’t the result either.

People in your life, along with diet gurus, may attempt to capitalize on any first feelings of discomfort or confusion you may have as you *make the switch*. Don’t let that happen. Others may not know as much or much more than you do about nutrient-rich healthy eating. *This is new ground. Stay strong and confident. You have every reason to.*

Thousands have traveled the path to nutrient-rich healthy eating before you, including me, and we have discovered that when you allow your body to heal, get its needs met, and avoid being overwhelmed by what it *doesn’t* need from food, it will function and perform well. And you’ll feel good too, and enjoy food *more*.

There may be some uncomfortable times as you *make the switch*, but what's different about that than any other change you've made in life? For example, did you ever switch from PC to Mac? It's a cool decision that yields immediate and long-term benefits, but the change can be a pain in the ass at first, as you learn a new operating system and get used to a whole new user experience. *These are signs of a desired improvement, not signs that something is wrong.*

Another way to look at this is through the eyes of my friend Jon Hinds. Jon is top fitness trainer to many stars, elite athletes, transformation leaders (Tony Robbins calls him for training), and everyday empowered people like you, whom he trains in the first plant-based gym chain in the country. He says that when getting your body into alignment, *"When you have been doing something wrong, switching to what is right sometimes feels wrong in the beginning."* This is due to *unfamiliar* sensations and experiences, as well as actual adjustments your body may be making.

Be aware of that and challenge yourself to greatness, rather than continuing to live forever-challenged by the hidden and negative effects of a nutrient-poor way of eating. Have patience any discomfort as it will soon yield to health, appearance and performance you've aimed for all your life. The pleasure that follows is worth it.

A Health Care Practitioner: Do You Have One?

If not, get one, and get a blood test. As I said, I am not a doctor, and it's good to have one who is adept at helping you navigate any prior health conditions when you are adopting a new way of eating. There are resources on NutrientRich.com and at the back of this book to help you find guidance from physicians who are trained in plant-based, nutrient-rich nutrition, and who specialize in reversing and avoiding chronic health conditions using natural methods.

At the very least, get a comprehensive blood workup and a physical, so that you know your baseline and what needs to improve. This will also allow you to benchmark your healthy success.

Again I want to emphasize that while what you learn in this plan will no doubt help you improve or even reverse a chronic disease condition that is not the scope of this book or my specialty. I don't diagnose, nor prescribe specific nutritional supplements; rather, I relay the findings of the leading plant-based, high nutrient density health practitioners who are qualified to make such recommendations.

I do offer live, raw, organic, whole super food nutrition products, such as powdered greens, vegetables and fruits for convenience and other health benefits. I didn't design the makeup of these products; nature did. I'm just serving them up in new ways. While I am very much in tune with nutrient supplementation recommendations, and situations when it's warranted, and will share with you what I have learned, you alone are in charge of your health. No one else is in charge—not me, not any other diet purveyor, not even doctors.

Find a practitioner who can help you navigate the healing process. **The Nutrient-Rich® Healthy Eating Plan** is about *making the switch to rich* an essential part of your healthy lifestyle. It will serve you well.

Live resiliently and enjoy yourself!

John Allen Mollenhauer

Real People, Real Success—How We Arrived

John Allen Mollenhauer—My Story



Remember those old Remington Razor commercials where the guy would say— "I loved the product so much I bought the company?" Well, when it comes to ***The Nutrient Rich Way to Eat™***, I could say something very similar.

It took me a while to discover nutrient-rich healthy eating, and to learn how to eat nutrient rich as part of a resilient lifestyle. Transitioning away from all the nutrient-poor foods that gripped my health had as much to do with understanding nutritional excellence as it did, resolving the issues I was using food to cope with.

Experiencing all the success results you will learn about in this book inspired me to take my lifestyle to the next level. Once I did, I was hooked, and today I'm not just the founder of NutrientRich.com, but I'm passionately helping others accelerate their entry into this way of eating and way of life—saving the 20 years or more that it has taken some people to discover The Nutrient Rich® Way to Eat and develop a resilient lifestyle.

It took *me* 20 years of research and experimentation in the game of life to arrive, and to fully understand why nutrient-rich healthy eating is so essential to your health and well-being. There was no NutrientRich.com or direct path like this one to shorten the process. I had to piece this all together, little by little, and it was only in the last five years that it has come together in a way that helps people really understand this eating style on a mass scale, and to become the movement is currently is.

People have been eating “plant-based” for a very long time, but eating “nutrient rich” is new, and takes your eating to whole new level of optimization. Nutrient rich healthy eaters know how to eat successfully. It takes healthy eating from a vague idea to a resoundingly successful quality-of-life strategy.

My decision *to Switch* occurred 23 years ago when I was 19 years old. It was at 7:00 in the morning. I had been up since 5 a.m. to open my gym, Olympia Fitness Center, which was a hardcore bodybuilding gym that I bought while I was in college. I was a bodybuilder, a fitness trainer and a gym owner before I was 20, and I thought I knew everything there was to know about eating—except how to eat *healthy*, which I did have an inkling I was not doing. I knew that the stress and strain of the extreme eating style that bodybuilders endure was already taking its toll on my body.

And then came this particular morning. I'm not sure how it found its way into a bodybuilding gym across the country, but I remember getting a newsletter called *The Health Reporter* from what I later learned was a mail-order Ph.D. company called the American College of Health Sciences. It included an excerpt from Harvey Diamond, the author of *Fit for Life*, which was the biggest-selling health and diet book of the 1980s and early 1990s. This book inspired millions of people, including me, to look at a new way of eating. It talked about eating fruit for breakfast and all kinds of plant foods, or what we would refer to today as a plant-based diet.

Relaxed after just successfully competing in the Mr. New Jersey contest, I opened what looked to be a junk mailer and began to read. From that moment forward my life would never be the same.

I could not believe what I was reading. Protein and calcium comes from plants? Your body is 75% water, and you need high-water-content foods that are rich in nutrients? On and on it went with ideas that would have been considered heresy in my gym if I had read them out loud. The thought of eating “vegetarian” or “near vegan” (a term that was rarely heard back then) would have created a mass exodus straight out my front door. We bodybuilders believed in the religion of animal protein!

That was over 20 years ago, but some of the ideas I learned from that mailer still sound like heresy to much of the general public. Eliminate or greatly reduce animal products? Don't eat junk food? Eat a diet that's *90% or more* unrefined plant foods? Where will I get my protein? Where's the pleasure in life?

Like many people, I had experienced the negative side effects of the Standard American Diet (SAD) combined with weight loss-*only* dieting. Nobody, especially at that time, dieted harder than a bodybuilder who was looking to burn off excess fat while maintaining and building muscle mass. And that's essentially what we did.

Brought up on the SAD for most of our lives, we bodybuilders were inspired to lose weight and build muscle. To do so, in the off-season we followed what I now call the weight loss-*only* method of eating—predominantly fish, chicken, some vegetables, occasional starches and some fruit. On holidays and throughout the rest of the year, would eat a healthier version of the SAD. Then we would follow a very low-cal, low-carb, high-animal protein diet for eight to 10 weeks to shed all of our excess fat, while taking additional protein supplements with some added vitamins in an

isolated form, to give us what we weren't getting in our food. We did all this while training at the highest intensity. For bodybuilders, not much has changed today.

While I was eating that way—which is essentially a version of how most people seeking to lose weight still actually eat—I looked great and turned heads, but I felt like a toxic dump. Why? Because by the standards you will learn in this book, I was eating what is considered to be a nutrient-poor diet. As a result, by the time contest day came around, I would show up *looking* in contest shape, but my body would be so depleted that I could drop. My breath smelled like acid and that same smell permeated my skin.

Following the contest, I would look great for about three days, but because of the binge that would inevitably follow, I would gain anywhere from 20 to 40 pounds. After such nutrient deprivation, eating was the only thing I could think about.

I never considered myself a “dieter”; I was a “bodybuilder!” Yet I can completely understand what dieters go through and then some. I know the consequences of the *macronutrient manipulation* mentality (focus on carbs, protein and fat, with little focus on the micronutrients that keep your body functioning properly). For me, “dieting” was a “sport” at the most intense level possible.

Now I know that the focus on macronutrients alone is distracting many people from understanding what it means to eat *healthy*. Understanding nutrient-rich nutrition will give you that perspective *so that you can accomplish your objectives from a nutrient-rich basis, not a nutrient-poor one*.



In this old photo to the left, I was the most sculpted yet depleted and unhealthy person you could imagine, and I wanted to feel better more than anything else. So I was ripe for the message in that *Health Reporter* article.

Within six months of reading *The Health Reporter* and having gained a great deal of weight, I sold my gym, took a sabbatical and went to Texas to work for the American College of Health Sciences—the mail-order health course company that published *The Health Reporter*! I wanted to read and learn as much as possible about becoming healthy. I was that inspired! The rest is history.

I switched to a plant-based diet, and I lost almost 80 pounds while eating a pretty large volume of food. That was new. In the past, I would lose weight through deprivation, but now I was feeling nourished and *still* losing weight.

The problem was it was not yet a *nutrient-rich* healthy eating style. The way I was eating was *healthier*, but was still unbalanced enough that I couldn't sustain it.

For many years to follow, a great deal of personal transformation took place. Eating unsustainably, I eventually got caught up in the vicious cycle of eating nutrient-poor once again. It also took me years to break out of the weight loss *only* dieting mentality, and I didn't have enough support to thrive in a culture of so many people eating the SAD.

I cycled through countless new diets, each of which was more plant-based and more nutrient-rich than I had eaten before. Sometimes I went vegan, ate nothing but raw food, and even adopted the Paleo point of view for a very short while. But with each of these eating styles—*all of which could have been optimized to be nutrient rich*—I got caught up in dogma and distracted by the half-baked healthier eating styles I refer to today.

What I eventually discovered was that **the message was as important as the meal**. Many diets were based on some single *facet* of a truly healthy eating style, like *getting enough calories*, or *humans are adapted to eat fruit*, or *historically man ate meat*, but none of them communicated a complete nutritional message that really made sense. They left too many unanswered, common-sense questions that are today easily answered when you understand what it means to eat nutrient-rich. Right here, right now, you will get those answers.

The message is as important as the meal means it just isn't enough to eliminate or greatly reduce the amount of animal foods in your diet; to eat less refined foods; to exercise more to “burn calories”; to lower your saturated fat content; to control your carbohydrate intake; to eat more fruits and vegetables; to eat a lower glycemic load; to not eat late at night... I could go on and probably so could you.

All of these and many more are potential attributes of a nutrient-rich healthy way to eat, *but by themselves will not result in a sustainable lifestyle or the results you want.*

Believe me, over 20 years I have tried all of these “single facet” focuses, but it not was until I understood nutrient-rich nutrition and how eating is affected by other life dynamics that I was fully able to sustain healthy eating as part of a resilient lifestyle. Understanding *why* nutrient rich works is as important as *what you do*. Having the whole picture and inserting the nutrient rich key will unlock a whole integrated lifestyle—one that produces the results everyone covets.

Overall, it took me 20 years to make the *nutrition transition* from eating the SAD, to focusing on weight loss *only* and eating *somewhat* healthier, to finally understanding the whole picture and the basics of nutrient-rich healthy eating.

Making the switch only took a **decision**—but learning how to eat in a great-tasting truly healthy way, and understanding how to lose weight the nutrient-rich way (so that maintaining my weight wasn't chance but deliberate), took time.

I have had a great deal of help on my path to this healthy, nutrient-rich life, particularly from my mentor Joel Fuhrman, M.D., a board-certified family physician and renowned researcher of high-nutrient-density eating. It is hard to sum up the impact this man has had on me (and thousands of others) by clearing the way for us to finally understand nutrition and the full potential of nutritional excellence.

I have also been mentored by other leaders in the field of plant-based, nutrient-rich nutrition. There is a reason why these men and women are recognized as leaders in plant-based nutrition, and as leaders in nutrition overall. It is because a whole-food, plant-based, nutrient-rich diet is impossible to refute. It makes sense on absolutely every level.

This is what I hope my story and this book will help you do better—to see healthy eating for what it truly is and inspire you to *make the switch* from nutrient-poor to nutrient-rich food, so you can live at or near your ideal weight during a longer, healthier, more pleasurable life.

Tracie Boyle



Most people can't name the day their lives changed, but Tracie Boyle can—it was May 17, 2008. That day, she and her friends attended a gala for Farm Sanctuary, a farm animal protection organization. They had a great time there and saw some of their favorite celebrities on the red carpet, but that's not what made the day so extraordinary. Rather, it was some information Tracie gleaned from a stranger she met, and a simple gesture from a random gala attendee, that changed her life forever.

A little history: Tracie began to gain weight when she was around 10 years old. She then continued to gain and lose weight throughout her teenage and adult years. In high school, she had a great group of friends, participated in the high school band, starred in plays and participated in other activities.

While her weight never prevented her from enjoying the high-school experience, it did prevent her from stepping out of her comfort zone. It stopped her from taking chances and this continued after she graduated. Throughout her 20s there were many things she wanted to do but didn't because of her weight. She felt trapped and says that it held her back from being who she knew she could and wanted to be.

Over the years she tried a bunch of different weight loss-*only* methods, but none of them ever worked long-term. Most of her family was overweight, so she began thinking that being overweight was just part of her biology and that there wasn't anything she could do about it.

In January of 2008, when she hit 30, she was 5'7" and weighed over 200 lbs. At the time, she was going through a really rough patch in her life and knew that she needed to make a change and do something. She just didn't know what that something was.

Then fate intervened and she found herself at the gala. Shortly after arriving, Tracie and her pals befriended two other people they had met outside, and spent the afternoon hanging out with them. At one point, one of them started talking about a book that he had recently enjoyed called *Skinny Bitch*, and suggested that she read it. She laughed at the title and remembers thinking, "Why would someone name a book *Skinny Bitch*?" However, she filed away the information in the back of her mind so that she could look into it when she got home. It was in fact a great book title because the name stuck with her, and she purchased it the very next day.

In addition, a party guest who had an extra "goodie bag" because both he and his wife had received one randomly handed his to Tracie on their way out. Inside the Matt & Nat vegan shopping bag were tons of vegan goodies, including cookies and other treats, a water bottle, a copy of *Veg News* magazine, a shirt, some chocolate, and lots of other items.

A few hours later, after meeting some of the celebrities that she had wanted to meet, Tracie and her crew lost track of time and found that the parking garage in which they had parked had closed at 1 a.m., which meant that they were stuck overnight in the city. Not too worried, they found a place to wait it out until the garage opened in the morning. To pass the time, Tracie went through the goodie-bag, immersed herself in her new copy of *Veg News*, and checked out all the other items it contained.

The very next morning, after Tracie rescued her car from the garage, she went right out and bought *Skinny Bitch* and devoured all the information it contained. She was inspired by the plant-based eating information she discovered inside, just like John Allen had been inspired reading *The Health Reporter*. Suddenly she wanted more—more information, more out of life—just more!

Not one for jumping into anything blindly, and having endured many prior failed attempts at dieting, she spent the next two weeks doing her own research. She studied plant-based eating, weight loss, and general health and nutrition before making the decision to stop dieting and change her life by changing her *lifestyle*—starting with the way she ate.

Tracie began to pay attention to what she was putting into her body, learned what a "normal" portion size looked like, started choosing healthier food options (including fruits, vegetables, whole grains, legumes, nuts and other plant-based foods) and made numerous other little changes that added up to something much, much bigger. Without realizing it, she had made the *switch to rich* as part of an overall lifestyle change. One year later, she was down 70 pounds.

Everything was different for her. "I was truly, genuinely happy for the first time in my life," she says. "My weight was no longer holding me back, and I was getting out there and trying new things. I discovered a love of clothes shopping. I became more conscious what was going on around me, as

well as what I was putting into my body. I never felt like I was giving anything up or depriving myself at all.”

However, even though she had learned a lot about plant-based eating on her own, she still didn’t fully grasp the whole big-picture concept. She gave up meat and began eating “healthier,” but she knew that there was much more to learn. She had lost weight, but she sought more guidance and reached out to me to begin using her newfound energy and motivation to further improve her diet and overall lifestyle. When we began working together, plant-based nutrient-rich eating finally hit home with her. That's when she truly began to understand and embrace this great-tasting healthy eating style.

Since the night of the gala, Tracie has taken many steps in the right direction. She has been learning the finer points of nutrient-rich healthy eating for life, such as **the nutrient-rich way to shop, organize, prepare and eat out**, as well as **how to create simple, quick and easy nutrient-rich recipes**. She is very busy, but she knows that no matter how busy she gets, she will always eat nutrient rich.

Now well into her fourth year, Tracie has maintained her weight loss and continues to read as much information as possible about nutrition, health and overall well-being. She recognizes that this knowledge will continue to expand her awareness of how to eat, think and live better. These days, her mission is to help other people change their lives by modifying how they think about food. She is now a leader in helping people change, and shares her story so others can learn about and experience a nutrient-rich healthy eating style.

“I didn’t have a personal trainer or dietitian,” says Tracie. “I didn’t deprive myself or go on a fad diet. Rather, I just learned a nutrient-rich way to eat and discovered that food is really fuel to be used to run our bodies efficiently. My objective became putting the best ‘fuel’ possible into my body. I learned that if I put empty, “nutrient-poor” calories into my body, I could not expect it to run efficiently. It quite obviously wasn’t working because that’s what I had been doing, and it had made me feel sluggish and depressed for such a long time.

“Through experience I learned that when I ate nutrient-rich foods I felt energized, healthy and happy. This has been a remarkable experience for me, and I feel compelled to help other people make the *switch to rich* too!”

Tracie adds, “I often wonder where I’d be right now if I hadn’t gone to that gala, heard about *Skinny Bitch*, received that goodie bag from a random stranger or been stuck in New York City overnight—but I truly believe that everything happens for a reason and that those events set me on my current path. I couldn’t be more grateful!”

An interesting thing to note here is that Tracie didn’t set out to lose weight and actually didn’t even know how to do so. Rather, her weight loss happened naturally because she set out to become *healthier*, and because she became a nutrient-rich healthy eater.

Even with the interventions of fate, Tracie had some trial and error to get the whole picture and learn how to fine-tune it. But imagine if she had actually known how to lose weight in a nutrient-rich way from the very start. Her transformation would have been subject to far less chance and would have happened a whole lot sooner.

That's the lucky position you are in right now reading this book. This could be the day *your* life changes—and with a road map to the most direct route right in your hands. You don't have to wait for a chance meeting with a stranger and an overnight stay in a NYC bus terminal to learn how eating nutrient-rich can change your life for the better, forever.

Jon Hinds



In 2004, Jon Hinds, founder of the Monkey Bar Gym chain and one of the leading trainers in the world, started to have extreme and debilitating pain in his hands. Prior to this, he had trained in Brazilian Jiu-Jitsu and was the gold medalist at the Pan Am Games. When Jon's hand pain became so unbearable that he could no longer train the way he wanted to, he knew something had to be done.

Jon took the typical course of action and visited many doctors. They all told him the same thing—he had arthritis at the age of 40. There was no way Jon was going to accept this, so he continued to search for a better answer.

I had wanted to introduce myself to Jon for a long time. I knew his father Bobby, who was the founder of Lifeline USA, a popular line of portable training equipment that I'd used for many years. Jon had invented many of the products himself, and graced the front of every box sold, and I was very impressed with him and his career.

So, one day I called Jon. While we were talking, he told me about his hands. I immediately asked him if he was eating significant amounts of animal protein.

At that time Jon was eating the typical "fitness" diet of chicken and vegetables with starches and a piece of fruit thrown in every once in a while. His animal protein intake *was* significant, large portions two to three times a day.

I told him point blank, "You are eating too much protein—animal protein in particular. Take it out of your diet completely or reduce it to only a few times per week, and your hand pain will likely go away." I explained that the standard "fitness" diet, which most people rely on to maintain their weight and get "enough protein," is nutrient-poor and does not have the nutrient levels needed for the body to stay healthy and perform well for long periods of time.

I also sent him an advanced copy of *The China Study: The Most Comprehensive Study of Nutrition Ever Conducted*. The Study was led by T. Colin Campbell, Ph.D., and offered startling implications for diet, weight loss and long-term health.

Jon decided to take my advice, as well as to read *The China Study*, which revealed the relationship between his diet and his health condition. He eliminated animal protein, and within one month, his hand pain *completely disappeared* and has never returned! (**Note:** Jon *wasn't* eating processed foods at the time, so he didn't need to give that up as well; for some *making the switch*, that additional elimination challenge will also be necessary to reduce or eliminate acute or chronic symptoms.)

Jon did not know that his conversation with me would lead him to meeting one of the most influential scholars, researchers and humanitarians in the country— T. Colin Campbell, Ph.D., the author of the book I'd sent him. Campbell would further influence Jon to become a leader in the movement toward eating more plant-based nutrient-rich foods. Under Jon's guidance, the Monkey Bar Gym franchise (MBG) became the first plant-based gym in the country.

I feel incredibly privileged to have had the opportunity to influence Jon and see the ripples this has created. Over the years we have conducted many events together to educate his members and trainers on the merits of *making the switch* to a *90% or more plant-based nutrient-rich*® healthy eating style. This partnership continues to this day as Jon and I spread the word.

But the really important part of Jon's story is that he *made the switch* from a nutrient-poor diet (which was high in animal protein, saturated fat and cholesterol, and was focused on manipulating calories to maintain his weight and fitness), to a plant-based nutrient-rich diet. His new way of eating was high in phytochemicals, vitamins, minerals, fiber and water, *and* contained sufficient calories from appropriate amounts of protein, carbohydrates and fat—from natural plant sources. This enabled him to maintain his weight and fitness—without having to endure painfully compromised health.

In the spirit of a true master, Jon has become a model student of **The Nutrient Rich® Healthy Eating Plan**. And because of his dedication and guidance, MBG members are healthier, more disease-resistant and are performing better than ever before. Those who take Jon's 60-Day Challenge and eat a predominantly plant-based, nutrient-rich diet that is optimized for nutrient density average a 17-pound body fat loss and a 5.4-pound muscle gain—while improving their stability, strength and power. Now those are results I'm sure all of us would love to achieve!

Why do YOU want to *make the switch*?

Everyone has different reasons for wanting to *make the switch* from a nutrient-poor, animal- and

refined-food-based diet to a plant-based, nutrient-rich whole-food diet. In the simplest sense, the preceding sentence by itself should be reason enough, as you can probably imagine the results of a nutrient-poor diet can't be good, and the results of a nutrient-rich diet must be better.

Nonetheless, the balance of this book will help reinforce your decision to go nutrient rich with many solid and specific reasons. Furthermore, there are other books that dive deeper into subjects ranging from nutrition and health to humane, environmental and sustainability concerns. Those books will make the case that much stronger still. Consider this book your launch pad.

To start you off with a few ideas for why YOU might want to *make the switch*...

- **You no longer want to feel toxic**, as if your body is overwhelmed with food and with substances that don't belong there. You may want to get free of addictive impulses and withdrawal symptoms.
- **You are completely sick and tired of dieting, of having to constantly lose weight**, wishing and thinking about losing weight, and dealing with this distraction in your life. Yes, it's a distraction, because weight loss is not a life goal but an attempt to deal with a symptom—the most obvious symptom of a lifestyle gone awry.
- **You want to get healthier because you are feeling tired, and are tired of getting sick.** Maybe you heard someone say that they don't get regular colds, or find yourself admiring someone who has glowing skin and seems to function at higher energy levels than you do. Maybe you've noticed that they eat in a healthy way and love it, and you say, *"I want that too."*
- **You have been diagnosed** with hypertension, pre-diabetes, diabetes, arthritis, heart disease or cancer, and want to prevent the initiation or progression of any more disease processes, lifestyle-induced or not. Maybe you've decided you want your obituary to read differently—not *"died of a heart attack"* but rather *"reversed heart disease, inspired others, and passed at the ripe old age of 100 years old."*
- **You want to be around for your kids and grandkids, and not burden your spouse or children with your poor health.** Today, more and more people are taking this into consideration when forming relationships and improving the ones they are in, or as they plan for retirement.
- **You want to increase your personal performance** by cleaning out your body, fueling it up right, and improving your energy levels and endurance. You may want to try a new sport or advance to a new level in a sport you love.
- **You may want to age slower and look younger**—not by having to cover up your skin with makeup from the outside (non-toxic makeup is always nice, regardless) but by slowing down the aging process. You want to beautify your skin—by *not* bathing your cells in

rapidly age-promoting animal protein and fat, cholesterol, salt, sugar and toxic chemicals, all of which deplete, toxify, and kill your cells.

- **You want to live longer**, and no longer set your sights on 72-79 as your likely age of death. (Sure, some SAD eaters can get to their 80s or 90s, with luck and technology, but they are *kept* alive in most cases by drugs and surgery, usually don't have a great *quality* of life and their deaths are rarely graceful. As you'll learn, 72-79 is a full 25 years short of a *true* healthy life expectancy.)
- **You want to save the dwindling supply of animals and fish on the planet and eliminate their needless suffering.** We are currently producing and/or wiping out 55 billion animals a year to serve animal protein to a fraction of the seven billion people on the planet (soon to reach nine billion)!
- **You are eco-savvy and want to promote sustainability.** You may already know that the production of tens of billions of animals a year for food is not only cruel, but environmentally destructive and completely unsustainable. (Say goodbye to lungs of the planet—the Amazon—if we don't switch up our diet as a population fairly quickly. We aren't talking about a century; we're likely talking about the next quarter of your lifetime. See www.NutrientRich.com/save-face .) You may feel compelled to protect the environment from the current devastation that we cover up, ignore, or conveniently deny because it feels too big to affect. But you *can* affect it, every single time you sit down to eat.

Whatever your reasons for wanting to make a change, get connected to them—start expressing them, telling others about them. Talk yourself into it by sharing it. Tap into the collective desire to be healthy and be part of the movement in any way that feels right.

If you are reading this book, you already are inspired by something. Now widen that opening. Your reasons are whatever move you and drive you forward. Without a clear reason and purpose, you are far less likely to have the endurance and stamina to see a change like this all the way through. Anyone who has become the change they want to see has compelling reasons underneath and behind and out in front of them, pushing and pulling.

What is your reason? Perhaps you discovered your reason in the list above, but maybe want to state it another way. Or maybe you have one I haven't thought of. Once you have your deepest reason to change the way you eat, it's in your power to make that change. We are simply giving you a big helping hand.

Your reason for making the switch:

It's All in Your Hands (With a Little Help from Your Friends)

The world works in mysterious ways. While writing this chapter, I received an email from Andrew Cohen, the author of the book *Evolutionary Enlightenment*, which read:

What does it really mean to consciously evolve—to deliberately and intentionally create and co-create the future? It gets clearer and clearer to me every day that it really is up to us—each and every one of us, individually and collectively—to create the future that we hope for in our highest moments. When we reach that point in our own development where we unequivocally have accepted the fact that no one else is going to save us—not a mythic God in the sky or "destiny" or a miracle—we realize that the next step in the evolutionary process really is in our own hands.

Formerly this book section was titled "Shocking Statistics," but Andrew's quote immediately tuned me in to the true message of this section, which is that if you are going to *make the switch* to a nutrient-rich healthy eating style, it's in your hands to do so.

An inspiring HBO production called *Weight of the Nation*, a four-part series on obesity in America, gave us a revealing look into the nutrient-poor, unhealthy eating style that is making us fat and sick as a nation.⁷ It is also representative of how Westernized and developed countries are both eating and living.

These videos exposed the fact that obesity is growing at an incredible rate and is not only having a health impact on each individual, but also a financial impact on the country (due to lower productivity and inactivity and rising health care costs).

In addition, the series revealed the national bias that is invested in the problem. The answers are relatively simple, yet real solutions to the obesity problem will never be implemented in a significant enough way by government, large corporations, diet companies, hospitals or any other institution that is profiting from the obesity crisis. Each has a compelling interest in keeping Americans fat and sick to a certain degree. Sadly, it's profitable.

The good part is *you* have the power not to participate. Whatever these entities are selling and/or profiting from, you can opt out. You don't have to eat the Standard American Diet. You don't have to be obese or unhealthy. If you take this into your hands, they can't touch you.

For years, I have been saying that the nutrient-rich revolution is a personal shift, and that companies will have to respond accordingly. But as long as you are addicted and eating the nutrient-poor products they are selling, they can keep selling them to you.

⁷ HBO. [The Weight of the Nation](#).

You can say all day that you will change the way you eat when food companies change their menus, when the government comes out with a new pyramid or plate, or when restaurants start offering “healthier choices,” but it actually works the other way around. It won’t happen unless *you* take a stand, change and make the wholehearted decision to *switch* to nutrient-rich food. Don’t wait for the change to happen. Make it happen by changing yourself.

It’s true that my company also profits by selling books and foods. However, we are not getting you addicted to toxic foods that can harm you and your loved ones. Instead, we are offering services and products backed by sound science-based information and advice that will help you solve the problem once and for all. We are not perpetuating the vicious cycle for selfish interests. And when we run out of customers because everyone’s weight and health issues are resolved, I will happily move on and passionately do something else that is good for people, animals and the planet.

It is time for us to step up. I do not mean we should all just do our part, such as by recycling or other good works in the “green” realm (though that’s also very important, so definitely do those things too!). I mean we must now finally be the change we want to see in this crucial arena, and not expect someone else to do it for us. This is the *only* solution to an epidemic that will most likely consume you if you don’t choose to change. That’s why this entire book is focused on helping you wholeheartedly decide to *make the switch*.

Nothing effects change more than the power of people modeling ideal behaviors. Success breeds success, and that is what will happen when you make the *switch to rich* and live in a way that showcases *the seven success results*. These are the results everyone wants, including your friends and loved ones. This is how change happens. Be the change you want to see!

“But I just want to be happy, and my grandmother lived until she was 90.”

As you’ll soon discover, I’m not a preacher. Healthy eating isn’t a religion. Nutrient Rich is just the great-tasting healthy way eat that doesn’t cause problems and lets you live your best life, without being held back and distracted by weight and health issues.

I’ve already addressed the reality of “living to 90” on nutrient-poor food—what it looks like if it happens at all. Now let’s look at the “I just want to be happy” myth.

Many people say “I just want to live!” when they opt for nutrient-poor food, as if “living it up” is actually synonymous with self-abuse, and as if only toxic junk could be a pleasure to eat or taste good. I would challenge you to consider whether that’s true, and whether eating nutrient-poor food is *really* “living”--given how that food affects you in the short-term *and* the long-term. Is this a considered and well-thought-out idea, or just an automatic hand-me-down assumption?

It's your choice to eat nutrient-poor food, and you are free to make it. But really look hard at how much of a choice (vs. a knee-jerk, addicted impulse) is involved. Look at whether it's what you *really* want.

If you stay vested in the nutrient-poor unhealthy eating styles that dominate our society—the SAD, weight loss-*only* diets and “half-baked healthier” diet tactics, you will stay diet-trapped, and chances are pretty good that “living” won't feel so good after a while. Meanwhile, those who are eating nutrient rich will be “living” too, but they'll be living free of weight and health complications.

If you want to try something different and learn how to eat in a way that actually delivers the health, performance, and appearance results you want—while *also* tasting great and avoiding all the head games that virtually every other diet and standard “healthy-eating” attempt can put you through—then you are reading the right book.

Facing the Facts

Let's take a look at some staggering statistics.⁸

- Sugar-sweetened beverages are the largest source of sugar in the diets of children and adolescents.
- About 46% of adults' added sugar intake comes from sugary drinks.
- 40% of every dollar spent on food is spent on food prepared outside the home.
- One study showed that obese people are 83% more likely to develop kidney disease compared to normal-weight people.
- In the United States in 2010, more than 63% of people are overweight or obese.
- One in four adults gets no leisure-time moderate or vigorous physical activity at all.
- 79 million Americans are prediabetic.
- The obese workforce costs American business an estimated \$73.1 billion per year.
- In the 25 years between 1987 and 2010, the number of Americans diagnosed with diabetes almost tripled, to 20.9 million.
- Currently in the United States, only 4% of elementary schools, 8% of middle schools and 2% of high schools provide daily physical education or its equivalent.
- 90% of parents with obese children do not seek medical help.

⁸ HBO. [The Weight of the Nation](#).

- The percentage of children age 6-11 years in the United States who are obese has increased from 7% in 1980 to nearly 20% in 2008.
- According to Nielsen data, comparing 2008 to 2010, preschool children were exposed to 50% more TV ads for energy drinks in 2010.
- Half of obese teenage girls become extremely obese by their early 30s.

These statistics are just the tip of the iceberg. They probably have touched your life either directly or indirectly.

What kind of life do you envision for yourself, your children and your grandchildren—especially when you learn that it is in your grasp to help them live a long and healthy life?

What if you could make changes that let you experience incredible health *and* improve the environment and the world—doing nothing but eating in ways you love?

You can.

Imagine, right now, that you can impact not only your own self, but *thousands of people in your lifetime by switching to a great-tasting healthy way to eat.*

What if these statistics were true instead?

Fruit smoothies and blended salads have now become the largest source of fiber and phytochemicals in the diets of children and adolescents.

- About 46% of adults' sugar intake comes from carrots, peaches, bananas, plums, watermelon, apples and dates.
- 40% of every dollar spent on food is spent on healthy, nutrient-rich foods prepared in or out of the home.
- One study showed that slim people are 83% more likely to have **no** risk of developing kidney disease as compared to overweight people.
- In the United States in 2010, over 63% of people are living at *or near* their ideal weight.
- Four out of four adults are making the time they need for moderate or vigorous physical activity.
- 79 million Americans who used to be diabetic have cut their medications and are well on their way to being diabetes-free.
- The healthier work force has increased our GDP by 22%, and the \$73.1 billion per year formerly spent on the obese work force's medical care has now gone to feeding those with no food.
- 100% of middle schools are providing daily physical education.
- Children are exercising almost two hours a day, 6 days a week.

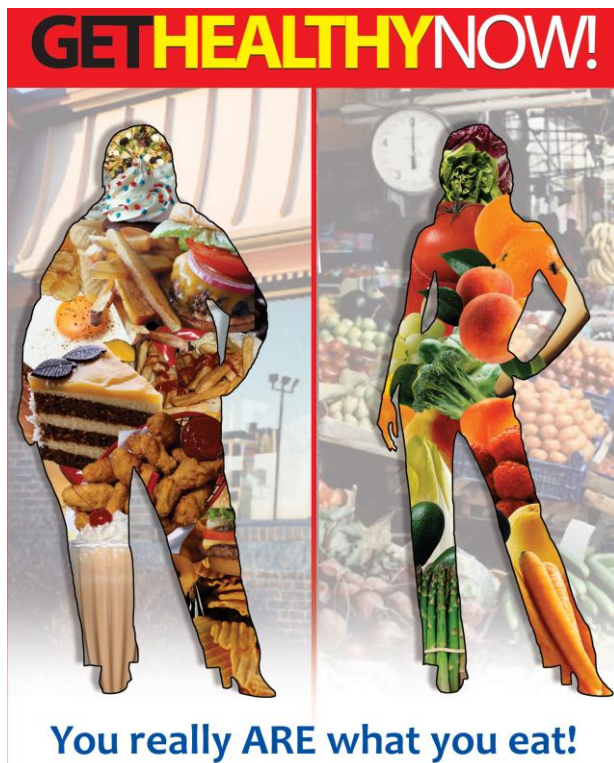
Now that's a Switch of its own sort and the world I want to live in. I'm betting you can get excited about that vision too. *It starts with you.* The benefits will be all yours—but the bonus is that you will be part of a movement whose influence can make radical improvements in a nutrient-impooverished world that doesn't have to be.

It starts with making *the Switch* to Rich yourself; once you do and experience the result, who knows what kind of impact you'll have. That's all I did, and all some of the biggest leaders in the "plant-based," "plant-strong," "nutrient-rich" healthy eating movement have done. We saw the need personally, followed our passion professionally and have all of done amazing things that are affecting each other and the rest of the world.

For example, two of the biggest promoters of plant-based diets in the world are Jeff and Sabrina Nelson, who transformed their own health as a result of switching to a 100% plant-based, Vegan diet. They founded VegSource.com and began promoting Vegetarian and Vegan eating on October 19, 1996. They gave voice to many of the top docs in the movement, as well as to me when I first started developing the "Nutrient Rich" idea in early 2003

It was years later, after reflecting on the iconic graphic they created to promote their Healthy Lifestyle Conference™, which I've been going to almost every year for a decade, that I realized how much of an inspiration they have been. This image illustrates *the Switch* beautifully, with such a strong visual.

The picture on the left is a nutrient-poor, calorie-rich body that is fat and likely sick, and the picture on the right is nutrient-rich, calorie-appropriate, able to stay lean and healthy. If you haven't really thought about what eating nutrient poor looks like in your body—just look at this picture and eating the SAD Standard American Diet will never look as appealing as it once did—you really are what you eat.



© VegSource.com and reprinted with permission from VegSource.com

SWITCH TO RICH—The Nutrient Rich Way to Eat

Now you know there is a genuine food revolution going on, and why. People are finally realizing that there is a fundamental problem with the way our society is eating, that obesity and chronic disease statistics are steadily increasing each year, and that small changes yielding small results won't change that.

The good news is that it's possible (and easy, once you've made the wholehearted decision and are fully-informed) to eat in a genuinely healthy way that promotes all of the benefits and success results anyone could want. Those benefits and results include (but are not limited to), natural weight loss—the reversal of the most obvious symptom of eating an unhealthy nutrient-poor diet

However, we need to make a far-reaching and significant change beyond weight loss-*only* and half-baked “healthier” diet tactics to experience these optimum levels of health and natural weight loss. We refer to these changes as *the Switch*—the fundamental shift from nutrient-poor to nutrient-rich healthy eating.

You can learn to seek out those foods with the most nutrients, and prepare quick and easy meals and menus that are *90% Or More Plant-Based Nutrient Rich*®.

Okay already, so what *exactly* is nutrient-rich healthy eating?

An optimal diet is *predominantly* plants, including leafy greens, green and colored vegetables, beans and legumes, fruit, nuts and seeds, and whole grains—rather than a diet consisting of mostly animal products like meat, fish, poultry, eggs, dairy and the countless refined foods available to us today. Nutrient-rich foods of plant origin can no longer just be the side dish; they need to be considered the main dish if there is any hope of our population pulling out of its downward health spiral.

A plant-based diet doesn't just fight chronic disease and obesity; it also eliminates the root causes. By the end of this book, you will have enough information to feel certain about this fact.

According to Reed Mangels, Ph.D., R.D., and the nutrition advisor for The Vegetarian Resource Group, “While plant-based diets are not novel, the fact that the trend is catching on is new.” She adds, “More people are interested in plant-based eating; it goes along with the movement to eat more locally-grown vegetables and fruits, and the availability of plant-based cookbooks.”⁹

The beauty of plant-*based* eating is that it's flexible and doesn't mean that you have to give up animal foods 100%. The U.S. Dietary Guidelines Advisory Committee, which was tasked with looking at the body of nutrition science in order to make recommendations for the 2010 Dietary Guidelines, defines a plant-based diet as a diet that “*emphasizes* plant foods.”¹⁰ Thus, plant-based eating covers a spectrum of eating styles, from a strict vegan diet with no animal products to an

⁹ The Vegetarian Resource Group. [31 Projects of The Vegetarian Resource Group](#).

¹⁰ U.S. Dietary Guidelines Advisory Committee. [Dietary Guidelines for Americans, 2010](#).

omnivorous diet that includes *more* plant foods.

"Even if you ate vegetarian just one day per week, and ate more plant foods overall, you could make a difference," said Jill Nussinow, M.S., R.D., a vegetarian food expert, at a presentation on plant-based eating at the California Dietetic Association in April 2012.¹¹

That's technically true. However, this book isn't promoting that small of a change. This book is focused on having you make a wholehearted and intentional *switch* from eating mostly nutrient-poor foods to eating up to *90% or more plant-based nutrient-rich* foods.

To really get the benefits of healthy eating, you've got to go far, not just simply eat plant-based *sometimes*. Rather, you need to eat "nutrient rich" up to *90% or more of the time*. This is the exciting and potent new concept to which the rest of this book is devoted.

Why Is A Plant-Based Diet So Healthy?

Evidence has been mounting for some time that if you include more plant foods in your diet, you will gain a plethora of health benefits.

When you cut back on animal products in favor of more plant foods, you naturally reduce the amount of saturated fat and cholesterol you're eating (not to mention hormones and antibiotics). If you're eating more whole grains, legumes, vegetables, fruits, seeds and nuts, you're also gaining more health-promoting nutrients, such as fiber, vitamins, minerals and phytonutrients. You're eating less refined food and less sodium too.

Many vitamins and phytonutrients act as antioxidants to protect your body cells against damage. Some phytonutrients provide highly targeted health bonuses; for example, plant sterols and isoflavones have documented heart-health benefits. A diet diverse in a variety of plant foods, containing a range of bioactive compounds, offers you the best eating strategy for optimal health.

Scientists have observed that the "Western diet"—the typical dietary pattern in the U.S., which is high in meat, fat, processed sugar and sodium, and low in fiber—is linked with an increased risk of chronic diseases, such as cardiovascular disease.¹²

The 2010 Dietary Guidelines report a number of advantages associated with more vegetarian-style eating patterns, including lower levels of obesity, a reduced risk of cardiovascular disease, and lower total mortality. Research indicates strongly that plant-based diets reduce or eliminate the risk of ischemia (restriction of blood supply to an organ), hypertension and type 2 diabetes.

¹¹ Palmer S. [The power of plants in your diet](#). *Chicago Tribune*. Aug 26, 2011.

¹² Iqbal R, Anand S, Ounpuu S, et al. Dietary patterns and the risk of acute myocardial infarction in 52 countries: results of the INTERHEART study. *Circulation*. 2008;118:1929-37.

Hu FB, Rimm EB, Stampfer MJ, Ascherio A, Spiegelman D, Willett WC. Prospective study of major dietary patterns and risk of coronary heart disease in men. *Am J Clin Nutr*. 2000;72:912-21.

Fung TT, Willett WC, Stampfer MJ, Manson JE, Hu FB. Dietary patterns and risk of coronary heart disease in women. *Arch Intern Med*. 2001;161:1857-62.

Research also suggests that plant-based diets lower LDL and blood pressure, and reduce body mass and cancer rates.¹³

Plant-Based Nutrient Rich® eating is not only good for you and your family; it's also good for Mother Earth. From farm to table, plant foods (such as fruits, vegetables and whole grains) exert a much lower impact on the environment than foods such as meat, poultry, fish, dairy and eggs, according to an October 2010 scientific report from the Barilla Center for Food and Nutrition, in which researchers conducted an environmental impact assessment on foods in the old Food Pyramid.¹⁴ This finding is only one of the latest in a long and growing list of such data.

"Eating just one to two vegetarian meals a week is more effective than driving a Prius in terms of global warming," reports Nussinow.¹⁵

Make friends with plants. It's not as hard as you think; even if you're a meat lover, you can still make positive changes in your diet to emphasize *more* plant foods that are rich in nutrients.

Get Started While You Read

Early in the introduction, I instructed you to read this whole book before you actually take the steps laid out in it or try to execute the whole Nutrient Rich® Healthy Eating Plan. However, you can begin priming and revving up with some exercises, practices, assessments and experiments. Start some of these now—and keep reading!

1. Assess where you are.

Keep a one-week diet record and notate how many times you eat nutrient-poor animal and refined foods. If you eat them at every meal, you'll know have plenty of room to cut back.

Create a personal goal for how many meatless and junk-food-free meals you want to eat. You can start out slowly, with *one* completely plant-based dinner per week, if that's all you feel you can handle.

However, do know that "small and slow" has been proven by change research to be *not* the most effective or successful way to change. Making big, bold, consistent change is actually easier and more supportive to the change process. I know change can be a bit disorienting at the start, but trust that will ease quickly as you continue to become more motivated and confident in your eating style.

¹³ Campbell TM II, Campbell TC. *The China Study: The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss and Long-Term Health*. Dallas, TX: BenBella Books; 2003.

Eyre H, Kahn R, Robertson RM. [Preventing Cancer, Cardiovascular Disease, and Diabetes: A common agenda for the American Cancer Society, the American Diabetes Association, and the American Heart Association](#). *Diabetes Care*. 2004;27(7):1812-24.

¹⁴ Barilla Center. [Double Pyramid: A Model for a Healthy and Environmental Friendly Life](#). 2010.

¹⁵ Palmer S. [The power of plants in your diet](#). *Chicago Tribune*. Aug 26, 2011.

Also, the faster you allow yourself to make the changes, the faster you will see results; the results will help powerfully motivate you to continue eating in a nutrient-rich healthy way.

2. Change your mindset.

Stop thinking of meat as being the "main dish," and stop considering vegetables, fruits, grains, beans and nuts as the side dishes. Reverse that picture. When you're planning a menu, *start* with the vegetables, beans, legumes, whole grains and starchy vegetable components instead of the animal protein. For example, if fresh green beans are in season, why not feature a green bean and spicy tempeh stir fry with brown rice? (Tempeh, a healthy fermented soy product, is available pre-marinated in lots of great flavors, such as curry coconut or sesame teriyaki.)

3. Use meat as an optional "flavoring."

If you choose to eat meat at all, then start considering it as an optional flavoring for the meal. (You don't *need* animal foods for flavor—or nutrition—when you are eating nutrient rich; I promise there'll be plenty of flavor in the variety of plant foods you can choose from! However, if you feel you must include meat, this is a helpful way to think about it.)

Eventually, if you are still eating meat at all, you will get to the point where you are consuming *10% or less* animal products, emphasizing plants as the main meal component and using meat as a condiment. As you learn the **Nutrient Rich Healthy® Eating Style**, you will find yourself focusing on maximizing your nutrient intake from nutrient-rich foods, not nutrient-poor ones.

You may even decide you want to go 100% plant-based and eat vegan or vegetarian, and more power to you if you do! However, if you wish, you always have the option of including meat, poultry, and fish as 10% (or less) of your diet and still getting the results.

This nuance is naturally built into the basis of many ethnic dishes, such as curries, stir-fries, stews and primavera dishes. These are often flavored with a *small* portion of beef, pork, chicken or fish, along with a pile of vegetables, in order to serve a family-sized meal. (See #6 below)

The impact this can have on health and the planet is huge. More than 20 years ago, John Robbins wrote in *Diet for a New America* that if people cut back animal food consumption by just 10% (ten percent!) *no one in the world would go hungry*.¹⁶ Think about the staggering implications of that fact for a moment. Frances Moore Lappe's *Diet for A Small Planet* was also a great breaker in this way.

4: Eliminate or rarely eat refined junk foods.

Even if you were to go vegan and not eat a single animal product ever again, it would technically be possible to remain vegan and still eat refined junk foods as the mainstay of your diet. Alas, many vegans do just that, and therefore are not nearly as healthy as someone who eats nutrient rich—say small amounts of animal food, mostly plant-based, optimized for nutrient density, volume and great taste without addicting substances in way that is calorically and naturally appropriate for them.

I cannot tell you how many times I have met people who criticized me for not overtly promoting a vegan diet, and have then spent time with these same people and observed them eating tons of junk

¹⁶ Robbins J. *Diet for a New America*. Tiburon, CA: HJ Kramer Inc; 1987.

foods. Plant-based or not, these are foods I wouldn't even think of eating because they are so nutrient-poor.

I would rather see you eat *small* amounts of animal foods than have significant amounts of junk foods in your diet. If you do eat processed foods, better choices are foods like hummus and smoothies. You'll learn about these and other options shortly.

5. Get cooking!

Don't be afraid to get creative in the kitchen. When I began, I was afraid to cook and held beliefs like, "I don't know how to prepare meals," or "my mom or wife will do it for me." You *can* do it! Choose one night a week to experiment with something new. When I began doing that, everything changed. It's highly empowering to realize you can fill your own plate with the colorful, flavorful bounty of plant foods. Start in the simplest ways possible, many of which you will learn about at the end of this book *and* even more in our **Step 3** book, *Simple, Quick & Easy™ Nutrient Rich® Recipes*.

Plant-based, nutrient-rich meals don't have to be complicated. They can be as easy and simple as a salad with beans drizzled in a whole-food dressing and a fruit dessert; black bean burritos with rice and veggies; or a vegetable-bean (or legume, like lentil) soup. You'll soon discover that the options are countless, unlimited, and can be incredibly creative and bursting with flavor.

6. Try ethnic restaurants.

As I mentioned above in #3, some cultures naturally do plant-based nutrient rich right! Visiting ethnic restaurants, such as Indian, Thai, Vietnamese, Japanese and Chinese ones are great ways to start eating more nutrient rich foods. While you are there, take some time to observe how those dishes are prepared and take home a few culinary tricks that will work for you and your family. In fact, simple nori seaweed wrapped around vegetables with a few slices of avocado can keep you busy eating for a few days on end—this meal is just that good!

7. Convert your favorite dishes.

Trim the meat and load up the veggies in your favorite dishes. *Every* beloved meat-rich dish can be transformed with alternatives and substitutes. Barbecues, stir-fries, lasagnas, casseroles, pastas, sandwiches—whatever your tastes, you'll soon learn that none of your recipes will need to be tossed, just tweaked!

Love pizza? Top it with broccoli, cashews, red onions, basil, mushrooms, eggplant and garlic. Try using less cheese, or even a vegetarian cheese or nut cheese (see [The Nutrient Rich® Recipe Database](#), Simple Quick & Easy Recipe Guide and video based recipes in the Member Support Center, and Google for products and additional recipes). Also consider that you don't need cheese at all to get an amazing pizza! It's the sauce that really makes the pizza. Try a whole-wheat crust with a flavorful pesto sauce, spicy vegetarian sausage for the protein, and the right mix of vegetables. Also check out some raw recipe books. They will help you see "cheese pizzas" in ways you can't even imagine being so delicious and rich in nutrients; you get all of the taste, and none of the negative effects.

If you do eat some cheese, don't sweat it; soon, when you get to *90% or More Plant-Based Nutrient Rich*[®], your preference for cheese will likely change along with your health.

8. **Keep it whole.**

The "whole" point of a plant-based, nutrient-rich diet is to reap the nutrition rewards of whole grains, fruits, vegetables, legumes, nuts and seeds. Don't pile up on refined carbs, such as white flour and sugar. Plan every meal around fresh vegetables that are in season; whole grains like quinoa, buckwheat, amaranth and bulgur; legumes such as lentils and soy; and fruits. You can do this in great-tasting ways that are only limited by your imagination.

There are whole foods pros like our very own Ramses Bravo, a no salt, oil or sugar (NoSOS) Chef, whose recipes in our **Step 3** book, *Simple, Quick & Easy Nutrient Rich Recipes*, will show you how to do amazing things with natural foods. *Many* others, including Ramses Bravo, John McDougal M.D., Alexandra Jamieson, Andrea Beaman, Brendan Brazier, Joel Fuhrman, M.D., Rosie Battista, and frankly whole food enthusiasts all over the world, who have published incredible whole-foods, plant-based nutrient-rich recipes. See a list of plant-based cookbook recommendations in [Recipe Database](#) and in the Support Center at NutrientRich.com

9. **Think YES!**

It's not about what you *can't* have; it's about what you CAN have! Eating nutrient rich is not a *diet*; it is a *food quality standard you maintain for your life*. Feel the difference already? *Dieters think about what they can't eat; healthy eaters focus on what they want to eat.*

Take a trip to the produce section of your supermarket, or visit a farmers' market and feast your eyes on the rainbow of plant foods available. (Then buy some and throw them together!) Other than refined foods (which aren't really foods at all), this class of foods (plants) is the largest available. It contains more foods and more possible meals and menus than you could ever get to in this lifetime.

You can eat nutrient rich in just as many ways as you can eat nutrient poor. However, when you eat the nutrient-rich way, the foods you eat *serve* your body. Nutrient-poor foods *burden* your body. Even if both taste great, given the choice, which do you choose? Would you rather eat great-tasting food that is bad for you or good for you?

I have just given you nine actions that will get you into the game and begin your transition, right now. Meanwhile, you'll continue to learn the more detailed ins and outs of Nutrient Rich[®] healthy eating and get the knowledge you need for confidence and expertise.

If you really want to know how to get superbly, optimally healthy *and* live at your true best weight, all year round, making the *Switch to Nutrient Rich*[®]—*The Great-Tasting Healthy Way to Eat* is the smartest choice. I hope you decide to *make the switch*. It will be one of the best choices you ever make.

PART II: Break the Vicious Cycle of Eating Nutrient-Poor

The Great Rule of Eating

The Great Rule of Eating is the kind of rule you will love. Actually, it is the one rule you must never violate when *making the switch* to a Nutrient Rich® healthy eating style.

In this part of *Switch to Rich*, you will discover **The Three Golden Rules of Healthy Eating**, which will guide you on the path to eating *more plant based nutrient rich*® with each passing week and month. They will also guide you if you start going off in an unhealthy direction that doesn't serve you well.

If you want to get on the path and stay there, however, you need to adopt a mentality that only **The Great Rule of Eating** can invoke.

In the early stages of making *the switch* to Nutrient Rich® healthy eating, it is very easy to veer off track—especially in today's world where there are nutrient-poor foods everywhere. If you have been eating predominantly nutrient-poor foods for some time, you also have ingrained habits, and you don't yet have an emotional, physical or nutritional bias toward the pleasure of eating whole, natural, nutrient-dense foods. Plus, socially you are almost certainly caught up in eating in a way I call "*whatever, whenever*"—you eat whatever is put in front of you, whenever it happens to appear.

So, **The Great Rule of Eating** really comes in handy when you start setting standards for how you eat, what you eat, and when you eat. It's a perspective that is open and free. If at any time you feel you can't eat whatever you want/whenever you want, and fall into the dieter's mindset of feeling deprived, this rule is going to save you.

You see, if you don't understand **The Great Rule of Eating**, you might feel restricted when embracing **The Nutrient Rich® Healthy Eating Plan**—or actually any particular eating style. This can make life difficult because no one likes to feel limited—ever! People like to feel personally empowered and know they have a choice. Don't you?

To address this, before we get into any other aspect of **Nutrient Rich® Healthy Eating**, you must know this rule. It will frame your whole experience of healthy eating, and set you up for success in *making the switch* to a Nutrient Rich® healthy eating style.

So here is The Great Rule...

"You can eat whatever you want."

Get it?

When making the decision to *switch to rich* from a nutrient-poor, unhealthy eating style, the most important concept to know is that *you can eat whatever you want*.

Psychology demonstrates that if you know you *can* eat a certain food—even if it’s not serving your highest needs or doesn’t make you feel good afterward—and you are empowered to make a choice, you will be far less likely to choose poorly.

All sorts of unhelpful psychological barriers and triggers are set up by a sense of powerlessness or limitation. Remember when you parents said you couldn’t drink alcohol, so you just couldn’t wait to turn 21 so you could booze it up? This is the same principle, and it works the same way. **The Great Rule of Eating** is not about nutrition; it’s about psychology.

Both animal foods and refined foods are so pervasive in our culture (and based on statistics, probably in your own diet right now), that most people are confronting a fairly radical shift when they make the switch—along with a lot of momentum in your environment. Some people are currently eating 90% or more nutrient-poor, so a switch to 90% or more *Nutrient Rich*[®] is a major change in direction!

Therefore, even as we talk about eating 90% or more *plant-based Nutrient Rich*[®] foods, you must know that *you can still eat whatever you want*, or you will begin thinking you are “dieting” or “on a diet.” That’s exactly what I don’t want you thinking. Eventually that tendency will disappear, but as you start, it’s a major point.

There’s just one catch...

At one point, I debated about whether or not I should include **The Great Rule of Eating** in this book because I thought it might lead people astray, thinking they can eat nutrient-poor foods all they like, and everything will be just fine. It could become the ultimate rationalization. “Hey, I can eat whatever I want—John Allen said so!” You know the old saying—“give people an inch and they’ll take a mile.”

And taken by itself, with the wrong mindset and no context or knowledge, this rule could be abused as an “out.” But then I remembered what my highest value is: *freedom* to make choices, based on a well-structured mindset and a knowledge base. That context, knowledge and perspective makes this rule work.

I also realized I needed to trust your intelligence and common sense. If you’ve read this far, by now you know my message is *not* “eat nutrient-poor foods all you like, and everything will be just fine.”

So we also need to recognize and acknowledge **Part 2 of The Great Rule of Eating—you just can’t eat whatever, whenever AND get the results you want.**

Just ask former President Bill Clinton about that. He recently switched from the Standard American Diet to eating 90% or more plant-based, nutrient-rich foods. While he includes some fish every once in a while, he is practically vegan and eats almost 100% plant based. He was featured in the media in September 2010 about how much weight he lost. To view the *CNN Video*, visit the Nutrient Rich® Healthy Eating Blog¹⁷ at NutrientRich.com.

“How did you lose so much weight?”¹⁸ That was the question that CNN's Wolf Blitzer asked President Bill Clinton.

The President answered, "The short answer is that I went on an essentially plant-based diet. I eat beans, legumes, vegetables, fruit, I drink a protein supplement (note, it's not like you're not getting protein from nutrient rich foods) every morning, no dairy, and I drink almond milk mixed with fruit and a protein powder. It changed my whole metabolism and I lost 24 pounds and I am back to the weight I was in high school!"

He didn't start eating this way to lose weight *only*; rather, he did it to get healthy and stop clogging his arteries. He had previously “cleaned them out” with bypass surgery and had a stent inserted to keep the arteries open, but because he was still eating a nutrient-poor animal- and refined-food-based diet, he was constantly re-clogging up his arteries. (This is what most cardiac patients do.)

He went on to say, "82% of the people in my situation who have gone on a plant-based diet have gone on to heal themselves; we have 25 years of evidence."

President Bill Clinton credits *The China Study*, written by T Colin Campbell, Ph.D., and his son, along with another NutrientRich.com Adviser, Caldwell Esselstyn, M.D, and Dean Ornish, M.D.,¹⁹ for not only his new healthy lifestyle, but his weight loss for Chelsea's wedding.

If you are new to *The China Study: The Most Comprehensive Study of Nutrition Ever Conducted And the Startling Implications for Diet, Weight Loss, And Long-Term Health*, I have included an exclusive summary, called “The Top 12 Findings of the China Study,” which I wrote with the study's authors²⁰ at NutrientRich.com

I don't want to set people up for failure by thinking they have to stick to a restricted diet program for the rest of their lives. **Nutrient Rich® Healthy Eating** isn't even a diet program at all, let alone a weight-loss-*only* diet; it's a **quality standard you choose to maintain throughout your life**. It's not something you do to get ready for swimsuit season; it's something you learn and adopt most if

¹⁷ Nutrient Rich. [President Bill Clinton Now Eats a Plant-Based Diet and Credits The China Study. T Colin Campbell, Caldwell, Esselstyn and Others](#). Sept 22, 2010.

¹⁸ CNN. [Clinton's Weight Loss Secret: Plants](#). Sept 21, 2010.

¹⁹ Campbell TM II, Campbell TC. *The China Study: The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss and Long-Term Health*. Dallas, TX: BenBella Books; 2003.

²⁰ Also available at <http://dev.nutrientrich.com/nutrition-facts-from-the-china-study>.

not all the time. And because it's not about weight loss *only*, it's the most stabilizing and empowering perspective one can have about food.

You can eat whatever you want. It's your right, period. I don't want to be your food cop any more than you want a cop breathing down your neck every time you eat something that is nutrient-poor for one reason or another. (And I assure you that this will happen, at times, even when you are committed to becoming a **Nutrient Rich® Healthy Eater**. When you eat nutrient rich *90% or more* of the time, you'll naturally be disinclined to eat nutrient-poor, but there will be moments when that 10% comes in handy.)

To avoid giving up your personal empowerment to make choices and avoid the diet traps that so many of us get caught up in, you are learning The Great Rule of Eating even before you learn The Three Golden Rules of Healthy Eating.

Remember and believe:

“You can eat whatever you want. “

“You just can't eat *whatever, whenever* AND get the *results* you want.”

Now that we have acknowledged you can eat whatever you want, you must also acknowledge that you just can't eat *whatever, whenever* you want AND get all the results you want. I assure you that President Clinton knows this and abides by it every day so his arteries don't become clogged again.

Most people sit down and eat *whatever* is in front of them pretty much *whenever* they feel like it. The fact is that you can get fat following any kind of food plan, even eating healthy, nutrient-rich foods (for example, if you are eating way too much, at the wrong times, and for the wrong reasons). But most people are eating whatever foods they come across regardless of quality.

This doesn't work to get you the results you want.

Everything you eat produced results—ones you want, or ones you don't.

Changing your eating style and seeing results can seem like something that's way off in the distance. Eating a small side salad right now will not immediately make you thinner or healthier, in the same way that eating a Big Mac for lunch will not immediately make you look fatter or feel sicker. But the truth is neither meal will take much time at all to show its effects.

Is it a contradiction to say that (a) you can eat whatever you want, but then also acknowledge that (b) you can't simply eat *whatever, whenever* and get the results you want?

Not at all; what it means is:

(a) You have a choice. It's up to you. No one is deciding for you. You can choose anything you desire.

(b) What do you desire?

You could jump off a tall building if you wanted. That's a choice in the realm of choices you could make. However, there will be a consequence; you can't jump off the building *and* defy the laws of gravity and maintain a body in one piece.

You can also eat donuts and French fries if you want. There will be consequences. Whether you want to bear those consequences, whether they're worth it, is up to you. You can have donuts and French fries; you can eat anything you want to. The question is do you want to? *How much* do you want to—knowing the consequences, and knowing the alternatives and the benefits if you don't?

Awareness of the consequences, the alternatives and the benefits is all part of the knowledge base we're providing here to offer you *true choice and freedom*. This is genuinely informed choice, which you can't ever get from a diet mentality.

The Great Rule—part one and two—will be something you can fully embody when you have learned further details about the costs of nutrient-poor eating and the benefits of Nutrient Rich®. In short order, you are going to be so motivated to eat as healthy as you can that you'll be saying, "I can eat whatever I want; but I don't *want* fake ice cream, I want *nutrient-rich* ice cream!"

So, let's really begin to learn those details! Let's explore the differences between *nutrient-rich* food, *nutrient-poor* food and *nutrient-barren* food—core knowledge to guide your choices and motivate you.

The Three Classes of Food™

Every single food you can possibly imagine eating can be ranked according to its nutrient density. It is important to know the nutrient density or the "nutrient richness" of the foods you are eating in order to understand how your diet is affecting your health and well-being.

When you are familiar with **The Three Classes of Food**, you will be able to pick up any food and know whether or not it is promoting all of the success results that I will describe in the next section—or if it is selling you short, like weight-loss-*only* or half-baked "healthier" diets do. (While those eating styles are better than the Standard American Diet, they are not even close to being nutrient rich. After learning about **The Three Classes of Food**, you'll understand why.)

Let's start with the foods most people eat...



Third-Class (Nutrient-Barren) Foods

These aren't really foods; rather they are *foodstuffs* that have had all their nutrients refined right out of them. While some nutrients may be added back in for nutritional and marketing purposes, most of the ingredients are pleasure-stimulating chemicals that leave you fat and sick. This Class of foodstuffs includes refined foods of both plant and animal origin. These foodstuffs offer nothing except temporary pleasure stimulation and lots of calories. It is recommended that you eat these foods rarely, or avoid them all together.

Third-Class (Nutrient-Barren) Foods include:

- Refined cereals with added sugar
- Refined "enriched" grain products, such as white bread, white rice, and white pasta
- Candy, cookies and cake

For additional information and to view the complete nutrient density chart, please visit [The Three Classes of Foods™](#) on NutrientRich.com.



Second-Class (Nutrient-Poor) Foods

These are arguably "whole foods" of animal origin that are rich in *some* nutrients, such as protein—but are missing whole categories of other essential nutrients that keep you healthy, such as fiber and phytochemicals. These foods are thus considered nutrient-poor because of what they *don't* contain, as well as what they *do* contain—such as anti-nutrients like saturated animal fat and cholesterol (which the body does not need from food, along with certain forms of nutrients such as vitamin A, which promote disease when eaten in significant quantities by human beings). Also, animal protein is typically prepared in ways that accentuate the toxic properties of these foods.

You can survive on nutrient-poor food, but you can't thrive with all of the Success Results. It is recommended that you maintain a diet that includes no more than 10% animal foods, if you choose to eat them at all.

Second-Class (Nutrient-Poor) Foods include:

- Eggs,
- Dairy (including products like butter, milk and cheese)
- Meat (such as chicken, fish, pork, and beef)



First-Class (Nutrient-Rich) Foods

These are whole foods of plant origin that are rich and diverse in virtually all of the nutrients your body needs to function stay healthy and perform well. They are the only foods with natural fiber and phytochemicals, and they do not contain (in any significant amount) substances your body does not need.

It is recommended that you maintain a diet made up of *90% or more plant-based Nutrient Rich®* foods for the best all-around results.

First-Class (Nutrient-Rich) Foods include:

- Vegetables
- Beans/legumes
- Fruits
- Raw or slightly roasted nuts and seeds
- Whole, unrefined grains

In the long-ago past, eating “first class” was defined as eating foods that were rich in calories, as throughout history getting enough calories was hard to do. However, today getting enough calories is not a problem; it’s getting enough nutrients. That’s the challenge for most people.

Most (not all) calorie-rich foods are nutrient-poor. Eating high-calorie, low-nutrient foods is the primary cause of overweight, obesity and health complications. If you are overweight and experiencing health complications because of your diet, you are likely eating a second-class or even a third-class diet!

Today, eating “first class” means eating nutrient-rich foods that are *appropriate* in calories given their source. (Not all nutrient-rich foods are low in calories. All it takes is eating a handful of nuts to realize this.)

Think back to the last food you ate. Which class did it fall into? Once you know the answer, you *know* whether it was nutrient-rich, nutrient-poor or nutrient-barren. It’s that’s simple!

As you continue to consider the foods you choose to eat day to day, you will begin to identify the percentage of your diet that is nutrient rich in just this way.

Chances are that since society has taught us all to eat predominantly animal products and refined foods, which are calorie-rich and nutrient-poor, the majority of your diet *is* nutrient-poor, which is why you are reading a guide called *Switch to Rich*. Once you make the decision to *switch*, you’ll start eating your way up to *90% or more plant-based Nutrient Rich®*!

Use *the One-Week Eating Journal* you can download at NutrientRich.com to determine what percentage of your daily diet is nutrient-rich food.

The Nutrition Transition in the Wrong Direction

For thousands of years our diets have been transitioning in the wrong direction, mostly due to economic forces. Most early humans foraged through forests and valleys, mainly surviving on the fruits, nuts and other plants they could gather there. They occasionally supplemented their diets by fishing and hunting for small animals. And, even though some early societies consumed larger amounts of animal foods based on food availability, their diets were still natural and included a lot of vegetation. They did not consume refined foods that were completely devoid of nutrients.

Over the past 300 years, the pace of this dietary change has been speeding up; mainly due to changes in the way we obtain and prepare our food.²¹ During the last 100 years, industrialized countries have made a nutrition transition *away* from a more plant-based, nutrient-rich, moderate-calorie diet to one that is based largely on “agrifactory”-farmed, calorie-rich, nutrient-poor animal foods, prepackaged meals, and fast foods.

Now when we “scavenge” for food, we are seeking pleasure rather than nutrition, and this is a nutrition transition in the wrong direction.

Today we know that the societies with the longest lifespans eat *10% or less* animal products and *90% or more plant-based, nutrient-rich* foods. Yet most people in *our* society do not even come close to obtaining the recommended amounts of vegetables and fruits per day.

A 2010 Gallup Poll showed that although 92% of Americans say they have easy access to affordable fresh produce, only 32.5% eat the recommended amount of fruits every day and 26.3% eat the recommended amount of vegetables (and even the recommended amount isn't close to what we really need to be eating).²²

These already low percentages would plummet even further if the participants had also been surveyed about their intake of other important plant-based foods, such as unrefined raw nuts, seeds, beans/legumes, starchy vegetables and whole grains.

The reality is that due in part to economic interests, we are eating more and more animal-based products than ever before in human history—and in ways that further elevate the toxic properties of these foods.

²¹ Popkin BM. Nutrition in transition: The changing global nutrition challenge. *Asia Pacific J Clin Nutr.* 2001;10(Suppl):S13-S18.

²² Morales L. [In U.S., Consumption of Fruits and Vegetables Trails Access](#). *Gallup Wellbeing.* Sept 22, 2010.

Cheese is a great example of a popular but unhealthy animal-based food. Cheese is high in calories (about 100 calories per ounce on average) and fat (6 to 9 grams per ounce, most of which is saturated), and often contains a lot of sodium. Cheese is also a source of conjugated linoleic acid (CLA), a fat that may have anti-cancer, weight-reducing and heart-protective effects, but you would have to eat an awful lot of cheese to get any meaningful amount of CLA, and you would be ingesting a lot of unneeded calories and fat in the process.

What is the result of this skewed nutrition trend? As a culture, we are loading our bodies with highly processed, nutrient-deficient foods that leave us hungry and craving more. Worse, many are convinced that these foods are healthy, that we need to eat them for protein or to get enough calcium. The result is that we are getting fatter and sicker—and are dying younger.

Right now, according to the American Diabetes Association, two out three people are overweight or obese, and more than 20 million people are suffering from diabetes.²³ Sixty-four million people are suffering from one or more forms of cardiovascular disease, including high blood pressure, coronary artery disease, congestive heart failure, stroke and peripheral vascular disease,²⁴ and according to the U.S. Centers for Disease Control, in 1999 cancer surpassed heart disease as the leading cause of death for Americans younger than 85.²⁵

In addition, according to an August 2011 *Huffington Post* report, “Right now in the United States, about 32% of men and 35% of women are obese, and more than half of Americans will be obese by 2030 if things continue the way they are now.”²⁶

The article continues by stating, “As a result, there will also be an additional 6.8 million cases of stroke and heart disease, 7.8 million cases of diabetes and 539,000 cases of cancer, which could place an extra \$66 billion burden on the nation's healthcare bill.”²⁷

Do you want to be one of those statistics? Do you want to suffer from illnesses that are “lifestyle-induced”—but that can be eliminated or significantly improved by simply changing the food you put into your mouth? It really is that simple when you make the switch to The Nutrient Rich® Healthy Eating Plan.

You will eventually stop spending so much of your money on medications and other health care. Nutrient-dense eating, as a therapeutic intervention, is quite often more effective than drugs and/or surgery at restoring health from chronic diseases.²⁸ Why? Because Nutrient Rich® healthy eating

²³ American Diabetes Association. Diabetes Statistics <http://www.diabetes.org/diabetes-basics/diabetes-statistics>.

²⁴ Fuhrman J. Nobody Needs to Have Heart Disease. Nutritional Education Institute. Volume 2.

²⁵ U.S. Centers for Disease Control. [Trends in Childhood Cancer Mortality – United States, 1990-2004](http://www.cdc.gov/cancer/childhood/mortality).

²⁶ Chan A. [Half of Americans To Be Obese By 2030: Report](http://www.huffpost.com). *The Huffington Post*. Aug 26, 2011.

²⁷ Ibid.

²⁸ Fuhrman J. About DiseaseProof.com. <http://www.diseaseproof.com/archives/cat--about.html>.

literally contains *nature's* “magic pills”—phytochemicals, which are whole substances more powerful at disease prevention than any pharmaceutical medication.

Now is the time to be honest with yourself about how you are currently eating so you can make the *switch to rich* and begin eating up to *90% or more plant-based Nutrient Rich®* foods with confidence. Then you can become a different and better statistic!

Start thinking about what your food choices are doing to your body and your longevity potential. When it comes to your lifespan, you don't want your food choices selling you short.

In order to live long and healthy, we need to make a *nutrition transition* in the *right direction* toward genuinely healthy eating. This doesn't mean going back to the way our ancient ancestors may have eaten, like the Paleo diet supporters argue, but rather returning to what modern science and common sense says is the healthiest way to eat—for people, the land, animals and the planet.

This transition starts with making the wholehearted decision to *switch to rich*—and continues with learning the science and history behind it as well as the practicalities of living it.

Don't feel bad if you make some startling or discouraging discoveries about the way you are currently eating as we run through the landscape of typical diets on the following pages. Obviously, you are not alone. This is how we have been conditioned to eat since birth, and people do what they know. Once you know differently, you will eat differently. You can be glad you learned this sooner rather than later!

Typical Diets, Traps, and Vicious Cycles

The Standard American Diet (SAD)—Eating Whatever, Whenever



Overview

- High in animal protein and dairy products that are rich in saturated animal fats and the animals' cholesterol, which we do not need to consume from food or for our health.
- Foods are chosen mostly based on ease of access and convenience.
- Addicting; not eating them will induce withdrawal symptoms until your body detoxifies
- Includes high levels of hormones, chemicals, artificial sweeteners and dyes.
- Includes large quantities of refined grains with *added* sugar, oil, salt and other substances you don't need from food.
- Employs an "eat *whatever, whenever* mentality" in which you eat anything you want whenever you want (or anything that's there whenever it's there), without considering any of the consequences.

Health Effects

- Overfed, yet undernourished
- Diabetes
- Heart disease
- Cancer
- Rapid aging
- Early death

Are You Eating the Standard American Diet (SAD)?

Do you wake up to a cup of coffee and a donut, muffin or roll? Perhaps you eat bagel chips for a snack, have a Caesar salad and Diet Coke for lunch, and a piece of candy here and there to keep going during the day, along with some more coffee? Do you often have a standard chicken dinner, with white potato and a token vegetable on the side, plus an ice cream chaser for dessert?

If these eating patterns sound familiar, then you are eating the SAD.

The SAD includes 62% processed foods, 25% animal products, 2.5% whole grains and 10% unrefined plant food.²⁹ You probably eat this standard way because these foods are super easy for people seeking cheap, fast foods that require little to no energy to prepare during a busy day, and that are available in food establishments everywhere.

²⁹ Fuhrman J. *Eat to Live*. New York, NY: Little, Brown and Company; 2003.

While it is no doubt convenient to eat the SAD, this way of eating shortens your life by 25% to 50%. Given today's *average* life expectancy of a "high" of 78.9 years of age,³⁰ that means that some people eating the SAD will sacrifice nearly one-fourth of their lives and leave us 25 years short of the healthy life expectancy of 95-105 years^{31,32} —an age that is in reach for those who have nutrient-rich nutrition and lifestyle management skills.

Why Do We Continue to Eat Ourselves to Death?

Despite the negative health effects, many people continue to eat the SAD simply because they have vested interests. One of these, perhaps the ultimate vested interest, is food addiction. Yes, nutrient-poor food is addicting. If you don't believe this, simply stop eating highly concentrated animal-based and refined foods that are prepared in unhealthy ways. Stop *completely* for a day and instead eat lots of vegetables and fruits. See how you feel in 48 hours.

Chances are you'll experience serious cravings, upset stomach, the jitters, headaches and/or more. Giving up nutrient-poor food is like giving up an addiction to coffee. People often "solve" those jitters by drinking more coffee. And people often "solve" nutrient-poor cravings and addiction symptoms by eating more nutrient-poor food.

These symptoms you may experience are symptoms of detoxification. You may need to go through food detox, much like a drug addict does when stopping a drug. Detoxification is what happens when your body attempts to rid itself of accumulated toxic food substances, control free radicals, and repair broken DNA.³³

It is important to let these symptoms run their course, as they are signs of healing and recovery, rather than medicate or palliate them with more toxic nutrient-poor foodstuffs. This is the only way to break the habit of eating poorly and release yourself from your addictions. If you don't let the symptoms run their course, and instead you go back to eating nutrient-poor again, you will never become nutrient-rich and healthy.

Besides keeping withdrawal symptoms at bay, eating the SAD also feels easier because it is a common, convenient and a socially acceptable way to eat. It is also familiar and habit-driven. Lack of knowledge is still another reason.

But many people, like you, are starting to really think about what they are eating and the effects that food is having on them. Just eating *whatever, whenever* is quickly turning into a poor status symbol. Today, the affluent are beginning to eat nutrient-rich and calorie-appropriate, not calorie-

³⁰World Bank. [Life Expectancy: United States](#). Updated June 5, 2012.

³¹Fuhrman J. The 7 Secrets of Longevity, Section 10. Group Start Lecture Series, Nutritional Education Institute.

³²Robbins J. *Healthy at 100: The Scientifically Proven Secrets of the World's Healthiest and Longest-Lived Peoples*. New York, NY: Ballantine Books; 2007.

³³Fuhrman J. *Preventing Cancer with Diet*. Nutritional Education Institute, Nutritional Lecture Series.

rich and nutrient-poor food. Just look at the wellness elite on the covers of many fashion and sporting magazines—many have discovered the secrets of eating nutrient rich.

Today, you too can make positive choices to step up your health and success in life by eating in ways that are so incredible; you'll be wondering why you haven't been eating this way your whole life. If you want to break free of the SAD and exit the vicious cycle, you can do it right now.

Diet-Trapped: Caught in the Snare of Weight-Loss-Only Dieting

Weight Loss Only Diets



What do most people do when they inevitably gain weight by eating the SAD? They go on a weight-loss-*only* diet, thinking deprivation is the only way to lose weight—though nothing could be further from the truth.

Overview

- Low in carbohydrates and high in animal protein
- Low in calories or moderate to low in fat, but still nutrient-poor
- Moderate to high amounts of dairy products
- Side dish of green vegetables, occasionally larger amounts, alongside chicken and/or fish
- Some fruit, but not much
- Some nuts, seeds and whole grains, but not much
- Isolated protein powders
- Refined meal replacement products
- Reliance on supplements to make up for the lack of nutrients in food
- Intense urge to eat sweet foods, leading to refined food consumption

Health Effects

- Weight loss *only*, with *some* health and longevity benefits (may be eating less refined foods, but nowhere near your potential)
- Risk of heart attack, stroke and cancer due to a high consumption of animal products
- Constipation
- Propensity for migraine headaches due to high amounts of animal protein in the diet
- Bad breath due to high acid tide in the body
- Compromised immune system due to lack of micronutrients
- Faster metabolism, faster aging
- Yo-yo effect (a cycle of losing and then gaining weight as soon as the diet is “over”)
- Social isolation because of dietary limitations

Have You Become Diet-Trapped?

Did you know that more Americans would prefer to shed 10 to 20 pounds this summer than get promoted at work? And nearly 50% of women would give up sex if it meant not gaining 10 pounds?³⁴ It should come as no surprise then that Americans spend \$33 billion on weight-loss products³⁵—everything from fad diets to books to exercise equipment to supplements—in the pursuit of a thinner, fitter body. However, only about 5% of dieters manage to keep the weight off in the long run.

The most common way people lose weight is through weight-loss-*only* dieting. Weight-loss-*only* diets run the spectrum from manipulating calories, eating less and depriving your body of healthy fats and carbohydrates, to promoting unhealthy high-fat, low-carb, high-animal protein foods. This practice of proactively eating fewer calories than you need, while eating nutrient-poor foods, only serves to make you feel deprived (and actually *be* deprived of healthful nutrients), while avoiding the real issues that drive you to overeat and become overweight in the first place.

It's no wonder people experience losing weight is hard!

According to a 2010 survey, almost all dieters (93%) find at least one aspect of their dieting plan to be a major challenge. The majority (71%) said they aren't able to control their cravings and find portion size is an obstacle to their success (64%).¹⁷ Most people believe that struggle is necessary to lose weight.

³⁴ [New Consumer Survey Shows Many Americans Struggling and Giving Up on Health, Diet and Weight Loss](#). PR Newswire. Aug 12, 2010.

³⁵ Kruger J, Galuska DA, Serdula MK, Jones DA. Attempting to lose weight: specific practices among U.S. adults. *Am J Prev Med.* 2004;26(5):402-6.

If you feel this way, you are weight-loss-*only* dieting, and it's very unhealthy. Losing weight isn't a struggle when you know how to *Lose Weight the Nutrient Rich Way* (**Step 4** of the **Nutrient Rich Healthy Eating Plan**); it just comes naturally.

There are entire industries betting that you will fall for nutrient-depleted eating styles. As a result, people are continually becoming diet-trapped

While weight-loss-*only* diets *may* help you shed unwanted pounds before swimsuit season, they are usually only focused on (temporary) weight loss. There *may* be some health benefits compared to the effects of the SAD, but you will never get ALL the **success results**—detoxification, natural (sustainable) weight loss, health optimization, disease reversal, aging slower, a younger look and a healthy life expectancy—when eating a nutrient-poor diet focused on weight loss *only*.

An Introduction to Diet-Speak and the Power of Your Thinking

What is “diet-speak” and “diet thinking?” It's what keeps you stuck in a vicious cycle of *eating this* and *not eating that*, with just enough short-term success to keep you hooked. We have all been indoctrinated into this way of thinking and speaking by the food, beverage, fitness, pharmaceutical, medical and weight-loss industries.

These industries are market geniuses that have created a need and then proceeded to fill it with their own products—so-called "diet solutions." But these diets aren't solutions. They are products of industries with a vested interest in perpetuating the never-ending cycle of keeping people overweight. The culture of speaking and thinking that keeps you fat and sick is a boon for these types of businesses and nothing more.

To break free of this cycle, and escape the sway of these industries and cultural mindsets, you must change not only how you eat, but also how you think and live. And to change this thinking, you have to be able to identify it and recognize it. Diet-speak and diet traps are holding you back from having the vibrant health and peace of mind you seek.

"Diet-speak" is what I call a dysfunctional, low-concept language (shared by most of our culture) that helps to keep you trapped in weight loss-*only* and half-baked healthier eating practices that only lead to failure.

When *making the switch*, we have to get a basic "nutrient-rich" nutritional education, gain new info and insights into what it means to eat healthy and why—and also, change the *language* we use to describe what's going on. Otherwise, the vicious cycle of eating nutrient-poor is doomed to repeat itself based on inaccurate ideas and thinking.

You see, language is powerful, so not only the information you have but the way you *think* about it—your beliefs, assumptions and attitudes—matter here. Nothing can help you evolve your thinking faster than changing your words and ways you use those words. By increasing our awareness, knowledge and experience, we are able to change our thinking (neuroplasticity).

"Diet thinking" is a term originally coined by Robyn Landis, the young groundbreaking *BodyFueling* author, in the early 1990s. In *BodyFueling: Stop Watching Your Weight, Start Fueling Your Life*, Landis made a strong case for how a collection of wrongheaded beliefs not based in fact or effectiveness was taking dieters and healthy eaters off track, confounding them as to why their efforts always failed. After all, "everyone knows" these things are true, so why aren't they working?

As Landis urged readers then, and as I do now, you must finally consider "maybe they aren't working because they aren't true." They are assumptions—*paradigms*. And nearly the whole culture buys into them.

Sadly, many of those beliefs have persisted today, even though Landis' popular book offered an incisive and scathing exposé of this body of myths. The fact that this and many other books over the past 20 years that have tried to set people straight and share the basic facts simply shows the powerful grip that this thinking has on our culture and the velocity of the momentum in the wrong direction.

These concepts have become so much a part of the popular culture that even professionals, who aren't schooled in nutrient-rich healthy eating and all of its benefits, continue to espouse them and the resulting diet-trapped solutions to patients and clients. In fact, people have come to expect diet-thinking solutions. They regularly ask health and nutrition professionals for fad diets to follow, diet pills, and weight-loss surgeries.

Landis identified in her Diet Thinking™ a number of terribly persistent beliefs and assumptions that unfortunately you still hear and may even hold today. For example, in her definition of Diet Thinking™, "eating" and dieting" are separate; you try it "fix" your body (and not change your life); language is negative and restrictive (like *reduce, give up, fight, allowed, cheat, control, regimen*); the word "should" implies you are not the one choosing; you and your body and food are enemies; beliefs are based on hearsay and not science; and much more. (See the book *BodyFueling* for a full definition and discussion.)

To *switch to rich*, you have to break out of Diet Thinking™ and "diet-speak." Every aspect of this book and system/plan is helping you do that, from the science to the psychology to the steps you take to the nitty-gritty food choice suggestions. These are higher concepts and ideas that will change the way you think, eat and live.

Helping people evolve at the level of language and vocabulary was one of the specialties of a groundbreaking motivational trainer and personal performance guru: Tony Robbins, also known as

"The Why Guy," with whom I worked for a number of years. A master of helping people change, he created the idea of "transformational vocabulary"—change the words you use and you change the meaning of things, and ultimately how you think and act.

I later co-authored the book *The Curse of the Capable* with Harvard psychology instructor Arthur P. Ciaramicoli, PhD. The book was subtitled *Change Your Story* because the curse of an otherwise capable person is *thinking that does not support what you want*, whether it's the way you want to be eating, the health or success results you want to be experiencing, or anything else. (See www.thecurseofthecapable.com)

If you don't want to keep repeating the same old story, over and over again, you must change your story, which will ultimately change the way you think about eating.

If you are going to make the *Switch to Rich*, the way you think must support the outcomes and experience you want. That's why the message you are learning here is as important as the meal itself.

Some examples:

Diet Speak:

"I have to eat less food or cut carbs to lose weight."

REALITY: Not true. Depending on the foods you eat, the volume of food you eat may actually increase, and you *don't* need to cut carbs to lose weight—you need carbohydrate to fuel your body; you need to eat carbohydrate as contained in a nutrient rich healthy eating style, when you are hungry. Also, focusing on weight loss *only* does not work.

2 Diet-Speak:

"I ate a Kit Kat and 'fell off the wagon,' or 'fell off my diet.'

REALITY: You didn't fall off anything. There's no "wagon" to fall off. There's no "diet" to fall off. That's a fiction of your imagination. All you did was eat a Kit Kat.

Here is transformational vocabulary to *reframe* what actually happened.

FACTS: I ate a Kit Kat and it toxified my body and hijacked my taste buds. Now I'm stuck dealing with cravings, which are slowing my forward momentum.

NEW STORY: Next time I'll remember these effects and results. It's not that I'll never eat another Kit Kat, but thinking that I need to eat Kit Kats for pleasure is not true. I get overweight and sick when I do, and it makes me feel bad. I recognize that I have bought into a story about fitting in when I eat candy like that—but really; do I really need to fit in by staying addicted to milk-chocolate-and-sugar-covered wafers? No. I am going to find a nutrient-rich alternative to Kit Kats that tastes yummy and supports my health. I will also change what drives this eating pattern to begin with.

Now imagine having *new nutritional facts and education* to work with while applying the above tools for change. Knowledge + experience-based change are an enormously effective combo. And that's just what we're doing here!

What Is a Diet Trap?

Diet traps are powerful food, weight-loss and fitness beliefs and behaviors that keep us sick; eating unhealthy or barely healthy food; overweight; and *obsessed with losing weight*. Diet traps entrap our health, performance, confidence, and self-esteem.

There are many diet traps that are part of the cultural body of speaking and thinking defined in the previous section. They are the specific myths that the food and diet industries have taught us to believe, and they are numerous. After you start eating nutrient-rich foods and learning how to eat for health, performance and natural weight loss, it will become apparent to you which diet traps had you most ensnared.

One such myth is that “a calorie is a calorie.” Actually, all calories are not created equal! Our bodies treat calories differently depending on their nutrient “packaging.” “The Calorie Theory” doesn't take into account all of the factors associated with utilizing our food efficiently, such as:

1. What the human body is capable and incapable of absorbing
2. The amount of calories burned in the digestive process
3. What types of macronutrients tend to be stored as excess fat
4. What will be eliminated from the body

In addition, “The Calorie Theory” does not consider the impact that empty, nutrient-poor calories have on the body. A nutrient-poor food choice may have the same number of calories as a nutrient-rich food, but everything else about them will be different. You can get 100 calories from a food that poisons your body, or 100 calories from a food that nourishes, enriches, heals, energizes and supports your health. It's about so much more than calories!

There are many more.

Some “features” and “qualities” of diet traps:

Diet traps are popular “truths” or “answers” believed to be “common sense”—that aren’t. For example: “eat less,” often combined with “exercise more”. This tenet seems innocuous and beneficial, and is assumed effective as a solution to being overweight. “The Calorie Theory” mentioned above is another example. But, these so-called answers or “truths” are simplistic, lack context and key relevant information, and are useless if your diet is nutrient-poor and your lifestyle is not balanced and healthy.

Diet traps facilitate the acceptance of all the false diet information we’ve been fed over the years. For example, this misinformation tells us it’s necessary to eat meat and dairy every day to lose weight, build strong bones, and be healthy.

Diet traps are short-term methods with negative long-term effects. Low-carb, low-calorie and low-fat diets encourage us to manipulate nutrient and caloric concentrations in extreme ways that are not sustainable. Even if they masquerade as “lifestyles,” they’re still diet traps!

Diet traps trick us into thinking there are “silver bullet secrets” to keeping our weight down. For example, using caffeine as an appetite suppressant, or “pineapple burns belly fat;” these weight-loss “tricks” either do not work at all (e.g. the pineapple), or only work briefly and for the wrong reasons (e.g., the short-term appetite suppression caffeine may provide). No “trick” can change your way of eating and living, which is really what’s needed. There’s no magic bullet. Nor do you need one.

Diet traps include, but are not limited to, commercial diets. They also include rituals and tactics that induce unnatural. They include drugs and surgery, too. These don’t free you from food addictions or fulfill your nutrient needs. They promise success and freedom, but rarely deliver.

Of course, some of the other key, core concepts I’ve already introduced to you and emphasized—such as the off-purpose focus on weight-loss *only*—are also high-level, pervasive and insidious diet traps.

We want you to be free of all diet traps, as well as the diet-speak and Diet Thinking™ that come from them and support them.

Let’s now take a look at the Pleasure Trap. Awareness of this concept will arm you to shake off all the other traps, and all of the related speaking and thinking. Then we’ll identify the Top Ten Most Common Diet Traps specifically. Soon you’ll come to recognize those— and all of their derivatives that are kicking around out there or that have yet to be invented—and be so educated that you’re immune to them.

The Pleasure Trap

Douglas Lisle, Ph.D. and Alan Goldhamer, D.C., wrote a book called *The Pleasure Trap: Mastering the Hidden Force that Undermines Health and Happiness*,³⁶ which is an essential concept for you to understand. It explains why you got so used to nutrient-poor eating—and why you can and will adapt (happily, with much better results) to Nutrient Rich®. I have included some of the key messages below.

When you climb into a hot tub, it pays to edge in slowly. The water can be so hot as to be unpleasant—until you get used to it. Then it will feel pleasant. When you step into a swimming pool, the water sometimes feels cold. But after a few minutes, you get used to it. The scent of a Christmas tree or fragrant flowers is potent, even overbearing—at first. But then you get used to it, and soon you may hardly even notice it.

How is it that our internal experience can change so dramatically, even when our environment is staying the same? How is it that we so easily “get used to” things? It turns out that scientists have carefully studied this striking phenomenon, which they refer to as neuroadaptation because it involves *nerves* and *adaptation*.

Our sensory processes are dependent upon the activation of sensory nerves. It is through the activation of various sensory nerves that we are able to see, hear, smell, touch and taste. The activity of these sensory nerves tells our brain what is going on and to what degree of intensity.

When you are sitting in a dimly lit room, and you turn on more light, your visual nerves become more active. This causes you to notice an increase in brightness. Similarly, if you increase the volume on your stereo, your auditory nerves become more active. This same principle works for all of the five senses.

Relative Perception

We assume that our nerves provide us with a very accurate depiction of real-world stimulation at all times. Surprisingly, this is not the case. Let’s go back to the example of sitting in a dimly lit room. If you turn on all of the lights, it will seem very bright. However, if you later go outside into full sunshine, that will seem brighter still. When you go back inside, it will *seem dim*—even though all of the same lights are still on.

What’s happened? Well, our visual nerves increased their firing rate—but only for a short while. After a few minutes, the firing rate slows down, or “adapts,” to the new, higher rate of stimulation.

Clearly, at that point your nerves are not providing you with an accurate depiction of reality in these instances. They are providing a *relative* depiction.

³⁶ Lisle DJ, Goldhamer A. *The Pleasure Trap Mastering the Hidden Force That Undermines Health and Happiness*. Summertown, TN: Healthy Living Publications; 2003.

Your senses are highly responsive to change. They tell you when a new stimulus is brighter or dimmer, louder or softer, hotter or colder, and so forth. But they don't tell you *precisely how* bright, or loud, or hot. Perception is largely a gauge of *relative change*.

Here's another example. When a person first starts smoking cigarettes, he is acutely aware of the smell of the smoke. He smells it on his fingers, in his clothes and in his car. But before long, he won't notice it at all. He will have "gotten used to it." His sense of smell has adapted to the constant presence of this stimulus. If he quit smoking, his sense of smell *will* re-calibrate to a more smoke-sensitive state. Then he will be able to smell the smoke—just like everyone else does. As you may already suspect, this has implications for eating as well.

Dangerous Adaptations

What we are focused on in *Switch to Rich* is how you "got used to" habits, perceptions and environments that can lead to life-threatening mistakes—as well as how you will get accustomed to a whole new way of thinking, eating and living.

Like our other sensory nerves, our taste buds also "get used to" a given level of stimulation—and this can have dangerous consequences. The taste buds of the vast majority of people in industrialized societies are currently neuroadapted to the overly stimulating tastes of artificially high-fat, high-sugar, high-salt animal and processed foods.

These foods are ultimately no more enjoyable than more healthful fare, but few people break out of standard eating enough to experience how this is true. That is because, just as with the other examples above, it takes a while for your taste buds to adapt to less stimulating foods. Many people never give themselves enough time to adapt to new healthier foods and ways of eating. However, once you have "gotten used to" eating a less artificially-stimulating, health-promoting diet, you would soon enjoy such fare every bit as much.

A Gruesome Tale

If a frog is placed in a pan of water, it often just sits there. If the pan is heated, ever so slowly, the frog may never notice that the water temperature is rising. He will "get used to" the increasing heat, and may be unaware that anything is amiss. Even with no barrier to his escape, he is just as likely to sit in the pan—and boil to death—as hop away. *His sensory capabilities may fail to adequately warn him that action is required for his survival*, and he may only survive if the heat is turned down.

Most Americans are like frogs sitting in boiling water that has slowly ascended in heat while they take no action to leave the pot. For the past several decades, the modern American diet has been increasing in animal protein, animal and vegetable fats, refined carbohydrates, and added oil, salt and sugar. In just the past two decades, average caloric intake has slowly escalated by 650 calories

per person, per day. Not surprisingly, obesity and other diseases of dietary excess are at all-time highs.

But just a few decades ago, our nation's dietary habits were remarkably different. Meat was an expensive commodity—for some, a “treat.” The same was true for refined flour products, refined sugars, and oils. But times have changed. Today, almost every person in America can have all they desire of these rich foods—and they do, virtually every day.

From the perspective of our natural history, a daily life with such dietary choices is extraordinary. For hundreds of thousands of years, our ancient ancestors scratched and scraped, struggling against the harsh forces of nature in order to get enough food to survive. Even today, in undeveloped countries, significant food shortages are still a great concern, with millions dying each year from starvation.

Yet, in a mere blink of history's eye—in just a few decades—industrialized societies have arisen from environments of scarcity and have transformed themselves into societies of unprecedented abundance (and, some might say, gluttony). The most striking feature of that abundance is a virtually unlimited supply of food.

Artificial Appeal

An abundance of food, in and of itself, is not a cause of health problems. It's the *kind* of food, *eaten in excess* that causes health issues.

Modern technology has done more than simply make food perpetually abundant. Food also has been made artificially sweeter, saltier and fattier. Food is often more stimulating than ever before, as the particular chemicals in foods that cause pleasure reactions have been isolated and artificially concentrated.

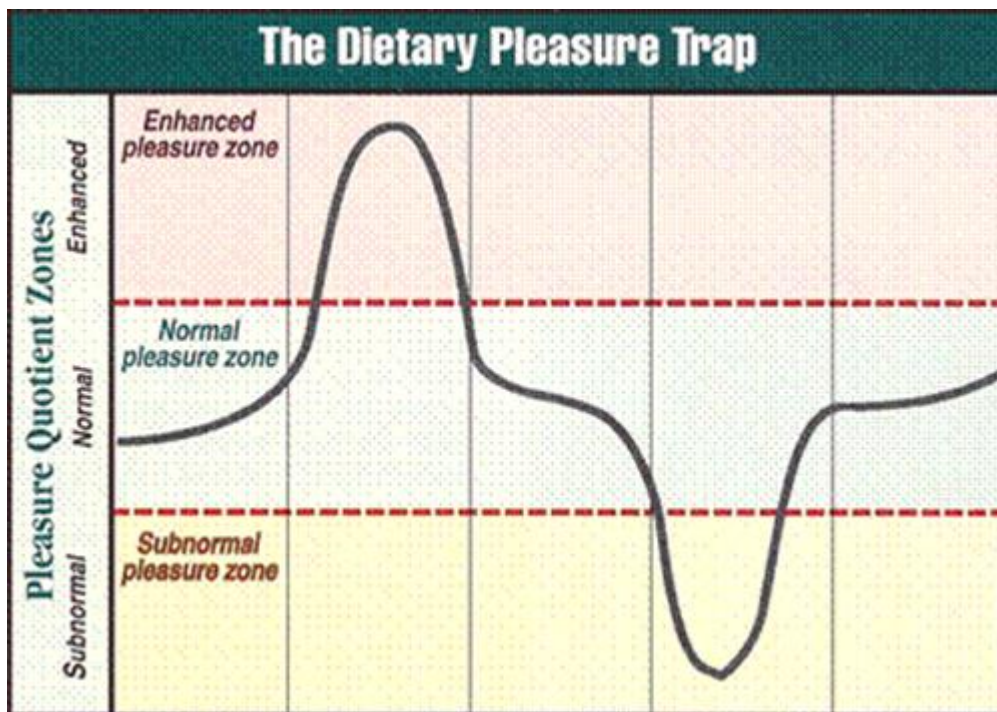
Meats were once consumed mostly in the form of wild game, typically at about 15% fat. Today's meat is a much different product. Chemically and hormonally engineered, it can be as high as 50% fat or more. Ice cream is an extraordinary invention for intensifying taste pleasure—an artificial concoction of pure fat and refined sugar. Once an expensive delicacy, it is now a daily ritual for many people. French fries and potato chips, laden with artificially concentrated fats, are currently the most commonly consumed “vegetable” in our society.

As Dr. Joel Fuhrman reports in his book *Eat to Live*, these artificial products, and others like them, comprise a whopping 93% of the American diet. Our teenage population, for example, consumes up to 25% of their calories in the form of soda pop!³⁷

³⁷ Lisle DJ, Goldhamer A. *The Pleasure Trap Mastering the Hidden Force That Undermines Health and Happiness*, Summertown, TN: Healthy Living Publications; 2003.

Most of our citizenry can't imagine how it could be any other way. To remove (or dramatically reduce) such products from America's daily diet seems intolerable—even absurd—to many. Most people believe that if they were to do so, they would enjoy their food and their lives much less. Indeed, most people believe that they would literally suffer if they consumed a health-promoting diet devoid of such indulgences.

But this perception is erroneous. The reality is that humans are well-designed to fully enjoy the subtler tastes of whole natural foods. In our society, humans are simply poorly-equipped—in terms of education, experience, or social matrix—to realize this fact. And like a frog sitting in dangerously hot water, most people are being slowly destroyed by the limitations of their awareness.



Reprinted with permission

The image above depicts a devastating trap.³⁸ People consuming a whole natural foods diet will experience a normal healthy range of pleasure from eating low-fat, high-fiber, unprocessed foods—shown as Phase I. However, if concentrated, adulterated, processed foods are consistently allowed in the diet, they will quickly become preferred.

In Phase II, we see that concentrated, adulterated, processed foods products are typically experienced as “better”—that is, more pleasurable—than natural foods. This is the result of the heightened pleasure-inducing characteristics of artificially produced foods. Within a short period of

³⁸ Lisle DJ, Goldhamer A. *The Pleasure Trap Mastering the Hidden Force That Undermines Health and Happiness*. Summertown, TN: Healthy Living Publications; 2003.

time (a few weeks), the taste nerves adapt to this higher level of stimulation, and reduce their firing rate. This reduces the pleasure experience of the artificially stimulating foods back down to “normal” levels (Phase III). In other words, these highly-manipulated pleasure-stimulating foods cease to feel like explosive pleasure, as the taste buds adapt. They become the “new normal.”

Phase III is the culmination of an extraordinarily important process. It is within Phase III that most people live out their lives. And it is from within Phase III that most people will engineer their own health crises. Phase III occurs when we have become “used to it”—used to the extreme levels of stimulation present in artificial foods, experiencing them as “normal” and basic. *Yet ultimately, we experience no more pleasure than had we remained on a simpler, more healthful diet!* This process is rarely noticed—just as we rarely notice the process of getting used to a brightly lit room.

A Challenging Escape

Once in a while, a person actually becomes aware of important dietary knowledge. Despite the ingenious misinformation campaigns waged by the dairy, cattle and processed food industries, sometimes a person actually comes to understand the truth about diet. At such times, determined individuals might attempt to change their eating toward whole natural foods—in spite of dire and unfounded warnings from their families, friends and doctors.

But along the way, they are likely to be met with a formidable obstacle—even more formidable than those misguided social reactions—and that is *their own taste neuroadaptation to artificially intense foods*. This challenge is depicted as **Phases IV and V**, wherein a change to less stimulating foods typically will result in a *temporary* reduced pleasure experience because natural foods often are not nearly as stimulating as artificially-engineered ones. A re-adjustment in the firing of sensory nerves needs to occur.

Scientific evidence suggests that *the re-sensitization of taste nerves takes between 30 and 90 days of consistent exposure to less stimulating foods*. This means that for several weeks, most people attempting this change will experience a TEMPORARY reduction in eating pleasure.

This is why modern foods present such a devastating trap. Most of our citizens are, in effect, “addicted” to artificially high levels of food stimulation. The 30- to 90-day process of taste re-calibration requires more motivation and self-discipline than most people are ever willing to muster.

Tragically, most people are totally unaware that they are only *a few weeks of perseverance* away from being able to comfortably, happily, tastily maintain healthful dietary habits—and to keep away from the products that can result in the destruction of their health. Instead, most people think that if they were to eat more healthfully, they would be condemned to a life of greatly reduced gustatory pleasure—thinking that the process of Phase IV will last forever. *The Pleasure Trap* explains this extraordinarily deceptive and problematic situation—and how to beat this hidden force that undermines health and happiness.

If you are looking for a faster way out of the Pleasure Trap, you will learn a great deal more about eating and fasting in **Step 4: How to Lose Weight the Nutrient Rich® Way**. But even if you take the typical 30 to 90 days to adapt and begin experiencing intense pleasure from whole healthy nutrient-rich foods, isn't that worth it? What's a month or two if you could then be fit, healthy, happy, more energetic and high-performing, slow-aging and naturally at your ideal weight—*while loving food*—for the rest of your *decades*?

Avoiding the Ultimate Diet Trap—and All the Others

Now you've seen that as modern foods have become increasingly stimulating, our taste nerves have become desensitized. This means that we have "gotten used to" the modern diet's excessively stimulating effects, setting up a devastating trap—wherein a health-promoting diet seems relatively unappealing, while self-destruction feels better and seems safer.

When you are stuck in this pleasure trap, you are vulnerable to all the other diet traps. Eating whole natural plant foods *is* the most pleasurable and fulfilling way to eat there is; you're just trapped in a place where you can't see it. Stuck there, every other trap can come and prey on you.

Let's now look at some of the other very common traps you may fall into while lost in the Pleasure Trap.

The Top 10 Diet Traps

Diet Trap #1: Eating a Nutrient-Poor Diet that Does Not Include 90% or More Plant-Based, Nutrient-Rich Food

Only three to 10% of the population has a nutrient-rich eating style that enables the body to function and perform well. The rest of the population eats predominantly nutrient-poor foods, which is what causes the overweight condition, low energy and performance, *and* health complications. .

Diet Trap #2: "Starvation is Good"—Going Hungry the Low-Cal, Low-Fat Way

The idea that "eating less" is always necessary to lose weight and even for health is one of the most pervasive in the culture. And it's one of the most wrongheaded. In this diet trap, hunger is not only seen as a necessary suffering; sometimes it's even revered or exalted.

Eating *less* of the food that does not supply the nutrients you need to succeed is a failing strategy. It's eating large amounts of junk, and then switching to smaller amounts of junk. Would your car run any better if instead of filling the tank with weak adulterated gasoline, you started only *half*-filling it with weak adulterated gasoline?

Unfortunately, so many people have fallen for this classic diet trap. It's accepted as "sense" when really it makes no sense. You cannot sustainably eat smaller quantities of nutrient-poor and

nutrient-barren foods—which were not meeting your nutrient needs in the first place, even when you were eating them in larger quantities! (Of course, this trap is also rooted in another unquestioned underlying trap, which is weight-loss *only* as the end-all goal.)

When people “fail” to stay on a low-cal diet (eating too few calories to meet your energy needs), it’s not a sign that they don’t have willpower or that something is wrong with them. It’s natural to struggle with a low-cal diet, because it feels awful, and for good reason. Shortchanging your body of the fuel it needs for energy is not a great weight-loss or health strategy (as is assumed by most); it’s in fact a recipe for failure.

The shortfall in needed calories (energy) you create with such a diet *isn’t* a good thing that will simplistically make your body “use up all your fat to bridge the gap.” That idea comes from ignorance and simplistic thinking (and the misguided “A Calorie is a Calorie” theory we looked at earlier). Instead, that gap between what you need and what you provide ironically *works against you*.

The truth is that more you diet, the more efficient your body becomes at using food. The more you deprive your body of calories, the more it slows down. Therefore, it becomes *harder* to lose weight.

“In periods of food shortage, the body slows down the metabolism to conserve energy. Just as a motorist who is running out of fuel tries to go easy on the accelerator and drive very smoothly to conserve gas, the body does the same sort of thing when food is in short supply. It turns down the metabolic flame to save as much of the fat on your body as possible until the starvation period is over...the more your food intake drops, the harder your body tries to keep from losing fat.”

– Neal Barnard, M.D., founder and president
of the Physicians Committee for Responsible
Medicine

This is why some of the people with the strongest willpower in the world are some of the most overweight people. The better they get at depriving themselves, the better their bodies get at slowing down and conserving (the exact opposite of what they’d hoped to produce).

If you lack this information and are diet-trapped, the failure of overweight people to deprive themselves to health and fitness looks like a confusing mystery. It’s not.

When people who have tried deprivation diets experience feelings of guilt and shame about “falling off” their diets, “giving in to temptation,” “cheating,” or “gaining back all the weight they lost,” they’re being needlessly victimized by this diet trap in a profoundly personal way.

Dieters often equate an ability to live in a state of ever-increasing hunger and constant withdrawal with moral virtues like self-control and self-discipline. They’ve been encouraged to regard their

inability to lose weight as weakness. That's ignorance. No psychologically healthy person's willpower is strong enough to overrule the body's innate drive to survive.

Nutrient-poor, low-fat diets generally consist of the same foods as nutrient-poor, low-calorie diets—and the same deprivation. The fat is removed and simply replaced with sugar or other chemicals. People on most low-fat weight-loss programs are as hungry or craving-driven as those on low-cal, low-carb and other weight-loss-only diets, because they're still eating nutrient-poor foods.

NOTE: "Low carb" is another version of this "purposely eating less," counterproductive starvation, which carries all the above issues *plus* the destructiveness of the high-protein aspect it's often paired with. See Diet Trap #

Diet Trap #3: Believing "Moderation in Everything"

This trap is particularly effective at snaring the unwary eater. It's regularly passed off as a core dieting principle. However "moderation in everything" is not a successful way for you to eat unless you are striving for extra weight, disease and early death.

"A little bit of coffee is only a little bit toxic and results in only a little bit of increased blood pressure, and thus is responsible for only a little bit of an increase in stroke probability. A little bit of refined flour is likely to be the cause of only a little bit of excess body fat, and is therefore only a little bit aesthetically displeasing, and is only associated with a little bit of an increase in all-cause mortality. A little bit of alcohol only kills a little bit of the brain with each use, only slightly reducing cognitive capacities, and results in only a small increased risk of death from liver disease or hemorrhagic stroke."

– Alan Goldhamer, D.C., and Doug Lisle, Ph.D.,
co-authors of *The Pleasure Trap*

During the last century, the concept of eating a moderate amount of food from each of the (so-called) Four Food Groups was created and promoted to the American public for economic reasons. Members of powerful special-interest groups (the dairy and cattle industries) were working from misleading research about calcium and protein needs. This concept has continued to be accepted largely because of the success of the government's Four Food Groups nutrition training and the food industry's marketing practices.

This "principle," packaged into the Four Food Groups model, is still the basis of how schools are training our children today, and it continues to form the basis for what most Americans believe about nutrition, despite the fact that thousands of studies have shown that consumption of a "balanced diet" based on the Four Food Groups will do nothing for you—except make you fat and more likely to die of heart disease, cancer or stroke.

Realistically, every one of us knows that some substances are harmful even when taken in moderation. In fact, you know there are substances of which even a miniscule portion can kill you—arsenic, for example. Of course, this is an extreme example, but it demonstrates immediately and emphatically the inaccuracy of the phrase. There are of course many consumable substances that don't produce *immediate* disastrous effects, but still harm your body and undermine your appearance or performance.

Diet Trap #4: Living on “Health Food”

“Plant-based whole foods are nutrient-rich healthy foods. ‘Health foods’ are generally somewhat-better junk foods. Junk foods are garbage.”

– John Allen Mollenhauer, founder of NutrientRich.com

“Health foods” are products often marketed in their own grocery aisles or even whole stores (“health food stores”). But many, if not most, of the “health foods” on the market today are refined foods. Some should actually be classified as “junk food” because they are merely manufactured foodstuffs made from ingredients that were once organic or were originally whole and natural. These include breakfast cereals, most energy bars, fruit juices, etc.

There are refined foods that include health-promoting ingredients, and there's no question that they're preferable to many other more impoverished foods. The real problem arises when they're promoted as *healthy* or when people live on them exclusively. . There are lots of pretty unhealthy people living on so-called health food!

A client once told me that she loved a popular “whole grain” breakfast bar (packed with refined fats, and sugars, additives and genetically modified organisms) “because it tastes like *pie*, but it's good for you!” (Good for you based on what--the marketing copy on the box? Believing everything you read, especially if written by the food company, is a diet trap too.) Sadly, I had to break the news to her that if her intention was to eat pie, she was right on target; if her intention was to eat healthfully, *she was still eating pie!*

Next time you see a box of cereal that contains puffed wheat, omega-3s and blueberries covered in honey, realize that after being baked at several hundred degrees, it's clearly no longer in its natural state and therefore not really promoting your health. It is not “health” food, merely “better” junk food. If you have a strong desire for something sinful, these junk health foods are a step above traditional junk foods, but they are still not plant-based whole foods and are therefore not nutrient-rich.

Diet Trap #5: Falling for the Protein and Calcium Myths

Many of us believe we need the protein in animal products to be healthy, avoid a deficiency, or to lose weight effectively and permanently. The truth is that we don't.

Animal products are impoverished foods; they are *calorically rich* and *nutrient poor*. They're not required for optimal health, as physiology and nutritional biochemistry have well established. The protein and calcium found in animal products, including dairy products, is actually damaging. Eating more than small amounts actually increases your vulnerability to lifestyle diseases (e.g., heart disease, cancer and stroke).³⁹

There's no question that we need protein and calcium for growth, healing and repair. However, we can easily obtain the amounts we need through eating a variety of nutrient-rich, whole plant foods and/or by drinking raw, live, organic superfood drinks, like those offered at NutrientRich.com.

All of the protein and calcium we need are abundantly available in the fruits, vegetables, legumes, whole grains, seeds and nuts that make up the bulk of a nutrient-rich diet. They are packaged within whole foods, complemented by thousands of other health-promoting nutrients. We don't have to sort, measure, combine, or eat them in lean versions to be sure we're getting all that our bodies require—without clogging our arteries!

“Nature must have wanted us to have enough protein. For simply following the instinct of hunger and eating enough natural food of whatever kind, it is almost impossible to be deficient in this vital nutrient.”

– John Robbins, author of *Diet for a New America and The Food Revolution*, spokesperson and leading expert on the dietary link between the environment and health, and heir to the Baskin-Robbins ice cream empire (from which he walked away)

According to Nathan Pritikin, founder of the Pritikin Program, “I don't know any nutrition expert that can plan a diet of natural foods resulting in a protein deficiency, so long as you're not deficient in calories.⁴⁰”

There are many people who would happily (and easily) make the transition to consuming fewer animal products if they weren't indoctrinated into the belief that these products are necessary for health and weight loss. In fact, they'd lose a great deal of their excess weight by making that change alone.

“Cow's milk is a superbly-engineered fluid that will turn a 65-pound calf into a 500-pound cow in a year. That's what cow's milk is for.”

– Michael Klaper, M.D., plant-based nutrition specialist

³⁹ Campbell TM II, Campbell TC. *The China Study: The Most Comprehensive Study of Nutrition Ever Conducted and the Startling Implications for Diet, Weight Loss and Long-Term Health*. Dallas, TX: BenBella Books; 2003.

⁴⁰ Robbins J. *Diet for a New America*. Tiburon, CA: HJ Kramer Inc; 1987.

Calcium intake is not a problem in this country; however, reducing calcium *loss* is. Many factors affect calcium loss, not the least of which—ironically—is the consumption of milk and dairy products. Their high protein content offsets any calcium value they provide. Excess protein not only prevents absorption of calcium but also can actually leach it from your bones, leading to osteoporosis.⁴¹

“Dairy products contain sodium and animal protein, both of which encourage calcium losses,” says Neal Barnard, M.D., founder and president of the Physicians Committee for Responsible Medicine (PCRM).

Dairy products are also loaded with fat and contain growth hormones, the carcinogenic IGF-1 (insulin-like growth factor 1), antibiotics, and traces of other drugs.

Plant-based sources of calcium (vegetables and legumes) are safe and healthy alternatives, particularly leafy greens. Leafy greens actually offer a higher calcium bioavailability (absorption rate) than dairy products do.⁴²

Diet Trap #6: A Low-Carb, “Low-Performance” Lifestyle

“What’s wrong with carbohydrates? If you mean what’s wrong with a spear of broccoli or a bunch of spinach, the answer is nothing, they’re magnificent foods. When I speak negatively of carbohydrates, I’m referring to the unhealthy ones—those lurking in the sugar bowl and the bin of white flour, along with milk, white rice, and processed and refined foods of all kinds.”

– Robert Atkins, M.D., author of *Dr. Atkins’ New Diet Revolution*

Dr. Atkins took a beating in his heyday, but he really brought the issue of refined carbohydrates to the forefront.

We are naturally carbohydrate eaters, as indicated by the sweet taste buds at the tip of our tongues. Food manufacturers were quick to realize that if they made refined foods ultra-sweet, people would buy them in droves. That’s exactly what happened in Westernized societies. Refined “junk” carbohydrates are everywhere. The complex nutrient value of whole food has been stripped out, but the pleasure-stimulating chemicals and concentrated *refined* carbohydrates have been left in. There you have it—the perfect junk food!

⁴¹ Calcium, Osteoporosis, and the Selling of Dairy Products.

<http://www.makingpages.org/health/calcium.osteoporosis.html>.

⁴² Aurand A. [Calcium without milk? Dairy may not be the only key to strong bones.](#) *The Bulletin*. March 22, 2012.

These foods, in addition to compromising your health, also cause weight gain. Dr. Atkins was correct when he said, “Get rid of them and the addiction that comes with it, ASAP.”

Where Dr. Atkins and I part ways is on the solution. Even though Dr. Atkins arguably died of his own diet, the low-carb/high-protein diet is still in full swing, and its derivatives crowd diet-book shelves everywhere.

There are two parts to this diet: the *high-protein part* and the *low-carb part*. Both are problematic. We addressed animal protein above in the previous trap.

Dr. Atkins was simply playing into America’s love affair with high-calorie, low-nutrient, disease-promoting animal foods when he projected his own love affair with these foods as “the only way to eat.” A quote from his book reveals his true feelings: “I mean, who would eat a diet comprised predominantly of plant food?⁴³” Lots of people, as it turns out—healthy, happy ones!

If you want to eat more high-protein foods, solve your weight problem, and retain your health, eat *green* protein. Four hundred calories of spinach meets more than 100% of your daily-recommended allowance of protein. If you meet your protein needs in this nutrient-rich healthy way, you’ll lose weight quickly, while promoting your health at the same time.

But depriving yourself of carbohydrate is not healthy or sustainable. Ditch the refined carbs, yes. But not whole, plant-based, nutrient-rich carbs! Your body needs carbs for essential functions—it just doesn’t need refined ones.

A low-carb lifestyle is dieting. It is deprivation and short-changing your body for a short-term goal. It’s not sustainable from a health point of view.

Carbohydrates are your body’s natural primary energy source. Low-carb eating is a way to trick your body into relying on fat for energy instead of carbohydrates. Of course, people think this is the point—in shortsighted weight-loss-*only* thinking, you just want to use the fat; side effects be damned

But side-effects you will get—this “bypass” of normal energy use thrusts you into a state of *ketosis*, your body’s response to a lack of sufficient carbohydrates (i.e., starvation). It is also your body’s response to physical disease, alleviating the symptoms of hunger. *It is not a way to live. It is actually a bodily response to the advent of death from starvation.*

“When people are ill, they need to be recuperating, not gathering and preparing foods. Loss of appetite facilitates recovery. A kindness of nature for starving people is to quiet the pain of hunger. After three days with no food, the body enters a state of ketosis, and the pain of dying is relieved.”

– John McDougall, M.D.

⁴³ Adkins RC. *Dr. Adkins’ New Diet Revolution: The Low-Carb Approach that Has Helped Millions Lose Weight and Keep It Off*. New York, NY: Harper; 1992.

Low-carb dieting can peel off the pounds initially—while making your body systems dysfunctional and compromising your health. As a result, this weight loss is almost always temporary (mostly water weight and valuable muscle, because muscle is being converted to carbohydrate that you could have eaten to spare your muscle!), and it's extremely psychologically and physically draining.

Low-carb diets will turn you into a slow-moving target for the variety of health problems that any high-animal protein diet causes. This is especially true during the most radical phase where you eat very few, if any, carbohydrates at all.

“Carcinogenesis, the development of cancer, is turned on by animal protein and turned off by plant protein, even if cancer has already been initiated. It appears that once the body has all the protein it needs—which it gets at only about eight to 10 percent of the entire diet—then the excess protein begins to feed precancerous lesions and tumors.”

– T. Colin Campbell, Ph.D., and Christine Cox, *The China Study*

A low-carb, high animal-protein diet is a cancer-promoting diet, not to mention a kidney-damaging, heart-disease-furthering, depression-inducing diet. The skewed facts, figures and quasi-scientific claims of low-carb diet promoters lead you to believe it's a healthy lifestyle choice, but this doesn't change the fact that vast, methodological research shows it is not. The American Medical Association (AMA), the American Diabetes Association (ADA), the American Heart Association (AHA) and the National Institutes of Health (NIH), just to name a few, support the research on how dangerous and unhealthy low-carb diets really are.⁴⁴

The Atkins Diet, The South Beach Diet, The Zone, Protein Power, Sugar Busters and the Stillman Diet all came under attack by the Nutrition Committee of the American Heart Association in a report published in October 2001.⁴⁵ The abstract of this article clearly condemns these diets.

High-protein diets typically offer wide latitude in protein food choices, are restrictive in other food choices (mainly carbohydrates), and provide structured eating plans. They also often promote misconceptions about carbohydrates, insulin resistance, ketosis and fat burning as mechanisms of action for weight loss. These diets are generally associated with higher intakes of total fat, saturated fat and cholesterol because the protein is provided mainly by animal sources. In high-protein diets, weight loss is initially high due to fluid loss related to reduced carbohydrate intake, overall caloric restriction and ketosis-induced appetite suppression. Beneficial effects on blood lipids and insulin resistance are due to the weight loss, not to the change in caloric composition. High-protein diets are not recommended because they restrict healthful foods that provide essential nutrients and do

⁴⁴ Morris R. [Is the Atkins' Diet Dangerous? The Truth Behind the Diet Lies](#). April 9, 2007.

⁴⁵ St Jeor ST, Howard BV, Prewitt TE, Bovee V, Bazzarre T, Eckel RH. Dietary protein and weight reduction: a statement for health care professionals from the Nutrition Committee of the Council on Nutrition, Physical Activity, and Metabolism of the American Heart Association. *Circulation*. 2001;104:1869-74.

not provide the variety of foods needed to adequately meet nutritional needs. Individuals who follow these diets are therefore at risk for compromised vitamin and mineral intake, as well as potential cardiac, renal, bone and liver abnormalities overall.

Advocates of high-protein diets say their approach reduces the risk of heart disease. However, the Nutrition Council of the AHA says: *“A diet rich in animal protein, saturated fat, and cholesterol raises low-density lipoprotein (LDL) cholesterol levels, an effect that is compounded when high-carbohydrate, high-fiber plant foods that help lower cholesterol are limited or eliminated. High-protein diets may also be associated with increased risk for coronary heart disease due to intakes of saturated fat, cholesterol, and other associated dietary factors.”*⁴⁶

Advocates of high-protein diets say their approach is especially good for people with diabetes. However, *“a very-high-protein diet is especially risky for patients with diabetes, because it can speed the progression, even for short lengths of time, of diabetic renal disease”* (The Nutrition Council of the AHA).⁴⁷

Dr. Atkins shared with me personally before he died that bad breath and constipation were just two of the diet’s “side effects.” Those symptoms aren’t coincidences or side issues; they are signals from your body that low-carb, high-animal-protein diets are acidic and not health-promoting.

“Sure, you can lose weight on a high-protein diet, but you are also risking your health. The Nutrition Council of the AHA specifically links these diets to heart disease, high blood pressure, gout, cancer, and fatigue. If you look closely at the appearance of advocates of these high-protein diets, you will notice most of them can be kindly described as appearing somewhere between overweight and portly. This is clear evidence to me that the diets they recommend are too difficult to follow—even their founders cannot stick to their own plans. Their personal appearance should discourage anyone from following their recommendations.”

– John McDougall, M.D.

Dr. Atkins himself was well-intentioned, especially in trying to find an answer for extremely obese people. His major contribution was exposing refined carbohydrates as disease-causing culprits. However, low-carb diets (in other words, most diets) are still based on high intake of animal products and refined “low-carb” products, which are nutrient-poor foods. Therefore, low-carb dieting can never be part of a healthy lifestyle.

So a good question to ask yourself is: *Are you really “dying” to lose weight?*

⁴⁶ St Jeor ST, Howard BV, Prewitt TE, Bovee V, Bazzarre T, Eckel RH. Dietary protein and weight reduction: a statement for health care professionals from the Nutrition Committee of the Council on Nutrition, Physical Activity, and Metabolism of the American Heart Association. *Circulation*. 2001;104:1869-74.

⁴⁷ Ibid.

Diet Trap #7: Eating Nutrient-Poor Food and Trying to Make up the Difference with Supplements

Supplementation is a complex subject. One thing is clear, however: you cannot mediate the damaging (and overweight-promoting) effects of a nutrient-poor diet with the use of supplements—period.

Theoretically, if you are eating the way your body is designed to eat (nutrient rich) you won't have a *substantial* need for supplementation. It's not that you can't benefit from it—but you shouldn't be *relying* on it *in lieu of* nutrition.

Dr. Amy Lanou, reporting on an interview with Dr. T. Colin Campbell, Cornell's lauded nutritional biochemistry researcher, shared the following:

“All too often, scientists, health and fitness experts, and individuals like you and me get excited about the potential healing action of a nutrient, like an antioxidant or another natural substance, and revise our lifestyles to incorporate this latest finding into our personal quests for health. More often than not, the clearest path to success seems to be to take a pill or potion that has a high concentration of this desired active substance. But our bodies, our systems for digestion, absorption, and metabolism were designed to utilize nutrients in the amounts and combination provided in food. And foods are made up of thousands of different health-giving substances that are not in supplements, substances that work better together to deliver their health-giving gifts. It would seem that there is some wisdom behind the design of the original ‘packages’ for these nutrients.”

Dr. Joel Fuhrman, author of *Eat to Live*, agrees: *“It is critical to recognize that all dietary supplements are **supplements to, and not substitutes** for, a healthful diet. You cannot make an unhealthy diet into a healthy one by consuming supplements.”*

At the same time, Dr. Fuhrman endorses supplementation to address widespread practices that make some nutrients unusually hard to come by. Some people require more of certain nutrients than others. For example, it is not uncommon for some people to need extra vitamin D or extra B12, even when their diets contain typical amounts of these vitamins. This is especially true regarding vitamin D because of the depletion of the atmosphere's ozone layer, and the subsequent increase in skin damage from the sun. Because of this, many people practice sun avoidance and wear sunscreen, which decreases vitamin D production. Northern climates with less sunshine also lead to lower Vitamin D levels.

Here's the trap: Diet purveyors who promote nutrient-poor diets and then encourage you to “make up the difference” with nutritional shakes, pills, powders and other potions are concerned primarily with their business models, not your health. Many diets “take away” by depriving you of food, and then try to “give back” by selling you their supplements.

They also promote their foods and supplements by saying (or implying) that they're "nutrient rich," but nothing could be further from the truth. Only whole, plant-based foods, in their natural state, are nutrient rich.

Regular vitamin and mineral supplements are another way people try offset their destructive habits and fix the consequences of an unhealthy lifestyle. 70% of the people in the United States take vitamin supplements and mineral blends in the form of pills, nutrition bars, "health" drinks and cereals.

Vitamins are organic compounds that cannot be synthesized by the human body and therefore must be consumed to prevent serious illnesses. Fruits and vegetables are the main sources and primary manufacturers of most vitamins. Eleven of the thirteen known vitamins are synthesized by plants.⁴⁸ The remaining two, vitamin D and vitamin B12, come from the sun's actions on our skin and from bacteria, respectively.

Plants are also the most direct source for minerals, all of which originate in the ground and enter into living systems through the roots of plants and then into the animals that consume them. Unfortunately, only 20 to 30% of people living in Western populations consume the five or more recommended daily servings of fruits and vegetables.⁴⁹ The elderly, alcoholics and those with chronic illnesses are also at higher risk of suffering real deficiencies. But the solution is more plants, not more pills!

Your local supplement salesperson may readily admit fruits and vegetables are the ideal sources for these essential nutrients, but then add that "because of our depleted soils, these sources are now inadequate and therefore our food supply is not supplying the nutrients we need." This is primarily, although not entirely, a marketing pitch. (Our soils *are* depleted; that's one reason organically grown produce is generally shown to have higher nutrient value than conventional produce. However, that's no excuse to substitute pills for food.)

No supplement (or battery of supplements) can replace the abundant, perfectly proportioned and optimally packaged vital nutrients contained in nutrient-rich foods. Nutrient-rich foods supply the winning combinations that satisfy our appetites, fuel and strengthen our systems, and enable our bodies to run as they should.

I am not suggesting you *not* supplement. There are situations where supplementation is justified. Listen to what your blood tests say and the medical experts that administer them. If you need supplements to feel better, then have a discussion with your physician about your needs.

It comes down to how supplements are delivered, in conjunction with a *90% or more plant-based Nutrient-Rich®* healthy eating style that supplies you with the nutrient density, volume and calories you need. (See ***Supplementation While Eating Nutrient Rich in Part IV of this book***)

⁴⁸ Ibid.

⁴⁹ Ibid.

Diet Trap #8: Using Food and Drink as Stimulants

One of the easiest ways we stimulate ourselves is with food and drink. We often eat when we're tired, bored or depressed—not necessarily when we're hungry.

Although we eat when we're not hungry for a variety of reasons, the main culprit is toxin withdrawal. When we're addicted to nutrient-poor foods and other stimulants (e.g., caffeine and sugar), we easily interpret intense cravings and headaches as signs of "hunger." *They're not.* They're symptoms of withdrawal!

The more stimulating the foods and drinks we consume are, the more exhausted and overweight we become.

Joel Fuhrman, M.D., discusses one of the effects of caffeine in his book *Eat to Live: The Amazing Nutrient-Rich Program for Fast and Sustained Weight Loss*, by saying: "Eating more frequently and eating more food suppresses caffeine withdrawal headaches and other withdrawal symptoms. You are prodded to eat again, eating more food than you would if you were not a caffeine addict. You will never be in touch with your body's true hunger signals when you are addicted to stimulants."⁵⁰

Drink coffee, have a caffeinated soda (diet or regular), or a sugary "treat" if you want a surefire way to push your body into overeating. Before long you'll experience withdrawal and turn to food you wouldn't have otherwise eaten in order to ease the symptoms.

Stimulating foods and drinks (pastries, chips, coffee and soda) *seem* to give you more energy, but what they actually do is pull energy from your body and leave you needing more. They give you "energy boosts," which aren't infusions of energy at all. They are *energy expenditures*.

Whenever you put a toxic substance in your body, your body has to expend energy to process and appropriate the food. Depending on how toxic the substance is, your body speeds up its metabolism to get rid of the offending substance.

Intoxication through alcohol is a prime example. When the stimulation from the intoxication has passed, you realize you are even more exhausted than before you started. Stimulation from artificial substances gives you no return on your investment (like the one you would get from exercise) for the energy expended.

All of this stimulation takes a toll on your weight, your performance, your productivity, your sense of well-being and your success in every area of your life—even your longevity.

The only way to experience consistent, abundant energy is to balance activity with rest in a body that has been effectively nourished through whole-food, nutrient-rich eating.

⁵⁰ Fuhrman J. *Eat to Live*. New York, NY: Little, Brown and Company; 2003.

Diet Trap #9: Being Misled by Association

When it comes to most weight-loss and food products being advertised in the media today, the people paid to promote them are the *least* likely to actually use them. That is one of the reasons they look so good!

Let's talk about the "professionally beautiful" and the mythology that surrounds and supports them. "The Celebrity Milk Mustache" is a blatant example. As Paul Zane Pilzer, author and economist, so incisively remarked in *The Wellness Revolution*, "Imagine the hypocrisy of celebrities who sport milk mustaches in paid advertisements, but themselves drink only soy milk-based products.⁵¹" In fact, wearing a milk mustache every day is one of the best ways to ensure that you'll never look your best!

Let's look at another example of how eating behaviors that lead to weight issues are consistently modeled in film and television. Toned, slender actors, who could not work in their profession if they ate the way that their characters are portrayed, are depicted eating whatever they want and yet retaining their perfect figures. The rail-thin actress gulping pizza and beer; the lean, well-developed actor drawing laughs as he appears to consume piles of high-fat foods; and the perfectly fit sitcom couple eating the standard American diet (SAD)—all of which in the real world would lead them all down the path to obesity and numerous other health complications! Don't be fooled.

"Movie stars, talk-show hosts, entertainment professionals, and many leading business executives inhabit a secret world in which the physical fundamentals of life (food, exercise, etc.) are seen from a perspective radically different than that of most human beings. To the wellness elite, each act of apparent pain or denial, from sessions with their personal trainers, to navigating through menus at exclusive restaurants, is a positive, almost religious experience. These people focus on how they will feel hours later because of each laborious exercise, or they focus on how much stronger they will feel that evening because of what they are not eating for lunch or dinner. Thus, what may seem painful to others becomes to them a euphoric experience with almost immediate rewards!"

– Paul Zane Pilzer

Diet Trap #10: Thinking You're "Not Motivated Enough"

Do you think that because you aren't starving yourself or haven't joined a gym that you are not motivated to lose weight or be healthy? Do you think that your lack of healthy eating success is due to your lack of desire? The fact of the matter is, you're not unmotivated—you're just diet-trapped.

⁵¹ Pilzer PZ. *The New Wellness Revolution: How to Make a Fortune in the Next Trillion Dollar Industry*. Hoboken, NJ: John Wiley & Sons, Inc; 2007.

Here's something you've probably never heard before—losing weight *as a goal by itself really doesn't motivate anyone*. Why? Because it's not big or deep enough, and the desire to lose weight is not a human need; it's just a response to the result of a poor lifestyle.

We are motivated by our:

1. Sexuality
2. Desire for love
3. Desire to live
4. Desire to protect ourselves
5. Desire to *experience pleasure*
6. Desire to *avoid pain*

Chances are good you've punished your body with enough extended stays in diet traps that your motivators have lost their ability to compel you to diet or to "stick with" that kind of torment. This is actually a good thing! Don't worry for even a minute that this means you don't have the "willpower" or "discipline" necessary to lose weight. What it does mean is that *you finally gave up on something that wasn't working*. That is a sign of intelligence and psychological health, not a sign of insufficient motivation or weakness!

There isn't enough motivation in this world to make you successful at eating smaller quantities of foods that don't serve you or promote your health. Eventually they will make you sick and get the best of you.

So instead of focusing on weight loss-*only*, let's start making *health* and a *successful lifestyle* your goals. The weight loss will come naturally as you pursue those larger, better goals.

Most people think improving their lifestyle is difficult. Being diet-trapped is the difficult part! Initially, getting out of diet traps and into a successful lifestyle requires some effort, but only because there's a learning curve. **It's not a constant, endless test of will that will never work (like a diet); it's an energizing, fulfilling process.** You are getting your needs met. And you benefit from increased energy right away, which more than makes up for the effort you're investing.

"We are designed to follow our instincts in this process, and to eat to satiation as often as possible, without getting too little or too much. The natural result is a body with adequate reserves but no excessive fat that results in physical compromise. ... But our mechanisms of satiation can work properly only if we eat foods consistent with our design...the solution is not to learn how to eat less than desired, but rather to eat in a way that's appropriate for our species."

– Alan Goldhamer, D.C., and Doug Lisle, Ph.D.

Once you start eating a nutrient-rich diet, you will no longer fight your basic desires to eat and be fulfilled. You transition from foods that sabotage you to foods "consistent with your design," which truly nourish and nurture your body, will feel and taste great.

You will find your weight naturally adjusting to a healthy level as you consume more and more nutrient-rich foods, which are also helping you live your life and accomplish your other goals. This is why over the long haul; it's actually *easier* to change your lifestyle than you need to persevere in a diet. You and your body are finally playing on the same team.

Trying To Eat Healthier, But Not Yet Nutrient Rich®

Half Baked “Healthier” Diets



You're eating better,
but you're not yet
eating nutrient rich.

Time to get the
whole answer!

Overview

- Potentially still high in animal protein
- Potentially high in dairy products, including cheese (the most addicting dairy product with the highest saturated fat)
- Potentially too high in lower-micronutrient whole grains (though many whole grains are considered nutrient rich)
- Potentially too high in starchy vegetables
- Potentially high in refined and added sugar, oil, salt and/or preservatives
- Could very easily become an oversimplified diet that is not optimized for nutrient density, or is perhaps missing enough variety
- *May* be making some natural, healthy, smart choices
- Vegetarian or vegan, but that just means that you don't eat meat or animal products, not that you are eating nutrient rich

Health Effects

- Many positive benefits, depending on previous dietary habits
- Potentially increased blood pressure
- Potential allergies
- Chronic detoxification and greater food sensitivities

- Diabetes still a risk
- Heart disease still a risk
- Cancer still a risk
- High risk of going back to an unhealthy weight-loss-*only* diet or even to the SAD eating style because “healthier eating” just doesn’t pay off

No Longer Falling for Simple-Minded, Single-Variable “Solutions”

When your nutritional education is at its lowest and your motivation is at its highest, you will have the tendency to zero in on simple-minded, single-variable ideas,⁵² often posing as solutions or styles of eating. These they are far from a stable or complete healthy eating style, particularly if they are based on nutrient-poor eating. These single-minded approaches are too narrow to give you all **seven success results**. To get the complete complement of whole-life results, you need a complete, well-developed idea like Nutrient Rich®.

I have always been a fan of well-developed ideas that can be put into everyday practice. That's probably why I've been drawn to martial arts philosophy for much of my life. Martial arts are really training for life, similar to other lifestyle skills like meditation. Because I'm not a fan of bouncing around from style to style in anything I do, and because life is short, I have always sought teachers of hybrid philosophies that enable me to leverage decades of prior learning—so I can “get it and go on with my life.” In other words, well-developed ideas backed by decades of learning and practice.

I am not skilled martial artist, but I am a reader of martial arts philosophy for life improvement. My favorite martial art is the practice of Jeet Kune Do (截拳道, also “**Jeet Kun Do**”, “**JKD**,” or “**Jeet Kuen Do**”), which is a hybrid martial arts system and life philosophy system that incorporate techniques and theories from several specific martial arts. While numerous martial arts borrow or adapt from other arts, and to some extent could be considered hybrids, a *hybrid martial art* emphasizes its disparate origins.

Founded by world-renowned martial artist Bruce Lee, Jeet Kune Do is comprised of direct, non-classical and straightforward movements that result in minimal movement with maximum effect and extreme speed. The system is based on the use of different tools for different situations. These situations are broken down into ranges (kicking, punching, trapping and grappling), with techniques flowing smoothly between them. It is referred to as a “style without style.” Unlike more traditional martial arts, Jeet Kune Do is not fixed or patterned, and is a philosophy of guiding thoughts.

This is how I view *nutritional excellence*, upon which The Nutrient Rich® Healthy Eating Plan is based. A term coined by my mentor, Joel Fuhrman, M.D., nutritional excellence is similar in

⁵² Anderson M. *The Rave Diet & Lifestyle*, 3rd ed. www.RaveDiet.com; 2009.

structure to Jeet Kune Do in that it is a *style without a style*, or as I like to put it, a *style of styles*—pulling together the *best of the best* to form a hybrid approach that ensures excellence in nutrition no matter what situation you're in.

A nutrient-rich diet can be higher or lower in calories, essential fats, protein, and “real food” carbs, depending on the person, the needs and the situation. It is always rich in fiber, water, vitamins, minerals and phytochemicals. It is primarily vegetable-based but can be adjusted to include even more starch if you are active enough and not overweight. And it can accommodate up to 10% animal and/or processed foods, preferably the healthiest choices available for those categories.

(Keep in mind, when I say higher or lower in protein, carbs and fat, I'm talking about protein, carbs and fat delivered in nutrient-rich packages of vitamins, minerals, water, fiber and phytochemicals—not animal protein, animal fats, and refined carbohydrates, which do not come packaged with those nutrients.)

You don't have to be perfect. But your commitment to excellence in nutrition is high enough that those times when you aren't “perfect” are within a range your body can handle without significant impact on your health, performance and comfort level.

The minute you try to define nutrient-rich healthy eating by *one* attribute, the way it's done in marketing to differentiate one diet from another, the more you completely miss the point. Nutrient-rich eating is not *merely* for detox, muscle-building, anti-aging, weight loss *only* or any other one thing. It's an eating style that delivers *all* of the **seven success results everyone wants**. It delivers health *and* appearance *and* longevity *and* performance *and* pleasure. It's the “sweet spot” for successful eating

The healthier eating and other lifestyle skills you have, the less you will be limited or seduced by simple-minded, single-variable solutions. What powers the idea of nutrient-rich healthy eating is awareness and knowledge from education and training. A strong foundation can prevent you from getting stuck in any one style; instead you're able to act as needed in any given situation. This is what made Bruce Lee the greatest martial artist that ever lived, and it's what will make you successful in whatever goals you choose to pursue.

Nutrient Rich®—The Nutrition Transition in the Right Direction



As you've hopefully grasped by now, **Nutrient Rich® healthy eating** is consuming 90% or more of your calories from a vast variety of plant-based, nutrient-rich foods. It acknowledges that you may eat approximately 10% or less of anything else you choose even if it is nutrient-poor.

Overview

- You eat 90% or more plant-based Nutrient Rich® foods, optimized for nutrient density
- Includes a large volume of leafy, green and colored non-starchy vegetables every day
- Beans/legumes every day
- Fruit every day
- Some raw nuts or seeds and/or an avocado a day
- Some starchy vegetables or whole grains (in diversity—not just wheat or corn, but kamut, amaranth, millet, buckwheat, quinoa, spelt and others)
- May include small amounts (10% or less of total diet) of animal products and refined foods
- Added salt, oil and sugar are eliminated or greatly reduced
- Includes exotic super foods
- There is a nutrient-rich version of just about every meal you are eating right now

Health Effects/Success Results

- Detoxification
- Natural weight loss
- Disease reversal
- Improved health and performance
- Slower aging / looking younger
- Maximized longevity

- You can still become overweight eating nutrient rich if you are eating even healthy foods for the wrong reasons, such as when you are not hungry

You are eating foods rich in:

- *Health-promoting* **protein**, to provide the amino acids your body uses in countless combinations to create the thousands of different proteins you need.
- *Real food* **carbohydrate** to primarily fuel your body, so you have enough energy to sustain your brain, central nervous system and all of the essential processes of your cells.
- *Essential* **fats** to pad your cells protect your brain and use as a fuel source in times of extended fasting, among other uses.
- **Vitamins**, which your body doesn't produce on its own, to catalyze the countless metabolic actions going on in your body every second of every day.
- **Minerals**, including trace minerals, which act as coenzymes and cofactors in many metabolic activities and form the basis of cell structures, such as in your bones.
- **Water** which has so many functions in your body, it would take an entire chapter to list them all. You are approximately 70% or more water,⁵³ which should be a clue for how important it is to eat foods with a high water content and to drink it before it's needed.
- **Fiber**, which is essential for eliminating waste, lowering cholesterol, absorbing nutrients and maintaining a healthy gut and immune system. Don't sell this "bulk" short. It's not optional if you want a healthy immune system and want your body to function right.
- **Phytochemicals**, which exist in the tens of thousands, and have that many ways to make sure your cells, are protected. They are the keys to maintaining a robust immune system, cell signaling, repairing DNA, and keeping all of your cells functioning at a high level. Their antioxidant capabilities are incredible, as is true of vitamins.
- Other **food factors, such as** healthy probiotic bacteria and enzymes, which are all tied into the nutrients above when they are packaged in nutrient-rich foods.

Give Yourself Some Breathing Room—and Build Resilience

⁵³ U.S. Geological Survey. [The water in you](#). April 18, 2012.

You may already be, or soon will be, eating in a genuinely healthy way. As a result, probably for the first time in your life, your body will be getting all of these nutrients it needs and will be able to work efficiently, giving you those seven success results I keep mentioning.

Despite that, there will no doubt be times when you fall prey to the influences of nutrient-poor foods. Sometimes, you may just *want* to eat a nutrient-poor food. After all, you've been eating these foods your whole life! And, while this may sound like a rationalization, you need to be able to do that without throwing yourself into a psychological or nutritional downward spiral any time it happens.

When I was *making the switch*, there were short periods of time where I purposely ate some junk food, even during times when everything was “going great.” I purposely broke my own momentum, just so I could build the psychological skills needed to handle those times when my behaviors were counter to my objectives or values. It worked.

Excellence in Nutrition—You Have Arrived

To arrive at the nutrient-rich healthy eating style entirely on your own, you would have had to travel a pretty long path of trial and error. There are so many vested interests in the vicious cycle, considering all of the nutrient-poor eating styles and how many commercial diets and eating philosophies are wrapped up in each one. Many have *some* benefits, but none hold the full promise of nutrient-rich healthy eating, which can be customized and adapted to your unique needs, and which offers *all* the benefits everyone wants.

Ultimately, all dietary roads lead to nutrient rich because it is the only truly healthy eating style you can maintain for life. That is why *nutrient rich* is the new two-word buzz-term for *healthy eating*.

Nutrient Rich, along with other concepts like “plant strong,” are the new status symbols for people who actively choose to eat, think and live in ways that are healthy, sustainable and successful. This is because when a nutrient-rich healthy eating style becomes your norm, chances are you have become someone who is truly enthusiastic about improving *your lifestyle* as a whole—and for the right reasons.

If you are reading this far, and you aren't already a Nutrient Rich® Healthy Eater, you probably at least want to know more so you can go beyond contemplating *the switch* and actually make the *Switch to Rich*.

For starters, you need to know that the way you are eating (or will be eating) IS the healthiest and most successful way to eat, and that it's working *for* you, not *against* you. Let's now take a closer look at how **The Nutrient Rich® Healthy Eating Plan** does just that.

Your Nutrition Transition

Every ship has a rudder. The reason is simple: it needs guidance, something that keeps it moving straight or in the direction it wants to head. Planes have rudders, too. When you canoe, you use your paddle as a rudder.

When you eat, what's your rudder?

When you are eating according to **The Nutrient Rich® Healthy Eating Plan**, your rudder is the principle of nutrient density.

All complex ideas (such as Nutrient Rich® healthy eating) have central tenets or fundamentals that act as the rudder. But this central idea usually applies itself in a number of different ways, which forge rules that provide further guidance.

Golden Rules are the ones that you can hang your hat on, with confidence, because they are going to hold true time and time again. Once you know the Golden Rules, all kinds of further guidelines can help you stay in alignment with the core principles.

The central tenet (rudder) in Nutrient Rich® healthy eating is nutrient density. That fundamental gives rise to three Golden Rules.

So let's zero in on *The Three Golden Rules of Healthy Eating* that will be powering everything you learn from here on.



The Three Golden Rules of Healthy Eating

Golden Rule #1: Eat what your body needs to function and perform well. What you eat provides an array of nutrients, including *health-promoting* protein, *essential* fat, *real food* carbohydrate, water, fiber, vitamins, minerals and phytochemicals, all of which your body needs to function and perform well. These nutrients are not optional unless you want to compromise your function. All of the nutrients found in plant-based foods play an essential role in helping your body functioning at optimal levels.

You need all of these nutrients to build, pad and fuel your cells and organs, hydrate, regulate, mobilize and protect your body.

In addition to *essential* nutrients (those your body can't make by itself and has to get from food, plant food provide other substances of value. A great example is phytochemicals. Just because they are not seen by the majority of nutritionists as essential for keeping you alive does not make them

non-essential to your diet. I mean, who's living just to stay alive? If you want to *thrive* with a long and healthy life, you need the thousands of phytochemicals that exist in plant foods.

Golden Rule #2: Limit or eliminate what your body does not need from food. That means animal protein, cholesterol, saturated fat, refined and added oil, salt, and sugar, and of course, unnatural chemicals like additives, preservatives and dyes.

Golden Rule #3: Eat your foods in as close to their whole natural states as possible in order to protect nutrient integrity (i.e., raw or prepared with conservative cooking).

Even brief steaming of a natural food can destroy up to 30% of its nutrient content. Can you imagine what baking, broiling and frying do? Even if a food was once 100% natural and came from organic sources, it will no longer be health-promoting if you cook it in a way that destroys its nutrient value. Cereal is one great example of this.

The Three Golden Rules cannot be understated or underestimated in terms of their fundamental power to influence your health and all of the success results you will be learning more about in the next section of *Switch to Rich*. They are the rules that make Nutrient Rich® healthy eating what it is.

These rules also distinguish Nutrient Rich® healthy eating from all of the other pseudo-nutrient-rich or half-baked “healthier” eating styles that just don't enlighten you far enough. You will probably run across many such styles or “diets” in the future. You'll notice that the definition of nutrient-rich foods has been watered down and compromised to include any food that is rich in *some* nutrients, or worse, *one* nutrient—even if that food contains substances your body does not need or that are harmful to it.

In order apply **The Three Golden Rules of Healthy Eating** in a simple way, there must be an approach to healthy eating that simplifies the whole idea into a few words—one phrase that aligns with the Golden Rules, without requiring perfection, to be perfect, yet guiding the healthy eater down a path far enough to get the results.

Those criteria that prompted me to craft the following phrase:

90% or More Plant-Based Nutrient Rich®

You have been hearing about this **90% or More Plant-Based Nutrient Rich®** approach on almost every page of the book so far. Now's the time to learn how to *do* it!

There is a reason why this phrase is worded as it is. Take away any one component and you will be left with a very different message.

Why 90%? This is a tipping point for your body's own detoxification system to kick into gear. At this level, you'll lose your desire for nutrient-poor foods. Once that desire changes, the body's functional momentum will pick up speed you'll be compelled to eat even more plant-based, nutrient-rich foods.

Of course this process begins as soon as you start choosing foods based on their nutrient density, but it isn't until you reach about 80% to 90% that you really experience the full potential of healthy eating, as your desires and food preferences change.

This means 90% of your diet is optimized for nutrient density, with a volume of great-tasting food that suits you, free of addictive substances or excess calories. (Your body will gravitate to the exact amount of calories it needs when your diet is optimized for nutrient density, satisfying in quantity and quality, and free of addictive substances.)

This means getting the largest percentage of what you eat from first-class, nutrient-rich foods. Leafy, green and colored non-starchy vegetables should make up about 30-60% of your diet; beans and legumes about 10-40%; fruits about 10-40%; raw nuts, seeds and avocados 10-40% (depending on activity levels); whole grains and starchy vegetables less than 20%.

The remaining *10% or less* of your diet can then come from second-class, nutrient-poor animal products, if you eat them at all; or even third-class, nutrient-barren refined foods, if you still have any desire to eat them.

Or More means going all the way to vegan if you want to and feel ready to. This is a good choice, but because of the "failure to thrive" at 100% plant-based for some people (discussed more in **Part IV *The Science Is In***), some people do better both physically and psychologically in the early stages when they include small amounts of animal products from time to time. (This is not a promotion of animal foods for any nutritional reasons; this is about making the transition work for you rather than rigid ideals. At the end of the day, I want you to be successful.)

Old food favorites are often desired or craved in the early stages of making a nutrition transition. You will likely consume some old food favorites until you feel like you've completely lost your desire for them. This could take weeks, months or even years; it just depends on how fast you get to 90% and optimize your food intake for nutrient density, volume, calories and great taste, free of addictive substances (all of which you will learn more about in **Part V**).

If you optimize those factors really well, you will likely become someone who thrives eating 100% plant-based or vegan, and if so, that is great. But at *90% or more*, you are already living in line with the most long-lived healthy populations and in accordance with what sound science says is a very healthy way to eat.

Plant-Based: Virtually all nutrients come from plants and the process of photosynthesis—except for vitamin B12, which comes from bacteria and can be supplemented, and vitamin D, which comes from the sun but is taken up directly through the skin in animal life. Regardless of supplementation, a healthy eating style must be plant-based—full of vegetables, beans and legumes, fruits, whole grains, and raw nuts and seeds.

Nutrient Rich: If you want to eat in a way that maximizes your health and longevity, just eating plant-based is not enough. You must eat plant-based *nutrient rich*, which is optimized to include large amounts of whole foods. Whole foods are rich in micronutrients (non-calorie containing vitamins, minerals, water, fiber and phytochemicals) that detoxify the system and meet your body's most important nutrient needs for health, function and performance (more on this in **Part IV The Science Is In**).

For the first time ever, we finally have a clear, specific, articulate definition for what *healthy eating* truly means. It can be defined as eating up to **90% or More Plant-Based Nutrient Rich®** foods and optimizing the way you eat for nutrient density, calories and volume. You do this eating great-tasting foods and meals that you like, free of addictive substances. And the result is you detoxify your body, lose weight naturally, improve your health and personal performance, reverse disease, age slower, look younger and maximize your longevity.

Nutrient Rich® is the new two-word term for healthy eating. Unlike low-cal, low-fat and low-carb eating trends, it's not going to pass like a weight-loss-*only* fad. Nutrient Rich® is healthy eating for life.

Why Is There 10% Wiggle Room?

90% or More Plant-Based Nutrient Rich® is not a wishy-washy stance. It is a practical one, even if you personally want to be 100% plant-based or vegan for health, environment or ethical reasons. The 10% applies to either animal foods or refined foods. The fact is, even the healthiest eaters in the world occasionally eat refined food or animal food.

At NutrientRich.com, we know that once your diet is optimized for eating **90% or More Plant-Based Nutrient Rich®** food, over time your cravings and psychological needs for eating nutrient-poor calories will diminish or disappear.

However, no one is perfect, and situations are not always optimal for eating a truly nutrient-rich diet. Therefore, while we don't *promote* eating nutrient-poor 10% of the time (or any time), we do *acknowledge* that many people will eat small amounts of animal products and refined foods in various situations.

People need flexibility when deciding to *make the switch* to a **90% or More Plant-Based Nutrient Rich®** healthy eating style. There are times when we just can't get our ideal preferences met, or need to eat some foods for other non-nutritional reasons, including religious and social situations, which require flexibility. (However, this will happen less and less over time as you set your preferences in the world.)

In addition, you may lean on the 10% wiggle room for non-nutrient-rich foods more as you begin your nutrition transition.

Once you're committed to a healthy eating style, are enjoying all of the health benefits and **success results**, and are appreciating all the unlimited great-tasting foods, meals and menus, you probably won't be driven to ingest nutrient-poor calories even 10% of the time.

You will start to notice that your body functions better when you eat this way and that it won't tolerate nutrient-poor foods like it used to. This natural governor will work in your favor. Often people think healthy eating is about discipline, when in fact it's really practical pain avoidance. No one wants to feel sick after they eat. Nutrient-poor foods make you feel and become sick, and you especially notice this by contrast once your body is detoxified and healthy.

While we think it's great that some people go 100% plant-based (vegan), we acknowledge this 10% also because we know that primates are not naturally vegetarian- or vegan-only eaters.⁵⁴

According to Joel Fuhrman, M.D., a leading physician in this field of high nutrient density eating, there is no evidence to suggest that people eating small amount of protein from animal foods will have their lives cut shorter than someone who is 100% vegan—assuming they are otherwise eating a plant-based nutrient-rich diet. (He acknowledges that what's *ideal*, however, “may be even 5% or less.”⁵⁵)

Inclusive, Not Divisive

One of the side benefits of eating nutrient rich is that it's a common-language term, which makes communicating the way you eat much easier. People know the difference between rich and poor, and most think “rich” is better.

It also does not draw attention to whether you eat meat or not, as this is a very charged issue and can make many people behave very defensively, given that the average person gets approximately 25% or more of total calorie intake from animal products. Even if you have vegan values, it helps to influence people with inclusion, not exclusion, with a more integral approach and one that

⁵⁴ McArdle J. [Humans are Omnivores](#). The Vegetarian Resource Group. Aug 30, 2000.

⁵⁵ Fuhrman J. *Eat to Live*. New York, NY: Little, Brown and Company; 2003.

recognizes people are on a path. They need to make *the Switch*, from nutrient poor to nutrient rich healthy eating, but usually need some flexible lines and objectives to get started and begin their nutrition transition. Too much, too far, too fast can be overly challenging, which is part of the reason why we set the bar high, yet flexible, at 80-ideally **90% or More Plant Based Nutrient Rich®**.

That means if people want to consume smaller amounts of animal products or refined foods, they can do so freely and still eat nutrient rich on a total basis. Hopefully, when they (you) learn that animal foods are nutrient-poor, promote disease and rapid aging, are not longevity favorable and start getting used to nutrient-rich foods, you will want to cut back or eliminate your consumption of these foods along with countless other refined, junk foods.

It's all about where you are on the path of eating up to 90% or **More Plant Based Nutrient Rich**.

It's Time!

If you...

- Have been addicted to junk food and suffered the consequences of the SAD Standard American Diet for far too long, only to struggle with weight-loss-*only* diets that don't solve the real problem or work for long;
- Are trying to eat "healthier," but don't seem to be able to get ALL the health and weight-loss benefits promised;
- Want to eat in the healthiest, most successful way, without having to sacrifice convenience, or great taste, then...

You are ready to make the nutrition transition to *90% or More Plant-Based Nutrient Rich®*!

PART III:
The Seven
Success
Results Every
Body Wants

The Seven Success Results of Nutrient Rich® Healthy Eating

Would you like to achieve all the great results everybody wants and hears about, but so few ever achieve? You can—when you *make the switch* to a **90% or More Plant-Based Nutrient Rich** way of eating.

Now, what's going to inspire you to eat at a whole new level? As we discussed in more detail in **Parts I and II**, (pages – 18 and 86-87), losing weight as a sole objective just doesn't motivate you right. And the scope of your motivation in part determines your approach and grounds your success.

You can lose weight (temporarily) doing almost anything, as *The Top 10 Diet Traps* taught you in **Part II**. And as you've learned, that kind of weight loss doesn't get you very far. It's not only a pale and superficial result compared to all that's possible, but it won't last if achieved the nutrient-poor way. Plus, it's just not very motivating. There's so much negative diet baggage associated with it, it's actually a drag for most people to think about!

So it's not enough to just say "I want to lose weight." You may want that (among other things). I did. But compare that to:

"I want to clean out my body and get fresh start. I want to lose weight, but I want to make sure I do it in a health-promoting way, and one that I can enjoy for the rest of my life. I know my health needs to improve, and that my body that needs repair and renovation even more than dropping excess weight. I want to reverse dis-ease conditions so that my body functions and performs better, ages slower, and looks younger—and so I can live longer to boot! I want to maximize my longevity so I can put forth my best and have a great quality of life. I've got so much to do, a family to raise a job I want to excel at, a business I'm growing... And I want to compete someday soon in [sport or art], a walkathon, a marathon, a biathlon, a triathlon or _____ (you fill in the blank)."

Now, we're talking motivation that is far more deep and inspiring than merely "cutting your carbs," "lowering your fat intake," or even just vaguely "eating healthier" so you can drop a few pounds. The first type of idea is one that will start fast and end fast, while the other is a fulfilling *lifestyle*.

On pages 35-37, we also explored "**Why Do YOU Want to Make the Switch?**" and gave some examples of compelling, deep personal reasons you might have for changing your eating and your life. Then I asked you to write down on page 37 *your* versions of those types of big-purpose-filled reasons.

Motivation comes partly from these deep *personal reasons* (not short-term superficial ones) and partly from the promise of *results*. But again—not simplistic short-term results; rather, from powerful life-changing results that bring true excellence to every aspect of your life.

Fortunately, as I've mentioned any times already, nutrient-rich eating offers you the benefits of not just one or two but *seven* success results—all the ones everyone wants.

We asked many of the top plant-based medical, nutrition, and lifestyle experts what results could be expected of Nutrient Rich® healthy eating. We discovered verifiable data that there are seven success results commonly produced by this eating style that can be substantiated.

I've named them a number of times throughout the book so far, and you first saw them listed on page 14, but here they are again described in more detail for you to consider. Notice how they build on each other. See how they strike you, how you feel contemplating them. Can you imagine anything less than a healthy eating style enabling you to achieve these results?

When you *make the switch* to a Nutrient Rich® healthy eating style, you will:

- 1) **Detoxify your body** from the substantial accumulation of animal protein, saturated fat and cholesterol, refined carbohydrates, added salt, oil, sugar, and chemicals that cause people to become overweight and experience health complications.
- 2) **Lose weight naturally**, which happens when you optimize up to *90% or more* of what you eat for nutrient density, volume, and great taste, and stay clear of substances that keep you diet-trapped and addicted. This way, you get in tune with your body's natural eating and fasting cycles. You don't over-consume and you also don't starve yourself into metabolic disadvantages.
- 3) **Improve your health and performance** by meeting all of your nutrient needs, and by not consuming substances that compromise organ function, contribute toxins to your cells, clog your arteries, slow blood flow, and cause fatigue.
- 4) **Reverse lifestyle-induced diseases** by removing the underlying causes of illness. You can maximize healing, recover from inflammation, lose weight, and reverse (as well as prevent) diabetes and heart disease. This is an anti-cancer way to eat.
- 5) **Age more slowly** by nourishing your cells with the needed micronutrients that are only found in plants. This will properly fuel your immune system.
- 6) **Look younger** because you are no longer over-stimulating yourself with substantial amounts of animal products and refined foods that promote inflammation, exhaustion, free radical damage and therefore faster aging.
- 7) **Maximize your longevity** so you have the best shot at living to be over 100 years of age, using the only method ever proven by science for ALL primates (including humans) to extend life expectancy.

If you knew you could get all of these success results and still enjoy eating in a way that is as or more convenient than ever before, would it feel like it was too good to be true? Well, it is true, it is good, and it will all happen when you take on **The Nutrient Rich®** way to eat.

Only a *90% or More* Plant-Based Nutrient Rich® diet can get anywhere close to ensuring you achieve all seven of the Success Results of Healthy Eating.

But don't just take my word for it. There are hundreds of scientific studies to back this up, including *The Most Comprehensive Study of Nutrition Ever Conducted*⁵⁶ as well as studies of long-lived healthy populations where significant percentages are healthy at 100 years of age⁵⁷. Nutritional research consistently shows that this diet is the healthiest and most successful way to eat.

Let's take a closer look at each of these success results—why each works, and how each builds on the next.

Success Result #1: Detoxify Your Body

Detoxify your body from the accumulation of substantial amounts of animal protein, saturated fat, cholesterol, refined carbohydrates, and added salt, oil, sugar and chemicals that cause people to become overweight and experience health complications.

Of all the success results, this is the one that most people think least of. To many people it doesn't even sound like a success result. It may not sound exciting or sexy, yet it's the most important, because all other results depend on it. You cannot lose weight naturally; improve your health and longevity, slow aging and so on if your body is constantly overloaded with toxic substances.

The Standard American Diet, in combination with the modern chemical-filled world we live in, has overwhelmed our bodies with toxic substances from animal protein, cholesterol, and saturated and trans-fats to chemicals and other cancer-causing substances. This has reached a point where every person who lives in an industrialized nation has an average of 700 synthetic chemicals in his or her body,⁵⁸ 89-99% of which got there through the diet.⁵⁹

Every spoonful of nutrient-poor food and every sip of a soda exposes our bodies to countless toxic substances—whether they are artificial sweeteners and colors, preservatives, hormones, antibiotics, refined carbohydrates, or other dangerous chemicals. Animal products are the worse culprits, because the fatty tissue found in animals attracts and concentrates toxic chemicals. So, the further your diet moves up the food chain, the higher the concentration of these chemical threats.⁶⁰

While our bodies come fully equipped with a sophisticated filtration network (including the skin and lymphatic, urinary, respiratory, and gastrointestinal systems) to remove potentially toxic substances, a growing body of evidence suggests that the sheer volume of toxins found in the Standard American Diet (and industrial world) cannot be properly processed by our bodies. So instead of being eliminated, the toxins we take in through our diet become concentrated in our fat

⁵⁶The China Study – The Most Comprehensive Study of Nutrition Ever Conducted, Benbella Books 2005.

⁵⁷ Healthy at 100 – John Robbins

⁵⁸ Fitzgerald R. *the Hundred-Year Lie: How Food and Medicine are Destroying Your Health*. New York, NY: Penguin; 2006.

⁵⁹ McDougall J. A Cesspool of Pollutants: Now is the Time to Clean-up Your Body. *McDougall Newsletter*. 2004;3(8).

⁶⁰ Parkinson A. *Basic Body Detoxification and Cleansing*. Canton, MS: Anthony Parkinson; 2007.

cells. As a result, these toxins can stay locked in our cells throughout our lives, preventing our systems from functioning optimally.⁶¹⁶²

Additionally, by consuming these toxic substances, we reduce our body's ability to break down foods naturally. As a result, our metabolism slows dramatically and our immune system gets weaker. Experts suggest that due to our society's ongoing over-consumption of not only nutrient-barren but also toxin-filled foods, our bodies are forced to work well beyond their capabilities. This may be why illnesses like cancer, diabetes, obesity and Alzheimer's are on the rise.

Just one small example of this is MSG. MSG, or monosodium glutamate, has been used as an additive in processed and packaged foods since the 1930s to make them taste better. However, there are dozens of studies linking MSG intake with weight gain and diabetes, as well as numerous other health and behavioral issues.⁶³⁶⁴ In fact, when scientists need to create obese rats or mice for diabetes research, they inject the animals with MSG soon after birth. This triples the amount of insulin produced by the pancreas, and the rodents rapidly get fatter.

The best way to protect you from this harmful accumulation of toxins is to switch to a *90% or more* plant-based Nutrient Rich® diet. Not only are fresh, organic, plant-based foods less likely to contain harmful toxins, but a *90% or more* plant-based Nutrient Rich® diet also helps flush out any toxins that have already built up in your body.

Some plant-based foods that can help detoxify your body include:⁶⁵

- Leafy greens like escarole, endive and kale to help purify the gastrointestinal tract
- Artichokes, and cruciferous vegetables such as cauliflower, broccoli and Brussels sprouts to help cleanse the liver and optimize your metabolism
- Beets, which are loaded with antioxidants that specifically help detoxify the blood, intestines and liver
- Cranberries to help purify your lymphatic system and urinary tract
- Lemons and oranges to boost the immune system and counteract potential cancer-causing compounds
- Spinach, avocados, potatoes, walnuts and asparagus to help clear toxins that have become concentrated in fatty tissues

Of course, leafy greens are not the only foods to purify the gastrointestinal tract, and beets are not the only vegetables loaded with antioxidants. The vast majority of whole, natural plant foods contain an array of thousands of micronutrients, vitamins, minerals, fibers, antioxidants and phytochemicals—upwards of 100,000 or more—that work together to detoxify and heal the body as well as boost the immune system.

⁶¹ Hutchens JL. *Simple Cleanse: The Weekend Cleanse and Intestinal Health*. Summertown, TN: Healthy Living Publications; 2005.

⁶² Groten JP, Butler W, Feron VJ, Kozianowski G, Renwick AG, Walker R. An Analysis of the Possibility for Health Implications of Joint Actions and Interactions between Food Additives. *Reg Toxicol Pharmacol*. 2000;31(1):77-91.

⁶³ Blaylock RL. *Excitotoxins: The Taste That Kills*. Santa Fe, NM: Health Press; 1997.

⁶⁴ Frieder B, Grimm VE. Prenatal Monosodium Glutamate Causes Long-Lasting Cholinergic and Adrenergic Changes in Various Brain Regions. *J Neurochem*. 1987;48(5):1359-1365.

⁶⁵ Siple M. *Healing Foods for Dummies*. Foster City, CA: IDG Books Worldwide, Inc.; 1999.

Since natural plant foods are highly complex, all of the beneficial compounds they contain have not even been discovered yet. However, their wide assortment of phytochemicals already identified seem to be especially important for detoxifying the body, strengthening the immune system and preventing most of the preventable diseases that are plaguing society, including diabetes and cancer.⁶⁶

One group of phytochemicals found in natural plant foods, known as flavonoids or bioflavonoids are especially efficient at removing toxins from the body. Flavonoids can be seen as the Swiffer Duster® of phytochemicals, as they attract and hold on to the “dirt” they collect before being thrown away. They not only significantly enhance the liver's natural detoxification pathways, but also attract toxins so they can be harmlessly expelled.⁶⁷

There are many other classes of antioxidant phytochemicals. According to Dr. Joel Fuhrman's book *Super Immunity*, phytochemicals play a number of protective roles in the body that are not performed by vitamins and minerals, such as:⁶⁸

- Stimulating detoxification enzymes
- Controlling the production of free radicals
- Deactivating and detoxifying cancer-causing compounds
- Protecting cells from damage caused by toxins
- Activating pathways that repair damaged DNA
- Enhancing the power of immune cells to destroy germs and cancer cells

Many of the phytochemicals, vitamins, minerals, and other nutrients in freshly harvested plant foods are lost or destroyed by modern processing techniques.⁶⁹ That's why it is important to eat plant-based foods in as close to their whole, natural state as possible.

The Nutrient Rich® Healthy Eating Plan will ensure that you are eating the right mix of foods to enhance your body's natural detoxification process, resulting in natural weight loss and all of the other success results.

(NOTE: When you are eating a *90% or more* plant-based nutrient-rich diet, the detoxification process won't taste anything like the word *detoxification* sounds. The same great-tasting healthy way you will be eating for the rest of your life is the way you'll eat when you are detoxifying. You generally don't need to fast, follow a juicing regimen or adopt a Spartan eating style in order to detox, although your individual situation may call for some health-care-provider-supervised customizations).

⁶⁶ Fuhrman J. *Super Immunity: The Essential Nutrition Guide for Boosting Your Body's Defenses to Live Longer, Stronger, and Disease Free*. New York, NY: HarperCollins; 2011.

⁶⁷ Ahmed H, Li J, Polson M, Mackie K, Quiroga W, Patil BS. Citrus Limonoids and Flavonoids: Enhancement of Phase II Detoxification Enzymes and Their Potential in Chemoprevention. In *Potential Health Benefits of Citrus*. American Chemical Society; 2006.

⁶⁸ Fuhrman J. *Super Immunity: The Essential Nutrition Guide for Boosting Your Body's Defenses to Live Longer, Stronger, and Disease Free*. New York, NY: HarperCollins; 2011.

⁶⁹Ibid.

A Fast Way Out of the Trap of Eating Toxic, Drug-Like Foods

For some people, the detoxification process can seem just too difficult to manage. For them, the road may seem too long, and even minor indulgences can keep them trapped in destructive eating patterns. This is because, as we've already seen, the nutrient-barren and nutrient-poor foods that make up the majority of our diets are highly addictive.

In 2010, scientists from The Scripps Research Institute published a remarkable study showing that drug addiction and compulsive eating had the same effects on the brain—they both desensitized brain reward circuits.⁷⁰

During this study, the researchers found that the longer rats were exposed to what was called "palatable energy-dense food" (such as sausage, bacon, and cheesecake), the less and less responsive the reward circuits in their brains became. Therefore, the rats had to eat a larger amount of unhealthy food to satisfy their appetites. Even when the rats were taught to anticipate an electric shock, they kept eating, not even trying to avoid the shocks. This compulsive behavior in the face of negative consequences is a hallmark of addiction.

The rats also experienced withdrawal when they were no longer allowed to eat the unhealthy food. In fact, *their unhealthy food withdrawal lasted for 10 days longer than rats addicted to cocaine!* These results vividly illustrate how powerfully addictive—and powerfully toxic—unhealthy food is.

It is almost impossible to cleanse the body of any harmful, addictive substance without experiencing some discomfort of withdrawal. Since humans tend to avoid discomfort, we continue our toxic eating habits to avoid any unpleasant withdrawal symptoms. And instead of connecting headaches, weakness, and even feeling nervous and shaky with *detoxification*, we call it *hunger*.⁷¹

But the more we find fast, temporary relief from our "hunger" in a candy bar, a can of soda or a bag of chips, the more we inhibit the healing that comes with detoxification. Uncomfortable sensations at the beginning of this change are usually a good indication that repair is under way and toxins are being removed. Though it may seem counterintuitive, feeling temporarily ill and out-of-sorts is often a sign that you are getting well.

(NOTE: If you feel extremely ill, symptoms are severe, significant discomfort lasts longer than a few weeks, or at any time you feel something more than detox and withdrawal is occurring or you are concerned for your well-being, consult a health professional.)

Quitting an unhealthy diet is usually not easy. Many people could benefit greatly by getting some extra help. Like alcohol addiction, food addiction for some may be best managed by an inpatient stay within a controlled environment—an experience that can greatly speed up the process of taste re-calibration. In a controlled environment, a person can "get clean" by avoiding all addictive foods.

⁷⁰Johnson PM, Kenny PJ. Dopamine D2 receptors in addiction-like reward dysfunction and compulsive eating in obese rats. *Nat Neurosci*. 2010;13:635-641.

⁷¹ Fuhrman, J. *Eat for Health: Lose Weight, Keep It Off, Live A Longer More Enjoyable Life* [in press]. Excerpts available: www.diseaseproof.com.

Fasting for Faster Detox

In fact, we can go even one step further. Complete abstinence from *all* food—water-only fasting—has been shown to be the most effective method ever discovered for quickly re-establishing a healthy relationship to food.

A properly supervised period of water-only fasting is a safe and effective way to quickly re-sensitize taste nerves so that whole natural foods can be fully enjoyed. At the True North Health Center in Northern California,⁷² it was noted that for most people, one week of consuming nothing but water in an environment of complete rest is enough to substantially re-calibrate the taste buds. Patients find that after a fast, healthful fare tastes as good as the artificially intense foods they may have been eating previously. Sometimes natural foods taste even better.⁷³

Cleanse Your Body with Real Food, Not Magic Formulas

It is only by removing toxic, addictive foods from our diets and replacing them with plant-based, nutrient-rich foods that we can break the cycle of toxic hunger and achieve optimal health and longevity. That is not something you can get from the detox systems you find in health food stores. These "detox in a box" programs are loaded with caustic colon-dynamiting substances like senna, cascara and walnut hull. These irritating herbal laxatives can no more detoxify your whole body than washing your mouth out with soap!

Detoxification is an ongoing, natural process in a healthy body. The body can use nutrients to fuel its normal detoxification processes, and will *keep* itself clean when it has the right mix of nutrients, phytochemicals and antioxidants—which you get with The Nutrient Rich® Healthy Eating Plan.

Success Result #2: Lose Weight Naturally

Lose weight naturally, which happens when you optimize up to *90% or more* of what you eat for nutrient density, stay clear of toxic and addictive food substances, get in tune with your body's natural eating cycles and true hunger, and are no longer driven to either starve or over-consume.

One of the most consistent findings in the field of nutritional research is that people who eat plant-based diets (like vegetarians and vegans) tend to have lower body-mass indexes (BMIs) than those who eat a mixed diet.⁷⁴ One reason for this may be that nutrient poor-eaters consume significantly

⁷² www.healthpromoting.com

⁷³ Goldhamer A. True North Health, Fasting Retreat. Santa Rosa, California.

⁷⁴ Alewaeters K, Clarys P, Hebbelinck M, Deriemaeker P, Clarys JP. Cross-sectional analysis of BMI and some lifestyle variables in Flemish Vegetarians compared with non-Vegetarians. *Ergonomics*. 2005;48:1433-1444.

Spencer EA, Appleby PN, Davey GK, Key TJ. Diet and body mass index in 38000 EPIC-Oxford meat-eaters, fish-eaters, Vegetarians and Vegans. *Int J Obes Relat Metab Disord*. 2003;27:728-734.

Dwyer JT. Health aspects of Vegetarian diets. *Am J Clin Nutr*. 1988;48:712-738.

Key TJ, Fraser GE, Thorogood M, et al. Mortality in Vegetarians and non-Vegetarians: detailed findings from a collaborative analysis of five prospective studies. *Am J Clin Nutr*. 1999;70(3 Suppl):516S-524S.

more unhealthy fat and significantly less fiber and nutrients than vegetarians and vegans.⁷⁵ Saturated fat and extracted oils are extremely energy dense and are readily stored in our fat reserves following absorption.⁷⁶ High-(unhealthy) fat diets tend to compel people to overeat and results in an overconsumption of calories.⁷⁷

Eating a 90% or More Plant-Based, Nutrient-Rich diet, on the other hand, helps curb appetite,⁷⁸ making it so you eat only when you are truly hungry. In a recent study by Dr. Joel Fuhrman, 768 participants were asked to switch from a low-micronutrient to a high-micronutrient diet.⁷⁹ While on the lower-nutrient diet, the volunteers often reported that they experienced severe hunger pains, fatigue, weakness, stomach cramps, tremors, irritability, and headaches in between meals, which often drove them to eat more. This complicated any attempts they made at reaching and maintaining a healthy weight.

After switching to a plant-based, nutrient-rich diet, nearly 80% of the participants reported a change in the way they experienced hunger, with 51% describing a “dramatic or complete change.” According to the participants, any feelings of hunger they experienced on the nutrient-rich diet were much less unpleasant, and they were less likely to be irritable or have mood swings in between meals. As a result, they snacked less and were more likely to eat only when they were really hungry.

By promoting larger volume portions from nutrient-rich, calorie-appropriate foods like leafy greens and green and colored vegetables, beans, and fruits which fill you up without overeating, and avoid any modicum of “deprivation” that many weight loss-*only* diets promote), a 90% plant-based diet may help people maintain their weight and energy levels. During his work in China, Dr. Campbell observed that the total calorie intake for the average adult Chinese male was approximately 30% higher than for an adult male in the United States. However, the Chinese male’s body mass index was about 25% lower.⁸⁰

The mechanism behind this healthy weight change is linked to optimized *energy metabolism*. Most people are consistently living in an anabolic state (energy storage) since withdrawal from low-nutrient, toxic, addictive foods prevents a comfortable transition to a catabolic state (energy utilization).⁸¹ Basically, what this means is that their bodies are not able to utilize absorbed

Key T, Davey G. Prevalence of obesity is low in people who do not eat meat. *Br Med J*. 1996;313:816-817.

⁷⁵ Appleby PN, Thorogood M, Mann JI, Key TJ. Low body mass index in non-meat eaters: the possible roles of animal fat, dietary fibre and alcohol. *Int J Obes Relat Metab Disord*. 1998;22:454-460.

⁷⁶ Ravussin E, Tataranni PA. Dietary fat and human obesity. *J Am Diet Assoc*. 1997;97(suppl):S42-S46.

⁷⁷ Blundell JE, Macdiarmid JI. Fat as a risk factor for overconsumption: satiation, satiety, and patterns of eating. *J Am Diet Assoc*. 1997;97(suppl):S63-S69.

⁷⁸ Rolls BJ, Fedoroff IC, Guthrie JF, Laster LJ. Foods with different satiating effects in humans. *Appetite*. 1990;15:115-126.

⁷⁹ Fuhrman J, Sarter B, Glaser D, Acocella S. Changing perceptions of hunger on a high nutrient density diet. *Nutr J*. 2010;9:51.

⁸⁰ Campbell TC, Chen J. Energy balance: interpretation of data from rural China. *Toxicol Sci*. 1999;52(2 Suppl):87-94.

⁸¹ Dunn-Emke S, Weidner G, Ornish D. Benefits of a Low-Fat Plant-Based Diet. *Obesity Res*. 2001;9:731.

nutrients or fat stores, and as a result they continue to eat even when they are not really hungry. This happens even if a person isn't overweight, creating unhealthy bodyfat percentages in people who may look perfectly fine.

Finally, a plant-based, nutrient-rich way of eating promotes *adequate* food intake just as it curbs *excessive* food intake. It is inherently normalizing. This is also important to your metabolism, as you learned in Part II, when we discussed the counterproductive starvation cycle of weight-loss-*only* diets that drives your body to slow down and store more fat when you deprive it of adequate fuel. We tend to think of overeating as the only culprit for overweight and obese people, or even for those few extra pounds we fight off—but under eating wires our metabolism for weight gain as well.

It's no wonder that plant-based nutrient-rich eating is proven to support natural healthy weight maintenance. It just makes sense that when nourishing our bodies with all we need (and not what we don't), we will *neither* compulsively overeat to compensate for deficiencies and feed addictions—*nor* will we need to crash-diet our way to metabolic shock and slowdown once we gain weight from all that toxic load.

Eating 90% or More Plant Based Nutrient Rich, in a way that is optimized for nutrient density, will enable you to eat large volumes of food, from a diversity of food categories, in great-tasting ways, only without the addictive substances that drive you to over eat and eat when you are not hungry.

Hunger is the signal for when your body is ready to take in more nutrients and calories, in that order; hence the reason why the nutrient density of the foods you eat, always takes precedence over the calorie density of the foods you eat; one determines the need for the other.

Physiologically speaking, the better (more nutrient rich) you eat, naturally, the less you need to or desire to eat, because your greater need for nutrients than calories to run your body is met. When you get in tune with genuine hunger, and it's not a false signal for hunger due to withdrawal from a toxic load, hunger is a pleasurable experience and you will naturally gravitate to living at your ideal weight all year round, without the need for excessive exercise.

In *Step 4, Lose Weight the Nutrient Rich Way*, the natural eating and fasting cycles you'll want to get in tune with, will ensure you lose weight naturally.

Success Result #3: Improve Your Health and Performance

Improve your health and performance by meeting all of your nutrient needs, and by *not* consuming substances that compromise organ function, pollute your cells, clog your arteries, and sap your vital energy.

This entire book is about improving your health, this Success Result says that a nutrient rich “healthy” body will also function and perform better.

The quality of the diet is the ultimate determinant of overall health, which is really about your body functioning and performing well. This has been proven extensively by now over decades of research and population study, but it also just makes sense. Since every cell and tissue in our bodies is made from the food we eat, the saying “you are what you eat” isn’t just a cliché; you really are what you eat and in actuality absorb. More on that later!

When we eat healthy, plant-based, nutrient-rich foods, we become healthy. When we don't, we develop disease because the body is unable to function due to nutrient poor foods, among other lifestyle factors, that prevent it from functioning right.

For example, while the prevailing viewpoint is that body muscle is primarily fueled by protein due to nutritional marketing even though this is not true; many people also don’t know that actual strength is very closely tied to micronutrients. A recent Italian study examined the effects of serum carotenoid levels—a good marker of overall fruit and vegetable intake—with hip, knee, and grip muscle strength. Those in the lowest versus the highest quartile (25%) of carotenoid serum levels were about three times more likely to develop poor hip and knee strength, and about two times more likely to develop poor grip strength over a six-year period. ⁸²

A separate marker of fruit and vegetable intake, 24-hour urine potassium, was found to be significantly correlated with lean body mass (muscle and non-fat mass as a percentage of total body weight) in older adults. Researchers at Tufts University concluded that consuming high-potassium foods, such as fruits and vegetables, may favor the preservation of muscle mass in older men and women. ⁸³

Consider that one of the primary reasons seniors end up in assisted living or nursing homes is lack of mobility. As lack of mobility is highly correlated with muscle strength, you can see that fruit and vegetable intake is a large determinant of whether seniors will be able to live independently.

An informal study of 500 people switching from a standard diet to an 80-90% raw food diet found a highly significant correlation to increased energy and improved health. For example, after two years, the percentage of those requiring eight or more hours of sleep dropped from 59% to 19%! There was a significant increase in the number of respondents indicating “good” or “excellent” health related to each of the five senses: sight, touch, hearing, smell, and taste. Constipation dropped from 73% to 30%, and the percentage of respondents indicating that they easily get sick with colds or flu dropped from 53% to just 3%. Lastly, the percentage of those indicating “good” or “excellent” energy levels rose from 31% to 88%. ⁸⁴

These were just a few of the interesting findings of the raw food study, and many more can be found by following the footnote (#97) link provided below. While this book isn’t necessarily advocating that all nutrient-rich foods come from raw sources, a high amount (high raw) of foods will come

⁸² Lauretani F, Semba RD, Bandinelli S, et al. Low plasma carotenoids and skeletal muscle strength decline over 6 years. *J Gerontol A Biol Sci Med Sci*. 2008;63(4):376-83.

⁸³ Dawson-Hughes B, Harris SS, Ceglia L. Alkaline diets favor lean tissue mass in older adults. *Am J Clin Nutr*. 2008;87(3):662-5.

⁸⁴ Zajic, LJ. Raw Food Diet Study. The Iowa Source. http://www.iowasource.com/food/lenkastudy_0806.html

from raw sources, which are the most nutrient-rich foods, indicating that similar results could be expected from the nutrient-rich healthy eating style advocated here.

A healthy, disease-free body is able to perform well, because its function is not compromised due to nutrient deficiency or low nutrient density. Nutrients enable all systems of the body to function from the immune system to digestion, from respiration to the utilization of calories which fuel, pad and build the body... If you don't have the array of nutrients needed, at the level you need them for the body to function at high levels, you won't. Hence, the reason this is a high nutrient density, or "nutrient rich" healthy eating style.

Also, if your body is overwhelmed by toxic food, this doesn't just cause you to gain weight, it "compromises the machinery", the very organs and organ systems that are responsible for delivering the weight loss and the other Success Results you are seeking. And a toxic body that is overweight not only causes you to age faster as your body degrades and tries to reproduce faster; you also drain your vital energy as your body has to put for an exorbitant amount of electrical energy (life force) to deal with the inefficiencies and impediments to endurance (the clean and flowing operations of the body) is shouldn't even have to deal with. Not the least of which, is all the energy it requires just to convert a super stimulating piece of beef, chicken or even a fish into human tissue, and process and eliminate the waste with compromised function also caused by nutrient barren refined foods; plant-based, nutrient rich foods are far more energy efficient.

It is difficult to measure life force or vitality in a scientific study, aside from asking participants if they feel like they have it, unless you are measuring wattage output capacity as an athlete to give you a firsthand experience of the vital electrical energy I'm speaking of. However, an analysis of people switching from a standard diet to a nutrient-rich plant based diet would absolutely indicate that, in addition to the measured increases noted (muscle strength, immunity, the senses) energy, vitality and life force are also optimized greatly. This is a given when your body does not have to spend so much of its energy detoxifying and repairing damage done by nutrient-poor food, or digesting energy dense food.

Everyone wants more energy to meet the demands of modern day living, to perform better and have a better quality of life, yet digestion is the one of most energy consuming functions of the body. It can take more energy than running, swimming or bike riding, especially when it's going on all the time and the body does not have a chance to rest. We must have sufficient amounts of energy available if we are to digest food efficiently and eliminate the toxins from the body.

If the body is not vital, the body no longer has the energy to deal with its situation. In the case of digestion, calorie-rich, nutrient-poor food that is forced to stay in the stomach longer requires the body to expend a tremendous amount of energy forcing it out of the stomach into the intestine where it has to travel some 30 feet. Can you imagine the energy needed to force all that fermenting and putrefying food out of the body? Food now takes up to 8 hours to get out of the stomach and up to 20 to 40 hours to get through the intestines. And people wonder why they are tired after a meal let alone all the time. On top of a very busy schedule, constantly digesting food will sap your energy.

Lack of energy (vitality) is assuredly a significant factor in why overweight and unhealthy people

have such a difficult time losing weight and regaining their health. Those with more vitality seem to have a much easier time. So the key is optimizing your energy, not only from sleep, rest, recovery and rejuvenation, and exercise which makes your body more fit and efficient, but also, by not overwhelming the body with too many calories, digestion-intensive foods, and not enough nutrients to do its work well.

Many nutrient-rich foods have been predigested through natural ripening or conservative cooking and live, raw, whole, organic, nutrient rich nutrition products deliver nutrients into a form just like the body does to make the nutrients instantly available for the body to use.

You've heard the phrase "you're glowing," and this phrase is often used to describe people who are consuming nutrient-rich foods. It looks good on the outside *and* feels good on the inside not just because of the health effects of the food, but the fact that the food does not excessively drain the vital, electrical energy or life force of the individual to process it, the way super stimulating toxic foods do.

As you'll learn in Performance Lifestyle training for resilient living at NutrientRich.com, performance IS not only an eating style, it is a lifestyle. There are 12 fundamentals that enable you to function and perform well while maintaining your health. Nutrient-rich eating is a pivotal one.

Success Result #4: Reverse Lifestyle-Induced Diseases

Reverse disease by removing the underlying causes of illness; maximize healing and recovery from inflammation, obesity, and the diseases that results from them; slow the progression of and prevent lifestyle-related illness.

"What makes me frustrated, bordering on angry, is that this is preventable. This is not one of those unfortunate acts of nature that we just have to accept as reality. This is not the product of a tsunami."

- Jack Shonkoff, M.D., Director of the Center on the Developing Child, Harvard University

When referring to lifestyle-induced diseases, it makes sense that Dr. Shonkoff is aggravated by the current state of health in the world and the cost to all of us. We are living in a world where for the first time in history, lifestyle-induced diseases like diabetes, heart disease, high blood pressure, stroke, and certain cancers kill more people than infections do—accounting for an estimated 3 out of 4 American deaths every year.⁸⁵

Both doctors and patients are locked in a losing battle to treat and cure these diseases with medications. However, *no* medication has ever proven as effective to treat or prevent these illnesses as a plant-based diet.

⁸⁵ National Cancer Institute. Diet and Disease. <http://www.cancer.gov/newscenter/entertainment/tipsheet/diet-related-diseases>. February 26, 2004.

The very best solution is to avoid getting these diseases in the first place. The key to both preventing and reversing lifestyle-induced diseases is the same—a *90% or More* plant-based Nutrient Rich® diet.

Cancer

The World Health Organization (WHO) has estimated that dietary factors are linked to at least 30% of all cancers in developed countries, and up to 20% in developing ones. One of the biggest dietary culprits they uncovered was animal-based proteins.⁸⁶ In fact, large studies conducted in Europe have shown that vegetarians are about 40% less likely to develop cancer than people who eat meat.⁸⁷

More than 200 scientific studies have revealed that the components of a *90% or more* plant-based, nutrient-rich diet confer significant protection against many different types of cancer.

Throughout our lives, every single one of us will have cancer cells turn up in our bodies. However, not everyone develops cancer, and the difference is usually due to diet.⁸⁸ Animal proteins such as meat, dairy, and eggs alter hormone levels in the body, cause inflammation, promote cell growth

⁸⁶ Campbell TC, Campbell TM, II. *The China Study: Startling Implications for Diet, Weight Loss, and Long-Term Health*. Dallas, TX: BenBella Books, 2005.

World Cancer Research Fund. *Food, nutrition, physical activity, and the prevention of cancer: A global perspective*. Washington, DC: American Institute of Cancer Research, 2007.

Cho E, Spiegelman D, Hunter DJ, et al. Premenopausal fat intake and risk of breast cancer. *J Natl Cancer Inst*. 2003;95:1079-1085.

Barnard ND, Nicholson A, Howard JL. The medical costs attributable to meat consumption. *Prev Med*. 1995;24:646-655.

Giovannucci E, Rimm EB, Colditz GA, et al. A prospective study of dietary fat and risk of prostate cancer. *J Natl Cancer Inst*. 1993;85(19):1571-1579.

Kolonel LN. Nutrition and prostate cancer. *Cancer Causes Control*. 1996;7(1):83-94.

Ma RW, Chapman K. A systematic review of the effect of diet in prostate cancer prevention and treatment. *J Hum Nutr Diet*. 2009;22(3):187-1899.

⁸⁷ Thorogood M, Mann J, Appleby P, McPherson K. Risk of death from cancer and ischaemic heart disease in meat and non-meat eaters. *Br Med J*. 1994;308:1667-1670.

Chang-Claude J, Frentzel-Beyme R, Eilber U. Mortality patterns of German Vegetarians after 11 years of follow-up. *Epidemiology*. 1992;3:395-401.

Chang-Claude J, Frentzel-Beyme R. Dietary and lifestyle determinants of mortality among German Vegetarians. *Int J Epidemiol*. 1993;22:228-236.

⁸⁸ Campbell TC, Campbell TM, II. *The China Study: Startling Implications for Diet, Weight Loss, and Long-Term Health*. Dallas, TX: BenBella Books, 2005.

and tumor development, and make the body more acidic.⁸⁹ All these changes "feed" cancer cells and make them stronger.

To make matters worse, as meat is cooked at high temperatures, potentially dangerous chemicals are produced. For example, heterocyclic amines (HCAs) and polycyclic aromatic hydrocarbons (PAHs) can initiate the cancer process,⁹⁰ while advanced glycation end products (AGEs) play an important role in the development and progression of atherosclerosis, diabetes, chronic renal failure and cancer.⁹¹

⁸⁹ World Cancer Research Fund. *Food, nutrition, physical activity, and the prevention of cancer: A global perspective*. Washington, DC: American Institute of Cancer Research, 2007.

Boyd NF, Stone J, Vogt KN, Connelly BS, Martin LJ, Minkin S. Dietary fat and breast cancer risk revisited: a meta-analysis of the published literature. *Br J Cancer*. 2003;89(9):1672-1685.

Murtaugh MA, Ma KN, Sweeney C, Caan BJ, Slattery ML. Meat consumption patterns and preparation, genetic variants of metabolic enzymes, and their association with rectal cancer in men and women. *J Nutr*. 2004;134(4):776-784.

Norat T, Riboli E. Meat consumption and colorectal cancer: a review of epidemiologic evidence. *Nutr Rev*. 2001;59(2):37-47.

Armstrong B, Doll R. Environmental factors and cancer incidence and mortality in different countries, with special reference to dietary practices. *Int J Cancer*. 1975;15:617-631.

Carroll KK, Braden LM. Dietary fat and mammary carcinogenesis. *Nutr Cancer*. 1985;6:254-259.

Rose DP, Boyar AP, Wynder EL. International comparisons of mortality rates for cancer of the breast, ovary, prostate, and colon, and per capita food consumption. *Cancer*. 1986;58:2363-2371.

⁹⁰ Skog KI, Johansson MAE, Jagerstad MI. Carcinogenic heterocyclic amines in model systems and cooked foods: a review on formation, occurrence, and intake. *Food Chem Toxicol*. 1998;36:879-896.

Robbana-Barnat S, Rabache M, Rialland E, Fradin J. Heterocyclic amines: occurrence and prevention in cooked food. *Environ Health Perspect*. 1996;104:280-288.

Thiebaut HP, Knize MG, Kuzmicky PA, Hsieh DP, Felton JS. Airborne mutagens produced by frying beef, pork, and a soy-based food. *Food Chem Toxicol*. 1995;33(10):821-828.

Sinha R, Rothman N, Brown ED, et al. High concentrations of the carcinogen 2-amino-1-methyl-6-phenylimidazo-[4,5]pyridine [PhIP] occur in chicken but are dependent on the cooking method. *Cancer Res*. 1995;55:4516-4519.

de Stefani E, Ronco A, Mendilaharsu M, Guidobono M, Deneo-Pellegrini H. Meat intake, heterocyclic amines, and risk of breast cancer: a case-control study in Uruguay. *Cancer Epidemiol Biomarkers Prev*. 1997;6(8):573-581.

Snyderwine EG. Some perspectives on the nutritional aspects of breast cancer research. Food-derived heterocyclic amines as etiologic agents in human mammary cancer. *Cancer*. 1994;74(3 suppl):1070-1077.

Butler LM, Sinha R, Millikan RC, Martin CF, Newman B, Gammon MD, Ammerman AS, Sandler RS. Heterocyclic amines, meat intake, and association with colon cancer in a population-based study. *Am J Epidemiol*. 2003;157(5):434-445.

⁹¹ Krajcovicova-Kudlackova M, Sebekova K, Schinzel R, Klvanova J. Advanced glycation end products and nutrition. *Physiol Res*. 2002;51:313-316.

Although meat is often labeled as a major culprit in cancers of the esophagus, lung, pancreas, stomach, colon, breast and prostate, research has shown that other animal proteins, such as the casein found in milk, can promote cancer development as well. A 2007 study published in the *American Journal of Clinical Nutrition* reported that the consumption of dairy products affects the biological pathways associated with cancer development and spread.⁹² After following participants for 65 years, the researchers discovered that a diet rich in dairy products during childhood nearly tripled the risk of colorectal cancer in adulthood.

It's not just the chemicals found in the animal-centric diets most Americans eat that promote cancer growth and spread, but also what this type of diet *lacks*. According to Dr. Fuhrman, cancer is essentially a "fruit and vegetable deficiency disease."⁹³ Plant foods, such as whole grains, legumes, vegetables, and fruits, contain nutrients and other compounds that offer a measure of protection against cancer.⁹⁴ Without these protective nutrients and phytochemicals, the body is more vulnerable to cellular damage that can lead to cancer.

People who eat the most fruits and vegetables cut their risk of developing cancer in half,⁹⁵ while those who consume high levels of whole grains reduce their risk by 20-50%.⁹⁶

The bottom line is:

- Meat, other animal products, and fatty foods significantly increase the risk of developing cancer at many different sites in the body;
- High-fiber, high-phytochemical plant-based nutrient-rich diets greatly reduce this risk.

Heart Disease

A plant-based diet prevents many of the major risk factors linked to the development and progression of cardiovascular disease, including excess body weight/fat, high blood pressure, high

Uribarri J, Cai W, Sandu O, Peppas M, Goldberg T, Vlassara H. Diet-derived advanced glycation end products are major contributors to the body's AGE pool and induce inflammation in healthy subjects. *Ann NY Acad Sci.* 2005;1043:461-466.

⁹² van der Pols JC, Bain C, Gunnell D, Smith GD, Frobisher C, Martin RM. Childhood dairy intake and adult cancer risk: 65-y follow-up of the Boyd Orr cohort. *Am J Clin Nutr.* 2007;86(6):1722-1729.

⁹³ Pugliese G. Prevent Cancer, You Need Nutrients. <http://www.diseaseproof.com/archives/cancer-prevent-cancer-you-need-nutrients.html>. February 19, 2008.

⁹⁴ World Cancer Research Fund. *Food, nutrition, physical activity, and the prevention of cancer: A global perspective*. Washington, DC: American Institute of Cancer Research, 2007.

⁹⁵ Steinmetz K, Potter J. Vegetables, fruit and cancer, I. Epidemiology. *Cancer Causes Control.* 1991;2(suppl):325-357.

⁹⁶ Jacobs DR, Marquart L, Slavin J, et al. Whole-grain intake and cancer: an expanded review and meta-analysis. *Nutr Cancer.* 1998;30:85-96.

cholesterol levels and poor glycemic control.⁹⁷ As a result, a 90% plant-based, nutrient-rich diet is widely acknowledged as a primary way to prevent heart attacks and other coronary events.

In 2004, the INTERHEART study—which included 30,000 men and women from 52 countries—showed that at least 90% of heart disease cases are related to lifestyle factors,⁹⁸ one of which was a person's consumption (or lack) of fruits and vegetables. Daily consumption of fruits and vegetables was shown to have cardio-protective effects.

Plant foods are naturally lower in calories (in most cases not all) and do not contain heart-disease-promoting substances like cholesterol, saturated fat, oxidants, trans-fatty acids, arachidonic acid and more. Fruits, vegetables, nuts, seeds, and beans/legumes are also high in protective dietary factors such as antioxidants, folate, fiber, saponins, flavonoids, carotenoids, isoflavones, and plant sterols.

The more of these plant-based, nutrient-rich foods you add to your diet, the greater the benefits to your heart and blood vessels. Lifelong vegetarians have been shown to have a 24% lower incidence of coronary heart disease compared to people who eat meat, and lifelong vegans (people who also do not eat eggs or dairy products) have a 57% lower risk.⁹⁹

Worldwide, one of the most important risk factors for a heart attack is high blood levels of unhealthy fats. Too much cholesterol and too many triglycerides in the blood can clog the vessels and lead to atherosclerosis. Since this excess cholesterol and fat mainly comes from a nutrient-poor diet, consuming a 90% or More Plant-Based, Nutrient-Rich diet can help lower levels significantly.

In a 1997 study, healthy volunteers who consumed a vegetarian diet that was rich in low-calorie vegetables, fruits, and nuts for just two weeks already showed improvements in their blood fats—total cholesterol decreased by 25%, LDL cholesterol decreased by 33%, triglycerides decreased by 20% and the total cholesterol/HDL cholesterol ratio decreased by 21%.¹⁰⁰

⁹⁷ Kennedy ET, Bowman SA, Spence JT, Freedman M, King J. Popular diets: correlation to health, nutrition, and obesity. *J Am Diet Assoc.* 2001;101:411-420.

Appleby PN, Thorogood M, Mann JI, Key TJ. Low body mass index in non-meat eaters: the possible roles of animal fat, dietary fibre and alcohol. *Int J Obes Relat Metab Disord.* 1998;22:454-460.

Barnard ND, Scialli AR, Hurlock D, Bertron P. Diet and sex-hormone binding globulin, dysmenorrhea, and premenstrual symptoms. *Obstet Gynecol.* 2000;95:245-250.

Nicholson AS, Sklar M, Barnard ND, Gore S, Sullivan R, Browning S. Toward improved management of NIDDM: a randomized, controlled, pilot intervention using a lowfat, Vegetarian diet. *Prev Med.* 1999;29:87-91.

⁹⁸ Yusuf S, Hawken S, Ounpuu S, et al. Effect of potentially modifiable risk factors associated with myocardial infarction in 52 countries (the INTERHEART study): case-control study. *Lancet.* 2004;364(9438):937-952.

⁹⁹ Thorogood M, Carter R, et al. Plasma lipids and lipoprotein cholesterol concentrations in people with different diets in Britain. *Br Med J.* 1987;295:351-353.

¹⁰⁰ Jenkins DJA, Popovich D, Kendall C, et al. Effect of a diet high in vegetables, fruit, and nuts on serum lipids. *Metabolism.* 1997;46:530-537.

For people who have already been diagnosed with heart disease, sticking to a plant-based, nutrient-rich diet for a year can reduce LDL cholesterol levels by 37-40%,¹⁰¹ which is comparable to the reductions achieved by popular statin drugs.¹⁰²

While statins and a 90% Or More Plant-Based, Nutrient-Rich diet both may have similar LDL-lowering effects, nutrient-rich eating does something that popping pills can't—reverse atherosclerosis. Patients who made significant lifestyle changes—including a 10% fat vegetarian diet, moderate aerobic exercise, stress management, quitting smoking and support groups—had clearer arteries after one year. Patients who made fewer changes to their lifestyle actually had narrower arteries than before they made the changes.

After five years, those patients who maintained these intensive lifestyle changes continued to improve, while the rest of the patients continued to worsen, even though more than half of them were prescribed lipid-lowering medications.¹⁰³

Even a small reduction in the amount of waxy plaque that is built up on the inside of the blood vessels considerably reduces heart attacks and other cardiac events.¹⁰⁴ This may explain why studies have shown that a plant-based diet reduces the risk of dying from a heart attack or experiencing other cardiovascular events.

The buildup of plaque in arteries is a leading killer in America. And it is widely believed that there is little to nothing that can be done to reduce the plaque once it is there.

¹⁰¹ Dunn-Emke S, Weidner G, Ornish D. Benefits of a Low-Fat Plant-Based Diet. *Obesity Res.* 2001;9:731.
Ornish D, Scherwitz LW, Billings JH, et al. Intensive Lifestyle Changes for Reversal of Coronary Heart Disease. *J Am Med Assoc.* 1998;280(23):2001-2007.

¹⁰² Shepherd J, Cobbe SM, Ford I, et al. Prevention of coronary heart disease with pravastatin in men with hypercholesterolemia. *N Engl J Med.* 1995;333:1301-1307.

¹⁰³Ornish D, Scherwitz LW, Billings JH, et al. Intensive Lifestyle Changes for Reversal of Coronary Heart Disease. *J Am Med Assoc.* 1998;280(23):2001-2007.

¹⁰⁴ Shepherd J, Cobbe SM, Ford I, et al. Prevention of coronary heart disease with pravastatin in men with hypercholesterolemia. *N Engl J Med.* 1995;333:1301-1307.

Brown BG, Alberts JJ, Fisher LD, et al. Regression of coronary artery disease as a result of intensive lipid-lowering therapy in men with high levels of apolipoprotein B. *N Engl J Med.* 1990;323:1289-1298.

Jukema JW, Bruschke AVG, Van Boven AJ, et al. Effects of lipid lowering by pravastatin on progression and regression of coronary artery disease in symptomatic men with normal to moderately elevated serum cholesterol levels. *Circulation.* 1995;91:2528-2540.

Scandinavian Simvastatin Survival Study Group. Randomized trial of cholesterol lowering in 4444 patients with coronary heart disease. *Lancet.* 1994;344:1383-1389.

Haskell WL, Alderman EL, Fair JM, et al. Effects of intensive multiple risk factor reduction on coronary atherosclerosis and clinical cardiac events in men and women with coronary artery disease. *Circulation.* 1994;89:975-990.

In his book *Eat to Live*, Dr. Fuhrman explains that research and first-hand experience show heart disease is reversible:

Two things are essential to predictably reverse heart disease: the first is to become thin and superbly nourished, and the other is to get your LDL below 100. Reversal of heart disease then occurs.

In studies, patients eating certain kinds of diets have demonstrated modest reduction in plaque. Dr. Fuhrman has found that with the aggressive high nutrient density diet he advocates, greater reductions in plaque are common. *"My patients demonstrate much more dramatic cholesterol lowering since the advised dietary program is based on nutrient density," he explains, "and reversals from 20 to 40 percent per year are typical in my experience. I even have a patient who reversed his carotid blockage from 80 percent to undetectable in one year on carotid ultrasound."*

Dr. Fuhrman's book *Cholesterol Protection for Life* covers a lot of this in depth, here is an excerpt:

Studies performed by Dean Ornish and other investigators have documented the effects of a low-fat vegetarian (vegan) diet on patients with heart disease and found reversal of the condition occurred in the majority of patients. The reversal was modest, but nevertheless, no study previously showed diet could be so effective at preventing and reversing heart disease.

Caldwell Esselstyn, Jr., M.D. of the Cleveland Clinic put together a program utilizing a vegetarian plant-based diet with the addition of cholesterol-lowering medication in 18 patients who had severe angiographically demonstrated coronary artery disease. All of these high-risk patients with advanced heart disease were noted to have no coronary events during the following 12 years, and on repeat angiogram, 70% were found to have regression of their disease and none had progression.¹

When you consider these 18 patients had experienced 50 coronary events during the 8 years before this study, you have to agree on the effectiveness of combining plant-based nutrition with cholesterol lowering. Dr. Esselstyn tracked these patients for 17 years, which is the longest ongoing research project of this kind, and not one of these people, who years ago had severe heart disease, has had any further cardiac complaints or heart attacks.

Dr. Esselstyn also tracked the long-term results in six of his patients that did not want to adhere to the diet and returned to the standard care of their cardiologists. They experienced 13 new cardiac events during the first 12 years.

Although Ornish and Esselstyn studied vegetarian diets, Dr. Fuhrman has found that when reversing heart disease is the goal, eliminating meat is hardly the only important step. The nutrient-rich diet Dr. Fuhrman recommends in *Cholesterol Protection for Life* is more specific, and more aggressively heart-healthy. (In addition, Dr. Fuhrman's book advocates natural supplements--including delta tocotrienol, plant sterols, policosanol, and pomegranate extracts that can be helpful.

High nutrient density makes a measurable difference¹⁰⁵.

¹⁰⁵ DiseaseProof.com, January 30th, Reversing Heart Disease with a nutrient dense diet

For example, a British study found that eating fresh fruit every day was linked to a 24% reduction in death from heart disease, and even just eating a raw salad once a day was associated with a 26% reduction in mortality from heart disease.¹⁰⁶

The benefits of regular fruit and vegetable consumption have been linked to several different heart and vessel protective compounds found in plant-based foods.

- Flavonoids are compounds found in fruits and vegetables that have diverse beneficial biochemical and antioxidant effects. Studies conducted in Europe have shown that people with the highest amount of flavonoids in their diet have a 60% lower risk of dying from heart disease and a 70% lower risk of having a stroke than those with lower flavonoid intakes.
- Lycopene (the red pigment found in tomatoes, pink grapefruit and watermelon) is another potent antioxidant with significant cardiovascular benefits. In the EURAMIC study, men with a high daily intake of lycopene had a 48% lower risk of having a heart attack (myocardial infarction) than those with a low intake.¹⁰⁷

Having enough whole grains in your diet is probably just as important to your cardiovascular health as eating fruits and vegetables every day. Several epidemiologic studies have shown that diets rich in whole grains may protect against heart disease.¹⁰⁸ In the Nurses' Health Study, the highest consumption of whole grains was associated with a 35-40% reduction in risk of heart disease, stroke and type-2 diabetes. In the Adventist Health Study, regular consumption of whole wheat bread reduced the risk of both fatal and non-fatal heart diseases by 40-50%.

Whole grains contain a number of beneficial nutrients, such as dietary fiber, vitamin E, magnesium and folate,¹⁰⁹ which may work within the body to reduce blood pressure, enhance insulin

¹⁰⁶ Key TJA, Thorogood M, Appleby PN, et al. Dietary habits and mortality in 11,000 Vegetarians and health conscious people: results of 17-year follow up. *Br Med J.* 1996;313:775-779.

¹⁰⁷ Clinton SK. Lycopene: chemistry, biology, and implications for human health and disease. *Nutr Rev.* 1998;56:35-51.

¹⁰⁸ Jacobs DR Jr, Meyer KA, Kushi LH, Folsom AR. Whole-grain intake may reduce the risk of ischemic heart disease death in postmenopausal women: the Iowa Women's Health Study. *Am J Clin Nutr.* 1998;68:248-257.

Liu S, Stampfer MJ, Hu FB, et al. Whole-grain consumption and risk of coronary heart disease: results from the Nurses' Health Study. *Am J Clin Nutr.* 1999;70:412-419.

Jacobs DR Jr, Meyer KA, Kushi LH, Folsom AR. Is whole grain intake associated with reduced total and cause-specific death rates in older women? The Iowa Women's Health Study. *Am J Public Health.* 1999;89:322-329.

¹⁰⁹ Slavin JL, Martini MC, Jacobs DR Jr, Marquart L. Plausible mechanisms for the protectiveness of whole grains. *Am J Clin Nutr.* 1999;70(suppl):459S-463S.

sensitivity, and improve blood glucose control¹¹⁰ —all factors in heart disease. Randomized clinical trials and metabolic studies have also shown that oats, oat bran, and rye bread successfully reduce total blood cholesterol, while refined wheat bread has no positive effect on cholesterol.¹¹¹

So what's the main message that we can take away from all of this research? Low-carb and/or refined diets that are high in animal proteins increase your risk of developing and dying from cardiovascular disease; plant-based, nutrient-rich diets decrease this risk.¹¹²

Stock up on the protective fiber, minerals, vitamins and phytochemicals found in plant foods. Your heart will thank you.

Stroke

Ischemic strokes, which account for almost 90% of strokes, have very similar origins to heart attacks. Ischemic strokes occur when the arteries to your brain become extremely narrow or completely blocked by waxy plaques. This severely reduces blood flow to the brain, depriving brain cells of oxygen and vital nutrients, and causing many of these cells to die within minutes.

A recent study determined that consuming red and processed meats like an average American is associated with large increases in the risk of ischemic stroke.¹¹³ The Swedish researchers found that women who ate a minimum of 3.6 ounces of red meat a day were 42% more likely to suffer from an ischemic stroke than those who ate less than one ounce per day. Based on these results, the average American diet, which usually includes three ounces of red meat per day, would be associated with a 22% increase in stroke risk.

Non-vegetarians in the Adventist Health Study also had a risk of fatal stroke that was 20-30% higher than vegetarians.

Just as with heart disease, nutritional research shows a protective relationship between fruit and vegetable consumption and your risk of ischemic stroke. Cruciferous and green leafy vegetables,

¹¹⁰ McKeown NM, Meigs JB, Liu S, Wilson PWF, Jacques PF. Whole grain intake is favorably associated with metabolic risk factors for type 2 diabetes and cardiovascular disease in the Framingham Offspring Study. *Am J Clin Nutr.* 2002;76:390-398.

¹¹¹ Johnston L, Reynolds HR, Patz M, Hunninghake DB, Schultz K, Westereng B. Cholesterol-lowering benefits of a whole grain oat ready-to-eat cereal. *Nutr Clin Care.* 1998;1:6-12.

Ripsin CM, Keenan JM, Jacobs DR Jr, et al. Oat products and lipid lowering. A meta-analysis. *J Am Med Assoc.* 1992;267:3317-3325.

Leinonen KS, Poutanen KS, Mykkanen HM. Rye bread decreases serum total and LDL cholesterol in men with moderately elevated serum cholesterol. *J Nutr.* 2000;130:164-170.

¹¹² Fung TT, van Dam RM, Hankinson SE, Stampfer M, Willett WC, Hu FB. Low-Carbohydrate Diets and All-Cause and Cause-Specific Mortality: Two Cohort Studies. *Ann Intern Med.* 2010;153(5):289-298.

¹¹³ Larsson SC, Virtamo J, Wolk A. Red meat consumption and risk of stroke in Swedish women. *Stroke.* 2011;42(2):324-329.

berries and citrus fruits are considered to be the most protective, as they have the highest antioxidant content. Based on the results of the European Prospective Investigation into Cancer and Nutrition (EPIC), participants who consumed the highest amount of antioxidants had a 59% lower risk of ischemic stroke than those with the lowest intakes.¹¹⁴

Type 2 Diabetes

The alarming rise in type 2 diabetes has become one of the biggest indicators of our society's nutrition transition in the wrong direction. While many people are becoming more aware of the need to eat healthy in order to prevent and manage this disease, they mistakenly believe that controlling their blood sugar levels means avoiding all carbohydrate-containing foods and eating much more protein. Unfortunately they couldn't be more wrong—eating too much meat actually increases the risks associated with, diabetes.¹¹⁵

A meta-analysis of 12 different studies reviewed the link between meat-based diets and type 2 diabetes. The researchers calculated that diets containing high quantities of meat increased the risk of developing type 2 diabetes by 17%, while high intakes of red meat and processed meats increased diabetes risk by 21% and 41% respectively.¹¹⁶

While the factors linking meat consumption with type 2 diabetes are complicated, research seems to suggest that (like most of the other lifestyle diseases that plague modern society), diabetes is the result of a high-cholesterol, high-fat, high-sugar, low-nutrient, refined-food eating pattern that lacks the phytochemicals and other protective compounds found in nutrient-rich plant foods.

The interplay between dietary fat and glucose metabolism has been recognized for more than 60 years. First of all, high-fat diets promote weight gain and, as any doctor would tell you, excess body weight is the most important risk factor for developing diabetes. Secondly, in experimental animals, high-fat diets resulted in impaired glucose tolerance. In these models, excess dietary fat altered the

¹¹⁴ Del Rio D, Agnoli C, Pellegrini N, et al., Total antioxidant capacity of the diet is associated with lower risk of ischemic stroke in a large Italian cohort. *J Nutr.* 2011;141(1):118-123.

¹¹⁵ Bazzano LA, Li TY, Joshipura KJ, Hu FB. Intake of fruit, vegetables, and fruit juices and risk of diabetes in women. *Diabetes Care.* 2008;31(7):1311-1317.

Kastorini CM, Panagiotakos DB. Dietary patterns and prevention of type 2 diabetes: from research to clinical practice; a systematic review. *Curr Diabetes Rev.* 2009;5(4):221-227.

West KM, Kalbfleisch JM. Influence of nutritional factors on prevalence of diabetes. *Diabetes.* 1971;20:99-108.

West KM. *Epidemiology of diabetes and its vascular lesions.* New York, NY: Elsevier North-Holland, 1978.

Gear JS, Mann JI, Thorogood M, Carter R, Jelfs R. Biochemical and haematological variables in Vegetarians. *Br Med J.* 1980;1:1415.

¹¹⁶ Aune D, Ursin G, Veierød MB. Meat consumption and the risk of type 2 diabetes: a systematic review and meta-analysis of cohort studies. *Diabetologia.* 2009;52(11):2277-2287.

makeup of the animals' cell membranes, reducing how efficiently glucose could move from their blood into their cells. Likewise, in humans, high-fat diets generally result in insulin resistance,¹¹⁷ which is one of the first steps on the road to developing type 2 diabetes.

Fried foods, meats, and baked sugary or starchy foods (like bread, crackers, cookies, muffins, cold cereals, etc.) also contain damaging compounds called advanced glycation end products (AGEs).¹¹⁸ Once inside the body, these dietary AGEs contribute to increased oxidative stress and promote inflammation, both of which have been linked to the development of diabetes.¹¹⁹

AGEs are not just found in our diets, though; they are also produced as a normal byproduct of metabolism. AGEs are formed when sugars react with proteins or fats in the body's tissues, especially the blood vessels. While these AGEs are not normally an issue, the excessively high level produced by diabetics as a result of high blood sugar levels contributes to the development of diabetes complications such as impaired wound healing, diabetic nephropathy and atherosclerosis.¹²⁰

While meats and other animal products contribute to the development of diabetes, plant foods have been shown to be highly protective. Based on a recent review of diabetes studies, having just 1.15 servings a day of green leafy vegetables in your diet could help reduce your risk of type 2 diabetes by at least 14%.¹²¹ Increasing your intake of other plant foods like fruits, nuts and whole grains has also been associated with lowering the incidence of diabetes.¹²²

¹¹⁷ Lichtenstein AH, Schwab US. Relationship of dietary fat to glucose metabolism. *Atherosclerosis*. 2000;150(2):227-243.

¹¹⁸ Goldberg T, Cai W, Peppia M, et al. Advanced glycoxidation end products in commonly consumed foods. *J Am Diet Assoc*. 2004;104:1287-1291.

Pruser KN, Flynn NE. Acrylamide in health and disease. *Front Biosci*. 2011;3:41-51.

¹¹⁹ Uribarri J, Woodruff S, Goodman S, et al. Advanced glycation end products in foods and a practical guide to their reduction in the diet. *J Am Diet Assoc*. 2010;110:911-916.

¹²⁰ Peppia M, Raptis SA. Glycoxidation and wound healing in diabetes: An interesting relationship. *Curr Diabetes Rev*. 2011. [Epub ahead of print]

Peppia M, Stavroulakis P, Raptis SA. Advanced glycoxidation products and impaired diabetic wound healing. *Wound Repair Regen*. 2009;17:461-472.

Goldin A, Beckman JA, Schmidt AM, et al. Advanced glycation end products: sparking the development of diabetic vascular injury. *Circulation*. 2006;114:597-605.

Yamagishi S, Matsui T. Advanced glycation end products, oxidative stress and diabetic nephropathy. *Oxid Med Cell Longev*. 2010;3:101-108.

¹²¹ Carter P, Gray LJ, Troughton J, Khunti K, Davies MJ. Fruit and vegetable intake and incidence of type 2 diabetes mellitus: systematic review and meta-analysis. *Br Med J*. 2010; 341:c4229.

¹²² Jiang R, Manson JE, Stampfer MJ, et al. Nut and peanut butter consumption and risk of type 2 diabetes in women. *J Am Med Assoc*. 2002;288:2554-2560.

A plant-based, nutrient-rich diet is so effective at reducing the risk of developing diabetes due to a number of beneficial nutrients only found in plant foods:

- Green leafy vegetables, such as spinach, contain high concentrations of β carotene, vitamin C and polyphenols, which are potent antioxidants. Antioxidants are thought to help prevent chronic diseases like diabetes by reducing oxidative stress and inflammation throughout the body that can lead to insulin resistance.
- Green leafy vegetables and whole grains contain high levels of magnesium. A large body of evidence has shown that high levels of magnesium are associated with lower insulin concentrations and a low occurrence of type 2 diabetes.¹²³
- Green leafy vegetables are also good sources of ALA, which is an omega-3 polyunsaturated fatty acid. The amount and types of fatty acids in our diet is thought to be an important factor in determining the structure of our cell membranes. The composition of these barriers has been linked to insulin sensitivity, especially within skeletal muscle.
- Fiber is another nutrient that has been shown to improve the glycemic response and circulating insulin concentrations, both in healthy individuals and those with type 2 diabetes.¹²⁴ The improved insulin sensitivity that accompanies high-fiber diets may occur

Fung TT, Hu FB, Pereira MA, et al. Whole-grain intake and the risk of type 2 diabetes: a prospective study in men. *Am J Clin Nutr.* 2002;76:535-540.

Ford ES, Mokdad AH. Fruit and vegetable consumption and diabetes mellitus incidence among U.S. adults. *Prev Med.* 2001;32:33-39.

¹²³ Larsson SC, Wolk A. Magnesium intake and risk of type 2 diabetes: a meta-analysis. *J Intern Med.* 2007;262:208-214.

Manolio TA, Savage PJ, Burke GL, et al. Correlates of fasting insulin levels in young adults: the CARDIA study. *J Clin Epidemiol.* 1991;44:571-578.

Ma J, Folsom AR, Melnick SL, et al. Associations of serum and dietary magnesium with cardiovascular disease, hypertension, diabetes, insulin, and carotid arterial wall thickness: the ARIC study. Atherosclerosis Risk in Communities Study. *J Clin Epidemiol.* 1995;48:927-940.

Meyer KA, Kushi LH, Jacobs DR Jr, Slavin J, Sellers TA, Folsom AR. Carbohydrates, dietary fiber, and incident type 2 diabetes in older women. *Am J Clin Nutr.* 2000;71:921-930.

Salmeron J, Ascherio A, Rimm EB, et al. Dietary fiber, glycemic load, and risk of NIDDM in men. *Diabetes Care.* 1997;20:545-550.

Salmeron J, Manson JE, Stampfer MJ, Colditz GA, Wing AL, Willett WC. Dietary fiber, glycemic load, and risk of non-insulin-dependent diabetes mellitus in women. *J Am Med Assoc.* 1997;277:472-477.

¹²⁴ Chandalia M, Garg A, Lutjohann D, von Bergmann K, Grundy SM, Brinkley LJ. Beneficial effects of high dietary fiber intake in patients with type 2 diabetes mellitus. *N Engl J Med.* 2000;342:1392-1398.

Anderson JW, Zeigler JA, Deakins DA, et al. Metabolic effects of high-carbohydrate, high-fiber diets for insulin-dependent diabetic individuals. *Am J Clin Nutr.* 1991;54:936-943.

Fukagawa NK, Anderson JW, Hageman G, Young VR, Minaker KL. High-carbohydrate, high-fiber diets increase peripheral insulin sensitivity in healthy young and old adults. *Am J Clin Nutr.* 1990;52:524-528.

because gel-forming soluble fibers delay how quickly carbohydrates can be absorbed from the intestine.

Although many of the nutrients listed above may be found on the shelves of health food stores, their true benefits can only be gained by consuming them in their natural state—as part of unprocessed plant-based foods. Results from several clinical trials of dietary supplements have produced disappointing results for conditions like diabetes, despite all of the positive evidence seen when they are consumed regularly in the diet.¹²⁵ This finding is significant, suggesting there really is no substitute for a 90% or more plant-based, nutrient-rich diet.

But a nutrient-rich diet is not only about prevention; it is also an effective treatment for type 2 diabetes. Increasing your consumption of plant foods has been shown to help improve blood glucose levels and increase insulin sensitivity in people with type 2 diabetes (often more than conventional diabetes diet recommendations do). These improvements are generally maintained for at least two to three years and usually result in the reduction of prescription diabetes medication.¹²⁶

In one study assessing the overall impact of very low-fat vegetarian diets on 652 diabetics, University of California researchers found that 39% of patients being treated with insulin were able to stop their insulin after switching to a plant-based diet. For those taking oral diabetes medications, 71% were able to discontinue their treatment.¹²⁷

As you can see, nutrient-rich plant foods are potent diabetes-fighters. By following a 90% or more plant-based, nutrient-rich diet, you will be able to keep your glucose levels within the normal range without relying on medications or insulin that can actually make things worse. And who knows, one day you may even find that your diabetes is gone for good!

Hallfrisch J, Scholfield DJ, Behall KM. Diets containing soluble oat extracts improve glucose and insulin responses of moderately hypercholesterolemic men and women. *Am J Clin Nutr.* 1995;61:379-384.

¹²⁵ Lui S, Ajani U, Chai C, Hennekens C, Buring JE, Manson JE. Long-term β -carotene supplementation and risk of type 2 diabetes mellitus. A randomized controlled trial. *J Am Med Assoc.* 1999;282:1073-1075.

Marchioli R, Schweiger C, Levantesi G, Tavazzi L, Valagussa F. Antioxidant vitamins and prevention of cardiovascular disease: epidemiological and clinical trial data. *Lipids.* 2001;36:53-63S.

¹²⁶ Barnard RJ, Massey MR, Cherny S, O'Brien LT, Pritikin N. Long-term use of a high-complex-carbohydrate, high-fiber, low-fat diet and exercise in the treatment of NIDDM patients. *Diabetes Care.* 1983;6:268-273.

Barnard RJ, Lattimore L, Holly RG, Cherny S, Pritikin N. Response of non-insulin-dependent diabetic patients to an intensive program of diet and exercise. *Diabetes Care.* 1982;5:370-374.

¹²⁷ Barnard RJ, Jung T, Inkeles SB. Diet and exercise in the treatment of NIDDM: the need for early emphasis. *Diabetes Care.* 1994;17:1469-1472.

Success Result #5: Age More Slowly

Slow aging by nourishing your cells with the micronutrients (found only in plants) needed for a properly fueled, fully functioning immune system and other systems.

As Siddhartha Gautama (the Buddha) said: "Every human being is the author of his own health or disease." Whether this story has a happy ending largely depends on your diet.

Disease is not a normal part of aging. Our relatively new unhealthy perspective about aging is the result of our unhealthy lifestyle habits, especially our diets.

Every time you sit down for a meal or grab a snack, you are making choices that will either enhance your health and help prevent disease, or that will contribute to the development of illnesses and speed up the onset of old age.

As we age, a number of negative changes take place in all our body's systems. How quickly these changes occur and how severe they are depends on a number of factors, including life events, illness, genetics, and socioeconomics. However, a number of recent studies have shown that nutrition should be considered the most powerful external factor affecting the aging process.¹²⁸

A healthy diet delays and even prevents many of age-related changes to our body. Most of these changes take place on a cellular level as a result of free-radical damage. Free radicals are destructive byproducts of the millions of chemical reactions that go on in our bodies every day in order to sustain life. They are also produced in response to toxins in our environment, like household chemicals or cigarette smoke.

Because free radicals are made up of unstable oxygen molecules, they ambush healthy cells in order to give themselves more stability. In the process, they damage the cell's DNA, which disrupts the cell's structure as well as its function. Scientists have asserted for decades that this damage by oxygen free radicals is behind much of the deterioration that comes with age, as well as chronic conditions like heart disease and cancer.

However, it is never too late to defend yourself with a 90% or more plant-based, nutrient-rich diet. Plant foods contain more than 4,000 flavonoids and a range of other potent antioxidants, which give them a high Oxygen Radical Absorbance Capacity (ORAC), or a powerful ability to subdue oxygen free radicals. Studies conducted at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University suggest that increasing your intake of fruits and vegetables with a high ORAC (like spinach, strawberries, and blueberries) may help slow the aging process at a cellular level by protecting against free radical damage.

Preventing this damage, and helping maintain the health and integrity of our cells, is key to keeping other age-related deterioration at bay. For example, recent evidence suggests that the memory loss and diminished brain function associated with aging, as well as degenerative disorders like Alzheimer's and Parkinson's disease, may be caused by an increased vulnerability to free radicals. However, having plenty of antioxidant-rich plant foods in the diet has so far been shown to defend

¹²⁸ Yu BP. How diet influences the aging process of the rat. *Proc Soc Exp Biol Med.* 1994;205(2):97-105.

against some loss of long-term memory, learning ability and cognitive function in middle-aged rats.¹²⁹

The powerful flavonoids found in fruits and vegetables may also help reduce damage that has already occurred in Alzheimer's patients and improve cognition. One flavonoid in particular, known as epicatechin (found in cocoa, green tea, wine, and some fruits and vegetables), is believed to be especially adept at protecting brain cells.

The brain cell damage that precedes age-related memory loss and cognitive decline may be caused by more than just the accumulation of free radical damage. Both elevated cholesterol levels and high blood pressure have also been linked to a higher risk of dementia. The delicate arteries within the brain are especially sensitive to elevations in blood pressure, and long-term hypertension (high blood pressure) has the potential to injure these small vessels, impair blood flow and result in damage to or destruction of brain tissue.¹³⁰ Such injury lays the foundation for the development of vascular dementia, Alzheimer's disease, and cognitive impairment.

In people under the age of 40, higher blood pressure is already associated with poorer cognitive performance. If the top number of the blood pressure reading (systolic pressure) continues to be above 140 mmHg, the risk of developing Alzheimer's or other forms of dementia is more than doubled, according to long-term studies lasting for at least 20 years.¹³¹

This means that the typical American diet, with its high levels of fat and salt and low levels of protective antioxidant nutrients, has been inflicting a great deal of damage on the brain's delicate blood supply. This may help explain the findings from the Adventist Health Study, which suggested that increased meat consumption was associated with greater cognitive decline in old age.

Maintaining your blood pressure within healthy limits is an important step toward keeping your brain healthy and functioning at optimal levels as you age. One of the easiest ways to ensure this happens is with a 90% *or more* plant-based, nutrient-rich diet. Beilin *et al.* determined that sticking to a plant-based diet long-term is associated with less of a rise in blood pressure with advancing age and a decreased prevalence of hypertension.¹³²

Success Result #6: Look Younger

Look Younger because you are no longer over-stimulating yourself with substantial amounts of animal and refined foods that speed aging by promoting inflammation, free radical damage, super-fast cellular growth, and exhaustion.

¹²⁹ U.S. Department of Agriculture. Can Foods Forestall Aging? *Agricul Res.* February 1999.

¹³⁰ Kuller LH, Margolis KL, Gaussoin SA, et al., Relationship of hypertension, blood pressure, and blood pressure control with white matter abnormalities in the Women's Health Initiative Memory Study (WHIMS)-MRI trial. *J Clin Hypertens.* 2010;12(3):203-212.

¹³¹ Nagai M, Hoshida S, Kario K. Hypertension and dementia. *Am J Hypertens.* 2010;23(2):116-124.

¹³² Beilin LJ, Armstrong BK, Margetts BM, Rouse IL, Vandongen R. Vegetarian diet and blood pressure. *Nephron.* 1987;47(Suppl 1):37-41.

A 90% or more plant-based, nutrient-rich diet not only keeps you feeling and acting younger; it also helps you look younger. Collagen is the main structural component of the deepest layer of your skin. Although collagen is responsible for your skin's strength, it is incredibly pliable. However, as we age the proteins that make up collagen change shape as a result of free radicals and inflammation. These changes alter the underlying structure of collagen, leading to wrinkles.

There are a number of ways your diet can either promote or prevent the underlying processes that lead to collagen breakdown and the appearance of wrinkles. Foods that contain lots of sugars and refined carbohydrates lead to the production of advanced glycation end products (AGEs) that are associated with damaging inflammation. High-fat foods, especially items like red meat that are high in saturated fats and cholesterol, also promote the inflammatory process that eventually ends with crow's feet and laugh lines.

While significantly cutting down the amount of animal proteins in your diet can help curtail inflammation, as well as the production of free radicals that can prematurely age skin, research also suggests that certain nutrients in plant-based foods can make your face less prone to wrinkle.

- Flavonoids, polyphenols and other antioxidants will help block the chemical reactions that lead to sun damage¹³³
- Linoleic acid, found in vegetable oils helps bolster the skin barrier, which keeps moisture in and irritants out¹³⁴
- Lutein, a phytochemical best known for its role in promoting eye health, may protect your skin from fine lines and crow's feet¹³⁵
- Vitamin C helps build collagen, which reduces skin sagging and wrinkling¹³⁶

A 90% or more plant-based, nutrient-rich diet will give you enviable skin and take years off your appearance. It's the outer manifestation of inner good work and a healthy, high-functioning body.

Success Result #7: Maximize Your Longevity

Maximize Your Longevity so you can live close to or past 100 years of age, using the only method ever proven by science for ALL primates (including humans) to extend life.

People have searched for centuries for the secrets to living a longer, healthier life. Although there may not be a Fountain of Youth or some magic elixir, a 90% or more plant-based, nutrient-rich diet is not only the key to healthier (and better-looking) aging, but also to greater longevity.

Throughout history, populations with a low consumption of meat have had a greater life expectancy.¹³⁷ Specifically, groups like the Hunzakuts, Vilcabamba and mountain dwellers of Turkey

¹³³ Wahlqvist M. Skin wrinkling: Can food make a difference? *J Am Coll Nutr.* 2001;20(1):71-80.

¹³⁴ Birnbaum C. Is your diet good for your skin?
<http://www.cnn.com/2011/HEALTH/01/04/diet.good.for.skin/index.html>. January 4, 2011.

¹³⁵ Evans JA, Johnson EJ. Something new under the sun: Lutein's role in skin health. *Am J Lifest Med.* 2009;3(5):349-352.

¹³⁶ Cosgrove MC, Franco OH, Granger SP, Murray PG, Mayes AE. Dietary nutrient intakes and skin-aging appearance among middle-aged American women, *Am J Clin Nutr.* 2007;85(4):1225-1231.

and Russian Caucasus, who followed a primarily plant-based diet, had life expectancies much greater than 70 years.¹³⁸

Also, during World Wars I and II, food rationing virtually eliminated meat consumption in Scandinavian countries and was accompanied by a significant decline in the mortality rate. This rate then returned to its pre-war level once the restrictions were lifted and meat consumption increased.¹³⁹ Pretty convincing!

More recently, a clinical review of the available literature was published in the *American Journal of Clinical Nutrition* reporting that a very low intake of meat was linked with a significant decrease in a person's risk of death.¹⁴⁰ The study also found that sticking with a plant-based diet for more than 20 years added an extra 3.6 years to a person's life expectancy.

Once again, it's undoubtedly the nutrients and phytochemicals in plant foods that contribute to these increases in lifespan potential—not just what's left out but what's included. Based on studies conducted on everything from rodents to primates, we can see that a *90% or more* plant-based, nutrient-rich diet:¹⁴¹

- Reduces oxidative stress and inflammation
- Suppresses the genetic changes associated with aging

¹³⁸McCarrison R. The relationship of diet to physical efficiency of Indian races. *Practitioner* (London). 1925;90-100.

Mazess RB. Health and longevity in Vilcabamba, Ecuador. *J Am Med Assoc*. 1978;240:1781.

Beller S, Palmore E. Longevity in Turkey. *Gerontologist*. 1974;14:373-376.

Sachuk NN. A mass social-hygienic investigation of a very old population in various areas of the Soviet Union: program, procedure, results. *J Gerontol*. 1970;25:256-261.

Chebotaryov DF, Sachuk NN. Sociomedical examination of longevous people in the USSR. *J Gerontol*. 1964;19:435-440.

¹³⁹Hindhede M. The effect of food restriction during war on mortality in Copenhagen. *J Am Med Assoc*. 1920;76:381-382.

Friderica LS. Nutritional investigations in Denmark during the War, 1939-1945. *Proc Nutr Soc*. 1947;5:255-259.

Tikka J. Conditions and research into human nutrition in Finland during the war years. *Proc Nutr Soc*. 1947;5:260-263.

Hansen OG. Food conditions in Norway during the war, 1939-1945. *Proc Nutr Soc*. 1947;5:263-270.

Bang HO, Dyerberg J. Personal reflections on the incidence of ischemic heart disease in Oslo during the Second World War. *Acta Med Scand*. 1981;210:245-248.

Abramson E. Nutrition and nutritional research in Sweden in the years of the war, 1939-1945. *Proc Nutr Soc*. 1947;5:271-276.

¹⁴⁰Singh PN, Sabaté J, Fraser GE. Does low meat consumption increase life expectancy in humans? *Am J Clin Nutr*. 2003;78(Suppl):526S-532S.

¹⁴¹Fuhrman J. *Eat To Live: The Revolutionary Formula for Fast and Sustained Weight Loss*. New York, NY: Little, Brown and Company, 2003.

- Promotes cellular repair
- Inhibits the production of compounds that alter the structure of collagen
- Enhances energy-conservation mechanisms, including lowering body temperature
- Slows metabolic rate

A slowed metabolic rate can maximize your longevity potential. According to the metabolic theory of aging, the more energy your body expends, the shorter your life will be. This theory compares the way the human body works to a machine—if it is forced to work too hard and too fast, it will wear out and break down more quickly. Essentially, by living "fast," you'll die young.

The best way to enhance longevity then, nutritionally speaking, (there are other ways) is to reduce your calorie intake, while still meeting your body's nutrient needs. This will significantly reduce its daily energy demands. This reduction in metabolic rate that accompanies what some call caloric restriction has been consistently shown to prolong maximal lifespan up to 60% in a variety of species.¹⁴²

This isn't a change in the philosophy you are learning here; a reduction of calories as compared to the amounts consumed in the Standard American Diet is very easy to do when you consider the average person may be eating 500, 1000 or several thousand more calories than they need every day. Even in calorie restriction circles (CR) a reduced-calorie diet may be 1600 to over 2000 calories. So calorie restriction is a term that is often misinterpreted.

Remember these are "nutrient rich" calories were talking about so that is a lot of food. Eating a diet that is high in nutrients and appropriate in as many calories as you need, not more, can help you achieve the same results without the harmful effects that accompany common dieting practices that resort to unnatural deprivation (not including Intermittent fasting or periodic acute fasting which you will learn a great deal about in *Lose Weight the Nutrient Rich Way*), and the elimination of whole nutrient categories to lose weight only which is not longevity favorable.

The key to greater longevity may not just be cutting calories, though. Research has shown that limiting animal proteins may be important as well. A recent review of aging experiments conducted in mice and rats showed that restricting protein increased lifespan in 16 of the 18 trials.¹⁴³ According to the researchers, a decreased protein intake can explain about 30-50% of the increase in longevity described by these studies.

While there have been few studies directly addressing the link between nutrient density and lifespan in humans, the life-extending benefits of a 90% or more plant-based, nutrient-rich diet is clearly demonstrated by the people of rural Okinawa, a group of islands that make up the southernmost district of Japan. Okinawans have traditionally considered green leafy vegetables, yellow root vegetables (like sweet potatoes) and soy as dietary staples, occasionally supplementing

¹⁴² Fontana L. The scientific basis of caloric restriction leading to longer life. *Curr Opin Gastroenterol.* 2009;25(2):144-150.

¹⁴³ Richie JP, Jr, Leutzinger Y, Parthasarathy S, Malloy V, Orentreich N, Zimmerman JA. Methionine restriction increases blood glutathione and longevity in F344 rats. *FASEB J.* 1994;8:1302-1307.

their protein intake with small amounts of fish and meat.¹⁴⁴ According to a number of nutritional studies, this predominantly plant-based diet provides all of the nutrients the people need and is particularly high in antioxidant vitamins.¹⁴⁵

Besides eating a 90% or more plant-based, nutrient-rich diet, the people of Okinawa also follow the advice of their ancestors: "Eat until you are 80% full" (or hara hachi-bu). The result of these traditional practices is that Okinawans tend to eat fewer calories, much like the calorie-restricted diets used in longevity studies. And they produce strikingly similar results.

When compared to Japanese and U.S. populations, the average and maximum lifespan of people following a traditional Okinawan diet is significantly higher. The incidence of cardiovascular disease and cancer has also been shown to be extremely low in Okinawans compared to age-matched Japanese and American adults.¹⁴⁶ Thus, not only do people in Okinawa live longer; they also have many more healthy years ahead of them when they reach old age than people living in the U.S. or other areas of Japan.

Culture	Average lifespan	Healthy Life Expectancy
Okinawan	83.8 years	104.9 years
Japanese	82.3 years	101.1 years
American	78.9 years	101.3 years

¹⁴⁴ Willcox DC, Willcox BJ, Todoriki H, Curb JD, Suzuki M. Caloric restriction and human longevity: what can we learn from the Okinawans? *Biogerontology*. 2006;7:173-177.

¹⁴⁵ Sho H. History and characteristics of Okinawan longevity food. *Asia Pac J Clin Nutr*. 2001;10:159-164.

Suzuki M, Willcox BJ, Willcox DC. Implications from and for food cultures for cardiovascular disease: longevity. *Asia Pac J Clin Nutr*. 2001;10:165-171.

Todoriki H, Willcox DC, Willcox BJ. The effects of post-war dietary change on longevity and health in Okinawa. *Okinawa J Amer Studies*. 2004;1:52-61.

Willcox DC. Okinawan longevity: where do we go from here? *Nutr Diet*. 2005;8:9-17.

¹⁴⁶ Suzuki M, Willcox BJ, Willcox DC. Implications from and for food cultures for cardiovascular disease: longevity. *Asia Pac J Clin Nutr*. 2001;10:165-171.

Kagawa Y. Impact of westernization on the nutrition of Japanese: changes in physique, cancer, longevity and centenarians. *Prev Med*. 1978;7:205-217.

How Many of the Success Results Do You Want?

The answer will determine how close you get to eating *90% or more* plant-based Nutrient Rich®. It will tell you just how precisely you need to optimize your food intake. The closer you get to 90%, obviously, the closer you'll get to all seven results.

Keep in mind that your eating-style is only part of your *lifestyle*. Once you make the *Switch to Rich*, we will introduce the *resilient living formula* that we call a Performance Lifestyle®. While eating up to *90% or more* plant-based Nutrient Rich® **will** get you seven of the success results, a total Performance Lifestyle® will maintain those results at the highest possible levels.

There are 12 fundamental lifestyle skills that produce lifestyle mastery. Still, the most influential one is how you eat, which is why we start here and devote so much time to getting it right. Achieve true healthy eating and you'll be thinking and living better than you have ever imagined.

Building a Nutrient Rich Body

I'm going to share a metaphor with you. It's the parallel between nutrition and construction.

Nutrition is to your body what construction is to a building. It's a process.

Nutrition is not just food, it is a *process*. The seven success results, if you look closely, outline a process—the core process of nutrition. And it's a complete process, and thus a recipe for success.

Check it out: 1) Detoxify your body so you can 2) lose weight naturally, 3) dramatically improve your health and 4) reverse any, if not most lifestyle-induced diseases you may have. When you do, you will 5) age slower, 6) look younger and 7) live longer.

When we eat healthy (by nutrient-rich standards) that process happens soundly, and you live to your potential. You are built right.

Think about the process of building up your body in a way that is similar to what you see when you watch a building being built. It's a process of providing the right materials, while removing waste and trash (because if you don't, problems begin to emerge as clutter builds up and operations of the project go awry). You also care for and maintain a building with the correct procedures, because without up keep, even well-built structures will fall into disrepair.

Are you ready to start the process and join us in building a supremely healthy body—and a revolution in eating?

Remember my objective in this book is to inspire you to make the wholehearted decision to *Switch to Rich*.

If you are ready to *make the switch*, **Part V** is coming up to put the rubber on the road and the steering directly in your hands—you can go for it and know exactly how.

But if not, **Part IV** of *Switch to Rich* (next) will offer even more convincing support. The solid nutritional science supporting this common-sense way to eat will show you that what you're about to switch is not only sound but *the healthiest and most effective way of eating you'll ever find*.

So let's put the last piece of context into place before we put this into action. You've been introduced in this section to a taste of the science; now let's review it in full, answer some of your biggest questions, and dispel and lingering doubts.

PART IV:
The Science Is
In

Standing on the Shoulders of Nutritional Giants

You may have heard of the book *The China Study—The Most Comprehensive Study of Nutrition Ever Conducted, with Startling Implications for Diet, Weight Loss and Long-Term Health*, by T. Colin Campbell, PhD. I have mentioned it few times in this book so far.

For more than 40 years, T. Colin Campbell has been at the forefront of nutrition research. His legacy, *The China Study*, is the most comprehensive study of health and nutrition ever conducted.

Dr Campbell is the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University and Project Director of the China-Oxford-Cornell Diet and Health Project. The study was the culmination of a 20-year partnership of Cornell University, Oxford University and the Chinese Academy of Preventive Medicine.

What did the study find? That eating a *90% or more* plant-based nutrient-rich foods, with less than 10% of calories from animal products and refined foods (if any) results in optimal health with a very low risk of developing disease.

I worked with the authors to write an abstract called *The Top 12 Findings of the China Study*, which you can read at NutrientRich.com. These findings are very compelling.

You may have also heard of *Eat to Live* by Joel Fuhrman, M.D., which further explains the science behind why a high-nutrient diet is essential for a healthy life. Dr. Fuhrman's research and patient outcomes have proven that a diet rich in micronutrients can prevent or even reverse chronic health conditions, including obesity, diabetes, and heart disease, as well as prevent or slow the progression of cancer.

Dr. Fuhrman developed the Aggregate Nutrient Density Index (ANDI) to calculate the nutrient density of various foods. (You may see the ANDI scores of many foods listed on placards in the produce section of your local grocery stores, including at major sellers like Whole Foods and Trader Joes.) He developed the concept of “toxic hunger” as the major promoter of obesity, revealing that unhealthy foods in the Standard American Diet are physiologically addictive and produce withdrawal symptoms which are mistaken for hunger and drive overeating behavior.

Dr. Fuhrman also further reinforced that 90% of the daily diet should comprised of nutrient-rich plant foods with health-promoting fiber, micronutrients and phytochemicals.

I've had the opportunity to work with Dr. Fuhrman, and have been a protégé of his for more than 20 years. There are many reasons why he is at the forefront of nutritional leadership today. It's not just because of impressive science, and thousands of patients who have improved their health and

reversed their diseases. It's because his nutritional recommendations are based on the concept of nutrient density, which is the cornerstone of nutrition and just makes sense!

“Eat to Live” is “The Gold Standard of Healthy Eating”, and I consider it a must-read.

There are also countless other contributions and books written by esteemed professionals in nutrition and lifestyle medicine who have influenced the message you are reading here. Many of them are part of the [Lifestyle Health and Science Advisory Panel](#) at NutrientRich.com.

Count on Independent Research, Not the Government

If our government came out and wholeheartedly backed nutrient-rich healthy eating, it would be disastrous for all the old-line businesses that promote nutrient-poor eating and, inadvertently, disease. There is an entire industrial complex that depends on nutrient-poor eating patterns and the problems they cause. This is one of the reasons you haven't learned of this eating style sooner.

If the only motive were efficacy, and no mega business was involved, our government would be jumping on the findings in these books and recommending that everyone follow them as a way to improve the quality of life for all Americans and people around the world. Yet even though nutrient-rich healthy eating is overwhelmingly backed by impressive science, the USDA still touts a modified version of the old food pyramid. No matter what the government says, it's not nutrient rich. The only thing rich about the food pyramid is the corporate industry backing each segment of it.

Always check sources carefully when evaluating information. The sources for the science in this section and throughout the book are esteemed professionals with interest in what works for people—not meat, dairy and refined-food empires looking to justify their products.

The Science of Plants: How they Work to Make *Us* Work



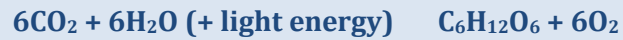
Photosynthesis: Something from (almost) nothing!

Contrary to what you have probably learned or assumed before, nearly all nutrients come from plants—more specifically, from a process called photosynthesis.

From the [Greek](#) φῶτο- [*photo-*], "light," and σύνθεσις [*synthesis*], "putting together," or "composition," photosynthesis is used by plants and other organisms (such as some algae) to convert the light energy captured from the sun into chemical energy that can be used to fuel the organism's activities.

Photosynthesis converts sunlight plus carbon dioxide (CO₂) and water (H₂O) into sugar (C₆H₁₂O₆) and oxygen (O₂). There are two phases—the light phase, where sunlight is converted to chemical energy in the form of Adenosine TriPhosphate (ATP); and the dark phase, where that ATP is used (via the [Calvin Cycle](#)) to convert the CO₂ and water into sugar and O₂.

The overall reaction is written as:



All living cells in turn use fuels derived from glucose. They also oxidize the hydrogen and carbon to release the energy, and reform the water and carbon dioxide in the process (cellular respiration).

Photosynthesis is the most fundamental of life processes—arguably the most important process on the planet. (That’s why is inspired the Nutrient Rich[®] logo),

This system would make most engineers jealous because it is nearly 100% efficient; the transfer of energy is nearly instantaneous because of quantum coherenceⁱⁱ. In simplest terms, the energy waves from the sun “overlap” and allow reactions to occur simultaneously, rather than in a step-by-step process.

I know that may not mean much to you at this time, but for over 99% of their time on this planet, humans have eaten a mainly plant-based diet derived directly from the energy of the sun and the process of photosynthesis.

Plants form the basis of the food chain and provide all the necessary nutrients not only for life, but for health and vitality as well. In other words, plants are nutrient rich or nutrient dense—and since you can get virtually all you need from the world of plants, why go anywhere else?

Everything Your Body Needs: The Nutritional Adequacy of Plant-Based Diets

Given the facts, the history, the science, and the evidence, the nutritional adequacy of plant-based diets shouldn’t even be called into question. If anything, we should be questioning the nutritional adequacy of the Standard American Diet, weight loss-*only* diets and half-baked “healthier” diets.

On the one hand, it blows my mind when people question whether they will be adequately nourished when *making the switch* to a Nutrient Rich[®] healthy eating style—when they are currently eating nutrient-poor and suffering its many ill effects.

But we know why this skepticism is:

- We have all been brought up on animal-based diets, in a culture where the “need” for protein and calcium from animals (one of the biggest scams ever perpetrated on the human race), has been drilled into our skulls from birth.
- Whole mega-billion-dollar industries depend on your continued enslavement to these beliefs.
- When we *switch* and make the *nutrition transition*, it may not feel good right away, for all the physical and psychological reasons we’ve covered in previous sections. Without support and information, we misinterpret this as a nutritional problem.

The natural change process; limited knowledge; lack of support; detox; and the vested interest so many of us have in the status quo—emotionally, physiologically, intellectually, and financially—all feed these ironic questions about plant-based eating.

That is why I’ve so painstakingly laid out the five sections of this book to provide deep and full context, information, data, and encouragement—including all the some of the most influential and recognized supporting science and sense to jar you out of knee-jerk nutrient-poor assumptions and brainwashing, and into awareness.

Sometimes it seems as if we would rather be ignorant, believe in magic, and all make money never solving the problem, while we drive people off a cliff. However, I do what I do because I believe in the ultimate power of awareness. I believe that people like you really want to wake up, to learn, to change, to do what works— to look, feel and be better.

My goal is to help you do that. If this is your goal as well, you are finding everything you need right here to validate the superiority of a plant-based nutrient-rich diet.

90% vs. 100% Plant-Based: The Science and the Reality

Many people—vegans, vegetarians, and those new to healthy eating alike—wonder why *90%* and not *100%*. As I’ve said elsewhere, the *90%* is actually based on very specific and clear research showing that as the tipping point for health and longevity result. Plus, I approach eating from a performance lifestyle point of view, not a moral one. I’m thrilled that this way of eating happens to support the planet (it’s a win-win for all) and I think it’s a vitally important consideration. Personally, I like for my choices to ethically be aligned with what’s best for the whole—the plant, and others, including animal, not just me, the way it used to be when I was a bodybuilder.

However, I'm not "selling" that here because it's not what *this* book is about. This is about learning to eat plant-based Nutrient-Rich® so you can have the health, longevity, natural weight loss, appearance and performance you've dreamed of and probably been denied by nutrient-poor diets.

If you want to go all the way to 100%, you can, but you don't *have* to. Eating only 10% (or less) of your diet from animal and refined foods, you can still get all seven success results. At least 90% plant-based Nutrient Rich® will give you what you need. And 90% plant-based *will* be a boon to the planet the more people do it (especially compared to the 90% nutrient-poor most people rely on now!)

Doing *something* for the planet is better than doing *nothing*, and in this case, 90% is a big something—such a radical shift toward what's best for the planet that it's silly to split hairs. It's not perfect, but it's darn near perfect, enough to make a radical difference. Critics who claim 90% is not enough should consider that the perfect is the enemy of the good. If you can't get to 100%, isn't it better on every level to just stick with 90% if a person chooses to consume a mere 10% nutrient-poor animal and refined foods, or is it better to go back to the way most people eat today which is nonsensical.

In his groundbreaking book *Diet for a New America*, John Robbins said "that no one would go hungry in the world if people would simply cut their animal product consumption by only 10% less than they were already eating.¹⁴⁷" Only 10% less animal foods and no one would go hungry? (Keep in mind, that's just 10% less than the current intake. If that would help so much, imagine what would happen if people consumed 10% or less of their total dietary intake from animal products and refined foods? The world would be almost unrecognizable. That possibility gets me out of bed in the morning!

The final reason I don't insist on 100%, even though I myself do it today (I didn't always), is that not everyone feels optimal eating 100% plant-based, especially at first, for many reasons both physical and psychological. We discussed this already on pages 96-98, and will cover it in more detail now.

After observing and investigating this particular "failure to thrive at 100% plant-based" phenomenon for many years (and experiencing it myself in the early days of my own transition); in 2011, I asked Dr. Michael Klaper for his opinion about why people have difficulty going 100% plant-based on a vegan diet. Dr. Klaper is a leading medical doctor who specializes in the vegan community.

My question and our discussion led to an exclusive report called *The Failure to Thrive: Speculations on the Nutritional Adequacy of 100% Plant-Based Diets*, from which I will now quote extensively because it addresses this issue so clearly and fully.

Here is an excerpt of what Dr. Klaper said:

¹⁴⁷ Robbins J. *Diet for a New America*. Tiburon, CA: HJ Kramer Inc; 1987.

I have been a practicing physician for almost 40 years, with post-graduate training in internal medicine, surgery, anesthesiology, and obstetrics, and a strong, career-long interest in applied nutrition. Over the years, I have seen the beneficial effects of a plant-based diet—specifically, a 100% whole-foods (vegan) diet as a specific therapy for so many of the chronic, degenerative diseases that plague modern Western society: high blood pressure ¹⁴⁸, obesity ¹⁴⁹, Type II (“adult-onset”) diabetes ¹⁵⁰, prostate cancer, ¹⁵¹ and many inflammatory and auto-immune diseases such as rheumatoid arthritis ¹⁵² and asthma ¹⁵³.

With its abundant phytonutrients (phytochemicals) and fiber, and minimal amounts of saturated fats and inflammation-inciting proteins such as casein and lactalbumin, a vegan diet is a powerful therapeutic tool for arresting and even reversing many of these feared disease states.

With its smaller ecological footprint and lack of cruelty to animals, it is no wonder that many people around the world are adopting a purely plant-based dietary style. Indeed, many ecologists are now advocating a plant-based dietary style as a key component in arresting global warming and feeding Earth’s burgeoning human population, sustainably, in the decades to come.

I have had the opportunity to observe many people who have adopted and maintained a vegan diet for 20 years, or more. Many of these people are thriving on diets comprised of 100% unrefined plant foods: a wide variety of whole green and colored vegetables, legumes, fruits,

¹⁴⁸ [J Am Diet Assoc](#). 2009 Jul;109(7):1266-82.

¹⁴⁹ [Am J Clin Nutr](#). 2010 May;91(5):1525S-1529S. Epub 2010 Mar 17. Vegetarian diets and childhood obesity prevention.

¹⁵⁰ [Curr Diab Rep](#). 2010 Apr;10(2):152-8. Usefulness of Vegetarian and Vegan diets for treating type 2 diabetes. [Trapp CB](#), [Barnard ND](#).

¹⁵¹ [J Am Diet Assoc](#). 2008 Feb;108(2):347-56. A very-low-fat Vegan diet increases intake of protective dietary factors and decreases intake of pathogenic dietary factors. [Dewell A](#), [Weidner G](#), [Sumner MD](#), [Chi CS](#), [Ornish D](#). Stanford Prevention Research Center, Stanford University School of Medicine, Stanford, CA, USA.

¹⁵² [Arthritis Res Ther](#). 2008;10(2):R34. Epub 2008 Mar 18. **Gluten-free Vegan diet induces decreased LDL and oxidized LDL levels and raised atheroprotective natural antibodies against phosphorylcholine in patients with rheumatoid arthritis: a randomized study.**

[Elkan AC](#), [Sjöberg B](#), [Kolsrud B](#), [Ringertz B](#), [Hafström J](#), [Frostedgård J](#). Rheumatology Unit, Karolinska Institutet at Karolinska University Hospital Huddinge, 141 86 Stockholm, Sweden. ann-charlotte.elkan@ki.se

[Br J Rheumatol](#). 1994 Jul;33(7):638-43. **Changes of faecal flora in rheumatoid arthritis during fasting and one-year Vegetarian diet.** [Peltonen R](#), [Kjeldsen-Kragh J](#), [Haugen M](#), [Tuominen J](#), [Toivanen P](#), [Førre O](#), [Eerola E](#). Department of Medical Microbiology, University of Turku, Finland.

¹⁵³ [Asthma](#). 1985;22(1):45-55. Vegan regimen with reduced medication in the treatment of bronchial asthma. [Lindahl O](#), [Lindwall L](#), [Spångberg A](#), [Stenram A](#), [Ockerman PA](#).

nuts and seeds, and whole grains. The science seems to validate this, since, upon nutritional analysis, all the nutrients—amino acids, vitamins, minerals, and essential fats—can be found within a broad-based, unprocessed, vegan diet.

With a source of supplemental vitamin B-12 (produced by microorganisms) to compensate for the losses of intake from previous natural sources, like water from open streams and wells and unwashed vegetables, these people demonstrate that a vegan diet is the best dietary style for them, and I have no reason to dispute their claim. To me, their apparent vitality and lack of disease states are powerful validations of a whole-food, plant-based diet as a nutrient-rich “fuel mixture” to nourish the human body.

However, despite the theoretical nutritional adequacy of a completely vegan diet, not everyone who attempts to nourish themselves without consuming animal products seems to do so successfully. After months or years on a vegan diet, but without knowledge of some basic nutritional principles, people can find themselves lacking in vitality and muscular strength. Sometimes they have physical signs, such as dry skin, cracking fingernails, and lack of muscle mass.

Many of these people have consulted me over the years, seeking guidance in optimizing their vegan diets. In many cases, the cause is obvious: their diet revolves around devitalized, overly-processed foods, such as veggie-burgers, soymilk, and non-dairy cheeses, yogurts, and “ice creams.” Such synthetic foods are nutrient-poor and excessively high in sugar and sodium, while lacking fiber and the phytonutrients that whole, unprocessed, nutrient-rich fruits, vegetables and legumes, whole grains, nuts and seeds provide.

Many of these people soon find themselves thriving when they eliminate the lifeless “junk foods” and transition to a truly health-supporting vegan diet, such as described in *Becoming Vegan* by Vesanto Melina, R.D.¹⁵⁴ ; *Preventing and Reversing Heart Disease* by Caldwell Esselstyn, M.D.; and *Eat to Live*, by Joel Fuhrman M.D.

For others, detecting and correcting deficiencies in trace minerals or omega-3 fatty acids can provide the “missing link” that allows them to achieve the good health and vitality that they seek. The balance of omega-3 to omega-6 fats can be determined with a drop of blood on a card.¹⁵⁵ If a deficiency of omega-3 fats is found, increasing intake of walnuts, flax, and green vegetables is indicated; and if necessary, supplementation with 300 mg of algae-derived DHA daily helps.

¹⁵⁴ *Becoming Vegan* by Vesanto Melina, R.D www.nutrispeak.com.

¹⁵⁵ Fatty Acid Profile “Blood Spot.” Metametrix Clinical Laboratory 3425 Corporate Way, Duluth, GA 30096 USA. (800) 221-4640

Other supplements to consider if a non-thriving vegan person wishes to keep the diet completely plant-based:

- Multi-vitamin/mineral supplement to assure adequacy of minerals like selenium, manganese, iodine and zinc
- Supplemental taurine and carnitine and/or creatine (amino-acid-based supplements available at natural food stores)
- Supplemental DHEA *after patient has salivary cortisol and DHEA levels measured.* ¹⁵⁶
(Amounts will be considered later.)

Yet, despite these counseling successes, I am aware that there is a significant population of long-term vegans who, despite their best efforts—and mine—to optimize their vegan diets, still remain pale and underweight, unable to achieve the robust health they seek. When, out of frustration with years of trying to overcome their nutritional challenges with various supplements and vegan food regimens, a number of them reluctantly but finally reverted to adding some meat or eggs back into their diets, they often achieved significant benefits—sometimes with dramatic results. Increased energy levels and muscle mass gains became evident in many of them.

These people are nutritional enigmas to me and have made me theorize about what factors may be at work to prevent achieving nutritional goals on a vegan diet—and I present my speculations in the sections that follow:

However, before I present my ideas about possible mechanisms that may explain the “vegan failure-to-thrive syndrome” I must assert that the problem ultimately lies with my lack of nutritional understanding, rather than an inherent lack of nutritional adequacy in a well-planned, whole-foods vegan diet. I am a general practitioner in private practice, not a nutritional biochemist. I feel strongly, that with proper scientific study and clinical application, a 100% plant-based diet can be made to meet virtually every person’s nutritional needs—if we but knew enough about human physiology and nutrition.

It is a source of great dismay to me that in the United States, the highly-esteemed, federally-funded National Institutes of Health consists of 27 separate institutes, like the National Cancer Institute, the National Eye Institute, and the National Heart, Lung and Blood Institute—yet not ONE of the Institutes has the word “Nutrition” in its name. If this country were really serious about improving the health of its citizens, there would certainly be a National Institute of Nutrition as part of the N.I.H.—and within it would be a “Division of Vegan Studies,” where

¹⁵⁶ Genova Diagnostics. 63 Zillicoa Street, Asheville, NC 28803, USA.
http://www.gdx.uk.net/index.php?option=com_content&task=view&id=29&Itemid=52

plant-based diets and their effects upon human health and disease would indeed be studied with the technological resources and scientific rigor that they deserve.

Volunteers would be brought into the Institute and fed controlled plant-based diets for prolonged periods of time and have many parameters measured, including blood tests and metabolic balance studies. Much can be learned by examining tissue obtained through “skinny-needle” biopsies of muscle and fat to see what actually happens during long-term adherence to a vegan diet among people of various ages, races and body types.

I am sure that with this kind of proper scientific study, the riddle of the “vegan failure-to-thrive syndrome” would be solved. With computer analysis of a drop of blood, a nourishing, health-enhancing, completely plant-based diet could be optimized for each individual.

However, until that golden age of nutritional research and understanding dawns, solo practitioners like me, who slog away “at the coalface” of applied nutrition must rely on only the biochemistry learned in medical school, post-graduate training, and the clinical experience gained through many years of empirical practice to help our non-thriving vegan patients. It is from this island of nutritional observation and speculation that I offer some possible mechanisms that may underlie this problem, as well as possible strategies to overcome them—while trying to do the least harm to people, animals and the planet.

So, why might a seemingly-adequate plant-based diet comprised of 100% unrefined plant foods appear to be less than optimal in a given individual? Rather than an inherent deficiency of nutrients necessary to fuel *homo sapiens'* body, the origins *may* lie in the early years of development of our individual digestive systems.

Like all other organs in our body, our gastrointestinal system is undoubtedly influenced by how we treat those tissues in our earliest years. When considering the gastrointestinal system, of course, it is the food we eat that exerts the greatest influence upon the developing tissues that digest and absorb our nutrients. Specifically, the food we present to the surface of the intestinal membranes, which then absorbs those nutrients and sends them to the liver, may be a deciding factor in the developing structure and function of those organs.

Specifically, if a person grows up eating the “Standard American Diet” based on meat and dairy products, the food stream that is repeatedly slathered over the 26 feet of intestinal membranes has some specific characteristics—it is high in fat, high in protein, high in cholesterol, low in fiber and complex carbohydrates, and is rich in easily-absorbed minerals like zinc and magnesium. It also contains substantial quantities of pre-formed, animal-derived nutrients, like carnitine and creatine, needed for energy metabolism and muscle function.

If this is the food stream that is continually applied to the intestinal surface membranes, day after day, month after month, throughout childhood, the membranes will adapt appropriately:

- The mucus that the intestinal membrane secretes on its surface—and through which all nutrients must pass to be absorbed—will be optimized for absorbing fats, cholesterol, and minerals from the fiber-less, fast-food slurry that is presented to it.
- The enzymes in the intestinal cells—responsible for the absorption of amino acids, minerals, vitamins and other essential substances into the bloodstream—become the most efficient for absorbing those nutrients from a high-fat, low-fiber food stream.
- The enzymes in the liver cells are induced to create the optimal balance needed to best metabolize that “animal-rich” nutrient mixture in the bloodstream.

It is not difficult to visualize that if a person eats this “Standard American Diet” (SAD) throughout his or her childhood, adolescence and young adulthood—usually for decades—the digestive system may “set” in the mode that is most efficient for digesting and absorbing the above-named nutrients from the highly-processed, high-fat, low-fiber food stream.

With a daily diet that is over-the-top in calories, fats, protein—and an absorption system that has adapted to become highly efficient at absorbing those dense energy sources—the SAD-diet eaters often become overweight, and then ill with a host of blood vessel and obesity-related diseases.

If, at the age of 20, 30, 40, or later, the person reads a book, attends a lecture, sees a program, or meets a person who extols the virtues of a vegan or vegetarian diet, the individual may decide that he or she also wants to nourish him- or herself on completely plant-based foods. In adopting a “healthy” vegan regimen, based upon unprocessed grains, legumes, fruits, vegetables, nuts and seeds, this person is effectively doing a near 180-degree reversal on many of the major qualities of their previously-eaten food stream, which was in many cases up to 90% or more nutrient-poor foods:

- Instead of being high in fat, it is now low in fat.
- Instead of being high of protein, it is lower in protein.
- Instead of being low in complex carbohydrates, it is now high in complex carbohydrates.
- Instead of easily absorbed minerals, the zinc and magnesium are firmly bound to plant fiber.
- Very importantly, animal-associated molecules like omega-3 fats,¹⁵⁷ carnitine, and creatine, needed for energy metabolism and muscle function respectively, which used to come into the body pre-formed with meat products, are now suddenly absent. Consequently, the liver,

¹⁵⁷ [Ann Nutr Metab](#). 2008;52(1):37-47. Epub 2008 Feb 28. Very low n-3 long-chain polyunsaturated fatty acid status in Austrian Vegetarians and Vegans. [Kornsteiner M](#), [Singer I](#), [Elmadfa I](#). Department of Nutritional Sciences, Faculty of Life Sciences, University of Vienna, Vienna, Austria.

muscles and other tissues must now “gear up” enzymes and metabolic co-factors to synthesize all these substances on their own.

In doing so, it *MAY* be that, after 30+ years of not having to synthesize these molecules, the liver, muscles and other organs may be unable to adequately create these substances in the quantities required for that individual to experience optimal function of all organs. As a result, the body’s vital tissues may find themselves functioning with sub-optimal amounts of particular nutrients. This could theoretically result in lower muscle mass and/or suboptimal function.

Similarly, the mineral atoms, like zinc, copper, magnesium, essential for enzyme function and so on, which were so easily absorbed from meats and eggs, must now be wrestled away from the plant fibers to which they are firmly attached. Remember, the old adage “you are what you eat” is not exactly true. In actuality, you are what you **ABSORB**—and it is unfortunately easier to absorb zinc and magnesium from a piece of steak than it is from a piece of kale.

This places upon plant-eaters the responsibility to do all they can to assure more efficient mineral absorption—namely, to chew each mouthful of kale or broccoli to a puree before swallowing, in order to rupture the cellulose membranes that surround each cell and thus liberate the contained nutrients for absorption.

In this high-pressure modern world, where, it seems, we all have a plane to catch or a meeting to attend, we throw down our meals with a couple of desultory chews, and much of the minerals we eat in the plant foods may pass through our digestive tract without ever making it into our bloodstream.

Another factor that conspires to further reduce mineral absorption: the high-fiber quality of a plant-based diet. While excellent for bowel health and weight loss, plant fiber and phytates (which also have health-promoting properties) not only hold the minerals in tight bondage, but hurries the food mass through the intestinal tract. This is great for regularity, but not so great for mineral absorption—especially for zinc and magnesium.¹⁵⁸

As the food mass is pushed quickly through the intestines, there is less physical time for mineral absorption to occur. The net effect works against good mineral balance, and it may be that people who eat mostly raw plant foods—especially if they do not chew their food sufficiently – may draw down upon the minerals in their cells. As the years go by, they may be faced with sub-optimal levels of the tissue minerals required to make essential enzyme reactions function optimally—possibly leading to fatigue and sub-optimal physical performance.

¹⁵⁸ [Am J Clin Nutr](#). 2009 May;89(5):1627S-1633S. Epub 2009 Mar 11. Health effects of Vegan diets. [Craig WJ](#). Department of Nutrition and Wellness, Andrews University, Berrien Springs, MI, USA.

To sum up, the mechanisms that *MAY* be contributing factors as to why some people fail to thrive on a purely vegan diet:

- POSSIBLE sub-optimal mineral absorption and utilization due to phytate binding and rapid intestinal transit time, resulting in sub-optimal tissue enzyme function.

* Note this is not considered as significant an issue as it once was, since only approximately 30% of only certain minerals are affected by this from certain foods. And it is solved by simply eating a little more of those foods, a variety of foods where such phytates are not involved, and mineral absorption enhancers such as garlic and onions according to NutritionFacts.org Researcher Michael Greger MD¹⁵⁹

- POSSIBLE insufficient synthesis of long-chain omega-3 fatty acids, carnitine, creatine and other nutrients that previously were consumed pre-formed in animal products. Studies shows that vegetarians have lower levels of carnitine and omega-3 fats in their blood and tissues. ¹⁶⁰

These functional deficiencies would also explain why, when these people re-introduce even small amounts of flesh foods – with their readily absorbable minerals, and pre-formed carnitine, etc. —into their diets, they rapidly feel improvement in their strength and well-being.

This places a physician like me in a difficult position. I am a practicing clinician who wants to see all of my patients thrive with abundant energy, good health and freedom from disease. I am also a long-time vegan, mostly out of a desire to reduce the violence and death in the world for which I am responsible—including the death of animals consumed for food. It transgresses deeply-held beliefs for me to condone or recommend consumption of flesh foods, knowing that I am possibly sanctioning the death of innocent animals.

So, what is a reasonable path through this physiologic and ethical thicket?

First, I would strongly urge that anyone who wants to maintain a 100% plant-based (vegan diet) do all they can to optimize consumption and absorption of the nutrients they require:

¹⁵⁹ <http://nutritionfacts.org/video/new-mineral-absorption-enhancers-found/>

¹⁶⁰ [Vegetarians have a reduced skeletal muscle carnitine transport capacity](#). Stephens FB, Kanagaraj M, Cheng Y, Patel N, Constantin D, Simpson EJ, Greenhaff PL.

Am J Clin Nutr. 2011 Jul 13. [Am J Clin Nutr](#). 1989 Aug; 50(2):301-6. Carnitine status of lacto ovo Vegetarians and strict Vegetarian adults and children [Lombard KA](#), [Olson AL](#), [Nelson SE](#), [Rebouche CJ](#).

1 Eat a WIDE variety of plant-foods, especially green and yellow vegetables, fresh fruits, cooked legumes, and raw nuts and seeds. Eat large green salads frequently, sprinkled with pumpkin seeds for their zinc and with walnuts for the omega-3 fats.

2. Whatever food is eaten, place a forkful into your mouth, then put the fork down and CHEW THE FOOD TO A PUREE before you swallow it.

This allows you to savor the food (which is, after all, the reason you are eating it in the first place) and, very importantly, to break up the plant-fiber to increase mineral absorption.

3. Include vegetables soups, stews, and blended salads in your diet on a regular basis to increase mineral absorption.

4. AVOID refined foods—especially refined carbohydrates like pastries, candies, (vegan) ice creams, bottled fruit juices, breads, and pastas made with highly-refined flours (I almost never eat breads or pastas any more—only an occasional slice of sprouted grain bread).

5. Breakfasts should generally be a bowl of fresh fruit with or without (non-“instant”) oatmeal, with some raisins or dates added for sweetness to the oatmeal while cooking.

Lunches and dinners should be based upon large, fresh salads, hearty vegetable soups and stews (with beans and other legumes served over quinoa, millet, or other non-gluten grains) and generous helpings of steamed green vegetables (kale, broccoli, chard, etc.) Bean burritos, lentil stews, whole-grain pastas, and casseroles provide satisfying meals and a wide range of nutrients. A plethora of vegan cookbooks available online provide delicious easy-to-make recipes.

Desserts and snacks should be melon chunks, organic grapes or other fresh fruit, which can be frozen and blended into sorbets and “ice creams.”

6. Assure omega-3 fatty acid sufficiency by eating a small handful of walnuts every day, along with 1-2 tablespoons of freshly ground flaxseeds on your oatmeal. If there is any question of fatty acid deficiency, indicated by dry skin and/or depression, take 300 mg of *algae-derived* DHA (the content of one “vegi-cap” available at the natural food store) daily.

7. Assure vitamin B-12 adequacy by taking 1000 mcg of B-12 twice weekly, preferably in a liquid or sublingual form.

If the above measures do not produce the level of function and well-being desired, try adding supplements to supply the nutrients most likely in short supply:

Take a multivitamin/mineral tablet that has the RDI for zinc, and other minerals. (READ LABELS—avoid products that have pre-formed Vitamin A, which may increase osteoporosis and cancer risk, and folic acid which may increase risk of prostate cancer. ¹⁶¹ You get plenty of natural, safe, folate in green vegetables – you don't need, or want, folic acid.)

Also take:

- Carnitine supplement - 500 mg – 1000 mg in the mornings
- Taurine supplement – 1000 mg. daily
- DHEA after having levels measured in saliva

As a scientist, I have to recognize that there may possibly be other nutrients found in flesh foods that are unrecognized at this time. In some people, for the reasons described above, some of those nutrients may be extremely beneficial, perhaps essential.

Consequently, in my nutritional counseling, I have (reluctantly) come to the point of saying that *if all the above measures have been tried for at least 12 months* and NO improvement is noted, I do not condemn my patients if they add in a small amount of animal-based food, such as the eggs from the neighbor's backyard chicken. If a person feels they must eat flesh-based foods to feel optimally nourished, I urge that they consume the smallest amount possible, and to choose that which causes the least suffering to animals and damage to the planet.

I make it clear that this intake of flesh should be viewed as medicinal only, and should be taken for nourishment, not for taste or gluttony. Most of these people find that consuming such products only once or twice weekly produces the desired effects—and that often decreases over to once or twice monthly, or can cease altogether.

While eating at least *90% or more* plant-based nutrient-rich foods, you may eat a small amount of refined foods and/ or you may eat a small amount of animal foods. Either way, though my vegan purist-friends might complain that I am sacrificing my principles, I would rather have people maintain a 90+percent, whole-foods, plant-based diet than continue largely eat the standard, Western, animal-based diet which is killing our people and our planet with ever greater momentum.

If all Americans made whole plant foods 90+ percent of their diet, the health of the nation and the planet would benefit tremendously. If you can't go 100% plant-based right away—and you may never—don't be deterred. 90% is a wonderful starting point from which to work towards

¹⁶¹ [Elevated physiological levels of folic acid can increase in vitro growth and invasiveness of prostate cancer cells.](#)
Petersen LF, Brockton NT, Bakkar A, Liu S, Wen J, Weljie AM, Bismar TA. BJU Int. 2011 Jul 19 2010.

an ever-healthier diet, body and future. You can make the choice for yourself three times per day. Choose wisely—and enjoy the learning, and the eating!

The future holds promise of two advances that may make any food derived through animal suffering unnecessary:

1. Development of “in vitro” meat—meat grown artificially in a bio-reactor—is proceeding with support of various national governments and private industry. Cultured muscle cells are then compressed and converted into a ground beef-like product. This could provide the “nutrient X” of animal tissue without the environmental damage and animal suffering inherent in conventional flesh-derived products. The production cost must come down and further technological refinements must be made, but the product is on the horizon. For those who do not find the product inherently unappetizing, it may provide the solutions to a number of nutritional and ecological challenges.
2. Advances in genetic typing are bringing us close to the day when people—vegan or not—can have a drop of blood analyzed and thus learn how to tailor their diets to exactly meet their genetic needs. This technology would make designing a health-supporting, plant-based food program customized for each individual far more feasible.

So, until the above happy days arrive, for omnivores and nutritionally-challenged vegans, I would urge you to adopt and optimize your plant-based, nutrient-rich diet as best you can as suggested above—and when it comes to consuming flesh-based foods, “less is more.”

I couldn't have said it better myself.

The Nutritional Adequacy of Plant-Based Foods and Diets

Let's look even more deeply at the nutritional adequacy of plant-based, nutrient-rich diets. We've already established pretty resoundingly how superior and nutrient-dense plant-based foods are (for example, go back to “Why Is A Plant-Based Diet So Healthy?“, on page 44), and all the specific crucial substances they provide (pages 91-92). We also defined *90% or more plant-based Nutrient Rich*® in detail on pages 96-98.

Now, let's eliminate any remaining “softness” in the definition, so there is no confusion what a nutrient-rich food is. At the very, very most basic, a nutrient-rich food is defined by:

- What it *has*.
- What it *doesn't* have.

- The state in which it is eaten.

Notice how precisely this maps to the **Three Golden Rules**. Remember those? They are:

Golden Rule #1: Eat what your body needs to function and perform well.

Golden Rule #2: Limit or eliminate what your body does not need from food.

Golden Rule #3: Eat your foods in as close to their whole natural states as possible.

(Return to pages 94-95 for the full definitions.)

You can see how these Golden Rules derive directly from the definition of Nutrient Rich®.

All nutrient-rich diets are plant-based. But not all plant-based diets are nutrient rich. It is unfortunately possible to eat a purely plant-based diet that is not nutrient rich. You've already seen that as well in previous sections.

Naturally, here you are learning how to eat a diet that is plant-based AND nutrient-rich!

Nutrient-rich diets are *predominantly* plant based since plants are where virtually all nutrients come from. The exceptions are:

- Vitamin D, really a hormone, which is catalyzed by the sun
- B12, which is created by bacteria in the soil
- nutrients synthesized in the body, such as long-chain omega-3 fatty acids like DHA

Is a nutrient-rich food one that is rich in only *one* nutrient? Is a nutrient-rich food one that is rich in *some* nutrients? No. Many foods are marketed as "nutrient-rich" on the basis that they contain one or a few nutrients. That is not nutrient *rich*. As detailed on pages 91-92, nutrient-rich plant foods contain:

- *Health-promoting* protein
- *Real food* carbohydrates
- *Essential* fats
- Vitamins
- Minerals
- Water
- Fiber
- Phytochemicals
- Other food factors such as healthy probiotic bacteria which flourish as a result of the fiber in these foods, plant enzymes (in addition to human enzymes) etc.

Using these clear, plain, precise and bottom-line parameters, you can begin to confidently eliminate foods you once thought were nutrient rich, or that are marketed to you that way.

Why Animal Foods are Considered Nutrient-Poor

There is little debate about whether or not refined “junk” foods are nutrient poor, but most people think animal foods “in moderation” are nutrient-rich. By the definition that nutrient rich refers to what *isn't* in a food as well as what *is*, and the fact that just one or two nutrients doesn't make it *rich* in nutrients, animal foods fail the test.

- They contain no dietary fiber, which regulates digestion, nutrient uptake, and removal of waste from the body. Fiber also helps maintain a healthy probiotic bacterial population.
- They contain no phytochemicals, which are plant-derived-*only* chemicals. The thousands of chemicals (nutrients) that protect the plant from invaders are the same nutrients that detoxify human cells of free radicals, clean up cellular wastes, and repair human DNA, activating and strengthening the human immune system.
- They are low in antioxidants as compared to plants.
- Certain forms of vitamins and minerals in animal form, such as vitamin A and iron, are not health-promoting for human beings.
- They have low to no carbohydrates, which fuel the body (the brain and central nervous system cannot function without carbs; if you don't eat *any* carbs, your body will make necessary glucose out of your muscle!).
- They have no water.
- They contain cholesterol from another animal, as well as saturated fat, which is the storage form of fat from another animal. We need neither cholesterol nor saturated fat from food.
- Animal protein promotes rapid growth, revs up enzyme systems, and promotes tumor growth. It is over-stimulating, which causes rapid aging.
- Meats are cooked in ways that increase the toxic properties of the foods, producing known carcinogenic compounds as by-products (such as heterocyclic amines), as well as other unhealthful substances.

Is Animal Food “Whole Food?”

According the market they are, arguably, but you rarely see it advertised that way. Plant foods are the poster children of whole foods because they are. Of course, I do not consider animal products to be whole foods, nor do those associated with NutrientRich.com. That opinion is defined by nutrient content, not whether or not foods are “grown” or “born” or raised “naturally.” That's irrelevant in the definition of a “whole food.” So is whether it's been pasture-raised, grass-fed, or otherwise marketed with health buzzwords.

What makes a whole food “whole” is whether or not the food meets the standards of **The Three Golden Rules of Healthy Eating**, which define a nutrient rich food—by what it has in it, by what it does not contain that we don't need, and the state the food is in when it's eaten.

A food can't be nutrient-rich whole food, if it's missing whole categories of nutrients.
 A food can't be nutrient-rich if it contains substances that make us sick.
 And a food can't be natural if it's being eaten in a form where the original nutrients are denatured.

If you want to believe chicken is a whole food, then okay, it's a whole food—but it's still nutrient-poor!

Comparing the Nutrient Density of Plant- and Animal-Based Diets

As we've emphasized, you can eat a *small* amount of animal products and even refined foods and still be eating nutrient rich. This works as long as:

- your calories from nutrient-poor foods are less than 10% of your diet, and
- 90% of your diet is plant based and optimized for nutrient density.

Nutrient density is the defining principle of a plant-based approach to eating. Understanding the nutrient density of foods and optimizing your diet is the key to eating for health and high performance.

Here's a little rundown of the nutrient density in a sampling of plant foods compared to animal foods. Again, we look at what the food *does* have as well as what it *doesn't*.

Nutrient Composition of Plant- and Animal-Based Food (Per 500 calories of energy)

500 calories—100 calories each of Egg, Turkey Breast, Whole Milk, Ground Beef and Pork

500 calories—100 calories each of Whole Wheat Flour, Red Pepper, Kale, Mango and Canned Garbanzo Beans

NUTRIENT	500 calories of ANIMAL-BASED FOODS	500 calories of PLANT-BASED FOODS
Cholesterol (mg)	399	0
Fat (g)	33	5
Protein (g)	40	15
Beta - carotene (mcg)	140	36300
Dietary Fiber (g)	0	22
Vitamin C (mg)	0.3	1020
Folate (mcg)	49	220

Vitamin E (mg ATE)	1.2	11.6
Iron (mg)	2.9	7.5
Magnesium (mg)	53	193
Calcium (mg)	250	350
Vitamin B12 (mcg)	2.8	0
Vitamin D (IU)	91	0
Zinc (mg)	4.4	3.6

As you can see, there are major differences between the nutrients in these two food groups. Plant-based foods have no cholesterol and less fat, protein, vitamins B12 and D and zinc than animal-based foods, although zinc levels are quite comparable.

On the other hand, plant-based foods exclusively have fiber, and more of many other vitamins and minerals. They are exceptionally rich in health-promoting antioxidants, including vitamin C and β -carotene.

Furthermore, with the exception of vitamin B12, there are virtually no essential nutrients that are not abundantly available in plants.

Animal foods have significant amounts of cholesterol, fat and protein—far more than is healthy—and compared to fruits, vegetables, and whole grains, they greatly lack many of the vitamins and nutrients that have been found to be beneficial to health.

These are important differences. Animal foods pack a double whammy—for the most part, you get the bad, and you also miss out on the good.

You may perceive from this chart that there are some apparent “deficiencies” in plants, but these are not problematic at all. Going down the list of possible “deficiencies”:

- **Cholesterol.** We do not need to consume cholesterol. Our bodies make all that we need.
- **Protein.** The protein levels that may appear to be low compared to animal-based foods are more than enough for optimal health. In fact, the high levels of protein in animal-based foods may be harmful. For many decades, the World Health Organization (WHO) has recommended that roughly 10% of calories in your diet should come from protein. This is

more than enough to meet the requirements for virtually all people. The plant-based foods shown above derive over 12% of their calories from protein, on average. Eating much more protein than this, especially if you are getting most of it from animal-based foods, has been linked to heart disease, various cancers, kidney stones, gout and bone problems, and more.

- **Vitamin B12.** Vitamin B12 is an essential nutrient that can be found in plants if they are grown in a healthy organic soil rich with microorganisms. In addition, our evolutionary ancestors were likely to get B12 from eating plants that were not scoured of all dirt – B12 is produced by microorganisms in healthy soils. Because we don't eat plants grown in soil rich with B12 and we don't consume much dirt anymore, supplements are necessary if no animal products are consumed. (The B12 in meat is still from bacteria, stored in tissue. It's not actually from the meat itself.) This is not a flaw in plant-based foods—it is merely a symptom of our separation from nature.
- **Vitamin D.** Normally it is not essential to consume vitamin D because our skin produces this nutrient when it is exposed to the sun. Being in the sun for 15 minutes or so every day or two provides all the vitamin D our bodies need. If you are not outside for even this minimal amount of time, consuming a vitamin D2, or D3 supplement or fortified food can correct any potential deficiencies.

(NOTE: According to leading nutritional researcher Joel Fuhrman M.D., it is recommended that a Vitamin D supplement be taken. For more, see *Supplementation When Eating Nutrient Rich* in **Part V**.)

Protein and Calcium in a Plant-Based Diet

It is a common misconception that vegetarians, vegans, and even plant-based nutrient-rich healthy eaters do not get sufficient protein. This can often dissuade athletes from eating what they may otherwise suspect is healthier for them, in the long run, than an animal-based diet.

As more and more people are taking on a plant-based diet, however, we are finding that you can consume the right amount of protein—whether you're a professional athlete or not—eating plant-based nutrient rich diet. It's "nutrient rich" and while the idea is focused mainly on the micronutrients in plant foods, these foods are also very rich in protein, carbohydrate and fat. See the %'s on romaine

Take this into consideration: Breast milk is 6% protein. The Recommended Daily Allowance for protein that our U. S. Government suggests is 35% of calories consumed, but of course that recommendation is based on economics and industrial lobbying not your actual needs. See *The China Study* to learn more about this from T. Colin Campbell PhD, who spent years at the highest levels of nutritional policy making, in the US, to understand how those recommendations were

formed. But consider this, why would full-grown adults need *six times more protein* than a growing baby? The World Health Organization recommends only 10%. (Again, read *The China Study* and you will further learn how to steer clear of industrialized nutrition recommendations that have nothing to do with your health!)

Proteins (or more accurately, amino acids) are the building blocks of living cells. Once we have done our growing, we have very little requirement for the raw materials of which we are made. Think of the analogy of building a brick house—you need truckloads of bricks during the construction stage, but once the house is built, if trucks continue to deliver bricks, you'll have a problem on your hands. Once built, you need minor repairs, using minimal material, not massive on going building.

The same is true of protein in the human diet. Too much creates emergency conditions and keeps the body in a constant state of overwhelm, with excess calories from animal protein which promotes rapid growth, faster aging and chronic disease.

But, as an athlete, is this more minimal protein intake enough? Bodybuilders have long consumed extra protein and lowered carbohydrate intake in the mistaken belief that dietary protein builds muscle. In reality, only weight-bearing exercise builds muscle, and a modest amount of protein will assist in the repair of muscle “broken down” by exercise.

There are countless vegan super athletes and bodybuilders whose stories will inspire you. Most feel that their plant-based diets help them win and excel. They're not just tolerable—they're *preferable*. For example, ultra marathoner Scott Jurek's book *Eat and Run* details his journey to vegan ultra-marathon runner and world class athlete, from an unathletic childhood spent hunting and consuming meat.

Rich Roll, who is a 100% plant-based and author of *Finding Ultra- Rejecting Middle Age, Becoming One of the Worlds Fittest Men and Discovering Myself* is another great example, along with one of the most well-known, vegan Ironman triathletes, Brendan Brazier, author of *Thrive*. Jon Hinds, whom you learned about at the start of this book, founder of the *Monkey Bar Gym*, the first plant-based gym chain in the US and probably the world, and other like Kettle Bell champion, Mike Mahler are additional examples. I could go on and on.

By the way, my mentor Joel Fuhrman, M.D, is also a world champion figure skater, another elite athlete. None ever worries about getting enough protein and neither do I, a former bodybuilder who used to eat eggs by the dozen and chicken at almost every meal; I maintain a very muscular frame on 100 plant protein derived from whole foods, largely green plants, beans, fruits, raw nuts and seeds, and whole grains, – *the most basic way to eat nutrient rich* that you are learning about herein. I work out, and weight train regularly, including bike riding near 50-75 miles at a clip.

Besides, a plant-based diet is not “low” in protein to begin with; it is rich in protein that is highly *beneficial* in that it takes a little longer to assimilate and therefore promotes slower growth and

therefore slower aging. Packaged with maximum nutrient value, it promotes health and endurance (and not toxic accumulation).

Protein Content in Selected Plant Foods	
Food	Protein (g)
Almonds (3 oz.)	10
Banana (one)	2
Broccoli (two cups)	10
Brown Rice (one cup)	15
Corn (one cup)	4.2
Lentils (one cup)	16
Peas, frozen (one cup)	9
Spinach, frozen (one cup)	5.4
Tofu (4 oz.)	11
Whole Wheat Bread (2 slices)	7

Food	Protein (g)
Peas-Frozen (one cup)	9
Lentils (one cup)	16
Spinach (two cups)	10.8
Whole Wheat Bread (2 slices)	7
Corn on the Cob (one ear)	4.2
Brown Rice (one cup)	4.8
Sunflower Seeds (2 oz)	7.5
Totals	59.3

As you can see, plant foods provide plenty of the daily caloric intake from protein; the chart above could easily be an average eating day in anyone's daily life. The National Academy of Sciences RDI for protein is *up to* 46 grams daily for women and *up to* 56 grams for men, up to the age of 50 and approximately that amount over >50¹⁶². As you can see, the grams of protein you'd get by eating some of the above-listed plant foods would more than add up to 46-56 grams of protein per day.

The following charts reveals the *percentage of calories from protein* in in sample plant- and animal-based foods.

¹⁶² Nutritional Sciences from Fundamentals to Food Michelle McGuire and Kathy A. Beerman

FOOD	PROTEIN
Apricots	10%
Asparagus	27%
Bananas	4%
Broccoli	20%
Cherries	6%
Cabbage	15%
Cucumbers	11%
Carrots	6%
Corn	10%
Grapes, red	4%
Kale	16%
Oranges, Valencia	7%
Peaches	8%
Lettuce, green leaf	22%
Strawberries	7%
Spinach	30%
Tomatoes, red	12%
Cheese, cheddar	26%
Watermelon	7%
Milk, whole	23%
Potatoes, baked	7%
Egg, poached	37%
Rice, white	8%
Ice Cream	8%
Spaghetti	14%
Beef, ground	50%

There is protein in all plant foods. Protein can be obtained from nutrient-rich greens. You can also get it from plant sources like legumes, kidney beans, garbanzo beans (chick peas), mung beans and sprouts, black beans, lentils, quinoa, millet, soybeans, and more. Beans, legumes and complex grains are all great non-animal protein sources that do not harm the body in the long run. There is even protein in watermelon!

According to Joel Fuhrman, M.D., a head of romaine lettuce is approximately 50% protein and 18% healthy fat by calorie, which is more protein per calorie than chicken!

The Experts Weight In: The Problem is *Too Much Protein*

Here's an excerpt from *The Top 12 Findings of The China Study* (available for download at NutrientRich.com), which I produced with *China Study* authors T Colin Campbell, PhD, and Thomas Campbell III, MD. It tell you everything you need to know about any remaining concern you might harbour about protein—from the world's foremost nutrition experts.

Even though many of us worry about getting enough protein, evidence suggests that the real danger is consuming too much protein, especially if it is protein from the wrong foods.

Protein is the most sacred nutrient, the king of our nutritional worries. It has been this way ever since nutrition as a biochemical science emerged over 150 years ago. But when we look at the recommendations and research findings related to protein intake, we find that our concerns and beliefs may not be justified.

The government's long-standing required level of protein intake is about 0.8 grams of protein per kilogram of body weight. This is about the equivalent of 56 grams of protein for a 155-pound man and 48 grams of protein for a 132-pound woman. This level was set because it provides more than enough protein for growth and maintenance for almost the entire population, based on laboratory-based studies.

Protein Intakes Traditionally Recommended by the U.S. Government

Body Weight (pounds)	Protein Intake (grams)
150	54
200	73

In practice, however, Americans consume far more protein than required. On average, Americans consume about 90-95 grams of protein a day, with many people (people on high-protein diets or supplements) going even higher. In addition, Americans derive the vast majority of their protein from animal foods—meat, fish, and dairy foods. This is a double

whammy—not only is it too much protein; it also turns out to be the unhealthiest kind.

Many findings already published in the scientific literature suggest that the health results of this dietary pattern are disastrous:

- Populations that consume more animal protein have higher blood cholesterol levels, which in turn are linked to greater rates of heart disease and cancer.
- Experimental animal research has consistently shown that proteins from animal sources consistently promote higher cholesterol levels than proteins from plant sources.
- A high-animal-protein diet allows more dangerous chemical carcinogens into our cells and then facilitates the process by which these carcinogens are transformed by enzymes and then bound to our DNA, creating cancer. In these experiments, plant protein has been shown to inhibit these processes.
- Animal protein has been found to promote high levels of Insulin-like Growth Factor I, or IGF-1, which, in turn, has been found to be a predictor of certain cancers.
- Women consuming diets high in animal-based protein produce greater amounts of reproductive hormones, which are linked to higher rates of breast cancer.
- Diets high in animal-protein have been shown to exacerbate the formation of kidney stones and draw calcium out of the bones, encouraging osteoporosis.

Conversely, diets that derive most of their protein from a rich variety of unrefined vegetables, legumes and whole grains, have the ability to prevent and sometimes even treat the conditions mentioned above, including heart disease, certain cancers, kidney stones, and osteoporosis.

This tiny sample of findings, which represents a large body of scientific literature, points to one conclusion: **Americans consume too much protein and too much of it comes from animal sources.** *The dual beliefs that we need as much protein as we can get and that meat is the only good source of this vital nutrient are the most dangerous myths in nutrition and health.*

Furthermore, because protein so often trumps all the other nutrients in our collective conscience, we forget all the other nutrients and micronutrients that have been shown to promote health...

Playing Chicken

As you can see above, plant foods provide plenty of protein—and the healthiest, most nutrient-rich kind. Unfortunately, most people continue to think the key to better health and weight loss is not eating more greens but eating more chicken.

The "grilled chicken" approach to health is partly responsible for the meteoric rise in U.S. chicken consumption between 1970 and 2004, which more than doubled from 27.4 pounds per person to 59.2 pounds (boneless, edible weight)¹⁶³. That equates to more than *one million chickens* being consumed per *hour* in the U.S. alone! On the other hand, Americans now only eat salad about three times a month, 20% less often than we did in 1985.¹⁶⁴

The fact of the matter is that chicken is not a healthier choice, especially in comparison to the lettuce it sits atop. Even though ounce for ounce chicken has less total fat, saturated fat and cholesterol than beef,¹⁶⁵ it is still making us sick. This is because, despite popular belief, *the most harmful substance in all meat (even chicken) is protein, rather than fat.*

In *The China Study: Startling Implications for Diet, Weight Loss and Long-Term Health*, Dr. T. Colin Campbell, Professor Emeritus of Nutritional Biochemistry at Cornell University, explained that animal protein is the most carcinogenic substance we consume.¹⁶⁶ According to his research, animal products not only cause but also fuel cancer and other deadly diseases.

"The data from the China Project suggests that what we have come to consider as 'normal' illnesses of aging are really not normal. In fact, these findings indicate that the vast majority, perhaps 80 to 90% of all cancers, cardiovascular diseases, and other forms of degenerative illness can be prevented, at least until very old age, simply by adopting a plant-based diet"¹⁶⁷ that is nutrient-rich.

Plants Are the Best Source of Protein

Here is a major reality check—all protein comes from plants. Plants make all of their own amino acids (the building blocks of proteins). They start with glucose from photosynthesis and take nitrogen from nitrates and ammonia in the soil and through a variety of chemical reactions synthesize amino acids, which in turn are used to build proteins.

Animals, from chickens to humans, can only naturally produce a small number of the amino acids needed to build proteins. The rest comes from what they eat. So a cow or a chicken gets the protein

¹⁶³ Buzby J, Farah H. Chicken Consumption Continues Longrun Rise.

<http://www.ers.usda.gov/amberwaves/april06/findings/chicken.htm>. April 2006.

¹⁶⁴ Nassauer S. The Salad Is in the Bag. *The Wall Street Journal*. Business; July 27, 2011. Available at http://online.wsj.com/article/SB10001424053111903999904576469973559258778.html?mod=googlenews_wsj

¹⁶⁵ USDA National Nutrient Database for Standard Reference. <http://ndb.nal.usda.gov/>

¹⁶⁶ Campbell TC. *The China Study: Startling Implications for Diet, Weight Loss and Long-Term Health*. Dallas, TX: BenBella books, 2003.

¹⁶⁷ Campbell TC. Why China Holds the Key to Your Health. <http://www.vegsource.com/event/campbell.htm>

they need from every leaf, stem and root they eat, while most humans get their protein from the chicken or cow. *This means that a steak or a chicken breast is nothing more than a second-hand source of plant-based protein that is also loaded with animal substances that we do not need, like animal fat and the animals' cholesterol.*

So why don't we just cut out the middleman and get our protein straight from the source—plants? The easy answer is because many people believe that animal foods contain protein that is superior in quality to the protein found in plants,¹⁶⁸ but that's simply not true.

If you want to be able to eat a lot of food, but not over-consume calories, it is important to dine on the full array of fiber, thousands of phytochemicals, vitamins, minerals, water, protein, carbohydrates and good fat (not the animal fat and cholesterol that your body doesn't need) found in plant foods. This is why if you want all of the benefits of a healthy eating style—ideal weight, performance, youthful aging, and longevity—a head of lettuce is the new chicken breast.

Two nice-sized, borderline huge salads a day (something very natural to all primates) is a great place to start! And, even though you may still decide to put a small amount of chicken on your salad (ideally equating to 10% or less of the total calories consumed), you don't need to add chicken to your salad to get enough protein. You are already getting all of the nutrients you need from the lettuce plus the green and colored vegetables, and the beans you may add to it.

In fact, not only is Romaine lettuce the 11th most nutrient-dense super food in the world,¹⁶⁹ but eating raw salads every day could reduce the risk of dying from heart disease by 26%.¹⁷⁰ (Of course, you will also want to add a whole-food nut-and-fruit-based dressing for improved nutrient absorption, calories and amazing taste.)

Nutrient-rich healthy eating

Obviously we aren't saying that all you should eat is lettuce in order to stay healthy. That would be monotonous at best and you wouldn't get enough calories. But, what we are saying is if you truly want to lose weight and feel great, you need to start transitioning away from eating animal protein and moving toward making leafy greens, and green and colored non-starchy vegetables a major part of—if not the basis of—your meal.

As an added bonus—lettuce (leafy greens, green vegetables and colored vegetables) are super convenient and cost effective. They also taste great, especially when you understand how to buy and/or make great whole food dressings. When you *switch* from eating chicken as your main source of protein, your food bills will go way down too. Greens are not only good for your health – they are

¹⁶⁸ McDougall JA, McDougall MA. The McDougall Plan. Ingram Book Company; 1983:98-100.

¹⁶⁹ Wilson B. Aggregate Nutrient Density Index “ANDI” by Whole Foods. <http://discovertheregion.org/blog/?p=2266>. February 7, 2012.

¹⁷⁰ Key TJA, Thorogood M, Appleby PN, et al. Dietary habits and mortality in 11,000 Vegetarians and health conscious people: results of 17-year follow up. *Br Med J.* 1996;313:775-779.

also good for your wallet!

The science and research is overwhelmingly conclusive. You can have all the protein, calcium and everything else you need, and get the best success results available, by enjoying amazing nutrient-rich foods. It's your choice. Make it an informed one.

Part V

The Nutrient

Rich[®] Way to

Eat

Congratulations! You've taken in the first four parts of *Switch to Rich* and absorbed a load of background, context, new thinking, science, and motivation. You now know more about food and healthy eating than the vast majority of the population. And hopefully, you've tapped into a strong desire to use this information to take your nutrition and lifestyle to a whole new level—for good.

Now that you know *why* this way of eating works, and you are intrigued if not determined to *make the switch*, you can learn *how*.

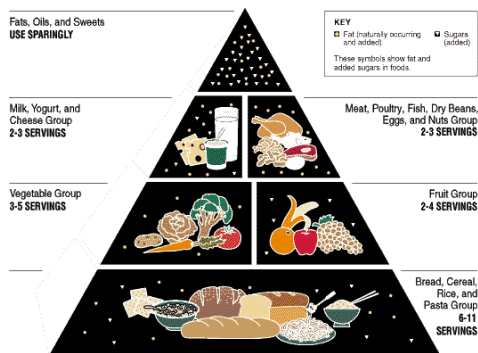
What's On Your Plate?

After you've learned all you need to know about nutrition—what to eat, when to eat, and so on—at the end of the day, it's not what you know that matters most, but what you DO. In other words, it's what's on your plate.

And the content of our plates is changing.

Remember at the start of this book when I said all roads lead to nutrient-rich healthy eating? Well, even the government and top schools like Harvard are waking up to see the light. It's getting harder to deny or overlook the consequences of eating nutrient-poor any more.

The *switch* is even showing up in the evolution of the old four food groups “pyramids.” Currently, the institutional authorities offer us the new “plates” approach to best food choices.



The diagrams below depict this recent evolution, from pyramid to plate, culminating with the pinnacle of healthy eating—, The Nutrient Rich® Healthy Eating Plate.

Here is **the old style food pyramid**, which was largely based on refined grains, only two to four servings of vegetables and fruits, and dairy products, animal products, fats, oils and sweets comprising almost half the pyramid!

This old pyramid set nutrition policy for decades—and helped make Americans fat and sick.

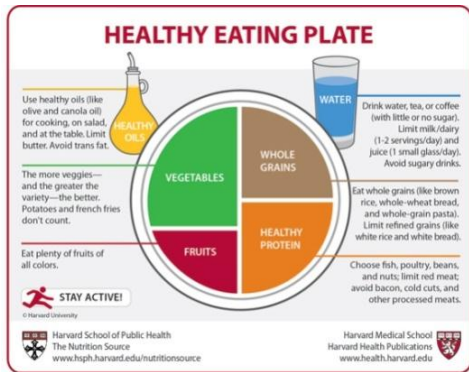
When it became clear that we had to change, the government—under the leadership of Michele Obama—made what was probably the biggest stride ever in nutritional improvement. That change was the new “**ChooseMyPlate.**”



While a great improvement, this too ultimately falls short of what it means to genuinely eat healthy. There is still too much emphasis on dairy (suggesting it's needed for calcium)

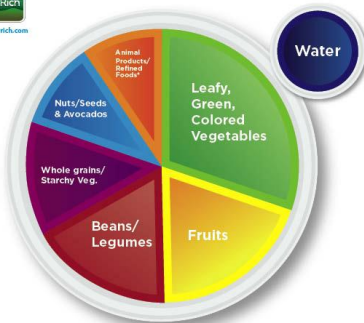
and protein from foods like chicken. All calcium and protein comes originally from plants and is plentiful in a plant-based diet; suggesting dairy and chicken are necessary for health is marketing for the USDA, the primary representative for the dairy and beef boards.

Nonetheless, vegetables and fruits and grains (ideally whole) represent **75%** of this Plate—strong advice from the government that is worth applauding!



Noticing the remaining holes in the new government plate, Harvard’s School of Public Health—only a few months later—came out with their *own* **Healthy Eating Plate**. This stepped up the Plate even further toward what is actually healthy. As a public school, it touted its lack of influence by commercial interests. But it too fell short, because the difference between nutrient-rich and nutrient-poor food is still misrepresented.

Promoting added oils and “healthy” animal protein (a contradiction in terms), is misguided. You get plenty of oil naturally packaged in nutrient-rich whole foods, and animal protein is not nutrient rich (as we’ve explained extensively in previous sections). This plate does say to limit dairy, so the trend is to move away from animal foods, and expanded recommendations for whole, natural plant foods.



The Nutrient Rich® Healthy Eating Plate

© 2012 Nutrient Rich Life, Inc. All rights reserved.

* If you chose to eat them

The Healthy Eating Plate is another big next step in the evolution towards what it really means to eat healthy—which means eating nutrient rich.

Enter The Nutrient Rich® Healthy Eating Plate.

You simply minimize animal products, and of course, you would want to also minimize your consumption of refined foods, to approximately 10% or less as well.

As you learned in Part II, the 90% or More Plant Based Nutrient Rich Approach is not limited to animal products alone, it’s also an even more so about minimizing refined foods, which comprise as much as 60% or more of the average person’s food consumption.

The American diet is taking a major shift toward plant-based eating. For the first time ever, the *2010 Dietary Guidelines for Americans* told us loud and clear: *eat a plant-based diet that includes plants as an important source of protein.* ¹⁷¹

¹⁷¹ Dietary Guidelines for America. Briefing for Capitol Hill and Press on Dietary Guidelines Advisory Committee Report Release 2010. <http://www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/DGAC/Report/BriefinDGACAdvisoryReport.txt>. Accessed June 16th, 2010.

In 2010 the USDA's Nutritional Guidelines also stated, "*With two thirds of Americans overweight or living on prescription meds, the USDA calls on ALL Americans to eat a more nutrient-rich diet.*" (If you don't remember what the difference is between a nutrient rich and a nutrient-poor food is, refer back The Three Classes of Foods in **Part I.**)

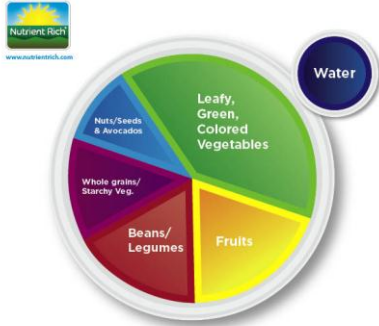
The Nutrient Rich® Healthy Eating Plate is a truly healthy plate.

Your Nutrient Rich® plate, shown in the bright clear the diagram above, can include some nutrient-poor foods (if you wish), and still be considered nutrient-rich on a total basis, provided the following conditions are met:

- **It is 90% Or More Plant-Based Nutrient Rich.**
- **It is based primarily on real, whole natural foods of plant origin.**
- **It includes raw and cooked foods, with a smaller percentage of cooked foods (but can be completely raw or high-raw if you would like).** Some foods can increase in nutritional value when cooked conservatively, and nutrients are neither substantially lost nor destroyed (e.g., soups).
- **It can include small amounts of animal products, ideally 10% or less** (if you eat them at all). As we've discussed, some people feel better eating small amounts of animal products in the early days of making a nutrition transition, or even long-term, due to factors we've covered. However, animal foods are not *essential* for healthy eating.
- **It can include processed foods, when the nutrient value and integrity are maintained.** (Examples: smoothies, hummus and chopped salads.)
- **It eliminates and/or limits *refined* foods to 10% or less.**

This plate is also able to:

- **Creatively duplicate the same level of enjoyment that people get from traditional junk food** without the harmful results of overly refined ingredients. You can actually have your cake and eat it too, and enjoy knowing that it was made from whole foods.
- **Be customized to the individual, based on genetic predisposition, blood tests, and prior conditions,** with the help of a qualified health care practitioner. The environment, health condition, current life demands, preferences, and goals also play a big role.



The Nutrient Rich® “Ninja” Healthy Eating Plate

© 2012 Nutrient Rich Life, Inc. All rights reserved.

And for those who want to go 100% plant based, vegan, this is what your healthy eating plate would look like.

You simply remove any animal products and refined foods and derive 100 percent of your foods, meals and menus from vegetables, fruits, bean / legumes, whole grains and starchy vegetables, nuts, seeds and avocados.

Understanding Processed and Refined Food

As we’ve shown, the Nutrient Rich® Healthy Eating Plan, or Plate as you now may think of it, “acknowledges” a 10% of total calories from animal and/or refined foods. We’ve noted the many reasons one *might* wish to include this 10% (or less) either in the beginning or sometimes long-term, while also noting that it’s not necessary and some may wish and be able to reach 100% plant-based consistently. It’s about how you thrive, mentally and physically and what’s going to get you eating at least 90% or More Plant Based Nutrient Rich® which is the tipping point for all *seven success results*.

We’ve also offered a lot of data about the nutritional value (and lack thereof) in animal foods, and its other qualities and effects, so you can make informed decisions about animal products when and if you include them.

Now, since your 10% may also include refined or processed foods, let’s cement your understanding of this category. You’ll want to know the difference between *processing* and *refining* food, since the largest percentage of the average SAD is refined grains with refined added salt, oil, and sugar.

The distinctions you’ll make here will ease your mind about processed foods, point out the pitfalls, and help you focus on minimizing or eliminating refined food as you *make the switch*.

Processed Food:

A food can be processed and still be a whole food. Examples of this would be hummus, a smoothie, a chopped salad, or a black bean puree, where all the original nutrients are still there even though the form of the food has transformed.

Processed food has gotten a bad rap. And while most of it deserves that bad rap, not all processed foods are created equal.

Refined Food:

Refined food too is processed, only in this case, the nutrients have been stripped out and the pleasure-stimulating chemicals have been left in. Such foodstuffs may also have some nutrients added back in for marketing purposes, and to meet the basic RDA (Recommended Daily Allowances) of certain nutrients to prevent deficiency diseases.

(NOTE: the RDAs weren't devised to promote optimum health; they are *minimums* established to prevent deficiency diseases. They are *not* a measurement of nutrient density!)

Let's use as an example one of my favorite foods in the world—hummus.

- **The *whole unprocessed* food is the garbanzo bean or “chickpea.”**
- **The *whole processed* version is called hummus—blended chickpeas with some added natural ingredients.**

BASIC RECIPE:

1 16 oz. can of chickpeas or garbanzo beans (280 calories, half of which is resistant starch and won't be digested)

1/4 cup liquid from can of chickpeas (*no added salt* preferred)

3 to 5 tablespoons (2 oz.) lemon juice, to taste, (7 calories)

1-1/2 tablespoons tahini (90 calories)

2 cloves garlic, crushed (8 calories)

- **Refined ingredients, optional but not recommended.**

1/2 teaspoon salt (just a little bit more high blood pressure)

2 tablespoons olive oil (**240 calories of fat**)

Given the calories added by the oil, and how good it tastes without it (thanks to the lemon, tahini and garlic), in my opinion you don't need it. (If you're already lean and where you want to be with success results, and you want olive oil to be part of your 10%, it's fine. But if you're ramping up to the success results and seeking natural weight loss, foregoing this extra fat is a good idea if you can do without it. Experiment with other seasonings when making your hummus.)

Once food processing begins, it doesn't usually stop with the processing itself, as it does with hummus, bean purees, smoothies or chopped salads. Unfortunately, what happens next for most processed foods, especially those you purchase packaged at the store, is that they have ingredients like sugar, oil, and salt added to them, and they are baked or cooked in other ways that change the original state of the food and the integrity of its nutrients.

What may have originally been organic and nutrient-rich is no longer organic or nutrient-rich, rendering it a nutrient-poor food. Worse, many processed packaged foods do *not* start with organic nutrient-rich foods to begin with. Keep this in mind when processing foods and buying refined foods.

Becoming an Expert: Getting Your Black Belt

I've emphasized through this book why and how a nutrient-rich health eating is not a *diet* in the way most of us perceive and relate to “diets.” We've talked about improving your *eating style* and *lifestyle*, which is a whole other matter and works better in so many ways we've discussed.

I won't repeat all that, as you can go back and re-read those sections, but I will go further now to present a helpful expanded context for *switching* to this mindset, and a way to work your way up to greater and great expertise—ease, facility, skill, strength—in this eating style and lifestyle.

When you make the switch from a nutrient-poor to a nutrient-rich healthy eating style, you are taking the way you eat to a whole new level of food quality and optimization. How can we usefully think about and apply the concept of “going to a whole new level?”

Most moms, dads, uncles and grandparents, even sisters and brothers have probably taken their kids or loved ones to karate schools, or have heard their friends talking about Tae Kwon Do and the like, even if they haven't practiced martial arts themselves. So I am guessing that most people understand at least the basic idea of starting out as a White Belt and progressing to a Yellow Belt, a Green Belt, a Brown Belt and a Black Belt—all as a result of practice, skill building, and skill assessments.

The best way to master a style in anything is to take the same approach that we see in martial arts.

Just as a martial artist learns a “style” and seeks to become a Black Belt, you too can become a Black Belt in the Nutrient Rich® healthy eating style. You can learn a style, practice it, and become increasingly skilled through experience and learning.

A “Black Belt” is a symbol for being competent in the *basic skills* of a particular discipline, whether it's karate or healthy eating, once you become a Black Belt, you can go even further beyond basic skills.

Eating is a set of skills. When you master them, you will really know how to take care of your body, and your expertise will spill over into other disciplines, which you can learn more about as well through the Performance Lifestyle® for Resilient Living program at NutrientRich.com.

The reason this “belt” approach is so effective is because doing anything successfully takes practice, and we need to be able measure our level of mastery. That's why your Nutrient Rich® Score is associated with a “belt.”

I challenge and encourage you to take the same approach and care you would take in rising up the ranks of a martial art by practicing and getting grounded in experience with everything you learn in the **Nutrient Rich® Health Eating Plan**.

Skills Mastery: Becoming an Expert

There are many reasons people don't change. In addition to food addictions, detoxification discomfort, outmoded beliefs, lack of support, the Pleasure trap, the change process, and many others we've examined throughout the book, some people don't change simply because they don't know the correct skills for change or mastery.

In an exaggerated analogy, imagine that you didn't know how to use a fork in modern society. You'd default to using your hands only, and that wouldn't go over well in many social situations.

Well, we all know how to use a fork, but do you know:

- How to make a whole food dressing, a smoothie, soup, nutrient-rich desserts, a blended salad, or a salad that is balanced and promotes optimal absorption of nutrients?
- How to **Shop, Organize, Prepare and Eat out the Nutrient Rich® Way**, or make **Simple, Quick and Easy®** meals?
- How to lose weight in a natural, nutrient-rich way as a byproduct of healthy eating rather than as a hyperfocused single goal?
- How to optimize an eating style for nutrient density, volume, and great taste, without addictive substances, so you can eat the right amounts of calories, in ways you love?
- How to socially and emotionally adapt to thrive when eating **Nutrient Rich®**, even in a vastly nutrient poor social scene?

These are skills, among many others related to eating style, and you *can* learn them! They are all basic competencies, and mastering them will produce all of the success results you want and make you successful in eating healthy in a modern environment.

So let's follow the journey from where you are to becoming a Black Belt Nutrient Rich® Healthy Eater!

The Personal Diet Quality Assessment



If you are reading this book, you probably already took the Personal Diet Quality Assessment™. What you may not have known at the time you took it is that you were benchmarking your current eating style against a Black Belt healthy eating behavior.

At that time, I didn't want you to focus on how poorly you may have been eating; rather, I wanted you to discover *how successfully* you were currently eating benchmarked against the objective here, which is to reach the Nutrient Rich® Black Belt Level of eating.

As you may recall, you were ranking eating behaviors, choices, skills and habits on a scale of 1-5. Scoring 5s across the board would indicate the skills of a Black Belt Healthy Eater.

As a member of the site, you can take this Assessment multiple times, and rise up the ranks to become a Black Belt, so to speak. All it takes is inspiration, education and support, as you build the mastery needed to make Nutrient Rich® healthy eating your own “new normal.”

The 36 Nutrient Rich® Proficiencies

Here are the basic competencies for becoming a Nutrient Rich® healthy eater at the Black Belt level. Study each one. All of these standards and their rationales have been discussed already throughout the book, so they should feel familiar by now. However, here they are reinforced in the context of skills, competencies, mastery and self-assessment.

REMEMBER: not all of these standards have to be applied 100% every day. For example, you won't always eat two pounds of greens; you may eat more raw one day and more cooked another; you may eat one ounce of nuts and seeds during the period when you are losing weight and then more once you are living at or near your ideal weight and are more active; you may eat more beans some days and less nuts; you may some days eat one to two times per day and others eat four or five times per day.

The potential scenarios are countless, but the *basic guidelines* are useful in any scenario. They are written this way because they are the guidelines that ensure comprehensive nutritional adequacy.



You may recognize that these are the **Personal Diet Quality (PDQ) Assessment** questions that you take to get your **Nutrient Rich® Healthy Eating Score** when you first arrive at NutrientRich.com. They are *also* the proficiencies that healthy eaters keep in mind daily. I recommend that you keep these guidelines in mind as well.

Below is a list of 36 proficiencies you were asked to benchmark your current eating style again, in the PDQ Assessment, which as you now can see are really skills of the Nutrient Rich® healthy eating style.

I know the difference between a nutrient-rich food, a nutrient-poor food and a nutrient-barren food.

90% or more of my daily caloric intake is from whole foods of plant origin. (Vegetables, beans/legumes, fruits, nuts and seeds, and whole grains).

When and if I eat animal products, I eat 12 oz. or less on a weekly basis, or 10% or less of my total caloric intake (meat, eggs, fish, and fowl, and dairy).

I curb my intake of refined and added oil, sugar, and flour to 100 calories (female), 200 calories (male)

or less each day, or less than 10% of total caloric intake.

If I use salt at all, I only sprinkle a bit on the surface of the foods I eat after cooking.

I completely avoid foods containing trans-fats.

I eat up to one to two pounds of raw and cooked vegetables every day.

I vary my vegetable intake to include a variety of cruciferous vegetables, such as kale, bok choy, collards and other leafy greens, green vegetables, colored non-starchy vegetables, plus onions and mushrooms.

I enjoy mixed vegetable and fruit smoothies, vegetable juices or live juice powders mixed with water or coconut water, when I'm on the run or don't have a significant need for calories.

I eat at least one cup of beans and legumes every day.

I eat up to four and as much as six pieces of a fruit every day, depending on activity levels.

I eat one to four ounces of nuts, seeds, and/or avocado each day, for healthy fats and nutrients, depending on my activity levels and the amount of weight I need to lose. *

I eat whole grains and starchy vegetables conservatively, depending on my activity levels and the amount of weight I need to lose.

I get tested and subsequently supplement any essential nutrients in which I have the potential to be deficient, even with a nutrient-rich healthy eating style (possible examples include but are not limited to omega 3 fats, DHA, vitamin B12, vitamin D, zinc, calcium, iodine, iron, selenium).

When I shop, it's mainly in the produce aisles, the frozen foods section, and the bulk and canned food sections, as well as the specialty areas that promote nutrient-rich foods.

The foods in my kitchen support my eating habits.

I assert my nutrient-rich food preferences when I eat out.

To prepare for a picnic, football game or party, I eat ahead of time and/or bring great-tasting nutrient-rich foods with me.

I seek and prepare great-tasting nutrient-rich versions of many of my old food favorites. *

I pay attention to plant-based nutritional research, and regularly make adjustments in the way I eat to optimize the nutrient density of the meals I enjoy.

I eat two to three times per day, unless I'm really active and need to eat more frequently.

I can go three to four hours or more without eating and won't experience withdrawal symptoms (headache, hypoglycemic feelings, jitters).

I know how to prepare a variety of simple, quick and easy meals in five to 15 minutes or less.

I know the difference between low-, medium- and high glycemic foods.

I have a basic understanding of the calorie content of nutrient-rich foods, so that I don't overeat them.

I know what true hunger feels like and wait to eat until I'm truly hungry.

I know which foods are rich in phytochemicals.

I know that nutrient-rich foods promote a body that is resilient and disease-free.

I am in tune with the natural eating and fasting cycles to maintain a healthy weight.

I enjoy feeling well-nourished and look forward to eating foods rich in nutrients.

I make or buy and use whole food dressings on my salads, fruits and vegetables, and they taste amazing (i.e. if I ran out of salad, I could drink the dressing).

I make or buy whole-food desserts, whenever possible, so I can feel great after eating dessert.

When I go out, I seek restaurants that serve plant-based nutrient-rich meals.

I know the difference between fatigue and being hungry.

I know what ingredients to look for to determine if a food bar, energy bar and / or meal replacement is actually healthy.

When I am not genuinely hungry, and don't need to eat, I know that eating any food, even a nutrient-rich food, will prevent my body from detoxifying and losing weight naturally.

The Simplest, Most Direct Path to Success —For All Goals and Styles

It doesn't matter what your current objectives are, whether it's to aggressively lose weight, maintain your weight, gain weight and build muscle, prevent disease, reverse disease, increase energy and performance, age more slowly, live longer, or just look and feel great while enjoying your food.

A Nutrient Rich® healthy eating style can be vegan, vegetarian, high raw, gluten-free, low-fat, lower in carbohydrates, lower in calories, low-glycemic, and more. Not all those ways of eating are *automatically* nutrient-rich, healthy eating styles. But each of them *can* be.

It doesn't matter if you are male or female, pregnant or not, young or old, athlete or ordinary citizen—all Nutrient Rich® Healthy Eating plans are basically a variation of the same guidelines. The reason is simple; you want to promote health, no matter what else your aim.

The guidelines and standards for eating Nutrient Rich® are the same for everyone, but customized to you and your circumstances, such as whether or not you have any special health requirements (say, irritable bowel syndrome, or perhaps another condition that may require a unique protocol from a health practitioner, which we are not covering here in this book). In such a case you might consult a medical/nutritional health practitioner (such as Dr. Joel Fuhrman, M.D.) who specialized in high-nutrient eating and reversing diseases through nutritional methods. Start your search for a healthy practitioner with by searching on the practitioners we list at Nutrient Rich.com, including those in [The Lifestyle Health and Science Advisory Council](#).

All of the other variables named above, and more, can be observed *within* Nutrient Rich® guidelines and standards, as revisited in the previous section. If you want to be ethically vegan, are training for an ultra-marathon, need to lower your blood pressure, are traveling, or any of a hundred other variables, you may apply the standards a bit differently. You will customize and adapt, but always live *within* them. There is room to move within these principles and yet stay inside the boundaries of Nutrient Rich healthy eating.

For example:

If you have a great deal of weight to lose, you will want to eat higher volumes of leafy greens, green vegetables, fruits, beans and legumes, being more conservative with starchy vegetables like potatoes and whole grains. Leafy greens, green vegetables and colored vegetables, fruits, and beans are carbohydrate foods with the highest nutrient-density scores. Natural starches like potatoes aren't "bad," but you don't want to over fuel your body with too many concentrated carbohydrates while you are trying to lose weight. You'll also only eat one ounce of nuts and seeds per day, since these are nutrient-rich but also calorie-rich.

Athletes and more active people have increased caloric requirements, and may also require additional protein. However, the nutrient density of the food you are eating—including vitamins, minerals and phytochemicals—are as critical to enhancing health and physical performance as the protein and carbohydrate you need. Even if you want to build muscle mass, with targeted exercise and training, the standards stay the same. You would consume more calories, which naturally increases the amount of protein you consume along with other nutrients.

Everyday Basics for Everyone

These everyday food guidelines are the basic proficiencies and competencies converted into actual food choices.

No matter who you are or what your goals, **all raw vegetables and cooked green vegetables can always be eaten in unlimited quantities.** Eat lots of green leafy vegetables. They have the greatest amount of nutrients per calorie of any food. If you don't want to over consume fiber and calories (both of which are possible to do while eating nutrient-rich), then you want to eat as many green foods each day as is comfortable, in as many diverse ways as possible.

That's why the head of lettuce is built right into the *Switch to Rich* logo. In the context of healthy eating, I see greens like others might see a chicken breast. Nutrient Rich® eaters may buy five to seven heads of romaine a week, and prepare salads just about every day. It's a regular practice!

One of the strategies that can help with getting enough green food, if you are unable to consume large amounts of fresh greens, is drinking raw, live, organic, whole superfood greens, vegetables, fruits and berries in their juiced and powdered form. This powder can be mixed in water (or even better, in coconut water). This is a great way to optimize your diet for nutrient density and calories, as well as great taste (as these are also flavored and lightly sweetened with natural flavors and stevia, a natural plant-based sweetener).

On the go, I often don't have time for a salad or a grain/bean meal, but I want to give my body an infusion of nutrients at the highest levels and quickly, at those times, I use such powders and I am

completely satisfied with fewer calories and less bulk. I am open to a broader array of eating and living strategies to get my needs met in a busy life. This flexing with the circumstances is part of Nutrient Rich healthy eating—and you have plenty of room to exercise it.

Go to www.NutrientRich.com/Store to learn more. Also see *Supplementation* later in this section.

Also, **eat as many nutrient-rich non-green vegetables as you would like** (such as eggplant, cauliflower, mushrooms, onions, carrots, peppers, and tomatoes)—seasoned, flavored, or prepared any way you like (but without using refined and added salt, oil, and sugar), using whole-food dressings and seasonings.

Protein-rich greens and plant foods to include in your diet include spinach, asparagus, broccoli, bok choy, broccoli, green or red chard, kale, and mushrooms.

Try to **eat a pound per day of raw vegetables and a pound per day of cooked vegetables**. If you can't eat this much, don't force yourself— the idea is to completely rethink your idea about what a portion of vegetables looks like; make it substantial. You'll find it's not hard to eat this much food. A whole tomato can be a quarter-pound or more; a pint of broccoli can be 10 ounces or more.

Quinoa is plant food related to greens such as spinach, but it looks like grain and tastes deliciously nutty. It can be used in grain salads and in place of rice or pasta. It provides both complex carbohydrate and quality protein.

You should eat at least four fresh fruits daily. Finish lunch or dinner with watermelon, cantaloupe, or a box of blueberries or strawberries. I literally cut a watermelon in half and eat it right out of the rind.

Eat beans every day. The objective is to eat at least an entire cup of beans daily. Beans reduce cholesterol and blood sugar, and are a good protein source. They reduce cholesterol as a result of their fiber, but also because they don't have any in them. They are digested slowly, and contain *resistance starch*, which doesn't get digested and breaks down in the small intestine below the stomach. This gives them a high satiety index because of the volume, while you are actually consuming less food. Up to 50% of the calories from beans are resistant starch.

Tofu, tempeh and edamame should also be included in your diet to provide additional protein and nutrient-dense calories. Tofu and tempeh hold flavors well; wonderful whole-foods marinades can be made to give these chewy protein foods intense flavor.

Eat at least one to four ounces of nuts or seeds daily, or more depending on activity levels. The scientific research consistently reports that the healthy fats in nuts and seeds offer disease protection against heart attacks, stroke and cancer, and also help you lower cholesterol. Nuts are

calorically dense foods and are a good source of protein. Sunflower seeds and Mediterranean pine nuts are particularly high in protein and should be included in your diet.

Always eat nuts and seeds raw or toasted lightly, because the roasting process alters their beneficial fats. Nuts and seeds are ideal in salad dressings because when eaten with greens, they greatly enhance the absorption of micronutrients such as carotenoids from the green vegetables.

You should also add an additional tablespoon per day of **flax seed, chia seed, or hemp seed** for additional plant sources of omega-3 fats, which also come from leafy greens, walnuts and other sources.

Avocados, like nuts, contain healthy fats and should be eaten regularly, but in limited quantity. These are incredibly nutrient-rich foods, with plant lignans and phytosterols that naturally lower cholesterol levels. The research that shows they prevent sudden cardiac death ¹⁷² and they are high in phytochemicals (although not nearly as high as greens, fruits, and beans). They are also very high in calories.

Starchy vegetables (butternut or acorn squash, corn, potatoes, wild and black rice) and whole grains can be a valuable addition to a nutrient-rich healthy eating style, but they are not as nutrient-dense overall as the green vegetables and nutrient rich non-green vegetables, and they have far more concentrated calories than fruit. Include them in your diet, but mainly when you need increased amounts of calories, particularly as your calorie requirements increase due to activity.

One of our Lifestyle, Health, and Science advisors, John McDougall, M.D., author of *The Starch Solution* and a pioneer who has influenced millions regarding the health benefits and environmental impact of eating a plant-based diet, makes good arguments for eating starches as the basis your diet, while increasing vegetables and fruits for added phytochemicals and for when you want to lose weight. Dr. McDougall points out that large Asian, African, and other cultures throughout history have lived on starches with fruits and vegetables and enjoyed excellent health as populations.

That's true, and as an eating strategy will likely ensure you live a long and healthy life. But there is considerable debate around that eating strategy in the plant-based community, particularly as the nutrient-rich style of eating has emerged. For example, although Dr. McDougall doesn't necessarily espouse this specifically, living on refined white rice and white potatoes would not deliver significant amounts of phytochemicals, on which we put a great deal of emphasis in a nutrient-rich healthy eating style.

Vegetables and fruits are always the best base in an eating style for fastest and sustained weight loss, if you are overweight. And the same foods that enable you lose weight are those that enable you to live at or near your ideal weight all the time, because they are nutrient-rich and calorie-appropriate.

¹⁷² ...

The above-mentioned cultures that consume large amounts of starch are also generally much more active than we are today as desk dwellers. That's why I suggest including starches as needed and desired, but on a *foundation* of even more nutrient-rich leafy green vegetables, colored vegetables, fruits, and beans/legumes, which are starchy along with incredibly nutrient rich peas, and carrots. Overall, you can increase intake of starchy vegetables as activity levels increase and by all means do so; otherwise, eat the more nutrient-rich foods as the foundation of your eating style.

Also, once your micronutrient needs are met you will receive much more accurate feedback from your body on how many calories you actually need. You'll find this remarkable.

Nonetheless, Dr. McDougall, promotes one of the healthiest approaches to eating around, and is a great style of eating on the path to nutrient rich.

Use garlic, flavored vinegar, lemon, or some of the featured products we offer at NutrientRich.com (such as Dr Fuhrman's brand VegiZest and MatoZest), and spices and herbs for seasoning instead of salt.

Whole-food dressings and sauces will be a mainstay in your new healthy eating style. With just a food processor or blender, you have a personal nutrition center to quickly blend an orange, some sesame seeds or cashews, a date, some soy milk, cinnamon, or countless other flavored whole food products to make incredible dressings.

If you consume animal or dairy products, limit consumption to two servings per week, or 12 ounces or less per week. Think of animal products as condiments, not the centerpiece of the meal. Choose organically-produced (no hormones/rBGH or antibiotics) dairy products, white-meat fowl, fish, or eggs. Steam or poach rather than fry. Avoid processed, barbecued or cured meats.

Avoid refined and processed foods, white flour, white sugar and added salt. These may be part of your 10% or less animal and refined foods that you eat each day.

Small amounts of oil (about 1 teaspoon daily) may be included as part of your 10% or less animal and refined foods you eat each day.

Do all of the above, and you'll be eating Nutrient Rich®, mastering the proficiencies, and improving your Nutrient Rich® Score—on your way to becoming a Black Belt Healthy Eater!

Become a Black Belt Healthy Eater!

Improving Your Nutrient Rich® “Healthy Eating” Score



When you subscribed to NutrientRich.com, you received a free guide called “*Wow, I Thought I Was Eating Healthy!*” which came with the Personal Diet Quality Assessment (PDQ).

If you haven’t taken the Assessment and received your Nutrient Rich® Healthy Eating Score, go to the members’ area and take the PDQ now. It’s important, because this score is your benchmark for improvement.

The sample Nutrient Rich® score in the graphic above (45) is very low on a scale that will take you up to 180. A person with this score is eating a nutrient-barren diet, and thus is known as a White Belt. This person is significantly below average, and has four main levels of improvement ahead to become a Black Belt with a Nutrient Rich® Healthy Eating Score that is significantly above average.

The good news is that no matter what you scored, the path for achieving all of the success results everybody wants can progress from right where you are, right now.

Here are the levels, tied to possible scores. (More detailed descriptions are available online in the NutrientRich® Member Center.

White Belt

Significantly Below Average [Nutrient Barren]: 36-64



It’s time to start changing the way you eat. Like right now. To use our martial arts analogy, you are a **White Belt**—someone who walks into a martial arts dojo and has no experience at all with higher levels of self-defense, even if you do have a fighting spirit! You may know you need to protect yourself, but you don’t know how. You may not even be convinced yet that you need to learn how.

At this stage, you are just beginning your journey to new levels of healthy eating and lifestyle proficiency. You are currently eating the Standard American Diet, which is nutrient-poor. You may actually be eating predominantly nutrient-barren foods—say, a diet of chicken subs, diet colas, and processed refined junk foods, with only a periodic taste of food offering life-sustaining nutrients.

You may be exercising, but you are probably relying on good genetics, thinking that magically you will not be affected by the way you eat. (You will and already are!)

You may experience false hunger, get headaches when you don't eat (thinking this means you should eat every couple of hours), and you love your comfort foods. Who doesn't? The problem is that your comfort foods are nutrient-barren.

You may think it's optional to eat nutrient-rich foods, and while you do have the right to your own choices, eating nutrient-rich is not optional IF you want to stay healthy and live a longer, more fulfilling life. You are worth it!

To begin ascending through the ranks of healthy eating, you must make a major shift in your thinking, learn about Nutrient Rich® and obtain support as quickly as possible.

Let us know where you need help in the Member Center.

Yellow Belt



Somewhat Below Average (Nutrient Barren to Nutrient Poor] (65-93)

You are already turned on to healthy eating but you are just beginning to learn the basic proficiencies. You are making progress, but you know you want more.

You are a **Yellow Belt**. There are significant opportunities to improve your eating style, which needs your attention right now, along with other aspects of your lifestyle that may be causing you to cope by using food.

You may be achieving some of your goals, but probably in unhealthy ways. You are likely addicted to many nutrient-poor foods. Snacking is probably something you do in between meals. You think that you can burn extra calories and deal with weight issues using exercise alone.

You want to eat healthy and enjoy it when you do, but when junk food is put in front of you, you have an incredibly difficult time saying “no.” Basically, you are still eating *whatever, whenever*, with a periodic interest in eating healthier or taking vitamins to stay healthy.

The health issues you grew up with and witness people suffering from seem to be the inevitable result of aging. They are not!

You have the ability to make positive strides if you choose to be open and honest about the way you are eating. Now you need to put in the time and effort to learn the nutrient-rich healthy eating style

and improve your lifestyle. Don't give up or get discouraged. You have the innate ability to detoxify your body, lose weight naturally, improve your health and reverse lifestyle-induced diseases such as diabetes, arthritis and heart disease.

Let us know where you need help in the Member Center.

Green Belt



Average [Somewhat Nutrient Poor] (94-122)

Good job getting to Green Belt! You may have arrived here with some work after starting at one of the other levels, or you may be entering here. Either way, this is pretty good.

Unfortunately you are still eating somewhat nutrient-poor at this level, which means you may be getting a just-okay amount of nutrients sometimes, but not at the level or quality you need to achieve all seven of the success results.

The common responses that you learned about in “***Wow, I Thought I Was Eating Healthy!***” are peppered throughout your thinking, even though you are more health-conscious than ever before.

You are not tuned out of what’s being discovered in the realm of nutrition, but much of what you are learning is unqualified or just nutritional marketing.

You still think animal products are healthy, maybe even “nutrient rich,” especially when they are grass-fed and free-range. You also think refined oils are healthy, love the alternative health packaging on everything from salt to chocolate, and think you can still eat *whatever, whenever* you want, as long as you are exercising to burn calories.

The Standard American Diet is still pervasive in your life. You are eating a healthier *version* of the SAD.

Your biggest challenge is that you think you are already eating healthy, and because you are not necessarily sick, you don’t think you have to eat any healthier. Think again. You might live a relatively long life as a Green Belt, but the risk of developing lifestyle-induced diseases is still very high. The current statistics on chronic disease and overweight are based largely on people eating in this *average* way.

The **Green Belt** level is considered “healthy” by most people. You may think the way you are eating is *normal*, when in fact it’s just *common*. Unfortunately, it’s also “common” to be overweight, and to suffer from inflammation, diabetes, heart disease and cancer.

You now have the opportunity to examine your eating style more closely and decide if you are willing to change the behaviors that still hold you back and which could evolve into weight and health complications. If you haven't already, it's time to again make the wholehearted decision to *Switch to Rich, Nutrient Rich—The Great-Tasting Healthy Way to Eat*.

At the Green Belt level, the good news is you are capable of correcting course quickly and going to the next level of healthy eating, if you are willing to *make the switch*.

Brown Belt



Somewhat Above Average [Nearing Nutrient Rich] (123-151)

Great job at getting to Brown Belt!

You are well on your way to realizing a nutrient-rich resilient lifestyle. You are **a Brown Belt**. You have a strong foundation for achieving all of the success results, and have been actively making your nutrition transition in the right direction for some time now.

At this level, you want to seriously acknowledge how much you've improved. You want to honor your successes (actually, do this with every new level you reach), but avoid selling yourself short.

There are still a number of key areas in your eating style that are holding you back. There are beliefs and practices you may have identified but have not yet felt the need to improve because you already eat so healthy.

Although you frequently feel genuine hunger, and do your best not to overeat, you may anyway. You still like to eat “healthier” foods too—healthier as compared to the Standard American Diet, but not completely healthy by Nutrient Rich® Standards. You make full use of the 10% nutrient-poor wiggle room, sometimes more than 10%, at times eating too many animal products and other refined foods, despite what is mostly a very healthy eating style. This prevents you from achieving all seven success results at the highest levels. You may be eating *90% or more* plant-based Nutrient Rich®, but you still defend your need to eat nutrient-poor foods.

It's very easy to stay at Brown Belt for a long time, and it's pretty healthy, but you are not yet at you full proficiency level.

As a Brown Belt, you need very competent support because it's usually mostly psychological at this point. You are already eating healthier than anyone else and you deserve those treats! Someone who has been eating nutrient-rich for some time and is even further down the path can often help you delve deeper and reach your full potential.

So you have a choice now. You can stay at Brown Belt, or you can ascend to full competency in the basics and start progressing to more advanced ideals. Eating Nutrient Rich® gets better and better. Go for it.

Let us know where you need help in the Member Center.

Black Belt



Significantly Above Average [Nutrient Rich] (152-180)

Awesome—you are a Black Belt!

You are now at a basic level of proficiency for a nutrient-rich healthy eating style and are quite resilient. **You are a Black Belt** who is proficient at all 36 of the nutrient-rich proficiencies mentioned above, and are well on your way to becoming a Nutrient Ninja— and a real lifestyle pro!

You know how to eat nutrient rich and do it without even having to think much in many common situations. While you aren't perfect, and don't plan to be, you also don't defend any needs to eat nutrient-poor.

You are in alignment with the Three Golden Rules of Healthy Eating™ and have mastered the most direct path to success by maintaining the highest level of personal eating standards with relative ease. You see the way you eat as simply “normal and natural.” You don't think you're on some “special kind of diet.” (Eating Nutrient Rich® is kind of special, but you're not dieting.)

- You eat when you are hungry, most of the time by waiting for a throat and mouth sensation before you eat.
- You have little emotional attachment to food, and rarely eat for emotional reasons.
- When and if you do eat nutrient-poor or nutrient-barren foods or stimulating condiments, you feel ill quickly and don't misinterpret this as bad, but rather as being good—it's a sign of how vital and healthy you are.
- You fit in almost anywhere, are not obsessed with food and eating, and are flexible for the right reasons.

You have a rational and intelligent perspective on healthy eating, and know how to lose weight, build muscle and improve performance on a nutrient-rich foundation of healthy eating. You pay attention to nutritional research, and have enough basic knowledge to be discerning.

You also model these behaviors and basic skills for others.

At this level, you will still need qualified support on occasion, but know enough to resolve your own situations a good portion of the time.

Your commitment to healthy eating and nutritional balance is enhancing *your lifestyle* as a whole. You are now beginning to integrate new lifestyle skills so that you can achieve your goals even better. You want to move onward toward other aspects of a successful lifestyle, beyond nutrition, such as spiritual liberation, supportive psychology, and higher levels of function and performance. You want to learn personal energy management, sustainable training and conditioning, and improve on your goal achievement abilities.

You have a choice now—you can stay at Black Belt or you *still* can progress to new degrees of insight. Right now you have the basics handled, but it gets better, and your knowledge can expand.

To maintain and develop your eating style even further, start Performance Lifestyle *for resilient living* training here at nutrientrich.com. It will give you new insights, help you streamline and step up your game!

What's it like to be Black Belt...and beyond?

When you are a Black Belt (or a “Nutrient Ninja” as the most advanced Black Belts like to call ourselves), you have mastered how to eat in the healthiest ways possible.

Black Belt or Ninjas don't stand out or make a big deal out of what they are. You don't even see them coming and you only see them fighting when they have to. And because they are proficient, it all seems so simple, quick and easy. Think Bruce Lee!

Similar to someone who is proficient at eating Nutrient Rich®, Black Belts aren't fighting battles every minute of the day. White Belts, Yellow Belts, and Green Belts may be fighting continuous battles, as they are trying to prove themselves while they get grounded in experience. Black belts know what fights to fight and which to avoid. They are also smart enough to know when to walk away, and when to take things to a whole new level in a very deliberate fashion.

That's what makes them Black Belts. They have all the basic skills down, and they continually improve.

A Black Belt is someone who has mastered a *basic proficiency* at a martial art. Ninjas have more experience applying basic proficiencies in a variety of situations. They are more integrated and understand various schools of thought and when to apply them. There are various degrees of Black Belt in the martial arts, such a first degree Black Belt, second degree, and so on.

You don't have to be a Nutrient Ninja to enjoy an amazing proficiency level, but at least you know that you always have the potential to grow and optimize your nutrition in ever greater ways.

I remember talking with one of my lifestyle coaching clients years ago, and she asked “how much better can I eat?” I asked her “Well, how high is high?”

I have been eating this way for nearly 24 years and I still make improvements nearly every day as my body becomes more efficient and I face new situations.

There is virtually no limit to how much you can improve, so don't sell yourself short. Get a basic proficiency in Nutrient Rich® healthy eating at the very least, with a score of 152-180.

What If I don't *want* to be a "Black Belt" Healthy Eater?

Take it as far as you want to go. You are fully responsible for your life, its quality and how high you achieve. You have my full respect, no matter what your decision.

The fact that you are here reading this book shows that you are a seeker and that you want to get enlightened to what it takes to eat truly healthy and improve, or else you wouldn't have come this far. Regardless of how far you currently think you might take it, go for it. Learn all of the proficiencies and earn yourself an honorary Black Belt in Nutrient Rich® Healthy Eating!

Even if you don't go all the way to become a Black Belt Healthy Eater, these skills will stay with you throughout your whole life, and you will always know what it takes to liberate yourself from weight and health issues, all while enjoying a great-tasting healthy way to eat.

Enjoy Yourself!

Even martial artists have fun. They enjoy learning, collaborating, improving, and practicing, and they relish the skills that give them confidence and poise. No matter where you are right now, White Belt or Black Belt or in between, enjoy yourself in the process of Nutrient Rich® healthy eating.

Your New Top 10

At any given time, each one of us has a top 10 favorite foods and meals that we eat most of the time, with exceptions here and there. This Top 10 is influenced by the fact that we are creatures of habit. We like what we like. Whole cultures of people have a small number of dishes that they eat repetitively.

It's like wearing your favorite shirt; you do it over and over again for a while, until you've had enough. You might even leave it for a while, but eventually you will come back to it. That happens with food too. When you are in a pinch, you are likely to default to what's easiest and most convenient. That means foods and meals you know.

You can use this to your advantage—a trick to speed up your transition. Focus on and improve ("nutrify" or "richen") this top 10 and you will take an even more direct path to changing the way you eat!

For example, at the time of this writing, May 2012, and I (John Allen Mollenhauer) am eating a very nutrient-rich Top 10 of meals and snacks:

1. Fresh fruit pretty regularly (its spring, so lots of Fuji apples, watermelon, and mangos).
2. A quinoa dish with some almonds or beans thrown in, and various flavoring strategies *or* plain.
3. Salads: ½ to 1 full head of romaine with a whole-food dressing (orange, sesame, date, some blood orange vinegar, nuts and a little nut milk) <http://www.nutrientrich.com/shop-partners/gourmet-vinegars>
4. Steamed kale at night, with mushrooms, sesame seeds, onions, tomato, and cashew cream sauce.
5. Coconut water with flavored kiwi lime, barley green juice powder (available on NutrientRich.com).
6. Chickpea salad with avocado and nutritional yeast powder (cheesy-tasting) and or VegiZest seasoning (<http://www.nutrientrich.com/shop-partners/matozest-vegizest>)
7. Beet greens, juiced (awesome for athletic endurance)(<http://nutritionfacts.org/topics/beet-juice/>)
8. Banana/blueberry/chocolate ice cream, sometimes with some avocado for added creaminess.
9. Banana/greens ice cream with added Berry Lemon flavoring from our Barley Greens, with an added date or two (so sweet!).
10. One to two ounces of walnuts and sunflower seeds.

I am also taking EPA/DHA, a B12 supplement, a scoop of ground flax seed, vitamin D and a Dr. Fuhrman brand multi vitamin.

This is just my *current* Top 10, and it changes three to four times throughout the year, but as you see, it follows nutrient-rich guidelines pretty closely.

Also note: At the moment, my diet happens to be 100% plant foods *because that's where I'm at*. It is not that I would *never* eat an animal food. I eat vegan 99% of the time, but that is just how I like to eat. I don't even think in terms of being vegan or non-vegan. I think in these terms: I eat a very healthy nutrient-rich diet that is naturally plant based, with a very balanced approach.

I am active in vegan circles, go to conferences, and associate with other vegan plant-based pros. But there are times when I will eat some animal products, for one reason or another, even with the humane and ethical values I maintain.

I approach this issue largely from a health and performance point of view, which naturally leads towards eating a predominantly plant-based diet. I appreciate this approach because it's less charged with ethical/moral stances, and more about being healthy and successful.

The nutrient-rich intention is also to help as large a segment of the national and world population as possible *make the switch* to a predominantly plant-based nutrient rich eating style, because it

will help with individuals who do it and help the planet. 90% will help the planet enormously; if you can get to 100% plant based, go for it. Many do. But remember that our *90% or more/10% or less* philosophy is not just about less animal foods, it's also about less refined foods too.)

Right now you might be saying, "I can't even imagine eating that healthy at this moment." That feeling is okay; that's just where you are at right now. There is no judgment for where you are on the path. Just know that when you get to 90%, it will be a very healthy eating style that you will enjoy and it will take on a life of its own.

My list is not a menu; it's a description of my top choices at this time, which I created for my own personal tastes and preferences. You will create your own Top 10s, and it will be easy because it will include foods *you* like. Your personal choices will look different. It may also be based on your lifestyle preferences, activities, and health concerns. Remember, nutrient-rich eating can be done as a vegan, vegetarian, flexitarian, raw foodists, athlete etc...

The foods in your unique Top 10 at any given time will reflect your preferences, needs, styles and environment, including:

- **Current health condition and objectives.** Someone who has lots of weight to lose will most certainly have a Top Ten that is focused on greens, which are the most nutrient-dense of all foods and lowest in calories. Someone with high blood pressure, irritable bowel syndrome, an ulcer or even cancer may choose specific foods based on symptoms, management, treatment or recovery as well.
- **Your level of motivation.** Are you driven by all seven of the success results?
- **Level of skill.** Eating nutrient-rich is a skill, which you improve with experience. The more you learn about shopping and cooking, your preferences and choices will reflect that.
- **Schedule.** The pace of your day/week, free time, and level of engagement will be deciding factors in food choices. Have time for slow meals and cooking? Need to eat on the run?
- **Time of year and temperature.** The seasons will power your food choices because different foods are in season at different times of the year. Also cold foods are more appealing in hot weather and vice versa.
- **Desired modality of eating,** do you sit down, eat on the run, go to parties and social events, enjoy solo meals, and eat in the car? Some foods work better than others in given environments.
- **Value and ethics.** These can always influence your food choices as well.

Keeping It Simple: The Most Basic Everyday Way to Eat Nutrient Rich®

Most books on diet and nutrition are about 50% content, 50% recipes. This book has been 99% content and 1% recipes. The reason is that you don't have to use recipes to eat nutrient rich. As a matter of fact, **you don't ever have to use a complex "recipe" to enjoy eating in a great-tasting healthy way.**

Sometimes you are just going to *assemble* foods in creative and convenient ways called "concoctions" and simply fuel your body as you focus on other things—not as much on the meal but more on the motive of simply getting your nutrient needs met. Other days, you may go all-out and really put together a menu, maybe to entertain or just to please yourself.

In Step 3 of the **Nutrient Rich® Healthy Eating Plan** there are 80 **Simple, Quick & Easy™** recipes each using five whole food ingredients or less, including preparation videos; they will also likely inspire other SQE recipes of your own making.

Here, I want to focus on *the most basic way to eat nutrient rich*. These are the simple food choices that people who've been eating this way for a very long time usually fall back on themselves during busy days. Master this, and worry about how to make more complex recipes later.

This is the simplest, quickest and easiest default plan for when food preparation time is limited and eating **90% or More Plant-Based Nutrient Rich®** foods is your aim.

1. **Breakfast:** Fresh fruit, cooked whole grains (such as oatmeal), a sweet green smoothie, or a green drink.
2. **Lunch:** Salad (greens and assorted raw veggies) with beans on top, 1 oz. raw seeds/nuts (including dressing), and more fruit.
3. **Dinner:** Salad or steamed greens with more beans, and at least two (or more) cooked vegetables, like mushrooms, tomatoes (really a fruit), onions, eggplant, carrots, beets, etc. (1 lb.); and fruit sorbet or nutrient-rich ice cream for dessert.

If you want animal foods, add in three to four oz of white-meat chicken or low-pollution fish three to four times per week, as a side dish or as a condiment. Or you may substitute a small amount of cheese or egg for the chicken or fish.

Alternatively, you may also wish to add organic tofu or tempeh; or a grain "meat" or other similar vegetarian "mock meat" product (as your 10% processed/refined allowance, choosing the versions made most responsibly with the most nutritious ingredients, such as organic bean and grain burgers or organic soy/wheat/mushroom-based "chicken" or "beef").

In particular, in the early days of a nutrition transition, when the detoxification process is going on, having a small amount of animal product (assuming you are not in a health crisis) can help you both psychologically and physiologically, as you develop your perspective, eating style and transition your digestive tract.

Begin the adventure of discovering new foods. Curiosity really helps in a transition.

Background on the Basics of Meals

Breakfast

By the time you are ready to eat breakfast, you have been fasting for eight hours or more. Now it's time to break your fast. Unless your athletic activity or physical work output is very high (say, you're tossing bales of hay all day), you don't need to eat a lot of food if you've been eating nutrient-rich for a while, and depending upon how much you ate for dinner the night before.

Other than your basal metabolic rate (BMR)—the energy expended to sustain basic involuntary functions such as respiration, the beating of the heart, nerve functions and muscle tone while you sleep¹⁷³—you haven't really spent much of the energy you consumed the night before.

If you are not eating due to withdrawal symptoms, the minute your body starts mobilizing again you will be able to eat a simple breakfast such as the following and be on your way!

- A few pieces of fresh fruit with some cooked grain,
- A sweet green smoothie made of frozen or fresh vegetables and fruits blended together, with or without a flavored whole-food meal replacement mix,
- A fresh vegetable juice, with some apple or carrot added in for sweetness, *or*
- A greens, veggie, or fruit juice powder that is simply mixed with water or coconut water. Please see www.nutrientrich.com/store for examples, and the back of the book for more resources.

Lunch and Dinner

- Always keep your stomach full of vegetables. This is primarily a vegetable-based way of eating, as vegetables are the *most* nutrient-rich foods and lowest in calories, and all primates (you included) eat lots of vegetables throughout the day, in addition to fruits, beans, nuts, seeds, whole grains, and potentially small amounts of animal products. (Primates are not natural vegans.)
- Depending on how busy you are, you may not even stop to eat lunch, and may just have a greens, veggie, or fruit juice powder that is low in calories and mixed in water, or coconut water, for added calories and thickening, because you want to keep your focus on recuperation, and to keep the body healing and repairing while you are busy at work.

¹⁷³ Nutritional Sciences from fundamentals to food, Chapter 8 Energy Balance and Body Weight Regulation page 352

- People often like to eat their largest meals in the late afternoon and early evening, as they are the most social times with family, and fatigue can be an issue by that time of day. Try to only eat until you feel very satisfied.

Very Basic Formula for Each Meal: Salad, Soup, Steamed Greens



Salad—As large as you like, with whole-food, natural dressings if possible, such as flavored vinegars. See **Step 2: Simple, Quick & Easy™ Foods and Recipes**.

Soup—Use a crock pot (slow cooker), or make soups in large pots for consumption all week. Do this once a week; say on Sundays or Wednesdays,

- Buy, wash and chop favorite vegetables
- Fill crock pot half full of water
- Add vegetables and favorite spices
- Add ½ cup (soaked and rinsed) lentils, beans, quinoa, brown rice, etc.
- Fill to near top with water, place lid on, push button for slow cooking, go to bed.

Steamed Greens: Kale, chard, broccoli, collards, spinach, asparagus

- Rinse and tear into pieces, or buy precut bag and place in steamer basket
- Steam over hot water for three to six minutes
- Add in onions, mushrooms, tomatoes, beans, berries, nuts, and seeds
- Add in great-tasting, whole-food dressings (the greatest-kept secret in food prep)

Recommended links to whole-food dressings.

- <http://www.nutrientrich.com/shop-partners/salad-dressings>
- <http://bragg.com/products/bragg-organic-braggberry-salad-dressing.html>

In **Step 2** (the next book in the Plan) you'll find **Simple, Quick & Easy™** recipes for whole-food dressings that you can make on the fly. The options are unlimited when you have a base (such as nut milk), a flavor (garlic, onion, fresh fruit or dried fruit, dried herbs, or onion flakes, etc.), mixed with a flavored vinegar or a healthy fat (cashew butter, nuts, seeds, avocado, or tahini) and/or other flavored liquids like carrot juice, tomato juice, fruit preserves, etc. I even use stevia-sweetened juice powders in my dressings for berry, lemon, kiwi, lime, pineapple and mint flavors.

Like sandwich wraps and smoothies, the number of combos you can create for dressings is only limited by your imagination. They only take minutes to prepare in a food processor or blender.

For extra protein and calories, consume more legumes (lentils), beans (kidney or black beans), nuts and seeds (hemp, pistachio, walnut, pecans, or pine nuts), avocados, potatoes, yams, and whole grains (quinoa, brown rice, or millet). The more of these you eat the more protein you will get (or starch, in the case of potatoes and yams).

Dessert:

Try apple slices, strawberries, half banana, cherries, grapes, sorbets, and other fruit-based desserts.

Amazing nutrient-rich ice cream!

- One to two frozen bananas or cup of berries
- Add in four to six ounces of mixed **frozen** greens, such as collard, kale and mustard greens
- Mix in one to two scoops of your favorite flavor of juiced greens powder from our Nutrient Rich® Whole Food Nutrition products (see www.nutrientrich.com/store) or any other flavored mix you like, and/or add some dried fruit such as a few dates, or coconut.
- Add in some hemp, almond, or soy milk (in an amount that delivers the creamy consistency you want, and blend in a food processor or blender until creamy.

Presto, you have ice cream you will feel good about after you eat it that is so tasty and nutrient rich whatever you don't finish, you can eat for breakfast!

G-Bombs: The Healthiest Foods in the World

According to Joel Fuhrman MD, author of *Eat to Live*, which I dubbed “The Gold Standard of Healthy Eating” years ago when I started NutrientRich.com, *the six healthiest foods* ¹⁷⁴ *in the world* are:

- **Greens**
- **Beans**
- **Onions**
- **Mushrooms**
- **Berries**
- **Seeds**

¹⁷⁴ GOMBS, greens, onions, mushrooms, beans, berries and seeds, as researched and labeled by Joel Fuhrman MD.

“G-Bombs” are an acronym for the most nutrient-rich, health-promoting foods in existence, given all their anti-cancer and anti-fat properties, among many more. Using them as the base, or incorporating them into almost every dish, is a power-eating secret to this style.

You can put these foods into everything—salads and soups, smoothies (well, don’t put mushrooms in smoothies☺), drinks, and even ice creams (ditto on the mushrooms).

I make a specific G-Bomb meal a minimum of one, usually two, and sometimes even three times per week. Such a meal is highly optimized for nutrient density, calories, volume, and great taste. I love it. I call it my G-Bomb meal because it is composed of steamed kale with fresh shiitake or crimini mushrooms, cherry tomatoes (added during the steaming process of five to seven minutes), about a half cup of beans, and an ounce of seeds, which are added after the steaming process is over.

Pairing that dish with a berry-based dessert like nutrient-rich ice cream, this is a nutrient-rich meal that is exploding with anti-cancer nutrients, which inhibit angiogenesis (blood and nutrient supplies to fat tissues, tumors, etc.) and provide lots of healthy fats for increased absorption of plant nutrients. It also has resistant starches that escape digestion in the small intestines of healthy individuals, providing all the volume with only half the calories.

In addition, these foods are low in calories (except for the seeds), so can be eaten in high volume, and are so rich with fiber, vitamins, minerals, and phytochemicals that your body just runs like a high-performance BMW for a long while after you eat it. When you add a great whole-food dressing, wow! Try it if you don’t believe me!

Experiment with G-Bomb meals, and let’s design new ones together for intensely healthy and flavorful meals we can share with one another. Tell me your favorite in the Member Forum.

See the book **Step 2—Simple, Quick & Easy™ Foods & Recipes** for many more tips and ideas like these!

Supplementation While Eating Nutrient Rich®

The first question I get when it comes to supplementation is “Why would I need to take supplements when eating nutrient-rich?” It’s a very good question, and it has a very good answer that is not motivated by profit.

For those promoting nutrient-rich healthy eating styles, like Dr. Fuhrman, supplements were developed in response to certain situations, such as when dealing with the negative consequences of the previous diet, when nutrient absorption is compromised, or for special needs in children, athletes, or seniors.

Don’t *assume* that just because you eat a nutrient-rich diet, you won’t need any supplementation. You may. It’s not wise to be idealistic when it comes to nutrition. Get tested.

In developing the Nutrient Rich® concept over the years, we have answered the supplementation question by proposing the following tenets.

1. **Do you need to supplement and how much? We don't know.** Check your blood with a test from a health practitioner—one who promotes a nutrient-rich healthy style of eating, so that you know their motivations and their competence to assess and address what they find.
2. **Always focus on meeting your nutrient needs through food *first*,** with a plant-based nutrient-rich healthy eating style.
3. **When you supplement, evaluate the supplements (particularly multivitamins)** for what they contain as well as for what they do not contain.

It is proven that various isolated nutrients, such as vitamins E and A, folic acid, iron, and copper may promote rather than prevent cancer and other diseases¹⁷⁵ when taken in isolated or synthetic forms. Be careful.

4. **Sample situations when you would consider taking supplementation** include:
 - If you do not get enough sun, and/or have low vitamin D blood serum levels
 - If you have high blood cholesterol
 - If you are an athlete
 - If you have a crisis situation where the effects of supplements would be more favorable than drugs
 - If you are a child and have unique developmental needs
 - If you are in age-related decline
 - If you are transitioning your diet
 - If you are “on the run” and need meal replacements from time to time
 - If you are eating nutrient-poor and need to make up the difference with supplementation; *it's not the best solution*, but it will help
5. **Live, raw, whole, organic superfood nutrition products** aren't necessarily *supplements*, even though they can be used in that capacity. They are more like nutrient infusions, which provide convenience when you are not yet ready for a full meal.

¹⁷⁵ Joel Fuhrman M.D.

Live Juice Powders and Meal Replacements

Green drink juice powders are neither supplements nor 100% whole foods, even though they are as close to the whole food as you can get. A 100% whole food is the original food itself, which is neither processed nor refined by the definitions given earlier.

Green drinks are foods processed minimally and especially for convenience, and are as good as the whole food is in its natural state—in many ways better! The nutrient absorption is faster and more complete. Satisfaction is also speedier because you do not need to break down the plant cell walls containing the nutrients, and the nutrient profile is so naturally complete that you will be satisfied for significant periods of time.

In addition, these are not manmade formulas—they contain only the original nutrients from the whole food, but in a powdered form *without nutrient isolation*. That is what makes the difference.

The caution regarding green drinks is this: If you rely solely on nutrient-rich green drinks to lose weight, you will get loads of nutrients, while burning your own body fat for more calories in the short term—but you won't get the volume, nor the calorie density that you need from food in the long run. Over time, then, you will potentially feel the need to consume more food than necessary because you will be craving the simple act of eating. Use green drinks strategically, but not excessively. Don't solely rely on them as a diet.

Besides convenience (when you don't have access or enough time to eat a nutrient-rich meal), the two most compelling reasons to use live, raw, organic, whole superfood nutrition products are as follows:

- **Just Started Eating Nutrient Rich**

Nutrient-rich greens, vegetable, and fruit and berry products can benefit people who have not yet *made the switch* to Nutrient Rich® healthy eating, or those who are just starting out on the nutrition-transition path. This is because powerful nutrient-rich juice powders will ensure that you get your nutritional needs met and then some, while speeding up detoxification. This will move you to eat even more plant-based nutrient rich, optimizing your core nutrition for attaining all seven success results.

If you're not yet eating in a nutrient-rich healthy way, and need to speed up the detoxification process to lose weight naturally, you need to maximize your micronutrient consumption. Green drinks, like those sold on our site, will naturally shift your desire toward eating in the healthiest way as you experience great health and personal performance results.

- **Already a Nutrient Rich® Healthy Eater**

For those people who are well into their nutrition transition, our green nutrient-rich superfood products will prevent you from overeating nutrient-rich foods every day. People following this

eating style sometimes tend to overeat because the food is so great-tasting! However, they overeat for a completely different set of reasons than nutrient-poor unhealthy eaters do who overeat mainly due to under-nourishment, food addiction, lack of knowledge, and psychological triggers.

Our bodies need many nutrients, which can only be found (and are in their most effective form) in a wide variety of fresh, nutrient-dense, live, raw, organic, whole superfoods. **Nutrient Rich® Whole Food Nutrition** products have been created to give you all that, in convenient options that support your desire to achieve maximum health, performance, and longevity.

We start by providing a wide variety of live whole food concentrates, packaged as powders without the need for pasteurization or preservatives. We use a proprietary drying process, **PhytoLive Dehydration™**, which dries fresh juices to powder in a couple of minutes (carefully kept below 106°F) and creates our **InstaRaw™** powders with maximum nutrient preservation.

On our site, you can download *How to Optimize the Way You Eat for a Leaner and More Muscular Body—Using Live, Raw, Organic, Whole, Superfood Nutrition Products*.

Specific Supplement Recommendations

When it comes to specific supplement recommendations, we advise people to follow the general guidelines of Joel Fuhrman M.D., Director of Research for the Nutritional Research Foundation. Dr. Fuhrman is also a member of [The Lifestyle Health and Science Advisory Council](#) at NutrientRich.com

Essentially, it's a good idea to take the following:

Multivitamin:

Avoid potentially toxic ingredients, such as folic acid, vitamin A, beta carotene, copper and iron. Ingredients need to be selected for optimal quality and absorption, and cannot have toxic properties. The balanced antioxidant protection should also support phytochemical (anthocyanins) and carotenoid concentrates from green food extracts. It should include calcium, iodine, and selenium.

B12:

Absolutely necessary if you are eating 100% plant-based; may be included in multivitamin.

Vitamin D:

Recent medical studies document that vitamin D is more effective than calcium for protecting and building bone. In addition, vitamin D powerfully protects against cancer. Too much calcium can actually interfere with the conversion of vitamin D into its biologically active form. High-dose calcium is *not* ideal for bone strength and may increase cancer risk as a result of lower vitamin D

function. The modern world suffers from an epidemic of vitamin D deficiency, and most often a multi-vitamin containing the U.S. RDA for vitamin D is simply not sufficient to bring blood levels up to the ideal range, especially as we age.¹⁷⁶

DHA-EPA from algae:

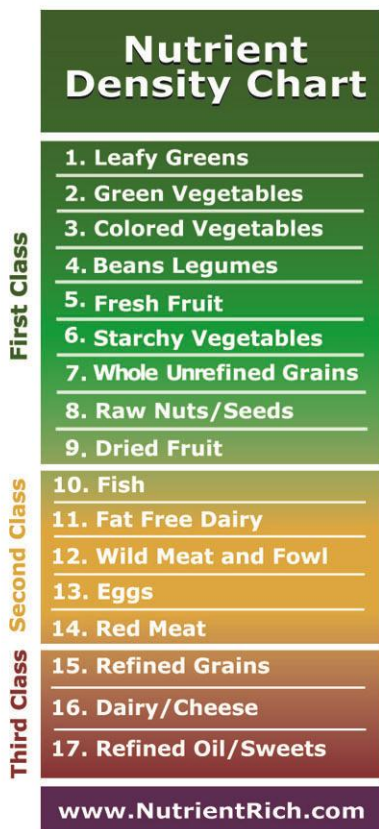
DHA and EPA have many crucial functions and health benefits; for example, they are crucial for the health of the brain, eyes, and cardiovascular system, from fetal development all the way into old age. Even with an ideal plant-based diet, DHA and EPA status may be suboptimal because the body has a limited capacity to elongate shorter omega-3 fats (ALA) into EPA and DHA.¹⁷⁷

Omega 3 Fatty Acids:

Have a daily tablespoon of flax, chia, or hemp seeds, in addition to nutrient-rich leafy greens, walnuts, and other foods containing short chain Omega 3 Fatty Acids.

For more, go to www.NutrientRich.com/shop-partners.

Optimizing Your Food Intake



Few, if any, dieting strategies are based on a context as comprehensive as *the seven success results*.

To get them all, you have to *optimize your food intake* for **four variables**— which most diet styles completely miss. They are *nutrient density, calories, volume and great taste*.

Throughout the book, I’ve mentioned these four every time I’ve mentioned the full definition of this healthy eating style.

Now it’s time to learn in full what they mean.

Nutrient Density

*The ratio of **nutrients per calorie** is the most important variable of the food you eat.*

Years ago, I was working with Dr. Fuhrman, one of the leading nutritional researchers in the world with a specialty in high-nutrient density eating as a means of reversing disease. I asked him “What are the best foods to eat, from first to worst?” and he

¹⁷⁶ DrFuhrman.com Vitamin Advisor.

¹⁷⁷ Ibid.

came back with a PowerPoint that completely changed my concept of nutrition.

When I saw it, I said “Joel, you just created the most powerful nutritional tool ever created, ever!” because for the first time, people without a Ph.D. in nutrition or an RD certification could finally understand the world’s best foods to eat—at a glance. This graphic illustration eventually became what’s called the Nutrient Density Line.

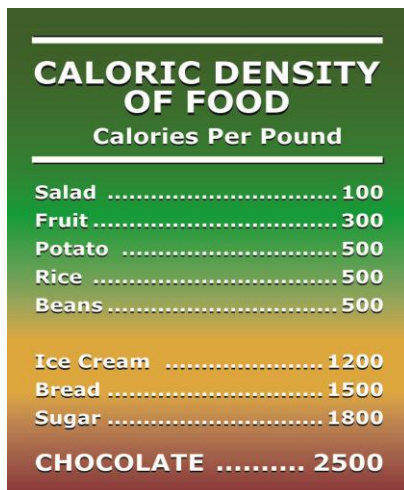
As you can see, plant foods are at the top. The most *nutrient-rich* foods are leafy greens, green vegetables, colored non-starchy vegetables, bean/legumes, fresh fruits, starchy vegetables, whole grains, raw nuts and seeds, and fish, followed by *nutrient-poor* foods including fat free dairy, wild meats and fowl, eggs, red meat, full fat dairy, and cheese, which is then followed by *nutrient-barren* refined grains, refined oils, and refined sweets.

The higher on the *nutrient density* chart you eat, *the lower the calories and the higher the nutrients*. The lower you go, the more that ratio flips. Calories go up, and nutrients go down. This is true even of First-Class Nutrient Rich® foods. *For example*, the nutrient density of whole grains is not nearly as high as it is for beans or leafy greens.

Of all the possible combinations you could come up with, the most nutrient rich diet is based in the largest volumes of First-Class leafy greens, green vegetables, colored vegetables, beans, fresh fruits, with progressively smaller amounts of every other food. And, of course, less than 10% of your diet comprised of Second-Class animal foods and Third-Class refined foods.

It’s that simple!

Calories



CALORIC DENSITY OF FOOD	
Calories Per Pound	
Salad	100
Fruit	300
Potato	500
Rice	500
Beans	500
Ice Cream	1200
Bread	1500
Sugar	1800
CHOCOLATE	2500

Generally speaking, the fewer nutrients in a food, the more calories it has. There are a number of exceptions, such as nuts, which have more calories per ounce than butter and olive oil, even though they are nutrient-rich foods. This makes the point that not *all* nutrient dense foods are low in calories. They are, however, *appropriate* in calories, given the source and their purpose.

The number of calories a food contains (calorie density) is a secondary consideration to its nutrient density. The more nutrients you are taking in, the fewer calories you require, particularly if you’ve been eating nutrient rich for long periods of time and you are not eating for the wrong reasons.

To optimize your food intake, you always want to focus on making sure that what you eat is a nutrient-rich food and only contains the calories you feel you need. For example, even though greens are the most nutrient rich, they are only 100 calories per pound. Therefore, you will want to

eat them with beans, legumes, fruits, nuts and seeds, whole grains and starchy vegetables, for nutrient diversity and added calories.

Notice how the calories explode as you start adding refined foods? Animal foods also have a wide range of calories, from 35 calories an ounce for some cuts of chicken, up to 155 calories an ounce for lean beef cuts. Of course, both can go much higher in calories, depending on the cut. But again, calories are not the point, it's nutrients that matter.

We are not interested in low-calorie diets. We are interested in a high-nutrient density diet. That may naturally be low in calories, but it will contain as many calories as you need, free of the substances your body doesn't need.

Volume

Depending on the nutrient density and calorie density of the food you eat, the greater volume you can eat without going into positive energy balance (weight gain). An example of this is in a food that is only 100 calories per pound, like leafy and green vegetables (you can eat these foods in large volumes, without taking in more calories than you need, and substances that your body does not need). This is essential in **The Nutrient Rich® Healthy Eating Style**, where unlike dieting, you can eat as much food as you want, where greens are the natural foundation of your diet.

While you don't have to count calories, it is good to know the general nutrient density of the foods you are eating and the caloric content of most foods, so you know how to fuel your body right.

Notice, so far in the optimization order, we've talked about nutrient density and volume, and haven't even gotten into calories yet; there is a reason for that.

Great Taste, Free of Addicting Substances

You eat what you like. We all do. If you are going to eat nutrient-rich food, you have to like it. Unless you make the food you're eating appealing in the way you want it, you won't eat it.

As you've learned, transitioning away from liking nutrient-poor foods will require a little time for your taste buds to change; but they will—and you will find ways to make Nutrient Rich® yours, and delicious the way you like it.

When you *make the switch* from poor to rich, you are going to be eating foods that have fiber, water, and phytochemicals, all of which are going to positively change your experience of food—with more bulk at times, faster satisfaction, more nutrients that enable will your immune system to function at a whole new level (yes, you will feel this), and a whole new palate of natural tastes that will eventually (not too far from now) become your preference.

Not only are nutrient-rich foods great-tasting, but they can be prepared in so many super-delicious ways, with recipes from any plant-based vegetarian, raw, vegan, or nutrient-rich recipe guide. The key thought is making sure that you are eating relatively free of additive substances, else you'll find yourself having a very difficult time, wondering why you are drawn to unhealthy eating, eating for the wrong reasons, or unable to get the results you want.

You don't need to eat some Spartan idea of "*traditionally healthy*," such as just a plain salad, greens with lemon, or nothing but fruit. These are traditional defaults because most people never learned the diversity that nutrient-rich eating really represents, and the skills to parlay those diverse foods into even more diverse and great tasting meals and menus. The nutrient-rich food revolution is changing this. **You just don't need animal fats, refined and added salt, oil and sugar and countless chemicals to make foods taste great.**

In addition, if you oversimplify this eating style and don't learn how to make it the way you like it, in simple ways, the attributes of an animal-product- and refined-food-based diet will take over. Just "pop in the oven" or "open the wrapper" and soon you'll be eating super-stimulating toxic food all over again.

This is not to say that there aren't nutrient-rich foods with similar conveniences. After all, packaging technology has advanced. However, nutrient-rich foods, meals, and menus usually require a little extra time to become just the way you like them. Take that time, and soon it'll be second nature—and you'll love your food *and* the results.

Closing Remarks on Optimizing Your Food Intake (for now)

Technically, nutrient density, volume and great taste and whether or not you are eating free of addictive substances that drive people eat for the wrong reasons, will determine your calorie intake. But for explanatory purpose I talked about calorie density second. In reality, if you get the first three points right, that will help determine how many calories you actually need to consume, even factoring activity levels, gender etc.

More Real-World Concerns

Things Don't Always Work Out Perfectly

And that's perfectly fine. There are times when you won't get your preferences met, eat the ideal foods or even have access to nutrient-rich foods in our still nutrient-poor dominated food marketplace. Don't get upset; it happens and the 10% can come in handy.

There are also times when you will violate one guideline or another. That's okay and perfectly normal. This is your *eating style*, not a rigid diet program.

However, the more expressed your preferences are, and the more organized your lifestyle is, the less often you'll experience things "not working out" the way you want them to. When you don't

assert your preferences for how you want to eat and live, no doubt others will do it for you by most likely serving food that keeps you as diet trapped as they are.

The most successful healthy eaters have/had the same or similar issues to deal with as you do now. Forego thinking about all that the other person has going for them, because they most likely had to create that skill and get grounded in a new experience. You can do it too.

This is the mantra of Nutrient Rich® healthy eating:

- Real food is your health food,
- Healthier food is your “junk food”
- And junk food goes in the garbage. (Really there is no such thing as junk food. There is junk and there is food)

Healthier foods—packaged foods that are not made from whole, plant-based nutrient-rich foods—are your new junk foods. That doesn’t mean they are *totally* junk, but with all the refined and added salt, oil and sugar, and even manmade synthetic chemicals in many “healthier” foods, they are simply “better” junk food.

REAL totally nutrient-poor junk food like Twinkies doesn’t even need to find its way into your kitchen and body to begin with. You can at the very least eat *better junk*.

If you have a need (psychologically driven, or due to withdrawal symptoms) for a junk food, simply go to your local health food store and buy one of the many bars, cookies, crackers or shake mixes that are *not* made from whole, plant based nutrient-rich foods.

Who needs Twinkies when you can have a white-chocolate-flavored food bar?

Someday, you may find you can even make your “treats” nutrient-rich. With all the amazingly delicious vegan food bars and smoothie mixes and green drinks created by real-food entrepreneurs who maintain nutrient rich standards, free of animal products and refined ingredients, these may be a treat enough.

But if you really want junk food, just go to the health food store. Eat *better junk*.

Who needs Twinkies? Just put them in the garbage. Do you really need this in your body?

Enriched Bleached Wheat Flour [Flour, Reduced Iron, B Vitamins (Niacin, Thiamine Mononitrate (B1), Riboflavin (B2), Folic Acid)], Corn Syrup, Sugar, High Fructose Corn Syrup, Water, Partially Hydrogenated Vegetable and/or Animal Shortening (Soybean, Cottonseed and/or Canola Oil, Beef Fat), Whole Eggs, Dextrose. Contains 2% or Less of: Modified Corn Starch, Glucose, Leavenings (Sodium Acid Pyrophosphate, Baking Soda, Monocalcium Phosphate), Sweet Dairy Whey, Soy Protein Isolate, Calcium and Sodium Caseinate, Salt, Mono and Diglycerides, Polysorbate 60, Soy Lecithin, Soy

Flour, Cornstarch, Cellulose Gum, Sodium Stearoyl Lactylate, Natural and Artificial Flavors, Sorbic Acid (to Retain Freshness), Yellow 5, Red 40.

No.

Get Started NOW—Nutrient Rich® Healthy Eating for Life

Right about now is the time for you to make the whole hearted decision. There’s nothing more you need to know than what you have already learned to make that decision.

There is no point in making the *Switch* to Nutrient Rich® healthy eating if it’s not for life. This IS a lifestyle change—the ultimate one. Everything else is just a method for weight loss or a half-baked “healthier” diet that will help you improve, but not quite get to the Promised Land.

Nutrient Rich® healthy eating is the basic premise for how you should eat from here forward, and it starts with *making the switch* from nutrient-poor to **More Plant Based Nutrient Rich®**, fast.

Don’t linger on this decision thinking you are going to read and prepare for months and *then* implement this big “nutrition transition.” It doesn’t work well that way. You’ll just psych yourself out, or lose momentum.

You don’t have to go to *90% or more* overnight. Simply start your nutrition transition, by increasing your intake of nutrient-rich foods and begin experimenting while you are in this *preparation/determination* stage learning how to implement Nutrient Rich® healthy eating

Remember *The Natural Change Process (Part I)* it really comes in handy when gauging where you are on the path of making a nutrition transition. Change takes time; trying to change too fast creates needless distress.

In the NutrientRich.com Member Center, we provide inspiration, education, and support (IES) via email, Forums and live tele-trainings. We also share wisdom and insight from other pros, even those with other perspectives on the path. All pros become pros by practicing and learning themselves. We too need IES, and we continue to learn from others. Soon you will be the pro teaching someone else. So stay tuned to Nutrient Rich® Healthy Eating for Life the *Inbox Magazine*.

Stay open minded, keep learning, and know you are on the right path if you are developing your Nutrient Rich® healthy eating style. There is a lot to learn as you make the nutrition transition, but the bulk of the main points are in this book and in the balance of **The Nutrient Rich® Healthy Eating Plan**. They will save you up to 20 years or more of your time, energy, money and your health.

Summary: Your Formula for Success

- 1) **Make the wholehearted decision to *make the switch* to a Nutrient Rich® healthy eating style** you can call your own.
- 2) **Begin your nutrition transition by eating up to 90% or More Plant-Based Nutrient Rich®.** This is your *most basic reference point* when you eat, and as you shop, prepare, and eat out as well. Ideally, no more than 10% of your food should come from animal or refined nutrient-barren foods.
- 3) **Optimize your food intake for *nutrient density, volume, great taste and calories*.** This gives you the key parameters to focus on when you eat, in very much the same way you would focus on intensity, frequency, and duration when it comes to exercise.
- 4) **Learn how to shop, organize, prepare, and eat out, in quick and easy ways, and how to lose weight the nutrient-rich way.** There are three more books, **Step 2, Step 3 and Step 4 on this direct path to success**, which will support you on your path.
- 5) **Keep your eye on The Seven Success Results** to give you the added motivations that will guide your style of eating. Is the way you are eating keeping your body clean and free of toxicity? Is it promoting your ideal weight, improved health and personal performance? Are you eating to age slower, look younger, and live longer?
- 6) **Think of this as your lifestyle, not a diet.** You don't want be in a position where you have to "stick with a program" blindly your whole life. The only difference between you and the experts is knowledge and experience, so why not become an expert? This book is your launch pad; now learn the lifestyle skills.
- 7) **Have fun!** Really, lighten up. You will always have to be more deliberate at the start of anything, as you learn and learn and get grounded in experience. But view it as a project, a new subject you want to master, a path to a whole new level of eating, thinking and living. Don't rush it, enjoy the process.

When you make the *Switch*, you are really making the decision to change **your lifestyle for the better forever**. When you change the way you eat, it will change the way you think and live.

Remember that food is only one aspect of your lifestyle. Getting enough sleep, rest, and recovery, being active, exercising, and training are also "core essentials" of a healthy lifestyle, but even still there is more to living a balanced and healthy lifestyle successfully and achieving your goals.

With that in mind, a whole new lifestyle premise and idea emerge—living resiliently, and what we call a "performance lifestyle". To eat nutrient rich successfully you will need lifestyle skills. As you know, this isn't just a weight loss only diet that lasts a few weeks or months only to return to how you were living before. It's a healthy eating style which will affect the whole of how you think and live.

Once you make the *Switch to Rich*, and get into your nutrition transition, you will run into other hidden lifestyle challenges, on par with how you use to eat (nutrient poor), that will require you make a lifestyle upgrade, just like you are doing here with how you eat. Learning these Performance Lifestyle® skills prepares you to live resiliently so you can ultimately thrive in any situation, even when things aren't working perfectly.

You need to know how to get things working again, when they are not, and that starts with a very significant shift in thinking. That is, not making goals out of any aspect of improving your health and your ability to function, and perform well, otherwise known as your lifestyle, even how you eat. Eating better is a personal objective, like breathing. You would never make a goal out of breathing would you? For most, they would die or peter out before the achieved it. It's something you just do.

Keep this in mind when thinking about eating **90% or More Plant Based Nutrient Rich**; if you make a multi-month goal out of it, that's how long it will take. Others will just see the merit in it and go for it. Why, because they want to achieve their goals sooner than later.

Your lifestyle is how you achieve your goals and it's important you approach life with this mindset if you really want to be successful with eating, thinking or living better, otherwise you'll be one of those people who spends there whole life trying to eat healthier and that's not what we're talking about here.

Learning lifestyle skills to resolve your challenges, and evolve with new thoughts and skills so you can achieve your goals is...

Performance Lifestyle for Resilient Living

Making the *Switch to Rich, Nutrient Rich®—The Great-Tasting Healthy Way to Eat* is the cornerstone of living resiliently. That means having a lifestyle that enables you to achieve even your most ambitious goals, while living in relative balance with vibrant health and peace of mind.

My mission is really to help people live resiliently for deeply personal and professional reasons. Resilient living means you have the ability to bounce back and recover readily from illness, depression or adversity.

I was inspired to define and practice a new lifestyle philosophy so that I could be healthy, function better in the world, and not fall short of my potential.

Lifestyle has become an overused and misunderstood word. In my own process of "going to the next level," which took me nearly 10 years, I discovered that the current "lifestyle" paradigm is incredibly dysfunctional—great for business success, but very confusing for *people* wanting to be more successful.

I also discovered that eating healthy and living are not end-goals at all. They are a *given* if we want to achieve our *real* goals in life, business, or sport without having failing health compromise our success.

As a matter of fact, no aspect of one's lifestyle style is a goal—not eating healthier, getting more sleep, or becoming fit. *Your lifestyle is how you achieve your goals.*

So, in the spirit of helping our customers not only eat “nutrient rich” but live a *richer more fulfilling life*, which is something I want as well, I sought to find out what it would take to end the age-old dilemma of trading wellness and health for success. **By helping you live a more fulfilling way of life, I do the same, and together we naturally live in the healthiest ways with greater resilience.**

I will now introduce the Performance Lifestyle—Your Lifestyle at the Next Level, where you live in balance with vibrant health and peace of mind to achieve *even* your most ambitious goals.

The 12 Fundamentals You Need to Know to Live Your Life Like a Pro!



Resolve. Evolve. Achieve.

FUNDAMENTAL SIX OF TWELVE
UNDERSTAND
Your Present Situation

© 2012 PerformanceLifestyle.com



Understand Your Present Situation

Do you feel connected to the real causes and dynamics of your present situation? Are you aware of the challenges that hold you back and prevent you from moving forward in a position of strength in your life? Do you know where you

need support and what has to change to live the life you want? When you fully open up and understand your present situation, you will build the acceptance and drive required to reinforce healthy lifestyle change and support the achievement of your goals. The truth that resides deep inside will set you free—allowing you to experience new levels of success and well-being!

FUNDAMENTAL FIVE OF TWELVE
DISCOVER
What's Driving You

© 2012 PerformanceLifestyle.com



Discover What's Driving You

What are the forces driving your life? You have conscious and unconscious needs that drive your positive and negative thoughts and actions. Now you can discover the cause-and-effect

relationship of your ongoing drive to satisfy your needs. Become aware of what's driving you and you will break away from an orientation of avoiding negative consequences, and instead move towards actions that are securely based in seeking positive outcomes.



Streamline and Simplify

The speed of our culture increases every day. So do our chaotic life demands. This can cause you to lose your focus on achieving desired goals in a balanced and healthy way. Restructure, streamline and simplify your life—get more done

in less time by focusing your energy on what really matters. Continually streamlining your life will help direct the proper attention to your most precious asset—your energy—and help you manage it better.



Tell a More Optimistic Story

Your personal story has been developing since childhood and through your ancestral history. The story you tell and how you tell it serves as the framework for how you view and interact with the world around you. How you tell your

story is also a factor on how others perceive you. Let's delve into your story and how it is impacting your lifestyle, and begin changing it to a story that is real with an optimistic outlook. Learn how to drop the weight of the past, get real, and expand your optimism so your story helps you manifest what you really want.



Build a Supportive Team

Building a lifestyle where everything depends on you will lead you nowhere and will only fuel an unhealthy future. Nobody can do it alone. Create and nurture a supportive team of personal and

professional relationships that understand, accept, and empower you to live with positive accountability and reinforced energy. Your success can be powered by the positive influence and support of others who share your life and business goals. Building support and a team in your life are the foundation of living a balanced, healthy, higher-achieving life.



Get Free of Personal Energy Debt

Do you often feel exhausted or unable to accomplish even routine daily activities without any explanation? Have you been overspending your personal energy for far too long? That uncomfortable drain you feel is called “personal

energy debt” and it is the primary hidden variable that undermines your health, productivity,

performance, and success. Energy debt causes you to act out of balance and compensate for low energy with over stimulating lifestyle behaviors. This causes you to sink even further into that downward energy trend. Learn and implement The Energy Regeneration Method™ to identify and break free from the negative impact of personal energy debt.



Eat Nutrient Rich®

Do you want to stop the cycle of junk food cravings, unnecessary hunger and emotional weight gain? When your body lacks what it nutritionally needs to function and perform well,

you set yourself up for dietary failure. Every day we are “sold” foods that simply deny us any real health value. Learn about eating up to 90% or More Plant-Based Nutrient Rich® foods—for better health, higher performance energy and natural weight loss.



Activate and Strengthen Your Body

Fitness is not just about working out and “hitting the gym.” Sustained fitness is about managing activity, momentum, and routinely activating and strengthening your body. Learn how to ditch the

overly-regimented exercise programs that you can’t stick with. Exchange them for a personal activation plan that enables you to develop the stability, strength, and power to meet and exceed the demands of your desired life. Learn how to challenge yourself physically and make fitness a fun and rewarding exercise!



Recharge Your Life Force

Imagine a lifestyle where you have the exact amount of personal energy you need on tap, and when you need it most. Learn the most amazing secrets behind energy regeneration and how simple and effective it

is to automatically recharge your life force, at almost any time, and in almost any situation. Learn to recuperate and recharge your life force so you have the ongoing power you need to meet your goals each day. Everything you do depends on it.

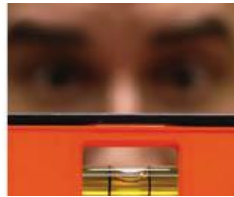


Own Your Schedule

Time is one of our most precious gifts in life, and too often we sink deep into a downward trend because our schedule wears us down. Learn what it means to “own” your personal and business time

around your weekly capacity to perform well. A health-promoting Performance Lifestyle should support your schedule—not destroy or distract it. By taking full ownership of your schedule you can more effectively operate at your optimal energy capacity every day. Actively learn how to

monitor and manage your schedule around your own energy levels to minimize health risks and maximize your productivity.



Live in Balance

Learn how to create a renewed balance in your life. When you balance energy expenditure with energy recuperation at the most basic level, you can live in balance. If you are not, all other forms of work/ life balance and a balanced lifestyle are not possible.

This is the most practical and important skill to practice each day, so you accomplish objectives and achieve your goals without sacrificing your health and well-being along the way. Living in balance is not an event, but a process and awareness. There are four levels of balance and each builds on the previous. Learn this vital skill to function and perform well, and enjoy your life.



Declare Your Direction

Defining and establishing your vision, goals and objectives is an important process that connects your present situation to your future achievement. All lifestyle change is motivated by your goals in life, business, and sport. With a truly focused

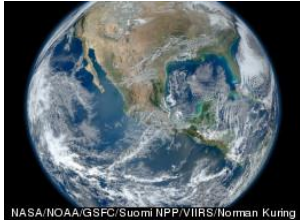
direction and a healthy performance lifestyle powering the way, you have the lifestyle formula for living in balance, with vibrant health and greater peace of mind, and the sustaining energy you need to achieve even your most ambitious life goals.

The whole idea of a Performance Lifestyle is to become a Healthy High Achiever, and reach goals with health and well-being intact.



Learn these skills as a **Performance Lifestyle®** for **Resilient Living** Gold Member of NutrientRich.com.

Save Face



Earth is rapidly headed toward a catastrophic breakdown if humans don't get their act together and begin living within certain boundaries, according to an international group of scientists.

Writing June 6, 2012 in the journal *Nature*, the researchers warn that the world is headed toward a tipping point marked by extinctions and unpredictable changes on a scale not seen since the glaciers retreated 12,000 years ago. It's this potential reality that has inspired NutrientRich.com to dedicate 5% and eventually 10% of its revenues towards saving the face of our amazing planet by spreading access to nutrient-rich foods across the country and the world.

We must stop depleting our unique and precious planet.

We believe that starts with what we eat. To literally save the **surface** of the planet, we need to save the **faces** of the animals, which co-inhabit this earth. The process of consuming 55 billion animals each year to feed the **faces** of some seven billion people is catastrophic for the environment, the animals, the lands they graze, and the people who eat them.

Methane production in our atmosphere, pollution of our lands and water from the waste runoff of animal agriculture, the direct and indirect costs of producing animal products, the heart disease and cancer they promote, and not to mention the inhumanity of it all, is simply a poor choice being made on a mass scale, and it is depleting our world.

How can we change this? It's simple; it starts with what's on your plate. Decide to limit or eliminate nutrient-poor animal and refined foods and begin eating **More Plant-Based Nutrient Rich**®—the healthy eating style you can enjoy in great-tasting ways.

That's not a step down. It's a step up—to a richer, more fulfilling life in a world that can be sustainable, with animals, lands and people we can enjoy for generations.

Join the new rich—the nutrient-rich revolution. Save Face, every time you sit down to eat.

Make the Switch today.





About John Allen Mollenhauer

John Allen Mollenhauer is a passionate promoter of The NutrientRich® Healthy Eating style, which is the cornerstone of resilient living.

Also known as John Allen or "JAM", is a certified nutrition education trainer (NET), a performance lifestyle coach (CPLC), and the founder of Nutrient Rich Life, Inc. He created nutrientrich.com to be the complete healthy eating and resilient living system that would guide people in making the Switch from nutrient-poor diets to a nutrient rich, healthy eating style they could call their own; the big step to taking their lifestyle to a whole new level.

He helps people transition the way they eat up to 90% or More Plant-Based Nutrient-Rich®. Step by step, the system he created at [nutrient rich.com](http://nutrientrich.com) delivers the most direct path to success.

At a time when it is more important than ever to live sustainably and eco-responsibly, John Allen's vision is to help as many people as possible improve the way they eat, think and live. To do so, he developed the Personal Diet Quality Assessment™, The Nutrient Rich® Score, and The Nutrient Rich® Healthy Eating Plan, which includes the book *Switch to Rich*, *The Nutrient Rich Way to Eat*.

This 4-Step Plan provides people with information on why to make the Switch, how to do it, and additional steps for shopping, organizing, preparing and eating out, as well as recipes and information on how to Lose Weight the Nutrient Rich® Way.

John Allen Mollenhauer was one of the first to begin defining and promoting the term, "Nutrient Rich," for healthy eating back in 2005, when the USDA Dietary Guidelines recognized nutrient density as the fundamental principle of nutrition, and the "Low Fat, Low Cal, and Low Carb" diet fads began to quiet down and pass as fads.

Excited about the opportunity to help define what it meant to eat "healthy," and to promote a revolutionary way of eating that people could quickly understand, he created The Food Class System® at NutrientRich.com. It was one of the first nutrient density-based food indexes ever created and was inspired by his first hand work with Joel Fuhrman M.D., author of the huge, best seller *Eat to Live* and by another huge best seller, *The China Study*—the most comprehensive study of nutrition ever conducted, both of which reinforced the idea that less than 10% of the foods you eat should come from animal products and refined foods, if you eat them at all. In 2006, John Allen produced, *The Top 12 Findings of The China Study*, with the authors.

Realizing that eating Nutrient Rich® did not necessarily mean eating 100% Vegan or Vegetarian (favorable choices nonetheless), but certainly meant eating a predominantly plant-based diet and knowing that it was a core essential to resilient living, John Allen set out to simplify and explain nutrient-rich healthy eating so people could get free of the Standard American Diet, weight loss-only diets, and half-baked "healthier" diets that were not yet nutrient-rich or "healthy" enough for them to realize their full potentials.

John Allen shares The Nutrient Rich® Healthy Eating Style so people can optimize the way they eat for personal health, fitness and performance and the sustained health of other creatures and the planet. The Nutrient Rich® Healthy Eating Plan is the most direct path to success, for everyday people looking to improve the way they eat.

John Allen, is also a Performance Lifestyle® coach, and is the founder The Lifestyle Coaching Center, in Livingston, NJ. Here, he works with people who come from all over the world to stay at the Center and engage in private transformational weekend workshops. These sessions are offered in a comfortable, state-of-the art, residential environment, and provide more than enough concentrated time to affect a genuine transformation.

JAM is also one of the leading authorities on resilient living and has developed the never-before-assembled mindset and skillset training system, called Performance Lifestyle® - *The 12 Fundamentals You Need to Know to Live Your Life Like A Pro™*. Performance Lifestyle Training for Resilient Living helps people stay out of what is commonly known as “the downward energy trend,” correct course and improve their quality of life. He teaches these Fundamentals so that people no longer have to cope with stress by eating, can learn how to live a healthy lifestyle successfully, and achieve their goals at higher levels.

In addition, John Allen is the co-author of the book [The Curse of the Capable](#), the hidden challenge to a balanced, healthy high-achieving life (February 2010), with Harvard psychology instructor, Arthur P. Ciaramicoli, Ph.D., and a foreword by Super Bowl MVP, Phil Simms. The book teaches us what gave rise to the stories we create about every aspect of our lives and how to change and improve these stories for better results.

John Allen Mollenhauer resides in Livingston, NJ.
