



*flourish*  
eat, heal, thrive, shrink.

by Kezia Hall  
Holistic Health Coach



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## Foreword

You know how people say: *I'm your biggest fan!?*

I say that all the time about Kezia Hall.

A little over a year ago, I asked Kezia for help. I'd known her for a couple of years already, and had watched in a kind of curious-but-sceptical way as she brought butternut squash brownies round to my house for girls' nights, or bought 25 kilo bags of bicarbonate of soda on eBay. It was alright for her, but not for me.

Not for me, that is, until last year. I had grown tired of feeling lethargic and bloated, and was at the end of my rope when it came to my three-year-old son's eczema, not to mention my own. That's when I asked Kezia to help my family. I told her we were on a tight budget; I told her I didn't have hours to soak lentils and ferment things in my kitchen, because I had two small children and a growing small business and a busy social life.

I expected her to shake her head and tell me I'd have to quit my job and hire a nanny if I wanted to live a healthy, natural life; but she didn't. She told me she got it. She understood that I wanted to be healthy, but that I needed my diet to work for us, rather than us working for it.

Kezia came up with a plan that fit our family. She gave me ideas of things to cut out of our diet and things to add in. And not only that, she encouraged us. She reminded me constantly that small sustainable changes were much more beneficial than massive transformations that I didn't have the time or energy to keep up. Slowly, surely, I noticed that the changes Kezia was helping me make were making a huge difference to my body, to my energy levels and moods, to my skin.

I love food. I mean, I. Love. It. You know how sometimes health food fanatics say *Food is fuel?* Yeah...I don't believe that. I mean, of course food is meant to sustain our bodies, but I firmly believe that food is more than just fuel. I believe it's a love language, a spiritual experience, and one of life's greatest joys.

And Kezia? She believes that too. That's what I love about her, about Super Naturally Healthy, and about this book. Kezia doesn't want you to stop enjoying food. She doesn't want you to detach yourself from the enjoyment of it. She wants you to fall completely in love with it. She wants to introduce you to all the food that not only tastes amazing, but makes your body happy and energetic and beautiful.

When it comes to food, I trust Kezia implicitly. She knows her stuff, and she's passionate about sharing it with the world. And anyone who tells me to eat more butter? Well, I'm their biggest fan.

Faith Dwight  
Owner of Faith Dwight Photography  
([faithdwrightphotography.com](http://faithdwrightphotography.com))



## About



Kezia is passionate about seeing this world become a Super Naturally Healthy place! After struggling for years with her own health and weight problems she realised that diets were useless, food can be medicine and her health was in her own hands.

*Let food be thy medicine and medicine be thy food. Hippocrates*

After years of working for community-based projects, charities and as a visual artist she is now a Holistic Health Coach and runs the successful blog [www.supernaturallyhealthy.co.uk](http://www.supernaturallyhealthy.co.uk). Qualified in both Holistic Nutrition and Life Coaching, she harnesses both areas of expertise to ensure that you see the transformation you want in your life and health.

### Kezia's Story

***"I used to be sad, sick and stuck on the toilet.*** Miserable not just about my weight but my health in general and felt trapped by my sugar addiction, my health problems, my warped approach to eating and my body.

*I wanted to feel free. Free to eat and enjoy all kinds of food. Free to travel, free and unembarrassed by my body, free from dieting and to be completely healthy, not just a size whatever!*

*So I took a risk. I threw the standard dieting advice out the window. I began to prioritise my health and love my body no matter what its shape or size. I ditched 'slimming or low-fat' tasteless packaged food. I embraced my wobble and stretch marks and focused on foods that healed my digestion and body. And above all, I learned how to Flourish from the inside out.*

*Now, ten years later, I am strong, I am more in love with my body, I am slim and I am increasingly healthy with each meal and thought that passes!"*

Professional Qualifications & Affiliations  
Diplomas in Life Coaching, Holistic Nutrition and Sports Nutrition.  
MSc in Nutritional Science - in progress.



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## welcome to the FUN version of healthy...

Today marks the beginning of your journey into natural, healthy living that will last for life!

My aim is that this will be the ONLY program you will ever need. That you will learn to prioritise, invest and love your body so much that you create the foundation for LIFE long health. Sure you will lose weight if you need to, you will wave au revoir to that sugar addiction and bloated belly, BUT most importantly you will learn to flourish.

And that means to:

Thrive.

To grow well.

To be in your prime.

To prosper.

To be courageous and bold.

So as you read and implement this eBook and program you will learn the secrets and keys to one Flourishing life. You will gain more energy, be at peace with your plate, heal your body and get healthy from the inside OUT!

This is not a diet.

It is not a quick-fix fad.

This is about learning how to create a life and body that you truly love.

Are you ready?

Let the fun begin.

The first wealth is health.  
**Ralph Waldo Emerson**



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# LEARNING to Flourish

*How it all began...*

Things are often best described through a story. This story is about one little girl's journey in becoming a grown woman. This little girl had a few simple aims in life: to be well; to be happy, and to help others. Nothing too grandiose. Simple really.

She soon discovered though that this was not as easy as it seemed. Regular hospital trips to figure out what was wrong with her stomach, anxious bowels and endless amounts of banana flavoured antibiotics for throat, ear, tonsil or other infections made her realise that this might not be as simple as she had thought.

As she grew to be a teenager, she realised that her puppy fat was actually two and half stone of permanent fat that was not shifting. Her stomach problems continued and grew worse, as did the anxiety and the taunts of *fatty* in the playground (not to mention the regular toilet trips!)

Obviously the best thing to do, thought this now not so little girl, is to do whatever it takes to get skinny and try to starve myself or just make myself sick. This thought marked the start of her long and destructive path and approach towards food.

A diet club was joined to in the pursuit of 'skinny'. Some good came from this, revelations like vegetables and fruit help your body whilst Mars Bars harm it, were quite a surprise but made sense to this nearly grown girl. The taunts stopped as some fat dropped off but health and happiness continued to decrease. Anxiety went sky high and digestion was painful.

Time rolled past, diarrhoea became a daily occurrence and days were spent planning outings around where toilets were easily located, thoughts about food controlled her mind, secret binge eating happened often and she subjected herself to mental punishment every time she ate a meal. She was at war with her body in every way.

Until one day she realised one important thing:

She could HEAL.



That the secret behind all of it was what was beliefs about her body and who she was. She realised that she was not a victim to big bones, bad genes or lack of self control. She could impact her health and heal from the inside out. What she ate, how she thought, moved and spoke was all directly related to her waistline, digestion, mental wellbeing, energy and more.

Thus began the journey of learning how to Flourish.

She learned that health was not something simply given to her, or a formula to follow but something she could joyfully be a part of creating. After searching for years for the 'answer' she realised that the big secret was that each person was utterly unique and no one diet was the answer for everyone, but that we had to take time to listen and learn what our unique bodies needed. And she discovered that her seemingly selfish aims of being well and happy were actually God's intention for her anyway and why she was on the earth. They were not vain hopes but a tangible reality she could be part of creating.

That little girl was me, Kezia Hall.



You see Flourish is not about eating the *right* foods and avoiding *wrong* foods because that approach just completely misses the point. It is about learning the bigger secret behind lasting success - **healing** our mindset, beliefs and physical bodies.

You don't need a diet, program or list of rules you need to learn what it looks like in YOUR life to grow well and happy. You need to learn how to heal. How to cultivate hope for your health and future and how to overcome health issues through holistic approaches to nutrition. And while this is about being proactive and seeking change in your health this is also about accepting your body, your shape, your stage in life and characteristics. You do not need to look like your





teenage self, or be the same size you were before you created human beings (aka babies) or that actress with the big or small butt, or your super skinny, chocolate eating, best friend/sister/mother.

You can be free from all that crap.

Because healing is about freedom. Freedom from self-pity, self-disgust, sickness and destructive eating habits, and about embracing who you are and the power of your choices.

...I will warn you though this is an act of courage. A bold gesture to the world that you will not accept the lot it has given you, but that you will believe for more. More energy, more love, more health and more joy.

Although there may be that small voice in your head telling you that this is all a bit too much to hope for...then ignore it. If you feel that you have been down this road before and failed then take it one step at a time and focus on this moment and this day. The past is behind you and you get to be a part of choosing what lies in front of you.

And remember this is not just about you...

This is about impacting the world around you because, when you flourish in your life, the world around you changes. You start a revolutionary ripple-effect; you start to bring hope, joy, health, energy and love to the environments you are in.

The world needs you to flourish, to come alive and to be well. So let's get started.

A healthy outside starts from the inside.

**Robert Ulrich**



## How it Works

This eBook is your complete guide to the Flourish Academy. It lays the foundations of everything we are going to cover and does so in a bit more depth.

I encourage you to read this thoroughly and not to skip any section out.

And the joy of this eBook is that it links you to lots of further information. So, whenever you see a [pink link](#) like this, this means that it is linked to a further internet document or article on my blog.

All the URLs of the link are listed in the appendix in case you wish to print this eBook off.

In regards to the program, here is the rough schedule we will be following over the next 8 weeks and beyond:

**Week 0** – Preparation time. This is when you read the eBook, fill in your intake form and get to grips with the exciting journey ahead of you.

**Week 1-3** – This is when we dive into the RESET part of the program. We will focus in on figuring out any food intolerances, stabilising blood sugars, ditching the sugar monster and slaying the ‘hangry’ feelings you probably get daily.

**Week 4-8** – This is when you pursue one of the two Flourish Fat Burning profiles and the personalised recommendation I send to you. I’ll let you know which profile I think would fit you best and make supplement and dietary suggestions.

**Week 8+** – This is when we set out results and progress. You can carry on working with me or fly the nest and keep Flourishing on your own.

And remember you need to take ACTION. And once you get into this way of living and eating, you will honestly find it incredibly freeing. Less hunger, less food drama, less health issues, less overwhelmed. It becomes incredibly simple. But that doesn’t mean to say it is easy. Any change in our lives can feel tough at first. But that is why we need to do this together right? And why you need a cheerleader and community doing it with you.

So remember this isn't about an overnight overhaul, but about creating a LIFE of health, one small sustainable and sexy step at a time.



# Part 1

*Setting yourself up for success*



# The Mind

## *The Secret to Success*

Food is not your biggest obstacle, your mind is.

That thing on the top of your body that decides: what you think; what you eat; how you move and where you go. That organ that is full of knowledge, logic and wisdom as well as passion, desires and emotion.

That is the key to lasting health, healing and joy... and, of course, weight loss.

Our mind and the beliefs held within it are what I have found to be the important factors to consider and shift when it comes to losing weight and, more importantly, to keep it off. This is an obstacle that most people struggle with simply because they have no awareness of the influence our mindset has on our choices. *“Surely gaining knowledge about what to eat means we will be slim and healthy”* is the mainstream thought, and of course knowledge about nutrition is important and what I will talk about in depth for a large part of this book, but first things first.

If we have knowledge that leads to positive results (i.e. more energy, better digestion, better food choices) but a negative mindset that places little value on our bodies, soul and spirit, then nothing is going to get actioned or changed. Or, said in another way, you can know shitloads about healthy foods but, if at the end of the day you have a belief that everyone else is more important than you are, or that being slim and healthy takes more money than you have, or that your body will never be slim, then you won't get results. Why? Because you don't have the right mindset to bring about lasting change in your diet and life.

Sound familiar? Of course it does as this is one of the key factors that most people never address and why people stay on the yo-yo dieting train for a long time. But it's time to hop off that train, quit dieting and live a slim, healthy and thriving life. And I believe that the mind, and the beliefs and attitudes held within it, are the secret to getting and staying slim.

Now you may be tempted to skip over these pages, disappointed that I have not shared with you the secret algae or pill that can help you to shrink your love handles. But if you get this, if you really work on your mindset and let these words sink in, then my fellow Flourishee's you will have found the secret for lasting health and permanent, effortless weight loss. So please stay with me. Your mindset about your body, your food and your life will make or break any transformation attempts you make. It is that powerful!

You see, food is neither good nor bad. It is pretty neutral. Sure, we all know that certain foods are better than others. None of us are fooled into thinking that eating a Mars Bar a day is going to do us good, but one Mars Bar in a year's worth of healthy choices is not exactly going to sink your



ship. And eating one Mars Bar is not going to make you fat, but having to eat one every day or eating 5 in a row will.

*What we eat is always a choice, but what is it that controls that choice? What controls what we put in our mouth? Our mind and the beliefs held within it.*

The way we think about food, about our bodies, futures and lives is crucial for growing well and getting slim. Whether we want to lose weight, get lean, feel energised or overcome health issues, we need to tackle any negative mind-sets that have made their home in our lives.

This is not some mumbo jumbo. What we believe becomes our behaviour and our actions. If you believe deep down that you will never be slim and healthy, that you're too busy to eat well or that you are a failure, then guess how you will behave? You will binge on pizza and wine because you 'know' you will never be slim. You will never make time in your diary to buy food or to do some exercise because you have already limited yourself by your beliefs.

The secret to living a healthy life is not found in food alone. As much as I love eating food and have found some great tried and tested principles that I will share to give you amazing physical results, if you are not aware of what thoughts and beliefs you are investing in then it will be hard for any food principles to stick. I bet you have found already that you actually have a fair amount of knowledge about what foods will help you get slim but are unable to actually implement them. Why is that? Because we have neglected an important part of the health jigsaw – the mind.

### **Are you playing the victim?**

It all comes down to who you think you are. How powerful are you to bring about change in your life?

Your choices, actions and dreams are immensely powerful and significant. They can cultivate joy, health and peace, but when we lay our responsibility aside, and when we act the victim in our own lives, we will struggle to flourish.

*“Acting the victim” may sound a bit extreme and you may be thinking *hello we are just talking about getting skinny, what has that word got to do with anything?!**

Let me show you an example.

*Alia is aiming to lose weight for her wedding. But on Monday morning she grabs a latte and muffin on her way to work as she slept in at the weekend and never did an online shop as she had such a busy week. It was her fiancé's fault for keeping her up too late. She grabs some biscuits at break times as although there is fruit on offer she thinks, “I need the energy and sugar boost as my job is so intense.” At lunch she has a meatball Panini as she has already eaten loads of crap so what is the point? And by dinner she orders a takeaway, as friends come around who want one and so they force her into it. And of course you have to have beer with a takeaway so by midnight and a few beers later she rolls into bed.*



Not a particularly uncommon or dramatic story. But could you hear the victim's mental process? She chooses to blame her partner for keeping her up too late and making her tired, she blames her job for making her eat biscuits and unhealthy foods in the office and she blames her friends who talked her into having a late night and getting a takeaway she did not really want.

You have an amazing ability and gift to create life, joy and health. Yes, mysterious circumstances and crap happen in life which we cannot control, but most of the time we have a choice; we are the responsible ones. And we cannot blame other people for our choices to eat poorly and not prioritise our health.

If our minds influence our choices then what is it in our minds that drive these choices? Should we just chop off our heads and stop thinking? No, of course not, but we should spend some time growing in awareness of our beliefs, for our beliefs drive our behaviour and therefore our choices. They impact on our behaviour towards the food we eat, our bodies and our hopes for the future.

So let us look at each of these areas...

## Beliefs Towards Food

*Are you in a love/hate relationship with food?*

*Hate it one day and love it the next?*

*Do you allow it to have power over you and to exert itself above your own dreams and goals?*

*Are some foods evil and leave you feeling crap about yourself?*

Even though this may sound surprising, what we think and believe about food sets us up for how healthy we will be. Food, as we will talk about later, has the amazing ability to nourish and heal our bodies. It is able to give us energy, to improve our mood, skin, sex drive, confidence and so much more.

Powerful stuff is it not?

But the question is: who is more powerful in your relationship with food? You or the food?

For example, if Pam were to think that eating an Indian takeaway was a bad thing to do, then one day when she felt rebellious she would order a takeaway and devour it. But that would not be all as she would think, *Well, I have already lost the plot and given in and eaten junk, so I may as well eat this bar of chocolate too, and that bottle of wine and...*

Do you see how the spiral and binge began? Do you see how she gave up her power over food and believed lies about her relationship towards food?

Now imagine this:



After a crazy busy week Pam has really been hankering after an Indian takeaway as it is one of her favourite things. She knows that she is in control of her eating, she rules the roost of her food choices and is aware of the quality of food that she is eating, and so today she is choosing curry.

She knows that bread upsets her tummy so she opts out of the naan and orders her favourite dish with rice and enjoys every bit. She doesn't feel guilty about it at all because she doesn't make it a habit. She enjoys it, but doesn't allow herself to agree with that voice in her head that tells her *she may as well finish the rest of the cake and the chocolate bar*. She knows that she makes great food choices and refuses to be manipulated away from her dream and goal of being a stone lighter by one curry.

Do you see the difference? In the second scenario, Pam believes she is powerful and that she isn't a victim to a stressful week. She is not dominated by guilt towards certain foods. She stays in control of her choices. She does not let guilt about 'breaking the rules' come in as there are no rules, just choices. She does not believe that she has failed because of one meal and she does not allow that negative thought to propel her into a spiral of bingeing.

One mind-set leads to bingeing and is a victim mentality. The other is a healthy awareness and connection with food.

Cultivating a healthy connection with food and the beliefs we have around eating is so important for creating a lifestyle of health. Our culture doesn't often encourage us to be aware of the quality of the food we are eating and it often encourages us to use food as reward. Every now and then it is completely healthy to use food to celebrate, so you don't need to give up birthday cakes (unless they're a daily occurrence at work) or Christmas dinners. But it is not healthy to reward yourself daily or hourly with food.

This all starts with learning to grow in self-awareness. For a rare few, losing weight and eating well are simply a matter of knowing what to eat, but for most of us it is about unpicking the negative beliefs we may have towards food.

Negative thoughts may sound like:

- *If I eat \_\_\_ I will get so fat and ugly.*
- *I can never say no to a slice of cake/whatever.*
- *It's rude to refuse biscuits / wine / cake.*
- *I hate being fussy so I will just eat whatever is put in front of me.*
- *I do not have time to prepare healthy food.*

How do you overcome these?

Celebration is the key to all of this. We must learn to ignore that voice that tells us, after helping ourselves to a chocolate in the office, that *you have blown it now. You're rubbish at this diet and you will never be slim. You may as well just eat more of it...* We must learn to catch that thought



and decide if it is true. Then counteract it with celebration, for example *I am doing brilliantly at this, I am getting slimmer and healthier and am in totally control of the food I eat.*

Be kind to yourself and focus on what you are doing right and on how far you have come.

### **Actions**

- \* Think about your parents' relationship to food – did they have a healthy relationship with food? What have you learnt from them?
- \* Spend five minutes pretending that your relationship with food is like a friendship. If food is your best friend, are you treating it right and is it treating you right? Every relationship needs a foundation of respect and kindness.

## **Beliefs About Your Body**

Your body has the amazing ability to heal, to create life, to give joy, to help others, to run, to have adventures and to laugh lots.

*Are you caring for your body? Are you treating it as your one and only vehicle for all that you want to accomplish in life?*

Our beliefs about our body are crucial. Often we can journey through life expecting doctors, dentists, physiotherapists and others to look after and support our body's well-being (of which they do a great job). But that is not the whole picture. What if, on a daily basis, looking after your body was your responsibility alone?

Taking and believing we have responsibility for our bodies is how we flourish.

If you believe and agree that your body will never have more energy, be well or get slim then you will fulfil your beliefs. If you agree with that voice in your head that says you have no self-control, then guess what you are setting yourself up for? What if you think and believe that right now your body is pretty gross and horrid to look like? You will treat your body with disdain and not bother to nourish it with healthy foods.

Our beliefs help to drive our behaviour, so if you want to behave in a healthy way that results in weight loss then you need to have healthy beliefs.

Some negative beliefs you might have about your body that could be hindering weight loss are:

- *My body does not lose weight easily.*
- *I hate my body. It's so wobbly and I wish it was like so and so.*
- *I do not like healthy foods.*
- *It's my doctor's job to fix my body and make me lose weight.*
- *My body just needs more sugar/chocolate/coffee than other people.*
- *My body is shameful and deserves to be punished.*
- *I should hide my body from other people and the world.*





Your body is amazing. It is unique, powerful and worthy of respect and how much you take responsibility for it depends on how awesome you think it is.

So accept it as it is, be kind and gentle with it. You do not need to lose weight in order to be attractive, valuable or significant. You are already these things. The whole point of this is that your health and body match up to who you already are.

### **Actions**

- \* Look in the mirror and write out 3 things you like about your body.
- \* Write down 2 things that you are doing right now to care for your body.
- \* For 3 days in a row, start the day by saying: *I love... about my body. I am so grateful for... about my body.*

## **Beliefs About Your Future**

One of the main reasons that stop people living a life full of divine health is that they don't think it is possible. They think they have tried losing weight or getting healthy before and it didn't work. They have lost hope for their future.

One of the biggest things that will stop you reaching your goal is that if deep, deep down you are believing that you cannot actually do it; that you don't have enough time, willpower, money, self-control or *fill-in-the-gap* to get there. But the truth is that you can. You 100% can.

If you want to lose 2 stone you can do it. If you want to stop being so stressed out you can do it. If you want to wave goodbye to Irritable Bowel Syndrome then you can do it.

Nothing is impossible when you start to believe that *I'm Possible*. It may sound too childlike but believing your future has hope will impact on your behaviour around food and this whole journey of weight loss.

If you feel like you have lost hope when it comes to your health or weight loss, ask yourself the following questions:

- *Where in the past have you failed when trying to get healthy or lose weight?*
- *Are there any negative beliefs that have come from that time?*
- *Do you want to keep believing that? Is it doing you good?*
- *Do you really think you can reach your health goals?*
- *What negative mind-sets might you have towards your goal of getting healthy/losing weight?*

Now, you may be thinking, "What on earth has this to do with what I eat and getting lean?" Well, it has everything to do with it. Spend time thinking over these questions and dig deep. Are you feeling hopeful and optimistic about your health or are you just going to make the same old mistakes again?



What we think impacts on our choices about the future and, when we are talking about getting healthy and losing weight, we are planning what we want our future to look like. So it is essential to cultivate positive beliefs that align themselves with our future goals, i.e. weight loss.

So when you have highlighted any of these negative mind-sets, ask yourself:

Do I want to be investing in this belief?

Our core beliefs about ourselves and our future will drive our food choices. If we think we are just going to be disappointed by our attempts to lose weight then we will live cautiously and create disappointment. If we think our lives will always be too busy then we will never be open to making lifestyle changes that align themselves with weight loss. If we think we are destined to be 3 stone overweight and that we always fail at attempting to lose weight, guess what – we will fail at our attempts to lose weight because we have already decided on what our future looks like.

Your thoughts lay the foundations for your actions so make sure your thoughts are kickass!

### **Actions**

- \* Spend some time thinking about what your priorities are. What are the top 5 things in your life that are most valuable to you?
- \* Speak out loud these daily affirmations. You may feel weird doing these but why not start doing them in the shower where no one can hear. Try it for a week and see how different you feel. (Do not worry you will not have to hug trees too!)

*I am beautiful and acceptable just as I am.*

*My health is important and I play a powerful part in it.*

*My future is filled with hope.*

## **How to Have a Rocking Mindset**

There are loads of great resources out there to help you shift your mindset and overcome these negative beliefs. Things like Emotion Freedom Technique, Cognitive Behavioural Therapy, Psychotherapy, Acupuncture, Sozo, Counselling and other therapies can help too, so I recommend seeking out expert support where needed.

But I also follow this simple process when I recognise a negative belief or lie I am investing in that is getting in the way of my progress. So just follow these simple steps:

- \* **Discover.** Spend time thinking about what the lie or negative belief is that is stopping you moving forward. If you struggle with this then start with any negative behaviours you want to see shifted (crappy self-talk, binge eating, starving yourself, etc.) and think about what is driving that behaviour. If you believe in God ask him to show you as he is always happy to help.



- \* **Acknowledge.** Write down clearly what the core belief is about your body, your future or your food.
- \* **Process & Forgive.** These negative beliefs may have some strong emotional links to them so spend time working through these. Often forgiveness will be required to move forward. So you may need to forgive your mum for setting you bad food habits, your dad for calling you chubby as a child or yourself for allowing yourself to put on weight. State clearly who and what you are forgiving and, if appropriate, seek external support.
- \* **Create the Opposite.** Now it is time to create a new belief. Write out what is true and what is the opposite of that belief.  
For example, if I realised that I was believing that *I was too busy to eat well* I would create a new belief that *I have all the time in the world for things that are important to me so I make time for my health.*  
Or if I have just released forgiveness over my father for calling me fat and chubby growing up then the opposite could be, *I was a beautiful child, even if I was chubby I completely love and accept myself. My past and my present are marked by my unique beauty.*
- \* **Practice.** Every day speak out the new statement created above. Think about it and when the old beliefs comes knocking simply repeat your new one. You may not *feel* it but your feelings will catch up with your thoughts. So pray, meditate and dwell on these new beliefs that you are looking to integrate into your life.

The future belongs to those who believe in the beauty of their dreams.

**Eleanor Roosevelt**



# More than Food

## *Feeding Your Soul So Your Body Flourishes*

Did you know that eating spinach, salad and soups alone is not going to make you truly healthy and happy? Have you ever met people who seem to eat perfectly well but are not happy and definitely do not have *that healthy glow*? They have the knowledge but are somehow missing an important secret...

**I love food.** I love the ritual of eating, mealtimes, sharing, community and creativity that is all wrapped up in food, but eating natural whole foods is not the only thing that is going to get me, and you, Flourishing.

To truly thrive we need to not only learn how to create the right mindset but we also need to learn to feed our souls (or whatever you want to call it) and approach our health, and desire to be and stay slim, from a holistic viewpoint. To create lasting health, we need to learn not only how to eat well but also how to live well.

So let's look at some *Primary Foods*<sup>1</sup>, the non-food factors that feed and nourish our well-being. We have learned the biggest secret when it comes to our pursuit of Flourishing, by utilising the power of our beliefs that drive our behaviour, but lasting health is not just about our plate and our thoughts. It's about our lifestyles. So we also need to look at creating a healthy life before we create a healthy plate.

Now there are many aspects that contribute to our well-being, so here we will address some of the most neglected areas; the areas where we are often most deficient.

## Peace

Knowing how to cultivate and live in peace is so important for a happy, healthy life. That sense of calm, rest, quiet and contentment. Peace is not about meditating on a beach but an inner sense of rest and joy. It is the opposite of stress and anxiety.

Stress and anxiety is not just a state of mind, it also has a massive physiological impact on your body. It impacts on your hormones, your blood pressure, your thinking, appetite, energy levels and even how much fat you sort around your belly! Heard about people getting ulcers from too much stress? Or people being having heart attacks during periods of intense pressure? This is because a lack of peace, meaning the abundance of anxiety, fear or pressure, has a huge influence on our health.



To be truly well we need to be aware of how much stress we are inviting into our lives, because it will not only affect your body's ability to lose weight, it will also impact on how happy you are and your mental well-being. We need to learn what peace is and how to increase it in our lives.

Feeling overwhelmed, anxious, overworked, or whatever you want to call it, is very rarely something that is forced upon us, but is something we help to create (ouch, sorry that might hurt a little). We say yes to too many things, we fail at planning and end up in chaos, or we let other people force their agendas onto us. But no one runs or has influence in my life or your life without our say so.

Often what drives us to create stress-filled lives is fear. For example: fear of not having enough money so working too much overtime, fear of failing as a parent so staying up till 2am doing your child's school project or fear of being alone so spending all your time out socialising when really you need a night in. The antidote to fear is love, but we will talk about that more later on in the chapter.

This is all fine and dandy to say, but how do you actually cultivate peace in your life without joining an ashram or becoming a nun or monk?

### Top Tips:

- \* **Learn to say no.** Whether its saying no to things you do not want to do or saying no to things you would love to do but don't have the capacity for, being good at using the *no* word is essential. Practice phrases like: *'Thanks so much for asking me, it sounds like a great opportunity but I am afraid I cannot commit to that right now.'*
- \* **Ditch comparison.** Heard the phrase *comparison robs us of joy*? It is so true. Sure, you may know someone who runs a business, has 4 young children and is a yoga teacher on the side (and has an organic allotment of course!) but you cannot compare yourself to her. Find out your own limits, what you have energy and capacity for, and celebrate them! Find out what makes you come alive and what drains you and act on those things. This might mean that you realise you only have energy to be in 1 or 2 nights a week, or that you only need one night in a week. Whatever it looks like, spend time looking at what you really need and what makes you feel rested and relaxed, then plan your life accordingly.
- \* **Get equipped.** We are often reluctant to get help when it comes to stress or anxiety, as there is still a shame attached to it and we live in a culture that tells us to just deal with it, but can I just say that there is no shame in getting help if you need it? I have had counselling and regularly have input from wise and trained people to help me balance out the stress of life. There are so many amazing services and strategies out there to help with stress and anxiety. Whether it's NLP, CBT, counselling, yoga, chatting it through with a friend, going for a run, or punching a punch bag, make sure you make use of them. You are not a failure by asking for help; in fact, it is a sign of strength and courage.



## Love & Spirituality

This is a big one and often the most controversial. I believe we are all created to give and receive love and when we have a love shortage in our life we cannot be fully well.

For me love and spirituality are intrinsically linked, so cultivating a healthy spiritual connection is so important. I personally believe in God and spend time every day connecting with His unconditional love for me and the world I live in. I meditate, talk, journal, go on walks and spend time being grateful and enjoying nature, so that I can connect with a higher spiritual realm. My fear is removed as I encounter perfect love, my anxiety disappears when I know I am being looked after by God and my pursuit of health is passionate and determined because I know I am created to be well.

Connecting to our higher purpose, which is to love and be loved, is essential to thriving in this life. Our souls long for more than just money, health and happy relationships. They long for something higher, something mysterious and something powerful.

You do not need to share my beliefs by any means but deepening or starting your journey of spiritual connection is so enriching and healing. But before this goes far too airy fairy, here are some...

### Top Tips:

- \* **Talk to God** (or whatever you want to call it). Imagine you had a best friend who was perfect and always on call and just talk or journal to him. Ask that he will show himself to you and start making friends and telling him how you are doing then wait for a response. God loves to talk back!
- \* **Be grateful.** You may think the whole idea of God is a load of crap and I completely respect that, so focus on cultivating a grateful attitude. Write a list every week/day of what you are grateful for, and choose gratitude instead of complaining or whining. This will lift your head to a higher calling and greater peace.

## Play

We can all get a bit serious at times can we not? Everything becomes VERY important and official. Bills to pay, meetings to attend and important conversations to be had. But when was the last time you laughed so hard you thought some wee might come out?!

Laughing and having fun is essential to being well.

I used to suffer from depression and, for 2 years every morning, I woke up with a grey cloud of doom over my head, so if you think I come to this in a superficial Barbie-like fashion then think



again. I am very serious about having fun and laughter. Learning to have fun, to laugh, to play and to smile is so key for all aspects of your health.

I mean, first of all laughing is a great abdominal workout. It also releases happy hormones across your whole body and it also provides you with fresh perspective. It tunes you into the good things of life, along with the ridiculous and gives you a higher perspective.

As children we were fabulous at playing weren't we? We invented whole new landscapes, had adventures and made whole new universes out of shoeboxes. As adults we seem to think we need to be serious in order to be successful but, if we forget to play, then we fail to tap into innovation, creativity and joy.

This can be especially true when it comes to eating healthily. People get very serious and regimented about their new *diet*. But what if we were playful about our food and what we ate? If we tried out funny, new and weird combinations? What if we had fun with meals and got creative instead of feeling deprived?

Albert Einstein said, "Play is the highest form of research." When we are playful, meaning when we have a positive, optimistic and adventurous attitude, we discover new things. This is especially true for the body and losing weight. We need to know ourselves really well in order to live in continued peace and health, and how do we get to know ourselves? Through ongoing research.

Plus, learning to have a fun approach to losing weight means you take the pressure off yourself, and you get to enjoy the process. It means you are kinder to yourself and you really get to know what your unique and beautiful body loves and wants.

### **Top Tips:**

- \* **Practice.** Feel like you have no idea where to start? Hang out with some kids, spend an hour playing with them and let them lead. Let your imagination run wild.
- \* **Schedule laughing into every day.** What makes you laugh? Whether it is a YouTube video or film clips, watching stand-up comedians, a TV series or reading a hilarious book, make sure that every day has moments of comedy and laughter. I personally have a bunch of go-to YouTube clips that I watch, and I often laugh at myself!

## **Words**

Another powerful way to create health and nourish your soul is by being careful about the words that come out of your mouth.



Did you know that your words are powerful? They hold immense power, to create or destroy. You are not some feeble individual, or someone doomed to be eternally overweight or unhealthy. There is strength and wisdom in each and every one of us and our words draw it out.

I used to think that I was just a depressed creative sort of person, and that I was always inclined to be depressed. I thought this but also spoke it out loud to people. But all that I was doing was creating with my words the boundaries for my future, and they were boundaries of gloom and sadness. When I started to speak out that my future was actually full of hope, and to acknowledge that, although I felt depressed in that moment, I am not a depressed person, I am a powerful and strong person, then things started to change.

Words that people speak over us stick do they not? I remember my art teacher at school telling me that I was good enough to go to art school (my secret dream as a 16 year old) and those words of encouragement led me to set on a whole new course for my future. My whole course of life was transformed by a few words. Or again, when my husband proposed, one simple word shifted the direction of my life. Our words are weighty.

If you want to lose 3 stone but every day you say how crap you are and how you will never lose weight, can you guess what your future holds? You are a person of such value, such significance and such strength that your words need to reflect that, and your feelings and experience will follow.

So it's time to wash your mouth out and ditch speaking all those negative, toxic and foul things about your body, your mind and your life. Like all superheroes, we get to choose whether our powers are for good or for evil – what are you going to choose?

### **Top Tips:**

\* **Eat your words!** Imagine your words are food; are they tasty-looking, healthy and nourishing, or are they mouldy, stinky and hard to chew? Be aware of the words that are coming out of your mouth and ask loved ones to point out to you when you say negative things about yourself.

\* **Use the affirmations** mentioned in this eBook and make your own. Write out wildly positive things about your body, the food you eat and your pursuit of weight loss. Say them out loud to yourself every day and watch what happens.

## **Movement**

You may have just groaned. You were hoping that this book might not mention movement or getting active. Alas not, because it feeds not only your body but your whole being.

I used to work in a hospital as a student to pay the bills and I got to see firsthand the horrendous implications of a body that did not or could not move. Of course, these were extreme





circumstances, but it highlighted to me how our bodies are created to move and be active, otherwise they get sick.

Ever felt low and gone for a walk or run and felt loads better afterwards? That is because we release happy hormones when we exercise and get sweaty. Our bodies are created to need exercise so that all the good endorphins can be released.

But we don't just need movement physically, we also need it to remind us of how strong and powerful we are. When we walk, run, dance, stretch, kick, cycle or swim there is something in us that goes, *Yes! I am strong, I can do this, I am powerful. Look at me run, I am free, I am able!* Exercise and movement remind us of who we are. They remind us, like words do, that we are powerful.

Now this does not mean you need to be a marathon runner (although I know many of you secretly would love to be one of those *running people*) but you do need to have a plan and research what you enjoy. Be it DVDs, joining a gym, getting a trainer or walking a dog, it does not matter, but if you want to Flourish you need intentional movement in your life.

With this area, it really is just about starting and accepting where you're at. I used to train for half marathons years ago but injured my back and have never been able to train like that since. I have had months where the only exercise I could manage was walking due to pain and discomfort. You might be in the same boat, or feel at square one with your fitness level, but simply start where you are at and be grateful for whatever movement you can currently achieve.

### **Top Tips:**

- \* **Get some awesome clothes you like to move in.** This may sound superficial but I have found it makes a difference and makes me excited to move and help me get in the zone.
- \* **Play.** Be playful and don't always do the same thing. If you are a yogi then try lifting weights; if you are a runner then try Pilates. Try and copy Beyoncé's dance moves or set up a mini assault course in your living room – the options are endless...

So now that the foundations are laid let's start to get into the good stuff: FOOD!

*The human body is the best work of art.*

**Jess C. Scott**



# The Art of Eating Well

*Create a Life You Love Through the Food You Eat*

Now it is time to talk food! But before we get into the simple nutritional principles that are going to get you healed, slim, energised and happy, I want to set some crucial foundations for them.

These foundations are: **cooking**, **abundance** and **uniqueness**.

## Cooking

We live in an instant society. This eBook, in fact, was given to you instantly, with no waiting around for postage or processing. We get a coffee in about 2 minutes from most coffee shops; we can fly across the globe in a matter of hours and communicate with loved ones from afar without waiting 2 months for a letter to arrive.

There are so many blessings within this instant culture, but it does mean that we have lost something when it comes to food and health. We want instant shakes, protein powders, meals in plastic trays, takeaways; everything must be quick and now. And although most of us don't want to spend hours and hours baking bread and cakes like in days of old I would suggest that we are missing out on something wonderful: that we have lost the art, the joy and the creativity of cooking.

Being healthy for life has a lot to do with quality. Quality of life, of food and of relationships and the best way to have quality food is to be involved in cooking.

Cooking is a creative and artistic process that builds community, facilitates relationships, and that shows affection, love and care. It is an act of self-love and self-discovery; it takes courage and bravery. It connects us to the earth, to our food and to our own needs and self-worth.

Now before I lose you completely, I am not saying that you need to be a cordon bleu chef and spend hours a day cooking up delightful meals in a designer apron like some celebrity chef. What I am saying is that, if we allow our instant culture to impact on our eating and our health, we will miss out.

Of course this looks different to us all but the important thing is to make food from scratch and/or always go for the highest quality you can (because you KNOW you are worth it!).



To cook is to express a part of who you are and to give a gift to yourself and those around who are connected to you. I also believe it is an act of self-love and that is why it is so important to Flourishing.

It goes without saying that we all express this in different ways. You may be thinking that you hate cooking, and **that is OK!** You don't need to change who you are, but you just need to ensure you are getting quality foods into your body that are fresh, natural and have been cared for and it might just mean you are more of a restaurant connoisseur, spend more money on high quality pre-prepared fresh foods and are very good friends with people who are passionate about making you food!

I do think though that we are born to cook and that it's in our nature; it's what humankind has been doing for years and the reason many people don't cook is because of fear, or they have been told their cooking has to fit into a certain mould or there is a certain way of doing it. But actually, cooking is about **freedom, creativity and empowerment!**

Along the Flourish journey, you are being invited to cultivate your creativity and your cooking skills. Now, this can look like cooking once a week in bulk so you don't have to do it again, or it may mean you cook a quick and simple meal every night. I personally rarely spend more than 30 minutes cooking and often make things in bulk; this means I save time the rest of the week. So find out what you can manage and what makes cooking feel exciting.

The good thing about our instant and fast-food culture is that there is an increasing amount of instant, but healthy and organic, food available so that, on days when we sleep late, we can still nourish our bodies.

Eating and mealtimes are an invitation for you to express yourself, rest and heal, cultivate your innate creativity and give your body, and your loved ones, the gift of quality food that will nourish the body and soul.

## Abundance

So often when we are making changes to our diets we think about all the things we cannot eat, should cut out and can no longer enjoy. *No more caramel mochas or bread or cakes or cheese or whatever.*

**We focus on lack.** And I would suggest that this lack, this poverty mindset, is the key reason why so many of us fail to lose weight, are stuck on a yo-yo dieting cycle, or feel deprived.

The best way to make any changes to your diet is to have an abundance mindset; to think about all the food that you can enjoy and feast on, about the food you are adding to your diet, not about removing food from your diet. To shift your focus and spend time enjoying all the things you can eat.



This is a simple principle called **crowding out**. The idea of it is not that you have to remove or cut out certain foods, it's simply that you switch your focus and add more foods into your diet. Instead of focusing on basing your meals around pasta or cereal, you base them around natural proteins and fats. You focus on the abundance of foods available to you and you enjoy them. Bread/chocolate/kebabs do not need to be demonised and seen as *bad*, we just choose not to focus on them. We focus on all the other foods out there that will help us reach our goals of being slim and feeling awesome. Then what you find is that, instead of cutting out foods, you are actually welcoming in and adding loads of new foods, and the chocolate, the bread or the kebab gets crowded out by the abundance of other healthy foods freely available to you. You couldn't eat all these new healthy foods and all the junk in one day; no one's stomach is that big!

So this is not about making some foods bad and guilt-inducing. This is about choosing to focus on healing, life-giving food that will help you see your dreams of being slim, healthy and feeling fabulous come into being.

## Uniqueness

While I will help you build some effective nutritional foundations, this is really all about you learning what **your** version of slim and healthy looks like.

We are all so different are we not? Have you noticed that some people thrive on being vegan, whilst others look anaemic and unwell on such regimes? Got a friend that gets bad acne when they eat dairy but also have a cheese loving partner in tip top health? Confusing is it not?

You see, each of our bodies are unique. We all have unique DNA and genetic make-up, so no two people are identical. So why do we think one formulaic way of eating should suit us all and make us slim and healthy?

Flourishing is about connecting you to the needs of your body. Yes, I will supply the nutritional foundations that, when followed, will help you shed excess fat and aid in healing. But the aim is that you build on these so that you create your own healthy and happy way of eating.

For example, Sherri has just bought this eBook and started keeping a food and mood diary. After a few days of keeping it she realises that, when she has a latte in the morning, her sinuses feel blocked all day, and she realises that she has never had a day when she has not felt that her sinuses are blocked. So she decides to not have milk one day and notices that she feels so much better for it.

This is a really simple example of connecting to your own body. Some of you may be able to drink milk until the cows come home – literally! Whilst for others of you it may inflame your asthma (like my husband) or cause skin issues. Dairy can be a really good source of fat soluble vitamins and it is very natural when organic, but for you it may make you bloated and feel a bit yuck.



Katie realises, after keeping her food and mood diary, that every time she has a coffee in the morning she has diarrhoea and gets cramps in her tummy. Yet when she has a decaf coffee in the afternoon she is fine. So she then decides to drink only decaf coffee and keep to one coffee a day. Again, caffeine impacts on everyone differently. Some people can tolerate 1–2 cups a day whilst other people (like me) go crazy on caffeine!

Each of our bodies are unique, so one of your biggest aims for the next few months needs to be tuning into what your unique body needs, what it reacts well to and what it responds badly to. When it comes to health, weight loss and feeling fabulous, we have all tuned into the wrong channel. We have ourselves tuned into what the world says, what the media, latest celebrity, nutritionist, or diet says, instead of tuning into our own body, and listening into its needs.

That is why I created the food and mood diary for you, so that you can really learn to connect with not just your food but your environment too. So you can learn what foods do you good and what foods do you harm. Make sure you keep this diary for at least 3 or 4 weeks, to enable you to create and fine-tune your unique eating plan. Remember this isn't about following the '*Flourish eating plan*', this is about gaining some basic nutritional principles which everyone will benefit from, but that you build upon these with your own unique needs.

And do you know what happens when you give your body what it actually needs? It thrives!

## The Fabulous Fat Burning Four...

Now that we have some of the foundations in place, let's get down to the nitty-gritty!

I have based the whole Flourish Academy on the Fabulous Fat Burning Four. A super simple, easy to get your head around, approach to what to eat.

### The Fat Burning Four

This is the simple nutritional approach to everything that we are going to eat and it's as simple as FVFP!

1. Fat
2. Veggies
3. Fibre
4. Protein

These types of foods are going to be the ones we are going to focus on and eat LOTS of.



# 1. Fats

*Ghee, eggs, nuts, olives, olive oil, homemade mayo, avocado oil, hemp oil, guacamole, avocados, chia seeds, linseed, linseed bread, fatty meats, oily fish, coconut oil, coconut cream, coconut milk, almond butter and other nut butters, cacao butter, MCT oil, cheese, butter and other dairy if tolerated*

# 2. Veggies

***All** kinds but especially kale, spinach, garlic, onion, chard, lettuce, coriander, basil, cauliflower and sweet potato.*

# 3. Fibre

*All the veggies, chia seeds, linseeds, pumpkin or sunflower seeds, all fruit and nuts*

# 4. Protein

*High quality grass fed organic chicken, beef, pork, lamb, organic eggs, all types of wild fish and sea food, tempeh (fermented soy), lentils & pulses (if tolerated and kept minimal), meat, fishes, seeds, nuts and dairy - if tolerated*

But let's look into it a bit more...



# The Fabulous Fat

## BURNING FOUR

*Fat, Veggies, Fibre & Protein*

So what is so special about these 4? Well, that is what we are going to look at. In this chapter, we are going to cover why these 4 things are going to help you heal and become a fat burning female!

### 1. Say Hello to Fat & Protein!

*No diet will remove all the fat from your body because the brain is entirely fat. Without a brain, you might look good, but all you could do is run for public office.*  
**George Bernard Shaw**

Our culture is pretty carbohydrate and gluten infested, with the average diet consisting of wheat and gluten for every meal with cereals, sandwiches and pasta being the foundation of breakfast, lunch and dinner. In addition we are also pretty fat-phobic and wary of protein. But this has not been doing us any good.

The high gluten and low fat diet is not doing our Western nations any favours. Did you know that your brain is mostly made up of saturated fats? Do you know that the 8 essential amino acids that we need daily come from protein/fat based foods? Or that protein and fat are the secret to weight loss due to the fact that they help stabilise blood sugar and they keep you fuller for longer?

So it's time to start a love affair with both fat and protein, which is why you are at the start and the end of the FVFP foursome!

#### **Your New BFF\* – Fats**

*\*(best friends forever)*



It is time that we became best friends with fat again. Fat phobia is something most women struggle with because we have been misinformed about how the body works, due to the government creating nutritional policies based on terrible research and profit.

So let's get re-educated on fat shall we?

Fats are your friend. Make that your new mantra.

But let's get nerdy and look at why:

- **You need it at a cellular level** – Every single one of our cells is made up of fats. In no way was our body made to be 'fat free'. We need good fats to help with basic cell respiration and various other functions.  
We use fatty acids to generate energy (ATP), along with glucose, which are the building blocks for so many essential processes.
- **Hormonal health** – Hormones (chemical messengers that tell cells what to do!) need fat to function properly. They are in fact made of cholesterol, which the body needs good amounts of in order to function.
- **Satiety** – Fats are digested in a TOTALLY different way to proteins and carbohydrates, which means they keep you full and keep our insulin levels happy.
- **Fat soluble vitamins** – These are vitamins that are stored in fat alone. So vitamins like A, D, E and K can only be gained by eating fats that have these vitamins.
- **They taste SO good** – Real butter, egg yolk, coconut oil and organic bacon with the fat ON is awesome.

### **But wait! Won't I get a heart attack, have a stroke or become obese???**

Basically put: **no**.

Back in 1957 there was a study done by Ancel Keys that introduced the idea that, if you eat saturated fats (the lard, butter, egg yolk, animal fats, nuts and oils), then you will clog your arteries and make yourself ill and fat.

However this study was very poorly done and has since been dismissed (except by the media!). In fact [this meta-analysis done in 2015](#)<sup>2</sup> shows that there is NO correlation between saturated fats and heart disease or strokes.

I repeat. NO correlation between eating healthy, saturated fats and heart disease.





## Yes but won't it make me fat?

Well, in order to look at this we need to differentiate between fats.

I am talking here about natural, whole, un-messed with fats; butter, coconut oil, organic lard, high quality animal fats (chicken skin), oily fish (like mackerel or sardines), olive/hemp/avocado oils, natural yogurt, whole milk, seeds and nuts.

Processed fats like chip pan oil, rapeseed/soya/sunflower oil found in lots of processed food, margarine, oil sprays and fat-free products **will** make you fat and are a disaster for your body.

Why? It's time for a tiny chemistry lesson: When we process, meaning when we heat up or structurally change fat, we change its natural molecular structure. Saturated fats are very stable and therefore are difficult to process – but things like sunflower oil, a poly-unsaturated fat, is perfect to mess with via the process of hydrogenation. And it is these 'Frankenstein fats', called **trans-fats**, that are awful for your body.

Trans-fats are found in **all** processed food. They're in your dairy-free creamers, in fast food, those ready meals, margarines, fake cheeses, crisps, milkshakes and some 'healthy' protein shakes.

These Frankenstein fats will harm your health and heart and will make you fat. Or if you mix lots of fat with lots of sugar, that also is not a great combination. (Sorry that means croissants are not daily health staples!)

BUT natural fats, especially these stable saturated fats, won't make your belly fat. Quality and natural fats eaten in sensible amounts will help revitalise your metabolism, support the healing within your body, increase energy and support your hormones that will direct your body to burn fat, not store it.

*(If you want to geek out on more of the science then give [this article](#)<sup>3</sup> a read from Dr Hyman.)*

## What about Cholesterol?

And when it comes to cholesterol, the body makes 75% of our total cholesterol, so if high cholesterol is an issue for you it's not necessarily because you're eating too much of it but because your body is making too much of it. And that is what need to be looks at! According to Dr Chris Kresser<sup>4</sup> high cholesterol is often due to one of the following issues:

- metabolic dysfunction
- chronic infections like H. pylori or even latent viral infections
- gut dysbiosis permeability
- poor thyroid function
- environmental toxins (especially heavy metals)



- genetic predisposition

So if cholesterol is high it is rarely due to eating too much healthy fat; it has to do with other imbalances in the body or a genetic predisposition. In fact, this [research](#)<sup>5</sup> paper tells us that older women with HIGHER total cholesterol have a lower all-cause mortality compared with the studied group who had the recommended low cholesterol levels. So the fear around cholesterol is not all what it seems!

(A great book that explains this further is called The Cholesterol Con by Scottish GP by Dr Malcolm Kendrick.)

## Powerful Proteins

Proteins are the building blocks for life. Once digested, they are broken down into amino acids and these amino have many roles in the body. Some amino acids are converted into serotonin, dopamine or other hormones to assist with mood. Some are converted specifically to help with our sex hormones, while others are put to use at repairing and healing our skin, our gut lining or in the millions of enzyme reactions that take place in our body.

Basically proteins are the BOMB for your body.

And in general most of us are not eating enough. We tend to focus on carbohydrates, which are very important so don't hear what I am not saying, but we could all do with a boost of healthy proteins in our diets.

Now, first of all, it is worth pointing out that I do not mean crappy protein shakes and powders. While you can get some high quality protein powders if you wish / are happy to pay lots for them, eating more protein does not mean buying a huge thing of powder. That would be entirely missing the point.

Let's briefly look at why more protein could do you good:

### Weight loss

Some [research](#)<sup>6</sup> shows that, when some participants simply went from a diet of 15% protein to 30% protein, they lost more weight, without even reducing carbohydrate consumption. So protein is good news for weight loss!

### Stressed out

If you're constantly stressed out then that has a massive 'wear and tear' effect on your body, which can potentially lead to imbalanced blood sugars, poor digestion, skin and more. Amino acids are the healing and repairing 'work men' then are especially essential if you are stressed due to life or chronic illness.

### Daily dose

There are many different amino acids but 8 of them are essential, meaning we can't make them ourselves so our bodies need to get them every day via our food. Protein is not optional!!!



The main source of proteins are:

- meats and fish
- eggs
- seeds and nuts
- milk and dairy (if tolerated – we will look at that soon!)
- lentils

### **How much protein?**

If you want to get technical about it you can look at some simple maths to help you determine how much protein you should be eating in a day.

Again, this does vary from person to person and on what your goals are, how active you are, etc.

*\*High protein diets should not be followed by those with any kidney issues – discuss with doctor.*

In general, it is recommended for the average woman to have about 0.36g of protein per pound of bodyweight. But some research and doctors would suggest that, for weight loss and rebalancing of health, it could increase to 0.7–0.8g. I personally think around 0.4–5 is fabulous for most women but it's something you can play with. I generally think we need to focus on eating more fat than we do protein.

So if you weigh 140lbs this could mean that you eat a maximum of 56–98g of protein a day!

Or another way of saying it is you want to aim for about 20–30% of every meal to be full of protein.

## **Vegetables – Eating colourfully**

It is unlikely that you are surprised when I say you need to eat vegetables. In fact, every meal should be built around vegetables. They are vital for your body.

But let's look at why.

Vegetables are nature's multi-vitamin; they are *full* of water and other nutrients that our bodies need daily to function and thrive.

If you're hoping to find a way of getting healthy that does not involve vegetables in any way, then good luck to you; I know of none. Here is just a (tiny) list of some of the nutrients we get from humble vegetables...



- **Vitamin C** – A popular vitamin needed for a healthy immune system, helps assist weight loss and is needed for healthy adrenals and all round energy.  
*(In spinach, carrots, oranges and other green leafy veg)*
- **Iron** – An essential mineral for healthy blood and energy.  
*(In broccoli, and all leafy greens)*
- **Magnesium** – A mineral for happy hormones, good sleep and healthy muscles.  
*(In spinach, chard, banks and avocados)*
- **Beta-carotene** – Needed for vitamin A synthesis, which is essential for our skin and eyes.  
*(In carrots, peppers, kale, cabbage)*
- **Quercetin** – An antioxidant that is a fabulous anti-inflammatory.  
*(Found most in onions, pineapple and garlic)*
- **Copper** – A mineral essential for energy and healthy blood.  
*(In mushrooms, spirulina, coriander)*

Now, I won't bore you with every single vitamin mineral and antioxidant found in vegetables – you get the picture don't you? They are the BOMB for your body.

But wait, that is not all they do...

Aside from the vitamin and mineral content of the humble veggie, they are a fabulous source of fibre (yes, part of the Fabulous Fat Burning Four!) and fibre is needed for the following reasons:

- **Cleans out your gut** – Imagine that the fibrous goodness from vegetables act like the transport system for the junk that our bodies want to get rid of. Fibre gathers the toxins and the 'debris' and transports it out of the body. This means that they are essential for happy bowels and effective detoxification.
- **Pre-biotic** – Not to be confused with **pro**-biotic, this fibre can encourage specific beneficial gut flora (good bacteria) to grow in your gut. And having healthy and diverse bacteria in your gut (meaning from your mouth to your butt-hole) is SO important for your health. Hippocrates said that all disease begins in the gut many many years ago and now the science and research is showing this to be true. So, you may have heard about pro-biotics, but pre-biotics are just as important and needed for those happy, probiotic, bacteria to actually make a home in our bodies.
- **Helps stabilise your blood sugar** – When we eat any food that results in sugar in the body (all carbs are sugars) we cause an insulin response but fibre helps our bodies to slow down that potential peak of insulin. It curbs the glucose-wave, making it more manageable and therefore keeping us fuller for longer.



It is easy to see why we need them isn't it? But how much do we need daily?

>> To Flourish I recommend working towards having vegetables as 50–70% of each meal.

>> Or said another way – you want to have between 5–8 portions of vegetables a day.

Most people think they're getting their five-a-day because they eat 4 pieces of fruit and a single vegetable but that is not ideal. We need vegetables more than we need fruit and that is why they are in the Fat Burning Four.

Whether raw, cooked, steamed, fried, sautéed or smoothied or covered in almond butter! We need a variety of them and we need to prepare them in varied ways. You don't want to ONLY eat raw vegetables nor do you ONLY want to eat cooked vegetables – you want VARIETY.

### **Actions:**

\* **Start small.** Take one meal and start to ensure it is over 50% vegetables. Maybe begin with dinner and plan out how you can change it to add more veg to your plate.

\* **Go posh!** A great way to add more veg is to have starters of soup or salad with your meals – this is especially great if you struggle to know how or where to add the extra veg.

### **How much do I eat a day?**

So now we know that these Fabulous Four are the bomb-diggity for your beautiful body, how much should you be eating?

Basically, just like vegetables, you want to make sure every meal involves fat and protein.

You will find that fat often goes hand in hand with protein (organic beef, salmon, eggs, whole yogurt) so, as you focus on increasing fat, your protein levels will naturally increase so it's not something you need to focus on too much.

Portion wise though, this can roughly look like this per meal:

- protein – a palm-sized portion
- fat – about 1–3 tbsp (*or more depending on your Fat Burning Profile*)
- veggies – as many as you can but at least 2 cups with every meal
- carbohydrate – this might be a piece of fruit or small portion of rice, but it is the last thing to add

That might look like butternut (healthy carbs & vegetable) soup at lunch made with lots of coconut cream (fat) with some slices of chicken breast added (protein) and a side salad (vegetables).



Basically, you want to have **some sort of fat and protein with every meal** and you want your snacks, if you have them, to contain some sort of fat too.

Here is a list of fats and proteins to enjoy regularly with your meals:

- olive cold (unheated)
- coconut oil
- coconut cream or milk
- seeds like pumpkin, sesame, hemp or sunflower
- avocado
- organic (ideally raw) butter
- avocado/hemp/flax oil
- fatty fish (mackerel, sardines) or organic fatty cuts of meat (pork belly, beef mince, etc.)
- MCT oil
- organic raw cheese – *if tolerated*
- organic butter – *if tolerated*

I know this could take some getting used to. That is why I have provided you with lots of recipes and meal plan ideas. And go slow on this; just slowly be more liberal in your use of olive oil on salads and butter on cooked vegetables

## **What about nuts & dairy?**

You may be thinking why aren't almonds and whole milk on that list? Are they not sources of fat and protein?

True but here is why I don't add them to the list above.

### **Nuts**

Firstly, people seem to get pretty addicted to nuts and will get into the habit of mindlessly eating handful after handful of nuts. While this is not the worst habit in the world, it is not ideal if you are wanting to lose weight or sort out digestive issues.

I mean, we would never mindlessly munch on pumpkin seeds would we? But if we have a bag of cashews in front of us then...!

Another important reason is that it is not great to eat loads, due to the fact that they contain a specific enzyme that makes them hard to digest and process. Often, in large amounts, they make people bloated and uncomfortable due to the amount of phytic acid in them; an enzyme which inhibits your body's ability to uptake the goodness of the nuts.

People often can be intolerant to nuts too, even mildly, which will lead to inflammation and digestive struggles.



So while I love nuts, they are not something to eat liberally and freely. Aim for one or two small servings a day and, if you have real digestive issues, then try a week of eliminating them all together.

## **What about the Moo?**

Dairy products are all gluten free, high fat and protein food sources, but they don't always help us Flourish. Let's look at why.

We all react slightly differently to the sugar molecule: *lactose* found in dairy products. Some of us struggle to produce the enzyme *lactase* to break it down and, due to the heavy processing of dairy and all the hormones, drugs and antibiotics it now contains, our bodies can react badly to them.

Dairy also contains the protein Casein which, again, can cause irritation in the gut and digestive discomfort. That is why I don't recommend lactose-free milk as you might tolerate the lactose fine but struggle with digesting the Casein.

After completing the RESET you should see how you uniquely respond to dairy – which is one of the reasons for starting off with it. You might find that...

- You are fine with it and tolerate it perfectly!
- You are fine with butter and yogurt but find that milk makes you bloated, blocks your sinuses and irritates your skin (this is the most common response).
- You may feel awful on all dairy.

We are all different. So let's go a bit deeper

## **Cows' Milk**

Like I said, most people feel better on little or no cows' milk. Although we have drunk milk for thousands of years, the milk most of us get off the shelf in the supermarket is not what our bodies are used to and does not do us good. Milk is now heavily pasteurised and homogenised, which dramatically changes the structure of the milk and how it interacts with your body.

Wondered why so many kids now have milk allergies? It's because our bodies are not used to this mutant milk that is landing on our shelves.

Now, this will impact on people differently. You will probably already know if you react badly to milk, but if you have never tried eliminating cows' milk then it's worth a try. Often people with sinus, skin, digestive, asthma or low immunity issues benefit greatly from ditching the processed milk.

Options:



1. If after the RESET you feel like you tolerate milk well, then you **always want to go for whole organic milk**. Make this your baseline as it will mean you don't have to deal with all the hormones and antibiotics found in normal milk.

2. Or, if you can, you ideally want to go for raw milk which is not homogenised or pasteurised. It tastes delicious, comes straight from the cow and is full of naturally occurring enzymes and is far more nutrient dense. Plus, did I say that it tastes amazing! Find out your nearest source [here](#), but ideally make friends with a farmer!\* Even those with an intolerance to dairy find they can digest raw milk easily, so give it a go.

Otherwise, I suggest making your own almond or other nut milk or buying some quality milk alternatives that are available. You want to go for unsweetened milks, with no added vegetable oil. My favourite is coconut milk but find which ones work for you!

(Cream tends to be the most irritating of dairy foods unless fermented in sour cream, so avoid it if sensitive or enjoy occasionally in coffee if you digest it fine!)

*\* There is some suggested risk of consuming raw milk as the government does not approve but do your research and make your own informed choices.*

## **Butter, Natural Yogurt and Cheese**

Most people can tolerate these forms of dairy a lot easier than milk itself (unless a severe allergy or intolerance is present). Often it's because they are lower in lactose and are fermented in some way.

Again, always go for organic and raw, and feel free to add butter to your vegetables and even coffee! Yogurt is a source of probiotics, butter is very nutrient dense and cheese is, well, just plain awesome.

## **Conclusions**

You can see why they don't make it to the 'eat as much as you like' list can't you?

Listen to your body and get support in the Facebook group if you need it. I find that 7/10 people find they do much better without cows' milk but feel great eating things like organic raw butter and natural yogurt or kefir. Also I recommend that, if you do eat dairy, then you always go for organic/raw dairy.





### 3. Carbohydrates

So, once you have your plate or bowl filled with vegetables, proteins and fats THEN it is time to add some carbohydrates.

You may have noticed that I have basically flipped the average Western diet model on its head. Normally we base all our meals around carbs – bread, pasta, rice or potato, then add some protein then a tiny bit of veg don't we? But that model isn't working well for us is it?

However, carbs are good, we need them, we just don't need to eat as many of them as we have been led to believe.

But first – what is a carbohydrate?

Basically, carbs are just sugar. They are food that will become glucose in your body.

Now, the thing to remember is how they get into your blood. Table sugar is an instant sugar hit, whilst a sweet potato is going to take a lot longer to digest, providing more nutrients and supporting a healthier blood sugar balance.

Carbohydrates are fruits, rice, pasta, bread, cake, biscuits, potatoes, starchy vegetables, flour, natural sweeteners, table sugar or sugar of any form. So which carbs do we eat? We want to focus on natural, gluten free, whole forms of carbohydrate. So starchy vegetables, rice, quinoa, sweet potatoes, natural sweeteners and fruit and more.

But there is also another important aspect to look at while we are talking carbs, which can massively impact on how happy your belly is...

#### **Taking the Focus off Gluten**

Gluten is a protein found in most of the processed food that we eat. It comes from the Latin word for glue, as it is the glue that holds foods like bread and cakes together and is, in my opinion, a highly inflammatory food. Many books have been written that go into various research around the problem with gluten (I recommend 'The Grain Brain' by Dr. D. Perlmutter or the 'Gut and Psychology Syndrome Diet' by Dr. Natasha Campbell-McBride) so we will not dig into great depths here, otherwise we would be here for a while!

Simply put, due to heavy processing, overuse and genetic modification, grains like wheat and rye, which contain gluten, can be problematic for some bodies and cause inflammation. Most



experts would agree that most diseases in their basic form come from *inflammation* of some sort within the body, and the food we eat can often be a part of this.

([Read more about it here](#)<sup>7</sup> in a short and useful article.)

Gluten intolerance can be linked to IBS, skin issues, infertility, migraines, anxiety, cancer, chest pain, sugar cravings, dairy intolerance, low immunity and other auto immune problems such as arthritis, asthma, eczema, acne, etc. It is also linked to behavioural issues, such as autism, and even mental health issues such as schizophrenia. Again they not the 'cause' of these diseases, but more and more research is showing that they can contribute negatively.

Dr. D. Perlmutter has looked at brain health and the role of gluten, carbs and grain upon the brain and he says:

*“The origin of brain disease is in many cases predominantly dietary. Although several factors play into the genesis and progression of brain disorders, to a large extent numerous neurological afflictions often reflect the mistake of consuming too many carbs and too few healthy fats.”*

—David Perlmutter, Grain Brain: The Surprising Truth about Wheat, Carbs and Sugar: Your Brain's Silent Killers

## **But bread is pretty natural is it not? It has been around for years!**

Well, not exactly. It's only since food became a big industry that heavily-processed bread, cakes and other glutinous food have become staples in our diets. If we go back thousands of years, grains would have been too difficult to process en masse so would have only been eaten in small amounts and prepared in a more traditional way. If you want to look at this more, dentist [Weston A Price](#)<sup>8</sup> spent lots of time studying more traditional cultures across the world and has explored a more traditional approach to preparing food and its impact on our health.

I recognise that this is a massive topic in itself so please do further reading; all my recommended books are available in my [online shop](#).<sup>9</sup> And of course, listen to your own body and do your own research!

But, as with dairy, we are all different.

- Some of you may eat gluten and feel fantastic!
- Some of you will get bloated after eating it.
- And for some of you, eating gluten could be the root of lots of health issues and an inability to lose weight!

That is why on the RESET you remove all gluten to see how you uniquely feel and respond. *Then* you can make a powerful and informed choice.



In general, I recommend that we feast on sweet potato, rice, quinoa, millet, buckwheat, rice cakes and gluten-free oats over the gluten-filled alternatives, as most people I've worked with tend to feel better with reducing or removing gluten from their diet.

But please remember that this is all within the context of abundance and uniqueness. This is about enjoying non-gluten foods so that there is no room for white bread or tons of pasta anymore.

After the RESET you may realise that you feel really good eating quality spelt or rye bread, or even be an expert bread maker, so you may not wish to remove it completely, but you will just want to focus on other health-giving foods and use other foods as staples.

However you decide to incorporate, or not, gluten into your diet, the main thing is to stop making it the staple of every meal or snack and to eat it mindfully.

<b>Gluten-free Food</b>	<b>Probably has Gluten (unless labelled)</b>	<b>Gluten-filled Foods</b>
Beans	Beer	Bread, breadcrumbs
Seeds and nuts	Cake, biscuits, cookies, crackers	Rye (rye bread, ryvita, sourdough)
Eggs	Cereal and cereal bars	Barley
Fresh meat and fish	Salad dressing, soya sauce and other dressing	Wheat, whole meal, bran (bread, cakes, biscuits, crackers, dressings, seasonings, etc.)
Vegetables and fruit	Gravies and other packages sauces	Bulgar wheat
Gluten-free oats	Salami, sausages, some hams	Kamut
Rice	Chocolate bars	Couscous
Quinoa	Horlicks and malt drinks and some hot chocolates	Pasta
Buckwheat – in groats or flour	Basically all processed and packages foods may contain gluten	Normal Oats
Millet		Gnnochi
Corn (polenta)		
Dairy products		
Products labelled gluten free		

## **Are you telling me to never eat bread again?!**

Despite our love of bread, it is not very nutrient rich and doesn't provide us with much other than carbohydrates.

I personally avoid bread in all forms, as I have 100% removed gluten to help with my health issues, BUT you will not be a carbon copy of me so here are some options:



- If you tolerate gluten well, then aim for homemade spelt or rye bread – ideally sourdough; the highest quality out there!
- If you want to avoid gluten then aim for homemade gluten-free bread with no soya in it. Most shop-bought gluten-free breads are filled with junk so homemade is best.

Again, please understand that carbs are not bad. Vegetables and fruits are full of carbohydrates.

It's just time to put a greater emphasis on quality fats and proteins and this is especially true if you want to sort out your belly and feel awesome. What we need to change is our focus on eating carbs, making them the staple of every meal and refocusing on eating natural fats, proteins and vegetables. Gluten is a heavily processed protein that has an unnaturally high dominance in our diets so it is best to remove it or greatly reduce it in order to allow your body to heal and get to a healthy weight.

Now, before you utterly freak out, remember that this is not a race but a lifestyle shift. For most of us, every meal we eat has a gluten element in it either in cereal, bread, crackers, pasta or sauces so it is about introducing a greater variety to our diets. There is tons of evidence out there about why gluten will not be doing you good but you need to implement this evidence on your own terms.

I recommend avoiding gluten 80% of the time if you are in good health and aiming to lose weight; 100% of the time if you are struggling with health issues related to digestion or that come under the auto immune strand of conditions (like IBS, thyroid issues, arthritis, ME, etc.).

But ultimately the best way to implement all this is by a slow and steady approach.

**For example:**

Carol's current diet consists of All Bran cereal for breakfast, sandwiches for lunch, a couscous chicken salad for dinner and Hobnob's to snack on. Now, if she wished to she could just go gluten free in one go, but for most of us this would be too overwhelming; too much change and would only last 1 or 2 weeks. Or she could implement this step-by-step approach:

1. Carol could begin by focusing on having gluten-free breakfasts for 1–2 weeks, really focus on that and try out new options. Then, after two weeks, Carol might realise that she loves either smoothies or eggs for breakfast, is in the swing of doing that and feels great.
2. Then she may look at introducing a greater variety of food to her dinners and begin switching from pasta to brown rice pasta, sweet potato or plain rice.
3. After a few weeks of that she feels she has that down. Now it's time to tackle lunches...



Do you see how making small but steady changes can shift your entire diet? By the end of a couple of weeks filled with consistent focused changes, Carol would be completely gluten free and feeling amazing.

The most important thing to do when you are implementing any sort of change in your diet is to celebrate your progress and your victories. So what if it takes you 4 weeks to get into the habit of eating gluten-free breakfasts? Acknowledge that success. When we invest in creating new habits, not indulging in faddy diets, we create habits that stick for life.

This is not a sprint. I know you want to be slim and healthy right now, but if you make small sustainable changes you will get slim and healthy for life! What would you prefer?

### **What about Fruit??**

You will notice that fruit falls under this section as they are sweet and therefore a carbohydrate. Fruit is FABULOUS but you don't want to be eating 10 pieces of it a day every day.

You want to aim for a moderate amount per day and you should ALWAYS be eating less fruit than you are vegetables – remember, vegetables are our number one.

With fruit, aim for 1–2 pieces a day max and enjoy whichever one you like best.

## Other questions...

### **What about Organic Foods?**

Organic means it is food that is free from pesticides, hormones, chemicals and other toxic substances and has high animal welfare standards. Eating organic foods is highly recommended but this must fit in with your budget and be sustainable for you.

Ideally, you would eat all organic foods, but here are the top three foods to get organic in order of priority:

1. **Dairy products.** Cows tend to be pumped with antibiotics, artificial foods and growth hormones that remain present in their milk. So, if your budget is tight, aim for organic dairy (milk, butter, cheese, etc.).
2. **Meat.** Toxins and chemicals mostly get stored in mammals' fat and muscle so, if it's not organic, it can be filled with many harmful substances. Reduce meat intake if you are unable to afford much organic meat, look out for offers or increase your intake of organic eggs.
3. **Fruit and Vegetables.** There is the [Clean Fifteen and Dirty Dozen<sup>10</sup>](#) list on the blog which will help you pick which fruit and veg to get organic.



So, that covers most of the food basics but, in the next chapter, we are going to look at the food that has most likely caused you to put on weight in the first place: **sugar**.

## **What about Calories?**

Now, you might have noticed that I have not really mentioned calories at all. In fact, I have been talking about eating lots of the most calorific food – fat. At roughly 9 kcal per gram, fat is normally what we are told to avoid.

But when it comes to calories you really can ignore them. In fact, I would strongly urge you to not think about them or track them. The whole calories in versus calories out theory we have been told to follow is an old broken system. It is based on the assumption that our bodies work like machines (they don't), aren't impacted by changes in environment, stress, hormones or other factors (they are) and that creating calorie deficits is the most effective way to lose weight (it REALLY isn't).

Ultimately, we need to focus on healing our bodies and healing our relationship with food. When we heal our mindset, when we have stable blood sugar, happy hormones and one well-functioning gut, then our body will find its ideal healthy weight.

And not only is calories-counting unhelpful, I would go so far as to say it is dangerous. So many women have damaged their metabolism and hormonal set point by yo-yo-ing from a 1,300kcal diet to 2500kcal and back and forth. This is completely counterproductive and why, statistically, those who lose weight on formal diets tend to put all the weight back on and MORE within the first 2–5 years of losing it.

To be blunt, severe calories restriction is harmful and highly stressful for the body.

Now, again, we all have different energy needs. A very petit women who is 5ft tall and weighs 8 stone is probably going to need less calories than myself; a 5ft 8, 11 stone woman. But in both cases, trying to survive at 1,100kcal a day would be deeply unhealthy and add stress to the body. Healing the body takes energy, breathing takes energy, sleeping takes energy and we need to make sure we provide enough energy for our body.

The only time calories can be useful, in my opinion, are in medical settings, in dealing with weight gain in those who are underweight, athletes or in individuals who have specific body re-composition goals.

Bottom line? Focus on eating the FVFP and eating a diverse range of food.



**Actions:**

- \* Read up. Find out for yourself all the implications that gluten is having on your health and well-being so that you can make your own powerful choices.

Don't eat anything your great-great grandmother  
wouldn't recognise as food.

**Michael Pollan**



# A Special Look at Sugar:

## *The Reason We Get Sick & Fat*

Now, there is another reason for taking the focus off carbohydrates and that is because of sugar.

The reason why we focus on adding more protein and fats to our diets is to help us ditch the sugar dependency, which is probably one of the main causes of your bodily unhappiness.

We now know that fats don't make us fat so what does? Too much sugar. There is nothing more detrimental to your health and weight-loss pursuit than an addiction to sugar and Flourish is here to help you ditch it for good!

*Addicted to sugar, surely not!* Well, tick all the below statements that relate to you:

- You wake up feeling exhausted.
- You have struggled with depression or just a low mood in the past.
- You carry more fat around your middle than anywhere else.
- You need to have something sweet after every meal.
- You eat more than 4 portions of fruit a day.
- You regularly have one of the following: thrush, athletes' foot, oral thrush or other fungal skin infections.
- You slump in energy between 3–5pm each day.
- You wake up from about 8pm onwards and don't feel sleepy at bedtime.
- You can't get enough of things like bread, pasta, couscous, biscuits and cakes, and eat them at least once a day.
- You have issues with your skin and it is not bright and glowing – more dull and grey or blemished.
- You feel like you NEED and deserve sugary food to give you an energy boost through the day.

If you ticked 2 or more of these then you are in the right place, as it sounds like refined sugar could be causing havoc in your body.

So let's look at what the problem is with sugar.

## What Do We Mean By “Sugar”?





It is a simple carbohydrate that can come in many different forms. This simple carbohydrate is a monosaccharide. Disaccharides are also carbohydrates that are made up of two monosaccharides. Polysaccharides (starches like pulses and grains) are carbohydrates that are composed of multiple monosaccharides.

So, all carbohydrates are ultimately sugars when they get broken down in the body. Sucrose, the common table sugar, is a disaccharide, meaning that when it is broken down in the body it becomes glucose and fructose (two different substances = 'di'). Whilst when you eat a slice of bread you will break it down into multiple forms of sugar within the body, as bread is starch and starches are polysaccharides.

So, sugar is a type of carbohydrate that gives our bodies energy either through immediate use or it gets stored as glycogen by the liver and used later within the body (or never at all = belly fat!). Lots of natural foods have sugars in them like fruits, dates and even raw cane sugar itself starts life as a plant, so surely it can't be that bad?

The danger is not just in the amount we consume but also the heavy refinement and processing, so let's look at what we mean by refined sugar?

I will let the experts tell you:

*In nature, sugars and carbohydrates – the energy providers – are linked together with vitamins, mineral enzymes, protein, fat and fibre – the body building and digestion regulating components of the diet...*

*The refining process strips grains, vegetables and fruits of their vitamins and mineral components. Refined carbohydrates have been called empty calories. Negative calories is a more appropriate term because consumption of refined calories depletes the body's precious reserves... <sup>11</sup>*

Refined sugar is when they get a plant or grain and...

Boil it for hours on end  
strip it of its natural goodness  
process it beyond its natural origins  
and often alter its molecular form.

It starts off natural but it can become a dangerous substance, stripped of all or no nutritional value.

In [this study](#) the conclusion is that:

*The reviewed evidence supports the theory that, in some circumstances, intermittent access to sugar can lead to behaviour and neurochemical changes that resemble the effects of a substance of abuse. According to the evidence in rats, intermittent access to sugar and chow is capable of producing a "dependency".<sup>12</sup>*



Also, another important reason of why sugar is so harmful is just the sheer amount that we eat of it. Without even realising it you could be eating well over 20 tsp a day of refined sugar. Foods like organic fruit yogurt can have up to 15 tsp of sugar in them, bread slices can have up to 1/2 tsp per slice and pasta sauces can have a few tbsp in too – that’s before your biscuits, drinks, sweeties or wine (alcohol is just more sugar!)

Our bodies have never before eaten so much refined sugar and they are not designed for it. That is why, in my opinion, type 2 diabetes is now so common and on the rise even in young children.

## Why Does Sugar Make Us Fat?

There is lots of emerging research that is looking into this in a more detailed way, so see the End Notes for further reading. But Dr. Robert Lustigs is probably the most prominent. Basically put, too much sugars not only leads to insulin resistance, where the body gets ‘tired’ of having too much glucose and therefore insulin in the blood and so no longer welcomes insulin into the cells. Eventually this can lead to diabetes, as insulin can no longer do its life-saving work of removing excess glucose from the blood.

But insulin is not the only hormone that sugar impacts. Another important hormone required for slim happy living is leptin. Leptin is made in the body’s fat cells and it tells your body when you’re full and do not need to eat any more, as well as regulating your body fat so, as you can imagine, it’s a disaster if this hormone is blocked or made ineffective. Thus, individuals are not only likely to store more fat due to excess insulin, but they are also going to eat far more than their body actually needs.

Now, I don't share this information with you to scare you. I want to inform you, and to empower you to know exactly what you are putting into your body, and the impact it could be having on your life. The food industry wants us to believe that sugar and refined products like bread and pasta are harmless, because that is how they make their millions, but the evidence tells us otherwise.

Plus, even if you are not into reading scientific literature, let’s look at how you feel right now. Are you feeling your best? Is your body thriving? It is the food industry’s job to tell you that food doesn’t impact your body that much? What is your body saying in response to that?

My body was depressed, overweight, malnourished, sick and stuck on the loo. I was supposedly eating ‘harmless stuff’ and yet my body was responding badly – was I just unlucky or was the food I was choosing doing me harm and not good?

## Be Naturally Sweet

Here at Flourish we focus on ditching our sugar addiction and living a naturally sweet life!



The reason we do the RESET is to hit your sugar addictions hard on the head so that you can regain your energy, glow and shape.

It's worth saying that, for some of you, sugar really won't seem like a big issue but, for others, this could be the main thing. I know for me that I always need to be aware of my sugar cravings as it not only impacts my shape but my mental well-being, so I have regular sugar detoxes to ensure I am sugar free and feeling fabulous.

Then, when you feel sugar free and fabulous, you can focus on enjoying some of your favourite sweet treats by sampling using some naturally sweet alternatives like medjool dates, raw honey, coconut sugar and more. All the Flourish recipes in the recipe eBook or meal plans only use naturally sweeteners as well as being gluten free, so don't fear as cake can still be near!

If you want to see the results in your body then you need to address your relationship with sugar, but don't worry, that is what this whole program is set up to help you do.

#### Actions

- \* Complete the RESET as best you can and find out if sugar is a problem for you.
- \* Remove all the sources of sugar from you house and replace them with natural sweeteners.

No foods are forbidden, except when your body tells you so.

**Lima Ohsawa**



# Deprivation, Cravings & Reality

*When to Eat Chocolate & When to Get Real...*

Dieting and deprivation go hand in hand do they not?

You may already have thought about all the foods you can't have and so are already feeling a bit trapped by the nutritional principles mentioned in this book. You might be sitting planning your 'last' cheese on toast before you begin this 'diet'...

But if that is you I want you to stop right there. You don't need a diet. A diet will fail you. What we need is to make a lifestyle shift.

Of course, there will be times when we don't want to eat healthy foods and we will want to indulge in some treats. In fact it is SUPER important that we do this, it's important to make powerful and informed choices about the food we are eating. So some days that might mean green smoothies for breakfast and on other days it might mean a brownie and a latte.

A little bit of what we love every now and then is no disaster and is actually really important for helping you reach your goals. If you never allow yourself to enjoy that glass of wine or that takeaway you love, you will feel deprived and trapped by your diet. What happens when we feel trapped? We want to break out in search of FREEDOM, which normally looks like a chocolate or wine binge.

Now what this looks like will depend on your Fat Burning Profile that we will go on to look at. But really focus on eating natural whole food 90% of the time, load up on vegetables, fats and proteins and, for 10% of the time, enjoy foods that you know are very sweet, processed and not very healthy. But before we go into more detail on this let's look at...

## **Who Is In Charge?**

It really comes down to what is ruling your choices: chocolate/beer/kebabs or your dream of greater health?

That is why we began the book by looking at our mindsets and beliefs, as they are so key in the pursuit of health. When you become aware of and connected to your eating habits (that's why the food and mood diary is so key) you will start to see your own patterns and be able to create



your own strategies for dealing with cake, meals out and more. My aim is to empower you with knowledge and facilitate your connection with your body and mind so that every day you can make powerful choices about the food you put in your mouth; not to get you to follow *a plan*.

## **Are you a moderator or abstainer?**

**Moderators** find it MORE freeing to have a small amount of treats they enjoy regularly. The idea of never having them again feels trapping and restrictive. These people would best suit The Balancer Fat Burning Profile.

**Abstainers** find it MORE freeing to just completely remove something. The idea of having to regulate how much, how often and when is stressful and feels trading and heavy. It is freer and easier for them to just abstain. These people would best suit The Healing Extreme Profile.

For some people it helps to just cut out treats like takeaways, wine and chocolate altogether and not have them in the house, but for other people they will feel deprived and need regular treats and daily, small doses of chocolate or cake.

You will find though that, as you focus on all the abundant foods available to you, fill your plates up with them and create healthy mindsets to nourish your soul, you will crowd out the sugar-filled processed food. This means that there just won't be loads of room in your eating for unhealthy foods.

It is small sustainable changes to our habits and lifestyle that will enable us to create a lifestyle that causes us to be slim and healthy. Most serial yo-yo dieters go all in to begin with, giving it everything they have got, losing weight and feeling wonderful for about 2 weeks. Then they get overwhelmed, burnt out and tired from so much change all at once and end up bingeing. This is not what we want.

## **Don't lie to yourself...**

With this area it is so easy to lie to yourself and be disconnected to what you are actually consuming.

That is why it important to keep a food and mood diary for at least a week and look at how often you just 'treat' yourself. Is it every day, after every meal? Are you enjoying it and savouring it? Are you having a 'treat' every 2 hours...???

*Treat: an event or item that is **out of the ordinary** and gives great pleasure.<sup>13</sup>*



I am not here to rain on your parade – If you want to eat cake every day then do it but be aware that it will impact on health and body fat. To really boost the weight-loss and health benefits, make your treats as natural and high quality as possible. Aim for homemade and organic.

A lot of the time this comes down to breaking our habits. We will habitually grab biscuits from the biscuit tin and we just have to go through a painful transition of breaking the habit and replacing it with one that is more in line with our dream. Visualising your future health, body and life is really helpful for this. Spend time regularly thinking about your dream life, what clothes will you wear, what would you feel like, and how will people respond? What impact will it have on your family, friends and kids when you are incredibly healthy?

Breaking habits can be tough and losing weight is not always easy, so again it all comes down to having a plan and knowing what you want more? Your dream health, life and body or an instant fix of biscuits?

## **But What If I Mess Up Big Style?**

The solution to this is simple. Be kind to yourself and be generous with forgiveness. This isn't about 'making mistakes' or eating 'bad food', this is about learning to live in freedom. We all lose focus at times of our dreams and goals and that is OK. It only becomes a problem when we allow one 'mistake' to shape our day, our week or our year...

If you end up binge-eating after weeks of so much progress, then look at the root cause, what triggered it and what you can learn from it. Then MOVE ON! The WORST thing you can do is believe you have failed, are useless and may as well not bother.

Another way to look at it...

Imagine you had a flat tyre in your car. Not according to the plan nor very helpful, am I right? So let's say, upon realising you had a flat tyre, you then go and slash all your remaining tyres because you *may as well*.

Does this make sense? No of course not, but so many of us have that approach to our eating and pursuit of health. We think *well this morning didn't go to plan so I may as well eat junk all weekend*. This kind of self-sabotage is destructive and illogical. So learn to be kind, quick to forgive yourself and move on.\*

## **Portion Control**

Bingeing – meaning quickly eating tons of food (normally secretly) till you are over full and potentially feel ill – is not healthy and is often the sign of negative mindsets and beliefs. It is bad for you not just because it's a negative behaviour fuelled by fear and low self-worth, but it is also



detrimental to your health. Being overfull leads to poor digestion, therefore impacting on the bowels and all other aspects of the body like skin, energy, mood, etc.

Aim to eat until you are gently full, and this is greatly aided by eating slower. Put your knife and fork down after every forkful and resist the urge to wolf everything down. Create a mindful approach to eating and be grateful for every bite. Again the food and mood diary provided will help with this!

But in general, when it comes to portion sizes, I say eat until you are gently full. And if that means you eat a lot then that is OK!

### **Actions**

- \* What feels like a realistic aim for you personally when it comes to treats? What are you going to have and when will you enjoy them?
- \* Plan to have a meal that you take time over, where you chew really well and practice eating until you are gently full.
- \* Keep a food and mood diary for several weeks and look for patterns; think about what causes your cravings or causes you to give up and binge.

## **Why It Is Time to Listen to Your Cravings?**

We often demonise our cravings. Or blame them for our choices, acting like they are a separate entity from us, but what if I told you that your cravings can actually be a good thing?

Learning how to create a slim and healthy life is all about learning to listen to your body and giving it what it needs to thrive. Cravings are just another way of our body communicating to us. The key to dealing with those sugar, bread, or cheese cravings is to figure out the root of them. After all, they are just your body communicating with you and it is your job to figure out what they mean.

Sweet cravings can often be about comfort, feeling safe, and reward. They can also be a sign of low blood sugar, which is talked about in the following chapters.

Salty cravings can be to do with mineral deficiencies, as quality salt contains lots of minerals, but could also be to do with low blood pressure or dehydration. It could also be because your food is lacking in other flavours, via herbs and spices.

The need for stimulants like caffeine or dark chocolate could be our bodies telling us we need more sleep.

Cravings for wine or other forms of alcohol, which are relaxants, are often our bodies telling us we need to unwind and relax.



The key is to listen and that is what the workbook and food and mood journal are for. It is also so good to know that these cravings are not things that must just go away and be beaten into submission, but that they actually need to be embraced in a naturally healthy way. Meaning, if you crave wine every night to unwind, then you simply need to unwind in healthier ways like by drinking chamomile tea, doing yoga/pilates, having a bath, watching a comedy or punching a punch bag!

Believe it or not, your body actually wants to be well, energised and slim. It is not your enemy; it is your greatest guide.

For example, I often crave milky coffee. Now coffee is not bad in and of itself but my body does not react well to it, so it cannot be a daily thing for me. So I have learned to look at this craving and see what my body is telling me.

For me a coffee out is about a treat, feeling normal and not restricted; about having something warming as I am quite a cold person with poor circulation and it's also about the taste as I am a bit of a coffee snob. So having realised these are the messages I get when I get those *loving latte feelings*, this is how I choose to deal with it. I create natural treat drinks (like hot chocolate) so I get something warm that feels special, stop self-pitying feelings before they rule my choices by choosing to be grateful for all I can eat and drink, and make sure I plan in a coffee date with a friend somewhere that sells amazing organic coffee. I accept and listen to my cravings and give my body what it is asking for.

So, if you have spent years ignoring your cravings, then it is time to stop. Stop beating yourself up and tune into what your body is saying so that you can give it what it needs in a naturally healthy way. Your body is not the enemy; it is just telling you what it needs!

### **Actions**

- \* What is your strongest craving right now? Write it down and spend some time thinking about what messages your body is giving you.
- \* What message is your body giving you; what does it need?

## **Resource Reality Check: Time, Money & Health**

Imagine:

*Waking up every day feeling energised, awake and hopeful for the day.*

*Picking out clothes that slip on easy and make you feel fabulous.*

*Choosing tasty but healthy breakfast foods and leaving the house empowered and confident.*

That sounds like a pretty good way to start the day does it not? This is because health and well-being are the greatest resources we can have. They're powerful and they're what we long for.





Health is an incredibly powerful resource so, like anything valuable, it requires investment and this is often in the form of time or money. If you feel you have no money to invest in your health then you may need to invest more of your time and, if you have absolutely no time, then you need to be willing to invest more of your money to ensure you get the quality your body was made for. This may seem harsh but it's the law of our universe that anything worthwhile (children, homes, cars, relationships, families, education, etc.) require investment and it up to us to decide what resources we want to invest.

Let's get real and face up to some facts.

Health transformation, healing and weight loss is never going to just happen as if by accident. It requires investment, focus and a determined effort. And it sometimes feels hard. Now that does not mean that it is not fun, it completely can be (have you seen all the wonderful food you get to eat?!) but it requires some investment.

Say you need to buy a ready meal one evening and, because Flourish is all about quality foods, you may need to pay more to get something that is natural and good for you. Or maybe you need to go out for lunch for work, then you may need to spend 5 minutes finding a place to eat that offers a diverse range of foods so you don't end up somewhere that only sells 3-week-old sandwiches! Wonderfully, there are loads more natural and organic readymade foods out there and restaurants that sell amazingly fresh foods, but they will require more of a money investment due to their quality or time to find out where they are.

So often, people want the amazingly powerful resource that is health (being slim, energised, happy and strong) without wanting to invest anything into it. All the valuable and powerful things of life – money, relationships, children, friends and education, for example, all require an investment of some kind. Your health is no different.

Sometimes getting healthy and losing weight can feel like a bit of a battle and this is mainly down to the fact that it requires change. We don't like breaking habits and most of us do not like change. But living a healthy life, feeling confident, slim, being able to walk into a shop and pick up a size whatever or borrow clothes from skinny friends is worth it. Raising a healthy family, showing our kids what it is to eat well, and being energised enough to pursue our business, travel or relationship dreams makes all that change completely worth it.

Also, it is worth noting that you do not need to spend tons of money in order to be healthy and slim. I have managed to eat a healthy diet whilst on the smallest of budgets, as I invested more time in shopping around, cooking and being organised. As ultimately it comes down to what we are valuing and investing in.

Health and being slim is 100% available to you, it just needs to be a priority in how you manage your time, your choices, your budget and lifestyle.

## **Actions**



- \* What are your priorities in this season of life? Is your job your children, building a house, getting slim, or being well? Write out your top 5 priorities.
- \* Write out which resource is most available to you right now – time or money? If you feel neither of them are available then spend a day writing out exactly how you fill your time and then set aside an hour to look at your overall budget and see where you can reallocate things.

The weight loss industry does not create cures, they create customers.  
**Sally Symonds**



# Part 2

*How the program works*



# The Flourish Academy Program

*Ditch the addiction, listen to your body & create a clean slate*

## What is it?

The Flourish Academy is set up into 3 stages and these stages are designed to help you get your body burning fat, detoxifying optimally and to get your cells producing oodles of energy.

These are not stages that I have just plucked out of the air, but are based on researched nutritional strategies that will help you burn fat as fuel and also set your body up for future success.

The 3 stages:

- RESET
- Adjust
- Sustain

RAS for short!

So let's look at these one by one...

## 1. RESET – Week 1-3

The first 21 days of the program is all about hitting the RESET button. This is when we create a clean slate. Where you focus on eating an anti-inflammatory diet and where we run basic 'tests' to see what is going on with your body.

It removes the most common inflammatory foods, like dairy, gluten and sugar. This is because, as discussed in previous chapters, we need to find out if they are causing inflammation and excess fat is often a form of inflammation.



For example, if you're eating dairy daily, whether in tiny or large amounts, it could trigger off a low grade response in your immune system. So the body puts energy into this immune response rather than into burning fat. Food intolerances basically mean that your body is too busy focusing on 'defending' itself from the food, instead of focusing on burning fat.

This is a KEY stage because it is in this stage that we rumble with our sugar demons.

Yes, those sugar monsters that sabotage our best intentions, that cause us to believe we 'need' sugar to make it through the day. Research tells us that sugar is a big problem in our Western diet and it is very inflammatory. (Remember inflammation can lead to excess storage of fat.) Plus, we know that it is addictive<sup>14</sup> and addictions never lead to health and freedom. Sure, eating cake and wine is super fun and I am the first to say I have them regularly, BUT I am in charge of that. I don't 'need' cake. I don't 'need' wine to relax. I don't 'need' chocolate to cope with a busy day or my period. I choose them because I like them and they make life awesome. But can you see the distinction?

### **We rule our food choices, they don't rule us and that is what this stage is really about.**

As a brief side note, I keep using the word inflammation so why is that a problem? In basic terms, some level of inflammation in our bodies is good and healthy. You bash your knee, you get a little swelling and a bruise. This is the protective inflammatory response at work. But like with everything in the body, too much inflammation is a bad thing and it is clearly acknowledged that ALL disease, on some level, is caused by inflammation<sup>15</sup>.

And excess fat can also just be another symptom of inflammation. If you feel like you eat healthy and exercise but can't lose a pound then chances are it's not about your calories intake, it's about the inflammation in your body.

So, in order to heal and feel awesome, we need to reduce inflammation as much as possible.

This RESET stage is also about mindset. Reminding yourself that you are the powerful one in regards to your relationship with food. It's about making use of the motivation you will naturally need oodles of upon signing up to this program. Then, after 21 days, you will be able to see and feel some fabulous results and have all the motivation you need to carry on and get to your most healthy healed state.

But a warning. This is potentially the hardest stage. Addictions don't tend to go without a fight; they want to rule you and we need to tell them who is boss. You may get detox symptoms from removing the gluten, dairy and sugar. Things like a foggy head, feeling more tired and headaches but, if you have ever worked with addicts (which I have and so I don't use this word lightly), you will know that this is part of the recovery and the body finding balance. Symptoms like this shouldn't be extreme, they should only last for about 1-3 days and many people don't feel anything. Drinking water, eating plenty of food, having hot baths with epsom salts, getting extra sleep and meditation can really help.

### **What do you eat during the RESET?:**

The main focus, of course, is to eat TONS of FVFP – Fat, Veggies, Fibre and Protein.



We are taking our focus off of eating gluten, all dairy except ghee, soya, sugar of any kind (except 1–2 pieces of fruit), processed and junk food. And instead, eating high amounts of fat, moderate amounts of protein and tons of veggies and some fruit and carbohydrates daily.

Or for the more mathematically minded you want to be aiming for 40–50% of fat, 30% protein and 20% carbs.

Or in more visual way of looking at it, we are aiming a plate full of 1/2 veggies, 1/2 of protein and fat, and then a side of fruit or things like rice.

Ideally, you want to aim to get your carbohydrate portion in the evening as this is the most helpful for your insulin balance and can help ‘switch’ off hunger hormones.

So the foods to feast on are:

- \* **wild fish** – especially salmon, sardines or mackerel but any fish or seafood is great
- \* **quality grass fed meat** – eat some form of this daily and, if eating high quality meat, feel free to choose fatty cuts. If using bog standard meat go for lean cuts (*I tell you where to get awesome meat delivered to you in the Resource section.*)
- \* **Non starchy veggies** – you want these to fill at least 50% of your plate. Spinach, kale, onions, rocket, celery, cucumber, avocados, courgette, cauliflower, broccoli – basically any veg you like
- \* **Starchy veg** – these are a great source of carbohydrate and get plenty of them a day but make sure they are not the ONLY veg you are eating. These are things like sweet potato, squash of any kinds, carrots, beetroots and white potatoes  
Again these are GOOD for you but just aim for 1–2 portions of these a day roughly
- \* **Fats** – coconut milk, coconut oil, ghee, olive oil, hemp oil, avocado oil, MCT oil, homemade mayo, homemade salad dressings
- \* **Eggs** – again, aim for organic eggs but eat these plentifully – as many as you like
- \* **Seeds** – chia seeds, pumpkin seeds, sunflower seeds or linseeds are all FABULOUS so aim to eat some daily
- \* **Nuts** – a great source of fat and protein but don’t overdo these. Aim for 1–2 small portions a day and go for any nut you fancy.
- \* **Flours** – ground almonds and coconut flour can be used during this stage
- \* **Liquids** – organic coffee (x1 a day), black or green tea (1–2 a day), any herbal tea, homemade or low sugar kombucha, kefir, sparkling water, homemade vegetable juice, dandelion tea/ coffee, almond milk or other sugar-free milk alternatives (except soya)
- \* **Fruit** – any fruit you like but ideally focus on low sugar fruits like berries. Limit to 1–2 max a day. This can be cooked, raw or smoothies but I would avoid juicy fruit as it becomes too sugary and it removes the fibre



- \* **Gluten free grains** – rice, quinoa, amaranth, brown rice pasta, buckwheat
- \* **Cupboard staples** – chopped tomatoes, tomatoes paste, organic spices and seasonings (check no sugar), sun dried tomatoes, anchovies, sea salt, black pepper, tins of tuna and salmon, organic cocoa, cinnamon, vanilla powder (not extract)

**(Download the RESET Food List [HERE](#))**

## Stage 2: Fat Burning – Week 4–8+

The fat burning stage is an exciting one because this is when we get personal.

Now we have created a clean slate and learnt to listen to our body, we need to tweak things to ensure massive success. This comes in the form of some personalised recommendations I send you AND choosing a Fat Burning Profile.

There are two Fat Burning Profiles: The Balancer and The Healing Extreme. Let's look at each one in more detail and at this stage you can get started on one of the following Fat Burning Profiles. There is not much different between them to be honest, just some slight tweaks.

### **Profile 1 - The Balancer**

This profile is great for those of you who need to balance out hormones, suspect adrenal issues or thyroid issues (or if I suspect them!). And really it is just a continuation of the RESET stage.

The main goal of this profile is to:

- \* Eat high protein and fat breakfast
- \* Eat a high fat and protein lunch
- \* Eat a dinner with some gluten-free grain or vegetable-based carbohydrates, protein and fat
- \* You snack on fruit eaten alongside fat or protein (like 1/2 banana with almond butter, or berries with coconut cream)
- \* You plan in certain natural sweetener treats

For this profile, getting that daily intake of healthy carbohydrate will really support thyroid and adrenal function, meaning you get the best of both worlds. The idea is to burn fat in the day by eating low carbohydrate and then resetting your hunger hormones by adding in some healthy carbohydrate in the evening.

The idea is to keep sugar low, so still keep fruit to 1–2 portions a day, but once a week you could experiment with introducing some natural sweetened things. Like some raw brownies made with dates or a muffins sweetened with honey.



During this stage you could also, one by one, reintroduce things like butter and cheese and see how it makes you feel. To do this you would simply have a day where you consume either milk or cheese or butter (not all three!!) and then for the next 1–2 days simply see how you feel. If you feel bloated, tired, sinusy or weird in any way, continue to keep this food out of your diet. Do this slowly and methodically with milk, cheese, butter and yogurt. With gluten I would avoid it completely until the 8 weeks are all done. But listen to your body – It is the boss and will tell you what it needs.

You could also reintroduce alcohol in this similar fashion and, if you feel OK with it, aim for no more than 1–2 glasses a week of wine, or portions of spirits. Avoid all sugary mixers. I often have gin, lots of lemon, mint and sparkling water or just straight whiskey!!!

### **Who is this for?**

Women who:

- have a history of disordered eating
- have thyroid issues
- are highly stressed out with limited capacity
- suspect adrenal dysfunction
- cannot digest fat easily
- have regular thrush or known candida issues

### **Profile 2 - Healing Extreme (AKA cyclical nutritional ketosis)**

This is a super healing and super fat burning profile and it is based on getting the body into a state of nutritional ketosis. It requires more ‘extreme’ initial dietary changes but is highly beneficial to the body.

Nutritional ketosis was originally used as a therapeutic diet to treat brain disorders like epilepsy, but has since been shown that it can help in weight loss<sup>16</sup>, blood sugar regulating and type 2 diabetes<sup>17</sup>, brain function, fatigue, cancer and so much more.

Put basically, this is when the body stops using glucose for fuel and starts uses ketones instead. Ketones then fuels the brain and your mitochondria (the power plants on every cell) LOVE ketones. In fact, our bodies LOVE ketones. But in our Western carbohydrate-heavy diet our bodies are only really using glucose as fuel. So this profile will drain your body of stored glucose (glycogen) and force your body to produce ketones as a fuel source. Allowing your body to adjust and use both ketones and glucose as fuel, makes you more metabolically flexible, which is highly desirable.

Once your body is able to use ketones for fuel, you basically spend time going between using ketones for fuel and using glucose for fuel. Sounds simple but here is how it works.





Practically speaking, you need to increase your fats and decrease for carbohydrates for about 4 weeks (some people need longer). You really need to focus on eating low carbohydrates in order to 'drain' the body of glycogen store (stored glucose) and force it to produce ketones.

Then, once you are producing ketones, you want to sustain this for 1–2 weeks.

So practically this means:

You will feast on all the above mentioned foods but put a BIG and extra emphasis of the higher fat food listed below. You are trying to make 70% of your days food intake come from fat so think about adding 2-3 portions of the for below to each meal.

on coconut oil, olive oil, eggs, homemade mayo, chia seeds, salmon, pecans, macadamia nuts mackerel and other higher fat foods .

Here are high fat foods to eat daily:

- \* **Wild fish** – especially salmon, sardines and mackerel but any fish or seafood is great
- \* **Quality Organic cuts of meat** - pork belly, uncured bacon (other bacon has sugar in it), minced beef or pork.
- \* **Pecan and macadamia nuts - higher in fat than other nuts**
- \* **Non starchy veggies** – you want these to fill at least 50% of your plate. Spinach, kale, onions, rocket, celery, cucumber, avocados, courgette, cauliflower, broccoli – basically any veg you like
- \* **Fat Burn Lemonade** (in recipe section), basically water with added salt, low-salt and lemon juice throughout the day (nutritional ketosis alters the way sodium and potassium is used and stored so you need to replenish these daily!)
- \* **Fats** – coconut milk, coconut oil, ghee, olive oil, hemp oil, avocado oil, MCT oil, homemade mayo, homemade salad dressings, bacon, GF sausages
- \* **Eggs** – again, aim for organic eggs but eat these plentifully – as many as you like
- \* **Seeds** – chia seeds and linseeds especially
- \* **Dairy** – in the form of butter and cheese but ONLY if you tolerate it and you reintroduce it slowly

You Avoid:

- \* **All gluten free grains** and grains in general. That means no rice, oats, quinoa, millet; no grains at all.
- \* **Fruit** – limit it to a small handful of berries daily at most.



- \* **Starchy veg** – things like sweet potato, squash of any kinds, carrots, beetroots, white potatoes.
- \* **Dairy** – this is a good source of fat but inflammatory for lots of people.
- \* **Frankenstein Fats** – all vegetable oils, processed oils or deep fried oils.
- \* **Exercise** – avoid intense exercise during this transition time and focus on walking and gentle yoga or Pilates.

This profile is ideal for those who we suspect have insulin resistance, have PCOS or bigger hormonal issues, are pre-diabetic, or who suffer from hyperglycaemia (blood sugar drops), or those who want to improve their mental performance and have lots of weight to lose (4 stone and beyond).

Breakdown of what your daily food intake will look like:

- 70–75% of fat
- 20–25% protein
- 10–5 % carbohydrates

## **Warning!**

Again, this profile is a big adjustment to make in terms of mindset so this is not for everyone. Most people are in utter shock at eating up to 130g of quality fat a day. Plus, the first week or so of transitioning your body to using ketones as fuel can feel tough. It can lead to something called ‘Keto Flu’, which is the body transitioning to using ketones as fuel and the loss of potassium and sodium from your body. You need to make sure you drink PLENTY of Fat Burn Lemonade and eat plenty of fat – I repeat eat plenty of fat. Add mayonnaise and olive oil to every meal, snack on the fat bombs and blend ghee into your coffee.

You might also lose a lot of weight in the initial 10–14 days, if applicable. This is mainly water weight, not actually body fat, due to cells ‘releasing’ the stored water that comes with predominantly using glucose as fuel.

## **How do you know you are in nutritional ketosis/fat adapted?**

Now it can take anywhere from 1–6 weeks to adapt your body to fully using fat as fuel, depending on the health of your body. Most healthy people adapt within 1–2 weeks. There are a few ways you can know if you are using ketones for fuel – otherwise known as being fat adapted.

### *1. How you feel*

Common signs that you are fat adapted or in nutritional ketosis are the following:

- \* You are not hungry and don’t really need to snack at all



- \* You can go 4–6 hours without eating
- \* You don't get incredibly hungry or angry, just gently hungry
- \* You are craving fat daily
- \* Your energy is more sustained throughout the day
- \* Your brain feels clearer and sharper
- \* You don't need lots of food to fuel exercise

## 2. Testing

Testing is not essential by any means, as you can tell by checking in with yourself with the above points, BUT if you are a bit of a data science geek like me it is super helpful. Or if you're really facing some more serious health issues, like PCOS or are pre-diabetic, then testing can be helpful as it might take you longer to shift your body into this nutritional ketosis state.

You test by taking a small blood sample daily, taken via pin prick, and test the amount of ketones in your blood. It is similar to blood glucose testing. And you are looking to see the ketone reading to be between 0.5–3.0mmol; less than 0.5 is not nutritional ketosis and above 3mmol would be dangerous.

If you are squeamish then this form of testing isn't for you, due to the small amount of blood required (literally one tiny drop is required). I would recommend checking once a day either before a meal or at least 2 hours after and checking at the same time daily to get consistent readings. But you don't need to do this for life; I would do this for 21–30 days just so you can learn about your body and ensure you are in the state of fat burning and then leave it.

Down sides?

It involves blood and some people find the pin prick unpleasant and sore. It is also expensive. Getting the ketone meter, test strips, lancet and device is not cheap and will initially cost you about £60 to get started and then new ketone reading strips (where you need a new one every time you test) are about £1 each, so about £30 every 30 days. Hence doing it for a short period of time.

## Ways to speed up the fat adaption

- \* Go for walks or do yoga fasting. Meaning you do them first thing before breakfast and to help drain glycogen stores.
- \* Add in MCT oil [like this one](#) and put it in coffee and teas or salad dressings.
- \* Calm down and rest. Stress alone will stop the adaption and weight loss in general happening.



\* Eat an extra 2–3 tbsp of coconut oil daily.

## **Warning!!!**

Some people struggle to metabolise fats; if this is the case then make sure you follow The Balancer profile and look at the troubleshooting section. Nutritional ketosis is not for everyone, which is why I advise you on what I think would be best.

Keto flu is what can happen in the first few days of adapting and it can be grim. You need to make sure you eat enough, don't exercise and drink the Fat Burning Lemonade throughout the day.

Also some people might find they gain weight at first as their body adjusts, but this should balance out after a few weeks. This is especially true if you don't really have much weight to lose, because sometimes the body needs to gain weight in order to heal.

## **Once you're adapted...**

Once you are in nutritional ketosis (which could take anywhere between 1–6 weeks), you're less hungry, you're feeling brighter and lighter and are getting the right reading in the ketone meter (if using it).

Now you want to sustain this state for 7–14 days and then it is very important to cycle in carbohydrates regularly. Now, on average, I would recommend eating carbohydrates at least 1–3 times a week but some people feel better eating them daily in with their evening meal. Yes this will kick you out of nutritional ketosis, which is the state you have been working hard to get into, but this is not a bad thing.

For example, you eat some sweet potato chips at night, get kicked out of nutritional ketosis so your body is using up the glucose you have consumed in the form of sweet potato. But then, by the next day, you go back to eating high fat and your body quickly switches back into ketosis. This is the goal because this is when you become metabolically flexible.

This is where you need to experiment. Try eating some sweet potato chips one night and see how you feel. Introduce some chocolate banana ice cream one evening (such a hard life!) and again see how you feel. The idea is you have created flexibility in your body and can now use glucose and ketones as fuel.

Cycling in carbohydrates is known as 'carb up' or as 'carb cycling'. So a carb up might look like eating some fruit for pudding, eating some roasted butternut squash, or having rice with your curry in the evening. You might make yourself a chocolate milkshake with some banana or have a homemade brownie or glass of wine.

It is VERY important that once adapted you cycle in carbohydrates regularly. Only in specific circumstances and health issues (like cancer or diabetes) could it be helpful to stay super low carb for a long period of time.



## **Who this is for?**

Women who:

- are more than 3 stone overweight or carry lots of fat around their waist
- are pre-diabetic or diabetes runs in their family
- those with PCOS or more extreme hormonal imbalances
- those ready to make bigger lifestyle changes
- want to optimise their body's healing
- are up for a more extreme lifestyle shift
- struggle with food addiction and bingeing and can't moderate food and sweet foods at all

## **Top tips and my experience with this profile...**

This is a more extreme approach but honestly, although it may sound like a lot of work, I and hundreds of other women have found it an incredibly freeing way to eat.

When I finally got into a state of nutritional ketosis, I felt a whole new level of freedom around food. No more food drama and I was finally full (which is saying something; I have been hungry my whole life). I now crave fats. I feel less bothered about food, in a really healthy way. And know that I am healing my body. Plus I find it an incredible tasty way of eating... pass the butter!!!

## **3. Sustain – Week 8+**

This is where you really focus on sustaining our results, making a few more tweaks and maintaining your results whilst still enjoying life.

This is where you can either carry on with the above profile until you feel your best or you learn how to sustain the results you have achieved.

During this stage we really look at figuring out your carbohydrate tolerance, and where we might address any issues that could have come up that might have hindered you getting the results you wanted. Things like heavy metal toxicity, gut health issues, etc.

You will be invited to join me in continued group coaching where we will dive deep into certain health issues. This is also when you might want to work on mindset too, because that is going to be the thing that causes you to sustain your results.

And of course this part is all about support, community and accountability. Doing something for 8 weeks is way easier than making lifestyle changes that last for 52 weeks or 10 years. That is why



we need support, we need a kick up the bum and we need to be part of a community. After the initial 8 weeks, you will be invited to keep getting this support and group coaching as part of the Sustain Membership Program, although this is completely optional.

Also, if you have been following the Balancer profile, you might want to try the Healing Extreme one and vice versa. You might reintroduce certain foods like milk or alcohol and see how you feel. But by now you will know your body better and know how to give it what it needs to Flourish!

## Getting Started?

Well, we all start off completing the RESET together and then, after 21 days, its time to pick which profile would best suit our needs.

I will send you my personal recommendation for you and which profile I think would suit you best, but you can pick what you think would work best for you. If in doubt, follow The Balancer Profile.

The healthy life: It's not just about losing the weight; it's about losing the lifestyle and mindset that got you there.

**Steve Maraboli**



# PART 3

*Additional Extras & Resources*



# Trouble Shooting

*When things don't go as planned...*

Upon starting you might come across some problems due to existing health issues or areas of imbalance, so let's do some troubleshooting shall we?

## 1. The Bloating Belly

Have excessive wind, constipation, bloating, reflux or diarrhoea? Struggle to digest fats and find you have floaty poos?

It sounds like your digestion system is not happy.

### **And we are what we digest – not what we eat!**

If you're eating all this good stuff but not digesting it then it is pointless.

Digestive issues are a massive factor in our energy and overall health. Simply put, digestion is how we get all the good stuff from our food. So, if we have a damaged stomach or gut then we could be eating all the best food in the world but, if our digestion is not up to scratch, we will not absorb all the nutrients. Then what happens to our bodies? They become deficient in certain vitamins, minerals or amino acids. Basically, our bodies are not functioning at full throttle and, when our bodies are deficient or inflamed, then they will not shed fat easily as they feel in danger and, when our bodies feel in danger, they keep hold of fat. (See further reading in the Appendix for more info on this topic.)

So if you want to lose weight and feel awesome you need to look after and heal your digestion.

Do you have bad digestion?

If you struggle with diarrhoea, constipation, acid reflux, food intolerance, skin issues, low energy, depression, bloating, painful cramps, PMS – the list is endless, for as Hippocrates said *All disease begins in the gut*, then you have digestion problems.

What to do?

Strictly follow the nutritional principles outlined previously as this will really help to nourish and heal your body. Remove gluten from your body completely and go wild for vegetables, fats and protein. But here are some other ways to help nourish your digestion:

### **\* Remove Gluten & Cows' Milk Completely**

This is part of the 8-week program anyway so easy!





### \* **Probiotics**

These are essential for gut health. Our intestines should be flooded with good bacteria but often due to medication, stress or other factors our bacteria levels can become imbalanced. Taking or eating regular probiotics is so beneficial and can give very quick results.

You can take them as a supplement (see supplement list in Resource chapter) or eat food regularly that contains probiotics like onion chutney or sauerkraut. Natural probiotic yogurt is also a source but not very potent so should not be the sole source of probiotics.

### \* **Bone broth**

This is super simple, cheap and very effective for healing your body. To find out more in depth about why it is so good for you then just [click here](#)<sup>18</sup> to read my article on bone broth. But, basically, homemade broth is a brilliant and gentle way to provide your body with lots of healing fats and minerals like lysine – a great amino acid for relieving inflammation so common with digestive problems.

### \* **Digestive support**

You might need to support your digestion. You can do this by not drinking during meals in order to not dilute the digestive enzymes, meditate daily to help your stomach produce stomach acid, have 1–2 tbsp of raw apple cider vinegar diluted in 200ml of water prior to eating, and by THOROUGHLY chewing your food.

## 2. Sad Skin & Crazy (Sex) Hormones

If you are still struggling with blemishes or acne and/or your sex hormones and periods are a little bit crazy!

Your hormones rule the roost when it comes to energy, weight loss, sleep patterns and so much more, so it is important that they are balanced.

Out of whack sex hormones are the reason, in most cases, for acne on any part of the body, which is why these seemingly unrelated things are in one profile.

But so often through poor diet, stress, medication and other lifestyle choices our hormones can get way out of whack.

So, again, all the nutritional principles we have talked about are going to do your hormones SO much good – Flourishee's regularly tell me how their hormones 'accidentally' have miraculously improved without any intention at all – just by implementing the outlined principles in previous chapters.

But let's look at them specifics to help:



\* **Love your liver.** Your liver is when you detox all you hormones BUT if it is not working properly then you will end up with a traffic jam of hormones in your body sending out all sorts of confusing messages.

So to help support your liver, consider the following:

>> Drinking some dandelion tea/coffee every day – [see here for a recipe](#)

>> Eat plenty of garlic, ginger, green leafy vegetables and beetroot daily.

### \* **Magnesium**

Magnesium is a mineral in which around 80% of the population is deficient. It also happens to be a mineral used in over 300 bodily reactions. What happens if it is not there? All hell breaks loose!

The easiest way to get more magnesium into your diet is by eating more green leafy vegetables, mackerel and raw cacao but we also recommend supplementing by using a magnesium spray. It's cheap to make and very effective; spray it on your skin once or twice a day (avoiding the face) and your hormones will thank you! Get the recipe and find out more [here](#) or buy it [here](#).

## 3. You're Really Tired

Maybe you get really tired during this program or already prior to starting, if so then here are some of the most common reasons for fatigue:

- \* Imbalanced blood sugar
- \* Adrenal or thyroid dysfunction
- \* Food intolerances
- \* Toxicity from heavy metals
- \* Nutrient depletions
- \* Poor mitochondrial function

Now, of course, there can be lots of other reasons, but these are the most common so this profile is about helping you to optimise your energy.

An imbalanced blood sugar can look like dizziness, weight gain, hunger, inability to lose weight, being cold, abnormal thirst, irritability and moodiness or unreasonable levels of hunger.

While adrenal dysfunction/fatigue looks like exhaustion no matter how much rest/sleep you get, a tired body, becoming awake late at night, disturbed sleep, craving for sugar and caffeine and often unbalanced sex hormones are a part of this too.

Now both of these areas are complex and, ideally, you would get some individual attention, so lab testing and of course seeing your doctor, though here are some simple but safe things that could assist:



### \* **Eat enough fat and protein**

This will help stabilise your blood sugar and keep you full. Eat when hungry.

### \* **Sleep Hygiene**

Make sure you are sleeping in COMPLETE darkness. No light poking through at all as this will help your mitochondria to rest while you sleep. Remove all LED lights from your bedroom. And avoid screens 1–2 hours prior to sleep or [wear cool glasses](#) like this if watching a film before sleeping... and of course aim to get at least 8 hours of sleep!

### \* **Ditch Caffeine**

Caffeine is a stimulant that can wreak even more havoc where there is a hormone imbalance. Caffeine impacts on our adrenal glands; an important part of the endocrine (gland) system by which hormones get released into the body. Having regular doses of caffeine will tire out an already exhausted endocrine system. It will cause unnecessary strain on the body and prevent healing from taking place.

Plan to reduce your tea or coffee intake by one cup a day until removed completely or remove it at once, but be prepared for withdrawal symptoms like brain fog and headaches.

### \* **Add Cinnamon**

Cinnamon has been shown to help make food taste sweeter with no additional sweetener but also to help stabilise blood sugar levels. So adding cinnamon to your baking, coffee, yogurt and cooking is a great way to bring greater stability. [See here<sup>19</sup>](#) for more detailed info.

### \* **Vitamin C**

Aim to have between 1–3g of vitamin C a day to support your energy. Please note, this goes against the RDA (Recommended Daily Allowance) so do this at your own risk but vitamin C is a water soluble vitamin, meaning it is non-toxic but essential for healthy adrenal function.

### \* **Probiotics.**

See digestion profile.

### \* **Go your doctors.**

Ideally get a FULL panel of thyroid and iron and vitamin D testing done at your doctors to check if you are struggling with this most underdiagnosed condition amongst women today – hypothyroidism!

## 4. Constipated

Going for a poop every day is ESSENTIAL for health. Like vital. If you're only pooping once or twice a week you will find yourself sluggish, tired, bloated or with bad skin.



Our body poops out toxins, hormones and other things that it deems as damaging to the body, so when that poo sits for too long in your colon then these toxins can get reabsorbed and cause havoc.

But what the heck can you do? Here are my best tips.

**\* Do the program**

By simply following the RESET program, you should start to see a bit of shift in your bowels so stick to it, eat plenty of veggies and drink enough.

**\* Magnesium**

Get some magnesium spray (buy it [here](#)) and spray it on your feet and or tummy daily. Soak in Epsom salt baths too.

**\* Don't skimp on the fats.**

Eat plenty of fats, like coconut oil, butter (if tolerated), avocado, olive oil and seeds – use them liberally. Fats help the poop just slip on out!

**\* Daily fibre shots**

Swallow 1–2 tsp of ground linseeds in water upon waking and prior to sleeping to help get things going.



## 5. You Constantly ‘Slip Up’

Maybe you do really well for a few days and then end up pigging out on Haribo or crisps. Then you spend days beating yourself up and thinking about how pathetic and useless you are. Eventually you get back to the principles only then to do the same things again and eventually give up, blame the program and think it will never work for you.

This is classic self-sabotage. You constantly get in your own way. You bully yourself and punish yourself. You allow one choice to cause a spiralling of destructive behaviour.

You feel obsessed with food and think way too much about meals, eating and what you have eaten compared to others. Or maybe like me, you’re recovering from the dieting train. I went on my first diet age 11 and it took some time to heal from that mentality.

And really it comes down to poor self-worth. It is due to a lack of love for ourselves and an overwhelming amount of criticism, abuse and disappointment we pour onto ourselves instead.

So what can you do?

### \* **Emotional Freedom Technique**

Sounds weird but this is basically where you tap a few key acupressure points and speak words out loud. It’s as cheesy as heck but I find it helpful for processing emotion and stopping the spiralling before it gets really bad.

[Here is an intro video](#) and this guy has tons of resources to help you get started and, don’t worry, everyone feels like a wally when they try this but lots of people find it incredibly helpful once they can get over themselves ;)

### \* **Bold Affirmations**

Every day in the mirror, repeat the Affirmations out loud and look yourself in the eye with each one.

### \* **Get support**

I wholeheartedly think you should go see a therapist or counsellor to help you get to the root cause of this disordered approach to eating. I know that might sound dramatic but this is rarely actually about food. It’s about how you see yourself, the relationship you have with your body, the abuse and trauma you might have faced.

*Please be aware I am a holistic practitioner, not a medical professional so please be wise and discuss these things with your doctor first. I am not responsible for the choices you make.*

*If you are struggling with all of the above, then book yourself in for a health coaching one2one where you will be given tailored and expert advice to help you overcome your health issues. Just email*

*[info@supernaturallyhealthy.org](mailto:info@supernaturallyhealthy.org)*



# Detoxing

## *Your (Natural) Secret Weapon*

Detoxification is essential for human survival. In fact, you could say you are always ‘on a detox’ because that is what your liver, kidneys, lungs, skin and other parts of the body are doing 24/7.

I know detoxing can get a ‘bad rap’ but it is honestly something we need to incorporate into our lives in order to Flourish. The world we live in is full of toxins that invade our body daily, adding to the toxic load. Never has there been a time where we are exposed to more toxins and our bodies are struggling with the high demand.

So, in this chapter, I am going to focus on a few ways that you can support detoxification every day. Think of it as an ‘Everyday Detox’.

### Why it’s a big deal?

To put it simply, detoxification is essential for human life. Every day through poo, urine, breath, skin and sweat you remove harmful substances from the body. And if the systems, the liver and the kidneys especially, are not given the right nutrients and resources, then they will struggle to get the job done and help you feel awesome.

The liver is a wonderful organ that we need to support and nourish. It’s the one that ‘switches off’ hormones and removes them from the body (if hormones aren’t switched off then huge imbalances take place). It creates bile that helps with digestion (poor digestion means bloating and bowel issues). It converts our thyroid hormones into their active form (poor thyroid function leads to poor energy, excess weight and brain fog). The liver specifically has a 2-part pathway for detoxification and we need to make sure both parts of this biological pathway are performing fabulously.

Another important part of detoxification is the lymphatic system. Lymph removes toxins and carries them out of the body but it can only move when the body moves. Unlike the heart, which has its own ‘pump’ system, the lymphatic system is based on manual movement and so many of the ‘Everyday Detox’ ideas below involve encouraging this manual movement of the lymph around the body.

### **Signs you need some liver love...**

- \* history of binge drinking or drug abuse
- \* history of long-term medication
- \* acne or other skin issues



- \* sex hormones imbalance
- \* thyroid issues
- \* you're constipated or have been in the past

## Detox Foundations

Before I dive into some excellent detoxification strategies, here are a few things you need to get in order before adding anything fancy.

**Poo.** First you need to be pooping daily. Poo is a part of healthy detoxification. So focus on healing your bowels by following the rest of the Flourish Academy program and healing your body.

**Excess alcohol.** Drinking alcohol daily or even every other day is not healthy for your liver. Sure while you're on holiday or over Christmas is not a big deal, but if a glass of wine every night is your daily habit then this is where to start.

**Smoking.** Tobacco is horrendous for the liver and, whether you smoke daily or just socially, stopping this is the first place to start in order to love your liver. There is no point in doing the below if smoking is a part of your life no matter how irregularly.

## Everyday Detox Strategies

### 1. Start the day with lukewarm water and lemon juice

The liver LOVES citrus as it helps it to switch on its detoxification pathways. And during the night your liver is hard at work detoxifying while you sleep, so adding in lemon first thing helps activate your liver and the water helps you to flush those toxins out of your urine and can help get your bowels started to!

**>> Action** – Squeeze 1/2 a lemon into 500–1,000ml of lukewarm water and drink within 1/2 hour of waking and prior to any food or caffeine.

(You can make this easier by going to bed with it by your bedside and downing it upon waking.)

### 2. Pimp up your bath

Sweating is a great form of detoxification and the most effective way is to sweat whilst relaxed. So hot baths are amazing for this. Run a bath as hot as you can tolerate (I get in it and then keep adding hot water) and sweat it out. The skin is a great channel of detoxification so you can pimp up your bath by adding the following:

**Epsom salt baths** – honestly I highly recommend having 1–2 baths a week with Epsom salt in. Start by adding 1/2 a cup and then build up to adding 2 cups per bath.

It is a great source of magnesium and helps the body relax and rest and feel awesome!



**Bentonite clay** – adding 2–3 tbsp of this to your bath will help draw out and absorb the toxin on your skin. It's a very powerful clay for removing heavy metals, and other toxic substances.

**Essential oils** – I love essential oils, as inhalation is a great way to get things into our bloodstream. Adding high quality essential oils to your baths is a fabulous way to detoxify. Think lavender, lemon, eucalyptus, cypress, peppermint or tea tree. I use Tisserand, Young Living, and Doterra oils, as cheap oils are not any good.

**>> Action** – have a hot bath 1–2 times a week

*(Note: if you suffer with bad eczema or psoriasis then this is not recommended until your skin heals)*

### **3. Dry Skin Brushing (great for cellulite!)**

Before your morning shower, grabbing a dry skin brush and brushing your skin in the direction towards your heart is a great way to get your lymphatic system (part of the detoxification) up to scratch. It's a simple and speedy way to get your lymph moving and avoid too much cellulite.

**>> Action** – dry brush your whole body prior to showering in the morning.

### **4. Eat Liver Super foods**

There are certain foods that we know 'light up' the liver and get those detox pathways happy. These are foods like garlic, turmeric, free leafy vegetables, dandelion tea/coffee, onions, broccoli seed sprout, lemon and citrus fruits, and certain amino acids that we get from animal products like (raw) egg yolk and quality beef.

**>> Action** – eat 1–2 of these foods daily. (Tip – when cooking, I often just cut a slice of raw garlic and swallow it with water like a supplement, as garlic in its raw form is most potent!)

### **5. Sauna time**

So we know sweating is fabulous and another way is to get into a sauna. Sweating profusely when in a relaxed state really helps the body to remove metals and other toxins. So much so that I own a far infrared light sauna blanket that I use from home as this is an even more effective form.

Ideally 1–2 times a week hopping into your local sauna or investing in a home infrared sauna like I have is AMAZING for your health.

**>> Action** – find your nearest sauna or buy one and use it weekly.

### **6. Use natural skin care and beauty products**





The average woman uses 12 different skin care or beauty products a day with about 168 different chemicals in them. And 60% of that which goes on your skin ends up in your blood. And we know that many of these chemicals are very harmful if ingested (just read the label) and can be very hormonally disruptive. So my rule is, if you wouldn't eat it then don't put it on your skin!

Honestly, the products we use can massively disrupt our natural hormones' rhythm and add a huge extra burden onto our liver daily. Did you know that most lipstick contains lead? Yes, lead. Or that most shampoos and products contain phthalates which have been seen to increase the risk of breast cancer cells<sup>20</sup>? Or that most deodorants contain aluminium; a highly toxic metal that causes harm to the inner body?

Now, first of all, don't get overwhelmed. But from now on, everything you run out of, shampoo, moisturiser or make-up, replace it with a completely natural alternative. (See my favourite shops for this in the Resource section.)

**>> Action** – next time you run out of shampoo, make-up or moisturiser replace it with a natural alternative.

## 7. Bouncing

Bouncing on a trampoline or mini rebounder is not only a great way to have fun but it's also a fabulous form of exercise, fat burner and detoxification aid.

Rebounding has been researched thoroughly, as it is used to help astronauts regain bone density after being in space<sup>21</sup> but it has also been found to really help the lymphatic system within the body.

The rhythm of bouncing is highly beneficial for the lymphatic system and it is also a great low impact way to exercise.

Plus it is SO fun. I often bounce on my rebounder if I am feeling sad or in winter time in the evening, when it is too dark to walk outside and it's a great option if you require lower impact exercise.

**>> Action** – invest in a rebounder or bounce daily on your kids'/friends'/niece's/nephew's/ neighbours' trampoline.

## 8. Sleeping

Your body does most of its heavy detoxification work while you sleep. So you can imagine what happens if you don't get enough sleep can't you?

Sleep is essential for your health. Lack of sleep leads to weight gain, sugar cravings, poor healing and so much more. So do yourself a favour and prioritise SLEEP.

**>> Action** – get a minimum of 8 hours sleep a night. If that is not an option (due to shift work or tiny humans) focus on getting afternoon naps.



Eating crappy food is not a reward, it is a punishment.  
**Drew Carey**



# Other Resources

## *Making the Transition Easier*

### Where to buy foods & products

I am all about automating my life as much as possible, so I buy a lot of things online and set up as many subscription boxes as possible to save time and sometimes money.

#### **Food**

I do an online shop which saves me about 45 mins–1 hour of my time a week once set up. I initially used [mysupermarket.com](http://mysupermarket.com) to find out which supermarket was cheapest for me to use and now I just log in once every two weeks; it takes me around 15–20 mins to order shopping and get it delivered.

#### **Food boxes**

I also get a vegetable box delivered to my door weekly to spice up my meals and save my brain from having to remember. I also get organic local eggs delivered with it too.

I also get a monthly meat box to ensure I get grass-fed organic meat straight from the farm.

Here are some companies to look at, but make sure you check out any local farms that deliver as many do.

#### **Vegetables**

[abelandcole.com](http://abelandcole.com)

[riverford.co.uk](http://riverford.co.uk)

[www.eversfieldorganic.co.uk](http://www.eversfieldorganic.co.uk)

#### **Meat/Fish**

[www.coombefarmorganic.co.uk](http://www.coombefarmorganic.co.uk)

[www.eversfieldorganic.co.uk](http://www.eversfieldorganic.co.uk)

[www.abelandcole.com](http://www.abelandcole.com)

[www.fishbox.co.uk](http://www.fishbox.co.uk)

#### **Amazon**

I use Amazon all the time to buy more bizarre food items. I often buy coconut flour, coconut oil or things like sunflower seeds or herbal teas in bulk as it saves money.

You can also use subscribe and save on Amazon too – so things like ghee or coconut oil automatically get shipped to your door!



## Other handy bits of information

Aldi sells cold pressed coconut oil very cheaply and some organic vegetables too!

Frozen spinach is cheaper and great for smoothies and curries. And frozen berries tend to be cheaper than fresh ones and last longer

## Beauty products

I buy my beauty products from shops like Holland and Barrett, Wholefoods or online at the places below.

[www.naturisimo.com](http://www.naturisimo.com)

[www.lovelula.com](http://www.lovelula.com)

## 3. Cupboard Essentials

First of all, here are some essential ingredients I always try to have in my cupboards alongside the fresh stuff (fruit and veg):

- frozen vegetables – peas, spinach, broccoli, chopped onions, garlic, etc.
- frozen berries and other fruits
- eggs
- sea salt
- nuts (almonds, cashews or any nut you fancy, even peanuts in moderation)
- coconut cream
- chopped tomatoes
- tomato paste
- an array of spices
- herbs (both fresh and dried)
- homemade mayo
- dried brown rice, quinoa or brown rice pasta
- mince/chicken on the bone
- nut butters (peanut/almond/cashew butter)
- coconut oil
- cold-pressed olive oil
- ghee
- butter – if tolerated
- raw honey or 100% pure maple syrup
- dried dates, raisins and/or sultanas
- sunflower and pumpkin seeds (and any other seed you fancy)
- loads of vegetables
- raw apple cider vinegar



## 4. Useful Substitutes

In order to help you meet the nutritional principles, here are some helpful food substitutions, replacing a carbohydrate with a vegetable/protein alternative:

Carbohydrate	Vegetable Alternative
rice	Cauliflower Rice – use cauliflower that’s been finely chopped in a food processor then cooked for 1–3 minutes in boiling water.
potatoes	Use swede, butternut squash, sweet potato or celeriac, mashed up or made into chips to add more variety and nutrients.
pasta	Invest in a spiraliser and use it to create spaghetti from loads of vegetables (you will find one in my online shop). Put pasta sauces over piles of chopped broccoli, cauliflower, peas or roasted vegetables.

## 5. Supplements

Eating natural whole foods and lots of vegetables is the best thing for you and you can never out supplement that. But due to stress, farming methods and our food being less nutrient-dense than it used to be, supplements are recommended to ensure there are no deficiencies taking place.

After a lot of research and investigating, I have sourced some wonderful supplements for my clients. I partner with doTerra as I am completely assured of their outstanding quality and effectiveness. These are the supplements and the essential oils I use myself.

The main supplements that I think everyone can benefit from are the following:

- \* **Probiotics.** Great for a whole host of things: flatter tummy, better digestion, energy, great for your bowels, skin and over all well-being. I recommend Prescript Assist which [you can buy here](#) and take 1 a day.
- \* **Quality multivitamin.** Again, the focus with supplements is quality and you need to make sure the nutrients are coming in the most bio-available form for your body. [Get yours here.](#)
- \* **Omega Oils.** Omega 3 fatty acids are a big deal and so important. They help with joints, digestion, skin, hair, energy, heart health and so much more. They are also needed to help us synthesise vitamin A and D and to keep our immune system healthy. Mainly you want to eat oily fish every week, but I also recommend taking some fermented



cod liver oil – especially if you need to see some results in your skin or immune system. [Get it here.](#) (Avoid all other fish oil supplements.)

For specific health issues and a bespoke supplement plan book for a one2one session click [here.](#)

## **6. Equipment**

It is really worth having a hand blender/immersion for making smoothies and a basic food processor to save you time. These can all be bought inexpensively and will revolutionise your kitchen. I would also recommend sharp knives for the chopping of vegetables and a slow cooker to save you time and to make easy soup with; again these are both inexpensive purchases.

Juicers, spiralisers and blenders are also brilliant.

[All recommended appliances are listed in the shop online!](#)



Remember you are amazing,  
you are worth investing in  
& your health is worth  
prioritising!



# Appendices & LINKS

## Further Reading

- [1] See [this article](#) which appeared in the *International Journal of Obesity*.
- [2] [Read this](#) for more info on the calorie and weight loss myth.
- [3] But please note this should never contradict your doctor's advice.
- [4] For further reading read [this easy and brief article](#) on why toxins hinder weight loss and [this article](#) on why environmental toxins cause inflammation and weight gain.
- [5] Please note, packaged food is not all bad news and there are many benefits from our global food market. For example we can now eat bananas, rice, pineapples and coconuts, which is brilliant.
- [6] [Read this](#) for further information.
- [7] Further reading on spirulina [here](#).
- [8] Homemade broth/stock will do your body so much good. [Read here](#).
- [9] Taken from Joshua Rosenthal of Integrative Nutrition.

## Links & Sources

<sup>1</sup> <http://www.integrativenutrition.com/blog/2008/03/26/primary-food>

<sup>2</sup> [ajcn.nutrition.org/content/early/2010/01/13/ajcn.2009.27725.abstract](http://ajcn.nutrition.org/content/early/2010/01/13/ajcn.2009.27725.abstract)

<sup>3</sup> <http://drhyman.com/blog/2016/01/08/why-fat-doesnt-make-you-fat/>

<sup>4</sup> <https://chriskresser.com/functional-medicine-approach-to-high-cholesterol/>

<sup>5</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3750440/>

(This article is also a great summary of research – [http://www.huffingtonpost.com/dr-mark-hyman/women-cholesterol-medication\\_b\\_1219496.html](http://www.huffingtonpost.com/dr-mark-hyman/women-cholesterol-medication_b_1219496.html))

<sup>6</sup> <http://ajcn.nutrition.org/content/82/1/41.abstract>

<sup>7</sup> [http://www.huffingtonpost.ca/dr-john-dempster/gluten-sensitivity\\_b\\_4377546.html](http://www.huffingtonpost.ca/dr-john-dempster/gluten-sensitivity_b_4377546.html)

<sup>8</sup> <http://www.westonaprice.org/>

<sup>9</sup> <http://supernaturallyhealthy.org/connect/shop/>





<sup>10</sup> <http://supernaturallyhealthy.org/2013/08/12/organic-fruit-veg-the-dirty-dozen-and-clean-fifteen/>

<sup>11</sup> Sally Fallon, Nourishing Traditions, pg 21

<sup>12</sup> <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2235907/>

<sup>13</sup> <http://www.oxforddictionaries.com/definition/english/treat>

<sup>14</sup> <http://ajcn.nutrition.org/content/early/2013/06/26/ajcn.113.064113.abstract>

<sup>15</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3492709/>

<sup>16</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2716748/>

<sup>17</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1325029/>

<sup>18</sup> <http://supernaturallyhealthy.org/2013/07/24/making-broth-and-its-benefits/>

<sup>19</sup> <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3733197/>

<sup>20</sup> <https://www.ncbi.nlm.nih.gov/pubmed/20368132>

<sup>21</sup> <http://jap.physiology.org/content/49/5/881>