

Crookes Nutrition & Fitness



THE FAT LOSS FORMULA:
UNLOCK THE SECRETS TO
PERMANENT FAT LOSS



WELCOME

I'm absolutely delighted that you've decided to join us on this journey towards a healthier and happier you. In this Fat Loss eBook we'll explore the wonderful world of shedding excess weight and embracing a new lifestyle.

But before we start unpacking all the tips and tricks for fat loss, let's take a moment to celebrate the fantastic choice you've made to put your well-being first in order to feel your best.

As you read through these pages, you'll find all of the knowledge, practical advice, and easy-to-follow steps that will help you to make positive changes in your fat loss journey. Whether you're just starting or looking to fine-tune your existing routine, there's something here for everyone.

Remember, fat loss isn't just about numbers on a scale; it's about creating habits that stick and embracing a lifestyle that supports your overall well-being. It's about feeling confident, full of energy, and loving the skin you're in.

Cillian Crookes



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THE MISSING PART

There's an important step that's often overlooked by so many people, but it's so crucial.

I share the same information with all my clients, and the main difference between those who achieve great results and those who don't is how committed they are.

Right from the start, it's clear who understands that they need to plan their diet and exercise for 8-12 weeks ahead, and who thinks they can just eat a bit better and get a six-pack.

If you're just aiming to feel healthier and want to put in only half the effort, that's your choice. But if you want to get really lean with very low body fat, you need to know that it's a serious commitment, and you have to follow all ten points in this guide carefully.

I'm not trying to scare you; it's just that these days, there are many transformations on social media, and it's easy to think it was all easy because you don't see the hard work behind the scenes.

Anyone can get fantastic results, even people with less favourable genetics or those who can't go to the gym as often. Choose your goal, understand that it will probably take at least 8-12 weeks, and then put in the work.

But do diets actually work?

We have to be truthful here.

To an extent, but most people need to stick to longer term changes, rather than quick fix diets. These kinds of diets can work in the short term, no doubt about that at all. The problem is that many of them are highly restrictive and simply not maintainable in the long term.

Humans enjoy food, the taste of food, and the smell of food, far too much to cut out or restrict long term. Unless you're a super motivated individual, the likelihood of keeping to one of these diet's is slim. Cutting out certain foods or entire food groups is a recipe for disaster and can even lead to a binge or an unhealthy relationship with your food.

Not only will you crave foods that you are missing, but your body will be missing out on the macronutrients and micronutrients it needs in order to sustain your health.



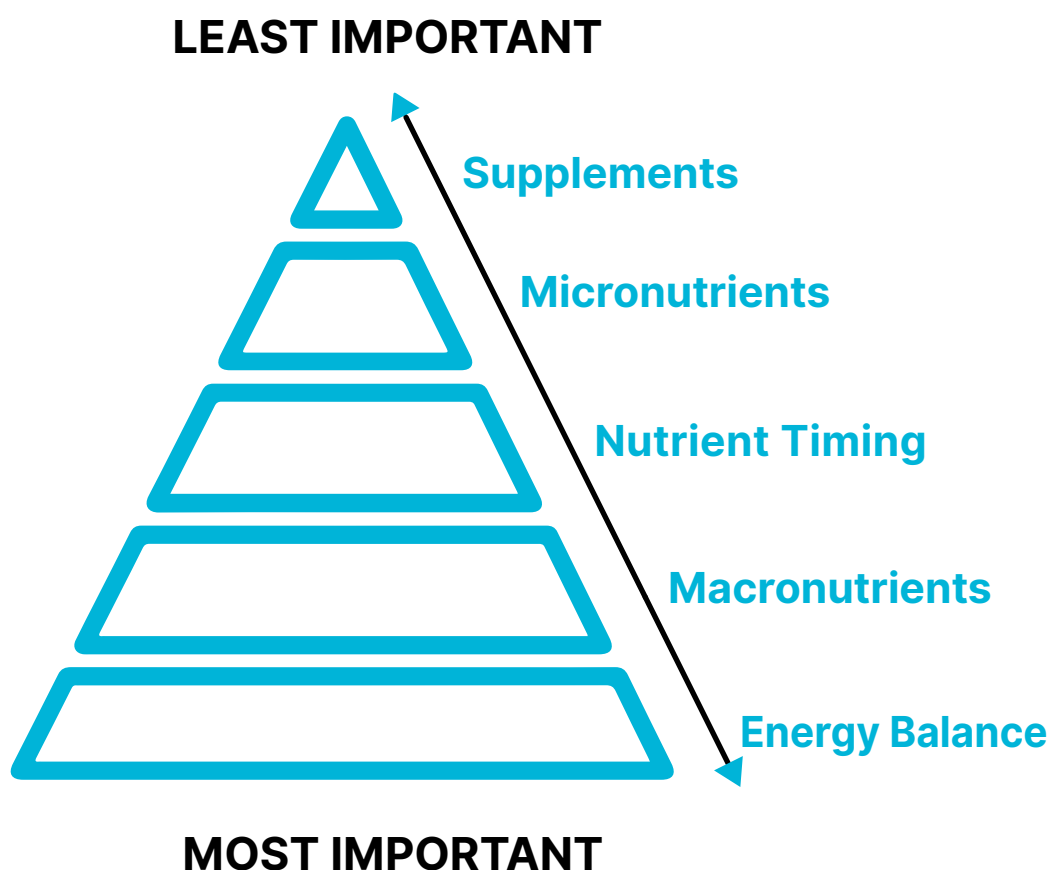
THE FAT-LOSS PYRAMID OF PRIORITY

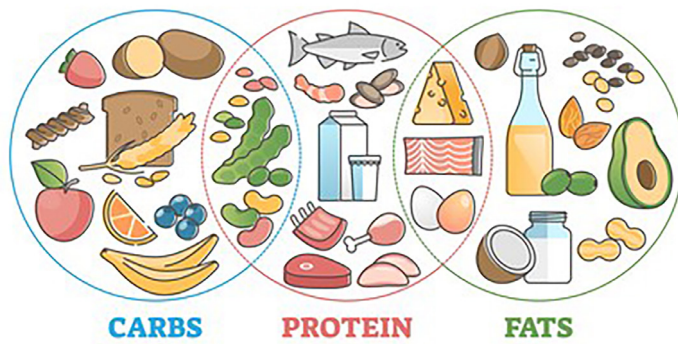
The pyramid below highlights the most important aspects when it comes to fat-loss.

The base of the pyramid being the most important and the tip being the least important.

We will go through each one individually and explain what each one means in order of importance shortly.

...but firstly let us explain exactly what calories are:





MACRONUTRIENTS

Macronutrients or 'Macros' are a group of nutrients found in food that give us energy. There are 7 macronutrients: carbohydrates, proteins, fats, vitamins, minerals, fibre and water. It is important that everyone consumes these seven nutrients on a daily basis to help them build their bodies and maintain their health.

It is important to note that not all calories are created equal. Different foods provide different amounts of energy and nutrients, and some foods are more calorie-dense than others.

4

K/CAL CONTAINED IN **PROTEIN** PER GRAM

4

K/CAL CONTAINED IN **CARBS** PER GRAM

9

K/CAL CONTAINED IN **FATS** PER GRAM

2

K/CAL CONTAINED IN **FIBRE** PER GRAM

7

K/CAL CONTAINED IN **ALCOHOL** PER GRAM

NUTRITIONAL ORDER OF IMPORTANCE

01

Energy Balance

Is the most fundamental aspect of nutrition and refers to the balance between the energy you consume through food and drinks and the energy you expend through physical activity and normal bodily functions.

To maintain a healthy weight, it is essential to maintain a balance between the energy you consume and the energy you burn.

02

Macronutrients

Include carbohydrates, proteins, and fats, are the next important aspect of nutrition. These nutrients are essential for providing the body with energy and supporting various bodily functions. It is essential to consume macronutrients in the right proportions, as each has a specific function in the body.

03

Nutrient Timing

Is the next important aspect of nutrition. This refers to when you consume certain nutrients, such as carbohydrates, relative to your workouts or other physical activities.

Proper nutrient timing can enhance exercise performance, promote muscle recovery, and support overall health and well-being.

04

Micronutrients

Vitamins and minerals, are essential for supporting various bodily functions and overall health.

Consuming a balanced diet rich in fruits, vegetables, whole grains, and lean proteins can help ensure adequate intake of essential micronutrients.

05

Supplements

While supplements can be beneficial in certain circumstances, they should not be relied on as a substitute for a balanced diet.

ENERGY BALANCE

Simply put, energy balance (Calories In versus Calories Out) is the single most Important thing relating to your specific goal.

Trying to drop Body-fat or Building muscle?

If Yes, then hands down, controlling your energy balance HAS to be your top priority.

Each and every person has their own unique requirements when it comes to his/her own energy balance, based on their age, height, current weight and activity levels.

“CALORIE DEFICIT OR SURPLUS”

To drop body-fat you must be in a “Calorie Deficit”

(You will hear me say this a lot).

A calorie deficit is consuming less calories than you expend.

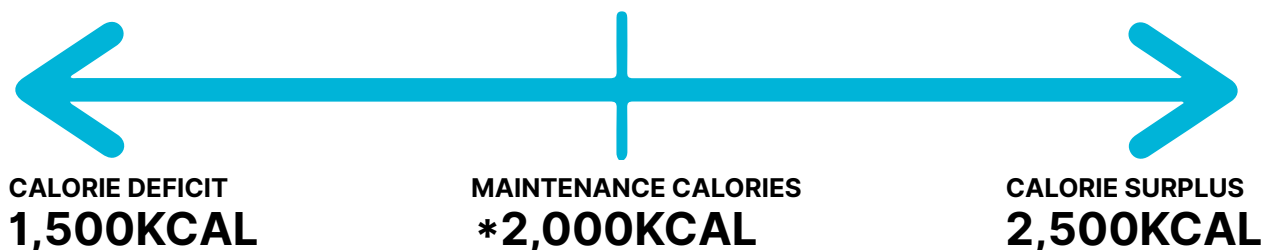
To build muscle you must be in a “Calorie Surplus”.

A calorie surplus is consuming more calories than you expend.

It is very hard to do both simultaneously (unless you are fairly new to training) in which case it is better to choose one method and stick with it for a time period.

To maintain your current Body Composition you need to eat at “Maintenance Calories”

Maintenance calories are when you consume the same amount of calories as you expend.



**Using 2,000k/cal as an example, your own personal calories will differ*



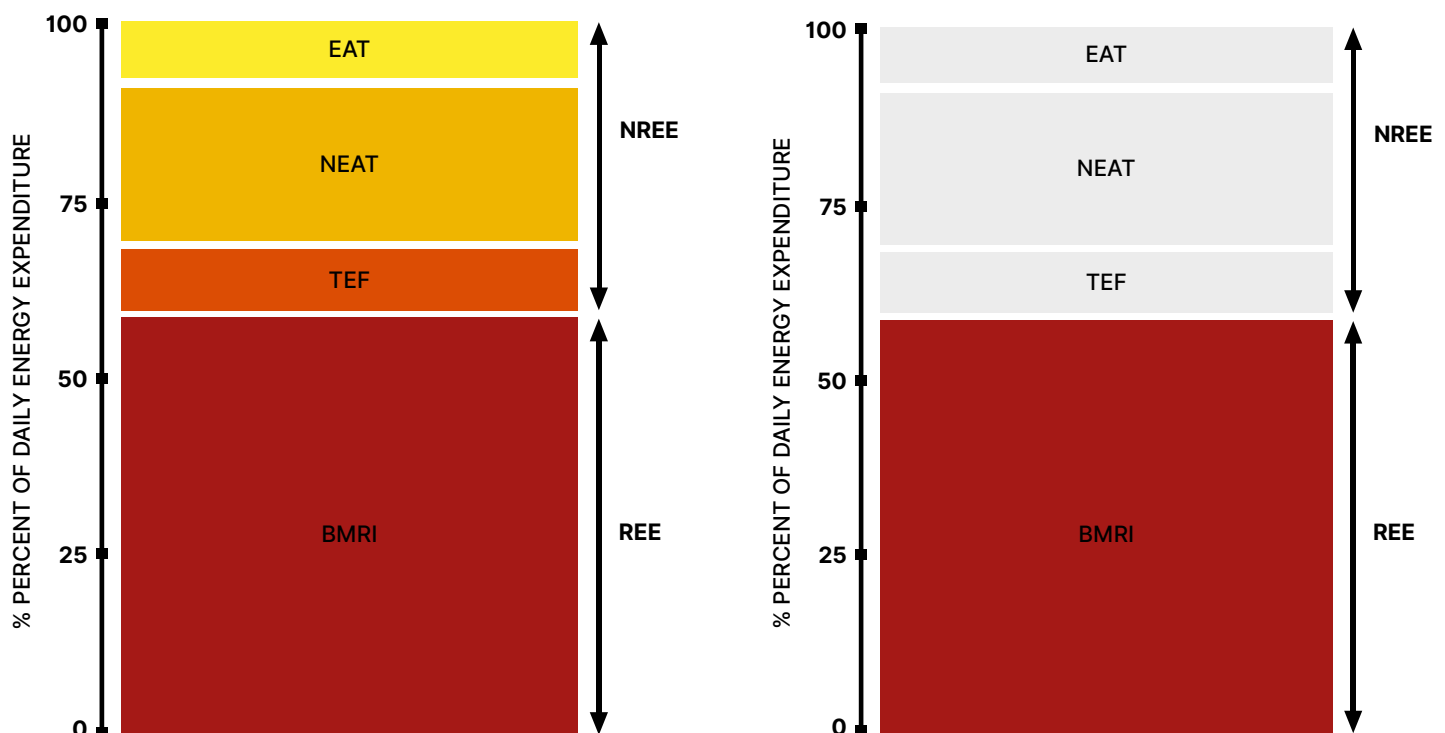
THE CALORIE BURNING GRAPH (TDEE)

You burn calories in several different ways and with this graphs on the following pages we'll explain to you how the calories you burn is made up each day.

The graphs show TDEE, NREE, BMR, TEF, NEAT and EAT. We'll delve into the meanings of these acronyms on the following page.

RESTING ENERGY EXPENDITURE (REE) & BASAL METABOLIC RATE (BMR)

BMR - Basal Metabolic Rate is the number of calories required to keep your body functioning at rest. BMR is also known as your body's metabolism; therefore, any increase to your metabolic weight, such as exercise, will increase your BMR. This accounts for up to 70% of your total energy expenditure. This is because even when we rest, our body is still utilizing energy to perform even the most basic functions such as breathing, blood circulation and the processing of nutrients have consumed when eating.



NON RESTING ENERGY EXPENDITURE (N.R.E.E)

VS

THERMIC EFFECT OF FOOD (T.E.E)

NON RESTING ENERGY EXPENDITURE (N.R.E.E)

This is made up of three main components and is given a metabolic value that corresponds to the energy cost of physical activity, which represents approximately 30% of the total energy expenditure.

TEF = The Thermic Effect of Food

NEAT = Non-Exercise Activity Thermogenesis

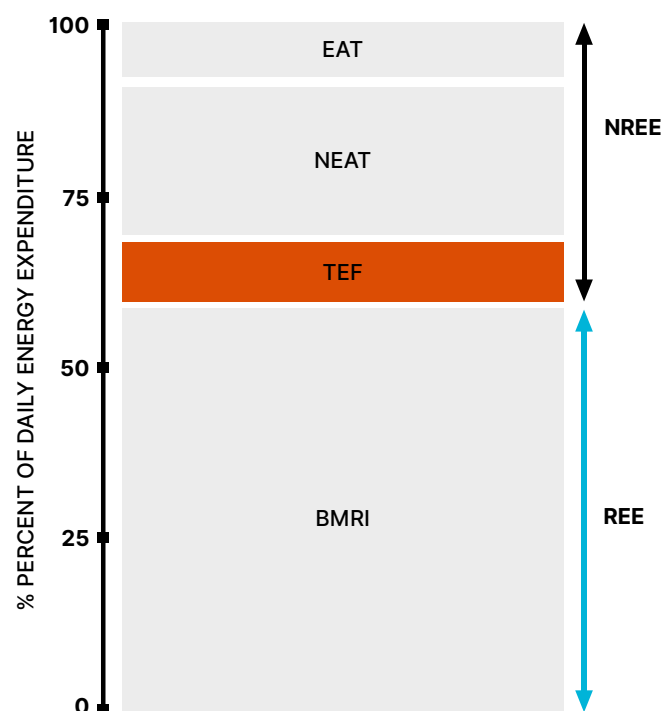
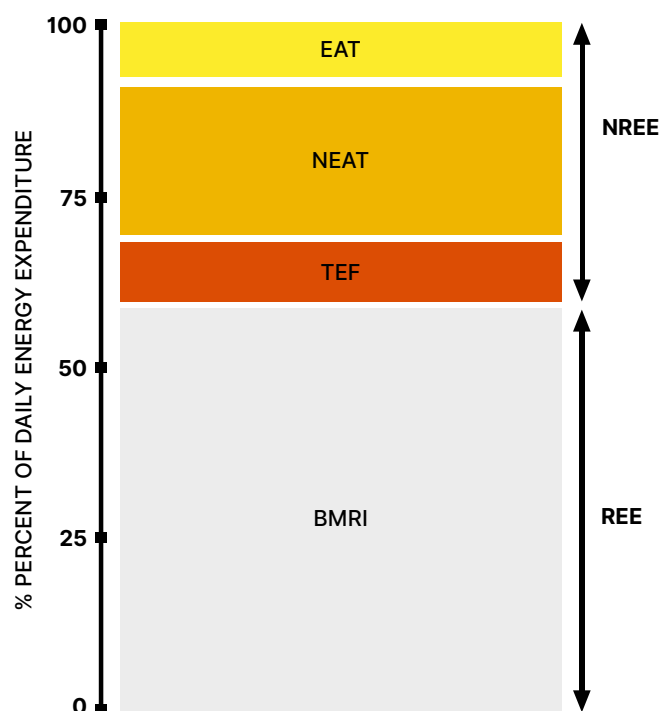
EAT = Exercise Activity Thermogenesis

THERMIC EFFECT OF FOOD (T.E.E)

The thermic effect of food (T.E.F) also known as diet-induced thermogenesis or postprandial thermogenesis, is a reference to the increase in metabolic rate (i.e. the rate at which your body burns calories) that occurs after ingestion of food.

Our body, more specifically our digestive system uses energy/calories to digest, absorb and store nutrients from food.

- Protein uses 20% to 35% of the energy consumed.
- Carbohydrates use 5% to 15% of energy consumed.
- Fats use at most 5% to 15%



NON-EXERCISE ACTIVITY THERMOGENESIS. (N.E.A.T)

VS

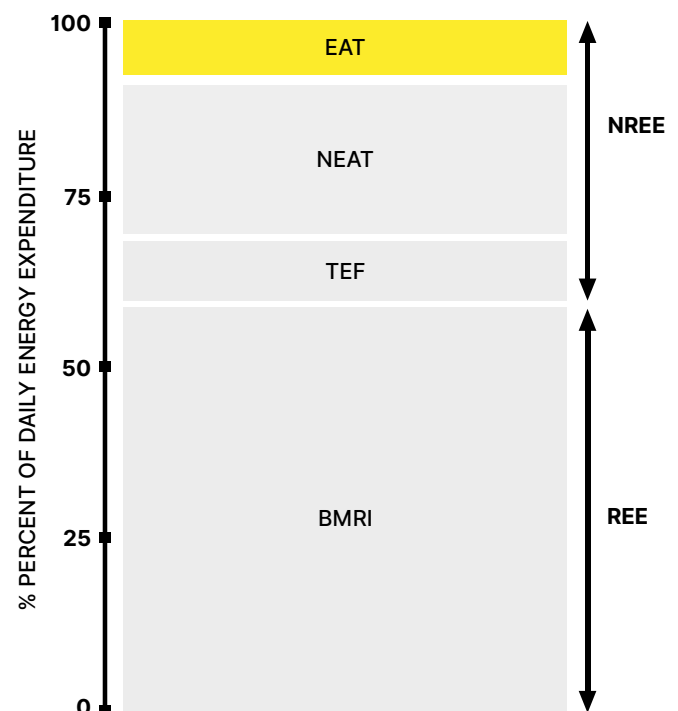
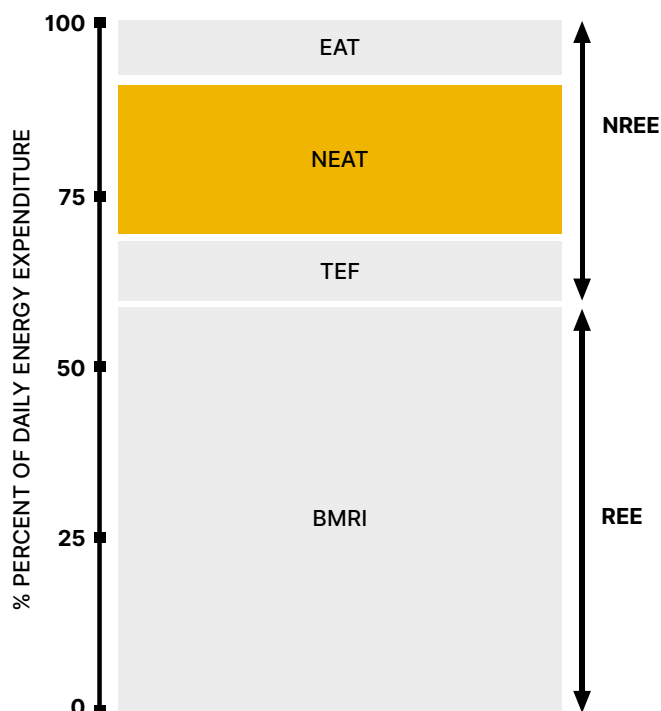
EXERCISE ACTIVITY THERMOGENESIS (E.A.T)

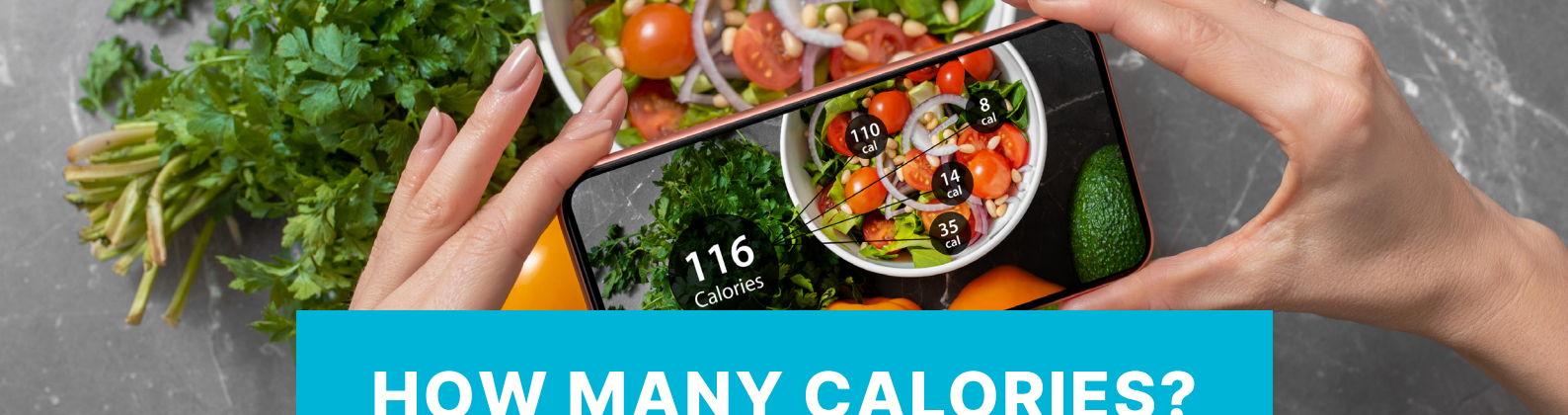
NON-EXERCISE ACTIVITY THERMOGENESIS. (N.E.A.T)

Is the energy expended for everything we do that is not sleeping, eating or sports-like exercise. It ranges from the energy expended walking around at work, typing, performing household work, gardening and even things like fidgeting and reaching for the TV remote! Changing daily habits and the amount of activity and general movement can massively improve the amount of energy we burn, as NEAT accounts for much more energy expenditure than EAT does.

EXERCISE ACTIVITY THERMOGENESIS (E.A.T)

This is where our planned and structured, physical activity and exercise comes into play. IF you are going to the gym or playing a regular sport, it will fall under this category. Although this only makes up around 5% of the actual calories we burn as most people only do active exercise for 30-90mins a day.





“So how many calories do I need to eat exactly”?

The first step is calculating your **Basal Metabolic Rate (BMR)** which is the total number of calories your body needs every day even when at complete rest.

Calculating BMR =

Take your **Body Weight** in Kilograms (Kg) and then multiply x24 (male) or x22 (female)

From this we need to use an **Estimated Physical Activity Level (EPAL)** which will calculate and give us your **Total Daily Energy Expenditure (TDEE)**

Estimated Physical Activity Level (EPAL) has a scale multiplier from 1.2 to 1.725

Little or no exercise means multiply your BMR by **1.2**.

Light exercise a few times a week multiply by **1.375**.

Moderate exercise 3-5 times per week multiply by **1.55**.

Heavy exercise 6-7 times per week multiply by **1.725**

BMR x EPAL = TDEE (aka maintenance calories)

This then gives you your daily **MAINTENANCE CALORIES**

This is now where you would decide if you want to go into a **Calorie Surplus** to Build Muscle or a **Calorie Deficit** to drop body-fat.

The next step is reducing your calories from **MAINTENANCE** by 15-40% depending on how fast you want to lose body-fat.

Note: For more sustainable results we always recommend a slow and steady approach rather than a fast aggressive weight loss approach.



FOOD SELECTION

Whether your goal is fat loss or muscle gain, adhering to your caloric limits is crucial. However, the quality and type of food you choose also significantly impact your nutritional health. Aim for a diet that consists of 80% to 85% nutrient-rich, whole foods to ensure you're meeting your body's needs without feeling deprived. You can still indulge in 'fun foods' that bring you joy.

It's worth noting that foods often labelled as 'clean' or 'healthy' can be calorie-dense but are also rich in nutrients. Adopting an 80-20 rule, where 80% of your diet comes from nutritious whole foods and 20% from foods you enjoy, can help you strike a balance. The key takeaway is to avoid categorizing foods as strictly 'good' or 'bad.' Instead, recognize that some foods offer more nutritional value than others, but all can have a place in a well-rounded diet.

Energy Dense

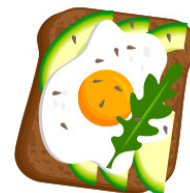
Energy density refers to the calorie content per unit weight of food.

Foods high in energy density pack a lot of calories into a small serving size and are often rich in sugar, fat, and low in water content. While these foods can be part of your diet, they should be consumed in moderation. For instance, ice cream is energy-dense due to its high sugar and fat content, yet it offers a burst of flavour. Conversely, spinach is low in energy density, providing minimal calories in a large serving but lacking in taste.

Nutrient Dense

Nutrient density, on the other hand, measures the concentration of essential nutrients like dietary fibre, complex carbohydrates, amino acids, antioxidants, and vitamins and minerals per calorie. For example, spinach is nutrient-dense, offering a plethora of nutrients with few calories. Ice cream, however, is low in nutrient density, providing minimal essential nutrients. A balanced diet prioritizes nutrient-dense foods with lower energy density, allowing you to satisfy both your taste buds and nutritional needs while managing your calorie intake effectively.

LESS NUTRIENT DENSE
508 K/CAL



MORE NUTRIENT DENSE
382 K/CAL

DOES FOOD VOLUME MATTER

At the end of the day, a calorie is a calorie, no matter what food it comes from. Sometimes though, 100g of one food will look completely different to 100g of other foods.

Food volume plays a crucial role in satiety and overall caloric intake. Understanding the difference between high-volume, low-calorie foods and low-volume, high-calorie foods can help you make smarter dietary choices.

High-Volume, Low-Calorie Foods

Nutritional Profile: These foods are generally rich in vitamins, minerals, and antioxidants. They often contain high levels of water and fibre, which contribute to their volume.

Psychological Benefits: Consuming high-volume foods can psychologically satisfy the desire to eat more, helping to control portion sizes and reduce overall caloric intake.

Meal Planning: Incorporating these foods into your meals can make it easier to stick to a calorie deficit without feeling deprived.

Low-Volume, High-Calorie Foods

Nutritional Density: These foods pack a lot of calories in a small portion, often providing essential fatty acids, protein, and certain vitamins like Vitamin E.

Convenience: They are easy to carry and consume, making them convenient for people with busy lifestyles.

Caloric Surplus: While they can be part of a balanced diet, caution is needed to avoid unintentional weight gain.

Now, this **DOES NOT** mean that the one option is bad or better than the other, it is simply just more calorie dense than the other foods. To help satiety you should aim to consume as much food 'volume' as possible, so choosing lower density foods and filling up on fruit and vegetables and lean proteins will help you feel fuller for much longer.

Be very mindful when it comes to more dense food options like **nuts, oils, nut butters and fattier meats** as portion control will need to be looked at, these foods are full of nutrients but also pack a lot of calories.

DAILY CALORIE ROLLING OR BANKING

Calorie rolling or banking offers a flexible approach to tracking your daily calorie intake.

Typically, a weekly calorie deficit of 3,500 calories is needed to lose approximately 1 pound of body fat. Note the emphasis on “weekly.” Instead of fixating on hitting a precise daily calorie goal every day, you have the freedom to allow your daily calorie intake to vary while still aiming to meet your weekly calorie target.

Let’s consider a scenario where your daily calorie target for fat loss is set at 1,800 calories. While reaching 1,800 calories daily is your goal, there may be days when you exceed or fall short of this target. Rather than solely focusing on hitting that daily number, you can shift your attention to a more adaptable “weekly” goal.

WHY SHOULD I USE CALORIE ROLLING?

You might wonder, “Why would I want to use this method?”

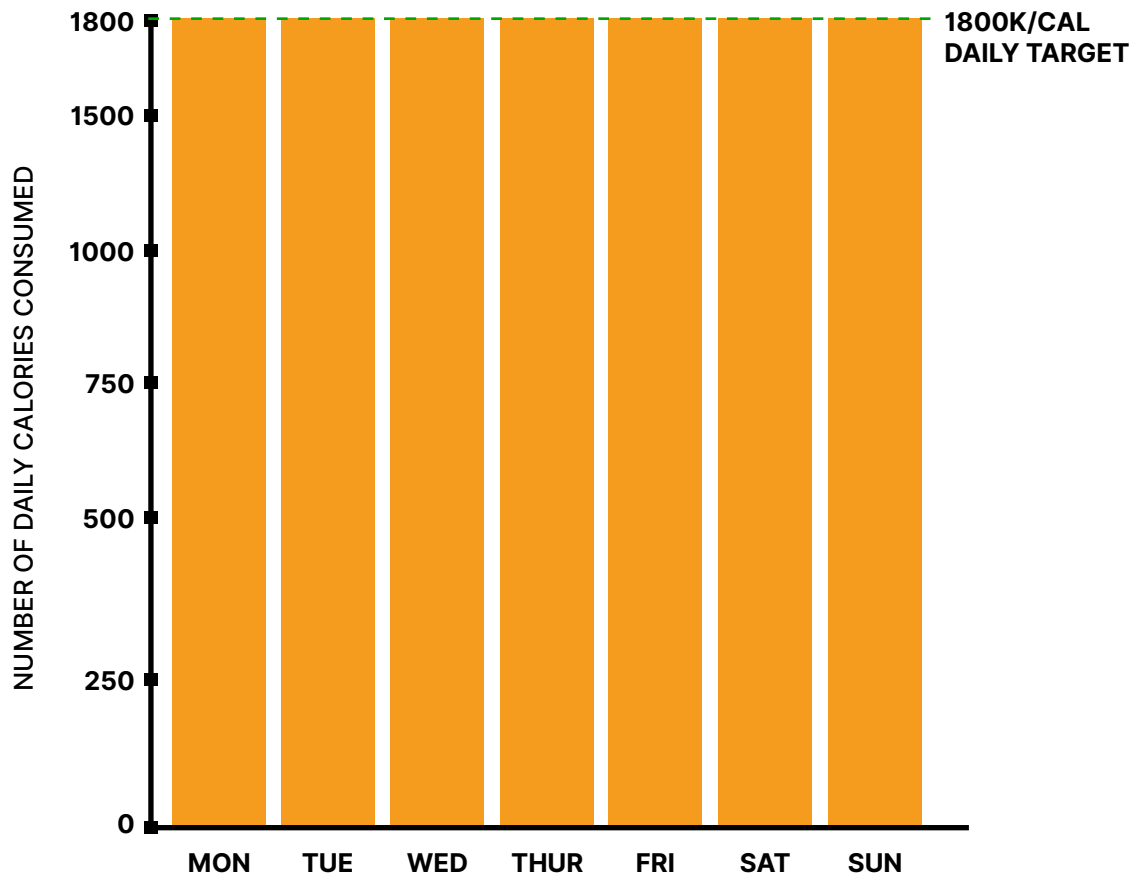
The answer is simple: **FLEXIBILITY**

You’re not bound to a fixed daily calorie limit to see results. With this approach, you have the freedom to adjust your calorie intake up or down as needed. Some days, 1,500 calories may work perfectly fine for you. Other times, you might have a day when you consume slightly more, say 2,500 calories, and that’s okay too.

Note: 3,500k/cal equates to 1lb of mass, therefore being 500k/cals under each day will lead to a reduction of 1lb of mass per week from ‘diet’ alone.

PERFECT WEEK EXAMPLE

Sometimes you may not need to change and 1,800k/cal is just fine.

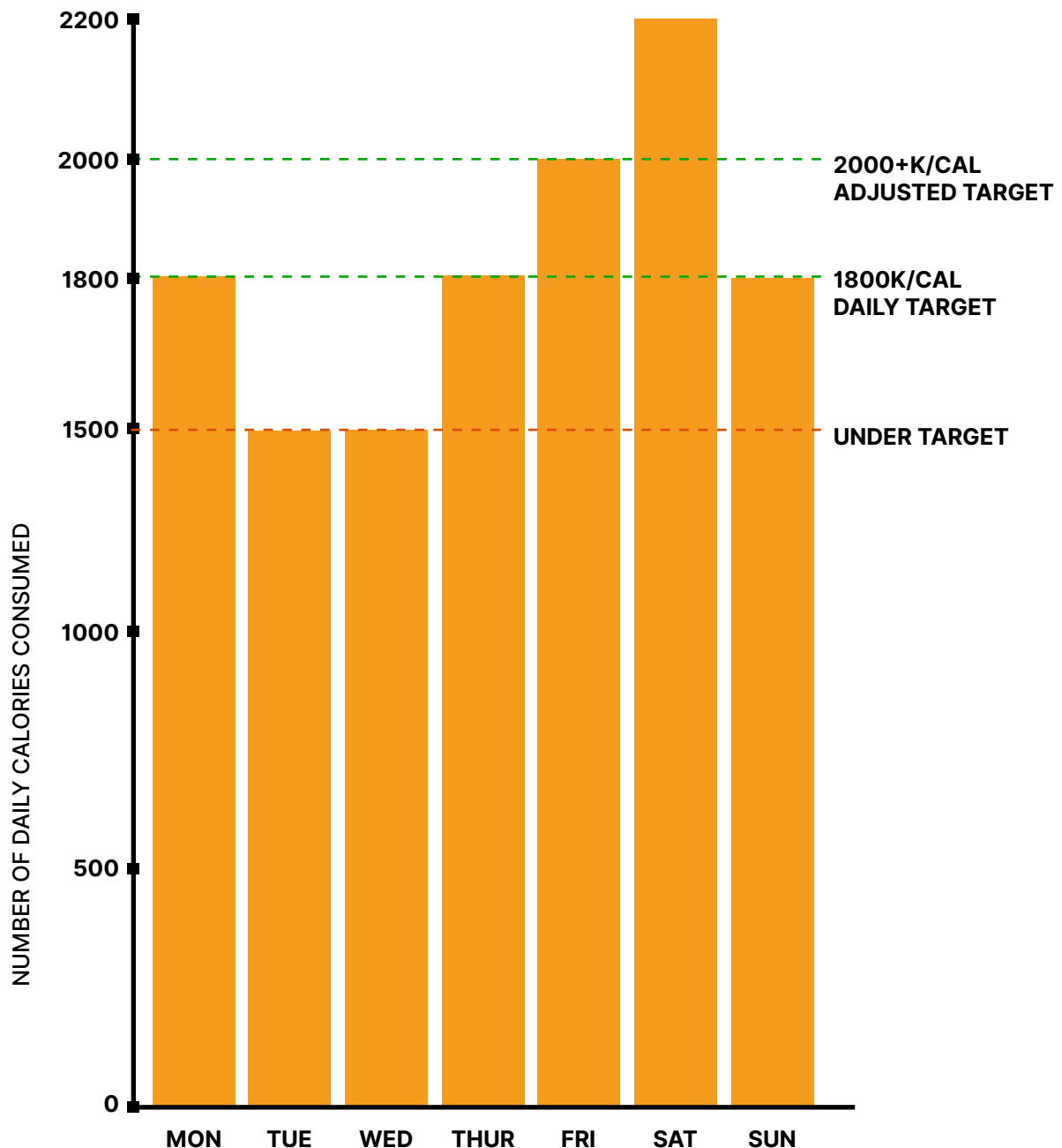


You are perfect and consume your 1,800k/cal 'daily' target on point every single day, thus hitting your weekly target of 12,600k/cal for the 'week'.

If you keep to this you will drop body-fat each week.

CALORIE ROLLING EXAMPLE

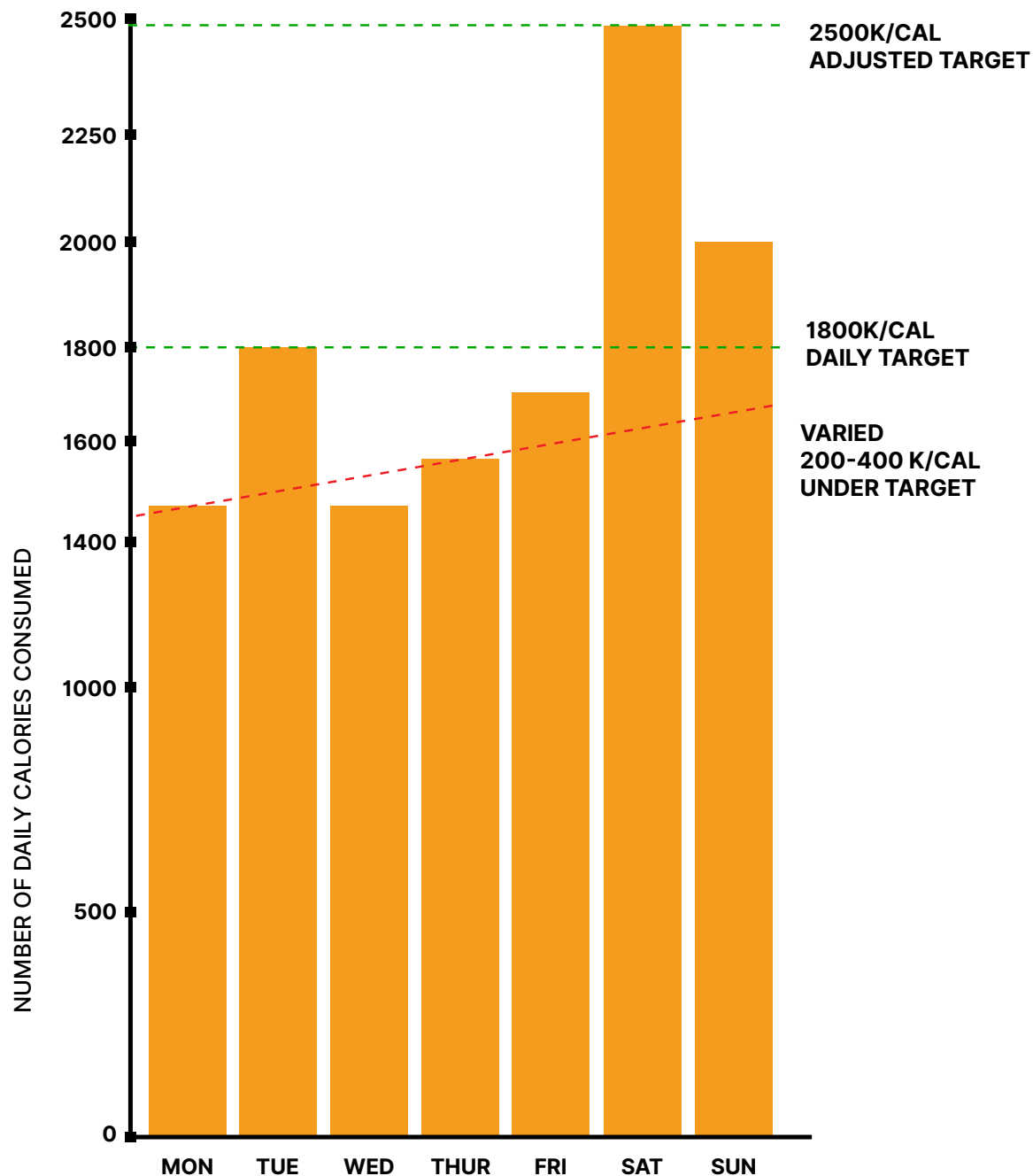
Sometimes you may have just been too busy and not eaten much, consuming just 1,500k/cal.



Work might have been crazy and you didn't have had time to eat all of your food resulting in you being 300k/cal under Tuesday and Wednesday. Friday and Saturday you go out with friends and family so you go over your normal target but Monday, Thursday and Sunday you hit it perfectly thus hitting your weekly target of 12,600k/cal for the 'week'. If you keep to this you will drop body-fat each week.

EXAMPLE CALORIE BANKING

You may know you have an event coming up like a birthday, you still want to enjoy 'fun' foods, but want to stay on track. This enables you to plan and adjust your daily k/cal over the week to factor this in.



You adjust your 'daily' k/cal in advance knowing you can enjoy some 'fun' foods over the weekend some days you are under by 200-400k/cal, thus hitting your weekly target of 12,600k/cal for the 'week'.

If you keep to this you will drop body-fat each week.



TASTE AND SATIETY

When it comes to the foods you eat regularly you need to consider the following.

TASTE

Most people have a love for food, and the sense of taste holds a special place in our lives, it's not something to be underestimated. The enjoyment we derive from the flavour of food and drinks is a result of various sensory cues, including how they smell, taste, and look.

It's not enough for the food and drinks we consume to merely fill us up; they must also be pleasing to our senses. This is where taste quality becomes exceptionally important, especially when aiming for long-term nutritional adherence. The sensory pleasure derived from the taste of our meals significantly influences our food intake.

Foods that satisfy our taste buds not only enhance our eating experiences but also contribute to a greater sense of fullness and satisfaction.

In simpler terms, when we say someone is "satiated," it means their appetite is completely satisfied.

SATIETY

Satiety is a term used to explain the feeling of fullness. The suppression of a person's appetite usually happens after eating a specific food or combination of food.

Food with a high level of satiety will help prevent overconsumption as: **It makes you feel full.**

Filling foods are foods with the highest level of satiety tend to have one of the following characteristics:

High in Protein. Research shows that of all the macronutrients protein is the most satiating and consumption of protein also has a positive impact on the levels of several hormones that impact satiety.

High in Fibre. Fibre provides bulk and slows down digestion and the emptying of the stomach. This in turn helps you feel fuller for longer.

High in Volume. Some foods contain a lot of water or air. This may help us with satiety as well. These are typically foods with a lower energy density

Low Energy Density. This means that food is low in calories for its weight. The foods with a low energy density are very filling.



UNDERSTANDING FOOD LABELS

Reading nutritional labels and analysing the makeup of the food you eat will ensure that your body is receiving the nutrients that it needs. For those who don't rely on packaged food or meals, tracking your diet can be tricky and preparing and calculating how many calories you should eat each day can become a difficult task to stay on top of.

If you go by the nutrition facts provided by your favourite smart phone app like MyFitnessPal or nutraceck, make sure to double-check that it reflects what's written on the packaging before entering an amount into either of these apps.

The amount of energy in a food or drink is measured in calories. On food labels, the calorie content is given in k/cals and kJ, which are short for kilocalories, and kilojoules. Kilojoules are the metric measurement of calories.

SERVING SIZE AND SERVINGS PER CONTAINER

This provides you with an understanding of the energy density of the food by presenting the weight of a single serving in grams (g) along with the quantity of servings in the package. It's important to note that the serving size you opt for might not necessarily match the recommended serving size.

Pay close attention to the serving size, although most will be written in 100gms or 100ml some can be very misleading and be measured in different serving sizes if it helps the product fall into the green or amber coding.

To ensure accuracy, it's generally advisable to calculate the macronutrient percentages based on the values per 100g. Relying solely on the suggested portion size may not accurately reflect the serving size you select, potentially leading to unintentionally consuming more than intended.

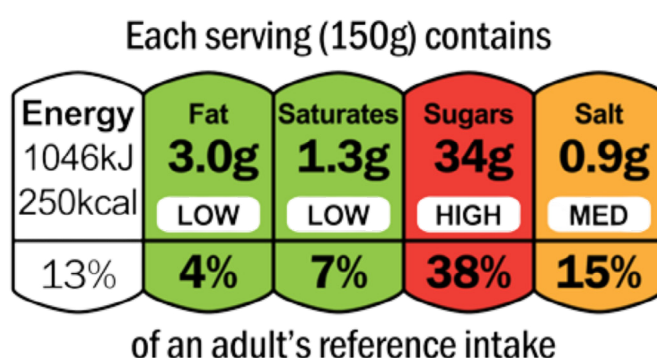


THE TRAFFIC LIGHT SYSTEM

The traffic light labelling system tells us if a food has high, medium or low amounts of fat, saturated fat, sugars and salt. It also tells us the number of calories and kilojoules in that particular product. This helps us see very quickly if the nutritional values of the product are good or bad for our daily allowance. When looking for healthy options we should be aiming to select food with mostly green or amber on the label.

Using combination of colour coding and nutritional data, this system allows shoppers to quickly assess whether a food item falls into one of three categories:

High (Red) **Medium (Amber)** **Low (Green)**



It provides essential information regarding fat, saturated fat, salt, sugars, as well as the amount of energy, calories, and kilojoules it contains. Additionally, it offers a percentage of an adult's reference intake.

When making food comparisons, choosing a majority of items marked as (Amber) and (Green) in your nutrition typically indicates that you're increasing nutrient density and satiety per unit of consumed energy.

Traffic Light Ranges:		
	High (Per 100grams)	Low (Per 100grams)
Fat	More than 17.5grams	Less than 3 grams
Saturated Fat	More than 5grams	Less than 1.5 grams
Salt	More than 1.5 grams	Less than 0.5 grams
Sugar	More than 22.5 grams	Less than 5 grams



SUPPLEMENTS

Supplements can be considered as something that can add to your health and fitness regimen. They are not the most crucial aspect of it, but when utilised properly, they can be a valuable tool in achieving your goals.

Supplements are typically categorised based on their role in promoting nutrition, performance, overall health. It is important to note that not all supplements mentioned may be relevant to your specific needs.

If you have established a reliable training and nutrition program, incorporating a solid supplement plan can further enhance your ability to achieve your goals in terms of building muscle, gaining strength, and losing fat. However, the supplement industry is known for promoting a lot of hype and misinformation, so it is important to be well-informed before falling for any of these gimmicks.

Supplements can usually be split into 3 categories:

- Nutrition (Protein)
- Sporting Performance
- Health

PROTEIN BASED SUPPLEMENTS

Protein is the most popular supplement and can be found in many forms. Protein shakes, bars and powders are the main forms. Protein is an important part of our diet and it's key to building and maintaining muscle. If you struggle to eat enough food daily or you have a busy lifestyle then I highly recommend having a good protein powder supplement as this can keep you on track. I personally have about 1-2 servings per day depending on what life throws at me

Whey

Protein is the most popular supplement and can be found in many forms. Protein shakes, bars and powders are the main forms. Protein is an important part of our diet and it's key to building and maintaining muscle. If you struggle to eat enough food daily or you have a busy lifestyle then I highly recommend having a good protein powder supplement as this can keep you on track. I personally have about 1-2 servings per day depending on what life throws at me.

Casein

Protein is the most popular supplement and can be found in many forms. Protein shakes, bars and powders are the main forms. Protein is an important part of our diet and it's key to building and maintaining muscle. If you struggle to eat enough food daily or you have a busy lifestyle then I highly recommend having a good protein powder supplement as this can keep you on track. I personally have about 1-2 servings per day depending on what life throws at me.

Vegan Proteins

The most common plant protein is soy protein, as it closely resembles the amino acid profile of milk-based proteins. Soy protein is considered a complete protein as it provides all the essential amino acids and can contain up to 90% protein. Derived from soy beans, as well as protein, you gain a large quantity of fibre, as well as being naturally rich in vitamins and minerals.

Other plant-based protein powders include pea, rice, hemp and quinoa – all of which have their own unique flavour, texture, amino acid profile and price tag. While providing a vegan-friendly option, most plant-based protein from a single source are typically incomplete proteins. However, some of these plants can be blended together to ensure that the finished product is classed as 'complete'.

To maintain a complete protein profile, blending two or more types of plant proteins together can create a fantastic vegan-friendly product that has the same, if not more protein content as whey protein.

SPORTS PERFORMANCE

Creatine

Creatine is the top supplement for effectiveness and cost. It helps to improve your performance in the gym at a cost effective price! Studies have shown that it increases muscle mass, strength and exercise performance. It is recommended that you take 5-10 grams per day. Timing isn't crucial, having it around your workout is fine. I personally take mine first thing in the morning with my water potion so that I don't forget.

Electrolyte

Electrolytes are essential minerals that play a crucial role in maintaining proper bodily functions, especially during physical activity and in hot weather. They include sodium, potassium, calcium, magnesium, and chloride. Ensuring an adequate intake of electrolytes is vital for hydration, muscle function, nerve transmission, and overall well-being.

Caffeine

Caffeine is one of the most widely consumed psychoactive substances in the world. It is naturally found in coffee beans, tea leaves, and cacao, and is also added to various beverages and supplements. Caffeine is renowned for its stimulating effects on the central nervous system, which can help improve alertness, concentration, and physical performance.

Beta Alanine

Beta-alanine is a non-essential amino acid naturally occurring in certain foods and also available in supplement form. When ingested, beta-alanine is converted into carnosine, a molecule that plays a crucial role in buffering lactic acid and preventing muscle fatigue during intense exercise.

HEALTH SUPPLEMENTS

Multivitamin

The primary role of a multivitamin is to fill nutritional gaps and make sure people get their daily allowance of vitamins A, C, D, E and K, calcium, magnesium, dietary fibre, choline and potassium. Although multivitamins may be beneficial for some people, they're unnecessary for most. Most people should be able to get enough vitamins and minerals via a healthy balanced diet.

Vitamin D

Vitamin D helps your body absorb calcium which is one of the main building blocks of bone. Vitamin D also has a role in your nervous, muscular and immune systems. You can get Vitamin D either through your diet, supplementation or through your skin via exposure to sunlight ideally but this isn't always doable especially if you live in a colder country. Its recommended daily dose of 400 - 800 IU / 10-20 micrograms. But you can go up to 5000 IU. Look for one that comes with K2 as this helps bone health and absorption too.

Vitamin C

Vitamin C, also known as ascorbic acid, is a water-soluble vitamin that plays a crucial role in maintaining overall health and well-being. It is renowned for its antioxidant properties, immune system support, and its role in collagen production, among other vital functions.

Omega 3

Omega 3 fats are a group of unsaturated fats that we need to stay healthy – especially for heart health. Eating foods high in omega 3's could help to prevent heart attacks and strokes. There are different types of omega 3's which are found in foods.

The main ones are:

ALA (alpha linolenic acid)

ALA is essential for good health, but our bodies can't make it, so we need to get it from the foods we eat. It's mainly found in vegetable oils, nuts and seeds.

EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid)

We need these types of omega 3 fats for a healthy heart and blood circulation.

Our bodies can make some of these fats from the ALA in the food we eat, but only a small amount. So, it's good to eat foods that already contain them.



PHYSICAL EXERCISE

Physical exercise is essential for maintaining good physical and mental health. Regular physical activity can help prevent numerous health conditions, including obesity, type 2 diabetes, heart disease, stroke, high blood pressure. In addition, exercise can help improve mood, reduce stress and anxiety, and boost cognitive function.

One of the most significant benefits of exercise is its ability to promote weight loss and maintain a healthy weight. Physical activity helps burn calories, which can help individuals achieve a calorie deficit and lose weight. Exercise can also help build and maintain muscle mass, which is essential for a healthy metabolism and overall physical function.

Regular exercise also helps promote cardiovascular health by strengthening the heart and improving circulation. This can help lower the risk of heart disease and stroke, two of the leading causes of death worldwide.

In addition to the physical and mental benefits, exercise can also be a great way to socialise and build community. Joining a sports team, taking fitness classes, or going for a group run or walk can be a fun and social way to stay active and meet new people.

Overall, physical exercise should be an important part of everyone's daily routine. Whether it's a brisk walk, a yoga class, or a weightlifting session, incorporating regular physical activity into your life can have a significant impact on your health, well-being and promoting a healthy lifestyle. Individuals should aim for at least 150 minutes of moderate-intensity exercise per week, such as brisk walking, cycling, or swimming, to achieve these benefits.



KEEP ACTIVITY HIGH

When it comes to burning calories most people think it comes down to what “burn” in the gym so there for a lot of focus generally lies on training.

This often makes us feel like we “didn’t enough” when we’ve spent an hour in the gym, causing us to base our workouts on how destroyed we feel after, how long we spent working out or how many calories we burnt.

Honestly, none of those reasons are really good measures of how “good” your workouts was. (Neither is how sore you are the next day, but that is a topic for another day). Because even if you only have 15-30 minutes and your own bodyweight, you can get in a great workout and make the most of the time you have. Even if your workouts aren’t as intense as normally, they could help you make better food choices throughout the day.

As important as training is, it’s actually pretty minimal in the grand scheme of daily activity. We can attempt to counteract this by making sure we are as active as possible throughout the course of the rest of the day. Could we park further away from the shops or always make sure we are taking the stairs and not the lift.

Just a few things like this help to increase our general activity levels (what we call our Non Exercise Activity Thermogenesis) and contribute to burning off a greater amount of calories throughout the day.

Get outside daily, rather than laying around on the couch just watching TV.

Go for a walk to burn off a little of your evening meal, roughly 80 Kcal are burnt with every 30- minutes of a brisk walk and will also help digestion and add to your daily step count.

PHYSICAL EXERCISE ORDER OF IMPORTANCE

01

Adherence

The first thing is sticking to your exercise plan. No matter how good the plan is, it won't work if you don't do it regularly. Try to make a routine that fits your schedule and things you like doing. Doing exercise regularly is what helps you improve and stay healthy.

02

Progression

Once you're exercising regularly, the next step is to challenge yourself more. You can do this by gradually doing a little more each time. Lift slightly heavier weights, do a few more reps, or exercise a bit longer. This helps you keep getting stronger and fitter.

03

Volume, Frequency & Intensity

Getting the right balance between how much you do, how often you do it, and how hard you work is important. Doing too much without rest will actually have a negative affect on your progression. So, increase your exercise gradually and give your body time to recover.

04

Exercise Selection

Choosing exercises that improve weaker body parts and are in-line with your goals is smart. Some exercises use multiple muscles at once and help you get strong. Others help with flexibility and balance.

05

Rest Periods

Taking breaks between sets and exercises is essential for allowing your body to recover and prepare for the next exercise. Short breaks suit high-intensity activities like running, helping your heart recover. For weightlifting or strength training, longer breaks are better, allowing your muscles to regain energy and prevent injuries.



5 STEPS TO GAINING MUSCLE

01

Strength Training

Correct form and progressive Overload is the key basics that we must get right.

02

Nutrition

Is key to building muscle and recovery. Tracking calories & Protein, the correct use of carbohydrates around training and planned recovery meals are all import tools.

03

Recovery

Is when the muscles repair and grow. Quality of sleep and rest days will play a vital role in recovery.

04

Advanced Growth Techniques

More advanced training methods can be useful for experienced trainers like force reps, partial reps, sets to failure and limited rest periods.

05

Supplementation

Should be exactly that, to help supplement any short falls in your diet. Dietary supplements like BCAA, EAA, caffeine, creatine, fish oils can all play a small part in training and recovery.



PROGRESSIVE OVERLOAD

Progressive overload is a training principle that involves trying to gradually increasing the time, weight, or intensity of a workout each week.

This approach promotes gradual adaptation to the stress placed on the body while minimizing the risk of injury. Without progressive overload, muscle growth can reach a plateau or even decline due to muscle atrophy.

Hypertrophy, which is characterized by the enlargement of skeletal muscle fibres, can be achieved through consistent resistance training that increases tension levels.

It is essential to progressively overload to challenge the body as it adapts to the current resistance training program. The trainer can increase repetitions, intensity, timing, distance, or introduce a variety of movements to demand more from the muscles. One of the most effective ways to avoid plateau and challenge the client is by increasing the load of the resistance training.

Progressive overload works by increasing muscle tension and causing an adaptation in force output over time. This additional stress on the muscles will force the client to work harder and recruit more muscle fibres to complete the exercise. Observing client form and intensity is critical in determining when it is appropriate to increase the force.

I'll give you a workout program based on your goals and targets, changes will be made if you have issues with certain movements or exercises.

The exercises will be laid out with the number of reps, sets and rest times. Some exercises are put together as 'supersets'. This means you need to perform exercise number 1 followed by exercise number 2 then rest for the allocated timing. They are linked together in the app for you as A1 and A2 for example.

Always look to use 'progressive overload'. Aim to lift a heavier weight or an extra rep each time you repeat the session this will help with progression in your training. Sometimes progress can be as simple as the movement feeling better for the same amount of work.



TRAINING STRUCTURE

The nature of your resistance training depends on several factors:

Experience Level: If you're new to resistance training, it wouldn't make sense to plan for five or six sessions a week.

On the other hand, advanced trainers can often handle training more frequently, with 5-6 times a week.

Your experience level plays a key role in determining your training frequency. Additionally, your specific fitness goals will also influence how often you should train. For example, if you're aiming to build bigger arms or stronger glutes, working on them just once a week won't be sufficient.

Training Volume: Your training volume for a given week is determined by how fast you can recover.

For instance, if you're a newcomer to the gym and have a busy schedule at work, it might be best to just aim for 3 sessions a week to start with.

Some of the most popular workout splits I use with my clients are as followed.

- Upper-Lower-Upper-Lower: Emphasizing both upper and lower body.
- Upper-Lower-Push-Pull: Focusing on the upper body with a push-pull balance.
- Push, Pull, Legs: Comprehensive workouts for the entire body.

These examples highlight the importance of tailoring your training structure to your individual capabilities and objectives. It's not just about combining exercises; it's about creating a well-thought-out plan that aligns with your needs and abilities.



CARDIO

CARDIO/LISS

L.I.S.S Stands for Low Intensity Steady State.

It's the term we use for low intensity cardio such as walking that doesn't put much stress on the body.

WHY CHOOSE LISS?

LISS can help burn a few extra calories. People commonly do LISS as part of their morning routine. When done properly is also great form of exercise on active rest days. If your having a rest day from a weight training day, it's a great way to get some cardio into your program and help to actively recover. It will also help keep your mind strongly focused on your goal. Remember focus is everything.

EXAMPLES OF LISS

LISS can be performed in many different ways. The key is that you are performing exercise at low intensity.

Here are just a few of my favourite examples:

- Walking/Jogging on treadmill or outside
- Cross trainer/ Elliptical machine
- Stair stepper/stair master
- Rowing machine
- Slow pace bike ride

Note: Always ensure your body is in a low intensity state. Don't get caught in then moment and convince yourself to go hard - always remember - you are doing LISS as part of a calculated training regime.

HIIT (HIGH INTENSITY INTERVAL TRAINING)

This is designed for people whose primary concerns are boosting overall cardiovascular fitness, endurance, and fat loss, without losing the muscle mass they already have.

It is a specialised form of interval training that involves short intervals of maximum intensity exercise separated by longer intervals of low to moderate intensity exercise. As it involves briefly pushing yourself beyond the upper end of your aerobic exercise zone, it offers you several advantages that traditional steady-state exercise (where you keep your heart rate within your aerobic zone) can't provide:

WHY CHOOSE HIIT?

HIIT trains and conditions both your anaerobic and aerobic energy systems. You train your anaerobic system with brief, all-out efforts, like when you have to sprint the last few hundred yards of a distance race. To get the benefits HIIT, you need to push yourself past the upper end of your aerobic zone and allow your body to replenish your anaerobic energy system during the recovery intervals.

BENEFITS HIIT

- HIIT increases the amount of calories you burn during your exercise session and afterwards because it increases the length of time it takes your body to recover from each exercise session.
- HIIT appears to limit muscle loss that can occur with weight loss, in comparison to traditional steady-state cardio exercise of longer duration.
- HIIT causes metabolic adaptations that enable you to use more fat as fuel under a variety of conditions. This will improve your athletic endurance as well as your fat-burning potential.



Stress is the body's natural reaction to pressure and demands.

It can affect physical and mental health and cause various issues, such as digestion problems, mood swings, and weight gain.

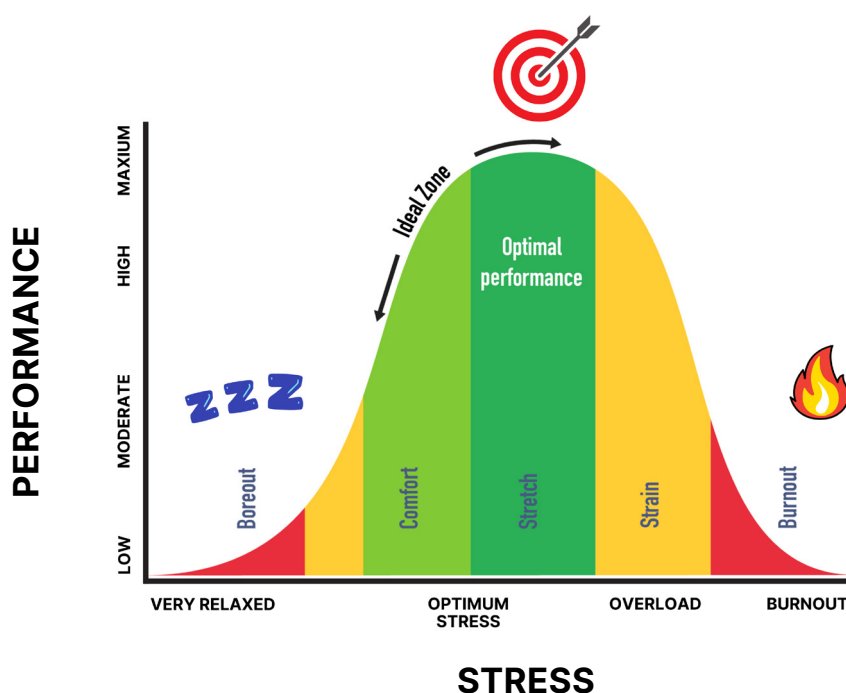
Chronic stress, which is caused by ongoing pressure, can harm your health and immune system. The hormone cortisol is released when stressed, which is beneficial in short term situations, but persistent cortisol release can damage your health and cause diseases like heart disease and diabetes.

It's important to manage stress for optimal health and well-being.

Why do certain things make us feel stressed?

Feelings of stress are normally triggered by things happening in your home life, work or world events. We're all different, so a situation that doesn't bother you at all might cause someone else a lot of stress.

There might be one big thing causing you stress, but stress can also be caused by a build-up of small pressures. This might make it harder for you to identify what's making you feel stressed, or to explain it to other people.





COMMON CAUSES OF STRESS

Emotional And Mental Symptoms Of Stress

- Anxiety or irritability
- Depression
- Panic attacks
- General sadness

Physical Symptoms Of Stress

- Aches and pains
- Chest pain or a feeling like your heart is racing
- Exhaustion or trouble sleeping
- Headaches, dizziness or shaking
- High blood pressure
- Muscle tension or jaw clenching
- Stomach or digestive problems

Psychological, Physical & Emotional Signs Of Stress

- Depression or anxiety
- Anger, irritability, or restlessness
- Feeling overwhelmed, unmotivated, or unfocused
- Trouble sleeping or sleeping too much
- Racing thoughts or constant worry
- Problems with your memory or concentration

Common Causes Of Stress

The amount of stress you feel in different situations may depend on many factors such as:

- Your perception of the situation – this might be connected to your past experiences, your self-esteem, and how your thought processes work (for example, if you tend to interpret things positively or negatively)
- How experienced you are at dealing with that particular type of pressure, this can often lead to feeling overwhelmed and cause added stress
- The amount of other pressures on you at any given time and then amount of support you are receiving
- Not having much or any control over the outcome of a situation



RECOVERY

The key to achieving optimal results from your workout regimen lies not just in your training routine but also in your ability to recover effectively. The speed and quality of your recovery process determine how much your body can adapt and improve after each training session, and ultimately, how quickly you can resume your next session.

A fully recovered body is far more resilient. Plus, you don't tend to get injured as easily. When you exercise, you are putting your body under stress, which causes your bones, muscles, tendons, and ligaments to experience strain and your energy levels to deplete.

Recovery from exercise refers to the period between the end of your workout and the point where your body returns to a fully recovered state. This phase involves specific physiological processes that are distinct from the physiology of either exercising or resting states. It's during the recovery period that your body rebuilds and strengthens itself, making it more resilient to injury and able to perform at a higher level.

However, in today's fast-paced world, stressors such as our jobs, lifestyle choices, and even diet can hinder our recovery process. This is why it's crucial to maximize our downtime and prioritize rest and recovery as integral components of our training plan.

Neglecting these factors can lead to stagnation or decreased performance, and ultimately prevent us from achieving our fitness goals.



WHAT IS REST & RECOVERY?

The idea of “Train hard, recover hard” has been around for a long time, but the concept of recovery has changed over the years. In the past, it was believed that taking a day or two off after a strenuous workout was the best way to recover.

However, nowadays, sitting idle for 24-48 hours is not considered ideal.

So, what's the better way to recover?

The answer is active recovery.

There are two types of recovery: passive recovery and active recovery.

Passive recovery is when you do nothing and let your body recover at its own pace.

Active recovery involves engaging in physical activity to promote recovery and regeneration.

Active recovery offers several benefits.

Benefit 1: It helps reduce stiffness and soreness by improving blood flow and circulation, which is essential after a heavy workout.

Benefit 2: It helps improve mobility and athleticism, which are critical for maintaining overall fitness. Finally, aerobic training helps facilitate recovery on the muscular and nervous system levels, making it a valuable addition to any active-recovery routine.

The Effect: Your body requires far less time to recover.

You can get back to training faster or increase the intensity of your workout, which in the end leads to enhanced performance in a shorter period of time. Rest can be defined as a combination of sleep and time spent not training.



SLEEP

When it comes to working out, you know that what you do in the gym is important. But what you do outside the gym — what you eat, what you drink, and especially how you sleep, is just as crucial.

In fact, you must sleep in order for exercise to actually work. Sleep gives your body time to recover, conserve energy, and repair and build up the muscles worked during exercise.

When we get enough good quality sleep, the body produces growth hormone. Improving quality of sleep is a big part of the process of achieving your fitness goals, alongside good recovery, as well as optimising your health.

Several studies have linked a poor nights sleep with increased risks of chronic diseases such as obesity, type 2 diabetes mellitus and cardiovascular diseases.

For example, fewer than 6 hours of sleep per night has been shown to increase low-grade chronic inflammation and insulin resistance, two metabolic processes associated with the development of the above health conditions, and a worsening of general health and well-being .

Even only one night of poor sleep can provoke negative changes in appetite regulation and food intake. Restricting sleep to 5 hours or less for just one week has been shown in many studies to decrease carbohydrate tolerance and insulin resistance. So bad sleep packs a double whammy: it makes you crave carb rich foods while impairing your body's ability to tolerate them.

This has led many scientists to believe that sleep deprivation or bad quality of sleep is a predictor to obesity in children and adults.

Sleep quantity and quality is also closely related to the activity of the immune system. Lack of sleep means a decreased ability to naturally fight off infection. This explains why you're more likely to get a cold or flu after not sleeping well for a few nights.

The metabolic catalyst to this phenomenon is a hormone called melatonin. It is secreted in the pineal gland, a small gland in the brain, and its production is triggered by exposure to light. Melatonin levels are meant to naturally increase after sundown and when we sleep to allow our immune system to get to work. This is why sleep helps fight off viruses and infections such as the flu and the common cold.

People who sleep more burn more fat and have more muscle. In controlled diets, people who slept less lost the same amount of weight but that weight was more muscle and less fat. Make sure you get your sleep.

Temperature

Body and bedroom temperature will profoundly impact sleep quality. As you may have experienced during the summer or in hot locations, it can be very hard to get a good night's sleep when it's too warm.

Test different temperatures to find out which is most comfortable for you. Around 70°F (20°C) is best for most people. If you pre-set your thermostat so that is the temperature when you go to bed you will see an increase in the quality and the length of your sleep.

Caffeine

Caffeine has a numerous benefits and it is consumed by a large percentage of the population.

A single dose of espresso can enhance focus, energy and even boost your sports performance hence it is often consumed pre-workout or added into pre-workout drinks. However, when consumed late in the day, coffee stimulates your nervous system and may stop your body from naturally relaxing at night.

It has been proven that consuming caffeine up to six hours before bed significantly worsened sleep quality. Caffeine can stay elevated in your blood for 6–8 hours.



IMPORTANT NOTICE

Disclaimer

This guide is a valuable source of health, fitness, and nutritional information that is intended solely for educational purposes. While it provides a wealth of useful knowledge and guidance, it should never be used as a replacement for professional medical advice, diagnosis, or treatment.

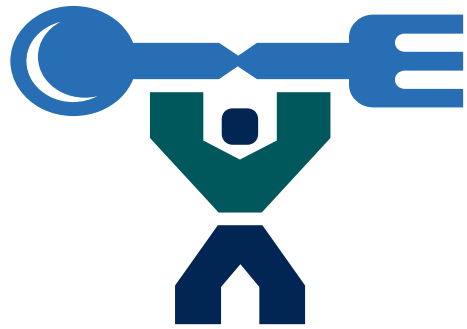
If you have any concerns or questions about your health, it is crucial to seek guidance and advice from a qualified healthcare professional. This includes physicians, nutritionists, and other healthcare providers who can offer medical expertise, insights, and guidance tailored to your unique needs and circumstances.

It's important to note that delaying or avoiding seeking medical or health-related advice from your healthcare provider can have serious consequences. Even minor health issues or symptoms can be a sign of a more significant health problem that requires medical attention.

In addition, certain medical conditions or health concerns may require specialised care or treatment that only a healthcare professional can provide.

Therefore, it's essential to take your health seriously and prioritize seeking guidance and advice when necessary. Don't disregard or downplay your symptoms or health concerns. Instead, be proactive and take the necessary steps to ensure that you receive the care and support you need to maintain good health and wellness.

In summary, while this guide provides valuable educational information about health, fitness, and nutrition, it should never replace the advice and guidance of a qualified healthcare professional. Make sure to prioritise seeking medical advice when needed and take your health seriously to ensure you receive the care and support you need to maintain good health and wellness.



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