





# ***CLIENT HANDBOOK***

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# WELCOME!

Venice Nutrition is a system that creates the possibility for anyone to implement nutrition into their lifestyle and achieve permanent results.

Venice Nutrition provides **NUTRITION FOR EVERYONE™** regardless of *Age, Gender, Shape, Size or Lifestyle*. Venice Nutrition views every person as an individual and teaches you how your body works so you can learn to make it work for you.

Lessons in physiology have taught us that it is impossible to achieve long term nutrition and fitness goals with a pill, restriction of calories, and/or eliminating carbohydrates. These approaches may work for the short term, 3-6 months, and eventually your body fat level returns to where you started, or worse, gets even higher! So, what is the solution? You must break the pattern and learn the only way to obtain permanent results is by implementing a nutrition and fitness system centered on blood sugar stabilization. When the blood sugar is stable, the body is in a balanced state (homeostasis). The result's are:

- LIMITLESS ENERGY
- ENHANCED MENTAL ALERTNESS
- CONSISTENT BODY FAT AND WEIGHT LOSS
- OPTIMAL STRESS MANAGEMENT
- ZERO SUGAR CRAVINGS

These results shift your body into an energy burning machine. Venice Nutrition's system teaches each client how to stabilize their blood sugar according to their own lifestyle. Our system is based on individualization. We believe in quality, which allows us to give each client the coaching they want and deserve. We believe that achieving success in life takes education, hard work, perseverance, and the ability to stay the course. Success with nutrition and exercise takes that same amount of discipline.

How important is your health? What can you achieve with poor health? We have the solutions. Venice Nutrition is excited to teach every individual how to permanently incorporate nutrition and health into their lifestyle.

*We invite you to open up your mind and get ready to take the most amazing ride of your life!*



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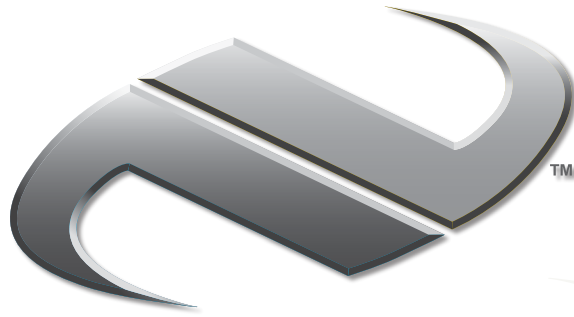
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## ***SECTION I***

# ***THREE PHASES OF HEALTH***

### **INTRODUCTION:**

Venice Nutrition has created the most comprehensive nutrition system in the world! We have developed a program that implements the three phases of health, and also maintains balance of the endocrine, digestive, nervous, respiratory and muscular systems. You have heard the saying, “You are what you eat.” More accurately it should be, “You are what you metabolize.” The goals of most people are to feel good, have great energy, and be fit. These goals are achieved when all the systems work together to create homeostasis (balance). You have two options: Implement the correct strategies and create balance; or let the body do it for you and pay the price with fatigue, weight, fat gain and irritability. Our program teaches each client to optimize their endocrine, digestive, nervous, respiratory and muscular systems to have them work in concert to achieve ultimate health! Learning nutrition and exercise is like building a house. Phase one is laying down the foundation of the house. Phase two is building the house. Phase three is maintaining the house.

**• PHASE ONE •**  
**BUILDING A HEALTH STRUCTURE**  
**(LAYING DOWN YOUR FOUNDATION)**

The first and most critical part of the program is to teach clients a solid structure that works within their lifestyles. Structure and consistency is everything when it comes to succeeding in health. In life you need a game plan, and the first phase of health is to create that plan.

**THERE ARE 5 PARTS TO HEALTH:**

**I. SLEEP**

Why is sleep number one? There is a gland, part of the endocrine system, called the adrenal gland. It is similar to a cell phone battery. Every night most people charge their phone, leaving it fresh and ready to make unlimited calls. What happens when the battery is low at the start of a day? Just a few calls and eventually it runs out of juice. Your adrenal gland functions in a similar way. Each night your body uses sleep to recharge itself. If the day is begun rested, your 5 systems work much more efficiently. If sleep has been neglected, your body will function at a lower level. Remember you are what you metabolize; lack of sleep prevents proper metabolizing of nutrients and slows fat loss.

**II. NUTRITION** - The three main keys to stabilizing blood sugar are as follows:

- 1. MEAL INTERVALS**
- 2. NUTRIENT RATIOS PER MEAL**
- 3. CALORIES PER MEAL**

In order to have your body use its stored fat for fuel, the blood sugar must be stabilized each meal. Think of a baby. A baby feeds every 3 to 4 hours, never overfeeding or underfeeding. Babies eat when they feel hungry, and stop when satisfied. If this is the way the body is meant to be fed, why do we ever stop eating in that fashion? We ask that question daily. Perhaps stress, work, societal pressure; basic life. Frequent meals are a must for optimizing health. Quantity and nutrient ratio (protein, fat, and carbohydrate) should be adjusted on a meal-to-meal basis depending on activity, stress, and body composition. Keeping the blood sugar stable and learning the necessary adjustments to make that happen is what makes our program special.

## Optimal Blood Sugar (Homeostasis)

1. Increased energy and heightened mental alertness
2. Breakdown of body fat (lipolysis)
3. Increase of lean muscle mass which leads to a faster metabolism
4. Reduced sugar cravings



### III. EXERCISE

Sleep and Nutrition are used to create balance and release stored fat; exercise is used to burn up the fat. Exercise is what burns energy and speeds metabolism. Muscles are what control your metabolism. Here are the three main benefits to building muscle:

- **Fat is burned in muscle.**
- **One pound of muscle is 3 times smaller than one pound of fat.**
- **Each pound of muscle burns 30-50 calories per day.**

This means that the purpose of exercising is to activate each muscle fiber in order to achieve the goal of an efficient metabolism.

- **INCREASED MUSCLE = ACCELERATED FAT BURNING**

Each type of exercise recruits different muscle fibers. To maximize results, each type should be performed on a consistent basis.

### **THESE ARE THE FIVE TYPES OF EXERCISE:**

**1. STANDARD CARDIO** (walking, stair climbing, rollerblading, bike riding)

A cardiovascular exercise that proceeds at a steady consistent pace will activate type I muscle fiber.

**2. STRETCHING**

Muscle will shorten when it is used, and stretching keeps the muscle elongated. It will also keep the circulatory system active, and help remove toxins and fat from the body.

**3. INTERVAL TRAINING** (sprinting, hill climbing)

Any cardio that incorporates high intensity bursts of speed that causes a high heart rate. This type of exercise activates your type II muscle fiber.

**4. CORE WORK** (pilates, yoga, swiss ball)

You are only as strong as your weakest link. Many people never strengthen their stabilizer muscles. Remember fat is burned in muscle; given the correct strategy, the more muscle you activate, the more fat is used for energy. A strong core also prevents injuries.

**5. RESISTANCE WORK** (weight training)

The first 4 types of exercise enable each muscle fiber to work. Then implementing resistance training will promote muscle size increase and improve bone strength. This translates into more energy derived from stored fat.

## **IV. SUPPLEMENTS**

The foundation of a balanced nutrition program is whole food, and in this day and age it is very challenging to get all the essential nutrients by diet alone. For this reason, Venice Nutrition recommends taking certain supplements to ensure each client is getting the correct amount of vitamins, minerals and

enzymes. Having deficiencies in any nutrient can lead to many different biological and/or physiological problems. Your coach will guide you on what supplements will help optimize your health structure.

## **V. WATER**

Water is probably the most underestimated essential nutrient in regard to nutrition. It should be noted that the human body can survive for up to 5 weeks without protein, carbohydrates, and/or fats, and only 5 days without water. Water performs three important biological functions in the human body;

- i. IT PROVIDES STRUCTURE AND FORM TO THE BODY.**
- ii. PROVIDES THE FLUID ENVIRONMENT REQUIRED FOR NORMAL CELL METABOLISM.**
- iii. REGULATES THE TEMPERATURE OF THE BODY.**

Water is critical to every function of the body.

*Our program utilizes sleep, nutrition, exercise, supplements, and water, then molds it into a client's lifestyle and creates a complete individualized Health Structure.*

**• PHASE TWO •**  
**MICROMANAGING YOUR HEALTH STRUCTURE ON A DAY-TO-DAY BASIS**  
**(BUILDING YOUR HOUSE)**

The structure is complete, the foundation is laid, and the game plan is working like a charm. What happens when day-to-day life gets in the way? You have a few restless nights of sleep, work gets hectic and exercise is missed for a week; basically life shows up. This is when most nutrition programs falter, and a domino affect begins as gains are lost. The beauty of our program is that each client learns how to make the necessary adjustments to stay in homeostasis (balance). Remember the five systems; Endocrine (hormones), Digestive, Nervous, Respiratory and Muscular, and the phrase “You are what you metabolize.” Let’s use an example.

***Example of Micromanaging:***

*Two months of eating great, results are fantastic; motivation is at an all time high! You go into work and you get slammed with a 30-day work project that will cut into your sleep and exercise time. You stay motivated, tell yourself no worries, and you will keep progressing. As each day passes you get more fatigued from less sleep, you become more irritable and frustration sets in. Your sugar cravings come back and slowly but surely processed foods come back into your daily program. Eventually after 30 days all the results achieved have been lost and backsliding just continues.*

*Sound familiar?*

This example is a clear sign of all the systems being out of balance. The Endocrine system is now challenged from lack of sleep and cravings for sugar, the digestive system is struggling with the fast food and all other quick processed food choices. The nervous, respiratory and muscular systems are beginning to decay with lack of movement and stimulation.

Venice Nutrition is able to teach each client to micromanage their day-to-day operation, allowing them to maintain it when life is challenging and to progress when life is smooth.

**• PHASE THREE •**  
**MICROMANAGING YOUR HEALTH STRUCTURE FOR LIFE**  
**(MAINTAINING YOUR HOUSE)**

The Health Structure is complete, and you now have the ability to maintain the structure on a day-to-day basis. The most difficult aspect of being healthy is to learn how to stay consistent for life. Venice Nutrition has created 4 aspects of life called the quadrant.

- 1. HEALTH** (sleep, nutrition, exercise, supplements, and water)
- 2. RELATIONSHIPS** (spouse, partner, children, parents, friends, etc)
- 3. PROFESSION** (anything job related)
- 4. LIFESTYLE** (what anyone does for fun)

**Phase Three - Micromanaging  
Your Health Structure For Life**

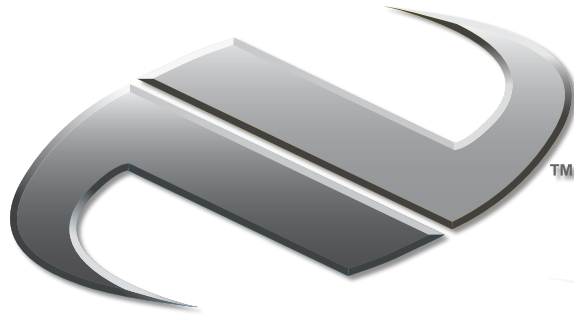
Maintaining Your House  
The Quadrant

<b>Health</b> (sleep, nutrition, exercise, supplements, and water)	<b>Lifestyle</b> (what anyone does for fun)
<b>Relationships</b> (spouse, partner, children, parents, friends, etc)	<b>Profession</b> (anything job related)



We specialize in teaching clients how to micromanage their health forever. If a tragedy occurs (family illness, loss of job, financial difficulties, etc.) or a joyous event occurs (birth of a baby, getting married, new job, etc.) we have given clients the necessary tools to keep their health structure in check through any circumstance. The main point is this; whatever may happen in a client's life, sleeping, eating, exercising, supplementing, and drinking enough water will only enhance empowerment in handling all challenges in a better and more efficient way. The one thing that can be controlled in life is what you put in your mouth, and how you take care of yourself. This phase in life is maintaining the house.

Once a client learns to use the tools for all three phases, they have achieved the ability to maximize the quality of their life! How important is your health? What can you achieve with poor health? We have the solutions! Venice Nutrition is excited to teach every individual the power of the Health Structure!



## **SECTION II**

# ***HOW TO MONITOR RESULTS***

### ***What should I expect when starting Venice Nutrition?***

Every client starting the Venice Nutrition system comes in with two questions:

- 1. WHEN WILL I START SEEING RESULTS?**
- 2. HOW WILL I MEASURE THOSE RESULTS?**

Every client has different goals, and every client will want to see different results. To meet the varying needs of our different clients, we have developed a series of customized checklists that evaluate daily, weekly, monthly and yearly progress. This is done to ensure clients are on correct paths towards achieving their goals. The key to success in nutrition and exercise – as well as in life – is consistency. Venice Nutrition's main checklist is designed to keep each client focused on consistency and to monitor progress in many different ways other than weight reduction.

As part of our commitment, we will strive to teach each client the science behind the Venice Nutrition program. We believe that if our clients understand why they are asked to do something, consistency will be achieved. We explain everything in simple terms at first, and when our clients are ready, go into more detail.

## Checklist for Client Progress:

- 1. Increased Daily Energy
- 2. Reduced Sugar Cravings
- 3. Increased Daily Appetite
- 4. Clothes Feeling Looser
- 5. Looking Leaner in the Mirror
- 6. Decreased Body Fat Percentage
- 7. Decreased Body Weight



*There are many different ways to monitor progress. A disciplined approach to the first five points on the checklist must be followed before decreases in body weight and fat percentage are achieved.*

Our nutrition system is based upon blood sugar stabilization and is designed to yield permanent results. The system and the individualized coaching by a nutritionist will teach each client to build a solid nutritional structure. To start the building process we will teach each client how to establish a balanced internal environment. The improved environment will result in energy increases, healthy appetite, and reduction in sugar cravings. If a client stays consistent, the first three points of the checklist will be achieved during the first two weeks of the program.

## **HOW DOES STABILIZING BLOOD SUGAR HELP ME ACHIEVE GOALS FOUR, FIVE AND SIX?**

By stabilizing the blood sugar the body will start breaking down fat on a consistent basis. The body will begin to use each stored pound of fat for fuel. One pound of fat yields approximately 3500 stored calories. At this point, the body's internal environment will begin to shift in a more positive direction, which will lead to a positive shift in the body's external environment. Each client will begin to experience looser fitting clothes, a better body image in the mirror and a reduction in body fat percentage.

Once the system is implemented on a daily basis, these results may be slightly noticeable in the first two weeks and very noticeable in the first four weeks. This means that if a client stays on course, six out of the seven points on the checklist will be achieved in the first four weeks.

## **WHAT ABOUT THE SEVENTH GOAL, REDUCTION IN BODY WEIGHT?**

The wild card in blood sugar stabilization is body weight. When an individual chooses to reduce caloric consumption and/or drastically reduce carbohydrates, body weight will be reduced, and the results will be temporary. The weight lost is primarily from water weight. Any nutritional system based solely on restriction will never achieve permanent results.

The body has an internal mechanism that controls weight. For weight loss to be permanent, the first six points on the checklist must be achieved. Only then will body weight begin to permanently shift.

## **WHAT IS THE BODY'S INTERNAL MECHANISM AND HOW DOES IT WORK?**

Imagine your body as a thermostat. If the thermostat is set at 80 degrees, the cooling system will turn on if the temperature is above 80, and the heating system will turn on if the temperature drops below 80. The purpose of the thermostat is to maintain the room's temperature. The body also has a thermostat, called the **Hypothalamus**, located in the middle of the base of the brain.

The body has an internal set point, **WRM (Weight Regulating Mechanism)**, located in the **Hypothalamus**. The **WRM** is determined at birth by gender and genetics, and later affected by compliance to nutrition and exercise programs. The set point can be changed, increased or decreased, depending on the choices an individual makes. Genetics

and gender are non-reversible; compliance is an individual's choice.

Individuals who can eat any nutrient in any quantity and not gain any body weight have low set points. Other individuals who eat the same nutrients in the same quantities and gain weight have higher set points. Any individual can reprogram their set point. All that is required are the correct nutritional and fitness tools.

Weight is not the primary monitor indicating progress. Once the body has enough time to make the necessary adjustments, weight will start to drop.

### **HOW CAN AN INDIVIDUAL TELL HOW MUCH DAMAGE HAS BEEN DONE TO HIS OR HER SET POINT?**

Many factors help determine how much damage has been done to the set point:

1. The length of time a client has eaten incorrectly, including:
  - a. Skipping meals
  - b. Time spent on low calorie diets
  - c. Time spent on low carbohydrate diets
  - d. Eating disorders
2. The age of the client (*Older clients have more resistant set points.*)
3. Stress level
4. Previous or current drug abuse

The more factors negatively impacting the body, the harder it will be to reprogram the set point, and the harder it will be to lose weight. Affected by these factors, the body loses its ability to rely on food consistently and uses weight as a protective mechanism.

### **THEN HOW DO I REPROGRAM MY SET POINT?**

The key fact is that fat is primarily burned in skeletal muscle. The more muscle an individual has the faster their metabolism and the lower the set point. The goal then is to build a nutrition and fitness structure centered on skeletal muscle growth or maintenance. Any loss of muscle will cause a higher set point and fat gain.

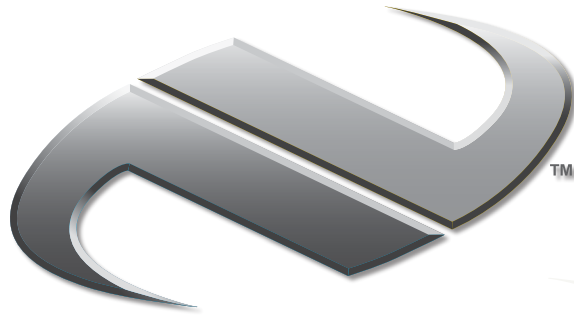
Many clients, particularly women, are afraid of becoming “bulky,” believing that muscle will make them bigger. This is a myth. As muscle is denser than fat, one pound of muscle is three times smaller than one pound of fat. The more muscle a person has, the less fat they have, therefore the size of the body is smaller and more compact.

The goal for each client is to consume the correct amount of calories at the correct nutrient ratios and within the correct meal intervals. The result of correct eating will cause stabilization of the blood sugar and the establishment of a solid nutritional foundation. Once the foundation is set, the body will begin to release fatty acids into the blood. Some fat will be burned in the muscle and some will be stored in a different location. When the blood sugar is stabilized and combined with consistent exercise the body becomes a fat burning machine!

To actually reprogram the set point, the next steps will involve the performance of correct types of cardiovascular exercise and weight training. Cardiovascular exercise will awaken the skeletal muscle and begin to burn fat during exercise and while the body is at rest. As cardiovascular consistency is achieved, weight training will begin to build the muscle and increase the size of the metabolic engine. For every pound of skeletal muscle built, an additional 30-50 calories will be burned per day. The transformation and reprogramming of the set point is now complete.

*At Venice Nutrition we teach our clients the power of a solid nutrition and fitness structure, and that by understanding the science of blood sugar stabilization, all results and goals are attainable.*





### ***SECTION III***

## ***QUALITY OF FOOD***

Here at Venice Nutrition we focus on teaching our clients that all foods are processed differently. The more ingredients in a food item, the faster it is digested, and the higher your blood sugar will rise. Remember, the foundation of our nutrition system is to maintain your blood sugar levels between 80mg/dl and 120mg/dl blood glucose. The maintenance of blood sugar will cause balance in the body and the consistent break down of fat. The more processed food you consume, the harder it will be to keep your blood sugar stable. This will only lead to slower results and may eventually prevent you from achieving any long-term goal. We could easily go into the physiological details of how food is digested and what causes the body to process nutrients faster than others. We believe it is important to keep things simple and direct. For that reason we will make this information as easy as possible to understand.

## THE GLYCEMIC INDEX

First, let's start with an explanation of the Glycemic Index. The Glycemic Index is a gauging device of how fast carbohydrate-containing nutrients are digested by the body. The lower a nutrient is on the glycemic chart the slower it is digested. Unfortunately, like everything else in nutrition, there is no black or white solution. Since everyone is an individual, the rate of nutrient digestion may vary from one person to another. There is a basic understanding that the fewer ingredients a nutrient has, the slower it will be digested.

There are 4 main factors that will effect the digestion of nutrients and affect the stabilization of the blood sugar:

1. The amount of dietary fiber in a nutrient
2. The state in which the food is eaten (dry/liquid, coarsely/finely ground, raw/cooked)
3. The combination of the three macronutrients: protein, carbohydrates, and fat per meal
4. The digestibility of starch in the food

The most important of these factors is the combination of protein, fat and carbohydrates per meal; nothing else matters if each meal is lacking one of the macronutrients. Once calories, nutrient ratios, and meal intervals are achieved on a per meal basis, it is time to focus on the other factors that will help stabilize your blood sugar levels, namely the quality of the food.

Venice Nutrition believes in pacing in order to avoid taking a client from one extreme to another. If a client is drinking soda everyday, the first goal would be for that client to drink diet soda, and eventually begin drinking water. If the soda is taken away abruptly, cravings will be increased, and the client will feel deprived. This may leave the client feeling that they cannot have food they want, which will lead to possible long-term consistency challenges. By pacing the client, they will achieve the goal, have the cravings controlled and feel inspired to continue making their nutrition a priority. Individual timing adjustments is our specialization at Venice Nutrition. We teach each client that they should enjoy the process and steadily move towards a nutrition system based on whole, unprocessed, low glycemic nutrients. Venice Nutrition will help you set a pace that will allow you to permanently achieve your short and long-term goals!

## QUALITY OF FOOD CHART

### Highest Quality: Least Processed and Least Refined

#### Protein

Beef  
Chicken - Fresh & Frozen  
Egg Whites  
Eggs Whole  
Fish - Fresh  
Turkey Breast - Fresh  
Soy Beans

#### Carbohydrates

Beans - Fresh  
Brown Rice  
Fruit  
Hot Cereals  
Vegetables  
Yams

#### Fats

Avocado  
Flaxseed Oil  
Natural Nut Butter  
Nuts  
Olive Oil

### Medium Quality: Medium Processed and Medium Refined

#### Protein

Cottage Cheese  
Canned Meat  
Cheese  
Garden Burgers  
Pre-Packaged Meats  
Sandwich Meats  
Yogurt  
Soy Meat - Packaged

#### Carbohydrates

Bread  
Beans - Canned  
Cold Cereals  
Crackers  
Pasta  
Potatoes  
Pretzels

#### Fats

Canola Oil  
Olives - Canned  
Processed Nut Butters

### Low Quality: Most Processed and Most Refined

#### Protein

Protein Powder  
Protein Bars

#### Carbohydrates

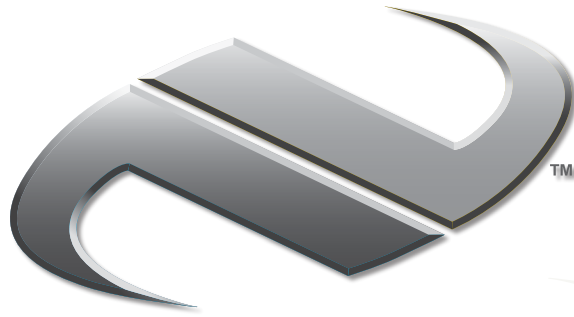
Ice Cream (NF, LF)  
Potato Chips  
Tortilla Chips  
White Rice

#### Fats

Butter  
Margarine  
Mayonaise  
Salad Dressing  
Sour Cream







## **SECTION IV**

# ***TIPS FOR SUCCESS***

We have created the Fifteen Tips for Success for each client starting the Venice Nutrition System. For optimal results we suggest you implement all fifteen tips and your coach will help customize each one to your specific goals.

### **I. TIP ONE: REMEMBER YOU ARE AN INDIVIDUAL**

- You might have a friend who can eat anything they want, and never gain an ounce of fat. Why is that? You may know someone who says, “Just looking at food makes me gain weight.” Why is that? Each person is a separate individual with their own genetic make-up. There are three body types and metabolisms that are determined by genetics, gender and compliance.

The three types are:

- **Ectomorph:** Someone with a fast metabolism, low set point (fat thermostat), has the ability to stay very lean and has a difficult time building muscle. Ex. A long distance runner.
- **Mesomorph:** Someone with a medium metabolism, medium set point (fat thermostat), has the ability to stay lean and build

muscle. Ex. A sprinter or wide receiver.

- **Endomorph:** Someone with a slow metabolism, high set point (fat thermostat), has the ability to build muscle and store high amounts of body fat. Ex. An offensive lineman.
- The majority of the population has characteristics of each body type. The important point to understand is that your genetics and gender are determined at birth, and your compliance, (the choices you make with your nutrition, fitness and overall health), will help you reprogram your metabolism to achieve your goals. People are gifted in different arenas; some have a very fast metabolism and never have to think about gaining body fat, some are extremely intelligent, or some have a great sense of humor. Bottom line, we all have strengths and challenges. The key to success in nutrition and fitness is to understand YOUR metabolism, and what level of compliance is necessary to teach your body to work for you. Comparing yourself to others will usually lead to disappointment and frustration. Every person has the ability to succeed; all you need to do is make the choice. The Venice Nutrition System provides each client with the correct tools to achieve permanent results and reprogram their body type.

## 2. **TIP TWO:** WEIGH YOURSELF AT THE MAX ONCE A WEEK

- Body weight is something that can fluctuate by 2 to 3 pounds from day to day. Remember that body weight is the 7th item on the checklist, because at times it may be an inaccurate measurement of progress.

There are many factors that may cause a temporary increase in weight from water retention:

- Lack of sleep
- Stress
- High sodium meal
- High carbohydrate meal
- Alcohol consumption
- Resistance training
- Menstrual cycle

- Daily body weight measuring usually leads to confusion because of weight fluctuation. The most important part of succeeding with the Venice Nutrition System is for each client to stay inspired and motivated about their progress and improved quality of life. Body weight is an important monitor of results and it is critical to have an accurate measurement system.

Here is a list of the best ways to measure body weight:

- i. Ideally only measure weight at the office of your Venice Nutrition Coach. Your coach will have the correct equipment to ensure the most reliable and accurate measurement.
  - ii. Only measure body weight at Max once a week.
  - iii. When measuring body weight, make sure it is at the same time of day and you are wearing the same clothing.
  - iv. Measure body weight on a calibrated and high quality scale.
  - v. When weighing in, also measure body fat percentage and body part measurements. It is critical to have other data when analyzing your results.
- The skill we like each client to learn is the ability to know their weight and body fat percentage without a scale and skin caliper. Knowing your body, feeling your weight, and using a scale as a tool for awareness is the key to becoming at peace with your body and weight.

### **3. TIP THREE: HOW TO OPTIMIZE YOUR SLEEP**

- **Sleep Recommendations:**

- **Learn the optimal hours you need to sleep:**

Everyone is different. Genetics determine how much sleep a person needs. The key is to determine how many hours you need to sleep each night to feel refreshed in the morning. Some people need 5, 6 or 8 hours a night. Most people know the amount of hours that work best for them. Remember that number and set up your schedule to achieve those hours. This will allow your body to optimally function and prevent any sleep deficits.

- **Create a dark environment:**

Less light triggers increased Melatonin release (your sleep hormone), which allows the body to enter into a deeper quality of sleep.

- **Create a quiet environment:**

Noisy environments have been shown to interrupt sleep cycles.

- **Sleep on a comfortable bed, pillow and sheets:**

Comfort allows your muscles to relax and your body to stay in the proper alignment.

- **Sleep schedule:**

Create a schedule that allows each day to be similar with wake time and bed time. Keep the range plus or minus one hour.

- **Naps:**

Only beneficial if taken at the same time each day.

- **Write down all thoughts at least an hour before bed:**

The mind seems to race at bedtime with thoughts of what to do the next day and life concerns. This happens to 90% of all clients we have worked with. The solution is making sure all thoughts are written down and dealt with at least one hour before bedtime.

- **Create proper down time:**

Many people work, watch TV, or exercise before bedtime. The mind needs to be prepared for sleep. The best recommendation is make sure at least an hour before bedtime you are beginning to relax and prepare your body for optimal sleep.

*A few examples:*

- **Taking a Bath**
- **Reading**
- **Light relaxing walk**
- **Listening to relaxing music**

#### 4. **TIP FOUR:** THE BEST WAY TO EAT YOUR MEALS, AND WHAT TO DO IF YOU'RE FULL

- Our goal is to awaken each client's metabolism. This is accomplished by eating frequent meals. This awakening process may take time so here are some recommendations to follow as you begin the meal plan:
  - The first meal of the day should be consumed within the first hour upon waking.
  - Each meal should be consumed every 3 to 4 hours.
  - The last meal of the day should be consumed within an hour of going to sleep. If not hungry eat  $\frac{1}{2}$  a meal of just protein and fat, no carbohydrates.
  - The goal is to be ready to eat when it is time to eat and satisfied after each meal.
  - If you are very hungry at meal time, you waited too long to eat, and if you are full after the meal, you ate too much.
  - If it is four hours after your last meal and you are still not hungry, then cut the meal in  $\frac{1}{2}$  and eat. If the  $\frac{1}{2}$  meal made you full, next time cut the meal into a  $\frac{1}{4}$  meal.

#### 5. **TIP FIVE:** MEALS AND SNACKS ARE THE SAME

- The great thing about blood sugar stabilization is that every meal is balanced with the correct amount for protein, fat and carbohydrates. In every meal plan there are meals listed as Breakfast, Lunch, Dinner and Snacks. We categorized the meals in that fashion because most clients like particular food items at different times throughout the day.
- That being said, any meal can be eaten anytime throughout the day and in any order. This means a breakfast meal can be eaten for dinner, or a lunch meal can be eaten in the morning. Every meal is customized to the correct nutrient ratios for each client, so all meals are equal.
- A snack is a type of meal that has fewer calories and is usually faster to prepare than the standard meals. A snack still contains all the correct nutrients (protein, fat and carbohydrates).
- Snacks and Meals can be interchanged throughout the day. It is important for each client to develop a daily system that works for them and keeps their blood sugar stable.

## 6. TIP SIX: OPTIMIZE DIGESTION BY EATING FOOD IN ORDER

- Blood sugar stabilization is based upon balance. During the digestion process, each nutrient is chemically broken down at a different pace. Carbohydrates break down the fastest, then protein, and then fat. By consuming your nutrients in a particular order it helps slow down the digestion of the carbohydrates and keeps the blood sugar stable.

*Here is the order we recommend:*

- Eat your protein first. Protein begins its chemical breakdown in the stomach.
  - Eat your fat second. Fat slows down the release of HCL (hydrochloric acid), the acid of the stomach. The breakdown of all nutrients is slowed down by less HCL.
  - Eat your carbohydrates last. Carbohydrates begin their chemical breakdown in the mouth. Eating them last in the meal allows the other nutrients to begin their digestion process first. This enables a better time release of all nutrients into the blood and prevents a blood sugar spike.
- Please remember this is a suggestion. We have many clients who achieve fantastic results and consume their nutrients all together. Experiment and see if you notice a difference.

## 7. TIP SEVEN: THE DIFFERENCE BETWEEN COMPLETE PROTEIN AND INCOMPLETE PROTEIN

- There are 20 amino acids needed to build the various proteins used in the growth, repair, and maintenance of body tissues. Nine of these amino acids are called “essential”, meaning they must come from the diet.
- There are two different types of proteins:
  - **Complete Protein:** Has all the essential amino acids, and can be found in meat, poultry, fish, eggs, and dairy products.
  - **Incomplete Protein:** Lacks one or more of the essential amino acids, and can be found in all plant sources of food.
- We have seen with clients that complete protein is by far superior to incomplete protein in regards to blood sugar stabilization.

## 8. **TIP EIGHT:** THE POWER OF MEASURING FOOD AND JOURNALING TO INCREASE AWARENESS

- Venice Nutrition's purpose is to teach you how to become aware of your food, and show you the path to achieving your goals. The first step is to make sure you are eating the correct food portions for the purpose of stabilizing your blood sugar. The two best ways to become aware are by journaling and measuring your food. Here are some great reasons to initially journal and measure your food:
  - It will get you the fastest and best results.
  - It will educate you on food portions. *VERY IMPORTANT: All Food is measured uncooked, unless the abbreviation CKD(cooked) appears next to a food item on your meal plan.*
  - It will teach you how to eye foods and be able to eat in restaurants, while still staying in the correct nutrition parameters.
  - It will teach you to add diversity to your meal plans and make correct exchanges.
  - It will provide your coach with the necessary information to help you achieve your goals.
  - It is temporary, just long enough to learn your portions, and make your nutrition your own.
- Measuring and Journaling your food is a minor investment of your time, and a maximum return on RESULTS!

## 9. **TIP NINE:** THE CONVENIENCE OF PROTEIN BARS, POWDERS AND SHAKES

- The key to blood sugar stabilization is to eat a balanced meal every three to four hours. Many of our clients live a busy lifestyle and sometimes eating a balanced meal is a challenge. When that is the case, a protein supplement is a fantastic alternative. When consuming protein supplements please keep these points in mind:
  - Protein supplements are very beneficial to a nutrition program as long as the meal plan primarily consists of whole foods.
  - The supplements should only be consumed once or twice a day and the remaining meals should consist of whole foods.

- Consume the highest quality supplements with the best ingredients.
- If a supplement causes any indigestion, experiment with a different product.

## **10. TIP TEN:** COFFEE AND ALCOHOL ARE ALRIGHT WHILE CONSUMED IN MODERATION

- When starting a program the goal is to work the system into your lifestyle. Many of our clients still drink a cup of coffee in the morning and may have an occasional glass of wine with dinner. Alcohol and coffee consumption only become a challenge when taken in excess and the body becomes reliant on them. Let's discuss some tips on how to best consume coffee and alcohol and still achieve your results:
  - **Coffee**
    - Drink your coffee with a meal. Caffeine is a stimulant, and will suppress your appetite. Eating a balanced meal with a cup of coffee will keep your blood sugar stable and also protect your stomach from the acidic affects of caffeine.
    - Choose low calorie coffee drinks.
    - Limit drinking coffee to the morning. Afternoon coffee consumption can cause sleep irregularities.
  - **Alcohol**
    - Alcohol has 7 calories per gram. Alcohol cannot be used for energy so it will either be stored or excreted by the body.
    - To prevent overconsumption of calories in a meal with alcohol, we recommend you remove the heavy carbohydrates. The meal would consist of protein, fat and alcohol. An example would be a piece of salmon (protein and fat), vegetables, and a glass of wine.
    - Limit Alcohol consumption to maximum 2-3 glasses per week.
    - Sleep patterns have been shown to be interrupted by late night alcohol consumption.

## **11. TIP ELEVEN:** THE BEST WAY TO ORDER FOOD IN RESTAURANTS

- Restaurants are in business to have great tasting food. Normally that means each dish consists of a good amount of fat, heavy carbohydrates, and salt. There are many ways to enjoy a meal out, and still eat healthy and stay within

your nutritional parameters. Here are some of our recommendations:

- Request all food items to be prepared without oil or butter.
- Request all sauce on the side.
- Each meal will have more fat than expected, so be cautious on heavy carbohydrate consumption (brown rice, potatoes, pasta, bread, etc.).
- Center each meal on protein first, then fat, then minor heavy carbohydrate, and then salad or vegetables.
- Enjoy your meal and eat at a slow pace. After the meal the goal is to be satisfied and content.

## 12. **TIP TWELVE:** A DESCRIPTION ON HOW TO PERFORM THE CORRECT EXERCISE TECHNIQUE AND THE BEST EXERCISE SELECTION TO ACHIEVE YOUR GOALS

- **Exercise Technique:**

The key in proper technique is to maximize muscle fiber recruitment and prevent injuries. Here is a list of what you should focus on while performing all exercises and some additional tips for cardiovascular exercises:

- Keep body upright and head up.
- Maintain a slight arch in lower back.
- Tighten entire abdomen region (transverse abdominus, rectus abdominus, external and internal obliques).
- Keep shoulders back and chest slightly pressed outward.
- Breathe in rhythm; for example, exhale every 3 seconds and inhale for 3 seconds, then repeat.
- Perform all **Cardiovascular Exercise** with the technique described below to achieve optimal muscle fiber recruitment:
  - BODY IN BALANCE STATE
  - **NO HOLDING HANDRAILS OF MACHINE**
  - Heel strike; majority of initial weight should be placed on the heel and gluteus while still keeping body in a balanced state.

- Contract gluteal muscles.
- Keep knee in line with heel, never leaning over toes!
- Shift weight to ball of foot, while keeping body upright and knee in line with heel.
- Push off ball of foot while continuing to contract all working muscle fibers.
- Repeat for other leg.

- **Exercise Selection:**

By choosing movements that recruit maximum muscle fibers you will get the best quality workout and it will yield the best results. Here is a list, with examples, of what makes an exercise optimal:

- Low impact (positive stimulation of Central Nervous System[CNS] and increase of bone strength)
  - Ex. walking, stair climbing
- Some level of gravity resistance (recruits more muscle)
  - Ex. incline, walking up hill, push ups
- Soft surface- easy on joints
  - Ex. sand, grass, track, treadmill
- Activates major muscle groups (70% muscle mass in lower body)
  - Ex. jogging, stair climbing, squats
- Familiar movements for body
  - Ex. pull ups, walking
- Decrease risk of injury, if performed correctly.

### **13. TIP THIRTEEN:** THE OPTIMAL DURATION AND INTENSITY OF CARDIOVASCULAR EXERCISE

- As we discussed in the five parts of health, there are two types of cardiovascular exercise: 1) Standard Cardio (Aerobic) and 2) Interval Training (Anaerobic). We will explain the best types of duration and intensity for both.

- **Duration: Standard Cardiovascular Exercise (Aerobic)**
  - The body begins by burning fat and sugar equally. The longer duration at the correct Intensity level (Target Heart Rate[THR]) the more fat is metabolized, and less sugar is required for fuel. This means the Longer Duration = Better Results. Here is a chart perfectly illustrating **Longer Duration = Better Results**.
  - The recommended Duration for Each client is a minimum of **30 Minutes per Session**.

## Exercise Duration: Aerobic Exercise

### Standard Cardio

- The longer duration the better the results
- Duration: minimum 30 mins per session

Duration	Intensity	Fat	Sugar
REST	NONE	50%	50%
10 MIN	THR	40%	60%
20 MIN	THR	60%	40%
30 MIN	THR	70%	30%
40 MIN	THR	75%	25%
50 MIN	THR	80%	20%
60 MIN	THR	85%	15%
<b>120 MIN</b>	<b>THR</b>	<b>99%</b>	<b>1%</b>

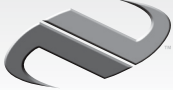


- **Duration: Interval Training (Anaerobic)**
  - Interval Training lacks a steady supply of oxygen. Duration of Interval Training is critical because if the duration is too long the body will begin to cannibalize its muscle tissue to create glucose. Interval Training needs to be short and sweet.
    - **Less Duration = Better Results**

- **Duration: Maximum time 30 minutes per session.**  
 Each 30 minute segment should consist of 30-60 seconds of a full sprint or a movement of choice, followed by 60-120 seconds of recovery, and repeat the same protocol for a total of 30 minutes.
- **Intensity: Standard Cardiovascular Exercise (Aerobic)**
  - **The intensity level for aerobic cardio should be a steady consistent pace and heart rate.**
  - The key to understand when it comes to aerobic intensity is that many factors come into play. Every day is different, one day you might have less energy than the previous day. Do you still function at the same THR? What we have seen is that each client uses their THR for a starting point, and the best test is to monitor intensity level by **Perceived Exertion**.
  - **Perceived Exertion** means if the intensity feels too high, then it is. If you are out of breath, slow down. It also means that if the exercise feels too easy then it is, so increase the intensity. **To maximize Fat Burning, the Intensity level needs to be moderate, steady, challenging, and Oxygen must be present!**

**THR & Perceived Exertion**

Intensity Too Low		Intensity in Correct Range		Intensity Too High	
Fat	Sugar	Fat	Sugar	Fat	Sugar
60%	40%	80%	20%	40%	60%



- **Intensity: Interval Training (Anaerobic)**
  - The intensity level for anaerobic cardio should be peaks and valleys. There should be a high HR, followed by a recovery HR, then repeated.

- **Perceived Exertion** is also used for Interval Training. The first goal is to set a baseline with heart rate levels, and then each day may be different. Someday you may have more juice and go higher than your normal levels and sometimes you may have less juice and train at a lower level.

#### **14. TIP FOURTEEN:** THE BEST WAYS TO TAKE YOUR SUPPLEMENTS

- Supplements are taken to enhance a nutrition system and make sure all nutrients are being consumed. It is important to have optimal absorption. Here are some tips on how to achieve that goal:
  - Take all supplements with food.
  - Drink at least 8 oz of water with supplements.
  - Take your supplements at a scheduled time each day to create a habit.
  - A high quality tablet is superior to a capsule. If taking a supplement causes any stomach pain, we recommend using a chewable tablet.
  - If you are taking fish oil gel caps (omega 3 fatty acid) and they are causing indigestion, switch to flax seed oil gel caps.

#### **15. TIP FIFTEEN:** THE BEST WAYS TO STAY HYDRATED

- Water is so critical for digestion. It is important to drink water throughout the day and keep the body hydrated. Here are some tips to ensure proper hydration:
  - Drink at least 8 oz of water with each meal, and an additional 8 oz in-between each meal. The more you can drink the better!
  - Urine should always be clear.
  - Always carry a water bottle with you throughout the day.
  - The more you perspire, drink caffeinated beverages, and exercise means the more water your body will require to avoid dehydration. Make sure you replace what you lose.

*Implementing these fifteen tips will help maximize your results and build a permanent Health Structure for life!*























