

GET STARTED ON A LOW CARB DIET



**THE BENEFITS OF A LOW CARB LIFESTYLE EXPLAINED
AND DETAILED GUIDANCE ON GETTING STARTED**

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Introduction

Maybe you're looking to lose weight (WITHOUT HUNGER) or you have Type 2 Diabetes, or the Metabolic Syndrome? Maybe you have (or are worried about developing) Cardio Vascular Disease or you have some other chronic disease that you have heard can be effectively addressed by adopting a low carbohydrate lifestyle. Or maybe you are an athlete and you have finally realized that it is not all about carbs and you can perform more effectively on fat. Whatever it is, you are in the right place.

The Catastrophe

Since 1977 the US government's Dietary Guidelines have steered us towards a catastrophic epidemic of Morbid Obesity, Type 2 Diabetes, Heart Disease, Cancer and a whole slew of other chronic diseases. A High Carb, Low Fat Diet is exactly the opposite of the diet we have been following for much of our 200,000+ year existence. The recommendations state that we should eat six to eleven portions of grains per day and that sugar was absolutely fine to add to everything. Over time the rest of the Western World followed suit and the supermarkets shelves became inundated with low-fat food products.



If Not High Carb, Then What?

Ansel Keys published a manipulated study in 1953 that set this whole thing on the road to nowhere. Leaving out the majority of the data collected for the study and cherry picking data from a few hand-picked countries to fit his graph, he showed that eating fat, especially saturated fat, was bad for you and that it is a primary cause of High Blood Pressure, Heart Disease and Obesity. This is simply not true. The truth is that it is the carbohydrates, particularly refined carbohydrates and sugar, that are the cause of all these chronic illnesses. Vegetable (seed) oils and their derivatives such as margarine are also a contributing factor to Heart Disease, despite claims to the contrary from manufacturers.

Of the three macronutrients in our diet, namely protein, fat and carbohydrates, only carbohydrates are non-essential for human life. We cannot function properly for more than a few days without eating fat and without adequate protein we develop protein-calorie malnutrition within a few months. But avoiding carbohydrate has no short- or long-term effects on humans. The brain does require a very small constant supply of glucose but this can be produced in the liver from fat and protein via a process called gluconeogenesis.

Misconceptions

Once people are told that they should be eating saturated fat, almost always the first question out of their mouths is: "but what about my cholesterol?" More and more excellent research now shows that cholesterol is not, in fact, the culprit but rather inflammation in your arteries. Sugar is the most inflammatory thing you can put into your mouth and the cholesterol just acts as a band aid to try to repair the damaged artery wall. No inflammation, no cholesterol deposits. It just flows on through the arteries to perform its critical functions in our bodies necessary for survival. So a high carbohydrate diet will always foster inflammation in the body, not only in the arteries but the brain, liver, digestive tract and joints leading to many of the chronic diseases we see today which are supposedly 'incurable'. Relief from all the above is regularly experienced in a relatively short time after adopting a Low Carb Diet. All the latest credible research shows that adopting this Low Carb Lifestyle will help you lose weight, improve a number of common ailments and increase your energy levels. It will also likely help treat and even reverse Type 2 Diabetes and improve all the important risk markers for Heart Disease.

The Course

Our course runs over 6 weeks and provides systematic guidance for you to follow on a week by week basis to get your head around this lifestyle and help you with practical advice so that you can be successful in adopting it and

enjoy the multitude of health benefits it provides. The coaching provides mentoring and ongoing support to help you deal with problems and concerns as you undertake this journey.

- Lessons on the Low Carb Lifestyle
- Help with Meal Planning
- All your questions answered
- Personal mentoring
- Super support from community Forum

Hear From The Top Scientists and Physicians

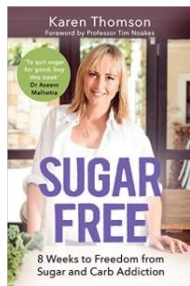
More and more real science is showing that what we have been taught is wrong. Listen to some of the world's leading researchers and physicians describe what they have found and experienced. Some of them are fairly long but I found them totally absorbing and by the time I got through all of them I totally understood why I need to change my lifestyle and, in the process, change my life forever!

<p>How do carbohydrates impact your health?</p> 	<p>The SkinnyNews Tim Noakes</p> 	<p>The Great Diet Controversy Tim Noakes</p> 
<p>The Big Fat Surprise Nina Teicholz</p> 	<p>Why We Get Fat Gary Taubes</p> 	<p>The Great Cholesterol Myth Jonny Bowden</p> 
<p>Keto Adaptation and Performance Jeff Volek</p> 	<p>LCHE For Elite Athletes Tim Noakes</p> 	<p>Heart of the Matter - Cholesterol Drug War</p> 

[Get Started Today](#)

Keto Koaching

First of all, I think we would like to address the common concerns about eating Low Carb and dispel a few myths in the process. Let's start out by defining what we are referring to when we talk about a Low Carb diet. There are a number of versions of Low Carb diet, like the Atkins Diet and the Paleo Diet and many others. They all differ in some way, some greater than others. Our main focus is on what would most accurately be described as a Ketogenic Diet or Banting, which is named after an undertaker who famously made this diet very popular in England in the 1800's and has become a phenomenon in South Africa. Whatever your choice of Low Carb Lifestyle, we are here to support you.



First order of business, and most important, is to "eliminate sugar and all processed food". More than 85% of all the thousands of new products entering our marketplace each year contain some form of sugar. Sugar and processed carbohydrates are poison and they have to go, no matter what diet you choose! Now for me, that turned out to be easy but sugar addiction is very real and very powerful. We are blessed to have input from a consultant on sugar addiction to help you beat this. Karen Thomson is just awesome! She is speaking at our conference in San Diego in July 2016. See the '[Speakers](#)' page on the website. Her book also becomes available in June 2016. [Click here to reserve a copy now.](#)

We often hear that *the diet is not sustainable* but we have found it to be quite the opposite. First of all, we don't treat it as a diet but rather as a lifestyle. It's not some diet where you find yourself hanging on by your fingertips, only to go back to your old ways once you attain your goal. You'll just put the weight back on with interest. Once you 'Ditch the Carbs' and start cooking real food and see all the amazing Low Carb Recipes and all the foods you can eat that you weren't "allowed" to eat before, it's easy! Pam and I find that we start salivating and look forward to the next awesome meal so much that we never even think about the bland pasta or rice or potatoes that are no longer on the menu. In fact, once you start to become adapted you feel so much more energetic and healthy and you feel so terrible if you do slip and eat a bunch of carbs, that you don't want to touch them again.



This is not a high protein diet. We advise a very low carbohydrate intake (<10%), derived mainly from leafy green vegetables like kale and spinach as well as broccoli, cauliflower and Brussel sprouts and many others. For me, this meant a whole lot more vegetables than I had ever eaten before so I was clearly off to a good start. Our protein is derived predominantly from fish, chicken (poultry), red meat, full cream dairy products and eggs. Protein intake is moderate, maybe 20% - 25% of your total calorie intake and the rest is healthy fats, mainly saturated fats including butter and coconut oil, Omega 3s and monounsaturated fats like Olive Oil and Avocado Oil and

Macadamia Oil. Vegetable and seed oils are to be avoided at all costs.

The other main argument we hear is that *all this fat will clog our arteries with cholesterol* and give us heart disease. All the latest research on this says, 'absolutely not'. Just watch either, or both, of the videos above on

cholesterol and the 'Cholesterol Myth' if you are not convinced. In fact, the latest research shows that it is the inflammation caused by carbohydrates that is really at the root of arterial damage and heart disease.

The truth is that *a Low Carb Lifestyle improves our health in almost every way* – it results in weight loss, it reduces hunger, it has been shown to effectively treat Type 2 Diabetes and even reverse it in some cases, it improves the metabolic syndrome, blood lipid profiles, the list goes on and on.

Get Started Today

Preparation

Before we get started let me just say that the guidance I am providing here is based on my extensive research and personal experience. It is not intended as medical advice in any way (see [full disclaimer](#)). You are advised to consult your physician before you embark on this journey, especially if you suffer from any ailments, are pregnant or breastfeeding, or you are a minor. That being said, if your doctor is not open to the concept of Low Carb Diets, he or she will NEVER support you on this, or advise you correctly, no matter what. If I were you in that situation, I would find a Low 'Carb Friendly' doctor without delay.

Adopting a Low Carb or Ketogenic Lifestyle is a big deal. Yes, it will change your life forever, but it takes a lot of courage and determination to start with since you are now going against convention. You not only have to overcome the fear of fat, ingrained by nearly 40 years of brainwashing, but you will likely encounter a lot of resistance from your friends and possibly even your own family.

The foundation for that conviction must come from two places. First there is the science, for which there is more and more irrefutable evidence that this lifestyle is the right thing for most people. If you have not watched any of the [videos](#) above, you need to spend some time this week watching them. You need to believe in the science. Second is the anecdotal evidence. Some of the stories of people's recovery from Morbid Obesity, Type 2 Diabetes and many other chronic diseases is truly inspiring. At the end of the day it is still your own personal journey and you have to find what inspires you and what works for you.



Lesson 1 - Tracking



The only way to adopt a Ketogenic Lifestyle successfully is to track the macronutrient profile (carbohydrates, protein and fat) of everything that passes your lips. That is the only way you can make sure your consumption of carbohydrates is low enough and that your diet is properly formulated. The first step is get a food tracker and learn how to use it. I have tried 6 different trackers since I started this journey and they all have their pros and cons, but the one I have found most useful and easiest to use is, by far, the one from [Cronometer](#). They have some really good videos to teach you how to use it. You can use whatever you like (you can even write it down on a piece of paper,

if you like) but you must start tracking this week. If you are anything like me, you will be horrified when you realize what you are eating.

Once you have [Cronometer](#) set up, you will find that they have a really good database of foods already available, but you are bound to come across some that are not in the database, so you have to create a custom food type and for that you need to learn how to read the nutrition labels on the packages. First thing is the **% Daily Value** column down the right hand side. It assumes that every person in the world needs the same amount of each nutrient each day and furthermore it is based on the current government dietary guidelines which we know are, of course, garbage!

Next is the portion size. When you are entering or creating a Food Type in the tracker, all the numbers you enter are relative to the portion size which is right up there under the 'Nutrition Facts'. Once you have entered that then go on and enter the values for calories, Fat (Lipids), Saturated Fat, Carbohydrates, Fibre and Protein. Don't worry about anything else. Once you have entered the food type it is done and you can use it over and over from there on out. You can also create recipes for dishes you make a lot and then you only have to enter all the different ingredients once.

Nutrition Facts	
Serving Size 1 Cup (28g)	
Amount Per Serving	
Calories 110	Calories from Fat 70
%Daily Value*	
Total Fat 8g	12%
Saturated Fat 2g	10%
Sodium 10mg	1%
Total Carbohydrate 5g	2%
Dietary Fiber 2g	8%
Sugars 3g	
Protein 3g	
Calcium 8%	Iron 25%
Not a significant source of trans fat, cholesterol, vitamin A, vitamin C.	
* Percent Daily Values are based on a 2,000 calorie diet.	

You should also start adding some biometrics. Weight is the most obvious one but you should take some measurements as well: waist, hips, thigh, upper arm and any others you choose. Men might only need the waist measurement but it is often useful for ladies to track a few others. I track my weight every day and measure my waist about once a month. If you get freaked out by the daily variances in your weight due to water retention and other metabolic changes that are occurring constantly in your body during this journey, then weigh yourself once a week, or even once a month. Just do it at the same time every day, preferably in the morning after you have been to the toilet. That will give you the most consistent comparison. Do your first set of measurements the morning you start for real. The beginning of Week 1.

Lesson 2 - Measuring Ketones



Next week you will learn a whole lot more about Ketosis. As you reduce the carbs and your body starts to burn fat for fuel it produces something called ketone bodies which are also burned as an alternative to glucose. You are considered to be 'in Ketosis' if the concentration of ketone bodies in your blood stream is between 0.5 and 5 mM/L. In order to know whether or not your body is in Ketosis, you need to be able to measure it in some way.

Three types of Ketone Bodies are produced, Beta-hydroxybutyrate which can be measured in the blood, Acetoacetate which is excreted in the urine and Acetone which is excreted via the

lungs. Ketone test strips are by far the cheapest and easiest, but also the least accurate. During adaptation your kidney function changes and for some people that means a reduction in the Acetoacetate excreted and so you get a negative reading when, in fact, you really are still in Ketosis. Worst is, you don't know if you are that person.

Testing Beta-Hydroxybutyrate is the most accurate but also the most expensive and invasive. You have to prick your finger every time to get a reading and, while [the meter](#) itself is quite cheap, the [testing strips and the lancet needles](#) get very expensive over time. But if you are a stickler for accuracy, you may need to get one of these.



The World's First Commercially Available Reusable Breath Ketone Analyzer

KETONIX 2015, the Next Generation!



[Click here for more information](#)

There have been great advances in the technology for this last device. The **Ketonix** device is like a breathalyzer and it measures the concentration of acetone in your lungs. The great thing about this device is that there is a once off charge and then you can reuse it as often as you please. It connects to most devices and can store all the readings you take for analysis later. They are also just about to release a feature whereby you can share that data with me or your physician and we can take a look at it and see if we can help you through a phase you are struggling with.

Lesson 3 - Exogenous Ketones

Something you will learn about next week is the 'Keto-Flu'. If you drastically reduce your carb intake, your body starts to use up its glycogen stores in the muscles and liver. As these become totally depleted (normally after about 5 days) your body has to find an alternative for fuel and that is when it has to resort to oxidizing fat and producing ketones. This is not something it has been used to doing so there is an adaptation period. During this time, you will notice a distinct lack of energy and possibly even a little light headedness which can last for 7 - 14 days. The dizziness is easy to address by increasing the amount of salt in your diet, but the dragging is often the fundamental reason people don't succeed on a Ketogenic Diet. However, just recently **Pruvit** introduced a source of **Exogenous Ketones**. Dr. Dominic D'Agostino is due to talk at our Low Carb San Diego 2016 event about the latest research into ketone supplementation. What they can do is provide an external source of ketones so that your body has something to burn while it is undergoing adaptation.



I did not have it available to me when I first went through adaptation but I have been using it every day since and it certainly helps when I have had a bad day, or a night on the town and I have been kicked out of ketosis. While I feel a mild bump as I re-adapt, the effects are minimal. Although research on this is still ongoing, there are thousands of anecdotal testimonies that it is very

effective. People who are unable, for whatever reason, to adhere to a strict ketogenic diet may use **Exogenous Ketones** to enjoy some of the benefits without truly being in ketosis. If you are going to use **Keto//Os** as part of your regimen, then you should order it now so it arrives before you get hit by the 'Keto-Flu'.

Lesson 4-Planning the Groceries

The other essential gadget you need in order to get started is a **good food scale**. If you don't already have one, you can get one really cheaply so order one now to make sure it arrives by the time next week comes around. Now that we have everything in place, we can start learning how to stock our pantry and create a grocery list.

Also, talking about scales, you are going to need to start weighing yourself so, if you don't already have one, you should get a **bathroom scale** before next week. You'll also need a **tape measure** to measure your waist and thighs and upper arms etc. so make sure you have both these items.





Now it's time to visit **Pam's Pantry**! First of all, there are the essential items that every good Keto Kitchen should have at all times. These are items that you will need during cooking and also to have on hand should a little hunger set in and you need a snack. Remember, you should never be going hungry. If you are hungry then you need to eat, but you should always be eating the right foods so having a stock of great Keto Snack foods ensures that will happen.

On the **Keto Essentials** page, we have listed out all these items. You do not need to have every single one of these in your pantry. Choose the ones that appeal to you and your budget the most. So start creating your shopping list by adding your choices from the **Keto Essentials** page.



Now take a look at the **Meal Planner**. We thought about this long and hard and decided that an exact daily meal plan was not the best way to go. Everyone is different with different schedules and different needs. Instead, what we have done is provide you with a list of suggestions for different meals. You do not have to stick to the suggested meals, they are just what they say they are, suggestions. You can come up with any meals you like. You decide what you think might work for you each day and add all the required groceries for those meals to your shopping list. We suggest you now go out and get your pantry stocked before you start on Week 1.

Ready To Get Started? Let's Do It.

