

# The Clean Eating Manifesto

Fit Chicks! Approach: love your body, keep learning more, and let us help YOU do nutrition right!



*Healthy and clean eating is an ongoing process that requires awareness, knowledge, and practice – Dr. Andrew Weil*

Clean eating is a deceptively simple concept. Although there are a few different official definitions of "clean eating", Fit Chicks! likes this one:

Clean Eating - rather than revolving around the idea of ingesting more or less of specific things (for instance, fewer calories or more protein), the idea is more about being mindful of the food's pathway between its origin and your plate. At its simplest, clean eating is about eating whole foods, or "real" foods. Those foods that are unprocessed or minimally processed, refined, and handled, making them as close to their natural form as possible.

Does this mean the Whole 30 Diet is better than the Paleo Diet? This is a trick question! Because at Fit Chicks! we don't do "diets," we learn to make healthy eating a lifestyle that results in weight loss, energy, emotional wellness and fitness.

**Checkout Recipes at [www.BeAFitChick.com](http://www.BeAFitChick.com)**

Welcome to Fit Chicks!,  
the fitness and nutrition  
studio for dedicated  
women

## Our 3-Step Approach

- ONE** Fitness
- TWO** Nutrition
- THREE** Well-being



Cut the C.R.A.P. → We're cutting back (or eliminating) carbonated drinks, refined sugars, alcohol, artificial sweeteners and processed foods!

## Why Is Processed Food “Bad?”

In two words: It's not. Or rather, processed foods are *not* categorically bad, but hyper processed food is.

"Processing is not always bad," says Jessica Fanzo, assistant professor of nutrition at Columbia University. "Often processing removes toxins or bacteria, or allows for us to eat certain types of foods in off-season due to freezing or canning." Processing "can also include altering the consistency or taste of food to make it more appealing," Fanzo adds. So that delicious post-workout grilled salmon you had? You were likely able to down that amount of protein because your fish was somewhat processed *#grilled*.

As you can probably guess, the health problems associated with ultra-processed food are numerous. Highly processed foods are stripped of nutrients needed for overall health; and heavily modified food tends to have additives that over-stimulate the production of dopamine, the "pleasure" neurotransmitter, perpetuating a negative cycle of constant junk food cravings. These types of foods are found at fast food spots like McDonald's and Pizza Hut, and popular quality restaurants, like Olive Garden, Bob Evan's and PF Chang.

In a 2011 article published in the *Journal of the World Public Health Nutrition Association*, Carlos Monteiro, professor at the Department of Nutrition of the School of Public Health at the University of Sao  
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### Healthy Food Comes From the Earth, Not a Box

*"With nutritionally-depleted foods, chemical additives and our tendency to rely upon pharmaceutical drugs to treat what's wrong with our malnourished bodies, it's no wonder that modern society is getting sicker," says Dr. Andrew Weil, Director of University of Arizona's Center for Integrative Medicine and Founder of Arizona Integrative Health Center*

Pizza Hut Now Offers A Doritos Crust



Ultra processed foods like meals from fast food spots and family restaurants are manufactured to be mentally and physically activating because most contain a potent combination of sugar, fat and salt which increases your desire for them. Plus, ultra processed foods are easier to chew which has you consuming more of them.

## What Counts As Processed Foods?

Additions of any kind — everything from salt, sugar, and fat to aid flavor and mouth feel, to preservatives that keep food from spoiling too quickly, to the vitamins enriching everything from beverages to breakfast cereal.

Changing the form of the natural food — for instance, removing the bran and germ from whole grains to create refined bread, mashing apples into applesauce, or stir-frying veggies.

Foods with components manufactured in a lab — ingredients that are not natural, e.g. you can't pronounce.

In that light, processed food includes everything from a hot dog (where do we even begin?) to jarred organic pasta sauce and instant oatmeal.

# Fit Chicks! 10 Food Rules

“Clean Eating” is a lifestyle, not a fad diet and therefore, it’s important you decide what foods, menus and meal preparing strategies work. With our help, you discover how to be “**healthy and happy**” based on the simple food rules.

**Summary of the 10 Food Rules:** 1) Eat breakfast; 2) Eat every 2-4 hours; 3) Drink more water; 4) Eat enough protein from variety of sources; 5) Hit your complex carb target; 6) Eat healthy fats; 7) Stay in your calorie range; 8) Take supplements if you need them; 9) Treat yourself with food (occasionally); and 10) Set a personal alcohol rule



- **Great Cookbooks**  
 - *Cooking Light’s Weeknight Meals*  
 - *How To Cook Everything Fast*

**ONE – Breakfast:** Eat breakfast within an hour of waking up, even if it’s a “breakfast snack” like 18 almonds, small protein drink, or a hard-boiled egg.

**TWO – Times:** Eat every 2-4 hours throughout the day. Usually this looks like 3 meals and 2-3 snacks, or 6 SMALL meals.

**THREE – Water:** Drink more water, between 70-120 oz. each day depending on your body fat percentage, medications, and activity level.

**FOUR – Protein:** Eat enough protein. If you’re focused on losing weight and getting toned, target 90-120 grams per day from a variety of sources like soy, lean meats, dairy, legumes, cruciferous vegetables and some grains.

**FIVE – Carbs:** Hit your carbohydrate target by incorporating complex carbs like legumes, grain and vegetables that contain fiber, iron, and a little protein, plus are LOW in sugar.

**SIX – Fats:** Avoid “killer fats” and “fat-free” eating, instead include really **healthy fats** like avocado, nuts, and flaxseed in your Master Meal Plan

**SEVEN – Calories:** It’s important to note that eating clean doesn’t give you free reign to eat endless quantities. They may be healthy, but they still have calories! What your **PORTION** size.

**“When you know better, do better” Maya Angelou**

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**Resources:**

*One-on-One Nutrition Consults, in-studio Seminars, Accountability Club (virtual)*

*The Basics of Cooking Everything (book)*

*Food Labels Debunked (handout)*

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**EIGHT – Supplements:** Take vitamins, minerals, and bioidentical therapy, if you need an extra boost to feel your best.

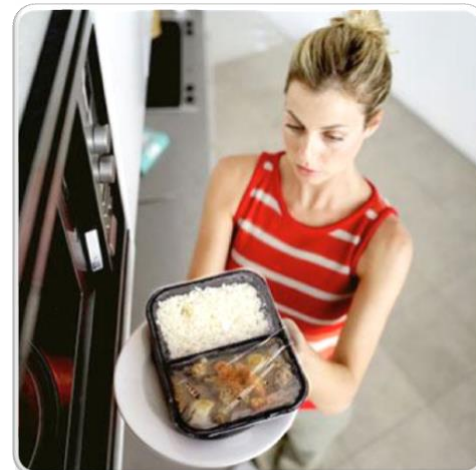
**NINE – Alcohol:** Know how drinking alcohol is affecting your weight, wellness, habit and health. Then decide **your alcohol rule**.

**TEN – Treats:** Eating food makes us happy, overeating it doesn’t. So, it’s okay to have treats when you follow two rules of thumb: treats are planned **occasionally** and **contained**.

## Continued from Page 2 – Why Is Processed Food So Bad?

Paulo, argues that having ultra-processed foods touted in a way that makes it seem good for you — *less sodium! no trans fats! vitamin-enriched! high in protein!*— actually causes more damage to our collective understanding of “healthy eating” than we may realize.

In *The End of Overeating*, Dr. David Kessler, M.D., former FDA Commissioner explains how humans, much like Pavlov's dogs, **become** hardwired to anticipate foods with sugar, fat, and salt, *three KEY ingredients in almost all ultra-processed foods*. The food industry has learned what humans want, and is only too happy to give us what we crave. We quickly become trapped in a vicious cycle of dopamine-fueled urges when we want food, and opioid releases when we eat it. If dopamine and opioid sound familiar, it's because they play a major role in alcohol and drug addiction. Dr. Kessler draws a direct connection between food's power over people, and the pull of alcohol and drugs. It truly isn't a stretch to say, "I'm addicted to chocolate covered bananas, pizza, Cinnamon Toast Crunch, and Taco Bell."



## Good Sense

*“Up to two-thirds of those on a diet regain more weight than when they started.”*

– Study from University of California, Los Angeles

*“Eat food. Not too much. Mostly Plants.”*

– Michael Pollan, *In Defense of Food*

*“Eating is a natural way to feel happy. Overeating isn't.”*

– Deepak Chopra

## How DO You Clean Eat?

### 1. Create a Master Meal Plan (MMP)

Use it as a roadmap. It will help you stay organized or help when a course correction is needed.

### 2. Cook More (Even If You Need to Learn To Cook)

The act of cooking empowers you to control exactly what goes into your food, which automatically puts you in control of being a cleaner eater. When you follow a recipe, you become the driver of what is in your food and where it comes from. Cooking allows you to cut back on added salt and sugar—and to completely remove preservatives, artificial flavors and colors, and trans fats from your plate.

### 3. Balance Your Plate

Make half your plate fruits and veggies. Shop from farmers' markets, produce stands, or—even better—grow your own. Local produce is in season. In-season food is more flavorful, more nutritious, less likely to be modified or grown with pesticides, and better for your community. Make whole grains your default and refined the exception. Whole grains contain more healthy oils, fiber, and protein than refined grains.

## **How Do You Clean Eat?**

### **4. Look at the Ingredient List**

Look for less. The shorter the ingredient list, the better. Focus on the first ingredient. Ingredients are listed in order of weight, meaning the product is made mostly from the ingredient that is listed first. Aim for less than 10 ingredients, as a general rule. No ingredient list? These are often the best foods to fill your pantry with: grains and spices from bulk bins, fresh fruit and vegetables, and organically raised meat. Think about it—most farmers' markets are full of foods without labels.

### **5. Drink More Water**

About 43% of adults drink less than 4 cups of water a day, according to a 2007 report by the Centers for Disease Control and Prevention (CDC). Beverages deliver more sugar, caffeine, artificial sweeteners, and alcohol to the system than any other food source. By drinking more water, you'll naturally consume less of all of these. Think about it: One medium skinny latte, a coconut water, and two glasses of wine might sound healthy, but in the end they add an extra 420 calories to your day, plus caffeine and alcohol.

### **6. Don't Eat Too Much**

The chief harm of "nutritionism", Pollan said, is that processed food companies seize on "good nutrients" and "push us to eat more of them." The result is a tendency for Americans to eat more generally, which is one reason why we are consuming 300 calories more daily than in 1985. In the mass of verbiage surrounding food in America, plain overeating is "the elephant in the room." Pollan's advice to reverse the trend: Don't eat alone. Don't eat in front of the TV. Don't eat seconds. Sit, Savor, Share. Slow down. We eat mindlessly in the car and in front of the TV, valuing volume of food over quality of ingredients and even taste. Instead, sit down at the table to enjoy your food and eat with family or friends to improve the quality of a cleaner plate by sharing it with others.

### **7. Be Prepared**

Can It. Freeze It. Dry It. Keep well-stocked, organized pantries. It may seem like you're running backwards into ancient history but this simple process will allow you to eat clean all year long without any excuses (it's too snowy, I have no money, I hate the grocery store... blah, blah, blah). Sign-up "Click n' Shop" services or join a prepare meals company.

### **8. Invest In Your Food**

Perhaps most importantly, pay more and eat less. "I believe that the better quality food you eat, the less you need to feel satisfied," says Michael Pollen. This may mean adding quality cutlery, pots & pans and storage containers and becoming familiar with local farmers or markets where sourcing and food quality are a priority.

### **9. Makeover Snack Time**

Including 2-3 snacks or small meals into your menu plan are important, just be mindful to avoid processed foods and include protein and complex carbs (like fiber).

### **10. Limit Alcohol**

Alcohol, the other legal drug seems to be at the forefront of many lifestyles. What people forget is alcohol is a form of sugar. How can alcohol become a special occasion-only indulgence?

## Where are you now?

1. How many servings of vegetables do you eat most days?

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2. How many processed foods comprise your current diet?

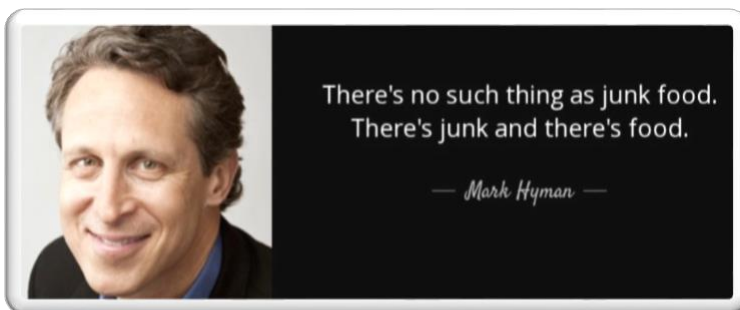
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3. How many meals and snacks in your current diet are prepared outside the home?

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4. How many ounces of water do you drink each day?

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### Next Steps

1. Read this article thoroughly.
2. Watch the Principles to Clean Eating 3-minute video found in your welcome email or by going to the Fit Chicks! home page.  
[www.BeAFitChick.com](http://www.BeAFitChick.com)
3. Check out the SAMPLE Master Meal Plan attached in your welcome email.
4. Complete a first draft of a Master Meal Plan. Use the Protein Counter and Carb counter Handout to help.
5. Send in your Master Meal Plan. We want to make a copy of it.
6. Schedule a One-on-One Nutrition Consult with us.
7. Complete the Habit Building Activity on the next page.

## 4-Steps To Creating a Lifestyle

### **Start small**

Aim to make just three or four small diet changes in the weeks to follow (one or two goals per week) rather than trying to radically overhaul your eating habits. The gradual approach is a set-up for success because it's not overwhelming and removes the pressure. Even though you're setting mini goals, you can often get lots of mileage out of them. By eating out less often or consuming fewer processed foods, for example, you'll automatically reduce the number of calories you're taking in, slash your intake of saturated fat, and consume less sodium.

### **Be realistic**

Start from where you are now and try to improve. If, according to your food diary, for example, you ate lunch out five times in five days, a good goal to set for yourself would be to cut back to three restaurant or take-in lunches and bring your lunch to work two days. Once you get used to that change, you can add even more days to your bring-lunch-from-home routine, so that eating lunch out eventually becomes the exception.

### **Set specific, behavior-driven goals**

Specific, short-term, behavioral goals are more motivating and easier to measure than general, long-term, end-result goals. Instead of, "I want to lose 10 pounds by my birthday," for example, a specific, behavior-driven goal would be, "I'll have a salad for lunch each day." Instead of, "I'll stop snacking," make it your goal to set out a tangerine for your afternoon snack. Behavior-driven goals are easier to achieve because they focus on one step toward a result that can take months to accomplish.

### **Reward yourself (critical step!)**

Each week, when you reach your behavior-driven goal, you earn an opportunity to celebrate personal achievement, which helps maintain motivation. At the end of each week, assess your progress and reward yourself for the small changes you made;

for instance, you might treat yourself to a movie. Moving in the right direction deserves some acknowledgment to encourage you to continue the positive, healthful behavior change. This is the critical step that transforms your willpower into a natural habit.

**Activity:** Write a goal, just remember to state your goals throughout your journey as "I will ..." It's a more powerful proclamation than "I want to ..." or "I'd like to ..."

What specific goals would you like to set? List three goals for changes you'd like to make in your nutrition program in the coming weeks.

I will ...

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Activity:** What specific rewards or acknowledgements would you like to give yourself as you meet your goals?

As I achieve my goals and milestones, I will celebrate myself by...

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



*“The doctor of the future will no longer treat the human frame with drugs. But rather will cure and prevent disease with nutrition”*

*- Thomas A. Edison, yeah, the guy who invented the light bulb*

*“I’m excited, because this program tells me I can eat food I like!” says Ruth*

**Sources:**

1. *How Not To Die (book)*
2. *The End to Overeating (book)*
3. *In Defense of Food (book)*
4. *NutritionFacts.org (website, podcast)*
5. *WebMD.com (website)*
6. *Cleveland Clinic (website)*
7. *Mayo Clinic (website)*
8. *Tosca Reno*
9. *Dr. Andrew Weil*
10. *Clean Eating Magazine*
11. *Cooking Light Magazine*
12. *Milk Street Radio (podcast)*

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