RESULTS
TRANSFORMATION CENTER

6 WEEK KETO CHALLENGE NUTRITION

Contents

THE SINGLE PATH TOWARD WEIGHTLOSS COMES AS A RESULT OF **CALORIC DEFICIT.**

Caloric Deficit can be defined as: any shortage in the amount of calories consumed relative to the amount of calories required for maintenance of current body weight (energy homeostasis). A deficit can be created by reducing input/calories consumed or by increasing output/calories burned by way of activity and metabolic rate.

WHAT IS KETOSIS

KETO is an emerging trend of altering macro nutrient composition within daily caloric intake toward a high fat and low carbohydrate for the purpose of using an alternative energy pathway using Ketones for energy in order to achieve body composition ideals.

Simply put, ketosis is a state your body can achieve to shift from using carbohydrates as fuel to completely using lipids (fats) for fuel. When this happens, our body shifts into what's called ketosis. The reason it's called ketosis, is because the body will produce what are called ketones from the fats we take in and eventually from the fats we already have stored on our body – which is the real goal for everyone reading this guide.

****The information in this manual serves as a general guide is not intended as a substitute for consultation, evaluation or treatment by a medical professional. It is highly recommended any individual continuing with this type of eating plan beyond 3 months receive regular blood work and check ups through their health care provider.*

The human body's primary fuel source is carbohydrates, but when carbs are scarce and the body runs out of them to use it needs to turn elsewhere. It's first option, is typically proteins – the reason for this is because the body can easily shift proteins into glucose (carbohydrates).

We do not want our bodies to do this!! Why? Simple.
Our body needs proteins to rebuild tissue. The primary responsibility of protein as a nutrient is to rebuild the tissues in our body. If we take this away from our body, we start to suffer in the rebuilding process.

The rebuilding process, from a muscular standpoint, is extremely important for anyone trying to build muscle, lose weight, or burn body fat successfully. If we do not rebuild our tissue constantly, we will not fully recover and if we do not recover fully between training sessions or during sleep... We will not perform well in the gym nor will we burn body fat successfully outside the gym during recovery.

This is when going into a ketogenic state can come into play.

See, when the body no longer has carbohydrates it will result to protein as fuel, just like the previously mentioned... unless there is another option.

And there is. That alternative option is to use Ketones for fuel. This means we need to replace carbohydrates and some of our protein, with fats. When we do this, our body can become what's considered "Fat Adaptive" – which is another way of saying, "Uses fat for its primary fuel source".

HOW DO YOU ACHIEVE A STATE OF KETOSIS

In order to get into a full state of ketosis, we first need to shift the macronutrient ratios we're consuming on a daily basis by:

- Reducing Carbohydrates so that and our body depletes our stored glycogen, it will begin to utilize only fat for fuel.

- Increasing high amounts of fat based foods into our diets; such as olive oil, butter, beef, coconut oil, bacon, avocado, whole egg yolks, and more...

Your body will begin to take all these fats you're taking in through your diet and your currently stored body fat, then it will start to produce ketones out of it. Ketones will be your body's new primary fuel source, rather than carbohydrates.

As you can probably guess, we will be able to achieve significant fat loss because there is no other option for your body at this point besides to utilize its own fat stores to produce energy.

WHAT TO EXPECT

When first transitioning into a ketogenic diet, the volume of food will seem dramatically less. FATS are dense!

- Per Gram:
  - Fats = 9 cal.
  - Carbs = 4 cal.
  - Protein = 4 cal.

I.e. when eating your stomach won't need to get to that over full feeling, but you will notice feeling satiated longer.

During this transitional phase, your body will still have carbohydrates stored in the liver and in glycogen stores – meaning you actually won't be utilizing fat as fuel efficiently, yet. But that will come in a short time!
You may even start to feel slightly fatigued or get headaches during this phase as your body begins to drain the stored carbohydrates. Slightly uncomfortable, but well worth the amazing results ketosis will soon be providing you with.

Don't be surprised that you are feeling somewhat irritable, drained of energy, and even a bit snappy. Most experts in the keto world call this "The Keto Flu". You're just not yourself and frankly, you don't feel amazing.

THE BREAKTHROUGH

For some people the uncomfortable transitionary phase is merely a day and for others it can last upwards of a week.

You'll feel it when your body had a breakthrough and begins creating ketones efficiently. At this point your body is utilizing fat as fuel and your body and mind will begin to tap into a different level of performance.

Keep a journal and take notes. How do you feel? How clear is your energy? Is your performance better? How are you sleeping? What about digestion?

- These are forms of what we call "Biofeedback" and they can truly be the biggest determining factor in results, because the scale doesn't always do us enough justice in telling us if we're getting real results.

This will also be a good way for you to recognize the benefits you're seeing and associate them with how you're progressing.

BECOMING FAT-ADAPTIVE

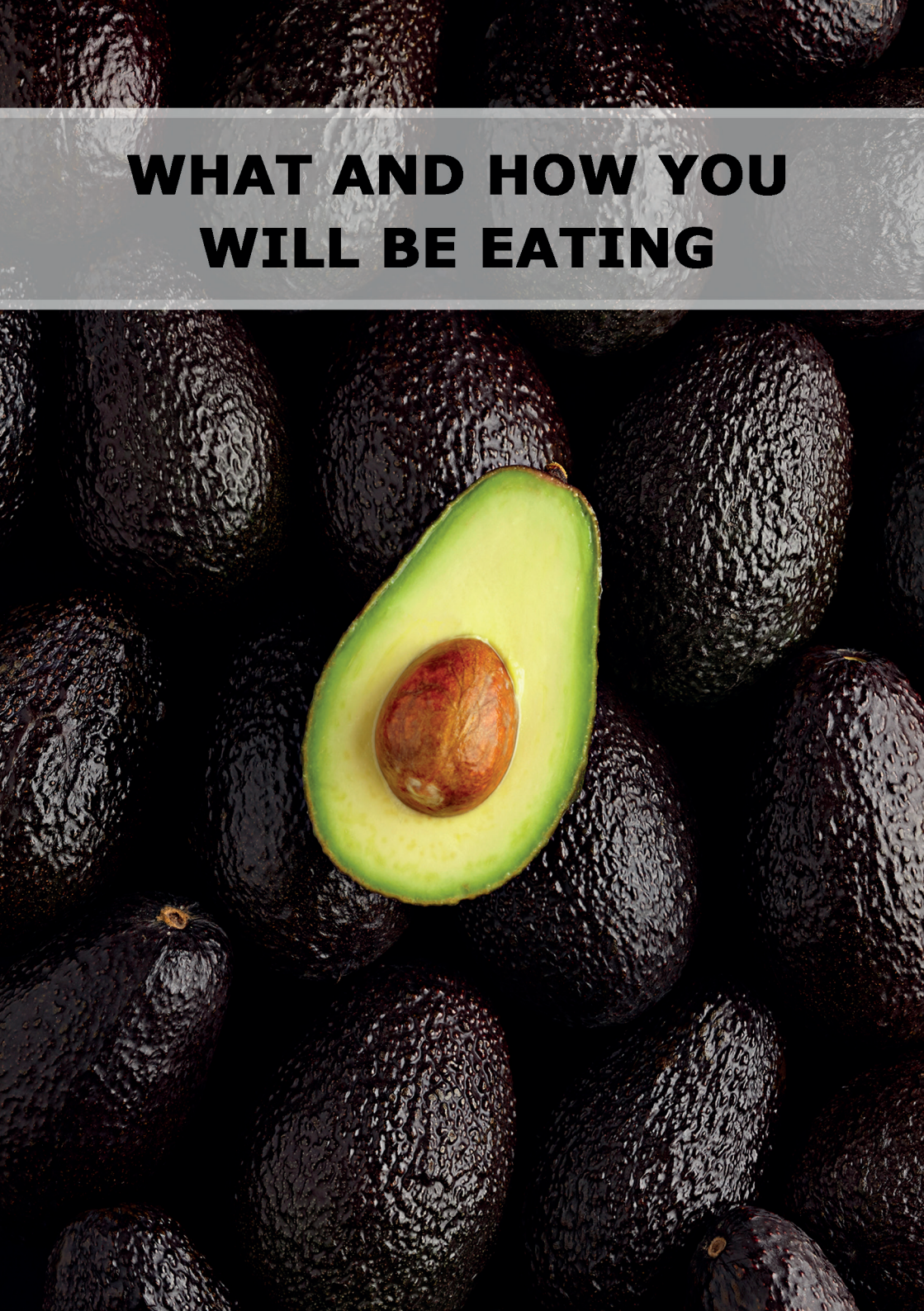
Fat adaptation is a fancy word for "using fat for fuel". Which is what we've been talking about and striving to achieve for the past 1-3 weeks

Changes in how you feel or look, may still be slow or go unnoticed, but your body's ability to metabolize fat under the surface is increasing dramatically, this is **fat burning!**

Essentially what is happening now, is your body is improving its ability to use not only fats that you're taking in as fuel, but also the fat stored on your body

SO IMPORTANT: Now that you've made it to the light at the end of the glycogen depletion tunnel and have significantly high levels of fat sources in circulation- **leave carbs out** of the equation during this type of diet. Enter carbs back in beyond recommended ranges and you will take your body out of ketosis and that will only make it harder to tap back into it again.

WHAT AND HOW YOU WILL BE EATING



PRIMARY FOODS LIST

PROTEINS

Meats
Bacon
Beef
Bison
Chicken
Duck
Eggs
Goat
Lamb
Organ meats
Pork
Poultry
Rabbit
Turkey
Veal
Venison

Seafood
Bass
Cod
Flounder
Flounder
Halibut
Lobster
Mackerel
Mahi Mahi
Muscles
Orange Roughy
Oysters
Red Snapper
Salmon
Sardines
Shrimp
Trout
Tuna

FATS

Nuts/Seeds
Almonds
*Brazil Nuts
Cashews
Hazel Nuts
Macadamias
Peanuts
Pecans
Pine Nuts
Pisctacios
Pumpkin Seeds
Seasame Seeds
Soy Nuts
*Walnuts

Oils
Avocado Oil
Beef Tallow
Coconut Oil
Duck Fat
Lard
MCT Oil
Olive Oil
Palm Oil
*Walnut Oil

Diary
Butter
Carified Ghee
Cheese
Cottage Cheese
Full Fat Yogurt
Heavy Cream
Cream
Sour Cream
Whole Milk

*Avoid Products Labeled as “Low-Fat”

Fibrous Carbs

Vegetables
Artichoke
Arugula
Asparaus
Bamboo Shoots
Bok Choy
Broccoli
Brussel Sprouts
Cabbage
Cauliflower
Celery
Chard
Collard Greens
Cucumber
Egg Plant
Fennel
Garlic
Green Beans
Kale
Kimchi
Leeks
Lettuce
Mushrooms
Okra
Onions
Peppers
Pumpkin
Radishes
Sauerkraut
Seaweed
Spaghetti Squash
Spinach
Sprouts
Tomatoes
Turnip Greens
Turnips
Zuchinni

Extras

Fruits
Avocado
*Berries
Lemon
Olives
Coconut
Rhubarb
Lime

Condiments
All Herbs and Spices
Amino Acids
Mayonaise
Mustard
Pesto
Sugar Free Ketchup

Sweateners
Erythritol
Stevia

Drinks
Black Tea
Bone Broth
Coconut Milk
Coffee
Green Tea
Herbal Tea
PhysX BCCA’s
PhysX THRIVE Preworkout
PhysX Whey Isoloate
Unsweetened Almond Milk
Water

THE NO-GO FOODS (DON'T EAT THESE)

Grains

Wheat
Rye
Oats
Corn
Barley
Millet
Bulgur
Sorshum
Rice
Amaranth
Buckwheat
Sprouded Grains
Quinoa
Pasta
Bread
Pizza
Crackers
Chips
Etc.

Alcohol

Beer
Wine
Liquor
Champagne
Etc

Refined Fats

Sunflower Oil
Safflower Oil
Cottonseed Oil
Canola Oil
Soybean Oil
Grapeseed Oil
Corn Oil
Margarine
Transfats

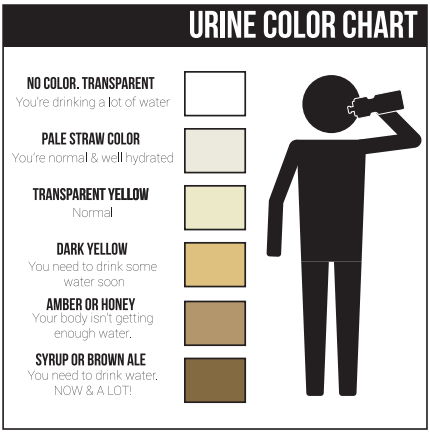
Sugar Filled Snacks

Cookies
Chocolate
Cakes
Puddings
Soda
Table Sugar
Agave
Honey
High Fructose Corn Syrup
Etc.

High Glycemic Load Fruits

Pineapple
Grapes
Banana
Papaya
Orange
Grapes
Fruit Juices
Etc.

WATER CONSUMPTION



For every 1lb of bodyweight, drink 0.75 ounces of water.

So for example, if you weight 200lbs you'd be drinking 150 ounces.

Another easy way to know if you should be drinking more water is if your urine is bright or dark yellow. You should have yellow-ish urine, but a pale clear-like yellow.

The Keto Protocol

CUSTOMIZING YOUR KETO PLAN

We know we will be reducing carbs and increasing fats within our range of daily caloric intake…

FIRST- we will use some basic multipliers to get a general starting point of your daily caloric demands based on a given day (Maintenance, then Fat Loss).

NEXT- we will be able match the recommended macronutrient profile to align with the right amounts of calories from Fats, Carbs, and Proteins to achieve Ketosis!

THEN- We can create the proper caloric deficit for body composition goals.

- **How Many Calories You're Taking In Daily -** The only way you can for sure know that you are first achieving the proper calorie balance and then getting into and staying into a state of ketosis daily is to track what you're eating.

- **Accountability** - This is plain and simple, but powerful as ever when it comes to dieting for longer than a few days. Without constantly being aware and accountable of what you're doing on a daily basis within your nutrition, you won't last long! So this is HUGE for seeing real results.

Until that time comes, and you'll know exactly when you feel comfortable enough for that, it's suggested that you track your macros in an app every single day.

Here are the suggested apps for you to track your intake in:

- MyFitnessPal
- My Macros +
- LoseIt!
- MealLogger.
- Rise.

They all work, but we suggest them in that order for a reason – preference, compatibility, simplicity, variety of food inside the apps, reviews, etc.

After some time, you may begin to become more self sufficient and intuitive with your plan – which is the goal!

CALORIES

If you're eating too much food daily *(caloric surplus)*, you'll gain weight.

If you're eating at baseline *(caloric maintenance)*, you'll stay exactly the same weight.

If you're eating less than baseline *(caloric deficit)*, you'll lose weight and body fat.

If you're eating too little (extreme or chronic deficit), you're performance and hormonal health will suffer, resulting in stalled fat loss.
For this exact reason, it's important to calculate your calories specifically to your body weight, your activity level, and your personal goals.

It's also extremely important to be patient and less aggressive with this approach at first, regardless of how excited you are to get right to weight loss. If you take too aggressive of an approach, you'll plateau and have nowhere to go.

And because of all of that, we suggest you make a smaller deficit or cut to your caloric intake from the start.

THE FIRST STEP: FINDING YOUR MAINTENANCE.

The first and most important step in order to figure out where your calories should be at and successfully use this system, is finding where your maintenance level is. Then we can include the activity factor.

1.) **Baseline Multiplier (Before Activity):**

Bodyweight x 10 = Theoretical Caloric Intake

Example:
170lbs individual theoretical caloric intake would be 1,700 per day.

2.) The Activity Multiplier

Lifestyle/Training Frequency	Activity Multiplier/ Number
Sedentary + 3-6 Days Training/ Week	1.3 – 1.6
Light Activity + 3-6 Days Training/ Week	1.5 – 1.8
Active + 3-6 Days Training/Week	1.7 – 2.0
Very Active + 3-6 Days Training/ Week	1.9 – 2.2

3.) Estimated Maintenance Calories =

Baseline Multiplier x Activity Multiplier

Example:

170lbs x 10 = 1,700 calories per day

Active + 3-6 days a week of training

1,700 x 1.7 – 2.0 = 2,890 – 3,400 per day

By spending 1-2 days in that range, it will do a few things:

- Allow you to get used to tracking
- Allow you to focus on dialing in your fat intake
- Allow you to understand which end you were actually closer too
    - If you hit the lower end, were you hungry all day or the next morning?
    - If you hit the higher end, were you stuffed? Or were you still hungry?

After knowing how you felt and performed with that given caloric intake, it allows you to better gauge how big your caloric deficit should or can be.

CREATING YOUR DEFICIT.

1lb of fat = 3,500 calories

SO....

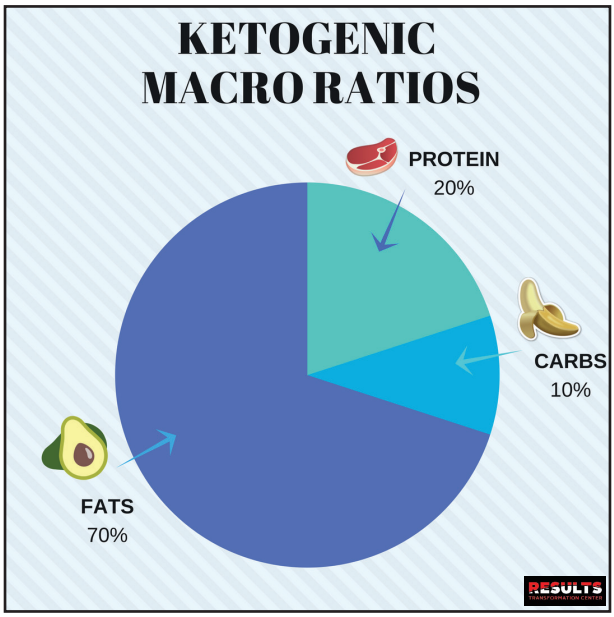
IF you are not looking to maintain, we need to create a deficit as show in table guide below:

Caloric Deficit Per Day	Rate of Loss Per Week
500 Cal.	1.5 – 2 lbs.
300 – 400 Cal	1.0 – 1.5 lbs.
200 – 300 Cal	0.5 – 1 lbs.
150 – 250 Cal	0.25 – 0.5 lbs

Remember, this is a baseline number for you. Adjustments will need to be made. So our advice to you is to be patient before you start adjusting things too much. The accountability of tracking in general usually provides enough change to make body composition shifts.

Rule of thumb is simple; Set your caloric intake/deficit and **be patient for at least 2 full weeks before making any further adjustments** or calorie cuts. If your body doesn't adjust and start to drop weight in 2-3 weeks, then you're ready for an adjustment. Any sooner than this would be rushing the process because your body does take time to adjust, adapt and produce results.

MACROS



Now that we have locked down your caloric intake, it'timeo dial in your macros. We will not achieve ketosis if we do not create a specific ratio of fats, proteins, and carbs within our caloric intake.

Time to divide that up into specific ratios and follow that on a daily basis.

Macro Ratios:

70-80% of You Calories Will Be Fat
20-25% of Your Calories Will Be Protein
5-10% of Your Calories Will Be Carbs

RECOMMENDED:
Plan for 4-6 meals per day of a Protein and a Fat.

Aim for 6-10 servings of approved Vegetables or Fruits

Once you have a general idea of food groups you will be eating from for the day plan to refuel every 3-4 hours (EAT). Adjust portion sizes and meal frequency in your calorie tracker to fine tune MACRO nutrient profile to obtain the exact ratios per day.

Example Meal Plan

MEALS	FOOD EXAMPLES	PHYSX SUPPLEMENTATION	TIME
BREAKFAST	Eggs Sausage Patty Spinach Coconut Oil	Multi (1 capsule) EFA (1 capsule) 21 Day Detox (3 capsules)	6:00 am
SNACK	Protein Shake Almond Butter	Physx Whey Protein Isolate Glutamine (1 Scoop)	9:00 am
LUNCH	Spinach and Kale Mix Grilled Chicken Olive Oil Avocado Cherub Tomatoes	Multivitamins (1 capsule) EFA (1 capsule)	12:00 pm
SNACK	Protein Shake Black Coffee Heavy Cream	Physx Whey Protein Isolate Glutamine (1 Scoop)	2:30 pm
DINNER	Salmon Patty Asparagus Spaghetti Squash Coconut Oil	EFA (1 capsule)	6:00 pm

Customize Your Keto Meal Plan

MEALS	FOOD	PHYSX SUPPLEMENTATION	TIME
BREAKFAST Protein, Veggie, Fat		Multi (1 capsule) EFA (1 capsule) 21 Day Detox (3 capsules)	
SNACK Protein, Fat		Physx Whey Protein Isolate Glutamine (1 Scoop)	
LUNCH Protein, Veggie, Fat		Multivitamins (1 capsule) EFA (1 capsule)	
SNACK Protein, Fat		Physx Whey Protein Isolate Glutamine (1 Scoop)	
DINNER Protein, Veggie, Fat		EFA (1 capsule)	