THE PALEOHACKS

30 DAY PALEO CHALLENGE

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30 DAY CHALLENGE BASICS
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This program summarizes information on the role of nutrition and exercise in health and illness. Readers should be aware that knowledge of nutrition and medicine is constantly evolving. They are encouraged to check the most current information on preventive and therapeutic measures. It is the clinicians’ responsibility, relying on their experience and knowledge of their patients, to determine the best plan of care. The authors, editors, and publisher accept no liability for any injury arising out of the use of material contained herein, and make no warranty, express or implied, with respect to the contents of this publication.
Introduction

From every New Year’s resolution, to that 20-year high school reunion, to that upcoming beach vacation - there are many reasons why we want to lose body fat. While looking better is certainly prioritized in our society, the damage we can correct inside our bodies is much more important. It is possible to look good and feel good!

Losing fat and transforming your habits into healthier ones can help you to:

- sleep better
- get off medications
- exercise more
- feel more confident
- lessen autoimmune symptoms

Society seems to tell us that less body fat equates to happiness and better health - which simply isn’t true. You’ll find, however, that the changes involved in creating a healthier lifestyle are much more important than what the media portrays. A strong mind and body are a tremendous step toward feeling more confident, accomplished, and content. Isn’t that what we all really want?

By eating whole, nutritious, nutrient-dense foods, we will be giving our cells what they need - and possibly even living longer. Our risk for disease will go down, our lifespan will increase, and our happiness will go up!

All of these reasons are much more important than looking better in a bathing suit - but don’t worry, that will happen too. While this program is designed to whip you into better shape in just 30 days, you will be setting yourself up for long-lasting lifestyle changes, and succeeding well past these 30 days.

As a National Academy of Sports Medicine certified personal trainer and certified fitness nutrition specialist, I have worked with thousands of clients, helping to make the very...
changes you will go through in this program. In my experience writing for the founder of the Paleo diet, Dr. Loren Cordain, I have explored why the Paleo approach is scientifically the best way to lose body fat.

You may have tried many different diets and approaches to lose the stubborn fat. But this time will be different - and here’s why. I have distilled this approach down into a program that anyone can follow. How many times have you tried to follow a diet, only to find that it was too complicated, unrealistic, and not possible with your busy schedule?

All of those problems have been eliminated here. Sure, you could cook every meal, 3 times per day, every day, for the duration of this program. But I highly recommend you use the leftover portions you will have, to save yourself time and effort on some nights. Efficiency is a key part of fat loss and the Paleo approach. There are also no crazy supplements to buy, no false promises made and no crazy yo-yo dieting.

Every choice, recipe, exercise and supplement contained within this program is backed by science, tested by actual people, living actual lives, and has worked! Not only have thousands of my clients succeeded with this program - but I use this guide myself, every day of my life. Eating 3 nutritious meals per day, getting high quality sleep, exercising smartly, eliminating dairy, grains, processed food, alcohol, caffeine, and keeping my sugar intake to a minimum, helps me to optimize my health, and keep my body fat to a minimum.

But I’ll be honest - more than how I look, I simply like the way I feel. I sleep better; I am more focused, stronger and happier. I have more energy to do things I like - while still doing a great job at work. I feel at least 10 years younger than most of my peers.

And you can, too.

I know you may be skeptical, depressed or unhappy with how you look or feel. Maybe you are on lots of medications, sleep poorly, or struggle to run a mile. But none of that matters! We all start somewhere, and things can always get better. I guarantee that if you follow this program, you will see vast improvements in nearly all of these areas. And this doesn’t have to be a big life change for you (although it may be). This program is designed for anyone -- from busy moms and dads, to broke college students, or retirees.
There are plenty of options for whatever fits your food budget, and the workouts included here do not require any fancy equipment. In short – there are no excuses. You can do this. And I know you will succeed. Though the first few days may be rough, once you get going on this program, you are never going to want to turn back.

Once you are feeling better, sleeping better, exercising more and have lost that extra fat, you are going to want to tell any and everyone about this program! Or maybe you’ll just want to keep it our little secret! Either way, stay motivated, keep looking up and moving forward!

There may be some elements in this program that surprise you. For instance, did you know that “heart-healthy” grains are actually not so healthy? We are all told to drink milk, but did you know that the United States has one of the highest rates of bone disease – despite having a very high rate of dairy consumption?

One thing that may not surprise you is that we are all eating way too much sugar. Because of all this sugar intake, diabetes now costs the United States over $245 billion dollars per year. This is an increase of over 40% - in just 5 years - a truly staggering figure.

By giving up that daily can of soda, you will be doing one of the best things possible for your health. Unfortunately, sugar is addictive, and ubiquitous in processed foods. But by unhooking yourself from the rollercoaster of sugar highs and lows, you will be allowing your body to burn fat at its optimal rate – getting leaner, meaner and healthier in the process!

We are all told to eat our vegetables – but how many of us actually do? Since obesity is not just an epidemic, but a pandemic (the problem is not just national, but international) I would say that not many of us are eating enough green stuff per day. But you can change this!

A poor diet affects the aging process as well. Did you know, for example, that a high sugar diet is linked with a vastly increased risk for Alzheimer’s and dementia? The New England Journal Of Medicine published this information back in 2013. By switching your diet to this Paleo approach, you will be helping to lower your risk of scary diseases – as well as shedding your body fat!
Now, more than ever, we see a barrage of advertisements for fast food, junk food and soda. We are sleeping less than ever, while being more stressed than at any other time in history. We have unlimited social media accounts to monitor, and a 24 hour a day news cycle to keep up with. Often it seems like we’re fighting a losing battle when it comes to putting ourselves first. But the battle against body fat is not one that we have to lose! This program will help you prioritize more efficiently and sleep better!

Follow the guidelines outlined in this program, and watch as that body fat vanishes. Learn how to deal with stress better. Sleep easier. A poor diet, body fat, sleep and stress are all tied together, and by improving one element, you will start improving the others!

Better dietary habits also help us avoid health problems down the road. Whether you are on medication now, or want to avoid it in the future, a good diet, regular exercise and low body fat are three of the best ways to avoid large amounts of pills! And better health is something our country needs as well, since we are currently spending an unprecedented 17% of our gross domestic product (GDP) on healthcare related issues. Quite simply – our poor health is breaking our personal and collective bank. But this is your opportunity to fight back!

Thank you for purchasing this program, and please follow along closely, as I show you how to lose body fat, get healthier, sleep better, stress less and become happier. I promise it will be fun, inspiring, and as pain-free as possible!

Let’s go!
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Credentials
National Academy Of Sports Medicine - Certified Personal Trainer
National Academy Of Sports Medicine - Certified Fitness Nutrition Specialist

Writer
The Paleo Diet
Paleo Magazine
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Breaking Muscle
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www.EatCleanTrainClean.com

Making Progress? Let Us Know!
Instagram: Tag #PaleoHacksChallenge, @PaleoHacks and @EatCleanTrainCleanOfficial
Twitter: Tweet #PaleoHacksChallenge to @PaleoHacks and @EatCleanTClean
Program Guidelines

While this guide is a great way to lose fat and ramp up your metabolism, there are some general guidelines you will need to follow.

**Snacks**

Snacks are allowed (and, in fact, encouraged!) on this program. There is a great amount of difficulty in trying to construct a fat loss program for everyone in the world, so there may be times where you will need to have a small serving of dark berries between meals, or throw in an extra sweet potato with your breakfast or dinner. As long as you don’t go overboard here (and stick to the foods outlined) -- you will be fine!

**Portion Sizes**

If you are extremely active at work or home, or a larger individual, you may need to increase some portion sizes at meals. Just remember -- you are trying to change your body and habits forever -- so stressing over small amounts of calories every day is not something you need to do. By greatly reducing your sugar intake and eliminating processed foods, you will be ramping up your body’s natural ability to burn fat!
Alcohol
Alcohol is one key element that must be completely eliminated for these 30 days. This may be tough for some of you to swallow, but it has to be done. If you currently drink regularly, you should notice a substantial decrease in body fat from abstaining for 30 days. Enjoy it!

Caffeine
Caffeine does not have to be eliminated completely, but it should be kept to a minimum. One to two cups of coffee per day is the maximum amount you should consume while following this program. Energy drinks and diet soda should be eliminated. Tea is allowed. Make water your main beverage – and drink lots of it!

Exercise
Depending on where you are starting from, the exercise portion of this program could be very difficult -- or very easy. Either way is okay – just stick with what you can handle. Remember – exercise should be a stress reliever -- not a stressful event in and of itself. Any exercise is better than no exercise.
Sleep
Sleep is perhaps one of the most overlooked elements in fat loss. You should invest in blackout shades, minimize light exposure before bed, and set a bedtime for yourself. Without sleep, you are not likely to succeed on this program. Don’t make this mistake! You need 8-9 hours – every night!

Stress
You will notice that one of the key tenets of this program is learning how to handle stress better. This may be the most important element here – besides what you put in your mouth. Focus on this heavily!

Supplements
While there are many so-called “fat-burning” products out there, only a small handful of science-backed choices have been included as an (optional) part of this program. A nutritious diet, massive amounts of high quality sleep and stress-busting exercise are the three real keys to fat loss. That being said, you may wish to try some of the supplements included – just be sure to consult with your doctor prior to use.
General Recommendations

Even though we are trying to burn fat (so you should be a little hungry between meals) let your body tell you how much it needs. So much weight gain comes from an inability to receive insulin and leptin signaling – this program will help reset that ability. But you still need to eat! Consume healthy fats liberally, and suck it up during the early stages of sugar withdrawal (it gets better - I promise!)

Depending on your schedule, you may need to prepare your meals ahead of time. Look ahead a few days on the schedule to do this. The weekend is a great time to cook! Also – make sure to turn the TV off and get off your digital device during meals. Savor the experience, and get back to basics! You may run into issues if traveling. In these scenarios, stick to a healthy fat, a good source of protein, and some fruit or starchy carbs at every meal. These 3 things will get you through in a pinch (as will always keeping our Paleo snacks in your cupboard!)

If you stick rigorously to this plan, you may occasionally need to salt your food. Do this with iodized salt (iodine is an essential nutrient). One meal per day would be a good estimate of salt required. This may cause issues for those with thyroid concerns, so check with your doctor if this describes you.

If you are used to a diet rich in sugar and find some meals a little bland initially – add a dab of coconut oil for some flavor! This works wonders with the potatoes! Hot sauce is a great choice for this, too!

A special note for those with autoimmune conditions...

Depending on the severity of your condition and your particular food sensitivities, you may need to avoid certain foods (i.e. tomatoes, peppers, spices, eggs, etc.) or modify recipes. If you think this may be a concern, please read this article and experiment with foods to see what works for you personally.

You may notice that some recipes will provide leftovers – enjoy them! One of the best things about healthy cooking is that you can often cook one recipe and have enough for 5-6 meals! You won’t have to cook all of these meals every day, as a result.

In the same breath, if a recipe calls for ‘4 cups of blueberries’ and is for 4 people – do not eat all 4 cups of blueberries all by yourself! An easy rule to remember is that each meal should consist of healthy fats, quality protein, vegetables, and a small amount of sugar or starch.
Remember: you will also likely want to simplify your life and not have to cook all of these meals, three times per day, every day. Use your leftovers to give yourself a few nights off of cooking per week!

If you are a regular veggie eater, or a Paleo pro, feel free to add even more vegetables to any and all meals. They are very low in calories and very high in nutrients. Dig in!
Foods To Eat

Protein

Protein is absolutely essential for muscle building, and the more muscle you have – the more fat you can burn! A healthy Paleo diet is focused on protein, and every recipe in this program will contain a healthy and substantial portion of it.

If you are looking to purchase protein (and your budget can survive it) go for grass-fed, wild-caught, organic or pasture-raised sources. Quality matters here, so always go the extra mile (if you can). While not strictly Paleo, I’ve added some protein powders as an optional component to some lower-protein meals. The choice here is yours - but I’d recommend the extra protein!

Some of the best sources of protein include: seafood, meat, eggs, poultry, pork and processed meats (if you must eat bacon). Try to stick to the non-processed variety as much as possible, and limit processed meats (like bacon!) to occasional treats.

Fats

Fat is not bad – in fact it will be your new main source of fuel! The general public and mainstream is finally starting to wake up to the many benefits of this macronutrient. There are in fact essential fats, which are vital to brain health and many physiologic...
processes. But to be clear – trans fats and many types of man-made oils can be bad for you. The key is distinguishing between the bad and the good.

Some of the best fats, which will indeed help to burn your own fat, are: coconut (all forms), olives, olive oil, avocados, ghee, cashews, macadamia nuts, hazelnuts, clarified butter, almonds, Brazil nuts, pecans, and walnuts.

Carbohydrates

The poor, misunderstood carbohydrate. While we simply can’t seem to get enough of this source of energy (donuts, pasta, cakes, chips, pizza, fries, etc.) it is not needed at all - technically. That's right – there is no such thing as an essential carbohydrate. The key here is very similar to fat – make sure you are eating the right kind. While refined and processed carbohydrates are universally panned (no dietary approach will endorse donuts), vegetables and fruits are quite vital to a healthy diet. While the Paleo approach is sometimes maligned as “low- or no-carb” - this isn’t truly the case. It is simply best to tailor one’s carbohydrate intake to their activity level. And lets be honest – not many of us are very active anymore.

The recipes included in this book are fairly low in carbohydrate content, so if you are more active you will need to increase your carbs. Make sure that your carb sources are primarily fibrous and/or starchy – not sugary. While some fruit here and there is great – too much can be bad (especially if you have any issues with sugar/ blood sugar).
Depending on your personal health, you may even need to substitute some fruit in this program with starchier sources of carbohydrates (like potatoes, sweet potatoes, yucca root, etc.) Some personal experimentation will be required here, so take the time to figure out what works best for you.

The absolute best sources of carbohydrates are: non-legume vegetables, low sugar/high antioxidant fruits (i.e. berries), starchy choices like sweet potatoes, and non-grain choices like yucca root. For a more detailed list of carbohydrate choices, consult the shopping list.
Foods Not To Eat

Grains

Grains, while seemingly universally recommended, are actually not an ideal food to be consuming on a regular basis. There are a variety of reasons for this, including problematic proteins, minerals which are not bioavailable and difficulty of digestion (which most grains present).

This list of foods includes rice, corn, oats, wheat, pasta, bread and many more. Basically, if you think it is a grain – treat it like it is. Though some foods may not contain gluten, they likely contain similarly structured proteins – which also will likely cause problems.

Even whole grains are not a good choice, and are far less nutrient-dense than vegetables and fruits. Refined grains are used as the basis for almost every processed food, and are universally panned as a food to avoid. For more on why you should avoid grains, read this.
Legumes

Legumes, while generally not as problematic as grains, are still low in nutrients, and pale in comparison to vegetables. The legume family includes beans, soy, peanuts and lentils (among many others).

Legumes also contain anti-nutrients (also present in grains) that block absorption of some minerals and nutrients. You can read more about anti-nutrients here.

Legumes also are an incomplete source of protein (especially when compared to meat, eggs and seafood). They also contain more carbohydrates than protein, even though they are frequently recommended as a great source of protein. Soy also contains phytoestrogens, which may be bad for the body (the science is still out on this one).

Dairy

Dairy is a more controversial food to avoid, but most people tend to do better without it in their diet. The proteins whey and casein (both found in dairy) can be problematic, along with the lactose content found within.

Casein in particular causes a type of immune system reaction called a histamine response. Some individuals may also be histamine intolerant. Cheese can be particularly troubling for many, as it consists mostly casein.

People who are sensitive or intolerant to gluten may
also have issues with dairy (statistically, it is very common). With all this information in hand, it is best to leave dairy out of your diet for the next 30 days. For more information on why you want to avoid regular dairy consumption, click here.

**Alcohol**

In simple, blunt terms – there is nothing good about alcohol consumption. Despite being common in society, alcohol is a toxin, both for your brain and for your body (specifically your liver).

In addition to these reasons, alcohol also can lead to large amounts of weight and fat gain, since it is processed almost identically as sugar.

For more on why alcohol should be avoided on a regular basis, listen to this podcast.
Timeline

Day 1: Are You Ready?
Day 2: What Was I Thinking?!  
   Day 3: Cravings  
   Day 4: Withdrawal  
Day 5: Can’t Get Out Of Bed  
Day 6: Positive Attitude  
   Day 7: Improving...  
   Day 8: Attachments  
Day 9: Stress And Eating  
Day 10: Do Something Fun!  
   Day 11: Peer Pressure  
      Day 12: Alcohol  
Day 13: Importance Of Exercise  
   Day 14: Body Image  
      Day 15: Sunshine  
Day 16: Sleep... You’re Not Getting Enough  
   Day 17: Sticking With It  
   Day 18: Long-Term Goals  
   Day 19: Your Environment  
   Day 20: Feeling Better?  
Day 21: How Is Your Progress?  
   Day 22: Dealing With Frustration  
   Day 23: Why Your Scale Is Evil  
      Day 24: Television  
   Day 25: Marketing Of Food  
   Day 26: Social Media And Image  
      Day 27: Looks vs. Health  
   Day 28: Focus On The Positive  
      Day 29: Almost There  
      Day 30: Success!