21-DAY FAT LOSS CHALLENGE
FREE TRAINING!
21-Day Challenge Free Training

This guide is a shortened and condensed version of our full 21-Day Fat Loss Challenge program available on our website.

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RAPID WEIGHT LOSS:
THE STUDY THAT STARTED THIS PROGRAM

The inspiration for this program came from a few recent studies regarding the success of dieters.

While the industry is all about the “slow and steady” approach, the science points elsewhere.

Actually, there is a **direct correlation between the long-term success of dieters and the speed at which the weight is lost.**

In other words, the faster the weight comes off, the more short-term and long-term success one is likely to have.

It makes perfect sense too when you think about it.

If your goal is to lose 30 pounds, seeing 2 pounds come off the scale after a full week of dieting and resisting temptation (the recommended amount by most fitness programs) … is pretty discouraging.

**It makes sense why people “fall off the wagon” so quickly.**

Now compare this to losing 1 pound every day for your first week…

While it may be difficult to do, it’s obviously a much more rewarding path and makes perfect sense why it causes dieters to see more success.

These studies usually bring up a common question…

*“Is that even healthy?”*

It’s kind of difficult not to chuckle at this one.

Comparing the number of people who get injured, sick, or die losing weight fast (virtually ZERO) to the number of people who die from obesity or being overweight every year (600,000+)…

Is that even a question worth answering??

**The dangers of having extra fat on your body outweigh the dangers of losing weight quickly by such an astronomical number, it’s literally not up for debate.**
SO why didn’t we call our fast weight loss program “the fastest weight loss diet EVER” or the “1 pound every day program?”

**Because it takes around 21 days to establish a habit.**

It will take more than that for some people. But for many, the 21-day mark will signify the complete change of a person’s life.

There are a lot of programs focused around a 21-day period, and there is a reason for that – It. Works.

**Because it’s not just about losing weight for 21 days. It’s about teaching you how to establish long-term healthy eating habits.**

**Because that is the ONLY way that you will be able to lose EVERY extra pound and KEEP IT OFF forever!**

Now let’s talk a little bit about HOW to lose weight quickly. It all starts with a detox.

**IMPORTANCE OF A DETOX**

The most important part of our 21-Day Challenge and the thing that a lot of weight loss programs and diets miss is starting out with a DETOX.

Most programs and diets jump right into a list of a whole bunch of healthy, whole foods that you eat. That’s great, because your body needs those foods.

**The PROBLEM is that your body is all out of whack from the processed foods and overconsumption of carbohydrates. It’s going to take you MONTHS to reset your system at that rate, IF EVER.**

It won’t reset if you’re still eating too many carbohydrates or the wrong kinds. So those diet plans that still allow desserts and bread on occasion… No-Go.

You have to FIRST reset your system before you can properly process these foods again.

What do we mean by “reset”? We mean resetting your insulin sensitivity.

The overconsumption of carbohydrates and processed foods causes our bodies to become “insulin resistant.”

The science behind this is very detailed, technical, and can get confusing. In order to
keep this brief and on topic, I will link a few articles after this discussion that you can check out for further reading.

In short, the answer is **HORMONES**.

You have several hormones that are interconnected in the processes of digesting, absorbing, dispersing, and disposing of nutrients from the food that you eat.

These hormones are: **Insulin, Leptin, Glycogen, and Cortisol**.

The overconsumption of processed foods and carbohydrates causes these hormones to basically SUCK at their jobs and send false signals to your body.

A “generally healthy diet” will not fix this problem. You MUST detox to reset your system.

Another reason to detox is bust through that dreaded **weight loss plateau**. The initial reset of your system in a good detox will do just that.

A detox is good for ANYONE, weight loss or not, from time to time to give the body a brief reprieve and make sure that you are properly processing and absorbing nutrients from the foods that you eat.

For additional reading:


**WHAT IT ACTUALLY MEANS TO “DETOX”**

A detox simply means: a **process or period of time in which one abstains from or rids the body of toxic or unhealthy substances**.

This doesn't mean literally taking a scrub brush to the liver or any other mumbo jumbo like that.

We’re also not going to make you live off of lemon juice or green juice for 3 days straight.

It just means to allow the body to **get rid of toxins** and steering clear of unhealthy foods for a while. This process allows the body to get some reprieve from the overload of crappy foods, alcohol, and sugars we normally eat.
The results are **better health, clear skin, and clean energy, among TONS of other health benefits!**

### WHAT MAKES UP AN EFFECTIVE DETOX?

A great detox plan or program should be built from two core principles: **Simplicity and Results.**

This detox diet plan focuses on **minimizing hormonal responses and maximizing nutrient uptake.**

No carbohydrates will be eaten during this process and lots of vegetables will be.

**Why?**

1. People are **chronically overfeeding on carbohydrates** (to the point of triggering pre and type II diabetes).
2. Most people are **filled to the brim with glycogen** and could use a period of abstinence.
3. Not eating carbs will help **allow insulin to come down, leptin to increase, and the body’s hormonal responses to RESET.**

### RESULTS TO EXPECT:

**Lose 3-5 pounds.** Because of the minimizing of both calories and carbohydrates, you will see a fast weight drop. Some of this will be water weight unnecessarily held onto by the carbohydrates, and some will be fat that has been mobilized.

**Tons of clean energy by the end of day 3.** The first couple of days may be difficult and could even result in headaches, but that will pass. The body will begin to better absorb the nutrients it’s getting, and by day 3, you should feel pretty damn good.

**More confidence.** Completing any challenge and plan should give you a renewed sense of confidence and control. When you feel in control of your body, how it looks, and what it does, you will have a natural increase in confidence.

Note that you will likely experience detox symptoms. These can be in the form of headaches, low energy (before it comes back up again!), and digestive discomfort.

Know that this is completely NORMAL, and it’s your body’s way of showing you that you NEED the detox!
You are about to overload your body with the vitamins, nutrients, and minerals that it so desperately needs but it isn’t used to processing.

Isn’t that a scary thought? That your body can get so used to eating processed foods that you can actually feel BAD from eating nutrient rich superfoods?

It’s time to turn your digestive system, immune system, gut health, and ENTIRE BODY around!

SO HOW DO I GET STARTED!?

We hoped that would be your next question! 😊

Below is a brief outline of some of the concepts of the full 21-Day Fat Loss Challenge program.

Note that it’s an overview, and it does not give all of the specifics (such as approved foods lists), because that is part of the paid program. Think of it as a “what to do,” but not a “how to do it."

At the end, we’ll explain a little bit more about what the 21-Day Fat Loss Challenge is all about.

SAMPLE VERSION OF THE 21-DAY FAT LOSS CHALLENGE

DAYS 1-8: Carb Cleanse

Cut out carbohydrates for 8 straight days – This process will lower your insulin levels and allow your fat to become mobilized. This is also the part of weight loss most people miss. You will want to consume lots of water, almost no carbohydrates, and allow your body to completely detox/cleanse. This is the hardest phase when it comes to weight loss, but it should result in 7-8 pounds of weight loss in the first WEEK!

Eat lots of low carb vegetables – The second part of the “cleanse” that is vitally important is that you increase the amount of nutrients and vitamins you’re getting in. This is done by consuming low-carb vegetables at every meal.

Gradually increase protein intake – You will want to start consuming almost nothing but vegetables and then slowly increase your protein intake. By the end of the 8 days, you should be consuming protein at every meal.
DAYS 9-13: Reintroduce Carbohydrates

**Peak time to reintroduce health fruit carbohydrates** – After you have detoxed your body, it will be ready to be reintroduced to certain types of fruits. This will also help to increase the amount of vitamins you’re getting. A few of the best sources are apples and oranges.

**Add in Exercise** – Exercise, particularly resistance training, prevents something called the down-regulation of metabolism. This is where your metabolism slows down in response to eating a lower caloric intake. Make sure to resistance train at least 3 times a week to prevent this (workouts are provided in the full program).

**Continue eating low-carb vegetables and protein at every meal** – You will want to continue to eat protein and low carb vegetables at every meal.

DAYS 14-21: Carb Cycling

**Eat more carbs on workout days** – This will help give you clean energy for your workouts while still maximizing fat burning.

Do these things, and you will lose weight!

Now, there are still quite a few questions you may have or things you need answered…

- *What are the best sources of protein, fats, and carbohydrates (a complete list)?*
- *What do I need to specifically do on each day? What times do I need to eat and at what quantities?*
- *What type of resistance training produces the best fat loss results? Why no cardio?*
- *Can I get a checklist of what EXACTLY I need to do every day to ensure I lose 10-21 pounds in the first 21 days?*

We answer all these questions and more in the complete version of our fast weight loss program, the 21-Day Fat Loss Challenge: [https://21dayfatlosschallenge.com/](https://21dayfatlosschallenge.com/)

Our clients lose an average of **10-21 pounds in 21 days** and absolutely love the program! But even better than the weight loss is the feedback we get from people.
about how the program has taught them how to **change their eating habits and find a diet that truly works for them in the long-term**!

See what Diane, from our private community group, had to say below after her first 21 days:

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**Diane Lowry ▶ Avocadu's Private Accountability & Motivation Group**

3 hrs · 30

Good morning all. We woke up this morning to day 22! We are done with our 1st round of this challenge, and really see the results! I am down 12-1/2 pounds and my husband is down 14-1/2. But so much better than the weight loss, is the fact that we feel GREAT!!! Changing our eating habits has made such a difference in how we feel. I have not had the aches and pains that I was so used to. I haven't had a headache in 3 weeks. No upset stomach or heartburn either. We both have more energy and want to spend time walking and talking together every day.

We have a common goal that we are working toward, and that is a healthier lifestyle. This challenge has helped us to see that a healthier diet can and will make us feel better, live longer, and be happier. Working on it together has really helped my motivation, (I am not sure how much HE appreciates that though,.) But since he is willing to do this challenge again, I think he is also pretty happy with our results.

Thank you to all of you who post consistently and are sharing your journey with us. You commitment and suggestions really help too!

Now for a free day, and to get back to it. We are on to round 2...
The private community group is where the real magic happens!

There are thousands of our clients in group through the Challenge together, and every day they share experiences, results, motivation, encouragement, and lots of recipes!

Cynthia posted this in the group after her first 21 days:

An emotional end to Round 1 for me (I'm starting again on Wednesday!!!) I haven't weighed myself since last Monday because I was very stressful, discouraged, and struggling all week, so I was surprised to see my result... 21.4 LBS DOWN IN 21 DAYS!!! 💖

I stood on the scale for a full two minutes and cried. Then I went and tried on all my jeans (I've been living in sundresses all month) and nothing fit. 2.5 inches off my waist, 3 off my hips, 2 off each thigh, and about an inch off each arm. I'm still in shock! I don't even want to massively cheat all day tomorrow as I was planning to (although french fries and caramel frappuccino are both happening. Lol) If I ever get to meet Lauren and Alex I'll hug them both to pieces! Looking sooooo forward to Round 2....... 😞

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Barbara Peavey Thank you for sharing Cynthia Wilde. I've been waiting to hear from someone who has made it to the end. You have helped inspire us all to keep going. I'm on day 5, so seeing this post really helped remind me of the bigger picture. Great Job!

Shelbi Dockens That gives me so much motivation and hope! Thank you so much for sharing. You're inspiring

Write a comment...
The concepts that we teach in this program will help you make the necessary changes in your diet and your lifestyle and how to keep them “beyond the diet.”

We’d absolutely love to have you join our community and get started with us today!

Check out how our clients are getting REAL results in just 3 weeks at the 21-Day Fat Loss Challenge home page: https://21dayfatlosschallenge.com/

We look forward to taking this journey with you!

Cheers,
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Lauren M.
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