What is Clean Eating?

Clean Eating is the habit of avoiding processed and refined food.

- Eat only whole foods,
- Avoid processed foods.
- Eliminate refined sugars.
- Eat five or six smaller meals per day.
- Cook your own meals at home.

**CLEAN EATING** is a huge trend right now.

It is the “IN” thing to do for VERY good reasons!

There is not a definitive “guide” as to what is actually “clean” and what is not.

It’s up to the individual to decide what it truly means to them.

It is now “cool” to find ways to incorporate more fruits & vegetables into our families diets!

People are seeking out fun ideas to rely as little as possible on packaged & processed foods.

Where did it come from?

The truth is, it’s always been around! Clean Eating means to eat REAL food.

You know... the stuff our bodies need!

Why is it important?

Proper diet and nutrition affects every single aspect of our lives.

Our health & happiness are a direct result of our diet & lifestyle.
What are the benefits?

I receive messages daily, detailing how this CLEAN EATING has helped families improve their health & happiness in every way possible.

I’m grateful to be a part of this!

This movement is helping people think about what they are eating & encouraging to eat for nutritional value & fuel, rather than entertainment.

It’s about making better personal choices each day...

What about food prepping?

When I first started food prepping it took me 3-4 hours because I honestly did not know where to even start!

Now it just takes me about an hour-2 at most.

Unless of course I am recipe experimenting, or just enjoying my kitchen time, then it can take me a little longer!

Yes, food prepping is just like working out or cleaning the house:

I don’t always want to do it, but I always feel SO MUCH better when I do!

I hope this guide helps you and shortens your “learning curve”.

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The main principles of clean eating:

By eliminating processed food & chemicals from our eating; while increasing our intake of fruits & vegetables we will see these benefits:

- Boosts Immune System
- Energy
- Hair & Skin health
- Anti Aging
- Benefits from increased antioxidants
- Reduced Disease Risk
- Sugar Addiction solved by Clean Eating
- Cravings subside dramatically when staying consistent for 3 weeks.
- Refined sugar is VERY addictive, the more we eat...the more we WILL eat!
- You will not feel hungry all the time! (Eat when you are hungry!)

Don’t Diet! Just Eat for Health!

Eat for the physical body & energy levels you want!

Clean Eating delivers BOTH promises

Clean Eating does not require dieting.

You actually add food instead of taking it away.

You deserve this!

DRINK PURE, CLEAN WATER

(squeeze fresh lemon in the water)
The Clean Food Crush recipes use everyday ingredients.

Tips for the day:

- Try and eat every 3 hours. This helps keep you full and maintain your energy through the day.
- Drink plenty of water
- Go organic as much as possible sometimes they are on SALE!
- Grass fed meat is much better for us. (the cows are much happier and healthy).
- If you fall off your plan, get back on and don’t stress about it
- Stick with 1 serving - Stop when FULL.
Have you ever heard of batching?

Batching is: doing a bunch of similar tasks all at once!

When we get in our “groove” with a single task we become more efficient.

Instead of spending 10 minutes EACH morning; deciding, finding, and preparing smoothie ingredients, you can prepare 1-2 weeks worth of your favorite smoothies all at once – about 20 minutes total!

umm…add that up!

You just “found” yourself 10 minutes per day, x 2 weeks = over 2 hours SAVED! ⏰

THIS is why prepping ahead is EVERYTHING!

You are also more likely to make a smoothie everyday, if it’s ready to drop into the blender!

Enjoy your Morning ENERGY & TIME you just ‘found’!

These meals are all made with batching in mind.

Prep a few meals for the week, and save even more time!
Ham n’ Egg cups

*2 Egg Cups per Serving*

**Ingredients:**

- Fresh eggs
- Applegate uncured ham
- Cherry tomatoes, sliced
- Asparagus tops
- Sea salt and freshly ground black pepper to taste
- Optional: fresh herbs such as scallions, basil, or oregano
Instructions:

1. Preheat oven to 350 degrees f
2. Spray or coat regular size muffin tins with olive oil.
3. Place one slice of ham in each tin, to form a cup.
4. Carefully break egg into each ham slice.
5. Top with Asparagus and tomato slices. Sprinkle with sea salt and pepper.
6. Bake in preheated 350 degree oven for 18-20 minutes until egg whites are set.
7. Sprinkle with fresh herbs before serving.
8. For food prep, cover tightly, refrigerated, for up to 3 days.
Mid-Morning snack time is the best for smoothies.

It’s best to have your smoothie as an earlier in the day snack, so that you can use all of those GOOD carbs for ENERGY throughout your day!

Glowing Green Goddess Smoothies!

Each pack is 2.5 servings
Ingredients in each packet (adjust to your liking):

- 1/2 cup fresh green grapes (organic preferred)
- 1/2 small banana, chopped
- 1/2 kiwi, chopped
- 3 pieces honeydew melon
- 1.5 - 2 cups fresh baby spinach (I like a lot of spinach in mine...but I've been doing this for years...adjust to your own taste, and add more greens as you go)
- 1/2 cup baby kale
- A few fresh mint leaves (as desired...mint is so fresh tasting in smoothies!)

Instructions

1. Add ingredients to a ziplock, or reusable container.
2. Place prepared bags in the freezer.
3. Be sure to make at least a weeks worth!
4. Pull one package out of the freezer, place in blender, then

   Add:

5. 1 cup unsweetened coconut/ almond milk, or water until desired consistency is achieved...start with less liquid, adding as you like
6. 1/2 cup ice cubes, optional
7. Blend until desired consistency is achieved
Copycat Starbucks Protein Bistro Box

Each box is one serving

These little bento/bistro boxes are great for kids, & their moms!
I used glass containers because I love the way glass stores food…but use what you have. 😊
Here are some ideas/options to get you going:

• 1 or 2 hard boiled eggs
• 2 Tbsp all-natural nut butter, OR hummus
• Celery sticks, snow peas, or carrot sticks
• Cucumber, or pepper slices
• Organic green grapes, or blueberries
• A small piece of all-natural cheese.

Make it YOUR own. –

Make several at a time, so you have one to grab & go, each day!

Have fun with this, & get the kids involved – they will eat better. 😊
Pumpkin Chocolate Chip Energy Balls

*Serving size is 1 or 2 balls*

**Ingredients:**

- 3 cups dry, uncooked oatmeal (I used gluten-free thick cut oats)
- 1 cup all-natural Pumpkin Puree
- 1 cup all-natural Peanut butter, or Almond butter
- 2/3 cup pure maple syrup or raw honey
- 1/2 tsp cinnamon
- 1/2 tsp pumpkin pie spice
- 1/2 Tbsp vanilla extract
- 4-6 Tbsp ground flax seeds (if ‘dough’ seems too wet, then I add more ground flax, if it’s too dry, add less…start with a smaller quantity)
• 1 cup small chopped walnuts, chopped almonds, chopped peanuts, coconut flakes, or any combination of mix-ins that equal 1 cup total.

• 1/2 cup mini dark chocolate chips. You could use dark chocolate/cacao pieces, or just skip them altogether.

Instructions:

1. Combine all ingredients together in a medium bowl until very thoroughly mixed.

2. Roll into balls of about 1” in diameter (mine were a bit larger). Pumpkin Chocolate Chip Energy Balls Prep http://cleanfoodcrush.com/pumpkin-energy-balls/

3. Place on a cookie sheet covered in parchment paper & freeze one hour.

4. Store in an airtight container and keep refrigerated for up to 1 week.

Some of these items may be hard to find, so I order them through Amazon.com:

   Gluten-Free Oats - http://cleanfoodcrush.com/oat

   All-Natural Pumpkin Puree - http://cleanfoodcrush.com/pumpkinpureex3

   All-Natural Almond butter - http://cleanfoodcrush.com/almondbutter

   Maple Syrup http://cleanfoodcrush.com/maple

   Mini Dark Chocolate Chips sweetened with Stevia http://cleanfoodcrush.com/lilys
1-Pan Burrito Skillet

Makes 6 servings

Ingredients:

• 2 tsp avocado, or olive oil
• 1 yellow onion, diced small
• 1 pound ground turkey, or grass fed beef
• 1/2 Tbsp chili powder
• 1/4 tsp garlic powder
• 1/4 tsp onion powder
• 1/2 tsp cumin
• 1/2 tsp sea salt
• 1 (15-ounce) can reduced-sodium pinto, OR kidney beans, drained and rinsed
• 1.5 cups prepared, low-sugar chunky salsa
• 1/2 cup water
• 3 Ezekiel, or sprouted grain tortillas, cut into strips
• 2 Tbsps colby jack, all-natural shredded cheese
• diced avocado
• diced tomato
• Greek yogurt
• green onions

Instructions:

1. Heat oil in a large skillet over medium-high and add onion, cooking for 2-3 minutes.

2. Add the turkey, cook until nicely brown.

3. Add the seasonings, stirring to combine with the meat.

4. Reduce the heat to medium-low, add the beans, salsa, and water, stirring together and cooking at a low simmer for 4 minutes.

5. Gently stir in the tortilla strips, and cook about 2 minutes.

6. Remove from the heat and add the cheese over the top.

7. Garnish with avocado, tomato, and green onions.
Late night snacking is a huge concern for many of the people I work with in our private groups.

We are so busy during our day; skipping meals, by the time 8pm hits, we feel ravenous.

Here are some SIMPLE ideas to stop the cycle & reach your goals!

**CleanFoodCrush Tips to Avoid Night-time Snacking:**

Avoid unhealthy late night snacks.

**Good HABITS and the right foods during the day will solve late night snacking:**

- **Plan ahead!** Take a few minutes each night preparing your favorite healthy foods for the next day
- **Eat 5-6 smaller meals throughout the day**
- **Eat a green vegetable with every meal**
- **Increase daily protein intake** (some say your weight in grams of protein, especially if working out daily)
- **PLAN for nighttime eating.** Break up or space your meals so that you have one at that time of night
- **Make sure to have post-workout protein shake or high protein meal within an hour after working out; helps with cravings later in the day and night**
- **Eat most of your carbs earlier in the day**
- **Eat more GOOD fats throughout the day**
- **Eating Clean (no processed, all whole foods) helps reduce cravings at night**
If you want to flat-out avoid late-night eating late at night, then:

› Stay away from refined sugar, especially at night (increases your cravings!)
› Close the kitchen! Clean, light-off, STAY OUT
› Brush your teeth
› Drink a big glass of water
› Drink green and/or herbal teas with a squeeze of fresh lemon
› Go to bed: read, listen to something, whatever is relaxing but stay in bed
› Sit in the bathtub
› Go for a walk
› Take a probiotic at bedtime
› Try on & pick out an outfit for the next day
› Call a friend, call your Mom
› Chew gum
› Keep your hands busy: crocheting, knitting, writing, etc.

› Check the emotions: boredom, “reward” feeling after getting kids to bed, anxiety about work left to do, etc. Identify the emotion behind the urge to snack at night, sit with it a minute, then drink a big glass of water or tea instead!

› If you have to have something, try some popcorn.

› Fit one or two of these ideas into your day, make it a habit, and watch what happens

› If you must eat something before bed, then:

› Scrambled egg whites with sugar free salsa

› Protein shake: water or almond milk plus one scoop protein powder, stevia, cinnamon, Barlean’s key lime fish oil. (I use Jay Robb’s Protein - [http://cleanfoodcrush.com/jayrobb](http://cleanfoodcrush.com/jayrobb))

› Veggies like celery sticks, carrots, broccoli etc. Add 1-2 tbsp hummus, salsa, etc.
› 1/2 cup unsweetened Greek yogurt with a tbsp of natural nut butter, a scoop of chocolate or vanilla protein powder, a tbsp of chia seeds, frozen berries, vanilla, OR a drop of stevia (watch the adding up of calories here, can easily become high-calorie).

› 1 cup homemade Air-popped non-gmo popcorn with a sprinkle of sea salt

› Casein slow release shake

› 1-2 tbsp. sugar-free nut butter

› Roasted chickpeas.

› A small handful of raw nuts such as almonds

› Fit one or two of these ideas into your day, make it a habit, and watch what happens!

<3 Rachel
What’s next?

Now that you have seen what ONE DAY on the Clean Eating Challenge is like, can you see yourself eating similar meals for the next 30 days?

Our 30 Day whole foods program is NOT about starving, fasting, juicing, only drinking soups or smoothies, or buying lots of supplements.

We spend 30 Days eating filling meals of REAL FOOD, and support each other in making better healthier choices.

Would you like me to PERSONALLY keep YOU committed to eating only clean foods for 30 days straight?

You receive the tools, motivation, and accountability to eat clean for the ENTIRE month in our 30 Day Clean Eating Challenge.

If you are the type of person that likes having somebody to be accountable to, then you will definitely want to see what we have put together for you. :)

Here’s what’s included when you order the CleanFoodCrush 30 Day Clean Eating Challenge:

‣ 4 Week Clean Eating Guide. (The First Week we Detox refined sugar, and in the following weeks we reintroduce foods back into our daily eating.)

‣ Menu Plans.

‣ Shopping Lists for the 30 days BEYOND!

‣ 30 Days of daily email support (Not cliches about dieting, but REAL facts & advice that works)

‣ Daily Meal, Mood, & Nutrition Tracker - So helpful!

‣ Private Online Community - My team and I (plus a whole big group of amazing people just like you – people who will be your biggest supporters and cheerleaders) are waiting for you! We have many previous students joining us in the group!

‣ Exclusive Discounts & Early Access to future CFC groups, products, cookbooks, and RETREATS!

If you have some discipline, are willing to try something different, and want to see the results of resetting your body's addiction to sugar, then I want to work with YOU!
How does it work?

I simply give you REAL food recipes, support, tough-love, and friendship.

You follow the plan, and do the work, and you will see the benefits of clean eating too!

While this program has never been advertised as a weight-loss solution, or anything like that, many of our previous customers have lost 5-15 lbs while doing the challenge.

On the following pages are a few recent success stories from our clean eating groups.
I started my fitness journey on January 1 with a goal of finally losing baby weight. I was doing great, and by July I was just a couple pounds short of baby weight and a normal BMI. I started the 3 week detox to help me finally get to my goal. Here’s what has happened since. I lost an additional 15 lbs for a total of 30 lbs since January; I shed the baby weight, the happy wedding weight, and more. I joined the 4 week challenge as a support to my workout group and as a way to instill good habits.

Certainly there is weight loss, but here’s what I have gained....
1. Confidence and a belief that I am more that what I give myself credit for
2. Strength, muscle, and desire to be physically and mentally stronger
3. A feeling that I do control some of my destiny
4. Sincere support from my family and friends. It is actually kind surprising to me. Not sure what I expected.
5. A re-inspired love of food
6. Different and healthy ways to enjoy family and friends
7. A new bond between my husband and I as we do this together

Hang in there everyone! There will be times when it will be hard. Somehow this week, I actually gained a couple of pounds, but it did even out and I have to look at the long term trajectory of this journey.

Rachel Maser, Shelly Theroux, Brooke Murphy, and Rochelle Stock ----- THANK YOU!!!!!! I am beyond grateful!

Cleanfoodcrush---- I am crushing on you!
Carmelita

Doing great! Exactly what I needed to shed the final baby weight. Now I am at a normal BMI and feeling great! Thank you!

July 26 at 10:59am · Like · 2

Lynda

The beauty of what you do is make healthy food so yummy why should I miss sugar? You have found the secret to eliminating unhealthful sugar: substitute delicious, nutritious food.

July 26 at 12:39pm · Like · 3

Lydia

Made this yesterday for lunch "Chicken Salsa on Butter Lettuce"
Had it again for lunch today....deliciouseoso
Daisy

Yummy!! Thx for the recipe:) I know through all my groups I have learned so much from Rachel that I will not go back to my old habits, I drink lots of water( ice please) make zucchini chips, my favorite way to make tacos is with avocado, I now make my popcorn with a brown sandwich bag( my fav) , love the smoothies I mean I could go on and on Rachel is my true inspiration that I will continue to grow with- thank you so much for all your help & support!! .......15 pnds down now:) 

Yesterday at 6:12am · Like

Hello Ladies! I just buttoned a pair of shorts that I put on 3 weeks ago and felt like a busted can of biscuits when I put them on!! Today they fit!!!
#believeinyourself

Jen

: Checking in...I had a kid size Cold Stone chocolate with pb. It wasn't amazing. I guess my tastes are changing. Otherwise everything has been really good. No cookies, candy, or booze. No pizza or pasta. No chips and salsa/guac. I'm really proud of myself for really sticking with this. I've tried a thousand things to try and clean up my eating and have never been successful. But I feel like for the first time I have the mindset to stick with it. Only time will tell, but I sure feel amazing!
Go back to: https://cleanfoodlove.com/challenge to see our latest special and join the upcoming challenge group. There’s more details there!

Every month is for a Limited Sized Group only.

This allows you to have your questions individually answered. :)