

Legal Disclaimer

As a health and fitness professional with over 8 years' experience in coaching people to great results I believe 100% in what I'm sharing within these pages and know that if you apply the principles I'm sharing that you will get amazing results.

I know it sounds silly but there are people who will claim that eating healthy and only eating natural foods which god intended us to eat, will in some way have harmed them, caused mental anguish or removed the fundamental human right to freedom of choice. Worse still, some people will even get a lawyer to press a case just so they can get some money. Therefore, please read the following statement BEFORE you read the rest of this e-book or follow any of the advice given.

The purpose of this plan is to help healthy people reach their fitness goals by educating them in proper nutrition and exercise guidelines. No health claims or exact results are made for this plan. The information is not intended as a substitute for any exercise routine, treatment or dietary regimen that may have been prescribed by your doctor. The advice in this nutrition and exercise plan will not help cure, heal, or correct any illness, metabolic disorder, or medical condition.

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Please discuss all exercise and nutritional changes with your doctor or a registered dietician. If your doctor recommends that you don't use the information in this book, then please follow your doctor's orders. If you choose not to obtain the consent of your doctor and/or work with your doctor throughout the duration of your time using the recommendations in the plan, you are agreeing to accept full responsibility for your actions. The author advises readers to take full responsibility for their safety and know their limits.

The author of this book disclaims all responsibility in the unlikely event that any adverse effects should arise from the use or application of the information contained in this plan.

By using the information contained herein, you recognise that despite all precautions on the part of Shaun McGill, Shaun McGill Personal Training and Lose Weight Fast Academy, there are risks of injury or illness which can occur because of your use of the information in this book and you expressly assume such risks and waive, relinquish and release any claim which you may have against Shaun McGill, Shaun McGill Personal Training and Lose Weight Fast Academy, or its affiliates as a result of any future physical injury or illness incurred in connection with, or as a result of, the use or misuse of the exercise and nutritional guidelines in this plan.

About Me

 \mathbf{H} i, my name is Shaun McGill and I am a certified personal trainer from Newcastle Upon Tyne in the UK.

I really appreciate you choosing me to be your guide when it comes to losing weight, transforming your body shape and improving your health.

There are thousands of personal trainers, nutritionists and health professionals out there so it gives me great pleasure knowing you chose me to help you.

I promise I won't let you down and if you follow my advice I know it will help you achieve your health and fitness goals.

So why should you listen to me when it comes to your health and transforming your body.

Well first off I have struggled with my weight myself so I have experienced what it takes to lose weight and be healthy. There are a lot of trainers out there who have very good genetics and have 6 packs whilst still eating poor diets. I am not saying these people are bad trainers and can't help you, but most of them have never experienced what it is like to be overweight and how hard it can be to lose weight. I have first-hand experience in losing weight which helps me to understand exactly what you are going through. I really do believe that my experiences of losing weight has enabled me to help people more effectively as I am able to design programmes based on real world struggles rather than just programmes which look good on paper but are so hard to follow because the trainer has never actually experienced weight loss themselves. Yes a programme based on science is great and I always look to science as the foundation to my programmes, but even the best scientific programme is useless if people can't follow it. My weight loss experiences have given me a gift to be able to create programmes and give advice which can be used in the real world to help people to lose weight and improve their health.

Just because I have experienced weight loss myself doesn't necessarily mean you should listen to me. After all thousands of people have lost weight, but it doesn't mean you should listen to them. However, I have spent over £20,000 on courses and qualifications in the 8 years I have been a personal trainer so I am also very qualified when it comes to health and fitness. I have also worked as a trainer

on TV and I have worked with footballers wives, actresses and athletes which I hope demonstrates my experience in working with people who demand a high quality results based service. I am not saying this to brag or to massage my ego, I am telling you because I want you to trust the information I give you. I really believe that in order to follow the advice someone gives you, you must respect and trust the person. I hope by sharing how much I have spent on gaining knowledge and the type of clients I have worked with will help you to respect and trust me so you follow the information I provide. I know the information I provide works, so I hope I have gained your trust and respect so you follow it.

Just a quick reminder before you get into reading the information in this E-book. It is very important for you to know the information I provide is for education purposes only. It is not medical advice and is not intended to replace the advice of health-care professionals. Please consult your doctor before beginning or making changes to your diet or exercise program, for diagnosis and treatment of illness and injuries, and for advice regarding medications.

If you would like to know more about me and the services I provide please visit www.loseweightfastacademy.com.

Good luck on your journey and thank you very much for letting me be your guide.

Get fit, get healthy, get happy Your Coach For Life

Shaun McGill



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Welcome

Welcome to the 21 Day Rapid Fat Meltdown Nutrition Plan.

The 21 Day Rapid Fat Meltdown Nutrition Plan is guaranteed to help you drop at least a clothing size in 21 days even without doing any exercise (exercising 3x per week is recommended for best results).



When it comes to weight loss 70% to 90% of your weight loss is down to your nutrition and lifestyle, which is why this programme can help you see unbelievable results even without exercising. If you do exercise during the 21 days you will see even better results, however, exercise is not essential to lose weight with this plan, but it is recommended.

This programme is designed for those who want to lose a lot of weight in the fastest possible time frame. Maybe you have a special event coming up such as a wedding or a birthday and you want to get in great shape fast, or maybe you just want to kick start your weight loss and get off to the best possible start in your body transformation journey. Whatever your reason is for wanting to lose weight fast, this programme is guaranteed to help you melt fat rapidly, the fast and healthy way.

Most programmes out there which claim to help you lose weight fast are restriction diets where they restrict the calories you eat in order to help you lose weight. While these types of diets can work short term, they mess up your hormones, in particular your hormone leptin, which leads to you putting the weight back on, if not more as soon as you stop. In fact studies have shown 95% of people who follow these restriction diets gain the weight back and 66% actually end up fatter than when they began. So unless you are in the minority you are better off never going on a diet in the first place. You might look better at the end of the programme but long term it's a complete waste of time.

Because nearly all rapid weight loss diets lead to regaining the weight, I set out on creating a plan to help you lose weight rapidly which at the same time reduces your chances of regaining the weight. Because this plan builds health and detoxifies the body along with helping you lose weight, then you are less likely to regain the weight. Don't get me wrong if you go straight back to your old habits no matter what diet you follow you will regain the weight, however, we hope at the end of the diet you see the benefits of eating fresh natural foods and continue to do so 90% of the time to maintain your results. If you follow our maintenance plan after the 21 days then you will maintain your results for the long term. It is all good losing weight rapidly in 21 days, but it is even better if you're able to maintain those results, which is what we aim to help you achieve.

The 21 Day Rapid Fat Meltdown Nutrition Plan is just 21 days so make sure you give the programme 100% effort. If you do this you will be rewarded with amazing results at the end.

I would recommend only taking your before measurements at the start and after photos at the end of the programme rather than measuring yourself throughout. That way you can concentrate fully on what you have to do rather than stress about your weight. If you weigh yourself regularly you will be stressing over the weight which will have a negative impact on your results as stress can slow down weight loss. If you just concentrate fully on what you have to do throughout the 21 days and only measure yourself again at the end you will find it a lot easier to stick to the plan fully and you will see better results as you will be reducing the stress which comes with weighing yourself regularly.

Good ways to measure yourself are measuring your weight, taking before and after photos and also body measurements. I would recommend measuring your waist around your belly button and your hips which is around the largest part of your bum. I am yet to see anyone lose less than a clothing size in 21 days following this programme which is 1 ¼ inch off either your hips or your waist.

If you follow this plan exactly as I have laid out and you give it 100% dedication then you too will lose at least a clothing size (1 ¼ inch off either your waist or hips) in the next 21 days.

I wish you all the best on your weight loss journey over the next 21 days and beyond.

Top 12 Nutrition Tips To Melt Fat Rapidly

Before we get into the actual diet plan there are some important tips you must know if you want to melt fat rapidly.

Learning these tips will help you stick to the diet plan as they help explain why the diet plan is as effective as it is. It's all good being told to do something, but from my experience you are far more likely to follow a plan if you know the reason why you are following it and the benefits you will get. I have found that people who don't take the time to read through these tips are less likely to stick to the diet plan. If you want to see amazing results, which I know you do, otherwise you wouldn't be reading this plan, then please take the time to read through this section.

For every tip you don't read and for every piece of advice you don't follow in this plan it will have a negative impact on your end results. You must get into the habit of doing EVERYTHING that is necessary in order to see the life changing results you want and that starts right now by reading everything in this nutrition plan including this tips section.



Tip 1 – Be Prepared

Most people eat unhealthy because they are not prepared. Most people don't plan their meals in advance, they don't plan their shopping list, they don't plan to have healthy snacks with them or they don't have enough time to cook 4-6 healthy meals per day. In order to eat healthy, preparation is the key. One night per week you should create a 7 day meal plan. From this you can prepare your shopping list. You may have to go shopping twice per week to ensure food is fresh. As you will have all the food you need and you have planned every meal, then there is no excuse for not having healthy meals and snacks with you if you aren't in the house. If you know you aren't going to be in the house then take food with you in containers. As you have planned your meals in advance then this means you can also cook more than one meal at a time. For example when you're making breakfast you can make yourself your lunch and keep it in the fridge for later or keep it in a container. You can also start to prepare the food for your other snacks and evening meal. Alternatively when cooking your evening meal you can begin cooking and preparing your foods for the following day.

Being prepared will ensure you aren't tempted to eat unhealthy. It is when you aren't prepared and you don't have healthy food with you that you become tempted to eat unhealthy because it is convenient at that moment in time.



Tip 2 – Do Not Calorie Count, Instead Listen To Your Body

Calorie restriction doesn't work. This is because it's impossible to find the exact number of calories you need, the mathematical equation for calorie restriction is flawed, the method to find the amount of calories in food is flawed and fat storage is actually controlled by your hormones so you can store fat no matter how little calories you eat. I'm sure you will have seen people who eat very little and are fat and people who eat loads and are thin. Also you might have come across people who all of a sudden gain a few stone in a matter of weeks because they have issues with their Thyroid. These are all examples of how your hormones affect weight gain and weight loss rather than calories.

As well as it being impossible to find out the amount of calories your body needs, if you calorie count and eat too little it can slow down weight loss through slowing down your metabolism. If you eat too little then your body can think it's starving and instead of burning fat it holds onto your fat and can in fact lead to gaining fat. The amount of calories you eat has far less of a say on weight loss and weight gain than your hormones. I'm not saying that the amount of calories you eat can never have an effect on your weight as it can, what I am saying is that there are far more important factors to consider when it comes to your weight.

Instead of trying to lose weight through calorie counting you should focus on balancing your hormones so you lose weight naturally just like we focus on in this plan. In order to balance your hormones all you have to do is follow the tips in this plan and listen to your body.

In order to listen to your body you need to tune in to your feelings of hunger and fullness. Your body knows what amount of food is right for you at any given time and always lets you know, you just need to learn to read the signs. If you become hungry, this means your body needs food. Eat as soon as you can, but make sure it's healthy foods. If you're at work or out, it is a good idea to have healthy food with you, so you don't resort to eating unhealthy foods. If you don't eat when you are hungry then this will lead to overeating when you do eventually eat or you will end up eating bad foods due to cravings. Planning ahead and being prepared with healthy foods will make weight loss simpler.

In order to lose weight rapidly you have to eat the amount of food you need to feel energised and feel good. When you feel energised and feel good this is a sign your body is getting everything it needs and your cells are working optimally. For some this might mean 4 meals per day and others

it might be 6 meals. Your body knows best. Listen to your body rather than counting or worrying about calories. If you feel good and energised then this is the amount of food your body needs, if you don't then you will either need to eat more food more often or less food less often (usually more).

If you are looking to lose weight it is important not to overeat as well as under eat. Tuning into your body is a very good tool to ensuring you do not overeat. You know when you've had enough, as you will feel satisfied. Make sure you don't get this feeling mixed up with feeling full or even physically stuffed. When you get to the feeling of being satisfied then don't be afraid to leave the rest of the food. Make sure you listen closely to your body so you can differentiate between feeling satisfied and full. This is very important if you want to lose weight, as excess calories can slow down weight loss and in fact lead to weight gain. If you spend time and effort to get to know the feeling of feeling satisfied, weight loss will become a simple process, rather than a struggle. Remember though balancing your hormones has a far bigger effect than the amount of calories you eat so don't get too hung up on trying to make sure you don't under eat or overeat. If you listen to your body and if you balance your hormones through following this diet plan then you will eat the amount of food your body needs to work optimally so you not only regenerate your body and rejuvenate your mind but you lose weight in the process.

Make sure you always let your body call the shots. It knows best. Your body knows exactly what it wants and when. Give it too much and the extra will likely be stored as fat, give it too little and you will lack in energy and it can slow down your metabolism. In order to regenerate your body, rejuvenate your mind and lose weight you need the optimal amount of food. Taking time to tune into your body signs is an essential tool that should not be overlooked. Listening to your body puts you in control and you can control your weight and health. Not putting the time and effort in to tune into your body means weight loss and your health remains a guessing game.



Tip 3 - Eat Fresh Whole Natural Foods And Organic When Possible

When looking to lose weight it is essential to eat fresh natural foods and stay away from anything that is processed or man-made. Where possible you should eat organic foods. Studies have shown that there can be up to a 2000% difference between the nutrients in organic foods and non-organic foods. Foods that aren't organic may also have been preserved, coloured, hardened, softened or antibiotic treated, as well as subjected to numerous other ways of preserving food, using one or any number of the over 10,000 manmade chemicals used for such purposes. The chemicals found in foods are what wreak havoc to your hormones inside your body leading to fat storage. These substances have no nutritious effect, however, they are adverse to good health, as they are irritating, toxic and can even be cancer causing.

A good rule is that you should eat the same foods people ate 1000 years ago. If foods weren't around then, then you shouldn't eat the foods as they aren't natural. Make sure even if they are natural foods that they don't have any additives or preservatives added to them. Additives and preservatives will slow down fat loss because whilst your body is detoxing them from the body then it can't break down stored fat.



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If you struggle to eat fresh whole natural organic foods, then keep an ingredient log. If you don't eat fresh whole natural organic foods you will soon get sick of writing down all the ingredients that are in foods that aren't whole and natural. Once you actually see for yourself what goes into the foods you eat, you'll soon think twice and begin eating whole natural organic foods.

If you really can't afford to buy all your foods organic then the most important foods to buy organic are your meats. This is because non organic meats can be pumped full off hormones and steroids to make them grow faster. If you can make sure all your foods are organic but if it's a choice between organic meat and organic fruits and vegetables I would choose organic meat every time.

Tip 4 – Veggies Which Help Fight Against Stomach Fat

You know that your mum always told you to "Eat your vegetables". But I bet you didn't know that there is a specific type of vegetable that contains very unique phytochemicals that actually helps to stimulate the burning of stubborn abdominal fat.

There are chemical substances such as pesticides, herbicides and petrochemicals that we are exposed to in our environment, food supply, water supply, and even from cleaning and skincare products that have an estrogenic effect. Excess exposure to these chemicals can cause hormone balance disruptions in both men and women and wreak havoc in our body. The specific type of chemicals that you need to know about is called "xenoestrogens". These chemicals actually stimulate both men and women's bodies to want to store more stomach fat and in men they also lead to growing man boobs (moobs) and in women they also lead to gaining weight on your hips.

Even if you choose organic foods, try to use all natural skincare products and try to avoid pollution as much as possible, it's virtually impossible to entirely avoid your exposure to these types of belly fat stimulating xenoestrogens on a daily basis. So that's where this unique type of vegetable comes in to help fight against the effects of the xenoestrogens.

The types of vegetables which help to burn abdominal fat are called cruciferous vegetables. This group of vegetables include broccoli, cauliflower, cabbage and Brussels sprouts. This class of vegetables contain phytochemicals such as I3C (indole-3-carbinol) that actually help to deactivate the effects of xenoestrogens in the body, and therefore, help to fight against belly fat.



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When eating these vegetables, try to include some good fats such as fat from meat and fish, extra virgin olive oil, coconut oil or avocados, because the good fats aid in the absorption of the nutrients from the cruciferous vegetables.

Eating these vegetables is only a small detail to change to your diet, however, it might just be the little bit extra help you need in order to burn stubborn belly fat.

Eating only these vegetables for every single meal will not make you thin, (so don't try just eating these vegetables) as it can lead to vitamin and mineral imbalances. These vegetables help speed up fat loss if eating regularly as part of a healthy varied diet. However, they will not help you to lose fat on their own or if you only eat these vegetables and no other vegetables. Make sure you add a mixture of these vegetables to at least 5 of your meals per week.

Tip 5 – Eat Protein At Every Meal And Snack

It is essential to eat protein at every meal or snack you have. When you eat carbohydrate alone without protein, you stimulate the release of insulin, which is your fat storing hormone. If you eat carbohydrates and fat together without protein, then you're just asking for trouble. Without protein your body stores fat and eating the two most calorie dense foods together, carbohydrates and fat will lead to you storing a tremendous amount of calories as fat.

Protein is just as essential for losing fat as it is preventing fat storage. Eating protein stimulates glucagon, which mobilises fat from storage and converts it to energy.

Protein is also essential in maintaining your muscle mass and building lean muscle mass. Without adequate protein, not only will you not build muscle, your body will tear down your existing muscle to fulfil its need for protein. Your metabolism is directly linked to the amount of muscle you have. The more muscle you have, the higher your metabolic rate and the more calories you burn. This makes protein essential in your diet for a lean toned body.

Protein is mainly found in meat, poultry, fish and eggs but can also be found in nuts and legumes but not enough to make up the main protein in your meal. Every meal or snack you have should contain either meat, poultry, fish or eggs.

If you want to lose weight rapidly, then protein is a must in every meal you have.



Tip 6 – Fat Won't Make You Fat (Eat Good Fats And Restrict The Bad Fats)

For years now, dietary fat has been blamed for the obesity epidemic, which has resulted in people avoiding fat in foods. Fat definitely is not the culprit we have all been programmed to believe. In fact studies have shown that when fat decreased in the typical diet around the 70s and 80s and it was replaced by carbohydrates, obesity increased.

Of course there are bad fats which no one should eat, such as trans fats, processed fats and hydrogenated fats. However, there are essential fats that we should all eat (essential fatty acids). The types of fat we should eat should be from natural sources, such as meat, fish, nuts and natural oils (such as olive oil and coconut oil). Any fats that are man-made or that have been altered in anyway and don't come from their natural source should be avoided.

Good dietary fat is actually essential if you are looking to lose weight. Unlike carbohydrates fat doesn't trigger the release of insulin, your fat storing hormone. In fact, fat actually helps slow down the conversion of carbohydrates into blood sugar, as long as it is also combined with protein. Doing so actually decreases the likelihood of your body storing food as fat. Fat also speeds up fat loss, as without good fat in your diet your Leptin levels decrease. Leptin is the hormone responsible for controlling your metabolism, energy expenditure and appetite. The lower your levels of Leptin the slower your metabolism and the less energy you will expend, meaning fat loss slows down. Also the less Leptin levels you have the hungrier you will be, meaning without eating good fat in your diet you will be more likely to overeat. This means that restricting good fats in your diet will slow down fat loss, so it is essential you eat good fats in your diet.

Good fat sources are meat, fish, eggs, nuts, avocado and natural oils such as olive and coconut oil.

Most people don't get enough essential fatty acids in their diet which is why I highly recommend you take fish oil (omega-3 fatty acid). Fish oil (omega-3 fatty acid) is a supplement that I believe everyone should be taking for fat loss and overall health no matter who you are.

To name just a few of the fat burning and health benefits these "wonder" fats possess, omega-3 fatty acids have been shown to decrease the risk for developing heart disease and cancer, decrease blood pressure, improve liver and kidney function, reduce joint pain, improve vision, improve diabetic conditions, decrease occurrences and intensities of migraine headaches, increase circulating levels of leptin, reduce stress, and increase metabolic rate. In particular there are two Omega 3 fatty acids that are essential to the body which are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). These essential fatty acids cannot be produced by the body so they need to be ingested either through diet or through direct supplementation. Most people don't eat enough fish which is why you should use supplements to intake your daily requirements.

When you buy your fish oils containing Omega 3 fatty acids check they contain both eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Also don't bother splashing out on the more expensive combination supplements containing Omega 3, 6 and 9. Our bodies produce our own Omega 9 and it is also found in nuts, seeds, avocados and olive oil. And as for Omega 6, a diet high in Omega 6 and low in Omega 3 is linked to a range of conditions, including heart disease, depression, allergies and cancer which means if anything, we should be cutting down on Omega 6 not supplementing with it.

Recommended dosage

Recommended dosage of essential fatty acids EFA and DHA to receive the benefits is 1000mg. This means you may have to take more than the recommended daily dosage on the packaging if you are to take in 1000mg. You can take more but you must not take more than 3000mg.

Tip 7 – Drink Lots Of Pure Water

The average human body is 60-70% water, so without drinking adequate amounts of pure water your body won't function properly, in turn affecting weight loss. Water is also essential in removing toxic waste from your body. When you are dehydrated toxins aren't flushed out and build up. The Liver then tries to help out to flush out these toxins, which means your liver can't do its own jobs properly, including burning stored fat for energy. This is the least of your concerns if you don't drink enough water. 3% dehydration can decrease strength by 10%. 4-5% total weight loss from water can decrease aerobic and muscular endurance by 20 to 30% and if more than 10-12% of your body weight is lost from water, you can die.



When trying to lose weight, it is essential to drink lots of water. This doesn't mean drinking tea, coffee, fizzy drinks, sports drinks, juice, milk, alcohol and other beverages, it means drinking pure water. Drinking anything but pure water adds extra calories to your diet and most other drinks also contain chemicals harmful to your health. You should try stay away from tap waiter unless it is purified through either filtration, distillation and the best and most advanced method, reverse osmosis. You can buy these filters to use in your own home, or you can buy water in the form of natural spring water and well water. If you are to buy water instead of buying an in home purification system or device to purify water, then I would recommend Avian, Buxton and Volvic. Make sure you don't drink the flavoured water though, as these contain flavourings and other chemicals, which are harmful to your body.

When trying to lose weight I would recommend drinking 3 ½ litres of pure water everyday whilst avoiding any other beverages.

A lot of people find that they go to the toilet a lot when drinking this much water. The reason why is that without sea salt in the water our body doesn't use it as well and it passes through us quicker. If you add a pinch or organic sea salt preferably organic cetlic sea salt then you will find yourself going to the toilet less often. Adding the organic sea salt also has some great benefits to your health. It is very important that you don't add normal table salt. This is a different substance which is bad for your health so stay away from this and only use the organic sea salt.

Tip 8 – Foods You Must Avoid In Order To Melt Fat Rapidly

When it comes to food, there are some foods that are good for some of us, but bad for others, however, there are foods that are bad for everyone. This is because they have little to no nutritional value and only contain high amounts of processed fat and calories, or they have been manufactured using any number of the 10,000 man-made chemicals used for these purposes, which are harmful to our body.



The foods below are the foods you should avoid at all costs if you want to lose weight and be healthy:

- Wheat
- Pasteurised and homogenised dairy
- Caffeine and none decaffeinated drinks
- Sugar and sweeteners
- Ice cream
- Fried foods
- Margarine and hydrogenated cooking oils
- Pastries, cakes and pies
- Processed meat
- Chocolate, sweets, crisps, biscuits and cookies
- Pop, fruit drinks and other sugar sweetened drinks
- White bread and pasta
- Fast foods such as McDonalds and Burger King
- Sugary breakfast cereals
- Processed foods
- Microwavable meals including low fat meals
- Alcohol

Tip 9 – Herbs And Spices Which Speed Up Weight Loss And Improve Your Health

All herbs and spices have benefits for your health and I highly recommend using a large variety of herbs and spices in your diet, however, most people reading this plan are looking to lose weight which is why I will go through the best herbs and spices for weight loss.



The following fresh and organic herbs, spices and seasonings all help speed up fat loss, either directly through increasing your metabolism, or indirectly through having other benefits and in turn helping you to lose weight.

Fresh garlic or pickled garlic helps with fat loss as it regulates your blood sugar. This means garlic helps keep your blood sugar levels stable. Keeping your blood sugar stable helps to speed up fat loss through keeping your insulin level low. When blood sugar levels are stable, you are able to burn fat, whereas, when blood sugar levels fluctuate, it increases your insulin level, which increases fat storage in your body.

Garlic also helps to speed up your metabolism. This is done through increasing your body's core temperature through thermogenesis, which means your body burns more calories as your core temperature is hotter. There are many other benefits to using garlic, including garlic is a natural antibiotic, garlic helps lower blood pressure and garlic helps lower cholesterol.

Fresh ginger has many benefits including helping with weight loss, as it has been shown to temporarily increase your metabolism by nearly 20%. Again this is through increasing thermogenesis in your body, allowing your body to burn more calories. Ginger is also excellent at improving your circulation to help detoxify your body as it expands your blood vessels. Doing so enables more blood to be moved around your body, enabling your body to receive more nutrients, as well as enabling your body to detoxify more waste products. Ginger has also been found to reduce pain and inflammation, lower cholesterol, relieve gas and bloating and has cancer preventing properties.

Another great spice which aids in fat loss is **cinnamon**. Although cinnamon does not directly increase fat burning (such as by increasing metabolic rate, etc.,) it can actually help you to burn off abdominal fat and get leaner through an indirect link. Although cinnamon has dozens of health benefits, the main benefit that will help you to get leaner is through its strong effect on controlling blood sugar levels in your body. Cinnamon helps your body to metabolise sugar about 20 times faster and lower your body's blood-sugar levels, which will help you burn abdominal fat faster. This is because when keeping blood sugar lower this simultaneously allows your body to produce less insulin, which is your fat storing hormone. As your insulin levels are lower then you are able to burn fat faster. As cinnamon controls your blood sugar and keeps it stable, it will also control your appetite and help prevent cravings, which will make fat loss easier. All it takes is about 1/4 of a teaspoon added to your meal or snack in order to get these fat loss benefits.

The final fat burning spice is **cayenne pepper**. Cayenne pepper is one of the best fat burning spices and can increase your metabolism by up to 25% for several hours after ingestion. There are two reasons why cayenne pepper increases your metabolism. The first is through thermogenesis, where you burn more calories, due to your core temperature being increased. The second way is through cayenne's main ingredient called capsaicin, which helps burn calories in your body in a way similar to exercise, but it's not going to be as dramatic as exercise.

None of these herbs, spices and seasonings are going to burn your fat on their own. If anyone says they will there are lying to you and exaggerating, however, they will help speed up fat loss. **Garlic, ginger, cinnamon** and **cayenne pepper** are all tremendous aids in helping your body work more efficiently, which will lead to better health and faster fat loss. They are not miracle workers, just aids to make fat loss quicker and simpler.

Tip 10 – Vary The Foods You Eat

Varying the foods you eat is essential if you want to regenerate your body, rejuvenate your mind, lose weight and reclaim your life. People tend to eat the same foods day in day out without ever really thinking about what they are eating. Most people have about 10 meals or even less that they cycle through over and over again. This means people tend to stick with eating the same meat, the same poultry, the same fish, the same 2-3 fruits and the same 3-4 vegetables over and over again.

Even if you are eating good foods, eating the same foods all the time can cause problems including slowing down or even preventing fat loss. Despite the fact what you are eating is healthy, eating the same foods over and over again can lead to food intolerances and sensitivities, vitamin and mineral imbalances and hormone fluctuations. This is the last thing you want as your body must be in balance in order to regenerate itself and burn fat.

The solution to this problem is very simple. All you have to do is rotate the foods you eat and try to avoid eating the same food more than twice per week. This will ensure your body receives all the nutrients, vitamins and minerals it needs as well as prevent hormone fluctuations and food sensitivities. Once your body is getting all the nutrients it needs, rather than some, then your cells will begin to regenerate and you will start to reclaim your life.



A good way to vary your protein sources is to choose 3-4 sources of meat (beef, lamb, rabbit and venison), 2-3 sources of poultry (chicken, turkey and duck) and 3-4 sources of fish (salmon, sea bass, cod and sardines) and keep rotating through them.

In order to vary your fruits and vegetables you can set out to eat all the fruits and vegetables on the allowable food list every 21 days or at the very least widen your choices to rotate between at least 10 different fruits and 12 different vegetables. The more different fruits and vegetables you eat the better as they all contain different vitamins and minerals which will mean it is more likely your vitamin and mineral level will become balanced. Remember to definitely include broccoli, cauliflower, cabbage and Brussels sprouts to at least 5 meals per week as they fight off the negative effects of too much xenoestrogens such as belly fat and moobs in men and weight gain on thighs and hips in women.

You should also make sure you eat sulphurous foods regularly and especially during the first few weeks (I would recommend you eat them daily during first two weeks) because these foods will speed up your body's detoxification process. Eating sulphurous foods will help detoxify the harmful chemicals that are currently in your body quicker which will result in faster fat loss. Sulphurous foods include foods such as garlic, onions, asparagus, shallots, broccoli, cauliflower, cabbage and Brussels sprouts.

I do understand it may take a bit more effort to shop more often for the different foods and to learn to cook the different foods, however, the more varied your diet the better the results you will achieve. Those of you who vary your diet the most will be the ones who start to feel better quicker, regenerate their body, rejuvenate their mind and lose the most weight. If you get lazy and get stuck in a rut of eating the same foods then your results will not be as impressive and you will eventually reach a plateau. If you keep varying your foods then you will keep losing weight until you reach your ideal weight.

Tip 11 – Cook And Prepare Your Foods Properly

In order to achieve the best results possible it is essential to not only eat the correct foods but also to prepare and cook them correctly. This is to ensure the foods you eat don't lose any of their vitamins, minerals, nutrients and enzymes during the cooking process and also to ensure the foods don't change their structure to something your body doesn't recognise.

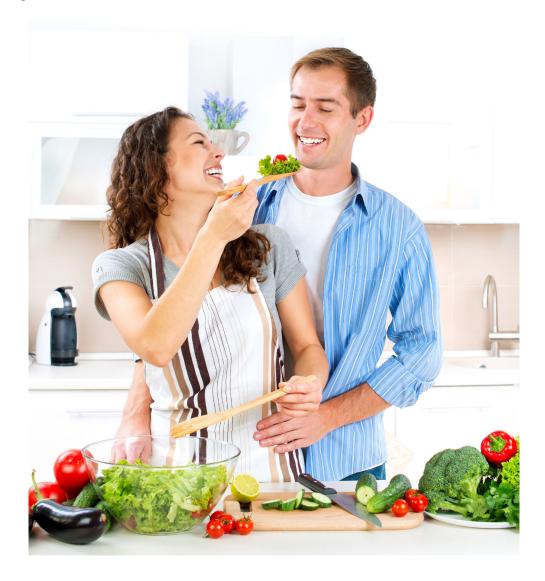
There are many different ways to cook food, however, not all of them are healthy which you may or may not know already know.

When preparing your food it is essential not to use a microwave or cook your foods at too high a temperature

- Why you should avoid microwaving Not enough is known about the long term effects but there are many more arguments against than for. Microwaving changes the molecular structure of food to something other than what the body has recognised as food for millions of years.
- Why you shouldn't cook foods at too high a temperature Enzyme activity diminishes after 116 degrees and enzymes are totally destroyed at 220 degrees. For this reason, it is always preferable to cook food as little as possible and at as low a temperature as possible.

You could be doing everything right in terms of the food you are eating, however, if you use the microwave or cook your foods at too high a temperature you may not be getting all the benefits from the vitamins, minerals, nutrients and enzymes in the foods.

It is getting lots of vitamins, minerals and nutrients which is going to help you lose weight fast. The more vitamins, minerals and nutrients you intake in the fastest possible time the faster you will lose weight.



Tip 12 – Eat 4-6 Meals Per Day

Carrying extra weight is a by-product of starving. Not starving from calories but starving from vitamins, minerals and phytonutrients.

The fastest and best way to lose weight is to re-stock your vitamins, minerals and phytonutrients as quickly as possible. This means eating good foods regularly. When you are eating lots of vitamin and mineral rich foods and your body is getting everything it needs to function optimally then your body will lose weight rapidly.

Another benefit of eating regularly is that it controls hunger which will make sticking to your diet far easier.

During the 21 day programme I want you to eat a meal within every 4 hours you are awake. 4 hours is the very longest you should go without food. This will mean eating 4-6 meals per day.

Don't worry about the portion sizes. Eat till you feel satisfied. Remember your body knows best so listen to it and stop eating as soon as you feel satisfied.



Week 1

Week 1 is building health.

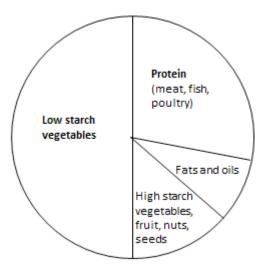
This protocol is designed to build health and cleanse the body. The quicker you build health through giving your body the nutrients it needs and the faster your body detoxifies the faster you will lose weight.

Most health problems and weight gain are caused due to either nutritional deficiency and/or toxic overload. This is through not eating enough of the good foods and instead eating too much bad. By cutting out all the bad foods and instead eating lots of good foods it will help you lose weight a lot faster than any calorie controlled diet.

Your body doesn't like being overweight. So the sooner you can feed your body enough nutrients in order to function optimally, the quicker you will begin to burn fat. By cutting out all the junk foods as well, means you burn far even faster. This is because whilst your liver is trying to detox the chemicals in junk foods your liver can't breakdown fat. So by eliminating toxic foods from your diet, your liver is able to burn fat a lot faster than if it had to detox all the harmful chemicals from your body first.

Remember to follow the 12 tips especially eating protein at every meal and snack and drinking 3 ½ litres of water per day.

You should stick as closely as possible to eating the foods in these proportions on your plate for every single meal you have this week.



Allowable Foods

Remember all foods must be fresh, whole, natural and preferably organic and must not contain any other ingredients, additives or preservatives.

Low starch vegetables	High starch vegetables	Fruit	Nuts and Seeds
Asparagus	Artichoke	Apple	Almond
Avocado	Aubergine	Apricot	Beech nut
Beetroot	Carrot	Banana	Brazil nut
Broccoli	Courgette	Blackberry	Cashew nut
Brussels sprouts	Leek	Blueberry	Chestnut
Bamboo shoots	Olives	Boysenberry	Flex
Cabbage	Parsnip	Cantaloupe	Hazelnut
Cauliflower	Potato (including sweet)	Cherry	Hickory
Celery	Pumpkin	Coconut	Macadamia
Corn	Squash	Cranberry	Peanuts
Cucumber	Swede	Elderberry	Pecans
Dill	Turnip	Fig	Pine nut
Eggplant		Gooseberry	Pistachio
Fennel		Grape	Poppy seeds
Garlic		Grapefruit	Pumpkin seeds
Ginger root		Guava	Sesame seeds
Ginseng		Kiwi fruit	Sunflower seeds
Green bean		Lemon	Walnut
Green pea		Lime	
Kale		Loganberry	
Kohlrabi		Mango	
Lettuce		Melon	
Mushroom		Nectarine	
Mustard collard		Orange	
Okra		Papaya	
Onion		Passion fruit	
Parsley		Peach	
All peppers		Pear	
Radish		Pineapple	
Rocket		Plum	
Shallot		Pomegranate	
Spinach		Raisin	
Tomato		Raspberry	
Watercress		Red-current	
		Rhubarb	
		Satsuma	
		Star fruit	
		Strawberry	
		Tangerine	

	Oils and fats	Herbs	Spices
Oil/Fat	Uses	Anise	Black pepper
		Basil	Cardamom
Almond oil	Salad dressings, sauces, sautéing,	Bay leaf	Cayenne
Extra virgin account ail	Daking fraing	Caraway	Chilli
Extra virgin coconut oil	Baking, frying,	Chervil	Clove
Coconut butter	Baking, frying,	Dill weed	Coriander
Cooonat Batter	Baking, nying,	Fennel seed	Cumin
Flaxseed oil	Can be used for salad dressings.	Fenugreek	Mace
		Garlic	Nutmeg
Extra virgin olive oil	Salad dressings, marinades, sautéing. Can be	Marjoram	Paprika
	used for baking and frying but not ideal for this.	Oregano	Saffron
The best oil for cooking	is extra virgin coconut oil as it contains the	Peppermint	Cinnamon
most nutrients for your b	ody and the oil doesn't change its structure	Rosemary	Ginger
when heated unlike man	y other oils. You will struggle to find extra virgin	Sage	Mustard
coconut oil in supermarkets so will need to order it off the internet.		Spearmint	seed
		Tarragon	Parsley
When buying oil make s	ure you choose glass bottles rather than plastic	Thyme	
as plastic leaks chemica	Is and contaminates the oil.		

Herbs and spices

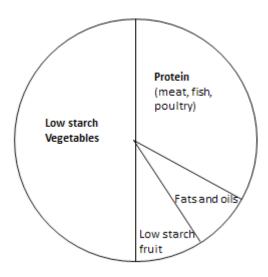
Use of all herbs and spices is allowed as long as they don't contain additives and preservatives. Make sure you use organic fresh herbs and spices wherever possible, however, dried may also be used. All herbs and spices have numerous benefits, however, make sure you add garlic, ginger, cinnamon and cayenne pepper to your diet as they all help with fat loss.

Week 2

Week 2 is where we start to ramp up the fat burning. This week we are cutting out all carbs except low starch fruit and vegetables. Through lowering your carb intake and cutting out all carbs except low starch vegetables and fruit you will reduce the release of insulin which will help you to burn fat faster.

Remember to follow the 12 tips especially eating protein at every meal and snack and drinking 3 $\frac{1}{2}$ litres of water per day.

You should stick as closely as possible to eating the foods in these proportions on your plate for every single meal you have this week.



Allowable Foods

Remember all foods must be fresh, whole, natural and preferably organic and must not contain any other ingredients, additives or preservatives.

Meat	Poultry	Seafood
Beef	All eggs	Cat fish
Bison	Chicken	• Cod
Lamb	Duck	• Crab
Pork	Game birds	 Crayfish
Rabbit	Goose	 Flounder
 Venison 	 Pheasant 	 Haddock
Wild game	Quail	 Halibut
Essential the below foods come from or-	 Turkey 	 Herring
ganic sources otherwise they will be		 Lobster
very toxic		 Mackrel
Heart		 Mussel
Kidney		 Oyster
Liver		 Salmon
		 Sardines
		 Scallop
		Sea bass
		 Shrimp
		(prawns)
		Squid
		 Shark
		 Swordfish
		 Turbot
		• Tuna
		• Trout
		 Whitefish

Low starch vegetables	Low starch fruit
Asparagus	Apples
Avocado	Blackberries
Beetroot	Blueberry
Broccoli	Boysenberry
Brussels sprouts	Cherry
Bamboo shoots	Grapefruit
Cabbage	Gooseberry
Cauliflower	Lemon
Celery	Lime
Corn	Loganberry
Cucumber	Pears
Dill	Raspberry
Eggplant	Strawberry
Fennel	
Garlic	
Ginger root	
Ginseng	
Green bean	
Green pea	
Kale	
Kohlrabi	
Lettuce	
Mushroom	
Mustard collard	
Okra	
Onion	
Parsley	
All peppers	
Radish	
Rocket	
Shallot	
Spinach	
Tomato	
Watercress	

	Oils and fats	Herbs	Spices
Oil/Fat	Uses	Anise	Black pepper
		Basil	Cardamom
Extra virgin	Baking, frying,	Bay leaf	Cayenne
coconut oil		Caraway	Chilli
Coconut butter	Baking, frying,	Chervil	Clove
F (Dill weed	Coriander
Extra virgin olive		Fennel seed	Cumin
oil	Can be used for baking and frying but not	Fenugreek	Mace
ideal for this.		Garlic	Nutmeg
The best oil for cooking is extra virgin coconut oil as it contains the most nutrients for your body and the oil doesn't		Marjoram	Paprika
		Oregano	Saffron
	ure when heated unlike many other oils. You	Peppermint	Cinnamon
	d extra virgin coconut oil in supermarkets	Rosemary	Ginger
so will need to ord	der it off the internet.	Sage	Mustard seed
		Spearmint	Parsley
When buying oil make sure you choose glass bottles rather		Tarragon	
than plastic as plastic leaks chemicals and contaminates the		Thyme	
oil.			

Herbs and spices

Use of all herbs and spices is allowed as long as they don't contain additives and preservatives. Make sure you use organic fresh herbs and spices wherever possible, however, dried may also be used. All herbs and spices have numerous benefits, however, make sure you add garlic, ginger, cinnamon and cayenne pepper to your diet as they all help with fat loss.

Week 3

Week 3 is the most intensive but also the most effective nutrition protocol which is why it is saved for the last week. This week we are cutting out all carbs except low starch vegetables. Basically you are eating meat and low starch vegetables only. This will enable you to burn fat very rapidly and on average people lose 6lbs this week alone.

Remember to follow the 12 tips especially eating protein at every meal and snack and drinking 3 ½ litres of water per day.

Allowable Foods

Remember all foods must be fresh, whole, natural and preferably organic and must not contain any other ingredients, additives or preservatives.

Meat	Poultry	Seafood
 Beef Bison Lamb Pork Rabbit Venison Wild game Essential the below foods come from organic sources otherwise they will be very toxic Heart Kidney Liver 	 All eggs Chicken Duck Game birds Goose Pheasant Quail Turkey 	 Cat fish Cod Crab Crayfish Flounder Haddock Halibut Herring Lobster Mackrel Mussel Oyster Salmon Sardines Scallop Sea bass Shrimp (prawns) Squid Shark Swordfish Turbot Tuna Trout Whitefish

Low starch vegetables

Asparagus

Avocado

Beetroot

Broccoli

Brussels sprouts

Bamboo shoots

Cabbage

Cauliflower

Celery

Corn

Cucumber

Dill

Eggplant

Fennel

Garlic

Ginger root

Ginseng

Green bean

Green pea

Kale

Kohlrabi

Lettuce

Mushroom

Mustard collard

Okra

Onion

Parsley

All peppers

Radish

Rocket

Shallot

Spinach

Tomato

Watercress

	Oils and fats	Herbs	Spices
Oil/Fat	Uses	Anise	Black pepper
		Basil	Cardamom
Extra virgin	Baking, frying,	Bay leaf	Cayenne
coconut oil		Caraway	Chilli
Coconut butter	Baking, frying,	Chervil	Clove
		Dill weed	Coriander
Extra virgin	Salad dressings, marinades, sautéing. Can be	Fennel seed	Cumin
olive oil	used for baking and frying but not ideal for this.	Fenugreek	Mace
The best oil for cooking is extra virgin coconut oil as it contains the most nutrients for your body and the oil doesn't change its structure when heated unlike many other oils. You will struggle to		Garlic	Nutmeg
		Marjoram	Paprika
		Oregano	Saffron
	coconut oil in supermarkets so will need to order	Peppermint	Cinnamon
it off the internet.		Rosemary	Ginger
		Sage	Mustard seed
When buying oil make sure you choose glass bottles rather than		Spearmint	Parsley
plastic as plastic	plastic as plastic leaks chemicals and contaminates the oil.		
		Thyme	

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Expected Reactions To Following The 21 Day Rapid Fat Meltdown Nutrition Plan

Don't worry if you feel any negatives affects when you first start following the diet plan. This is a good sign as it means your body is detoxifying itself of the harmful chemicals that have been stored in your body through years of poor nutrition. The negative effects are a sign the diet is working and your body is detoxing and the good thing is the worst of it will be over in in a few days. By the end of the first week, for most people, the negative effects will have gone and you will start to see massive improvements in your health. For those who keep seeing negative effects each time the protocol changes then this will be because your body is managing blood sugar poorly. If this happens to you then after the 21 days I would highly recommend following a low carbohydrate diet which will help your body to become better at managing blood sugar.

Common signs of detoxification and temporary indicators of positive changes in your metabolism:

Bloodshot eyes

Bone aches

Constipation

Dehydration

Depression

Diarrhoea

Dizziness

Dry mouth

Fatigue

Fever blisters

Food cravings

Hives

Insomnia

Intestinal gas

Irritability

Joint pain

Loss of appetite

Lymph gland swelling

Migrating aches/pains

Nasal discharge

Nausea

Nervousness

Nightmares

Rashes

Shortness of breath

Skin rash

Thirst

Headache

Weakness

Not everyone will suffer these symptoms so don't be worried that the programme isn't working if you don't suffer any negative effects. If your detoxification organs are working at the correct speed then the toxins won't get jammed in your bloodstream, meaning you won't get any symptoms.

After your body has detoxified itself of the harmful toxins in your body then you will begin to see the benefits of following the programme. I'm sure the main reason for following this programme for most of you, is to lose fat. The good news is you will lose fat rapidly. You will lose a rather large amount of stubborn fat and excess water in a very short period of time. Most people will lose between half a stone to a stone in just the first two weeks and you will lose anything up to a stone and a half in the 21 days. If you keep following the programme you will gradually keep losing weight until you reach your ideal weight. After the first three weeks your fat loss will begin to slow down a little and you will lose on average, 2lbs per week. Don't worry when your fat loss does slow down as this is normal.

Whilst weight loss is your main goal, the 21 Day Rapid Fat Meltdown Nutrition programme will also improve your health. Weight loss is only one of many positive side effects of following this nutrition plan. After the stored toxins have left your body and you're no longer adding others, you'll notice not only will you lose fat, but many problems you've been suffering from will either reduce or go away

entirely. You will also notice your hair and skin will improve and your energy levels will be much higher. Once your body is getting everything it needs to build good health you'll start to repair and rebuild your cells, organs and systems much more effectively, which will reduce your chances of illness and degenerative disease.

This whole plan is about losing weight and improving your health, your wellness and your vitality and as long as you follow the plan as I've laid it out for you, you'll achieve all this and much more.



Lifestyle

Your nutrition is essential to melt fat rapidly, however, there are a few lifestyle changes you can make which speeds up the process. In fact if you don't make these lifestyle changes alongside your diet then it can dramatically affect your results. Not sleeping at the correct time and not controlling your stress levels has a massive impact on your health and can even prevent the best exercise and diet programmes from helping you lose weight. If at any point you stop losing weight and hit a plateau with your diet and exercise programme and you're not cheating then sleep and stress are the first place to look. They have a massive impact on your health and weight loss yet most programmes don't address them.

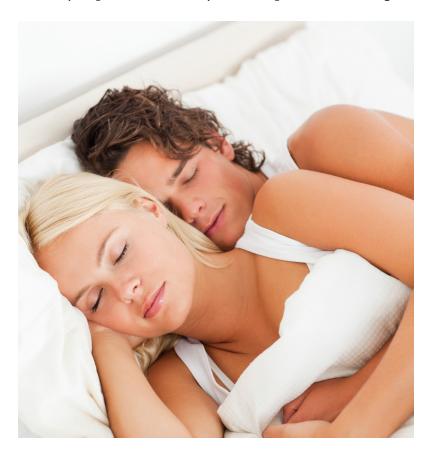
If you want to see the best results possible from this plan and you want to regenerate your body, rejuvenate your mind, lose weight and reclaim your life, then sleeping at the correct time and reducing your stress is essential.



Get Sufficient Sleep

You might be thinking to yourself, what has sleep got to do with weight loss? Actually, getting enough sleep is very important if you're looking to lose weight. Lack of sleep disrupts your hormones to make you feel hungrier and store more fat. Sleep loss has been shown to affect the secretion of cortisol, which is a hormone that regulates appetite. As a result of not getting sufficient sleep, individuals may continue to feel hungry despite adequate food intake. Lack of sleep also interferes with the body's ability to metabolise carbohydrates, which leads to high levels of blood sugar. High blood sugar promotes the overproduction of insulin, your fat storing hormone, as well as insulin resistance, which is a critical step into the development of diabetes.

It is recommended that you get at least 8 hours of sleep per night and if you're looking to lose weight then you should be in bed by 10pm or at the very latest 11pm, at least 5 nights of the week.



You may not be aware but your body adjusts itself based on your circadian rhythm and the amount of sunlight outside. Your circadian rhythm is inherited through thousands of years of evolution. Not only do you have a circadian rhythm for when you should eat food, your circadian rhythm also tells you when you should sleep. Your circadian rhythm tells your body to physically recover approximately between the hours of 10pm-2am and to mentally recover approximately between 2am-6am. If you aren't getting to bed until 12am, you are missing out on 2 crucial hours of physical repair. Lack of sleep may be the missing link in your quest to lose weight. Just by going to sleep at the recommended time of 10pm, can help make a huge difference to your health through allowing your body to recover through the appropriate rest it needs.

To ensure you get a good night's sleep, you should sleep in a pitch dark room to increase the release of melatonin. Melatonin is a hormone, which helps regulate your circadian rhythm. Lack of melatonin will lead to lack of good quality sleep, insomnia, wakefulness and other more detailed sleep disturbances. Melatonin is released at night, whilst you sleep, however, its release can be disturbed through prolonged exposure to light, irregular sleeping patterns and sleeping in rooms that have lights on. To ensure melatonin is released and you get a good night sleep, it is important you sleep in a pitch black room with no lights and to go to sleep at a regular time every night. If you don't get a good nights sleep, then this will disturb your physical recovery between 10pm and 2am and your mental recovery between 2am and 6am.

Tips to help you get a good night's sleep

- Do not watch TV before bed. Instead read a book or magazine.
- Take your mind off work or other thoughts that may cause stress and for you to over think.
- Don't do anything mentally or physically stimulating just before you go to bed.
- Eat slightly more carbs in your evening meal (if your plan allows carbs). When you eat carbs you often feel sleepy. Use this to your advantage by eating more carbs on an evening. As long as they are good carbs and not things like chocolate you won't gain weight. This not eating carbs late at night comes from you shouldn't eat sugary things like chocolate late at night. Eating good carbs is fine and can help you sleep better.

Important note

It you usually go to bed late then it may take up to 7 nights of going to bed early before you actually fall asleep straight away. The first few times you try going to sleep earlier you may struggle to fall asleep. Don't worry, keep going to sleep by 10pm and once you get used to it and start falling asleep at that time you will feel the benefits.

Reduce Stress

Stress reduction is vital for good health. However, it is also very important if you are looking to lose weight. When we become stressed, cortisol is released into the bloodstream, due to your body's 'fight or flight' response to coping with stressful situations. Cortisol is an important hormone in the body, which is secreted by the adrenal glands and is involved in proper glucose metabolism, regulation of blood pressure, insulin release for blood sugar maintenance, immune function and your inflammatory response. It also helps us deal with stressful situations, through preparing us to either 'fight or flight' through allowing a quick burst of energy for survival reasons, a burst of quick immunity, lowering sensitivity to pain, increasing memory functions and it also helps maintain homeostatis in the body. However, if cortisol is released for an extended period, then it causes negative side effects. Higher and more prolonged levels of cortisol in the bloodstream have been shown to have negative effects on your health, such as:

- Impaired cognitive performance
- Blood sugar imbalances such as hyperglycaemia
- Suppressed thyroid function
- Increased secretion of insulin (your fat storing hormone)
- Decreased bone density
- Decrease in muscle tissue
- Higher blood pressure
- Lowered immunity and inflammatory responses in the body, slowed wound healing, and other health consequences
- Increased abdominal fat, which is associated with a greater amount of health problems, than fat deposited in other areas of the body. Some of the health problems associated with increased stomach fat are heart attacks, strokes and higher levels of bad cholesterol (LDL) and lower levels of good cholesterol (HDL).

As you can see, there are many negative side effects to your health due to stress, not just increased fat storage in the abdominal area and increased secretion of your fat storing hormone insulin.

The reason stress makes weight loss harder and typically leads to increased body fat, is because cortisol interferes with the way you process foods and it interferes with the regulation of your fat storing hormone insulin. When cortisol increases, so does your insulin level, meaning you store more fat. Cortisol also interferes with the way you process foods, meaning your food isn't metabolised to use as energy and is instead stored as fat. Unfortunately, the fat you store due to increased cortisol levels is around your stomach area.

This happens because abdominal fat has around five times more cortisol receptors than body fat from anywhere else in your body. This means that your abdominal area receives more cortisol than anywhere else in your body, which leads to increased fat storage around your abdomen due to the increased amount of cortisol. What's even worse is that once cortisol has bound itself to the receptors found on abdominal fat, it restricts the fat from that area from releasing fatty acids to be burned as fuel. In other words, the fat that lands on your stomach is "stubborn", and doesn't want to leave. Most fat burning methods even struggle to burn abdominal fat. The best and most effective way to burn body fat from your stomach is to incorporate stress reducing activities into your diet and exercise programme.

In today's day and age, it is very important to neutralise your stress hormones if you want good health and you want to lose weight. In the past, stresses were followed by intense exercise such as fighting and hunting or fleeing from wild animals. Now we get other kinds of stress such as overworking, lack of sleep, relationship problems and financial stress, however, we don't neutralise the stress afterwards. It doesn't matter what kind of stress it is, any kind of stress will have the same effect on the body and produce the same 'fight or flight' response and increase cortisol secretion. Unfortunately, we very rarely neutralise our stress through balancing it with either exercise or relaxation. This leads to more and more cortisol being secreted and building up in our blood stream, which increases our chances of poor health and increased body fat.

To keep cortisol levels healthy and under control, you should exercise intensely to produce hormones which offset the effects of cortisol, or you should activate the body's relaxation response after the fight or flight response occurs. Most of the time, it wouldn't be a viable option to exercise straight after a stressful situation, however, you can learn to relax your body with various stress management techniques. You can also make lifestyle changes in order to prevent your body from reacting to stress in the first place. The following have been found to be very helpful in maintaining healthy cortisol levels:

- Exercise
- Yoga
- Tai chi

- Sex
- Massage
- Imagery
- EFT (emotional freedom technique)
- Hypnosis
- Listening to Music
- Breathing Exercises
- Meditation
- Balancing work and recreation
- Restricting the cause of stress

It is important you use as many of the above techniques to reduce your stress levels to improve your health and to help you lose weight. Along with the exercise you will be doing in the programme the minimum you should be doing to reduce stress is to spend 10 minutes every day sitting or lying in a quiet place and breathing deeply. Even just 10 minute per day relaxing and breathing deeply will allow your body time to relax and recover from everyday stresses. The more of these stress reducing techniques you can incorporate on a daily and weekly basis the better.



Bonus Lifestyle Tip Increase Your Circulation

The blood's function in the body is to deliver oxygen and necessary nutrients to different parts of the body. When the blood does not reach all the necessary parts, it can cause some serious health problems. At best, poor blood circulation will mean that you may occasionally feel numbness and a tingling sensation in your feet and hands. At worst, however, you may be at risk of a stroke and heart attack because when the arteries are too blocked up, the oxygen in the blood may not be able to reach certain vital organs. In some severe cases this may lead to death. Because lack of blood circulation can cause major problems it is essential you improve your blood circulation.

When it comes to fat loss your blood circulation is important to make sure all the cells in your body are being delivered the nutrients and oxygen to function optimally. It's no use eating the correct foods yet having poor circulation and your cells not receiving those nutrients. There are many ways to improve your circulation including exercise, inversion therapy, massage and skin brushing, however, there is one simple procedure which you can do every day to improve your circulation and to make sure all your cells receive the nutrients they need.

Hot and cold Showers

Warm water makes the blood rush to your skin, and cool water makes the blood rush to your organs. This switching between hot and cold triggers better circulation by forcing blood to move around your body. The ideal practice would be to switch numerous times between hot and cold water, but merely ending the shower with cold water does help with circulation. At the end of your daily shower, alternate hot, then cold, then hot, etc, every 15 seconds for at least 7 cycles. Make sure you use common sense and the water isn't too hot to burn you. Make sure you do this to your whole body to receive the full benefits, however, if you notice you have poor circulation in a certain area of the body (colder skin in a certain area is an indicator of poor circulation to that area) then you can do extra cycles of hot and cold to that area of your body to improve your circulation there.



There are many other benefits to hot and cold showers including better looking skin, healthier hair and feeling energised.

Ideally you should have a hot and cold shower at least once per day to increase your circulation to ensure your body can work efficiently to burn fat.

Weight Loss Tool – 7 Day Meal Planner

The 7 day meal plan is to be used to plan your meals in advance, which is essential when you are trying to lose weight. If you plan what you are eating, you are more likely to eat healthy, than if you just eat on the spur of the moment. By planning out your food, you are less likely to cheat on your diet and you are held accountable for what you eat. Those who plan their diet will be those who will achieve the best results and in the quickest possible time.

Planning a week at a time will help when it comes to food shopping, so you know exactly what food you need to buy for that week. I have also included a box at the bottom for exercise, which will help when it comes to planning your post workout meal or snack.

It is best to sit down the same night every week (preferably a Sunday), plan out your exercise and food on this plan, make yourself a shopping list and then go and buy the food the next day, when you know exactly what you need.

If you don't use this tool, then you will likely cheat on your diet and not achieve the results you want and deserve. All it takes is 20-30 minutes once per week to plan your diet to ensure you eat healthy, so you achieve amazing fat loss results.

The 7 day meal plan is an essential tool for weight loss, so make sure you use it and stick to eating the foods you have planned.

7 Day Meal Planner

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Breakfast	Time:	Time:	Time:	Time:	Time:	Time:	Time:
Snack	Time:	Time:	Time:	Time:	Time:	Time:	Time:
Lunch	Time:	Time:	Time:	Time:	Time:	Time:	Time:
Snack	Time:	Time:	Time:	Time:	Time:	Time:	Time:
Dinner	Time:	Time:	Time:	Time:	Time:	Time:	Time:
Snack	Time:	Time:	Time:	Time:	Time:	Time:	Time:
Type of exercise planned	Time:	Time:	Time:	Time:	Time:	Time:	Time:

Sample Week 1 7 Day Meal Plan

This sample 7 day meal plan is to give you an idea of the variety of foods you should be eating on week 1; it is not the meal plan you must eat. This sample meal plan is kept very simple; however, you can make more complicated meals. Just remember to stick to the allowable foods only.

Day 1

Breakfast (7am till 8am)
Salmon with poached egg and asparagus and blueberries
Snack 1 (10am till 11am)
Small portion of turkey, almonds and an apple
Lunch (1pm till 2pm)
Sea bass cooked in lemon with spinach, butternut squash, and shallots
Snack 2 (4pm till 5pm)
Chicken with broccoli and Brussels sprouts and macademia nuts
Dinner (7pm till 8pm)
Beef with sprinkle of cayenne pepper, with turnip, cauliflower and carrots

Day 2

Breakfast (7am till 8am)
Turkey, mushroom and onion omelette with almonds
Snack 1 (10am till 11am)
Hard boiled egg, pepper sticks, asparagus and a handful of strawberries
Lunch (1pm till 2pm)
Sardines cooked lemon and parsley with wallnuts and mango
Snack 2 (4pm till 5pm)
Tuna with an apple
Dinner (7pm till 8pm)
Beef steak with cabbage, sweet potatoes and butternut Squash with cinnamon

Day 3

Breakfast (7am till 8am)

Chicken omelette and blueberries

Snack 1 (10am till 11am)

Chicken leg, pistachio nuts, pepper sticks and handful of grapes

Lunch (1pm till 2pm)

Prawns cooked in garlic with asparagus and broccoli

Snack 2 (4pm till 5pm)

Salmon with a pear and hazelnuts

Dinner (7pm till 8pm)

Home made vegetable and pork broth with ginger and pineapple

Day 4

Breakfast (7am till 8am)

Tuna omelette followed by a banana

Snack 1 (10am till 11am)

Hard boiled egg with lettuce, olives and avocado and pumpkin seeds

Lunch (1pm till 2pm)

Tuna with lettuce, beetroot, spring onions and watercress followed by handful of strawberries

Snack 2 (4pm till 5pm)

Turkey with broccoli and cauliflower and flex seeds

Dinner (7pm till 8pm)

Lamb with basil, tomatoes, spinach and aubergine

Day 5

Breakfast (7am till 8am)

Prawns and pink grapefruit with wild rocket, dill, olives and avocado

Snack 1 (10am till 11am)

Small portion of crab, Brazil nuts and an orange

Lunch (1pm till 2pm)

Beef steak with turnip, Brussels sprouts, and cauliflower

Snack 2 (4pm till 5pm)

Chicken with lettuce and tomatoes and cashew nuts

Dinner (7pm till 8pm)

Duck cooked in orange with red cabbage, carrots and asparagus and a plum

Day 6

Breakfast (7am till 8am)

Ham, spinach and onion omelette with blackberries

Snack 1 (10am till 11am)

Small portion of beef, almonds and a peach

Lunch (1pm till 2pm)

Cod with carrots, spinach and cauliflower

Snack 2 (4pm till 5pm)

Mackerel with celery, cucumber and peppers followed by rhubarb

Dinner (7pm till 8pm)

Halibut cooked in lemon with and courgette followed by a handful of strawberries

Day 7

Breakfast (7am till 8am)

Salmon with asparagus, spinach, mushroom and tomatoes

Snack 1 (10am till 11am)

Small portion of mussels, walnuts and pineapple

Lunch (1pm till 2pm)

Home made chicken and vegetable broth with an apple

Snack 2 (4pm till 5pm)

Prawn stir fry with ginger cooked in water

Dinner (7pm till 8pm)

Liver with shallots, red peppers, potatoes cooked in garlic followed by melon

Sample Week 2 7 Day Meal Plan

This sample 7 day meal plan is to give you an idea of the variety of foods you should be eating on week 2; it is not the meal plan you must eat. This sample meal plan is kept very simple; however, you can make more complicated meals. Just remember to stick to the allowable foods only.

Day 1

Breakfast (7am till 8am)
Salmon with poached egg and asparagus and blueberries
Snack 1 (10am till 11am)
Small portion of turkey with an apple
Lunch (1pm till 2pm)
Sea bass with spinach and shallots
Snack 2 (4pm till 5pm)
Chicken with broccoli and Brussels sprouts
Dinner (7pm till 8pm)
Beef with sprinkle of cayenne pepper, cauliflower and green beans and strawberries

Day 2

Breakfast (7am till 8am)
Turkey, mushroom and onion omelette with a grapefruit
Snack 1 (10am till 11am)
Hard boiled egg, pepper sticks and asparagus
Lunch (1pm till 2pm)
Sardines with lettuce, cucumber and tomatoes
Snack 2 (4pm till 5pm)
Tuna lettuce, onions and peppers
Dinner (7pm till 8pm)
Beef steak with cabbage and cauliflower and a pear

Day 3

Breakfast (7am till 8am)

Chicken omelette and spinach with blackberries

Snack 1 (10am till 11am)

Chicken leg and an apple

Lunch (1pm till 2pm)

Prawns cooked in garlic with asparagus and broccoli and a handful of cherries

Snack 2 (4pm till 5pm)

Salmon with beetroot and cucumber

Dinner (7pm till 8pm)

Pork with broccoli and sprouts and a pear

Day 4

Breakfast (7am till 8am)

Tuna omelette with raspberries

Snack 1 (10am till 11am)

Hard boiled egg with lettuce and avocado

Lunch (1pm till 2pm)

Tuna with lettuce, beetroot, spring onions and watercress

Snack 2 (4pm till 5pm)

Turkey with an apple

Dinner (7pm till 8pm)

Lamb with basil tomatoes, spinach and peppers and strawberries

Day 5

Breakfast (7am till 8am)

Salmon with a poached egg and blueberries

Snack 1 (10am till 11am)

Small portion of crab with asparagus

Lunch (1pm till 2pm)

Beef steak with Brussels sprouts, and cauliflower and a pear

Snack 2 (4pm till 5pm)

Chicken with lettuce and tomatoes and an apple

Dinner (7pm till 8pm)

Duck with red cabbage and asparagus

Day 6

Breakfast (7am till 8am)

Ham, spinach and onion omelette with a grapefruit

Snack 1 (10am till 11am)

Small portion of beef with a pear

Lunch (1pm till 2pm)

Cod with spinach and cauliflower and an apple

Snack 2 (4pm till 5pm)

Mackerel with celery, cucumber and peppers

Dinner (7pm till 8pm)

Halibut with lettuce, cucumber, tomatoes and onions and blackberries

Day 7

Breakfast (7am till 8am)

Salmon with asparagus, spinach, mushroom and tomatoes

Snack 1 (10am till 11am)

Small portion of mussels, broccoli and an apple

Lunch (1pm till 2pm)

Chicken with cabbabge and sprouts and raspberries

Snack 2 (4pm till 5pm)

Prawn stir fry with ginger cooked in water

Dinner (7pm till 8pm)

Liver with shallots, red peppers and onions in garlic and a grapefruit

Sample Week 3 7 Day Meal Plan

This sample 7 day meal plan is to give you an idea of the variety of foods you should be eating on week 3; it is not the meal plan you must eat. This sample meal plan is kept very simple; however, you can make more complicated meals. Just remember to stick to the allowable foods only.

Day 1

Breakfast (7am till 8am)
Salmon with poached egg and asparagus
Snack 1 (10 am till 11am)
Small portion of turkey with broccoli
Lunch (1pm till 2pm)
Sea bass with spinach and shallots
Snack 2 (4pm till 5pm)
Chicken with broccoli and Brussels sprouts
Dinner (7pm till 8pm)
Beef with sprinkle of cayenne pepper, cauliflower and green beans

Day 2

Breakfast (7am till 8am) Turkey, mushroom and onion omelette
Snack 1 (10am till 11am)
Hard boiled egg, pepper sticks and asparagus
Lunch (1pm till 2pm)
Sardines with lettuce, cucumber and tomatoes
Snack 2 (4pm till 5pm)
Tuna lettuce, onions and peppers
Dinner (7pm till 8pm)
Beef steak with cabbage and cauliflower

Day 3

Breakfast (7am till 8am) Chicken omelette and spinach

Snack 1 (10am till 11am)

Chicken leg and pepper sticks

Lunch (1pm till 2pm)

Prawns cooked in garlic with asparagus and broccoli

Snack 2 (4pm till 5pm)

Salmon with beetroot and cucumber

Dinner (7pm till 8pm)

Pork with broccoli and sprouts

Day 4

Breakfast (7am till 8am)

Tuna omelette

Snack 1 (10am till 11am)

Hard boiled egg with lettuce and avocado

Lunch (1pm till 2pm)

Tuna with lettuce, beetroot, spring onions and watercress

Snack 2 (4pm till 5pm)

Turkey with broccoli and cauliflower

Dinner (7pm till 8pm)

Lamb with basil tomatoes, spinach and peppers

Day 5

Breakfast (7am till 8am)

Salmon with a poached egg

Snack 1 (10am till 11am)

Small portion of crab with asparagus

Lunch (1pm till 2pm)

Beef steak with Brussels sprouts, and cauliflower

Snack 2 (4pm till 5pm)

Chicken with lettuce and tomatoes

Dinner (7pm till 8pm)

Duck with red cabbage and asparagus

Day 6

Breakfast (7am till 8am)
Ham, spinach and onion omelette
Snack 1 (10am till 11am)
Small portion of beef with asparagus
Lunch (1pm till 2pm)
Cod with spinach and cauliflower
Snack 2 (4pm till 5pm)
Mackerel with celery, cucumber and peppers
Dinner (7pm till 8pm)
Halibut with lettuce, cucumber, tomatoes and onions

Day 7

Maintenance Plan

Through following the 21 Day Rapid Fat Meltdown Nutrition Plan you will see a massive improvement in your health and you will see a dramatic loss of body weight, however, for most people it will take longer than 21 days to achieve their ultimate weight loss goal.

If you do have more weight to lose I would highly recommend that you keep going through the 3 week plan until you reach your ideal weight. At the end of each 3 week period, go back to the start and go through it again and keep doing this until you reach your ideal weight. Alternatively you could sign up for my 8 week Lose Weight Fast Academy programme at www.LoseWeightFastAcademy.com which not only involves 8 of the most effective fat loss nutrition protocols, it also includes 8 weeks of fat loss workouts and life coaching tasks. My 8 week Lose Weight Fast Academy programme is the ultimate programme for not only losing a tremendous amount of body fat as the average weight loss in 8 weeks is 23lbs but also for improving your whole life. If you need a whole life makeover then the 8 week Lose Weight Fast Academy plan is definitely for you.



Once you do reach your ideal weight, whether that's at the end of the 21 days or a little further down the line then it's essential your hard work doesn't go to waste and you maintain your results. In order to maintain your weight I would recommend following my free Regeneration Diet (you can download it here www.LoseWeightFastAcademy.com) 90% of the time and the other 10% of the

time you can eat what you want, within reason of course. This means you can have 1-4 cheat meals per week. Rather than add in the odd cheats here and there I would stick to set meals and times only for foods not on your allowable foods list in the Regeneration Diet. If you start having the odd coffee, the odd slice of bread with meals, the odd glass of alcohol and the odd biscuit after meals then it soon adds up and can have you back at your old habits before you know it. You may just think it's on the odd occasion you are having these things, but in reality you might be having them every day or something you shouldn't have at every meal.



Rather than adding the odd thing in here and there which is hard to keep control of, you are far better off having specific cheat meals and the rest of the time follow the Regeneration Diet 100%. If you want to have a coffee, a glass of wine, chocolate, bread or anything else not on the allowable food list in the Regeneration Diet then have it at a specific planned cheat meal. You can have as many of these things you like at a cheat meal without going crazy. The reason why having them all at one meal rather than spread throughout the day is better, is because having all these things at one meal will affect your hormones negatively once whereas as if you spread them throughout the day then they would affect your hormones negatively multiple times. Remember your hormones have a far bigger influence on your weight than calories, so keeping your hormones balanced is essential if you want to maintain your weight

Because everyone is different I would advise you to add 1 cheat meal per week in at a time rather than going straight for the 4 cheat meals per week. Some people may be ok eating 4 cheat meals per week and maintaining their weight whereas others may only be able to have 1 cheat meal and if they have anymore they start gaining weight.

I would advise you begin with 1 cheat meal per week and if you maintain your weight after 2-3 weeks of doing this then you can add another cheat meal in. If you are still maintaining your weight after 2-3 weeks then you can add a third cheat meal and if you are still maintaining your weight then add a fourth cheat meal. For the good of your health 4 cheat meals would be the maximum amount of cheat meals I would recommend even if you can get away with more whilst maintaining your weight. Remember that your health is just as important, if not more important than your weight, so you should focus on building health once you have reached your ideal weight.

When you are adding in your cheat meals, if you start gaining weight then this is a sign that you are eating too many cheat meals. Make sure you take the cheat meals out again completely for a week or two and then add them in again one by one. Add them back in one by one until you are back at the amount where you maintained your weight at the amount before you started gaining weight.

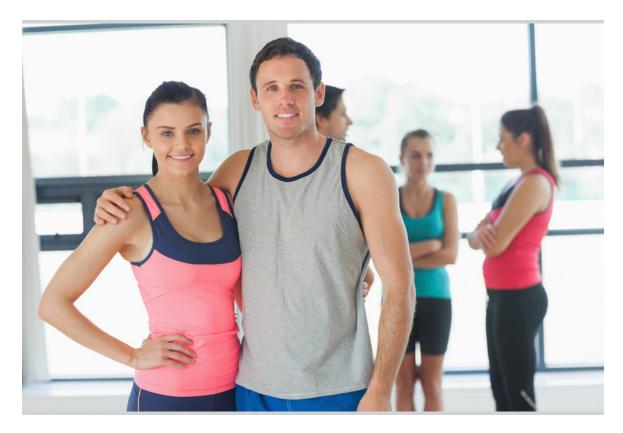
Remember everyone is different; some people may be able to have 3 or 4 cheat meals per week whereas others may only be able to have 1 per week. As everyone is different, it is important you find out the number of cheat meals per week which works for you. Your friends may be able to eat 4 cheat meals per week and maintain their weight whereas you may only be able to have 1 cheat meal in order to maintain your weight. It may not seem fair if you can only have the 1 cheat meal but unfortunately this is how your body works. If you want to maintain your results then you have to listen to your body rather than copy what your friends are doing. If you do go above what works for you then you will gradually put the weight back on. This is the last thing you want after putting in all the hard work and effort to lose the weight.

In my opinion a diet is only successful if you maintain your results. If you just keep losing weight then gaining it and losing it and then gaining it again you're pretty much just wasting your time and effort. It is much easier to lose the weight once and then eat in moderation to maintain your results than it is to keep losing weight and regaining it. Plus it is much healthier to maintain your weight than it is to keep putting weight on and losing it again. If you want to live a long healthy and happy life at your ideal weight then it is important to maintain your results and not go back to your old habits.

Now I do realise that life may get in the way of following the maintenance plan 100% after you have completed the initial programme to reach your ideal weight. You may go on holiday, have a wedding to attend or party's to go to. If this is the case then the important thing is to get straight back on the maintenance plan as soon as possible. Often people feel guilty they have went against the plan and fall back into old habits because they feel guilty. If you do have a night out or for any reason have a few meals or a few days where you don't follow the maintenance plan fully, just get straight back on the plan. A night off or a few days off the plan might lead to gaining a pound or two, but it's not the

end of the world like some people think. Often people see having a night off or a few days off as a failure and give up completely. It's not a failure it's just living life. The only way to fail is if you give up completely. As long as you get back on the plan as soon as possible you will be heading in the right direction to maintain your ideal weight and continue building health. If you give up with the maintenance plan completely then you will start to regain your weight and before you know it you will have put it all back on so please make sure you stick to the maintenance plan of following my free Regeneration Diet 90% of the time.

I wouldn't expect myself to stick 100% to eating healthy for the rest of my life and I certainly wouldn't expect you too which is why I recommend sticking to the Regeneration Diet 90% of the time to maintain your weight. Just remember though, the further you deviate from eating fresh whole natural foods the less likely you are to see results and maintain your weight and the less healthy you will be. If regular nights out or meals out start to creep in then don't expect to keep seeing as fast results or maintain your results like a lot of people still expect to see. If you want to keep seeing amazing results then you have to stick to the plan 100% and if you want to maintain your results you have to stick to it 90% of the time. If you do go back to your old bad habits then weight gain is guaranteed so please make sure this plan is a lifestyle change for the long run and not something you do for 21 days and then go back to your old ways.



Final Words

Although the 21 Day Rapid Fat Meltdown Nutrition Plan is designed to melt fat rapidly, you will also greatly improve your health. Most people forget about their health and only focus on weight loss, but building health is equally, if not more important. After the 21 days please remember how important your health is and continue to eat healthy, maintain or continue losing weight and continue building health. I want working with me to be a life changing experience which leads to a healthier and happier life.

Whilst following the 21 day plan please put all the information into practice so I can help you to achieve the best results possible. I want to help you to lose fat, change your body shape, improve your confidence, increase your self-esteem and teach you the tools to live a long and healthy life at your ideal weight.

The only way I can help you to achieve all this and make working with me a life changing experience, is if you work put the information from this plan into practice.

Imagine how you will feel having achieved the body you want and having the confidence to achieve anything you want in life. This will become a reality if you put the effort in and use all the information I provide.

Good luck on your journey and thank you very much for letting me be your guide.

Get fit, get healthy, get happy Your Coach For Life

Shaun McGill



www.LoseWeightFastAcademy.com