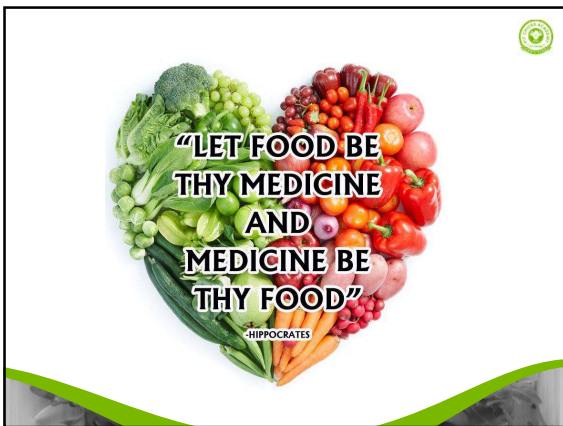




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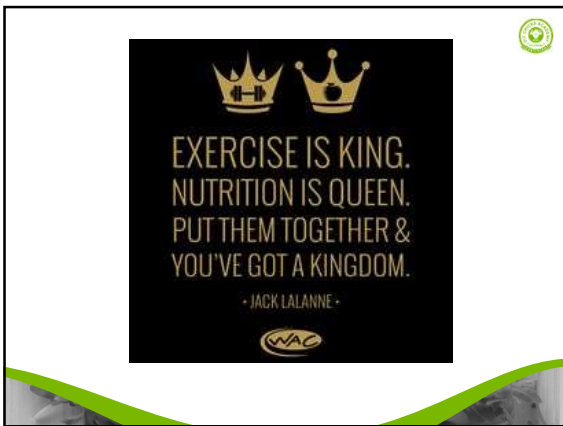
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5

What you need before we start:

1. Water
2. Put your finger tips together
3. Take 3 deep breaths



A small circular logo is in the top right corner.

6

My background in nutrition:

And this is how I came to MY perspective on food, nutrition, lifestyle and more....

- Nutrition Wellness Specialist with Can Fit Pro
- Culinary Nutrition Expert with Academy of Culinary Nutrition
- Registered Holistic Nutritionist
- Recovering from Bulimia Nervosa
- Seasoned Dieter (Low Fat, Paleo, Low Carb, Atkins, Vegetarian, etc)
- Fitness Competitor Prep




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The FIT CHICKS food philosophy


WEAT, NOT WHEAT, WHOLE FOODS MADE WITH LOVE!
 We use 100% organic, non-GMO wheat flour. We don't add any preservatives or additives. We use 100% organic, non-GMO wheat flour. We don't add any preservatives or additives.

That whole wheat flour has been superheated and processed. That's the only way to make it safe for people with gluten intolerance. The heat kills the gluten and makes it safe for people with gluten intolerance. The heat kills the gluten and makes it safe for people with gluten intolerance.



There is a little bit:

- Organic sweetener
- Non-dairy milk
- Non-dairy oil
- Non-dairy eggs
- Non-dairy yogurt
- Non-dairy butter
- Non-dairy vanilla
- Non-dairy salt
- Non-dairy baking powder
- Non-dairy baking soda
- Non-dairy yeast
- Non-dairy leavening agent
- Non-dairy preservative
- Non-dairy stabilizer
- Non-dairy emulsifier
- Non-dairy thickener
- Non-dairy colorant
- Non-dairy fragrance
- Non-dairy flavoring
- Non-dairy texture
- Non-dairy appearance
- Non-dairy taste
- Non-dairy smell
- Non-dairy touch
- Non-dairy feel
- Non-dairy sound
- Non-dairy sight
- Non-dairy taste
- Non-dairy smell
- Non-dairy touch
- Non-dairy feel
- Non-dairy sound
- Non-dairy sight



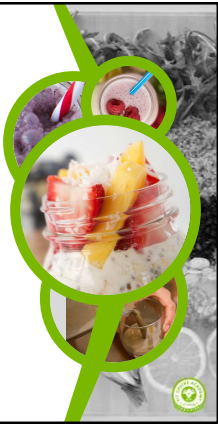
8

What is going on in the WORLD when it comes to health?

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DIABETES:

- In 2016, an estimated 1.6 million deaths were directly caused by diabetes. Another 2.2 million deaths were attributable to high blood glucose in 2012**.
- Almost half of all deaths attributable to high blood glucose occur before the age of 70 years. WHO estimates that diabetes was the seventh leading cause of death in 2016.
- Healthy diet, regular physical activity, maintaining a normal body weight and avoiding tobacco use are ways to prevent or delay the onset of type 2 diabetes.
- Diabetes can be treated and its consequences avoided or delayed with diet, physical activity, medication and regular screening and treatment for complications.



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HEART DISEASE:

- CVDs are the number 1 cause of death globally: more people die annually from CVDs than from any other cause.
- An estimated 17.9 million people died from CVDs in 2016, representing 31% of all global deaths. Of these deaths, 85% are due to heart attack and stroke.
- Most cardiovascular diseases can be prevented by addressing behavioural risk factors such as tobacco use, unhealthy diet and obesity, physical inactivity and harmful use of alcohol using population-wide strategies.



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A glance at :

CANCER

- Cancer is the second leading cause of death globally, and is responsible for an estimated 9.6 million deaths in 2018. Globally, about 1 in 6 deaths is due to cancer.
- Approximately 70% of deaths from cancer occur in low- and middle-income countries.
- Around one third of deaths from cancer are due to the 5 leading behavioral and dietary risks: high body mass index, low fruit and vegetable intake, lack of physical activity, tobacco use, and alcohol use.




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A glance at :

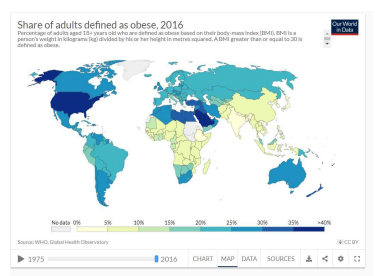
OBESITY

- Worldwide obesity has nearly tripled since 1975.
- In 2016, more than 1.9 billion adults, 18 years and older, were overweight. Of these over 650 million were obese.
- 39% of adults aged 18 years and over were overweight in 2016, and 13% were obese.
- Most of the world's population live in countries where overweight and obesity kills more people than underweight.
- 41 million children under the age of 5 were overweight or obese in 2016.
- Over 340 million children and adolescents aged 5-19 were overweight or obese in 2016.
- Obesity is preventable.



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In 2016, 39% of women and 39% of men aged 18 and over were overweight (ie BMI of 25-29.9 , normal weight is BMI of 18.5-24.9)...and rising!:



Share of adults defined as obese, 2016
Percentage of adults aged 18+ years old who are defined as obese based on their body mass index (BMI), BMI is a person's weight in kilograms (kg) divided by the square of their height in metres squared. A BMI greater than or equal to 25 is defined as obese.

Source: WHO Global Health Observatory

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What is causing obesity?

Factors listed by Health Canada:

- consuming more food than your body actually needs
- not being active enough
- genetics
- your metabolism
- social factors
- economic factors
- psychological/emotional factor

And I would add:

- Packaging, processed and refined foods
- Lack of education (there is no nutrition in schools!)
- Food marketers
- Chronic Stress
- Adrenal fatigue, hormone and blood sugar imbalances, insulin resistance
- Low serotonin levels in the brain (huge factor in binge eating!)
- Exposure to endocrine disruptors
- Food addictions
- Prescription drugs



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Eating disorders

Anorexia Nervosa

- Restriction and self starvation

Bulimia Nervosa

- Binge / Purge associated with a "forbidden" and "bad" food
- Followed by guilt and they need to "get rid" of what they had
- Purge could be vomiting, laxatives, excessive exercise, diuretics, etc

Compulsive overeating and binge eating disorder

- Eat in response to emotion rather than hunger
- Food addiction is huge in this and not talked about!

Orthorexia

- a term which literally means "fixation on righteous eating."
- Label foods as "clean", "healthy"



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What's the common thread?

They are all fitness, nutrition & lifestyle related!! This is why WE need to start with PREVENTION now....and that starts with YOU!

DON'T EVER UNDERESTIMATE THE IMPACT THAT YOU MAY HAVE ON SOMEONE ELSE'S LIFE.

INSTAGRAM - THEGOODDOCTOR



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FNE Nutrition Myth Busters!



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Truth #1: You can't out train a bad diet!


You can work out until the cows come home BUT if you are not eating properly (ie the nutritionally dense foods for YOUR body) you will never reach your goals

90% of your results (weight loss, muscle building, endurance) will come from nutrition...think about the fuel in your tank!

Not to mention your moods, your ability to fight disease and your performance

This will probably be the BIGGEST obstacle you will face with your clients

Not to worry chicks...we are going to set you up for nutritional coaching success! :



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Truth #2: There is no one size fits all way to eat!

- Each of our body has different nutritional needs and reactions to foods
- What might work for me, will not work for you
- Most common examples of this lately are things like:
 - "Veganism is the healthiest way to go!"
 - "Paleo makes you lose weight"
 - Gluten Free = yay!
 - Greek Yogurt is a great protein for everybody!





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Truth #3: All calories are NOT created equal!

We have been taught to lose weight, you eat less

- 1lb = 3500 calories
- So to lose you eat 3500 calories less OR burn 3500 calories more
- Not that simple chicks! Example: 400 calories of calories of oats will react in your body completely different than 400 calories of grilled chicken!"
- Each macronutrient (carbs, proteins and fats) respond completely different in the body. Hormones, blood sugar management, and so much more comes into effect!
- This is why programs like Weight Watchers aren't the best in the long. They talk about how much but not what to eat!

Not 100% true!



If you want to lose one pound a week, just burn 500 calories a day more than you take. Thanks to science, not magic!

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Truth #4: Wanna lose weight? Do NOT eat less!

- Dropping your calories quickly can be extremely detrimental to your health and weight over the long term
- You want to burn fat, not muscle...you have to be SMART & SLOW in your methods and approach (ie not quick fix)
- Why? Because of metabolic adaptation!
 - You feed your body less, you metabolism adapts and slows down to the amount you eat
 - The body adapts to survive. The human will always strive for homeostasis. Whatever conditions the body is put in, it will strive to survive within that new norm.
 - Reverse dieting has to take place to build back up the metabolism

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Nutrition Lingo
...let's start with the basics!

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Macronutrients

NUTRIENTS

- Nutrients are substances needed for growth, metabolism, and for other body functions.
- There are 2 types: macronutrients & micronutrients

MACRONUTRIENTS

- Macronutrients are nutrients that provide calories or energy and we need for survival.
- There are three macronutrients:
 1. Carbohydrate
 2. Protein
 3. Fat

Need to remember? Think "macro" means large ie macronutrients are nutrients needed in large amounts.

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Micronutrients

Vitamins and minerals are the two types of micronutrients.

While only needed in small amounts, they play important roles in human development and well-being, including the regulation of metabolism, heart beat, cellular pH and bone density.

Vitamins

- 2 forms of vitamins: **water soluble** and **fat soluble**
- **Water soluble:** B, C (lost through bodily fluids must be replaced each day)
- **Fat soluble:** A, D, E, K (tend to accumulate in body so are not needed daily)

Minerals

- two forms: **macrominerals** and **microminerals**.
- Macro: calcium, magnesium, sodium, etc
- Micro: Iron, copper, zinc, etc



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Calories

the energy needed to raise the temperature of 1 gram of water by 1 °C (now usually defined as 4.1868 joules)

Carbohydrate provides 4 calories per gram.
Protein provides 4 calories per gram.
Fat provides 9 calories per gram.

Example: Look at Nutrition Facts label of a product and it said 12 grams of carbohydrate, 0 grams of fat, and 0 grams of protein per serving, you would know that this food has about 48 calories per serving (12 grams carbohydrate multiplied by 4 calories for each gram of carbohydrate = 48 calories).

Only other substance to provide calories is alcohol with 7 calories per gram. Alcohol is not a macronutrient as we do not need to survive.



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Carbohydrates

- Made of carbon & water.
- 4 calories / gram
- The body's main (and preferred) source of fuel and are easily used by the body for energy.
- All of the tissues and cells in our body can use glucose for energy.
- Needed by the central nervous system, the kidneys, the brain, the muscles (including the heart) to function properly.
- Can be stored in the muscles and liver and later used for energy.
- Are important in intestinal health and waste elimination.
- Found in starchy foods (like grain and potatoes), fruits, milk, and yogurt. Other foods like vegetables, beans, nuts, seeds and cottage cheese contain carbohydrates, but in lesser amounts.

2 TYPES:

- Simple Carbs (these end in "ose" like glucose ie sugar and burn fast & first.
- Complex Carbs (these are starches and fibre and are slower to burn for energy)



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Fibre

- refers to certain types of carbohydrates that our body cannot digest
- These carbohydrates pass through the intestinal tract intact and help to move waste out of the body

2 TYPES of fibre

- Insoluble**= increase bulk (like stalks, leaves and seeds)
- Soluble**= gel to help you absorb nutrients more slowly (like flax, psyllium husk)

- While they don't provide energy, SUPER important to overall health, digestion, weight loss and more.



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Protein

- Protein is the building blocks of your body and made up of amino acids with 4 calories per gram
- We need protein for:
 - Growth (especially important for children, teens, and pregnant women)
 - Tissue repair
 - Immune function
 - Making essential hormones and enzymes
 - Energy when carbohydrate is not available
 - Preserving lean muscle mass
- There are 22 amino acids
 - 8 "essential" amino acids. Essential means they cannot be made from body and we have to get from food.
- Protein that comes from animal sources contains all of the essential amino acids that we need.
- Plant sources of protein, on the other hand, do not contain all of the essential amino acids.



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Fats

9 calories / gram

We need fat:


- Normal growth and development (esp the brain in kids!)
- Energy (fat is the most concentrated source of energy)
- Absorbing certain vitamins (like vitamins A, D, E, K, and carotenoids)
- Providing cushioning for the organs
- Maintaining cell membranes
- Providing taste, consistency, and stability to foods
- Brain health, hormonal balance, weight loss and so much more!

3 main types of fat:

- Saturated (ie butter, coconut, found in meat)
- Unsaturated (ie olive oil, flax oil, salmon etc)
- Trans fat (processed foods, margarine, etc..BAD!!)

Like proteins "essential" fatty acids can not be made in the body and we have to get from what we eat.

FAT DOES NOT MAKE YOU FAT!!



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Nutrition Session 1: Recap

MY NUTRITION BACKGROUND

- Certifications, experience and what we are going to cover
- Look at FIT CHICKS Food Philosophy

WHAT IS GOING ON IN THE WORLD WHEN IT COMES TO HEALTH

- Current state of obesity and disease in World
- What are eating disorders

BUSTING THE MYTHS ABOUT NUTRITION

- What the lies we have been told !

NUTRITION LINGO

- Understand the components of a personal training program

WHAT'S COMING UP THIS SESSION!

- Lets review your calendar, nutrition co-op, etc!

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Any questions or inquiries, please email:

fne@fitchicks.ca

Let's have an amazing journey ahead!

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