

### BOOTCAMP \*\*\*TULSA\*\*\*





# WIN IN YOUR FITNESS, NUTRITION, & LIFE!



## The 10 Habits

#### Ask Yourself These 10 Habits at Every Meal To Win.

Has it been longer than 3-4 hours?
 Where's my complete lean protein?

 Where are my veggies?
 Did I earn my starchy carbs?
 Where are my healthy fats?
 Am I drinking a 0 calorie beverage?
 Did I take my insurance policy?
 Am I breaking the 10% rule?
 Did I plan and prepare?

 10."Am I willing to trade what I want most in life for what I want at the moment?"







## What is Food?

➔ Material consisting essentially of protein, carbohydrate, and fat used in the body of an organism to sustain growth, repair, and vital processes and to furnish energy

→ Food is made up of 2 major components

Macronutrients Micronutrients







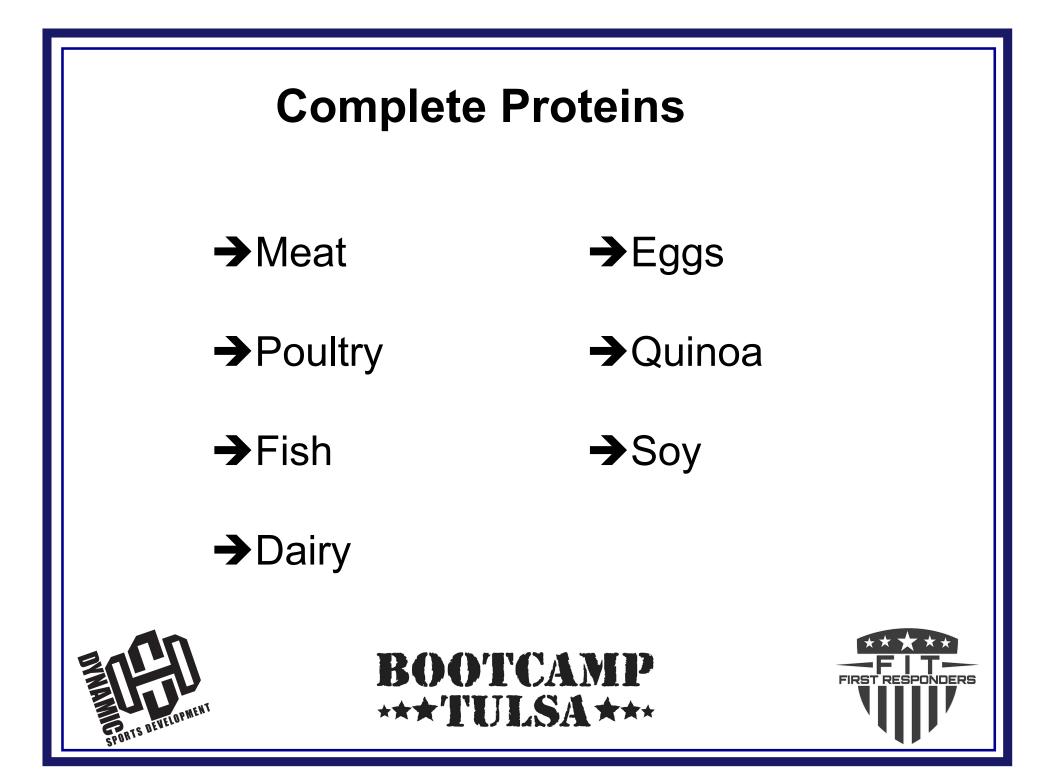
## **Proteins**

→Important for building and repairing tissue

- Made up of Amino Acids, which are considered the "building blocks"
- ➔Two types of Amino Acids Essential Non-Essential
- ➔ Two types of Proteins Complete Proteins Incomplete Proteins







### **Incomplete Proteins**

→Grains

→Legumes

→Nuts

→Seeds







## How much protein do I need per day?

Type of Individual	Grams of Protein/Kg of body Wt
Sedentary adult	0.8g/kg
Recreational exerciser, adult	1.1-1.6g/kg
Endurance athlete	1.3-1.6g/kg
Growing teenager athlete	1.6-2.0g/kg
Adult building muscle mass	1.6-1.8g/kg
Estimated upper requirement for adults	2.0g/kg

To convert pounds to kilograms, divide the number in pounds by 2.2







## Carbohydrates

→The body uses carbohydrates to make glucose (sugar) which is the fuel that gives you energy

→Glucose can be used immediately by your body or stored for later use

Two Basic Types of Carbohydrates Simple Carbohydrates Complex Carbohydrates







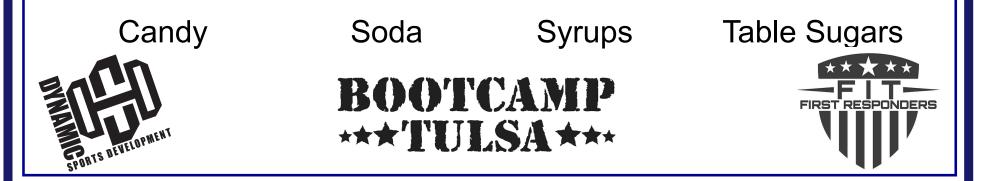
## **Simple Carbohydrates**

→Made up of 1 or 2 glucose molecules called monosaccharides or disaccharides

→Simple Carbohydrates that contain vitamins and minerals

Fruits Vegetables Milk and milk products

→Simple Carbs are also found in processed and refined sugar, often called "empty calories"



## **Complex Carbohydrates**

→Made up of 3 or more glucose molecules called polysaccharides

→ Complex Carbs or "starchy carbohydrates" are:

Legumes: beans peas lentils Peanuts Starchy vegetables: potatoes corn green peas Whole grain breads, pastas







## **Serving Sizes**

Vegetables:

1 cup of raw leafy greens

<sup>1</sup>/<sub>2</sub> cup cooked vegetables

Fruits:

1 medium size fruit (such as apple or orange)

<sup>1</sup>/<sub>2</sub> cup of canned or chopped fruit

Breads and cereals:

1 slice of bread

 $\frac{1}{2}$  cup of cooked rice, pasta, cereal

1/2 cup of cooked beans, lentils, or peas

Dairy

1 cup of skim or low-fat milk







## **Dietary Fats**

→Provides energy for the body and support cell growth

➔ Protect your organs and keep your body warm

→Helps your body absorb some nutrients (i.e. fat-soluble vitamins)

➔Four Major Types of Fats: Saturated Fat Trans Fat Monounsaturated Fat Polyunsaturated Fat







## **Types of Dietary Fats**

Saturated Fats – solid at room temperature Butter, shortening, animal fats

➔ Trans Fats – fats that have been changed chemically through a process known as hydrogenation This fat should be avoided as much as possible Donuts, cookies, pies, cakes, fried foods, baked goods

- Monounsaturated Fats liquid at room temperature Vegetable oil, olive oil, canola oil, etc.
- Polyunsaturated Fats also liquids at room temperature Flax oil, fish oil, etc.







## How much fat do I need?

 $\rightarrow$  About 30% of your diet should come from healthy fat.  $\rightarrow$  Healthy fat intake is balanced between saturated fat, monounsaturated fat, and polyunsaturated fat. Sources of Saturated Fat Animal Fats, Coconut Oil, Palm Oil →Sources of Monounsaturated Fat Olive Oil, Nuts and nut butters (almonds, peanuts, macadamia) nuts, hazelnuts, pecans, cashews), Avocado, Sunflower Oil, Sesame Oil, Peanut Oil → Sources of Polyunsaturated Fat Flax seeds/oil, Fish Oil, Nuts and Nut butters (Walnuts, Sunflower, Sesame, and Pumpkin seeds), Salmon, Tuna, Mackerel, Herring, Sardines, Soymilk, Tofu







### Healthy oils and when to cook with them

➔Good for high-temperature cooking Butter (best is organic from grass-fed cows) Coconut Oil Macadamia Nut Oil Palm Oil

➔Not good for cooking Olive Oil Flax Seed Oil







## Water

→ Drinking enough water is crucial for optimal performance.

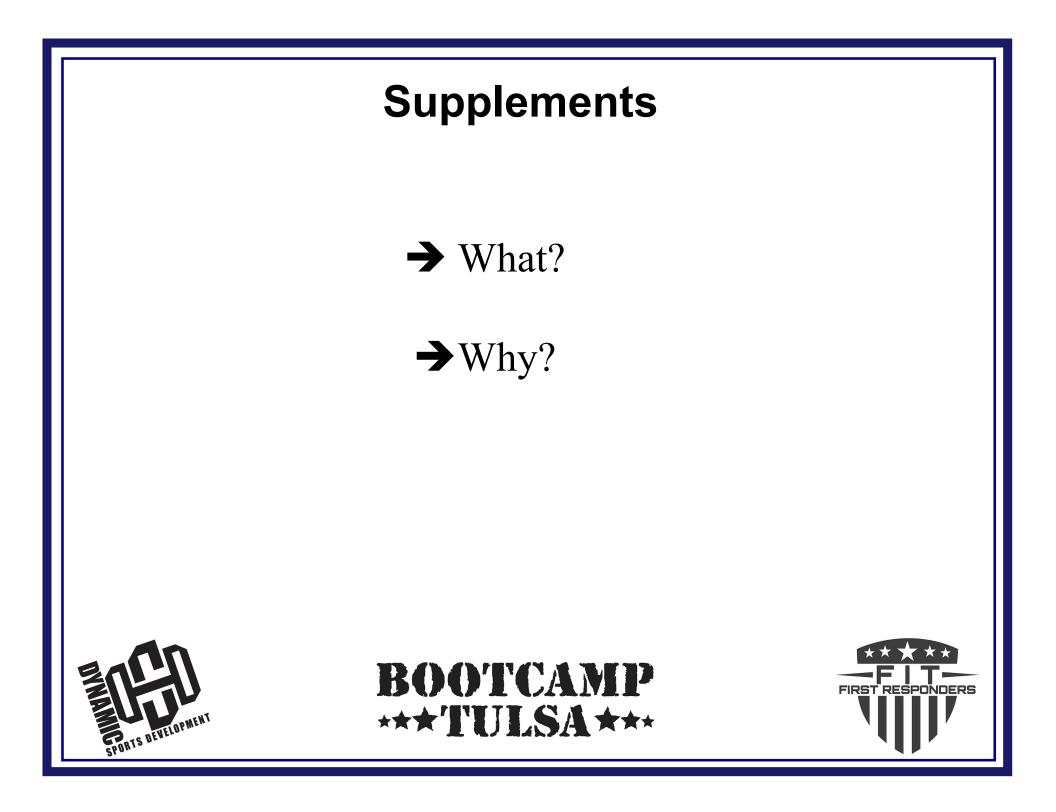
→ Sweat is approximately 99% water

 Water helps: Transport glucose, oxygen, and fats to working muscles Eliminated waste products Absorbs heat from working muscles Regulates body temperatures Lubricates joints and cushions organs and tissues.









## **Did You Know?**

→\$28 Billion Industry

→ The Dietary Supplement Health and Education Act, passed by Congress in 1994, keeps the Food and Drug Administration at arm's length from the supplement industry.

- $\rightarrow$  The government does not require manufacturers to screen.
- ➔ In over 80% of consumer products the FDA, consumer protection agencies and independent laboratories have consistently found quality and safety problems.
- ➔ Most supplements can contain heavy metals, such as arsenic, lead and mercury, pathogenic bacteria, molds and other contaminants.

Feb  $3^{rd}$  NY test results found that the Big 4 store-brand supplements tested did not contain what is listed on the label.

→95% of all supplements are useless waste of money.









## **Whey Protein**

→Whey protein is one of the highest quality proteins available.

→Whey protein contains
 significant amounts of the
 branched chain amino acids
 (BCAA's) leucine, isoleucine
 and valine.

→Whey protein can help support optimal health and wellness.







## **Whey Protein**

→ Help support the growth and maintenance of lean muscle tissue.

→Used to fuel working muscles and stimulate protein synthesis within muscle tissue.

→ Helps maintain lean muscle,
provides an energy source for working
→ A rich source of glutamine, an
amino acid which helps support lean
muscle and provides support for
healthy immune and gastrointestinal
function.

 $\rightarrow$  A building block for the synthesis of glutathione, the body's most powerful natural antioxidant.

→Contains immunoglobulins (immune proteins) which help healthy immune







## Why Coach JC's Whey Protein

→Contains a combination of ionexchanged, ultra-filtered, whey protein concentrate and isolate

→ Rich in branched chain amino acids: L-Isoleucine, L-Leucine and L-Valine.

→ Guaranteed free of rBGH (recombinant bovine growth hormone) and Grass Fed

→Contains NO Genetically Modified Organisms (non-GMO).

→Natural sweetened with Sweta® brand stevia (no artificial sweeteners)







→ Gluten free



## Omega 3 6 9

→EFA's support cardiovascular and neurological function.

→Flaxseed oil omega 3, GLA from borage seed oil, Fish oil Omega 3 EPA/DHA. Omega 9 oleic acid

→100% Cold pressed and hexane free. Molecularly distilled for heavy metals





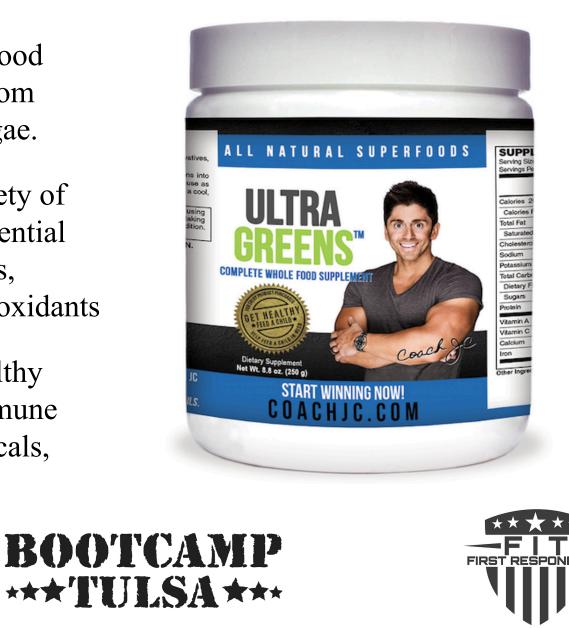


## **ULTRA GREENS**

→A complete Whole Food blend of Superfoods from organic grasses and algae.

→Provides a wide variety of vitamins, minerals, essential fatty acids, amino acids, phytochemicals & antioxidants

→Enhance energy, healthy blood sugar levels, immune support, fight free radicals, healthy liver and detox





### Life Essentials Multivitamin & Minerals

→Multivitamin mineral formula with food based ingredients. Whole food nutrients not found in typical multivitamin.

→High in phytochemicals antioxidants containing all essential vitamins and minerals along with nutrient dense food extracts, herbs and plant based compounds.

→Quick absorption with digestive enzymes to help support carb, fat and protein absorption.







#### COACH JC'S INSURANCE POLICY **ORDER FORM**





#### Insurance Policy Includes:

Whey Protein (Chocolate or Vanilla)

- Omega 3 6 9
- Ultra greens
- Life essentials

DISCOUNT ONLY \$134/MONTH Terms of Membership: If you choose a membership, we will automatically ship you a new supply of the

MONTHLY RETAIL PRICE \$154

products you have ordered every month. Your membership will start 30 days after your first order is placed and will continue each month. The credit card you are using today will be billed each month. You may change your membership or cancel anytime with a 30 day notice. You can do so by emailing us at info@coachic.com.







#### ULTRA GREENS All natural complete whole food superfood with over 7 servings of veggles in one serving

LIFE ESSENTIAL Food based Multi Vitamin and mineral complex with super foods

# OMEGA 3 6 9

Helps support cardiovascular and Immune health. Complete 3 6 9 omega EFA. Moleculary distilled to eliminate PCB's, dioxins, and heavy metals



#### WHEY PROTEIN

Guaranteed free of rBGH hormone, Non-GMO, Natural sweetened with Sweta® brand stevia and luo han guo fruit extract, Gluten free, and Low Carb





