

COACH JC'S NUTRITION 101

WIN IN YOUR FITNESS, NUTRITION, & LIFE!



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The 10 Habits

Ask Yourself These 10 Habits at Every Meal To Win.

1. Has it been longer than 3-4 hours?
2. Where's my complete lean protein?
 3. Where are my veggies?
 4. Did I earn my starchy carbs?
 5. Where are my healthy fats?
6. Am I drinking a 0 calorie beverage?
7. Did I take my insurance policy?
8. Am I breaking the 10% rule?
9. Did I plan and prepare?
10. "Am I willing to trade what I want most in life for what I want at the moment?"



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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



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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



Complete Proteins

→ Meat

→ Eggs

→ Poultry

→ Quinoa

→ Fish

→ Soy

→ Dairy



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Incomplete Proteins

→ Grains

→ Legumes

→ Nuts

→ Seeds



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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



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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



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Simple Carbohydrates

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

→ Simple Carbohydrates that contain vitamins and minerals

Fruits
products

Vegetables

Milk and milk

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

Candy

Soda

Syrups

Table Sugars



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



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Serving Sizes

Vegetables:

1 cup of raw leafy greens

½ cup cooked vegetables

Fruits:

1 medium size fruit (such as apple or orange)

½ cup of canned or chopped fruit

Breads and cereals:

1 slice of bread

½ cup of cooked rice, pasta, cereal

½ cup of cooked beans, lentils, or peas

Dairy

1 cup of skim or low-fat milk



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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



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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.



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How much fat do I need?

- About 30% of your diet should come from healthy fat.
- 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



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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



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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.



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Supplements

→ What?

→ Why?



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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.
- 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 3rd 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.**



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Insurance Policy



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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.



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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.
- A building block for the synthesis of glutathione, the body's most powerful natural antioxidant.
- Contains immunoglobulins (immune proteins) which help healthy immune



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Why Coach JC's Whey Protein

- Contains a combination of ion-exchanged, 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
- Low carb



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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



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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



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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.



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COACH JC'S INSURANCE POLICY ORDER FORM



WIN ALL DAY MEMBERSHIP

MONTHLY RETAIL PRICE ~~\$154~~
**SPECIAL MEMBER
 DISCOUNT ONLY**
\$134/MONTH

Insurance Policy Includes:

- Whey Protein (Chocolate or Vanilla)
- Omega 3 6 9
- Ultra greens
- Life essentials

Terms of Membership: If you choose a membership, we will automatically ship you a new supply of the 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@coachjc.com.



ULTRA GREENS

All natural complete whole food superfood with over 7 servings of veggies 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. Molecularly 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



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