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GOLDEN RULES

For Losing

10-15 pounds

and Keeping It Off!



CONTENTS

INTRODUCTION	3
Chapter 1 Plan Ahead	4
Chapter 2 Avoid Refined Carbs	7
Chapter 3 Eat During the Day	11
Chapter 4 Don't Eat Out of Emotion	13
Chapter 5 Drink a Lot of Water and Get Plenty of Sleep	15
Chapter 6 Snack Successfully	17
Chapter 7 Embrace Convenience	19
Chapter 8 Never Skip Breakfast	21
Chapter 9 Avoid Processed Foods	23
Chapter 10 Slow and Steady Wins the Race	25
CONCLUSION	27

INTRODUCTION

GOLDEN RULES OF HEALTHY EATING AND WEIGHT MANAGEMENT

Are you ready to finally get this healthy eating thing down to a science? Tired of jumping around from one diet to the next or throwing in the towel and gaining back all the weight you've fought so hard to lose? Welcome to the club!

For some, losing 10-15 pounds can seem like an impossible task. For many others, it's no problem at all. However, everyone struggles with keeping it off. In fact, the stats on diet successes are far from good, and only a small percentage of people who lose weight are able to keep it off long-term.

Everyone wants to eat healthier and exercise. However, most fall off the wagon and go right back to their old eating habits in no time at all. The truth is it's much easier to grab a Coca Cola and a bag of chips or order takeout than it is to prep a healthy lunch or dinner.

Fortunately, eating healthy and maintaining your weight isn't as complicated or difficult as you may think. All it takes is a little dedication, will power, and the ability to follow a few golden rules. Tested by time and proven to work by thousands of frustrated dieters just like you, these tips and tricks will help you eat healthy and maintain your weight day in and day out.

Losing weight and keeping it off isn't a short-term solution, it's a lifestyle. Keep reading to learn how to live it to the fullest.

Enjoy!





CHAPTER 1

PLAN AHEAD

Any weight loss expert will tell you the same thing: meal planning is vital for dieting success and living a long-term healthy lifestyle. Busy on-the-go moms, self-help gurus, and organisation experts will also agree. Every single one will tell you following a meal plan is one of the keys to success.

Meal planning also happens to be one of the simplest things you can do to live a healthier lifestyle, feel better, and keep the weight off. Unfortunately, it's also something we easily forget when life gets hectic.

There are several benefits of taking the time to plan your meals. Not only does it help with time management and make meal prep easier, but it can greatly reduce stress as well. Of course, the health benefits are off the charts. In fact, for fitness experts and competitors, meal planning and preparation is a must.



Not only do they plan each and every meal down to the gram, but they spend nearly a full day each week prepping their meals.

Don't worry; you don't have to take it to that extreme. Thanks to Isagenix and other cutting-edge nutritional companies, there are literally only five or six meals a week to plan and prepare for.

Nonetheless, if you're looking to make meal time a breeze, maintain your weight, and improve the long-term health of you and your family, meal planning will help you each and every day. Here's an overview of the benefits of meal planning one more time to stress just how important it really is:

- ✓ Save money by eliminating takeout and pre-packaged foods
- ✓ Save time on meal prep
- ✓ Avoid unhealthy meal options
- ✓ Eliminate rushing, indecisiveness, and meal-time stress

If you can't tell by now, meal planning is essential for maintaining a healthy diet and your weight. When you're hungry and in need of a last minute meal, unhealthy choices are bound to occur.

Ever hear of the saying, "Failing to plan is planning to fail?" This old adage is true for everything from work deadlines to cooking nutritious meals. So, try picking one day each week to plan out your meals for the week ahead and make a shopping list. For many people with a standard Monday through Friday schedule, Sundays work best.

In addition to simply planning, go ahead and do a little prep work for the upcoming week as well. You can steam some vegetables, whisk up some vinaigrette, wash some salad greens, cook up some whole grains, and anything else that might make life easier during the week.

If most of the work is already done and staring at you invitingly when you open the fridge, you'll also be less likely to eat out or order take-out. Just make sure to plan meals containing lean protein, whole grains, and fresh fruits and veggies.



Need help?

**DOWNLOAD
OUR HELPFUL
MEAL PLANNER
HERE.**



CHAPTER 2

AVOID REFINED CARBS

Pasta, potatoes, rolls, cereal, and other refined carbs raise serotonin levels in the brain, which makes you enjoy and want them all the more. Unfortunately, carbs such as these are almost always full of nothing but empty calories. Plus, studies suggest they can actually slow down your metabolism as well.

During the refining process, the germ and outer bran layers of whole grain wheat are removed and ground into flour with a much smoother texture and longer shelf life. During this process, nearly all of the essential vitamins, fatty acids, and fibre are removed. An unknown number of other important phytonutrients are lost as well. While iron and some of the major B vitamins are added back in during a process known as “enriching”, refined flour has much less nutritional value than its Frankenstein-like whole wheat cousin.

In addition to causing nutrient deficiencies, consuming too many refined carbs can also lead to heart disease, diabetes, and other life threatening illnesses. With a higher glucose level and a lower thermic effect than whole, un-refined carbohydrates, refined carbs have also been proven to increase weight gain and lower your metabolic rate.

Examples of refined carbs:

- White pasta
- White bread
- White rice
- High fructose corn syrup
- All-purpose flour



Examples of foods with refined carbs:

- Cereal
- Soft drinks
- Jams and preserves
- Desserts and pastries



If you want to lose weight and keep it off, even if it's only 10-15 pounds, you must stop carb-loading. It may be difficult at first, but here's how:

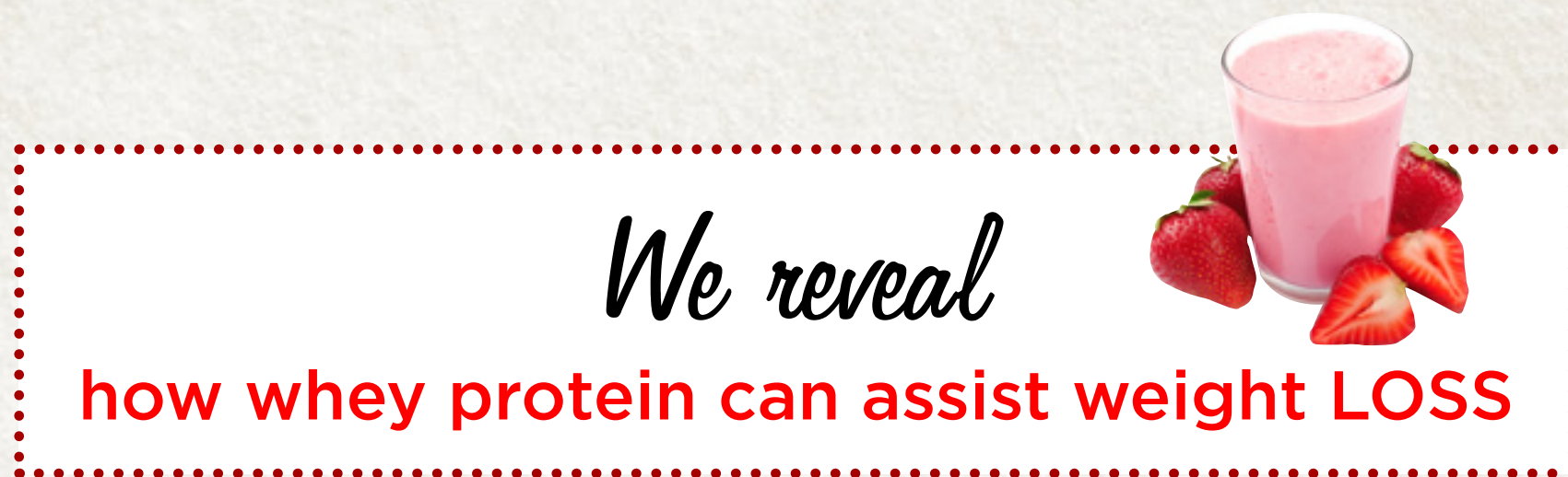
✓ FOLLOW A HIGH-PROTEIN DIET

Unlike refined carbs, which do little more than produce short glucose-induced energy spikes, protein builds

lean muscle and gets your engine humming. In fact, Danish researchers recently discovered replacing one-eighth of carbs with one-eighth of protein each day helps people maintain recent weight loss. Needless to say, protein lives up to the hype.



When following a healthy lifestyle and trying to maintain your weight, shoot for at least 50 grams of protein a day. If you're serious about your fitness and follow a vigorous workout schedule, try to consume even more. Eggs, fish, poultry, lean meat, and nonfat cheeses pr other dairy products are all terrific protein sources. High quality nutritional supplements, such as Isagenix, are great sources of protein as well.



✓ MAKE CARBS A MORNING THING

Healthy carbs are fine to eat, but it's best to limit them to the morning hours and scale back throughout the day. Not only do you burn fat faster during the day, but eating healthy carbs in the morning will fill you up and give you the energy you need to tackle the day.



For the best of both worlds, trade in the multigrain toast and poached eggs for an Isagenix Shake. These tasty, nutrient packed meal replacement shakes are loaded with high-quality protein, healthy fats, and the right carbs, providing you with premium nutrition that's backed by science and proven to work.



✓ DON'T FORGET THE FIBRE

Whole grain breads and pastas have more essential vitamins, minerals, and fat burning fibre than refined carbs. In fact, according to a Wake Forest University School of Medicine study, people who consumed more fibre had less belly fat associated with heart disease and diabetes than participants with less fibre in their diet. It goes without saying that fibre is good for your digestive system as well.

Quick Tip: Open up the curtains or blinds first thing in the morning after you wake. Since sunlight increases your body's serotonin levels, research suggests it may make you feel satisfied and curb your appetite.

Looking for great recipe ideas?

Try our favourites **here!**





CHAPTER 3

EAT DURING THE DAY

As mentioned in the previous chapter, if you're trying to lose or maintain your weight, it's important to eat during the day because you're more active and better able to burn the calories you consume. Unfortunately, the midnight munchies can be quite persuasive. In fact, in a Fitness Magazine survey, 31 percent of women said they snack more at night than any other time of the day.

The good news is you're not alone in this battle and there are several ways to keep your after dinner eating to a minimum. To quit raiding the cupboard and begin dropping the kilos, you can:

✓ EAT A HEALTHY BREAKFAST

While the body is still in detox mode come morning, breakfast is still the most important meal of the day. If you skip breakfast and don't provide your body with proper fuel, you'll find yourself hungry and wanting to eat everything you can get your hands on later on in the day.



A well-balanced breakfast of fruit, eggs, and whole grain toast is recommended. However, more and more people are turning to protein-packed meal replacement shakes like IsaLean to put an end to the breakfast dilemma once and for all.

Not enough sleep...
can it really lead to weight gain?



✓ **HOLD OUT ON DINNER**

If you normally eat dinner around 6:00 p.m., try holding out an hour longer each evening to keep from late night snacking or waking up hungry in the morning. Simply eat a piece of fruit or an IsaLean Bar after you get home, and then start dinner.

✓ **CLEAN OUT THE FRIDGE**

If you really want to lose weight and keep it off, healthy foods should be the very first things you see when you open your fridge. Solid staples include baby carrots, berries, low-fat Greek yogurt, hummus, and so on. The rest should simply be juices, water, and the ingredients for the meals you've planned out for the week.

Remember, unhealthy snacking will be the cause of your diet downfall. In fact, as a general rule, every guilty bite you take is at least an extra 20 calories you need to burn. Craving some late night Bulla? Think again!





CHAPTER 4

DON'T EAT OUT OF EMOTION

Many of us are emotional eaters. We use food as a coping mechanism to deal with our feelings. Unfortunately, emotional eating usually involves binge eating on junk food, not broccoli, kale, and other healthy alternatives. In the mind of an emotional eater, eating sugary, high-fat foods is a way to instantly de-stress and improve their mood.

You don't have to resort to comfort food when stressed. To feel better the healthy way and keep the kilos off, you can:

✓ ADOPT THE BUDDY SYSTEM



Chances are you have a friend or two who knows how to handle stress and disappointments without scarfing down a tub of ice cream or an entire cheesecake. Try following their example.

After a tough day at work, a breakup, or anything else bound

to get you down, do what your friend would do. Do they go for a run to clear their mind and boost their spirits? Do they tackle what's bothering them head on and devise strategies to overcome the adversity? Observe what your friends do and try adopting their stress relief techniques.

✓ IDENTIFY THE TRIGGERS

Brainstorm and make a list of your emotional eating triggers. Whenever you pig-out, grab a notepad and make three columns. In one column, write down what you're eating. In another, make a note of how you're feeling. In the third column, jot down your level of hunger. After you see the emotions that trigger your pig-out sessions, you'll be able to develop new coping strategies, like going for a run or taking a bike ride.



✓ DEVELOP A HEALTHY REWARDS SYSTEM



For many of us, it's perfectly natural to indulge in food when feeling good and celebrating. In fact, in many cultures, food is a central part of celebratory occasions. Rather than cooking a big meal or indulging in your favorite treats when celebrating, try giving yourself an equally pleasurable but much healthier reward.

Need ideas? Try surfing, shopping, going for a massage, or anything else you love. When food stops being your reward, the fat will disappear.

For a little extra support and motivation, write down your reasons for wanting to lose weight on an index card and carry it around with you. Whenever you feel the urge to calorie splurge, read the card. Doing so will increase the likelihood of avoiding temptation and sticking with your diet plan.



CHAPTER 5

DRINK A LOT OF WATER AND GET PLENTY OF SLEEP

Drinking plenty of water and getting your zzz's are critically important when following a diet plan and trying to lose weight. In terms of water, it makes up approximately 60 percent of the human body and provides it with a tonne of benefits. Not only does it help transport nutrients throughout the body, but it helps with digestion, regulates body temperature, flushes out your kidneys, and helps keep you healthy in general.

Of course, drinking lots of water will help you feel full as well, which means less calorie consumption. Speaking of calories, water has none. Unlike soda, alcohol, coffee, fruit juices, and almost everything else we drink, water is calorie-free. If you regularly drink any of these calorie-loaded drinks, simply cutting them out of your diet may be all you need to lose weight and keep it off.

Sleep is also crucial for weight loss and maintaining a healthy weight. In fact, new studies linking sleep and weight loss are taking place all of the time. For instance,

several studies recently published in the highly respected Journal of the American Medical Association showed lack of sleep can induce weight gain and make losing weight much more difficult.

So, if you want to keep the pounds off, do yourself a favour and remove any hidden barriers that may be holding you back by drinking plenty of water and getting at least seven hours of sleep each night.





CHAPTER 6

SNACK SUCCESSFULLY

Have a case of afternoon munchies? Don't worry. As long as they're both filling and nutritious, you'll be able to stick to your diet plan and keep the fat at bay.

Fortunately, there are endless healthy snacking options. From roasted pumpkin seeds and hardboiled eggs to Greek yogurt and air-popped popcorn, there's a sea of nutritious snacks just waiting to be enjoyed.

On the downside, choosing healthy snacks over chips and sweets is often easier said than done. After all, they're loaded with sugar, salt, and fat, which release chemicals in your brain telling you to eat more. This is where Isagenix Snacks, IsaLean Bars, and other delicious yet highly nutritious Isagenix snack products can help. Designed to please your taste buds without the calories, they're the perfect healthy snacking alternative.

That being said, going cold turkey on your favorite treats is no easy feat. Here are some tips to help you ditch your bad snack habits and burn fat rather than packing it on:

✓ WEAN THE SWEETS

Suddenly ridding all junk food from your diet can make you feel deprived and lead to a sweet and salty binge whenever you have a bad day. To avoid this and give yourself the best chance of success, start your weight loss journey by slowly limiting the amount of junk food you eat each week. Shoot for getting rid of one or two portions weekly. Before long, you will have weaned yourself completely off of these unhealthy foods.



✓ CHANGE UP YOUR DAILY COMMUTE

If your daily commute to work takes you past several ice cream shops, donut shops, and unhealthy fast food joints, try going a different route with less temptation. Sure, you may have to leave a little earlier in the morning and get

home a few minutes later in the evening, but your belly will thank you in no time at all.

✓ SWAP SMARTLY

As mentioned, there's a bevy of healthy snacking options. If you love ice cream, try low fat frozen yogurt instead. If you're a chip person, replace them with veggies and hummus. These smart snack swaps will pay off dividends for your waistline and improve your overall health.



Another tip is to put all healthy snacks and foods in clear containers right up front in your fridge. Each time you open it up, you'll see nothing but healthy options and reinforce your desire to live a healthy lifestyle, lose weight, and keep it off.



CHAPTER 7

EMBRACE CONVENIENCE

Having the time to make all of your own meals and snacks each day would be great, but if you're like 99 percent of Aussies these days, you probably don't have the luxury of time. This means, you may be turning to junk and fast food more than you should.

However, convenience and healthy don't have to be mutually exclusive. There are plenty of healthy convenience foods you can incorporate into nearly any diet plan.

Here are a few helpful tips to help you do exactly that:

✓ TIP #1: SHOP SMART

When you're shopping for healthy and convenient snack options, make sure to do so after a meal or protein shake to avoid temptation and make wise choices you won't regret later. Always make a list beforehand and stick to



it. If a particular isle contains nothing but chips and other unhealthy foods not on your list, rather than go down it anyway, do yourself a favour and walk on by.



✓ TIP #2: READ THE LABELS

Not all convenience foods are created equal. Depending on your diet plan, some snacks and meals will be better for your routine than others. Therefore, you need to be an informed consumer and read the label before placing anything in your basket.

✓ TIP #3: PORTION CONTROL

Many convenience snacks come in large bags or containers, while others, such as IsaLean Bars, come in pre-packaged single serving sizes. Although it's perfectly fine to save some money by going the bulk route, portion control is a must.

When you buy a bag of pretzels, box of crackers, and so on, read the nutrition label to determine the serving size and divide the bag or box into small plastic baggies. Each bag should contain one serving. Sure, it will take a few minutes, but you'll have properly portioned, ready-to-eat snacks available whenever you need a little boost.





CHAPTER 8

NEVER SKIP BREAKFAST

Can breakfast make a difference for your waistline? According to some studies, the answer is a resounding yes!

In fact, researchers have discovered that people who eat breakfast daily are thinner on average than those who choose to skip their morning meals. Why is breakfast so important?

There are a variety of reasons to eat breakfast each day. Not only does it jumpstart your metabolism and help you burn calories all day long, but it also provides you with the much needed energy and focus to tackle each day. Plus, a breakfast high in protein and fibre will satiate your hunger and keep your cravings in check.

Those are just a few of the many reasons to start your day with a healthy breakfast. However, there are even more.

For instance, many studies have found a direct link between breakfast and good health. In addition to lowering your odds of getting heart disease and diabetes, eating a healthy breakfast will lower your LDL cholesterol levels.

A healthy breakfast including grains and dairy will also provide your body with the vitamins and nutrients your body needs to perform at its best. If your body doesn't receive the fuel it needs, you may feel depleted of energy and become susceptible to overeating later on in the day.



Many people choose to skip breakfast because they're too busy getting ready to run out the door. However, in addition to all of the positive benefits of eating breakfast just mentioned, skipping it can also disrupt your body's natural rhythm of eating and fasting. Your blood sugar is lowest in the morning when you wake. Breakfast is critical in replenishing it and getting your body out of fast mode and into calorie-burning mode.

That being said, you can't just eat anything and expect to lose or maintain your weight. You need to think about what and how much you eat as well. One study found that people who overate at breakfast, we more likely to eat more during the day.

Isagenix solves the breakfast dilemma. Loaded with the perfect amount of premium un-denatured protein, healthy fats, energy-boosting carbs, and essential vitamins and nutrients, an Isagenix Shake each morning will fuel your day the right way.



Learn more
about the health benefits of Isagenix shakes



CHAPTER 9

AVOID PROCESSED FOODS

Processed foods have slowly become almost unavoidable. Everywhere you look you'll see "foods" full of sodium and preservatives, and since you're likely too busy to cook meals from scratch, more often than not it's far too easy to reach for a jar of sauce or packet of mix.

Even if you make it a point to avoid processed foods, have a look in your kitchen. Chances are you'll find at least a dozen items that have been processed to some degree. Anything in a box or packet will have a laundry list of ingredients even Einstein couldn't pronounce, and a microwave meal with a January 2021 expiration date will be processed more than a pack of bratwursts.

For the sake of your health, learn to loathe anything in a box, can, or wrapped in plastic. Processed foods are designed to make you want more, not provide quality nourishment.

Before you eat anything, read the label and ask yourself: how many of the ingredients are longer than four syllables? The longer the names and the longer the ingredient list, the quicker you should run in the opposite direction.

Instead, try real food. Wash your own lettuce. Peel your own fruit. Purchase meat that hasn't been butchered to oblivion. Not only will you save money, but you'll also know exactly what you're putting in your body.

Whether you follow the Isagenix system and treat your body to tasty and nutritious meal replacement shakes, or you make your own healthy meals from scratch each day, be kind to your waistline by avoiding processed foods at all costs. Your body will look and feel better than ever before.



CHAPTER 10

SLOW AND STEADY WINS THE RACE

Trying to lose 40 pounds in two weeks is a recipe for disaster. Gaining substantial weight usually takes months or years, so losing it will take some time. Our bodies are designed to resist sudden change. This resistance is called homeostasis.

When your body overheats, you sweat. This sweat is an automatic reaction designed to cool you back down to your body's preferred level. This is homeostasis.

If you lose weight too quickly, your metabolism will automatically slow itself down in order to conserve energy. This is homeostasis once again.

Biology aside, rapid significant weight loss is also unsustainable. Unless you're following a proven diet plan that can easily become part of a long-term healthy lifestyle, such as the Isagenix 30-Day Weight

Loss System, maintaining a healthy weight is all but impossible?

How so, you ask? If you're following a standard calorie-restricted diet, chances are you're not getting enough protein and nutrients. In other words, you're probably malnourished. When malnourished, it's only a matter of time until you go off the wagon and gain everything back, and then some.

The key is following a diet plan or system that is convenient and easy to stick with long-term, not just tomorrow but months or years from now. Even if you only need to lose 10 kilos or less, you're not going to be successful in losing the weight, let alone keeping it off if you're tempted to pig-out every hour of every day.

That's why Isagenix is so great. Not only are Isagenix meal replacement shakes, bars, and snacks incredibly nutritious, but they're also delicious and filling. They provide you with the flavours your taste buds crave and the right calories for optimal performance and health.

Regardless of which regimen you follow, just remember it's a marathon, not a sprint.



See amazing transformations
from real Isagenix customers!



CONCLUSION

If you want to lose weight and keep it off, your odds of success are much better with some help. A number of published clinical trials have proven the Isagenix 30-Day System to be an effective method for achieving weight loss and improved health. Now, a recent study has found it can help support weight maintenance as well.

Published in “Nutrients”, a respected peer-review journal, the 15-month study consisted of a three-month phase focused on weight loss and a one-year phase focused solely on weight maintenance. During the weight loss phase of the study, on average all of the participants lost nearly 20 percent of their body fat and 10 percent of their starting body weight. Plus, lean muscle mass was increased by nearly 10 percent.

Designed to research weight loss maintenance, the second phase tracked the progress of participants for a full year after finishing the initial phase. During this phase, half of the study participants switched to a diet

based on whole foods while the other half continued with the Isagenix System.

Not surprising to anyone who has ever used Isagenix, the participants following the Isagenix 30-Day System were able to keep the kilos off, improve their body composition, and boost their cardiovascular health. Meanwhile, the ones following a whole food diet had put much of the weight they lost back on.

Not only does the Isagenix System provide you with an easy-to-use game plan and an assortment of the very best nutritional products, but when you order from us, you also receive the support you need when you need it to stay on track and live the life you were meant to live.

I sincerely wish you nothing but the very best weight loss results. If you keep these golden rules in mind, you're sure to be a weight loss success story in the making.

Thanks for visiting www.isaaxcess.ca. Feel free to stop back by anytime!



Want to Learn More?

**CONTACT A WEIGHT LOSS
EXPERT TODAY!**

**CALL 604-800-1437 OR
EMAIL INFO@ISAAXCESS.CA
FOR FREE 1-ON-1 ADVICE.**

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