



Keep It Real

“EAT FOOD. NOT TOO MUCH. MOSTLY PLANTS.” – MICHAEL POLLAN

When it comes to diet and nutrition, there isn't a “one-size-fits-all” approach to eating. Some people thrive on a vegan diet, while others feel better when they eat animal products. One person can eat peanuts all day long, while someone else is severely allergic. Everybody and every body is different.

BUT...despite all of our differences, when it comes to what we're putting in our bodies, there is ONE proven strategy that works for every body...AND that everyone can benefit from. That strategy is to **Keep It Real!**

Keeping It Real is all about nourishing your body with exactly what it needs to perform at its best, prevent disease and maintain a healthy weight. It's about choosing whole, natural, *real* foods – like fruits, veggies, nuts, seeds, whole grains and legumes.

The Goal: is to eat foods that are as close to their natural state as possible – minimally processed and free of any “fake” chemically processed ingredients like preservatives, additives, hormones, antibiotics, artificial colors, flavors and sweeteners.

The Real Deal: And just so we're clear, Keeping It Real is NOT a rigid, restrictive diet with complicated rules and counting calories. There's ZERO guilt, deprivation, starvation or frustration involved. It's a flexible approach to eating nourishing foods that help you feel amazing, look amazing and live amazing!



Here's How to Keep It Real:

- **Crowd In Veggies, For Real!** Bulk up your bowl (or plate) by crowding in lots of fresh veggies (and fruits)! Out to dinner? Start with a salad. Toast for breakfast? Slather on avocado. Loading *real* foods into every meal (and snack) keeps you feeling full longer and loads your body with super high-quality nutrients.
- **Swap It, Don't Drop It!** Don't cut foods out, but do make healthy swaps. Trade fried foods for baked. Swap highly processed and refined foods (like white flours, sugars, breads and snacks) for their whole, natural counterparts (like whole grain flour, raw brown sugar (sukanat), sprouted breads and unprocessed snacks).
- **Sleuth For The Truth.** Get label savvy and ignore marketing buzzwords and claims on packaged products. Instead go straight to the ingredient list and **read it carefully!** Look for a small number (eight or less) of *real* ingredients that you're familiar with, can pronounce and can cook with at home.
- **Don't Fake It!** Know thy fake enemy ingredients and steer clear! This includes added sugars, hydrogenated oils (trans fat), chemically processed preservatives, additives, artificial colors, flavors, sweeteners, toxic binders, stabilizers, GMO's, hormones, antibiotics and fat replacers.
- **Embrace Real Fats and Sugars.** Don't be afraid of *healthy* fats and natural sugars – you need them, in moderation! Incorporate whole/natural essential fatty acids every day – excellent sources include nuts, seeds, avocados and natural oils (like coconut or olive) – and chose naturally sweet foods like fruits and sweet veggies.
- **Choose Water.** Water is the *real*est beverage that you can choose – it's the calorie-free elixir of life! Add an extra boost of nutrients (and flavor) by adding citrus, fruits and herbs!
- **Real Talk: Be Kind.** If you do consume meat, fish or other animal products, choose humanely raised (local when possible), free range or wild and organic.
- **Keep It REAListic.** When it comes to eating, there'll always be times when we chose something that's not 100% (or even 1%) whole, natural or real...and that's perfectly ok. Life happens and it's meant to be enjoyed! Whether it's a family dinner, a birthday party or a night out on the town with your love, don't stress about that piece of cake or that extra glass of wine. Savor it and enjoy it!