


“Wow! I Thought I Was Eating Healthy!”

*Have You Been Tricked into “Believing”
You’re Eating a Healthy Diet?*



Discover the 9 “healthier” diet tactics that are causing you to gain weight, drain your energy and age faster!

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“Wow, I Thought I Was Eating Healthy—Discover 9 “healthier” diet tactics that are causing you to gain weight drain your energy and age faster!” is a publication, brought to you by Nutrient Rich Life, Inc.

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Why do we often chase false nutritional marketing tactics that actually cause us to gain weight, drain our energy and age us faster, rather than learn how to eat in a great-tasting healthy way, and optimize our nutrition by learning how to fuel our body's right?

The answer is threefold...

1. We aren't yet knowledgeable enough about nutrition, or aware enough to see things clearly, so savvy-sounding inducements (lures, baits, carrots...), usually focused on losing weight or building muscle, look like "shiny objects" we've just got to try.
2. We don't think healthy eating is *potent* enough to help us live at *or near* our ideal weight, build or maintain muscle, or live disease-free so we're constantly seeking answers. The more desperate we get, the crazier the search!
3. Few of us know what it means to eat "healthy."

Welcome to a whole food, plant based, healthy eating style where all of that is about to change.

Hi, I'm John Allen Mollenhauer, founder Performance Lifestyle Inc, where you will discover the great-tasting healthy way to eat; potent enough to resolve all three of the above points.

For more than 20 years, in addition to being an entrepreneur, I have been working as a Nutrition Education Trainer, and a Performance Lifestyle® coach where I've had the privilege of helping hundreds of people in person and thousands of people through the Internet, who are suffering from the modern-day challenges of overwhelm and exhaustion, overeating, an inability to get enough exercise, and not surprisingly, weight and health issues.

I've also worked with many people who are skilled in what it means to eat and live healthy, who want to optimize the way they live, so they can take things to a whole new level for even better results.

Hand in hand with that experience, I've had the challenge of expanding my own knowledge and awareness, letting go of what isn't so, and trust me there has been a lot to let go of. I too have had to learn how to live a healthy lifestyle successfully in a world that can easily wear us down and provides so many unnatural pitfalls that we shouldn't even be dealing with, but are.

So when I help someone change the way they eat and improve their lifestyle to improve their health and performance, better achieve their goals, and quality of life..., besides asking them "why" they want to make a change to begin with; one of the first questions I'll ask is "**Are you eating healthy?**" In reality, I'm asking them if they're eating nutrient-rich.

Given eating is one of the primary coping methods for stress, and all the pitfalls we both already know exist when it comes to food, I want to know if they know what it means to eat "healthy" right out of the gate, so we have a realistic starting point of where they are.

This introductory guide *Wow, I Thought I Was Eating Healthy*, is going to help you answer that question. It will also help you begin eating in a "potent", great-tasting healthy way here forward, and avoid 9 of the healthier-diet tactics that are causing you to gain weight, drain your energy and age faster.

So now I'm posing this question to you, "Do you think you are eating healthy?"

Based on my experience, I'm pretty sure you said something like, "Yeah, I eat pretty healthy," because let's face it – everybody wants to believe they are eating "healthy." In fact, a poll of more than 1,200 participants, released by **Consumer Reports**, shows that nine out of ten Americans believe their diet is in fact healthy. More than 50 percent described their diet as "somewhat" healthy, more than 30 percent described it as "very" healthy, and about five percent described it as "extremely" healthy.

However, other studies have shown that only 28 percent of Americans limit their intake of sweets and refined sugars, 26 percent limit the intake of unhealthy fats and concentrated animal proteins, and just 30 percent are meeting the Department of Agriculture's minimum of five servings of fruits and vegetables, per day, which is extremely low to begin with!¹

These basic statistics paint a very disturbing picture. How can anyone be eating "healthy" if they are consuming a high "unhealthy" fat, protein and high "refined" sugar diet that doesn't include enough vegetables and fruits, let alone beans and legumes, raw nuts and seeds, and intact whole grains? Are we just deluding ourselves? Or is there something fundamentally wrong with the way the majority of us define "healthy" eating?

Think about it, if you were to ask someone if they thought they were eating healthy, they'd probably tell you something like:

"I put blueberries on my cereal."

"I take a multi-vitamin."

"I take omega-3s."

"I get plenty of lean protein."

"I don't eat red meat."

"I only eat chicken and fish!"

("I don't eat the skin, though")

"I only put organic milk in my coffee and cereal."

"I eat Greek yogurt."

"I only use sea salt"

"I eat low-fat cheese on my salads and sandwiches."

"I eat whole-wheat bread."

"I only put olive oil on my salad."

"I eat a piece of fruit every day, but not too much since they contain too much sugar"

"I drink eight glasses of water a day, sometimes more."



And, most of us would probably nod and think that we are doing something right. I mean all of those

¹ <http://ajcn.nutrition.org/content/26/4/438.abstract?sid=296e5da8-ee45-45ba-a915-459a4bb81a80>

things sound pretty healthy, right? Of course they do; after all, they all follow the conventional rules of nutrition that we have been taught since childhood – rules created by the USDA, popular diet systems, our trainers and even by our doctors who surprisingly still promote popular high-fat, high-cholesterol, low-carb, high-animal protein, low micronutrient diets... as healthy.

To most Americans, eating low-fat dairy, lean meats and low-fat, low-cal or low carb refined foods, with “some” fruit and veggies on the side, is the way to eat healthy. And for some following the consumption of a *junk food diet* or the SAD - *Standard American Diet*, even consider this “dieting” and do so for *weight loss*.

We feel proud when we opt for no croutons, ask for the dressing on the side, choose fish or chicken over red meat and steak, or periodically pick that side of veggies over the French fries. And frankly, all of these choices to eat better should be applauded – after all, any improvement matters!

However, unless you are starting with the premise of eating more plant-based nutrient rich food, “better” ends up becoming a half-baked healthier diet that isn’t much healthier. You see embedded in those common choices listed above, are 9 “healthier” diet tactics that will cause you to gain weight, drain your energy, and age faster; here’s an example...

For most people a salad really isn’t even a salad. How many times have you been out to lunch or dinner and ordered a salad as a “healthier” alternative?

Now think back and consider how many of these “salads” were actually heaping bowls overflowing with hundreds of calories of chicken and cheese, with a salt and oil-laden dressing on top of maybe 10-20 or so calories of lettuce, spinach or romaine with a few present tomatoes and carrots.

When you think that one pound (16 oz) of micro-nutrient-rich leafy / green vegetables is only 100 calories, and grilled micronutrient-poor chicken is weighing in at 250 calories for only 4-5oz (approx.)... then consider the added calories of cheese and oil at a whopping 120 calories per tbsp., both of which contain saturated fat and cholesterol that our bodies do not need from dietary sources which clog our arteries and veins, and the added sodium which only increases our blood pressure which promotes heart attacks and strokes (2 of the top killers in the US, to the tune of over 1 million people per year²); that typical salad doesn’t seem like such a healthy alternative any more, does it?

Ordering that salad pictured on the right, at a restaurant, whether you put the dressing on the side, or not, is a prime example of a trick we have all fallen for, at one time or another, that makes us think we are eating “healthy,” when we’re not.



Does this look familiar?

² <http://www.cdc.gov/nchs/fastats/deaths.htm>

For a whole host of economic and distribution reasons, the food industry often promotes food addiction; that is, foodstuffs which are nutrient poor and concentrated with addictive substances. We've been brainwashed into thinking that buying and eating so many unnatural, refined-food products along with animal products that we would never have natural access to in such ways or in such large amounts as we have them, with key "healthier" sounding words and phrases on them, makes these food stuffs "healthy."

Shelves upon shelves of food stuffs proclaim to be 98% Lean, Fat Free, Reduced Fat, Low Fat, Sugar Free, Diet and with No Added Sugar. However, these "healthier" phrases couldn't be further from the truth.

They should read:

- ***Fat free, but chockfull of refined and added sugar and chemicals.***
- ***Reduced fat, but completely devoid of micronutrients and excellent at making sure your immune system doesn't work at full capacity.***
- ***2% fat by weight, but over 35% or more "unhealthy" fat by calories. (Got Milk?)***
- ***Sugar free, but filled with artificial sweeteners that have been shown to cause cancer in lab animals.***
- ***"Healthier"(less toxic) than what most people eat, but basically just a healthier version of a SAD (Standard American Diet) food.***
- ***Highly addictive, nonetheless.***

Why does nutritional marketing seem to deceive us like this?

You see the food industry is an industry and while in many cases it's an industry that does many good things towards ensuring the 7.046³ billion people on our planet, today, have something to eat at least 3 times per day; make no mistake it's an industry that understandably wants to promote food consumption in a competitive market and that means getting people addicted to their food.

Because of the strength of their marketing dollars (those that supply the most addictive foods with the largest customer bases – think candy, burgers etc), the foods most of us are eating up to 90% or more of the time each day are addictive. They are also very convenient but they are not health-promoting regardless of what the box or wrapper says. And the thing is it never needed to be that way.

With each passing year over the past 100 years, to keep customers consuming their foods, companies have focused on getting us more and more addicted⁴ to their product with ever-more stimulating formulas and sizes, and ultimately the nutritional value of what we eat, as a population, has dramatically decreased despite eating more calories than ever before.

The food industry, at a level unlike almost any other industry, has therefore depended on the mass nutritional ignorance of people. It's only recently, in the past 10 years or so when the nutrient-rich food revolution began, due to skyrocketing childhood⁵ and adult⁶ obesity and disease rates that people are noticing the need to

³ <https://www.google.com/#q=how+many+people+are+in+the+world>

⁴ http://www.nytimes.com/2013/02/24/magazine/the-extraordinary-science-of-junk-food.html?pagewanted=all&_r=0

⁵ <http://www.cdc.gov/healthyouth/obesity/facts.htm>

⁶ <http://www.cdc.gov/obesity/data/adult.html>

change the way they eat *en masse*. And now, those people who were once seeking great taste and convenience alone, and rarely considered the nutritional value⁷ of the foods they were eating, are now considering what and how they eat, and they want to eat healthy.

What they don't understand though, is the extent to which nutritional marketing tactics are still in play, now around defining what is healthy and what's not. There is a big difference, especially when almost anything can pass as healthy these days.

I mean, in 2011, Congress passed an Appropriations Bill approving pizza sauce and French fries as vegetable servings, in cafeteria lunches. Does that sound like a decision based on solid nutritional science or marketing?

And that was for our children!



So, without further ado...

Here are 9 “healthier diet tactics” that are causing you to gain weight, drain your energy and age faster!

Note: food stuffs that require excessive energy to process, digest and eliminate waste from the body, that do not provide substantial amounts of the micronutrients (phytochemicals, vitamins and minerals with strong antioxidant capacity) or do not activate and strengthen the immune system providing mostly calories (carbs, protein and fat) that are concentrated and super stimulating, will ultimately cause you to gain weight, drain your energy and age faster.

Healthier Diet Tactic #1: You are including olive oil on your salads and in your cooking because it is “heart healthy.”

Olive oil is not a whole food – it is not just processed food either. It's a refined food, consisting of 100% fat. All oil is fattening at 120 calories per tablespoon. Olive oil is not a heart healthy food – its high content of monounsaturated fats simply makes it less harmful than saturated or trans-fats. However, it still is 14 percent saturated fat, but this is why consuming olive oil instead of animal fats which are much higher in saturated fats, can reduce LDL cholesterol (from the reduction in saturated fat). The epidemiological studies on Mediterranean populations cite the increased monounsaturated fats and decreased saturated fats as a likely causal factor in the decreased cardiovascular death rate in this region.²The LDL lowering properties are primarily the result of replacing saturated fat with monounsaturated fats. When olive oil is substituted for animal fats, benefits occur because you are omitting more dangerous fats. Olive oil in itself, though, is not health-promoting.⁸

Reality: Look, we're not here to pick on olive oil or any one particular food stuff you're eating. But, when it comes to nutrition—perspective is everything. In the grand scheme of things, a little olive oil is not a big deal, if lightly sprayed on a salad or some popcorn, but eating substantial amounts of it because its “heart healthy” is just a “healthier diet tactic” that is causing you to gain weight, drain your energy and age faster.

This is a “big deal” for millions of people who are trying to eat “healthier” and lose weight, but are unsuccessful. People who are thinking that they are eating healthy by enjoying olive oil on their salads do not realize that this is a nutrient-barren food stuff that will have more calories per tablespoon than a whole pound of greens, which are supposed to be the basis of a salad.

⁷ <https://www.google.com/#q=great+taste+and+convenience+before+nutritional+value>

⁸ <http://www.drfuhrman.com/faq/question.aspx?sid=16&qindex=8>

Olive oil has only a trace of vitamin E and phytochemicals— literally a “trace”. There is actually not enough vitamin E in olive oil to have any measurable impact on your health. Olive oil is refined oil, and refined oil is not healthy! But, olive oil will surely have an impact on your waist, drain your energy, and age you faster. Don’t fall for this tactic.

WOW—and you thought you were eating healthy!

Healthier Diet Tactic #2: You are eating lean chicken and fish so you get enough protein.

Most people are aware of the connections between red and processed meats and cancer — that there is convincing evidence that these dangerous foods are a cause of colon cancer.¹ In addition, cooking any meat at high temperatures (for example, grilled or fried chicken) forms carcinogenic compounds such as heterocyclic amines, which contribute to cancer risk.^{2,3} However, animal foods such as non-fat dairy products, egg whites, chicken and fish are considered healthful by most people. It is not yet widely recognized that foods such as these, since they are so high in animal protein, can also contribute to increased cancer risk.

When we consume animal protein, the body increases its production of a hormone called IGF-1 (insulin-like growth factor 1). IGF-1 is one of the body’s important growth promoters during fetal and childhood growth, but later in life IGF-1 promotes the aging process. Reduced IGF-1 signaling in adulthood is associated with reduced oxidative stress, decreased inflammation, enhanced insulin sensitivity and longer lifespan. In contrast, IGF-1 has been shown to promote the growth, proliferation and spread of cancer cells, and elevated IGF-1 levels are linked to increased risk of several cancers, colon cancer included. Several observational studies have suggested that high circulating IGF-1 may translate into promotion of tumor growth in the colon. For example, one study in men and another in women found that those with higher levels of IGF-1 had double the risk of colorectal cancers compared to those with lower levels.⁹

Reality: Did you know that ALL protein originally comes from plants?

This is probably one of the biggest secrets of the food and nutritional supplement industries—you can get more than enough protein and build plenty of muscle just by eating plants combined with the stress from exercise. Most people do not know this at all and falsely believe they must get all of their protein in the form of meat from animals. They equate muscle meats with protein.

If you buy into this “healthier diet tactic” of getting your protein from “lean” sources of meats and dairy, especially to manage your weight – the reason most people eat, low carb, high animal protein-based diets, even when they’re not “dieting”; you are praying to a false god.

Even if you don’t eat red meat, and now only eat chicken and turkey (meat, nonetheless beyond 5-10% of your total calorie intake), it is true that you will get plenty of protein, but you will also be eating sources of unhealthy saturated fat and a cholesterol-laden, super-stimulating and toxic, micronutrient- poor food.

If you were to get most or all of your protein from plants, you would not be ingesting any of these unhealthy substances which your body does not need from food.

By the way, the only reason you think protein must come from animals is because of big-budget marketing, that has brainwashed you. And, most of that marketing comes from the dairy and meat coalitions, who know that these foods do not promote health, are highly addictive and resource depleting—all of which is great for making money.

There is also no such thing as “lean” animal protein anyway—there is only “leaner” protein, and leaner animal protein is still full of



⁹ http://www.drfuhrman.com/library/Animal_protein_IGF-1_colon_cancer.aspx

unhealthy, saturated fat, cholesterol and hormone residues that stimulate rapid growth in humans, is also acid forming and artery clogging.

And while you may grow faster from all that “high biological value” protein, lean protein ultimately causes you to drain your energy, gain weight, and age faster.

WOW—and you thought you were eating healthy!

Healthier Diet Tactic #3: You are eating meat that is organically raised, free range, & grass fed.

Reality: Eating More Plant Based Nutrient Rich does not mean you have to be vegetarian or vegan, but thinking that meat (beef, chicken or turkey, fish etc.) is a nutrient-rich healthy food, let alone a superfood because it is “grass” fed, free range and organic is utterly ridiculous.

There are reasons besides animal welfare that people eat 100% plant foods, and it’s because this is where virtually all nutrients come from, excluding say Vitamin B12 and Vitamin D (fungus, sun etc). When you eat meat, even “grass fed” beef; sure, you will get some vitamins and minerals that are stored in the isolated animal muscle you’re eating, but as you will soon learn, animal foods are nutrient poor, even if they are free range, organically-raised, and grass fed.

This is a pretty ironic nutritional marketing tactic when you really think about it. Where do you think all that “grass-fed beef” is getting its nutrients and protein from? The nutrients are coming from the nutrient-rich “grass” the cow is eating. The problem is the cow is also using those nutrients when it’s alive and most don’t pass on to the meat.

Regardless of the origin of the food source used to grow and feed it, animal protein has no phyto-chemicals, fiber or water in it. It does have some vitamins and minerals, but they are not in the ideal form for human beings, such a preformed Vitamin A¹⁰, which has been shown to promote cancer and hip fracture...

And, animal protein, even if it is grass fed, does not contain healthy fats, has no carbohydrates, and its protein, along with everything else, is micronutrient poor and not health promoting. It takes up to 25% of calories to digest as well as a great deal of vital energy, which drains you. It’s the reason why people who stop eating meat, feel so fatigued for a period of time .It’s like getting off coffee, as animal protein is a stimulant. When this happens you end up eating more, which causes you to gain weight and all of this promotes faster aging.

WOW—and you thought you were eating healthy!



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*This looks healthy
but is actually
micronutrient poor
by calorie!
Nutrient-rich foods
need to become the
main dish,
not the side dish.*

Healthier Diet Tactic #4: You are drinking milk for calcium and strong bones, particularly organic milk.

¹⁰ <http://www.hsph.harvard.edu/nutritionsource/vitamin-a/>

Recent studies have shown that men who consume more dairy products and who are big milk drinkers have a higher occurrence of Parkinson's disease. A related recent finding is that deaths from heart disease also are strongly associated with milk drinking in adulthood. Of particular interest is that (as is the case with Parkinson's) the association is with the non-fat portion of milk. Non-fat and skim milk consumption shows the same association as that of whole milk. Researchers found that heart disease death is strongly associated with circulating antibodies against milk. These antibodies are found to bind to human lymphocytes and platelets, thus increasing the likelihood of clot formation. The researchers also concluded that the non-fat aspects of milk have atherogenic effects (plaque-building) both biochemical and immunological, and the simultaneous attack from all these directions explains why milk was found to have such a strong effect on death rate.

A recent study of 61,000 women also found that those who consumed more than 2 glasses of milk per day had twice the risk of serous ovarian cancer than women who consumed fewer than two glasses. The risk of those who drank two glasses a day was double that of women who rarely drank milk. Lactose in milk seemed to be the primary culprit. Again this larger study confirms earlier studies with the same findings.¹¹

Reality: The ads tell us, "What could be a more feel-good ritual than sitting down to a nice cold glass of teeth-whitening, bone-building milk,"—and we believe them hook, line and sinker. After all, the pretty models and actresses say, "Milk—it does a body good." And, they sure look good, don't they? However, most of them never drink cow's milk or even feed it to their children—they just "act" like they do, while sporting their milk mustaches, and making money for their images, while they remain healthy by not ingesting cow's milk. And, the rest of us get fat and sick from drinking it.

One of the best marketing strategies in the world is to sell the very cause of a problem as the solution itself, and the milk and dairy companies do this very well. Milk doesn't strengthen your bones, it weakens them—even if only by a little bit. Milk results in creating an acidic environment in your body that gets buffered by calcium, which is excreted in your urine.

Getting your calcium from a "cow," is a bad idea. In fact, there are a number of known detriments from drinking the milk of another species that has a far different growth rate than a human being—including the fact that cows grow to weigh approximately 600 lbs., or more, within two years. Does this seem like a viable health and weight loss strategy to you?

There is a lot of calcium in leafy greens that is far more absorbable by the body. And, calcium from leafy greens doesn't come packaged with growth-stimulating hormones or the 35 percent saturated fat by **calories** (even when it's labeled 1 or 2% by **weight**).

In addition, since the primary dietary factor that determines IGF-1 levels is animal protein, the excessive meat, fowl, seafood, and dairy intake common in our society elevates circulating IGF-1¹². This liquid meat-protein cocktail **increases** IGF-1 (Insulin like Growth Factor) promoting rapid growth long after childhood growth is complete, which consequentially fosters, you guessed it, rapid aging and a drain of your energy, and with that kind of fat, weight gain.



WOW—and you thought you were eating healthy!

Healthier Diet Tactic #5: You are eating low-carb or low fat foods to help you lose weight.

¹¹ Does Milk do a Body Good? Recent research sheds a bad light on dairy consumption. Dr. Fuhrman's Healthy Times January 2005.

¹² Venkateswaran V, Haddad AQ, Fleshner NE, et al: **Association of diet-induced hyperinsulinemia with accelerated growth of prostate cancer (LNCaP) xenografts.** *J Natl Cancer Inst* 2007;**99**:1793-1800.

Reality: High protein diets, often marketed as low carb or low carbohydrate diets, are in vogue today again as the keto diet, and are heavily promoted. Unfortunately, they are also high dangerous. The popularity of the Atkins diet plan may have subsided years ago, but the idea behind it hasn't. Other high protein diet books are as popular as ever and this is evidence that people are looking for a quick,



effortless way to lose weight without having to curtail their dangerous love affair with rich, unhealthy foods.

People are desperate to lose weight and build muscle and these high protein diet books preach what people want to hear: you can eat lots of cholesterol and saturated fat and still lose weight. This romance can lead to tragic consequences, with some people literally dying to lose weight.

High protein diet gurus usually claim they know the truth and that all other doctors and scientists are wrong. They promote the idea that their recommended diet is healthy. They would have their devotees believe there is a worldwide conspiracy, including more than 3,500 scientific studies, involving more than 15,000 research scientists, reporting a relationship between the consumption of meats, poultry, eggs, and dairy products, with heart disease, cancer, kidney failure, constipation, gallstones, diverticulosis, and hemorrhoids, just to name a few.

Authors advocating high protein diet plans, recommend programs with significantly more animal products than is typically consumed by the average American. Already, Americans eat approximately 40% of calories from animal products, and as a result of such nutritional consumption patterns, there has been a tragic skyrocketing in cancer rates and heart disease rates in the last 50 years.

As animal product consumption is tracked around the world in every population, it's noted that as animal product intake increases and so does both cancer and heart disease. Proponents recommend that you eat primarily high fat, high protein, and fiber-less animal foods and attempt to eliminate carbohydrates from your diet on their low carb diet plan. Analyses of the proposed menus show animal products to comprise more than 90% of calories in the diet.¹³

Now consider the fact that low carb, high protein foods have no phytochemicals—the thousands of powerful plant nutrients that protect the plant from harmful substances and invaders, and perform the same function in the human cells. On that basis alone, do low carb, high animal protein foods that sound like a healthy food or is this about weight loss-*only*? For weight loss only they are great in the short term, but for health, they are not.

But what about “low fat” foods, surely that’s got to be healthier, right?

Reality: the problem with both low carb AND low fat approaches is that they are nutritional marketing terms that are usually focused on weight loss-only and not health. Even in the healthy eating world, the role of even healthy fat is demonized unnecessarily. You need real food carbohydrate in your diet, and you need essential fat in your diet; its only unhealthy refined carbs that matter and unhealthy saturated fats, dietary cholesterol and refined oils that you want to limit, not healthy “nutrient rich” fats from say nuts and seeds.

Nutritional marketing has gotten us to believe that low fat is good. Who doesn't want less fat on or in their body, especially when most people need to lose weight? But don't equate depriving your body of fuel or depriving your body of healthy fats (EFA's, Omega 3's, DHA, EPA etc), with losing excess bodyweight. These are all different ideas.

Eating a Nutrient Rich Superfood diet, if you were active enough, you could eat a diet as high at 40% fat, if you had the activity levels to support it. Of course most don't, and we are talking about nutrient rich, essential fats like you might get from greens, beans, avocado, nuts or seed. Diets that are excessively low in these healthy sources of fats are not as satisfying and could put your at a health risk.

¹³ <http://www.dr.fuhrman.com/library/article2.aspx>

Now eating any food that is “low in carbs” or “low in fat”, but contains nutrient-poor ingredients that will compromise the health of your body, and be stored as fat on your body, will not result in a healthy and sustainable weight anyway. Imagine a low fat crumb cake. Low in fat (if you could believe that) but everything else in this food stuff will sit as fat on your body.



And how many people can live on chicken, fish, and steak with butter for long, even with a side of vegetables? Not many. Try it for a week. See how you feel.

You can control your carbohydrate intake by eating greener and truly “lean” foods in the form of vegetables, but typically, eating “low carb” means eating a high-animal protein diet that has all the issues introduced in previous healthier diet tactics above.

Any food that that does not meet your micronutrient needs, the way whole-foods do, which contain carbohydrate from a variety of plant based nutrient rich

sources, will (nutritionally speaking) cause you to eat more, and eat more frequently for reasons that that will not subside; *until* you get your nutrient needs met. That’s why high animal protein advocates state you should eat 5-6 times per day. You have to when you are eating that nutrient poor.

If you are not eating foods rich in micronutrients, you will continue to over eat, and both low fat or low carb products will never solve your problem.

Each time you eat these unnaturally low-fat and low-carb foods, your body will be unsatisfied. It will continue to give you hunger signs, until it gets nutrients. If our bodies are always trending toward health, and the body never gets what it wants, then this healthier diet tactic will always leave you chasing your tail, without a successful outcome. Sounds like a repeat business model if I ever did see on.

This tactic will result in a drain on your energy, cause weight gain, and faster aging.



WOW—and you thought you were eating healthy!

Healthier Diet Tactic #6: You justify drinking wine, eating dark chocolate, and your coffee consumption because they contain antioxidants.

Reality: If you’re going to have a drink of alcohol, a cup of Joe, or enjoy some chocolate, then please go ahead and just do so—but do it free of delusion. Don’t do so while thinking that you are eating healthy, just because you’re getting a few antioxidants from these sources. It takes more than a few antioxidants to make a food a “nutrient rich superfood” and your body healthy. Not even **macronutrients** alone, like protein, can qualify a food as nutrient rich.

Yes, you can eat some dark chocolate, drink a periodic glass of wine, and drink a daily cup of coffee and it would not necessarily such a bad thing by itself. What’s challenging are the withdrawal symptoms that result when you stop consuming significant amount of any of these substances. Since they have toxic, stimulant properties when you stop eating or drinking these foodstuffs, you are driven to eat or drink more, or cover up withdrawal symptoms eating other foods for the wrong reasons.

And can you imagine building your health on wine, chocolate and coffee?

Of course not, so if that’s the case, let’s not give these semi-nutrient rich foods with toxic properties more credit than their due. Let’s enjoy them from time to time and focus on optimizing the way we eat for nutrient “richness”.

Trying to get the few antioxidants afforded by wine, dark chocolate and coffee and over consuming these super stimulating foodstuffs, will cause you to drain your energy, gain weight, and age faster.

Healthier Diet Tactic #7: You are eating “Himalayan,” “Bed Rock,” “Tibetan Monk,” “Natural Sea” Salt, thinking it’s better than table salt and “mineral rich.”



Reality: Salt is salt—it is sodium chloride even with a few extra minerals. You can get plenty of natural sodium in nutrient-rich foods – approximately ½ mg per calorie – and you don’t need more than you get from natural foods.

It’s only in recent centuries that we have been refining *and adding* salt to our foods. And even though it may be the “Salt of the Earth”, no matter what it is called, or how “healthy” it is touted to be, refined and added salt is not healthy. That is, unless you want just a little bit of high

blood pressure, which will turn into a “lot-a-bit” of high blood pressure, potentially, over time. And high blood pressure doesn’t stop the minute you stop adding salt, it can take years to reverse.

In the grand scheme of things, a little bit of added salt may not be a big deal as a topping to the food you are eating (not as part of the recipe) but like oil and sugar, etc., people aren’t suffering from a little bit of these refined and added food stuff, they are eating up to 4,000 or 5000 mg of added salt per day, when what’s natural would be 700-1000mg, based on a roughly 1800-2000 calorie diet for women and men; and now where is this more prevalent than in the healthy eating space. Salt consumption is off the charts and high blood pressure is a bad deal for formerly unhealthy bodies getting healthy.

The last thing you want as your body detoxifies and removes waste (weight) is high blood pressure going on at the same time. It’s a big reason why according to Joel Fuhrman MD. Hemorrhagic strokes are so high in population consuming high salt diets.

WOW—and you thought you were eating healthy!

Healthier Diet Tactic #7: You are living on supplements because our soils are depleted and our fruits and vegetables aren’t what they use to be.

Reality: So, you think that ingesting isolated nutrients and eating chickens are better ways to get nourished?

People are not under-nourished from a lack of supplements; rather, they are undernourished because they don’t eat enough produce.

Even produce, from over-farmed soils, is better than a piece of chicken that is naturally micronutrient poor, or a handful of isolated nutrients representing a mere fraction of a whole food.



That said, there are certain nutrients that are “supplemental essentials,” nutrients that vegans and omnivores alike require, and if you are 90-100% plant based, should most certainly take. Supplementing harder to get, essential nutrients is an essential part of even a nutrient rich eating style. Think B12, Vitamin D etc.

The things you want to pay attention to with supplements are:

- a) **Make sure they are not taking your attention away from a nutrient-rich healthy eating style. That’s why they are called supplements.**
- b) Make sure you are getting what you need, not what you don’t or excessive amounts
- c) Make sure any supplements are from health promoting, sustainable sources.

Ultimately, not getting your nutrients from predominantly plants will cause you to drain your energy, gain weight and age faster.

WOW—and you thought you were eating healthy!

Healthier Diet Tactic #8: You are eating “some” fruits and vegetables every day.

It's extremely easy to think, given how most of us were brought up drinking orange juice when we sick, to make sure we got our fruit and veggies so we can have dessert, and to “take our vitamins”... that it's enough to eat some fruits and vegetables every day to stay healthy. We see the Eat 5-A-Day Program geared at getting us to eat more fruits and vegetables but the reality is these foods are supposed to be the basis of our diet.

The thing is; following up a pastry with a fruit smoothie chaser doesn't void out the negative and compounding effects of eating pastry every morning. And if drinking a smoothie could nullify the negative consequences of the junk food pastry, what would happen if you just had the smoothie as part of an eating style that was predominantly superfoods?

Reality: Eating more fruits and vegetables is a very noble effort. The very fact that you are making the effort to eat more fruits and vegetables, nuts and seeds, beans and legumes, and potentially intact whole grains, let alone the countless meals and menus that can be made from these foods; means, that you already know these foods are the ones that will really serve your body's nutrient needs.

Where we're going though, by pointing out this healthier diet tactic, is that eating 5 fruits and vegetables a day on top of an otherwise nutrient poor diet, will not detoxify the body, enable it to lose weight naturally, keep it healthy and disease-free, enable your body to age slower, look younger and you to live longer.

If you really want all of those healthy success results, vegetables and fruits alone aren't even it. We must also eat beans and legumes, nuts and seeds, and whole intact grains; all of which need to become the main dish; If you eat nutrient poor animal products and refined foods, if you eat them much at all, they actually need to become the side dish or less than 10% of your diet.

Fruits and vegetables, and other nutrient-rich foods, need to be eaten in much larger quantities than we are currently accustomed to. As you will soon learn, when you eat up to 90% or More Plant-Based Nutrient Rich™, the majority of the time, and then optimize your nutrition; you will experience the results listed above while engaging in a whole new eating adventure.

You can't believe how many great tasting dishes can be made with the [largest class of foods](#) there is... plants!

You may feel healthier because you are eating more fruit and vegetables, which is applauded, but I can promise you that eating “some” fruits and vegetables on top of a nutrient-poor diet is like being stuck in purgatory. **This is the ultimate way to trick yourself into thinking you're eating healthy when you're not.**

This is a half-baked “healthier” eating strategy that will yield mediocre results, at best. In fact, eating in the same status-quo, nutrient-poor way, with some added fruits and vegetables on top, will drain your energy, cause you to gain weight, and age faster.

WOW—and you thought you were eating healthy!

Now you may be thinking right now, so what do I eat? What's left? I love salt, I like eating meat, and what's going to replace my ice cream at night?

We hear you, initially it can be a bit alarming when you realize how you've been tricked in thinking that you're eating healthy when you're not; but here's the good news—

There is a nutrient-rich version for almost every nutrient-poor food you are eating right now!

That's the beauty of what we're talking about here in this guide. You may be thinking that these are the only 9 healthier diet tactics that have tricked us into thinking we're eating healthy when we're not, but in reality there



are countless more. It tends to overwhelm people, which is why learning how to break free of the whole vicious cycle of eating nutrient poor is so essential. It's like making a clean "lean" sweep of all the clutter all at once. See below.

Here's what you'll discover; after dealing all these addicting, status quo, weight loss and healthier diet tactics that keep us stuck in a vicious cycle of eating nutrient poor, once you begin making the switch (a fundamental shift) to eating more plant based nutrient rich, what you are left with is a great tasting healthy way to eat that has more foods, meals and menus then you will ever get to in this lifetime, or the next!

In other words, there is a whole new world of eating that will open up to you the minute you realize that we've all been caught up in eating styles that are nutrient poor, for reasons that have seemed like they were out of our control but aren't.

The truth is you have all the control. You just don't think you have the control when you're busy, have little time to learn, are not sure what's healthy or not, are thinking you're already eating healthy only to then find out you're not and realize that there is change involved. As if you don't already have enough to contend with.

But just imagine if none of that were really true and that changing, "improving" where easier than you thought?

Check out this "real" food ice cream made from frozen bananas, almond milk and raspberries. This is can be made in 5 minutes, any time.



This is nutrient-rich ice cream. It is the great tasting and healthy way to eat ice cream!

You see, behind all the healthier diet tactics listed above and the countless others that follow, there is something bigger that we are enlightening you too.

Just so you know we're nit-picking on your food, consider this...

There are only 5 eating styles on the planet with countless variations of each and only "one" of them is truly healthy— a plant based nutrient rich diet.

1. Junk food diet
2. Standard American Diet
3. Weight Loss only diets
4. Half baked healthier diet

5. Whole Food, Nutrient Rich Healthy Eating Style.

When you begin optimizing the way you live, this is the fundamental principle you want to remember. This is the healthiest and most successful way to eat. It's the fundamental principle.

When you get the fundamental right, then you can get everything else right and the organizing principle when it comes to nutrition is the "nutrient density" of the food.

As a Performance Lifestyle Coach, every aspect of the way you live must support you and what you are up in the world. It must promote energy, health and performance so you are not distracted and held back by hidden lifestyle challenges like a nutrient poor diet among several others.

I highly recommend that you make the switch from a nutrient poor to nutrient rich diet as part of optimizing the way you live.

You can learn more at www.nutrientrich.com a site I publish with Joel Fuhrman MD. Or at my lifestyle training, coaching and consulting site [here](#)

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