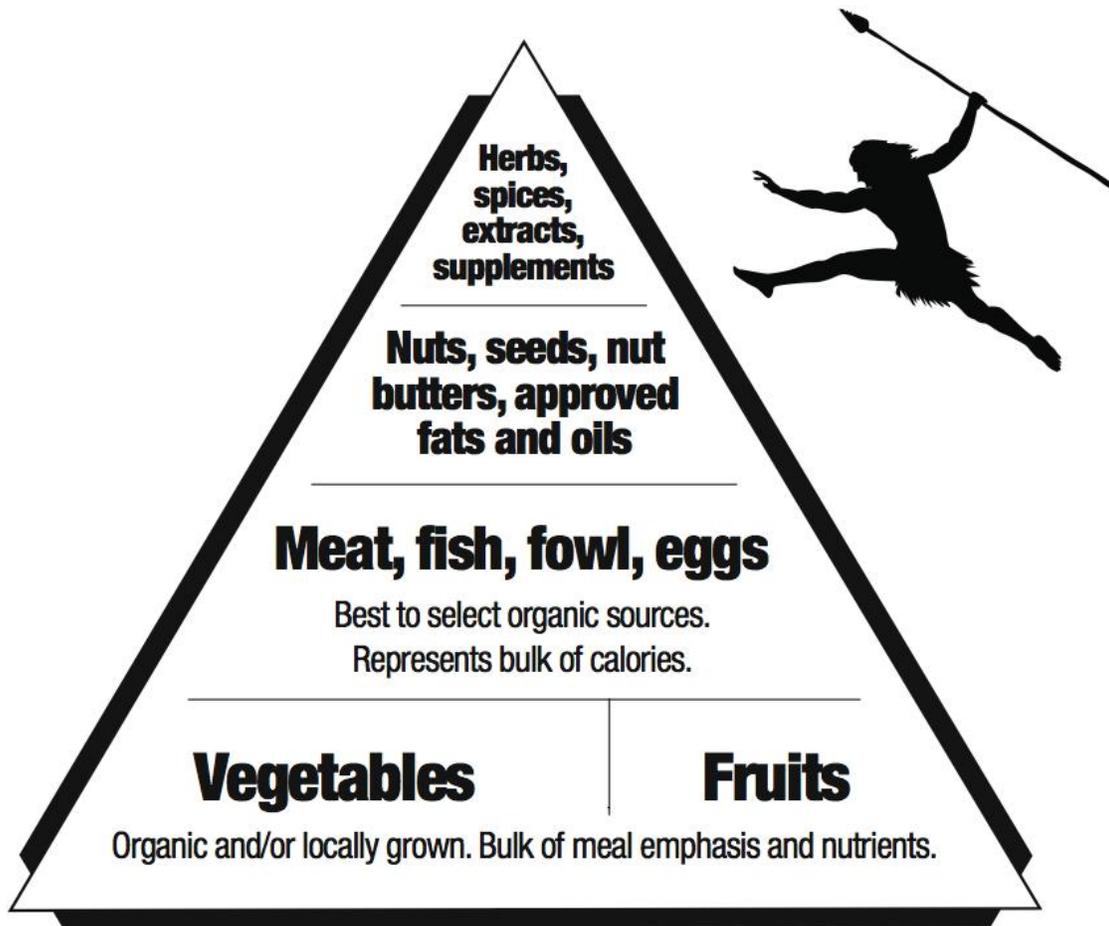


30-Day Paleo Challenge



The Real Food Pyramid

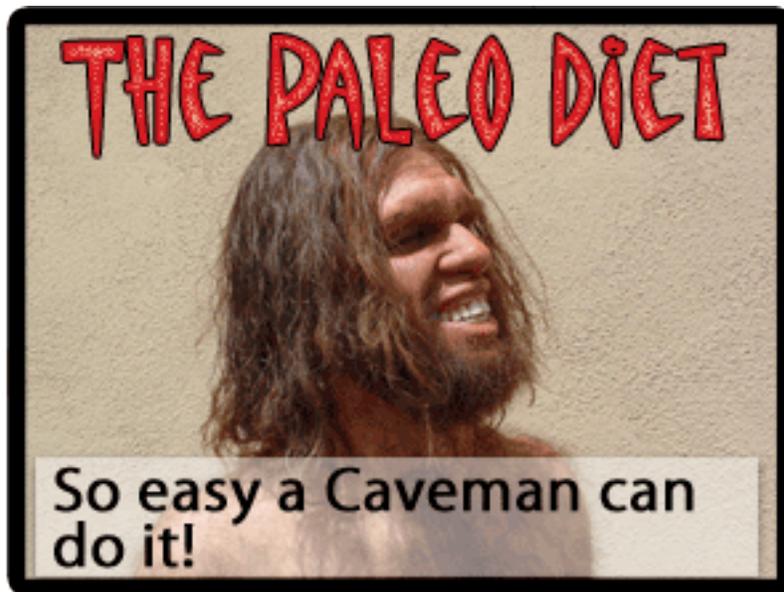
Notice

This manual is not intended for the treatment or prevention of disease, nor as a substitute for medical treatment or professional fitness or diet advice. Do not start any nutrition or exercise program, including this one, without a physician's approval.

The use of this program is at the sole risk of the reader. The author is neither responsible nor liable for any harm or injury resulting from the use of any of the nutrition programs provided.

The Why and What of the Paleo Challenge:

Paleo = Paleolithic. The Paleolithic era started roughly 2.6 million years ago and ended roughly around 10,000 years ago. The lifestyle back then was basically Hunter- Gatherer. Eat or be eaten. A lot of people refer to these people as cavemen or cave women. But the fact is they ate a diet that is super healthy and were basically void of sickness, disease, tooth decay, and sugar addictions.



Understand that this is not a diet, but a lifestyle. If you have read anything I have written in the past you know that I preach this. But for some people it is harder to create this 'lifestyle' and a lot of people still are 'dieting' to try and get to their ideal body.

This 30-day Paleo challenge is the first undertaking into changing Yun Strength and Fitness Systems overall nutritional outlook and yours as well, as we transition into creating a 'healthier' person as well as helping people look better naked ☺

Paleo has been something I have been experimenting with for the past 2 years (started in January 2011). I have tried others in the past two years but I keep coming back to Paleo as I feel the best, look the best, and perform the best when I

am on it. Which is why I am going to be introducing it to you in the form of a challenge.

People love challenges. Especially ones that create fast change. And fast change is what this is going to do for you. We are going to eliminate the crap from your eating plan in order to make you feel better, look better, and perform better. And by perform better I don't just mean in your workouts but in all aspects of your life. And when I say 'eliminate the crap from your eating plan' you will be surprised at what I and the Paleo community consider 'crap'. I certainly was, and was hard pressed to believe it. But I tried it and it made me a true believer.



From Robbwolf.com

This Challenge Ebook is short, sweet and to the point. I'm not trying to make this difficult for you. There will be a complete nutrition guide update to our Look Better Naked Nutrition Blueprint about the in's and out's of Paleo nutrition. But this will provide you with a good starting point.

General Rules for the Challenge: What and What NOT TO EAT

1. **Meats, fish, seafood, poultry. As much as you want.**
2. **All the non-starchy vegetables you can eat (minus potatoes)**
3. **Seasonal fruits**
4. **No grains or cereals at all**
5. **No legumes**
6. **No dairy***
7. **No Processed Foods**
8. **No artificial sweeteners (it's not food, but just wanted to put that on there)**

There is a Paleo Cheat Sheet at the end of this Ebook that you can print off or keep a copy on your phone, tablet or computer for easy access.

The Bulk of your Paleo Eating Plan Challenge:

Protein (budget=2nd)



I want to start off with a quick story that I recently heard from a speech from David Getoff, Naturopath and clinical nutritionist.

There was a psychiatrist that was at a nutritional seminar and he had heard that lack of amino acids was the cause of many different neurological dysfunctions. The best source of amino acids (COMPLETE amino acids) is animal protein. He had a very busy practice and had a waiting list of 6-12 months for a new patient to get in.

He went back to his secretary and told her to tell all the new people that wanted to get on the waiting list that they must follow one rule while they are waiting to see him. That rule was that 3 times a day, usually breakfast, lunch and dinner that they must eat some source of Animal Protein. So the secretary did this and 2 months later she comes back and tells the doctor that we need to stop telling people to eat animal protein prior to seeing him.

“Why, are they not able to do it? Is it too hard for them?” asks the Doctor

“No people are calling in and cancelling their appointments saying they feel fine and thanking you for the advice of eating 3 meals of animal protein.” Replies the secretary.

Now back to protein and the Paleo Challenge.

Protein will make up the bulk of your meals. And as you can probably tell from the story, animal protein will be #1. The amount will vary depending on you and your individual needs. But should fall in the range of 3-10 oz.

Protein will help fill you up because of the complete amino acids (building blocks of protein) and the naturally occurring fat in the protein.

There is also called the thermic effect of food, which simply means how many calories you burn while digesting what you eat. It can account for up to 10% of total calories burned during the day. Protein has the #1 thermic effect of any food out there. With fibrous carbs second (vegetables + fruit).

There is a list of different protein foods later in this manual. As far as the absolute best to worst-

Beef and Lamb-

- **100% grass fed from birth, pasture raised**
- **grass fed, pasture raised**
- **Organic**
- **Commercial (hormone and antibiotic free)**
- **Grain fed**

I get my grass-fed beef from [US Wellness meats](#). Other sources would be farmer's markets, [Whole Foods](#), [Trader Joes](#), Butcher shops, you might get lucky at a commercial grocery store as well.

Grain fed is better than nothing, but it has virtually no omega-3 fatty acids and CLA, which is a naturally occurring trans fatty acid. Make sure you are getting plenty of cold water fish to supplement the lack of Omega-3's or taking an Omega-3 supplement like [EFA Icon](#).

Eggs and Poultry

- **Pasture Raised**
- **Free range, organic**
- **Cage free organic**
- **Commercial**

Dairy- Must be FULL fat

- **Grass fed, raw and unpasteurized**
- **Raw/unpasteurized**
- **Grass fed**
- **Commercial or organic (DO NOT EAT OR DRINK DURING CHALLENGE, only as cheat)**

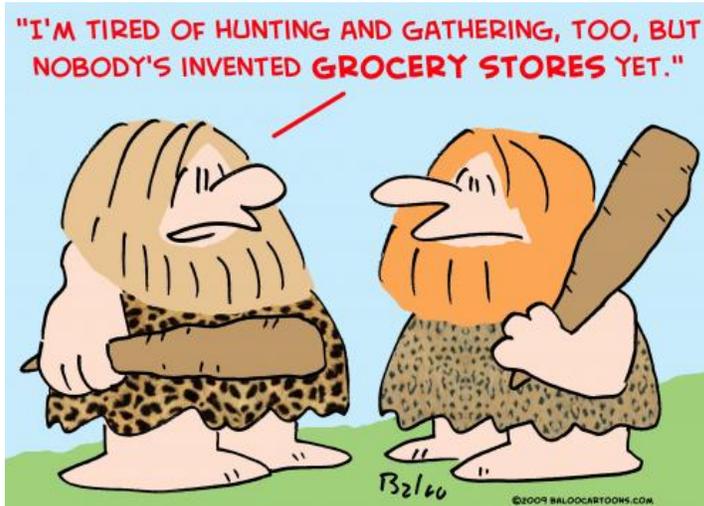
I get my butter from [US Wellness meats](#). It is called Kerry Gold, and is grass fed and has as little pasteurization as possible (it apparently is illegal to sell raw butter in Ohio, where I'm from.) I also just saw Kerry Gold in a local Kroger though.

Seafood-

- **Wild caught**
- **Humanely harvested, non grain fed**
- **Farm-raised (not recommended)**

Farm-raised- Some farm raised fish is ok to eat and actually good for you. The best resource I have found that keeps up to date on all the fish is [Seafood Watch](#). I have the app for Iphone and Ipad and they also have a website.

Vegetables (non-starchy)



2nd will come your vegetables. Non-potato vegetables. Or non-starch vegetables.
(Budget=3rd)

There is a list of different produce foods later in this manual. As far as the absolute best to worst-

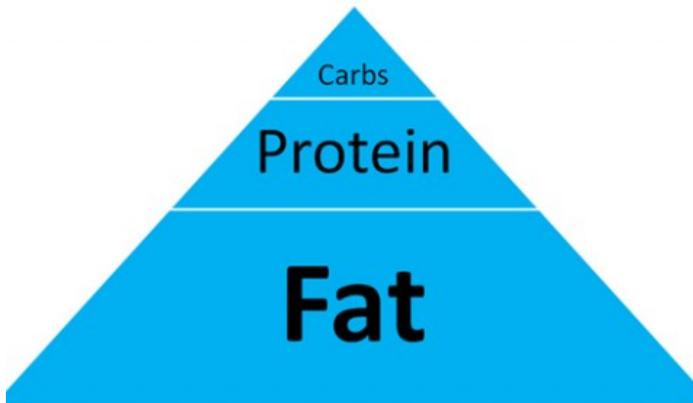
Produce

- **Local, Organic, Seasonal**
- **Local and Organic**
- **Organic or local**
- **Conventional**

There is a list known as the Dirty Dozen and the Clean Fifteen. Try and buy organic as much as possible when dealing with the Dirty Dozen.

<http://www.ewg.org/foodnews/summary/>

Fat:



Up next is fat! You want to budget the most of your grocery bill towards fats.

Fat is very important and also very good for you. Despite what some ‘experts’ say. Low fat diets suck! It’s nearly impossible to lose weight and keep it off on a low fat diet. Fat keeps you full and satisfied. And is necessary for all of the fat-soluble vitamins that the body needs: i.e Vitamin A, D, E, K. Without fat those vitamins don’t do their job. They don’t do their job, you suffer- workout performance, fatigue, job related performance, energy, etc.....

Check these FAQ’s out from writer of [The Paleo Diet Loren Cordain about Fat, Cholesterol and Heart Disease](#).

There is a list of different fats, nuts, and seeds later in this manual. As far as the absolute best to worst-

Nuts, seeds-

- **Organic, Raw, Kept Cold**
- **Organic**
- **Conventional Raw**
- **Conventional Other Processes (Dry Roasted, blanched, etc.....)**

Fats and Oils

- **Organic, Cold pressed**
- **Organic**
- **Conventional**

Fruit:



Fruit is good for you and nutritious. But it must be in moderation. My recommendation to you for fruit is eat all the fruit you want in the first part of your day > 8 hours. If you workout later in the evening, it's ok to have some before your workout as well.

Avoid fruit juices like the plague, especially on this challenge. Fruit juice is like drinking pure sugar, you will spike your blood sugar levels, and have a major crash of energy soon thereafter.

However, if you are much overweight or are insulin resistant I would try and limit your intake of really high sugar fruits. SO fruits like: bananas, apples, pears, mangoes, pineapples, cherries, and grapes.

Water:



Water is up next. You need to drink water. Pure water is what your body needs and desires. Water makes everything inside and out work properly, so please don't take water consumption lightly.

8 Glasses a day is a good starting point if you are not there now. So work your way up to 64 ounces if you're not there yet. But you eventually want to get up to $\frac{1}{2}$ your bodyweight in ounces of water per day. More if you consume any dehydrating drinks, like coffee or sodas, sodas should be out the door on this challenge but just an example. For every ounce of dehydrating drink you consume try and drink an extra 2 ounces of water to off-set it's effects.

What to expect during this 30-day Paleo Challenge

Remember this is a challenge. It is going to be hard.

It might be the hardest thing you will ever do. But it will be the best thing you will ever do.

For **YOU!**

For **YOUR BODY!**

For **YOUR HEALTH!**

And also for all of those around you- family, friends, co-workers, etc....

The journey starts now....

30 days from now you will be different if you follow through. The plan is laid out. It's going to take planning; it's going to take hard work. Especially if you are addicted to some of the foods you aren't going to be eating.

So depending on how heavy your diet is now in regards to grains, sugar, artificial sweeteners, pasteurized dairy, you will go through some withdrawal symptoms. Just like if you were addicted to heroine. Sugar has been shown to affect the same part of the brain as hard drugs like that. Sugar is a drug in my opinion. It is toxic to your body. This is why you want to eliminate it, as well as the other bad things that are hurting you, from your body and let your body and you feel what it is like to be 100% healthy.

So again depending on how heavily dependent you are on those things you are going to experience, especially during the first part of the challenge, withdrawals, mood swings, crankiness, irritability, lack of energy. But the once those pass you

will notice the difference and it will be a mind-blowing event for you. In the fitness world we call it the Ah-Ha moment.

What about the Cheat Meals you recommend?



This challenge is all about ‘detox’. We want to rid the body of the toxins- sugar, gluten, phytates, phytic acid, artificial sweeteners, pasteurization, etc....

In order to do that we must completely eliminate the bad stuff.

COMPLETELY!

SO NO CHEAT MEALS DURING THIS CHALLENGE

Once you complete the challenge an occasional cheat meal is fine.

So if you have a sweet tooth and you are craving a cookie during this challenge, grab an apple instead or some kiwi fruit.

If your friends are teasing you to eat the donuts that they brought in you can blame it on me and say *‘my mean trainer is making me do this, and I have to do it for 30 days otherwise the whole thing will be worthless and I’ll have to start all over.’*

Be sure to talk to your friends, family and co-workers before hand and tell them what you are doing. Try getting them to come on board as well. If you can’t oh well--- they will want to do it after they see how much more awesome you are after doing it ☺

Interesting story for you, I will cut it down not to bore you with too many details:

A woman found she was gluten intolerant and it was causing all kinds of problems for her. Mainly digestive and headaches. She sought one of the top nutritionists in her area, who ran all the tests to make sure she was. After confirming he then put her on a gluten free nutrition plan. For two months she followed the plan to the letter, but still had the some of the same symptoms as before. The nutritionist was stumped and so was she. After spending hours going through her food logs and recollection it was found out that the woman was going to church every Sunday and eating the little wafer that the Church gives out. Small things make a huge difference

So it's only 30-days. It will go by in a snap.... Just like all the other months. Although it will be a little tougher because you are going to have to be more disciplined, more determined, more focused on what you want to achieve. And I am sure if you stick to this plan you will feel remarkably better and look it.

PLANNING AHEAD

Again starting is difficult with this challenge. So it takes planning. Make sure you sit down before the challenge starts. If you are not going off of our set date, make sure you set a solid start date. Sit down before that date and plan out your first week. Some people do their food prep for the week, I usually do mine on Saturday or Sunday. Other people do it the night before every night. Other people do it 2-3 times a week for the next couple of days or three. It is completely up to you.

Sample menus-----

These menus are provided as a starting point. You can adjust them, as you feel needed based on your starting point.

These sample menus come from [Robb Wolf](#), the author of the Paleo Solution. A book I highly recommend. There are some other resources in the appendix as well.

You'll notice the weight loss plan only has 4 meals in it. Before I recommended at least 5, and usually more. That's because when you get rid of foods that are 'bad', like sugar and grains, you will be less hungry during the day. Those types of foods spike your blood sugar levels up and down. More fat and protein based nutrition plans like the Paleo helps to keep a more even keeled blood sugar level.

But again do not let yourself get hungry. Always have good Paleo approved snacks with you at all times. Hunger will cause you to cheat. **NO CHEATS for 30 days!**

Sample Meal Plan: Fat/Weight Loss Focus

Breakfast: Shrimp scramble with basil and steamed spinach. ¼ blueberries.
Espresso

Lunch: Chicken salad with red onions, romaine lettuce, artichoke hearts and mixed bell peppers. Dressing: Lemon/Olive Oil with a hint of garlic. Green tea with lemon.

Snack: Grilled shrimp & veggies with a handful of macadamias

Dinner: Baked pork loin with ginger cabbage and olive oil. Desert: shaved almonds over 1/4 cup mixed berries.

Sample Meal Plan: Fitness or the Endurance Athlete

Let's assume an early run, bike or swim interval session. Or [Bootcamp](#) or an [LBN Online session](#). Just change meal times around depending on when your workout is.

Pre-training snack: 2 oz chicken OR 2 scrambled eggs. 1/2 to 1/4 honey dew melon OR 1 cup of blueberries.

Post-Training breakfast: Best if consumed within 30 min of training
Salmon scramble, 1/2 honey dew or rock melon+1 cup of blueberries.
OR Grilled salmon, sweet potato hash browns with olive oil and cinnamon.

Lunch: Grass fed ground beef marinara over baked spaghetti squash.

Snack: Can of sardines, medium orange, hand full of almonds.

Dinner: Baked Halibut, large Artichoke. Garlic-pistachio "pesto" for the halibut and as a dipping sauce for the artichoke.

Sample Meal Plan: The Power Athlete

Breakfast: 4-6 egg omelet with 1 whole avocado. 1/2 cup blue berries.

Pre-workout snack: 2-4 oz grilled chicken, handful of almonds or macadamias

Post-workout meal: 6-8 oz grilled salmon, asparagus, mushroom, bamboo shoot, coconut milk curry.

Snack: Canned salmon salad with olive oil, avocado, tomatoes and red onion.

Dinner: Grilled grass fed Rib eye with grilled shrimp. Large mixed salad with greens, red onions and ginger sesame dressing.

WHAT TO EAT

Lists are not complete, just examples

SOLID FATS

- ✓ Avocado
- ✓ Almonds
- ✓ Brazil Nuts
- ✓ Chestnuts
- ✓ Coconut
- ✓ Eggs
- ✓ Hazelnuts
- ✓ Macadamia nuts
- ✓ Pecans
- ✓ Pine Nuts
- ✓ Pistachios
- ✓ Pumpkin Seeds
- ✓ Sesame Seeds
- ✓ Sunflower seeds
- ✓ Walnuts

LIQUID FATS

- ✓ Coconut Oil
- ✓ Flaxseed oil
- ✓ Olive oil (extra virgin cold pressed)
- ✓ Bacon fat/Lard
- ✓ Butter (grass fed)
- ✓ Coconut Milk
- ✓ Ghee
- ✓ Macadamia Nut Oil
- ✓ Palm Oil
- ✓ Schmaltz
- ✓ Sesame Oil

FISH (wild caught if possible)

- ✓ Bass
- ✓ Bluefish
- ✓ Catfish
- ✓ Carp
- ✓ Clams
- ✓ Cod
- ✓ Drum
- ✓ Eel
- ✓ Flatfish
- ✓ Grouper
- ✓ Haddock
- ✓ Herring
- ✓ Lobster
- ✓ Mackerel
- ✓ Mullet
- ✓ Mussels
- ✓ Pike
- ✓ Orange roughy
- ✓ Perch
- ✓ Salmon
- ✓ Sardines
- ✓ Scallops
- ✓ Shrimp
- ✓ Prawns
- ✓ Scrod
- ✓ Sunfish
- ✓ Tilapia
- ✓ Tuna
- ✓ Any other wild fish

PROTEIN

(preferably grass fed)

- ✓ Eggs
- Beef*
- ✓ Chuck steak
- ✓ Flank Steak
- ✓ Hamburger
- ✓ Veal
- ✓ London broil
- ✓ Top sirlon
- ✓ Any cut of beef will do
- Pork*
- ✓ Pork chops
- ✓ Pork Loin

Poultry

- ✓ Chicken
- ✓ Hen
- ✓ Turkey

Organ Meat

- ✓ Liver (beef, lamb, pork, chicken)
- ✓ Marrow (beef, lamb, pork)
- ✓ Tongue ☺ (beef, lamb, pork)

Other Meats

- ✓ Bison/Buffalo
- ✓ Alligator
- ✓ Goose
- ✓ Duck
- ✓ Quail
- ✓ Venison
- ✓ Rabbit
- ✓ Goat
- ✓ Ostrich
- ✓ Elk
- ✓ Mutton

Carbohydrates

Vegetables

- ✓ Artichoke
- ✓ Asparagus
- ✓ Beet greens
- ✓ Beets
- ✓ Bell peppers
- ✓ Broccoli
- ✓ Brussell sprouts
- ✓ Cabbage
- ✓ Carrots
- ✓ Cauliflower
- ✓ Celery
- ✓ Chinese Vegetables
- ✓ Collards
- ✓ Cucumber
- ✓ Eggplant
- ✓ Endive

Carbohydrates

Fruit

- ✓ Apple
- ✓ Apricot
- ✓ Banana
- ✓ Blackberry
- ✓ Boysenberry
- ✓ Cantaloupe
- ✓ Cherries
- ✓ Figs
- ✓ Gooseberry
- ✓ Grapefruit
- ✓ Grapes
- ✓ Guava
- ✓ Honeydew
- ✓ Kiwi
- ✓ Lemon
- ✓ Lime
- ✓ Mango
- ✓ Papaya
- ✓ Passion fruit
- ✓ Peaches
- ✓ Pears
- ✓ Persimmon
- ✓ Pineapple
- ✓ Plums
- ✓ Pomegranate
- ✓ Raspberry
- ✓ Rhubarb
- ✓ Star fruit
- ✓ Strawberry
- ✓ Tangerine
- ✓ Watermelon
- ✓ Any other fruit

Liquids to drink

- ✓ Green onion
 - ✓ Kale
 - ✓ Kohlrabi
 - ✓ Lettuce (not iceberg)
 - ✓ Mushrooms
 - ✓ Mustard greens
 - ✓ Onions
 - ✓ Parsley
 - ✓ Parsnip
 - ✓ Peppers
 - ✓ Pumpkin
 - ✓ Purslane
 - ✓ Radish
 - ✓ Rutabaga
 - ✓ Seaweed
 - ✓ Spinach
 - ✓ Squash
 - ✓ Sweet potatoes (moderation)
 - ✓ Swiss chard
 - ✓ Tomatillos
 - ✓ Tomatoes
 - ✓ Turnips
 - ✓ Turnip greens
 - ✓ Watercress
 - ✓ Zucchini
 - ✓ Any other Vegetable
- ✓ Almond Milk
 - ✓ Coconut Milk
 - ✓ Coconut Water
 - ✓ Herbal Tea
 - ✓ Green tea
 - ✓ Organic coffee
 - ✓ Mineral Water
 - ✓ Water

Herbs and Spices

- ✓ Basil
- ✓ Bay Leaf
- ✓ Caraway
- ✓ Cardamom
- ✓ Carob
- ✓ Cayenne pepper
- ✓ Chicory
- ✓ Chili pepper
- ✓ Chives
- ✓ Cilantro
- ✓ Cinnamon
- ✓ Coriander
- ✓ Cumin
- ✓ Curry
- ✓ Dill
- ✓ Fennel
- ✓ Garlic
- ✓ Ginger
- ✓ Horseradish
- ✓ Lemongrass
- ✓ Mint
- ✓ Mustard
- ✓ Oregano
- ✓ Paprika
- ✓ Parsley
- ✓ Pepper
- ✓ Peppermint
- ✓ Rosemary
- ✓ Sage
- ✓ Saffron
- ✓ Spearmint
- ✓ Stevia
- ✓ Tarragon
- ✓ Thyme
- ✓ Turmeric
- ✓ Vanilla
- ✓ Wasabi

WHAT NOT TO EAT

- ✓ Diet sodas
- ✓ Regular sodas
- ✓ Things with artificial sweeteners in it
- ✓ Things with added sugar

Grains

- ✓ Barley
- ✓ Corn
- ✓ Millet
- ✓ Oats
- ✓ Rye
- ✓ Rice
- ✓ Sorghum
- ✓ Wheat
- ✓ Gluten
- ✓ Amaranth
- ✓ Buckwheat
- ✓ Quinoa

High Glycemic Vegetables

- ✓ White potatoes (very low moderation)
- ✓ Tapioca
- ✓ Manioc
- ✓ Cassava root

Legumes

- ✓ All beans
- ✓ Black Eyed Peas (dirty bit ☺)
- ✓ Cashews
- ✓ Chickpeas
- ✓ Lentils
- ✓ Miso
- ✓ Peas
- ✓ Peanuts/butter
- ✓ Soybean
- ✓ Soy products
- ✓ Soy

Sugar

- ✓ Candy
- ✓ Fruit drinks
- ✓ Protein bars (commercial)
- ✓ Honey
- ✓ All other forms of sugar (appendix)

Paleo Cheat Sheet

Paleo= Paleolithic. A life that is a whole lot healthier for us than the typical modern US lifestyle that we all lead. Eating is nature, whole foods. Things like meats, vegetables, fruits, nuts, eggs, healthy fats instead of the processed crap and agricultural products that the government wants you to eat to. This lifestyle will help you look, feel, and perform at your best in every aspect of your life.

Go Paleo! Or Go home!

- ✪ **Eat variety of full fat meats, vegetables, fruits, nuts, eggs, and healthy fats**
- ✪ **Budget in this order: Fats, protein, vegetables, fruits-** Fats are your best friend, they have the most calories and will help keep you full. Plus they taste awesome!
- ✪ **Don't Eat Added SUGARs-** See next sheet for list of sugar and all of its names/synonyms.
- ✪ **Don't Eat Processed Foods-** If it's in a box, most likely it is trash
- ✪ **Don't Eat Grains or Legumes-** Examples are soy, wheat, whole grains, corns, rice, pasta, flour, cereals, beans, potatoes (white).
- ✪ **Don't Cheat During The First 30-Days-** Allow your body to detoxify all the bad stuff first. You will love me for this ☺
- ✪ **Try and Keep Alcohol to a bare minimum during the challenge.** Alcohol is toxic to the body and is converted immediately to sugar upon entry.
- ✪ **Don't Eat Processed Vegetable Oils-** Examples are Canola, corn, soybean, cottonseed, and peanut.
- ✪ **Only eat Dairy if it is from grass-fed cows and minimally pasturized. Raw is best.**
- ✪ **Get at least 7 hours of sleep a night in as dark a room as possible. Wear a mask if needed.**
- ✪ **Drink Water, Water, Water, and more Water. Try and consume ½ your body weight in Ounces each day.**
- ✪ **Avoid caffeine within 7 hours of bedtime.**

Alternative Names for Sugar/Synonyms

If you encounter one of the names below in a product ingredient list – it's sugar in one form or other and will contribute 4 calories per gram consumed (exceptions noted in parentheses). Artificial sweeteners contain no calories but are at times controversial due to other health risks they may or may not pose.

- Aspartame – marketed as Nutrasweet (artificial, 0 calories)
- Acesulfame potassium (acesulfame-K)
- Barley Malt Extract
- Brown Rice Syrup
- Brown sugar
- Corn sweetener
- Corn syrup, or corn syrup solids
- Crystalline Fructose
- Dehydrated Cane Juice
- Dextrin
- Dextrose
- Evaporated Cane Juice
- Fructose
- Fruit juice concentrate
- Glucose
- High-fructose corn syrup
- Honey
- Invert sugar (golden syrup)
- Lactose
- Maltodextrin
- Malt syrup
- Maltose
- Mannitol (2.6 calories)
- Maple syrup
- Molasses
- Neotame (artificial, 0 calories)
- Raw sugar
- Rice Syrup
- Saccharin (artificial, 0 calories)
- Saccharose
- Sucralose – marketed as Splenda (artificial, 0 calories)
- Sucrose
- Sugar
- Sorbitol (2.6 calories)
- Sorghum syrup
- Syrup
- Treacle
- Turbinado Sugar
- Xylose

Paleo Resources

Books:

[Practical Paleo: Diane Sanfilippo](#)

[The Paleo Diet: Loren Cordain](#)

[The Paleo Solution: Robb Wolf](#)

[The Paleo Diet Budget Shopping Guide: Robb Wolf](#)

Recipes:

[Fast Paleo](#)

[Fast Paleo \(smart phone apps\)](#)

[Paleo Plan Recipes](#)

Podcast:

[Paleo Solution](#)