

# FITNESS & HEALTH TIPS

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"PUSHING PERFORMANCE BEYOND LIMITS"



*Understanding Food Labels and Utilizing Challenges For Optimal Fitness and Health*

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# **Disclaimer**

*This Fitness seminar is intended for informational and educational purposes only. We are NOT doctors. Therefore, we make no claim that we can cure or prevent disease and illness. Before you begin any fitness program, incorporate any of the mentioned exercise movements, or fitness tips in this presentation, you should consult your physician.*

**-H.I.T. FITNESS WAREHOUSE TEAM**

# Understanding Food Marketing Terms

## All-Natural

- A standard definition for the use of "all-natural" on food labels has not been issued by the U.S. Food and Drug Administration (FDA) or U.S. Department of Agriculture (USDA).
- USDA allows "all-natural" to be used in product labeling on products that contain no artificial ingredients or added color. The product must be only minimally processed.
- Because something is labeled as "all-natural," that does not make it healthy. So, read the labels before falling into the marketing trap. Haagen-Dazs vanilla ice cream, for example, is labeled as "all-natural" but contains no nutritional value. It is very high in fat and calories, which can lead to weight gain and high cholesterol.



# Understanding Food Marketing Terms

## Processed and Unprocessed

- These terms are frequently misunderstood. Many people think of "processed" as unhealthy food with empty calories and loads of additives, and "unprocessed" as food that is canned, frozen, or packaged. Neither of these beliefs are entirely correct.
- "Processed" refers to food that has undergone a "change of character." Minimally processed foods, such as bagged spinach, cut vegetables, and roasted nuts, are often simply pre-prepped for convenience.
- Foods processed at their peak, to lock in nutritional quality and freshness, are also considered minimally processed. They are often pre-picked prior to full ripeness for freezing convenience. These include tomatoes, frozen fruit, and vegetables.
- Foods with ingredients added for flavor and texture (sweeteners, spices, oils, colors, and preservatives) include jarred pasta sauce, salad dressing, and yogurt. These foods are considered to be medium to high processed foods depending on how much "change of character" is required to package them.
- Ready-to-eat foods, such as crackers, granola, and deli meat are more heavily processed and should be avoided.
- The most heavily processed foods are usually frozen or pre-made meals, which include frozen pizza and microwaveable dinners, and should never be consumed.



# Understanding Food Marketing Terms

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## Whole Foods:

- This term generally refers to foods that are not processed or refined , without added ingredients. By most definitions, whole foods include fresh produce, eggs, whole grains, meat, poultry, and fish.

## Organic:

The three levels of organic food claims include:

- **100-Percent Organic:** Products that are completely organic or made of only organic ingredients.

- **Organic:** Products made with at least 95 percent organic ingredients.
  - **Made with Organic Ingredients:** These foods contain at least 70 percent of ingredients that are certified organic. The USDA organic seal cannot be used. “Made with organic ingredients” may appear on the packaging.
  - **Non-Organic:** Generally, these are foods that contain genetically modified organisms (GMO).
    - GMOs are living organisms whose genetic material has been artificially manipulated in a laboratory through genetic engineering.
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# Understanding Food Marketing Terms

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While organically grown food is a great option, remember that not all things “organic” are a healthy choice.

- “Organic” does not necessarily imply the food is nutritious or heart-healthy.
- For example, organic chocolate ice cream is still dessert and loaded with sugar and saturated fat.





# Dirty 12

1. Strawberries
2. Apples
3. Nectarines
4. Peaches
5. Celery
6. Grapes
7. Cherries
8. Spinach
9. Tomatoes
10. Sweet bell peppers
11. Cherry tomatoes
12. Cucumbers



# Clean 15

1. Avocados
2. Sweet corn
3. Pineapple
4. Cabbage
5. Sweet peas frozen
6. Onions
7. Asparagus
8. Mangos
9. Papayas
10. Kiwi
11. Eggplant
12. Honeydew melon
13. Grapefruit
14. Cantaloupe
15. Cauliflower





# Quick Guide to Food Label Terms

Ever wonder about the difference between "reduced fat" and "low fat" foods? Or, what does "calorie free" really mean? The FDA has strict guidelines on how food label terms can be used. Here are some of the most common claims seen on food packages and what they mean:

- **Low calorie:** 40 calories or less per serving
- **Low cholesterol:** 20 milligrams or less and 2 grams or less of saturated fat per serving
- **Reduced:** At least 25 percent less of the specified nutrient or calories than the usual product
- **Good source of:** Provides at least 10 to 19 percent of the Daily Value of a particular vitamin or nutrient per serving
- **Calorie free:** Less than five calories per serving
- **Fat free/sugar free:** Less than ½ gram of fat or sugar per serving
- **Low sodium:** 140 milligrams or less of sodium per serving
- **High in:** Provides 20 percent or more of the Daily Value of a specified nutrient per serving



# Health Challenges To Help Obtain Fitness Goals

# The Benefits Of Incorporating Health Challenges

- Health and fitness challenges are generally very convenient. They usually require minimal equipment and can be done in the comfort of your home, park, local gym, etc.
- Most challenges are interactive and dynamic. If you need guidance, support, video demonstrations, exercise instructions, or live chats, you can login to the challenge social media groups and, in most cases, receive an immediate response to your questions.
- They can inspire you and get you moving on a balanced overall training program.



# Do Health and Fitness Challenges Really Work Toward Obtaining Your Goals?

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You have probably seen them floating around your various social media accounts, such as Facebook. Maybe, you have considered the “30 Day Squat Challenge” or a “30 Day Abs Challenge?” It sounds great. But, does it work?

- **YES** (if done correctly).
  - A properly planned and constructed challenge can help with the following:
    - Get you on track with your ultimate goal
    - Motivate you to start a fitness routine or clean up your current routine
    - Enhance your performance
    - Inspire and help keep you committed to an exercise program
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# Not All Challenges Are Created Equal

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- Some challenges floating around social media are just not SMART training.
  - When choosing a challenge, make sure you do your homework and research the challenge.
  - Improperly developed challenges can:
    - Increase your risk of injury
    - Limit results
    - Lead to muscle imbalances
    - Deprive your body of essential macro nutrients, vitamins, and minerals
  - Some challenges claim to “spot reduce” for big results. Exercising for “spot reduction” is a myth! Just exercising your abs will not give you a six-pack. Yes, you do target specific muscle groups with specific exercises. But, you need overall conditioning and overall fat loss in order to see the best overall results.
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# How To Get Started

- First and foremost, talk to your family doctor about how much exercise is right for you. If you are a beginner, start out slowly and work up to your goal.
- Secondly, gradually increase the intensity, duration, and frequency of your challenge.
- Split up your physical activity into smaller chunks of time throughout the day to obtain the overall desired challenge goal for the day.
- Choose a health and fitness challenge that is realistic to your fitness level.
- Listen to your body throughout your challenge! If you need a rest day, TAKE IT to avoid unnecessary injury from over training.





# 5 Tips To Choosing A Properly Developed Challenge

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1. Make sure the challenge you choose is coming from a reputable source.
  2. Choose challenges that target your entire body.
  3. Choose a challenge that coincides with your current fitness goals and fitness level.
  4. Based on the challenge you choose, you **MUST** make sure to supplement with proper nutrition and other elements of fitness to avoid injury.
  5. Remember, a challenge alone will not be the answer to all your fitness needs but can be a good motivational factor to get you started on the right path.
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# Wellness Challenges

- Wellness Challenges are generally designed to help you feel, look, and live your absolute best. These are challenges that anyone, regardless of fitness level, can do. Each day, you will be asked to complete a different challenge. All challenges can be accomplished regardless of your fitness level.
- Wellness Challenges consist of healthy eating, exercise, and proper nutrition to help increase energy levels for overall well being and fulfillment. You will incorporate all aspects of fitness and health for an overall well balanced approach to achieving your fitness goals. Also, it will motivate, inspire, and help you believe in yourself and all you are capable of achieving.
- Once you complete a Wellness Challenge, you will feel happier, healthier, and rejuvenated.





**Nutrition  
Challenges  
That You Can  
Start Today!**

# NUTRITION OVERVIEW

- If it looks like a lot, it IS!!
- Balance your calories and macronutrients.
- Eat fruits as dessert.
  - Skip the ice cream, cake, and all forms of refined sugars and sweeteners
- Cut your restaurant orders by  $\frac{1}{2}$  and get a to go box for the other  $\frac{1}{2}$ .
- Drink lots of water!!!





**"HYDRATED MUSCLES GROW AND PERFORM AT A HIGHER LEVEL, THAN MUSCLES THAT ARE A QUART LOW."**

## 30 Day Water Challenge

1. Improves digestion
2. Dramatically reduces joint pain
3. Improves brain function and clarity
4. Improves skin, hair, and nails
5. Increases energy levels
6. Reduces cravings
7. Weight loss



# 30 Day Water Challenge Guideline

- For 30 days, drink 24 oz. of room temperature, purified water upon rising.
- Wait 30 minutes before consuming any food or supplements. Do not add anything to the water.
- During the day, consume water regularly, about 2 quarts or half your body weight in ounces of water.
- For a 150 pound person, drink the initial 24 oz. and 1.5 quarts more during the day. For a 200 pound person, drink the initial 24 oz. and 2 quarts more during the day.
- Try not to drink during meals to improve digestion. Water during meals dilutes stomach acid needed to break down food. Drink your water before each meal or after your meal.
- Drink the water before you do anything else that can distract you from your goal.

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## SALT

- It is important to replace electrolytes as your water consumption is increasing with this challenge.
  - Electrolytes can be replaced by adding 1/8 tsp of mineral salt on the tip of your tongue, followed by drinking one of your glasses of water, three times a day.
  - Avoid pure white refined sea salt. Choose a high quality mineral salt that retains minerals. Look for the salt with flecks of color like pink and brown.
  - You will be taking about 1/8 tsp of mineral salt for every quart of water or as much as 1/2 tbsp. a day.
  - This salt recommendation is for people who are drinking water throughout the day, approximately 3 – 4 quarts per day.
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# 30 Day No Sugar Challenge

- You must eliminate all added sugar from your life. This means no refined sugar, natural sweeteners, or artificial sweeteners.
- Naturally occurring sugars in fruits and vegetables are recommended.
- Foods with added sugar of any kind should be avoided.
- No added sweeteners of any kind are allowed, which include honey, molasses, stevia, agave nectar, coconut palm sugar, xylitol, maple syrup, etc. This is important to start enjoying the real taste of food.
- The goal of this challenge is to break your sugar addiction and lose excess weight and body fat.
- At the end of the challenge, you should notice a dramatic difference in your energy level and reduction in sugar cravings.



# SUMMARY

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- Make sure you read all food labels and understand what they are really saying.
  - Do not be fooled by marketing strategies that make unhealthy foods appear healthy.
  - Choose whole foods that, at least, are only minimally processed.
  - Choose organic options for foods listed on the “dirty dozen” list.
  - Challenges can be a great way to get motivated and inspired when starting a fitness routine!
  - Not all challenges are created equal. Make sure you do your homework and research the challenge before starting.
  - Always consult your physician before starting any new exercise routine or diet.
  - Get family, friends, and/or co-workers involved to enhance accountability and results.
  - Remember, you only have one body so take care of it!
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