Clean 30 Challenge Guide

Clean up your act beginning April 1st and enjoy the following benefits in just 30 days:

» Improved Fitness
» Increased Muscle Tone
» Lower Body Fat
» Enhanced Emotional Well-Being
» Reduced Inflammation (better digestion, clearer skin, lessened allergies, etc)

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You can always check out our Facebook and Pinterest pages for support, recipes and inspiration during the Challenge
WHAT IS IT?

The Sanitas CrossFit Clean 30 Challenge begins April 1st and runs for 30 days. During this time, you will set goals, clean up your eating and see dramatic results in your fitness and overall health.

WHY DO IT?

Participate for 30 days, and we are confident you’ll see one or more of the following benefits:

» Improved fitness
» Increased muscle tone
» Lower body fat
» Enhanced emotional well-being
» Reduced inflammation (better digestion, clearer skin, lessened allergies, etc).

Skeptical? Fair enough, it sounds too good to be true. But most of the Sanitas staff are real-life case studies. And we’ve seen these results in so many others. You don’t have to trust us. You just have to try it for a month and see what happens. We’ll help you measure your results. What do you have to lose?

HOW DOES IT WORK?

You publicly commit to do the following for the month of April:

» Eat a clean diet (non-inflammatory whole foods with balanced protein/fats/carbs)
» Take before/after body fat scan with our new scanner (optional, but highly recommended)
» Take before/after photos (also optional)
» Join a team (each team will have a coach), set goals, support your fellow teammates and compete for prizes to create accountability
» Participate in the April 1st Fitness Test (we will retest May 1st and the results will surprise you)
» Workout 4-5x/week
» Keep a daily log/scorecard of your “Clean 30 Points”
» Cut out alcohol, juice and soda/diet soda, processed foods, grains and other inflammatory foods (see list below)
» Try to sleep 7+ hours/night
OKAY, BUT EXACTLY HOW DO I DO THAT?

**Sign Up** Enroll at the front desk or on our website under “Events”. The cost is $25 and you’ll get one of our sweet new Sanitas t-shirts, before/after body fat readings (optional, but highly recommended), before/after photos (also optional), and full program support from your team and coach.

**Make a Plan** Get your kitchen/pantry, etc. ready and come up with a meal plan.

**April 1st – Set Your Baseline Goals** Come in and get your scorecard. We’ll spend the first 15 minutes of the WOD going over the program, setting goals and doing a baseline workout that will be retested on May 1st. Put your name on the whiteboard and we’ll start tracking points. This is also the time for baseline body fat scans and before photos (both are optional). Let us know if you can’t make the April 1st WOD. We will try to schedule a makeup.

**April 2nd – Meet your Coach/Team** You’ll be assigned to a team and the competition begins! Visit our Facebook Clean 30 Community page and our Pinterest page to share recipes, resources, inspiration, etc.

**May 1st – Retest Day** After photos, body fat scan, fitness test. Add up your point totals, turn in your scorecards and rejoice in your newfound fitness and health!

WHAT IF I CAN’T HANDLE ALL THIS FOR A WHOLE MONTH?

You’re a CrossFitter now - you can handle it! Just adhere to the following four rules:

**Rule #1** Don’t count calories. Don’t cut calories. Just eat a clean diet and trust the process.

**Rule #2** Ignore the scale. Lean muscle is our friend, and it’s heavy. We are looking to cut your fat, not cut your weight. We’ll measure body fat and take photos before and after. The scale is not relevant!

**Rule #3** Don’t give up on yourself. Cheating happens. Results vary. Life happens. Call your coach or teammate for support and get right back on the bus!

**Rule #4** Don’t think ahead to a lifetime of deprivation! Just take it a day at a time and measure the results on May 1st. You’ll have a good sense of costs and benefits, and can then make an informed decision about what’s next.

Can friends participate?

The Clean 30 is for Sanitas members only. Have your friends sign up for BaseCamp by April 1st and they can jump right in! Yes, basecampers can participate!

**REMEMBER, THIS IS FOR YOU!**
HOW TO EARN CLEAN 30 POINTS

The Clean 30 is a team competition and teams will be formed based on goals and class times. You can contribute to your team by earning up to 9 points per day, for a total possible of 270 per person plus you’ll log additional ending points based on improvements in your baseline fitness test results and body fat percent change. And the overall point winner will get a free hour of personal training from the coach of their choice. See about other prizes on the next page.

Eating Up to 5 points/day

» Earn 1 point for each completely clean meal, up to 3 per day.

» Earn 2 points for your paleo snacks. This is where most people blow it. So think ahead and try to work up to keeping snacking to 2 snacks/day. Your body won’t get better at burning fat if you’re grazing all day (see below).

» The appendix explains what not to eat and why.

Drinking 1 point/day

» Earn 1 point for each day with no alcohol, soda or other drinks that taste sweet (whether they have sugar, sugar alcohols or artificial sweeteners).

» Unsweetened coffee and tea are fine.

Note – while you will only lose one point per day, please don’t drink a bunch of diet cokes or red wine, there is no better way to sabotage your Clean 30!

Exercise and Recovery Up to 2 points/day

» Earn 2 points for each day with a CrossFit workout – max of 10 points/week.

» Earn 1 point for each day with a non-CrossFit workout.

» Here’s the easy part – give yourself 2 points up to 2x/wk for days where you don’t workout at all and instead focus on recovery. A light hike or yoga at Little Yoga Studio is great on recovery days!

Sleep 1 point/day

» Earn a point for each day with >7 hours sleep – naps count!
LET’S GET THOSE COMPETITIVE JUICES FLOWING - AFTER ALL, THIS IS CROSSFIT!

With point logging and a team role, you will be inspired to hit it harder to support your team, so everyone wins. But some win more than others… here’s what’s at stake:

**Winning Team** Free 15-minute massage for every team member.

**Winning Coach** Free 1-hour massage. Show your coach the love!

**Top individual Score** Free 1 hour personal training with coach of your choice + 1-hour massage + a free Beginner’s BaseCamp Session to give to a friend.

WHAT ARE YOUR GOALS?

The Clean 30 is about improving your health and fitness. This may mean your weight goes down – but it may also means your weight goes up. There is nothing healthier than gaining lean muscle mass and looking better in your clothes (not to mention naked)! So ignore the scale for 30 days. Want proof? Check out the before/after pics below. Hard not to love this nine pound gain!

*Pick two to three goals that are measurable. Here are some examples:*

**Improve fitness**

» Before/After WOD: How does your score improve in a month?

**Build muscle tone**

» Before/After Photos (we’ll take these, at your option, confidential to you)
» Feel arms, legs, tummy, and shoulders before/after (not us – a friend/spouse)!

**Lower body fat**

» Before/After Body Fat Scans (optional, but highly recommended)
» Before/After Photos (we’ll take these at your option, confidential to you)
» Before/After clothes fit (your own observation)

**Emotional benefits (mood, clarity, patience, etc.)**

» Self-assessment – we recommend journaling
» Ask others to observe and provide feedback

**Reduce inflammation (better digestion, clearer skin, lessened allergies and asthma, etc).**

» Self-assessment – fewer stomach aches/less bloating, less acne, clearer sinuses, etc.
HOW DO I EAT CLEAN?

For the next 30 days, we’d like you to eat only non-inflammatory whole foods, and balance out your protein/fat/carb intake. Also, you’ll need to drink enough water. It helps with hydration, appetite control and fat loss. In an ideal world, you will banish all processed and packaged foods from your diet and eat: leafy veggies, meat, fish, nuts and fruit. Quality does matter, so buy organic, pasture-raised items when possible (see below of budget tips). At the end of the day – life happens. We realize you will need to make some compromises, so consider this an ideal and do your best.

We have a lot of resources in and around CrossFit Sanitas. Zolo Grill serves our members great paleo meals for just $10 – you can order at our front-desk and chow down post-workout (grilled chicken breast with roasted root veggies is a favorite). We also offer local, organic meats and wild-caught salmon in our freezer section and we’ve stocked up on paleo snacks, recipes, nutrition books, etc. Check out our Pinterest board Facebook Community site for inspiration and great recipe ideas.

Good news - you can still enjoy the right sweet treats in moderation. We offer amazingly tasty clean snacks from Wholly Bites and Good Body (their brownies are outrageous!) and we have proven out, incredible recipes for grain-free pancakes and muffins. Just keep these to a minimum…just because they are paleo, doesn’t mean you should eat 12 of them. Use common sense here and if you go to town and eat a whole bag of Good Body Bites (or even more than two), you should not get your snack points.

The Foods to avoid are listed a few pages down and these foods will cost you a Clean point if consumed. And remember the goal here - just because you lose a point by eating a tortilla chip at lunch does NOT mean you should eat the entire basket or give yourself license to add the fried ice cream ball for dessert since the point is already lost!
COME UP WITH A MEAL PLAN

Eating clean invariably means that you or someone you live with will be cooking a reasonable amount. You don’t have to get fancy, but you will want to plan ahead for success. Buy high quality stuff (organic and grass-fed, if at all possible – see “On a Budget” below). Use recipes to make shopping lists and shop ahead for 3 days at a minimum.

You’ll save a ton of time and achieve better results by buying and cooking about 3x what you need for each dinner – this way you’ll have leftovers for lunch and can eat or freeze another dinner. This is important, and almost everyone underestimates the value of over-preparing food. It typically takes only about 20% longer to cook 3x as much food. And if you get stuck with too much food – bring it into the gym for a friend!

We are not asking you to measure and weigh your foods, as we believe it’s more important to enjoy healthy, great food than to overanalyze things. It is important, though, to get the blend of protein, fats, and carbs about right. The easiest way to do this is to eat a lot of leafy greens (cooked or salad) with some meat or fish. This plate is a simple way to look at the world for the next 30 days. A good rule of thumb is 30% lean protein, 40% carbs primarily from vegetables and some fruits, and 30% fat.

Be a bit careful with fruit, especially if a goal is to lose fat. Fresh fruit is one of life’s great pleasures and has a lot of nutrients. It also packs a sugar wallop in many cases (especially banana, mango, grapes, oranges) and fruit sugar (fructose) is particularly destructive, as it is the only sugar to head straight to the liver for processing (similar to alcohol). Dried fruits (including raisins) should be avoided – pure sugar. Berries, cherries and apples are one of the safest bets. Go organic if possible, as the pesticides used on apples’ thin skin are particularly toxic.

Good news - berries get a full hall pass. You can’t eat too many blueberries, raspberries, strawberries, etc. They are filled with fiber and good phytonutrients, and are surprisingly low in sugars. In April, organic berries are just starting to become available at reasonable prices. Until they are in full season, frozen is a good way to go. Cook down frozen blueberries for a killer paleo pancake topping.
**MEAL IDEAS**

Visit our [Pinterest page](https://www.pinterest.com) and the Additional Resources section below for these and other recipe ideas and inspiration.

**Breakfast Options**

» Poached or fried eggs on arugula salad with avocado slices and vinaigrette.
» Veggie omelet.
» Sweet potato or pumpkin pancakes with butter and fruit.
» Almond flower crepes with fruit.
» No grain oatmeal.
» Leftovers.
» Turley’s, Radda and Tangerine are good options for eating breakfast out – all have organic eggs and easy ways to construct a clean breakfast (pass on the potatoes).

**Lunch Options**

» Zolo’s paleo lunches can be ordered at the CrossFit Sanitas front desk and they’ll be ready to eat post-workout. We designed these just for you, and we don’t make a penny on them. 5 meats x 5 veggies = 25 options, all for just $10.
» Salad with chicken, turkey or tuna (mixed greens and arugula are best for raw nutritional value). If at a restaurant, make sure to request removal of ingredients that don’t fit.
» Roasted veggies with grilled meats.
» Lettuce wrapped burger with sweet potato fries.
» Leftovers.
» Shine, Wahoo’s and Arabesque are great lunch options.

**Dinner Options**

» Grilled wild Alaskan salmon with roasted veggies.
» Grass-fed hamburger from Locavore Paleo Pack with sweet potato fries.
» Grilled rib-eye steak with cauliflower “fried rice.”
» Veggie curry.
» Lamb and apricot stew with almonds.
» Meat sauce with roasted spaghetti squash.
Snack Options

» Nuts – raw are better than roasted. Don’t worry about calories or fat. Stay away from peanuts. A small handful is plenty.

» Low-glycemic fruit (berries, cherries, apples – frozen is fine).

» Guacamole with veggies (carrots and bell peppers work great).

» Almond butter (Justin’s Maple is divine) on apple, carrot, celery or Eric’s favorite – raw cauliflower.

» Whey protein shake with water, almond milk or coconut milk.

» Veggie smoothie (no fruit juice, no more than 1 portion of fruit per serving, rest should be leafy green vegetables like kale and spinach, lightly steamed and whatever other veggies you have on hand).

ON A BUDGET?

Start by focusing your financial resources at the top of the food chain - meat, seafood and eggs. Unfortunately, 99% of farm animals in the US are raised in factory farms. Industrial farming practices leave animals very unhealthy…and eating the meat and eggs of sick animals will make you sick!

Remember that you truly are what you eat (or what you eat eats). Animals are meant to have access to the outdoors. Cows are meant to eat grasses, not corn; chickens are supposed to eat seeds and bugs and dig around in the dirt.

Thanks to Craig at Locavore, our members now have access to the best local meat at prices well below Whole Foods. We are adding wild Alaskan salmon and pasture raised eggs as well.

We make our own choices, then our choices make us.
Next, incorporate organic fruits and veggies. You can lower your pesticide intake substantially by going organic for the most contaminated fruits and veggies. You can also avoid a lot of pesticides by eating the foods with the lowest amount of pesticides. Bolded foods are the highest in nutrients:

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<th>Highest in Pesticides</th>
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<td>Green Beans</td>
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<td>Kale/Greens - Chard, Collard, etc.</td>
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Other veggies and fruits to include
These will ensure the widest array for vitamins, minerals and phytonutrients:

» Veggies – beets, bok choy, broccoli, brussels sprouts, carrots, cauliflower, shallots, leeks, garlic, turnip/rutabaga, tomatoes, watercress, winter squash, zucchini/summer squash.

» Fruits – apricots, blackberries, cherries, other melons and plums
Finally, focus on quality fats
These include organic coconut oil for cooking and first cold pressed olive oil for salad dressings. For the last 20 years we’ve been told to eat a low fat diet…however in the past few years, research has confirmed that quality fats are an important building block for vital organs, cells and hormones. The low fat years are over… hallelujah! However, there are good fats and bad fats, so read on…here’s the skinny on good fats:

Monounsaturated fatty acids These fats improve blood pressure, cholesterol levels and may help with blood sugar regulation and inflammation
» Avocados
» Olive oil
» Hazelnuts
» Olives
» Macadamia nuts

Saturated Fatty Acids
» Coconut oil/milk/flakes/butter – Refined coconut oil is the best oil for cooking and has no coconut taste. Unrefined has a mild coconut taste and is better for melting or at lower heat. There are entire books written on the benefits of this – great energy source and may help prevent atherosclerosis and cardiovascular disease, in part by reducing cholesterol levels.
» Pasture-raised butter (clarify by melting on low heat and separating and throw out the milk solids).
» Lard from pasture raised pork.

Omega 3s EPA and DHA have been shown to reduce inflammation, and may help lower the risk of chronic health conditions such as heart disease, cancer and arthritis
» These are found in green leaves and algae (the food our food is supposed to eat).
» When grass-fed cows, pasture-raised chickens and wild salmon get healthy omega-3s in their diets, we get healthy EPA and DHA Omega 3s when we eat their meat and eggs. If you would like to supplement – fish oil is the best way. We carry SFH fish oil which is of the highest quality, highly concentrated (2.7 grams of EPA and DHA/teaspoon).

We are lucky to have one of the largest Whole Foods in the world in Boulder. Sprouts and Vitamin Cottage also carry a lot of organic meats, produce, etc., sometimes at significantly lower prices….so check out those stores as well.
WHAT FOODS TO AVOID AND WHY

Packaged and processed foods; Foods with added sugar and artificial sweeteners; Fried food
» Most shelf-stable packaged goods have very little nutritional value. They have been engineered to stimulate your ancestral food cravings and to maximize shelf life and transportation efficiency at the lowest possible cost...without any regard for nutritional value. Most of the label claims are completely unregulated. And they have tons of extra salt, sugar, and really bad fats. Starchy foods (crackers, chips, bagels, etc) are as bad as sweet stuff - your body treats these carbs just like sugar-releasing insulin as they hit your bloodstream, which in turn tells your cells to open up and accumulate fat.

» We probably don’t have to tell you that fried foods are bad (unless they are grain free and are fried in coconut oil). But we do need to ensure you know that artificial sweeteners are terrible for you – they were developed to fool your taste buds, and they fool your metabolism too. People who eat artificial sweeteners typically lose LESS weight than people who consume sugar.

Grains (cereal, bread, pasta, and also corn and whole grains - even brown rice and quinoa)
» The perception is that whole grains are one of the cornerstones of our ancestral diet. The truth is that grains did not enter our diet until the advent of agriculture (99.5% of the way through our evolutionary history as humans), and we still haven’t adapted to processing them well, so they wreak all kinds of havoc on our system. Most of us have gotten used to this feeling, but try cutting them out for 30 days and see how much better you feel (and look)!

» Grains are a high carb food – these carbs are stored as fat unless burned through excessive aerobic exercise.

» These cause low-grade digestive distress in many people (even gluten-free). Also, grains contain prolamins that lead to gut permeability and phytates that bind to other minerals in our body and make them unavailable for absorption.

» Low nutritional value (even whole grains). Anything you get from grains (nutrients, fibers, etc.), you can get from veggies (without all those extra carbs and digestive irritants).

» If you must – Quinoa is perhaps the best grain to consume, and rice and potatoes are much better for you than wheat and wheat flour.

Dairy (milk, yogurt, cheese, ice cream). We exclude Whey Protein here.
» We’ve been taught that dairy is a natural food and essential for calcium, etc.

» The truth is that it’s highly allergenic and high in carbs: lactose and casein cause bloating and inflammation and the insulin spikes from milk tells your body to accumulate fat.

» 99% of dairy cows are unhealthy – they are fed corn and soy which makes them inflamed and sick and then they are fed antibiotics to keep them going. Industrial dairy cows are made to produce 500% more milk than they would under natural conditions – a miracle of efficiency, but not necessarily ideal for their health or yours!
» Note – the other milk protein, whey (derivative of cheese making) is one of the best protein sources and unlike casein is NOT a frequent allergen. You will not lose Clean 30 points for this. In fact, we highly recommend whey protein shakes pre and/or post workout. It’s important to get grass-fed, minimally processed whey protein without a lot of additives. Be careful though, most brands at Whole Foods and Sprouts are not from grass-fed cows. We carry SFH, which the best highest quality we’ve found.

» If you must - whole fat, organic, grass-fed butter, milk, ice cream in small quantities. Raw hard cheese. Whole fat organic yogurt with no sweetener added (Strauss is a good brand). If you are going to eat dairy, it’s really important to seek out milk from grass-fed cows. Grass Milk from Organic Valley is a good option or you can get raw milk that’s been run through a rigorous testing process from Windsor Dairy.

Bad fats/Fried foods

» Sunflower, Canola, and other seed oils are bad due to heavy processing, rancidity, and inflammatory properties (Omega 6/Omega 3 imbalance). Another reason to cut out fried foods.

» Olive oil is great for salads and dips, but cooking it at high temperatures damages the fats, making it unhealthy. Ok to add to hot food after cooking.

» Saturated fats are healthiest to cook with, as they hold up to high temperatures and they are much more stable and less likely to go bad quickly. If you’ve been told otherwise, you’ve been told wrong:
  • Refined organic coconut oil (has no coconut taste)
  • Unrefined organic coconut oil tastes like coconut is great for melting on things like sweet potatoes
  • Grass-fed butter or ghee (Indian clarified butter)
  • Lard (drain fat from nitrate-free bacon – really!)

» All oils should be kept in a dark cupboard, not on the counter and used within 6 months — they go rancid quickly and you can’t taste the difference.

Beans, soy, peas, peanuts (legume family)

» We’ve been told that these are healthy vegetables and a great protein source.

» The truth is that these have way more carbs than protein and the protein has an incomplete amino acid profile.

» They irritate the gut and cause digestive issues (hence, the bloating and gas).

» Soybeans are NOT a health food. One of biggest agribusiness crops around (like corn). Heavily GMO’d and high in pesticide residue. The most popular soy products (soymilk, tofu) are highly processed with toxic solvents. Soy is also highly allergenic and messes with estrogen balances.

» Legumes are still better than grains.

» If you must - buy beans dry and soak them for at least 24 hours (some of the irritants come out in the water).
Alcohol

» Puts a heavy load on the liver, and turns to fat.
» If you must - red wine and premium tequila w/club soda and lime are the least bad alcohols (but you’ll still lose points for drinking them in April).

SETTING UP FOR SUCCESS

The first order of business is to remove temptation. We don’t want to ask you to rely on willpower, because you are human. If bad food is around, you will eat it — a craving for “bad stuff” is literally programmed into your genes! Before you do anything else, go home and clean out your fridge, pantry and work environment.

How? Line up a few paper bags and pull out every processed food you have — cereal, oatmeal, pancake mix, cookies, crackers, candies, juices, sodas, beer, alcohol, pasta, rice, candy, ice cream, you name it. If it’s in a package you’re better off without it. Be bold and pack it all up — don’t think about this as wasting money, think of it as saving money on future healthcare. And remember this is not a lifetime of deprivation; it’s just a thirty-day experiment. The sad truth is that most of this stuff will survive until May without any reduction in taste or health impact (scary in itself). Hit the pantry, fridge, freezer and your work environment — do this by March 31st. If you need moral support ask a friend to join you and hold you accountable!

Now that you have your bags together, you have four choices:

» Put them out of sight and out of mind in the garage, basement or attic until May.
» Give them to charity
» Bring them into the office and put them out for co-workers
» Throw them out

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1 It may sound crazy that the love of Twinkies and pasta is programmed into our genes, but it’s true. Before agriculture, it was rare to come upon a dense source of carbohydrates (only fruits and tubers, in those days). Our ancestors who preferred these tastes ate more of them, giving them a nice store of glycogen (aka energy) in their muscles and liver. They were thus more likely to survive the days when food was tough to come by, than their buddies who didn’t scarf down these empty carbs. So we ended up with carb-loving genes, passed down from these survivors. And surprise, surprise, food scientists have gotten really good at exploiting those genetic triggers with the perfect food combos that literally call out to our ancient past from the aisles and shelves (eat me, eat me, eat me…)

www.CrossFitSanitas.com
Now that you’ve removed temptation from your environment, make sure you don’t bring temptation back.

What situations (and people) typically lead you astray when it comes to eating clean? Simply avoid them for the next thirty days.

As an example, stay away from convenience stores. Shop the perimeter of the supermarket and stay out of the middle aisles, except to grab the odd jar of coconut oil, almond butter, olive oil or hot sauce. And don’t go to restaurants or eat with people who are likely to suck you into something that might sabotage your Clean 30 point accumulation.

Tell friends you’re picking the restaurant this month. Shine (buffalo short ribs) and Arabesque (chicken shawarma plate) are two good options and Radda has a great breakfast. Please share any other ideas on Facebook. Also, try to plan a meal out with team members and fellow CrossFitters.

HORMONES Will the Clean 30 work for me?

Everyone is different and there are important genetic and environmental factors that the Clean 30 is not controlling for. For example, you may have a micronutrient deficiency (D, B12, iodine, Omega 3: Omega 6 ratio) that is sabotaging your results.

However, hormones are the most important regulators of what goes on in your body. They signal when to store fat, when to burn fat, when to procreate, when to grow, when to go into flight or fight mode, and when to come out of it. They are triggered primarily by food, sleep, exercise, and stress. If you score a lot of Clean 30 points, you should clean up many of your hormonal processes and see commensurate progress towards your goals. However, if you’re not where you want to be on May 1, it is possible that factors like genetics or stress have created hormonal imbalances that remain unaddressed. Don’t get frustrated, it’s not your fault and it’s not incurable. This in itself is a successful outcome, as you’ve generated a key learning and can now begin working on Plan B (which will involve professional medical consultation with someone enlightened about the relationships between hormones and natural health).

While there are many hormones, the four on the next page are the protagonists in our “Clean 30”. The following summary is based on It Starts with Food (one of favorite nutritional overview books, check it out by the freezer).
**Insulin (Store Energy)** – Insulin is a storage hormone released by the pancreas to regulate blood sugar. It tells your cells to open up and pull sugar out of the blood to store as fuel in the form of glycogen. But eat too many carbs without a lot of exercise and things go south quickly. Once the glycogen stores are full, the sugars are instead bundled into triglycerides. And over time, your cells stop listening to insulin’s request to open up, and you become insulin resistant, a precursor to Type 2 Diabetes. Chronically elevated blood sugar levels are highly damaging to the liver, pancreas, kidneys, blood vessels and brain. New research is finding that excess circulating insulin is correlated to excess body fat, high blood pressure, cancer, and lots of other bad (and unnecessary!) stuff.

**Glucagon (Release Energy)** – Think of Glucagon as the Yin to insulin’s Yang. Glucagon tells cells to open up and release energy to fuel physical and mental exertion. The triggers for Glucagon are protein consumption, stress, and low blood sugar. Elevated insulin inhibits its release. Thus when we eat carbs, insulin levels go up, glucagon levels go down, and we’re unable to access stored energy and burn off fat with exercise. This is another reason why we should avoid grazing. Insulin can stay in our system for several hours following a carb-filled meal or snack…so our body isn’t able to tap into our fat stores in between meals, because insulin levels are still too high.

**Leptin (I’m Full/Hungry)** – Fat cells secrete leptin, as a way to communicate how full you are. Leptin keeps body fat levels in balance. Based on leptin signals from your fat cells, your brain directs your subconscious to eat more or less, to exercise more or less, etc. Insulin and the excess consumption of saturated fats, mess with the leptin receptors in the brain and they become less sensitive to leptin…the message that you’ve stored enough fat doesn’t get through. Leptin resistance means that you are gaining fat and swimming in leptin, but your brain is clueless, so it turns your metabolism down to conserve fuel and tells you to eat more. Also, you may see that you’ve gained weight and try to eat less, but the brain’s directives are far more powerful…particularly with uncontrollable cravings after 8pm (a hallmark of leptin resistance). Chronically high insulin levels lead to leptin resistance and excess fat storage.

**Cortisol (Stress)** – Secreted from the adrenal glands to help the body recover after a fight-or-flight response to stress. Chronically elevated cortisol levels increase blood sugar levels, which leads to chronically high insulin levels…which leads to chronically elevated leptin levels. Chronically high hormone levels lead to hormonal resistance problems (i.e. insulin resistance). Elevated cortisol levels promote weight gain by encouraging stress-related overeating, body fat accumulation to the abdominal region, and messing with your thyroid function. Cortisol (along with the related lack of sleep) is one of the primary saboteurs of a good fitness program – you can’t get healthy with excessive cortisol, and you can’t fix it with nutrition and exercise alone.
**ADDITIOnAL RESOuRCES**

**When to eat**

» Eat breakfast, lunch and dinner every day. For best results, eat a big breakfast and keep dinner early and light. It’s important to give your digestive system a break so that it can detoxify at night.

» Eat an hour before the workout, as it primes the pump. The snack should be balanced between protein, fat and carbs. As an example, you might eat a few slices of turkey and an apple with almond butter. You’ll want something you can grab quickly.

» After a workout, your recommended snack consumption is a function of your primary fitness goals and your workout type (we won’t dock you points for any of these):

**What to Eat Post Workout**

**CrossFit Workout:** You need to rebuild muscle tissue as a priority. Drink a high-quality whey protein smoothie mixed with water, or almond/coconut milk. We carry SFH, which is in our opinion the best whey recovery solution.

**If your Goal is Fat Loss:** After an intense workout like CrossFit, your body begins releasing Human Growth Hormone, which tells your metabolism to burn fat…until the next time you eat. So if your primary goal is fat loss, you may wish to experiment with not eating as much post workout. The caution here is that you are trading fat burning for muscle recovery (since eating protein will help with the later), so this may increase soreness. Also, if this is your goal, you should eat something, but focus on eating proteins vs. carbs and fats post-workout.

**Longer Workout (distance running, biking - over an hour of intensity):** You need to replenish your glycogen (sugar energy) stores as a priority. Eat rapidly-consumed carbs and protein in a 4:1 mix. Do not eat any fat, as it will inhibit absorption of both the carbs and protein.

**Snacks**

Snacks outside of pre and post-workout should be kept to a minimum. It’s ok to have a piece of fruit or a handful of nuts once or twice a day, if necessary. Are you really hungry? A good test – are you hungry enough to eat steamed fish and veggies?

**Eating out**

Go to restaurants that serve high-quality ingredients from local purveyors (local is probably more important than organic). Don’t feel the need to take menu choices as is – mix them up to suit your Clean 30 plan. Remember the necessity of removing temptation, so you don’t have to fight your genes. Here are a few ideas:

» Make sure the bread basket is nowhere near you and ideally not on the table period.

» Ask to substitute extra veggies for the starch.

» At Mexican restaurants ask for chopped veggies w/ your guac (quickly, before they drop off the chips!)
» Ask to add meat to any salad (and ask them to hold ingredients that don’t fit your plan)
» Don’t accept the dessert menu. If you are eating with friends, be subtle – no need to draw attention to yourself. And if you screw up, don’t sweat it. Just get back on the bus.

Ethnic food can be tricky. In general, Chinese and Indian food are not great choices this month. Thai Food can be ok, but you’ll want to skip the rice and instead get steamed broccoli. Good Mexican restaurants (we love “Agave” in particular) can accommodate clean eating but they are filled with temptation – so proceed with caution – there’s not a coach at the gym who has the willpower to keep clean when confronted with the cornucopia of chips, queso, tortillas and the like that Mexican restaurants ply you with…

Stay away from the big chain restaurants, they are all bad news. If fast food is in order, try Wahoo, Panera, Qdoba or Chipotle and choose a salad with meat or wild salmon. Larkburger will wrap your burger in lettuce if you ask (you won’t miss the bun).

INSPIRATION AND COMMUNITY RESOURCES
CrossFit Sanitas Pinterest Page
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PALEO RESOURCES
whole9life.com/category/whole-30
robbwolf.com/blog
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PALEO RECIPE BLOGS
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