

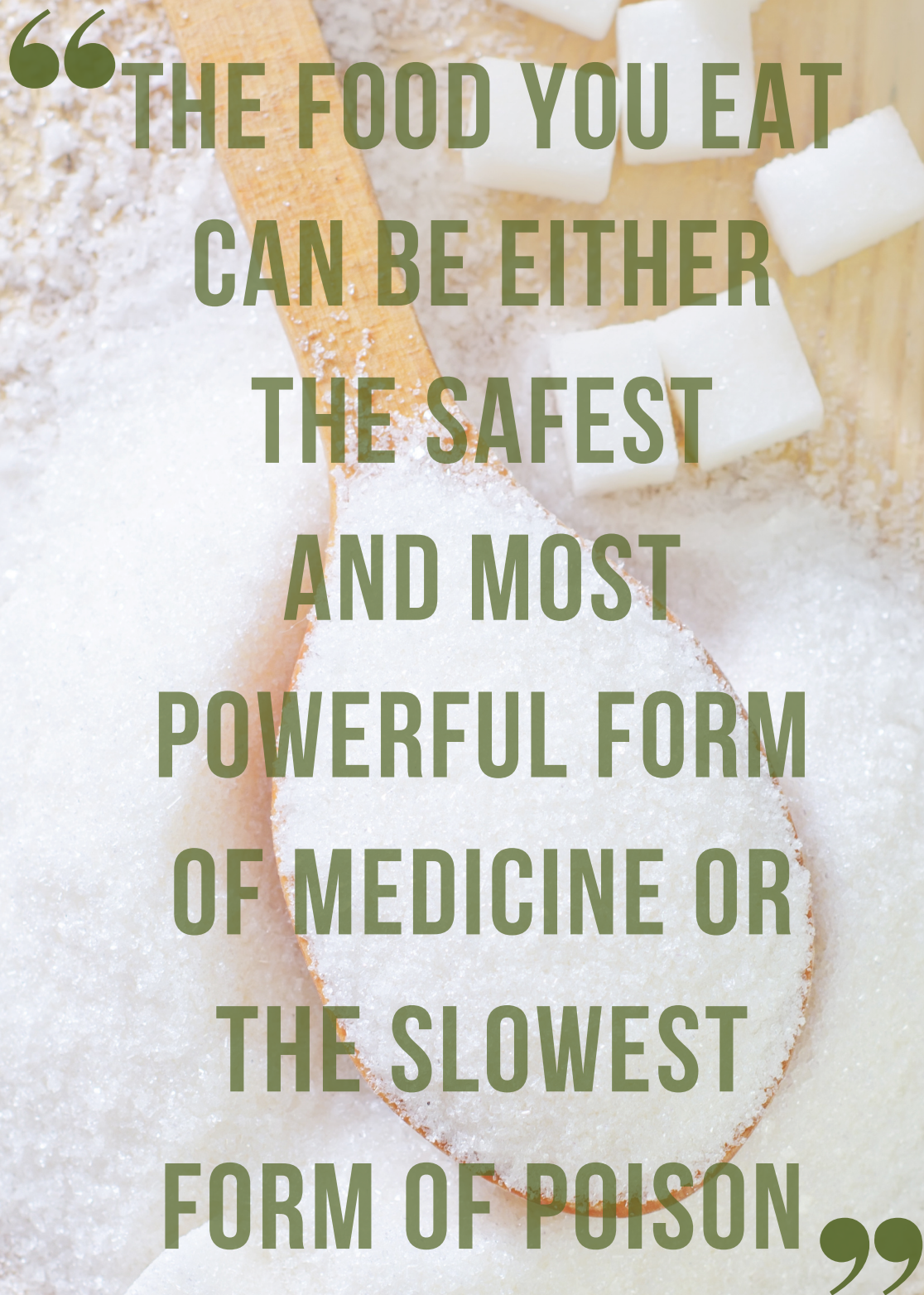
WEEK 4

7 POINT KICK-START CHALLENGE



"GET THE WHITE OUT"

-CUTTING OUT SUGAR & OTHER WHITE STUFF



**“THE FOOD YOU EAT
CAN BE EITHER
THE SAFEST
AND MOST
POWERFUL FORM
OF MEDICINE OR
THE SLOWEST
FORM OF POISON”**



4 | GET THE WHITE OUT

WEEK 4 - BUCKLE UP, WE'RE NOT DONE YET!

Woohoo!! You've made it through 3 weeks! How are your habits building? How are you feeling?

Hopefully by now you have a good 21 days of gratitude and journaling plus a great start on NOT drinking your calories, unless of course it's full of GREENS!

Now we are moving on to a new habit — This week's eating makeover will have a huge impact on how you look and feel. Limiting “white stuff” is one of the best ways to feel and look your best!

All the 'white' stuff is the crap in our diet that causes all sorts of issues within our bodies. From inflammation to water retention, gut issues, mood, focus and even interrupting our sleep, the white stuff is bad news.

So, what is this “white stuff” we are talking about?

SUGAR! - It's EVERYWHERE and in so many things you may not even realize it!

WHITE FLOUR — think of it as sugar in flour form. Foods with white flour include muffins, cakes, cookies, donuts, pastries, cereals, pies, chips, white pasta, white breads — pretty much anything processed. Yep, all the yummy stuff most of us love...but it's gotta go! At least be minimal in diets. Look instead for whole grain or sprouted items. There are plenty of healthier and delicious options available!

WHITE RICE — white rice has had the fiber stripped out and all that's left is little sugar bombs! Use brown rice or quinoa.

WHITE POTATOES — with the skins on, potatoes are a good source of energy, vitamins and minerals. However, they cause a blood sugar spike which is not great for managing weight. They may be more manageable if you're not on a weight-loss journey. Sweet potatoes are a better choice.

Actually, with the exception of cauliflower, (and perhaps some dairy if you can tolerate it) most white foods can cause trouble for many people!

TEN REASONS TO AVOID THE WHITE STUFF

WHY OH WHY NO WHITE?

1. Did we mention sugar? Average sugar consumption in North America is 135 pounds per year and 2/3 of Americans are overweight. Sense a connection? This number continues to be on the rise!
2. White stuff are typically simple carbs in their purest form. The body doesn't have to work to break them down. They are processed quickly, provide a huge insulin hit which promotes the storage of fat. Sugar is also a breeding grounds for yeast growth and inflammation.
3. These foods are void of fiber and nutrients, they won't keep you full and satisfied and you will end up eating more.
4. White Stuff is often served with fat and salt to taste good. Plain bread? Blah. Plain spaghetti noodles? Nope. A bowl of white rice? Boring. This makes these types of meals even worse.
5. Too much sugar can lead to diabetes.
6. Like booze, sugar has no nutrients. If you fill up on empty calories you won't be able to get all the important nutrients your body needs....without over eating your calories anyway..causing weight gain.
7. Your body burns calories digesting proteins and fiber. Think of packaged foods as being "pre-digested" your body doesn't use any energy in digestion, so more calories are available for fat storage.
8. Sugar is addictive! The more you eat the more you want!
9. Sugar can contribute to hyperactivity, anxiety, depression, concentration difficulties, and crankiness. If you don't think sugar affects you, after you go without it for a week or two have a high sugar meal and see how you feel!
10. Sugar can promote tooth decay. But you knew this from your dentist, right?



WHAT TO EAT INSTEAD

For this challenge we want you to focus on swapping out the white stuff for whole grains, as well as beans and legumes, while avoiding the sugary treats. (we know, this is NOT easy, that's why we left it to the last week...lol)

WHAT ARE WHOLE GRAINS?

A grain is considered to be a whole grain as long as all three original parts — the bran, germ, and endosperm — are still intact. These grains have the most minimal processing and are full of fiber and nutrients. They digest slowly in the body and don't cause blood sugar spikes. This is very beneficial to energy levels and fat storage

Foods found in nature, like:

- millet
- spelt
- rye
- change to brown rice (gluten free option)
- quinoa (gluten free option)
- lentils (gluten free option)
- beans (gluten free option)
- amaranth (gluten free option)
- steel cut oats (gluten free option)

TIP: Items like cooked brown rice and steel cut oats freeze really well! Simply cook up a batch and portion in containers or baggies. Take out when needed and warm up!

You can still have some packaged “whole grains”, but try for the most natural form available. Every time you reach for a food ask yourself — “Does this grow that way?” Ever seen a whole wheat bread tree? We didn't think so ;)

Packaged whole grains to enjoy in moderation include:

Whole grain bread (look at the ingredients and make sure it only contains whole grain flours, no enriched white flours) Look in your freezer section for sprouted grain breads!

Whole wheat pastas or even try lower carb pastas like black bean or use zucchini noodles.

Whole grain cereals (your best choices for cereal are cheerios and shredded wheat. Most other “healthy” cereals like Kashi contain WAY too much sugar as well as sneaky Whole Grain Froot Loops.

Oats — steel cut or rolled oats

WHY FIBER?

FIBER IS FABULOUS?

One of the benefits of swapping out white foods for more natural foods is the increase in fiber. Fiber fills up your tummy so your fuller longer, it helps keep you regular, (ya know #2), it helps regulate blood sugar and more!

Healthy adults should aim for 25 (woman) or 30-38 (for men) grams of fiber a day.

Since "White foods" tend to have little fiber. you will naturally increase your fiber intake just by swapping the white for more healthy whole food choices.

ITEM	AMOUNT OF FIBER	
White Rice (100g)	✗ 0.4 grams	
Brown Rice (100g)		✓ 1.8 grams
Pasta (100g)	✗ 1.2 grams	
Whole Grain Pasta (100g)		✓ 4.0 grams
Potato (100g)	✗ 2.2 grams	
Sweet Potato (100g)		✓ 3.0 grams
White Bread (Slice)	✗ 0.7 grams	
Whole Grain Bread (Slice)		✓ 5 grams



SUGAR! SUGAR! SUGAR!

SUGAR - THE WORSE OF THE WHITE STUFF

MAXIMUM SUGAR INTAKE

The American Heart Association recommends no more than 100 calories come from sugar for women each day, and not more than 150 calories for men (not including your natural sugars found in fruits and veggies) Sugar has 4 calories per gram and there are 4 grams in a teaspoon of sugar. So for women that means no more than 25 grams of sugar (or 6 teaspoons per day). Men get a little more with about 40 grams of sugar (or 10 teaspoons per day) We really want to focus on cutting sugar out of your diet for the rest of the challenge.

Other forms of sugar

fructose
sucrose (table sugar)
dextrose (corn sugar)
high-fructose corn syrup
barley malt
beet sugar
brown sugar
buttered syrup
cane-juice crystal cane sugar
carob syrup
corn syrup
corn syrup solids

dextran
diastase
diastatic malt
ethyl maltol
fruit juice
fruit juice concentrate
glucose solids
golden sugar
golden syrup
grape sugar
date sugar

honey
invert sugar
lactose
malt syrup
maltodextrin
maltose
mannitol
molasses
raw sugar
refiner's syrup
sorbitol
sorghum syrup

A LITTLE ABOUT LABELS



WHAT TO LOOK FOR ON A LABEL

It doesn't matter if the food is low fat or low calorie, if you can't pronounce half of the ingredients it's probably not healthy for you. Plus a lot of 'diet' food actually contains 'fake' sugar or sweeteners that also can cause trouble with many people.

You have probably heard that ingredients are listed in order of the amount used in the product. Well, guess what....manufacturers know this also so they may use 3 or 4 different types of sugars so they all appear low down on the list. Tricky huh!?

Same thing goes for whole grains. Whole grain flour can be listed as the first ingredient, but 2 or 3 types of white flours can be listed as well and combined they exceed the amount of whole grains. The best foods don't have ingredient lists and if they do it should be as short as possible.

Once you have determined that the ingredients are something you want in your body, then look at the nutritional info and check out how much sugar is in a serving.

The goal here is to keep the added sugar and 'white stuff' as low as possible and to learn about healthier options and start switching out your foods to healthier replacements.

MORE ABOUT LABELS

WHAT TO LOOK FOR ON A LABEL

Kashi®
GoLean Crunch!®

Nutrition Facts	
Serving Size	1 Cup (53g/1.9 oz.)
Amount Per Serving	
Calories 190	Calories from Fat 25
	% Daily Value*
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	4%
Potassium 300mg	9%
Total Carbohydrate 37g	12%
Dietary Fiber 8g	32%
Soluble Fiber 3g	
Insoluble Fiber 5g	
Sugars 13g	
Protein 9g	14%
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 10%
Phosphorus 10%	Magnesium 10%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat. Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Potassium	3,500mg 3,500mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Protein	50g 65g
Calories per gram:	
Fat 9	Carbohydrate 4 Protein 4

INGREDIENTS: KASHI SEVEN WHOLE GRAINS & SESAME® BLEND (WHOLE: HARD RED WHEAT, BROWN RICE, BARLEY, TRITICALE, OATS, RYE, BUCKWHEAT, SESAME SEEDS), SOY PROTEIN CONCENTRATE, EVAPORATED CANE JUICE CRYSTALS, BROWN RICE SYRUP, CHICORY ROOT FIBER, WHOLE GRAIN OATS, EXPELLER PRESSED CANOLA OIL, HONEY, SALT, CINNAMON, MIXED TOCOPHEROLS (NATURAL VITAMIN E) FOR FRESHNESS. CONTAINS WHEAT AND SOY INGREDIENTS.

You may think this is a great ‘whole grain’ choice when avoiding white stuff, but let’s look at the ingredients—there are 3 types of sugar in here —evaporated cane juice crystals, brown rice syrup, and honey. Now we look at the amount of sugar and it has 13 grams per serving — that’s 3 teaspoons! Plus, it’s pretty hard to eat only 1 cup of cereal — have you ever measured that? For someone eating 1500 calories a day, a 2 cup bowl of this would reach your maximum sugar intake for the day! If you must have packaged cereal, your best bet is a plain cereal like shredded wheat contains one ingredient — shredded wheat, and no sugar.

Watch out for these foods where sugar likes to hide

pasta sauce
ketchup
baked beans
“healthy” granola bars
“healthy” cereals like all bran, granolas, raisin bran
yogurt
most sauces like teriyaki, sweet n sour, etc
salad dressings
fruit juice



NOW WHAT?

THIS WEEK'S ACTIVITIES

Alright Challengers here we go! It's time to finish STRONG! We are still doing all 3 previous weeks challenges so keep going with those! Now, it's time to get rid of the white! Start finding new options and replace that stuff in your cupboard. Share your findings with us in the Facebook group! We love seeing all the yummy options!

NEXT STEPS

1 | PRINT YOUR TOOLS

In the Toolkit you'll find the materials you need for this part of the Challenge:

- Get the White Out Cheat Sheet - 'Swap List)
- Get the White Out healthy Recipes sheet

2 | GET YOUR SUPPLIES

I bet you'll need some supplies for this one! Give yourself a few extra minutes in the grocery store to snoop around and read those lables so you can find some healthier alternatives! Throw out or have someone hide all the sugary treats and learn to just say "NO thank you". You can do this!

3 | SHARE WITH US!

Share in the group your favorite new finds and wins. The more ideas the better! Share! Share! Share!