

EIDEN'S FITNESS HEALTH AND WELLNESS GUIDE

EIDEN'S FITNESS, INC. 2018

"IN THE FITNESS INDUSTRY TODAY THERE IS A TRAFFIC JAM ON THE ROAD TO RICHES, WHILE THE ROAD TO TRUTH LANGUISHES IN QUIET DESOLATION".

~ ROB FAIGIN, AUTHOR OF NATURAL HORMONAL ENHANCEMENT AND FITNESS GURU

"IT IS EASIER TO BELIEVE A FALSEHOOD THAT HAS BEEN REPEATED A THOUSAND TIMES, THAN A TRUGH THAT IS SAID FOR THE FIRST TIME". $^{\sim} \text{UNKNOWN}$

"90% OF ANY FITNESS RELATED GOALS ARE ATTITUDE AND EFFORT." ~ DAN EIDEN

NUTRITIONAL GUIDELINES FOR EIDEN PRINCIPLES EATING PROGRAM

BY DAN EIDEN

- NOTHING WILL AFFECT YOUR RISE TO FITNESS SUCCESS OR FALL TO FITNESS FAILURE MORE SO THAN YOUR NUTRITION (I CANNOT STRESS THIS ENOUGH). IT IS THE SINGLE MOST IMPORTANT FACTOR IN YOUR FITNESS PROGRAM REGARDLESS OF WHETHER THE GOAL IS FAT LOSS, BUILDING MUSCLE AND STRENGTH, GENERAL FITNESS, OR SPORTS SPECIFIC GOALS. I CAN GUARANTEE THAT IF DO NOT CONSISTENTLY FOLLOW THE NUTRITION PROGRAM YOU WILL NOT REACH YOUR FITNESS GOALS.
- EAT 5 TO 7 SMALL MEALS A DAY (EVERY 2 TO 3 HOURS). A MEAL IS ANYTIME YOU EAT, INCLUDING SNACKS.
- I DON'T BELIEVE IN COUNTING CALORIES. ALL CALORIES ARE NOT THE SAME AND HAVE DIFFERENT AFFECTS ON THE BODY. THE RIGHT CALORIES CAN AFFECT THE BODY IN A METABOLIC AND HORMONALLY CORRECT WAY (PUT YOU IN A FAT BURNING AND MUSCLE BUILDING ZONE) AND THE WRONG CALORIES CAN DO JUST THE OPPOSITE. MAKE CALORIES COUNT INSTEAD OF COUNTING CALORIES BY EATING THE RIGHT FOODS, AT THE RIGHT TIMES, AND IN THE RIGHT QUANTITIES.
- ALTHOUGH I DO NOT LIKE TO HAVE CLIENTS COUNT CALORIES OR EVEN EXACT AMOUNTS OF CARBOHYDRATES, PROTEIN, FATS, ETC. I HAVE INCLUDED IN THE EIDEN PRINCIPLES NUTRITION PROGRAM SOME NUMBERS FOR INTAKE OF PROTEIN, CARBOHYDRATES, FIBER, AND FAT FOR CLIENTS AND THEIR VARIOUS FITNESS GOALS. PLEASE TAKE NOTE THAT THESE ARE JUST AVERAGES AND THAT EVERYONE'S BODY IS DIFFERENT. SOME CLIENTS MAY NEED MORE OR EVEN LESS OF EACH NUTRIENT (PROTEIN, FAT, ETC.) AMOUNTS THAT I HAVE LISTED. AS I WORK WITH EACH CLIENT I WILL HELP CUSTOMIZE THE NUTRITION PROGRAM TO BETTER FIT EACH INDIVIDUALS DIFFERENT BODY TYPE, SCHEDULE, LIKES AND DISLIKES OF FOODS, ETC.
- YOU SHOULD TRY TO BALANCE YOUR NUTRITION AS EVENLY AS POSSIBLE OVER YOUR SMALL MEALS THROUGHOUT THE DAY. THE LAST MEAL OF THE DAY THOUGH SHOULD BE THE SMALLEST MEAL OF THE DAY CONSISTING OF LOW CARBS, LOW FAT, LOW CALORIES, AND HIGH PROTEIN.
- PROTEIN: SINCE YOU ARE WEIGHT/STRENGTH TRAINING YOU WILL HAVE A HIGHER NEED FOR PROTEIN THAN THE AVERAGE PERSON AND SIGNIFICANTLY HIGHER THAT WHAT THE RDA RECOMMENDS. RESEARCH INDICATES THAT PROTEIN INTAKE FOR THOSE WHO ARE WEIGHT-TRAINING SHOULD RANGE FROM 1.5G/KG TO 2.0G/KG OF BODYWEIGHT PER DAY. MY GENERAL RECOMMENDATION FOR PROTEIN INTAKE IS ABOUT THE SAME. A GRAM OF PROTEIN PER POUND OF BODY WEIGHT. THIS WILL TEND TO VARY A BIT FROM PERSON TO PERSON AND SOME CLIENTS MAY NEED TO TAKE IN MORE OR EVEN SOMETIMES LESS PROTEIN THAN THIS.

EXAMPLE: 175 POUND PERSON WOULD TAKE IN AN AVERAGE OF 175 GRAMS OF PROTEIN A DAY.

PROTEIN IS PROBABLY THE MOST IMPORTANT OF THE THREE FOOD SOURCES (PROTEIN, CARBS, FAT) BECAUSE YOUR BODY CAN STORE CARBOHYDRATES AND FAT TO USE FOR FUEL LATER IF NECESSARY. THE BODY CANNOT STORE PROTEIN SO IT NEEDS A CONSTANT SUPPLY EVERY FEW HOURS OTHERWISE IT WILL HAVE TO BREAKDOWN MUSCLE TISSUE TO GET THE PROTEIN (MUSCLE TISSUE IS ROUGHLY 80% PROTEIN) IT NEEDS. IT IS IMPORTANT TO TRY TO GET A SOURCE OF PROTEIN AT EACH OF YOUR SMALL MEALS THROUGHOUT THE DAY. PROTEIN IS ALSO THE LEAST OF THE NUTRIENTS (PROTEIN, CARBOHYDRATES, AND FAT) TO BE STORED AS FAT IF CONSUMED IN EXCESS. BECAUSE OF THIS IF YOU EVER FEEL OVERLY HUNGRY A SOURCE OF PROTEIN (CHICKEN BREAST, TUNA, EGGS AND EGG WHITES, ETC.) IS THE BEST CHOICE TO EAT AN EXTRA SERVING OF.

CARBOHYDRATES: CARBOHYDRATE INTAKE CAN VARY GREATLY FROM ONE PERSON TO THE NEXT DEPENDING ON THE PERSONS GOALS, BODY TYPES, ETC. I HAVE COME UP WITH MY OWN FIGURES FOR DIFFERENT CLIENTS GOALS. THESE ARE ONLY GENERAL FIGURES AND WILL TEND TO VARY FROM PERSON TO PERSON.

GOAL

FAT LOSS: .75 G TO 1.0 G/KG OF BODYWEIGHT PER DAY

FAT LOSS AND INCREASE MUSCLE SIZE (HYPERTROPHY): 1.5 G TO 1.75 G/KG OF BODYWEIGHT PER DAY

INCREASE MUSCLE STRENGTH, SIZE, AND GAIN WEIGHT: 3.0 G TO 5.0 G/KG OF BODYWEIGHT PER DAY

EXAMPLE: 135 POUND PERSON WITH A GOAL OF FAT LOSS AND INCREASING HIS OR HER MUSCLE SIZE

PROBLEM SOLVING: DIVIDE 135 POUNDS / 2.2 = 61.4 (WEIGHT IN KILOGRAMS) MULTIPLY: 61.4×1.5 OR 1.75 = BETWEEN 92 AND 107.5 GRAMS OF CARBOHYDRATES PER DAY

*WHEN KEEPING TRACK OF CARBOHYDRATES YOU CAN MINUS THE FIBER FROM THE TOTAL CARBOHYDRATE INTAKE AND THAT NUMBER WILL BE THE ACTUAL AMOUNT OF CARBS.

EXAMPLE: A ½ CUP OF BLACK BEANS HAS 19 CARBOHYDRATES WITH 7 OF THEM BEING FROM FIBER. THE ACTUAL OR NET AMOUNT OF CARBOHYDRATES IS THEN 12 ONCE YOU MINUS THE 7 GRAMS OF FIBER FROM THE INITIAL CARBOHYDRATE AMOUNT OF 19.

■ FIBER: FIBER IS A VERY IMPORTANT NUTRIENT THAT IS OFTEN OVERLOOKED IN MANY NUTRITIONAL PROGRAMS. FIBER IS IMPORTANT FOR SEVERAL REASONS. IT RAISES THE METABOLIC RATE TEMPORARILY THEREFORE BURNING MORE CALORIES. LESS FAT IS ABSORBED WHEN EATEN WITH FIBER BECAUSE FIBER WILL SWEEP AWAY THE FAT IN THE DIGESTION PROCESS THEREFORE ELIMINATING IT FROM THE BODY. IT ALSO SLOWS THE RELEASE OF INSULIN THEREFORE STABILIZING BLOOD SUGAR. IT CAN ALSO CREATE A FEELING OF FULLNESS TO HELP PREVENT OVEREATING AND SUGAR CRAVINGS. AN AVERAGE DAILY AMOUNT OF FIBER SHOULD RANGE FROM 25 TO 30 GRAMS FOR WOMEN

AND 38 TO 43 GRAMS FOR MEN. LIKE PROTEIN, CARBS, AND FAT THE OPTIMAL AMOUNT OF FIBER INTAKE WILL TEND TO VARY FROM PERSON TO PERSON AND THESE NUMBERS ARE JUST AVERAGE FIGURES.

FAT: THE BELIEF HELD BY MANY THAT EATING FAT MAKES YOU FAT IS ONE OF THE BIGGEST MYTHS IN THE FITNESS INDUSTRY. THE FACT IS EATING THE WRONG TYPES OF FAT WILL MAKE YOU FAT, IMPAIR YOUR ABILITY TO BUILD MUSCLE, AND CAN CAUSE HEALTH PROBLEMS. THE RIGHT TYPES OF FAT ON THE OTHER HAND CAN HELP YOUR ABILITY TO LOSE BODYFAT, BUILD MUSCLE, AND IMPROVE YOUR HEALTH. IN THE EIDEN PRINCIPLES NUTRITION PROGRAM THE GOAL WILL BE TO TRY TO MINIMIZE THE INTAKE OF UNHEALTHY FATS SUCH AS PROCESSESED FATS (TRANS-FATTY ACIDS OR HYDROGENATED OILS) AND REPLACE THEM WITH HEALTHY UNSATURATED FATS AND ESSENTIAL FATS. SATURATED FATS, ALTHOUGH NOT GOOD FOR YOU OR NECESSARILY THAT BAD (THEY ARE MORE OF A NEUTRAL FAT), WILL BE MINIMIZED AS MUCH AS POSSIBLE TO MAKE ROOM IN THE NUTRITION PROGRAM FOR THE HEALTHY FATS.

THE AMOUNTS OF FAT TO BE INCLUDED IN THE EIDEN PRINCIPLES PROGRAM MAY SEEM LIKE A HIGH AMOUNT TO SOME BUT THIS IS USUALLY BECAUSE MOST PEOPLE HAVE A "FAT MAKES YOU FAT" PHOBIA AND EAT FAR TOO LITTLE FAT IN THEIR DIET. THE AMOUNTS BELOW ARE JUST ESTIMATES AND LIKE CARBOHYDRATE AND PROTEIN INTAKE WILL TEND TO VARY FROM PERSON TO PERSON.

GOAL

FAT LOSS: .70 TO .90 G/KG OF BODYWEIGHT PER DAY

FAT LOSS AND INCREASE MUSCLE SIZE: .90 TO 1.2 G/KG OF BODYWEIGHT PER DAY

INCREASE MUSCLE STRENGTH, SIZE, AND GAIN BODYWEIGHT: 1.25 TO 1.5 G/KG OF BODYWEIGHT PER DAY

EXAMPLE: 200 POUND PERSON WITH A GOAL TO INCREASE HIS OR HER MUSCLE STRENGTH, SIZE, AND GAIN WEIGHT

PROBLEM SOLVING: DIVIDE 200 POUNDS / 2.2 = 90.9 (WEIGHT IN KILOGRAMS)
MULTIPLY: 90.9 X 1.25 OR 1.5 = BETWEEN 114 AND 136 GRAMS OF FAT PER DAY

WATER: WATER IS THE FORGOTTEN NUTRIENT IN MANY NUTRITIONAL PROGRAMS BUT ITS IMPORTANCE CANNOT BE UNDERSTATED. EVEN SMALL AMOUNTS OF DEHYDRATION CAN ADVERSELY AFFECT SEVERAL PHYSIOLOGICAL FUNCTIONS AND NEGATIVELY AFFECT MUSCULAR STRENGTH AND ALSO FAT BURNING. WATER HAS MANY POSITIVE BENEFITS FOR THOSE LOOKING TO LOSE BODYFAT, INCREASE MUSCLE STRENGTH AND SIZE, AND IMPROVE THEIR HEALTH. OPTIMAL AMOUNTS OF WATER CAN IMPROVE YOUR FAT BURNING, HELP CONTROL YOUR APPETITE, AND INCREASE MUSCLE CELL VOLUMIZATION (WHICH IS AN ANABOLIC = MUSCLE BUILDING).

I DON'T HAVE A SPECIFIC AMOUNT OF WATER PER DAY THAT I RECOMMEND BUT THERE IS A WAY TO MONITOR YOUR WATER INTAKE TO ENSURE YOU ARE OPTIMALLY HYDRATED. ONE OF THE BEST INDICATORS OF HYDRATION STATUS IS THE COLOR OF ONE'S URINE. WHEN URINE IS CLEAR AND OF REASONABLE VOLUME, YOU ARE USUALLY AT A NORMAL WATER BALANCE. THIRST IS NOT AN ACCURATE INDICATOR OF HYDRATION STATUS.

BEFORE A WORKOUT IT IS VERY IMPORTANT TO PRE-HYDRATE THE BODY BECAUSE BY THE TIME YOU ARE THIRSTY IN A WORKOUT YOU ARE ALREADY DEHYDRATED. I RECOMMEND DRINKING ABOUT 16 TO 20 OZ. OF WATER ABOUT AN HOUR BEFORE A WORKOUT AND SIPPING ON WATER CONTINUALLY THROUGHOUT THE WORKOUT.

- SUPPLEMENTS: I DO NOT RECOMMEND A LOT OF SUPPLEMENT. I THINK A LOT OF THEM ARE TOO MUCH MONEY FOR TOO LITTLE IF ANY RESULTS. THERE ARE THOUGH SOME SUPPLEMENTS THAT ARE BENEFICIAL (MEAL REPLACEMENTS, WHEY PROTEIN POWDER, ETC.) AND THERE ARE A FEW THAT ARE HIGHLY RECOMMENDED (MULTIVITIMAN/MINERAL, ESSENTIAL FATS, ETC.) THE SUPPLEMENT PAGES LATER ON IN THIS NUTRITION GUIDE WILL COVER IN DETAIL ALL THE SUPPLEMENTS.
- PRE & POST WORKOUT MEAL: WHAT SOMEONE EATS OR DRINKS PRIOR TO THEIR WORKOUT PLAYS A HUGE ROLE IN WHAT YOUR BODY WILL BE USING FOR FUEL DURING THE WORKOUT. IF YOU EAT A SIGNIFICANT AMOUNT OF CARBOHYDRATES BEFORE OR DURING YOUR WORKOUT THE AMOUNT OF FAT YOU BURN WILL BE SIGNIFICANTLY REDUCED. I RECOMMEND THAT YOU EAT A SMALL MEAL CONSISTING OF MODERATE TO HIGH PROTEIN, LOW TO MODERATE CARBOHYDRATES (PREFERABLY A HIGH FIBER CARBOHYDRATE FOOD), AND MODERATE FAT 2 TO 3 HOURS BEFORE YOUR WEIGHT-TRAINING (PERSONAL TRAINING) WORKOUT. EXAMPLE: 4 OZ. CHICKEN BREAT, ½ CUP BLACK BEANS, AND 1 CUT OF BROCCOLI. YOUR POST-WORKOUT (WEIGHT-TRAINING) MEAL MUST BE CONSUMED WITHIN 1 HOUR FOLLOWING THE WORKOUT. PROTEIN WILL BE THAE MAIN NUTRIENT CONSUMED IN THE POST-WORKOUT MEAL. THE AMOUNT OF PROTEIN IN THE POST-WORKOUT MEAL WILL USUALLY BE ABOUT THE SAME AMOUNT REGARDLESS OF A PERSONS GOALS BUT THE CARBOHYDRATE INTAKE WILL VARY FROM PERSON TO PERSON DEPENDING ON THE GOAL, BODY TYPE, ETC. PROTEIN INTAKE FOR MEN WILL BE BETWEEN 35 TO 50 GRAMS AND FOR WOMEN WILL BE BETWEEN 25 TO 35 GRAMS.

<u>GOAL</u>	<u>MEN</u>	<u>WOMEN</u>
FAT LOSS	5-25	5-15
FAT LOSS & MUSCLE BUILDING	35-75	20-35
MUSCLE STRENGTH & SIZE	100-200	50-100

- THE BEST TYPE OF FOOD TO CONSUME IN YOUR POST-WORKOUT MEAL IS IN A LIQUID FORM (I.E. A PROTEIN SHAKE OR MEAL-REPLACEMENT SHAKE) BECAUSE THEY GET INTO THE SYSTEM VERY QUICKLY AND A LOT FASTER THAN WHOLE FOODS.
- AFTER 2 TO 3 WEEKS OF STRICT EATING ON THE EIDEN PRINCIPLES NUTRITION PROGRAM YOU CAN CHOOSE ONE DAY A WEEK TO EAT WHATEVER YOU WANT (PIZZA, CHEESEBURGERS, ICE CREAM, CANDY, ETC.). IF YOU TELL YOURSELF THAT YOU CANNOT EAT SOMETHING YOU WILL JUST CRAVE IT EVEN MORE AND EVENTUALLY WIND UP BINGING OUT POSSIBLY FOR DAYS ON END. A ONCE A WEEK CHEAT DAY, AS I LIKE TO CALL THEM, GIVES YOU A CHANCE TO EAT YOUR FAVORITE TYPES OF FOOD THAT ARE NOT NECESSARILY GOOD FOR YOU AND CAN ALSO BE USED SOMEWHAT LIKE A REWARD FOR A WEEK OF GOOD EATING. I LIKE TO HAVE CLIENTS LIMIT THE CHEAT DAY FOODS TO ONE OR TWO BAD MEALS AND THEN EAT HEALTHY (ACCORDING TO THE EIDEN PRINCIPLES) THE REST OF THE DAY. AN ALL DAY BINGE IS NOT A GREAT IDEA.

QUALITY SOURCES OF PROTEIN

WHEY (PROTEIN POWDER)

WHEY ISOLATE
WHEY PEPTIDES
WHEY CONCENTRATE

DAIRY

WHOLE EGG (ORGANIC & CAGE FREE)
EGG WHITES
GREEK YOGURT
LOW CARB/HIGH PROTEIN YOGURT (CARB MASTER)
CHEESE (FAT-FREE OR LOW-FAT)
MILK (SKIM OR LOW-FAT)
LOW CARB/HIGH PROTEIN MILK (CARB COUNTDOWN, DAIRY EASE)

MEAT

CHICKEN (BREASTS)
TURKEY (BREASTS)
BEEF (90% LEAN OR BETTER SIRLOIN)
BUFFALO
VEAL
OSTRICH
PORK (90% LEAN OR BETTER)

FISH

TUNA COD

ORANGE ROUGHY

SALMON

HALIBUT

TROUT

HADDOCK

SARDINES

SHARK

SWORDFISH

CLAMS

SHRIMP

LOBSTER

OYSTER

SCALLOPS

TOP (LOW GLYCEMIC) CARBOHYDRATE SOURCES

BREAD

- WHOLE WHEAT BREAD (OROWHEAT 100% LIGHT WHOLE WHEAT OR DOUBLE FIBER BY OROWHEAT)
- PUMPERNICKEL BREAD *
- RYE BREAD (REAL RYE, NOT CHEAP RYE)
- SOURDOUGH BREAD *
- WHOLE WHEAT LOW-CARB TORTILLAS (LA TORTILLA FACTORY, TUMARO'S GOURMET TORTILLAS)

BREAKFAST CEREALS

- ALL-BRAN (KELLOGG'S)
- FIBER ONE
- CREAM OF WHEAT, OLD FASHIONED *
- OAT-BRAN BREAKFAST CEREAL (QUAKER OATS)
- OATMEAL, OLD FASHIONED *
- QUAKER OATS HIGH FIBER OATMEAL
- SPECIAL K LOW-CARB
- TOTAL PROTEIN
- MORNING START (ATKINS)

CEREAL GRAINS

- PEARLED BARLEY
- BARLEY FLAKES
- OAT BRAN, RAW
- BULGUR, (CRACKED WHEAT)
- RYE FLAKES
- WHEAT BRAN

DAIRY FOODS

- MILK, SKIM
- YOGURT, NONFAT OR LOWFAT, PLAIN
- GREEK YOGURT

FRUIT

- APPLES
- APPRICOTS
- BLUEBERRIES
- BLACKBERRIES
- CHERRIES
- GRAPEFRUIT
- GRAPES
- ORANGES
- PEACHES
- PEARS
- PLUMS
- RASBERRIES
- STRAWBERRIES

LEGUMES

- BLACK BEANS
- BLACKEYED PEAS
- CHICKPEAS
- KIDNEY BEANS
- LENTILS
- NAVY BEANS
- PEAS, GREEN
- PINTO BEANS
- SOY BEANS

PASTA

■ WHOLE WHEAT PASTA *

RICE

- BASMATI RICE *
- BROWN RICE *

VEGETABLES

- SWEET POTATO
- YAMS
- SQUASH
- CARROTS

GREEN VEGETABLES

- BROCCOLI
- GREEN BEANS
- GREEN SPLIT PEAS
- ROMAINE LETTUCE
- ASPARAGUS
- SPINACH
- BRUSSEL SPROUTS
- ARTICHOKE
- COLLARDS
- OKRA
- CUCUMBER

*THESE ARE CARBOHYDRATES THAT ARE OK FOR SOME CLIENTS DEPENDING ON THEIR GOALS, BODY TYPES, ETC., FOR OTHER CLIENTS THESE CARBOHYDRATES ARE OFF LIMITS.

CARBOHYDRATES TO AVOID

- WHITE BREAD
- FRENCH BREAD
- ITALIAN BREAD
- ENRICHED BREAD
- MINUTE RICE
- WHITE RICE
- INSTANT OATMEAL
- RICE, PUFFED
- RICE CAKES
- JUICE
- SODA
- TABLE SUGAR
- BROWN SUGAR
- HONEY
- POPCORN
- CRACKERS
- CHIPS
- SLIM FAST SHAKES
- GRANOLA BARS
- BREAKFAST BARS

FATS: THE VERY GOOD, THE GOOD, THE NEUTRAL, AND THE UGLY

"The important message is not to eliminate fat, but to replace the bad fat with the good" Dr. Paul Willet, Professor of Epidemiology and Nutrition, Harvard University

THE VERY GOOD

0	OMEGA 3 ESSENTIAL FATS EPA/DHA ((FISH OIL)
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THE GOOD

0	EXTRA VIRGIN OLIVE OIL
0	OLIVES
0	GRAPESEED OIL
0	AVOCADO
0	SESAME SEEDS (RAW)
0	SUNFLOWER SEEDS (RAW)
0	HAZLENUTS (RAW)
0	ALMONDS (RAW)
0	PISTACHIOS (RAW)
0	PECANS (RAW)
0	CASHEWS (RAW)
0	MACADAMIA NUTS (RAW)
0	WALNUTS (RAW)
0	PUMPKIN SEEDS (RAW)
0	FLAXSEED OIL AND FLAXSEEDS
0	CHIA SEEDS
0	COD LIVER OIL
0	COCONUT OIL
0	BORAGE OIL

NEUTRAL

0	BEEF
0	BUTTER
0	CHEESE
0	EGGS
0	PALM
0	PALM KERNEI

THE UGLY

- MARGARINE
- o FATS IN PROCESSED FOODS (I.E. FROZEN FOODS, CEREALS, CRACKERS, COOKIES, NUTRITIONAL BARS? YOU BET!)
- TRANS-FATTY ACIDS

SAMPLE MEALS (WOMEN)

THESE ARE SAMPLE MEALS, NOT A SAMPLE DAYS WORTH OF FOOD

4 oz. boneless/skinless chicken breast 1/4 cup raw almonds 1/2 cup broccoli

4 oz. boneless/skinless chicken breast ½ cup garbanzo beans
2 cups dark green leafy salad
1 tbsp extra virgin olive oil
1 tbsp vinegar

4 oz. 95% lean or better sirloin ½ small size sweet potato 1 cup asparagus

2 eggs (brown, cage free, organic)2 pieces natural, organic bacon

4 oz. grilled salmon ½ small avocado 1 cup spinach

1 cup fat-free cottage cheese ½ medium size peach ¼ cup raw almonds

SAMPLE MEALS (MEN)

THESE ARE SAMPLE MEALS, NOT A SAMPLE DAYS WORTH OF FOOD

6 oz. chicken breast 1/4 cup raw almonds 1 cup broccoli

6 oz. chicken breast ½ cup garbanzo beans 2 cups dark green leafy salad 1 tbsp extra virgin olive oil 1 tbsp vinegar

6 oz. 90 % lean or better sirloin $\frac{1}{2}$ medium size sweet potato 1 cup asparagus

3 whole eggs (brown, cage free, organic)3 pieces natural, organic bacon

6 oz. grilled salmon ½ medium size avocado 1 cup spinach

2 cups low fat cottage cheese 1 medium size peach ½ cup raw walnuts

Healthy low carb recipes

Rosemary chicken

(per 1 lb., makes 3 to 4 servings)

- 1 lb. of chicken breast
- 1 tsp paprika
- 1 tsp crushed rosemary leaves
- ½ to 1 tsp minced garlic
- ½ tsp black pepper
- ½ tsp salt
- 1 tbsp extra virgin olive oil
- 1 lb boneless, skinless chicken breast

Mix all ingredients in a small bowl. Coat chicken breasts with ingredient mix and heat in oven at 425 degrees for 30 minutes.

Outback Steakhouse grilled shrimp on the barbie

(per 20 to 25 medium size, peeled shrimp)

20 to 25 medium size, peeled shrimp

½ tsp salt

1/4 tsp garlic powder

1/4 tsp onion powder

1/4 tsp ground black pepper

1/4 tsp chili powder

1/4 tsp granulated sugar

1/4 tsp ground cayenne pepper

1 dash of ground all spice

1 to 2 tbsp butter (preferably use all natural, organic butter)

Lemon juice

Mix all the ingredients except the butter and lemon juice in a small bowl. Put butter in a small bowl and melt in microwave for 30 seconds. Put all of the shrimp on skewers and brush all of shrimp with melted butter to coat, then lightly drip lemon juice evenly over all of the shrimp. Evenly sprinkle each piece of shrimp on skewers with the mixed ingredients. Put shrimp skewers on grill and grill on medium heat for 3 to 5 minutes each side (time could be a little more or less depending on how quickly they cook).

Asian sesame salmon

(per 2 lbs. salmon, makes 6 to 8 servings)

- 2 lbs. of salmon
- 2 tsp toasted sesame seeds

3/4 tsp ginger

- 1 tsp minced garlic
- 1 tsp crushed red pepper
- 2 tbsp low sodium soy sauce
- 1 tbsp honey

Mix all ingredients into a small bowl, then lightly coat over salmon. Cook salmon 20 to 30 minutes at 400 degrees.

Parmesan chicken

(per 1 lb. chicken, makes 3 to 4 servings)

- 1 lb. chicken breasts divided or cut into 4 evenly cut 4 oz. Pieces
- 2 ounces parmesan cheese, ½ cup
- 2 ounces almond flour, ½ cup
- ½ teaspoon garlic powder
- ½ teaspoon Italian seasoning
- 1 egg, beaten (preferably brown, cage free, organic)
- 1/4 cup coconut oil
- 6 tablespoons tomato or spaghetti sauce
- 4 ounces mozzarella cheese, shredded
- 2 tablespoons parmesan cheese

Cover each chicken breast with plastic wrap and flatten. Mix ½ cup Parmesan, almond flour, garlic powder, and Italian seasoning in a small bowl. Put the beaten egg in separate small bowl. Dip each chicken breast in the egg to coat, then lightly coat them in Parmesan-almond mixture. Heat the coconut oil in medium heat in a large pan. Fry the chicken in hot oil until browned and the meat is almost done, but still slightly pink in the center.

Place the chicken breasts in a foil lined cookie baking sheet. Top each with 1 tablespoon spaghetti sauce and 1/6 of mozzarella. Sprinkle each with 1 teaspoon Parmesan cheese. Bake at 350 degrees for about 20 minutes until chicken is done and cheese is melted.

Texas chili

(per 1 lb. of ground beef, makes 3 to 4 servings)

- 1 lb. 90% lean or better ground beef
- 18 oz. can of tomato sauce
- 16 ounces of water
- 1 can of pinto or kidney beans (size that has 3 to 3.5 ½ cup servings)
- 2 tsp of paprika
- 4 tsp cumin
- 2 tbsp dried onion flakes or minced onions
- 1/4 tsp garlic salt
- 1/4 tsp garlic powder
- ½ cup chili powder
- 1 tsp ground chipotle pepper

Cook the ground beef in oven until brown but still a little pink on the inside at 350 degree heat. Then mix all ingredients into a large pot and add the cooked ground beef in. Cook and simmer over stove for 30 minutes on low to medium heat, stirring occasionally.

The Eiden Principles for Strength and Lean Mass Gains

By Dan Eiden

- 1) Eat 6 to 7 small meals a day (every 2 to 3 hours).
- 2) Make sure to get at least 8 hours of sleep a night and if possible a ½ hour to 1 hour nap after your weight training workout.
- 3) On weight training days have your post-workout meal be your largest meal of the day (about 25% of your daily caloric intake).
- 4) Practice Periodized weight training, which is a training plan that changes your workout at regular, planned intervals of time. This consists of changes in reps, sets, intensity, exercises, amount of weight lifted, rest periods in between sets, rep tempo, and exercise frequency and duration
- 5) Drink plenty of water a day to stay well hydrated and avoid dehydration. Even small amounts (as little as 2% of body mass) of dehydration can adversely affect several physiological functions and negatively affect performance.
- 6) Eat around 2 grams of protein per kilogram of bodyweight per day spaced evenly throughout the day (every 2 to 3 hours) for example, if you weigh 175 lbs. (79.5 kg) you would eat 159 grams of protein a day. This amount is within the guidelines of the National Strength and Conditioning Association (NSCA) and the American College of Sports Medicine (ACSM) for strength training athletes trying to increase strength and muscle hypertrophy.
- 7) Prepare all your meals in advance for the day. In the words of Ross Perot, "If you fail to prepare, you prepare to fail."
- 8) Do not over-train. This is actually more common than most people think. More is not better; the days of training 2 hours a day every day of the week are obsolete. Limit your workouts (weight-training) to no more than 1 hour and do not exercise (weight-train) more than 2 days in a row. Also, keep your cardiovascular exercise to a minimum. Too much cardiovascular exercise can greatly compromise your muscle strength and muscle building gains. Keep cardiovascular exercise to only 2 to 3 days a week and to no more than 20 minutes a workout.
- 9) Track all your workouts in a journal. If you have no measure of progress how should you expect to progress.
- Build your weight training programs around the basic, multi-joint, free weight exercises. Multi-joint, free weight exercises such as the squat, bench press, and deadlift stimulate the release of large amounts of anabolic (muscle building) hormones (testosterone, growth hormone, etc.) and also involve stabilizer muscles that would normally not be used when doing a similar exercise on a machine (example: free weight bench press as opposed to a smith machine bench press). Multi-joint exercise also get several muscle groups involved as opposed to single-joint/isolation exercises (leg extensions, bicep curls, calf raises, etc.) which involve only one main muscle group. Multi-joint exercises also seem to improve intramuscular coordination better than single-joint/isolation exercises. Although you should build your weight-training programs around multi-joint, free weight exercises you should also incorporate machine weight exercises as well as single-joint/isolation exercises in your programs.

THE EIDEN PRINCIPLES FOR PERMANENT FAT LOSS

By Dan Eiden

- 1. Eat 5 to 7 small meals a day (every 2 to 3 hours).
- 2. Do high-intensity, short duration (20 minutes or less), interval training cardiovascular exercise 3 to 5 times a week.
- 3. Avoid all processed foods that contain trans fatty acids, artificial flavors, additives, and filers.
- 4. Eat a high fiber diet.
- 5. Do not eat large meals late at night before bedtime. The last meal of the day should be the smallest meal of the day consisting of high protein, low carbs, low fat, and low calories.
- 6. Avoid the use of empty calories such as soda, juices, and food condiments that contain little or no nutritional value.
- 7. Minimize and or avoid neo carbohydrates (cereals, breads, refined sugars, etc.)
- 8. Drink a lot of water to stay well hydrated and avoid dehydration.
- 9. Supplement your diet with omega 3 (EPA/DHA) essential fatty acids.
- 10. Prepare all your meals in advance for the day. "If you fail to plan then you plan to fail"!

TOP NUTRITIONAL SUPPLEMENTS

Level 1 Supplements (very highly recommended)

MULTI-VITAMIN/MINERAL

It is impossible to eat a perfect diet that would get all the right amounts of each vitamin and mineral, especially with today's food processing and agricultural practices stripping foods of these valuable nutrients. A good multi-vitamin/mineral supplement ensures at least an adequate amount vitamin and minerals each day. A vitamin and mineral deficiency can adversely affect one's health and impair one's ability to burn body fat and build muscle.

- Source Of Life, made by Natures Plus
- More Than A Multiple, made by American Health
- Alive, made by Nature's Way

ESSENTIAL FATTY ACIDS

Essential fats are fatty acids that are necessary for proper health. Some scientist estimate 70%-90% of North America is deficient in essential fats. The essential fat that most are deficient in and has the most health benefits is omega 3 fatty acids. The list of health benefits with omega 3 fats is almost endless. They range from preventing inflammation to improving cholesterol, triglycerides, blood sugar, and blood pressure, to improving the growth and health of the hair, skin, and nails. They also can help with building muscle and burning body fat. Omega 3's were found in high amounts in lots of foods thousands of years ago but with modern food practices there are hardly any at all in our food today. To get enough omega 3's in the diet one must supplement the diet. The best source of omega 3 is fish oil (EPA/DHA).

- Flameout by Biotest
- Fisol, made by Nature's Way
- Pro Omega, made by Nordic Naturals
- OMEGABURN, made by Biochem
- Life's Abundance Omega 3's, made by Sealogix (available in capsule and liquid)
- The Very Finest Fish Oil, made by Carlson (available in capsule and liquid)

VITAMIN D (In D3 form)

Vitamin D is synthesised in the body from sun exposure and you can also get it In your diet from certain foods (foods that are rich in vitamin D include cold water fish such as Herring, Salmon, Sardines, and Mackerel as well as eggs, milk and yogurt) and also in supplement form. Vitamin D serves many functions in the body including insuring proper bone health, muscle strength and power, immune system function, brain health, cardiovascular health, insulin and blood sugar function, and many more. Deficiencies in vitamin D can lead to many different health problems and almost every disease or medical condition is associated with vitamin D deficiency. Some researchers estimate that 70% or more of Americans have suboptimal vitamin D levels. They also believe that not only is vitamin D supplementation beneficial but it may be essential and one of the most important supplements that you can take. Scientists also believe that many of these health problems associated with vitamin D deficiency can be corrected or avoided all together with vitamin D supplementation. Vitamin D supplementation has been shown in numerous research studies to lower body fat, build muscle, increase muscle strength and power, and

contribute to a host of other benefits. What is also great about vitamin D supplements is that they are cheap (a bottle containing about a 3 or 4 month supply costs only around \$10) and that you usually only have to take one capsule a day.

- Vitamin D3 (5000 IU), made by Jarrow
- Vitamin D3 (5000 IU), made by Nature's Best
- Vitamin D-3 (2000 IU), made by Source Naturals
- Vitamin D3 (5000 IU), made by Country Life
- Vitamin D3 (1000 IU), made by Enzymatic Therapy
- Vitamin D3 (5000 IU), made by Natural Factors

Level 2 Supplements (highly recommended)

PROTEIN POWDER

Being able to get enough protein in one's nutrition is one of the things I have noticed that many people struggle with. Taking a protein powder supplement is an easy and convenient way to get more protein in the diet while minimizing excess carbohydrates, fats, and calories. Protein supplements can be excellent sources of quality protein. They can be used at any time of the day.

- Elite Whey protein isolate, made by Dymatize
- Gold Standard 100% Whey Protein, made by Optimum
- Pure Whey, made by Champion
- 100% Whey Protein, made by Designer Whey
- Oh Yeah Total Protein System, made by Oh Yeah
- MyoFusion, made by Gaspari (night time protein)
- Elite 12, made by Dymatize (night time protein)

MEAL REPLACEMENT POWDER (shakes in powder form)

Meal replacement shakes are basically a compact, convenient, formulated food that can replace a meal. They have a high amount of protein while containing a good balance of carbohydrates, fats, and calories as well as vitamins and minerals. They can be used in place of a small meal throughout the day. One can use them a few times throughout the day but the majority of your food intake should come from whole food. The one time I do highly recommend either a meal replacement shake or a protein powder (either can be in powder form or RTD) is post workout. A meal in liquid form gets into the system much quicker than whole food and timing of the post workout meal is critical.

- Met-RX and Met-RX Lite, made by MET-RX
- Myoplex and Myoplex Lite, made by EAS
- Ultramet and Ultramet Lite, made by Champion
- Lean Body and Lean Body for Her, made by Labrada
- Monster Milk, made by CytoSport

MEAL REPLACEMENTS (RTD) & PROTEIN DRINK (RTD)

These are the same as protein shakes and meal replacement shakes in powder form nutrition wise. The only difference is they come ready to consume. They are more expensive than the powder form because you are paying for convenience. These can come in handy when you have no time to stop and get a whole food meal in or do not have any healthy whole food options available. These can be found anywhere from gas stations to grocery stores to health food stores.

- Myoplex Original Rtd, made by EAS
- Myoplex Carb Sense, made by EAS
- Myoplex Lite Rtd, made by EAS
- Lean Body Rtd, made by Labrada
- Oh Yeah, made by Oh Yeah
- Protein Rush, made by VPX
- Met-Rx 51 Rtd, made by Met-Rx
- Met-RX Rtd Lite, made by Met-Rx
- Pure Protein, made by Worldwide Sport

ZINC & MAGNESIUM COMBO (ZMA)

Zinc and magnesium are two essential minerals that can be supplemented seperately but seem to work best when they are combined together in a supplement in what is called ZMA.

Zinc is involved in and is essential in the activity of over 100 enzyme and hormone functions in the body and also plays a role in cell replication, exercise metabolism, and antioxidant activity. Good food sources of zinc include oysters, beef, pork, crab, yogurts, almonds, and cashews among other foods. Even if someone does eat a lot of foods that are high in zinc supplementation may still be necessary because a serving of these foods only gives you a small amount of your daily zinc requirements, foods today are lower in nutrients, and most importantly research indicates that upwards of 90% of people are zinc deficient. It is one of the most common vitamin/mineral deficiencies. Zinc deficienies lead to lower testosterone levels, hair loss, different eye and skin conditions, and lowered brain function and concentration among other things.

Magnesium is very important to overall body health mainly because it plays a significant role in at least 300 enzymatic reactions in the body. It is involved in the formation of bones and teeth, is used in muscle contractions and to relax the muscles, is necessary for cell metabolism and the production of energy, and is involved in protein synthesis to help rebuild muscle tissue amongst its other roles in the body. Good food sources of magnesium include spinach, halibut, pumpkin seeds, squash, and avocados. Like zinc many people are deficient in magnesium with some studies showing up to 64% of Americans that don't meet the U.S. recommended daily values. Magnesium deficiencies can lead to diabetes, high blood pressure, cardiovascular disease, osteoporosis, and anxiety disorders.

Supplementing with the zinc, magnesium combo of ZMA can help improve your testosterone levels which can lead to more muscle, more strength, and more fat loss. It can also help improve sleep quality, immune system function, improve insulin function which can lead to more fat loss, and improve cardiovascular function. This supplement is usually taken once a day about 30 minutes before bed on a empty stomach.

- ZMA Fuel, made by Twinlab
- ZMA, made by ISS Research
- ZMA, made by Met-Rx
- Zinc Magnesium Aspartate, made by Bodystrong

Level 3 (recommended, but are dependent upon clients goals) <u>CREATINE</u> (for strength and muscle hypertrophy goals)

Creatine is a compound the body synthesizes (makes) and then utilizes to store energy. In the body creatine is part of the ATP-PC energy system. This is the first energy system the body uses. It is a very short energy system and lasts only about 10 seconds. The is the primary energy system for short, explosive, powerful movements like a 100 m sprint, a baseball swing, vertical jump, etc. Creatine in supplement form has been shown to increase athletic performance, in particular speed and strength. Creatine is one of the most well researched sports supplements ever and there are thousands of research studies that have proven its benefits in regard to sports performance. This supplements benefits is mainly in the form of increase strength and speed, and sometimes increases in muscle. There is little to no benefit reported for endurance or fat loss. This supplement can be good for athletes (except endurance athletes) but it seems to work best the first time it is used or when it is used after a significant break in using it. I find its best results when used in 4-6 week cycles followed by a couple of months break or so.

- CellMass, made by BSN
- Phosphagen and Phosphagen HP, made by EAS
- Xpand, made by Dymatize
- Myoswell, made by XPI
- Kre-Alkayln, made by Sci Fit

ANTIOXIDANT BLENDS

Antioxidants are substances or nutrients that are found in our food that can slow down and or prevent oxidative damage to our body's cells by free radicals. Antioxidants basically work to combat these free radicals and protect our bodies. Antioxidants can also help to support the immune system. Examples of antioxidants are vitamin A, C, and E as well as minerals magnesium and zinc. Since, as was stated earlier, it is impossible to eat a perfect diet consisting of all the right vitamins and minerals in the right amounts and because of food processing, stress, and environmental factors it is helpful and important to supplement with antioxidants. Most supplement companies make blends of all the different types of antioxidants in the right ratios and in the right amounts.

- Super 10 Antioxidant, made by Country Life
- Antioxidant Formula, made by Nature's Way
- Antioxidant Power, made by Super Nutrition
- Renewal Antioxidant Formula, made by Source Naturals

GREEN'S

Green vegetable supplements are a blend of different types of green vegetables ranging from the more readily available greens (broccoli, spinach, asparagus, etc.) to the more difficult to get in the diet green vegetables (chlorella, kale, alfalfa, etc.). They can be found in both capsule and powder form. Green vegetable supplements are loaded with vitamins, minerals, fiber, and phytonutrients and give the body a

bunch of great health benefits. They include helping immune system function, better cardiovascular health, anti-aging, hormonal balance, and better digestion. Green vegetables also help the body become more alkaline and less acidic. The more acidic you are the more catabolic (muscle loss) you will be. Green vegetable supplements can help you become more anabolic (muscle building and fat burning) and are quickly becoming more and more popular with athletes looking to gain a competitive edge.

- Macro Greens, made by Macro Greens
- Barlean's Green's, made by Barleans Organic Oils
- UDO's Choice Beyond Greens, made by Flora
- Green's Pak, made by Trace Minerals
- Performance Edge, made by Magnum

BCAA's

Branched Chained Amino Acids (BCAA's) are a group of 3 different essential (meaning your body cannot make it on its own and has to get it from the diet) amino acids (leucine, isoleucine, valine). Amino acids are what make up a protein. What makes BCAA's so unique is that your body can use them for energy. Of the protein that is in skeletal muscle a 1/3 is from BCAA's, this is important for anyone looking to build muscle and lose body fat. Research studies have shown a bunch of different positive benefits of BCAA supplementation. The benefits include increased muscle, loss of body fat, increased testosterone levels, increased growth hormone levels, increased insulin sensitivity, decreased cortisol levels, delaying muscular fatigue during exercise, and better and quicker recovery from workouts among other benefits. To get the benefits of BCAA's one needs to take them before, during, and after workouts as well as at other times throughout the day. Like most supplements you need to take them in significant amounts and be consistent taking them or else you won't see any results. Taking supplements in a haphazard manner won't yield you any positive benefits. BCAA's come in capsules, tablets, and powder form. There is also some studies suggesting BCAA's plus the amino acid glutamine can be even more beneficial than BCAA's alone. I have read conflicting reports on glutamine by itself as an ergogenic aid (enhances performance) but taking it with BCAA's can be worthwhile.

- BCAA Power, made by Labrada
- BCAA Powder 5000, made by Sci Fit
- BCAA 5050 Complex, made by Dymatize
- BCAA 5000, made by Met-Rx

BCAA + Glutamine

- BCAA + G 6000, made by MRM
- Elite Recoup, made by Dymatize
- Xtend, made by SciVation

CARDIOVASCULLAR EXERCISE RECOMMENDATIONS

- While resistance training is significantly more powerful than cardiovascular exercise for burning body fat and changing body composition it is important to have a combination of resistance training and cardiovascular exercise in your exercise program.
- Cardiovascular exercise is important because it is good for conditioning the cardiovascular system
 and overall health as well as a powerful tool for burning body fat if done correctly. If done
 incorrectly it can actually cause you to gain bodyfat and lose muscle.
- Cardiovascular exercise recommendations will vary depending upon the person's goals, body type, what program phase he or she is in, etc. Some clients may not being doing any cardiovascular exercise at all while others may be doing 5 to 6 cardiovascular sessions a week.
- I am a firm believer in high intensity/short duration cardiovascular exercise over low intensity/long duration. The goal of the cardiovascular workout is to stimulate the body's fat burning mechanisms and hormones. The best way to do this is to get the intensity up high. The fat burning during the workout is not nearly as significant as the fat burning that happens in the hours after exercise. A high intensity cardiovascular exercise workout could elevate the body's growth hormone (the most potent fat burning hormone the human body has) for up to 36 to 48 hours.
- I recommend cardiovascular exercise sessions to last anywhere from 12 to 20 minutes and preferably in some type of interval training format (short bursts of high intensity exercise followed by low intensity periods of exercise repeated over and over throughout the workout). Interval training is one of the best ways to get the intensity up. Most programs on cardiovascular exercise machines (Stair Stepper, Stair Mill, Precor, Cross Trainer, etc.) will have interval training (rolling hills, random, fat burner, etc.). If one is using sprinting, jump rope, or some type of conditioning drills as a form of cardiovascular exercise the workout may last less than the recommended 12 to 20 minutes.
- Since the body will adapt to your cardiovascular exercise program the same way it adapts to your resistance training program it is important to vary it frequently. The best way to do this is by increasing the intensity on a regular basis (every week if possible). For example, if you are on level 4 during week one then increase it to level 5 for week two and then up to level 6 for week 3 and so on. As was stated previously, intensity is the most important factor in exercise and far more important than the duration.
- It is also important to vary the type of cardiovascular exercise as well as the body will adapt to the same mode (type) of exercise. For example, if you are using the Stair Stepper for your cardiovascular exercise sooner or later (usually within a couple of months) you will plateau and not be able to increase the intensity anymore. At this point you will switch to a different type of cardiovascular exercise, such as the Treadmill or the Precor, and you will continue to progress because of the fact that your body is not conditioning to that specific piece of cardiovascular exercise machine or specific type of exercise.
- It is best to do your cardiovascular exercise on non-resistance training (personal training) days. If one does their cardiovascular exercise on training days it is best to separate the resistance training workout from the cardiovascular exercise workout by at least 6 hours. For example, if the

resistance training workout is done in the evening it is best to do the cardiovascular exercise workout in the morning and vice versa.

Years ago myself, and many fitness experts believed doing cardiovascular exercise first thing in the morning on a empty stomach burned more bodyfat than any other time in the day. There are numerous recent studies that prove that that is incorrect and the few studies that actually show it does burn more bodyfat in the morning show that the amount more of bodyfat that it burns is minimal. What it does do is raise cortisol (a catabolic hormone that breaks down muscle and causes you to gain bodyfat) levels to high levels. The result is cardiovascular exercise done first thing in the morning on a empty stomach being much more detrimental to your progress then helpful. I'm not partial to cardiovascular exercise being done at any specific time in the day, the key is doing it correctly. It can be done at almost anytime just as long as the previous meal you ate before was at least an hour before.

Considerations:

The information contained within the Health & Wellness Guide is for general information and educational purposes only. It is not tailored to your specific situation and is not meant to substitute for the advice provided by your own physician or any other (licensed) healthcare provider. Information relevant to nutrition changes rapidly. Changes and updates occur as quickly as the informational updates are provided. Therefore, some information contained in the Health & Wellness Guide may become out dated.

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We recommend that you should consult your physician or healthcare provider on any matters regarding your health or on any information expressed within the Health & Wellness Guide. And keep in mind that anyone who is setting-out on any dietary, drug, exercise, or other lifestyle change that is intended to prevent or treat a specific disease or condition should first consult with, request a green-light from, and be monitored by a qualified healthcare provider.

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