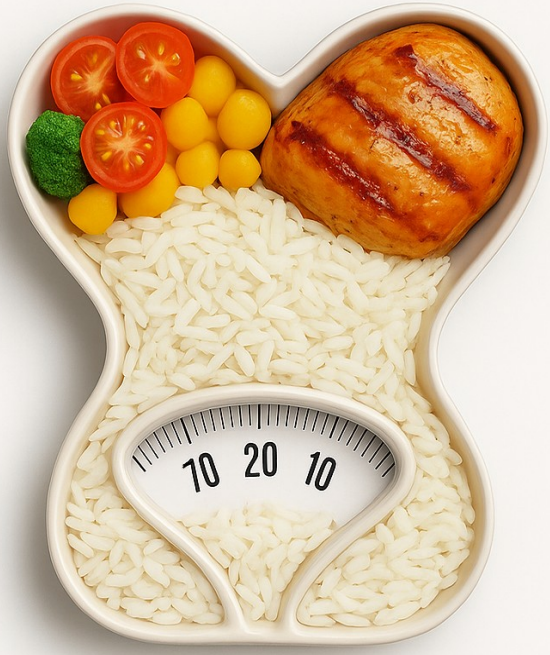
EAT LEAN GET LEAN

EAT THE FOODS YOU LOVE–
GET LEAN FOR LIFE



MARK McMANUS

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By continuing to read this book, you acknowledge and accept these terms.

You're about to be liberated from dieting hell. You're gonna lose all the fat you want, and it'll be **easier** than you ever thought possible. Even better, you'll enjoy the delicious foods that we all love.

I am speaking as a former low-carber who lived that life for years (spoiler: it's awful). Let me promise you: **You don't need to live that way!**

Sandwiches, potatoes, wraps, baguettes, rice, fat-free fries, oatmeal, bananas, soups, frozen yogurt, popcorn, all manner of sauces like ketchup, BBQ, A1, sweet chilli - are all back on the menu!

Let me make a somewhat controversial statement upfront...**fat makes you fat**. **Carbs** ***do not*** **make you fat.** I'll prove it. You should be getting the bulk of your calories from beautiful carbohydrates. And mostly starch. Whether you know it or not, **you're a Starchivore**. You're meant to eat the foods you love. It's a joyful way to live your life.

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- Get me on YouTube (best place)
- Get me on Facebook (Eat Lean Get Lean group)
- Get me on Instagram
- Get me on TikTok

Real quick, if you are **excited** and ready to change your life forever, consider letting me **coach you.** I'll create your meal plans and workouts and mentor you 24/7 until I get you as lean as you want to be!

THE 12-WEEK SHRED

I call it my 12-Week Shred! I've never had a client not succeed when they implement my protocols.

And it's enjoyable. This is not like any other way of eating you've ever tried.

I'll design your meals and training from the ground up. It's all **custom-made** for each client. Feel free to tell me about foods you love (or the ones you hate).

I coach you all day, every day. I'm there inside my **brand new coaching app** to answer questions, tweak things as needed - basically anything that's required. We can send pics, voice notes, vids - anything at all. You've got me on hand for 12 weeks.

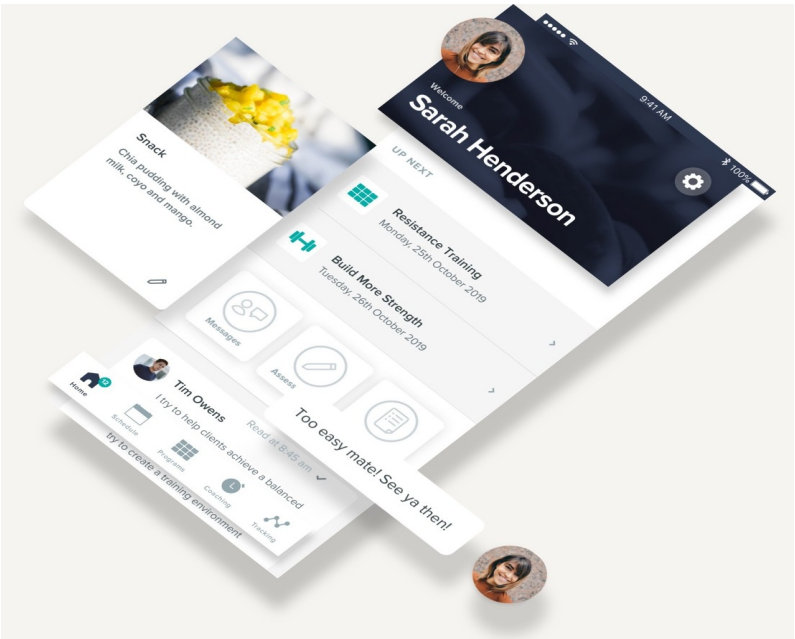

Illustration 1: my beautiful modern coaching app

You'll also check in with me every **weekend** and I'll adjust things for the coming week. That's how I make sure you succeed.

Illustration 2: Mark McManus

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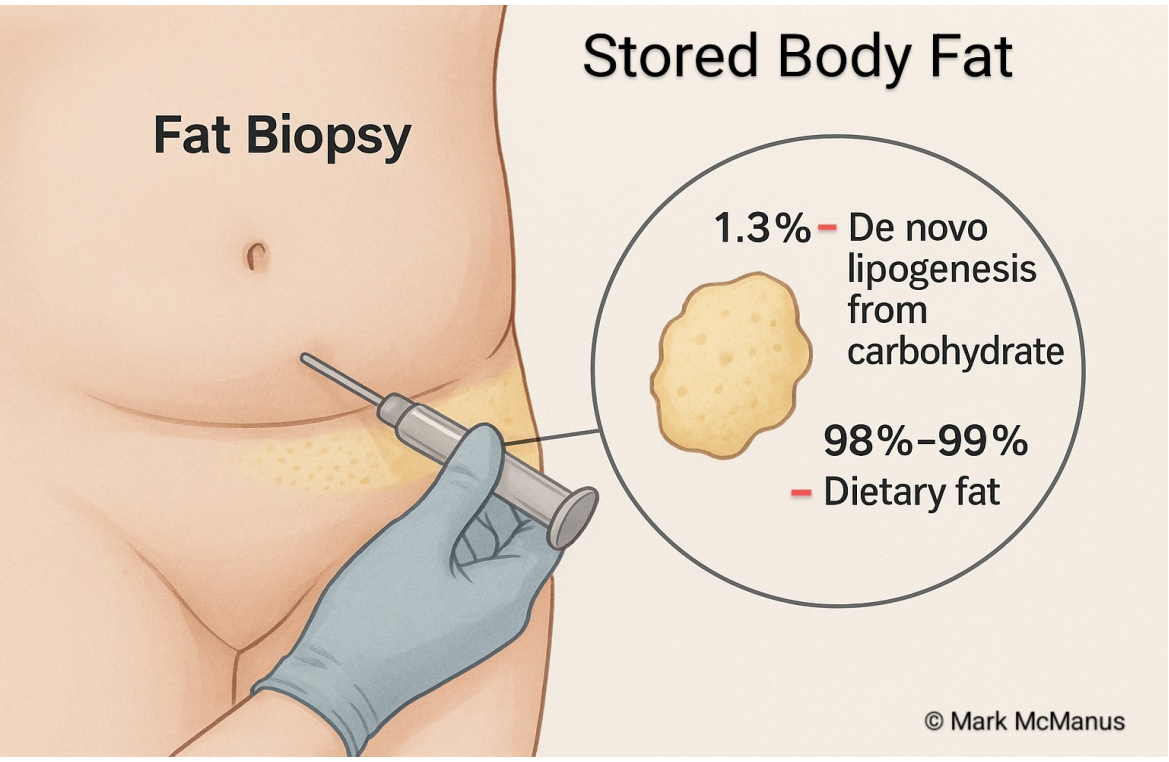
THE FAT YOU EAT IS THE FAT YOU WEAR

Yes, that fat around your waist is virtually all fat that you ate. It's a fact [1]. Metabolic tracer studies and adipose-tissue biopsies track where fat and carbs end up in the body. (A fat biopsy is when **fat cells are removed** from a patient to be analyzed.) Look at this image...



98-99% of body fat comes from the fat you eat. I like to say, *"Body fat IS dietary fat"*. Your body hardly ever converts carbs into fat (more on that later).

Dr. Layne Norton has stated,

"Carbs are not stored as body fat appreciably as it only accounts for 1-2% of stored fat in adipose."

Adipose is just the medical term for body fat.

The fat you are wearing came from the fat that you ate.

In a state of caloric excess, the body prioritizes storing dietary fat rather than carbs. Storing dietary fat is **easy.**

But the conversion of carbs into body fat is a **metabolically difficult** process that hardly ever happens, as I will prove to you later on.

No, you don't need to "eat fat to lose fat" as some people suggest. Far from it. Like the title of this book suggests, you should **EAT LEAN TO GET LEAN.**

Eating lean looks like a diet low in fat and high in carbs. And when I say carbs, I'm specifically referring to starch. **Starch is comfort food**. You love starch. Humans love starch. It even looks beautiful.

Who can say they don't like the look a jacket potato with a crispy skin? Or fluffy white rice (yes I said 'white'). Or pasta. Or a tortilla wrap. Or oatmeal with a little honey on top?

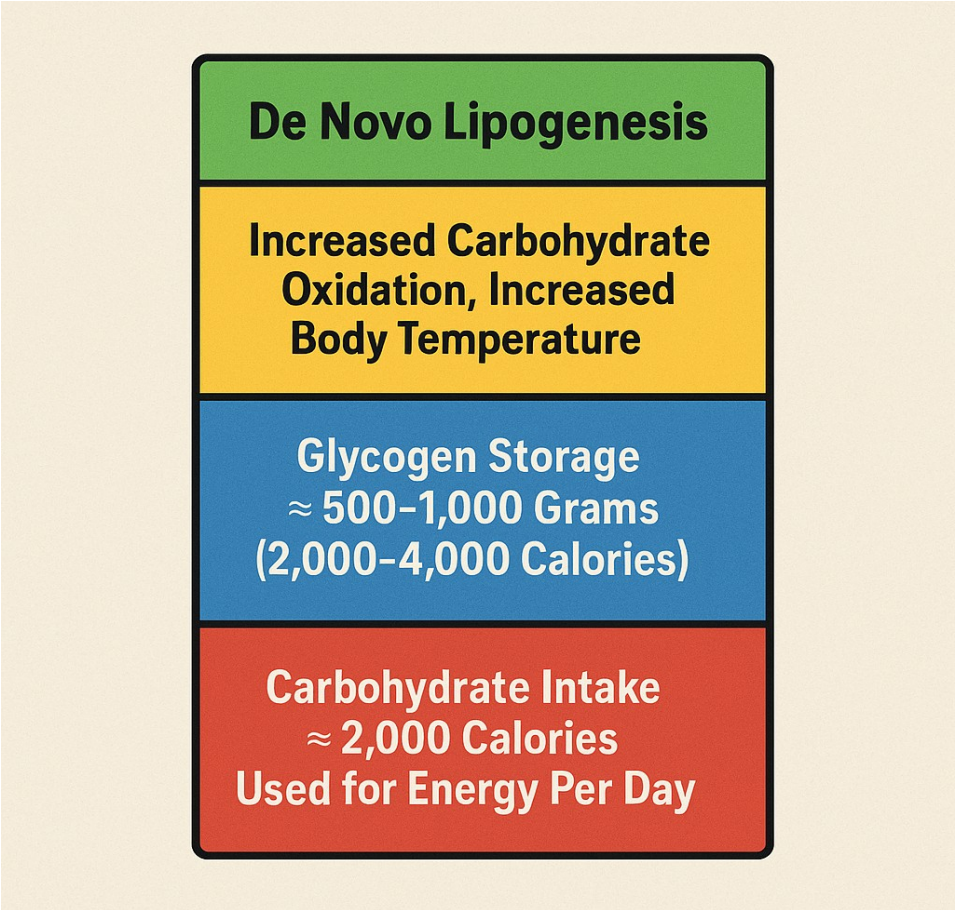
You gonna lie and tell me you don't like these foods and think ol' Marky Boy here is gonna believe ya?!

You'll thrive, feel energetic, and stay trim on starch.

Dr. John McDougall used to say,

"All large, successful populations of trim, healthy people throughout verifiable human history have obtained the bulk of their calories from starch."

DON'T CARBS TURN INTO FAT?



Not really. Carbohydrates are not readily turned into fat. And we have 'carbohydrate overfeeding' studies to prove it.

Yes, even when people are deliberately fed **carbs well above maintenance**, very little (if any) turns into fat. Even eating **1000 Calories** above maintenance (all from carbs) can result in "no detectable" fat being created from carbohydrate in adipose tissue [2].

Look at the diagram I created above to illustrate this. The Blue and Yellow Zones act as **2 x buffers,** helping prevent carbs being turned into fat.

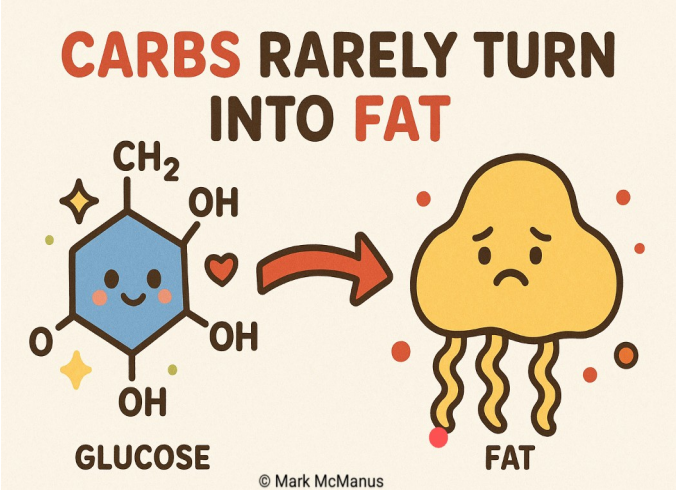
Let's say you eat at maintenance calories. That's the Red Zone. If you eat more carbs, the body will simply convert them to a molecule called glycogen, which is stored in the muscles and liver. This makes **muscles stronger** and **improves gym performance**. This is a good thing. But glycogen has a limited storage capacity - 500g (2000 calories) for most people (elite endurance athletes and muscular bodybuilders can store more. Up to **1000g** or **4000** Calories worth). Great. ☺

So what happens if you go beyond that? Well, the body starts to burn more carbs. This is called carb oxidation. And it **cranks up dramatically** once glycogen levels are full [3] [4] [5]. You'll notice your temperature increasing.

So you end up with **another buffer** of around 200-250g carbs (800-1000 additional calories) on top of the 2000 calorie glycogen buffer. **Awesome!**

This is why it takes **extremely excessive carb consumption** for several days in a row before fat conversion happens. Most people never hit that point.

And get this - when this conversion *does* happen (a process called de novo lipogenesis or DNL) it **costs a lot of energy**. Glucose (carbs) is nothing like fat - it takes a lot of work to turn carbs into fat.



So you lose about 23% of the calories in the conversion process.

So let's get this straight:

- You can eat carbs to **maintenance**
- Then you have to fill up your **glycogen** stores
- You also have dramatically increased **carb oxidation**
- If you do start converting carbs into fat, another **23% of those remaining calories** are lost in the conversion process.

Wow! That leaves a **measly amount of fat** (if any) coming out the other end of all of this. Keep in mind that athletes find it hard to max out their glycogen storage alone, let alone anything else.

So carbs are **not** making you fat. So what *is* happening then? The human body ***does*** store dietary fat as body fat very easily. It's already in the correct chemical form. No conversion. No effort. Just straight into your fat cells.

This study [1] found that de novo lipogenesis (DNL) contributes very little to fat storage - only about **1.4%** of

fat in adipose was derived from DNL, with the remainder (**98.6%**) originating from dietary fat.

This underscores the **very limited role of carbs in fat storage** within human fat tissue. Dietary fat intake is the predominant source of stored fat.

Most people eat diets that are high in fat and carbs (think waffles, cookies, fast food), go into an energy surplus and gain fat. They then blame the carbs when their newly stored fat came from dietary fat.

BUT DON'T WE NEED FAT IN OUR DIET?

We do. But not much. Our bodies can manufacture all the fat it needs, except essential fatty acids. We need to eat these. But not much. Just a few grams a day avoids deficiencies. I'll show you how to do that later.

I am eating 10-12g total fat per day - and have been now for 2 years - and I feel better, healthier, **leaner** and **more muscular** then ever before in my mid-40's!

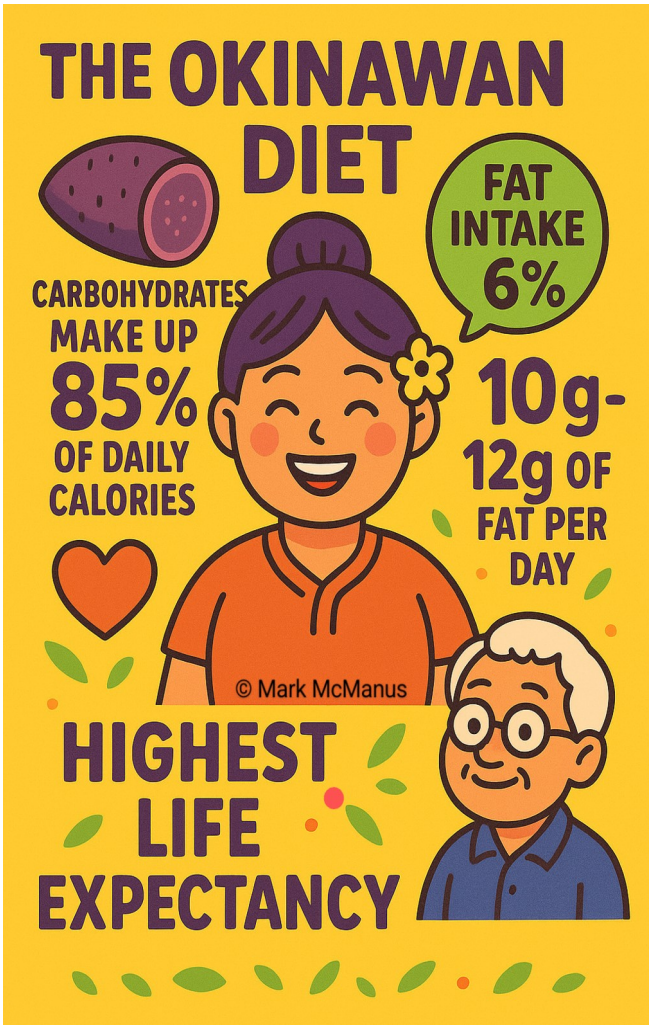
When people say, *"We need loads of fat in our diet"*, they're simply wrong. But a great response to this is...

"TELL IT TO THE OKINAWANS, JACK!"

Which group of people in the world lived in the longest? Who was the healthiest?

The Okinawans! This is going to blow your mind...

The traditional Okinawan diet is centered almost entirely around one humble, nutrient-rich starch: the sweet potato.



Prior to the 1950s, their diet was based on the purple-fleshed tuber, with carbohydrates making up about **85% of daily calories.** Their fat intake was strikingly low, around 6%, a level that's virtually unheard of in modern Western diets.

That comes to only **10-12g fat.** About the same as me.

Okinawans have historically had among the longest life expectancies in the world, with women reaching an average age of **86-90 years.** Before their diet became more Westernized, they held the world record for the highest concentration of centenarians (people living **beyond 100**). A rate 4-5 times higher than the average in Western countries.

Even more impressively, they have some of the lowest rates of heart disease, cancer, obesity, and diabetes ever recorded.

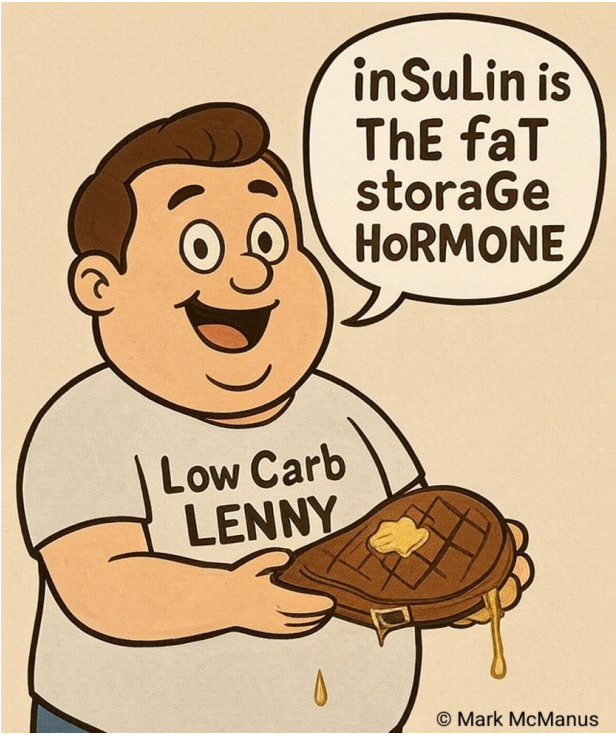
The Okinawans thrived. They were lean, strong, mentally sharp well into old age. All on starch and low fat!

If you still believe that carbs make you fat or unwell, or that we need a lot of fat in our diets… **tell it to the Okinawans, Jack!**

DOESN'T INSULIN MAKE YOU FAT?

Nope. I used to think it did. It doesn't. In fact, in my opinion, the **carbohydrate-insulin theory** of obesity is dead.

A study in 2015 [6] was a shocker for me at the time! It found that people on a low fat diet lost far more fat (almost double) than a low carb one.



They ate the **exact same amount of calories and protein**. The only variables that changed were the carbs and fat.

So the group with the high carbs and more insulin release **lost more body fat**. That went against everything I believed in at the time.

This was an extremely well controlled study. Participants were kept in a metabolic ward and observed at all times. Their fat balance was measured in a **metabolic chamber** and then verified by **Magnetic Resonance Imaging**

(MRI). Food was measured to the gram and fed to the participants. At the risk of repeating myself...

The low fat group lost almost twice as much body fat.

If you're concerned about blood sugar spikes and insulin release, you're simply focusing on the wrong things.

Besides...
Something the low-carb gurus neglect to tell you is that the body can store fat without insulin.

These mechanisms include:

1. Acylation Stimulating Protein (**ASP**) Pathway [6]

2. Lipoprotein Lipase (**LPL**)-Mediated Fatty Acid Uptake [7]

3. Passive and Facilitated Fatty Acid Uptake [8]

4. Glyceroneogenesis for Glycerol-3-Phosphate Production [9]

These pathways explain why the human body stores fat even during lower-insulin conditions. I've heard so many people tell me, *"I got fat on Carnivore"*.

But even when insulin *does* store fat, it's **dietary fat that's being stored.**

Carbs aren't being turned into fat. You're storing the fat that you're eating.

Insulin is a normal and necessary hormone.

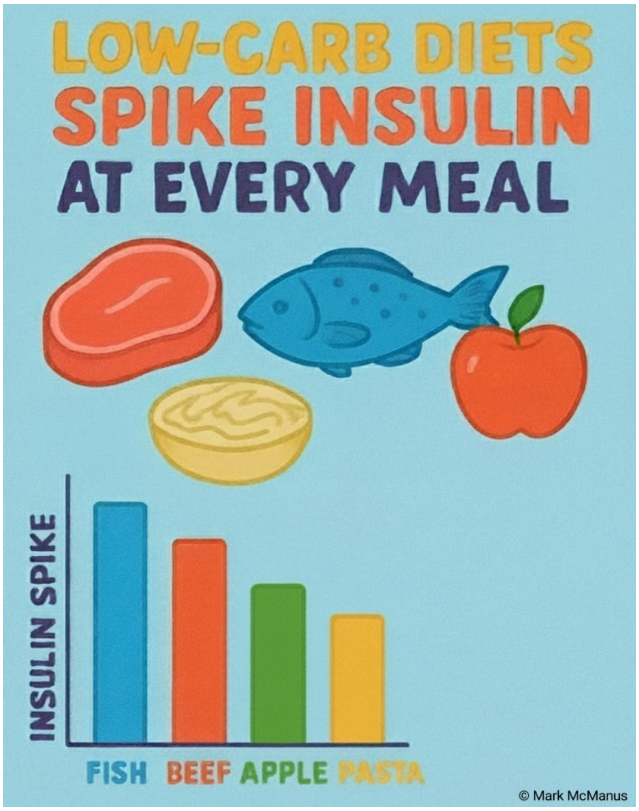
Insulin is essential for life. Insulin spikes are **not the cause of fat gain** and should not be feared. Insulin helps shuttle glucose into cells, where it's used for energy or stored as glycogen.

This is **not fattening**. It's basic human physiology.

Dietary fat, not carbohydrate, is the real driver of fat storage. Fat is "storage friendly". Carbs are not.

Focus on low-fat foods (especially starches) eat lean protein, and let your body handle insulin the way it's designed to.

One more point before finishing this section: you won't escape insulin spikes on a low-carb diet, anyway.



Protein stimulates insulin release. Foods like beef and fish spike insulin as much, if not more, than oats, pasta, or apples. So even low-carb dieters spike insulin every time they eat.

But insulin works much better in a **low-fat environment!** Fat slows digestion and makes its job tougher. So when there's less of it around, insulin can move glucose into your cells efficiently. The result is smoother energy

delivery and a metabolism that runs clean and steady, like a well-tuned machine.

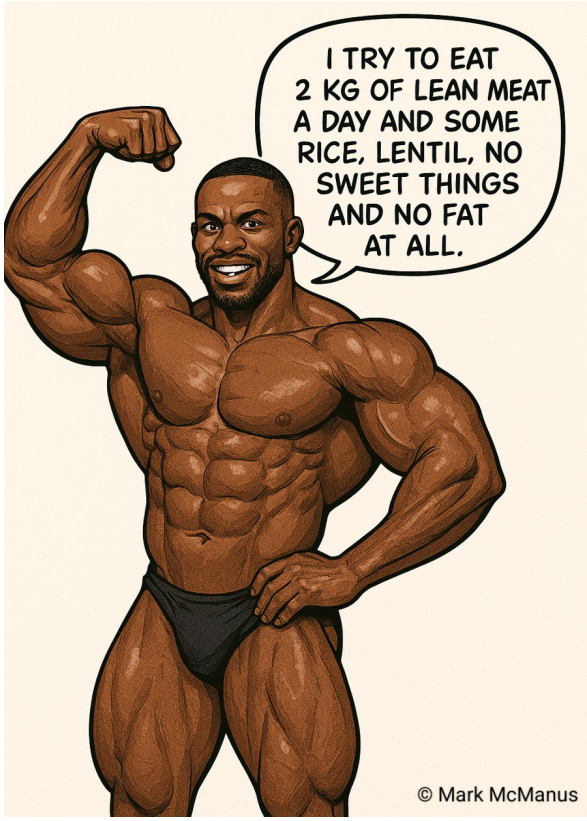
A high-carb, low-fat diet will actually **improve your insulin sensitivity** as studies consistently show [12].

(For further proof see my video on a BBC documentary on twins doctors – one on a low-carb diet and one on a low-fat diet. The low-carb doctor almost became pre-diabetic, while the low-fat doctor **improved his insulin sensitivity.**

And speaking of shuttling nutrients to your cells more efficiently, how are you going to try and build muscle without insulin? The next section is for the bodybuilders...

THE BEST DIET FOR BUILDING MUSCLE & TORCHING FAT

So this is for the bodybuilders. Or anyone, male or female, who wants to know why this way of eating is the **best diet for building muscle** while burning fat.



Serge Nubret, legendary French bodybuilder and 1975 Mr. Universe runner-up to Arnold Schwarzenegger, emphasized a high-carb, low-fat diet.

He believed dietary fat **wasn't essential** for building muscle or maintaining health if carbs and protein were sufficient.

He reportedly ate a lot of horse meat (very lean), along with large amounts of white rice, beans, and lentils, **staying away from oils and added fats**.

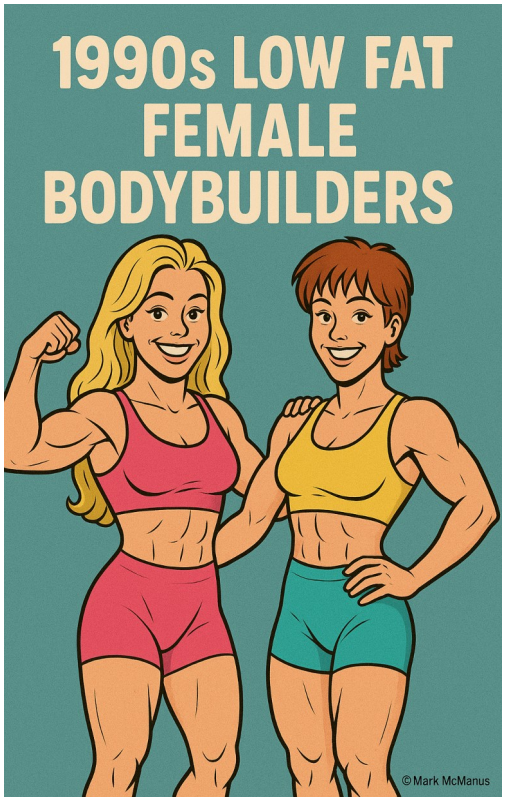
He said that avoiding fat kept his digestion light, allowing him to eat and train more effectively. He credited his ability to train for **2-3 hours a day**, six days a week, to this clean, light style of eating.

He often suggested that **eating fat makes it easier for the body to store fat**, whereas excess carbs would be burned off or stored as glycogen. This man was truly ahead of his time!

It was this way of eating that allowed me to finally say goodbye to cardio. Heck, I rarely did cardio anyway, to be honest. **But now I do absolutely ZERO CARDIO**. None whatsoever. Even when cutting. I don't need to.

And since you will always be eating **carbs and protein together with limited fat**, the insulin response will do its job better than ever, shuttling amino acids from protein straight into your muscle! You're about to make the best gains of your life!

Remember the 90s? In the 1990s, female bodybuilding and fitness culture reached a **golden era of aesthetics,** in my opinion.



Women in the sport achieved an incredibly **lean yet athletic** look. Tight, sculpted muscles paired with feminine lines that embodied strength without sacrificing balance.

And a key part of that **90's aesthetic** came from their focus on low-fat, high-carbohydrate approach.

They powered their training (and their lives) with plentiful complex carbs - think rice, potatoes, oatmeal, and fruit, while keeping dietary fat very low.

(As a delicious aside, click here to see how I make my amazing, crispy, fat-free fries).

"BUT I ENJOY FAT"

This is one objection I hear from time to time. *"I like fat. I like how it tastes".*

Nope. You don't like fat. **You like what it goes with.**

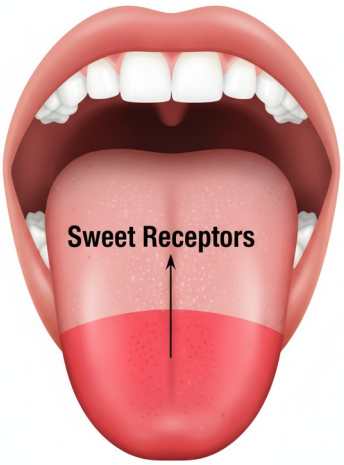
Think about it.

Would you drink oil by itself? Gross. ☹

Would you eat unsalted butter or lard by itself? Yuk!

Would you cut the fat off a steak and eat the fat alone? C'mon, you'd vomit!

You don't like fat. Humans love carbs. Your **sweet receptors** are designed to make you seek them out. It's your body's way of asking for the fuel it needs most: glucose. And we get glucose from carbs, predominantly from starch. Delicious, beautiful starch.



Nature didn't make a mistake. It's telling you to eat carbohydrates.

Glucose is your body's favourite fuel. It's the energy currency that keeps you alive and thriving.

Every cell in your body runs on it, from the neurons firing in your **brain** to the **muscle fibres** contracting when you lift a weight or go for a run.

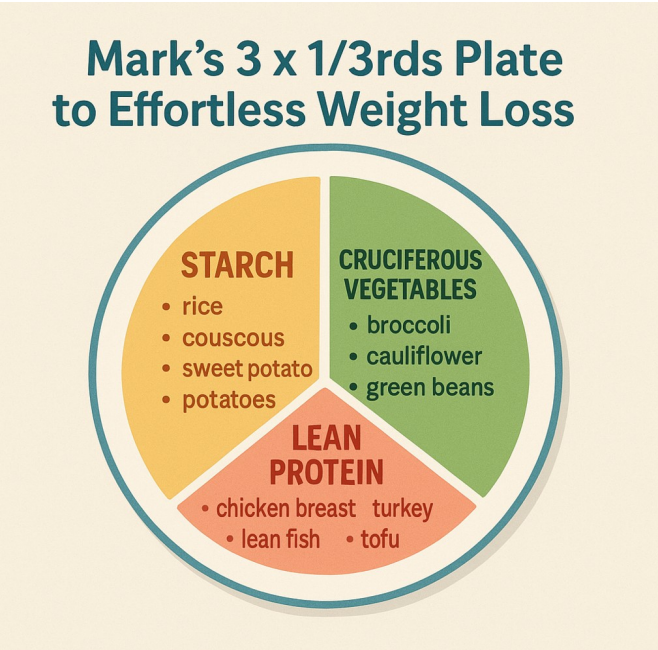
Ever feel like crap on a low-carb diet? You were depriving your body of what it needs and attempting to run your body and brain on fat, which is **nature's 'back-up'** or reserve energy source. Don't do that.

Glucose also supports **hormone production** and **immune function**. So while 'cutting carbs' might sound trendy, glucose itself is absolutely essential. It's the preferred fuel that keeps the human machine running.

WHAT TO EAT

So I can hear you asking, *"Mark, what do I eat on this high-carb, low-fat diet?"*

Most of my meals look like this. Imagine your plate divided into 3 sections.



1. Starch
2. Lean Protein
3. Vegetables

You really can't go wrong with this set up. **But I do eat other things**, of course. The possibilities are practically endless with this way of eating. I absolutely love it! Now, let's take a look at some of my tasty meals…

Here's some ideas (with some of my own pics):

- Sandwiches
- Wraps
- Baguettes

- Home-made chips/fries 🍟 served with seasoned chicken breast

- Lean beef (3%) mince & potato mash with peas and carrots
- Pita pocket stuffed with chicken, lettuce, tomato, cucumber, and salsa

- Oatmeal with added protein powder a touch of honey 🍯 or jam (chocolate, or salted caramel flavour whey protein isolate works very well).

- Rice, chicken breast, and mixed veg with some sweet chilli sauce

WHAT ABOUT SAUCES?

You'll never run out of sauces. Here are some of my favourites:

- ketchup
- BBQ
- sweet chilli sauce
- jalapeño sauce
- HP/brown sauce
- hot sauce
- A1 sauce
- relish
- chutneys
- sriracha
- honey
- golden syrup

There are just too many to list. All of these should be less than 1g fat per 100g (3.5fl oz).

SNACKS & TREATS (OCCASIONALLY)

- Rice cakes with Jam on top
- Cotton candy / candy floss
- Honeycomb pieces
- Home-made Creamed Rice Pudding
- Microwave-popped popcorn (buy raw popcorn kernels). Try mixing it with frosted flakes - delicious.
- Jelly (sugar-free or regular)
- Slushie (crushed ice + flavoured syrup or fruit juice)
- Sorbet 🍨
- Fat-free yogurt with berries 🍓
- Marshmallows
- Candy like Haribo gummies, fruit pastilles, jelly beans.
- Angel food cake (naturally fat free)

- Fat-free meringues (egg whites + sweetener/sugar, baked crisp)
- Pretzels
- Banana split made with fat-free yogurt and syrup of your choice (usually strawberry and chocolate).
- Low fat custard
- Frozen yogurt
- Licorice

Illustration 3: Mark loves his treats (occasionally lol)

DO CALORIES COUNT?

Yes. But don't worry, it's not a big deal. Since we're bringing our fat so low, it's nearly-impossible to overeat. Even when we do, because of what I said earlier, the **excess carbs** will be stored as glycogen or burned off; **they won't be stored as fat**.

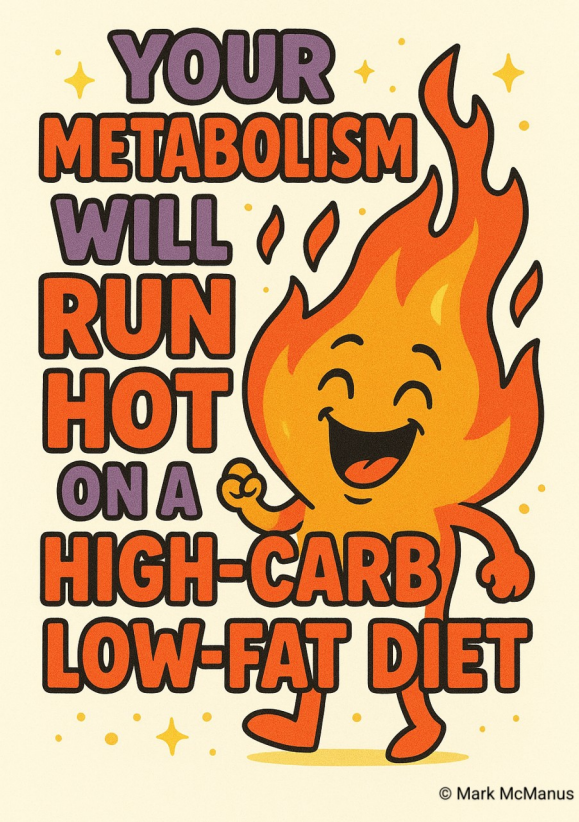
OK, so we won't gain fat when trying to maintain our weight, but what about the fat loss side of things? While a calorie deficit is required on any diet to lose body fat, it **doesn't feel like a deficit** on a truly low-fat diet.

The real beauty of this way of eating is the sheer volume of food you can eat for the same calories 🍚🍘, the variety of the food, and how dang tasty it is 😋.

A deficit doesn’t feel like a deficit because you can eat **so much more food** than on a high-fat, low-carb diet. Hunger just isn’t an issue the way it is with other diets.

Also, protein and carbs both have a higher thermic effect than fat, so **you burn more calories at rest**.

This study [11] compared low-fat diets to low-carb diets and found that a low-carb, high fat diet **did nothing** to increase energy expenditure over 24hrs. But the high-carb, low-fat group experienced a 7% increase in energy expenditure without actually doing anything.



The food itself created the increased expenditure. Folks, that's 140-180 Calories burned off without having to lift a finger! That's valuable for fat loss!

Okay, so **how many calories** should you consume to lose fat fast? Let's take a look...

EASY FAT LOSS FORMULA

All I want you to do is take your current weight in pounds and multiply it by 15.

Then subtract **500 Calories.**

So let's say you are 160lbs.

160 x 15 = 2400.

2400 - 500 = 1900 Calories.

In this example, you'd consume **1900 Calories** for great fat loss.

IMPORTANT: If your answer comes to 2200 or higher – **CAP IT AT 2200.**

Example: You weigh 210 lbs.

210 x 15 = 3150

3150 - 500 = 2650 Calories.

You will consume **2200 Calories, not 2650**. 2650 cals will not result in rapid fat loss. Since you have more fat to lose, this larger deficit will not result in any metabolic slow down. **You will simply lose A LOT of fat – fast!**

Now, if you're lost and don't know how to set up a high-carb, low-fat diet to hit those calories, I'd love to take care of it for you. ☺

The food is great, and you've got me on hand all-day every day to coach you.

I'll make sure you succeed.

Click here or type this into your browser:

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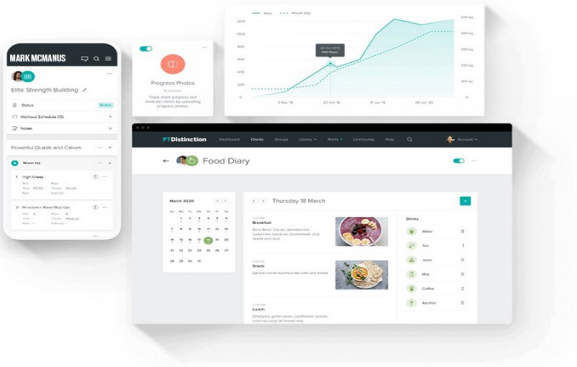
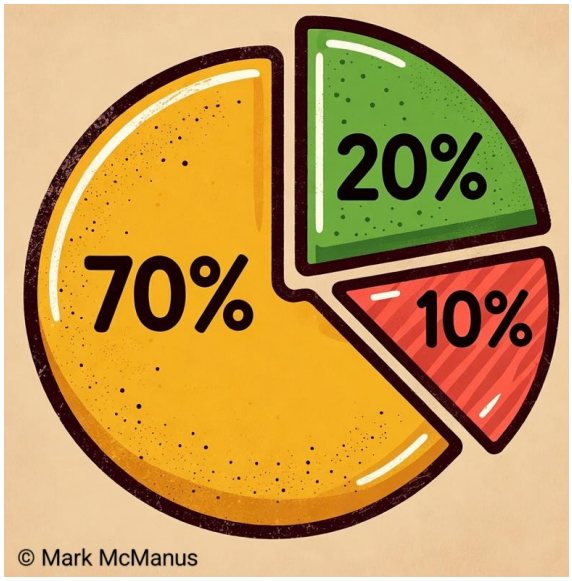


HOW LOW IS "LOW FAT"?

In my opinion, you're not on a low fat diet if you're eating above 30g of fat per day. I consume **10g-12g.**

When you looked at the cover of this book, did you notice the numbers on the scales? 70 | 20 | 10.

I was giving a clue as to how your diet should look. Roughly: **70% carb | 20% Protein | 10% Fat.**



And 10% is an **upper limit**. Not a target to hit. My daily fat intake is more like 3-5% of my total calories.

But let's say you decide on **15g fat/day.** That comes to 135 Calories from fat (since there are 9 Calories in a gram of fat).

And let's say you lift and want to **gain muscle** at 160lbs. Using what I feel is the best 'protein to build muscle formula' of 'body weight x 0.82' that gives us:

160 x 0.82 = **131g protein.**

That comes to 524 Calories from protein (since there are 4 Calories in a gram of protein).

524 + 135 = **659 Calories so far.**

Illustration 4: 70 | 20 | 10

We said earlier that this 160lbs person should start their fat loss phase at 1900 Calories.

So 1900 – 659 = 1331 Calories left to come from carbohydrate. There are 4 Calories in a gram of carbohydrate, so...

1331/4 = **333g of net carbs per day**.

That's a good chunk of delicious carbohydrate to enjoy!

Considering there are only about 50g of net carbs in a 250g (9 oz) serving of potato (cooked weight), you're going to have a lot of food to eat while you're torching fat!

Let's sum it all up:

At 160lbs, you should consume:

- 1900 Calories
- 333g Carbs
- 131g Protein
- 15g Fat

If we break this down into percentages, we get:

67% Carbs | 26% Protein | 7% Fat

That's pretty spot on!

Do this, and you'll experience **lightning-fast fat loss** without the hunger.

These are your **starting calories**. If you ever stall in any given week, knock 50-100 Calories off by reducing the carb intake slightly. You could drop the fat to 10g. But never decrease the protein (if you are trying to build/maintain muscle).

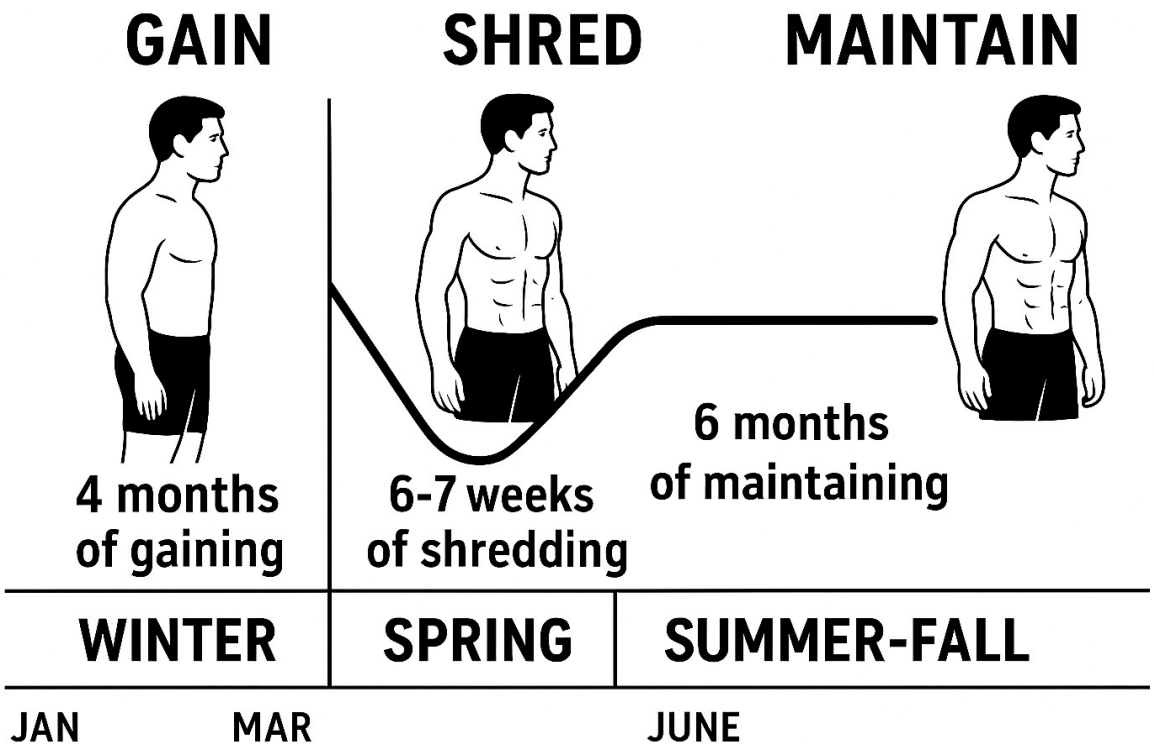
Again, you can let me set all this up for you and coach you 24/7 via McManus Coaching here. **Your success will be my mission!**

HOW I SET UP MY YEAR TO ENJOY TREATS

Yes, I have an ON season and an OFF season. And it's during my off-season that I enjoy all the foods that I don't usually eat.

I don't mind putting on some fat in winter as I can strip it back off fast in spring.

So my year looks like this...



So my off-season is winter. I don't need to be ultra-lean when I'm wrapped up in a coat, scarf and beanie.

Of course, Christmas and New Year's Day occur in winter. And if you're American, you've got Thanksgiving in there, too. This is the **best time** of year to loosen things up and put on a few pounds. It's no problem. Enjoy yourself.

Then I start my **Fat Loss/Cutting phase** in Late March/Early April each year. It only takes me **6 or 7 weeks** to get absolutely ripped again.

Then it's time to maintain. It's coming into summer, so it's the **perfect time to be at your leanest**. I then implement my maintenance diet for **6 months** i.e. same low fat meals but with larger portions and more calories. **No high-fat cheat meals** (I don't miss them much. I love my food).

Every **November 1st**, it's time to dig into the 'dirty' cheat foods I've been avoiding. It's off-season. And this lasts **~4-5 months -** right up until April of the following year.

What do I eat? Well it's 1 (sometimes 2) massive **cheat meals per week**. And I do mean massive. I eat whatever I want in whatever quantity. There's sometimes alcohol in there, too.

Anything I want means anything. Pizza, cakes, burgers, Chinese food, desserts, ice cream. I'm not gonna lie. I stuff my face!

Do I store fat from those high-fat meals? Yep. It accumulates slowly over the months. But because the rest of my week is low-fat, the only body fat I gain all week is from that one cheat meal. So it's a small amount.

Considering my off-season lasts about 5 months, I might put on around **7-8 lbs of fat**. That's nothing. Some people gain that much in just a week on vacation!

- **April - End of May** – GET LEAN (cutting cycle)
- **June - End of October** – MAINTAIN this lean body
- **November - End of March** – OFF-SEASON (eat & be merry)

7 months on-season | 5 months off-season

Rinse and repeat. Every year. Copy me. You'll be **lean and unstoppable** for the rest of your life! If you're concerned about fat gains, consider a 3-month off-season, or maybe just 2. November and December would work best.

ESSENTIAL FATS & HOW TO GET THEM

Yes, our bodies need a little fat. But it really is just a little. These are '**Essential Fats**' that the human body can't manufacture. They are needed nervous system function, building cell membranes, and more.

But there are only 2 essential fats. Omega 3 and omega 6 (your body can make its own omega 9).

For a start, you already have omega 3 and 6 fats stored in your fat cells. Your body will **dip into its reserves** if needed. You could go several months with no omega 3, and over a year without omega 6 fats before experiencing any deficiencies.

Also, the fat that you eat, even on a very low fat diet, contains both of these fats.

Even in people eating a typical diet, essential fatty acid (E.F.A.) deficiency is **extremely uncommon** because such a small amount of dietary fat is needed to avoid it. In fact, I've found it **impossible** to find a single documented case!

I bet your doctor has never even heard of anyone with a fat deficiency, either.

Nevertheless, it is a good idea to have an **insurance policy**. And it's extremely easy.

Supplementing with just 0.25g-0.5g of omega 3 per day will do it. A tiny amount.

And you can get that from 1 x Omega 3 fish oil capsule (1g total gram of fat) which will give you **0.3-0.5g total Omega 3** from EPA/DHA (don't worry about those abbreviations - just know that you're covered).

On a typical starch-based, low-fat diet, you will get around 500mg of Omega 3 as there are tiny amounts in

everything we eat. So that extra supplemented Omega 3 will get you up to around **800-1000mg per day**.

Since we need a minimum of **250mg** Omega 3 per day, you're more than covered.

It is *not necessary* to supplement with **Omega 6**. Omega 6 is in everything. You are already getting enough.

The problem we have in society is not that we aren't getting enough, it's that we are getting too much. It becomes inflammatory and typical government guidelines advise us to **lower our Omega 6.** So don't worry. You're covered for Omega 6.

Even better, when eating this way, your omega 3 to 6 ratio will be **better** than most people on higher fat diets. The ratio is **just as important** as the quantity.

The body also makes all the non-essential fats (including saturated fat) and cholesterol it needs.

People all over the world have gotten it into their heads that they need to be eating avocado, butter, coconut oil, olive oil, nuts & seeds in plentiful amounts. You don't. Lose all those added fats today.

Quick word on hormones. Our body uses cholesterol (not dietary fat) to synthesize/create hormones.

Our bodies create all the cholesterol we need. About 600-1200mg per day. Of that we only use 20mg-50mg for hormone production. About 5% of total synthesized cholesterol at best. There is no issue here.

To end this section, the concern around getting enough essential fatty acids or eating enough fat for hormone production is one of the most overblown myths in all of nutrition.

HOW TO SCREW THIS UP

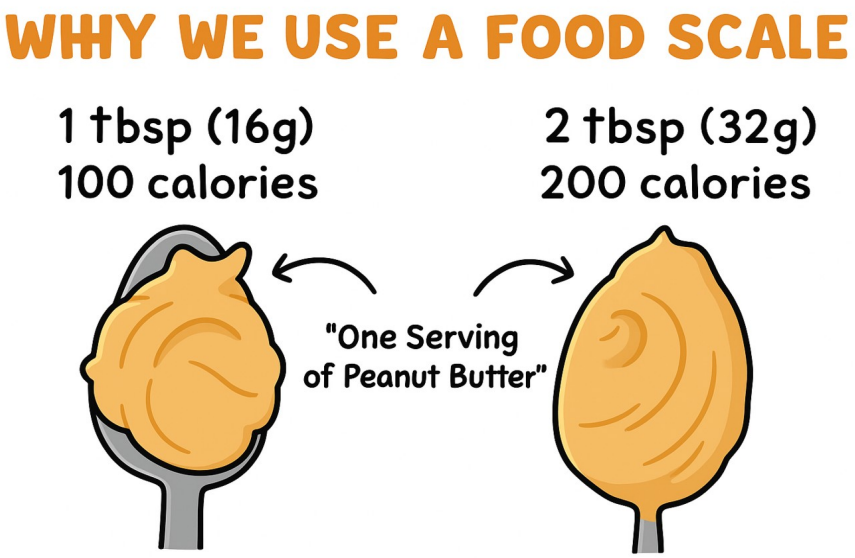
If you're new to this, there are a few ways you can mess it up. So let's make sure you get it right.

If you are **maintaining** your weight, you don't have to count anything. Keep your fat low - **under 20g** preferably and you won't gain any fat.

On the fat loss end of things, you need to watch out for some things. I've been a Personal Trainer and weight loss coach for almost **20 years** . I see people make the same mistakes over and over again. So:

- Cook absolutely nothing in **oil**.
- Consume **no nuts or seeds** (except the tiny bit of flax seed if following my fat protocol).
- **No butter** or nut butters.
- Use **skimmed milk** (if using milk at all)

- Buy raw rice, potato and other starches and cook them yourself. Why? **Pre-cooked** food usually has added oils you didn't know about, so you'll be consuming more fat and calories than you think.
- Chicken Breast or Turkey Breast means **Breast**. Other parts of the bird have way more fat. It's better to just buy bags of frozen fillets, not a whole chicken.
- **Tuna** must be packed in **water** or brine. No oil.
- If using protein powders, use whey (or soy) isolate, not concentrate. **Isolates are virtually fat-free**. Whey protein concentrate is usually about 6% fat.



(this is just for illustrative purposes - you won't be consuming any peanut butter)

If measuring food, please weigh it. I know **volume measurements** are popular among my American friends, but they're simply not accurate. I'm talking tablespoons, cups etc.

When most people scoop 1 tablespoon of something, they've really taken the equivalent of 2 tablespoons. So when you log your food on **MyFitnessPal** or **Cronometer**, you'll be fooled into thinking you've eaten much less than you actually have.

If you know a tablespoon of something is supposed to weighs 16g, then weigh out 16g (that's half an ounce). Don't go by volume or you'll consume far more calories than you think.

Now. I'll end with a prediction...

MY PREDICTION

Illustration 5: In my fav place - the kitchen!

I'll end with a quick prediction: The high-carb, low-fat blueprint is the **future of dieting**. We are starchivores.

Human beings will only fully thrive and **stay lean** when we get the bulk of our calories from starch, while keeping our fat intake low. This message will get through some day. And I'm determined to make that happen sooner rather than later.

Expect more energy, less hunger, and faster fat loss. It's not just a game-changer. It's a life-changer. Thank you for reading my book.

SCIENTIFIC STUDY REFERENCES:

[1] Title: Insulin resistance drives hepatic de novo lipogenesis in nonalcoholic fatty liver disease.

Published in The Journal of Clinical Investigation in 2020. This research quantified the contribution of de novo lipogenesis (DNL) to adipose tissue triglycerides (TG) and found that **only about 1.4% of palmitate in adipose TGs was derived from DNL, with the remainder (98.6%) primarily originating from dietary fat.**

[2] Title: Differences in the regulation of adipose tissue and liver lipogenesis by carbohydrates in humans.

[3] Title: Glycogen storage capacity and de novo lipogenesis during massive carbohydrate overfeeding in man.

[4] Title: De novo lipogenesis during controlled overfeeding with sucrose or glucose in lean and obese women.

This study showed carbohydrate oxidation increasing dramatically from 4.7 to 18.0 $\mu mol \cdot kg^{-1} \cdot min^{-1}$ with 4 days of carbohydrate overfeeding.

[5] Title: Effect of carbohydrate overfeeding on whole body and adipose tissue metabolism in humans.

This study reported basal carbohydrate oxidation increasing massively from 10.2 to 22.7 µmol/kg/min after 4 days of carbohydrate overfeeding.

[6] Title: Calorie for calorie, dietary fat restriction results in more body fat loss than carbohydrate restriction in people with obesity.

[7] Title: Acylation stimulating protein: an adipokine regulating postprandial lipid metabolism.

[8] Title: Regulation of lipoprotein lipase: new roles for an old enzyme.

[9] Title: Fatty acid transporters: targeting metabolism to treat disease.

[10] Title: Glyceroneogenesis and the triglyceride/fatty acid cycle.

[11] Title: Effects of short-term carbohydrate or fat overfeeding on energy expenditure and plasma leptin concentrations in healthy female subjects.

[12] Title: Effect of rice diet on diabetes mellitus associated with vascular disease.