

ATHLETE: _____

COACH: _____



WE BUILD CHAMPIONS®

24 PALEOZONE

24 PALEOZONE IS AN ADVOCARE WHOLE FOODS PROGRAM THAT WILL OPTIMIZE YOUR PERFORMANCE AND ENHANCE YOUR QUALITY OF LIFE. IT IS DESIGNED TO TEACH YOU THE NATURAL LAWS OF CLEAN EATING WITH A HEALTHY, BALANCED INTAKE OF MACRO AND MICRO NUTRIENTS.

ENGAGE IN THIS PLAN AS OFTEN AS POSSIBLE. REPEAT IT AND REFINE IT EVERY 4-6 MONTHS AND YOU WILL FEEL AND LIVE AS YOU WERE MEANT TO LIVE: ALIVE AND WELL.

24 DAY CHALLENGE

Cleanse the body, reset the metabolism and burn fat. Use the best in high performance, world class nutrition.

PALEO LIFESTYLE

Live a low inflammation and low toxin lifestyle by eating fresh meats from good origins; nuts, seeds, vegetables and berries.
Eat little starches, no dairy, no grains and no processed foods.

ZONE PRESCRIPTION

Eat a balanced profile of fats, carbs and protein with a prescription based on your body's protein needs. Eat 5 meals daily with 3 main meals and 2 snacks. Use a scale for enhanced performance.

THE

24 DAY CHALLENGE



10 Day Cleanse- RETAIL COST \$82

Products needed: Advocare Herbal Cleanse, OmegaPlex, Spark

Objective: Purge the body of toxic food, drink and habits for 10 days.

Rules: NO Dairy, NO Grains, NO Processed/fried foods. Live the Paleo dietary guidelines found on next page.

14 Day Metabolic Charge- RETAIL COST \$143

Products needed: Advocare MNS Max 3 Kit (MNS, Spark, MR Shakes), Catalyst

Add ons: Nighttime recovery, ThermoPlus, Slim, Any Performance line

Objectives: Optimize your body's metabolic system and increase your energy intake and output efficiency.

Rules: Eat 3 main meals daily with 2-3 snacks daily all of which have a low glycemic index and are balanced 4:3:3 Carbs/Protein/Fat. Follow the above eating guidelines as well.



BUY THE KIT
 10 Day Cleanse + 14 Day
 Metabolic Charge
~~\$225~~ **ONLY \$210!**

PHASE/ MEAL	WAKE	MEAL 1	MEAL 2 (LUNCH)	MEAL 3	MEAL 4 (DINNER)	MEAL 5
<i>24 day</i> 1-10 day	Cleanse guideline w/ Spark	1 pound of fresh fruit- one or 2 types	Root Salad with chicken or Salmon + OmegaPlex	Spark #2 or celery/ or figs w/almond butter	Fish/Chicken and root vegetables NO STARCH	1/2 lb. of berries + Cleanse guidelines
<i>24 day</i> 11-14 day	Spark + 1st MNS pack + Catalyst- then 30 minutes later...	MR Shake or egg & veggie omelet w/ MNS Coreplex/ OmegaPlex	2nd MNS pack + Catalyst 30 min- before Deli meat/ berries/ veggies	Spark #2 or Berries/ nuts & seeds w/ vegetables	Lean Meat of any kind and Vegetables NO STARCH	Zone or Paleo snack of any kind that includes protein
<i>Lifestyle</i>	Spark/MNS/ Catalyst + any other extras	PaleoZone MR Shake or Egg + Veggie omelet + OmegaPlex	MNS/ Catalyst 30 min. before PaleoZone Salad	Spark or Rehydrate + Raw Veggies/ Jerky/ Seeds	PaleoZone Dinner with Meat and Veggies	Nighttime Recovery
<i>Performance</i>	Muscle Fuel w/ O2 Gold	Arginine Extreme w/ Spark + catalyst	CrossFit WOD	Post Workout Recovery	Rehydrate at any time	Nighttime Recovery
<i>ZONE</i>	-----					

THE

PALEO LIFESTYLE



What is Paleo?

10,000 years ago, the stone age diet for hunters and gatherers was simple. For millions of years, humans and their relatives have eaten meat, fish, fowl and the leaves, roots and fruits of many plants. These hunter/gatherers were strong, fast and free of nutritional deficiencies.

After the introduction of agriculture and farming of grains, beans and the production of dairy, the neolithic diet was born. The average American practices this diet today and it is the spawn of obesity, disease, malnutrition, mental illness and poor performance.

LIVE A LOW TOXIN, LOW INFLAMMATION LIFE WITH PALEO

The rules for this diet are quite simple, but for most not easy. Staying away from the foods below will promote an anti-inflammatory effect on joints, organs, skin and cells. Less Intake of toxins through careful decisions on where you buy these foods will increase your immune, recovery and the overall health of your endocrine system.

Eat the following:

- Meat, chicken and fish
- Eggs
- Fruit
- Vegetables (especially root vegetables, but definitely not including potatoes)
- Nuts, eg. walnuts, brazil nuts, macadamia, almond. Do not eat peanuts (a bean) or cashews
- Berries- strawberries, blueberries, raspberries.

DO NOT Eat the following:

- Grains- including bread, pasta, noodles
- Beans- including string beans, kidney beans, lentils, peanuts, snow-peas and peas
- Potatoes
- Dairy products
- Sugar
- Salt

Try to increase your intake of:

- Root vegetables- beets, carrots, turnips, parsnips
- Organ meats- liver and kidneys

DISCIPLINE

SOURCES~ PALEODIET.COM OR PALEOPLANS.COM

80% ON

Buy all foods from free range/organic sources if you can. Stay away from all foods above in left category

20% OFF

Try your best to go to a Zone based meal if you cheat..

Break

Once a week only if you wish, indulge in your favorite snack or meal.

The ZONE prescription

The concept is balance. Your prescribed intake of macronutrients is based on your body's protein requirements. Use the formula in the side bar to find your requirements.

A Low glycemic Lifestyle with adequate protein intake will decrease cellular degeneration, and balance your hormones.

A Zone diet is 40% Carb/30% Protein/30% Fat

In the Zone you will experience:

- ➔ Heightened awareness
- ➔ Lower blood pressure
- ➔ Decreased body fat
- ➔ Higher HDL's
- ➔ Lower LDL's
- ➔ Freedom of disease
- ➔ Less joint pain
- ➔ Better sleep
- ➔ Higher sports performance
- ➔ Sustained Energy
- ➔ Improved mood

With a Paleo Lifestyle you will:

- ➔ Live longer
- ➔ Have a super immune
- ➔ Improve recovery
- ➔ Get stronger
- ➔ Get faster
- ➔ Get lighter
- ➔ Work longer
- ➔ Get lean and muscular
- ➔ Train harder
- ➔ Think clearer
- ➔ Wake faster

Too many Carbs-
Insulin high and fat is storing while blood sugar rises.

Too much Protein-
Glucagon high and muscles are being destroyed.

IN THE ZONE
burn fat/ perform

DISCIPLINE SOURCES~ THEZONEDIET.COM OR DRSEARS.COM

80% on	Eat at least 4 meals daily that are calculated
20% off	Eat one meal daily that was not calculated but Paleo
Break	Gorge a meal with no concern- only if you want once a week.

THE FORMULA

Your Body Weight:

Your Body Fat%:

(Weight - Body fat %)
Your Lean Mass:

Your Activity Level

- .5- Sedentary
- .6- Light walking
- .7- Jog 3x wk
- .8- Run and Lift 3x wk
- .9- Run and Lift 5x wk
- 1- 2 a days lift/run

Your Activity Level X

Your Lean Mass:

Divide that by 7=

Your Daily Zone Block prescription.

Divide out your 5 meals with 3 main and 2 snacks and plug into your 24 day challenge.

Reference point-

1 Block=

- 7G Protein (1 whole egg)
- 9G Carbs (1/2 Orange)
- 1.5G Fat (3 olives)

PaleoZone Food Matrix

Protein	Carbohydrate (VEGGIES)	Fat
chicken breast	artichoke	almonds
turkey breast	asparagus	avocado
ground turkey	green beans	lard
veal	broccoli	macadamia nuts
beef	brussel sprouts	olives
ground beef	cabbage	cashews
canadian bacon	cauliflower	walnuts
corned beef	dill pickles	olive oil
duck	eggplant	tahini
ham	leeks	guacamole
lamb	lentils	sesame oil
ground lamb	onions	sunflower seeds
pork	sauerkraut	bacon bits
ground pork	spaghetti squash	butter
calamari	spinach	pistachio (kernel)
catfish	tomato sauce	Spices/Seasoning
clams	yellow squash	garlic
crabmeat	zucchini	pepper
flounder/sole	celery	salt
lobster	cucumber	onion powder
salmon	lettuce, iceberg	chili powder
scallops	lettuce, romaine	basil
swordfish	mushrooms	oregano
shrimp	onions	dill
tuna steak	peppers	tarragon
canned tuna	radishes	horseradish
orange roughey	Salsa (no added sugar)	cumin
Mahi Mahi	snow peas	rosemary
venison	tomato	bay leaf
pork loin	Carbohydrate (FRUIT)	curry
steak	apple	parsley
Egg whites	apricots	cardamom
whole egg	blueberries	ginger
Bison	blackberries	file powder
Elk	pear	paprika
	raspberries	chilies
	strawberries	sage
	orange	jerk spices
	cantaloupe	thyme