

PHS DIET

This diet is safe, sound & effective. If you follow it exactly as outlined you will be leaner, healthier & more productive in 21 days. No, it will not solve all of your problems. But it will fast-track your results & give you a rock-solid foundation you can build upon for the rest of your life.

Diet Highlights:

*Bland food diet
3-6 ingredient meals
Protein & produce focus
2 meal plans to pick from
\$100 or less weekly grocery bill
Weekly flexible eating progression*

Contrary to popular belief, a bland food diet is the best place to start when it comes to transforming your health & fitness. Taking the richness out of your daily meals allows your mind & body to reestablish proper portion control plus identify which foods make you feel good or bad. Though variety will come over time, it is truly the enemy in the beginning. Trust me!

Focus on mastering fewer simple meals that become staples of your long-term nutrition plan. These will become your go-to options when time is tight & stress is high well after finishing this plan. And if you're not a chef & your budget is tight, the last thing you need right now is a bunch of expensive & time-consuming gourmet meals to make every day.

Since flexible eating is the key to longevity, you will incorporate weekly flexibility throughout this 21-day program. FOCUSED days mean that you eat as perfectly as possible with little to no deviation from your meal plan. FLEXIBLE days mean you stick with your protein & produce foundation but can add a few indulgences in moderation. Just be sure to add all indulgences to your food log for tracking & accountability purposes.

We'll use the following weekly flexible eating progression to slowly build up your willpower & add the extra caloric deficit needed to keep your fat-burning engine firing:

Week 1- 4/3 Split: 4 FOCUSED Days & 3 FLEXIBLE Days/Week
Week 2- 5/2 Split: 5 FOCUSED Days & 2 FLEXIBLE Days/Week
Week 3- 6/1 Split: 6 FOCUSED Days & 1 FLEXIBLE Day/Week

This slow-cooking approach makes the stress of a new diet & caloric restriction much more manageable. That means you're not only more likely to stick to it but it won't negatively impact other aspects of your life. Too much too soon is the definition of diet killer, even if you get faster results out of the gate.

You have 2 meal plans to choose from based on your unique schedule & eating personality:

Meal Plan 1:

3 square meals & 1 snack

Breakfast

Lunch

Dinner

Optional 200-Calorie Snack

Meal Plan 2:

Modified fasting (skip breakfast)

Lunch

Dinner

Meal Plan 1 is ideal for people who prefer smaller meals more frequently throughout the day. Since you're eating more often, it will require greater attention to portion control plus a bigger time commitment when it comes to meal prep. But it's also a classic style of eating that's sustainable for life. Plus you have a daily 200-calorie snack you can use whenever you need it to stay the course, whether it be the mid-afternoon lull or taking the edge off before bed.

Meal Plan 2 is ideal for people who thrive on back-loading their calories with fewer but bigger meals later in the day. Pushing your first meal to midday or later is a form of fasting that helps your body burn more fat for fuel & improve blood-sugar management. It's also super convenient because it involves less meal prep & tracking. But it does require more discipline and willpower, especially when your body is adapting to the increased hunger early on.

Whichever plan you pick, be sure to stick with it for the full 21 days so you can have a true assessment of how well your mind & body responds to it.

Please use the companion portions & macros guide PDF from our friends at PRECISION NUTRITION to help guide your meal-building. But don't get lost in the details. I highly recommend a food log throughout this plan so you can reflect upon it daily and gauge progress from week to week.

Outlined below are breakfast, lunch & dinner meals you can mix between plus some 200-calories or less snack options. Each meal must be 3-6 ingredients! This rule alone will dramatically improve your diet without having to count or track anything else. Of course, you can eat these meals whenever in the day you prefer. But these tend to be the times of day most people prefer to eat these foods.

BREAKFAST MEALS

*Eggs Anyway
Fruit & Yogurt Parfait
Proats*

LUNCH MEALS

*Soup
Salad
Shake*

DINNER MEALS

*Beef or lamb, baked potato & unlimited veggies
Poultry or pork, beans & unlimited veggies
Fish or seafood, rice & unlimited veggies*

SNACKS

*1-2 serving(s) fruit
1/4 cup raw nuts or 2 TBSP raw nut butter
1-2 scoops protein powder
1-2 sticks string cheese
2 hardboiled eggs*

NOTES:

Acceptable liquids are water, seltzer water and black coffee. You may have 1 cup of orange juice & 1 cup of milk or chocolate milk/day if you'd like. Please use diet or calorie-free beverages in moderation. And limit any alcohol to your FLEXIBLE days.

Acceptable oils for cooking and dressings are extra virgin olive oil (EVOO) or avocado oil. You may also cook with grass-fed/organic butter or extra virgin coconut oil.

PLEASE avoid the following highly-inflammatory processed oils at all costs: Canola, Corn, Cottonseed Soy, Sunflower, Safflower, Grapeseed, & Rice bran. Check the ingredients list of all foods you eat to make sure!

Please note that if you're a vegan or vegetarian, you'll need to do extra homework to hit your plant protein goals. Seek to get at least 30-40 g of complete plant protein at each meal choosing between whatever mix of plant sources that work best for you.

SAMPLE BREAKFAST MEALS

Eggs Anyway

3-6 omega-3 eggs: hardboiled, scrambled, fried or poached
1 serving fruit or 1 glass orange juice (Uncle Matt's brand)
Unlimited veggies
1-2 slices sprouted-grain toast (Ezekiel brand)
Salt, pepper and/or hot sauce to taste

Proats (Protein Oatmeal)

1-2 cup(s) instant oats
1/2 to 1 scoop protein powder (Vega brand)
1 cup organic mixed berries, fresh or frozen
A sprinkle of raw nuts or 1-2 TBSP natural nut butter
A dash of cinnamon

Fruit & Yogurt Parfait

1/2 to 1 cup organic yogurt (Siggi's brand)
1/2 to 1 scoop protein powder (Vega brand)
1 cup organic mixed berries, fresh or frozen
A sprinkle of grain-free granola (Purely Elizabeth brand) or raw nuts for crunch
Light honey drizzle

SAMPLE LUNCH MEALS

SOUPS

Chicken Soup

- 1-2 pounds organic chicken breast
- Organic chicken bone broth (and/or water)
- Diced carrots
- Diced celery
- Salt, pepper and other spices of choice to taste

Beef Chili

- 1-2 pounds grass-fed beef
- 1-2 cans beans
- 2 cans tomato paste
- 2 cans diced tomatoes
- Chili powder and other spices of choice to taste

SALADS

Greek Salad

- Romaine lettuce, tomatoes & cucumbers
- Chicken or added protein of choice
- Kalamata olives
- Feta cheese
- EVOO
- Red wine vinegar (or Primal Kitchen's Greek Salad Dressing)

Caprese Salad

- Organic baby spinach
- Sliced tomatoes (beefsteak is best)
- Mozzarella (or burrata cheese)
- Balsamic vinegar (or Primal Kitchen's Balsamic Dressing)
- EVOO

SHAKES

Chocolate Banana Shake

- 1-2 scoop(s) chocolate protein powder (Vega brand)
- 1 banana (frozen is best)
- 1 cup organic chocolate milk (Fairlife brand) or almond milk
- 1 TBSP cold-pressed hemp-seed oil
- Optional: 1 scoop Athletic Greens powder

Vanilla Blueberry Shake

- 1-2 scoop(s) vanilla protein powder (Vega brand)
- 1 cup organic frozen blueberries
- 1 cup organic milk (Fairlife brand) or almond milk
- 1 TBSP cold-pressed hemp-seed oil
- Optional: 1 scoop Athletic Greens powder

SAMPLE DINNER MEALS

This category doesn't require recipes. Just put these ingredients on a plate and fuel up! It's also your opportunity to make a fresh home-cooked meal with your family at night. All of the starches are interchangeable too.

And if you need to go to a restaurant, choose an item on the menu that most closely resembles one of these protein & produce-focused meals. Avoid all deep-friend foods opting for the healthier & lower-calorie grilled, sautéed or baked options. And ask for sauces/dressings on the side whenever possible (or request it lightly sauced/dressed).

Although protein is expensive AF, choose organic options whenever possible. Simple Truth Organic is a solid yet affordable product line available at most grocers. You can easily get a week's worth of groceries for a family of 2 for \$100 or less at Aldi's if your budget is really tight.

SAMPLE BEEF OR LAMB DINNER

*Beef or lamb steaks or burgers
Baked potato
Unlimited veggies*

SAMPLE CHICKEN, TURKEY OR PORK DINNER

*Rotisserie chicken, turkey burgers or pork tenderloin
Beans
Unlimited veggies*

SAMPLE FISH OR SEAFOOD DINNER

*Salmon, tuna or shrimp
Rice
Unlimited veggies*