



Nutritional Coaching

Are you familiar with a fad diet? Have you tried one before without success? A fad diet is a diet that promises quick weight loss through what is usually an unhealthy and unbalanced diet. Fad diets are targeted at people who want to lose weight quickly without exercise. Some fad diets claim that they make you lose fat, but it's really water weight you're losing.

With a macro diet, you're not meant to be depriving your body; you're meant to be feeding it ideal nutrition that makes it more efficient. The best part is that it is for EVERYONE regardless of your fitness and health level! If it's a weight loss goal, maintenance or muscle enhancement, this plan will be customized to YOU and adjusted accordingly to YOUR body through your nutrition coach.

This strategy will help you make smart food choices. For example, instead of a 200-calorie snack of Oreos, you'd need to choose a protein- and healthy-carb packed snack to meet your macros—one that wouldn't just help you restrict your calories but will help give your body the fuel it needs.

There is a science to losing fat and/or gaining muscle mass. Counting macros is a great way to put that science into action.

The science is based on calculating how much energy your body requires to maintain itself. The body needs less energy to lose fat, or more energy to gain weight or muscle. All energy is derived from the macros you eat, and counting them is the perfect way to track your consumption.

The term macros is an abbreviation for Macronutrients. There are three macronutrients and this is where calories (food energy) comes from.

- Carbohydrates: yield 4 calories (kilocalories) per gram
- Protein: yields 4 calories (kilocalories) per gram
- Fat: 9 yields calories (kilocalories) per gram

Macros and weight loss:

The science of weight loss is simple in theory. Eat fewer calories than your body requires and you'll lose weight. In reality, it's more complicated.

- Eating too few calories for too long can actually stall weight loss.
- Not eating enough of the protein macro can cause muscle tissue to break down instead of

fat tissue.

- Eating a fixed amount (such as 1200 calories each day) doesn't take into account the calories you burn according to your unique stats and activity.

Working with a Nutrition Specialist you will be receiving a personalized macro counting nutrition plan based on YOUR overall health and fitness goal.

Nutrition Coaching Includes:

- 60 minute initial assessment of current stats and future goals.
- A customized macro and nutrition plan.
- Weekly email check in's and adjustments as needed. (allow 24hrs for response)
- Monthly 30 minute one on one session and stat check.

Nutrition Coach Packages

- 4 weeks custom nutrition- \$150
- 8 weeks custom nutrition- \$280
- 12 weeks custom nutrition- \$385
- 6 month custom nutrition- \$695