



# FAST 30 & THE MENOPAUSE

30 DAY CHALLENGE TO  
SUPER-CHARGE YOUR  
WEIGHT LOSS & WELLBEING

LEARN HOW TO  
IGNITE FAT BURNING

Using Intermittent Fasting & our tried and tested methods to long-term weight loss.

UNDERSTAND THAT  
IT'S WHEN YOU EAT  
THAT'S IMPORTANT

Understanding how your 'windows' work will be the key to your success.

WEIGHT LOSS PLAN  
WITH HUGE HEALTH  
BENEFITS

You will learn that IF is a long-term lifestyle choice that has helped hundreds of women going through the menopause.



## **Disclaimer:**

**While intermittent fasting has many proven benefits, it's still controversial and every health professional has their own opinion on the subject. This program is written from a first-hand account of an individual who has had weight loss success from following an Intermittent Fasting lifestyle.**

**Cinch is not a health company or a nutritional expert organisation. If you have any chronic or recurring medical conditions, or are elderly, you must speak to doctor before starting this program.**

**This guide is written for adults that may benefit from intermittent fasting, it should not be substituted for health advice from a professional.**

**People who should NOT fast include those who are underweight or have eating disorders like anorexia, or a previous history of any eating disorder. Women who are pregnant or breastfeeding, and people under the age of 18. If you have Diabetes, a heart condition or any other health issue, you should speak to your doctor before embarking on this. If you are on medication for any illness you should also check with your doctor before taking part in this program.**

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**The information we provide at Cinch FAST 30 is not intended to replace consultation with a qualified medical professional. Seek the advice of your doctor or another qualified health provider with any questions you may have regarding a medical condition or before embarking on this program.**

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# Welcome

## Congratulations!

You have found your way to a fat-loss and wellbeing plan that is going to completely change your life and help support you through the menopause.

I know, because we, along with thousands of others, have done it, successfully and are delighted with our weight-loss journey so-far! Between us we have lost 2.5 stone, and kept it off.

We haven't calorie counted once, weighed food, or denied ourselves anything!

We have simply delayed what we eat and have had life-changing results!

We want to share this plan with as many people as possible, because if we can do it, believe us, anyone can!

We truly feel that we have found a plan that we can stick to forever that has a myriad of so many other health benefits!



## Hello!

Hi, we are Nicola and Angela, founders of Cinch Northern Ireland a holistic fat-loss and wellbeing business in Holywood, Northern Ireland.

For the past seven years, we have been helping people all over the world to control their appetites and lose excess fat through our products and procedures.

## Angela's story...

I want to share my own, personal weight-loss journey with you...the challenges, the struggles, highs and the lows..and why I finally feel I have found the missing ingredient that absolutely everyone can benefit from! I turned 40 last year. The same year that Coronavirus arrived and we got locked down....!

An extra stone of weight was gained and I knew if I didn't shift it now, then I may never...

I came across Intermittent Fasting after a friend lost 2 stone 10 pounds and still managed to enjoy all the foods she loved, I was intrigued to find out more...

.



## The early days...

All through my teens and 20's and early 30's I was trim. I ate what I wanted, did very little exercise and managed to get away with it. I was a size 6-8, never weighed myself and felt confident in my body...(I really didn't know how good I had it then!)

## The baby years...

All that changed with the arrival of my first baby, Matthew. In 2010, after I gave birth, I gained an extra stone of weight and failed to lose it...

Heidi came along in 2013, along with another stone.

Fast-forward to my late 30's and I was two stone over my normal weight and feeling less that happy about it all.

As a new mother, I found myself tired all time time, and with a huge appetite. The scales continued to go up...

I researched every way possible to lose weight. I did Slimming World, Raspberry Ketones, Atkins Diet, you name it, I did it.

But nothing ever stuck and any weight I lost, I gained back soon after.



## Cinch Corsets!

Then, In around 2015, I came across an online brand selling Waist Training Corsets. I ordered one, loved how it made me look and feel, so 'cinched in' and slim, but hated the quality. I knew that if I wore a comfortable, well-made version of this product, I might be able to control my hunger!

So a friend and I put our heads together and designed our very own version of this product. Our new business, Cinch Corsets was born!

Not only did I have great success from weight loss from wearing my corset, but so did women across the world who were ordering it from our online company. I lost around 8 pounds in six weeks, 6 inches off my waist and my shape improved enormously, simply by wearing it for 8 hours a day.



Week one

Week six

Week seven



Waist 34"



Waist 29"



Waist 28"

# Intermittent fasting & me!

I managed to keep most of the weight off for five years.

Although, I was still a full stone over my normal weight....

I joined a local community fitness club - Bayburn Fitness - and enjoyed going to 3-5 classes a week.

I felt great mentally and enjoyed the classes so much, but, the scales never moved much.

I stayed at around 9 stone 8-10 pounds for 5 years.

Then, another life milestone arrived - LOCKDOWN!

At the start of lockdown, in the Hunter household, we treated it like some kind of holiday..

School was out, work died a death and we found ourselves compensating by eating whatever we fancied - takeaways galore, crisps every night, marathon TV sessions, and then Easter arrived and I used to sneak into my children's rooms every night to steal their eggs!

We were drinking so much more than we ever did and I went from doing 5 classes a week to zero.

This continued for many months and for much of that time our bathroom scales had given up, so I was blissfully blinkered to the full effects of my weight gain.

I was aware that my clothes were a little tighter, but hey, weren't everyone's?

Then, my sister and I had some photographs done for a work project we were doing together.

When they came through on my computer, I was absolutely horrified!

Who was this imposter and 'carb face' who looked so much bigger than her little sister??



I looked so much heavier in photos than I did in my head!

It was time to do something...

I ordered new scales that broke down my body composition...

I started doing online zoom classes with Bayburn Fitness

I cleared the cupboards of all treats...

And started running with my friend, Fiona.

I stepped on the scales and was horrified.

10 stone 6 pounds??? Surely not!

I was at the very top of my bmi, bordering on the 'overweight' part of the scale.

# Intermittent fasting & me!

I turned to my friend Fiona, age 47, who had been so successful with her weight loss. She revealed that she had been following the an Intermittent Fasting Plan and lent me her book "Delay Don't Deny" by Gin Stephens. A Lady who lost over 80lbs doing IF and improved her health ten-fold.

Fiona has kindly allowed us to share her photos with us...

When I finished reading the book, it was like a light-bulb moment.

I changed my entire view on how the body works.

From my own experience over the past six months and for our experience in helping women with meal plans for over five years, we have combined this knowledge to develop this Cinch FAST 30, 30 day Fat Loss Challenge to help others get on the wonderful journey of Intermittent Fasting for weight loss.

I have been following the plan laid out in this book since 1st December 2020.

As I write this, I am only a few pounds from my goal weight. I truly feel that this is the weight-loss plan I have been waiting for for the past ten years...



- I have gone from **10 stone 6 pounds**/66.22kg to **9 stone**/57.153 a loss of **20lbs/9kg down**
- **My bmi has gone from 23.5 to 20.4**
- I have lost **four inches** from **my waist and hips**
- My body fat percentage (BFP) has gone from **28.8% to 22.1% a decrease of 6.7%**
- My Visceral fat (fat around my organs) has gone from **5.5 to 2.0**
- I have now set a new goal and would be delighted if you would join me on my journey...

My progress photo...



Dec '20

1 July '21

My stats (from my Smart scales)...



# Nicola's Story

Hello! I am Nicola, age 45 and mum to Nina. Health and nutrition have always been very important to me, but with a series lockdowns, reduced exercise and temptation for sweet treats round every corner, combined with fluctuating hormones thanks to peri-menopause, I found the weight creeping on, like everyone else.

I am also a long-sufferer of endometriosis and an under-active thyroid and have been in peri-menopause for the past five years, experiencing migraines, mood swings, anxiety and weigh-gain.

I am acutely aware that what I put into my body has a significant effect on my health, moods and pain levels

I started my own Intermittent Fasting journey in January 2021, after I met up with Angela for a walk and could see for myself, both the weight loss and huge health benefits she was enjoying.

As soon as she knocked on my door, I noticed the weight loss, but aside from that, her energy and enthusiasm for this new way of life was infectious. During the walk, she told me how she'd adopted the approach from early December and the weight was coming off, despite Christmas and New Year! I was in! I started the next day, mainly to shift the excess pounds, unaware of just how much the new approach to eating would change my health. As the weight came off, my constant pain from Endometriosis started to lessen. I was hooked, I started to research the subject much further, devouring every book, Podcast, research paper that I could come across and I came to understand the huge anti-inflammatory effect that IF can have on the body.

Fast-forward 12 months and Intermittent Fasting has been a complete game-changer for my health and allowed me to not only shed my excess lockdown weight (around 9lbs) but more importantly it allowed me to reduce my pain and thyroid medication significantly.



Dec '20



August '21

I have also experienced a significant reduction in my anxiety, migraines and my moods are on a much more even-keel.

I believe that all-too-often women just accept that weight gain is a fact of life once they reach a certain age, but it doesn't have to be that way. Since we launched on 1st May 2021 we have helped over 550 women to change their lives through IF.

I wish you all the luck in the world with your journey and would love to hear from other Endometriosis sufferers on their journey and how IF has helped them....

# Menopause - The Facts

The reality is, it's really frickin' annoying.

Not only is your physical body doing all these crazy things, but so is our mind.

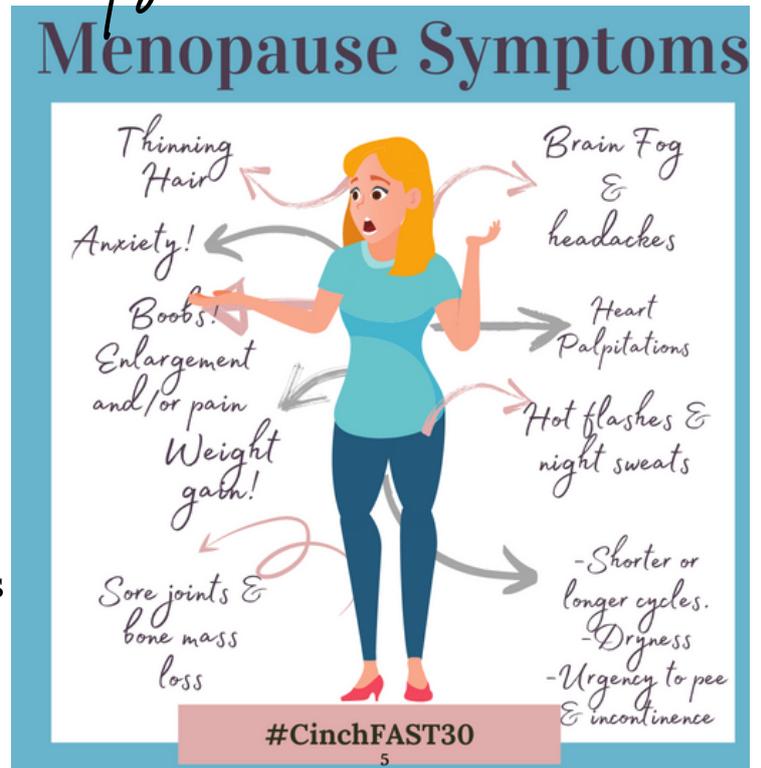
But, it is important to know that you aren't alone.

Every single woman on the planet will face Menopause. Some in their 30's, some 40's, 50's and even early 60!

That is a huge number of people.

It's time to start talking about it and share ways to help manage the symptoms.

That time is now...



From about 35 to 40 years of age, the number of eggs left in your ovaries decreases and you may ovulate (release an egg from your ovary) less regularly, or occasionally more often. When you reach menopause, you have no active eggs left in your ovaries and your periods stop.

Most women reach menopause between 45 and 55 years of age.

Menopause sometimes occurs earlier than expected – for example, as a result of cancer treatment or surgery – but can also occur later, sometimes up to age 60.

## Hormones & Menopause

Hormones that affect menopause are oestrogen and, to a lesser degree, progesterone.

In the years or months leading up to menopause, these hormone levels can change, swinging up and down, and can cause a number of symptoms.

At this time, your periods may change.

For example, they might become less heavy and less frequent, stay the same, or become heavier.



## Menopause & Weight Gain

Typically, the metabolism slows down during menopause because estrogen and progesterone levels fall out of balance.

The sudden hormonal shift causes many women to gain weight (adding insult to injury).

You may also become less sensitive to insulin during menopause, meaning you have trouble processing sugar and refined carbohydrates—a metabolic change called insulin resistance.

Insulin resistance often comes with fatigue and trouble sleeping.

**Several factors play a role in weight gain around menopause, including:**

- 1) **Hormone fluctuations.** Both elevated and very low levels of estrogen can lead to increased fat storage (Health Line).
- 2) **Loss of muscle mass.** This occurs due to age, hormonal changes, and decreased physical activity (3, 4).
- 3) **Inadequate sleep.** Many women have trouble sleeping during menopause. Poor sleep is linked to weight gain.
- 4) **Increased insulin resistance.** Women often become insulin resistant as they age, which can make losing weight more difficult.

What's more, fat storage shifts from the hips and thighs to the abdomen during menopause. This increases the risk of metabolic syndrome, type 2 diabetes, and heart disease .

Therefore, strategies that promote the loss of abdominal fat, like this program, are particularly important at this stage of life.

## Menopause & Intermittent Fasting

Intermittent fasting can help with several symptoms of menopause, including:

Weight gain, insulin resistance, brain fog, mood swings and anxiety.

A reduction in weight can help reduce things like hot flashes, night sweats & joint pain.

It may also decrease your risk of heart attack, diabetes, and other metabolic diseases.

It can also help boost your confidence and help you gain back that feeling of control in your life.

We advise you to chart your symptoms at the start of this journey and keep a journal to track them



# 5 things you can do to make Menopause less annoying



1. **Talk about it.** With your doctor, your friends, a good natural health practitioner and within our WhatsApp support group
2. **Diet** - what you consume plays an integral role in how you feel. Cut the highly processed food & alcohol and eat a whole food diet filled with lean protein, vegetables, fruit, pulses and nuts. Our meal plan and recipes follow a Mediterranean diet which will help reduce symptoms. Avoid spicy foods.
3. **Intermittent Fasting** - not only can IF help with weight gain, it can help reduce and manage symptoms.
4. **Exercise** - walk, run, pilates, weights, swim, anything that gets you moving and active can help.
5. **Meditation & Yoga** - relaxation practices can make you feel better, and better able to cope with all the changes.

Please read and digest the contents of this plan to understand how Intermittent Fasting combined with a whole, healthy diet, can play a central role in managing your menopause symptoms.



# The Cinch FAST 30 Plan

*Your body's ability  
to heal is greater  
than anyone has  
permitted you to  
believe...*



# CINCH FAST 30

## FOODS AT SPECIFIC TIMES

Welcome to the Cinch FAST 30 plan & 30 Day Challenge - this is designed to be a super-easy strategy, which is a tried and tested method of weight loss, with a reported myriad of health benefits. This plan will explain why eating 'Foods At a Specific Time' (FAST) can lead to not just fat loss, but enhanced health and wellbeing. The beauty of Intermittent Fasting (IF) is that it is fully flexible, super-easy to follow and helps you lose weight, long-term.

## IT'S NOT A DIET!

This plan is to help guide you on a path of health and wellness which will allow you freedom from dieting, freedom from energy slumps, weight gain, and support you as you experience menopause.

You will be glad to hear that IF is not a diet, it is so much more positive than that! It is a completely positive lifestyle change that will grant you freedom from the diet mindset, boost your overall health and lose excess pounds - long-term!

In this section, you will understand why eating Food At a Specific Time can potentially help to supercharge your weight loss and boost your overall health.

## IT'S ABOUT MUCH MORE THAN WEIGHT LOSS

You will learn how and why our bodies store fat and how to kick-start your body into burning it.

You will also learn the many other health benefits which come along with IF too. Whilst many people claim that 'you can eat whatever you want' during your eating window, for me, I personally found that in the weeks that I did that, my weight started to plateau and in some weeks, even increased. When I switched to healthy, nutritious meals, using whole foods, the weight consistently dropped, week, on week. Staying on course has been helped so much by using a bank of delicious recipes that I want to share with you.

You will have access to over 75 recipes which will allow you to enjoy delicious, healthy meals and lose weight at a steady, safe level. You will not only start to burn fat like never before, but you will also fuel your body with great, nutritious food!

# What is Intermittent Fasting?

Let's start at the beginning....

Intermittent fasting (IF) is currently one of the world's most popular health, weight loss and lifestyle trends.

People, including celebrities like Jennifer Anniston, Halle Berry and Scarlet Johanson are reportedly using it to lose weight, improve their health and simplify their lives.

Many studies show that it can have powerful effects on your body and brain and may even help you live longer.

The term Intermittent Fasting has been around for centuries.

Throughout history many religions follow a fasting ritual.

Many do-so to "recharge the spiritual battery".

We hope this plan will lead you on a path of "recharging your health & wellbeing".

What is more recent, is the abundance of scientific research which is being done across the globe and the huge interest the method is attracting from doctors world-wide. I encourage you to read up on these research studies, as the more you understand what is going on within the body when you fast, the more likely you will stick with it.

## How does it work?

As I've said, Intermittent fasting is not a diet, it's a pattern of eating.

It involves switching between periods of fasting (abstaining from food) and eating, i.e The 'Fasted' and the 'Fed' state.

It is often referred to as 'time restricted eating'.

Intermittent fasting doesn't change what you eat, it changes when you eat. However, with me, as mentioned, the more healthier I ate, the more consistent my weight loss was.

## Why restrict when you eat?

Most people start IF for weight-loss reasons.

They then stick with it for the long-term as they get so many health benefits from it. I know I have truly found a lifestyle change for the duration.

IF is a great way to get lean without going on a hugely restrictive diet or cutting your calories down to nothing. In fact, most of the time you'll try to keep your calories the same when you start intermittent fasting.

Our meal plan is packed with delicious recipes, full of flavour and nourishment, and guess what, calories!

Additionally, IF is a good way to help sustain and even build muscle mass whilst losing weight.

## How Does Intermittent Fasting Work?

To understand how intermittent fasting leads to fat and weight loss we first need to understand the difference between the 'fed' state and the 'fasted' state.

Your body is in the 'fed' state when it is digesting, breaking down and absorbing the food you just ate. Typically, the 'fed' state starts when you begin eating for the day, and lasts for the next three to five hours as your body begins to digest and absorbs the food .

After this three to five hours, your body goes into what is known as the post-absorptive state, which basically means that your body isn't processing a meal anymore. The post-absorptive state lasts until 8 to 12 hours after your last meal, which is when you enter the 'fasted' state. It is much easier for your body to burn fat in the fasted state because your insulin levels are low. (more explained about this, below)

When you're in the 'fasted' state your body can burn fat that has been inaccessible during the fed state.

Because we don't enter the 'fasted' state until 12 hours after our last meal, it's rare that our bodies ever really reach this fat-burning state without consciously trying.

### The biology lesson...

When we enter the 'fed' state and eat or drink anything (other than the drinks listed in the 'Clean Fast' section on page 20.), our bodies release a substance called insulin.

Insulin is a storage hormone designed to help to break down the rise in blood glucose that occurs after we put anything into our mouth.

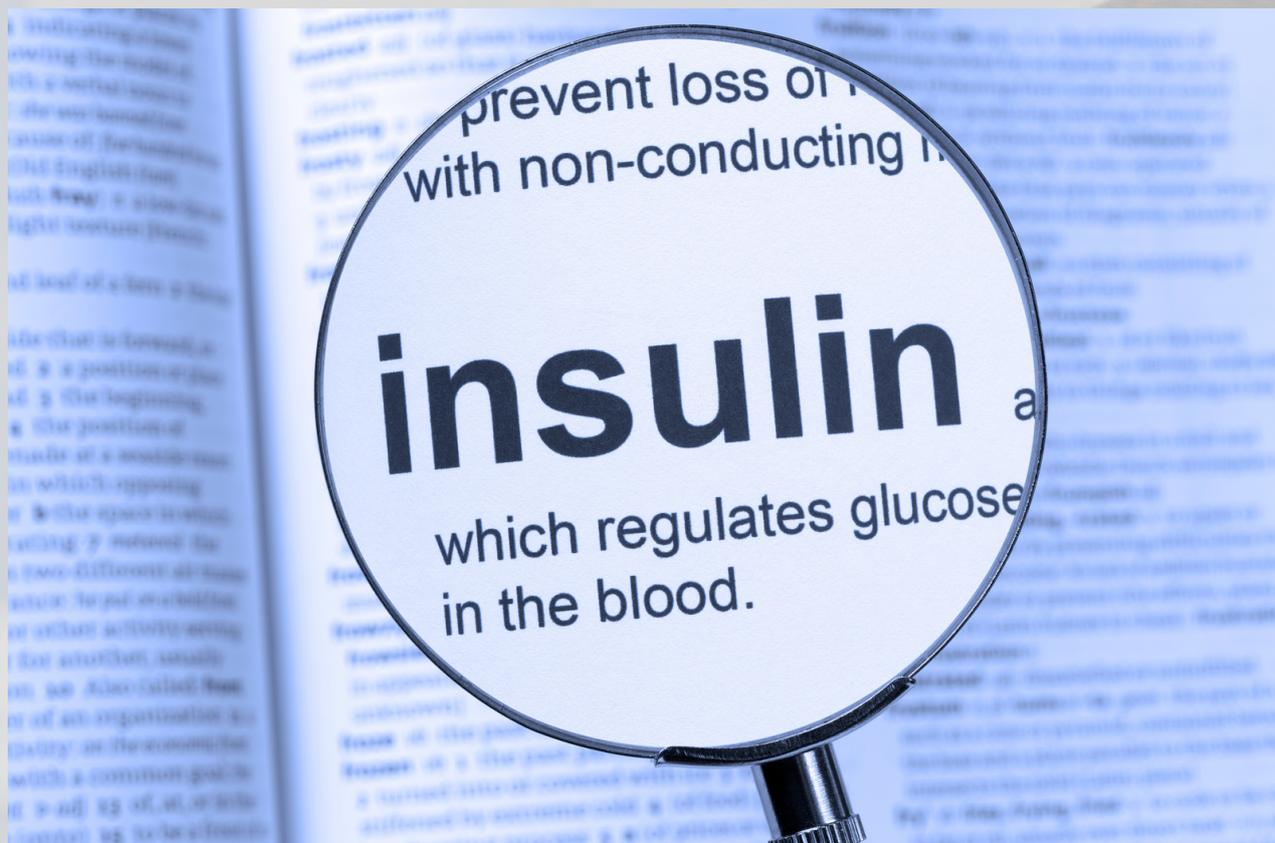
Insulin helps the cells within our bodies to take in the glucose and store it temporarily in the liver and muscles (as glycogen), to use as fuel when our bodies need energy to keep it functioning.

Once the glycogen stores in the liver are full, the excess will be converted into fat which goes into long-term storage (fat cells).

As time passes, the levels of glucose in your body go down, and the pancreas then releases the counter-regulatory hormone, glucagon, which signals your body to release glycogen from the liver to raise blood glucose levels so your body (and brain) can function properly.

As your glycogen stores are used up, your body then starts to tap into the fat storage for times like when food isn't available, or when you are in the 'fasted' state.

# Insulin & it's role in weight-loss



When we eat, we ingest more food energy than we can immediately use. Some of this energy needs to be stored away for later. The key hormone involved in both storage and use of food energy is called insulin, which rises when you eat. Anything with any artificial sweetener or sugar stimulates insulin production. Similarly both carbohydrates and protein stimulate it. Fat triggers a far smaller insulin effect, but it is rarely eaten alone.\*

Insulin has two major functions:

- 1) Allows the body to immediately start using food energy.
- 2) It also allows the body to store excess energy.

## *The light-bulb moment!*

So, when we put our bodies into the 'fasted' state, we aren't putting any food substances into our mouths, therefore no insulin will be secreted for the duration of the fast, forcing the insulin levels down.

Our bodies will then look for an alternative fuel source in order to survive.

The liver will then release the stored glycogen to use as energy.

Once this source is used it, it means that our bodies switch to using fat stores for fuel!

# The role of Insulin

We all have approximately 5 litres of blood travelling around our blood vessels and heart at any one time.

In these 5L of blood, you need only about one teaspoon of sugar for all our day-to-day activities.

It is Insulin's job to ensure that the sugar in your blood stays at around 1 teaspoon at all times.

When you put more sugar into your body than it needs, it can slow down your circulation (think of maple syrup in your arteries), and that's when problems arise.

**1** You eat or drink anything (apart from drinks listed in the 'clean fast')



**2** Your pancreas releases the hormone insulin to sponge up this excess sugar (glucose) out of your bloodstream. It delivers the glucose to your liver, muscles and fat cells.



**3** When the glucose enters the cells, it lowers the level of sugar in your blood to safe levels, and stores it for your body to use for energy. Any excess not used for energy is converted into fat.



# Insulin Resistance

1

Over time, you continue to eat high carbohydrate foods, sugary treats, drinks, pasta, starchy vegetables like potatoes, rice etc.

2



Insulin is released every time you eat in order to remove the sugar from your blood stream and move it to your cells to use for energy.

3



If you continue to put more food into your body than it needs, eventually your cells will get to the point where they physically won't be able to store any more glucose within them.

4



To try to combat this, your body will release more and more insulin to try and break down the sugars causing chronic high insulin state.

5



The insulin keeps pumping out, however, it isn't able to carry out its role properly (as the cells are full and the insulin can't deposit the glucose to them) and then your body becomes 'resistant' to it.

6



The sugars you are consuming have no where to go, so they will be loose around your blood stream causing 'chronic high blood sugar' or Pre-Diabetes.

7



Your cells now aren't receiving their energy source leaving you tired and craving carbohydrate foods...



**You now have an excess of insulin in your blood stream and an excess of blood glucose. In this state it is very hard for you to burn fat. It also encourages fatty acids that are floating around in the blood to go into fat storage causing weight gain and a raft of other health issues...**

# Insulin Resistance



Insulin resistance doesn't happen overnight.

When most of your diet includes 'empty calories' and an abundance of quickly absorbed sugars, liquid calories, and carbohydrates like bread, pasta, rice, and potatoes, your cells slowly become resistant to the effects of insulin. Your body increasingly demands more insulin to do the same job of keeping your blood sugar even. Eventually your cells become resistant to insulin's call, resulting in insulin resistance. The higher your insulin levels are, the worse your insulin resistance.

Refined carbohydrates are the biggest stimulus to insulin, so reducing carbs reduces insulin.

As Dr. Sara Gottfried puts it in her book, *The Hormone Reset Diet*,

*"Current science suggests that a calorie of carbohydrate is more fattening than a calorie of protein or fat because of the effect on insulin. Too many of the wrong carbs cause insulin resistance. In fact, the solution to lasting weight loss is to maintain normal insulin levels."*

When the insulin remains high, the blood sugar remains high and this results in your body starting to age and deteriorate rapidly. In fact, insulin resistance is the single most cause of rapid, premature ageing in the population. It can lead to a person being diagnosed as being 'pre-diabetic'. Elevated blood sugar levels maintained for an extended period of time can push someone who is pre-diabetic into having full-blown diabetes, which has a whole host of negative health consequences.

# The effects of Insulin Resistance

There are more than 4.9 million people in the UK living with diabetes. A further 13.6 million people are now at increased risk of type 2 diabetes in and it is thought that 850,000 people are currently living with the disease but are yet to be diagnosed.

Insulin resistance or poorly managed blood sugar and the resulting metabolic syndrome often results in obesity, fatigue, sugar and carb cravings, high triglycerides, low HDL, high blood pressure, problems with blood clotting, heart disease as well as increased inflammation and continued weight gain. In extreme cases, elevated blood sugar can even contribute to strokes, amputations, coma and even death.

On top of poor dietary management, other factors play a role in the secretion of insulin. Stress can elevate cortisol levels, which interferes with how insulin is used by the body. Inflammation in the body can affect the cells which can interfere with insulin signaling, contributing to insulin resistance. Also, numerous studies have shown that insufficient sleep or no sleep, even for only one night, disrupts insulin and glucose levels by creating insulin resistance.



## How can you reverse Insulin Resistance?

**Intermittent fasting** has been shown to have major benefits for insulin resistance and leads to an impressive reduction in blood sugar levels in clinical trials. In human studies on intermittent fasting, fasting blood sugar was reduced by 3-6%, while fasting insulin has been reduced by 20-31%.

When we fast, our bodies don't release insulin, it also allows our bodies to heal any inflammation. When there is no insulin being released our bodies are forced to look for an alternative fuel source, so it taps into the stored glucose in the cells, and the glycogen in the liver, emptying those cells and normalising insulin function. Once those cells are depleted (with our daily fasts), our bodies tap right into the fat stores for fuel, both releasing weight from the body and reversing insulin resistance.

**Excessive insulin causes weight gain, you don't necessarily need to decrease calories, you need to decrease insulin in your body.**

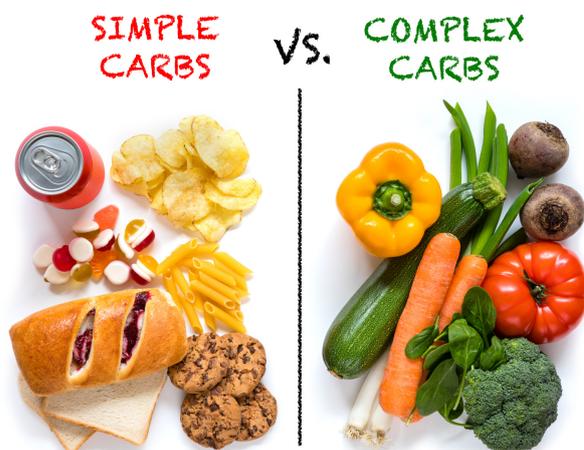
# So, what else can we do?

**Reduce the amount of simple carbohydrates in your diet and up the complex carbs.** The white bread, crisps, pastries, sugary drinks, white pasta and cakes. Swap the white bread for wholegrain, same with pasta and rice. Avoid the crisps and swap to unsalted nuts and fresh or dried fruit. Opt for a sweet potato over a white and avoid the sugary drinks at all costs!

We're not demonising carbs here. They are delicious! But it is important to understand why an 'over consumption' of the simple carbs and even an excess of the complex carbohydrates causes weight gain. It causes an insulin response. Simple.

Although there are ways to survive, and for some, even thrive on extremely low carb diets, that's not what we're promoting here.

We have found that a healthy diet that's also enjoyable does include some carbohydrates and a little bit of sweetness.



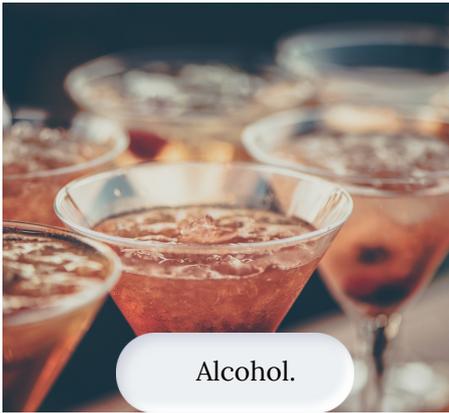
# Get enough good quality sleep!

A group of scientists from Cedars-Sinai Medical Center in Los Angeles, CA performed a study on dogs. They compared how sleep deprivation and high-fat diet affect insulin. What they found out was that only one night of sleep deprivation increased insulin resistance by 33%. On the other hand, six months of a high-fat diet with regular sleep increased insulin resistance by 21%.

This means that sleep deprivation did more damage than six months of eating fatty foods. Although this particular study was conducted in dogs, it still shows us the importance of sleep. People who don't get enough sleep tend to take in more calories than they can burn, because insufficient sleep disrupts appetite-controlling hormones. Therefore, poor sleep, inadequate diet (and even obesity) usually go hand-in-hand.

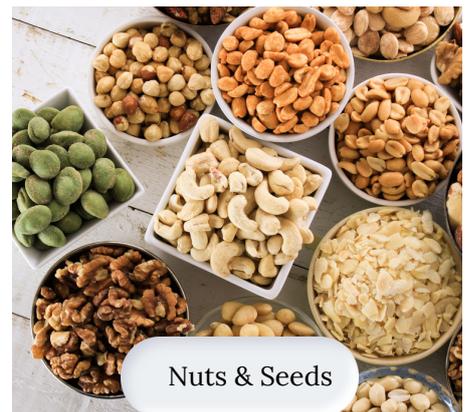
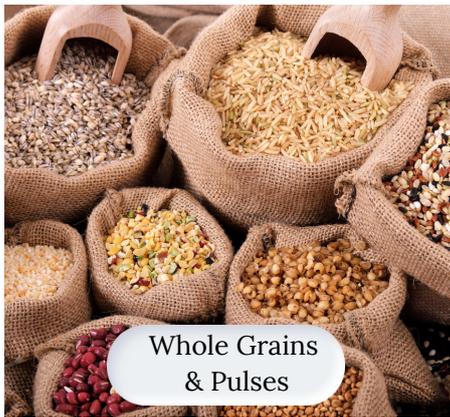
Decreased sleep is a risk factor for increased blood sugar levels. Even partial sleep deprivation over one night increases insulin resistance, which can in turn increase blood sugar levels. As a result, a lack of sleep has been associated with type 2 diabetes.

# Foods That May Worsen Menopausal Symptoms



# Foods that may help reduce Menopause Symptoms

A whole-foods diet high in fruits, vegetables, whole grains, high-quality protein and dairy products may reduce menopause symptoms. Phytoestrogens and healthy fats, such as omega-3 fatty acids from fish, may also help. The recipes contained in this program seek to deliver all of these.



# Manage Your Stress

Stress can affect you physically, emotionally and mentally. If you're feeling stressed, your body releases stress hormones like cortisol and adrenaline. This should give you an energy boost for a 'fight or flight' response. But the hormones actually make it harder for insulin to work properly, known as insulin resistance.

## **Time to take some time out!**

Go for a walk in nature. A run, one of our FAST workouts, go to the gym. Meditate do one of our online yoga zoom classes (or catch up on one!)

A massage, reflexology. Anything that you enjoy and makes you chill out!

You need to lower the cortisol in your body which is causing havoc with your hormones and contributing to your insulin resistance and holding on to weight.



## *Exercise!*

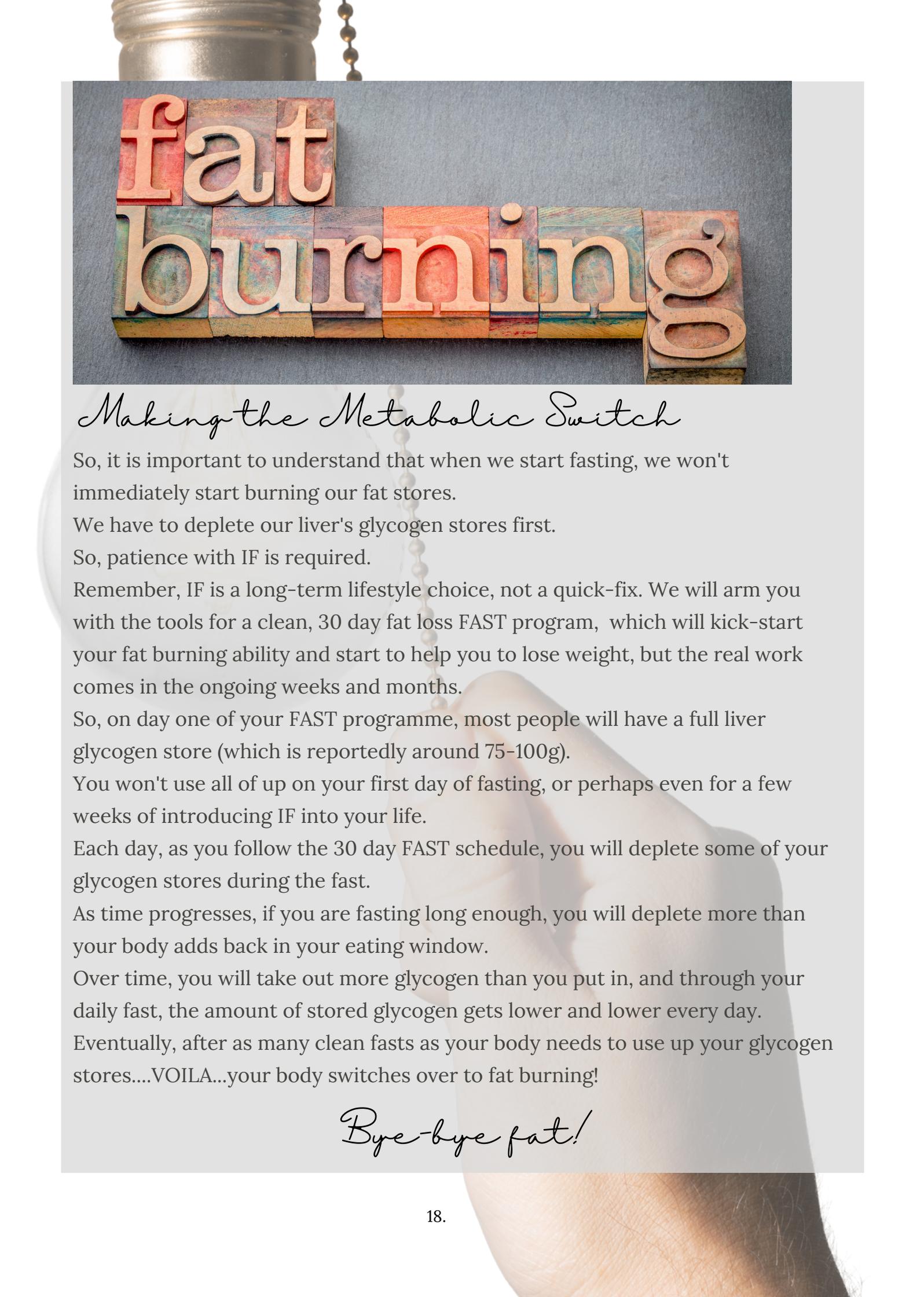
Physical activity improves both calorie expenditure and insulin sensitivity in muscle tissue. It has both long-term and short-term effects on Insulin Resistance. Single exercise bouts produce immediate effects and may last up to 72 hours post-exercise while regular bouts of exercise produce long-term chronic improvement.

During exercise, your body burns glycogen, a form of glucose that is stored in your muscles. After exercise, your muscles replenish their glycogen stores with glucose from the bloodstream. The more glycogen that is burned during a bout of activity, the longer the body's insulin sensitivity is improved.

### **Is insulin sensitivity a good thing?**

If you have insulin resistance, you have low insulin sensitivity. Conversely, if you are sensitive to insulin, you have low insulin resistance. While insulin resistance is harmful to your health, insulin sensitivity is beneficial.

Try to exercise at least 30 minutes per day, most days of the week. If you can't manage every day, do at least 5 days a week. Exercise should be brisk (strolling slowly down the street doesn't count) -- our FAST workouts (only 10 minutes!) brisk walking, cycling, swimming, weight training, hiking are all examples of common exercises.



# fat burning

## *Making the Metabolic Switch*

So, it is important to understand that when we start fasting, we won't immediately start burning our fat stores.

We have to deplete our liver's glycogen stores first.

So, patience with IF is required.

Remember, IF is a long-term lifestyle choice, not a quick-fix. We will arm you with the tools for a clean, 30 day fat loss FAST program, which will kick-start your fat burning ability and start to help you to lose weight, but the real work comes in the ongoing weeks and months.

So, on day one of your FAST programme, most people will have a full liver glycogen store (which is reportedly around 75-100g).

You won't use all of it up on your first day of fasting, or perhaps even for a few weeks of introducing IF into your life.

Each day, as you follow the 30 day FAST schedule, you will deplete some of your glycogen stores during the fast.

As time progresses, if you are fasting long enough, you will deplete more than your body adds back in your eating window.

Over time, you will take out more glycogen than you put in, and through your daily fast, the amount of stored glycogen gets lower and lower every day.

Eventually, after as many clean fasts as your body needs to use up your glycogen stores...VOILA...your body switches over to fat burning!

*Bye-bye fat!*



# FAT BURNING

*What happens inside your body...during your fast?*

Here are some of the **reported** changes that occur in your body when your body enters the 'fast' state:

1. **Insulin:** Insulin sensitivity may improve and levels of insulin released by your body drop dramatically. Lower insulin levels make stored body fat more accessible
2. **Human Growth Hormone (HGH):** The levels of growth hormone may increase, reportedly as much as 5-fold. This has benefits for fat loss and muscle gain, to name a few.
3. **Cellular repair:** When fasted, your cells reportedly initiate cellular repair processes. This includes autophagy (more about this on the next page), where cells digest and remove old and dysfunctional proteins that build up inside cells.
4. **Gene expression:** There may be changes in the function of genes related to longevity and protection against disease
5. **Increased metabolism** to 3.6-14%: It sounds ridiculous, but there have been studies on this problem. 19.

# Autophagy

We have established that Fasting may be one of the healthiest things you can do for your body and it stimulates a process inside our cells called Autophagy.

Autophagy is how your body naturally gets rid of cellular rubbish from your body.

It is a process of cellular recycling that effectively removes old, damaged, and faulty equipment in our body, potentially stopping cancer, insulin resistance, diabetes, infections, heart disease, Alzheimer's, inflammation, and even ageing.

If you want to know more about this, I advise that you read Dr. Jason Fung's take on autophagy, on his blog at [Intensive Dietary Management](#).

Intermittent fasting is great for your body metabolically. Rather than slowing your metabolism, which we find in diets that promote long-term calorie restriction, it can actually boost it.

You can even repair metabolic damage brought about by long term restrictive dieting through fasting, though it takes time.

## What are the reported benefits?\*

- **Weight loss:** As mentioned above, Intermittent Fasting may help you lose weight and fat.
- **Anti-inflammatory:** Some studies suggest that Intermittent Fasting can reduce bad LDL cholesterol, oxidative stress in the body, blood fats, inflammatory oils, blood sugar and insulin resistance. All of these are all risk factors for heart disease.
- **Cancer:** Some studies show that Intermittent Fasting can help prevent cancer.
- **Brain health:** Intermittent Fasting reportedly increases the concentration of a brain hormone called BDNF, and may support the growth of new nerve cells. It may also protect against Alzheimer's disease.
- **Anti-ageing:** Intermittent Fasting can extend the life of mice. Research shows that mice that follow this diet live 36-83% longer!
- **Heart Health:** Studies have shown that Intermittent fasting may reduce "bad" LDL cholesterol, blood triglycerides, inflammatory markers, blood sugar and insulin resistance – all risk factors for heart disease.

\*The Complete Guide to Fasting, Dr Jason Fung

### SUMMARY

Intermittent fasting may have many benefits for your body and brain. It can cause weight loss and may reduce your risk of type 2 diabetes, heart disease and cancer. It may also help you live longer

## Who shouldn't follow this protocol?

Intermittent fasting is definitely not for everyone. It has many proven benefits, however, it's still controversial and every health professional has their own opinion on the subject. This program is written from a first-hand account of an individual who has had weight loss success from following an Intermittent Fasting lifestyle. Cinch is not a health company or a nutritional expert organisation. If you have any health condition, are elderly, or on medication, you must speak to doctor before starting this program.

This is particularly important if you:

- Have diabetes.
- Have problems with blood sugar regulation.
- Have low blood pressure.
- Are underweight.
- Have a history of eating disorders.
- Are a woman who is trying to conceive.
- Are a woman with a history of amenorrhea.
- Are pregnant or breastfeeding.

## *Research backs up all claims...*

This program references a lot of health claims.

Whilst I am no scientist, health professional or research expert, and don't claim to be, I have included information from people who are, both from online and hard-copy sources.

**I suggest you do your own research to make your own mind up.**

In one particular study that I came across from the University of Florida on fasting, researchers describe how fasting allows our bodies to shift from burning glucose for energy to obtaining energy from fatty acids and their byproducts, ketones.

They proved that when the body flips from the 'fed' to the 'fasting' state, the metabolic switch is flicked and we are able to access fat stores while preserving lean muscle mass.

In a second study, done by Harvard University in 2019, scientists found that both exercise and fasting (even for brief periods) enhanced the cells' ability to dispose of these junky proteins that cause diseases.

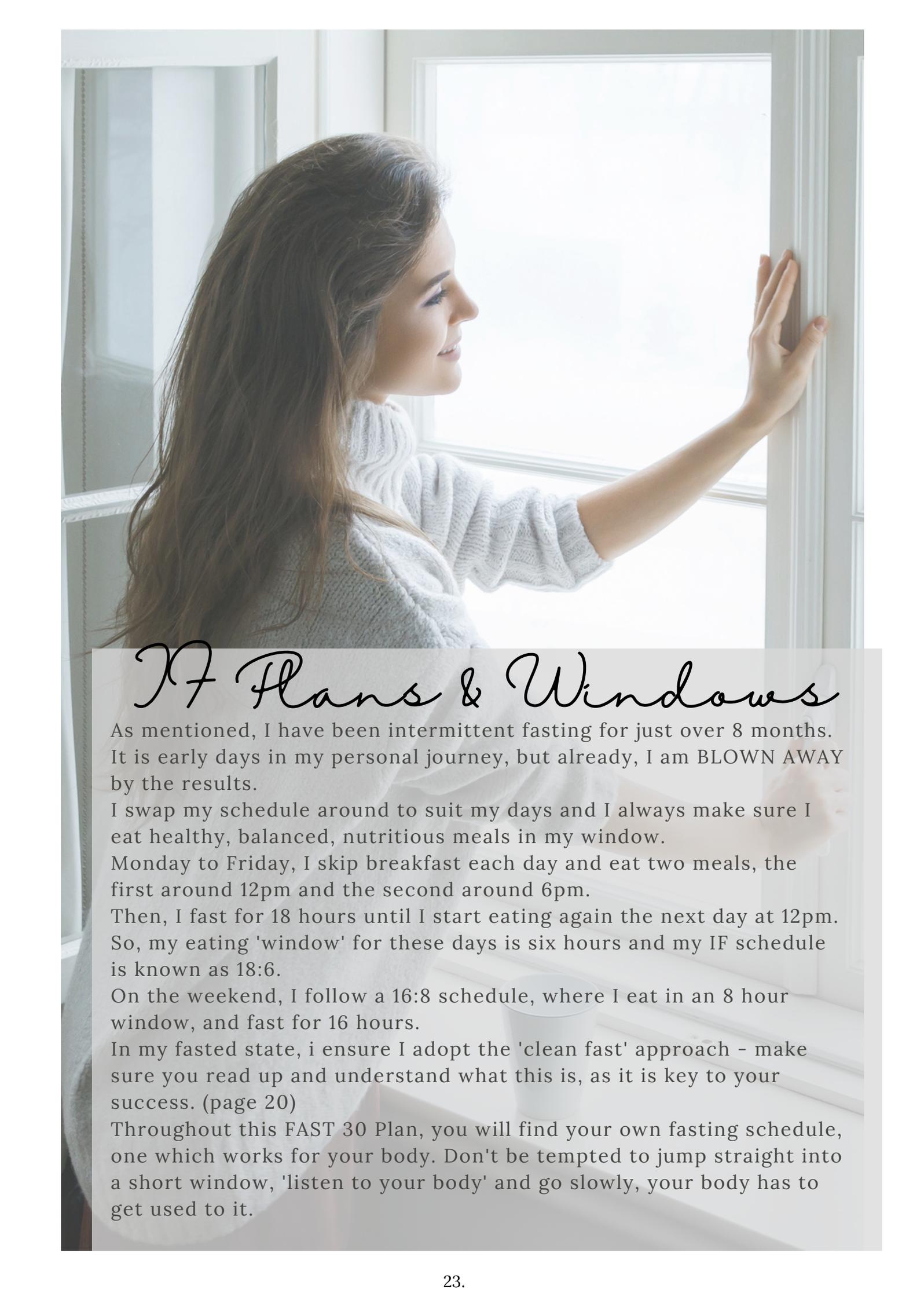
As we age, our cells lose the ability to dispose of "junk proteins," and this can lead to the accumulation of "misfolded proteins, which clog up the cell, interfere with its functions, and, over time," lead to "the development of diseases, including neurodegenerative diseases such as amyotrophic lateral sclerosis and Alzheimer's."

So, get those trainers on and start moving more!

In a further Harvard study, researchers are beginning to understand how intermittent fasting promotes healthy ageing by enhancing the plasticity of our mitochondrial networks. This should lead to a reduced likelihood of developing age-related diseases, which would increase lifespan.

As we get older, the mitochondria of our cells lose the ability "to process energy over time, which leads to ageing and age-related disease."

*Is this the key to eternal youth?*



## IF Plans & Windows

As mentioned, I have been intermittent fasting for just over 8 months. It is early days in my personal journey, but already, I am BLOWN AWAY by the results.

I swap my schedule around to suit my days and I always make sure I eat healthy, balanced, nutritious meals in my window.

Monday to Friday, I skip breakfast each day and eat two meals, the first around 12pm and the second around 6pm.

Then, I fast for 18 hours until I start eating again the next day at 12pm. So, my eating 'window' for these days is six hours and my IF schedule is known as 18:6.

On the weekend, I follow a 16:8 schedule, where I eat in an 8 hour window, and fast for 16 hours.

In my fasted state, I ensure I adopt the 'clean fast' approach - make sure you read up and understand what this is, as it is key to your success. (page 20)

Throughout this FAST 30 Plan, you will find your own fasting schedule, one which works for your body. Don't be tempted to jump straight into a short window, 'listen to your body' and go slowly, your body has to get used to it.

# If Methods...

There are a few different IF Methods, we have detailed the most popular. In this plan, you may choose to progress through the below for stages over the four weeks.



Good for beginners

.....



Gets the body used to time restricted eating

.....



Progress to one of the below methods incrementally.

.....



Slower for weight loss

## The 14:10 Method

## The 16:8 Method



Easiest to progress to and stick to

.....



Most popular

.....



Fast for : Eat in an  
16 hours : 8 hour  
each day : window

.....



Best for normal functioning

.....

# If Methods...

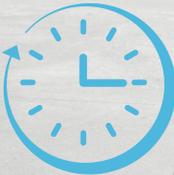
## The 18:6 Method



Easy to progress to & switch to on some days



Can straddle 2-3 meals



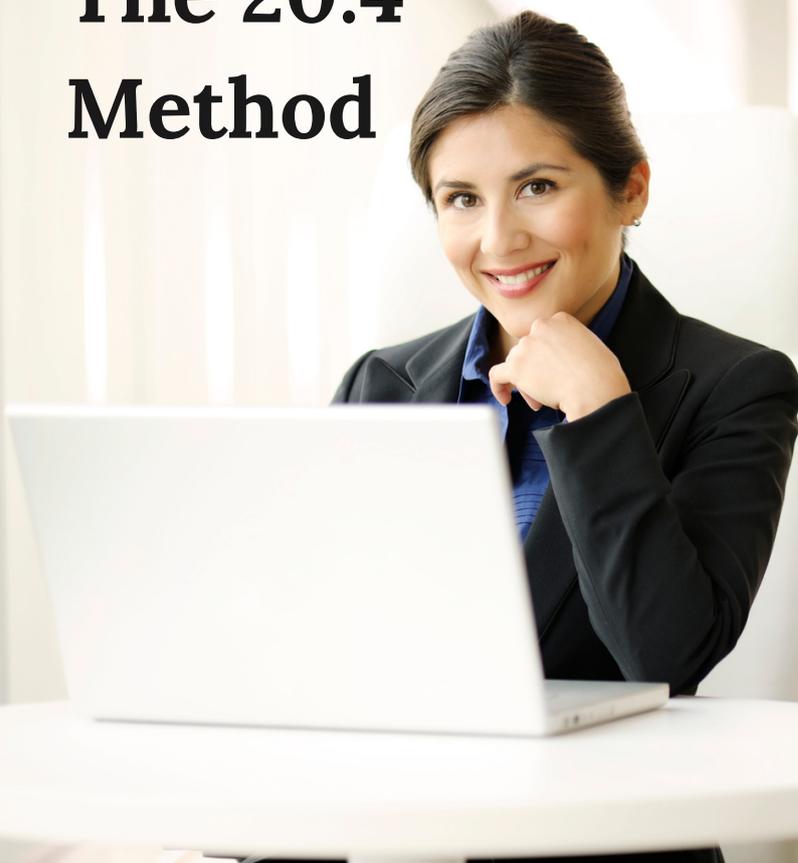
Fast for 18 hours each day : Eat in an 6 hour window



Good for weight loss



## The 20:4 Method



Work your way up to this



Try to eat one to two meals in your 'window'



Fast for 20 hours each day : Eat in 4 hour window



Great for weight loss



Try this 1-2 days a week rather than every day.

# Sample Daily Schedule for 14:10 Method

**From you wake until 10am**



**Hydrate! Lots of water, black tea and black coffee**

**10am**



**First meal - pick any breakfast meal from the Cinch food plan or follow the meal plan**

**1pm**



**Second meal - pick any lunch meal from the Cinch food plan or follow the meal plan**

**8pm**



**Third meal - pick any main meal from the Cinch food plan or follow the meal plan**

**8pm to bedtime**



**Begin clean Water, black tea and black coffee (decaff at this time!)**

# Sample Daily Schedule for 16:8 Method

**From you wake until 11am**



**Hydrate! Lots of water, black tea and black coffee**

**11am**



**First meal - pick any breakfast meal from the Cinch food plan or follow the meal plan**

**3pm**



**Second meal - pick any lunch meal from the Cinch food plan or follow the meal plan**

**7pm**



**Third meal - pick any main meal from the Cinch food plan or follow the meal plan**

**7pm to bedtime**



**Begin clean Water, black tea and black coffee (decaff at this time!)**

# Sample Daily Schedule for 18:6 Method

**From you wake until 1pm**



**Hydrate! Lots of water, black tea and black coffee**

**12pm**



**First meal - pick any lunch meal from the Cinch food plan or follow the meal plan**

**3pm**



**Snack - pick any snack from the Cinch food plan or follow the meal plan**

**6pm**



**Second meal - pick any meal from the Cinch food plan or follow the meal plan**

**6pm to bedtime**



**Begin clean Water, black tea and black coffee (decaff at this time!)**

# Sample Daily Schedule for 20:4 Method

From you wake until 2pm



Hydrate! Lots of water, black tea and black coffee

2pm



First meal - pick any lunch meal from the Cinch food plan or follow the meal plan

3pm



Snack - pick any snack from the Cinch food plan or follow the meal plan

6pm



Second meal - pick any meal from the Cinch food plan or follow the meal plan

6pm to bedtime



Begin clean Water, black tea and black coffee (decaff at this time!)

# The Clean Fast



This next part is essential to your success with this Cinch FAST 30 plan.

As we have covered, when we eat any kind of food or most drinks (with the exception of drinks outlined in the next page) our body's react by releasing the hormone, insulin, which the body uses to fuel its self.

When we don't eat our body's look for another fuel source to power it.

This is when it uses our stored fat to fuel it.

Queue fat-burning.

Therefore, when we follow the popular diet culture of 'little and often' our bodies are never getting near to burning our fat store.

People who have been told (by clever marketeers) to sip on 'diet' drinks all day long as they are calorie free, are actually stopping their bodies from ever getting close to being able to access the fat stores.

Keep in mind that we want our bodies to have the optimum conditions for both fat burning and autophagy, it is therefor crucial that we strictly monitor what goes into our mouths when we are fasting.

During the fast, we want to BURN fat from our bodies.

To do so, we want insulin to be as low as possible during the fasting time.

So, no milk in our hot drinks, no 'sugar-free' drinks, no chewing gum, no Berrocca, no 'healthy juices' no Floradix, no peppermint tea, nothing that has any unnatural flavouring, sweetener, food substance...

Every single one of these will cause a spike in insulin. And even small increases in insulin, within the normal range, virtually abolish lipolysis, or the breakdown of fat.

# What can I consume in my fast?

What you eat and drink in your fasted state is crucial to how effective the results will be, and how you will feel.

The below is what you can consume in your fasted state.

Nothing else.

Remember, even a taste of anything else on your tongue can cause the body to release insulin which will stop your body accessing the fat stores...



## Still Water

Keep it simple. Carry a water bottle with you all day long. Drink as much as you can, aim for 6-8 glasses each day.



## Sparkling Water

Same as still! The bubbles may actually help you feel fuller for longer. However, some studies show that an excess can erode enamel, so all in moderation!



## Black Coffee (no sugar!)

Both decaf and caffeinated. This will be your best friend and ally. Caffeine is clinically proven to help mobilise fats from your fat tissues and increase metabolism



## Black Tea

No need to limit how much plain, unflavoured black tea you drink in a day. You'll get around 47 milligrams of caffeine. Caffeine also promotes lipolysis – the breakdown of stored fat – and it stimulates cycles that metabolise fats.



## Green or CBD Tea

Green & CBD teas are one of the healthiest beverages on the planet. Both are loaded with antioxidants and some studies show that it can increase fat burning and help you lose weight. Make sure it is unsweetened and 100% natural to stay 'clean'.



## Medications

As prescribed by your health provider make sure you take them at the time recommended by your doctor.



*Welcome!*

”

**EVERY  
JOURNEY  
BEGINS  
WITH A  
SINGLE STEP**

“

*Congratulations,  
you've made it...*

# LET'S GET STARTED!

## 1. Commit!

The reason you have invested in this program is to lose weight and improve your health in the process.

I recommend that you decide right now, to commit to this plan fully, allow yourself a full 30 days to get the benefits of the program.

Whilst this, is a 30 day plan, I highly recommend that you continue the practices outlined in this program for the long-term. Most people will achieve weight loss, but the best bit about this is the health improvements which aren't as visible. I encourage you to 'trust the process', and read up as much as you can on Intermittent Fasting.

I wholeheartedly recommend Gin Stephen's book, *Delay, Don't Deny and Fast, Feast Repeat*. I also recommend Dr Fung's Book, *The Complete Guide to Fasting*.

## 2. Journal

We have worked hard to produce all the materials you need for this Cinch FAST 30 Plan.

Download & print the **My Cinch FAST 30 Personal Progress Journal** now.

This is your accountability partner, your progress tracker and a way to analyse your food consumption and exercise regime with regards to nourishment and health.

Included in your journal is a daily food diary, which has been crucial to my weight-loss success.

Research has shown that people who have food diaries tend to lose twice as much weight than those who did not.

If you are super eco-conscious, or your printer has given up the ghost (or you never had one to begin with) get a notebook and each day, write a daily account of your weight, exercise you carried out (even your step count), your IF windows and everything you ate & drank.

When you record all of this it makes you regulate whatever goes into your mouth, making you more accountable for your weight gain. Since every drink or snack is recorded, you become more self-conscious of the harm certain cravings cause, making you more responsible for what you actually eat.

### 3. Recipes, Shopping List & Meal Planner

Included in this plan, are over 75 highly nutritious, delicious, tried and tested recipes to help you achieve your weight and fat loss goals.

We recommend that you download these onto your desktop or smart device and access them as you need them.

The recipes and are there as a guide, and can be followed to the letter (for best results) or chopped and changed to other ingredients that you perhaps prefer.

The FAST schedule is also flexible, if you have a special occasion on one of your days and need to swap your days, that is no problem also. This is a plan where you are in control. As long as you are doing a swap and not a replacement.

By the end of the 30 days, you will have all of the tools to continue your FAST journey, and we look forward to coming along beside you each step of the way!

### 4. Scales

Using scales to monitor your progress is much-debated.

Love them or hate them, for me, it worked, it personally, it allowed me to track my progress week-on-week and gave me a clear goal to work towards. I suggest you weigh yourself every day and take a weekly average.

Our weight fluctuates so much day-to-day so if you only weigh yourself one day each week, it wouldn't be an accurate reflection of what's going on inside.

To take a weekly average, simply add up your weight over the 7 days and divide by 7!

Don't be disheartened by days when the scales go up, or plateau, simply, up your water intake, ensure you are 'clean fasting' and try upping your cardio by 30 mins each day (a brisk walk round the block will do it!).

Also, don't over stress if they scales don't move as much as your new size reflects over the course of the 30 days. Your body will undergo something called recomposition, which is where your lean muscle grows (thanks to a spike in the human Growth Hormone (HGH) and your fat decreases, thanks to taking a break from food, daily. And as lean muscle, by volume weighs more than squishy fat, the scales may stay the same or even increase at times, though your clothes feel looser...(as fat by volume is larger than muscle, though both may weigh the same).

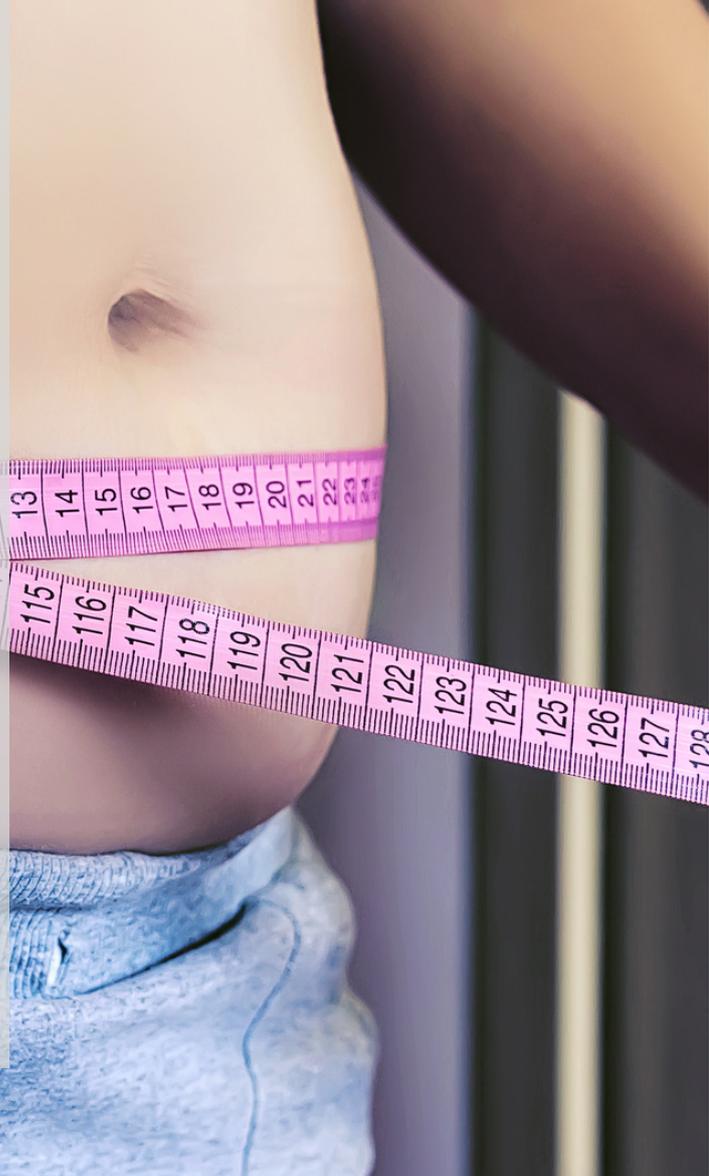
## 5. Measurements

With the last point in mind, another way we ask you to monitor your progress, is to take your measurements on day 1 of the challenge and again on day 30.

Whilst some people may not experience much weight loss on the scales, particularly if they are exercising extensively (building muscle), the measuring tape should decrease.

So, get that tape out and measure your waist, hips, thighs and arms, and input the totals into your Accountability Journal.

Remember where you took the measurements to ensure you repeat the same area at the end of your journey.



## 6. Photos

Progress photos are an absolute must. Whilst we may not notice day-to-day changes, weekly and more importantly day 30 Vs day one will show you photographic evidence of how far you have come.

I suggest you wear sports bra and pants or mini shorts. Remember, you will be wanting to show off your results at some point and you don't want any embarrassing underwear or naked photos stopping you doing that! Take photos on day one, front, each side and back (get someone else to take them if you can) and each week, ideally in the same clothing,

## 7. Honesty Pants!

### The Clothes Don't Lie

Why not try on a pair of trousers or an outfit that is too tight for you just now. Take a photo and do the same thing each week of your journey. You will be so pleasantly surprised when the outfit starts to fit and you can actually wear it in public!



## 8. Exercise

We all know we should move our bodies more for optimum health and weight loss. However, I hazard a little caution when you are starting this Cinch FAST 30 plan. Your body will be going through all sorts of changes, so listen to it.

Don't start your marathon training the same day you start this program. Remember, slow and steady wins the race.

Start slowly, especially if you are new to exercise, and build up your fitness levels. Irrespective of what exercise you build into your 30 days, (walking, running, weights, HIIT etc) aim to clock up at least 10,000 steps each and every day (my Apple Watch became my new BFF).

Exercising when we are in the 'fasted' state (once we feel our bodies are used to it) can quantum leap your fat burning powers and your weight loss results will happen quicker. But, go EASY, to begin with!



## 9. Have a Goal!

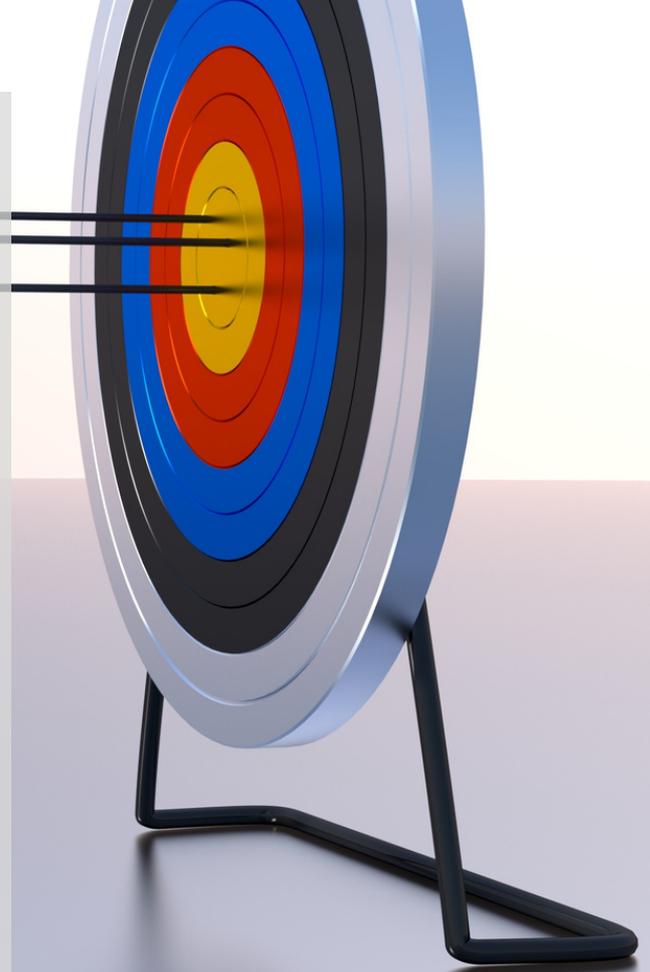
### How much, by when?

Having a weight loss goal assigned to a specific date is a great motivator and a great way to reach your desired weight.

Pick a realistic date, and write down the weight you will work towards on that date, the clothing size you will be and how you will look and feel.

You can fill this section in in your journal.

Allow yourself a realistic time frame to do this in (aim for 1-2lbs per week) and write it down, stick it to a notice board, your fridge and anywhere else you want to remind yourself!



## 10. Find your BFF

Find your Best Fasting Friend #BFF

### Alongside us as your

#BestFastFamily why not find a buddy who will champion your challenge, and ask them to join you on the journey and become your #BestFastFriend (BFF!)

It's just like having a dedicated person who you can each motivate, encourage and challenge throughout the programme to build healthy and sustainable habits, whilst having a bit of 'craic' along the way.

Let us help you and your friend start to live a life of diet-freedom forever.

# FAQ

*Frequently asked questions*



*Here are the answers to your curiosity*

## Is it hard to do?

For many people, abstaining from food is a tricky thing, but let me tell you this: once you start doing it regularly, you will never look back. Your body will automatically stop feeling the hunger that was once unbearable to you. I won't lie. In the beginning, it's very challenging to overcome. But with anything that we chance in our lives, it becomes pretty tricky, and then it's a lot easier.

## Can I still drink alcohol?

Technically, yes, when you are practicing an IF lifestyle, you can drink in moderation in your window, but for this program, and to give yourself the absolute best chance at weight loss for your challenge and to allow your body to heal, we recommend that you abstain. Think of all the health benefits your body is undergoing by doing this plan, why pour poison into the mix?

*Does missing a day ruin your results?*

**One of the best things about intermittent fasting is that it's flexible. If you absolutely must, you can skip here and there, though it's best to stay consistent. A day or two won't throw you off your schedule, but you will get better results if you stay on track. For this reason, it's best to avoid starting this plan right before a holiday, celebration, or birthday event!**

*Do I have to skip breakfast?*

**No!**

**You are free to structure your fasting/feeding windows however you'd like. Many find it easier to skip breakfast and opt for coffee in the morning instead. The caffeine acts as an appetite suppressant. But if you work shifts or prefer to switch it up, feel free!**

## Exercising when fasting - yay? or nay?

Have you ever heard the saying “you can’t outrun a bad diet”? Or “weight loss is 80% diet and 20% exercise”? This holds true for intermittent fasting and weight loss. You can absolutely lose weight without doing any exercise if your calorie restriction is low enough. But that’s not recommended. Exercise is key to overall health, and it’ll certainly boost your weight loss efforts while intermittent fasting. That said, you don’t have to exercise, and you should still lose weight, your results will just be slower.

## What about desserts?

For absolute best results with this program, we recommend cutting out refined sugar and sweet treats. To curb that craving, eat unlimited fruit, vegetables and water! We even have a few desserts and treats in our recipe booklet which are free of sugar and dairy! It might be a steep climb for you, but we guarantee, it will be worth it! Once the 30 day challenge is over, you can work desserts into your window occasionally, but I guarantee by then, you will have broken the habit and the cravings.

What if I'm super-hungry while fasting?

**Water really is your absolute best friend while intermittent fasting.**

**You need to drink a LOT of water both during your fasting window and even during your feasting window.**

**So many times, we think we're hungry when we're actually just dehydrated.**

**Prioritizing drinking water will help you see swift change in your intermittent fasting appetite.**

**Black coffee is also your new best friend. It curbs hunger and is reported to help burn fat,**

**If you are super, super hungry to the point of making yourself ill. Eat. Just adjust your window to make it suit.**

**This shouldn't be a punishment.**

What should I eat in my window?

**Healthy, whole foods, full of fruit and vegetables, lean protein, organic if possible. Recommendations no matter what IF approach you are following will always be to eat "clean" and cut out or reduce highly processed foods.**

**Just because you're eating fewer times in a day does not give you license to eat rubbish.**

**If you do this, you are failing to get all of the health benefits associated with this plan. Plus, it will slow down your weight loss.**

**So, get your apron on and start cooking from scratch!**

Can I take  
supplements during  
my fast?

**This is a grey area. I would say no, to be sure. By all means continue to take your Berocca, your Floridax, your Omega 3's, but take them when your window opens each day.**

What about  
medication?

**Take your medication as prescribed by your doctor.**

*Will I lose muscle mass?*

**Thanks to the reported increase in Human Growth Hormone (HGH) that fasting promotes, your levels of growth hormone may skyrocket the longer you fast, increasing as much as 5-fold. This has benefits for both fat loss AND muscle gain, to name a few.**

*Can I snack in my fast?*

**No.  
Nothing is to be consumed except what's outlined in the Clean Fast.**

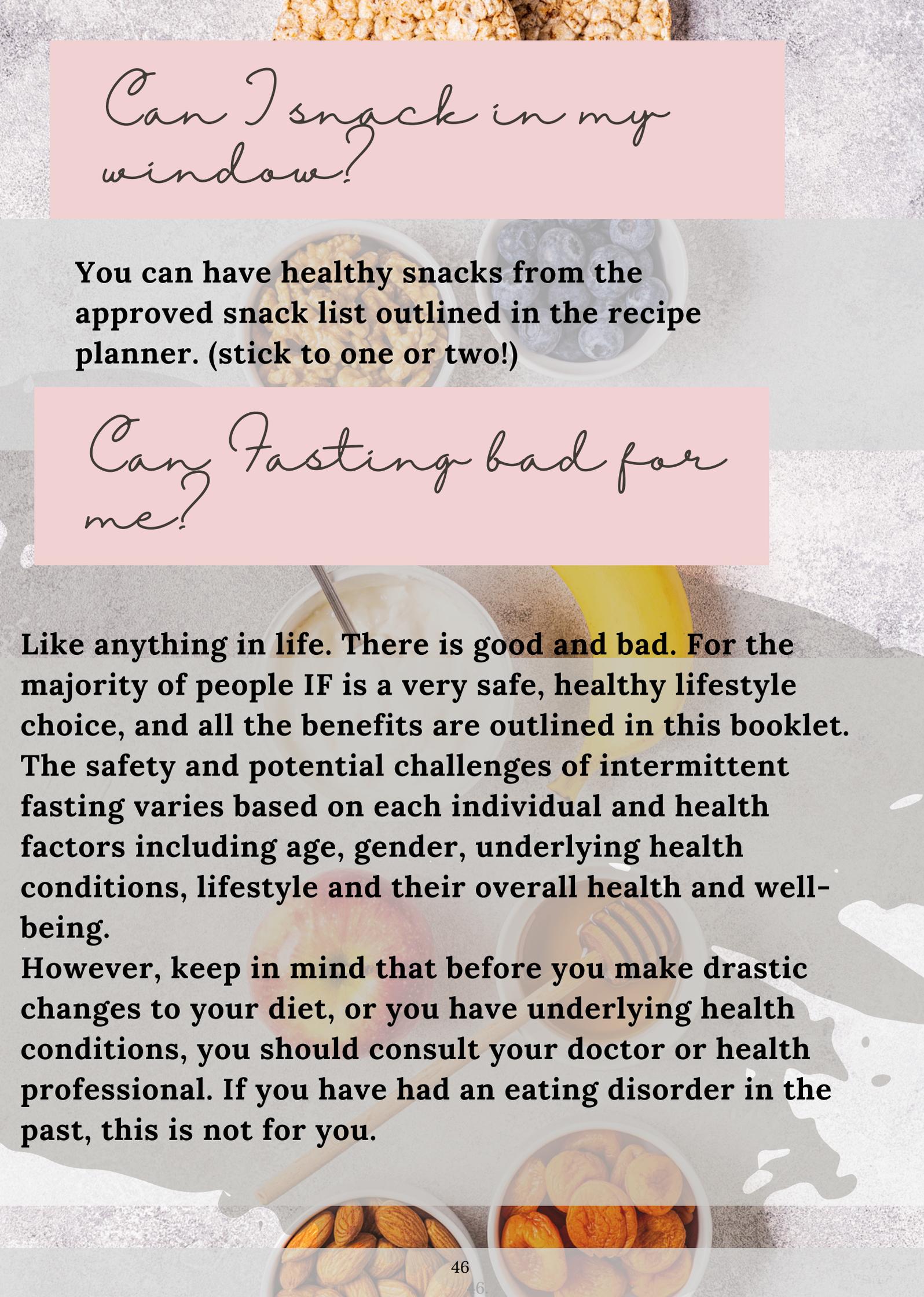
## What if I'm not losing any weight?

**Be patient. It can take a couple of weeks for your body to get used to the new protocol. Don't over stress if the scales don't move as much as your new size reflects over the course of the 30 days.**

**Your body will undergo something called recomposition, which is where your lean muscle grows (thanks to a spike in the human Growth Hormone (HGH) and your fat decreases, (thanks to taking a break from food, daily.) And as lean muscle, by volume weighs more than squishy fat, the scales may stay the same or even increase at times, though your clothes feel looser...(as fat by volume is larger than muscle, though both may weigh the same).**

**As long as you are making progress by your clothes feeling looser, your measurements smaller or photos looking like you are smaller, then you are making progress.**

**If none of the above are changing, take a cold-hard look at what you are doing. Are you sticking to the suggested meals? Is your portion size OK? Are you drinking enough water?**



Can I snack in my window?

**You can have healthy snacks from the approved snack list outlined in the recipe planner. (stick to one or two!)**

Can Fasting bad for me?

**Like anything in life. There is good and bad. For the majority of people IF is a very safe, healthy lifestyle choice, and all the benefits are outlined in this booklet. The safety and potential challenges of intermittent fasting varies based on each individual and health factors including age, gender, underlying health conditions, lifestyle and their overall health and well-being.**

**However, keep in mind that before you make drastic changes to your diet, or you have underlying health conditions, you should consult your doctor or health professional. If you have had an eating disorder in the past, this is not for you.**

Wishing you all the  
luck in the world...

September 2015 issue | Gum exclusives! Artist of the Month: Kenkyusha Yoko



30 DAYS FROM  
NOW YOU'LL  
BE SO GLAD  
YOU STARTED  
TODAY



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