

Module 37

CLEAN EATING 101

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According to Terry Walters, “eating clean is about being empowered with knowledge, making the best choices that we can, going easy on ourselves, and doing the best that we can do from day to day.”

The basis of clean eating is consuming primarily whole, unprocessed food. The official “Clean Eating” movement started in the 1960s when processed food was banned for moral reasons, not health reasons. The movement has evolved, and clean eating is now very individualistic – it means different things to different people. However, all followers of this approach agree that processed foods are not included. Eating clean revolves around maintaining a balanced and personalized diet of fresh, unprocessed food including fruits, vegetables, grains, healthy fats, and some meats, fish, and dairy.

So what’s the point of eating clean? Besides the moral and mental boost the words evoke, many advocates are seeking clearer skin, weight loss, increased energy, stronger hair and nails, improved mental health, and better sleep. Rather than simply going on diets, these individuals are often making sustainable lifestyle shifts when they choose to eat clean.

THE BASIC PRINCIPLES OF EATING CLEAN

1| Keep it whole.

Stick to whole foods – those that occur in nature and don't go through a lab or another manufacturing unit. Examples include fresh fruits and vegetables, grass-fed and free-range meats, dairy, whole grains, nuts, and seeds.

2| Get in the kitchen.

When you cook for yourself, you're almost guaranteed to up the nutritional value of your food. Restaurant food is more processed, less fresh, and often overseasoned. Keep it simple and then build your repertoire as you learn more.



3| Eliminate refined sugar and carbohydrates.

You'll want to remove white foods (like white sugar and white flour) from your diet if you're aiming to eat clean. This includes all standard desserts containing white sugar as well as white pasta, rice, bread, and pastries.

4| Maintain blood sugar.

Keeping your blood sugar stable greatly contributes to healthy food choices. When you wait too long between meals or eat processed foods that spike blood sugar – leading to a crash in energy – you're more likely to reach for sugar, fat, or caffeine to keep your energy up. If you continue this cycle, you'll always feel irritable and exhausted. If you ensure you eat whole foods every 3–4 hours, your blood sugar and mentality will remain stable.

5| Remember the magic combination of protein, fat, and complex carbohydrates.

You should aim to get a serving from each group at every meal. This will create optimal blood sugar levels and stave off your cravings and brain fog. Some examples of great protein sources include grass-fed meat, fish, tempeh, and tofu. Top-notch fat options are avocado, olive oil, nuts, and seeds. When reaching for complex carbs, try quinoa, brown rice, or sweet potatoes.

AN EMPHASIS ON QUALITY OVER QUANTITY

The clean eating approach emphasizes quality over quantity – not all calories are equal. When you stick to whole foods, you're much more likely to keep your caloric intake at an appropriate level for your body and maintain a healthy weight as a result. It's easy to eat your way through an entire bag of potato chips, but more than one or two apples would be laborious – see the difference?

Whole foods actually fill you up and fuel you, whereas empty calories – like those found in candy and chips – fill a mental craving, but don't physically fill you up. Your mindset will improve when you switch to whole foods since it's hard to feel guilty after filling up on genuine nutrients. Whole foods also regulate cholesterol levels and ward off cancer, dementia, and a plethora of other conditions. In addition, the high fiber content of fruits, vegetables, and grains keeps the digestive system in tip-top shape, which is essential to optimal health.



Eating whole foods ensures you get adequate amounts of essential nutrients and minerals, like vitamin B12, magnesium, calcium, and more. Whole foods boast incredible nutrition profiles, and it's best to eat a wide range of all the recommended foods to ensure any nutritional void is filled.

Sure, you could pop vitamins in pill form all day, but nutrients are much more available to you – and more readily absorbed – when consumed through food.

The way you do one thing is the way you do everything. If you take care of yourself by feeding yourself beautiful food, you're much more likely to engage in self-care such as exercise, meditation, baths, massages, and other techniques that make your life rich and vibrant. When you feel great, you're able to move through your days with joy and ease, creating and nurturing supportive relationships and a career you love.

Eating cleaner is probably a principle that everyone could employ in some sense. How you define it personally is up to you as a bio-individual.

Use the clean grocery list and sample 3-day clean menu on the following pages to inspire you to experiment with clean eating and coach your clients to do the same.

CLEAN GROCERY LIST

Keep in mind that the more organic items you choose, the better. However, if organic isn't readily available, choosing conventional is still a better choice than processed junk food options.

Vegetables

- ☐ Kale
- ☐ Broccoli
- ☐ Spinach
- ☐ Romaine lettuce
- ☐ Zucchini
- ☐ Peppers
- ☐ Carrots
- ☐ Squash
- ☐ Sweet potatoes
- ☐ Onions
- ☐ Garlic

Fruit

- ☐ Berries
- ☐ Bananas
- ☐ Apples
- ☐ Pears
- ☐ Avocado
- ☐ Oranges
- ☐ Grapefruit
- ☐ Lemons



Herbs and Spices

- ☐ Salt
- ☐ Pepper
- ☐ Chili flakes
- ☐ Cumin
- ☐ Cardamom
- ☐ Cinnamon
- ☐ Basil
- ☐ Oregano
- ☐ Parsley
- ☐ Thyme



Condiments

- ☐ Balsamic vinegar
- ☐ Apple cider vinegar
- ☐ Salsa
- ☐ Hot sauce
- ☐ Soy sauce or tamari
- ☐ Raw honey
- ☐ Pure maple syrup
- ☐ Raw stevia

**Protein**

- ☐ Eggs
- ☐ Salmon
- ☐ White fish
- ☐ Chicken
- ☐ Turkey
- ☐ Beef
- ☐ Tempeh
- ☐ Tofu
- ☐ Lentils
- ☐ Green peas

**Nuts, Seeds, and Oils**

- ☐ Almonds
- ☐ Cashews
- ☐ Nut butter
- ☐ Chia seeds
- ☐ Flax seeds
- ☐ Coconut oil
- ☐ Olive oil

SAMPLE 3-DAY CLEAN MENU



Day 1

- Breakfast:**
- Oatmeal with fresh fruit, chia seeds, and pure maple syrup
 - Tea or coffee
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- Lunch:**
- Brown rice salad with spinach, grilled tofu, olive oil, apple cider vinegar, sea salt, and basil
 - 1 oz dark chocolate
 - Water with lemon
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- Snack:**
- Whole grain bread with nut butter and sliced banana
 - Fresh green juice
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- Dinner:**
- Grilled salmon
 - Medium-baked sweet potato with coconut oil and sea salt
 - Sautéed kale with onions and garlic
 - 1 glass red wine



Day 2

Breakfast: • Poached eggs over whole grain toast with sliced avocado and tomato, sea salt, and olive oil

- Tea or coffee

Lunch: • Turkey wrap with hummus, cucumbers, lettuce, and hot sauce

- Apple
- Water with lemon

Snack: • Tortilla chips with salsa

Dinner: • Grilled grass-fed steak, peppers, and onions with massaged kale salad

- 1 oz dark chocolate



Day 3

Breakfast: • Clean waffles with fresh fruit, nut butter, and pure maple syrup

- Tea or coffee

Lunch: • Spinach salad with grilled shrimp, quinoa, red onion, sliced almonds, olive oil, and vinegar

- Water with lemon

Snack: • Whole grain toast with nut butter and raw honey

Dinner: • Grilled chicken marinated in herbs and balsamic vinegar

- Lentils sautéed with spinach, onions, and garlic
- 1 glass red wine

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