

CLEAN

21

Congratulations!

You've taken the first step towards improving your quality of life and body composition by finding out about our Pilates 1901 CLEAN 21 Jumpstart Challenge.



This program is your opportunity to take the first and most important step in transforming your body and your life.

During this 21 days, you will discover the power of nutrition in creating your most vibrant health and well-being.

You aren't going to believe how amazing you are going to feel once you rid your body of junk food, sugar, alcohol and refined and processed foods.

Your sleep will improve, your belly will be flatter, your energy will sky rocket and you will be **MOTIVATED** to continue by all you learn during the next 21 days!

It Starts with Food....

The CLEAN 21 Jumpstart focuses on teaching you how (and why) to eat clean because your health and vitality are directly linked to the quality of your food choices.

The first step is getting the SUGAR out of your body!

Sugar is the new nicotine. Sugar is the new fat — except fat is not addictive in the way that sugar is.



Nearly 70% of Americans and 1.5 billion people worldwide are overweight, and that's expected to balloon to 2.3 billion people worldwide by 2015.

It's not as if government agencies aren't condemning sugar left and right. Yet the public isn't catching on. It's hard to face facts: our addiction is continually stoked by the sugar and flour tucked inside processed foods and sugary beverages: the more we eat of it, the stronger our addiction and our denial.

"If it was as simple as eating less and exercising more, which is what our government and our food industry tells us, we'd all be skinny," says obesity expert Robert Lustig, MD.

"We keep being told that if people could control themselves and not be lazy gluttons, we'd all be fine."



"But the truth is, people can't manage their behavior and their eating because their taste buds and their biology have all been hijacked by processed, hyper-palatable, high glucose, high sugar foods that drive their hormones and neurotransmitters to make them eat more," he says.



These deadly white powders are quickly absorbed into our bodies, which are biologically programmed for food shortages, not today's abundance. That's why that load of sugar, carbs and calories gets stored, fat-banking, if you will, for a starvation period that never happens.

As a result, insulin levels spike, which causes a domino effect that includes storing more belly fat, lowering your good cholesterol but boosting the bad stuff that causes heart disease, diabetes, metabolic disease and hormonal fluctuations. Yet you also feel hungrier and crave more sugar and carbs, which make these symptoms worse.

"You feel like crap, and you don't realize these symptoms are probably connected to what you eat," says Lustig, a neuro-endocrinologist who has been studying sugar, carbohydrates and obesity at the University of California San Francisco for several years.

JOIN THE TRIBE!

STRUCTURE. EDUCATION. MOVTVATION.



www.pilates1901.com.clean-21-1901

Your CLEAN 21 Jumpstart includes:

The Complete CLEAN 21 Jumpstart Program including Yes and No Food Lists, Sample Meal Plans and Shopping list.

Access to our Private FB Online Community to keep you motivated and accountable!

Two Small Group Body Composition Assessments

Live Stream Q & A Sessions with our T School Coaches.

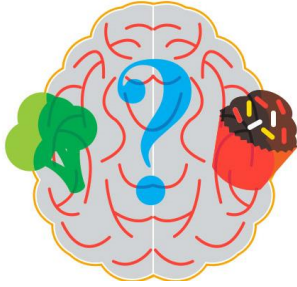
Daily Morning Inspirational Texts

Online access to our Do Anywhere, Do Anytime 1901 Workouts and online educational workshops.

Unparalleled support, encouragement and education at Pilates 1901!

Who can benefit from doing the CLEAN 21?

BUSY PARENTS	ATHLETES	SUGAR HOLICS
		
<p>There's nothing unsafe or difficult about this program. Just real results for real people when they decide to break free of the inflammation and cravings that come from eating processed and sugar laden foods.</p> <p>Learning how to eat and why you're eating it is the first step towards creating a whole new body and world for you and your children.</p> <p>The CLEAN 21 is safe for families with kids as well as pregnant and breastfeeding moms.</p>	<p>Food is fuel and what you put into your mouth has a direct impact on how well you perform as an athlete. This program isn't about restriction or starving- but rather determining what foods work best for YOU, your workouts and ultimately your health.</p> <p>Our Flexible eating plan helps you determine just the right macronutrient composition to fuel your workouts and recovery.</p> <p>If that's a challenge you're up for athletes, then prove it and join us for the CLEAN 21.</p>	<p>We know you've tried losing weight before but haven't been able to break that cycle of craving, resistance and failure. It's depressing and you feel bad.</p> <p>The truth is you're never going to be entirely successful changing your body or your health until you give up the white powdered stuff: It's the damn Sugar!</p> <p>The Clean 21 teaches you how to eat to get off the sugar roller coaster and reclaim your life!</p>



Change your Mind. Change your Body.

The purpose of this CLEAN 21 day Jumpstart program is to focus on eating real foods to nourish the body, bust cravings, create new habits and develop an awareness of what your body needs.

For 21 days we are eliminating foods with added sugar, limiting foods that are converted to sugar in the body, or contribute to craving more sugar. The overabundance of simple carbohydrates and added sugar in foods available on the market only contributes to our carb addictions and sugar cravings. The addiction to these unhealthy carbs and sweeteners contributes to the inflammation that takes place throughout the body, causing a myriad of health problems. We're replacing those toxins with good quality carbs, fats and proteins!

We're not just detoxing and eliminating cravings, we're repairing and building new bodies!

WHY ELIMINATE GRAINS...

Grains break down into sugar, which then causes your insulin levels to rise rapidly and then crash later, causing you to crave more grains. This imbalance of blood sugar levels and then insulin resistance leads to an inflammatory response in the body. Gluten in grains is also one of the most common culprits of food sensitivities leading to an inflammation in the body. Furthermore, substances like wheat and gluten are a lot of work for the body to digest. Avoiding them reduces the workload on the liver and helps your digestion, making it easier for your body to eliminate toxins.

We have two levels of participation – Fast Track and Flexible.

The **Fast Track** eliminates all grains, legumes and dairy- the **Flexible** approach allows ½ cup grains or legumes per day and limited full fat dairy. The program provides clear yes and no foods list for a better understanding of the two levels. Read on for an explanation of why we are suggesting that you eliminate certain foods for 21 days during this CLEAN 21 Jumpstart program.

WHY ELIMINATE DAIRY...

Like gluten, dairy is another big source of food sensitivities leading to inflammation in the body. Even if you're not lactose intolerant, it's still an extra burden on the digestive system, slowing down the detoxification process. And yes, dairy contains sugar. Even though naturally occurring, sugar is also added to many dairy products, especially low fat dairy.

WHY ELIMINATE LEGUMES...

The simplest answer is that legumes contain problematic substances called lectin and phytic acid. When there is already inflammation present, these substances only heighten the toxic environment as they interfere with absorption of nutrients and damage the lining of the intestinal wall, further irritating the gut.

Again, the goal is to detoxify the body and maximize nutrient absorption to restore our health!

WHY LIMIT STARCHY VEGETABLES...

Although starchy vegetables like beets, sweet potatoes, and squash are healthy and nutritious, they also have a higher carb content and are less nutrient dense than non-starchy vegetables (like zucchini, broccoli and spinach.).

Foods that increase the blood sugar level rapidly are classified as high glycemic foods. Starchy vegetables rate higher than their non-starchy vegetable counterparts because of their higher carb and lower fiber content.

The focus once again is on maximizing nutrient density to detox during these first 21 days of the program. This is just the BEGINNING of transforming your body and your quality of life with starting with Nutrition.

FATS...

The best fats to consume are ones that are naturally occurring saturated and monounsaturated fats like real butter, coconut oil and olive oil. The worst kind of fats are man-made, hydrogenated oils and butter spreads like canola oil and margarine.

It's time to get over your Fat Phobia!

Your body is dependent on wholesome fatty acids in the fats you eat to generate new cells. In the absence of a constant carb overload, your body can efficiently use fat for fuel! And that means fewer cravings, hunger swings and self-sabotaging behavior. The CLEAN 21 Jumpstart program clearly details what kinds and how much fat you should be eating to achieve optimal fat loss results.

THE SUPPORT YOU NEED.

STRUCTURE. EDUCATION. MOTIVATION.
MEASURABLE RESULTS AND ACCOUNTABILITY.

Getting started is easy.

		
PURCHASE	DOWNLOAD	GET SUPPORT
<p>For a limited time, the CLEAN 21 is just \$99.</p> <p>This includes everything you need to get started eating clean and getting the results you want!</p>	<p>Purchase the program you'll receive an email with your member password to access your all of your CLEAN 21 materials, resources and free online Pilates 1901 workouts.</p>	<p>One of the BEST perks about doing the CLEAN 21 program is instant access to a magnificent community of like-minded peeps who are here to coach, support and encourage you.</p>
<p>The Complete CLEAN 21 program including: Yes & No Food Lists Shopping Lists Sample Meal Plans</p>	<p>CLEAN 21 Program Online Education Online Workouts Pilates1901 Fit App</p>	<p>Private FB Group Community Support Daily Inspirational Texts Live Stream Events Assessment Updates</p>
		
STRUCTURE	EDUCATION	MOTIVATION

HERE'S THE 411 ON YOUR CLEAN 21

SUN	MON	TUES	WED	THUR	FRI	SAT
JULY	4 Happy 4th	5 CLEAN 21 101 Workshop	6 PREP WEEK	7 Pantry Purge	8 Grocery Shopping	9 Meal Planning
10 Cooking Prep	11 CLEAN 21 JUMPSTART BEGINS LIVE Q & A 6:30 PM	12	13	14	15	16 Group Assessments 10 am – 12 pm
17	18 EVOLVE PALEO EVENT	19	20	21	22	23
24	25 LIVE Q & A 6:30 PM	26	27	28	29	30
31	AUG 1	2	3	4	5	6 Group Assessments 10 am – 12 pm




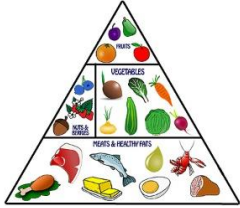



Use this calendar to plan your workouts, grocery shopping, meal prep, rest and support time.

It works when YOU work it!

CLEAN 21

RESOURCES & SUPPORT

www.pilates1901.com/about-t-school

	<p>T School Journal</p> <p>This purse size journal details our T School program with daily inspiration and room for food and behavioral entries.</p> <p>Just \$20 at the Pilates 1901 front desk.</p>
	<p>Online Nutrition Resources</p> <p>www.pilates1901.com/t-school-trimester-one-nutrition-science-101 www.pilates1901.com/category/great-recipes www.pilates1901.com/dangerous-affects-sugar</p>
	<p>Online Fitness Resources</p> <p>www.pilates1901.com/trimester-two-science-fitness www.pilates1901.com/members www.pilates1901fitapp.com</p>
<p>Don't just look, observe. Don't just swallow, taste. Don't just sleep, dream. Don't just think, feel. Don't just exist, live.</p>	<p>Online Practice/Mindfulness Resources</p> <p>www.pilates1901.com/t-school-trimester-three www.vimeo.com/album/3810886 www.pilates1901.com/t-school-before-after</p>
	<p>T School Workshop Videos</p> <p>www.vimeo.com/pilates1901 www.vimeo.com/album/3699676</p>
	<p>Private Health Coaching</p> <p>Need some extra support? We're here for you! Our expert team of Health Coaches will guide, support and encourage you in your personal transformation journey.</p> <p>www.pilates1901.com/buy-classes www.pilates1901.com/get-best-results-certified-health-coaches</p>

