



KICK START PRIME

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What is the **PRIME** Programme?

According to reports a woman has been on 61 diets by the time she is 45.

As a fitness presenter and trainer for the last 30 years, I've been subjected to all of the usual nutritional, weight loss and fat loss information and advice.

I have taken all the standard nutritional qualifications, read all of the usual books and applied all of the information to thousands of my clients, class members and myself.

But, in the back of my mind, I've always had many questions over the whys and hows. It's only after I completed the Charles Poliquin Biosignature Course, and began following Coach Poliquin's blogs, that I really started to change my thinking and methods.

As I dug deeper and deeper, embarked on a course of self-experimentation, and looked into the research available; I realised that so much of the weight loss industry standard information:

- a Is completely flawed
- b Has no plausible scientific evidence
- c Doesn't work anyway

In 2007, I designed the Kick Start Fat Loss Program for fitness professionals based around Paleo principals and a Clean Eating diet and today I am bringing to you my new programme focusing on health, wellness and long term results.

What is a Healthy Eating Kick Start Detox?

Kick Start is a very simple programme, based on cooking from scratch and using natural and organic ingredients wherever possible.

The Detox eliminates ALL processed food, coffee, tea, alcohol, sugar, and ready meals on the premise that, detoxifying the body, liver, and cells will help the body burn fat more efficiently, becoming leaner and stronger.

It's not a faddy diet and you do not have to buy expensive ready meals.

Once you begin "eating clean" totally, in 14 days you can completely detoxify the body.

Studies now show that many people are addicted to sugar and don't even realise how much is added to foods we generally deem "healthy".

Low fat options and "healthy" foods often contain hidden sugars that will keep us constantly craving more of the same.

Consider if you have ever eaten low fat yoghurt and one pot is never enough, you may eat 2, 3 or even 4 pots of low fat yoghurt and still crave more. Now, imagine eating chicken and broccoli. Once you have eaten your meal you will be satisfied and wouldn't dream of constantly eating more and more chicken and broccoli.

Many people struggle finding the time to exercise and, if they do, they exercise for too long a duration, at an intensity that is too low to burn body fat.

Kick Start is also about debunking many of the usual ingrained nutritional/ fat loss/weight loss myths that appear to have been handed down from generation to generation, like Chinese whispers.

I'll be examining why they are flawed and offer some research for further reading that may help you.

Let's see where you are right now?

Please fill in this form. We will re-visit it again, at the end of your programme, to chart your progress.

How do you feel right now? How is your self-esteem and confidence?

What are your expectations of the next 28 days?

What do you hope to achieve in the next 28 Days?

What are your 5 fitness, weight loss and food goals right now?

1.
2.
3.
4.
5.

How is your current nutrition, body image and diet?

How are your stress levels?

Do you get good quality sleep and how much?

Do you eat processed foods, coffee/tea and fruit daily and if so what is the quantity?

Kick Start is a DETOX

The whole approach to this nutrition plan is healthy eating and cooking from scratch. Don't panic, the meals are quick and simple to prepare. If you prepare your own food, you know exactly what is in it.

You can make up whatever meals you would like, only using ingredients from the shopping list. You will find a bespoke meal planner in this book tailored to your specific needs.

What is the aim of the Kick Start Detox?

1. Break the body's addiction to sugar.
2. Detoxify the body and cells so fat is burned more effectively.
3. Regulate blood sugar throughout the day to stop craving high fat, high carb foods.
4. Enjoy cooking from scratch with whole, natural and seasonal foods and ingredients.
5. Stop grazing through the day, eating more and more food and calories that you do not need.
6. Understand the importance of vegetables in the war against body fat.
7. Give you unlimited energy.
8. Lose body fat and inches.

Preparation

1. Clear out the fridge, pantry, freezer and kitchen of anything likely to cause you to ruin the plan.
2. Dump processed food, packaged, microwave dinners, frozen foods, ready meals – anything packaged, and containing E numbers.
3. Give away all bread, biscuits, cakes and breakfast cereals. Wheat and gluten, for many people, are simply indigestible or place a large stress on the digestive system.
4. Throw out dairy – milk, butter and cheese.
5. Alcohol - that includes wine and spritzers.
Alcohol is a toxin your body has to work hard to remove from your system, placing stress on the liver, kidneys and adrenal glands.
6. Remove fizzy drinks, fizzy water included.
7. Sugar – all forms create an insulin response. The simpler the makeup of the sugar, the more rapid and aggressive the insulin response.
8. No chocolate, sweets or confectionary.

HELP!

What if you have a family or a partner who aren't dieting with you?

That's going to be tough.

Either get them to come on it with you or they will have to help you so don't get weak and fall into eating any of the foods on the toxic list. You will have to be extra tough if this applies to you.

Be Strong! Don't allow friends and family to sabotage your efforts.

Healthy Eating Shopping List

If you are able to afford organic, then choose organic and local produce wherever possible.

The beauty of this plan is that you can also design your own meals, as long as you eat the food contained on the shopping list and nothing else.

This is a Clean Eating plan, getting rid of all processed foods that clog up the body. Grass fed beef, organic eggs, and meat are much better quality than standard variations. Think of the food the animals are fed on.

If they are fed hormones and bad quality food then their produce will be the same. This is worth bearing in mind when doing your shopping.

This is a gluten and dairy free eating plan..

BASIC SHOPPING LIST

This is not exhaustive and there will be additions as we go along.

Proteins

Beef	Shellfish/Shrimp	Prawns
Chicken	Crab	Eggs
Duck	Lobster	Rainbow Trout
Turkey	Salmon	Haddock
Lamb	Cod	Mackerel
Liver	Plaice	Sea Bass
Kidney	Halibut/Turbot	Fresh Tuna – not tinned
Veal	Hake	
Bacon - very lean	Bream	

“Get organic wherever possible and ensure veg is fresh, washed and peeled before you eat it. Steam, grill, poach and lightly fry fish and meat”

Carbohydrates

As much green veg as you can eat at every meal.

Spinach	All leafy greens	Peas
Courgette	Tomatoes	Green Peppers
Cucumber	Onion	Green Beans
Broccoli	Kale	Purple Sprouting Broccoli
Rocket	Cabbage	Broad Beans
Aubergine	Celery	Cauliflower
Squash	Mushrooms	Avocado

Fats

Use coconut oil freely to cook with - available from Holland and Barrett.

Flavour your food with olive oil; don't cook with it as it goes rancid at high temperatures.

Nuts

Go easy on nuts if, when you eat a few, you have to finish the packet. We call these domino foods as, once you have a few, you are compelled to eat the whole lot.

Almonds Macadamia Nuts

Extras on Heavy Training Days

Keep away from high sugar fruits; only eat berries/bananas on carb days or after training.

Brown Rice Sweet Potato Fruit Quinoa

Drink

Water Fruit teas Licorice and Tulsi tea
minimum 3 litres per day

Coconut Oil and why it is KEY

by Rachel Holmes

One type of fat that you need to be using when on Kick Start is coconut oil.

Many people avoid coconut oil at all costs because they see that it's high in saturated fat, and they think they should be opting for something else – something that contains unsaturated fats or monounsaturated fats.

Coconut oil contains a type of fat that is handled differently in the body than most saturated fats, and it's actually a very good type of fat to consume.

Why Coconut Oil Is So Good For You

The form of fat that's found in coconut oil is referred to as medium chain triglycerides and is considered a top fat burning food.

This form of fat is used immediately as energy for the body, just as carbohydrates would be. Therefore, for those who are utilising low carb diets, it's a fat that can be a very powerful weapon and act in your favour. In addition to this, coconut oil can help to promote a healthier heart by improving your cholesterol levels, rather than raising it like other fats would.

Those who are using coconut oil in their diets will find that they recover faster from each workout session and aren't suffering from common colds nearly as often either.

And finally, coconut oil can also help to enhance your overall level of immunity in the body.

How To Cook With Coconut Oil

Coconut oil can be used as an easy replacement for other oils during the cooking process. For a special treat that offers a unique taste, it can be added into smoothies, used in stir-frys, to prepare a sauce or added into your baking recipes.

Coconut oil will help to add moisture to your dishes, making them flavourful and satisfying.

Coconut oil has multiple benefits ranging from improving body composition to boosting immunity and bone density. It has been used to nutritionally support HIV, cancer and diabetes patients to name but a few. Most of the health benefits of coconut oil can be attributed to lauric acid. It is converted to monolaurin, which has been shown to help the body in dealing with multiple types of bacteria and viruses. Because of its anti-bacterial and anti-microbial properties, it is valuable in nutritionally supporting IBS and Crohn's disease patients.

Because of its biochemical makeup, coconut oil supports weight loss efforts, as it supports the thyroid, and takes the pressure off the pancreas.

Coconut Oil At High Temperatures

Coconut oil is saturated fat so it can be heated to very high temperatures before it goes rancid. You can heat coconut oil up to 190 degrees, whereas olive oil can only be heated up to 163 degrees and vegetable and sunflower oil is only good up to 100 degrees. When you pass these heat thresholds, the oil will start to produce free radicals, which do things like speed up aging and cause diseases.

kickstartfatloss.net/coconut



Goal Setting

Write down and be descriptive and clear:

My perfect weight is

My body will look like (describe your ideal shape, muscle tone,)

My energy levels are

My mind set is

Next write down everything you hope to get out of this program

If you would like to share these goals on the facebook page please do. You should now feel excited and elated knowing you are going to achieve your dreams and you can turn the above points into reality.

The Kick Start Plan

Key Basics

Eat 3 meals per day - no snacking between meals.

Ensure you eat plenty at every meal and fill up on veggies.

Perform a daily 10-minute HIIT Workout from the Kickstartfatloss.net website before breakfast.

Aim to drink 2/3 litres of bottled water daily.

Drink fruit teas, especially liquorice and Tulsi tea.

Plan your meals in advance and use your slow cooker.

Only choose foods from the shopping list to make up your meals.



Meal planner day 1 - 7

BREAKFAST	LUNCH	DINNER	DRINKS

Meal planner day 8 - 14

BREAKFAST	LUNCH	DINNER	DRINKS

Meal planner day 15 - 21

BREAKFAST	LUNCH	DINNER	DRINKS

Meal planner day 22 - 28

BREAKFAST	LUNCH	DINNER	DRINKS

Simple Recipe Ideas



Quick Breakfasts

These are so quick and easy, and are Kick Start staples. Stir fries are also great for breakfasts.

Banana Omelette

Warm a frying pan with coconut oil.

Chop a banana and fry in the pan.

Beat 3 eggs and cover banana - omelette style.

Brown under the grill, sprinkle with cinnamon if desired.

Boiled Eggs with Smoked Salmon Asparagus

Boil your eggs in boiling water for 3 minutes so they are soft boiled.

Lightly fry your asparagus in melted coconut oil and season with salt and pepper.

Roll your smoked salmon slices with a rolling pin so they are nice and thin.

Remove the asparagus and wrap the salmon around the spears.

Dunk away!!

Baked Eggs and Vegetables

Chop vegetables - you can use any, but I typically use courgettes, all colour peppers, red onion, white onion, tomatoes, mushrooms, baby leeks, aubergines, broccoli, cauliflower, spinach, kale, rocket, watercress, chard.

Lightly sauté all your vegetables in melted coconut oil. For breakfast, I leave it plain but, if using as a side dish or main meal, I add cayenne pepper for a bit of a kick!

Place in an ovenproof dish and break 6-8 eggs into it, depending on the size of the dish, leaving gaps between the eggs.

Place in the oven at 180c for 25-30 minutes.



Quick Meals

Vegetable Frittata

Chop the veggies, as in the baked eggs and vegetables dish, and sauté.

Beat 6 eggs.

Place veggies in an oven proof dish and add the beaten eggs.

Place in oven at 180c for 30 minutes.

This is great both hot and cold.

Clean Kedgeree

Bake smoked haddock fillets in oven at 180c for 20 minutes.

Hard-boil four eggs and then chop.

Grate a cauliflower and put to one side.

Chop chilli (optional) and red onion.

Heat coconut oil and add chilli and red onion.

Stir in a teaspoon of curry powder.

Boil peas for 3-4 minutes in salted boiling water.

Turn heat down to medium-low and add the grated cauliflower.

Add in chopped smoked haddock and chopped eggs.

Stir and serve.

Chocolate Pancake

Warm a frying pan with coconut oil.

Beat 3 eggs and add 2 scoops of Sun Warrior protein powder.

Mix up thoroughly.

Add mixture to frying pan and, when set, brown under grill.

Chicken Pizza

Butterfly cut chicken breasts and open out onto a baking tray.

Spread with tomato puree.

Add peppers, onions, peas or whatever toppings you like from the shopping list.

Pop on a baking tray and bake in oven for 20 minutes.

Parsnip Chips

Chop 4 medium parsnips into chips shapes.

Drizzle with 2 tbsp olive oil and sprinkle black pepper over the top.

Place on a baking tray, in a pre-heated oven at 200c for 20 minutes.

Kick Start Fitness Workout

Par Q and Physical Activity Questionnaire

Thank you for filling out the questionnaire. Your programme has been created especially for you to get the best results possible.

We will tell you if there are specific workouts you need due to medical reasons and what is best for you.

If you have any trouble in our workouts then please get in touch straight away and we will adapt your programme to suit your needs.

Let's look at how we workout...

High Intensity Interval Training (HIIT) is the main exercise on your 90 day plan which is short intervals of maximum intensity exercise separated by longer intervals of low to moderate intensity exercise. This will significantly improve fitness, burn fat and increase the calories you burn after exercise too for up to 18 hours! You can fit this workout in at any time of day but morning is most effective.



The Fit Test

Before you embark on any fitness programme, we need to establish exactly from where you are starting.

We can then measure your exact progress over the programme.

Here are the 10 exercises you need to perform as a workout on day 1 of your KSFL.

You will then perform the fit test every 7 days and record your scores.

There is an online video with all of the exercises demonstrated for your information.

Do each exercise for 40 seconds, rest for 20 seconds and record your scores below.

Ensure you warm up before you start.

We can then track you progress and fitness levels.

	Day 7	Day 14	Day 28	Day 90
Power Squat				
Split Lunge				
Tricep Dips				
V Sit				
Burpee				
Press Up				
Hill Climber				
Corkscrew Burpee				
Tuck Jumps				
High Knee Runs				

We can then track your progress and fitness levels.

Home Workout Diary

Always perform a 5-minute warm up before your workout. This could include walking, jogging, skipping, in fact, any activity that will elevate your heart rate before the 10-minute HIIT workout.

Details of your daily home workouts will be emailed to you when you have registered your details on www.KickStartFatLoss.net

Additional workouts can also be found on the private KSFL Facebook page.

Day	Workout Performed	How do you feel?
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Food and Mood Diary

Buy a new notebook and write down everything you have eaten and drunk through the day.

Also, note how the food made you feel and a rough portion size. This will help us tweak your diet as you go.

You can use this page for now if you don't have a note book to hand.

Scales are for Fish

Although it's very tempting to weigh yourself daily, please try not to.

The reasons are multiple, some people will lose more weight at the beginning of this program and others will lose more weight towards the end.

The Kick Start programme regulates your hormones; therefore, your weight could swing up or down as much as 3 or 4 pounds every day.

Your measurements are more important than what you see on the scales, which is why I focus on your inch loss and how you look from week to week with your photos.

In addition, it can be heartbreaking for some people who jump on the scales after 7 or 14 days and see they haven't lost as much weight as other people. We all lose weight at different speeds. Your measurements and photos are 90% more important than what the scales say.

We only use the scales as a guide, once a week, on our results day.

It is tempting to continually jump on the scales several times a day but it's really not helpful and is only part of your KSFL results.

Remember, scales are for fish!

Measurement	Day 1	Day 14	Day 28	Day 90
Weight				
Chest				
Waist				
Hips				
Right Thigh				
Left Thigh				
Right Arm				
Left Arm				
TOTAL INCHES				

Photos

The Camera Never Lies

Now we all know that, into any eating plan, the first few weeks are where your body shape really starts to change, then the hardest part is the continuation.

You may find that your weight loss stabilises, so it's really all about your inch loss and shape change, especially with the workouts I have planned for you.

This is why photos are so important. In fact, before and after photos are not just important but VITAL to track your success, yet many people don't want to take them as they make them feel uncomfortable. BUT YOU MUST.

Why?

The camera never lies.

We can compare photos along the way and at the end to measure progress

During times of "I can't do this" we can compare our before photo to our most recent pictures and think LOOK HOW FAR I HAVE COME .

So please take pictures.

1 from the front, 1 from the side,
1 from the back.

Please post in the group.

It keeps us all on track and accountable.

Please take your measurements today

Chest
Waist
Hips
Both Thighs
Arms

Then add all of the measurements together for your total inches (TI)

.....

Please keep your pictures on your phone or on your home PC. You can also post your details in the Facebook Group.

Frequently asked Questions

We know you will have loads of questions, it's only natural, so here are some of those most commonly asked.

Why do I have to moderate my fruit intake?

Fruit contains sugar and, although it is a natural sugar, it does produce a certain blood sugar response. Stick to berries post workout, only when you are advised to on the KSFL.

Will I have to make separate meals for my family?

NO! We really hope your family will get behind you, and support you, all the way. Get everyone involved and interested in clean eating, this is a lifestyle change and one we hope you will continue with into the future.

I haven't got time to cook and I'm not that great at cooking anyway!

Don't worry. All the meals and recipe ideas can be made in a matter of minutes. You really don't have to be a chef to enjoy cooking from scratch with good quality ingredients. Get a slow cooker so you always have a ready meal and plan in advance.

Which cooking methods can I use?

We would recommend steaming, stir frying, oven baking, grilling and using a slow cooker.

What happens when I go back to eating 'normally'?

We would advise you to continue following the KSFL plan, using the 'treat meal' method. If you return to your old eating habits, you will experience the same results those eating habits gave you.

Isn't it dangerous to eat more than 3 eggs per week, will I increase my cholesterol?

No, it isn't dangerous. There are 2 types of cholesterol, 'good' and 'bad' known as HDL and LDL respectively. Eggs contain good cholesterol and are fine to be included regularly in your diet.

Why can't I eat things that are from a gluten free range, like bread, cookies etc?

Most of the products you find in the 'free from' aisle at the supermarket will tell you they are free-from gluten, wheat, dairy etc, but what they don't advertise is the fact that they contain sugar and, more often than not, E numbers and other preservatives. We have to get away from eating sugar. You may not realise many of your staple "healthy" foods contain hidden sugars.

Where will I get my energy from if I cut my carbs?

This is a myth, as you are not cutting carbs. You are limiting “starchy” carbs but eating loads of good carbs, such as green vegetables.

Carbohydrates are not limited to bread, pasta, potato etc, they are found in all fruit and vegetables.

Doesn't bread help regulate your bowel movements?

NO! In fact, it can do the exact opposite. Modern wheat is very heavily processed and can aggravate the gut wall. It's so heavily processed that it can be almost impossible to digest. As an example, how do you make glue as a kid? Water and flour! How do you make bread?

Isn't wholemeal/rye/dark/brown/granary etc bread is good for you?

These products will also contain gluten, are very carb-heavy and stress the digestive system.

Isn't drinking too much water dangerous?

We recommend you drink 3 litres of water per day to help eliminate excess toxins from your body, hydrate your cells so that they work as efficiently as possible and to aid muscle recovery.

Can I flavour my water with cordial?

No. Cordials contain a sugar substitute called aspartame; an intense sweetener, around 200 times sweeter than sugar. It can be found on

food labels as NutraSweet, aspartame or E951 and have many reported side effects, from very serious medical conditions to joint pain and cramps.

Isn't red wine good for you?

No. It contains sugar, resulting in a blood sugar response... and how many times have you made a poor food choice following alcohol consumption? When you drink alcohol, your liver stops metabolising fat and concentrates on dealing with breaking down the alcohol so, in effect, when you drink your body stops processing fat.

I'm at a party in 2 weeks time, what is the best alcoholic drink to have?

Unfortunately, there isn't one. All alcohol has the same effect. If you want results, then you have to make changes!

What can I use as stock?

You can use the juices from cooked meat and add fresh or dried herbs. Try pouring it into ice cube trays and freezing them for future use.

Can I have decaf coffee?

No. In order to remove caffeine, the coffee beans must go through a process which often involves chemicals. In addition to this, to be classified as decaf, the product only needs to contain 97% less caffeine than traditional coffee.

Frequently asked Questions

If I already attend fitness classes and/or go to the gym, can I continue to do so?

Yes. However, the KSFL workouts must come first as they are designed to work with the diet plan.

Yes of course, your leader will be able to assist you with your vegetarian options.

Stick with the plan 100% and it will change your life forever.

Do I have to have a rest day?

Yes. Your body needs time to repair and rebuild. We would recommend at least 1 rest day per week.

I would like more recipe and meal ideas!

Please go www.KickStartFatLoss.net and log into the members' area to find your additional workouts and recipe ideas.

How important is it to stick to the nutrition plan?

Crucial. Your nutrition forms around 80% of your results. Exercise will speed up the process and supplements do exactly what their name suggests; supplement a great nutrition and exercise plan.

I'm premenstrual and have powerful cravings.

Your KSFL leader will suggest ideas for cravings. Keep drinking lots of water and stay busy, cravings are more often than not in the mind.

I promise that you will see amazing results; your body shape will change, you will have so much more energy and feel alive and vital.

I'm Vegetarian will the plan be suitable for me?

Notes

Meal planner day 28-35

BREAKFAST	LUNCH	DINNER	DRINKS

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Meal planner day 35-42

BREAKFAST	LUNCH	DINNER	DRINKS

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Meal planner day 42 - 49

BREAKFAST	LUNCH	DINNER	DRINKS

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Meal planner day 49 - 56

BREAKFAST	LUNCH	DINNER	DRINKS

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Meal planner day 56-63

BREAKFAST	LUNCH	DINNER	DRINKS

Meal planner day 63-70

BREAKFAST	LUNCH	DINNER	DRINKS

Meal planner day 70 - 77

BREAKFAST	LUNCH	DINNER	DRINKS

Meal planner day 77 - 84

BREAKFAST	LUNCH	DINNER	DRINKS

Meal planner day 84 - 90

BREAKFAST	LUNCH	DINNER	DRINKS