

ATHLETE: _____

COACH: _____



24 PALEOZONE

THE 24 PALEOZONE IS A WHOLE FOODS AND SUPPLEMENT PROGRAM THAT WILL OPTIMIZE YOUR PERFORMANCE AND ENHANCE YOUR QUALITY OF LIFE. IT IS DESIGNED TO TEACH YOU THE NATURAL LAWS OF CLEAN EATING WITH A HEALTHY, BALANCED INTAKE OF MACRO AND MICRO NUTRIENTS.

ENGAGE IN THIS PLAN AS OFTEN AS POSSIBLE. REPEAT IT AND REFINE IT EVERY 4-6 MONTHS AND YOU WILL LIVE A LIFE WITH INCREASED PERFORMANCE, BALANCED ENERGY AND STRONG, LEAN MUSCLE.

24 DAY CHALLENGE

Cleanse the body, reset the metabolism and burn fat. Use the best in high performance, world class nutritional products. Advocare World Class Nutrition

PALEO LIFESTYLE

Live a low inflammation and low toxin lifestyle by eating meats from good origins; nuts, seeds, fresh vegetables and berries. Eat little starches, no dairy, no grains and no processed foods.

ZONE PRESCRIPTION

Eat a balanced profile of fats, carbs and protein with a prescription based on your body's needs. Eat 5-6 meals daily with meals based on energy utilization. Use a food scale for enhanced performance.

The 24 day challenge



10 DAY DETOX- RETAIL \$88

Products needed: Advocare Herbal Cleanse, Omegaplex, Spark

Objective: Purge the body of toxic debris, chemicals and habits for 10 days.

Rules: NO Dairy, NO Grains, NO Processed/fried foods. Live the Paleo dietary guidelines found on next page at 100% capacity.

* all pricing includes shipping and handling

14 FAT BURN- RETAIL \$151

Products needed: Advocare MNS Max 3 Kit (MNS, Spark, MR Shakes), Catalyst

Add ons: Nighttime recovery, ThermoPlus, Slim, Any Performance line

Objectives: Optimize your body's metabolic system and increase your energy intake and output efficiency.

Rules: NO Dairy, NO Grains, NO Processed/fried foods. Live the Paleo dietary guidelines found on next page. Implement the Zone prescription if desired.

"I lost 18lbs.
and 4 belt sizes in
just 24 days! I feel
awesome."

Dave Detwiler, GJ CO

24 day kit

\$ 235

PHASE/ MEAL	WAKE	MEAL 1	MEAL 2 (LUNCH)	MEAL 3	MEAL 4 (DINNER)	MEAL 5
<u>24 day</u> Day 1-10	Cleanse guideline w/ Spark	Lots of fresh fruit! -one or two types	Root Salad with chicken / Salmon + Omegaplex	Spark #2 or celery/ or figs w/almond butter	Fish/Chicken and root vegetables NO STARCH	1/2 lb. of berries + Cleanse guidelines
<u>24 day</u> Day 11-24	Spark + 1st MNS pack + Catalyst- then 30 minutes later...	MR Shake or egg & veggie omelet w/MNS Coreplex /Omegaplex	2nd MNS pack + Catalyst (30 min-before) Deli meat, berries, veggies	Spark #2 or Berries/ nuts & seeds w/ vegetables	Lean Meat of any kind and Vegetables NO STARCH	Zone or Paleo snack of any kind that includes protein
<u>LIFESTYLE on going</u>	Spark/MNS/ Catalyst + any other extras	PaleoZone MR Shake or Egg/ Veggie omelet + Omegaplex	MNS/ Catalyst 30 min. before PaleoZone Salad	Spark or Rehydrate + Raw Veggies/ Jerky/ Seeds	PaleoZone Meat and Veggies with good fat	Nighttime Recovery
<u>ATHLETE add ons</u>	Muscle Fuel w/ O2 Gold	Arginine Extreme w/ Spark + catalyst	CROSSFIT WOD	Post Workout Recovery	Rehydrate at any time	Nighttime Recovery
Z-Blocks						

the

PALEO LIFESTYLE



What is Paleo?

10,000 years ago, the stone age diet for hunters and gatherers was simple. For millions of years, humans and their relatives have eaten meat, fish, fowl and the leaves, roots and fruits of many plants. These hunter/gatherers were strong, fast and free of nutritional deficiencies.

After the introduction of agriculture and farming of grains, beans and the production of dairy, the neolithic diet was born. The average American practices this diet today and it is the spawn of obesity, disease, malnutrition, mental illness and poor performance.

LIVE A LOW TOXIN, LOW INFLAMMATION LIFE WITH PALEO

The rules for this diet are quite simple, but for most not easy. Staying away from the foods below will promote an anti-inflammatory effect on joints, organs, skin and cells. Less Intake of toxins through careful decisions on where you buy these foods will increase your immune, recovery and the overall health of your endocrine system.

Eat the following:

- Meat, chicken and fish from a clean free range source
- Organic farm fresh Eggs
- Organic Fruit
- Organic Vegetables (especially root vegetables, but definitely not including potatoes)
- Nuts, eg. walnuts (not to many!), brazil nuts, macadamia, almond. Do not eat peanuts (a bean) or cashews.
- Berries- strawberries, blueberries, raspberries.

DO NOT Eat the following:

- Grains- including bread, pasta, noodles
- Beans- including string beans, kidney beans, lentils, peanuts, snow-peas and peas
- Potatoes
- Dairy products
- Sugar
- Salt

Try to increase your intake of:

- Root vegetables- beets, carrots, turnips, parsnips
- Organ meats- liver and kidneys

DISCIPLINE	SOURCES~ PALEODIET.COM / PALEOPLANS.COM / EVERYDAYPALEO.COM
80% ON	Buy all foods from free range/organic sources if you can. Stay away from all foods above on right.
20% OFF	Try your best to go to a Zone based meal if you cheat..
Break	Once a week, indulge in your favorite snack or meal.

The ZONE prescription

The concept is balance. Your prescribed intake of macronutrients is based on your body's protein requirements. Use the formula in the side bar to find your requirements.

A Low glycemic Lifestyle with adequate protein intake will decrease cellular degeneration, and balance your hormones.

A Zone diet is 40% Carb/30% Protein/30% Fat

In the Zone you will experience:

- ➔ Heightened awareness
- ➔ Lower blood pressure
- ➔ Decreased body fat
- ➔ Higher HDL's
- ➔ Lower LDL's
- ➔ Freedom of disease
- ➔ Less joint pain
- ➔ Better sleep
- ➔ Higher sports performance
- ➔ Sustained Energy
- ➔ Improved mood

Combine w/ a Paleo lifestyle you will:

- ➔ Live longer
- ➔ Have a super immune
- ➔ Improve recovery
- ➔ Get stronger
- ➔ Get faster
- ➔ Get lighter
- ➔ Work longer
- ➔ Get lean and muscular
- ➔ Train harder
- ➔ Think clearer
- ➔ Wake faster

Too many Carbs-
Insulin high and fat is storing while blood sugar rises.

Too much Protein-
Glucagon high and muscles are being destroyed.

IN THE ZONE
burn fat/ perform

DISCIPLINE SOURCES~ THEZONEDIET.COM OR DRSEARS.COM

80% on Eat at least 4 meals daily that are calculated

20% off Eat one meal daily that was not calculated but Paleo

Break Eat a meal with no concern on amount- once a week.

THE FORMULA

Your Body Weight:

Your Body Fat%:

(Weight - Body fat %)

Your Lean Mass:

Your Activity Level

.5- Sedentary

.6- Light walking

.7- Jog 3x wk

.8- Run and lift 3x wk

.9- Run and lift 5x wk

1- 2 a days lift/run

Your Activity Level X

Your Lean Mass:

Divide that by 7=

Your Daily Zone Block prescription.

Divide out your 5 meals with 3 main and 2 snacks and plug into your 24 day challenge.

Reference point-

1 Block=

7G Protein (1 whole egg)

9G Carbs (1/2 Orange)

1.5G Fat (3 olives)

PALEOZONE FOOD MATRIX

Protein	1 block	Carbohydrate (VEGGIES)	1 block	Fat	1 block
chicken breast	1 oz.	artichoke	1 small	almonds	3 ea
turkey breast	1 oz.	asparagus	12 spears	avocado	1 tbsp
ground turkey	1 oz.	beets	.5 cups	coconut oil	0.3 tsp
veal	1 oz.	broccoli	3 cups	macadamia nuts	1 ea
beef	1 oz.	brussel sprouts (cooked)	.75 cups	olives	5 ea
ground beef	1 oz.	cabbage (cooked)	1.33 cup	Almond butter	.3 tbsp
canadian bacon	1 oz.	cauliflower (cooked)	1.25 cups	walnuts	0.5 ea.
corned beef	1 oz.	dill pickles	3 @ 3"	olive oil	0.3 tsp
duck	1 oz.	eggplant	1.5 cups	tahini	0.3 tsp
ham	1 oz.	leeks	1 cup	guacamole	0.5 tbsp
lamb	1 oz.	lentils	.25 cups	sesame oil	0.33 tsp
ground lamb	1 oz.	onions	0.5 cups	sunflower seeds	0.3 oz
pork	1 oz.	sauerkraut	2 cups	real bacon bits	1.5 tsp
ground pork	1 oz.	spaghetti squash	1 cup	pumpkin seeds	0.3 oz
calamari	1.5 oz.	spinach	4 cups	pistachio (kernel)	0.3 oz
catfish	1.5 oz.	tomato sauce	0.5 cups	Spices/Seasoning	-----
clams	1.5 oz.	yellow squash	1 cups	fresh garlic	-----
crabmeat	1.5 oz.	zucchini	1 cups	ground pepper	-----
flounder/sole	1.5 oz.	celery	2 cups	sea salt	-----
lobster	1.5 oz.	cucumber	4 cups	onion powder	-----
salmon	1.5 oz.	kale	1.5 cups	chili powder	-----
scallops	1.5 oz.	lettuce, romaine	6 cups	basil	-----
swordfish	1 oz.	mushrooms	3 cups	oregano	-----
shrimp	1.5 oz.			dill	-----
tuna steak	1 oz.	peppers	2.5 ea	tarragon	-----
canned tuna	1 oz.	radishes	0.25	horseradish	-----
orange roughey	1 oz.	parsnip	4 cups	cumin	-----
mahi mahi	1 oz.	snow peas	0.75 cups	rosemary	-----
venison	1 oz.	tomato	1 cups	bay leaf	-----
pork loin	1 oz.	Carbohydrate (FRUIT)	1 block	curry	-----
steak	1 oz.	apple	.05 oz	parsley	-----
egg whites	2 large	apricots	3 small	cardamom	-----
whole egg	1 large	blueberries	0.5 cups	ginger	-----
bison	1 oz.	blackberries	0.5 cups	file powder	-----
elk	1 oz.	pear	0.5	paprika	-----
		raspberries	0.5 cups	chilies	-----