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"This book is written for all those who have failed using modern dieting regimes. To each and every one of you, I extend my gratitude for your faith in picking up this book. You will not regret it."

Matthew Riddell

WITH GRATITUDE

Before I begin, I would like to express gratitude just for being alive at this particular moment in history. Every time I sit to eat delicious and exotic foods from all over the world, I am reminded that there are so many positive aspects to a technologically advanced world. While this book draws attention to the many of the drawbacks of hyper-industrialisation and big business, I remain thankful for the benefits of their existence. The purpose of this book is to create equilibrium. Technology and big business do not have to breed destruction. These powerful forces have the ability to help our development as a society. What is necessary is real education, because through education alone can a society decide for itself whether particular advancements are positive or negative. On that note, I am grateful for the opportunity to write this book. I hope it helps to bring you clarity and confidence when making decisions regarding your nutritional health.

WARNING!

Not ANOTHER Spandex-Clad Mega-Marketed Fitness Fad

This book is specifically written for those who REALLY want to take control of their lives! Before you begin, here are FIVE warnings:

- 1. This book is not written to be politically correct. It is written to be read and easily understood, helping YOU to make better nutritional choices.*
- 2. This book will challenge many of your old beliefs on healthy eating.*
- 3. This book is NOT designed to be an exhaustive reference text. Its purpose is to inspire your curiosity and propel you on a quest for self-education!*
- 4. This book does NOT discuss physical fitness whatsoever. That aspect of your health is so important, I've dedicated an entire book to the subject. It's called Get Fit, Without the Bullshit!*
- 5. This book contains coarse language. This is because I get bloody mad at the overwhelming amount of bullshit you've been spoon-fed for decades... and because I want you to remember the message.*

If you use the 7 Secrets to Amazing Health you WILL look and feel better than you ever imagined possible.

Enjoy

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***“If a million people do something stupid,
It is still stupid.”***

Not Another Bloody Miracle Diet.

If you're sick of hearing about the latest food revolution, miracle GI cure, low-fat super diet, or high-protein low-carb fantasy – then welcome to my world! In my role as a Results Coach and Company Captain at Inside Shift Personal Training, I've spent hundreds of hours reviewing the mind-boggling array of books and journals available, many of them claiming to be the solution we've all been waiting for – the cure for an ever-expanding waistline.

First things first: There is no miracle cure waiting around the bend. The solution to our increasing waistlines and dwindling health levels has always been with us. The only challenge is that it's been hidden under a mile-high pile of marketing bullshit! That's right. Pure, profit-driven bullshit! This book is written for every person who is fed up with being taken advantage of – sick of being a low-fat lemming. Each of us wants to make the most of this gift called life and Eat Right without the Marketing Hype is designed to help you make better choices.

***“He has the right to criticize
who has the heart to help”***

Abraham Lincoln

Why Listen To Me?

I can almost hear you asking yourself, "Who the hell is this 'Matthew Riddell' guy, and why should we bother listening to another self-proclaimed health and fitness guru?" First off, I'm not a Guru. No long white flowing robes to be found here! I am merely a man on a dedicated mission to extract the few nutritional truths from the mountain of bullshit in our crazily hyper-marketed, over-advertised western world.

I wrote this book for two reasons. Firstly, I wanted to, and secondly to help you mentally slice through the marketing hype like a knife through margarine. Leave butter out of this. Butter is good.

I was never the fit kid at school – I have no elite athletic background! I was the uncoordinated kid that got picked last, the kid who ate lollies, sausage rolls, donuts and who drank gallons of diet coke! I was the chubby, freckled, unfit redhead who had nightmares about cross-country – the kind of kid whose 100 metre sprint took a mid-flight stopover.

The point? I know what it's like to be very unfit and the struggles that often occur when you try to follow conventional wisdom in desperate attempts to make a change. By age 17, I weighed a shade under 100kgs and was best described as big-boned (to be blunt I was overweight). Of course, I had read practically every dieting book and magazine and, unsurprisingly, I failed about a dozen of the keynote regimes, no matter how motivated I was on Monday! If anyone ever mentions the Atkins Dieting Revolution to me again, I swear I'll shoot myself!

Upon finishing my senior year at school, I was lucky enough to go on exchange to Argentina. I left Australia a plump 98.9kg and returned home 12 months later an amazing 20kgs lighter. What the hell? No diets and no crazy exercise regimes to thank for my dramatic transformation – just a lack of bullshit! You see, most people are broke in broke in Argentina – so big business has no target market. There were no fast-food outlets, very few low-fat products and most of the food we ate was fresh and unprocessed. Interestingly, I only met one person who was overweight during my South American stint – and she was from Texas. Sorry, Jenny.

You don't need my life story, but here are the nuts and bolts... I gained my Bachelor in Business Marketing from UQ (University of Queensland) in 2004, I'm a Qualified Professional Personal Trainer (Certificate IV in Fitness) and own one of Queensland's most exclusive Personal Training Studios. I am completely committed to making a real difference in the world by helping people to get fit – without the bullshit! My training in marketing has given me a unique insight into how products are pushed. I can see through the pseudo-scientific bullshit that comes wrapped around your breakfast cereal.

In my research, I have read from Atkins to the X-Factor and am absolutely convinced that what I've learned and tested will provide you with a roadmap to navigate the maze of modern marketed diets and fitness crazes. If you take nothing else from this book, take this: everything should be viewed as bullshit until you've checked it out. I urge you to follow up on my references and suggested readings.

The Importance of This Book

This book represents a big step in the right direction. The seven secrets contained are however, nothing new. I have sorted and simplified the key messages of generations of inspired authors into a seventy page book.

(The eBook because it is adapted to A4 size is only fifty-three pages but nothing has been left out.)

We are now seeing the results of half a century of nutritional abuse – results in the form of heart disease, cancer, type II diabetes and a whole array of completely preventable ailments. And the results will continue to pour in until a massive change in how the western world views food occurs. People everywhere are now starting to take matters into their own hands as they begin to realise that big food companies do not have their best interests at heart, and that their local doctor simply isn't equipped to educate them on issues of nutrition.

You'll notice that I don't get overly technical, but all my facts have been referenced. I will not confuse you with pseudo-science, but rather provide discussion on the credible scientific findings I have uncovered. I could get very technical – and you would most probably get very bored. This book is written to be read by the average person in less than two hours.

***"Most of our so-called reasoning consists
of finding argument for going on believing
as we already do"***

James Harvey Robinson

KEEP IT SIMPLE

The NO BULLSHIT principles for healthy eating:

Three things make you overweight and unhealthy:

- 1. Processed White Sugar (and its products)**
- 2. Processed White Flour (and its products)**
- 3. Processed Oils and Fats.**

Of the hundreds of dieting books on the market, none are entirely wrong, none are absolutely right – and most contain a few gems of information. However, too many take one central idea (eg fat makes you fat) and set out to prove it. Facts that don't support the theory are completely ignored. Considering this, most dieting and eating manuals I encountered were based on incorrect assumptions. Some of the flawed assumptions included:

- ◆ *Humans are meant to be vegetarians*
- ◆ *Humans are meant to eat large amounts of protein.*
- ◆ *It is best to eat a low-carb, low-fat diet.*
- ◆ *Eating fat makes us fat.*
- ◆ *To lose weight you simply count calories. Energy in, energy out!*

In his book 'The Great Australian Diet', Dr John Tickell refers to the food refinement phenomenon as Human Interference. Also, notice that I called it principles for healthy eating – not dieting! Eating is a fun, life-giving necessity. Avoid diets! Dieting is a sure-fire way to be fat, frumpy and grumpy.

I'm about to give you the **seven basic principles** for a way of eating that will give you a longer life and help you get far more out of it. Follow the **Seven Simple Secrets** and you will have super-strong bones and teeth, sleep like a baby, wake up completely refreshed, have no black spots in your afternoon and make sick days a thing of the past.

If you're happy with being sick four times a year, feeling like crap every afternoon at 3pm, looking in the mirror and the only word that comes to mind is 'SHIT', ageing rapidly like previous generations and eventually sliding into aged care – then stop reading NOW! If you want more from life, read on.

In the 1930s, Dr Weston A Price wrote a book called *Nutrition and Physical Degeneration* (1939). What he discovered was that tribal communities suffered none of the illnesses and diseases that plagued Western society. No heart disease, stroke, obesity, rotten teeth... nothing! They were actually HEALTHY. Specifically, the Hunzas, Maori, Aborigines, Eskimos, Masai and American Indians, when untouched by Western Man had INCREDIBLE levels of health. No bullshit!. Dr Price extensively documented it. To expand, Dr Price's works contain such a unique insight into real human nutrition that a foundation exists to preserve his legacy. Visit it for yourself at www.westonaprice.org In a nutshell; he discovered that there were key differences in the nutritional habits of untouched tribes when compared with those that were.

First of all, they ate NO WHITE SUGAR. Why? Because it wasn't bloody invented!

Secondly, they ate NUTRITIONALLY DENSE foods. Berries, fruits, nuts, vegetables and quality animal products were the staple foods of our ancestors. It's taken centuries of so-called civilisation (most recently fast-food impatience compounded by truckloads of marketing pseudo-facts) to severely alter our natural nutritional habits.

"Any diet which includes refined sugar and white flour, no matter what 'scientific' name is applied to it, is dangerous."

William Dufty, Author of Sugar Blues

THE FIRST SECRET

Avoid White Processed Sugar

Mary Poppins nearly got it right! A spoonful of sugar makes...

- *Our Health Levels Go Down...*
- *Our Health Levels Go Dooowwn...*
- *Health Levels go Down!*

Get the picture? We've been conned. You, me and granny. Sugar is shit. Absolute shit. It's a nutritionally void white lie that's weaselled its way into everything. Don't believe me? Go to the local petrol station, head to the front counter and pick up just one product that doesn't have sugar in it!

If your body is a car, sugar is jet fuel and it burns very hot, very fast. Our bodies are not designed to run on it – period! Here are some of the Rock Solid Facts about a substance that should be labelled Public Enemy #1.

ROCK-SOLID FACTS

- ✓ *All refined sugars are addictive and parasitic substances. They parasitically leach valuable minerals from the body.^{1,3,5,7}*
- ✓ *Through heating, mechanical and chemical processing, sugar is removed of every nutrient, mineral and enzyme. All 64 food elements are destroyed, leaving nothing but a nutritionally void substance we now refer to as sugar.³*
- ✓ *Sugar causes a loss of tissue elasticity and function.^{1,2}*
- ✓ *It has been proved that sugar is a major factor in dental decay and that sugar causes obesity.^{2,6,7}*
- ✓ *Dr William Coda Martin was the first person to publicly label sugar a poison, referring to the classical definition of a poison as "...any substance applied to the body, which causes or may cause disease"⁹*
- ✓ *Sugar's true name is Sucrose. It is a chemical substance with the formula $C^{12}H^{22}O^{11}$.*
- ✓ *Sugar has a detrimental effect on mineral absorption; specifically calcium and magnesium.^{2,3,4} It greatly increases your risk of osteoporosis and osteoarthritis.^{1,2,7}*
- ✓ *Sugar has a suppressive effect on the immune system and limits your defences against infections and diseases for as long as five hours after ingestion.^{1,2,10}*
- ✓ *Sugar is the most significant accelerating factor in ageing. It is the true negative fountain of youth^{7,8}*

- ✓ There are very few manufactured or processed foods today that do not contain either sucrose, aspartame or saccharin⁷
- ✓ Sugar producers have fought since its introduction to cover the lie that sugar is completely detrimental to both humans and animals. These 'sugar barons' are willing to say and do just about everything to keep their product in positive public opinion. A simple historical analysis of the sugar industry shows this to be undeniably true.^{2,3,7}

FOOD FOR THOUGHT

Entire books have been dedicated to the detrimental effects of sugar on the human body. What's very important to understand is that sugar is a poison and has a parasitic effect on your body. That is, to metabolise itself, sugar leaches nutrients such as calcium and magnesium from your body.

Here's a concise run-through of what happens when you drink a bucket-sized Coke and then become one with the couch:

- ✓ Sugar is raw energy, and to process energy you need a bunch of vitamins and minerals. Sugar comes with NONE of the essential elements required to process it into useable energy... but it still needs to find them somewhere.
- ✓ Minerals are leached from other foods in the gut, and once they've been exhausted, the next best sources are your teeth and bones. Eating sugar drains your body of calcium, magnesium and a whole array of goodies. Is it any surprise that osteoporosis and osteoarthritis rates are booming in the Western world?
- ✓ This is only the beginning. Your body can't use all the energy that sugar releases, so it gets stored. The liver acts as a short-term buffer, but eventually cannot handle the excess. Consequently, the surplus energy provided by sugar gets stored on your waist, thighs and stomach as FAT.
- ✓ Your body releases insulin to regulate your blood sugar (blood sugar is glucose, white sugar is sucrose). Insulin plays a vital role in transporting sugar to fat cells, but when abused through excessive refined sugar consumption, the body gets more and more resistant to this hormone. Eventually, no matter how much insulin your body releases, blood-sugar levels can no longer be regulated effectively.
- ✓ Eventually, your body develops an insulin resistance and the pancreas (which releases insulin) throws in the towel. Doctors refer to this sweet symptom of excessive sugar consumption as Type II Diabetes. Still keen on sugar?

Maybe you feel I'm being a bit harsh on the sweet tooth. I'm not. I still eat sweets occasionally. The difference is that I understand that if I eat too much of these addictive foods then I will expand accordingly and I'll start feeling like shit and regularly getting sick again.

As I've mentioned, sugar has crept its way into so many of the foods we now consume. You'll find sugar in biscuits, white bread, chocolate, most commercial jams and spreads, bottled juices and most low-fat foods. Read labels very carefully. If it says 'sucrose' or 'corn-syrup', put it back on the shelf.

It is also worth mentioning that supermarket juice is an inferior substitute to the freshly prepared version. Even if it has no added sugar, most of the nutritional value was boiled away during processing. Juice fresh and reap the benefits.

Remember The First Secret:

Avoid White Processed Sugar

Sugar is a poison, and technically shouldn't be consumed in any quantity. However, we do live in a real world where sugar has crept its way into just about every food. Do your best to avoid this sneaky little white devil, and your health, fitness and vitality levels will dramatically improve.

P.S. If you add sugar to things, STOP! It takes just two weeks for your taste buds to adjust, and the benefits are worth it!

THE SECOND SECRET

Avoid Processed White Flour

Before we had glue sticks, how did Mum make glue? It was a simple combination of flour and water. What is bread? Glue with a few added extra ingredients; yeast, and sugar. YES! Bread has added sugar. Get your baker to 'fess up. So why are we eating a close cousin to Mum's glue? Because it's cheap, marketed as low-fat, and we have been taught it's good for us.

ROCK-SOLID FACTS

- ✓ *Despite food manufactures, government bodies and well-meaning doctors urging western populations to eat more low-fat, high-carb food - masses of bread and cereals, rice and pasta - obesity rates have soared.¹*
- ✓ *Fats are not the culprit in the obesity challenge.^{1,3,5} Impeccable research shows that diets high in grains and low in fat interfere detrimentally with our metabolism.¹*
- ✓ *For several thousand years, humans existed on a diet of animals and vegetation. It was only with the advent of agriculture a mere 10,000 years ago - a fraction of a second in evolutionary time - that humans began including large amounts of sugar and starch in the form of grains (and potatoes) in their diets.⁴*
- ✓ *In biological terms, our bodies are still those of hunter-gatherers⁴*
- ✓ *A major reason for Adult Onset Diabetes (Type II) is that they have far too much insulin, which is usually a result of having too many grains in the diet^{4,7}*
- ✓ *Flour consumption has been linked to various forms of cancer^{2,5,6}*
- ✓ *The promotion of refined carbohydrates at the expense of proteins and essential fats has left many people at a point of metabolic chaos.⁴*
- ✓ *Wheat, when processed into white flour, has 25 nutritional elements removed, yet only 4 synthetic ones are put back in (iron, B1,B2,B3).⁹*
- ✓ *Contrary to popular dieting wisdom, it is the over-consumption of refined carbohydrates, not fats, that causes obesity.¹⁰*
- ✓ *Modern white flour and all its products are 'biocidic' foods, meaning that they literally destroy life.⁷*

FOOD FOR THOUGHT

Consider the following two statements about white flour:

- ✓ It has the nutritional value of wallpaper glue.
- ✓ It is NOT part of the natural diet of human beings.

Do yourself a HUGE favour and completely remove white flour and its associated products from your regular diet.

Before being bastardised by enormous steel rollers and a series of chemical processes, grains are composed of three major parts:

The Bran. This protective outer casing accounts for roughly 15% of the weight of the grain and contains nutrients and fibre. During refining, the bran is completely removed.

The Germ. The future sprout accounts for roughly 3-5% of the grain weight, is biologically active and contains protein, oils, vitamins and minerals. After processing and refinement, this part of the grain has deteriorated and is often completely destroyed.

The Endosperm. It is the starchy part of the grain that white flour is made from and accounts for 80% of the weight. While it provides the seed with nourishment to grow, and it contains very few vitamins or minerals.

During refining, most of the nutritional value of grains gets destroyed. Like sugar, refined white flour contains lots of empty calories. Another major challenge with highly refined grains is that they lack useable fibre, and this often results in 'clogging' up your intestine. Clogging is the highly scientific technical term to describe what happens when you regularly pour a cup of glue down a 9 metre pipe that was designed for chewed up fruits, vegetables, nuts and meats. Not pretty, trust me.

Remember The Second Secret:

Avoid Processed White Flour

Modern refined flour is a major reason why Western populations have expanding waistlines. Don't be fooled into believing that because bread, muffins and pastas can be low fat that they are good for you. If you feel the urge to eat flour-based products, do so sparingly and infrequently.

***"Let us go to the ignorant savage,
consider his way of eating
and be wise."***

Harvard Professor Ernest Hooten

THE THIRD SECRET

Eat the Right Fats, and Plenty of Them

Are fats the culprit for our BIG, FAT Western Society? The answer is that some fats are. Here is what you need to know:

ROCK SOLID FACTS

- ✓ The body needs fat. It is essential for proper function.^{1,2,3,4,5,10}
- ✓ Specifically, Essential Fats (EFA's) are required for healthy production of prostaglandins. They boost cardio vascular, reproductive, immune and nervous functions.^{5,7,10}
- ✓ Eating essential fats will not make you fat.^{4,5} Weight gain is more related to the notorious over-consumption of fat-free carbohydrates (which stimulate insulin production and therefore promote fat storage).^{5,10}
- ✓ Fats form the basis of cell membranes². Your brain is roughly 60% fat^{4,6}
- ✓ Western Society still fails to eat enough of the right fats¹.
- ✓ Tribes that gained a majority of their calories from animal fat were incredibly healthy by modern standards, showing no signs of heart disease or cancer^{1,3,4} The Masai, with 60% of their calories from fat, are free from coronary heart disease. The traditional diet of the American Indian and Eskimo contained up to 80% of calories from fat, and they too showed no signs of heart disease.⁷
- ✓ The healthiest fats available include almonds, almond butter, avocado, butter, coconut oil, extra-virgin olive oil and cold flaxseed oil¹ It is important to note that saturated fats are essential for optimal health and DO NOT cause heart disease.^{8,9}
- ✓ Margarines and other chemically created spreads are dangerous and should never be eaten by humans^{1,3,4}
- ✓ The cause of heart disease is not animal fats and cholesterol, but rather a number of factors inherent in modern diets, including the excess consumption of chemically refined vegetable oils and hydrogenated fats.¹²

FOOD FOR THOUGHT

The Low Fat revolution is a big contributing factor to the massive increase in obesity. I am by no means the first to suggest this. The more you research this, the more evident it becomes.

The question then becomes, which fats are GOOD and which are BAD? This is where I start creating raving fans and bitter enemies.

THE GOOD

Good fats are those that occur naturally and require very little effort to extract them. Fats beneficial to humans include most animal fats (goose, duck, chicken and beef), high quality Butter and Cream, Peanut Oil, Sesame Oil, Olive Oil, Flax Seed Oil and Tropical Oils – especially coconut oil.

Coconut oils and creams, for example, are incredibly beneficial for weight loss and general wellbeing. The fat contained is one of nature's richest sources of medium-chain fatty acids (MCTs). These MCTs are not easily converted to body-fat and actually promote weight loss. Adding just one teaspoon of coconut oil to your diet every day will show startling results. That's right, you eat fat to lose fat. This is not a new concept. If you feed animals toxic vegetable oils (canola, safflower and soybean) they will put on weight. If you feed them coconut oil, they will be lean and far more active. The same applies to humans. Eating correct fats, particularly good saturated fats, will produce many benefits. Increased immunity, healthy body weight and body fat levels, and a far more stable mental disposition are just the beginning.

These naturally occurring fats and oils have been used by primitive peoples for thousands of years and are health promoting. In recent years, animal fat, butter and coconut oil have been vilified in slanderous campaigns by big business. A major culprit in the anti-saturated fat campaign (which was profit-driven I might add) was the soy industry. In the early 1980's the soy marketers set out to systematically destroy the emerging foreign coconut industry using nothing more than junk science and public paranoia. For all intents and purposes, they were successful, and the damage to society has been catastrophic. Check it out at: [www.aciav.cog.au/web.nsf/att/JFRN-613N9A4/\\$file/mono101.pdf](http://www.aciav.cog.au/web.nsf/att/JFRN-613N9A4/$file/mono101.pdf) (123-30)

The above mentioned good fats are anti-microbial, generally saturated or mono-unsaturated, and promote physical and mental wellbeing.

The myth also exists that eating saturated fats causes heart disease by raising cholesterol and clogging arteries. Saturated fats do not cause heart disease, and that is a fact. Conclusive research exists, and each of the Top 7 books I recommended in the reading list concurs. I will discuss the cholesterol conundrum further in the 'Junk Science' section, but for now consider the fact that more than 60% of all heart attacks occur in people with normal cholesterol levels. The majority of people with high cholesterol never have heart attacks.¹¹ Check out the following websites:

www.westonaprice.org/moderndiseases/hd.html

www.westonaprice.org/moderndiseases/benefits_cholest.html

www.mercola.com/2005/mar/28/cholesterol_heart.htm

An excellent way to increase your good fat intake is to eat fattier meats. It is a modern myth that lean meat is beneficial to health. As with most modern madness, when introduced, the concept that lean meats were better than more marbled and fattier varieties went virtually unchallenged. The fat contains protective properties and most of the flavour. Making this switch is incredibly enjoyable for your palate, and it will actually help you lose unwanted body-fat and improve both your energy and health levels. I would however, suggest that you also eat only organic meats. The reason is due to toxicity. Animals, like humans, store toxins in their body-fat. Unfortunately, many hyper-commercialised animals are full of antibiotics and growth hormones, not to mention pesticides. For a slightly higher investment in certified organic meat you largely remove this risk, and it tastes better too!

Recapping, good fats occur naturally and are vitally important to the proper functioning of your body. If you are overweight, eating more good quality fats (while simultaneously limiting sugar and flour products) will actually cause you to lose weight – so eat up and be full, happy and healthy, the way nature intended. Enjoy eating avocados, raw nuts, butter, coconut oil, peanut oil and saturated animal fats.

THE BAD

The last fifty years, particularly the last twenty, have seen the incredible rise in consumption of chemically extracted seed oils and chemically created margarines. These cheap and nasty mega-manufactured 'plastic' fats are major contributors to the health crisis facing Western nations today. The reason they are so scary, is that big food companies have got away with touting their cash cows as 'health foods'. In the 1980s many people were convinced to switch from butter to margarine under the false pretence that saturated fats were bad. Heart attacks and obesity rates soared.

Despite what modern profit-driven marketing will say to confuse you, the truth is that ALL chemically altered (or extracted) fats and oils are toxic to the human body. Included in the list of toxic oils are; cottonseed, soy, safflower and canola oil; every low fat product on the market, roasted nuts (the oils get hydrogenised in the process) and margarines – every one of the bastards.

If you're sceptical, I urge you to check it out for yourself. Read the top 7 books included at the end of this book. You essentially have to choose between two groups: Chemically created Franken-fats that drive the economic engines of most fast- food companies or natural fats that cannot be exploited nearly as effectively for mass profits.

THE UGLY

The deeper you dig, the more you'll begin to realise that the reason more people are fatter than ever is not just lifestyle, but due to the overwhelming bullshit-based conventional wisdom.

The reason why so many people end up fat, frumpy and grumpy is because the information they get spoon-fed is driven by dollars. I truly hope you now start looking twice when 'Mr Marketer' whips out the silver-coated shit-laden spoon.

Remember The Third Secret:

Eat Good Fats, and plenty of them

Your body needs quality fats to perform at its best. Eat a diet rich in nutrient-dense fats, and never believe the old lie that 'fat will make you fat!' Bring on the coconut oil, eggs, nuts, avocados and butter, and put the margarine and low fat products where they belong – in the trash!

***"Moderation in all things except
laughter, sex, vegetables and fish"***

Dr. John Tickell.

THE FOURTH SECRET

Eat Only Fruit for Breakfast

ROCK-SOLID FACTS

- ✓ *Practically all fresh fruit has a low to medium GI.¹*
- ✓ *The digestion of fruit is so easy that it requires only a fraction of the energy needed to break down other foods in your body,²*
- ✓ *When you eat fruits on their own the effect is extremely positive: they accelerate detoxification and promote weight loss.²*
- ✓ *Anthropologists confirm that our early ancestors existed chiefly on a diet of fruit – not shoots, vegetables, nuts and seeds.²*
- ✓ *Preventable heart disease in humans is due to a chronic and continual deficiency of vitamin C (that leads to a breakdown of collagen in the arterial walls)³*
- ✓ *Fruit is an excellent source of Vitamin C, minerals and fibre. It is the finest food humans can eat. It is the most perfect, most beneficial, most health promoting food on our planet⁴*
- ✓ *Your body operates in distinct digestive cycles, and the most effective breakfast for optimal health and nutrition is to graze only on fruit before midday^{4,5}*

FOOD FOR THOUGHT

Fruit is marvellous food. It provides you with vitamins, minerals and fibre, along with readily available, easily usable energy so that you can keep on going and going and going.

Yet why do so many people eat less than the 'required amount' – even by ridiculously low conventional standards? I'll tell you why: unlike cereals, muesli bars, and low fat breakfast bars, the humble piece of fruit doesn't have a marketing guru pushing it.

Sports heroes rarely say 'eat a banana'... because no one will pay them to do it! It's simple economics. Sugar and flour peddlers have massive amounts of cash to burn.

I'm on the side of fruit. It's bloody marvellous. Oh, and fruit is not a SNACK. It's a meal, and a grazing one at that. A dietary recommendation we make to our clients at Inside Shift Personal Training is that they eat only fruit before midday. Not only will this kick-start your morning, but it cleans out your entire system. Not a bad suggestion for a society where bowel cancer is on the RAPID increase.

Unconvinced? Consider this. Human beings are around 97% genetically and gastro-intestinally identical to chimpanzees. What do chimps eat? Fruit. Sure, they eat grubs, nuts and other monkeys on occasion, but their staple is fruit. For me, that was enough proof.

Monkeys are infinitely stronger than humans and rarely sick in their NATURAL environment. If you fed a chimp what we eat, you'd be up for animal cruelty. Moral of the story: be KIND to your intestines. Clean them every morning with a fine selection of delicious fruits.

Four years ago, I realised I hadn't eaten a piece of fruit in seven months (yes, it's true). I was constantly sick, had no energy, had trouble concentrating and generally felt toxic. If this sounds like you, go to the fruit shop today and buy one of everything! The result of eating a 'clean' breakfast of fresh fruit is truly amazing. It is the first step to unlocking the hidden potential of your amazing body.

Your body has very specific cycles of digestion. They exist for a reason, and when you eat in harmony with these cycles, you'll have more energy and feel bloody fantastic. Ignore them and you'll look like most other people on the train at 7:30 in the morning: half dead and wishing they were!

Just quickly, I'd like to gratefully recognise the works of Mr. Philip Day. This guy is Britain's leading **real** health researcher, and I first encountered the concept of cyclical eating in his books.

Specifically, there are three eight-hour cycles.

Noon – 8pm: Appropriation of food (eating and digestion).

8pm – 4am: Assimilation of food (absorption and use).

4am – Noon: Elimination (excretion of waste products).

There is no doubt that these cycles exist, nor is there any doubt that the average person in western society eats in almost the exact opposite fashion to what is optimal. Here's a basic explanation of how the cycles work, and how we can eat in harmony with them to live much, much longer.

Noon – 8pm: Appropriation of food (Eating and Digestion).

Your body is finally ready for food. All the wastes have been carried out of the system thanks to the first cycle and you should be getting quite hungry by midday. The pipes are clean and ready to begin effective digestion.

What should happen: Lunch is where it's best to eat the majority of food for the day. Big salads with lots of variety (and meats and other natural proteins) are the foundation foods. Lunch should be the largest meal of the day. Dinner should be eaten before 8pm (7 pm is optimal).

What usually happens: EXCUSES. I'm too busy to eat a big lunch. I've got a deadline / I can't get away from my desk / I'm never hungry / my job makes it hard... Excuses are great, because once you make them, and commit to them – they become your reality. In my experience, excuses are all bullshit. If you were told that you'd die if you didn't make time for a big, healthy lunch every day, would you do it? Of course you would!!! Don't wait for your first heart attack to hit you; do yourself a favour and tell everyone else to get stuffed! Eat a big lunch and enjoy it! It's essential to your basic physiological health.

8pm to 4am: Assimilation (Absorption of Food)

At night, our active bodies are supposed to take an 8-hour, dreamy smoko so that the digestive system can fire up and start absorbing all of the vitamins, minerals and trace elements from the foods we just have spent the last 8 hours eating.

What should happen: *By the time our head hits the pillow, our stomach should be empty and all of the daily food should be moving through the intestines. We sleep soundly and comfortably as our bodies process the nutrient-dense foods that we've eaten through the day.*

What usually happens: *As the Western world now eats later than ever, a super-sized meal probably gets eaten around 8:30 or 9:30. Pizza, steak, pasta and other heavy evening meals don't enter the stomach until very late, and then require an additional 4 hours past the eating point to leave the stomach, resulting in a dramatically shortened absorption period (often less than 50% optimal). By-products of nightly super-sizing include restless sleep, nightmares and waking up feeling like you've been hit by a Mack truck.*

4am – Midday: Elimination (Excretion of Waste Products)

In the wee hours of the morning, your body calls in the trash collectors. Once the nutrients have been collected to nourish and revitalise every cell in your body, the left-over trash gets removed – starting bright and early! This cycle is often regarded as the most important to safeguarding against both obesity and colon cancer. You'll see why shortly.

What should happen: *In this crucial stage of digestion, you should wake up and start gradually feeding your body foods that are completely natural, unprocessed and very easily digested. This gives you a good-morning energy kick-start, while still allowing the body to remove digestive wastes and by-products. In a nutshell, you should eat only fruit before midday! It completely fits all the above-mentioned criteria: light, easy to digest, completely natural and thus perfect for the elimination cycle.*

What usually happens: *Abuse. That's what happens. Your poor little digestive tract gets invaded by processed garbage. We've been taught to eat a 'big healthy breakfast' of cereal and toast, to give us energy for the day. If you're a farm-fed traditionalist, you might go one worse and drop an anvil in the morning too! Bacon, eggs, chips and toast... Ahh, the perfect recipe for a heart attack before 50.*

Let me be perfectly clear – cereals are absolute shit. You'd be better off eating the cardboard box. Try to ignore the 50 years of marketing hype. Cereals are a combination of highly refined flours (rye, corn, oats, wheat and rice), added colours, sugars, flavours and synthetic minerals (biologically useless, I might add!). If you regularly eat cereals, toast and heavy cooked breakfasts (all washed down with a few coffees) be prepared for some serious health issues in the future: probably bowel cancer and cardio-vascular disease.

BUT FRUIT DOESN'T FILL ME UP!

In the initial stages of discovering an entirely new way of eating, expect that your body will send out interesting bio-chemical messages. Consider the following two key points:

- ✓ *You're not meant to feel 'full' early in the morning*
- ✓ *Drink lots of water before midday. It helps flush the system!*

Every person at our Personal Training Studio who has stuck to the 'Fruit before Midday' principle sees startlingly positive results within just a few days. Creating this new habit is definitely worth the extra effort!

REMEMBER THE FOURTH SECRET:

Eat only fruit for breakfast

It allows your body to optimally cleanse, nourish, energise and repair itself on a daily basis. You'll feel bloody amazing!!

THE FIFTH SECRET

Salads for Lunch, Vegetables for Dinner

If you find vegetables boring, tasteless and generally a mandatory sideline to an otherwise good meal – learn to cook! Vegetables, when properly cooked and seasoned are bloody delicious. I’m not talking just peas, carrots and potatoes either. Let’s talk serious vegetables for a second..

- ✓ *Roasted and seasoned vegetable Salads of beetroot, butternut pumpkin, onion, sweet potato, fresh beetroot, broccolini...*
- ✓ *Roasted sweet potato and sour cream dusted lightly with fresh cinnamon (a powerhouse food in its own right)*
- ✓ *Grilled polenta with mushrooms drizzled with olive oil and topped with high quality parmesan cheese.*

Vegetables are not boring. They can be bland, but that’s purely by choice. Buy a cookbook and go gourmet. Your palate will thank you every day for the rest of your life, and so will your waistline.

From a technical view, here’s why you should eat vegetables:

- ✓ *They are high in useable fibre and slow release energy.*
- ✓ *Organic vegetables are loaded with minerals.*
- ✓ *Fresh vegetables put no wear and tear on your digestive system.*
- ✓ *Vegetables safeguard against colon cancer!*
- ✓ *Fresh vegetables are 100% natural and have been eaten by humans since Day One.*
- ✓ *Vegetables are very filling, and it’s virtually impossible to get fat eating them.*

Before you get carried away, the following do not count as vegetables for our intended message: Chips, crisps and fries.

Quick Tips on Eating your Vegetables

- ✓ *It’s best to eat vegetables for dinner WITHOUT meat.*
- ✓ *Meat and salad go nicely together; meat and heavy vegetables do not.*
- ✓ *Meat and Vegetables require different digestive enzymes to process and digest. Combined, they sit and putrefy in the stomach!*
- ✓ *Eat your vegetables with butter. The fats allow your body to make optimal use of the vitamins and minerals contained in the vegetables.*

Knowing that you’ve finished the day on a nutritionally positive note is also hugely beneficial from a mental perspective. You’ll sleep soundly and wake up with a much clearer mind. No regrets.

BUT VEGETABLES DON'T FILL ME UP!

Yes they do. Eat more of them! There is no limit – so go to town. Use butter, a little Himalayan sea salt, parmesan cheese and sour cream if you want a more flavoursome experience. Don't forget – much of the flavour lies in spices. It is worth noting that a wealth of research also exists on the benefits of regularly using spices in food. Despite the title of this secret, I'm not suggesting you religiously eat only salads for lunch and vegetables for dinner. I'm stressing that repetitively eating food at inappropriate times (and amounts) will have profound detrimental effects on your health levels and waistline.

By ensuring that your lunch is larger than dinner, you avoid bingeing at night – which is, I might add, the worst time of the day to eat a massive meal. By eating large nutritious salads with fatty delicious meats in the middle of the day, you give yourself energy and nutrients at a time when they can be best utilised. By not religiously combining meat and starchy vegetables, you minimise stress on your digestive system. By not doing it at night, you assist yourself to sleep soundly.

Remember the Fifth Secret:

Salads for Lunch, Vegetables for Dinner

Eat the rights foods at the right time. Vegetables protect against cancer, and eating them nightly with butter will ensure you wake up every day refreshed and revitalised!

***"Modern pasteurised milk, devoid of its enzyme content,
puts an enormous strain on the body's digestive mechanism"***

Sally Fallon, Founder of Weston A Price Foundation

THE SIXTH SECRET

Avoid Pasteurised Dairy, Especially Milk

Here's the classic example of a food group effectively acquiring a mineral through persistent and clever marketing. Milk has literally bought calcium! The notion that you need milk for calcium and healthy bones seems to go unchallenged in the western world.

ROCK-SOLID FACTS

- ✓ Milk is for baby cows. Humans are the only species to continue drinking milk after being weaned and many humans on earth today avoid milk as it makes them ill. ¹
- ✓ Milk is the most political food in America. It is being heavily advertised and pushed onto a trusting public, not for health benefits, but to reduce a massive surplus due to overproduction. ^{1,3}
- ✓ The pro-milk pitch has nothing to do with health, reality or science. It is the hype of the marketeer and the balance sheet²
- ✓ Harvey Diamond points out that the enzymes required to break down and digest milk are all but gone by the age of three in most humans. There is 300% more casein in cows milk than in humans milk. That's for the development of big cow bones. Casein coagulates in the human stomach and forms large, tough, dense, difficult to digest curds that are designed for a four-chambered ruminant digestive system. ³
- ✓ Casein is the base of one of the strongest glues used in woodworking¹
- ✓ Cows' milk is not similar to human milk. It has three or four times more protein and roughly five times the mineral content. Human milk, however, has superior fatty-acid content, specifically linoleic acid, which is essential for neurological development. In skim milk, it is completely removed. ⁴
- ✓ Milk consumption has been conclusively shown (in a study of 25,000 blood tests) to limit mineral absorption. This, in turn, leads to chronic fatigue⁵

FOOD FOR THOUGHT

Get ready for a surprise. Cow milk is essential for baby cows – not adult humans! You do NOT need to drink milk for calcium.

Shocked? Pasteurised and homogenised milk is nutritionally-deficient crap. Yep. It's crap! It has been heated, treated and filtered to the point where it's basically biologically worthless. Pasteurisation destroys all the enzymes in milk - in fact, the test for successful pasteurisation is the absence of enzymes⁶. Don't believe me? Try and raise a calf on pasteurised milk alone and the calf dies! Are alarm bells ringing yet?

The real benefit of pasteurisation of milk is to the producers. Their product lasts longer. To make sure you don't get any bright ideas about the benefits of drinking raw milk, they've

spent 50 years developing a very effective fear-driven campaign to brainwash the masses. Don't be fooled.

There is **NO BENEFIT** to humans in pasteurising milk. I repeat: there is NO BENEFIT to humans. Although potential 'bad' bacteria are destroyed, so are all of the good bits – all the enzymes and proteins! What you're left with is a dead white liquid that's then marketed as the cure for osteoporosis. What utter bullshit! To make matters even more offensive, they've now got over 15 types of bullshit ranging from Fat Free Added Calcium to Intelligent Milk. Tell the marketers to piss off by making a smarter choice!

I've been drinking raw milk very moderately for over three years and never experienced any problem whatsoever. With me, regular pasteurised milk often caused bloating, cramps, sinusitis, lactose intolerance and a runny nose. Raw milk doesn't.

THREE QUICK QUESTIONS

Q: What do you get when you take a cup of dead white milk, re-heat it for the third time just to make sure it's dead and mix it with caffeine?

A: A coffee that lowers immunity and increases the likelihood of developing sinusitis and chest infections.

Q: What about other forms of dairy? Are they OK?

A: High quality butter, cheeses and yoghurts are all OK. Don't go overboard on cheese though, as it is loaded with Casein and can be very difficult for some people to digest. Butter and cream are great, largely because the casein is largely removed in the natural churning process. Butter also contains a unique property known as the Wultz factor which has incredible anti-stiffness properties. Choose very high quality products and don't ever be fooled by 'smarter low-fat' versions again! Anything that bears a low-fat label has been significantly tampered with and often has excess sugar.

Q: Do I need milk for calcium.

A: No. It's a load of pseudo-scientific profit-driven nonsense. No significant research proves the link between increased milk intake and increased bone density. Actually, the evidence suggests the reverse. Only the milk-guzzling western world has challenges with osteoporosis, osteoarthritis and other degenerative problems. Australians are now the second biggest global consumer of milk (per person), and interestingly we have the second highest levels of osteoporosis. Does anyone else smell a correlation?

Green leafy vegetables are loaded with absorbable calcium of far greater value to the human body. Dairy should be consumed primarily for its fat and amino-acid value, not calcium value. Eat lots of green leafy foods and enjoy bones of steel!

REMEMBER THE SIXTH SECRET:

Avoid pasteurised dairy, especially milk

If you really like milk – then drink it, but please consider the idea of drinking it un-pasteurised and un-homogenised. The purpose of this chapter is to make sure you don't get fooled by the bullshit about milk being necessary for calcium, as it just isn't true! How much should you drink? As little as possible.

THE SEVENTH SECRET

Live Well Hydrated

Water is so vitally important to the efficient functioning of our bodies that I've included it in the Rock Solid Food Pyramid. No bullshit – it's that crucial to our health.

ROCK SOLID FACTS

- ✓ *Perhaps the most overlooked problem in modern western culture is dehydration.¹ Most citizens have become chronically and dangerously dehydrated, especially the elderly.⁵*
- ✓ *There is no more important substance to good health.^{1,2,3,4}*
- ✓ *Your nerves, brain, bowel, lungs and whole body cry out for water, yet this message is often met with colas, coffees, teas and alcohol.²*
- ✓ *The human body is a complicated bio-electric water machine that must be properly hydrated to function optimally²*
- ✓ *Every cell in your body requires an adequate supply of water.^{1,2,3,4}*

FOOD FOR THOUGHT

Your brain, bones, nerves, digestion and general energy levels depend on you being well hydrated with WATER. Not coffee, tea, coke, milk or juice. WATER!! Get thirsty! You need to drink 1L for every 25kg of bodyweight (roughly 3L for a 75kg human). You may choose to drink slightly less if you consume heaps of fruit.

A great practical suggestion is to carry a 1.25L bottle with you and make sure it's emptied at least twice a day. Try it.

Oh, and for those wishing to lose a few excess pounds, you'd really better drink up, as your body will struggle to lose weight if you're dehydrated. Big time! If you'd like to know more, read the following two GREAT books.

Water, Salt and the Healers Within (Dr Batmanghelidj)

Water, The Stuff of Life (Phillip Day)

Both available (along with lots of others) at www.credence.org

To make it clear: adequate water intake is absolutely essential for bowel health. Being mildly dehydrated on a regular basis is extremely damaging to your health. Please, no excuses.

It is worth noting that soft drinks are severely damaging to the human body. They are often loaded with sugar and carcinogenic chemicals and wreak havoc with the pH balance of your stomach when ingested. As for diet substitutes, they are equally destructive. Countless studies show that aspartame (the active sweetener in diet drinks) is a poison. It is not safe to be consumed by humans in any amount. You might as well swallow a glass of unknown toxic chemicals. Check out these sites:

[\](#)

www.aspartame.com/lydon.htm

www.sweetpoison.com/aspartame_information.html

www.mercola.com/2001/mar/10/soda_pop_dangers.htm

Coffee and teas are also diuretic substances, meaning that they promote dehydration. The occasional tea or coffee won't hurt you, but the addictive properties of caffeine almost certainly leave you hooked on a cycle that ensures you become a habitual consumer. Great for profits - bad for bodies. One coffee has no measurable negative effect. Three coffees every day for 50 years will.

QUICK TIP: *Hunger and thirst send similar chemical messages to the brain and often get misread. Next time you're hungry at an odd hour, have a glass of water FIRST. Wait five minutes. If hunger persists; please, see your lunchbox!*

REMEMBER THE SEVENTH SECRET:

Live Well Hydrated

Sounds too simple to be a secret? Then why are so many people living their lives in a state of irritable dehydration? The reason? The TRUE value of water is not quite understood. Every system and cell in your body requires water to function optimally. Drink plenty of water and be amazed at the results!

"Part of the reason for the existence of the current Food Pyramid and Dietary Guidelines is the mistaken belief that these guidelines will decrease the development of heart disease in adults"

Bill Sanda, 2004

A ROCK-SOLID FOOD PYRAMID

You won't find this one on a cereal box!

If you owned a breakfast cereal company and wanted to invent a food pyramid for the box... where would you put your product? Certainly not in the 'eat less' box! A great and practical food pyramid (without the marketing nonsense) is shown below.

Eat Least (Less than 10%):

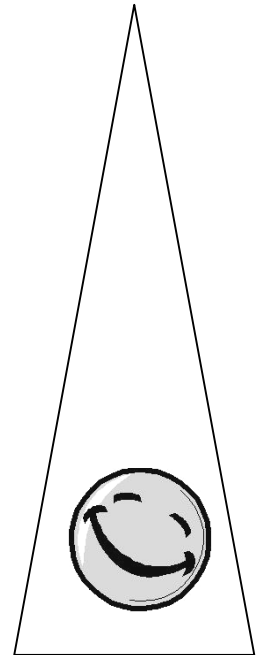
White **sugar**, nasty processed **Oils**.
Bread and **Pasta**.

Eat Regularly (About 20%):

Good **Fats** and **Protein**. Chicken, Fish, Beef, Lamb, Duck, Quality Seafood, Raw nuts, eggs, cream, coconut cream, butter & olive oil

Eat LOTS (Min 70%):

ALL Fruits and Vegetables! You should eat at least 10 different fruits and vegetables each day (Bare Ass Minimum). Want to look 65 at 100... then do what the Okinawa people do... eat 22+ varieties of 'plant material' daily (inc nuts and legumes!). WOW! Also, feel free to eat plenty of lentils, shoots and sprouts.



**"The technologic food system treats crops grown by the farmer
not as food, but as raw material to be
manipulated and manufactured into numerous products"**

Ross Hume Hall, Author of 'Food for Nought'

JUNK SCIENCE

THE TOP 3 BULLSHIT STORIES EVERY SOLD

There have been many fables spun in the healthcare (sick care) industry, but the next three are really standout. As always, please feel free to assume I'm crazy. However, if you do dismiss me on the insanity charge, please, do your homework and find out for yourself. I genuinely care about your health and really don't give a rats if food and drug companies approve of me.

STORY ONE: Supplements don't work!

Before even discussing the effectiveness of vitamin, mineral and antioxidant supplements, we must first look at why you would even need them! Consider the following two statements:

"You can trace every sickness, every disease and every ailment to a mineral deficiency."
Dr. Linus Pauling. Ph.D., Two-Time Nobel Prize Winner.

"The alarming fact is that foods – fruits, vegetables and grains – now being raised on millions of acres of land that no longer contains enough of certain minerals, are starving us – no matter how much we eat of them!"

The 1936 Mineral Depletion Report, US Senate.

In a nutshell, the human body required over 70 minerals for optimal function. This is not debatable, it is a fact. Without minerals present in the bloodstream, our health gradually deteriorates. Without a complete array of these building blocks, we cannot reach an optimal level of health.

For optimal health, your body requires a continual supply of:

Carbon, Beryllium, Sodium, Aluminium, **Phosphorus**, Chloride, Calcium, Titanium, Chromium, Iron, Nickel, Zinc, Germanium, Selenium, Rubidium, Yttrium, Niobium, Erbium, Ytterbium, Hafnium, Lithium, Boron, Magnesium, Silicon, Sulphur, **Potassium**, Scandium, Vanadium, Manganese, Cobalt, Copper, Gallium, Arsenic, Bromine, Ruthenium, Rhodium, Cadmium, Tin, Tellurium, Caesium, Lanthanum, Praseodymium, Samarium, Gadolinium, Dysprosium, Fluoride, Terbium, Holmium, Tantalum, Tungsten, Osmium, Platinum, **Nitrogen**, Hydrogen, Oxygen, Strontium, Zirconium, Molybdenum, Rhodium, Silver, Indium, Antimony, Iodine, Barium, Cerium, Neodymium, Europium, Mercury, Lead, Thorium, Thorium, Iridium, Gold, Thallium and Bismuth.

Why are three in bold? Because they're the only three minerals in commercial fertilizer. It's known as **NPK**. It was discovered that plants don't need the other minerals to grow. You see, the other minerals present in vegetables and fruits are there for our benefit!

Crops grown under the NPK mass farming method are deficient and comparatively tasteless products. They are, however, cheap to grow. Great for profits!

Before mega-commercialisation, farms were located at the river's edge to allow easy access to water. Consequently, the soil would be totally re-mineralised regularly by a flood. Now this land is prime real estate, and crops are grown with NPK on lifeless soil out in the middle of nowhere.

So, to answer the question of do you need to supplement? Yes. Still unconvinced? Consider the fact that Earth Summit Report (1992) indicated that the mineral content of farmland and range soil had decreased dramatically in the last 100 years, anywhere from 55 – 85% depending on country. If you're curious, get the 1936 Mineral Depletion Report senate document for yourself at: www.cellheaven.com/minerals1936.html

Now, do supplements work? Well... Synthetic supplements don't work. They are absolutely useless and a waste of money. You end up buying crushed up rocks that are too big for the human body to absorb.

Colloidal minerals and naturally sourced vitamins your body wonders.

A perfect solution would be to eat vegetables, fruits, and meats produced traditionally. Supplements, however, are the next best thing. Personally, I consider them my preventative health insurance!

Why colloidal? Well, because they have a 98% absorption rate (compared to metallic mineral absorption rate of 3-5%). The minerals in fruits and vegetables are colloidal, meaning that they exist in an extremely fine state of suspension, readily absorbable by the human body.

In summary, it is wise to supplement with good quality products. Ignore mega-marketed cure-all fads and go for only the three basics:

- *A colloidal mineral supplement (suspended in liquid).*
- *A vitamin supplement.*
- *An antioxidant supplement.*

STORY TWO: LDL Cholesterol the Enemy

"I think this low cholesterol business is pretty much nonsense"

Dr. Linus Pauling. Ph.D., Two-Time Nobel Prize Winner.

"The diet-heart hypotheses have been repeatedly shown to be wrong, and yet for complicated reasons of pride, profit, and prejudice, the hypothesis continues to be exploited by scientists, fund-raising enterprises, food companies and even governmental agencies. The public is being deceived by the greatest health scam of the century."

Dr. George V. Mann, Vanderbilt University.

Cholesterol is NOT evil. Your body actually needs it. There is no GOOD and BAD cholesterol. Both are required for the body to function at optimal levels. If you don't eat it, your body secretes it.

ROCK-SOLID FACTS

- Research now shows that cholesterol levels found in foods has little or no effect on blood cholesterol levels.¹
- More than 60% of all heart attacks occur in people with normal cholesterol levels. The majority of people with high cholesterol never have heart attacks.¹
- Cholesterol is necessary in making estrogen, progesterone, testosterone and DHEA. Saturated fat and cholesterol are vitally important structural components of every cell in our bodies.²
- Very little evidence supports the belief that a diet low in cholesterol and saturated fat actually reduces death from heart disease or in any way increases one's life span.²

Consider the following: Since the vilification of LDL cholesterol, medications to lower it became the world's best-selling poison. I'd say that pharmaceutical giants have a pretty heavily vested interest in keeping LDL Cholesterol public enemy No. 1. Wouldn't you?

Consider the purpose: LDL cholesterol is like nature's band-aid. If your body has minor tears in the arterial walls, along comes cholesterol to patch the damage! It's a rather essential bodily function.

Here's a brief (and simplified analysis) of what happens!

- ✓ Your arteries and veins are held together by collagen.
- ✓ One of the major functions of Vitamin C is the maintenance and repair of collagen.
- ✓ Most Westerners exist in a state of mild scurvy – severely deficient in Vitamin C.
- ✓ Due to a lack of Vitamin C in the bloodstream, the arteries start to show signs of damage (in the form of micro-tears).
- ✓ LDL Cholesterol comes along to patch up the damage before a fully-blown tear occurs.
- ✓ Eventually, due to repetitive damage (due to Vitamin C deficiency) the artery becomes blocked.
- ✓ The medical profession vilifies Cholesterol.
- ✓ Cholesterol was actually acting as a life-saving damage-control mechanism.

It is a continual lack of vitamin C in the body that causes arteries to harden and become blocked. It is that simple.

There are really only TWO choices in this conundrum:

1. **Trust Drug Companies.** They know best. Become a part of the Cholesterol Cash Cow and become medicated for life. Never mind the rather nasty side effects.
2. **Change your eating habits!** Start eating fresh foods, particularly fresh foods that are loaded with Vitamin C.

STORY THREE: Soy is a miracle food

The most recent lie! The only miracle about soy is the size of the profits involved. The modern variety peddled is absolute crap. It's a marketing gimmick, and a dangerous one at that. The soy industry is responsible for an amazing amount of damage to the human body. It aggressively markets its products while simultaneously attempting to destroy the reputation of other true health foods. A perfect historical example is its role in spreading the myth that coconut products are dangerous.

The tower of soy marketing is based on a very swampy foundation. Despite what you've heard, Asian women do NOT traditionally guzzle soy 'milk', nor do they eat junk tofu by the kilo. They sparingly use fermented soy products (which are fine), and do not use them as a replacement for meat.

Consider the following forgotten truths about Soy:

- ✓ *Due to high levels of phytic acid in soy, the body's absorption of calcium, magnesium, copper, iron and zinc is reduced.*
- ✓ *Soy phytoestrogens disrupt endocrine function and alter hormone levels.*
- ✓ *The Vitamin B12 in soy cannot be absorbed; it actually increases the body's requirement!*
- ✓ *Soy foods increase the body's need for Vitamin D*
- ✓ *Soy foods contain very high levels of aluminium. Aluminium is rather toxic and linked to diseases such as Alzheimer's.*

Soy has also been linked to thyroid and breast cancer. It is one of the most dangerous products on the market, largely due to the false belief that the damn thing is good for you!

As with most highly refined and heavily processed foods, the delicate proteins in soy become denatured – rendering them useless. Check it out: www.westonaprice.org/soy/soy_studies.html

So, just to summarise:

- ✓ *Supplement.*
- ✓ *Cholesterol is necessary for human function.*
- ✓ *Avoid unfermented Soy where possible.*

***"Satisfaction lies in the effort,
not in the attainment"***

Mahatma Gandhi

PERFECTION IS FOR THE GODS - AIM FOR EXCELLENCE!

The 80 / 20 Rule Applied to Eating

If you're on track 80% of the time, it means is that you'll deviate 20% of the time – and that's OK! So, if you can fuel your body optimally 80% of the time, the odd cheesecake, donut, bottle of wine, fish'n'chips or Sourdough French toast won't kill you. Quite the opposite, it keeps you inspired. You get the best of both worlds.

TWO BIG TIPS for success.

Never deprive yourself of ANY food you love. The second you do, you'll want them so much more!

- 1. Be gourmet. Gourmet doesn't necessarily mean expensive, but it means that you take food seriously. Enjoy every bite, and spend time enjoying the incredible flavours.*
- 2. Take time to think about how the food you eat affects you. What does it do to your mood and energy levels? Does it help or hinder you? Do you feel great or ghastly both immediately and 20 minutes after eating?*

By this stage, you're probably wondering two things: First, are the changes worth it, and is the information correct. The answer is yes to both questions. The benefits of living in a state of amazing health are worth the necessary changes. It is my goal that you dramatically change your own eating habits, reap the rewards of optimal health, and never be fooled by dollar-driven foods that destroy your health.

Wishing you all the very best in whatever you choose to do.

Matthew Riddell

Use the Seven Secrets to Incredible Health...

THE FIRST SECRET: *Avoid White Processed Sugar*

THE SECOND SECRET: *Avoid Processed White Flour*

THE THIRD SECRET: *Eat the right fats, and plenty of them*

THE FOURTH SECRET: *Eat only Fruit before Midday.*

THE FIFTH SECRET: *Salads for Lunch, Vegetables for Dinner*

THE SIXTH SECRET: *Avoid Pasteurised Dairy, Especially Milk*

THE SEVENTH SECRET: *Live well hydrated*

To unlock the true potential within your amazing body!

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So many people have generously contributed their time towards making this book a reality. A special thanks to my incredible mother Mary Ann. Without her, I'd never have even taken the first step. I'd like to thank my wonderful partner Lisa for just being herself and being honest enough to provide critical feedback. To Jim and Julie Parsons: Without your help, this book would have never been finished. You've been more helpful than you'll ever realise. To the Crew at Inside Shift Personal Training who inspire me everyday. Clive, Kim, Craig, Andy and Laurelea; you guys rock. To the 'dirty dozen' final proofreaders! You tore me to shreds! Sincere thanks. Also, a huge thanks to the many inspiring authors and professional speakers I've been fortunate enough to come into contact with, particularly Dr. John Demartini. If I hadn't met John, I would have had a breakdown by now! His material is unique and truly transformational. Thanks also to Rowena and Kerry McEvoy for their examples of excellence. Extra-large thanks to the fantastic people who train at Inside Shift every week! You allow me to do what I love, and I can't thank you all enough.

Thank you to everyone who told me I couldn't.

Thank you to everyone who told me I could.

SUGGESTED READING

As I stated at the outset, *Eat Right without the Marketing Hype* was not intended as an exhaustive reference text, but rather as a starting point and roadmap on your new path of discovering true human nutrition. There are dozens of books you can read on health and fitness, but I'd suggest the following books as a starting place. Of the hundreds I've read, the following books are genuinely worth reading.

My Top 7 Books on Human Nutrition:

Nourishing Traditions Sally Fallon

Nutrition and Physical Degeneration Dr Weston A Price

Sugar Blues William Dufty

Eat Fat, Lose Weight Ann-Louise Gittleman, N.D., C.N.S.

Saturated Fat May Save Your Life Bruce Fife N.D

Life Without Bread Christian B Allan Ph.D & Wolfgang Lutz, M.D

Food For Naught Ross Hume Hall

Other nutritional books also worth the investment:

The Spartan Health Regime Anthony Bova

Fit For Life, Not FAT for Life Harvey Diamond

The ABC's of Disease Philip Day

The Biogenic Food Combining Diet Leslie Kenton

Water: The Stuff of Life Philip Day

Health Wars Philip Day

How to NOT be my Patient Edward T Creagan MD

Changing Habits, Changing Lives Cyndi O'Meara

www.mercola.com

www.westonaprice.com

www.credence.org

The EASY way to stop Smoking Alan Carr

Smoking kills. This is the book that I used to regain my life. It works. My company recommends it to every smoker that comes through the door.

Suggested Great Inspirational Books!

You decide what goes into your mind. You are a product of what you absorb! About five years ago I decided to absorb inspiring stuff, and it was the best decision of my life. The TV remains disconnected.

The Breakthrough Experience Dr John F Demartini

Think and Grow Rich Napoleon Hill

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