

SUB10: APRIL 2024

MAKING BETTER CHOICES

Practical Wellness Tips For Frequent Travelers



INTRODUCTION

- **Shawn Eshraghi, CPT/
Nutritionist**
- **15+ Years Certified Trainer &
Nutritionist**
- **Corrective Exercise Specialist**
- **Leader in Health-Conscious
Food & Beverage**



INTRODUCTION

- Bryan Conzone
- Data Science Professional & Wellness Advocate
- Fitness Journey
 - Struggled for 20 years
 - 60+ lbs lost



AGENDA FOR TODAY

- Basic Fundamentals of Health & Nutrition
- How to Set Proper Goals
- Actions to Ensure Success
- On the Go
 - Food Choices
 - Exercises
- Myths vs. Facts and Uncovering Truths
- Tips and Best Practices
- Takeaways and more <https://cw.sub10.fit>



WHY SHOULD I CARE

- Eating smarter and moving more will contribute to:
 - better energy
 - better focus
 - better mood
 - better health
- Understanding the fundamentals will prepare you to think critically in a category that has so much polarizing information



FUNDAMENTALS

- How We Use Energy
- What is BMR?
- What is TDEE?
- How to Easily Calculate



WHAT IS BMR?

- Energy required for breathing, circulation, and maintaining body temperature.
- Number of calories your body burns at rest, kind of like the energy your phone needs just to stay on even when you're not using it.
- Knowing your BMR will help you understand how many calories your body needs each day to function, which is important for managing your weight and overall health.



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CALCULATE YOUR BMR & TDEE

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BMR CALCULATOR

- Let's calculate your own BMR so you can determine how many calories you need.
- You need your age, height, weight.
- There are a few different formulas we will be using the standardized one (Mifflin-St Jeor Equation)

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BMR + TDEE Calculator

Male

Female

Age: 40

Height (ft): 6 ft

Height (in): 4 in

Weight: 190 lbs



BMR CALCULATOR CONT..

- How to assess your calorie requirements
- How to avoid under/over-eating
- Foundation for how to fuel your body to get the results you want.
- What about exercise?!

BMR (Sedentary)

Your Basal Metabolic Rate (BMR) is like your body's baseline energy. It's the energy you need just to exist and includes basic bodily functions like breathing, heartbeat, and digestion.

To Gain Weight:

2547 calories

To Maintain:

2247 calories

To Lose Weight:

1798 calories



TOTAL DAILY ENERGY EXPENDITURE

- Now that we have our BMR, we know what our baseline caloric needs are for the day.
- TDEE is just the additional calories you may burn based on your activity level (walking, exercising, etc.) + your BMR.
- Intensity level will impact.

Workouts/wk: 4



Average Workout Time: 45 min



TDEE CONT..

- Everyone has a different number because we're all different shapes and sizes.
- TIP: Since BMR factors in your weight it is important to recalculate this number anytime you gain/lose 5 - 7lbs.

TDEE (Activity Level)

Your Total Daily Energy Expenditure (TDEE) takes into account how active you are during the day, on top of your BMR.

To Gain Weight:

3044 calories

To Maintain:

2744 calories

To Lose Weight:

2244 calories



BMR

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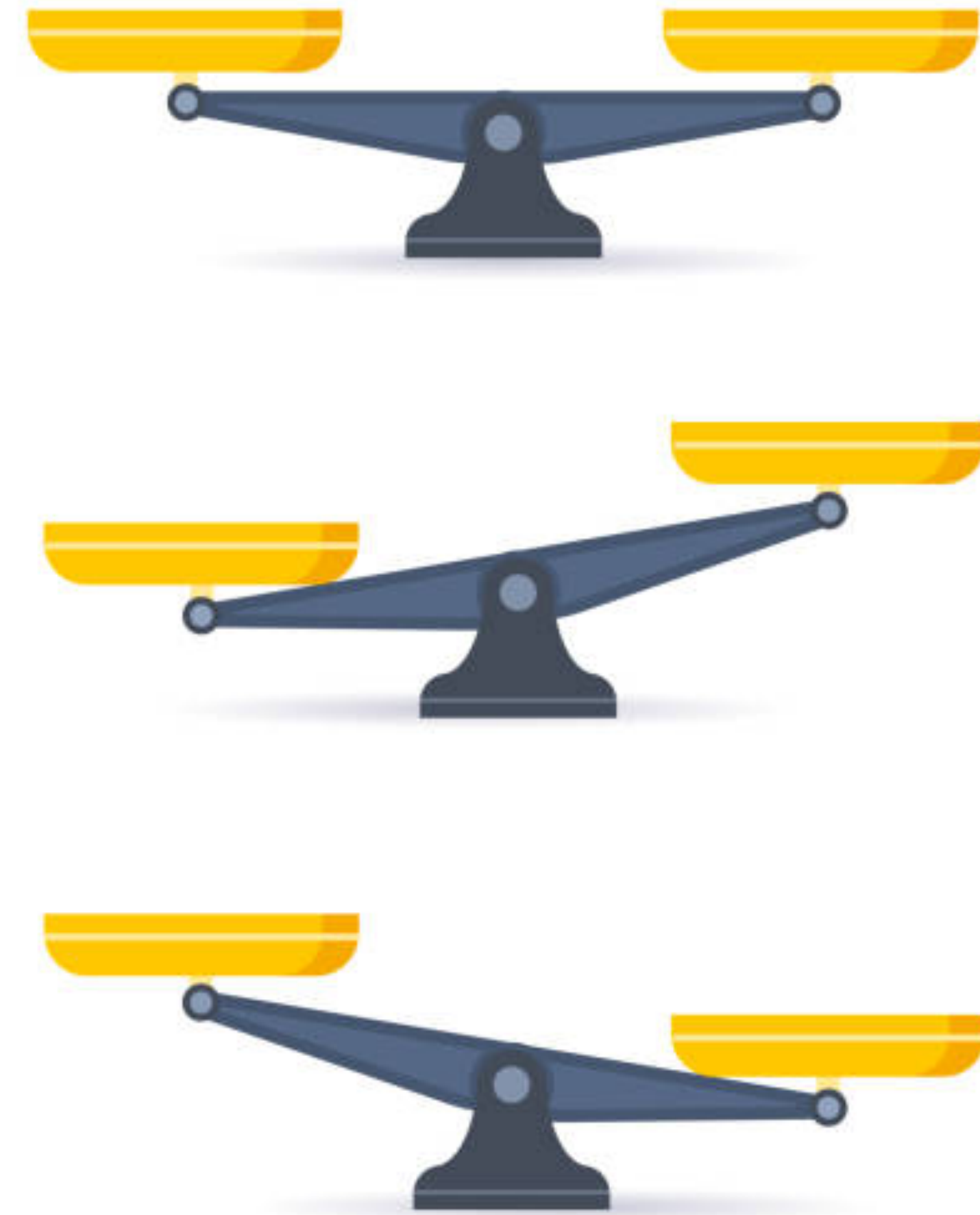
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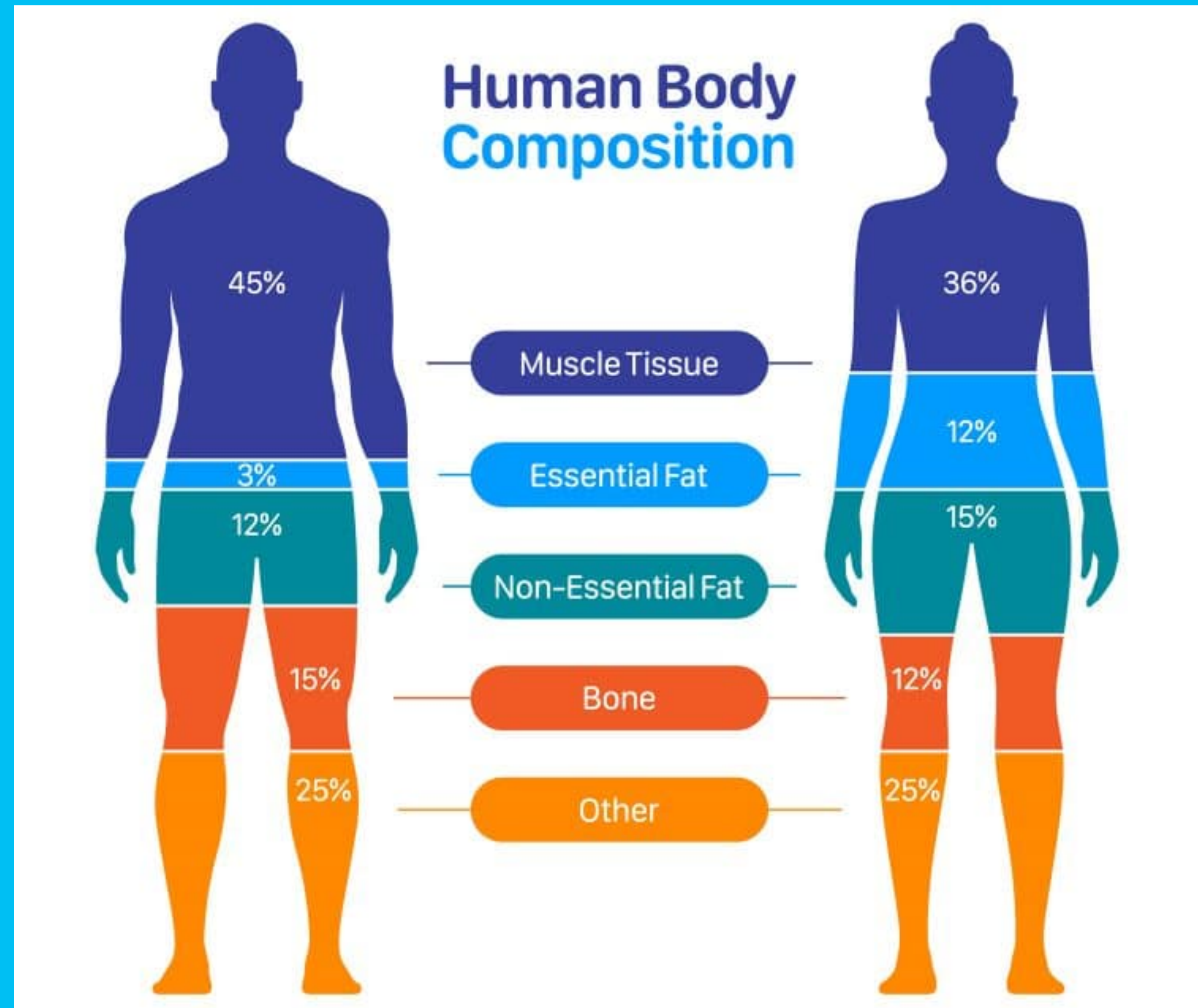
HOW TO USE BMR / TDEE

- **Weight Loss**
 - Aim for a calorie deficit of around 15-20% below your TDEE or roughly -500kcal.
 - 1lb of fat/wk = 3,500kcal (safe)
- **Weight Gain**
 - Consume a calorie surplus of 500kcal per day above your TDEE.
- **Maintenance**
 - Eat around your TDEE.
- **Now that we know our body's needs, let's figure out how to get there!**



BODY FAT %

- Body fat percentage refers to the proportion of your total body weight that is comprised of fat tissue
- BF% provides a more accurate assessment of body composition than body weight alone, as it accounts for differences in muscle mass and overall body composition
- Excess body fat, especially visceral fat (commonly known “belly fat”), is associated with an increased risk of chronic diseases such as heart disease, type 2 diabetes, and certain cancers
- BF% is also important for athletes and fitness enthusiasts, as it can impact performance, aesthetics, and body composition goals
- Monitoring your changes in BF% will give you a more accurate representation of your overall health than simply measuring your weight
- When people talk about wanting to ‘lose weight’ they’re typically referring to ‘lowering BF%’



NUTRITION LABELS

- Let's move onto how to read nutrition labels
- This will help us track calories, especially while traveling
- Let's break down the key components of a nutrition label:
 - serving size
 - calories per serving
 - macronutrients (fat, carbohydrates, protein)

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

HOW TO TRACK CALORIES

- Pay attention to serving sizes, as they can vary between products and may not always reflect a typical portion size
- For micronutrients, look for things like fiber, vitamins, and minerals
 - Limit things like saturated fat, sodium, and added sugars
- Practical methods for tracking calories would be mobile apps or journals to record food intake.
 - When nutrition information isn't available, use familiar objects - like a deck of cards for protein portions - as visual reference.
 - Palm size: proteins & vegetables
 - Closed fist: carbs & snacks
 - Thumb tip: fats
 - Length of index finger: sauces & spreads



MACRONUTRIENTS: PROTEIN

- Role:

- Essential for building and repairing tissues
- Supporting immune function
- Producing enzymes and hormones
- Maintaining healthy muscles, bones, skin, and hair

- Sources:

- Protein-rich foods include lean meats (chicken, turkey, lean cuts of beef and pork), fish, eggs, dairy products (milk, yogurt, cheese), legumes (beans, lentils, chickpeas), tofu, tempeh, and plant-based protein sources like quinoa and nuts



MACRONUTRIENTS: CARBOHYDRATES

- Role:

- Body's primary (preferred) source of energy
- Essential for fueling physical activity
- Brain function
- Vital organ function
- They also play a role in regulating blood sugar levels and supporting digestive health

- Sources:

- Carbohydrate-rich foods include fruits, vegetables, whole grains (brown rice, quinoa, oats, whole wheat bread, pasta), starchy vegetables (potatoes, sweet potatoes, corn), legumes, and dairy products (milk, yogurt).



MACRONUTRIENTS: FATS

- Role:

- Essential for hormone production
- Cell membrane structure, brain function, insulation, and the absorption of fat-soluble vitamins (A, D, E, K)
- Healthy fats also provide a concentrated source of energy and support satiety

- Sources:

- Healthy fat sources include avocados, nuts, seeds, olives, fatty fish (salmon, mackerel, trout), olive oil, coconut oil, flaxseeds, chia seeds, and nut butters
- Aim to include a variety of unsaturated fats (monounsaturated and polyunsaturated) in your diet
- The body cannot produce on its own omega-3/6 and must be obtained through diet
 - Found primarily in fatty fish such as salmon and vegetable oils such as soybean oil
 - Essential for their anti-inflammatory properties and supporting cell function



MACRONUTRIENTS: FIBER (CARB)

- **Role:**

- Provides bulk to stool
- Promotes regular bowel movements
- Supports digestive health
- Regulates blood sugar levels
- Helps control hunger and appetite.
- Reducing the risk of chronic diseases such as heart disease, diabetes, and certain cancers.

- **Sources:**

- Fiber-rich foods include fruits, vegetables, whole grains, legumes, nuts, seeds, and certain cereals and breads labeled as "high fiber" or "whole grain."



NUTRITION ON THE GO

- When you're traveling, you can use these tips while navigating a menu:
 - grilled or steamed options over fried foods,
 - opting for dishes with plenty of vegetables
 - ask for sauces and dressings on the side to control portions.
- Snack Smart:
 - packing healthy snacks for travel, such as nuts, seeds, whole fruit, or pre-portioned trail mix, to avoid relying on less healthy options available at airports, gas stations, or convenience stores.
 - Plan ahead and be prepared with nutritious options to avoid impulse eating.
 - Stay hydrated! Sometimes thirst can be mistaken for hunger, leading to unnecessary calorie consumption.



"THE BEST PLAN IS THE ONE YOU CAN STICK TO"



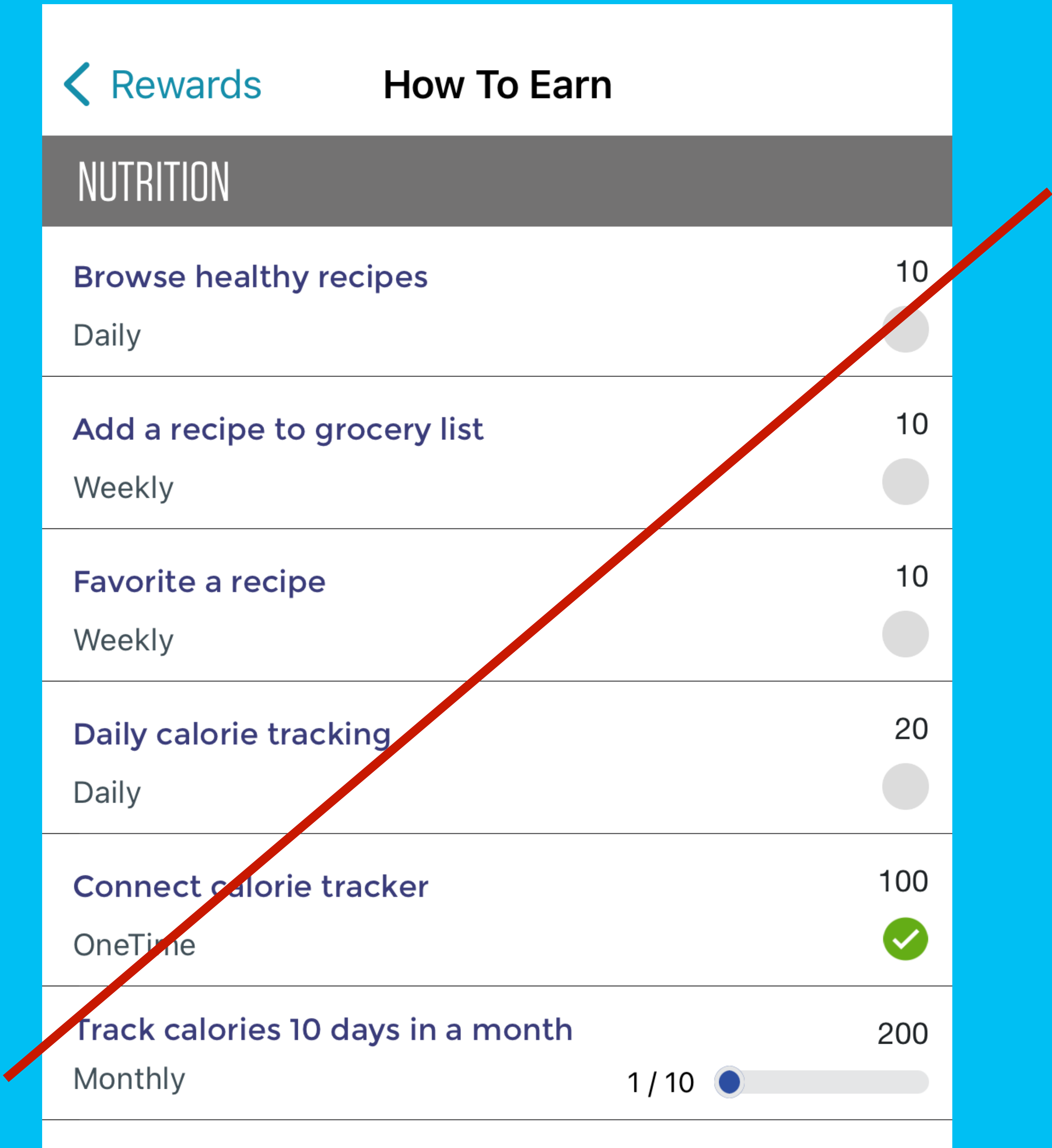
BETTER DONE THAN PERFECT

- We want to aim to make the best choices available in any given situation rather than striving for perfection.
- Strive for moderation
- If there's one takeaway from this talk it's that "the best plan is the one you can stick to"
 - Any fitness goal should strive for long-term sustainability.
 - When you select a diet it should be because you enjoy eating that way, not necessarily because you're trying to accomplish a goal.
 - It doesn't have to be all or nothing.
 - Let's take keto for example: despite its effectiveness for weight loss and certain health conditions, the keto diet can be challenging to sustain in the long term due to its restrictive nature and potential side effects.



SMART GOAL SETTING

- Be specific
- Be measurable
- Be achievable/realistic
- Be relevant
- Be time-bound/accountable
- Break larger goals into smaller, manageable steps to avoid feeling overwhelmed
- Celebrate achievements and milestones along the way to maintain motivation and momentum



SMART GOAL: OVERALL HEALTH

- **Goal**: Practice mindfulness meditation for 10 minutes every morning before starting the day, aiming to reduce stress and enhance mental well-being
 - **Specific**: Incorporate daily mindfulness meditation for stress reduction
 - **Measurable**: Meditate for 10 minutes each morning
 - **Achievable**: Start with shorter sessions and gradually increase to 10 minutes
 - **Relevant**: Prioritize mental health to improve overall well-being
 - **Time-bound**: Establish a consistent mindfulness practice within the next 30 days



SMART GOAL: FITNESS

- **Goal**: Run for at least 30 minutes, three times per week, with the aim of improving cardiovascular endurance and overall fitness.
 - **Specific**: Incorporate regular running sessions for cardiovascular fitness.
 - **Measurable**: Run for 30 minutes, three times per week.
 - **Achievable**: Begin with manageable distances and gradually increase duration or intensity.
 - **Relevant**: Enhance cardiovascular health and endurance.
 - **Time-bound**: Achieve consistent weekly running sessions within the next 3 months.



SMART GOAL: NUTRITION

- **Goal**: Consume at least 3 servings of vegetables per day, focusing on variety and color, to improve overall nutrient intake and support digestive health.
 - **Specific**: Increase vegetable intake to 3 servings per day.
 - **Measurable**: Consume 3 servings of vegetables daily.
 - **Achievable**: Plan meals to include vegetables, prioritize variety, and experiment with new recipes.
 - **Relevant**: Boost nutrient intake and support digestive function.
 - **Time-bound**: Establish consistent vegetable consumption habits within the next 4 weeks.



'STARTWELL' APP

- Create dietary habits
- Track sleep
- Incentives for healthy behaviors
- Good for accountability
- General habit building

26,230 Points

3,000 Points: \$30 Pulse Cash

6,000 Points: \$60 Pulse Cash

12,000 Points: \$75 Pulse Cash

24,000 Points: \$110 Pulse Cash

You're good at this! Keep going!

Learn How To Earn More Points

>

Redeem a Voucher for Points

>

ACTION REWARDS

Earn rewards by completing actions.



“THERE’S NO BAD FOOD, ONLY BAD PORTIONS”



STOP DEMONIZING FOOD

- Regardless of different diets or eating habits, we should entirely avoid demonizing food and food groups
 - It's important to foster a healthy relationship with food and emphasize portion control rather over labeling food as “good” or “bad”
 - Added sugar, like any other nutrient, is not inherently “bad.” It's a part of many foods and can contribute to taste and enjoyment.
 - However, excessive consumption of added sugar, especially in highly processed foods and sugary beverages, can contribute to health issues such as obesity, diabetes, and heart disease.
- A balanced approach to eating that includes a variety of foods from all food groups, with an emphasis on whole, minimally processed foods:
 - Fresh fruit, raw vegetables, nuts and seeds, trail mix, hard-boiled eggs, greek yogurt, cheese, whole grain crackers, jerky, hummus, and veggie sticks



WHAT MAKES IT “HEALTHY”

- The terms "healthy" and "unhealthy" are commonly used to describe foods based on their perceived nutritional value and potential impact on health
- This binary classification oversimplifies the complexity of nutrition and can contribute to food shaming, guilt, and negative relationships with food
- All foods can fit into a balanced diet when consumed in appropriate portions
- We should strive for variety and balance with all food groups, including fruits, vegetables, whole grains, lean proteins, and healthy fats.
- Our diets should reflect our individual preferences and lifestyle patterns
- Focus on the nutrient density of foods
 - Nutrient-dense foods are often rich in fiber, protein, and healthy fats, which contribute to feelings of fullness and satisfaction after meals.



“YOU CAN’T OUT-TRAIN A BAD DIET”



COMMON MISTAKES

- **Skipping Meals**
- **Overdoing intense workouts & cardio**
- **Following crash diets / fad diets**
- **Binging on weekends ('cheat days' are for mental relief, 'refeed' days are calculated)**
- **Framing exercise as punishment to burn off 'unhealthy' food choices**
- **Using exercise as an excuse to eat poorly**
- **Ignoring underlying issues: sleep, hydration, nutrient balance, movement, stress**



“ANY MOVEMENT IS GOOD”



EXERCISE

- Incorporate any form of movement, even just walking, 20-45min a day
 - Try walking meetings
 - It doesn't have to be consecutive - you can do 10min before work, 10min at lunch, 10min after work
- Resistance bands / TRX for travel
 - Focus on time-under-tension
 - Don't place too much value in the specific exercises. Much like diet plans, you shouldn't fixate on exercise programs for general goals
 - Instead, focus on the nuances like sets, reps, weight, tempo, rest times
- All activity contributes to your TDEE, which results in an additional 100-500kcal burn



BENEFITS OF BUILDING LEAN MUSCLE

- **Increased Metabolic Rate**
 - Each pound of muscle you build adds an additional 50kcal burned at rest (muscle metabolism)
- **Better Metabolic Health**
 - Improves insulin sensitivity and glucose metabolism, helping to regulate blood sugar levels and reduce the risk of type 2 diabetes
- **Improved Posture and Balance**
 - Lean muscle acts as a '2nd skeletal system'
- **Better Mood and Mental Health**
 - Exercise, including resistance training, releases endorphins and other feel-good neurotransmitters, reducing stress, anxiety, and depression, and promoting overall mental well-being



HOW IMPORTANT IS RECOVERY

- During recovery, damaged muscle fibers repair and rebuild, leading to muscle growth and increased strength
- Recovery helps prevent overtraining, which can lead to fatigue, decreased performance, increased risk of injury, and burnout
- Recovery replenishes glycogen stores, restores energy levels, and balances hormone levels, allowing the body to perform optimally during subsequent workouts
- Recovery helps alleviate muscle soreness and stiffness, allowing for faster recovery between workouts
- The gold standard for recovery is 1:1 with your exercise



RECOVERY METHODS

- Rest & Sleep

- Aim for 7-9 hours of quality sleep per night to support muscle repair, hormone regulation, and overall recovery
- Incorporate active rest days or light, low-impact activities such as walking, yoga, or stretching to promote recovery and reduce muscle fatigue

- Nutrition

- Consume a balanced meal or snack containing protein and carbohydrates within 30-60 minutes after exercise to replenish glycogen stores and support muscle repair
- Drink plenty of water throughout the day to stay hydrated and support recovery processes
- Eat anti-inflammatory foods like turmeric and beets



RECOVERY METHODS CONT.

- Active Recovery Techniques

- Foam Rolling: release tension, improve blood flow, and reduce muscle soreness
- Stretching / Mobility: improve flexibility, range of motion, and joint function
- Low-Intensity Exercise

- Recovery Modalities

- Cold Therapy: reduce inflammation, muscle soreness, and promote recovery
- Heat Therapy: relax muscles, improve circulation, and alleviate stiffness and tension
- Compression: enhance blood flow, reduce swelling, and speed up recovery

- Mind-Body Techniques

- Breathing / Yoga: reduce stress, promote relaxation, and support recovery



“THERE ARE NO SHORTCUTS”



TLDR

- **Track BMR/TDEE to stay on track**
- **Focus on managing BF% rather than weight**
- **Include a balanced portion of all macros + micros in every meal**
- **Drink water!...and then drink some more water**
- **The best plan is the one you can stick to**
- **There's no bad food, only bad portions**
- **Set SMART goals for habit building**
- **All foods can fit into a balanced diet**
- **You can't out-train a bad diet**
- **Any movement is good**
- **Prioritize your recovery as much as your exercise**



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