



EAT WITH PURPOSE:

WHY WE HAVE TO CARE

Cells – What ‘It’ Is All For

Unlike a badly sprained ankle, we cannot see the physical injury that excess weight, elevated blood sugar, and poor lifestyle choices cause *inside* of our bodies. We cannot see the micro bleeding and scrapping of blood vessels, inflammation, and developing scar tissue, but that is what’s happening.

If you had a sprained ankle, you wouldn’t ignore the pain, visible swelling, and bruising. You would take steps to reduce the inflammation; you would rest and care for it until it healed.

Sadly, our internal organs – those responsible for life – aren’t given the same consideration. We continue to eat in excess burdening our digestive systems and livers creating inflammation and intolerances, we raise our blood pressure, which scrapes and cuts our blood vessels, we habitually don’t provide our immune system and brain with quality sleep, and we fall short of providing nutrients to our cells to do jobs like screen for cancer, regulate blood sugar, and adapt to stress.

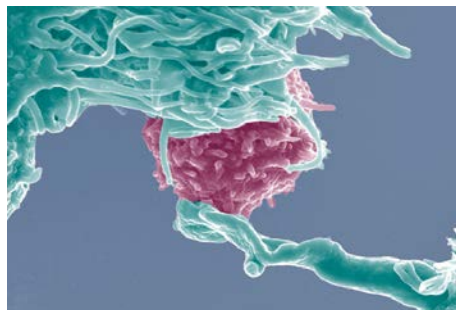
Your cells work selflessly everyday to maintain life – *your life*. They deserve lifestyle decisions that help them rather than harm them. Otherwise, it is

like running a marathon on that sprained ankle - it won’t be able to support you the entire way and you will cause permanent damage that could have been prevented.

Fortunately, you and your cells are resilient and benefit quickly from healthier choices. One of the most important things for you to remember as you start this process is that *your body is never working against you*. There are unfortunate times, many not fully understood, when cells do get misdirected against the body (as in autoimmune diseases). But for most individuals, the cells function to protect life.

Your body is composed of trillions of individual cells which work selflessly, 24 hours a day, to try and make you feel as good as possible with the tools they have available. Your trillions of cells are more intelligent than we can even fully define. That intelligence is not just a part of you, *it is you*.

Cells are what ‘it’ is all for – real food, nutrients, daily activity, stress reduction, and life balance. Cells are the common thread that influences everything. If you give them what they need to do their jobs, they will in turn be better set up to help you get what you need – energy, creativity, and a higher quality of life.



Two Different Types of Immune Cells at Work: The cell on the right is defending against a virus (the thin blue line).

By Olivier Schwartz and the Electron Microscopy Core Facility, Institute Pasteur: www.cell.com/cell_picture_show

To Do Their Jobs – Your Cells Need 3 Things:

1. Sufficient tools (nutrients)
2. Energy and clear communication
3. Elimination of substances that damage

1. How Do You Provide Sufficient Tools?

Eat a Whole Foods, Produce-Based Diet

Your cells function just like people. They eat (and excrete), they talk, they can become sick or injured, and they work together to complete projects. Every single one of them is responsible for and programmed to do a very specific job. And each of these jobs requires very specific tools. ***These tools are nutrients.***

Thousands of various tools are needed every day, 24 hours a day, in order to complete all the tasks within your body. These tools (nutrients) include vitamins, minerals, bioactive compounds (phytonutrients), macronutrients (carbohydrates, protein, and fat), oxygen, and water. If the cells don't have these nutrients, they can't complete their tasks. If this is a cell programmed to screen for cancer and it doesn't have enough tools (nutrients) to function, *guess what doesn't happen*. When these tasks are compromised for days, months, or years you experience disease.

Fortunately, your cells have to do the hard part. They need to know the complex chemistry; you just need to eat whole, real foods and a produce-based diet to ensure that you give them all the tools they are going to need to keep *all of you* healthy and active.

Whole foods are simply foods that are enjoyed as close to their natural state as possible. They are foods that grow from a seed or are produced from humanely raised animals. Whole foods are free of artificial flavors, colors, and chemicals. Most importantly, they are the best sources of all these nutrients (tools) that your body needs.

How to Provide Sufficient Tools:

'Eat 8™': Eat whole, real foods and a produce-based diet that includes 8 servings of produce each day.

The Therapeutic Dietary Foundation:

1. *Eat whole, real foods*
2. *Eat 8 servings of produce each day in a variety of colors*
3. *Eat balanced meals – in the right amounts, at the right time - to control blood sugar and restore your healthy body weight*

Together, we will go step by step to learn how to achieve this goal.

The results, with your commitment, will be long-term weight loss, decreased risk of disease, and overall improved quality of life.

It's time for CARE.



Eat with Purpose: Each time you eat, you have the opportunity to select foods with a purpose. A huge purpose. Providing nutrients that support a cell to do jobs like reproduction, screen for cancer, or control metabolism are huge purposes. This is using food as culinary medicine.

2. How do You Help Provide Your Cells with Energy and Clear Communication?

Control Blood Sugar

Blood sugar is the amount of glucose (or sugar) present in your blood at any given time. Your diet, especially the carbohydrates you eat, is the preferred source of sugar that circulates in your blood. An unbalanced diet too high in carbohydrates results in too rapid of rise in blood sugar levels. This triggers a vicious cycle between high and low blood sugar that can result in:

- Cravings for refined carbohydrates
- Low energy
- Moodiness
- Inability to concentrate
- Inability to lose weight
- Insulin resistance

Alternatively, a diet too low in carbohydrate can result in similar symptoms. Your cells are just like Goldilocks; they always want just the right amount of sugar (not too much; not too little) because they require their own energy to work (just like you). Blood sugar is the primary source of this energy. Cells need energy to sustain themselves so that they, in turn, have enough energy to do their specific jobs.

One of these jobs is to produce energy for you. This is called *metabolism*. Think of your body like an energy plant. The individual workers that work at this plant each day (your cells) first need to be fed so that they have the energy to do their work - which includes making energy for you.

When your cells are working properly, they can convert stored fat and protein into energy when needed. However, if insulin levels are too high, if intake of calories is excessive, or if different parts of the cell aren't working correctly... all of this can impair how much glucose (sugar) is actually available to your cells to do their work. If it's not enough, they can't do their job. If it's too much, they can't do their job.

Eating in excess, chemicals, and stress all have consequences to your cells. One of which is that these substances muffle your cells' ability to communicate with each other. Just like those workers at the energy plant, they need to talk to each other to coordinate their jobs. If they can't hear each other (which includes an amazing vibration process), they don't function the way you need them to for health.

How to Provide Cells with Energy:

'Eat a CARE Balanced Plate™' to help control your blood sugar and restore your healthy body weight.

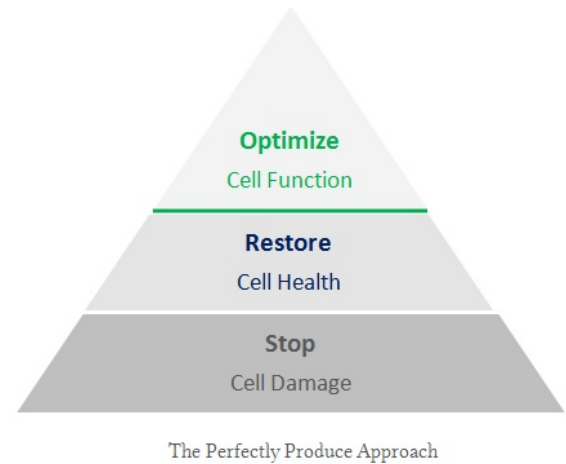
Many things affect blood sugar levels; some you can control, some you can't. In CARE, you will learn how diet, activity, and stress reduction are all things you can control.

3. How do You Eliminate Substances that Damage Your Cells?

The Perfectly Produce Approach

The obvious answer is to just stop eating foods that are refined and heavily processed, stop emotional eating, eliminate all stress, and get enough sleep. No problem, right?

But we all know that obvious isn't at all easy, but this can be our opportunity. Reducing, not necessarily eliminating, these damaging substances will take commitment. You will need to learn to apply alternative strategies when tempted, learn time and stress management techniques, and learn how to make smarter, more purposeful choices. But this is the opportunity. This is CARE.



It's here, once this therapeutic dietary foundation has been restored and *you have the skills and confidence to adhere to it consistently*, that your long-term weight loss and health goals will finally become a reality.



And then... you bloom.

Once your cells have these three things – nutrients, communication, and the elimination of damaging substances – you will begin to restore your body. Digestion, natural detoxification, and immune function will naturally increase; inflammation will decrease, and blood sugar will be controlled.

It's here, once this happens inside your body, that you will notice this on the outside:

- *Increased weight loss, energy, heart health, protection from cancer, cognitive functioning, skin tone, libido, higher quality of life.*
- *Decreased risk of chronic disease like diabetes, certain cancers, stroke, and heart disease; digestive issues like heartburn, constipation, bloating, and IBS; inflammation, and pain.*

You can't control everything that affects how your cells function – but you can control diet and lifestyle.

EAT WITH PURPOSE: Why We Have to CARE

CARE Weight Loss & Lifestyle Program

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Individuals under the supervision of a medical professional, those taking prescription medications, and those experiencing any medical symptoms are advised to tell your doctor before starting a nutrition program as a medical diagnosis and adjustments to medications may become necessary. Individuals with hyperkalemia, kidney, renal issues, proteinuri, GFR <60 ml/min – consult with your nephrologist for specific protein and dietary recommendations.