

THE PLANT-BASED DIET LIFESTYLE

A BEGINNERS GUIDE TO OPTIMAL HEALTH AND
SUSTAINABLE WEIGHT LOSS.



REACH FOR TOMORROW

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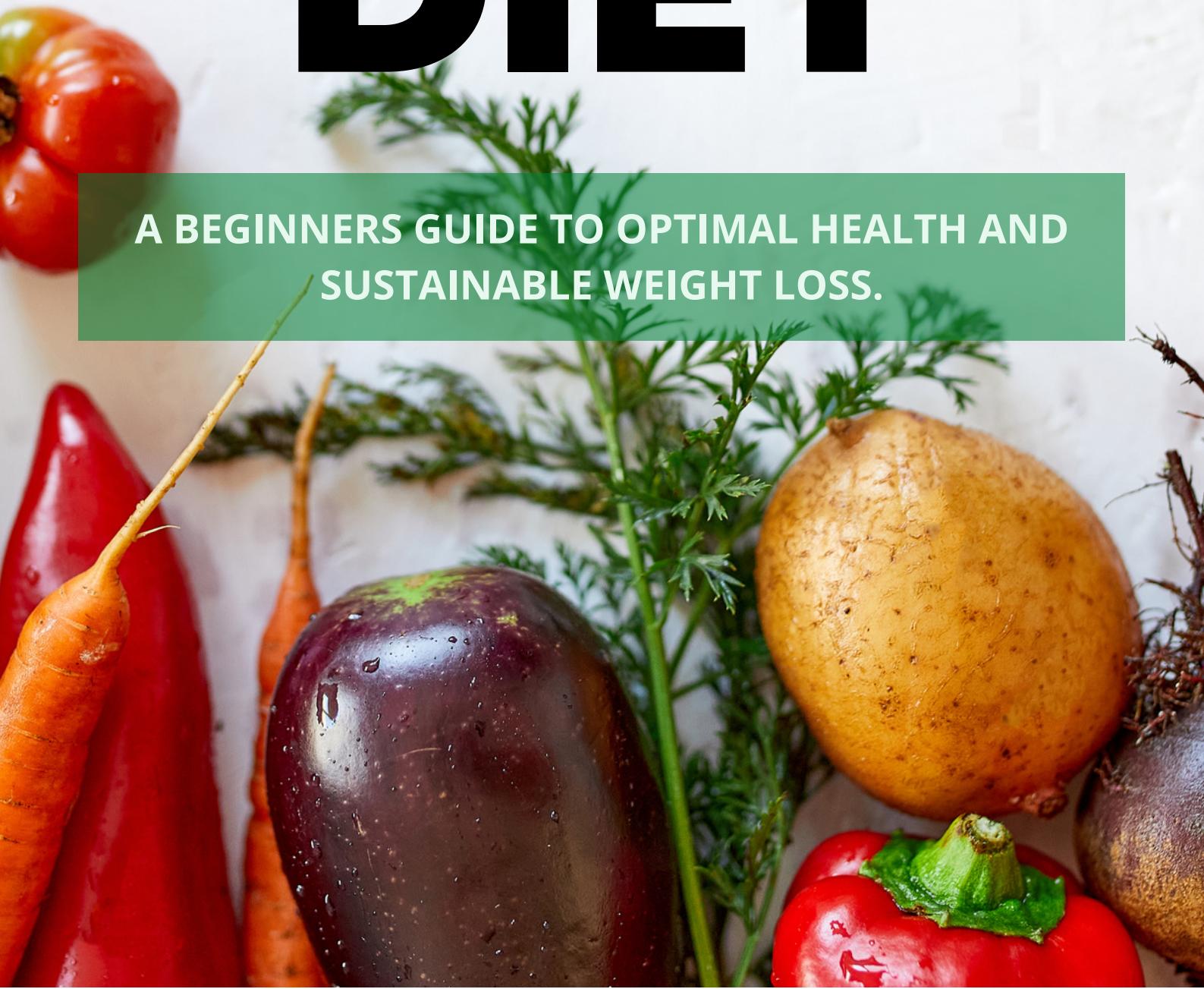


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YOUR NAME

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Always consult your medical practitioner, registered dietician or nutritionist before making any significant changes to your diet – particularly if you are an adolescent, pregnant, breastfeeding or have or develop a medical condition.

Whilst our recipes can help most people lose weight as part of a calorie controlled diet and active lifestyle, they have not been specifically designed for you and individual results will vary.

Where calorie and macronutrient information is provided, it is calculated using common databases. Exact values will vary, however, and so the values will only be approximations for your finished dish.

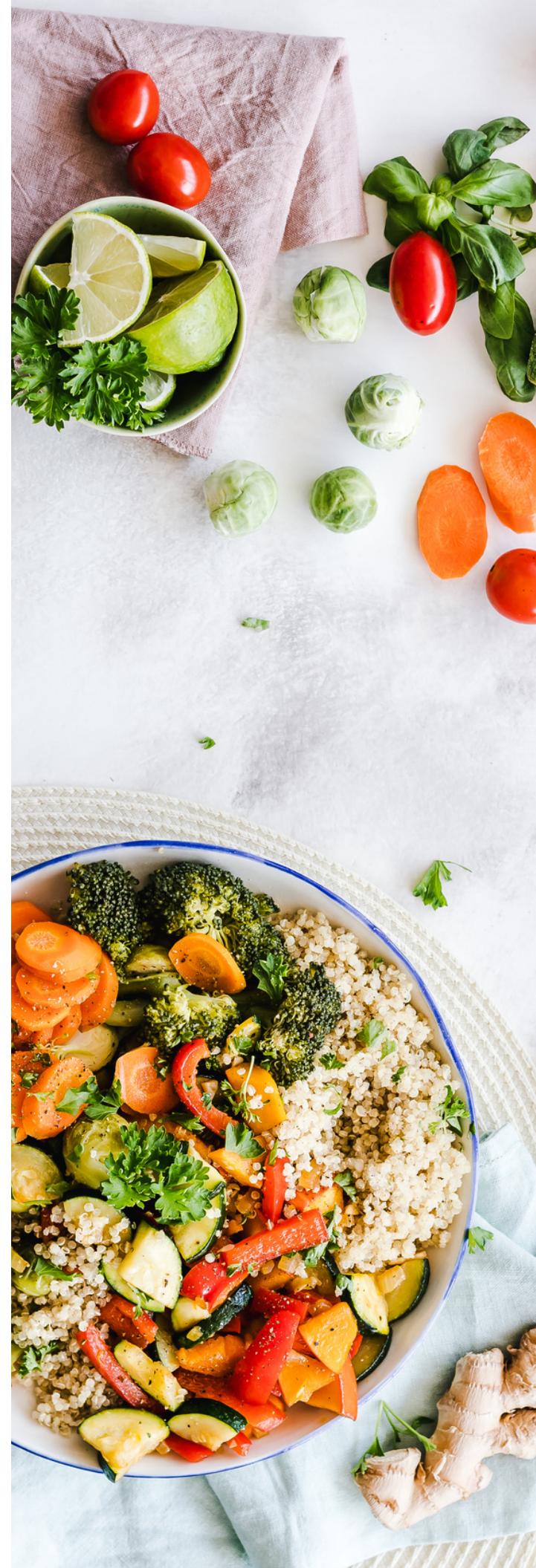


Table of **CONTENTS**

Welcome	3
What is a plant-based diet?	4
Different plant-based diets	5
Benefits of a plant-based diet	6
Tips for optimal health on a plant-based diet	9
Great food choices to include in your diet	14
A sample plant-based meal plan	15
The best supplements for plant-based eaters	16
Thank you	19



Hi!

WELCOME!

A plant based diet is essentially a vegetarian diet. This means replacing animal meats with plant based foods instead.

Many people who follow such a diet do so based on ethical, environmental, religious, health or economic concerns. As a result, there are a number of plant based diets, some of which may include animal produce.

In general, there are many reasons why people go on a plant-based diet. In this guide, we'll take a look at everything you need to know to get yourself started!

Let's Get Started!



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(What

IS A PLANT-BASED DIET?

A plant-based diet is a diet that emphasizes foods derived from plants (such as fruits and vegetables, whole grains, pulses, nuts, seeds, and oils).

Despite its name, a plant-based diet is neither vegetarian nor vegan, although both those diets are also considered plant-based. These diets require you to devote your eating habits to plant-based foods completely. Whereas a plant-based diet is similar to a Mediterranean Diet or the Nordic Diet where you simply choose more fruit, vegetables and wholegrains over meats, poultry and dairy. You do not need to eliminate any food categories, you just need to proportionally consume more plant-based foods over non-plant based sources.

As an easy way of summarising the plant-based diets, check out the table on the right!

SUMMARY OF CHARACTERISTICS OF A PLANT-BASED DIET

- Vegetables, fruit, and wholegrains are consumed in high quantities
- Some low-fat dairy products (or dairy alternatives), seafood, nuts, seeds, legumes
- some unsaturated fats
- Sugar-sweetened foods and beverages, fatty/processed meats, and refined grains are reduced
- Lower salt content and saturated fat content in comparison to Western-style diets

Different PLANT-BASED DIETS

There are many different types of plant-based diets so, with people being restricted from eating certain food groups. Below is a table that summarises all the characteristics of different plant-based diets.

DO NOT EAT:	VEGAN	LACTO VEG*	OVO VEG*	LACTO-OVO VEG*	POLLO-TARIAN	PESCATARIAN
HONEY	✗					
DAIRY	✗		✗			
EGGS	✗					
MEAT BY PRODUCTS: GELATINE, ANIMAL BROTHS	✗	✗	✗	✗	✗	✗
FISH & SEAFOOD	✗	✗	✗	✗	✗	
POULTRY & FOUL	✗	✗	✗	✗		✗
RED MEAT: BEEF, LAMB, PORK, VENISON	✗	✗	✗	✗	✗	✗

** VEG - vegetarian

Benefits OF A PLANT-BASED DIET

FOR YOUR HEALTH

Many people choose to eat plant-based diets for their health, and in most cases it's for good reason. Plants have powerful health benefits, and many diseases (especially those related to heart disease) can be prevented by avoiding animal products.

Many fruits and vegetables contain powerful antioxidants, and vitamins and minerals which have been proven to support brain health, heart health, healthy cholesterol levels, healthy blood pressure and much more.

FOR ANIMAL WELFARE

It's a shame to admit that we live in a world where money is seen as more important than animal welfare.

Eating more plant-based meals lowers demand for meat, dairy and eggs, which means that farmers need to supply less produce. In turn, this dramatically reduces animal suffering on factory farms around the world.

FOR THE ENVIRONMENT

Animal agriculture is an environmental disaster that contributes to species extinction, land degradation, deforestation, water and air pollution, and climate change. It also uses massive amounts of fossil fuels, water and land.

To put it bluntly: animal agriculture is destroying our planet—and much of it could be avoided if we ate more plant foods instead. That's why you should consider adopting a plant-based diet as part of your effort to help save our environment.

TO LOSE WEIGHT

Studies show that plant-based diets are an effective way to lose weight. In fact, according to one Harvard study, people who ate vegetarian and vegan diets lost more weight than those who didn't over a 12-week period.

Additionally, lowering your meat intake is also linked with lower body mass index (BMI) in observational studies and randomized clinical trials of adults who were being treated for obesity.

REDUCES INFLAMMATION

Many people with allergies find that they have fewer symptoms when they limit or eliminate animal products from their diets. Animal products contain saturated fat, which can raise bad cholesterol levels, increase inflammation and worsen any allergies you already have.

Replacing meat with plant protein not only helps reduce your allergy symptoms but also helps promote heart health and healthy weight loss. These results might even help improve your quality of life overall.

LOWERS RISK OF TYPE 2 DIABETES

A diet rich in fruits and vegetables reduces your risk of type 2 diabetes. Studies suggest that those who eat more than five servings of fruits and vegetables per day have an 11% lower risk than those who consume two or fewer servings.

Further, even modest increases in fruit and vegetable intake (to three to four servings per day) can provide benefits.

REDUCES RISK OF DEMENTIA

According to a report published in *Frontiers in Aging Neuroscience* in 2017, high intakes of fruit and vegetables were directly linked to a reduced risk of cognitive impairment and dementia.

Diets rich in plant-based nutrients, including antioxidants, vitamins, and folate, have been shown to have significant cognitive benefits.

IMPROVES GUT HEALTH

The vegetarian and vegan diets have been shown to promote a healthy balance of beneficial bacteria in the gut and overall health.

A healthy gut biome promotes a high-functioning metabolism, strong immunity, regular bowel movements, and adequate levels of hormones that help regulate appetite - all factors that contribute to better gut health.

Tips for ..

OPTIMAL HEALTH ON A PLANT-BASED DIET

Every diet, whether balanced, keto or plant-based, has a set of tips and strategies that allow a person to achieve optimum nutrition. Here are 9 tips for ensuring you stay healthy on a plant-based diet:

EAT EVERY 3-4 HOURS WITHOUT SNACKING

One of the most important healthy eating habits you can create is to ensure that you eat regularly throughout the day while being tuned with their hunger and fullness cues. We tend to undereat when we miss meals, which leads to a lack of energy and performance. As a result, under-eating can temporarily slow our metabolism, which in turn can actually slow fat loss. Snacking can also ruin our appetites and reduce our natural hunger cues. This can result in irregular eating patterns and lack of eating routine. This is a major reason why some people gain weight.

By consuming food regularly, you'll feel more connected with your body. This connection you have with your body is the most precious thing. When you develop a relationship with your body, you'll be able to program your mind to eat healthier and work more optimally. Just imagine how well your body can work for you, and process all the knowledge to make itself perform even better.

EAT PROTEIN AT EVERY MEAL.

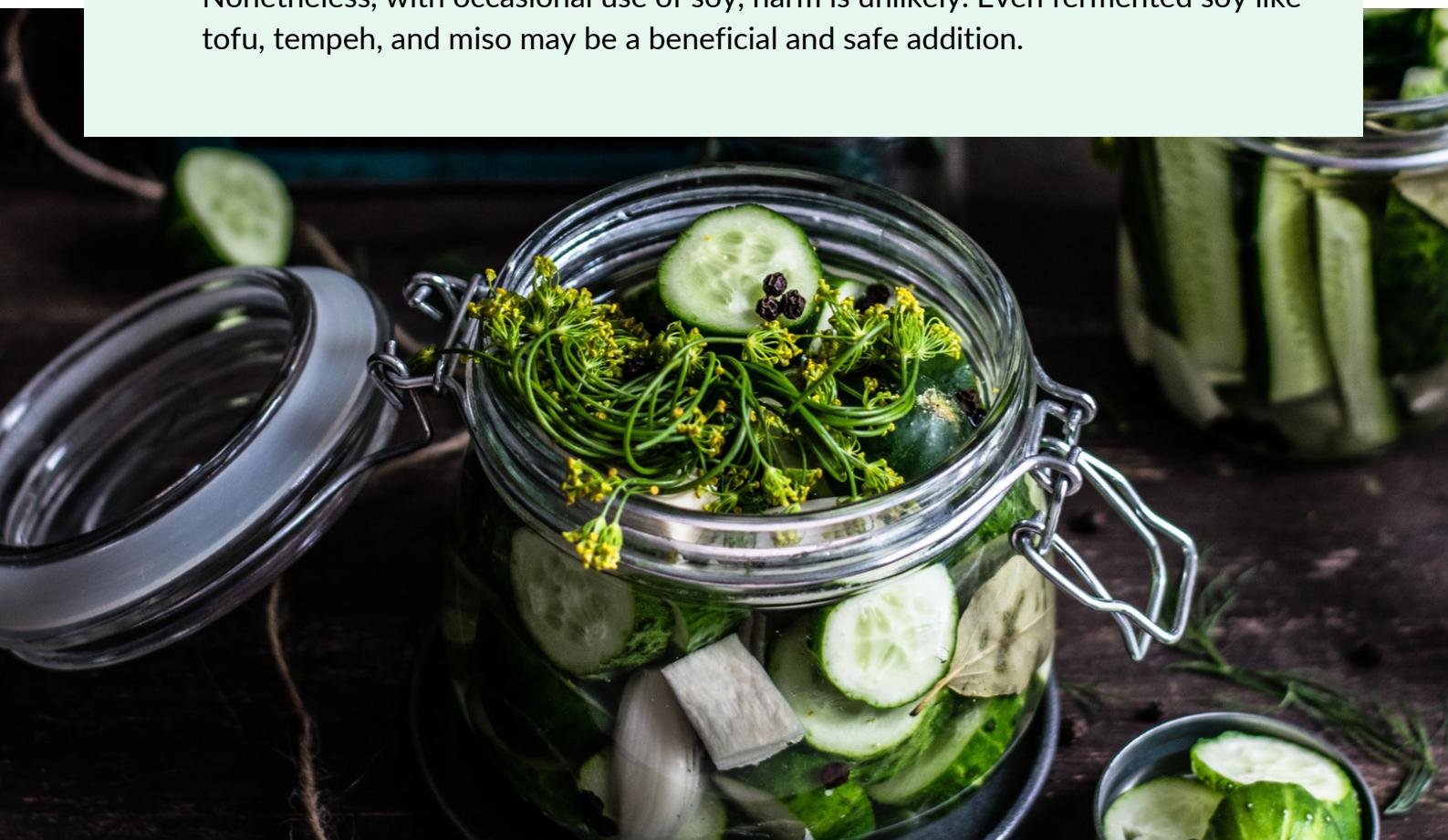
Maintaining a balance of macronutrients (fats, proteins, and carbohydrates) is probably the most challenging part of following a plant-based diet. It is important to remember that vegetarian proteins tend to cross over into high-carb or high-fat foods. This is when protein powders become particularly useful for anyone following a plant-based diet.

Many plant-based eaters rely on meat substitutes such as quorn to increase their protein intake. Due to the heavy processing and refining, they are a poor food choice with low quality ingredients. On the next page, you'll learn more about the soya products and the things you should know about before making your protein selections.

Why..

IT'S IMPORTANT TO THINK TWICE BEFORE CONSUMING SOYA PRODUCTS

- Soybean oil is the most common use of soy in the United States. To create soy protein, the waste product is processed into feed for livestock. The whole bean is rarely consumed.
- As well as micronutrients, soybeans contain phytates, which block minerals from being absorbed.
- Omega-6 polyunsaturated fatty acids are abundant in soybeans, which can cause health problems.
- Soy isoflavones are capable of activating or inhibiting the body's estrogen receptors, which can disrupt the body's normal function. In fact, there is a lot of evidence suggesting that soy-based infant formula causes harm via its isoflavone content and its unnaturally high content of manganese and aluminum.
Nonetheless, with occasional use of soy, harm is unlikely. Even fermented soy like tofu, tempeh, and miso may be a beneficial and safe addition.





Better & Healthier PROTEIN OPTIONS

HIGH CARB PROTEIN OPTIONS

Oats

Beans & Pulses

Quinoa

Mushrooms & Brown Rice

Tofu

LOW CARB PROTEIN OPTIONS

Eggs (Not Vegan)

Whey Protein/Protein
Powders

Dairy Products

Fish (Pescatarian)

Nuts

EAT VEGETABLES WITH EVERY MEAL.

These easy-to-obtain plant based habits are typically achieved by plant-based eaters, but there are those who don't eat enough fruit and vegetables daily. A plant-based eater should have 50-70% of their diet consisting of fruit and vegetables to make sure that they consume adequate macro and micronutrients.

A greens powder can be highly effective here if eating that much fruit and veg is difficult.

EAT WHOLE FOODS.

With every diet, reduce processed and refined foods. Do not take any supplements because your body will be more effective at converting the food you eat into nutrients than a supplement can. If you're planning on taking any supplements, then make sure that they are plant-based. This is commonly indicated with the use of a green symbol as shown on the side.

Consuming whole foods provides the following benefits:

- Improved satiety levels
- Controlled calorie intake
- Better energy, sleep and mood
- Increased macro and micronutrients
- Reduced hunger and cravings



EAT CARBOHYDRATES BASED ON ACTIVITY.

Carbohydrates are allowed on plant-based diets, but the type and their timing is quite important. Many people, not just those on plant-based diets, stay clear of carbohydrates as they believe that they'll gain weight. This is not true. Carbohydrates are the body's primary sources of energy. Without them, we'd struggle to perform any type of strenuous exercise. 'Good' choices of carbohydrates include those that contain a lot of fiber to slow down digestion and keep you fuller for longer. Other carbs like refined sugars are the ones that should be limited since they can raise the risk of type 2 diabetes, blood pressure, inflammation, and more. Here's a list of our favorite carbohydrate sources:

- White/sweet potatoes
- Oats
- Legumes and pulses
- Rice cakes
- White/brown rice

DRINK PLENTY OF WATER

As always, a diet should be high in water for optimal hydration levels.

Fluids is an important topic to address, and as some vegetarians may choose not to consume dairy products, this may lead to them being deficient in essential vitamins and minerals, such as vitamin B12, vitamin D, and calcium.

In place of milk, a healthy option is plant-based milk such as soy, coconut, oat, and rice milk. These types of milk are fortified with the vitamins and minerals milk contains.

EAT HEALTHY FATS.

A plant based diet should also include adequate amounts of healthy fats, just like any other diet. The benefit of including ample amounts of fat is that fats are great for regulating hormones, appetite, blood sugar levels and much more. Some fat sources even provide a hefty amount of protein too which is great as extra proteins are always needed on plant-based diets.

HEALTHY PLANT-BASED FAT CHOICES

Flax seed	Walnut oil	Lima beans
Flax seed oil	Borage oil	Seaweed
Chai Seeds	Kidney beans	Perilla seed oil
Canola oil	White beans	Camelina seed oil
Walnuts	Kelp	Kiwifruit seed oil

Great Food Choices TO INCLUDE IN YOUR DIET

PROTEINS	FATS	CARBS	FRUIT & VEG
Black beans	Flax seeds/oil	Rice	Kale
Pinto beans	Chia seeds	all kinds of potatoes	Broccoli
Kidney beans	Olives & oil	Amaranth	Lettuce
Tofu	Walnuts & oil	Quinoa	Spinach
Edamame	Kelp	Couscous	Fresh berries
	Hemp seeds		Bananas
	Coconut		Pomegranates
	Cranberry seeds		
	Avocado		

A SAMPLE PLANT-BASED MEAL PLAN

BREAKFAST

3 whole egg omelette with spinach (cooked in coconut oil)

MORNING SNACK

Mixed leave salad with feta cheese and seeds

LUNCH

Tofu and mixed vegetable stir fry with brown rice

PRE-WORKOUT

(pre workout) Mixed nuts, raw chocolate and coconut butter

POST-WORKOUT

Protein shake and a banana.

DINNER

Chickpea curry with sweet potatoes

The best SUPPLEMENTS FOR PLANT-BASED EATERS

Those who follow a plant-based diet are at a great risk of certain deficiencies. So, here's a list of supplements to consider:

VITAMIN B-12

This is a water-soluble vitamin which is integral in the healthy functioning of the brain and nervous system, and in the formation of blood. B-12 plays a vital role in our bodily functions, impacting DNA synthesis and regulation, fat synthesis, and even our cellular energy production. You should aim to consume a minimum of 100mcg of B-12 a day.

GREEN POWDER

If you are in the market for some fresh-pressed green juice, you should be looking for the ingredients: whole foods, fruit extracts, vegetable extracts, and so on.

Vegetable powders are a convenient and efficient way to increase daily fruit and vegetable intake, thus improving overall health and diet. Aim for one to two servings per day, and go for a 100% plant-based version.

OMEGA 3

Fish oil, due to its health and performance benefits, provides many essential fatty acids for optimum health, in the form of omega 3s EPA and DHA. These fats help to combat inflammatory conditions such as heart disease and stroke, in addition to helping with faster recovery and function, improved brain function, and overall greater fat loss. Take a total EPA/DHA value of 1-2g per meal per day. Liquid form is best. If fish derived oil is out of the question, you can purchase an algae derived product instead.

CALCIUM

There is the potential for a lack of calcium on plant-based diet, so you should aim for at least 600mg of calcium a day via supplementations. A high-calcium milk, such as coconut milk, might be a good option. Ensure that these options are also unsweetened to avoid unnecessary refined sugars.

VITAMIN D

One of the best sources of vitamin D, vitamin D3, is in animal-based foods, so when eating plant-based it is even more important to supplement with vitamin D in the form of increased sun exposure or vitamin capsules.

Dosage: 2500-5000 micrograms per day of Vitamin D3 in liquid or spray form.

That's all on supplements. However, be sure to speak to a doctor or a physician before making any changes to your diet or starting any course of drugs and supplements.



Thank You!

LET'S STAY IN TOUCH!



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