



5 Foods/Beverages to Limit/Avoid

Coffee & Caffeinated Beverages



This challenge emphasizes eating more anti-inflammatory and alkaline-forming foods including fruits, veggies, superfoods, and ancient grains. Coffee and caffeinated beverages tend to naturally be more acid-forming on the body. See pH balance video to learn more.

If drinking tea, choose organic herbal teas like chamomile, ginger, turmeric, peppermint, or licorice root (these will naturally be non-caffeinated). If you must drink coffee, choose organic when possible as it will be free of synthetic fertilizers and pesticides. If organic is not available, choose higher quality varieties or coffees that follow fair trade and environmental farming practices. Fair trade usually means the farmers are treated better and therefore produce a higher quality product that is more sustainable for the grower and the land.

We encourage you to have water be your beverage of choice during this challenge as it provides natural calorie-free energy. Aim to drink ½ your body weight in ounces of water per day. Example: 140 lbs. = 70 ounces of water.

If using milk, stick to plant-based varieties such as almond, coconut, and hemp milk.

Dairy Foods



Dairy products such as cheese, yogurt, whey protein and milk should be avoided on this challenge because they are naturally acidic and can lead to inflammation and digestive issues. Acid equals inflammation and it is the root cause of all disease. We don't recommend cow's milk for anyone since the protein molecule of cow's milk is very difficult for the human body to breakdown and absorb.

Use plant-based milks like almond, cashew, hemp or coconut milk as a replacement for cow's milk. Replace processed acidic whey protein powder with hemp seeds which are the highest plant based protein. 3 tablespoons of hemp seeds give you 11 grams of protein. Simply add hemp seeds to your smoothies, oatmeal, or salads. Consuming leafy greens, ancient grains, oats, nuts, and almond butter is also a great way to add more protein to your diet.

If eating animal products of any kind like meat or eggs, always go with organic sources since they tend to be free of pesticides, growth hormones, antibiotics, and CMOs.

Box, Packaged, or Canned Foods



This challenge emphasizes consuming more real, whole foods and cooking more meals at home. Not only are packaged foods less nutritious but they also contain no digestive enzymes. They are considered dead foods because they are shelf stable and don't rot unlike fresh fruits, vegetables, lean meats, etc.

Food for Thought: Who heard of gluten-free 20 years ago? That's because it didn't exist. So, what's changed in today's world? Well, we tend to eat for flavor and convenience and consume most of our food in boxed, packaged, canned, or drink form. Therefore, these foods have no "live digestive enzymes" needed to absorb and breakdown the things we are eating, leading to poor gut health and digestive issues like gluten-intolerance, food sensitivities, and allergies. Because 90% of our immune system lives in our gut, poor gut health leads to inflammation and disease. When we start to eat more nutrient rich superfoods and actually "chew" our foods, our gut health will naturally improve and so will our specific issues.



The good news is that most of the foods found in the center of the Food Target will naturally be gluten-free. Gluten lives in wheat, barley, and rye and are found in most packaged foods. Gluten isn't the problem, it's the overconsumption of processed foods and a weakened digestive system. If consuming packaged foods of any kind make sure to read the ingredient list and choose better quality items. If choosing condiments like ketchup and mayonnaise, make sure you are choosing brands without added sugars or processed oils.

Imitation or Fake Products

Stay away from products like tofurkey, margarines, butter substitutes, soy burgers, "veganise," vegetarian "meats," vegan cheese, or packaged gluten-free items. These products tend to be loaded with processed soy, corn, and GMOs. Avoid artificial or zero calorie sweeteners or beverages. These are very acidic on the body and can contribute to strong cravings, inflammation, poor gut health and migraines. Keep in mind that short-cuts don't work. Avoid anything fake, cheap, or easy. After all, we are what we eat.



Alcohol

This challenge emphasizes eating the highest quality, alkaline rich foods for optimal health and performance. Alcohol is not only calorically dense, but it's also naturally acidic on the body. When the body is too acidic this leads to inflammation and issues with sleep, metabolism, and bone health. Since alcohol is not metabolized like food, it quickly gets stored as fat making it difficult to lose or maintain weight. If you must drink alcohol red wine will be the best choice followed by white wine, liquor, and beer.

Avoid Energy Vampires



Say what? Energy vampires are people who will stand in your way of living your best self. These are people who suck your energy, influence you with their negative habits, and don't support your long-term goals.

Did you know that you become the average of the five people you surround yourself with? Change your circle—change your life. Find people who lift you higher and inspire you to live your best self.