



# **THE Elimination Diet**

**The full 'clean up and lean-up'  
diet from the UK's Leading  
Health And Fitness Expert**

## Disclaimer and 'Legal Stuff'

As a fitness professional with over a decade of experience in coaching people to great results I believe 100% in what I'm sharing within these pages and know that if you apply the principles I'm sharing that you will get great results.

However, given that people are nowadays super-litigious and enjoy suing people for practically any reason they can I'm going to go through the boring legal blurb that, sadly, needs to be done to protect me from someone who says they got ill because they were asked to banish all of the toxic, chemically altered, food colouring added, denatured stuff that lines the supermarket shelves and instead to eat only fresh, natural and unaltered foods that come from the ground, swims in rivers or the sea, walks on land or flies in the air.

I know it sounds silly (and it is) but there are people who will claim that removing known toxins, allergens and irritants from their foods will, in some way have harmed them, caused mental anguish or removed the fundamental human right to freedom of choice.

Worse still, some clever clogs will get a smart enough lawyer to press a case, win and repossess my home, my car and all my other stuff and stick me in jail for the rest of my natural life. (I'm only *half* joking!).

Therefore, read the following statement BEFORE you read the rest of this book or follow any of the advice given.

**The elimination diet advice given within these pages is for information purposes only and in no way supersedes any prior advice given by a medical practitioner, registered dietician or nutritionist.**

**Should you follow the advice herein you are choosing to do so of your own free will, without coercion and in the full knowledge that the dietary recommendations have not been personally designed for you and that should you suffer from a medical condition of any kind or suspect that the dietary regimen may cause you a medical problem of any kind whatsoever that you should speak to a qualified medical practitioner for advice.**

**Further, if you choose to follow the dietary recommendations and feel that it is affecting you adversely or that you are feeling negative side effects in any way then you should cease it immediately and consult your doctor.**

That's it! It's unfortunate that it's necessary but now you've been told.

The rest is up to you...

## Introduction...

The elimination diet information contained within these pages is the result of nutrition and health research spanning well over 10 years.

During that time I have assessed literally hundreds of popular (and not-so-popular) dietary regimes for their efficacy in delivering the results that they were each promising in their scientific and testimonial literature.

I've studied high fat-low carb, low fat-high carb, low protein, low fat, low carb, high protein, ultra high protein, raw, macrobiotic, vegan, vegetarian, food combining and, well, just about every variant of each you could imagine.

I've read scientific journals, textbooks, popular diet books, websites, magazines and everything in between.

I've spoken to scientists, doctors, nutritionists, dieticians, Osteopaths, Naturopaths, Traditional Chinese Medicine practitioners and Ayurvedic doctors, bodybuilders, elite athletes, super-obese people who couldn't stop eating and those with eating disorders who couldn't (or wouldn't) start.

With each and every source of new information I came across I made notes, jotted down the theory of the science and tested them on myself first to assess both their safety and their efficacy before applying them to my own clients.

### **And what I found was...**

### **...each and every one of them worked.**

For a while at least!

With every single diet I examined I was able to make headway toward the goals I'd set for myself or my clients. If we wanted to lose fat, MOST of the diets would work pretty well for a week or two.

If we wanted to gain muscle, MANY of the diets would work pretty well at that too. For a couple of weeks.

Yet after the first small successes that each diet provided, there would inevitably follow a plateau and often a 'rebound' where the weight would suddenly return or the newfound muscle would disappear.

It was easy to understand why.

From caloric restriction of the most serious (and dangerous) kind to 'liquid only' diets (try a week on cabbage soup some time!) to 'skinny' shakes, pills and powders of all description to only eating foods of a certain colour or at a certain time, each of the most popular diets were clearly intended only as short-term, quick-fix solutions to problems that were chronic or long-term in nature.

In addition they often espoused practices that were clearly unhealthy in order to achieve their aims.

By contrast, there were a mere handful of nutritional regimes that were achieving amazing results, not only in the short term, but critically, in the long term too.

They weren't complicated, flashy or even that popular by the standards of most of the other diets yet when I applied them to myself and my clients they outperformed every other diet we'd tried.

And they worked on just 2 VERY simple principles.

- 1. They removed any and all foods that the human body treats as toxic, irritating or de-vitalising in nature.**
- 2. They ensured that ONLY wholesome nutritionally supportive foods were consumed.**

Simple rules indeed, and very obvious when you think about it.

Yet, for most people these rules are as far removed from the reality of their nutritional habits as it is possible to be.

Most people consume foods that are full of chemical additives, colourings and preservatives, many of which have been PROVEN to cause problems with human physiology yet have still found their way into our food.

Even when the food sounds natural and 'healthy' like wheat, oats, bran, milk etc it's often the case that they've been denatured to such a degree that the body barely recognises them as food anymore. In fact, once consumed they simply act as another stressor to the body and often serve to break us down physically rather than build us up.

Of course, you know this already. You've felt the effects of denatured or chemically altered foods many times but for one reason or another you've chosen to ignore it or believe that it was something else entirely.

Those headaches.

That lack of energy.

That acid reflux.

That depression.

The low moods.

The skin condition.

The diabetes.

The eczema.

And many, many other ailments besides.

ALL can be traced back to what you eat.

ALL!

**[Note: As I'm not your doctor and don't know you personally I'm not in a position to diagnose your specific condition but nonetheless, ALL of these conditions can and are treated successfully through supervised nutritional practices by qualified practitioners all around the world... WITHOUT medications!]**

It makes sense when you think about it.

Your overall health is a direct reflection of the health of your cells.

Your cells require a constant supply of high quality nutrients both *macronutrients* (fat, protein, carbohydrate) and *micronutrients* (vitamins and minerals) in order to function. Fail to give them the quantity or the quality they need and, quite simply, the health of the cells become compromised.

YOU become compromised!

It's both as simple and as complex as that.

In case that last section was a little unclear, let me spell it out for you again, ok?

Healthy cells equal healthy body, unhealthy cells equal unhealthy body.

If you are unhealthy in any way shape or form then your cells have been compromised. No if's, no but's. And the best way to prevent compromise of cells is to provide them with the nutrients they need to thrive, grow, work and repair.

Got it?

Good nutrition makes sense!

## What You Probably Won't Want To Hear

This section wasn't in the first couple of editions of the elimination diet.

Not because it wasn't important, it is. It's vitally important.

I kept it from the first editions because, to be honest, I was worried about how my readers would feel about what I had to say. That they'd stop reading. That they'd quit the diet before they even started it out of some knee-jerk reaction to my words.

I guess I chickened out.

But now that I've had over 32,000 people successfully use the diet I feel I'm ready to say what's on my mind.

Here it is.

Ready?

If you're fatter than you should be, if your skin is poorer, your hair more brittle, your energy is lower, your mood lower, your blood pressure higher, your muscles weaker, your bones more brittle or your immune system poorer then...

...It's YOUR Fault!

I'm not judging you, I'm merely stating a fact, so don't overreact and quit reading. If you do, you'll miss why it's your fault and, more importantly, what you can do about it.

Look, here's the truth about health. The truth that hardly anyone out there seems to want to address or talk about, but the one that can and will make all the difference to both the quality AND quantity of your life... if you act upon it.

The truth is, your health is YOUR responsibility.

**It's not the government's job to keep you healthy.** The government is merely a large 'for profit' company of sorts that does what it can to ensure that the profit and loss accounts of a nation remain balanced.

Even if a government *could* tell you exactly what, when and how much to eat (which they can't even agree on), you know you'd cry 'nanny state' or whinge, whine and moan about freedom of choice and ignore what you were told anyway, right?

You know you would!

Don't believe me? How many of the current government nutrition guidelines are you following right now? See, what I mean?

**It's not the medical community's job to keep you healthy.** As much as doctors are widely regarded as health experts, the truth is that most of them know very little at all about health. Doctors are, in fact, experts in illness and disease.

When you're already sick or badly injured a doctor may well be the best person to go to but in terms of maintaining or improving health they know very little indeed. For example, a recent study paper showed that 75% medical schools surveyed failed to reach their quota of 25 hours of nutrition education *during the entire 4 year course*.

We're talking about doctors here!

Most of them have not had a single week of nutrition education during their *entire* educational and professional careers. And if their nutritional education is lacking, their knowledge exercise and fitness is practically non-existent.

Still think it's your doctors' job to keep you healthy?

**It's not the media's job to keep you healthy.** As obvious as that statement is, there are still far, far too many people who get their 'health' advice from magazines, daytime TV shows and celebrity watching through the media.

They reason (I guess) that if it's on TV or in the papers it must be true yet, if it were then it wouldn't change from week to week would it?

*You* wouldn't follow high protein one week and macrobiotic the next just because some Hollywood celebrity was reported to be following it would you?

Yeah, right!

Look, the media are about one thing and one thing only; selling their stories to magazines, radio or TV. It's not about what's the best, what's the safest or even what's the fastest.

The media is about one thing and one thing only.

News.

But news doesn't make you healthy does it?

Nor does following a dietary regime simply because someone from a movie is doing it (Besides, they neglected to tell you about the 2 hours a day with their trainer, the 1 hour a day of yoga, biking for 45 minutes, their afternoon massage and their sauna and steam that they were doing alongside their 'miracle' cookie diet!).

**It's not the food producers' job to keep you healthy.** The food producers aren't interested in keeping you healthy. They're interested in keeping you *spending!*

Who do you think it was that created all the e-numbers, long worded ingredients you can't pronounce, additives and addictives to your food in the first place?

Who do you think it was that spent BILLIONS each and every year to practically hypnotize you into eating it?

Who stands to lose out if you stop buying denatured, additive enhanced, nutrient poor foods?

So not only isn't it their *job* to ensure you have clean, good, wholesome food, it's not even in their best interests to do so!

**See, that's what I mean about it being your fault because it's clearly not theirs!**

But maybe the word 'fault' is a little too strong. Maybe I should have just said 'responsibility'.

Yeah, that's more like it.

YOU are responsible for your health. No-one else.

YOU are the only person who can do anything at all about making and keeping yourself healthy across the course of your life and when you're not it's because you've handed over responsibility to someone else.

## Don't pretend you didn't know this...

Let's not kid ourselves any longer.

When it comes to what you're eating on a day to day basis, you know exactly what's right and what's wrong don't you?

You know, for instance that including plenty of fresh fruit and vegetables into your diet every day is a step in the right direction, right? Sure you do, there's not a single person on the planet, kids included, that doesn't know this yet for some reason it's a conveniently forgotten truth when it comes to shopping for groceries.

You know also (even if you're vegan or vegetarian) that a diet that includes fresh meat, fish and poultry is superior in quality that has been allowed to roam free and graze on grass and grain is healthier than animals that are farmed intensively, injected with antibiotics and steroids and fed on animal remains and 'slops', yet you still buy the awful stuff 'because it's cheaper'.

You've known all along that a bunch of food additives that make your drinks and candies fluorescent blue and 'taste funny' aren't good for you haven't you? Yet you still buy them for yourself and your kids 'because they like them'.

You also know that a diet high in sugar is bad for you don't you? You've both seen and felt its effects in both yourself and others and have often commented that you 'really should cut down' but, for some reason, you never really get around to it.

And you've certainly known for some time that there are certain things, certain foods and drinks that when you take them just make you feel YUK! Yet you, like most other people, continue to eat them and drink them because you say you like them when, in truth, you're addicted to them... and you know that too!

So, you see, it's not that you don't know what to do. You do, and you have all along.

### **The trouble is, you don't do what you know.**

Worse, you don't do what you know and you make all kinds of excuses about why you can't or why it wouldn't work for you even if you did.

The truth is, if you did what you know you need to do, what your instincts have told you many times that you need to do then you'd see results.

But you're not... so you don't.

### **Time to stop pretending!**

## If I Haven't Put You Off...

There's a strong chance that what you perceive as my 'mad rantings' or 'extremist views' may have already put you off of trying the elimination diet for yourself. If they have then I'm truly sorry, that was never my intention but I felt that there were things that needed saying and that it was time I said them.

I'm glad I did.

But look, before you dismiss the diet out of hand I'd like you to consider a few things.

**First, are my rantings really that mad?** Have I said anything that you really didn't think or feel or know? I'm not making this stuff up, the things I've said are all statements of fact, not conjecture. Check them out for yourself.

**Second, are my views really that extreme?** I've merely suggested that we eat more natural foods and less food that has been tampered with or had chemicals or steroids added to it. Is a clean diet now so outside of the norm that it is considered an extreme measure?

**Third, what do I stand to gain by lying to you?** Think about this. I'm giving this book to you for free, I sell no supplements, pills or shakes as part of the program and were it to fail to deliver the kind of results I'm promising, you and the 32,000 other people who've used it would scream that fact from the rooftops and my career would come crashing down around my ears.

Further, I don't have any 'mission' against either my own government or that of any other country that would make me call them into question (though I do feel that all governments should better represent the people that put them into power in the first place), I don't have an agenda against the medical fraternity (though I do believe that outside of emergency medicine their skills are over rated), I'm not anti-press (though I wish they'd think more about the impact their messages make) and I'm not anti-food company (Though I think they massively neglect their duties to consumers).

The truth is, I'm not 'anti' anything!

I'm not fighting *against* any of the things I've mentioned. I'm not even fighting against disease or ill health. I'm simply fighting *for* better health for those who want it and this book is my 'little project' that I use to do that.

I can't be anymore upfront or transparent than that can I?

**So now's the moment of choice. Do you turn the page and commit to finding out more or do you quit and go back to what you were doing before?**

## What You Can Expect...

As I've explained, the aim of this elimination diet is to re-establish the vitality of your internal environment, properly nourish your cells and allow the nutritional and biochemical status quo to be re-established.

When this happens you'll notice several things:

**You will lose a rather large amount of 'stubborn fat' and excess water in a relatively short period of time.**

This is because the human body, when overwhelmed with toxins, will 'dump' many toxic substances within the adipose tissue stores (fat) in order to reduce their circulation throughout the body. When there are no longer toxins entering the body, those toxins will then be processed and expelled along with the fat (and a lot of excess water) that is storing them.

Of course, the down-side of this is that temporarily you may feel a little off-colour as those toxins 'hit' you.

**Your food cravings and non-physiological (emotional) hunger will reduce or go away entirely**

When your body no longer has to produce chemical reactions against a background of toxic 'static' you will find that you are able to extract a greater amount of nutrients from the foods you eat. Because of this you will notice that your hunger will reduce substantially.

After all, if you're getting all of the vitamins and minerals and other nutrients that your cells need, then why would you be sent 'eat' signals, right?

A body that is getting the correct quality and quantity of nutrients self regulates, giving you 'feed me' signals when nutrients are low and 'stop' signals when they are topped up. Just as nature intended!

**Your health and your general vitality will improve**

After the stored toxins have said goodbye and you're no longer adding others, you'll notice that many ailments will either reduce or go away entirely.

For similar reasons to reducing appetite and emotional hunger, you will find that once your body is getting everything it needs to 'build' good health that you'll be repairing yourself more effectively and your aches and pains will fade away.

But not just that!

You'll notice that hair, skin and fingernails are healthier and stronger and that your energy levels are at a higher level than they have been in ages. In addition you may find that if you are on medication that your doctor may need to reduce the dosages and that you may be able to come off the meds altogether.

**[I make no claims to this, I'm simply feeding back what many of my readers have experienced, especially with their hypertension and diabetes medications and with conditions like gout, indigestion, acid reflux and asthma. On no account should you self medicate or change your medicine doses without the guidance of you doctor who is, after all, an expert on drugs]**

Not bad for a diet that doesn't ask you to count a single calorie or weigh and measure your foods is it?

In fact, during this eating plan you may even find that you're eating *more* calories than before and yet still find that you're dropping weight as a result of the elimination process.

Though I'd love to claim that all of this is fat, the truth is that much of it will be water.

This is because a toxic system holds more water in order to 'dilute' the toxins it contains and, once they're gone, the water goes with it.

### **You *will* lose fat though...lots of it!**

Many of those that have used this eating plan have found that, on average, they lose 7-10lbs in 2 weeks.

But whilst both weight and fat loss are desirable outcomes for many people that's not the real point to this eating plan.

This whole system is about improving your health, your wellness and your vitality and if you follow the directions on the following pages, you'll achieve all this and more besides.

## Before We Start...

Let me just warn you, this eating plan is an all-or-nothing deal.

You're either in it 100% or you're not!

There is no allowance for half measures, *'kinda-sorta-maybes'* or the countless excuses that people normally give themselves when they start traditional diets.

There are no 'breaking in periods', no 'cheat days' and no "well, I followed *most of it*".

At first this approach may sound a little harsh but it's totally necessary if you are to be successful in ridding yourself of the long-term fat you've been storing and the effects of ill health and sickness that you've been suffering from.

This is because if you continue to eat and drink the foods that are on the 'banned' list, however small they may be, you simply will not give your body the chance to deal with the toxic storage dump you've built up.

In effect you will waste your time and effort entirely.

So, the choice is yours. Either do this thing right or don't do it at all. But don't set yourself up for failure by meddling with what's here because...

*These Principles Always Work,  
As Long As You Work The Principles!!*

But conversely, if you fail to work the principles then the principles will simply fail to work. I can't put it any clearer than that, can I?

So, progress through the rest of this book with the full intention of committing to it 100% okay? After all, this is just for 30 days. It's hardly a life sentence is it?

## *The Hard Bit...*

Most diet books try to convince you from the start how it's going to be easy and fun to follow their regimes.

The reality is always very different.

The dietary changes, the eating habits and the restrictive nature usually mean that they're anything but fun, and certainly not easy.

My elimination diet is different.

Rather than telling you that things are going to be simple for you, I'm going to tell you the opposite.

In fact, the first few days on the plan are going to be pretty HARD for most people to follow.

This is because, in all likelihood, you are an addict. Addicted to caffeine, addicted to sugar and addicted to processed foods with their chemical appetite stimulants and e-numbers.

If you think that 'addiction' is too strong a word then just wait and see what happens when you take them away! You'll get energy swings, mood swings, you'll feel stressed, tired and more than a little 'jittery'.

If that isn't an addiction, I don't know what is!

The good news is, that like most addictions, it only really takes a few days to break them when you're mentally ready to do so.

In fact, most people find that 3-4 days is enough to smash their dependent cravings for the foods on my banned list if, and only if, they go 'cold Turkey' on the foods that cause them.

*This approach ALWAYS works BUT the flip side is  
that this is the ONLY way that works!*

## *It'll need a bit of preparation...*

The elimination diet is not the sort of diet you just jump into. You *can* but if you do, you'll likely fail and drop out quickly.

Instead, I recommend a couple of days preparation to make sure everything that you need is available to you from the moment you start. This will more than triple your chances of success and practically guarantee you terrific results on the programme.

The prep phase is quite simple (though not necessarily easy!).

First we need to get rid of everything that's likely to cause you to slip up and break the protocol we're using.

This means that the following things need to be removed from your cupboards, fridge and freezer:

- **All Caffeine containing products** – Coffee, Tea, Hot chocolate fizzy drinks
- **Sugar** – Including sucrose, glucose or fructose, honey, maple syrup, corn syrup
- **Processed Food** – The list is almost endless but pretty much anything tinned, baked or pre-packed or if it has numbers or unpronounceable words on the packet
- **Wheat Products** – Bread, biscuits, cakes, pies and breakfast cereals
- **Dairy** – Milk and cheese (only in part one of programme)
- **Alcohol** – All of it, even your 'diet vodka'

I know what you're thinking 'This doesn't leave me *anything* to eat!' but you're wrong. You'll be getting plenty of variety in your diet, all of it nutritious.

But for now you just have to recognise this simple truth...

## *If You Own It You'll Eat It!*

Now, you may be thinking that this is all sounding like hard work but hey, you want the results right? Just follow the advice above and be grateful for small mercies later on.

What if you live with someone who's not going through the elimination?

Well, that's a hard one but I suggest either persuading them to join you on elimination or at least respecting your need to get your banned foods out. If they won't, well, you'll just need to be extra disciplined won't you?

Next, I recommend stocking up on the foods that you'll need during the programme so that you're not caught short and end up cheating on your banned list.

This should include:

<i>Dairy</i>	<i>Meat</i>	<i>Vegetables</i>	<i>Fruit</i>	<i>Miscellaneous</i>
Eggs	Beef	Asparagus	Apple	Olive Oil
Raw Butter	Chicken	Aubergine	Avocado	Sea salt
Live Yoghurt	Turkey	Broccoli	Lemon	Black Pepper
	Lamb	Cauliflower	Lime	All herbs
	Bison	Cabbage	Orange	All spices
	Venison	Green Beans	Grapefruit	Flax seed oil
	Game meats	Mushrooms	Banana	Walnut Oil
		Celery	Pear	Coconut Oil
	Duck	Onions	Kiwi	Stevia
		Peppers	Grapefruit	Garlic
		Beetroot	Strawberries	Olives
		Carrots	Plums	
		Celery	Blueberries	
		Coriander	Blackberries	
		Corn on cob	Raspberries	
		Courgettes	Cherries	
		Sweet Potatoes	<i>Grains</i>	<i>Nuts and Seeds</i>
		Yams	Brown Rice	Walnut
		Tomatoes	Millet	Pumpkin
		Spinach	Quinoa	Sesame
	Haddock	Leeks	Amaranth	Sunflower
	Sardines	lettuce	Buckwheat	hazlenut
	Mackerel	Red Onions	Teff	Pecan
	Salmon	White Onions		Almond
		Brussels sprouts		Cashew
				Brazil

**(Note: These aren't the ONLY foods I recommend stocking up on, the list is just to give you some ideas. You can add to this as long as the foods are not on the banned list.)**

You should attempt to make as much of this shopping list as possible organic in order to get the best effect from the programme.

If this is not possible then ensure that you are only getting your foods from fresh, natural sources and that they are cleaned and peeled thoroughly before consumption.

**Note: The organic aspect of this diet is not just some 'fad', rather it is a means to rapidly accelerate the supportive aspect of the programme. It also minimises the contaminants and pesticides added to agricultural crops and the hormones routinely added to livestock and fish.**

**Both of these factors contribute to toxic load within the body.**

Now, you're in no way limited to this list exclusively, but it's certainly a good place to start but ensure that anything else you purchase does not appear on the banned list on the next page.

But just remember, this phase of removing the banned foods from your cupboards and replacing them with supportive foods is critical to your success because...

*Failing to plan is the same as planning to fail!*

## The 'Banned' List...

It is vitally important that during days 1-30 of the elimination diet you consider many foods as totally off your radar or banned entirely. Only by following these instructions TO THE LETTER can you expect any appreciable improvement.

It will be obvious to you why some of the foods included on the list are considered off-limits but you may be surprised that other, less obvious things are avoided too.

They are banned simply because we have found that a very large percentage of people are either allergic or intolerant to these foods.

Now, you may or may not be one of those people, but unless we remove them we may never really know.

You may not be aware of the problems that some of your favourite foods are causing you until we remove them and try to replace them later. At this point you may find that they create gas, bloating, diarrhoea or other undesired symptoms.

Many people find that this is the case with wheat products (especially bread) and they're often surprised just how powerfully they react to it.

**Many people are totally unaware of their intolerances until after the elimination phase is complete and they try to add them back into their diets.**

So, the foods you'll be avoiding are:

*Alcohol* - There are no if's or but's about this one. Alcohol is quite simply a toxin. As such, your body has to work extremely hard to detoxify your system placing stress upon your liver, kidneys and adrenal glands.

On a molecular level, alcohol is a potent sugar that triggers insulin secretion, blood sugar imbalance, increased bodyfat storage and many chronic degenerative processes.

*Caffeine* - Caffeine first overexcites and then later 'wears out' the body's energy producing glands. This leads to massive energy fluctuations and the subsequent need for sugary foods .

**Avoid ALL caffeine in tea, coffee, sodas and other products.**

*Dairy* - Other than those items in the shopping list above (eggs, butter and live yoghurt) you should avoid all other forms of dairy for AT LEAST 30 days.

This is because most dairy produce is heavily processed and uses pasteurisation and homogenisation in order to maintain its 'shelf life'.

Unfortunately, these processes kill off ALL of the enzymes required to properly digest them (In fact, pasteurisation is defined as a total absence of enzymes!) meaning that your body has to work overtime to digest them. This is a major cause of food intolerance.

*Red Meat* - Unless you are able to purchase organic (and preferably grass-fed) beef and lamb, I'd highly recommend staying away from it altogether for the first 30 days.

This is due to the high levels of artificial hormones and pro-hormones used to fatten them up rapidly. Unfortunately, these hormones do exactly the same to us creating unwanted weight, cellulite, water retention and metabolic stress.

So, unless you want to look like a fat cow then limit your red meat to organic!

**(Note: If organic is difficult to come by where you live or if your budget is a little tight right now, then you *may* eat from non-organic sources, but do understand, your results WILL be affected. I'd avoid non-organic altogether as well as ALL pork and pork products)**

*Sugar* - All sugar (including white, brown, beet, molasses, honey, fructose, maltose, dextrose, corn sugar) creates an insulin response. The simpler the makeup of the sugar, the more rapid and aggressive the insulin response.

Unfortunately, so much of our diet contains sugar that this response becomes too frequent and excessively high or low depending upon the type of dysfunction and leads to energy fluctuations, fat storage and interferes with embolism.

**Note: Whilst fructose is on the banned list, we're talking about fructose powder or granules NOT fruit. You may eat fruit during the 30 days but should endeavour not to overdo it nor eat it in isolation. Always accompany your fruit intake with some nuts to add fat and protein to the sugar.**

*Wheat and Gluten* - For many, wheat products are simply indigestible or place a large stress on the digestive system leading to a sluggish metabolism and intolerances.

In addition, modern wheat, especially after processing, is barely distinguishable from simple sugar, leading to all of the same problems.

It's not that wheat is 'bad', rather that it is often indigestible or excessively processed to the point where the body does not recognise it. Therefore, I advise all serious eliminators to completely avoid wheat and gluten in all its forms for 30 days whilst in phase 1 of the diet.

Believe it or not, this is possibly the hardest part of the programme as wheat has found its way into a huge proportion of the food chain.

You will obviously avoid wheat bread, cakes, pies, biscuits etc but also be aware that many soups and sauces have gluten added as thickeners.

**You may still eat Rye, corn, millet and wheat free breads if you know these grains and their gluten to be tolerated by your system. If unsure then avoid them**

*Processed Food* - You should avoid ALL processed food during this programme. Nothing with an e number or unpronounceable name, nothing pre-cooked, pre-baked or package in any way for 'long life'.

Only wholesome natural foods like fresh meat, fresh fruit and vegetables should be in your shopping trolley.

*That's It!...*

That's all you have to do. No starvation, no liquid only nonsense, just avoid a few foods for 30 days.

It's not that tough, but it *does* require some attention to detail and some 'stick-to-it-ness' if it's to deliver the results I'm promising.

## *In Addition...*

The elimination aspect of this programme is very powerful in itself and has delivered fantastic results in the thousands of people that have already used it.

That said, over the years I have found that there are several other useful practices that you can employ to double, triple or even quadruple its effect.

*Drink* – AT LEAST 1 litre of clean, filtered water for every 50lbs of bodyweight. This will help flush out the toxins as they're released from your fat stores and reduce the negative effect of toxin release.

**Note: You may find that this amount of water has you living in the toilet. If this is the case, add a tiny pinch of natural sea salt to your water (you should not be able to taste it) and you'll need to go far less.**

*Eat Protein* – At every meal. This will help your body to create lean tissue and increase your metabolism and offset the insulin fluctuations created by carbohydrate only meals.

*Eat Regularly* - Try to maintain an eating frequency that has you eating again no sooner than two hours but no longer than four (3 is ideal). This will ensure a steady supply of nutrients and calories to your body as it goes through the elimination phase.

In addition this will aid in weight reduction and prevent energy fluctuations.

*Eat Freely* – From the foods not on the banned list.

Don't count calories, reduce your portions or allow yourself to get too hungry. This is counterproductive as you'll end up eating whatever you can lay your hands on.

*Vary* – your foods so that you get all of the nutrients that your body requires during this delicate phase.

Avoid routine eating that has you eating chicken everyday for lunch. This will lead to another type of intolerance or lack of nutrients. Instead, ensure that you rotate your meats (chicken today, fish tomorrow, beef the next day) and vegetables so that you get everything you need and don't get too bored.

*Oils* – Use only olive oil, butter or coconut oil for cooking. No vegetable oils should be consumed as they are highly processed.

*Sugar Substitutes* – Avoid them entirely as they are linked to conditions like multiple sclerosis, lupus, Fibromyalgia, spasms, shooting pains, numbness, cramps, headaches, joint pain, dizziness, memory loss and numerous other medical problems.

**You can, however, use Stevia or Agave Nectar, though I recommend avoiding it if you can as it maintains a mental dependency on adding sugar to your foods.**

*Microwave Ovens* – You should avoid microwave ovens entirely during this programme as they completely change the chemical composition of the foods you eat, rendering them nutritionless and a strain to the system.

This was highlighted recently in the case of the hospital that was prosecuted after the death of a blood transfusion patient who died as a direct result of her blood being warmed in a microwave. The waves completely changed the make-up of the blood as to render it unusable.

You can cook by grill, griddle, wok, skillet, crock-pot and use steaming, frying, baking, blanching, roasting, stewing and stir-frying

*Sunlight* – Sunlight has many beneficial effects including providing the vitamin D necessary to maintaining optimal health. Spend at least an hour a day outside in the fresh air (ideally at lunch) in order to top up on this vital nutrient.

*This is just common sense!...*

To many people this advice will seem 'a little excessive' or unnecessary. You may even feel that the advice is faddy or unfounded nonsense.

Nevertheless, I urge you to follow through on my advice and experience for yourself whether this information is right or wrong, whether it works or it doesn't.

The thing is, there are thousands of scientists, 'experts' and celebrities out there trying to persuade you that this way or that way is best and all the others won't work but, there's only way to know for sure. Try it and see for yourself!

So try it... and give it a fair try by following it strictly ok?

*You can't argue with results!*

## *The Programme...*

The programme is very simple and easy to follow. It works like this:

*Days 1 and 2* – These are preparation days where you will spend your time emptying your cupboards and fridge and purchasing the initial stock-up that you will require in order to start the programme.

*Days 3 - 30* – This is your elimination diet proper. Follow all of the advice laid down in the previous sections and really 'go for it'. Total abstinence of anything on your banned list is the key to success during this phase.

*Days 30 plus* – This is the second phase of the elimination where you attempt to put foods back into your diet in order to record their effect on your system.

It works this way:

Let's say you're really craving bread. You'll begin today by adding JUST 1 SLICE back into your diet for the day then, most importantly, pay attention to the effect.

Next day, if no ill effects are present then you may have one or 2 slices and again watch and record for negative effect.

Day three, if you can get through three days of this 'taste and test' process then you may assume that the substance is not too much of a problem for you and gradually add it back in.

If you notice ANYTHING negative like bloating, cramps, gas, diarrhoea, headaches, weight increase or literally ANYTHING that just doesn't feel right, then you should consider the food 'suspect' and remove it from your diet entirely (for now at least).

Repeat this process for all eliminated foods.

## *What you may find...*

Many people find that once they've eliminated many foods from their diet that the cravings for them simply go away altogether. This is particularly true for wheat and sugar products with many people NEVER consuming them again or only in small quantities.

## *The Not-So-Good Bit...*

Many people find that the first 2-3 days of the elimination diet present them with several unanticipated 'nasties' that are a little off-putting.

For example, it is common for many people to suffer headaches due to the release of toxin into the system. This can be offset by drinking plenty of water.

You may also find that your mood, concentration and performance both at work and at home may be a little effected over this period too.

This is all quite normal.

Remember earlier I told you that you were an addict?

Well, you're simply going through the same things that all addicts go through when they quit their drug of choice.

Yours may be caffeine, alcohol, wheat or sugar, but the process of breaking the addiction is the same.

Sure, it may be a little inconvenient and even unpleasant for a day or two BUT IT *WILL* PASS and when it does, you'll come out the other side of it looking and feeling a hundred times better for it.

*Here are some things you can do to make sure you get through the detox nasties as quickly and as easily as possible...*

1. **Stick to the rules 100%, no compromise** - Even little slip ups prevent your body from clearing through and prolong the detoxing effects. Don't do it. It's just 30 days!
2. **Drink at least 1 litre of water for every 50lbs of bodyweight** - Yes, it sounds a lot but that's just because you're not used to it. Start drinking more and even adding a tiny pinch of salt to it and you'll speed up the detox and drop pounds fast.
3. **Consume high quality DHEA Omega 3 fish oils** - Fish oils speed up your metabolism and ability to burn fat as well as providing numerous cellular support roles. Taking a high dose fish oil supplement daily will make a REAL difference.
4. **Try to have a hot bath every day for 3 days** - The skin is the largest detox organ in the body and sweat is the way many toxins escape. Get in the bath, get hot and... sweat. You'll be surprised at how great you feel after this!

5. **Exercise** - Yep, sweating comes with exercise too, but more important than that is that you speed up ALL metabolic processes... and build some fitness and muscle!
6. **Take lemon water** - Boiled water and lemon juice (just cut 1/2 a lemon and squeeze it in) and you've got the benefit of additional aid to your liver. Not bad!
7. **Eat a raw red onion a day for 3 days** - No, I'm not kidding! Onions (and particularly red ones) have high levels of sulphur a quercetin, a good thing if you want to speed up detox as sulphur stimulates the liver and quercetin is a natural anti-inflammatory and pain killer.
8. **Eat more greens** - Green cruciferous veggies like Broccoli, Kale, Cabbage, Turnip etc contain huge quantities of antioxidants that will really speed up the detox and get you faster results.
9. **Eat some spicy food** - Get a few spicy meals such as chili, curry etc into your weekly diet. The spices speed up metabolism like crazy and also assist with detoxification... and taste great!
10. **Eat a handful of seeds every day** – Seeds are a massively underrated sources essential minerals such as zinc, calcium, magnesium and selenium, all of which play a major role in detoxification. Just snatch up a mixed handful of flax, sesame, sunflower and pumpkin and you've a powerful detoxification agent working for you.

*Do these 10 things and your detox blues will be shortened quite dramatically!*

Not only that but the actual results you'll gain from the diet itself will come faster and easier.

Of course, you could always do it the hard way... but I wouldn't recommend it!

## *In Closing...*

The elimination diet forms the fundamental backbone of the *POWER Principles™* nutritional programme that I and my team use with one-to-one clients to start them on their journey to achieving their health and fitness goals.

Without this vital piece of the health-building puzzle in place, all future nutritional advice, including our amazing *Biochemical Individuality Diet™* is rendered practically useless. After all, simply throwing good nutrition onto a toxic system is an obvious waste, I'm sure you will agree.

Yet that's the very same approach that most people take when trying to lose weight, get in shape or improve their general health.

No wonder it doesn't work. It simply can't, as I'm sure you've learned throughout this short but, hopefully, interesting book.

Therefore, I urge you to give this programme your all. Really go for it!

If you do, I guarantee that the person staring back at you from the bathroom mirror in a month's time will be very different to the person you see there now. Not only will you look much better than you do at the moment but I'm certain that you'll feel better than you have in a very long time. Maybe even *ever*.

But it's all down to you from this point on.

I can't be with you all the time and I can't check everything you put into your mouth. Besides, to do that would be defeating the very purpose of what I set out to do when I wrote this book.

To teach and empower people toward learning for themselves how to best manage their health.

Neither I nor anyone else can do any more than that.

We can't eat for you or make better decisions. Only you can do that.

I wish you every success and can't wait to hear about your amazing results!

Truth, joy and love

*Dax Moy*

## Here's a Sample Planner For Your First 5 Days!

Well, you didn't think I was just going to make you figure all this out for yourself did you? : )

Note: This just a sample, an idea of how you *can* eat, not how you **MUST**. For more detailed recipes and food preparation ideas, you might want to check out the elimination diet cookbook where you'll find well over 100 elimination diet compatible recipes that are delicious, nutritious and six-year-old-simple to prepare.

Visit [www.daxmoy-pts.co.uk/eliminationcookbook.asp](http://www.daxmoy-pts.co.uk/eliminationcookbook.asp) for more details.

### Breakfast

Porridge oats  
Live Yoghurt  
1 Egg (any style)

### Snack

½ Cup of mixed nuts and seeds (Sunflower seeds, almonds etc)  
1 apple

### Lunch

Tuna Steak  
Green salad  
Cherry Tomatoes

### Snack

1 banana  
½ cup natural yoghurt

### Dinner

Beef Steak  
New Potatoes  
Green Beans

### Snack

1 pear/apple  
½ handful sunflower seeds

### *Breakfast*

Smoked Salmon and 2 scrambled eggs

### *Snack*

½ cup yoghurt  
Nut and seed mix (small handful)

### *Lunch*

Chicken salad

### *Snack*

1 boiled egg  
1 apple

### *Dinner*

Venison/Veal steak  
Aparagus  
New potatoes

### *Snack*

1 banana  
Small portion almonds

### *Breakfast*

Poached Eggs On A Bed of Greens

### *Snack*

1/2 handful nut/seeds

1/2 cup yoghurt

### *Lunch*

Omelette with mixed vegetables

Salad, cherry tomatoes

### *Snack*

1 pear/apple

Handful of almonds

### *Dinner*

Grilled Turkey Breast

Steamed rice

Vegetables

### *Snack*

2 celery sticks

Parma ham

### *Breakfast*

Ranch Style Eggs

### *Snack*

Small portion of grapes  
1 handful sunflower seeds

### *Lunch*

Broccoli and Apple Soup

### *Snack*

Yoghurt  
Apple

### *Dinner*

Thai Green Curry Chicken  
Steamed Rice

### *Snack*

Banana  
Almonds

### *Breakfast*

Oatmeal with chopped apple and nuts

### *Snack*

Celery and parma ham

### *Lunch*

Mediterranean Chicken Wraps

### *Snack*

Yoghurt  
Apple

### *Dinner*

Grilled chicken breast  
New potatoes  
Carrots/Vegetables

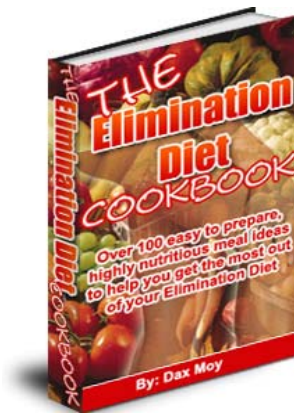
### *Snack*

Pear/Apple  
½ cup nuts and seeds

*You see! Hardly a hardship is it?*

In fact, the elimination diet allows you such a wide variety of great foods that it'll hardly feel like you're on a diet at all!

And if you want help with even more ideas to keep you interested and enjoying the diet for the full 30days and beyond, then you might want to think about grabbing a copy of the cookbook that accompanies the program.



The Elimination Diet cookbook has over 100 'no fluff' recipes that are all in keeping with the dietary protocols laid down in this handbook.

Easy to prepare, delicious and highly nutritious, each recipe has been designed to provide supportive nutrition over breakfast, lunch dinner and snacks.

But that's not all.

### **This is a LIVING e-book!**

Each month for a year, we'll be updating it with 10 new recipes to keep you motivated and interested in staying on track and continuing to get great results, meaning that at the end of a year you'll have well over 220 recipes to pick and choose from, each one more delicious than the next.

To grab a copy of your own simply click on the link below, pay your £17.99 and you'll have the recipe book in your inbox in less than 5 minutes!

Then simply choose your favourite recipes from the list, prepare them in no time flat and eat and enjoy!

How simple is that?

[www.daxmoy-pts.co.uk/eliminationcookbook.asp](http://www.daxmoy-pts.co.uk/eliminationcookbook.asp)

## The 90 Day Look Great Naked Challenge



**Want 100% Support Each And Every Day For 90 Days as You Move Toward Your Health And Fitness Goals?**

If you answered 'yes!' then the 90 day Look Great Naked Challenge is just the thing for you!

Imagine getting an email from your personal trainer, your lifecoach and your nutritionist each and every day for a full 90 days that told you what to eat, what to focus on and what exercises to do to create the body of your dreams.

Imagine too, that within each email link you were sent videos of your exercise routines, printable program cards, 'listen as you go' mp3's and a whole bunch of easy to follow instructions that made falling off of your exercise program or diet impossible.

Be good wouldn't it?

Well, you don't have to imagine anymore!

The Look Great Naked Challenge has been designed to deliver workouts, motivation and nutritional support right into your inbox daily for 90 days with **workouts that you can do from home in less than 20 minutes a day** for most of the program.

With more than 10 different exercise routines, a follow-along dietary and exercise plans and a daily 'butt kicking' from Dax so that you can't fall off the program or 'forget', the Look Great Naked Challenge is a one of a kind system.

**In fact, it's like having a personal trainer working with you everyday!**

**And at Only £99... it's a steal!**

Just go to [www.lookgreatnakedchallenge.com](http://www.lookgreatnakedchallenge.com) for more information about how to join.

## Wait!... I Almost Forgot!

I've uploaded a bunch of audios to my site that explain everything in this book but in greater detail. They're definitely worth taking a listen to and, yes, they're absolutely free to you : )

All you have to do is go to...

[www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%201.mp3](http://www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%201.mp3)

[www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%202.mp3](http://www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%202.mp3)

[www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%203.mp3](http://www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%203.mp3)

[www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%204.mp3](http://www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%204.mp3)

[www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%205.mp3](http://www.daxmoy-pts.co.uk/90day/eliminationaudio/PART%205.mp3)

... and download em!

You'll be glad you did because they'll fill in a lot of the blanks about the program and answer a lot of the questions you might have in your head at the moment.

Once you've listened to them all, you might also want to visit the special Elimination Diet Community I've set up at [www.daxmoy.ning.com](http://www.daxmoy.ning.com) where others who're going through the elimination diet are supporting each other through the program, swapping recipes and simply having fun with the process rather than going through it alone.

Pop on over to [www.daxmoy.ning.com](http://www.daxmoy.ning.com) today. It's free and you'll get a lot of benefit from being a member.

I'll see you there!

*Dax*

## Frequently Asked Questions

***“In one part of the handbook you stated keep away from wheat, but that Rye was ok, in another part you are telling us to stay away from ALL gluten containing items. I am confused.”***

Don't be confused, it's quite simple really. The real aggravator for *most* people is *wheat* gluten, much more so than other forms of gluten. For this reason, wheat gluten is automatically cut from the diet. However, if you know that you are intolerant of other gluten forms then avoid them. If you're not sure, avoid them.

Simple!

***“You indicate in the ED Book never to steam veggies in the microwave. WHY? how can a 1-2 minute process be that harmful? Today many fresh veggies come in a package that are ready to pop in the microwave for 1 to 2 minutes”***

Microwaves create heat by generating a high level of vibration of the molecules of the food. Unfortunately, this vibration changes the molecular makeup of the food damaging the nutrients and rendering them mostly useless to the body. Avoid microwaves during the 30 days... and for life if you can. I threw my microwave away 5 years ago.

***“Your book pretty much covers it all. Only other place that may need a little clarification is for those out there that eat/cook oriental foods (ie. Chinese, Thai, Vietnamese, etc.) where rice stands. Is it ok or not ok? Such as white rice, rice noodles, rice paper etc. is ok or only a little brown rice?”***

Rice is not on the banned list and so rice in all its forms is acceptable. However, if your primary reason for following the diet is fat loss or weight control I'd recommend minimising the amount of white rice you consume as this creates less of an insulin response and subsequent fat storage.

***“If the ED is assisting our bodies in burning fat, how is it that butter (which I cook EVERYTHING in) be ok? I have the same wonder about coconut milk and coconut cream.”***

It's a widely held fallacy that consuming fat causes fat retention in the body. It doesn't. In fact, if you cut the fat intake too low the body will respond by making more of its own and storing it. The fats in butter and coconut are both extremely beneficial to your health, consume them freely.

***“Dax, I want to know the cheats, like when your craving chocolate substitute it for ? and when your craving potato chips ? etc”***

Sorry, I don't believe in cheats. The very word itself is almost a license to fall off the diet. This is an all or nothing system. That said, you can have unlimited fruit and make chips from real potato or parsnips if you wish.

***“I am breastfeeding and so the most important thing or piece of information for me to know before starting this program is - Is it safe while breastfeeding? or How soon after giving birth would you recommend commencing the elimination diet?”***

***I am still BF'ing and so I have begun to implement just some of the program and will complete a full 28 days detox once I have weaned the baby as I presumed releasing the toxins stored in my body fat while feeding a baby not ideal!***

There isn't much data about detoxing and breastfeeding at the same time. For obvious reasons I guess; no one want to risk the child's health by experimenting to find out... and rightly so.

However, I have spoken with many mothers who have implemented a longer, slower version of the elimination diet where they reduce one of the banned items every 2-3 days. Their feedback has been positive and they claim an improvement in the quality of their breast-milk and satiety of their babies. I make no claims in this respect as there have been too few people to feedback their results however, as long as the banned foods are reduced slowly I see no reason why this shouldn't benefit both mother and baby.

If in any doubt, wait.

***“I work with a lot of team sport players (primarily Rugby and shinty) and would like to get some of them on the ED? Can we tailor the ED to fit in around Sports Nutrition principles and specifically around supplementation for those looking to increase muscle mass.”***

The elimination diet positively affects the performance in every sport (though I wouldn't start it within a couple of days of an important game) as it improves metabolism and cellular response. With regard to supplementation, you may continue to take any supplements that do not go against the diet principles.