



21-Day Metabolic Reset Challenge



Jose Maresma, Performance Coach

Jose has been a practicing Exercise Physiologist and Performance Coach for 30 years. He has worked at the US Olympic Training Center, The US Ski Team Training Center, The NFL, NBA, NHL, MLB, MLS, US Navy Performance & Retention Training Center, The Federal Law Enforcement Training Centers and over 100 Division 1 Colleges.

Certifications:

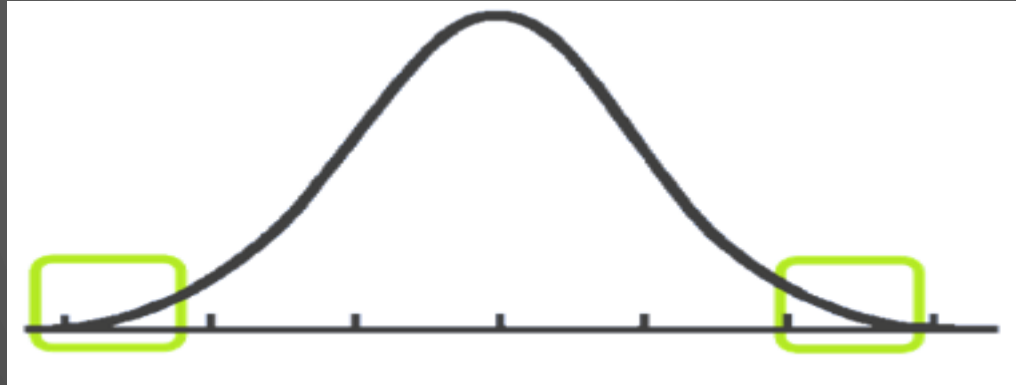
Certified Sports Medicine Exercise Physiologist

Advanced Specialty Training include:

- Mindfulness Based Stress Reduction
- Personalized Strength & Conditioning
- Rehabilitative Corrective Exercises
- Maximum Heart Rate Training
- Clinical Weight Loss
- Mind Body Coaching
- Metabolic Conditioning
- Supplement Integrative Health



The Science of Creating an Extraordinary Life Experience



WHY

Why do you want to achieve this goal

Consider Your Intentions

Some of the most common health resolutions are to **lose weight, spend less money, and get organized**. Those are all valuable and healthy practices. But why are they *your* intentions? Do you want to feel better about your body? Know that you won't need to worry about money for retirement? Stop wasting time looking for all your things in the morning?

Honoring the personal meaning behind an action helps us maintain our resolve.

Once you know
your why, you can
survive
almost any how.

When you know your WHY, what you do has more meaning

The Question

LIFE

Someone You Love

me·tab·o·lism

The chemical processes that occur within a living organism in order to maintain life.

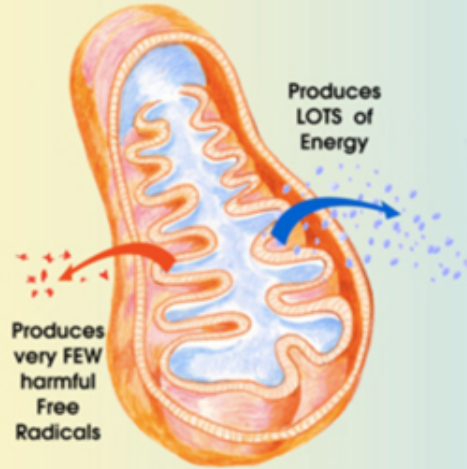
Only 7% of Americans are considered metabolically healthy

Largest Influencers on Metabolism

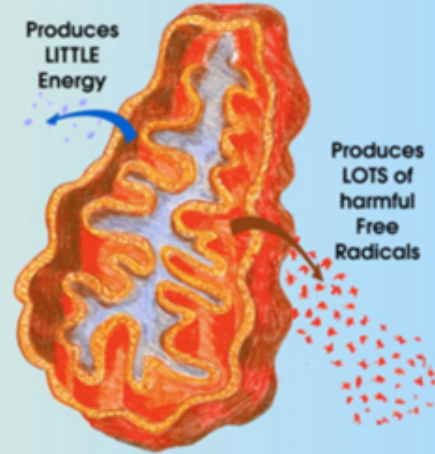
- Diet
- Exercise
- Sleep
- Stress
- Exposure to Natural Environment

MITOCHONDRIA

HEALTHY CELL



UN-HEALTHY CELL



- Cell function.
- Energy-physical & mental.
- Ageing well.
- Immune function.
- General wellbeing.

The Law of Marginal Gains

Small & consistent Effort gets you there.
The focus must be on the daily small effort.



You are here

GOAL

Small Actions = Motivation

Forward Motion



Crating the Daily Environment for Success

Start The Day

- Wake up – no contact with phone/technology.
- 5-minutes of “meditation.
- 3-Gratitudes.
- See yourself successfully taking one step/action that will move you towards your goal.
- Start your day.

Close The Day

- 1-5 minutes focused breath, body relaxation.
- Recall one “win” for the day-feel the emotions of action.

HABITS = AUTOMATIC BEHAVIORS

Healthy & Not So Healthy

Your Health

=

FREEDOM



CHOICE

Freedom

Restriction

The Secret of Change Is to Focus All of Your Energy,
Not on Fighting the Old, But on Building the New.

-Aristotle

Nutrition

We will use a Whole30 template as it is easy to follow with flexibility for most nutritional preferences. The fundamentals include eliminating processed foods, added sugars/fast carbs, increasing nutritional density (fats & proteins) and improving insulin sensitivity and fat metabolism. This is a foundational piece for preventing health problems and improving all aspects of life from physical to mental/emotional.

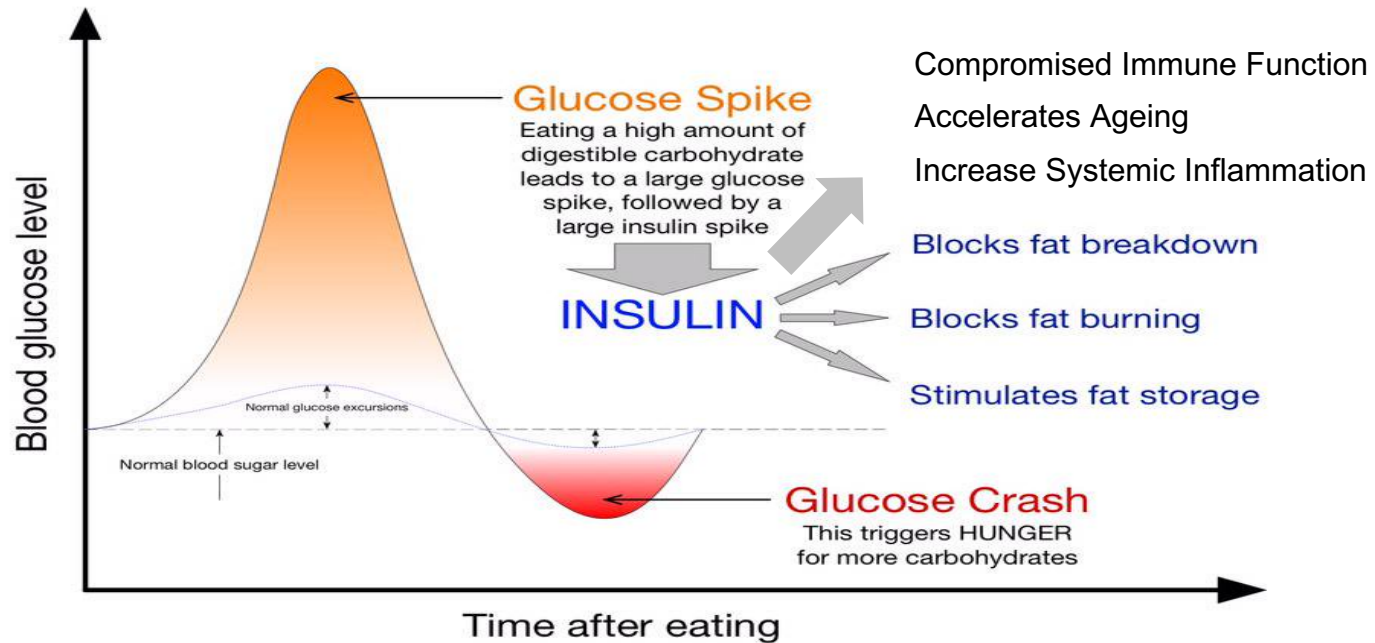


Yes: Eat real food.

Eat meat, seafood, and eggs; vegetables and fruit; natural fats; and herbs, spices, and seasonings. Eat foods with a simple or recognizable list of ingredients, or no ingredients at all because they're whole and unprocessed.

Insulin-Energy & What Happens in the Body?

Eating non-fibrous (digestible) carbohydrates traps you in a remorseless cycle of glucose dependence and hunger



The NO-NO's:

- **Do not consume added sugar, real or artificial.** This includes (but is not limited to) maple syrup, honey, agave nectar, coconut sugar, date syrup, monk fruit extract, stevia, Splenda, Equal, Nutrasweet, and xylitol. If there is added sugar in the ingredient list, it's out.
- **Do not consume alcohol, in any form, not even for cooking.** (And ideally, no tobacco products of any sort, either.) *Vanilla extract, vinegar etc. is fine.*
- **Do not eat grains.** This includes (but is not limited to) wheat, rye, barley, oats, corn, rice, millet, bulgur, sorghum, sprouted grains, and all gluten-free pseudo-cereals like quinoa, amaranth, and buckwheat. This also includes all the ways we add wheat, corn, and rice into our foods in the form of bran, germ, starch, and so on. Again, read your labels.
- **Do not eat legumes.** This includes beans of all kinds (black, red, pinto, navy, white, kidney, lima, fava, etc.), peas, chickpeas, lentils, and peanuts. No peanut butter, either. This also includes all forms of soy: soy sauce, miso, tofu, tempeh, edamame, and soy lecithin. *Green Beans, Sugar Snap Peas, Snow Peas are all ok.*

The NO-NO's:

- **Do not eat dairy.** This includes cow, goat, or sheep's milk products like milk, cream, cheese, kefir, yogurt, sour cream, ice cream, or frozen yogurt. *Ghee & clarified butter are ok.*
- **Do not consume carrageenan, MSG, or sulfites.** If these ingredients appear in any form on the label, it's out for the Whole30.
- **Do not consume baked goods, junk foods, or treats with “approved” ingredients.*** Recreating or buying sweets, treats, and foods-with-no-brakes (even if the ingredients are technically compliant) is missing the point of the Whole30, and won't lead to habit change. These are the same foods that got you into health-and-craving trouble in the first place—and a pancake is still a pancake, even if it's made with coconut flour.
- **Do not step on the scale or take any body measurements for 30 days.** The Whole30 is about so much more than weight loss, and to focus only on body composition means you'll overlook all of the other dramatic, lifelong benefits this plan has to offer. So no weighing yourself, analyzing body fat, or breaking out the tape measure during the 30-day elimination period. (You may take photos and/or measurements on Days 0 and 31, however.)

Fasting

There is a mountain of scientific evidence showing that we eat too often and trigger insulin signaling too often leading to excess inflammation in the entire body, excess body fat and poor cognitive function. By simply eating your daily calories in a "window" of time each day we can improve all aspects of health and healthy metabolism. We will show you easy to apply techniques that will have immense benefits very quickly and will compliment proper nutrition.



Mindfulness, Mental Training & Stress Reduction

We are all living in very interesting times-the pace of life has increased dramatically in the last decade and society is showing the wear & tear. Stress is directly linked to over 80% of all illness and according to the American Medical Association is the direct driver of 4 out of 5 primary care doctors visits. You will receive professional instruction on embodied mental training and mindfulness techniques that are shown to not only reduce stress but also support positive lifestyle change.



- Establish a daily mindfulness/mental focus practice.
- Establish a daily practice of gratitude.
- Establish a Morning Kick-Off: Begin your day being proactive rather than reactive.
- Use supplementation to reduce stress. (Float, Neurooptimal, Infraed Sauna, PULSE)

Restoration & Sleep

Proper sleep may be the most important thing we can do to support our health and wellness. We will bring awareness to sleep and sleep quality and use the latest scientific evidence to support our best sleep. It's pretty simple and we will learn to apply properly.

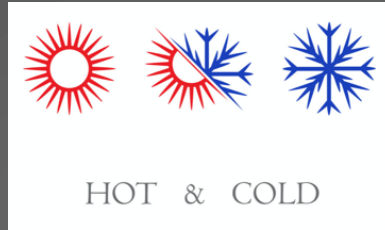
- Screen Time and artificial light
- Sleep environment
- Stress (Float, Infrared Sauna)
- Foods- No Alcohol & No Coffee after 2, eat more healthy fats
- “Supplementation” to support sleep (Float, Infrared Sauna, PULSE, Exercise)
- Exposure to Sunlight & Darkness

Movement & Exercise

This is also a biggie. Exercise is fundamentally medicine. The latest genetic science is now clearly showing that our genes require exercise and movement to work properly and function at their best, impacting every molecule in your body. We will introduce dynamic exercise that most folks think of as strength & cardiovascular fitness, and we will show you the scientific evidence to clear up many misconceptions on what proper exercise is for humans. If done properly it takes much less time to get much greater benefits. We will also cover restorative exercise that helps us improve flexibility, recovery and balance.

- One “sprint” a week (ARX, Carol)
- Two resistance sessions a week (ARX)
- 1-7 days of restorative movement (PULSE, Float, Yoga)

Get Outside Everyday



- Essential for emotional & mental health, stress reductio. Nervous system homeostasis.
- Hormonal regulation. Sleep, sex hormones, metabolic hormones.
- Internal thermal regulation.
- Mitochondrial up-regulation.

Intentional heat & cold exposure

Cold showers-Cold water plunging-Low/high ambient temperature.

Sauna, hot bath, outdoor activity.

FREEDOM

