

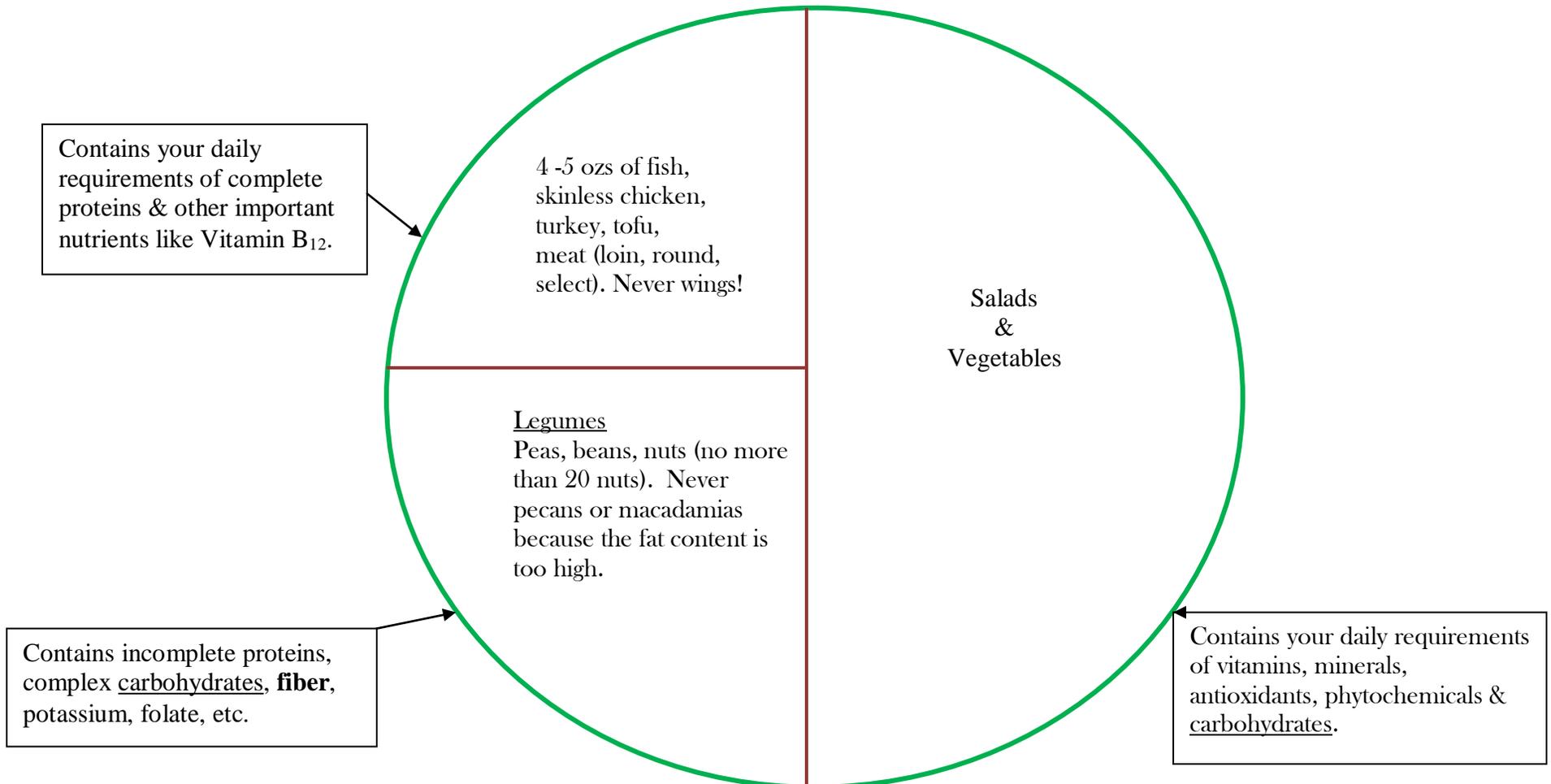


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General Rules

If your goal is to lose weight and **keep it off permanently**,
your lunch and/or dinner plate should look like this.

Remember: "*Brain cells come & brain cells go BUT
fat cells live forever*"





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If your BMI (Body Mass Index) is above 24.9 (and your fat % is above 30) you are considered overweight. To lose weight or to avoid weight gain, the food on your dinner/lunch plate should be apportioned like the plate above.

In addition, you must avoid all starchy carbohydrates – white/brown rice, pasta, white potatoes, no more than 120 calories of whole grain bread (i.e., 1 slice) - until your BMI registers between 18.5 - 24.9 and your fat % is in the “good” category. For target body fat ranges, please refer to the charts below.

It is important to note that in a muscular person, a slightly higher than normal BMI (~25.5) is an indication of overweight but not overfat. In this case, the overweight is not a cause for alarm because in such cases, that person’s fat % is usually in the “excellent” or “superior” range.

Target Body Fat Range Recommended by the American College of Sports Medicine

Women	Superior	Excellent	Good	Fair	Poor	Very Poor
Age	%	%	%	%	%	%
20-29	5.4 – 16.0	17.1 – 19.8	20.5 – 22.7	23.7 – 26.5	27.7 – 32.1	35.4 – 40.5
30-39	7.3 – 16.9	18.0 – 20.8	21.6 – 24.0	24.9 – 28.1	29.3 – 32.6	35.7 – 40.0
40-49	11.8 – 20.3	21.3 – 24.3	24.9 – 27.3	28.1 – 31.1	32.1 – 35.0	37.8 – 45.5
50-59	11.8 – 23.6	25.0 – 27.4	28.5 – 30.8	31.6 – 34.3	35.5 – 37.9	39.6 – 50.8
60+	7.7 - 17.2	18.4 - 21.1	22.0 – 24.3	25.0 – 27.6	28.5 – 31.2	33.4 – 41.3

Target Body Fat Range Recommended by American College of Sports Medicine

Men	Superior	Excellent	Good	Fair	Poor	Very Poor
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Age	%	%	%	%	%	%
20-29	2.4 – 8.3	9.4-12.9	14.1-16.8	17.4-20.7	22.4-25.9	29.1-36.4
30-39	5.2 –12.7	13.9-16.6	17.5-19.7	20.5-23.2	24.2-27.3	29.9-35.6
40-49	6.6 – 15.1	16.3-18.8	19.6-21.8	22.5-25.0	26.1-28.9	31.5-37.4
50-59	8.8 – 16.9	17.9-20.5	21.3-23.4	24.1-26.8	27.5-30.3	32.4-38.1
60+	7.7 – 17.2	18.4-21.1	22.0-24.3	25.0-27.6	28.5-31.2	33.4-41.3

Eating responsibly is more than just about weight management. Even if you have no weight issues or lost no weight, if you reduced your daily saturated fat intake to no more than 7%, and made programmed and lifestyle exercise an integral part of your daily life, among other benefits, you shall have:

- Lowered your blood pressure
- Lowered your total and LDL cholesterol
- Lowered your triglycerides
- Increased your HDL
- Recorded an impressive heart rate

So diets packed with nutrient-rich foods like fruit, vegetables, fish, lean meats, fat-free dairy, whole grains and nuts (i.e., the DASH and Mediterranean diets) will control your weight. In addition, such foods are loaded with vitamins, minerals, multiple antioxidants and **fiber**, they are heart-protective and ensure your vitality.

Secretly – or not so secretly – every body wants to indulge. But we all fear the repercussions. *Fiber & Spice* allows you the ineffable pleasure of eating what you love, without fear. With our food, you can actually have your cake and chomp noisily!

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Our menus are patterned on those at your favorite restaurants, or from your favorite celebrity chefs, minus the negatives. For example, we have:

- deleted the excessive calories to no more than 450 calories/meal
- improved cooking methods to retain the nutrients (e.g., vegetables are never boiled except in soups. In fact, they never contact water except via steam) so their final destination is in your body and not in the kitchen sink
- reduced the sodium content to the safe limit of 1,400 mg for hypertensives, which is well below the 2,400 mg limit for everyone else

Since foods vary in nutrient content, we offer a wide variety of foods from all the food groups – vegetables, fruits, grains, fish/meat, dairy - with particular emphasis on the least fattening. In this way, you consume adequate amounts of a variety of nutrients to avoid risks of deficiencies.

The food is so delicious, with your first bite, you think, “My God, I’ll definitely need more”. And as you savor every morsel, you keep looking around anxiously to make sure there are seconds. But the fiber content is so high and the proteins so lean and abundant, that by the time you finish, you cannot manage one more bite.

Of course, high fiber and high protein are critical to weight management. First of all, protein has the highest satiation effect of all the nutrients. In addition to their myriad other benefits, protein and fiber both remain in your digestive tract longer than other foods, thus delaying sensations of hunger. With digestion slowed, you feel satisfied for a longer period. The effect is totally different with fat and carbohydrates!

It’s no secret that “*genes load the gun, but environment pulls the trigger*”. But if you follow these general guidelines, you will keep your lipid numbers within healthy range and weight gain shall indeed have become a *thing of the past*.



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Food & Nutrition

- You know that breakfast is the most important meal of the day because it “breaks” the overnight “fast” to provide the energy you need to sustain you until your next meal. However, the quality and quantity of nutrients you take in at breakfast is very important. Your total calorie intake should not exceed 450, and you should try to take in at least 10 grams of protein. If you must eat bacon, please stick to turkey bacon, preferably the *Wellshire Farms* brand. If not, place the rashers on your cutting board and slice off any visible fat before cooking. Breakfast is also a great opportunity to load on calcium and fiber, so be sure to have at least 4 grams of soluble fiber per serving of cereal.
- Do not exceed your daily calorie allowance, unless you are committed to burning off the extra with vigorous aerobic activity.
- When you read labels, comply with the stated serving size. If you exceed, the additional calories must be factored into your total daily intake.
- Differentiate between the actual nutrition facts stated on the food label and the marketing claims splashed across the packaging. Those claims are often misleading. So, do not buy the product until you have read the fine print.
- Be mindful of what you are actually putting into your mouth. Think before you open your mouth and be aware of your surroundings. Is this your scheduled meal? Are you actually hungry, or just bored, pressured, depressed or eating for its own sake? If you feel vulnerable, call your coach at *Fiber & Spice*.
- Steer clear of high calorie snacks. If you do succumb to low calorie pretzels or granola bars, you must include these calories into your total daily intake.



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- Although nuts contain high percentages of heart-protective monounsaturated fats, if you regularly consume more than a ¼ cup without paying the debt of (a) vigorous aerobics; or (b) lowering your intake of other fats, you will be derailed.
- Self-monitoring is critical! You must remain accountable, if not to your professional support, to yourself. This is why you must keep a food journal. Unless you actually see your mistakes, you will not know how or where to correct them. The effort is definitely worth the benefits, and it will soon become second nature.
- Drink ½ your body weight in ounces of water Every Day. You may substitute with milk or freshly squeezed unsweetened fruit juices (not fruit drinks). However, coffee and non-herbal teas are not substitutes. They are diuretics.
- Since you are on a food budget, you must derive the most nutrients for the lowest number of calories ingested. So (a) use smaller plates; (b) eat slower; (c) reduce your portions; and above all, (d) make substitutions. (E.g., sweet potatoes for white potatoes; no bread or 1 slice instead of 2; barley, wheat berry, bulghur or quinoa instead of rice or pasta. But since these whole grains are also high in starch, you must replace ½ the stated portion sizes with vegetables).

For your favorite treats like pizza, you do not need all that dough since its final destination is your waistline. And quite apart from the aesthetics, abdominal fat will damage your health. So substitute with portabella, or enjoy our unbelievably delicious “substitute”.

An individual *Fiber & Spice* pizza contains 457 calories, 48 grams of protein, 35 grams of carbohydrates, 18 grams of fiber, 14 grams of fat, only 4 of which are saturated. Other 8-inch pizzas contain 733 calories, 32.62 grams of protein, 76.86 grams of carbohydrates, 5 grams of fiber, and 32.7 grams of fat, 14 grams of which are saturated.

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Physical Activity

As you know, losing weight is the biggest challenge you may ever have to face. Most people do not have the patience, time or discipline to remain consistent and accountable. This is one of the main reasons for recidivism.

If you are not determined or do not have at least one (1) committed friend to “walk” with you, you must seek professional support or you might as well join Sisyphus and that wretched boulder on the eternal hill. Computer-assisted weight management support is helpful, but it is very generic and cannot provide personalized assistance, timely emotional support and feedback or individualized counseling. We know from extensive experience, that most weight management professionals and personal trainers are quite detached. They keep a sharp eye on the clock and their bottom line, but never really connect with the person they are supposed to be helping. As a result, the person feels mongrelized and never really commits to weight management.

But weight gain is an illness like any other, alcoholic, psychological. To successfully overcome these ailments, counseling is required. They are never treated cavalierly with an unidentified internet “face”. Neither should weight management. Unlike alcohol which is not necessary for daily survival and can be easily removed from sight, food is constantly available, advertized, brandished, on sale, in your face. So unless you have the support, knowledge and determination to conquer this illness, the road becomes interminable.

While it is possible to lose weight without exercise, however, it is impossible to *keep it off permanently* without it. More importantly, contrary to general recommendations, it takes more than 30 minutes a day to *keep it off permanently*.

- Remember, the “30 minutes a day exercise” rule is only applicable to those who are already in shape.



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- If you are trying to maintain your weight, the NIH (National Institutes of Health) recommends 60 minutes/day.
 - But if you are overweight/obese and are trying to lose weight, the recommendation is 90 minutes a day. (1 hour & ½)
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- Specifically, you should spend those minutes doing one (1) hour of cardiovascular work five (5) days/week. Ultimately, you want to run. However, swimming, walking at 3-4 mph, the stairmaster or the elliptical machine will suffice in the interim, as long as your heart rate remains elevated throughout the activity.
 - With weight loss, the actual composition of the weight lost (i.e., fat vs. muscle mass) is more important than the number of pounds you have lost. For several reasons, aerobics without strength training is a bad idea, because you will be losing a substantial amount of muscle mass. Of course, without muscle, fat burning is not as efficient, so you would be sabotaging yourself.
 - So the recommendation is to strength train the upper and lower body twice a week each on alternate days, for a total of four (4) days.
 - If you continue this regimen even after you have reached your goal, you will *keep the weight off permanently*.

So diet and exercise go hand in hand, obverse sides of the same coin. As your metabolic rate drops with age, and your set point becomes increasingly stubborn, fat will overcome you unless you stick to this plan. Calorie reduction alone will not suffice since research has proven that “consuming less than 1500 calories/day on a regular basis lowers the basal metabolic rate”. Once the metabolic rate is lowered, fewer calories can be consumed because any excesses will be stored as fat.

This is why – as is depicted in our *Fiber & Spice* logo - you must maintain a balance of informed nutrition plus exercise in order to:

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- * correct your lipid panel numbers
- * keep your waist circumference under 30 for women younger than 30, but never higher than 35; and under 40 for all men; and
- * achieve and maintain weight loss.

The frequency with which you eat, also affects the type of weight you lose (i.e., fat vs. muscle). In a *British Journal for Nutrition* study, weight loss participants who ate frequent meals preserved considerably more lean muscle tissue than those who ate fewer daily meals, but consumed the same number of calories. Those who ate fewer meals lost mostly lean muscle tissue. So to rev up your metabolism, you must eat regularly.

If you do not enjoy low calorie foods, you cannot maintain your weight loss. So if you do not enjoy cooking and the healthy options you've tried do not excite you, let us do your cooking. *Fiber & Spice* offers gourmet taste minus the calories, so you can literally *have your cake and eat it* with gusto. At *Fiber & Spice*, we offer a range of tasty and nutritious options to satisfy the most discerning palates.

We “defuse” the fat and infuse with spices, nature’s natural healers.

So keep it Spiced. And, don’t forget the Fiber!