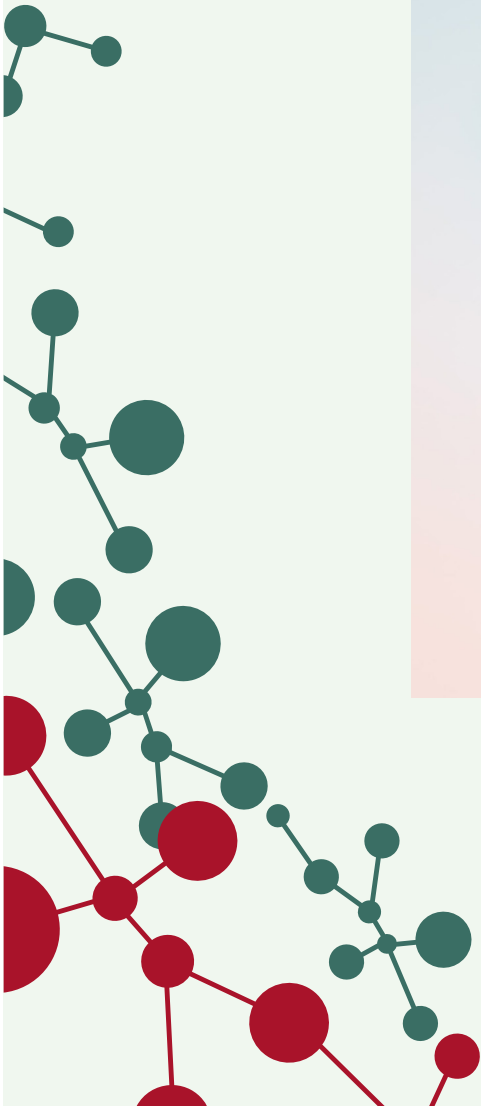
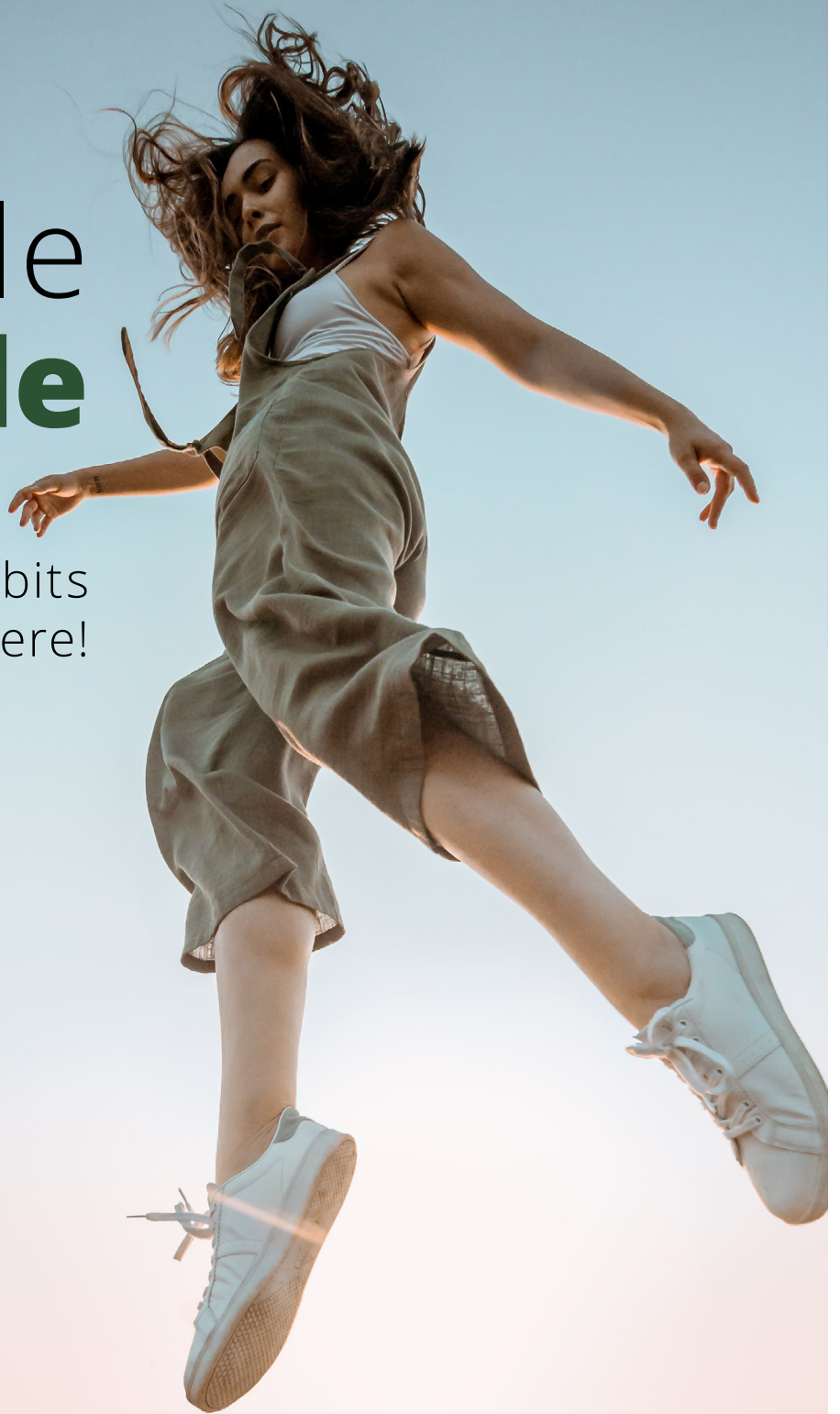


Lifestyle **guide**

Good habits
start here!



ZINZINO

One small step in a new direction. **A giant leap for lasting health.**

Even tiny changes in your lifestyle today can make a great difference to your health status in the future. Take the leap with new habits that will take you to a healthier version of yourself.

We are here to guide you in nutrition, exercise and physical activity with simple actions that you can easily make part of your day. You choose which ones to focus on. Whatever healthy looks like for you, we are with you every step of the way.

Let's get started!

Love,

Zinzino





Good nutrition is a lifestyle, **not a diet**

Good nutrition is a lifestyle, not a diet. The path to a healthier diet starts with the very next food choice you make. One better option each day will transform how you eat over the course of a month, six-months, a year, and onwards for life.

The secret to success is realizing there's no secret at all, no special method, no demanding dietary regime. It's all about making one good choice at a time, and prioritizing foods with high nutritional content (ex. brown rice, wild salmon) over energy-dense foods (ex. french fries, chicken nuggets) with low nutritional content.

Remember, this is a lifestyle – not a diet. So, stick with it.

Sustainability is king! Aim to follow these guidelines 80% of the time and spend the remaining 20% on giving yourself a guilt-free treat.

The key to **change is in your mind**

The first change we need to make is how we think about food, because those thoughts influence what food we choose to buy, what makes it to our home and on our plates. Changing the way you buy groceries is the best way to learn the positive impact better food choices can have on our health. And to change what you shop, you need to start changing your everyday habits.

Find inspiration for a healthy lifestyle



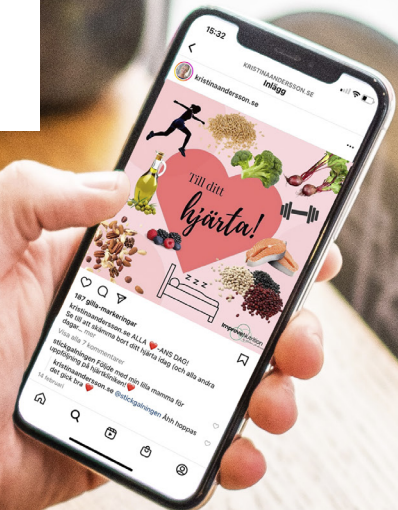
Follow influencers and get the flow of nutritious food into you feed



Listen to podcasts



Read a "healthy" cook book



A person with long dark hair is sitting on a light-colored striped couch. They are wearing a white t-shirt and blue jeans. They are holding a black pen and writing in a large white notebook that is resting on their lap. The notebook is open to a blank page. The person's left hand is holding the notebook steady while their right hand writes. A red and white patterned blanket is visible at the bottom of the frame.

It's all about **preparation**

- ✓ Giving yourself time to prepare your meals is one of the biggest differences you can make.
- ✓ Cutting out stress factors when cooking will increase the quality of the meal. Convenience foods are quick and less nutritious, because quality takes time.
- ✓ Searching for inspiration, creating a weekly meal plan and making a shopping list, is a great habit to have.

Change your shopping habits

Choose whole, natural foods at the grocery store. Try to stay clear of ultra-processed foods. Typically it's anything in a box, bag, can, or package. There are of course always a few exceptions to the rule (like a bag of fresh green beans or sweetcorn), make sure most of your foods are fresh.

Choose unrefined over refined foods. While it may not be possible all the time, generally you should aim to increase your intake of whole grains like brown rice, millet, and quino). Beans and legumes are also important. Try to minimize your daily intake of "clean sugars", include non-pasteurised honey, maple syrup, and dehydrated sugar cane juice.

Tip! Did the food come from something that ran, swam, flew, or grew in the ground, sea or on a tree? If not, limit your intake.



Explore new food

Explore new food rather than focusing on what not to eat, try to add something new to your grocery list. This is a great way to change how you think about food, and start new habits.

Set a goal to add two new foods to your shopping cart every week.



Choose the **right ingredients**

Include some protein, carbohydrate, and fat at every meal.
Here are some examples what you can shop.

Protein

Good choices

- greek yogurt
- chicken / turkey breast
- lean beef
- almonds
- peanut butter
- eggs
- lentils
- quinoa
- fish
- shell fish
- pumpkin seeds
- milk
- green beans

Carbs

Good choices

- oats
- bananas
- quinoa
- sweet potatoes
- beetroot
- kidney beans
- buckwheat
- chickpeas
- wholewheat pasta
- black rice

Fats

Good choices

- avocados
- whole eggs
- fatty fish
- walnuts
- dark chocolate
- extra virgin olive oil
- chia seeds
- flax seeds
- full-fat yogurt
- cheese

Transformation is a process

The choices you make will gradually transform your diet over time, and as you progress a world of new and nutritious opportunities will open-up to you.

“Most people have little or no problem with getting carbohydrates and fat in the diet.

Protein is usually a different story. Especially early in the day, at breakfast and lunch.


Protein is vital for muscle repair and building. It helps to control your appetite and stimulate muscle mass maintenance or growth.

During the day, **protein will help you feeling full for longer.**”

Start your **change here!**

Do you know **what you eat?**

A good way to identify your food habits is to track the things you eat for one week.
This food diary will give you a good overview to use as the start on your lifestyle journey.

Take action  Track the things you eat for one week.

Day	Breakfast	Lunch	Dinner	Snacks	Drinks
Mon					
Tues					
Wed					
Thurs					
Fri					
Sat					
Sun					

Start your new habit here!

Seek nutrition-rich food. **Go for two nutrient-rich foods** that are not part of your diet right now; one sweet and the other non-sweet. Commit to consuming them daily for ten days. Once the ten-days are up, find two new foods and add them to your diet.

Cut down on the less healthy snacks. **Identify one energy-dense food** that is holding your health back. Maybe it's that mid-morning chocolate bar at the office, or that pre-packaged sandwich for lunch?

Reduce the number of times you have the less-healthy food. By doing this, you have swapped one less healthy food from your diet for two new nutritious options.

Tip! Add a palm-full of raspberries to your breakfast each morning. Let broccoli be part of every lunch or evening meal for ten days.

Take action

Round	Select 2 nutrient-rich foods	Reduce 1 energy-dense food	10 days
ex	raspberries + broccoli	chips	✓
1	+		
2	+		
3	+		
4	+		
5	+		

Why cut back?

As you gradually reduce your intake and reliance of high-sugar, high-fat, high-salt processed foods your desire for them will naturally go down.

As a result, some of them will eliminate themselves over time as your nutritional status is reset.

Wow!

Why ten days?

Our tastebuds can be re-educated, it just takes time and repetition. When the nutritional benefits of including a certain food are tasty (!) enough, then overcoming what we think of the initial taste is a battle worth fighting.

Food with **lots of nutrients**



SPINACH AND TOMATO

This dynamic duo is proven to assist your cell in resisting oxidative damage. A warm bowl of spinach and tomato soup on a chilly day is a winning winter warmer.



FRUIT JUICE

Polyphenol-rich and scientifically proven to protect and repair your cell. Avoid the pasteurized cartons on the supermarket shelves and go for cold pressed fruit juices in the cooler – 100% of the nutrients are intact!



TURMERIC (Curcumin)

Add it to your scrambled eggs, curries, smoothies, or soups – also, adding black pepper to your meals boosts bioavailability by 2,000%!



BLUEBERRIES

One 10.5-ounce portion significantly reduces cell damage – after only one hour of consumption add a palm-full of them to porridge in the morning for a powerful bowl of cell supporting goodness.



BROCCOLI

A rich source of vitamins (C, K), fibre, minerals, and antioxidants. Add it fresh and uncooked to salads, toss them in a stir fry, or mix them into your smoothie.



NUTS AND SEEDS

Packed with essential fats and protein, and proven to alter gene expression, nuts should be a go-to snack option. Seeds add vitamins B1, B2, B3, and vitamin E.



WATERCRESS

$\frac{3}{4}$ of a cup per day is scientifically proven to reduce cell damage. by throwing them in your salad, layer them into your sandwich or wrap, or add as a main meal garnish.



Tasty **tips**

- 1 Eat a rainbow** – 4 vegetables and 2 fruit, per day. Aim to get as much color on your plate as possible in the form of fruits and vegetables. They are also full of fiber which will help you stay full and satisfied for longer. Fiber intake is important, and so too is a high diversity of fiber sources and plant food, for our gut health, and consequently microbiota and normal weight.
- 2 Aim for three to five small meals in a day.** This usually equates to three main meals, along with two snacks (fruit, nuts, or a source of protein). Eating in this manner helps to prevent you from skipping meals, and likewise overeating. Also, it keeps your blood sugar levels nice and steady, so energy doesn't lag.
- 3 Protein provides the building blocks** for muscle so will help you recover from exercise as well as keeping you fuller for longer. So, plan each meal around a wholefood source of protein such as chicken, fish, eggs, lentils or dairy.
- 4 Don't drink your calories.** High calorie drinks (like specialty coffees and soft drinks) add – on average – an additional 400 to 500 kcal per day. Choose water first, or peppermint tea, unsweetened tea (any flavour), or a simple black coffee.
- 5 Use supplements.** In the 21st century, intelligent supplementation should be part of an effective and sustainable nutrition strategy. Supplements should provide convenient ways to address nutritional gaps that are difficult to fill with food alone. By enhancing the quality of your daily diet with good quality food supplements you can create a daily habit of optimizing your nutritional needs easily, and cost-effectively.

Discover the **Zinzino Health Protocol**

–Three supplemental steps to better health



BalanceOil+ adjusts your body's Omega levels and supports normal heart and brain function.
ZinoBiotic+ promotes digestive health by supporting the growth of healthy bacteria.
Xtend+ improves your energy levels and supports your innate immune system.



Let's get **physical!**

Lifestyle isn't something we get, it is something we create. And it starts by change of mindset.

Most of us struggle to increase our daily physical activity; typically because we attempt to achieve too much too soon. It takes time to change our behaviors. It's not about what we can do in a day, or a week, but rather what we can accomplish over six-months, a year, and five-years.

Every movement counts

Everything you do when it comes to movement and activity is good for your health. Walking, standing up more often, cleaning, making your bed in the morning. All these actions are low duration, low intensity activity and they have a beneficial impact on your health. Here are tips for increasing your every day physical activity.

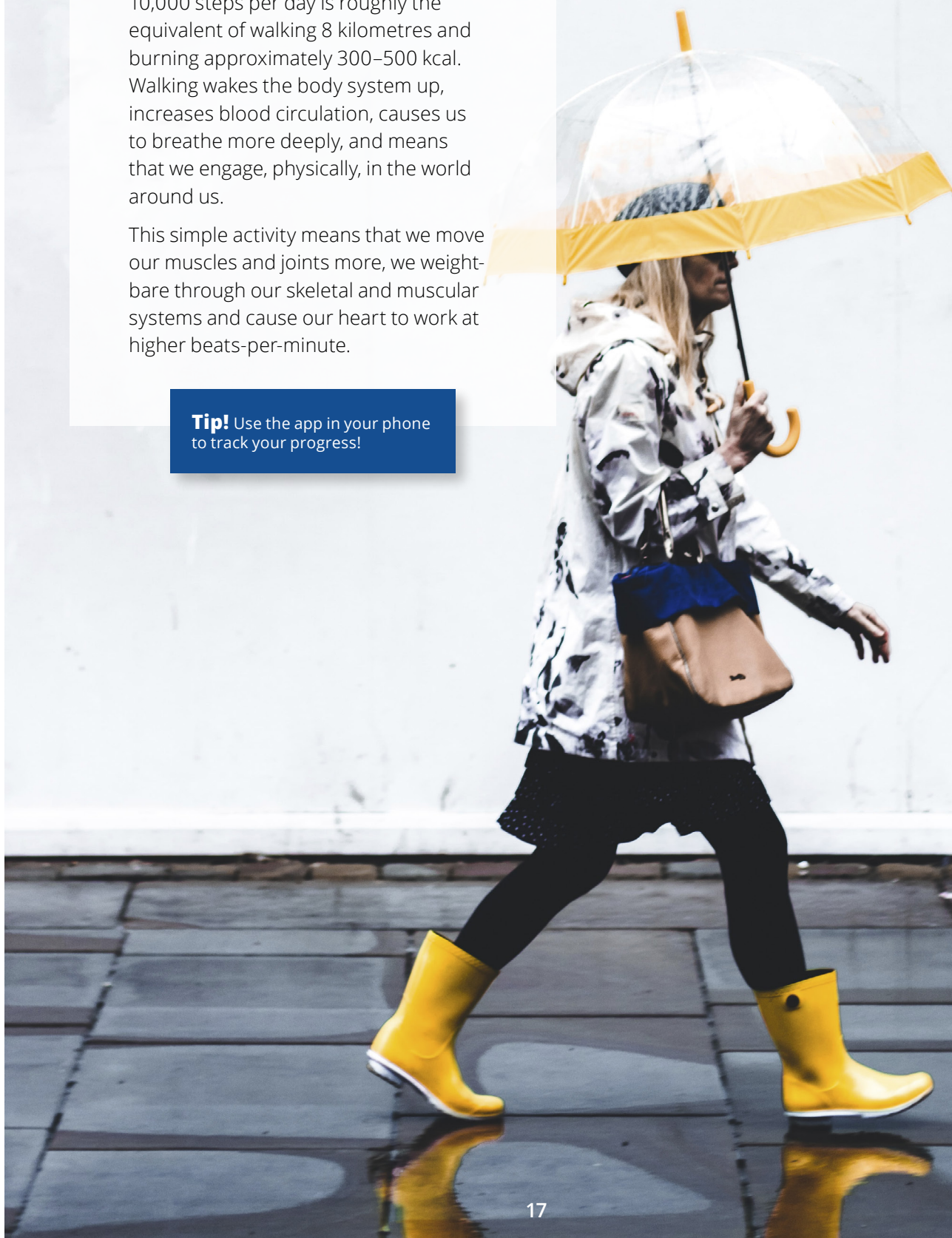


These feet are **made for walking**

10,000 steps per day is roughly the equivalent of walking 8 kilometres and burning approximately 300–500 kcal. Walking wakes the body system up, increases blood circulation, causes us to breathe more deeply, and means that we engage, physically, in the world around us.

This simple activity means that we move our muscles and joints more, we weight-bare through our skeletal and muscular systems and cause our heart to work at higher beats-per-minute.

Tip! Use the app in your phone to track your progress!



Start the **habit of walking**

Day one: aim to achieve 5,000 steps. By making the goal for day one “easy” we position ourselves in a winning, and triumphant, position from the start.

Day two: apply the 10% rule. Today, you will achieve 5,500 steps. An improvement from the day before, easy, still succeeding, and most importantly you are still winning.

By continuing to grow by 10% each day **you will hit 10,000 steps in eight days!**

Week 1

Day	Steps	Check
1	5 000	✓
2	5 500	
3	6 100	
4	6 700	
5	7 400	
6	8 200	
7	9 000	
8	10 000	

Week 2

Day	Steps	Check
9		
10		
11		
12		
13		
14		
15		
16		

Week 3

Day	Steps	Check
17		
18		
19		
20		
21		
22		
23		
24		

“Humans are creatures of habit and deal best with changes when we have time to adjust. By taking this measured approach you increase your chances of overall success, and likewise increase the likelihood of developing a life-long health habit.”



Set your goals – **move your mindset**

Pack more activity into your day. Focus on improvement, not perfection! Start by deciding to increase the times you can move more every day.

✓ **Take the stairs**

See every staircase as an opportunity to move more. Have a firm policy of no elevators or escalators, wherever and whenever.

✓ **Get off earlier**

Get off the train/tram/bus a stop earlier, and you add valuable steps and activity to your day.

✓ **Park it**

instead of trying to secure a parking space for your car that is close to your place of work, find a spot that is further away – why not a kilometre away?

✓ **Plan when you walk**

Morning walk? Lunch walk? After work walk? Add a walk to your daily routine. Start with a ten minute walk every morning, or why not after lunch? Walk for 10 minutes before breakfast, during your lunch break, or around the neighborhood after dinner.

✓ **Activity alarm**

Set a movement-alarm during work hours. Take a short break every 30 min, just get up and move around.

Exercise **for** life

Adding exercise to your daily life is one of the best things you can do to bolster your health and well-being.

Exercise can improve your muscle mass, balance and coordination, help you to manage your weight and improve your sleep habits. It has multiple mental health benefits and reduces your risk of developing chronic disease.

Best of all? You can start right now. Simply do whatever you feel will add joy to your day.

Let's go!

How much should I aim for?

The World Health Organisation (WHO) recommends getting at least 150 minutes of moderate aerobic activity, or 75 minutes of vigorous aerobic activity, per-week.





Get ready
to sweat!

Do whatever your imagination creates. Power walk, run, perform body-weight exercises, dance, stretch... Just be sure to move, raise your heart rate, and activate your muscles.

Exercise snacks

You don't have to do all your exercise at one time. Short sessions a few times a day may fit into your schedule better than a single 30-minute session and deliver meaningful aerobic benefits. So, include ten-minutes of increased activity to your day. Any amount of activity is better than none at all!

Start low and go slow

When you're just beginning to exercise, it is best to start carefully and progress slowly. If you have an injury or a medical condition, consult your doctor or an exercise specialist for help designing your fitness program. Make sure that the exercises you select gradually improve your range of motion, strength, and endurance.

Strength is key

Perform strength training exercises for all major muscle groups at least twice a week. Aim to do a single set of each exercise, using a weight or resistance band/ level heavy enough to tire your muscles after about 12–15 repetitions.

HIIT it up!

Give high-interval intensity training a go. In high-interval intensity training, you perform short bursts of high-intensity activity separated by recovery periods of low-intensity activity. This can bring great health and fitness outcomes but use it sparingly.

Set your **habit in eight weeks**

It's a combination of having a plan, sticking to it and having fun while doing it that will help you create your exercise habit. The benefits of exercise will bring you joy and boost your mental and physical health.

Set your goal

What do you want to see/ feel/ experience from your exercise?

Make the time

Finding time to exercise can be a challenge. But It's easy to fit in exercise to your day if you have a well-considered plan. Schedule time to exercise as you would any other appointment.

What days would be good to exercise?

What time in that day will you exercise?

Make the plan

A goal without a plan is just a dream. A written plan will encourage you to stay on track, make you accountable, and help you keep to track of your success.

What type of training will you do?

Build up **your** exercise routine

Here is an example

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1		Cardio 30 min					
2		Cardio 30 min					
3		Cardio 30 min		Strength 30 min			
4		Cardio 30 min		Strength 30 min			
5		Cardio 30 min		Strength 30 min		Strength 30 min	
6		Cardio 30 min		Strength 30 min		Strength 30 min	
7	Strength 30 min	Cardio 30 min		Strength 30 min		Strength 30 min	
8	Strength 30 min	Cardio 30 min		Strength 30 min		Strength 30 min	

Make your own plan here 

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1							
2							
3							
4							
5							
6							
7							
8							

Measure **your progress**

Pay attention to your baseline fitness scores and use them as benchmarks to measure your progress.

- Record your pulse rate before and immediately after walking 1 kilometre
- Time how long it takes to walk 1 mile, or how long it takes to run 3 kilometres
- Determine your body mass index (weight in kilograms divided by your height in metres squared)
- Count how many standard or modified push-ups you can do at a time
- Measure how far you can reach forward while seated with your legs in front of you
- Measure your waist circumference (just above your hipbones)

What progress will you measure?

Progress activity	Start	Week 4	Week 8	Week 12

"Many people start exercising with frantic enthusiasm, often working-out for too long or too intensely, and then have to give up when their muscles and joints become sore or injured.

Reflect on what gets you motivated, what do you think is fun, and see to that you have a lot of that in your plan."

Stay in the game. **Get back on track.**

Manage your weight, build muscle and help to balance your gut with LeanShake – a great meal replacement and perfect on-the-go option, with essential proteins and dietary fibers.



Think of your need, read, and take advice.

Shoes

A good pair of shoes can make all the difference to your comfort and performance.

Pick shoes designed for the activity you have in mind.

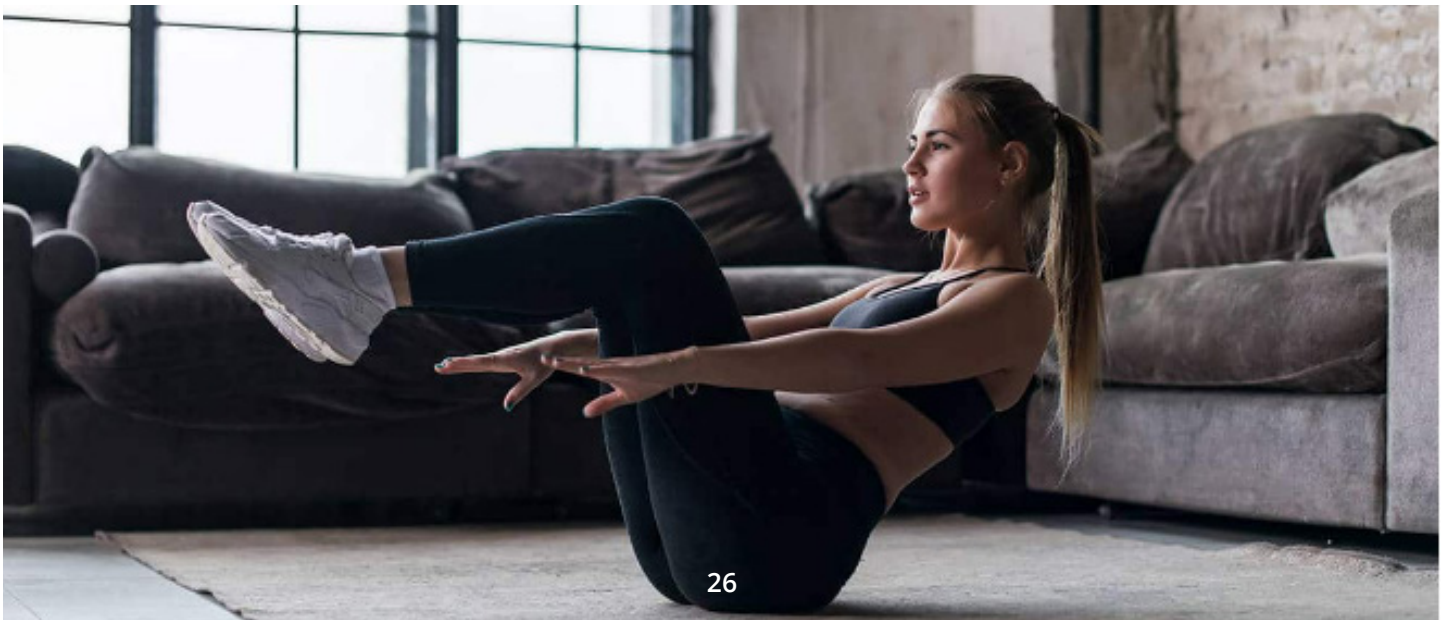
Equipment

Your own body can be the very best equipment to start with. A TRX band and a yoga mat can also be good to have for at home exercise.

Tech

Wearable tech, such as smart watches, fitness watches, can provide you with useful insights and track the changes that really matter. For example, improvements in your resting heart rate and exercise heart rate.

Using fitness apps can help you track your distance covered, calories burned, and heart rate variability to access a 360° insight to your fitness.



A woman with blonde hair in a ponytail is running up a wide set of stone stairs. She is wearing a dark blue long-sleeved top, black leggings, and purple and orange sneakers. The background is a large, light-colored stone wall with rectangular panels. The stairs are made of grey stone and lead upwards to the right.

Now, you're all set. **Let's get started.**

Remember, we're with you every step of the way. Always check out the latest on our [blog](#) for inspirational recipes, motivational pep talk and our latest findings in the world of health and wellness.