

Your First 7 Days: What to Expect

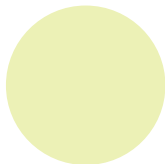
Setting goals, understanding ketosis, daily tips and inspiration



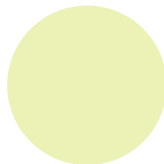
Welcome to your first week.

We're glad you're here. Before you start your transformation, take some time to reflect on your intentions, both physical as well as emotional. While this guide will help ease you through your first week on the protocol, it will also be your own personal "playbook" as your goals are met with every transformational step that you take.

Weight loss objective



%



lbs

My why _____

Non-Scale Goals

While the number on the scale may have led you to this moment, that number doesn't tell the whole story.

As you start your program, it's important to be mindful of all the other areas of your life and health that have been impacted by diet and lifestyle up to this point. While not as obvious as a number on a scale, or a pants or dress size, these improvements have a greater impact on your quality of life and are worth your consideration.

Below are some of the most commonly reported improvements achieved by following the Ideal Protein protocol.

Check the boxes that you would like to see improved in your life as a result of this journey.
These are your "non-scale Goals":

Mind and Mood

- Improved overall sense of happiness
- Become more patient
- Improved stress management
- Feel less anxious
- Improved self-image
- Increased self-esteem
- Greater confidence
- Become more social
- Greater self-control
- Less mood swings
- Improved attention span
- Improved memory
- Become better organized
- Become more productive

Eating Behaviors

- Healthier relationship with food
- Reduce/eliminate bingeing and disordered eating
- Disconnect food from emotion (love, anger, fear, stress)
- Differentiate cravings from hunger
- Improved self-awareness of hunger and satiety (fullness) signals
- Better understanding of cues and triggers
- Adopt healthier strategies for emotion-based food cues and triggers
- Cultivate a healthier home food environment
- Engage entire family in healthier habits and choices
- Become more knowledgeable about nutrition, food labels, etc.
- Learn how to incorporate carbs and sugar without losing control
- Be more confident about making healthier choices when dining out

Other:

Week 1: Easing into Ketosis

Your 7-Day Guide to Success

Day 1



Night Before Checklist

- Tomorrow's menu planned, prepped, packed (if needed).
- First coach check-in scheduled on your phone with a reminder.
- Support system is in place: Communicate to your significant others that you need their support.
- Create a safe food environment: Toss the chips, cookies and any other trigger foods.
- Modify your schedule: If possible, postpone any lunch or dinner plans, consider take-out for the family.
- Recommit to your goals and your desire for transformation.
- Give yourself a hug and get excited. You are awesome.

How you may be feeling:

Hunger/Cravings
Headache
Irritable/Emotional
Nausea

For many, Day 1 may start off like any other day due to the fact that there is still some “sugar in the tank”.

But as the day progresses without the “expected” replenishment of sugar being supplied through your diet, your body may send out a few friendly “reminders” that your sugar tank is running low—reminders such as **hunger** and cravings. Aside from hunger, you may also feel a little deprived, which could lead to **irritability** and/or **mood swings**. This is all completely normal. What you may not realize is that the “central command” center of your brain, the part that controls all aspects of survival like breathing, heart rate, etc. is becoming a little concerned. “It” doesn’t recognize the new eating regimen that you’ve started, nor does it understand your short- or long-term health goals! But in just a few days, your body will adapt and plenty of energy will be available.

Just hang in there. It will get easier.



Troubleshooting Hunger

- Take advantage of unlimited salad greens, BCAAs (you can have up to 2 per day during the first month), unlimited water enhancers and fat-free broths (up to 2 cups per day).
- You may incorporate 1 extra non-restricted packet from your extras box during the first 7 days only.
- Make sure you are drinking the required amount of water.



Troubleshooting Irritability & Feeling Deprived

- Awareness: Studies show that the simple act of acknowledging hunger as being “intentional” and temporary may be enough to ease the “command center’s” stress response.
- Develop a mantra for praising yourself and repeat it often (e.g., “I am doing this!” “I am grateful!” “I believe in me!” “I got this!”).
- Less is more: If possible, engage your support team in picking up some of the “slack” in your day-to-day (feed the kids, wash the dishes, walk the dog, etc.).
- Drink plenty of water. Add one of our Water Enhancers.

Headaches

One of the first symptoms that may appear during your transition are headaches. The sudden withdrawal of sugar from the bloodstream leads to a subsequent drop in insulin secretion. This sudden drop in insulin causes sodium, which has been retained by the kidneys, to be released in your urine, and where sodium leads—water follows. This increases your urine production as well as the frequency of “having to go.” While this increase in frequency during week 1 may lead to a welcomed weight loss at your first check in, it also disturbs your electrolyte balance, often leading to headaches as well as feelings of “light-headedness” or “dizziness” when standing quickly after sitting.



Troubleshooting Headaches

- Incorporate water enhancers.
- Add 1/3 teaspoon of sea salt into 8 oz. of water and drink. This should rebalance your electrolytes and alleviate a headache within 15 minutes.
- **Clients on prescription drugs for hypertension must be advised to watch for these signs. Often times physicians will need to lower or discontinue medications, so be in touch with your physician.**

Nausea

On Day 1, nausea often occurs with those who take the a.m. multi-vitamin on an empty stomach. Because they are acidic in nature, multi-vitamins require more digestive activity (from food) to buffer their effects.



Troubleshooting Nausea

- Try moving your first multi-vitamin of the day to after lunch, and always take on a full stomach.



Food for thought: Learning to like vegetables

For many who dislike vegetables, bitter greens, in particular, this may sound a bit daunting. But the good news is: *it doesn't have to be.*

In time, and with repeated exposure, the aversion to the bitterness disappears. This is due to changes in specific proteins that are found in our saliva that assign taste perception, and ultimately influence food preferences and eating behaviors. With continued exposure to vegetables, not only will you change your mind about liking them—but you will also change your taste buds. There is no better time than Phase 1 to start “practicing” so that by the time you are stabilizing your weight, you will have a tremendous advantage.





Night Before Checklist

- Tomorrow's menu is planned, prepped, packed (if needed).
- Second coach check-in scheduled on your phone with a reminder.
- Support system is staying supportive.
- Create a safe food environment: Don't leave ANYTHING to chance.
- Review tomorrow's expectations & troubleshooting solutions: Know that you got this.
- Ensure that your food journal is filled out and accurate!
- Recommit to your goals.
- Give yourself a hug. You are one day closer to becoming a fat-burning machine.

How you may be feeling:

Hunger/Cravings
Headache
Irritable/Emotional
Nausea
"Keto Flu"
Fatigue

Day 2 may start off much like Day 1 ended: *Hungry, irritable and achy.*

Based on your metabolic flexibility (the ease at which your body transitions) the degree of side-effects can range from manageable to almost "flu-like" with symptoms such as body aches, headaches, fatigue, GI issues and nausea. This is referred to as the "**Keto Flu.**"



Troubleshooting "Keto Flu"

- Ensure that you are drinking enough water. Add electrolytes through one of our water enhancers.
- Headaches: Add 1/2 teaspoon sea salt to 8 oz. water.
- Take a warm bath (lavender oil or Epsom salts optional).
- Continue to follow the protocol 100% including all supplements!
- Take it easy—this will pass.

Fatigue and/or Exhaustion:

It's also very normal to experience varying degrees of fatigue and/or exhaustion during these early days. Because your body detects that there is less energy "coming in" through your diet, it starts conserving the energy "going out" by inhibiting the non-essential physical activities that require effort—and energy—to complete. This is all very normal at this stage in your transition. Once in ketosis, energy is once again abundant, and your energy levels will be back to normal (or even better).



Troubleshooting Fatigue and/or Exhaustion

- Do not push it. Go with it. Get into a good book, podcast or craft.
- Be kind and patient with yourself. Remind yourself that this is part of the journey.
- Limit physical activity to “conversational cardio” intensity and duration.
- **Refrain from intense exercise such as running, cycling, swimming, high impact aerobics, hot yoga, weight training, etc.** You are not a “fat-burning machine” just yet. Your body simply does not have the fuel to support this type of energy expenditure and will have to break down your muscles to make it. Loss of lean body mass (muscle) slows metabolism, which can affect your long-term success.

Caveman response

The “caveman response” may make its debut for some as early as Day 2. *What is the “caveman response”?*

Keep in mind that at this point in time, the “central command” center in your brain is NOT happy that you haven’t taken the bait and succumbed to its friendly “reminders” to eat (sugar!)—but it’s not giving up just yet. Around Days 2 and 3, prepare for “central command” to kick it up a notch: It’s going to engage other parts of your brain to get in on the action, too. These parts of your brain are the ones responsible for memories, emotion and motivation. They work in unison with just one goal in mind (literally), and that is to find sugar ASAP. This isn’t a new “collaboration” of brain regions, in fact it’s been around hundreds of thousands of years—having served to protect us far longer than it’s been sabotaging us. From here on out, let’s refer to this collaborative effort as the “caveman response.”



Food for thought: Supplements

It may be Day 2, but it’s never too early for a forewarning about one of the biggest mistakes that people make when doing the Ideal Protein protocol:

They stop taking their supplements.

Even though you are eating 4 cups of vegetables and getting adequate protein, your body requires a certain amount of vitamins and minerals every day to complete trillions of chemical reactions—including those involved in energy conversion (aka, ketosis). Many of these essential nutrients are found in fruits, whole grains, dairy products and even added to processed foods—all of which are removed from your diet in the Weight Loss phase (Phase 1).

In essence, our supplements are actually replacements.



Night Before Checklist

- Tomorrow’s menu is planned, prepped, packed (if needed).
- Third coach check-in scheduled on your phone with a reminder.
- Support system is staying supportive! Let them know there’s light at the end of the tunnel.
- Food environment remains safe and free of trigger foods.
- Review tomorrow’s expectations and troubleshooting solutions: You’re getting closer—you got this.
- Ensure that your food journal is filled out and accurate!
- Recommit to your goals.
- Take a deep breath. You are one day closer to becoming a fat-burning machine.

How you may be feeling

- Hunger/Cravings
- Headache
- Irritable/Emotional
- Nausea
- “Caveman Response”
- “Keto Flu”
- Fatigue

Many of the side effects from Day 2 may follow you into Day 3.

Many will experience (if they haven’t already) the “caveman response.” The difference between being preoccupied “thinking” about food and the “caveman response” is that the latter deploys a powerful chemical messenger called Dopamine. Dopamine is the conductor of our caveman response and engages memory and emotions in an effort to convince you that happiness and pleasure are just a few bites away. It does this through **intense cravings** triggered by the *sight, smell* or even *thought* of a trigger food and/or by **sabotaging thoughts** (i.e., *“My life is too stressful right now to do this. I’ll start when things calm down at work,”* or *“A small piece of pizza won’t ruin this,”* or *“One glass of wine will put this craving behind me”*).

It’s a powerful chemical reaction stuck on *auto pilot*. And once you remove yourself as the “cause and effect” of past attempts and failures, you gain back the control. This may take some time to sink in, but the take-away on Day 3 is that *you are in control*.



Troubleshooting the Caveman Response

- If the source of this caveman response (trigger food) is still in your home—get rid of it immediately.
- Manage physical hunger: Research shows that physical hunger (grumbling stomach) can intensify this response. Eat a small salad and incorporate an extra packet from your Extras box.
- Don’t try and fight it by denying it. Be mindful of what this response once did to help us survive, find some gratitude and then repeat your mantras.
- Make sure you are drinking the required amount of water.



Troubleshooting Sabotaging Thoughts

- Acknowledge that this is your brain's "last ditch effort" to sabotage your weight loss journey—not your true desire.
- Reach out to your support system or coach for additional support.
- Mindfulness: Find alternative ways to manage your stress. Ideas include downloading a meditation app and practicing in 10- to 20-minute increments, getting more sleep, taking a hot bath or shower, getting a massage, starting a jigsaw puzzle, taking a leisurely walk or indulging in a good book or podcast.



Food for thought: Food journals

For many, keeping track of what we eat and drink each day can be more of a hassle than a help. If this happens to be your point of view, then it's important to change your mindset today. Keeping a food journal is an integral part of the entire protocol and is a requirement. Without your weekly food journal, it is impossible for your coach to help you succeed. And just the act of keeping a food record throughout the day has significant benefits on your current and future eating habits. Studies have shown that dieters who track what they eat (up to three times a day) lose more weight than dieters who did not keep a food journal. That's because, according to researchers, writing down what we eat after meals engages mindfulness and reflection (conscious and unconscious) on the choices we make. Over time, this increase in self-awareness leads to making better choices and healthy modifications.



Night Before Checklist

- Tomorrow's menu is planned, prepped, packed (if needed).
- Support system is staying supportive.
- Food environment remains safe and free of trigger foods.
- Review tomorrow's expectations and troubleshooting solutions: You're getting closer—you got this.
- Ensure that your food journal is filled out and accurate!
- Recommit to your goals.
- Give yourself a high five. You got through one of the most challenging days yet.

How you may be feeling

- Hunger/Cravings
- Headache
- Irritable/Emotional
- Nausea
- “Caveman Response”
- “Keto Flu”
- Fatigue
- Feeling Better

For many, Day 4 can mark a turning point in hunger and cravings.

But don't get discouraged if your symptoms are still present on Day 4. The rate of transition is different for everyone. Continue with the troubleshooting tips and strategies, including adding an extra packet of an Ideal Protein snack if needed.

You may feel tempted to hop on the scale right now, but don't do it. Scale readings can vary, and a reading on your bathroom scale will more than likely differ from your clinic's scale and can set you up for disappointment (and more sabotaging thoughts!). It's best to use only one scale—your clinic's—as the point of reference throughout your weight loss journey. It also gives you something to look forward to each week.

Reinforcing Tips & Strategies

- Make sure that you are *fully prepared, prepped and packed* for your next day's eating plan. Not being prepared gives the “caveman response” a huge opportunity to intervene. *Don't set yourself up.*
- Stay busy. Get into some sort of a project, whether it's work related, a craft or a project around the house (closet organizing, anyone?).
- When watching TV, be aware that food marketers are well aware of the science behind our “caveman response” and exploit this vulnerability through seductive food designed to trigger hunger and cravings.



**Food for thought:
What's on the menu**

Preplanning your weekly menu is ESSENTIAL for success. Setting aside time each week to plan your menu, grocery shop, prep and prepare your meals ahead of time will increase your chances of success *significantly*. Not having a set plan opens the door to deviations which can hinder your progress. Start off right by organizing a weekly meal planning schedule.



Tips & Suggestions

Weekly Prep

Prior to your clinic check-in, and following your clinic's pre-ordering policy, pre-plan your next week's menu in its entirety.

On or prior to Day 6, visit the grocery store to pick up your dinner protein as well as your vegetables.

Vegetable Prep

Trim, chop and portion. Place in a Ziploc bag with a paper towel (to preserve freshness) and label day and meal.

Protein Prep

Using approved spices and seasonings, prepare proteins for the first few days. Depending on sell-by or use-by dates, you may want to transfer some of these items to the freezer for later on in the week. *But don't forget to take them out!*

Daily Prep

Planning, prepping and packing is ESSENTIAL for success on the protocol! Each evening after dinner, take a visual assessment of the next day's menu and make sure that you have everything you need on hand! If you work inside or outside the home, make sure that your next day's food is organized, packed and ready to go! Think ahead to tomorrow's dinner as well, season meats and/or pull items from the freezer if necessary.

Use Your Phone To Keep You Organized!

Staying organized is the key to long-term success! But often times life gets in the way despite our best intentions. While most of us can't afford personal assistants to keep us on our game, most of us do have the next best thing. Our phones! Take advantage of the useful benefits that our calendars serve! Get in the habit of setting daily and weekly reminders to help you maintain your new regimen. Remind yourself to plan your menu, pick up items from the market, pull the chicken from the freezer, etc.!



Night Before Checklist

- Tomorrow's menu is planned, prepped, packed (if needed).
- Support system is staying supportive.
- Food environment remains safe and free of trigger foods.
- Review tomorrow's expectations and troubleshooting solutions: You're getting closer—you got this.
- Ensure that your food journal is filled out and accurate!
- Recommit to your goals.
- Give yourself a hug. You got through one of the most challenging days yet—YOU ARE A ROCK STAR.

How you may be feeling

- Hunger/Cravings
- Headache
- Irritable/Emotional
- Nausea
- "Caveman Response"
- "Keto Flu"
- Fatigue
- Feeling Better

For many, Day 5 can mark a turning point.

You may feel a shift in hunger and cravings, and even feel a little more energy. But for others, ongoing symptoms may persist. Don't get discouraged. Remember that one's metabolic flexibility is determined by genetics and/or environment. If you are following the protocol 100%, then it is just a matter of time—stay the course. But if you are deviating from what is on the protocol, no matter how slight, this could prevent the switch from occurring. You've come so far—you are almost there. Keep going. If you need added support to help stay compliant, reach out to your coach.



Food for thought: Smart choices

Planning your weekly meals

On the Ideal Protein protocol, we have many items to choose from, including a large variety of salty and sweet "snack" items. You may be tempted to build a menu around these more palatable items, but this is not advised, especially if your goal is to achieve both short- and long-term success. While these sweet and salty snack items can be a helpful tool in the short-term for helping to bridge healthier choices and habits, or managing cravings, the long-term goal is to change the very food choices and eating behaviors that have led you astray. For best results (faster weight loss, less hunger, more energy, preference building), choose items from the "Main Courses" category and limit the palatable snack items to once per day—regardless of whether or not they are restrictive.





Night Before Checklist

- Tomorrow's menu is planned, prepped, packed (if needed).
- Support system is staying supportive.
- Food environment remains safe and free of trigger foods.
- Review tomorrow's expectations and troubleshooting solutions: You're getting closer—you got this.
- Ensure that your food journal is filled out and accurate!
- Recommit to your goals.
- Get excited, you're nearly through week one!

How you may be feeling

- Hunger/Cravings
- Headache
- Irritable/Emotional
- Nausea
- "Caveman Response"
- "Keto Flu"
- Fatigue
- Feeling Better

Day 6 may be a mixed bag—sudden bursts of energy followed by fatigue and hunger.

You may feel as if there is a tug-of-war happening between your caveman response and your "rational brain" that ultimately determines your actions and behaviors. Giving in will only prolong the inevitable—in fact, it actually reinforces these self-sabotaging behaviors which fuels the caveman response. Remember—*YOU are in control.*



Food for thought: The ketosis question

Around this time, you may be tempted to check your urine with the ketone strips for signs that you are in ketosis. Before you set out to the local pharmacy, it's important to understand how these strips work, and the risks of analyzing your progress through these readings.

Ketone strips work by detecting the levels of Acetoacetate, just one of three ketone bodies, that spill into your urine. There are two other ketone bodies that are produced as well. They are Beta-hydroxybutyrate (levels of which show up in our blood and are detected through blood ketone meters) and Acetone (which is less prevalent and detected through our breath). Acetoacetate is the only one that is detected in urine, giving a misleading assessment of "being in ketosis."

Another common assumption that people make when relying on ketone strips for assessing progress is the color chart, which ranges from "Very Light" to "Dark" depending on the number of ketones that are present. This does not gauge how "deep" one is in ketosis—it gauges only the number of ketones not being used. As the body becomes keto adapted, proficient at using ketones, more ketones are used and less are excreted through our urine. In this scenario, "less" may definitely be "more."



Night Before Checklist

- Tomorrow’s menu is planned, prepped, packed (if needed).
- Support system is staying supportive.
- Food environment remains safe and free of trigger foods.
- Review tomorrow’s expectations and troubleshooting solutions: You’re getting closer—you got this.
- Ensure that your food journal is filled out and accurate!
- Recommit to your goals.
- Acknowledge that—YOU ARE A ROCK STAR. One day to go in week one!

How you may be feeling

- Hunger/Cravings
- Mild Headache
- Irritable/Emotional
- Nausea
- “Caveman Response”
- “Keto Flu”
- Fatigue
- Feeling Better

Congratulations! Today marks ONE WEEK DOWN.

You can expect to feel as though the “worst” is behind you—and it is. As the days and weeks progress, your body will continue to become more and more proficient at using fat (ketones) as its main energy source. This is called being “keto adapted.” What you have to look forward to in the coming weeks is increased energy levels, reduction (if not complete absence) of carb cravings, better sleep, greater focus, improved mood—all while losing pounds and inches.

In the days and months to come, your body will become accustomed to running mostly on fat, making you, essentially, *a fat-burning machine*. But keep in mind that ALL of this can stop in an instant if you do not follow the protocol 100%. Even the slightest deviation, whether it’s that “one” glass of wine, a piece of bread from the breadbasket or even “bites and tastes” here and there, can stop this process in its tracks and sabotage your success. Once there, you will have to start all over again.



Food for thought: Your first weigh-in

Typically, the first weigh-in usually results in a higher weight loss (provided that you stayed on protocol without any slipups or deviations) due to water loss. Going forward, it’s important to manage your expectations. While results may vary, dieters can expect to lose between 6 and 8 lbs. during the first two weeks and 2 lbs. per week thereafter. Sometimes these “marks” aren’t always met, even with 100% compliance. This might have to do with factors such as constipation, water retention, menstruation, change in normal weigh-in time (from a.m. to p.m.) and even clothing (going from summer to winter). Your clinic’s Body Composition Analyzer will be able to determine the source of your weight loss, the vast majority of which should be fat. A reduction in lean body mass may indicate that you are not consuming adequate protein, are expending too much energy (exercise) or are deviating from the protocol—intentionally or not. A gain in water weight, which indicates glycogen storage repletion, supports the latter.

In any event, do not let a single weigh-in discourage you. Aside from what the scale happens to read, there are so many other indicators of your success—such as inches lost and Non-Scale Goals. Now would be a perfect time to review those goals and assess your progress.