

## Why Units?

A lot of people have an emotional attachment to calories & then try to eat as little as possible.

This is a mistake because adaptive thermogenesis is a real physiological process whereby the body learns to become more efficient with less calories.

So heavily restricting yourself is a sure fire way to guarantee you don't get the results you want.

Units are personalised to each individual.

Millions of years of evolution have gone into you.

DO NOT try to be clever by eating more or less.

You're only short changing yourself.

## Why/how can I eat this stuff?

Years and years of research tells us that the diet you follow doesn't matter.

They ALL do the same thing: they get you to eat less food.

Sadly most diets do so in a way that's hard to stick to.

The recipes/meals/ snacks in our system have been appropriately portioned up ahead of time for you so you don't have to do it.

We follow the scientific rule that everything is allowed in appropriate portions.

So as long as you eat the right number of units per day, you'll get the results you want.

You can eat meals in any order at any time of day.

As long as you eat the right number of units, at the end of the day, you'll get the results you want.

And we recommend eating foods you like because that'll make it easier to stay on track (because you won't feel deprived).

## **Does it take long to plan meals? What about family?**

Planning your meals takes around 10-15mins once per week.

We recommend you do it every Sunday so that you have your plan ready to go on Monday.

The recipes/snacks/meals in our system are family friendly.

Nothing is off limits as long as you eat the right number of units (which the system tells you).

# Why should I plan my meals?

People who PLAN their week ahead of time get the best results.

WHY? Because your planning will suck if you try to do it through the week when you're tired / busy / stressed etc.

Plus with a plan sorted, you'll know exactly what to do.

From experience if we sent you meal plans to follow there's a high probability you won't follow them.

This is mostly because you don't like our choices, but you'll follow your own.

This way you have the flexibility to eat whatever you want, in any order and as long as you eat the right number of units you will get the results you want.

# Can I change the recipes?

The recipes have been specifically designed, portioned up appropriately and personalised (via units) to you.

Simply follow the system and you'll get the results you want. Mess with it and its likely you wont.

There are a range of recipes for all different preferences so there's no reason not to find stuff you like.

And these are NOT health food shop only ingredient recipes!

You can simply shop in whatever supermarkets you already use.

## Can I use this long term?

Yes absolutely!

This system is all about the long term, giving you a realistic, easy to use system to manage your nutrition.

Commit to consistency and you'll see results.

And always remember there is no such thing as a magic bullet.

Any more questions message me on Facebook or email me at [kieran@40plusfitness.club](mailto:kieran@40plusfitness.club)