



Clean Eating

Challenge

UPGRADE YOUR EATING HABITS &
YOUR HEALTH WITH THIS
STEP-BY-STEP 4-WEEK GUIDE

4-WEEK CLEAN EATING CHALLENGE

Getting started

Welcome to your Clean Eating Challenge! Over the next four weeks, you'll implement two different challenges per week. These tips build upon each other, meaning each week you'll add additional clean eating tools to your toolkit.

By the end of the four weeks, you'll have new eating habits that'll benefit your health for years to come.

What is Clean Eating?

Clean eating simply means choosing whole foods that are as natural as possible. That means eating more "real foods" like fruits, veggies, whole grains, nuts, seeds, meat, and fish...

And cutting out the C.R.A.P.:

- Chemicals
- Refined sugar/flour
- Artificial sweeteners/colors/flavors
- Preservatives



GENERAL CLEAN EATING GUIDELINES TO FOLLOW

- **Avoid processed foods.** This includes ready-made meals, baked goods, packaged foods, processed meats, & sodas. If the ingredient list is a mile long, avoid it!
- **Follow the Dirty Dozen & Clean Fifteen:** This lists which fruits and veggies have the most and least pesticides. That way you know which to buy organic and when conventional will do.
- **Upgrade your oils.** Cook only with avocado oil, coconut oil, olive oil (best for low temps), or ghee.

Take a moment to reflect on your goals for this challenge. Whether it's losing weight, increasing your energy, breaking your sugar addiction, or simply learning new healthy recipes, record them below:

GOALS

GOAL #1:

GOAL #2:

GOAL #3:

CLEAN EATING CHALLENGE

Week One

Challenge #1: Do a 12-hour fast

This means not eating or drinking anything other than water or tea **after dinner**. Why? Well, your body does important healing and repair while you sleep. And digesting food takes a massive amount of your body's energy.

Giving your body a full 12 hours to clean shop reduces inflammation, helps your body detox, and promotes blood sugar balance. What's more, it's linked with weight loss and longevity.

So for the entire challenge, you'll eat within a 12-hour window. (Ex. Finish dinner at 7 pm & eat breakfast at 7 am). Try to finish dinner at least two hours before bed.

Challenge #2: Include 2 veggies with each meal

Your second challenge this week is to heed your mom's words and "eat your veggies!" Vegetables are packed with important vitamins, minerals, and antioxidants -- not to mention fiber.

General health guidelines say to eat at least 5 servings of veggies per day. So your goal is to eat two veggies with each meal throughout the entire challenge. If you eat more... great!

If you're new to eating veggies, this may sound daunting. But don't worry, it's totally doable. Here are a few examples below:

BREAKFAST

- [Pineapple Green Smoothie](#)
- [Green Warrior Protein Smoothie](#)
- [Egg Muffins](#)
- [Mexican Breakfast Hash](#)
- [Easy Green Breakfast Bowls](#)
- Veggie scrambles

LUNCH

- [Mason Jar Salads](#)
- [Quinoa Tabbouleh](#)
- [Chicken Fajita Bowls](#)
- [Roasted Harvest Bowls](#)
- [Veggie Chili](#)
- [Creamy Chicken & Broccoli Soup](#)
- Dinner leftovers

DINNER

- [Salmon with baked sweet potato & roasted broccoli](#)
- [Cauliflower Fried Rice](#)
- [Spaghetti Squash Pad Thai with Chicken](#)
- [Paleo Egg Roll in a Bowl](#)
- [Balsamic Chicken & Veggies Sheet Pan Dinner](#)

Week 1 Reflections

- What did you enjoy most about this week?
2. What were your favorite meals from this week that you want to keep in the rotation?

CLEAN EATING CHALLENGE

Week Two

This week, you'll stick with your 12-hour fasting window and 2 veggies per meal. But you'll also add two more challenges into the mix.

Challenge #1: Hydration

Your first challenge this week is simple. **Drink at least 8 cups of water (64 oz) a day.** And no, tea or coffee doesn't count. 😊

This week you'll also nix alcohol and sugar-sweetened drinks (including drinks sweetened with stevia and monk fruit). That means no sodas, sports drinks, or sweetened coffee drinks. Sugar and alcohol can both be very hard on your liver. Avoiding them for the next few weeks will improve your body's detoxification.

Challenge #2: Balance Your Plate

It's important to get a good mixture of clean protein, fiber-rich carbs, and healthy fats at every meal. This helps stabilize your blood sugar, keeps your energy levels up throughout the day, decreases your risk for type 2 diabetes (along with many other chronic illnesses), and keeps us feeling satiated (and less likely to reach for the bag of chips!).

Circle three to five foods from each column below. When planning a meal, make sure you include at least one food from each column to ensure you are getting a well-balanced meal!

THE BALANCED PLATE

CLEAN

PROTEIN



Grass fed beef
Grass fed chicken
Grass fed turkey
Wild caught salmon
Organic hummus
Eggs
Shellfish
Beans
Peas
Nut butter
Greek yogurt
Nuts and seeds
Quinoa

HEALTHY

STARCH



Sweet Potato
Yellow Potato
Beans
Chickpeas
Peas
Beets
Parsnips
Pumpkin
Taro
Squash
Yams
Most fruit
Brown Rice

NON-STARCHY

VEGETABLES/FRUIT



Leafy greens
Broccoli
Cauliflower
Brussel Sprouts
Cucumbers
Asparagus
Cabbage
Celery
Mushroom
String Beans
Zucchini
Tomato
Melon
Berries
Citrus Fruit

HEALTHY

FAT



Avocado
Avocado Oil
Nuts
Seeds
Egg Yolk
Dark Chocolate
Fatty Fish
Coconut Oil
Nut Butter
Ghee
MCT Oil
Full Fat Yogurt

CLEAN EATING CHALLENGE

Week Three

This week you'll continue on with the previous challenges and add in two more:

Challenge #1: Mindful Eating

What you eat is important. But how you eat is important too. So this week, you'll practice mindful eating.

This means ditching distractions and on-the-go eating and bringing your full attention to your food. Eating mindfully puts you in tune with your body, so you're less likely to overeat. It also puts you into a calm parasympathetic state (aka "rest and digest" mode), which improves digestion and eases stress.

So this week, for every meal, sit down at the table. Eliminate distractions (phone, TV, computer, work, etc). Chew your food well. Appreciate it. And savor each bite.

Challenge #2: Add in Probiotic Foods

The state of your gut has a profound effect on the state of your health. So this week, we're going to give your gut some love by incorporating fermented foods.

Fermented foods, also known as probiotic foods, contain beneficial bacteria. These friendly bacteria do a lot for your body! They help regulate hormones, create vitamins and "feel-good" neurotransmitters like serotonin, protect your body from infections, and help you digest your food.

Each probiotic food contains different strains of beneficial bacteria. The more types of fermented foods you eat, the greater your gut diversity -- which is key to your overall health and well-being.

So this week, you'll eat 1-2 servings of fermented foods every day.

FERMENTED FOODS



YOGURT



SAUERKRAUT



KEFIR



KIM CHI



MISO



KOMBUCHA



TEMPEH

CLEAN EATING CHALLENGE

Week Four

Congrats, you're in the home stretch now! For this last week, you'll keep up with all previous challenges and add in two more.

Challenge #1: Eat the rainbow

And nope, we're not talking about Skittles. Eating the rainbow simply means eating a variety of colorful fruits and vegetables.

Plant foods contain phytonutrients that give them their unique colors. Each color offers different phytonutrients and health benefits. So the more colors you eat, the better your overall health!

Studies show eating a diet rich in phytonutrients reduces the risk of chronic illnesses, including cancer and heart disease. Here's a rundown of what each color offers:



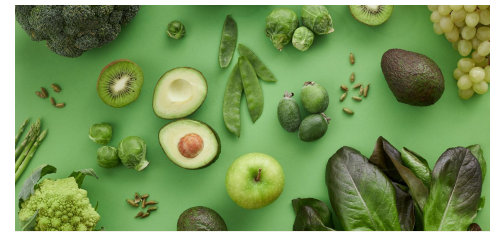
RED

- Provides lycopene
- **Benefits:** health health and anti-cancer
- **Foods:** strawberries, red pepper, tomatoes, radishes, cherries, apples, watermelon, beets, raspberries, red onions



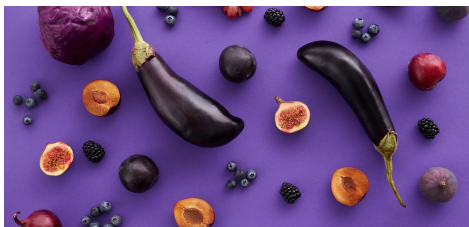
YELLOW & ORANGE

- Provides carotenoids
- **Benefits:** eye health, heart health, & anti-inflammatory
- **Foods:** carrots, lemons, sweet potatoes, pumpkin, bananas, tangerines, oranges, pineapple, corn, winter squash



GREEN

- Provides indoles, isothiocyanates, glucosinolates, & lutein
- **Benefits:** Anti-cancer
- **Foods:** spinach, kale, broccoli, asparagus, avocado, cucumber, celery, zucchini, green bell pepper, limes, green apples, green grapes, Brussels sprouts



BLUE & PURPLE

- Provides anthocyanins
- **Benefits:** anti-aging & brain health
- **Foods:** blueberries, blackberries, eggplant, plums, Concord grapes, purple cabbage, elderberries



WHITE & BROWN

- Provides allicin & anthoxanthins
- **Benefits:** anti-cancer & immune boosting
- **Foods:** garlic, white onions, mushrooms, cauliflower, parsnips, white potatoes, leeks, daikon radish, jicama

CLEAN EATING CHALLENGE

Week Four Cont.

Challenge #2: Set goals

The aim of this challenge is to create eating habits that'll benefit your health and well-being far beyond these four weeks.

And the first step to making that happen? Make a plan! After all, "If you fail to plan, you plan to fail."

So your second challenge this week is to set goals for how you will continue clean eating in the months (and hopefully years) ahead. Use the space below to get clear on your goals going forward.

GOAL SETTING

Use the SMART framework to create your **action goals** (aka what you plan to do):

S: Specific, be precise.

M: Measurable, can you actually quantify your goal?

A: Attainable, be realistic.

R: Relevant, does your goal match this setting and your long-term vision of success?

T: Timely, set a time stamp.

Also, think about the why behind each goal. Why is it important to you? How will achieving this goal make you feel or benefit your health? Your why = your **outcome goals**

Action goal example: I will eat 5 or more veggies every day this month.

Outcome goal example: I will improve my energy levels and digestion.

CLEAN EATING GOALS

ACTION GOAL

OUTCOME GOAL

ACTION GOAL

OUTCOME GOAL

ACTION GOAL

OUTCOME GOAL