The BioTrust Protein Power Meal Plan

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The Fat Neutralizing Nutrient

When it comes to improving overall health, performance, body composition, appetite control, and satiety, there is arguably not a single more effective, well-established nutrient than PROTEIN — **The Fat Neutralizing Nutrient**. Research has shown that consuming diets higher in protein are not only safe for otherwise healthy individuals, they provide a host of benefits. Higher protein diets have been shown to help:

- Accelerate fat loss *and* spare calorie-burning lean body mass when following a reduced-calorie diet.
- Prevent weight regain and contribute to long-term weight maintenance.
- Optimize 24-hour muscle protein synthesis and facilitate the maintenance or building of calorie-burning lean muscle mass.
- Boost metabolic rate.
- Preserve metabolic rate after weight loss.
- Increase satiety and improve appetite control.
- Improve carbohydrate metabolism and glycemic regulation.
- Increase calcium absorption.

Establishing the ‘New Normal’

While the Institute of Medicine (IOM) has established a recommended dietary allowance (RDA) of protein intake at 0.8 grams of protein per *kilogram* of body weight per day (or, about 0.36 grams of protein per pound of body weight), research illustrates quite clearly and convincingly that an increase in dietary protein intake to at least TWICE (i.e., ≥ 1.6g/kg or 0.72 g/lb) that of the IOM recommendations may be “metabolically advantageous,” particularly for individuals looking to improve body composition (e.g., lose fat) as well as older adults (who are likely to lose muscle mass as they age) and physically active folks (e.g., athletes, military personnel, recreational exercisers).¹

The International Society of Sports Nutrition’s (ISSN) Position Stand on Protein states that “protein intakes of 1.4–2.0 g/kg/day [0.63 – 0.91 grams of protein per pound] for physically active individuals is not only safe, but may improve the training adaptations to exercise training.” Further, the ISSN states, “While it is possible for physically active
individuals to obtain their daily protein requirements through a varied, regular diet, supplemental protein in various forms are a practical way of ensuring adequate and quality protein intake for athletes.”

Further, the American College of Sports Medicine, American Dietetic Association, and Dietitians of Canada support higher protein intakes in this range to optimize body composition and performance.

According to a study published in the *Proceedings of the Nutrition Society*, renowned protein researcher Dr. Kevin Tipton from the University of Sterling suggests that a high-protein diet may be defined by as much as 35% of total daily caloric intake. What’s more, in a breakthrough study published in the journal *Applied Physiology, Nutrition, and Metabolism*, researchers revealed the RDA (Recommended Dietary Allowance) for protein has underestimated protein requirements by as much as 30 – 50%. Using a novel, validated scientific method, researchers echoed Dr. Tipton’s recommendation (i.e., 35% of total daily caloric intake from protein) and posited that one can optimize protein intake by eating up to 1 gram of high-quality protein per pound of body weight per day.

**Show Me the Data**

High-protein diets have been shown to help accelerate fat loss and spare lean body mass while following a reduced-calorie diet. In one study published in the *Journal of Nutrition*, researchers from the University of Illinois found that women consuming 0.72 grams of protein per pound of bodyweight (about 125 grams per day or 30% of their total daily caloric intake) for 10 weeks had a 66% better ratio of fat to lean body mass loss compared to the “normal” protein group (who consumed half the amount of protein). This means the high-protein group lost MORE fat and LESS muscle—despite consuming the EXACT same amount of calories.

Interestingly, when the same group of researchers, led by Dr. Donald Layman, combined exercise (5 days of walking plus 2 days of strength training), the effects of the high-protein diet were amplified. Over the course of 16 weeks, the folks combining a high-protein diet (about 30% of calories per day) with exercise lost 43% more fat than
the “normal” protein group, who consumed the same number of calories and followed the same exercise program. Even more, compared to the normal protein group that dieted without exercise, the high-protein plus exercise group lost 75% more fat over the course of the 4-month study.7

In a recent randomized control trial published in The American Journal of Clinical Nutrition, researchers from McMaster University found that men combining a reduced-calorie high-protein diet (about 1 gram per pound of body weight per day) with a strenuous exercise program lost over 10 pounds of fat in 4 weeks—37% more than the low-protein group eating the same number of calories and performing the same exercise routine. What’s more, the high-protein group gained over 2.5 pounds of calorie-burning lean muscle—despite heavy calorie restriction—while the low-protein group experienced no change. That’s the holy grail of body composition: Fat loss PLUS muscle gain!8

In a recent randomized control trial, a group of researchers from UCLA, led by Dr. Lorraine Evangelista, found that study participants consuming a high-protein diet for 12 weeks lost 77% more weight and dropped more than TWICE as much body fat than the standard protein group.9 In another recent randomized control trial, a group of German researchers, led by Dr. Marion Flechtner-Mors, found that folks consuming a high-protein diet for 12 months lost over TWICE as much weight as the standard-protein group.10

In yet another randomized control trial conducted at the University of Navarra in Pampalona, Spain, a research team led by Dr. Idoia Labayen found that obese women consuming a high-protein diet (about 30% of daily caloric intake) for 10 weeks lost nearly 10 MORE pounds (or, 92% more weight) and 88% more fat than the standard-protein group—once again, despite both groups eating the exact same number of calories.11

In another recent study, researchers from the University of California-Davis, led by Dr. Sidika Karakas, found that overweight women consuming a high-protein diet lost THREE times more weight and over SIX times more fat than the standard-protein group despite sticking to the same amount of reduced calories.12
In several additional randomized controlled trials published in the *Journal of the International Society of Sports Nutrition*, a research team led by Dr. Jose Antonio confirmed that a very high-protein diet (i.e., 1 – 2 grams of protein per pound of bodyweight per day) is safe and has no deleterious effects. What’s more, the researchers found that a very high-protein diet confers benefits in terms of body composition (i.e., reduced body fat, increase lean body mass) and strength when combined with resistance training.13–15

One of the most objective analyses of the effects of an intervention (like high-protein diets) is something called a meta-analysis, in which researchers gather all of the studies on a particular topic and perform a highly sophisticated statistical analysis. Along these lines, in a meta-analysis of 24 weight-loss studies published in the *American Journal of Clinical Nutrition*, researchers from the University of South Australia found that high-protein diets led to significantly greater losses in body weight and body fat and spared losses in lean body mass and reductions in metabolic rate, which are common with standard-protein, reduced-calorie diets.16

The study authors concluded that, compared to standard-protein diets, high-protein diets (between 25 – 35% of total daily caloric intake) provide benefits for weight and fat loss and for mitigating losses in lean body mass and resting metabolic rate.

**No One-Trick Pony**

What’s more, high-protein diets may help *attenuate weight regain and contribute to long-term weight maintenance*. That’s right, not only have high-protein diets been shown to help enhance fat loss and improvements in body composition during dieting trials, researchers have also found that high-protein diets increase compliance and long-term weight management.17 In a study published in the *New England Journal of Medicine*, researchers found that after dropping over 20 pounds during an 8-week weight loss trial, folks consuming a higher protein diet (25% of daily caloric intake) maintained body weight over the next 12 months whereas individuals consuming a standard-protein diet regained some of the weight lost.18

As mentioned above, high-protein diets may help *preserve metabolic rate after weight loss*.19 A common concern and consequence of standard-protein, reduced-
calorie diets is a significant decline in metabolic rate, which frequently leads to weight regain. However, studies have shown that high-protein diets may help conserve metabolic rate, and therefore, may help prevent weight regain. In one study published in the *Journal of the American Medical Association*, researchers found that metabolic rate was conserved to a significantly greater extent in folks who consumed a higher protein diet (30% of total calories) compared to individuals who consumed a lower protein diet (20% of total calories).²⁰

One way by which high-protein diets may improve weight-loss outcomes is through increased satiety and improved appetite control. High-protein meals boost satiety, which means that protein-dense foods are much more likely to make you feel full and satisfied.²¹ What’s more, diets rich in high-quality proteins improve appetite control, as well as reduce daily food intake.²² In a recent study published in the *Nutrition Journal*, researchers from the University of Missouri found that consuming higher protein, dairy-based snacks (e.g., yogurt) improved satiety, appetite control, and limited subsequent food intake when compared to higher fat and higher carbohydrate-based snacks.²³

The Thermogenic Burn

All foods that you eat require calories to be burned in order to digest, absorb, and assimilate their nutrients. This is referred to as the Thermic Effect of Feeding (TEF), or what we like to call *The Thermogenic Burn*.

There is a general consensus in the scientific literature that protein stimulates dietary-induced thermogenesis to a greater extent than other macronutrients (e.g., carbohydrates, fat).²⁴ In fact, protein-rich foods are estimated to boost metabolic rate by as much as 30%, whereas fats and carbohydrates are typically estimated to be in the 5 – 10% range.²¹

In other words, protein-rich foods have the greatest thermogenic burn of all, boosting the metabolism up to THREE to SIX TIMES more than carbs or fats. This means that you burn more calories each day when you consume a high-protein diet, and it also means that protein-rich foods provide less metabolizable energy (than carbs or fats)—meaning your body is less likely to store calories from protein as fat.²⁵
Balanced Bites

Many people tend to follow a skewed pattern of protein intake throughout the day. In other words, they might have a carbohydrate-dense breakfast (e.g., oatmeal, cereal, bagel) that contains just a few grams of protein, and at lunch, they may have a salad, sandwich, and/or soup that contain less than 20 grams of protein. Then, at dinner, they tend to have a large meal with their largest portion of protein for the day.

In fact, many people consume as much as 50% of their daily protein intake at a single meal in the evening.26 Contrary to this common pattern (referred to as a “skewed” intake of protein), research shows us that a “balanced” intake of protein throughout the day appears to be optimal to take advantage of the many beneficial attributes of protein.

For instance, in a study published in *The Journal of Nutrition*, researchers found that balancing protein intake over the course of three meals (about 30 grams of protein per meal) significantly increased muscle protein synthesis (by 25%) when compared to a “skewed” protein intake typical of the American diet.27

Why is this so important? Maximizing protein synthesis is paramount to looking, feeling, and performing your best regardless of your age or goals, and it’s especially important for improving body composition, optimizing metabolism, improving carbohydrate tolerance, avoiding age-related declines in muscle mass and metabolic rate, improving performance, and optimizing physical function.

In a separate study published in the *American Journal of Physiology*, researchers from McMaster University discovered equally impressive findings when they compared a balanced to a skewed protein intake combined with calorie restriction (i.e., dieting). In general, dieting results in a marked decrease in muscle protein synthesis, which typically leads to muscle loss. In fact, losses in lean mass may account for as much as 25% of the weight lost.28,29

The researchers found that a skewed protein intake combined with calorie restriction led to significantly greater reductions in muscle protein synthesis. In other words, a balanced protein intake “rescued” much of the normal decline seen in protein synthesis.
with dieting. Even more, they found that combining resistance training with a balanced protein intake completely rescued the decline in protein synthesis seen with energy restriction and skewed protein intake.\textsuperscript{30}

As far as how much protein to eat, the research suggests at least 30 grams per meal (3 – 4 meals per day) as a starting point. More specifically, researchers suggest that about 0.18 grams per pound of bodyweight per meal seems to be optimal.\textsuperscript{31}

\textbf{It Starts with Breakfast}

While we’ve already established the importance of eating a high-protein diet and consuming optimal amounts of protein throughout the day, there’s arguably not a more important time for protein than at your first meal of the day. This is perhaps one of the key factors to your previous weight loss struggles; you may not have been getting nearly enough protein in the morning to help support a healthy metabolism and appetite management.

In a recent study published in the journal \textit{Obesity}, researchers from the University of Missouri and Purdue University found that study participants consuming a high-protein breakfast first thing in the morning lost 175\% more weight compared to a group consuming a normal amount of protein at breakfast. Only the high-protein group reported significant reductions in hunger and cravings, as the high-protein breakfast led to greater reductions in daily calorie intake.\textsuperscript{32}

In a recent study conducted by Dr. Daniela Jakubowicz, professor of medicine at Tel Aviv University, and colleagues, study participants who consumed a \textbf{protein shake containing 49 grams of high-quality protein} first thing in the morning lost 145\% more weight than a group consuming a normal amount of protein at breakfast—despite consuming the exact same number of calories! Only group consuming the protein shake at breakfast experienced \textbf{significant reductions in the hunger hormone ghrelin}.\textsuperscript{33}

This last part is important to note. Ghrelin stimulates the appetite, promotes food intake, and may facilitate weight gain.\textsuperscript{34} Previous studies have shown the greatest (and most sustained) reductions in ghrelin after eating protein-rich meals (compared to carbohydrates and fats).\textsuperscript{35,36} Additional studies have shown that supplementation with protein shakes (just like BioTrust Low Carb) leads to weight loss, reductions in ghrelin
and appetite, and improvements in other appetite-related hormones (e.g., GLP-1, which suppresses appetite). 37–39

**Not All Proteins Are Created Equally**

While we've established the “how much” of the protein equation (i.e., 1 gram per pound of bodyweight per day), the type and quality of protein is equally as important as the quantity.

Does the protein source contain the full spectrum of amino acids? Or, is it inferior, “incomplete” protein? Is it healthy? Or, is it loaded with hormones, artificial chemicals, and other toxins that can actually counteract your fat-burning efforts?

Will it be easily digested and absorbed? Or, will it cause you the burden of digestive distress every time you reach for it?

Fact is, most store-bought protein sources fail miserably when asked these questions, leaving them a far cry from ideal when it comes to delivering you the fat-burning results you deserve.

As an example, traditional eggs have a significantly different nutritional value than eggs from pasture-raised hens. Specifically, research from *Mother Earth News* demonstrated that eggs from pasture-raised hens (which are laid by hens that get to spend their days outside on fresh pastures—not cooped up in small cages or huddled by the thousands in cage-free barns) provide a significantly improved nutrition profile compared to standard store-bought eggs, including 2 TIMES more omega-3 fatty acids. 40 In the same series of studies, the researchers found that pasture-raised eggs contained SIX times more vitamin D and over 67% more vitamin A compared to conventional eggs.

What about fish? While it's often thought to be one of the healthiest protein sources, many fish are riddled with high levels of mercury and other toxic metals. Simply put, mercury poisons your brain. In fact, many doctors believe that mercury toxicity is one of the main triggers for brain ailments that rob you of your memory.
How about salmon? Because farmed salmon are typically fed commodities like soy and corn, which have dramatically higher concentrations of omega-6 fats compared to omega-3 fats, the fatty acid profiles of the salmon change markedly relative to wild-caught salmon, which feed on other omega-3-rich fish (e.g., sardines, anchovies) lower on the food chain.

The ratio of omega-3 to omega-6 fats (i.e., more omega-3 fats, fewer omega-6 fats) in wild-caught salmon is upwards of 266% higher than that of farmed salmon, which is lower in omega-3 and higher in omega-6 content. But that’s not all; farmed salmon also contain high concentrations of potentially health-damaging contaminants (e.g., PCBs, dioxins, chlorinated pesticides). Hmmm… fewer omega-3 fatty acids and more omega-6 fatty acids and contaminants; how does that sound to you? Not very good to us either.

What about beef and dairy? Simply put, not all meat and dairy is created equally. For example, beef and dairy from grass-fed cattle may be a superior option over standard grain-fed options. For instance, depending on the breed of cow, grass-fed beef contains up to 5 times more omega-3 fatty acids than grain-fed beef. The average ratio of omega-6 to omega-3 fatty acids in grass-fed beef is 1.5:1, which is much closer to what’s often considered “ideal.” On the contrary, this ratio jumps all the way up to nearly 8:1 in beef from grain-fed cows.

In a recent systemic review and meta-analysis published in the *British Journal of Nutrition*, a group of researchers critically analyzed data from 67 different studies comparing the composition of organic (i.e., grass-fed, pasture-raised) and non-organic (i.e., conventional) meat products. They found that the beef from pasture-raised animals contained 47% more omega-3 fatty acids than conventional meat products.

In addition to a much healthier omega-3 fatty acid profile, research also shows that grass-fed beef is one of the best dietary sources of CLA, as it contains an average of 2 to 3 times more CLA than conventional beef. CLA possesses antioxidant activity, and research has shown it to reduce body fat, increase lean body mass, and improve body composition.

Similar differences in fatty acid profiles are noted in dairy from pasture-raised (i.e., grass-fed) cows compared to those that are fed substantial quantities of grains,
particularly corn.\textsuperscript{45–48} In a recent systemic review and meta-analysis published in the \textit{British Journal of Nutrition}, researchers reviewed the results of 170 published studies comparing the nutrient composition of organic (i.e., grass-fed, pasture-raised) to conventional (i.e., grain/commodity-fed) dairy.\textsuperscript{49} Compared to conventional dairy, the researchers found that dairy from pasture-raised cows was 56\% higher in omega-3 fats (EPA, DHA, DPA), which help promote a healthy inflammatory response. What’s more, organic dairy contained 69\% more CLA, which, as previously mentioned, has been shown preferentially modulate body composition, enhance immunity, and promote a healthy inflammatory response.\textsuperscript{50}

It bears reiteration that the massive imbalance between omega-6 and omega-3 fatty acid consumption (which has been brought about largely by increased consumption of industrial vegetable oils, generally low consumption of oily fish, vegetables, fruits, and beans, and increased consumption of meat and dairy from grain-fed animals\textsuperscript{51–53}) has been tied to virtually all negative health outcomes and accelerated aging.\textsuperscript{51,53,54}

Lastly, how about plant-based proteins like soy and tofu? There are a number of potential problems associated with high consumption of processed soy (not necessarily with small amounts of traditionally fermented soy products like miso, tempeh, natto, and tamari). For instance, soy is a known inhibitor of thyroid function.\textsuperscript{55,56} When your thyroid is suppressed, weight loss is severely compromised. What’s more, a number of studies have shown that supplementation with soy protein is inferior to milk-based proteins (e.g., whey, casein) when it comes to appetite control and body composition. In other words, studies have shown that soy protein does not have the same impact on hunger hormones (e.g., ghrelin, GLP-1), reduce body fat, or increase calorie-burning lean muscle mass to the same extent as milk-based proteins.\textsuperscript{37–39,57–61}

With all that in mind, you could choose to avoid soy while opting only for 100\% organic eggs, chicken, fish, and beef, but this can be both inconvenient and downright expensive. Not only that, the volume of food you’d need to consume of these particular protein sources each day—especially if solely relying on them to achieve the “magic” 1 gram per pound daily intake we went over previously—is impractical and borderline impossible for most.
The BioTrust Protein Power Meal Plan

Knowing all of this, we can begin to put the pieces of The BioTrust Protein Power Meal Plan together. In summary, there is arguably not a single more effective, well-established Fat Neutralizing Nutrient than PROTEIN, and optimizing protein intake is a priority for looking, feeling, and performing your best. Studies compellingly show that higher protein intakes can help accelerate fat loss, preserve lean body mass, promote recovery and performance, increase satiety, improve appetite control, reduce cravings, improve glycemic control, preserve metabolic rate, and attenuate weight regain.

In order to put yourself in the best position to reap the benefits that The Fat Neutralizing Nutrient has to offer, you must adhere to these 3 Fat-Burning Protein Commandments, which are the crux of The BioTrust Protein Power Meal Plan:

1. **You must** take in 50 grams of protein first thing in the morning. As mentioned, this can be incredibly challenging with typical protein foods, and what’s more, research shows that protein and meal replacement shakes can help support appetite management and weight-loss efforts.

2. **You must** consume around 1 gram of protein for every pound of bodyweight. Again, the challenge is the sheer quantity of food you would have to consume. Plus, the time and inconvenience of all that cooking makes this unattractive. So, you’ll use a combination of healthy whole foods and a high-quality protein supplement, such as BioTrust Low Carb, to optimize your protein intake. [Please see the FAQs for more information on this recommendation, as it may vary slightly depending on the amount of weight you have to lose.]

3. **You must** avoid high levels of denatured dietary fat, toxicants, hormones, antibiotics, heavy metals, and other pollutants found in most store-bought protein-rich foods. Unfortunately, this is only possible in the context of an extremely expensive all-organic diet.

You may be asking, “What does this look like?” That would be a great question, and we’ll be happy to provide you with specific details in order to set you up for success. In fact, here’s the exact plan you’ll use to help support your weight-loss goals, starting today.
First, **replace your breakfast with a tasty BioTrust Low Carb protein shake.** You can either enjoy BioTrust Low Carb by itself or use one of the recipes from our 53 Fat Burning Smoothies & Milkshakes recipe book. Here are some general guidelines:

- If you choose BioTrust Low Carb by itself for your morning protein shake, then you’ll want to mix four (4) scoops of BioTrust Low Carb with 12 – 14 ounces of the liquid of your choice (e.g., water, unsweetened almond milk, iced green tea, coffee). If you choose to use milk (i.e., organic, grass-fed), then you’ll want to add three (3) scoops of BioTrust Low Carb because 12 ounces of milk will supply about 12 grams of high-quality protein. (This is a great time to add Keto Elevate MCT oil powder and/or MetaboGreens to your BioTrust Low Carb shake to help support robust energy levels and appetite management. See the Highly Recommended Supplements section for more information.)
- If you choose a recipe from the 53 Fat Burning Smoothies & Milkshakes recipe book that contains less than 33 grams of protein, add two (2) additional scoops of BioTrust Low Carb and four (4) ounces of extra liquid to the recipe.
- If you choose a recipe from the 53 Fat Burning Smoothies & Milkshakes recipe book that contains 33 grams of protein or more, add one (1) additional scoop of BioTrust Low Carb and two (2) ounces of extra liquid to the recipe.
- If you choose a recipe from the 53 Fat Burning Smoothies & Milkshakes recipe book that contains 45 grams of protein or more, the recipe will remain the same (i.e., no need to add additional BioTrust Low Carb).

Remember, a high-protein breakfast is mission-critical to helping support appetite and craving management, diet quality, and energy levels, as it helps prime the body and metabolism.

Next up, you’ll have a **sensible lunch,** which will include a portion of the lean protein of your choice and all the veggies you desire. Remember, you’ll be shooting for about 1 gram of protein per pound of bodyweight per day, and the research shows that consuming at least 30 grams of protein (or, at least 0.18 grams per pound of bodyweight) per meal seems to be optimal.

Also, feel free to use real butter, coconut oil, or olive oil on those veggies as well. Healthy fats like these can help reduce the glycemic response of the meal. What’s
more, healthy fats can also help increase feelings of fullness and satisfaction, as they appear to regulate appetite through a number of mechanisms, including the release of appetite hormones.64 The satiating power of fats is often one explanation offered to describe why some weight loss trials have shown that low-carbohydrate (and higher-fat) diets tend to lead to greater weight loss than low-fat diets.65

In addition, many of the important micronutrients (e.g., vitamins A, D, E, and K) and powerful antioxidant phytochemicals found in vegetables and fruits are fat-soluble nutrients. In other words, dietary fat is necessary to ensure absorption of these health-promoting, fat-fighting, age-defying nutrients.66,67

You can also add a portion (about a cupped handful) of smart carbs to your lunch. This might be a half of a sweet potato or a half-cup of rice, beans, or quinoa.

**NOTE:** Carb intake should be directly proportionate to activity levels and inversely proportionate to body fat levels. In other words, if you’re a moderately lean man who exercises intensely regularly, then adding some smart carbs to most meals should work just fine. On the other hand, if you’re a sedentary person who has a lot of fat to lose, you may consider starting with smart carbs at only 1 – 2 meals. Earn your carbs!

Then, **mid-afternoon, you'll have another BioTrust Low Carb protein shake.** This high-protein snack can help support your calorie-burning metabolism, satisfy your appetite, and help keep the craving monster at bay, making it much easier to enjoy a modest dinner.

For **dinner**, your meal will look an awful lot like your lunch: an appropriate portion of protein, as many veggies as you like, and some healthy fats. Again, if you've earned them, you're welcome to include a portion of smart carbs with dinner as well.

Having some slow-digesting, high-fiber carbs at dinner time can help keep you full, feeling satisfied, and even help you stick to your nutrition plan better. In a recent study published in the journal *Obesity*, researchers found that overweight folks who ate a larger percentage of their daily carbohydrates at dinner lost more weight, body fat, and inches from their waistlines compared to a group that ate the same number of daily calories in a more traditional way (e.g., more carbs at breakfast and lunch).68
Not only that, this strategy of eating more carbs later in the day helped shift hunger hormones, resulting in less hunger throughout the day. What’s more, eating some carbs later may help reduce levels of the stress hormone cortisol, which can disrupt sleep. Carbs also promote the release of a “feel-good” molecule called serotonin, which promotes satiety, feelings of wellbeing, and restful night’s sleep. So, don’t be afraid to include a portion of beans, lentils, potatoes, sweet potatoes, rice, or quinoa at dinner.

But remember, over the course of the entire day, carb intake should match your activity levels, goals, and current body composition. So, if you do include some smart carbs in the evening, make sure that your daily intake is appropriate.

That’s all there is to it! Also, feel free to include a third BioTrust Low Carb shake during the day if you exercise heavily, or if you are in a hurry and cannot make your normal lunch or dinner. Just be sure to consume one or two high-quality whole food meals.

Here’s a recap of The BioTrust Protein Power Meal Plan:

- Start your day off with a tasty BioTrust Low Carb protein shake (supplying 45 – 50 grams of protein).
- Enjoy a sensible lunch (preferably composed of whole foods), which will include a portion of protein, as many veggies as you like, some healthy fats, and an optional portion of smart carbs (depending on activity levels, body composition, goals, and overall carb intake for the day).
- Mid-afternoon, enjoy another BioTrust Low Carb protein shake.
- Enjoy a modest dinner (preferably composed of whole foods), which will include a portion of protein, as many veggies as you like, some healthy fats, and an optional portion of smart carbs (depending on activity levels, body composition, goals, and overall carb intake for the day).
- Optional: If you exercise intensely, need a meal replacement (for lunch or dinner), and/or require more protein to meet your needs, add a third BioTrust Low Carb milkshake at some point during the day (e.g., after exercise).
The BioTrust Protein Power Meal Plan in Action

Now that you have an idea of how the program is designed to be set up, let's take a look at some examples of the plan in action.

Linda is a 45-year-old woman, she weighs 150 pounds, and she has about 15 pounds to lose. She exercises four times per week, including a combination of strength training and aerobic exercise. Based on the guidelines of The Protein Power Meal Plan, Linda should consume about 135 – 150 grams of protein per day (please see FAQs for more info on the range provided). Here's what a sample meal plan for Linda might look like:

**Breakfast:** Cinnamon Roll Supreme Smoothie (53 Fat Burning Smoothies & Milkshakes) with two added scoops of BioTrust Low Carb. (49 grams of protein)

**Lunch:** Cobb salad (e.g., salad greens, tomatoes, cucumbers, bell peppers) with four (4) ounces of grilled chicken, a hard-boiled egg, one-quarter of an avocado, and a homemade red wine vinaigrette made with extra virgin olive oil. (30 grams of protein)

**Mid-Afternoon:** Two (2) scoops of BioTrust Low Carb mixed with unsweetened almond milk along with a portion of raw mixed nuts and raw veggies. (30 grams of protein)

**Dinner:** Four (4) ounces roasted pork tenderloin, a half-cup of rice, and Brussels sprouts sautéed in butter (organic from grass-fed cows). (33 grams of protein).

As you can see, this meal plan provides Linda with 142 grams of protein, which is perfect for her goals and activity levels. [For more on daily protein intake, please see the FAQs.]

Mark is a 50-year-old man, he weights 210 pounds, and he has over 20 pounds to lose. Mark is strength training three times per week, and on three other days during the week, he walks for 45 minutes during his lunch break. Based on the guidelines of The Protein Power Meal Plan, Mark should consume about 168 – 210 grams of protein per day. Here’s what a sample meal plan for Mark might look like:
Breakfast: Milk Chocolate Coconut Delight (53 Fat Burning Smoothies & Milkshakes) with two added scoops of BioTrust Low Carb. (49 grams of protein)

Lunch: Six (6) ounces grilled sirloin (grass-fed), steamed asparagus with butter (organic from grass-fed cows), and half of a sweet potato. (48 grams of protein)

Mid-Afternoon (after exercise): Three (3) scoops of BioTrust Low Carb mixed with water mixed with a tablespoon of almond butter and a side of raw veggies. (39 grams of protein)

Dinner: Five (5) ounces chicken breast sautéed in coconut oil, a half-cup of quinoa, and a large dinner salad dressed with a homemade balsamic vinaigrette made with extra virgin olive oil. (45 grams of protein).

As you can see, this meal plan provides Mark with 181 grams of protein, which is perfect for his goals and activity levels. [For more on daily protein intake, please see the FAQs.]

Acceptable Protein Sources

High-quality sources of protein are best and include:

- Lean meats (e.g., beef, wild game; preferably organic, pasture-raised)
- Poultry (chicken, turkey, duck; preferably organic, pasture-raised)
- Fish/seafood (preferably organic, wild)
- Eggs (preferably pasture-raised)
- Dairy (e.g., Greek yogurt, cottage cheese; preferably organic, pasture-raised)
- Milk-based protein supplements (e.g., whey, casein), which are considered superior due to their protein quality (e.g., leucine content)
Your **palm** determines your **protein** portions:

Generally speaking, one palm-sized portion of protein is equivalent to approximately 20 – 30 grams of protein, and we recommend that:
- Women start with 1 palm-sized portion at each feeding.
- Men start with 2 palm-sized portions at each feeding.

**Acceptable Carbohydrate Sources**

When you choose to add carbs to a meal, the following are the best choices:

- Colorful, starchy vegetables (e.g., sweet potatoes, purple potatoes, winter squashes)
- Colorful fruits (e.g., berries)
- Other sweet/starchy fruits and vegetables (e.g., bananas, plantains, potatoes)
- Legumes (e.g., lentils and beans)
- Whole, intact grains (rather than foods made from processed flours), including
  - Whole or steel-cut oats
  - Wild, brown, or red rice
  - Quinoa
  - Amaranth
  - Buckwheat groats
  - Sprouted grains
  - Kamut or spelt grains, maize, millet, and barley
  - Other whole grain products (e.g., sprouted grains)

Your **cupped hand** determines your **carb** portions:
Carb intake should be directly proportionate to activity levels and inversely proportionate to body fat levels. In other words, if you’re a moderately lean man who exercises intensely regularly, then adding some smart carbs to most meals should work just fine. On the other hand, if you’re a sedentary person who has a lot of fat to lose, you may consider starting with smart carbs at only 1 – 2 meals. Earn your carbs!

When carbohydrates are added to meals (not necessarily every meal), the following is a good starting point:

- Women start with 0.5 – 1 cupped-handful portion.
- Men start with 1 – 2 cupped-handful portions.

### Acceptable Fat Sources

The key is to balance fats, and a variety of healthy fats usually does the trick:

- Raw nuts (e.g., walnuts, almonds, cashews, etc.) and nut butters (e.g., almond butter)
- Raw seeds (e.g., pumpkin seeds, chia seeds, hemp seeds)
- Olives and extra-virgin olive oil
- Avocado
- Butter (preferably from grass-fed cows, e.g., Kerrygold)
- Fresh coconut, coconut milk, and extra-virgin coconut oil
- Cold-pressed, extra-virgin oils (e.g., walnut, macadamia nut, avocado, hemp, pumpkin, flax)
- Fatty fish (e.g., wild salmon, mackerel)

Your **thumb** determines your **fat** portions:

Generally speaking, the following are good starting points for portion sizes:

- Women start with 1 thumb-sized portion per feeding.
• Men start with 2 thumb-sized portions per feeding.

Free Veggies

Generally speaking, the more color (and the more varieties of colors) means the greatest array of beneficial phytonutrients, and it’s a good idea to consume a variety of vegetables each day. To optimize health, you may consider trying to include at least one serving of each of the primary colors each day:

• Greens: Various lettuces, spinach, kale, arugula, Brussels sprouts, broccoli, asparagus, zucchini
• Reds: Tomatoes, red bell peppers, red cabbage
• Oranges: Carrots, orange bell peppers, various squashes, pumpkin
• Whites: Onions, garlic, parsnips, cauliflower, yellow squash
• Purples: Eggplant, purple cabbage, beets

Your **fist** determines your **vegetable** portions:

While there’s not a limit on the number of non-starchy vegetables that you can include, the following is a good starting point:

• Women start with at least 1 fist-sized portion per feeding.
• Men aim for 2 fist-sized portions per feeding.

Tracking Progress

“How’s that working for you?” – Dr. Phil McGraw

At BioTrust, we believe in making outcome-based decisions. As beautiful as a plan may appear on paper, the only real way to know if something is working for you is to objectively assess your progress. This is why it is critically important to your overall
success to track your progress as you follow The Protein Power Meal Plan.

A very popular saying amongst fitness professionals is: “If you’re not assessing, you’re just guessing.” And that’s essentially true.

With The Protein Power Meal Plan—or any diet plan for that matter—we recommend that you use a variety of assessments to track progress:

- Girth measurements
- Body composition testing
- Food journals (i.e., compliance)
- Visual progress (i.e., progress photos)
- Scale weight

While most people rely solely on the scale as an objective measure of progress, it only provides information about net changes in body mass. Body composition testing (i.e., body fat percentage) and girth measurements paint a more comprehensive picture of how the body is changing.

For instance, it is not uncommon for folks to gain lean body mass while simultaneously losing body fat as they incorporate exercise routines and improve their nutrition habits, food quality, sleeping patterns, etc. The scale often does not capture the qualitative changes in body composition, and that may leave one frustrated by a perceived lack of progress.

“Often, we beat ourselves up because we think we’re not making progress (in all areas of our lives). Yet, the truth is, in almost every case, we’re making tons of progress. We just haven’t tracked it, and so we don’t realize it.”

-Jeff Smith (Creator of 2X+1)

Both scale weight and body fat percentage can be assessed via at-home electronic body fat scales, which are available for purchase at many major retailers. Often, local
gyms offer body composition analyses as well, and you may consider inquiring at your gym if you are a member.

If you don’t have access to body composition testing at this time, then it would be a very good idea to start with as many girth measurements as possible. Overall, the more measurements the better and below are the locations for the various girth measurements that we recommend taking:

- Neck
- Shoulders
- Bust/Chest
- Upper Arm
- Waist (around the navel)
- Hips
- Thigh
- Calf

For arm, thigh, and calf measurements, simply take measurements on one side of the body. If you’re tracking total inches lost, simply multiply the measurement by two to account for changes on both sides of the body.

At a minimum, females should measure waist, hips, thighs, and upper arms, and men should measure neck and waist.

**When to Measure**

Oddly enough, some research suggests that Wednesday may be the most reliable day of the week to take your measurements, particularly if you’re weighing yourself on the scale. Researchers from Finland found that measuring progress on Wednesday generally yielded the most consistent results, and when it comes to assessing progress, reliability is paramount. Not only that, the researchers found that most people weigh the least on Wednesdays.\(^7\)

On the other hand, research suggests that weekend measurements may lead to the most dramatic fluctuations in recordings, presenting inaccurate pictures of progress (or
lack thereof) and potentially leading to frustration. With that said, regular monitoring helps folks stick to a program and reminds them why they’re doing it.

According to the same research team from Finland, “Weight variations between weekends and weekdays should be considered as normal instead of signs of weight gain.” And perhaps most importantly, the scientists wanted us to remind you, “Long-term habits make more of a difference than short-term splurges.”

We recommend taking your starting measurement the morning before you start The Protein Power Meal Plan, first thing in the morning before eating anything. After that, choose at least one day of the week (e.g., Wednesday) and measure each subsequent week, preferably first thing in the morning, before eating anything. Consistent measuring practices ensure reliability and accuracy in your measurements.

As far as progress photos, we recommend taking pictures before starting The Protein Power Meal Plan and taking subsequent progress photos once every 2 – 4 weeks.
Highly Recommended Supplements

As you already know, BioTrust Low Carb is a foundational component of The Protein Power Meal Plan. Below, you'll find several additional key supplements that we recommend to help you support your health and wellness goals.

1. BellyTrim XP™
Advanced CLA Toning Supplement

When it comes to the best supplements for toning, there’s one that truly stands alone: Conjugated Linoleic Acid, or CLA for short. Experimental research has shown that CLA can help work with the body’s enzymes involved in fat burning and storage to help support healthy body composition, and more than a dozen human studies have shown that CLA supplementation may help reduce body fat while maintaining calorie-burning muscle. In addition to providing CLA, BellyTrim XP also features Lipo-PSO™, which has been dubbed “Super CLA” thanks to its range of health benefits, and BioPerine®, a black pepper extract shown to enhance the body’s absorption of fat-soluble nutrients. Overall, we think you’ll be pleased to know that BellyTrim XP:

- Helps support reduced body fat†
- Helps support increased lean muscle†
- Is a stimulant-free formula with no added caffeine
- Provides key ingredients at levels that science has shown to be efficacious†
- Does not contain any proprietary blends

Altogether, when combined with a healthy diet (like The BioTrust Protein Power Meal Plan) and regular exercise, BellyTrim XP is designed to help support a healthy body composition and that lean, toned look you desire—and deserve‼

[Click to learn more about BellyTrim XP™]
2. IC-5™
Advanced Carbohydrate Management & Metabolic Support

IC-5 is a unique blend of 5 research-backed ingredients designed to support the proper metabolism of carbohydrates and help support glycemic balance. IC-5 features Berberine, Cinnamon Bark Extract, Zychrome® (chromium), Benfotiamine, and Naringin, and research has shown that these key ingredients can powerfully help:

- Partition carbs to muscles—instead of fat—where they can be burned for energy†
- Support proper metabolism of blood sugar†
- Support glycemic control†
- Support healthy metabolic flexibility (which means more efficient utilization of both carbs and fats)†

What’s more, the key ingredients in IC-5 also help support the body’s antioxidant defense systems, healthy aging, gut health, and mitochondria health.†

[Click to learn more about IC-5™]

3. BioTrust® Protein Brownies
Made with Natural Ingredients without the Junk

Let’s face it: One of the biggest obstacles that you’re bound to face is consistently sticking with your healthy eating plan—whether it’s the BioTrust Protein Power Meal Plan or any other diet—when it clashes with your busy, demanding lifestyle. Unfortunately, most snacks out there leave a LOT to be desired when it comes to ingredients and taste. That’s exactly why we carefully crafted the BioTrust Protein Brownies: a convenient, high-protein snack—that’s also guilt-free and delicious—that you can enjoy on-the-go and substitute for less healthy snacks and junk
foods. The BioTrust Protein Brownies:

- Pack 10g of high-quality protein per brownie
- Have only 9g of net carbs per serving
- Nourish the gut with 6g of friendly fiber
- Are non-GMO and free from hormones, antibiotics, gluten, soy, and artificial sweeteners, flavors, colors, and preservatives
- Come in two delicious flavors: Triple Chocolate Brownie and Cookie Dough Blondie

These one-of-a-kind nutritious and delicious brownies are made with natural ingredients without the junk, helping satisfy your sweet tooth AND appetite WITHOUT the guilt, junk, or empty calories.

[Click to learn more about BioTrust® Protein Brownies]

### 4. MetaboGreens™
**World’s Best-Tasting Greens**

If you’re like most people, you “know” that eating fruits and vegetables is “good for you,” leads to a wide range of health benefits, and helps protect against many unfavorable outcomes. However, if you’re like 90% of people, you DON’T eat the minimum recommended amount of fruits and veggies each day, which can also have a powerful impact on your metabolism and weight-management efforts.

That’s precisely why we developed MetaboGreens—a convenient, economic, and great-tasting solution so that you can get all the phytonutrient benefits of consuming a diet rich in fruits and vegetables. MetaboGreens combines an energizing blend of over 40 polyphenol-rich superfoods (such as organic chlorella and spirulina, turmeric, raw greens, berries, herbs, spices, and more) into the world’s most delicious superfood fusion to powerfully support:
• Robust energy levels†
• Healthy aging†
• Appetite management†
• Gut health†
• Brain health†
• Immune system health†
• An active lifestyle†

Plus, every serving of MetaboGreens tastes AMAZING, is non-GMO, and is free from pesticides, herbicides, gluten, dairy, soy, and artificial sweeteners.

You can easily incorporate MetaboGreens into the Protein Power Meal Plan. You can add a serving to your morning BioTrust Low Carb smoothie (it marries up brilliantly with the Vanilla Cream flavor), or you can mix up a serving with water any time of day to help support energy levels and appetite management.

[Click to learn more about MetaboGreens™]

5. Keto Elevate™
Premium MCT Oil Powder

Keto Elevate is a super-convenient, portable, unflavored, and unsweetened powder that features Caprylic Acid (also called C8), which is unique type of healthy fat known as “medium-chain triglycerides” (or, MCTs for short). Because of their short length, MCTs are easily digest and rapidly absorbed, and they are quickly and efficiently burned for energy. Unlike other types of fats, they are also less likely to be stored as fat.

Research has shown that MCTs may help increase metabolic rate and fat burning, and they may also enhance satiety and appetite management. And some research has shown that supplementation with MCTs may help support weight-management efforts.

C8 is a unique MCT that the body readily converts to ketone bodies, a critical energy
source that can fuel the brain, muscles, and other tissues of the body. Along those lines, C8 can help powerfully support increased energy levels, mental clarity, and focus. What’s more, C8 helps support metabolic function and appetite management.

Plus, Keto Elevate can be easily incorporated into the Protein Power Meal Plan. It mixes easily into recipes and beverages quickly, easily, and subtly. It works great as a coffee creamer, and you can even mix it with your BioTrust Low Carb shakes to enhance the creaminess and flavor and further support a healthy appetite and metabolism.

[Click to learn more about Keto Elevate™]

**Frequently Asked Questions (FAQ)**

**Q: Does everyone need to consume 1 gram of protein per pound of bodyweight? What if I am overweight?**

**A:** This is a fantastic question, and as you saw in the introduction, there does appear to be a protein intake range that is optimal (i.e., 0.72 – 1 gram per pound of bodyweight). In general, the more fat you have to lose, the less protein you’ll need relative to your current bodyweight. Here are some guidelines to help you figure out how much protein is right for you:

- If you have less than 10 pounds to lose, want to maintain weight (lose fat and gain muscle), or want to gain weight (muscle), then we recommend 1 gram of protein per pound of bodyweight per day. For example, a 200-pound man who is looking to lose 5 pounds of fat and gain muscle should consume 200 grams of protein per day.
- If you have more than 10 pounds but less than 20 pounds to lose, then we recommend about 0.85 grams of protein per pound of bodyweight per day. For example, a 150-pound woman who wants to lose 15 pounds of fat should consume around 127 grams of protein per day.
- If you have more than 20 pounds to lose, then we recommend no less than 0.72 grams per pound of bodyweight per day. For example, a 220-pound man who wants to lose 30 pounds of fat should consume around 160 grams of protein per day.
Q: The shake recipes in the 53 Fat Burning Smoothies & Milkshakes recipe book contain less than 50 grams of protein. How do I use the recipe book for my morning 50 gram protein shake?

A: Excellent question! You can easily use this recipe book in tandem with The BioTrust Protein Power Meal Plan. As you’ll see, most of the recipes contain around 30 grams of protein—some more, some less. Because each scoop of BioTrust Low Carb provides 12 grams of the highest quality protein, we recommend the following:

• For recipes containing less than 33 grams of protein, add two (2) additional scoops of BioTrust Low Carb and four (4) ounces of extra liquid.
• For recipes containing 33 grams of protein or more, add one (1) additional scoop of BioTrust Low Carb and two (2) ounces of extra liquid.

Because you’ll be increasing the calorie content (80 – 160 calories), we do recommend that you be mindful of the recipes that you choose so that your intake aligns with your goals, activity levels, and body type. In general, the most compliant recipes for BioTrust Protein Power Meal Plan are those listed in the Almost Anytime and Anytime sections.

Of course, BioTrust Low Carb tastes absolutely incredible by itself. You may find that you love it so much that you prefer to consume it as a standalone morning protein shake; that’s perfectly fine! Just add four (4) scoops of BioTrust Low Carb to twelve (12) ounces of the liquid of your choice along with some ice cubes, shake, and enjoy!

Q: How do I determine the grams of protein in the foods that I eat? Is it the same as the weight of the food?

A: This is a really good question, and it’s really important to point out that there’s huge difference between the weight of a food and how much protein it provides. For example, a 3-ounce portion of cooked chicken breast weighs 85 grams but provides 26 grams of protein. The best ways to find out how many grams of protein is in a portion of food is to read the Nutrition Facts panel or use a nutrition database. There are a number of reliable nutrition databases on the Internet. For instance, you can use the [USDA National Nutrient Database](https://ndb.nal.usda.gov/ndb/). As outlined in the Acceptable Protein section, one palm-sized portion of protein is typically equivalent to 20 – 30 grams of protein.
Q: How many calories should I be consuming? Do I need to count calories?

A: We don’t believe that it’s necessary to count calories when you implement the guidelines of The BioTrust Protein Power Meal Plan. By setting and prioritizing your protein intake and combining that with optimal food choices (i.e., whole, minimally processed foods) and appropriate portion sizes (i.e., matching your needs, goals, body type, activity levels), most people will find calorie counting to be unnecessary.

Generally speaking, despite what most people believe, calorie counting is not an inexact science. For instance, the calorie counts provided on food labels are just averages, and the FDA allows for inaccuracies up to 20%. What’s more, we don’t necessarily absorb all of the calories we consume. A perfect example of this is the Thermogenic Burn that we discussed previously (e.g., 30% of calories from protein-rich foods are expended during digestion, absorption, and assimilation).

Also, the way that you prepare a food can alter the amount of absorbable calories. For instance, cooking, chopping, or blending a food can increase the available calories up to 90%. Of course, another factor is that most people significantly underestimate portion sizes.

As you can see, calorie counting is fundamentally (and sometimes hopelessly) flawed. However, if you prefer to have some guidance in terms of how many calories you should be consuming, we recommend using the Body Weight Planner developed by the National Institutes of Health (NIH) and National Institutes of Diabetes and Digestive and Kidney Disorders (NIDDK).

Q: Can I have a weekly “cheat day?”

A: A number of studies have shown that periodic “diet breaks” do not lead to weight loss relapses; in fact, these diet breaks may even improve weight loss results by increasing compliance and efficiency.71,72 Speaking generally, most of our clients find that a once-per-week (or every other week) “free day” or “cheat day” is beneficial for adherence. There are some folks, however, for whom a cheat day may be unnecessary or counterproductive. While there are no major restrictions on the types or quantities of food you eat on a “cheat day,” there are a few loose “guidelines” to which you should adhere:
• Eat the foods you crave without feeling guilty. At the same time, we still recommend
avoiding foods and substances that are damaging to your health like trans fats and refined sugars (e.g., high fructose corn syrup).
• Don’t get technical and start your Cheat Day at 12 a.m. Start when you normally
wake up on your Cheat Day.
• Don’t set the alarm for a very early time. Again, start when you normally wake up
on your Cheat Day.
• Don’t stuff yourself; eat until you’re satisfied, not to the point of discomfort.
• Don’t skip meals holding out for a single feast; eat throughout the day.
• Moderate alcohol consumption is perfectly fine and is often a component of
many people’s social lives. However, excessive alcohol consumption is both
counterproductive and unhealthy.

Q: Can I incorporate intermittent fasting (IF) with The BioTrust Protein Power Meal
Plan?

A: The short answer is yes, and if you want to jump ahead to find out which type of
IF may be best suited for The BioTrust Protein Power Meal Plan, please see the last
paragraph of this FAQ. While it’s beyond the scope of this FAQ to discuss intermittent
and periodic fasting, there’s quite a bit of evidence that periodic fasting—as well as
calorie restriction—may lead to certain health benefits. For instance, research in
humans suggests improved insulin sensitivity, decreased body weight, reduced risk of
diabetes, slowed aging, reduced risk of certain types of cancer, decreases in biomarkers
associated cardiovascular disease.73–76

That said, there are many different forms of “fasting.” A periodic diet that mimics fasting
(i.e., marketed as the “fast-mimicking diet”) is one of them, and this approach typically
involves five days of very limited calorie intake (~30 – 50% of “normal” intake) each
month. There’s also “intermittent fasting,” which typically involves condensing the
feeding window on a daily basis (e.g., skipping breakfast; eating all meals within a 4 - 8–
hour window), and there’s also alternate-day fasting, which this typically involves 1 – 2
complete days of fasting each week. In some cases, folks will consume a small meal on
those fast days.

It’s also important to point out that most of what is currently “known” about fasting is
from research done on yeast, animals, and in cell cultures. There is some research
done on humans, and while it seems to support the existence of health benefits of
fasting, the body of evidence is not robust enough to make any clear-cut conclusions.77
For instance, it’s not clear if it applies particularly well to certain populations (e.g.,
normal weight versus obese) or if a certain type of fasting is superior to others (e.g.,
intermittent fasting versus fast-mimicking approaches).

So, as you can see, there may be some potential health benefits to periodic fasting;
however, it may not be for everyone, and a number of factors may have to be
considered. For instance, how does it impact your social surroundings (e.g., family),
work situation, etc.? Are you setting yourself up for success? Or, are you creating even
more stress, mentally and physically? How does this impact your performance and
energy expenditure? How does it influence your subsequent eating behaviors and food
choices? How does this impact your feelings of wellbeing?

With any goal or decision, there are costs and benefits. If you want to make changes,
then you have to recognize that there are certain trade-offs. It’s a good idea to consider
what these are when making the best decision for you.

With all of that being said, IF can indeed be incorporated into The Protein Power Meal
Plan if it’s you feel that it’s appropriate for you. If you do choose to incorporate IF into
The Protein Power Meal Plan, the best way to include it would be as a single 24-hour
fast each week. For instance, if you eat dinner at 7pm on Tuesday, then you might fast
all day Wednesday until 7pm when you can have a sensible dinner (like you would other
days) or a BioTrust Low Carb protein shake (40 – 50 grams of protein).

**Q: How many meals per day should I eat?**

**A:** Generally speaking, most people will find that four meals (as outlined in the sections
above) works best. Some people, particularly more active folks who are exercising
regularly, may find that five feedings to be optimal. That said, some people can meet
their protein optimization needs in just three meals while still feeling very satisfied. In
addition to your morning and mid-afternoon BioTrust Low Carb protein shakes, we do
recommend that you consume two whole food meals most (if not all) days.
Q: How long should I follow The Protein Power Meal Plan?

A: You can safely and confidently follow The Protein Power Meal Plan as long as you like to achieve and maintain your weight management and body composition goals. As detailed in the introduction, there is a robust amount of evidence—both scientific research and real-world experience—demonstrating that higher protein diets are remarkably safe and effective for optimizing how you look, feel, and perform. For the majority of our clients who use The Protein Power Meal Plan, it becomes their preferred long-term nutrition approach—a way of life. Remember, if you discontinue The Protein Power Meal Plan and revert to previous eating habits after achieving your goals, it’s likely that those same habits are likely to take you right back to where you were. Weight management and deep health are achieved and maintained through consistent application of healthy lifestyle behaviors, and good nutrition habits are one of the pillars.

Q: Can I incorporate BioTrust Protein Brownies in The Protein Power Meal Plan?

A: Of course! The great-tasting, super-convenient, high-protein brownies can be included in The Protein Power Meal Plan. Each Brownie contains 10 grams of protein, and they make for a perfect snack when you’re on-the-go or pressed for time. Or, you might have three scoops of BioTrust Low Carb (mixed with water) along with a Protein Cookie for your breakfast—milk and brownies anyone? Just be sure that you meet your protein goal for the day while being mindful of your caloric intake.

Q: Do I need to exercise when following The BioTrust Protein Power Meal Plan? If so, what should I do?

A: While it’s not mandatory to exercise to lose fat, physical activity is a pillar of the BioTrust Lifestyle, and it’s fundamental to longevity, performance, and wellness. Exercise can help promote maintenance of or increases in calorie-burning muscle mass, and what’s more, research that suggests that regular exercise improves insulin and leptin sensitivity as well as promote appetite control (i.e., appetite suppression). As you can imagine, this is an important piece of the fat-loss equation; for instance, improved leptin signaling means that the brain is better able to register circulating levels of this key fat-burning hormone, and better insulin sensitivity means the carbs you eat are more likely to be burned for energy or stored in muscles (instead of as fat).
Even more, in a systemic review and meta-analysis (the highest level of scientific analysis) of weight loss clinical trials published in the *Journal of the American Dietetic Association*, researchers found that a combination of diet PLUS exercise is superior to diet alone for weight loss and weight maintenance.\(^{79}\)

As you may recall from the earlier sections, research consistently shows that combining resistance training with an optimal protein intake appears to be superior (for body composition, health, performance) than a higher protein intake alone. As Dr. Wayne Westcott described in a recent article published in the scientific journal *Current Sports Medicine Reports*, “Resistance Training is Medicine.”\(^{80}\) Dr. Westcott, a professor from the Department of Exercise Science at Quincy College, reported the following benefits with resistance training:

- Increased calorie-burning muscle
- Decreased body fat
- Improved physical performance, movement control, and functional independence
- Improved cognitive abilities and self-esteem
- Improved carbohydrate tolerance and insulin sensitivity
- Reduced visceral fat
- Reduced resting blood pressure
- Lower “bad” cholesterol and triglycerides and higher “good” cholesterol
- Promotion of bone development and improved bone density

With that in mind, we strongly recommend and encourage you to include exercise as part of your weight loss program. The mental and physical benefits of exercise and regular physical activity cannot be overstated. According to the American College of Sports Medicine (ACSM):

“Regular physical activity and exercise are associated with numerous physical and mental health benefits in men and women. All-cause mortality is delayed by regularly engaging in physical activity; this is also the case when an individual increases physical activity by changing from a sedentary lifestyle or a lifestyle with insufficient levels of physical activity to one that achieves recommended physical activity levels. Exercise and physical activity decrease the risk of developing CHD, stroke, type 2 diabetes, and some forms of cancer (e.g., colon and breast cancers).”
Exercise and physical activity lower blood pressure; improve lipoprotein profile, C-reactive protein, and other CHD biomarkers; enhance insulin sensitivity, and play an important role in weight management. Of particular relevance to older adults, exercise preserves bone mass and reduces the risk of falling. Prevention of and improvement in mild to moderate depressive disorders and anxiety can occur with exercise. A physically active lifestyle enhances feelings of ‘energy,’ well-being, quality of life, and cognitive function and is associated with a lower risk of cognitive decline and dementia.61

Thus, while regular exercise isn’t mandatory for weight loss, it sure seems like a good idea, especially considering that specific forms of exercise may expedite fat loss progress. The great news is that you don’t need to spend countless hours at the gym to achieve the health and body composition benefits that exercise has to offer. In fact, you don’t even have to go to the gym if you don’t want.

With that said, we understand that everyone has a different fitness level and degree of exercise experience. Along those lines, we invite you to join our BioTrust Private VIP Facebook Group where you’ll have completely free access to our expert nutrition and fitness coaches, who will be more than happy to help you with your health and weight loss goals. Join our BioTrust Private VIP Facebook Group today!
References:


31. Moore DR, Churchward-Venne TA, Wirtard O, et al. Protein Ingestion to Stimulate Myofibrillar Protein Synthesis Requires Greater Relative Protein Intakes in Healthy


