

Why This Matters

Healthspan vs. Lifespan:

Most people in America spend the last 20 years of life unhealthy due to poor dietary choices.



Healthspan:
Number of years you are healthy



Lifespan:
Number of years you are alive

The Power of Food:

Food is medicine. It influences every biological system, from gene expression to immune function, and can help **reverse aging, optimize health, and reverse chronic diseases.**

The Problem:

The Standard American Diet is Killing Us

Dietary Poisons & Deficiencies:

- Most people are not eating the right foods to activate their body’s natural ability to heal.

Processed Foods are the #1 Killer:

- 60% of American calories come from corn, wheat, and soy, leading to chronic disease, obesity, and inflammation. (JAMA Internal Medicine, 2016)
- 70% of kids’ diets consist of ultra-processed foods. (JAMA Internal Medicine, 2016)
- For every 10% increase in processed food, all-cause mortality increases by 14%. (JAMA Internal Medicine, 2019)

America’s Health Crisis:

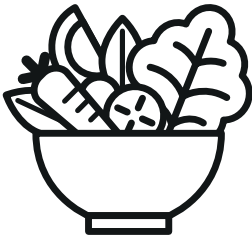
- The U.S. has 5% of the world’s population but 20% of COVID deaths due to poor health. (JAMA Internal Medicine, 2016)

The Solution:

What to Eat & What Not to Eat. Food is the Most Powerful Drug

The Right Food Can Optimize Health & Reverse Disease:

- Food affects gene expression, immune system, microbiome, hormones, and brain chemistry.
- It’s stronger than any medication if used correctly.
- Better food = better performance, energy, and mental clarity.



What to Eat & What Not to Eat for Lifelong Health

Meat

“It’s not the cow, it’s the how”

Is Meat Bad? Not necessarily. The real issue is how it’s raised:

- **Factory-farmed meat** = bad for health, environment, and ethics.
- **Grass-fed & regenerative meat** = good for the planet and rich in nutrients.

Processed Meat is a Problem

The Right Way to Eat Meat:

- Choose **grass-fed, pasture-raised, bison, venison, elk**.
- **Never eat factory-farmed meat.**
- Avoid **hormones, antibiotics, and processed meats**.

✓ **EAT** Grass fed meats – beef, lamb, bison, venison, elk (Leucine rich for protein synthesis)

✗ **AVOID** Factory farmed concentrated animal feeding operations (CAFOs—meat where animals are kept and raised in confinement) animal foods & Antibiotic, hormone treated meat

Dairy

Not as Healthy as You Think

Cow’s Milk Issues

- **Increases fractures, causes weight gain, and raises cancer risk.**
- **Linked to autoimmune diseases, allergies, eczema, IBS.**

Alternatives

- **Sheep & goat dairy** (A2 casein) is easier to digest.
- **Grass-fed butter & ghee** can be beneficial.

✓ **EAT** Heirloom dairy (grass fed), organic, goat and sheep dairy, grass fed butter or ghee

✗ **AVOID** Concentrated animal feeding operations (CAFOs—animals are kept and raised in confinement) dairy

Fats

Good vs Bad

Fat is NOT the Enemy

- Your diet should be **mostly healthy fats**, NOT carbs.
- **Monounsaturated & omega-3 fats:** Avocados, olive oil, nuts, seeds, wild fish.
- **People who eat olive oil/nuts have a dramatically reduce risk of heart attacks** (New England Journal of Medicine, 2013)
- Full Fat Dairy better than skim due to implications on diabetes (Circulation, 2016)

Bad Fats to Avoid

- **Refined vegetable oils** (corn, soy, canola) are highly processed & inflammatory.
- **Trans fats** (processed food, margarine) = **toxic**.

Saturated Fats: The Controversy

- No evidence of a link between butter and heart disease, and lower risk of diabetes with butter consumption (PLOS One, 2016).
- Saturated fat is not harmful if eaten without carbs.
- Fat should be eaten with Protein and Vegetables.
- Bagels & butter = bad. Steak & broccoli = good.

✓ **EAT** Plant based whole food fat—Avocados, Nuts, Seeds, Virgin coconut oil, EVOO, Avocado oil, Whole pasture raised eggs, Wild small fish (SMASH – Sardines, Mackerel, Anchovies, Herring), Grass fed meats, Grass fed butter/ ghee, Tallow, Lard, Duck Fat.

✗ **AVOID** Refined grain and seed oils, Trans fats.

Carbs & Sugar

The Biggest Killer

Carbs are NOT Essential

- Your body needs protein, fats, and fiber – but not sugar.
- We DO need carbs from plants due to phytochemicals

Sugar is a Recreational Drug

- Causes **obesity, diabetes, aging, inflammation, and mental fog.**
- Often identified on nutritional label under various names

Breakfast is the Worst Offender

- Never eat sugar & starch for breakfast (cereal, muffins, bagels, fruit juice).
- Eat protein, healthy fats, and fiber instead.

Avoid Artificial Sweeteners:

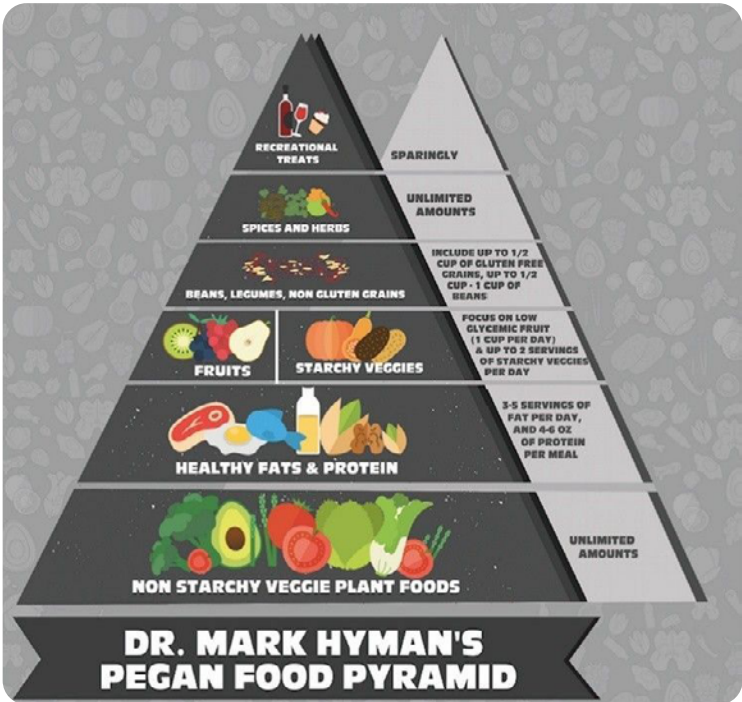
- Aspartame, Splenda, Sweet’N Low = cause diabetes & weight gain.
- Stevia-based products (Truvia, PureVia) are processed & stripped of benefits.

✓ **EAT** Eat sugar at the end of a meal—not by itself, in small amounts, and focus on real sugar (Honey, Maple syrup etc.)

✗ **AVOID** Artificial sweeteners, sugar added to processed foods, high fructose corn syrup, and sugar alcohols.

12 Key Principles for a PEGAN Diet

- 1. **Very Low Glycemic Load**
- 2. **Very High in Non-Starchy Rainbow Vegetables**
- 3. **Eat Lower Glycemic Fruit:** Don't want to spike blood sugar, so limit and combine higher glycemic fruit with fat/protein (**EX: Banana with Peanut Butter**)
- 4. **Eat High-Quality Fats:** Omega 3, olive oil, nuts, seeds, avocados, wild fish.
- 5. **Low In Refined Omega 6 Oils:** Soy, safflower, etc.
- 6. **Avoid or Limit Dairy:** Choose **sheep, goat, or grass-fed.**



- 7. **Choose Organic Whole, Fresh & Local When Possible:** Follow **Environmental Working Group's Dirty Dozen & Clean 15** list.
Dirty Dozen: Grapes, nectarines, strawberries, bell peppers, potatoes, celery, apples, hot peppers, cucumbers, tomatoes, kale, collard greens, spinach, summer squash & zucchini
Clean Fifteen: cabbage, avocado, grapefruit, eggplant, cantaloupe, mushrooms, frozen peas, kiwi, mango, onions, sweet corn if organic, sweet potatoes, pineapple, asparagus, papayas
- 8. **Animal Food:** Eat Pasture-Raised & Regenerative Meat, not factory-farmed.
- 9. **Fish:** Low mercury fish, sustainable fisheries, and farmed fish
- 10. **Avoid gluten grains, moderate non-gluten grains:** (Ex: Himalayan buckwheat flower)
- 11. **Eat Beans as side dish:** Small lower glycemic grains
- 12. **Ditch the Pesticides & GMOs:** Many **banned in Europe** are still allowed in the U.S.

Take Control of Your Health

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| 1. Food is the ultimate tool to upgrade your biology and achieve peak performance. | 2. Every bite of food is an opportunity to heal or harm. | 3. You have the power to optimize your health, feel great, and live a long, vibrant life. |
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