

HOW TO TAKE YOUR MEASUREMENTS

**STRONGER
TOGETHER**
CHALLENGE



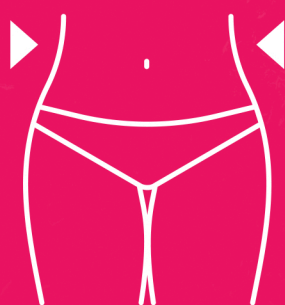
BICEP

To measure the circumference of your arm, wrap the tape measure around the widest part of your upper arm.



HIPS

Make sure the tape goes over the widest part of your glutes.



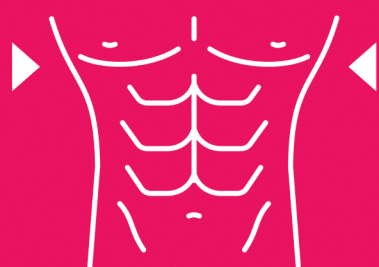
WAIST

Place the tape measure around your natural waistline, located above your belly button and below your rib cage. Don't suck in your stomach, or you'll get a false measurement.



THIGH

Locate the fullest part of your thigh. Hold one end of the tape measure on the front of your thigh and wrap it around.



CHEST

Measure around the fullest part of your bust to get this measurement.



PROGRESS EVALUATION FORM FROM ZERO TO UNSTOPPABLE

(In just 8 weeks!) Track on- and off-scale victories from day one on and feel the difference of a workout motivated by music. * What you'll need: measuring tape, scale.

PRE-ASSESSMENT DATE:

POST-ASSESSMENT DATE:

MEASUREMENTS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
WEIGHT								
WAIST								
CHEST								
HIPS								
ABS								
MID-THIGH								
CALF								
UPPER ARM								

OFF-SCALE VICTORIES: TRACK ON A SCALE OF 1 TO 10.

MOOD							
MENTAL CLARITY							
ENERGY							
CONFIDENCE							
FORM PROGRESSION							

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HOW TO TAKE GREAT BEFORE + AFTER PHOTOS

Getting started on your journey to total-body transformation with STRONG Nation™? Here are some tips to make sure your Before and After photos show off your hard work.



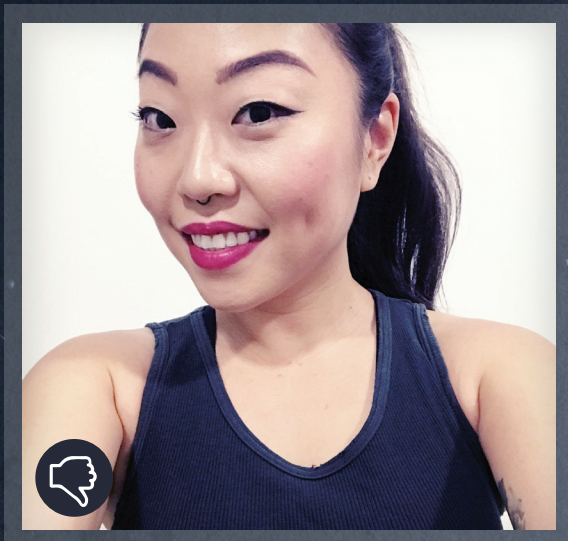
Choose clothes that really show off your hard work, like swimwear or tight-fitting workout gear. No baggy clothes!



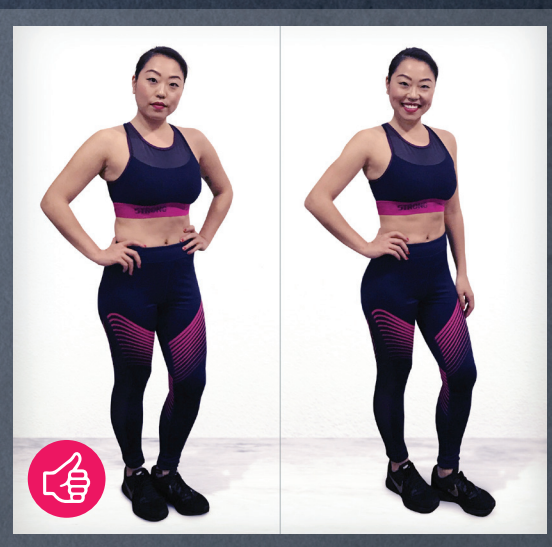
Stand against a white wall or a plain background that will not distract from your body.

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HOW TO TAKE GREAT BEFORE + AFTER PHOTOS



Make sure you get your entire body in the shot. Either use a timer on your phone or camera, or have someone take the photo for you.



For your After photo, use the same clothes and stand in the same angle as you did for your Before photo. This is the best way to show your total-body tone-up!

Now, inspire others by sharing your Before and After pics with **#StrongNationChallenge** on social media.

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CHALLENGE



SYNC

YOUR NUTRITION

A nutrition and educational
guide prepared in collaboration
with Master Trainer and
Nutrition Coach Krista Lynae



NUTRITION GUIDE

PURPOSE OF THE GUIDE

The purpose of this guide is to provide guidelines and education that will hopefully give a new perspective on your own nutrition journey. We know that everyone is different. Every human's functionality results from many factors such as metabolism, hormones, age, conditions, etc. Keeping that in mind, this guide will help to figure out what is needed for your body. Even better, this guide is not just for the next 8 weeks, but it will help to build foundations that will last a lifetime.

****All information within the guide offers health, fitness and nutritional information and is designed for educational purposes. This information is never intended as a substitute for, nor does it replace any professional medical advice, diagnosis, or treatment given by a doctor. Always consult with a healthcare professional prior to starting any fitness program. ****

S.T.R.O.N.G. MINDSET

S - Set Priorities
T - Think and Prepare
R - Ready for challenge
O - Opportunities and Choices
N - Never say "I can't"
G - Growth is Key

Mantra: We have a S.T.R.O.N.G. mindset. We set our own goals. We plan each action out. We take on the challenge. We will see every opportunity and choose what's best. We will not be confined to rules. We will grow and fuel our body.

NUTRITION GUIDE CONTENTS

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HEALTHY HABITS

HEALTHY HABITS

MINDSET IS EVERYTHING!

Your mental health must always come first. Mental health is our emotional, social, and psychological health. It affects how we see situations, how we make choices and how we handle stress. As humans, we do not run-on facts alone. Most decisions we make daily are connected to our emotions, our culture, and our environment. We need to check in on our mental health often and adjust our mindset as needed. That takes time, effort, and consistency. No need to worry; our habits can always change.

NEW HABITS & NEW FOCUSES:

- We are not a “size.” Our health is more important.
- Food should be seen as fuel, not just filling the body. We don’t only eat to get full; we can choose foods that we love and that feed our soul. Movement is life, not punishment for eating food.
- Focus on building new habits, on the things we want to do forever, not temporarily.
- Stop focusing on what we “do not like about ourselves,” but rather, let’s focus on choosing what we want for ourselves.
- The scale will not dictate our happiness, and it should be seen as a guide ONLY. We are looking to be STRONGER, in mind and body.

SLEEP AND RECOVERY ARE KEY

Sleep is key and is our second priority. Sleep and recovery are how our body recoup from the daily stressors, i.e., diet, jobs, kids, weekly classes. The average adult should get approximately 7-9 hours of sleep a night. Focus on a bedtime routine to help you relax before going to sleep. Increasing activities like meditation or reading a book are more beneficial to preparing for sleep than watching tv or using your cellphone.

HYDRATE! HYDRATE! HYDRATE!

Drink up! Get ready to sweat in your STRONG Nation® classes! Water is a must! We lose water and electrolytes through sweat loss that occurs during HIIT workouts like STRONG Nation®. To calculate minimum water intake, divide total body weight in half. This is how much water we will need to drink in oz. This is a minimum. Focus on more water and less soda, less juice, and calorie-filled beverages. By doing so, we can minimize added calories and control sugar intake. Look to add flavor with fruits such as berries, lime, lemon, or cucumber.

GOALS

2

UNDERSTAND YOUR MOVEMENT

EAT (exercise activity) vs NEAT (non-exercise activity), one plays a more significant role than the other. One is the time spent during your actual workout for the day, the other is the time spent awake and moving. What we do during the rest of the day is what matters most. Standing versus sitting, cleaning, going for a walk, dancing with the kids, all that movement is what burns more calories throughout the day. Workouts burn more calories in a shorter period but being active the rest of the day is essential. Try to get 10k steps each day and track our progress using a fitness watch or tracking device.

Get outside for 20 minutes a day. Go for a walk and enjoy the outdoors, relax the mind. Try listening to a favorite song or a favorite podcast while soaking up some Vitamin D.

SETTING YOUR GOAL

To figure out goals we must understand calories in (energy) versus calories out (energy). Movement and food intake is perceived in the body as energy. Each person requires their own amount of energy based on age, weight, height, and activity level.

TDEE (Total Daily Energy Expenditure) calculated based on the energy required for our body's primary function (RMR, Resting Metabolic Rate/BMR, Basal Metabolic Rate), for chewing, swallowing, digesting (TEF, Thermic Effect of Food), for EAT and NEAT.

STEP 1 - DETERMINE YOUR RMR

Your RMR is the number of calories your body burns each day without you doing anything. If you were to lie in a room without moving for an entire day, this is the number of calories you'd burn through.

The Harris and Benedict (H&B) equation has long been used to determine RMR/BMR.

Men: $88.362 + (13.397 \times \text{weight in kg}^1) + (4.799 \times \text{height in cm}^2) - (5.677 \times \text{age in years})$

Women: $447.593 + (9.247 \times \text{weight in kg}^1) + (3.098 \times \text{height in cm}^2) - (4.330 \times \text{age in years})$

***This number will provide you with your calories needed at rest.*

Conversions:

¹ Weight: Divide Lbs by 2.2 to determine Kg

² Height: Take height and change into inches then multiply by 2.54

GOALS

Example:

Anna, a 35-year-old female, 155 lbs, 5'8

Let's calculate her weight in Kg:

$$155\text{lbs into kg} - 155/2.2 = 70\text{kg}$$

Now, her height in cm:

$$5'8" = 68 \text{ inches} \times 2.54 = 172.72\text{cm}$$

Lastly, to get the amount of calories needed to maintain, we input the values on the formula provided above.

$$447.593 + (9.247 \times 70) + (3.098 \times 172.72) - (4.330 \times 35)^*$$

$$447.593 + 647.29 + 535 - 151.55 = \mathbf{1,478}$$

**Remember to solve the equation in the parentheses first.*

***This is an estimate not exact numbers and doesn't factor in how your body functions.*

STEP 2 - DECIDE YOUR ACTIVITY LEVEL

- Sedentary: 1.2
- Light Activity (Light exercise 1-3 days): 1.375
- Moderate Activity (Moderate exercise: 3-5 days): 1.55 – 2 STRONG Nation® classes a week
- Very Active (Intense exercise: 6-7 days a week): 1.725 – 3 or more STRONG Nation® classes a week

Example:

The same woman above, Anna, goes to 5 STRONG Nation® classes and one Yoga class every week, she'd be classed as moderate exercise.

We take her BMR times the activity level

$$1478 \times 1.725 = \mathbf{2,549}$$

The number Anna's then left with is how many calories she needs to eat in a day to maintain her current state. This means at this height and age to remain at 155lbs, she needs to eat 2,549 calories.

STEP 3 - SET YOUR GOAL

CALORIES IN VS. CALORIES OUT

When calories in and calories out **are equal** = Maintenance

When calories in **are less** than calories out = Weight/Fat Loss

When calories in **are more** than calories out = Weight/Muscle Gain

WEIGHT/FAT LOSS- TOTAL BODY LOSS/AESTHETICS

Take your TDEE calories and subtract 250 - 500 calories (for 0.5 lbs - 1 lbs loss a week). Slow and steady wins the race. We are looking for a steady loss. Looking to lose more than 2 lbs a week is unhealthy and not sustainable. Drastic changes can lead to loss of water weight and lean tissue loss, as well as nutritional deficiencies and stress to organs.

3 FOOD AS FUEL

MAINTENANCE- HOMEOSTASIS/HEALTH/LONGEVITY

Calories given will be the focus for both movement and food intake.

MUSCLE GAIN/PERFORMANCE- GROWTH

Calories given will be in a surplus to provide energy for muscle growth or to perform for a sport.

.....

We will not let the number scare us. Food is fuel. It's life for our body. The two organs that need the most calories are our brain and liver and ensuring that our bodies receive enough calories is very important. Society has taught us that consuming fewer calories is better, but when calories consumed are lower than what our body needs to work optimally, we force our bodies to decide how best to distribute them. When this happens, some processes get put on hold while others work harder to keep homeostasis (balance). That is where hormone imbalances come in: cortisol (stress hormone) is high, sleep is off and body fat is stored due to an inability to produce and function as needed. Ladies, this is a common reason for PCOS and thyroid issues.

FOOD AS FUEL

We have your daily calories, now what?!

Next comes understanding food and what it does for our body. It's not just about how much you're eating and your calories every day but what you're eating.

What are macros? 'A macro' or 'macros' are abbreviations of the word 'macronutrient' and refer to the three main nutrient groups humans need.

Protein is a macronutrient that is essential to building muscle mass, building and repairing tissues. It affects immune function, hormone production and enzymes, keeps blood sugar balanced. Protein takes more energy to digest and helps us to stay full longer. It is commonly found in animal products, but it can also be found in other sources, such as nuts, dairy, and legumes. 1g = 4 calories

Carbohydrates are the sugars, starches and fibers found in fruits, grains, vegetables, and milk products. Unfortunately, carbs have a bad reputation, but carbohydrates – one of the basic food groups – are important to a healthy diet. They are a main source of fuel for a HIIT workout like STRONG Nation® and they assist with brain function, and stored energy. 1g = 4 calories

4 MEALS YOU LOVE

Fat is an important part of a healthy diet. Fat assists in cell membrane support, nerve function, hormone production, absorbing fat soluble vitamins, and energy. It is the building block for the brain and cells. Rather than adopting a low-fat diet, it's more important to focus on eating more beneficial mono/polyunsaturated fats and less harmful trans fats. Found in nuts, fish, dairy, butters, and oils. 1g = 9 calories

Unless we have a medical reason or personal preference, there is no need to remove a macronutrient from a diet to achieve your goals. Understanding our eating habits and finding balance in each macronutrient will do more for our goals and health than restricting what we eat. Avoiding guilt and creating a bad relationship with food in the end.

BUILD MEALS YOU LOVE

We built our numbers, and we understand food's purpose in our body. We now must build our meals and work out how many grams of each macro you need to eat. Determining your macros will give you exactly how many grams of carbohydrates, fat and protein you should be eating each day to hit your goals.

Do I have to track my food? No.

Will it be more accurate to track? Yes.

Will I need to do it forever? Definitely not!

The USDA guidelines for macro percentages is as follows:

- Protein 30% - 45%
- Carbs 45% - 60%
- Fat 20% - 35%

The suggested ratios for the STRONGER TOGETHER Challenge participants will be 30% of protein, 45% of carbs and 25% of fats.

For people with a plant-based, vegan, vegetarian or meatless lifestyle, the carbs % will be higher due to protein sources.

4 MEALS YOU LOVE

HAND PORTIONS - MACROS- MEASUREMENT

If your focus is longevity and health tracking, it is not necessary to weigh your macros. You can build meals based on portions using the hand, and work on eating habits.

Hands are proportionate to our bodies and proportionate to their body. This is helpful when it comes to building meals. It's always with us!

- 1 serving of protein - 1 palm size (not including fingers) = approx. 20-30g = 3-4 oz cooked
- 1 serving of vegetable - 1 fist size = 1 cup starchy vegetables
- 1 serving of carbohydrates - 1 cupped hand = 20-30g = 1/2- 2/3 cup
- 1 serving of fat - 1 thumb = 7-12g = 1 tablespoon

Let's build meals for Anna: Maintenance 2,549 calories

Protein 30% 1g = 4 calories

- 764.7 calories divided by 4 = 191g

Carbs 45% 1g = 4 calories

- 1147.05 calories divided by 4 = 287g

Fats 25% 1g = 9 calories

- 637.25 calories divided by 9 = 71g

How many meals do we want to eat or normally eat in a day? Are we a snacker? This will help to determine what is needed for each meal.

Anna eats 4 meals a day

To calculate portions for her meals, divide the total for each macro by how many meals she will eat.

- **Protein** 191 divided by 4 meals = 47g = 1- 2 palms full per meal
** Reminder: 1 palm full was 20-30g/ 3-4 oz**
- **Carbs** 287 divided by 4 = 71.75g = 1-2 cupped hands per meal
** Reminder: 1 cupped hand was 20-30g/ 1/2 cup - 2/3 cup**
- **Fat** 71 divided by 4 = 17.75g = 1-2 tablespoons per meal
Reminder: 1 thumb was 7-12g/1 tablespoon

Fruits and vegetables provide our vitamins and minerals for good health. We will hear the phrase "Eat the Rainbow," this is where we get the color on our plate. Each fruit and vegetable of a different color provides a variety of vitamins and/or minerals to our body. Eat as many colors as you can.

Always have at least 1 fist of veggies on each plate along with a half serving of fruit, equaling out to two whole fruits a day.

SHOPPING LIST

SHOPPING LIST

WE RECOMMEND EATING 3 MEALS AND 1-2 SNACKS A DAY

MEALS: CARB + FAT + PROTEIN + VEGETABLES (FROM THE LIST)

PROTEINS

- Grass-fed beef
- Bison
- Buffalo
- Chicken breast
- Lamb
- Venison
- Pork tenderloin
- Turkey breast or ground (at least 90% lean or more)
- Fish
- Shrimp
- Lobster
- Eggs/egg whites
- Turkey bacon
- Tuna steak or canned tuna in water
- Greek yogurt
- Cottage cheese
- Skyr

FOR PLANT-BASED, VEGAN, VEGETARIAN OR MEATLESS LIFESTYLE:

- | | |
|-------------|----------|
| ■ Quinoa | ■ Nuts |
| ■ Buckwheat | ■ Tempeh |
| ■ Grains | ■ Soy |
| ■ Lentils | ■ Tofu |
| ■ Legumes | ■ Hemp |
| ■ Beans | ■ Peas |

CARBOHYDRATES

VEGETABLES

- | | |
|-------------------|------------------|
| ■ bell peppers | ■ collard greens |
| ■ broccoli | ■ asparagus |
| ■ brussel sprouts | ■ kale |
| ■ cauliflower | ■ zucchini |
| ■ onions | ■ green beans |
| ■ pumpkin | ■ mushrooms |
| ■ squash | ■ okra |
| ■ eggplant | ■ bean sprouts |
| ■ spinach | ■ celery |

SHOPPING LIST

CARBOHYDRATES

FRUITS

- Apples
- Banana
- Blueberries
- Cherries
- Kiwifruit
- Oranges
- Mango
- Pears
- Pineapple
- Grapes
- Plums
- Cantaloupe
- Papaya
- Raspberries
- Cranberries
- Dragon fruit
- Grapefruit
- Strawberries
- Watermelon
- Peaches
- Nectarines
- Tomato

WHOLE GRAINS

- Barley,
- brown rice
- Buckwheat
- Quinoa
- Rye
- Oats
- Wild rice and whole wheat

LEGUMES

- Black beans
- Black-eyes peas
- Chickpeas
- Edamame
- Green peas
- kidney beans
- lentils
- lima beans
- navy beans

NUTS/SEEDS

- Almonds
- Cashews
- Hazelnuts
- Mixed nuts
- Peanuts
- Pistachios
- Pumpkin seeds
- Sunflower seeds
- Walnuts

ROOTS

- Yams
- Sweet potato
- Turnips
- Beets
- Carrots
- Jicama
- Radish

5 SHOPPING LIST

HEALTHY FATS

- Avocado
- Avocado Oil
- Flax Oil
- Cacao
- **Nuts:** Cashew / Almond / Peanuts
- **Seeds:** Flax / Chia / Pumpkin / Sunflower
- Olives
- Olive Oil
- Coconut
- Coconut Oil

OTHERS

- Yellow Mustard (unsweetened)
- Apple Cider Vinegar
- Low Sodium Broth (vegetable, chicken, bone or beef)
- Nutritional Yeast
- Salt
- Pepper
- Spices (chili, cinnamon, oregano, basil, curry powder, paprika, garlic powder, onion powder, turmeric, tarragon, dill)
- Mint
- Parsley
- Coriander
- Lemon and Lime
- Ginger
- Calorie-Free sparkling water
- Herbal or Unsweetened Tea
- Coffee
- Unsweetened Nut or Alternative Milks (Almond, Oats, Soy, Cashew)
- Protein Shake

6 GOOD VS. BAD FOOD

GOOD VS. BAD FOOD

As you go through building your meals, start looking for more whole foods, less processed and build more nutrient filled plates. Does this mean we can never eat our favorite foods again? Say goodbye to the cookie? Absolutely not! Some food is intended to nourish our heart and soul, not just to fill the macros requirements. However, eating the entire roll of cookies is a matter of eating habits. Are we stressed? Were we distracted? What led to us eating the entire roll?

So, let's reframe our mindset from good or bad foods. Let's start to build from a place of adding to your plate versus taking away from it or restricting what you eat. What is missing? Do we eat veggies at every meal? Can we add one? Did someone tell us that fruit is bad, but it's our absolute favorite and we had to cut it out? No way, grab that and enjoy it. Every bit.

The more we focus on less processed foods with fewer chemicals and build better plates, the easier the journey to health becomes and the better we will feel: more energy for class, more confidence in what we wear and that's just the start.

There's no need to deprive ourselves of food. We don't have to constantly be worried about eating this or that. Let's fight together in this challenge to build our S.T.R.O.N.G. mindset, fuel our bodies and become Stronger Together!