

The **24** Hour Diet



A SIMPLE PLAN FOR FAST RESULTS!

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We are assaulted on a daily basis with seemingly contradictory information about food and losing weight.

Eat fat. Don't eat fat. Eat only certain types of fat. Eat fruit. Don't eat fruit. Eat carbs. Don't eat carbs. Eat low carb. Eat Paleo. Wait a minute, I thought Paleo was low carb? I can eat carbs with Paleo now? *What...?*

See where I'm going with all this. At any given moment, the mainstream and fitness medias are promoting seemingly contradictory ideas.

The point behind this diet is to give you an **simple and easy plan** to follow that makes losing fat, and maintaining that fat loss actually **manageable and enjoyable**.

Let's take a closer look at a couple of those concepts.

Simple And Easy.

Most diets today are neither.

Simple means very few moving parts. Although as a society we fight tooth and nail for choice, the reality in the diet world is that the more choices you have, the more confused you'll become. So we need something that is a "just do this" approach. It removes the "choice" (it doesn't really - you still either choose to do it or you don't) and frees up the mental and emotional energy associated with making those choices. (*Whole wheat bread or rye? Or no bread at all...?*)

Easy means just that - very little effort required.

Sure, you could "simply" grill a steak three times a day, but that requires some prep work and cook time. (Ok, not much, but people will still find ways to resist even this little work.)

Manageable And Enjoyable.

Simple and easy almost but not quite necessarily mean manageable and enjoyable.

Manageable definitely covers the simple and easy part, but we still have to have the "enjoyable" aspect. And that's where so many diets just fall apart.

This is where I think, the 24 Diet fits the bill. It's incredibly manageable, and downright enjoyable.

Let's take a closer look.

Intermittent Fasting - 2.0.

I'm a big fan of intermittent fasting (IF) - or periods of not eating followed by big periods of eating.

It's easy, flexible, and fits into my busy schedule. The last thing I want to do is stop my day with a big lunch that makes me sleepy afterwards.

And I hate the thought of stopping my day four, five, even six times to eat. Been there, done that. Not fun. Not productive either.

IF has been around for quite some time now as a serious strategy for weight control and management - over a decade now I believe. Ori Hofmekler first "popularized" it (if you can call it that - it took another 7 to 8 years to catch on) with his book, *The Warrior Diet*, which is where I first heard of it.

Unfortunately, the WD became much like the Atkins Diet - many people "heard" about it and did their own spin on it.

"Oh I'm doing the Warrior Diet" they'd say as they'd skip breakfast and lunch and then eat a Double Whopper with cheese, large fries, and a Coke for dinner. This is NOT the WD. This is pretty much SAD - the Standard American Diet.

In the WD, and this is the thing that most people miss, is the idea of a *controlled fast* - not a pure fast per se, like a traditional water fast - but rather a period of *undereating*.

For example: Two or three "meals," snacks really, that just take the edge off the hunger.

Hunger. Yeah, no one likes to be hungry and that's one of the biggest arguments against most of the traditional IF protocols popularized today.

That's where *The 24 Hour Diet* steps in and intervenes.

It is a very effective, simple, easy, manageable, enjoyable, and highly portable (when necessary) diet designed to fit seamlessly into your busy life, while providing you with the energy you need to get through your daily grind and most importantly, give you the fat loss results you need.

Why's it called *The 24 Hour Diet*?

Quite simply it's because it's a diet that you practice 24 hours a day, each and every day. It becomes what every diet is supposed to be - *a lifestyle*.

The "Moving Parts."

"Break-Fast"

One of the major benefits of the IF lifestyle is that you can eat A LOT of food for dinner. So for those of us who like to eat, or love to eat, dinner becomes enjoyable again. Partly because you get to eat so much food, but also because being able to eat lots of food in one sitting makes dinner the social event it's designed to be and isn't on traditional diets. This works because you are essentially breaking your fast. (Not because you're eating food first thing in the morning, like we associate with breakfast cereals and the such.)

But, just like traditional IF protocols, you still need to eat the right foods - foods high in nutrients like protein, vitamins, and minerals: Meats, fish, green veggies and occasionally even some starch like sweet potatoes and wild rice.

“Snacks”

Now here's the controlled part of the controlled fasting.

Control.

It's a word we like, when we have it, but we hate when it's imposed upon us. The reality is both types of control can work either for us or against us.

Our snacks are designed to do two things:

1. Control our hunger and take the edge off, and
2. Control and direct our fat-burning hormones

In order to do that, they must be very small. Right around 100-200 calories, depending on your size and activity level. (Smaller, less active people need less calories than someone like myself who is over 200lbs and very active.) And they must be the right types of calories.

Because the body is primarily sympathetic dominant during daylight hours, it is in “fight or flight” mode, so digestion is not the body's priority. Focus and concentration is - i.e. work (modern day = “fighting” for a paycheck). Large amounts of sugar, especially in sedentary, diabetic or pre-diabetic culture like 2013 America, interferes with both focus and concentration, and therefore work and productivity. (Don't believe me? How many overweight people work in your office? And how many of them snack on carbs? And how many of them complain of feeling tired on their way to the coffee pot about an hour after their carby snacks? Thought so...)

So your snacks have to be sugarless, which means they have to be protein and fat. But this also has to be an easy process and simple too, right? Cuz it's hard to cook up a steak at work. Or keep it in your desk drawer to eat as a snack later.

But you also need something that will help you keep your focus, even increase your productivity, while helping you fight fat all at the same time.

(And store bought protein powders don't necessarily fit the bill here - they can be messy, most of the time they taste awful or close to it, and plus you have to carry around one of those shaker bottles which start to smell after awhile.)

So here's what I do - what's been working great for me for the past 5 months or so.

The Magic Formulas

The AM Formula

Coffee + Gelatin + Coconut Oil

What??

Like Jell-O type of gelatin?

Yes.

And here's the CRAZY part - you take a packet of it and stir it into your coffee along with a heaping teaspoon of coconut oil.

And it's delicious!

I do this two to three times a day.

Here's why this will work for you:

Why Gelatin Rocks

First of all, let me tell you where I got this information from: A guy named Ray Peat who's a biologist and physiologist who lives off orange juice, sugar, salt, and Coca Cola. And coffee and gelatin. He's in his mid-70s and still going strong somewhere in Mexico (I think.).

The reason I stumbled onto his work was my interest in sugar, my suspicion that I was having thyroid issues, along with some other hormonal issues like low testosterone, and the fact that I could only tolerate low to moderate amounts of carbs, unlike when I was



younger, when I seemed to live off them and have single digit body fat.

Long story short, these ideas are based on his work and I (and one of my good buddies) have adapted his ideas to meet our needs.

My results have been that I get way less stressed out. I sleep better at night - way better. I can tolerate carbs much better - especially simple sugars. And my testosterone levels are way up.

So here's the deal with gelatin:

It contains three amino acids: glycine, alanine, and proline, all of which help protect your cells from inflammation and degeneration.

In layman's terms: Gelatin destroys the chronic inflammation produced by stress and poor diets, and slows down the aging process, which - and don't miss this cause this is the whole point - reverses the damaging effects of today's modern diets on your thyroid hormone - the master hormone associated with your metabolism. A healthy thyroid equals a healthy and efficient metabolism.

Not only that, but and here's something I bet you didn't know, today's meats, if we're honest with ourselves, are considered "processed" foods. It's true. If you lived 200 years ago, when you butchered an animal, you ate most of it, including the gelatin, which made up almost 50% of the protein found in the animal. Today, without the gelatin, the ratio of amino acids that enters the bloodstream is the same ratio that's found in an extreme stress event, triggering an increase in cortisol.

And cortisol, increases your insulin response, which will in turn result in your body's reduced capability to use glucose.

Bottom line: Stress makes you fat and keeps you fat. Gelatin goes a LONG way to helping you reduce systemic stress (and inflammation), makes you feel mentally and emotionally better, and keeps your emotions on an even keel, and helps you sleep better, improving the recovery and functioning of your body on the cellular level, thus reducing your body fat.

The Skinny On Coconut Oil

Besides reminding me of Hawaii, which I love, coconut oil is an awesome food that:

1. Accelerates fat burning (by increasing your metabolic rate),
2. Reverses the aging process,
3. Has the ability to lower cholesterol, and
4. Has immune system boosting properties.

In a word, coconut oil is *awesome*.

It's one of my favorite foods.

I eat it by the tablespoon. I put it in my coffee. I eat it with honey over blueberries.

I include approximately three tablespoons a day.

You should too.



“Coffee - The Favorite Drink Of The Civilized World” (Thomas Jefferson)

First and foremost, I drink coffee for the taste and as part of my morning ritual - where I spend about an hour or so reading and sipping my cuppa Joe. Second, I drink it for the caffeine, which helps me focus. Apparently, coffee has some other benefits too.

Here are the 10 top reasons coffee is good for you.

(You can find the details at charlespoliquin.net, lifehacker.com, and raypeat.com if you'd like to know more.)



1. Coffee speeds up fat burning and therefore improves body composition.
2. Coffee (more specifically the caffeine in it) increases strength and power output.
3. Coffee improves cholesterol health.
4. Coffee (more specifically the caffeine in it) can maintain thyroid and progesterone production or compensate for their deficiency.
5. Coffee drinkers have a lower incidence of suicide and depression.
6. Coffee drinking is associated with a lower incidence of Alzheimer's and Parkinson's diseases.
7. Coffee improves vascular health, and lowers the risk of heart disease and heart attack.
8. Coffee can make you smarter.

9. Coffee may drastically lower your risk of Type 2 diabetes.
10. Coffee is loaded with nutrients and antioxidants.

The only potential downside I have found and experienced myself is that drinking too much later in the afternoon can alter your sleep patterns.

Putting The AM Formula Together

I usually have a big mug of coffee (actually it's an ale stein - and yes, that picture to the right is my set up) twice a day. Once around 530 am and again around 930-1030 or so. Sometimes I'll have a third around Noon or 1pm, depending on the hunger levels.

I stir in a packet of gelatin with a spoon and then put the coconut oil in.

It's delicious.



The PM Formula*

The Mighty Cheesestick



My two-year old loves cheesesticks. Since he's taught me so much about moving, I thought I'd take a look at his eating habits to see what I could learn.

I started eating them in the afternoons. They take the edge off. The average cheesestick has 7 grams of protein and 5 grams of fat. Zero carbs. Roughly 80 calories. Like I said, they take the edge off. They're portable, packable, and palatable. The three P's that often stop people on diets. Just pop one or two of these puppies in your bag a day.

Of course, if you don't like cheese or cheesesticks, just keep going with the AM Formula. You may want to switch to decaf though if you find that coffee in the afternoon keeps you up at

night.

(*Disclaimer: I just switched to the cheesestick thing recently - within the last couple of months or so as a substitute for the coffee. No particular reason other than for pure experimentation. But it seems to be working just fine.)

“Beef - It’s What’s For Dinner”

Ok, maybe not only beef, but let’s get to the big meal of the day - ***Dinner***.

It’s the time when we used to - and hopefully this will help restart that wonderful tradition for you if you’ve lost it - sit down as a family, talk about our day, relax, and chow down.

Chow down.

Yup.

Eat the biggest meal of your day here.

Feast.

And enjoy.

Your main meal should be full of high quality protein, lots of green vegetables, and, if you worked out, you can have some starch - potatoes, rice, natural starches. Not breads or manmade stuff. (Protein sources: Beef, chicken, pork, fish, 2-3 eggs. And favor leaner cuts over the fattier stuff.)

To put this in perspective, I recently had TWO pounds of 94% lean ground beef for dinner with about a pound of spinach. My total caloric content was only around 1300 calories. My point in bringing this up is that if you do this right - eat high quality foods - you can eat A LOT of them at one sitting.

Putting It All Together

Ok, the point of this is to make a simple, easy, manageable, and enjoyable diet that can be done on virtual autopilot. So just in case you’re wondering, here’s how a day should look like (we’ll use mine for example).

530am - The AM Formula

930am - The AM Formula

Noon - The PM Formula

330pm - The PM Formula

630pm - Workout

730/8pm - Dinner

Simple. Easy. Thoroughly enjoyable.

These times aren't set in stone, obviously. They vary based on my day and what I have going on, but they're all around those times, roughly.

FAQs

I'm concerned about the taste - does gelatin taste weird or bad?

Not that I can tell. I actually think it enhances the taste of my coffee, or maybe it's the combination of the gelatin and coconut oil. Regardless, I LOVE it. Can't imagine not doing this in favor for something else either.

Coconut oil is high in saturated fat. I thought saturated fat was bad for you?

Yes, it is high in saturated fat but they're medium chain triglycerides (MCTs) which are easily digestible and don't get stored in the body as fat.

I don't like coffee. Do you have an alternative?

Well, I suppose you could drink tea... My honest suggestion? Figure out a way to like coffee. (Plus, the coconut oil changes the taste of coffee - makes it better.)

I heard that eating a big meal, especially late at night is how you get fat, what's your take?

Well obviously since I'm promoting this, and I've maintained somewhere between 8-10% bodyfat for the last 2 years eating a big meal at night, and know others who have done the same thing, I don't believe that.

If you follow the instructions in here you'll experience the results you're looking for. If you try to do your own thing, you won't.

I'm concerned I'll be hungry on this plus I get low blood sugar if I don't eat...

I understand. But here's the cool thing: You are "eating" - just not a lot. The gelatin, the coffee, and the coconut oil all combine to manage blood sugar and hunger, virtually eliminating them.

The bottom line here is this: You'll never know what your results could be if you make excuses for not doing this. *The 24 Hour Diet* has got to be the easiest, smartest, most enjoyable, and most pragmatic "diet" - or as I call it - lifestyle - I have ever practiced. Give it an honest shot for the next 30 days and I think you'll agree.