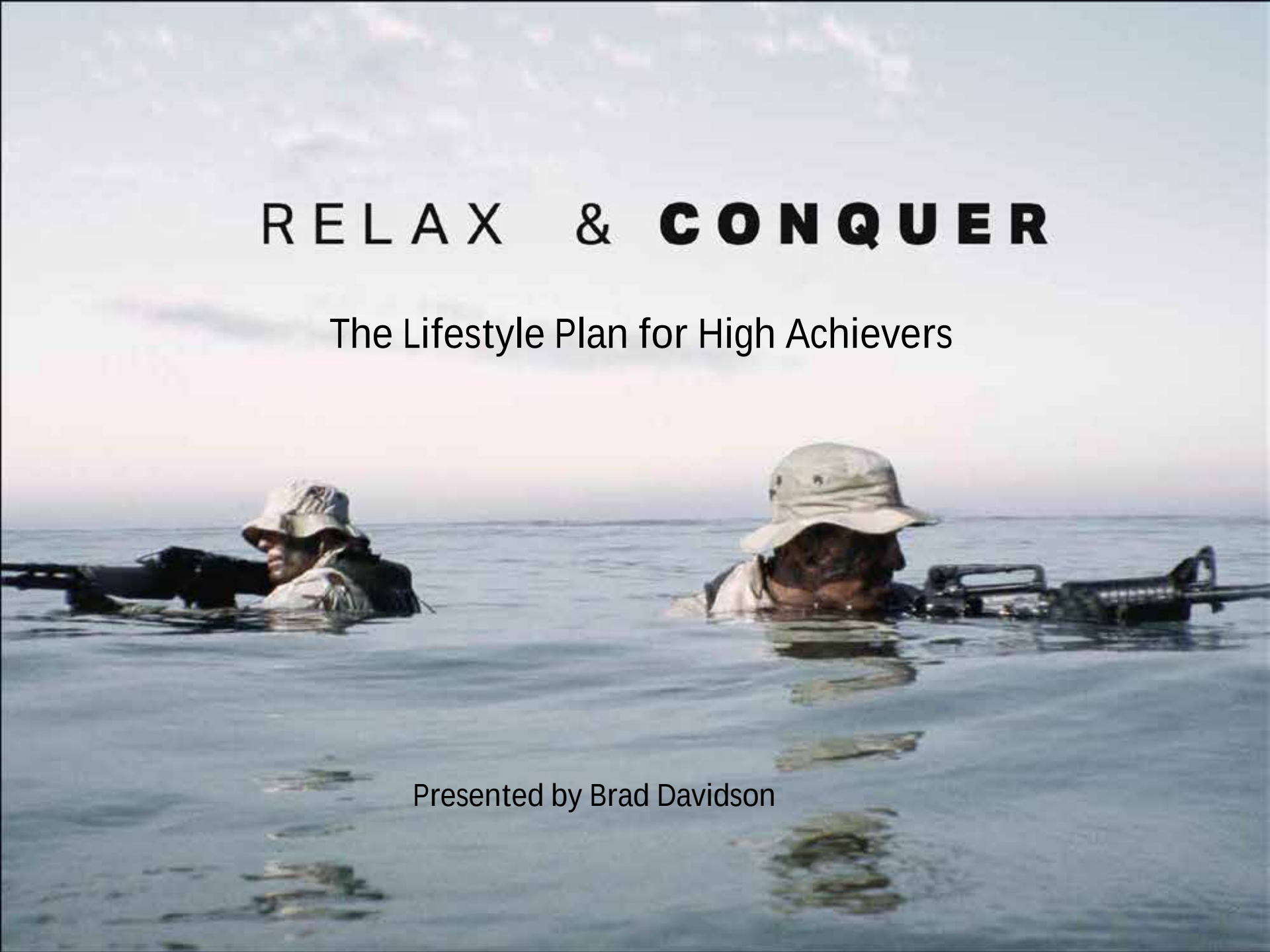
# RELAX & CONQUER

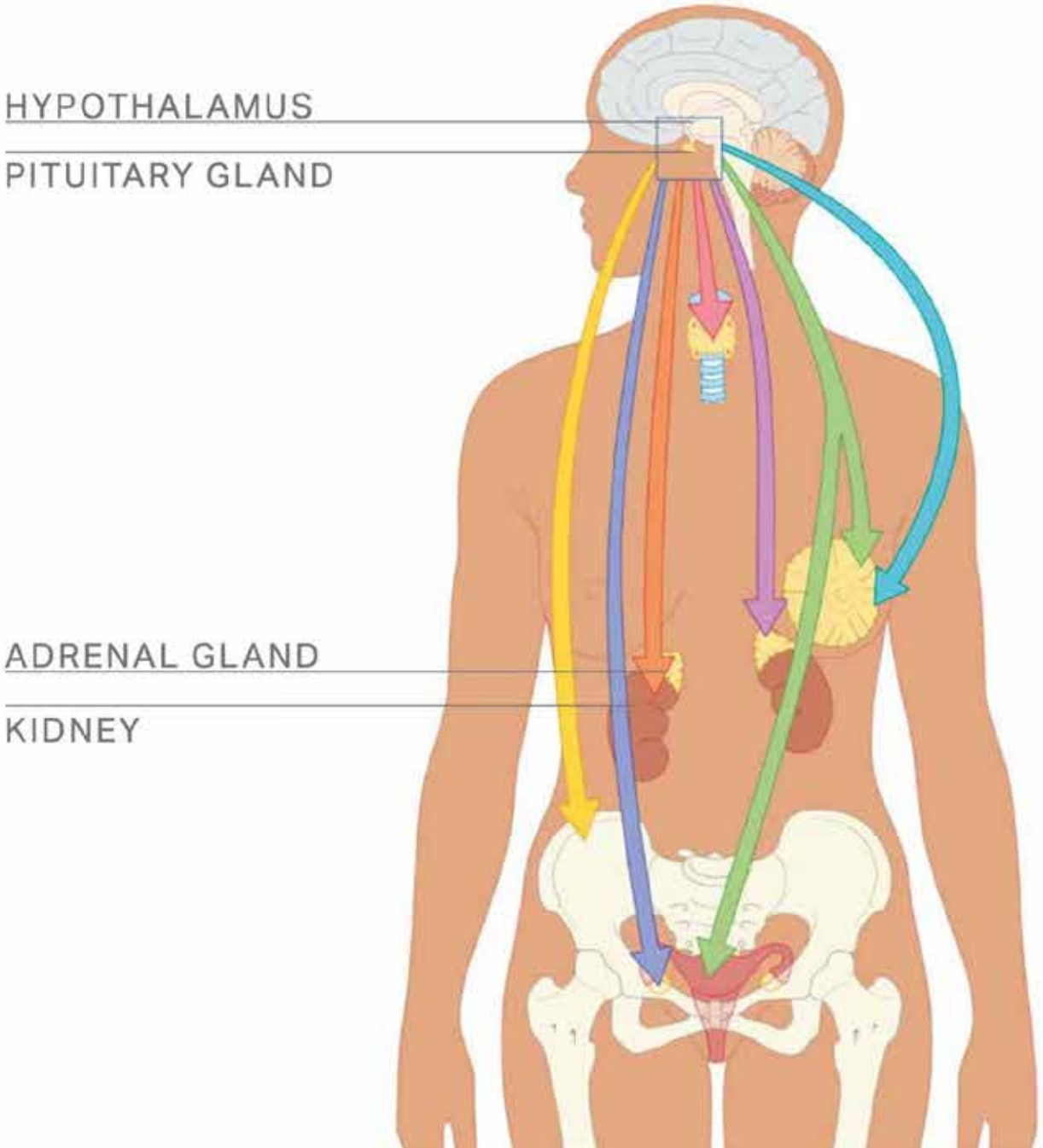
The Lifestyle Plan for High Achievers



Presented by Brad Davidson

SIN #1

# ABUSING THE FIGHT OR FLIGHT MECHANISM


HYPOTHALAMUS
PITUITARY GLAND
ADRENAL GLAND
KIDNEY


WHAT IS YOUR LION?

# METABOLIC BREAKDOWN CYCLE

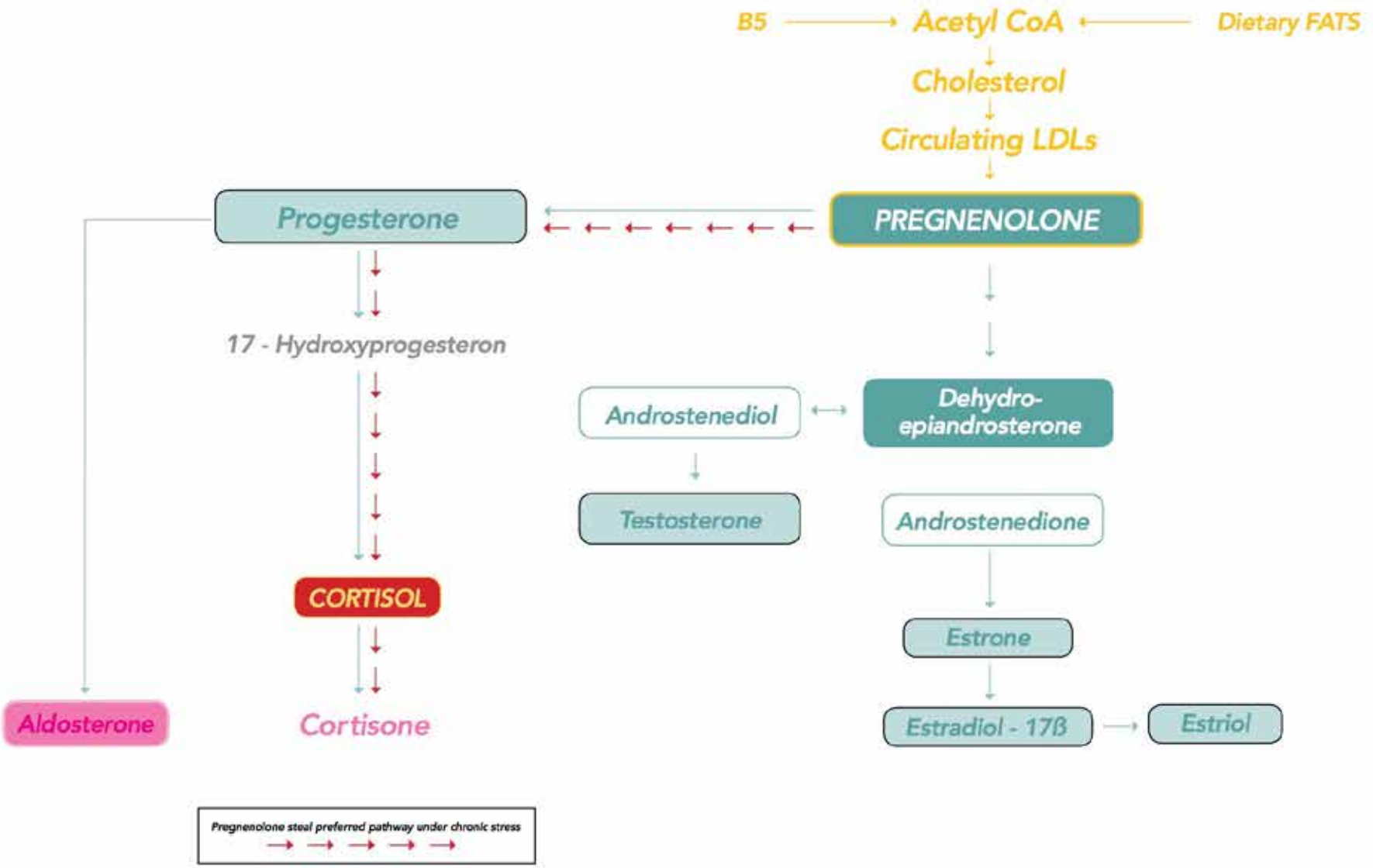
↑ **STRESS** lifestyle, toxicity, food induced inflammation

↓ **ALTERED HORMONES**

↓ **METABOLIC LETHARGY**

# STEROID HORMONE METABOLIC PATHWAYS

## Principle Pathways and Pregnenolone steal



# HUMANBODY

BONES **22%**

MUSCLES **76%**

BRAIN **74.5%**

LIVER **86%**

TISSUE **60%**

SKIN **70%**

BLOOD **83%**

KIDNEYS **83%**

FAT **20%**

A recent study showed that men drinking **5 glasses** of water a day versus 2 glasses a day had a **54% lower risk** of dying of a heart attack, and women had a **48% reduction.**

# HYDRATION GUIDELINES

## WEBMD

In general, you should try to drink between half an ounce to an ounce of water for every pound you weigh, every day.

## HARVARD MEDICAL

National Research Council recommends consuming about 1 milliliter of water for every calorie you burn.

## INSTITUTE OF MEDICINE

Men need 3.7 liters, or 125 ounces, and a woman should get 2.7 liters, or 91 ounces

RELAX & CONQUER POWER ACTION:

# DRINK MORE WATER

HALF YOUR BODY
WEIGHT IN OUNCES DAILY.

+ CONCENTRACE MINERALS

SIN #2

# DIETARY CONFUSION


The 17 Day Diet
THE 4-HOUR BODY
THE 4-HOUR BODY
THE SUPER CHARGED HORMONE DIET
THE MensHealth BIG BOOK OF EXERCISES
10
Full-Fill
Health The Carb Lovers DIET
Paleo Solution DIET
ROBB WOLF
WHEAT BELLY
WILLIAM DAVIS MD
CHOOSE TO LOSE
CHRIS POWELL

# NUTRIENT TIMING FOR PERFORMANCE ENHANCEMENT

# BREAKFAST

**PROTEIN**
**FATS**

**Stabilizes blood sugar, elevates drive and focus neurotransmitters**

# LUNCH

**PROTEIN**
**FATS,**
**VEGETABLES**

**Continues to stabilize blood sugar, fiber, alkalinity.**

# DINNER

**LEAN PROTEIN, APPROVED COMPLEX CARBS, VEGETABLES**

Replenishes muscle glycogen, elevates calming neurotransmitters, alkalinity

RELAX & CONQUER POWER ACTION:

# MEATS & FATS FOR BREAKFAST

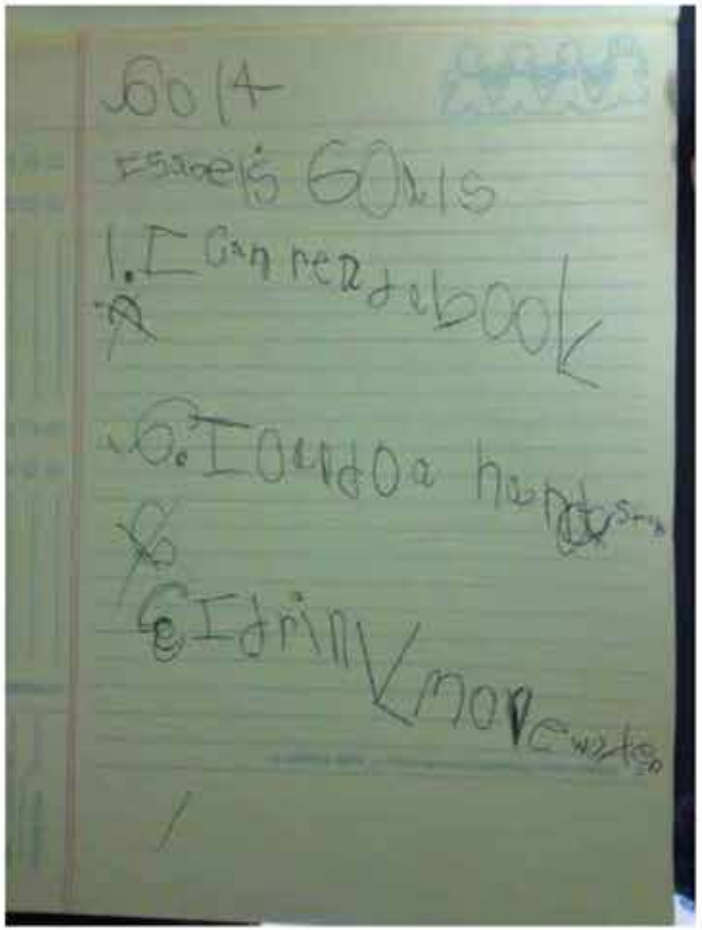
# THREE TO THRIVE

**DRINK WATER DAILY, STRIVE TO CONSUME ½ YOUR BODYWEIGHT IN OUNCES DAILY**

**MEAT AND FATS FOR BREAKFAST**

**COMMIT TO AN ACCOUNTABILITY PARTNER**


NINJA MOTIVATION

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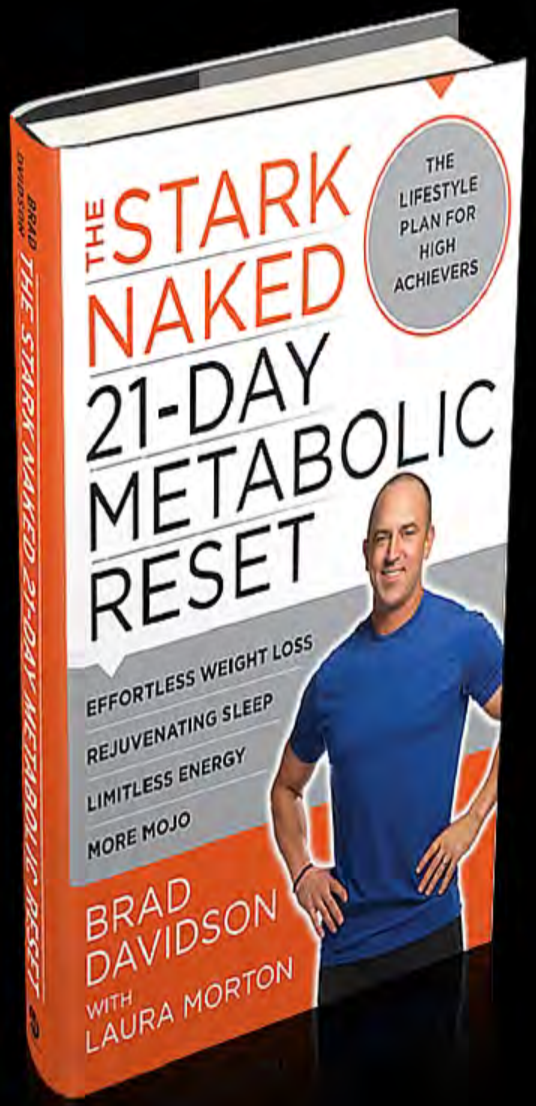
THE STARK NAKED 21-DAY METABOLIC RESET
THE LIFESTYLE PLAN FOR HIGH ACHIEVERS
EFFORTLESS WEIGHT LOSS
REJUVENATING SLEEP
LIMITLESS ENERGY
MORE MOJO
BRAD DAVIDSON
WITH LAURA MORTON
BRAD DAVIDSON THE STARK NAKED 21-DAY METABOLIC RESET


AP

# LOW CARBOHYDRATE SUPPORTIVE RESEARCH


**SONDIKE SB, ET AL.**
Effects of a low-carbohydrate diet on weight loss and cardiovascular risk factor in overweight adolescents. The Journal of Pediatrics, 2003.

**4. BREHM BJ, ET AL.**
A randomized trial comparing a very low carbohydrate diet and a calorie-restricted low fat diet on body weight and cardiovascular risk factors in healthy women. The Journal of Clinical Endocrinology & Metabolism, 2003.

**JS VOLEK, ET AL.**
Comparison of energy-restricted very low-carbohydrate and low-fat diets on weight loss and body composition in overweight men and women. Nutrition & Metabolism (London), 2004.

**HALYBURTON AK, ET AL.**
Low- and high-carbohydrate weight-loss diets have similar effects on mood but not cognitive performance. American Journal of Clinical Nutrition, 2007.

**VOLEK JS, ET AL.**
Carbohydrate restriction has a more favorable impact on the metabolic syndrome than a low fat diet. Lipids, 2009.

**AUDE YW, ET AL.**
The national cholesterol education program diet vs a diet lower in carbohydrates and higher in protein and monounsaturated fat. Archives of Internal Medicine, 2004.

# FAT AND CHOLESTEROL RESEARCH

1991 - Long-term Mortality After 5-Year Multifactorial Primary Prevention of Cardiovascular Diseases in Middle-aged Men. Result: Cholesterol-lowering diets twice as likely to cause death
http://jama.jamanetwork.com/article.aspx?articleid=391550

1999 – largest diet-heart trial ever conducted. Result: Fat intake doesn't affect cholesterol
http://www.ncbi.nlm.nih.gov/pubmed/9989963

2001 – Study attempting to prove cholesterol should be kept low. Result: Worst mortality rates in those maintaining low cholesterol
http://www.ncbi.nlm.nih.gov/pubmed/11502313

2004 – Study looking at impact of cholesterol levels on mortality. Result: Low cholesterol significantly associated to mortality
http://www.ncbi.nlm.nih.gov/pubmed/15006277

2005 – Study to determine whether fat intake increases risk for heart disease or cancer deaths. Result: High fat diets don't increase mortality from either heart disease or cancer.
http://www.ncbi.nlm.nih.gov/pubmed/16018792

2010 – Study. Result: No correlation between saturated fat intake and heart disease
http://ajcn.nutrition.org/content/91/3/502.abstract