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MACRO CODE PLAYBOOK

Welcome to Phase 3: Maintenance

Your success and commitment to Stabilization have determined your unique "Macro Code"–the daily number of protein servings, fat servings, and net carbs that are specific to your body's daily management of appetite and weight loss maintenance.

Your Macro Code makes it easy FOR YOU to customize your daily food choices when meal planning!

Your Macro Code is:

Protein Servings	Fat Servings	Net Carbs

Applying your daily Macro Code in Maintenance is not much different than how you distributed your daily macro targets in Stabilization. What is different, however, will be the expansion of your food choices.

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Using your Macro Code in Maintenance

In Phase 3, you will learn how to safely navigate a broader food landscape using your Macro Code as your guide. To help in this process, we have organized our complex food environment into three general categories based on the overall value they provide in supporting your new weight.

• IDEAL VALUE

The Ideal Value category consists of ALL of the foods you have enjoyed so far on your Ideal Protein journey, including all lean protein choices, healthy fats, unlimited Phase 1 vegetables (all), and minimally processed complex carbohydrates ("Foundational Carbohydrates"). These are the foods that have helped you reach your weight goal, helped you to stabilize your new, healthier weight, and will now be the foods that will help you maintain your weight loss for the long term! Ideal Value choices are just that—ideal! That's because foods from this category are minimally processed and therefore fall under the "Pick-A-Team" food rule–making menu planning extremely easy.

• FAIR VALUE

The Fair Value category encompasses a broad range of foods and beverages, including dairy products, processed meats, and the vast array of packaged food items. Because the choices from this category contain a mixture of macronutrients—naturally occurring or added in processing—they are disqualified from the Pick-A-Team rule. To incorporate items from this category into your daily menu, refer to the *Macro Conversions Quick Reference Guide* for quick and easy food label conversions. It's important to keep in mind that added sugars and fat can quickly "eat up" your daily Macro Code budget, so when incorporating items from the Fair Value category, be cautious with your food choices!

• POOR VALUE

The Poor Value category includes processed foods and beverages that are high in added sugar, fat, salt, and palatability, and low in protein, fiber, vitamins, and minerals. This nutrient imbalance can lead to a rapid rise in blood sugar and insulin release, resulting in a sugar "crash" that is followed by hunger and cravings. Many (if not most!) of the items in this category are considered to be hyper-palatable, meaning they are deliberately engineered to increase our desire for them! This increase in desire, driven by our brain's reward circuitry, can easily lead to overconsumption and repeated reward-seeking behaviors, putting you at risk for weight regain. Exercise extreme caution when incorporating items from this category and ask yourself, *"Is this worth sabotaging all of the progress that I have made?"*

Unleash the Power of Your Macro Code!

Your Macro Code is the unique arrangement of macronutrients that supports your body's ability to maintain its energy balance between hunger and cravings (energy "in") and satiety (energy "out").

Why is this important?

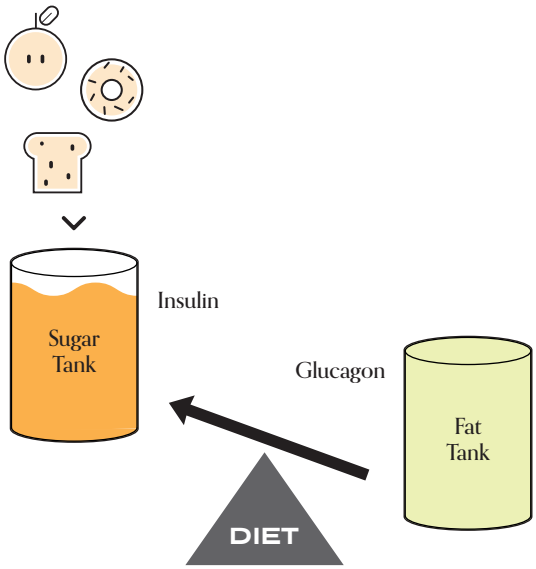
To fully appreciate the value that your Macro Code will bring to maintaining your weight for the long term, let's first review the extent to which this energy imbalance had impacted your weight, and the progress you have made up to this point in rebalancing energy and restoring your metabolic flexibility.

Energy Balance, or "Homeostasis":

As you recall, two of the energy sources that our bodies can draw from include our diet, particularly carbohydrates (referred to as our "Sugar Tank") and our body's own stored energy reserves (referred to as our "Fat Tank"). Both tanks are governed by hormones that work in opposition to each other: insulin directs energy from the Sugar Tank into our cells, where it is used or stored, and glucagon directs energy from the Fat Tank out of our cells where it is used to maintain adequate energy levels when needed. Insulin and glucagon work in tandem to ensure that the body has a constant supply of energy available.

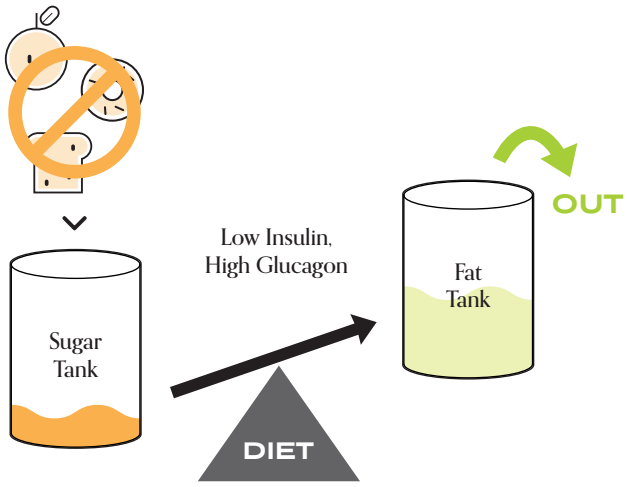
"Phase 0":
Energy Imbalance → Weight (Fat) Gain

While "Phase 0" is not an actual Ideal Protein phase, let's consider this to be the weight gain period or "phase" in life leading up to one's decision to begin their Ideal Protein journey. The "why" of weight gain is different and unique to everyone, but the "how" is the same for all of us: The quality and quantity of our Sugar Tank has undergone significant changes from its original design–just ask any caveman! What was once a hard-earned acquisition often requiring hours of hunting and scavenging to procure, today's modern Sugar Tank has become an ever-present and ever-flowing energy source that requires little-to-no effort to access. And as long as there is unlimited energy available through our Sugar Tank, the "need" to pull energy out of storage from our Fat Tank does not exist. This leads to an energy imbalance that is fixed in "energy storage" that will continue until a deliberate change is made.



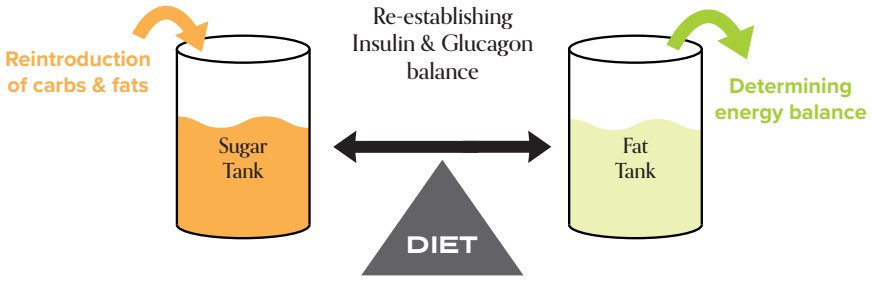
Phase 1:
Energy Imbalance → Weight (Fat) Loss

In Phase 1, we offset an imbalance that is created by diet through diet (or, in keeping with our metaphor, the quality and quantity of our Sugar Tank!). Through the restriction of sugar and fat, we simultaneously lower insulin levels and storage potential. With insulin taking some much-needed time off, glucagon is prompted into action and, while a little rusty at first, quickly turns our bodies into "fat burning machines" by mobilizing our stored energy reserves to keep up with our body's high energy demands. Through efficiency in fat burning (ketone production), consuming high-quality protein, and maintaining essential micronutrient intake, this leads to safe and effective fat loss.



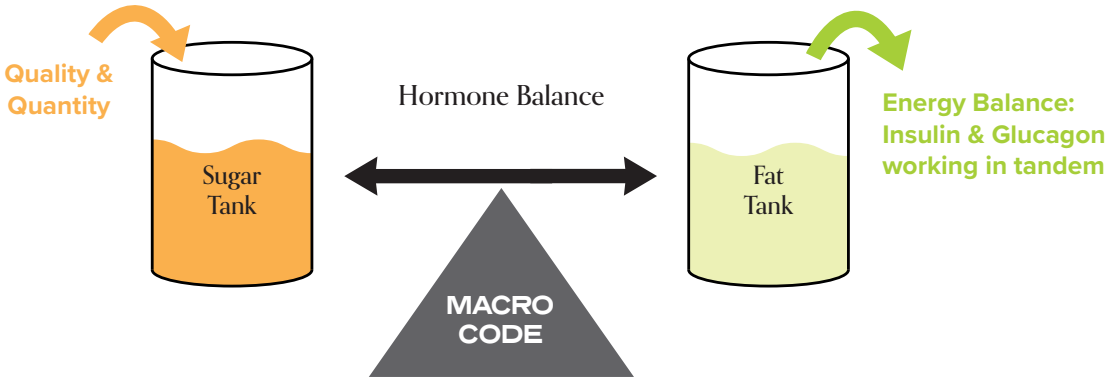
Phase 2:
Rebalance through Stabilization

In Phase 2, Stabilization, we realign balance between our two energy tanks through the reintroduction of Foundational Carbohydrates (minimally processed high-fiber and nutrient-dense carbohydrates, which help keep blood sugar and insulin levels stable), adequate intake of high-quality protein (enhancing glucagon release and managing hunger and appetite), and the re-incorporation of healthy fats (to support energy needs and bolster satiety). This process may require a series of macronutrient adjustments depending on hunger and weight trends, but once hunger levels are managed and weight is maintained within 5%, Stabilization has been achieved. This final "macro combination" is now your Macro Code, which will guide your daily menu planning in Phase 3 and throughout long-term maintenance.



Phase 3: Maintaining Balance Through Your Macro Code

Before you get too comfortable thinking of your Macro Code as a "numbers game," let's better define what exactly you have achieved in uncovering your unique Macro Code, and why quality and quantity matter! Your daily Macro Code, as determined through the process of Stabilization, is the macronutrient balance that makes up your daily diet. Your Macro Code is specific to your body's hormonal chemistry and serves as your metabolic "pivot," that is, the point of balance between your body's energy "in" (specifically, the quality and quantity of carbohydrates that make up your Sugar Tank) and energy "out" (insulin and glucagon's subsequent responses to the quality and quantity of your Sugar Tank). This balance, created through your newly redesigned Sugar Tank, is now comprised of minimally processed Foundational Carbohydrates as well as high-quality protein and adequate healthy fats. Changes to the quality and quantity of your Macro Code will impact this balance. These changes include deviating too far outside the Ideal Value category and into the Fair and Poor Value categories.



Eating Within Your Daily Macro Code

By now you are accustomed to planning your meals and snacks using the ease of the Pick-A-Team rule applicable only to the items introduced in Phases 1 and 2. These are the same food items that now make up the Ideal Value category.

In maintenance, you will be encouraged to continue to choose from the Ideal Value category using the Pick-A-Team rule. This makes it easy to distribute your daily servings of protein, fat, and net carbs among your meals and snacks each day.

Venturing Outside the Ideal Value Category

In a perfect world, we would only eat from the Ideal Value food category and easily calculate our daily macro servings using just the Pick-A-Team rule! But the truth is, we don't live in a perfect world and food gets much more complicated as we venture into the center aisles of our supermarket and start reintroducing more packaged and processed foods.

In order to navigate the center aisles *without* the ease of the Pick-A-Team rule, we have developed food label conversion tables. These tables convert the grams of protein, fat, and carbohydrates on a food label into the number of servings and net carbs that you can easily apply toward your daily Macro Code budget. However, as you will see, nothing is "easier" than applying the Pick-A-Team rule, which is one reason why you will want to stay within the Ideal Value category.

"Grams-to-Servings" Macro Conversions for Nutrition Panels ("Food Labels")

Example 1

Nutrition Facts

7 servings per container
Serving size **1 pouch (39g)**

Amount per serving
Calories **180**

	% Daily Value*
Total Fat 11g	**14%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 10mg	**3%**
Sodium 110mg	**5%**
Total Carbohydrate 11g	**4%**
Dietary Fiber 8g	**29%**
Total Sugars 2g	
Includes 0g Added Sugars	**0%**
Protein 15g	
Vitamin D 0mcg	0%
Calcium 291mg	20%
Iron 1mg	6%
Potassium 94mg	2%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

PROTEIN	
0 - 5 grams	0 servings
6 - 13 grams	0.5 serving
14 - 27 grams	1 serving
28 - 34 grams	1.5 servings
35 - 41 grams	2 servings
42 - 48 grams	2.5 servings
49 - 55 grams	3 servings
56 - 62 grams	3.5 servings *(high)*
63 - 69 grams	4 servings *(high)*
70 - 76 grams	4.5 servings *(too high)*
77 - 84 grams	5 servings *(too high)*

FAT	
0 - 2 grams	0 servings
3 - 5 grams	0.5 serving
6 - 14 grams	1 serving
15 - 19 grams	1.5 servings
20 - 24 grams	2 servings
25 - 29 grams	2.5 servings
30 - 34 grams	3 servings
35 - 39 grams	3.5 servings *(high)*
40 - 44 grams	4 servings *(high)*
45 - 49 grams	4.5 servings *(too high)*
50 - 54 grams	5 servings *(too high)*

NET CARBS
Total Carbohydrates - Fiber = Net Carbs
All net carbs in Fair Value and Poor Value items count.

Step #1: Determine Protein Servings

15g falls between 14-27g, which equals
1 serving of Protein.

Step #2: Determine Fat Servings

11g falls between 6-14g, which equals
1 serving of Fat.

Step #3: Determine Net Carbs

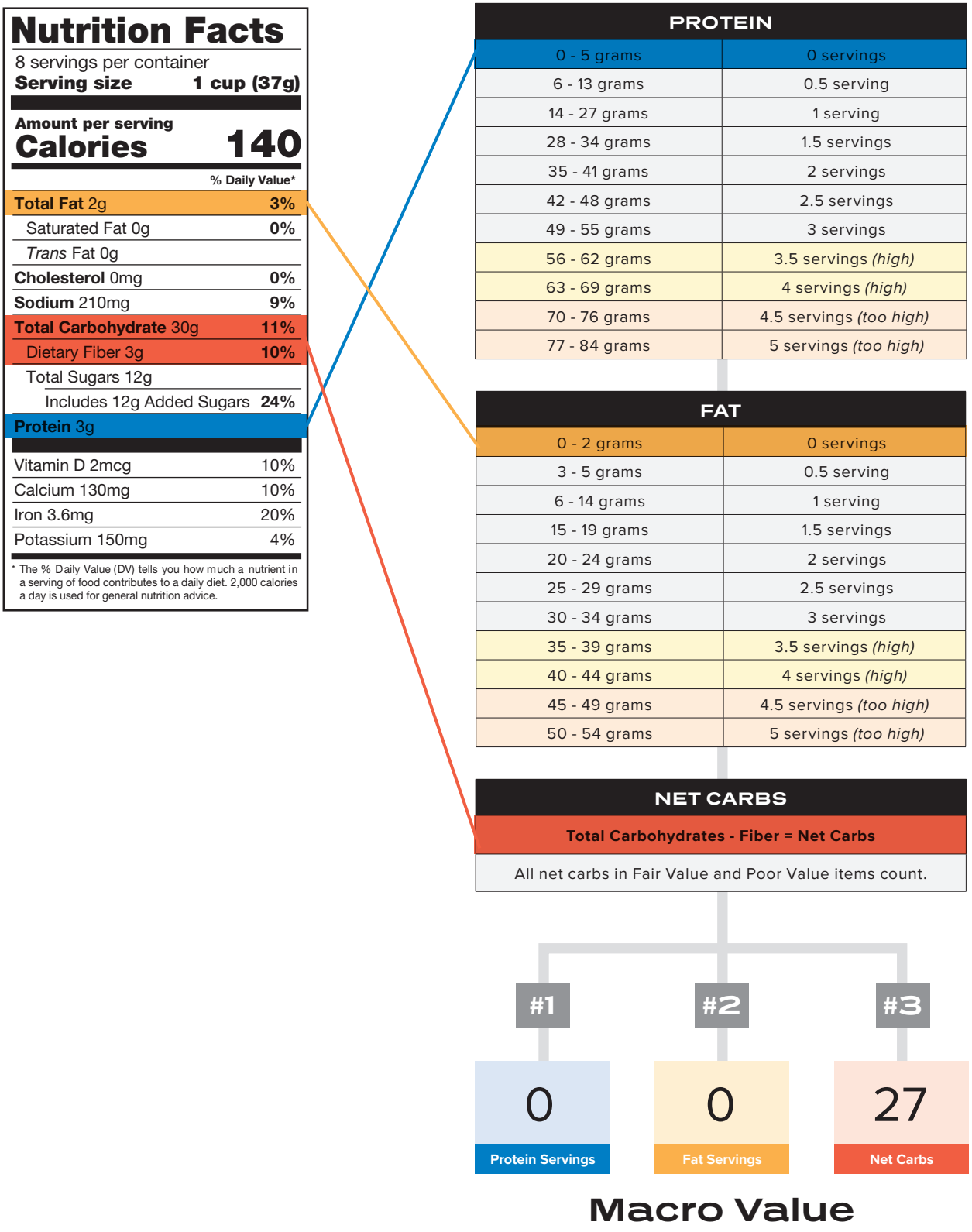
11g Total Carbohydrates
- 8g Fiber
= 3 Net Carbs

#1	#2	#3
1	1	3
Protein Servings	Fat Servings	Net Carbs

Macro Value

"Grams-to-Servings" Macro Conversions for Nutrition Panels ("Food Labels")

Example 2



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Let's See the Macro Code in Action!

To gain a better understanding of how to manage your daily Macro Code using our new system, let's bring it to life with "Susan," our hypothetical client entering Phase 3.

In Phase 2, Susan stabilized at 7 servings of protein, 6 servings of fat, and 60 net carbs.

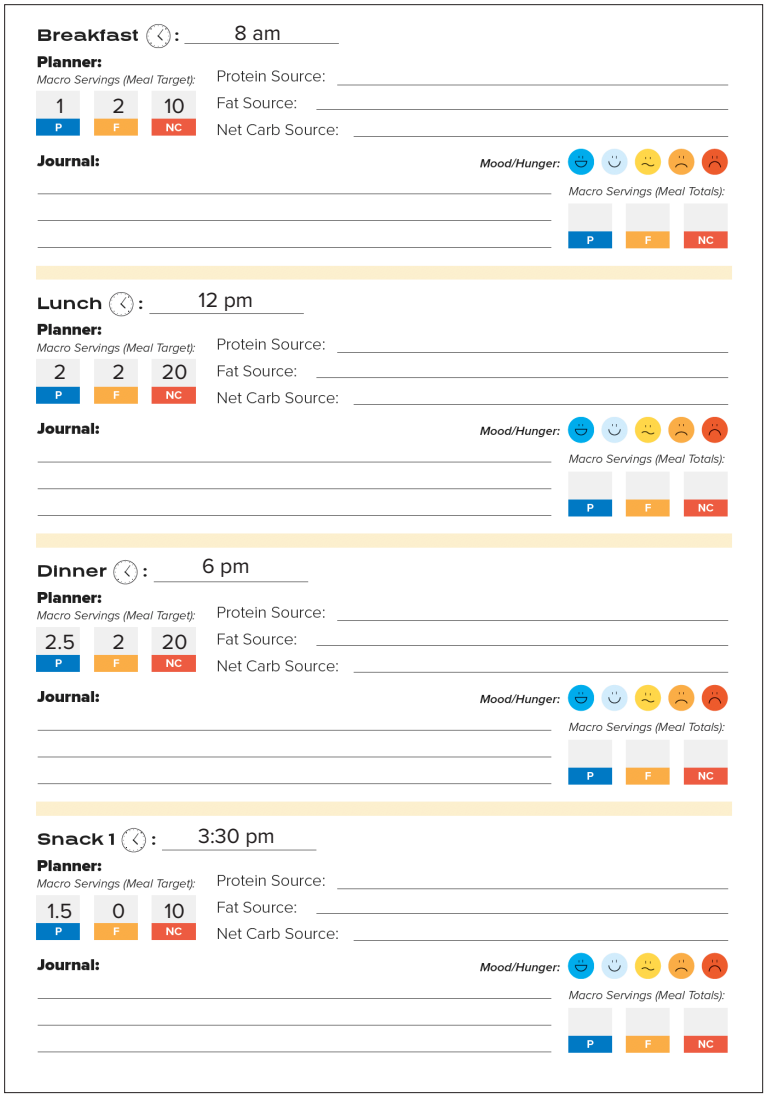
Her unique daily Macro Code in Maintenance is: **7 P** **6 F** **60 NC**

Now let's run Susan through three different meal-planning scenarios as she navigates the "real world" food environment using her Macro Code as her guide for staying on track.

Scenario 1: Ideal Value Category (Breakfast)

In this first scenario, Susan is planning her daily meals primarily from foods listed under the Ideal Value category. These are the foods that Susan feels most safe with because they have helped her not only lose her weight but have also helped her to stabilize her weight and hunger.

She's also more familiar with how to distribute her Macro Code's daily servings of protein, fat, and net carbs. Using *My Daily Planner and Journal*, Susan distributes her 7 daily protein servings in her Macro Code among breakfast (1 serving), lunch (2 servings), dinner (2.5 servings) and a snack (1.5 servings). She then distributes her 6 servings of fat and 60 net carbs, and is ready to start planning!



Breakfast : 8 am

Planner:

Macro Servings (Meal Target): 1 P | 2 F | 10 NC

Protein Source: _____

Fat Source: _____

Net Carb Source: _____

Journal: *Mood/Hunger:*

Macro Servings (Meal Totals): P F NC

Lunch : 12 pm

Planner:

Macro Servings (Meal Target): 2 P | 2 F | 20 NC

Protein Source: _____

Fat Source: _____

Net Carb Source: _____

Journal: *Mood/Hunger:*

Macro Servings (Meal Totals): P F NC

Dinner : 6 pm

Planner:

Macro Servings (Meal Target): 2.5 P | 2 F | 20 NC

Protein Source: _____

Fat Source: _____

Net Carb Source: _____

Journal: *Mood/Hunger:*

Macro Servings (Meal Totals): P F NC

Snack 1 : 3:30 pm

Planner:

Macro Servings (Meal Target): 1.5 P | 0 F | 10 NC

Protein Source: _____

Fat Source: _____

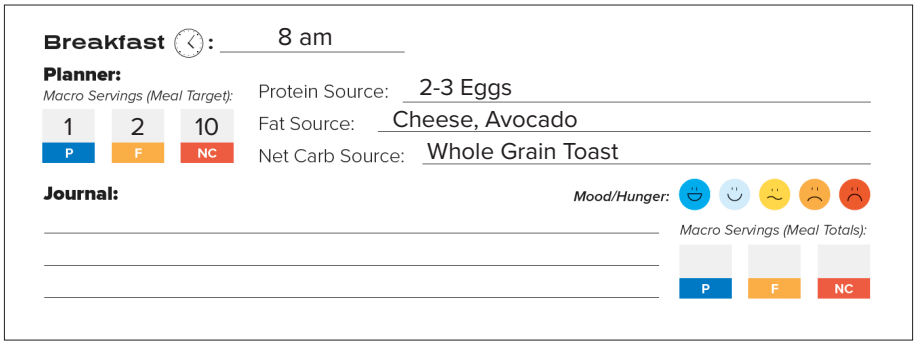
Net Carb Source: _____

Journal: *Mood/Hunger:*

Macro Servings (Meal Totals): P F NC

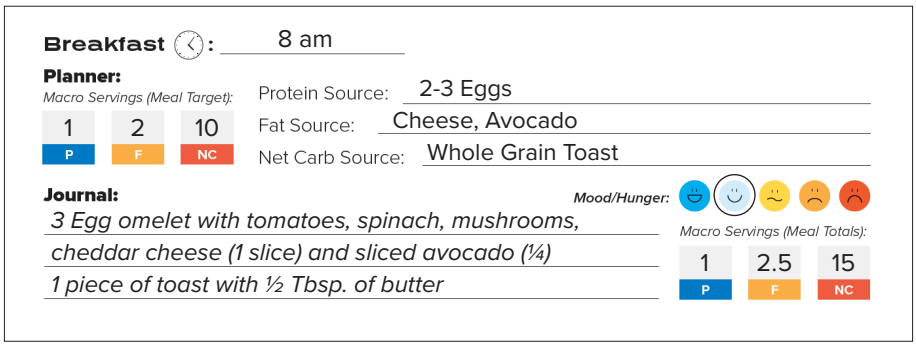
Scenario 1: Ideal Value Category (Breakfast) - Continued

Now that Susan knows how many macro servings and net carbs she will be eating for breakfast, she goes ahead and plans her breakfast accordingly, choosing only from the Ideal Value category.



Once Susan finishes planning breakfast, she will go ahead and complete her menu planning for lunch, dinner, and her afternoon snack. She might even go ahead and plan the entire week if she wants to; that way she can make sure to include all of the ingredients on her grocery shopping list so she's prepared!

Later on in this particular day, Susan will go back into her *My Daily Planner and Journal* to complete the Journal portion. Let's see how she did at breakfast!

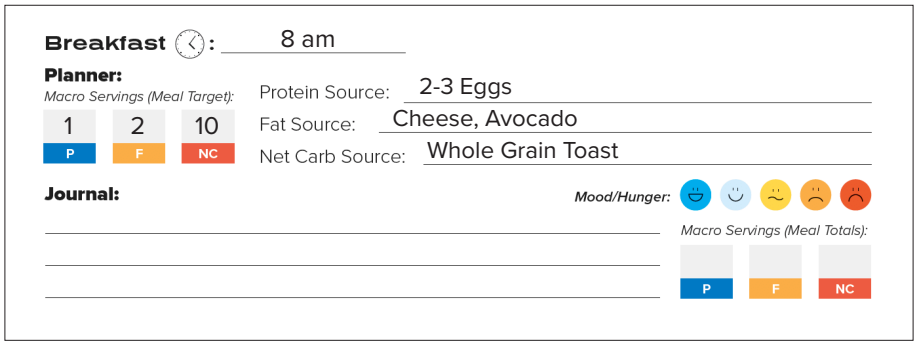


And she did great! As you can see, Susan's macro servings target was 1-2-10, and her actual macro servings consumed totaled 1-2.5-15. A half serving more of fat and 5 extra net carbs will not impact her stabilization as long as she continues to eat within her Macro Code for the rest of the day.

Remember, she still has two more meals and a snack to journal!

Scenario 2: Fair Value Category (Breakfast)

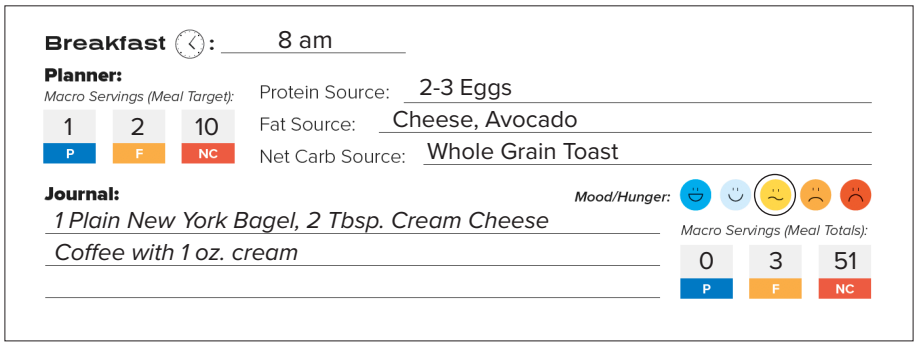
In this second scenario, Susan starts off with her pre-planned daily menu:



But Susan woke up on this particular morning not feeling like having eggs for breakfast. What she did feel like having, however, was a bagel. She had missed them over the past six months while on protocol, and decided to treat herself just for breakfast, and then stick to her pre-planned menu for the rest of the day.

Using her *Macro Conversions Quick Reference Guide* to calculate her macro servings and net carbs, Susan completed the Journal portion of her *My Daily Planner and Journal*.

Let's see how she did at Breakfast:



As you can see, Susan's macro servings for this meal were way off target. That's not to say that her entire day will be ruined, but it does mean that Susan may struggle with hunger and possibly cravings. Depending on her individual tolerance, 51 net carbs from the bagel may be considered excessive for Susan to consume at once, and when combined with 3 servings of fat from the cream cheese and coffee cream, may put her at risk for fat storage. This is why it is important that Susan adheres to her distributed macro targets, especially her fat and net carbs targets in order to avoid excessive fat and carbs combining and potential weight regain.

To stay on track, Susan now will have to modify or omit her planned fat servings and net carbs at lunch and dinner in order to remain within the proximity of her daily Macro Code! By now you can see that venturing outside the Ideal Value category without proper planning can quickly "eat up" your Macro Code budget for that day.

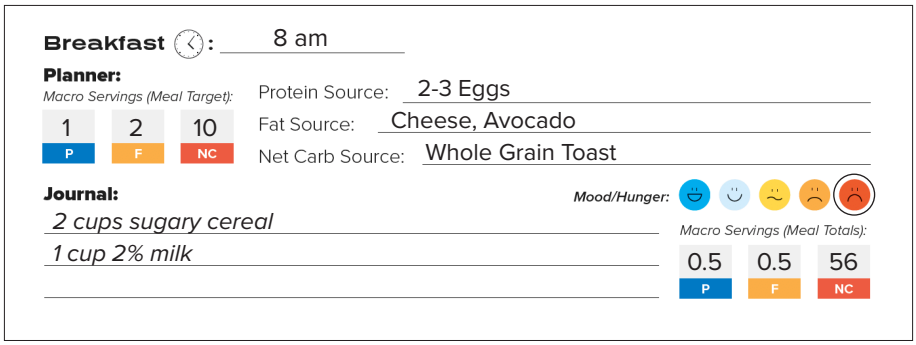
Going forward, Susan will learn to modify her choices. For example, eating only half of a bagel with 1 Tbsp. of cream cheese probably would have satisfied her craving, while cutting her fat servings and net carbs in half. And pairing that with 2 scrambled eggs would satisfy her protein target.

Scenario 3: Poor Value Category (Breakfast)

In this scenario, Susan wakes up starving. She's been feeling a little out of control lately, and her morning cravings have returned. She knows she is slipping back into her old unhealthy eating patterns and plans to contact her coach later that day for help in getting back on track.

But at this particular moment, all she wants is sugar, and the box of sugary cereal that she hesitantly bought for her kids as a "treat" was now too hard to resist!

Later that night, Susan sat down to complete her *My Daily Planner and Journal*. Let's see how she did!



Breakfast : 8 am

Planner:

Macro Servings (Meal Target):

1	2	10
P	F	NC

Protein Source: 2-3 Eggs

Fat Source: Cheese, Avocado

Net Carb Source: Whole Grain Toast

Journal:

2 cups sugary cereal

1 cup 2% milk

Mood/Hunger:

Macro Servings (Meal Totals):

0.5	0.5	56
P	F	NC

"Doing the Math"

Macro value per 1 cup serving sugary cereal = 0 - 0 - 22

This needs to be doubled for 2 cups of sugary cereal = 0 - 0 - 44

Add the macro value per 1 cup serving of 2% milk = 0.5 - 0.5 - 12

Total Macro Code for 2 cups cereal and 1 cup of milk = **0.5 - 0.5 - 56**

Using her Macro Conversions Key in the reference guide* Susan was able to easily determine the macro values of the cereal and milk based on each item's single portion serving size indicated on the products' Nutrition Facts panels. Fortunately, Susan was honest with herself when filling out her Journal. She knew the amount she had poured into her bowl was at least double that of the 1 cup serving size, so she just had to double the macro values. This brought her net carbs to 56 and the 8 grams of protein from the milk provided her with ½ serving of protein.

At the rate Susan is going, she is at high risk for weight regain and really needs to get back in touch with her coach and clinic. Unbeknownst to Susan, this insidious return to old habits and behaviors are not her fault. She is still battling the hunger hormone ghrelin (the gremlin!) and dopamine, the chemical in the brain responsible for reward seeking behaviors (in Phase 1, we referred to dopamine's actions as the "caveman response"!). The incorporation of more foods from the Fair Value category coupled with having access to "trigger foods" pushed the amount of Susan's daily net carbs over what she could tolerate. This "woke up" the reward circuits in her brain, which got to work on steering Susan back to the foods highest in calories, sugar, and fat.

For Susan to get back under control, it will require putting these two "drivers" back to sleep! That may require a Tune-up or maybe just a stricter adherence to Ideal Value category choices going forward.

**The Macro Conversions Quick Reference Guide provides an estimated average of macro grams per serving. For an exact accounting of nutrition information per item, refer to its actual food label.*

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