

VEGGIE LISA'S

7 DAYS OF
CLEAN EATING



WELCOME

I'm so excited to share this program with you! Here is what I will share with you in the next seven days:

- How to read food labels and the dos and don'ts of what foods to buy.
- How to “de-junk” your kitchen of foods that aren't good for you.
- Why you need plants in your diet
- The importance of protein and how to get enough protein from plants.
- “Good” carbs and where to find them.
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VEGGIE LISA'S STORY

Welcome! I'm so excited to share my passion for clean, plant-based nutrition with you. I want to tell you a little bit about my story so you can see how eating primarily clean, whole foods can be simple and affordable.

At the age of eight, I had an experience with a hamburger at a fast food restaurant that flipped a switch for me and I haven't touched meat since.

It was just a choice I made that has been with me since that age, and I have learned SO much about nutrition and how to eat well because of it.



Growing up, I didn't have a lot of nutritional knowledge, but I was very active, so I never worried much about my weight. But my freshman year of college left me with extra pounds that I had never experienced before.

As a college student who lived on a budget, AND being a vegetarian, I lived on lots of carbs, while eating some beans for protein; it was tough on my waistline.

Eventually I graduated from college, got pregnant with my first child, and gained

80lbs during that first pregnancy! I was able to get the weight mostly off, but then I had three more babies, gaining (and losing) around 40 lbs with each pregnancy.

After I had all of my children, I recognized I was just generally overweight, and I needed to do things differently. I hired an online trainer who helped me with finding good plant protein sources and taught me about proper macronutrient balance for my body.

Through that process, I decided I loved this stuff! A lot of people were asking me for help with their own nutrition struggles, so I decided to get my ISSA nutrition certification and a personal training certification. I've been able to help hundreds of people achieve health and fitness goals, and I especially love to help vegetarian/vegan eaters because I understand how to help balance macronutrient needs with plant-based nutrition.

A lot of plant-based eaters don't understand how to get protein, which leaves them struggling with eating too many of their calories from carbs and fats. EVERYONE needs protein! And if you're active, you need quite a bit of it.

So I've made it my mission the last few years to share what I've learned as a vegetarian nutritionist who loves big, green salads, hates spending hours and hours in the kitchen, and has perfected the art of eating vegetarian on a budget (I also LOVE baking--healthy treats are my jam!).

This 7 Days of Clean Eating program is the perfect “jump-start” to good nutrition. In it, I share the most basic tips and methods I know to get you off on the right food to eating clean, whole plant-based foods. It takes the common misconception that eating clean and/or plant-based is too time-consuming or too expensive, and teaches you that you don't have to put in hours in the kitchen or spend your whole paycheck on produce.

7 Days of Clean Eating breaks it down into simple and affordable baby steps. You're going to love it! AND you're going to love how you feel.

I'm so happy you have joined me here — after you embrace clean, plant-based nutrition this week, I know you'll look amazing, and feel amazing.

In good health,

Veggie Lisa

BEFORE YOU START

BEFORE YOU START, THERE ARE A FEW THINGS WE NEED TO DO!

1. Save your plan and load to a mobile device
2. Join our community!

Visit the **Lisa's 7 Days to Clean Eating Facebook page** to check-in. Leave a comment that you're beginning the program! Also, make sure you're following "**@veggie_lisa**" on Instagram so you don't miss ANYTHING!

Leave comments on my posts, and send me pictures of your food. I want to see all of it! Use the hashtags **#veggielisa**, **#7daysofcleaneating**, **#ingoodhealth**, **#eatgoodlookgoodfeelgood**, so I can search for YOU, watch your progress, and give you some love!

DAILY TIPS

As you go through this week, be sure to watch each daily video. I will cover a different topic everyday that is really important in transitioning to plant-based clean-eating. As you learn each concept and have any questions, concerns, or individual situations that you need help navigating, feel free to contact me on Facebook or email me at Lisa@IdealRaw.com. I'm here to help!



DAY ONE

HOW TO READ
FOOD LABELS

HOW TO READ FOOD LABELS

When you go to the grocery store, do you ever look at the food labels? Most people just reach for the items they like but rarely actually look at the ingredient list, serving size, and macronutrient breakdown. I know it can be a little bit overwhelming to break down all of the information, but today we are going to talk about how to read a nutrition label. There are definitely things to avoid, things to look for, and things you actually want to put on your grocery list.

First things first — what exactly is the nutrition facts label?

The Nutrition Facts label states the amount of calories and nutrients in one serving of food. Nutrients include fats, carbohydrates, protein, vitamins, and minerals. This information helps you know whether you're eating a healthy, balanced diet.

To get in and out of the store with your sanity intact, have a game plan, and know what you are looking for so you can quickly scan the label for the most important information.

Here's what you should focus on:

1. CALORIES

Calories provide a measure of how much energy you get from a serving of food. Many Americans consume more calories than they need without meeting recommended intakes for a number of nutrients. This can lead to weight gain.

The calorie section of the label can help you manage your weight (i.e. gain, lose, or maintain.) The amounts shown on the label refer to a single serving. If you require more than the listed serving size in a single sitting, be sure those calories are accounted for.

General Guide to Calories

40 Calories is low

100 Calories is moderate

400 Calories or more is high

The General Guide to Calories provides a general reference for calories when you look at a Nutrition Facts label. This guide

is based on a 2,000 calorie diet.

Eating too much fat, saturated fat, trans fat, cholesterol, or sodium may increase your risk of certain chronic diseases, like heart disease, some cancers, or high blood pressure.

2. FAT

If most of the fat content comes from healthy unsaturated fat, you're probably good to go. If the fat is mainly saturated and/or the product has any trans fat, put it back on the shelf. Trans fat has been shown to increase levels of "bad" LDL cholesterol while decreasing levels of "good" HDL cholesterol. You want to avoid these products.

Don't be fooled by a label that lists 0 grams of trans fat. Because of a labeling loophole, a product can actually contain up to 0.5g trans fat per serving and say it has none.

Check the ingredient list. If it includes partially hydrogenated oil, then there is trans fat in that food. Shortening is another source of trans fat.

I recommend that you keep your intake of saturated fat, trans fat, and cholesterol

as low as possible as part of a nutritionally balanced diet.

3. CHOLESTEROL

Saturated and trans fats make heart disease more likely. Less than 10% of your total calories in a day should come from saturated fats. Monounsaturated and polyunsaturated fats are healthier choices since they actually lower or don't affect cholesterol levels.

4. SODIUM

Excess sodium can raise blood pressure, which increases risk of heart disease, and it may be a result of eating a more highly processed diet. Eating a diet high in sodium can also inhibit your weight loss. In fact, you will most likely crave salt and even retain extra water weight that your body doesn't need.



5. CARBOHYDRATES

Carbs give your body energy faster than protein or fat does. There are three types of carbohydrates: sugars, starches and fiber. Eat whole-grain breads, cereals, rice, and pasta, plus fruits and vegetables. Some examples of whole-grain carbohydrates are:

Brown rice

Quinoa

Whole wheat bread

Oatmeal

Barley

Popcorn

Wild Rice

Bran Flakes

Not all breads are created equal. This is where manufacturers can be tricky with their wording to make you think their product is whole grain. Beware of the words “multi grain” or “enriched” flour. These are not whole grain sources!

6. FIBER

Most Americans don't get enough fiber in their diets. Eating a diet high in dietary fiber promotes healthy bowel function. Additionally, a diet rich in fruits, vegetables, and grain products that contain dietary fiber, particularly soluble fiber, and that are low in saturated fat and cholesterol, may reduce the risk of heart disease.

7. SUGAR

This number doesn't distinguish between naturally occurring sugars (like lactose in milk or fructose in fruit) and added sugar (like high-fructose corn syrup). Make sure to look at the ingredient list for sources of added sugar.

Look for words in the ingredient list, such as palm sugar or invert sugar; sweetener (as in corn sweetener) or syrup (as in brown rice syrup or malt syrup).

Also, watch for words ending in -ose, like fructose or glucose. It is important to know the source of sugar.

If sugar is one of the first two ingredients, don't bring it home. Ingredients are ordered by what the product is mostly made up of starting from the biggest ingredient to the smallest ingredient.

8. PROTEIN

Choose lean meats, poultry, fish, beans, nuts, low-fat dairy products, and plant protein powder. A percentage Daily Value for protein is not required on the label. Eat moderate portions of lean meat, poultry, fish, eggs, low-fat milk, yogurt and cheese, and nut butters and seeds.

Since I don't eat meat, one of my favorite ways to get enough protein is with a high-quality protein powder like Ideal-Raw. It is simple, fast and easy to get in my protein requirements every day.

A good rule of thumb to find out how much protein you should be eating is to times the number of pounds you weigh by .7.

Example: 150 lbs X .7 = 105 grams of protein a day

Obviously, the best way to avoid being misled by nutrition labels is to avoid processed foods altogether.

However, if you decide to buy packaged foods, it is necessary to sort out the junk from the higher quality products.

Keep in mind that whole food doesn't need an ingredients list, because the whole food IS the ingredient. If you are ever curious about the nutritional information of a whole food source, that can be easily found online.

Adding more whole foods to your diet will not only help you increase your metabolism but prevent many, many diseases that are linked to eating processed foods.

DAY TWO

DE-JUNK
YOUR KITCHEN

DE-JUNK YOUR KITCHEN

Yesterday, we went over how to read a food label and what ingredients to stay away from. Today, I want to go through and help you get rid of all the junk food in your pantry. I promise this won't be that scary. It will be liberating!

First things first, grab two large garbage bags, one for recycling and one to throw the food in. I know this might seem a little wasteful to some of you, but if the packages are not opened yet, you can donate the food items to your local food pantry. Also much of the packaging that processed food comes in can be recycled, so let's do the environment a favor and make sure we are recycling those.

Second, I need you to promise me something. Be strong. This isn't going to be easy. Some of the choices you will make today could affect your goals. Living a healthy lifestyle can sometimes be difficult;

if it was easy, everyone would be healthy. But it does get better. Think of your willpower and mindset like a bicep. The more you “exercise it,” the bigger it gets. We want that mindset to keep getting used to make good decisions every day.

FIRST STEP:

Throw Out All of Your Obviously Terrible Food

This includes candy, chips, cookies, soda, sugar-laden fruit juice—all of it. Don’t worry, we’ll head to the grocery store in just a little while, so you won’t have to live without snacks for too long. But these items are a recipe for total failure! We will replace them with healthier alternatives very soon.

SECOND STEP:

Decide on the Difficult Things

Now it’s time to start thinking about everything that’s left. This is where you consider the difficult foods that you really want to keep, but you know probably aren’t at all good for you. I’m not there with you, so I can’t force you to throw it out, but I will give you this advice: you’ll be more likely to stick with the food choices you’re about to make when you get to the grocery store if you don’t have your old staples to fall back on. It’s easy to throw out chips, soda, and

candy. It's difficult, however, to toss out the frozen pizzas you rely on for a quick snack when you're hungry in the afternoon, or those microwave burritos that aren't really bad for you, but they aren't good either. Don't try to convince yourself that you can keep bad food if you change your habits either. For example, keeping that jug of ranch dressing in your fridge, if you promise yourself you'll only use a tablespoon per serving, can easily become a problem. We both know that isn't likely—breaking habits isn't that easy. If there is a question on whether it's healthy, or how healthy is it, throw it out. When in doubt...throw it out!!

THIRD STEP:

Create a Successful Environment

Now that the junk is in the trash and your cabinets are bare, it's time to think about alternatives. You might think to put the planning before the tossing, but we put them in this order to force you to go to the grocery store after coming up with healthy alternatives.

As you make your shopping list, replace the foods you normally would buy with healthy options you'll enjoy. Think about the different flavors that you like, and look for healthy alternatives that hit those notes. If you give up your beloved bag of potato chips for tortilla chips or

popcorn, you're more likely to stick with your healthy diet change. Here are some suggestions to get your list started.

Savory Foods:

If snack mixes, beef jerky, and potato chips make up most of your snack cabinet, pick up some turkey jerky over beef jerky, or at least check out the sodium content on the beef jerky you're used to buying to see if there's anything a little healthier.

Mixed nuts are always a good snack if they're eaten in moderation.

Try unroasted and unsalted, if you enjoy them. Get creative. Peanuts aren't the only nut out there. Pistachios, almonds, Brazil nuts, cashews and walnuts make great snacks!

Air-popped popcorn is always a great alternative to chips, and you can season and salt it yourself.

Raw vegetables and hummus are also great savory alternatives to keep in the fridge or pantry.

If your food is lacking flavor, try adding some guacamole or pesto to liven them up!

Sweet Foods:

For those of us with a sweet tooth, getting rid of the candy, chocolates, or baked, processed sweets that you may have lying around your house can be difficult.

Trade in the pre-packaged, pre-made goodies for Greek yogurt with berries and a touch of honey. Cinnamon always gives greek yogurt a nice flavor, too!

Try fruits that are naturally sweet, like figs, raisins, and dates, or develop a love for dark chocolate.

Are you like me and love ice cream? There are many low-calorie, healthier options for ice cream. Just put some seedless grapes in the freezer for a day, then break them out as a sweet snack that can satisfy your ice cream craving.

Sour and Bitter Foods:

If sour treats tickle your palate, there's a really easy fix for you: citrus fruits. Lemons, limes, and oranges can help tame those cravings in a healthier way! You can also try low-fat cheeses, like feta or a nice brie, to add some creaminess. Bitter food lovers can also munch on some raw zucchini, maybe with a yogurt-based dip like tzatziki.

FOURTH STEP: Make Yourself Accountable

Tell people you live with, or friends, that you have embarked on this new adventure to become more healthy. Ask them not to bring over foods that might tempt you, or that you have already removed from your kitchen. The more accountability you create for yourself the more likely you are to be successful.

Congrats! You did it! You made it through the hardest part. Take this one day at a time, and we will reach your goals....together!



DAY THREE

WHY PLANTS?

WHY PLANTS?

If you are new to a plant-based diet, chances are you probably are wondering why people would want to eat just plants? Many folks find them boring, flavorless, and even downright gross. Well, don't worry, because I am here to change all of those pre-conceived ideas. I'm here to show you:

WHY you should eat mostly plants,

HOW they can taste good,

and **WHERE** to find the best ones!

In almost 30 years, I have not eaten meat of any kind. Yes, I know that's a long time! Over those 30 years, I have experimented with different types of vegetables, starches, and proteins. I believe that I have found the perfect equation for complete nutrition formulated for weight loss. I'm so excited to share with you all of my tips and tricks, not only for

switching over to a plant-based diet, but also on how to make vegetables taste amazing.

So why exactly would you want to choose to eat a plant-based diet? Studies have shown that eating a plant-based diet:

- 1. May prevent factors of chronic diseases**, such as Type 2 diabetes and heart disease. Those of us who don't eat meat may have a lower chance of developing high blood pressure and Type 2 diabetes.
- 2. Will help you lose weight faster!** You are eating more food for less calories when you have a diet high in vegetables. This helps your body feel more satisfied with less calories.
- 3. Is less expensive!** Think about it. Meat is one of the most expensive items at the grocery store and restaurants. Plants are inexpensive and easily found. Buy in-season, shop for deals, and your grocery bill will be significantly less.

Plants are low in trans fats. You will be eating cleaner, and look leaner with more plants in your diet.

Let's talk about nutrient density for a minute. Maybe you have heard those

words before, but it basically means how much nutrients a food contains, versus how many calories it has.

For example:

A doughnut has more calories than nutrients, so therefore it has a low nutrient density.

Broccoli, on the other hand, is low in calories, but high in many nutrients like fiber, magnesium, and protein. So that means broccoli has a high nutrient density.

By now, you are probably figuring out that we want to eat foods with high nutrient density. It's kind of like getting the biggest bang for your buck, so to speak. You want to eat a diet high in nutrients, and low in calories.

Many of the foods with high nutrient density have loads of fiber in them which helps keep you fuller, longer.

This means that your appetite will decrease over time and you will go longer between meals without getting hungry. That's the recipe for success!

So now you know WHY you should eat a plant-based diet, let's talk about WHAT you need to do when preparing vegetables. Here are my recommendations:

Steam:

Green beans

Diced carrots

Quartered brussels sprouts

Artichokes

Beets

Roast:

Broccoli

Cauliflower

Carrots

Onions

Eggplant

Sweet potato

Saute:

Bell pepper

Cabbage

Mushrooms

Bok choy

Snow peas

Asparagus

Cherry tomatoes

Grill:

Corn

Sweet peppers

Zucchini

Yellow squash

Onions

Red potatoes

Keep it Simple!

Buy your greens pre-washed and pre-chopped. I buy two bags of baby spinach a week just for my smoothies. I come home and pop them in the freezer, so they stay nice and fresh and blend up perfectly in my smoothies.

Add Flavor

I like to use herbs to add flavor to my vegetables. Garlic is great when roasting vegetables. Also, you can find freeze dried herbs in the produce section of most grocery stores. Don't be afraid to sprinkle some basil or parsley on top of your veggie scramble. Get creative with the spices you have on hand. Cumin and coriander give vegetables a deeper flavor while garlic can give cauliflower and broccoli a sweeter flavor.

Where To Find It

Now that you know what to eat and how to prepare it, let's talk about where to find the very best produce. Farmers markets are a great place to find homegrown, local vegetables. Always try to buy local. Often the produce you get at big box grocery stores have been shipped from across the country, and sometimes even from South America. This means they were picked before they were ripe, and have been sitting in a container for weeks. I know there are certain times of year where local produce can be scarce, but when harvest

season is in full swing, make sure to buy from your local farmers. This will ensure you are getting high-quality ingredients for all of your plant-based dishes. Always look for fruits and vegetables that are in-season. This will also help you to get a good price! Sometimes I go find out what items are in-season and on sale, and then I design my menu for the week.

Ok, it's time to put all this new knowledge to good use! I know you can do it! I can't wait to see what you create!



DAY FOUR

PROTEIN IS
ESSENTIAL

PROTEIN IS ESSENTIAL

On Day 1 of this program, we talked briefly about how to read a food label. Hopefully you have been practicing and know what to look for. Today is one of the most important concepts in my program. It is the #1 reason I lost 30 pounds and have kept it off...

Protein! I'm sure you have heard that protein is good to eat when trying to lose weight. I'm here to tell you it is an ESSENTIAL macronutrient that needs to be present in every single one of your meals throughout the day. You WILL NOT lose weight the right way without it!

It's easy to understand the hoopla behind protein. Protein is an important component of every cell in the body. Hair and nails are mostly made of protein. Your body uses protein to build and repair tissues. You also use protein to make enzymes, hormones, and other body chemicals.

Protein is an important building block of bones, muscles, cartilage, skin, and blood. Along with fat and carbohydrates, protein is a “macronutrient,” meaning that the body needs relatively large amounts of it. Vitamins and minerals, which are needed in only small quantities, are called “micro-nutrients.” But unlike fat and carbohydrates, the body does not store protein, and therefore, has no reservoir to draw on when it needs a new supply.

That is why it is so important to get an adequate amount of protein. Here is a good formula for how many grams of protein you need each day:

Take your current weight x .7 = daily amount of protein in grams.

I know that this can seem overwhelming, but if I can do it, you can do it. I do not eat any meat, so getting enough protein every day was a struggle in the past. Once I consistently got in an adequate amount, I actually lost weight!

If you are a meat eater, this should be fairly easy. It might take a little bit of time at first to figure out your macros, but once you get the hang of it, it's simple. The meal plan that I have formulated for this program will give you plenty of protein at each meal. Use those as a guides when doing

your own meal planning in the future!
A simple and fast way to get enough protein is through supplements. Protein powders are very effective at giving you good nutrition. However some protein powders might look and seem healthy, but are low-quality with many added fillers.

After trying just about every vegan protein powder on the market, I have to say that IdealRaw is by far the best tasting.

IdealRaw Organic Protein is designed to power your body the way nature intended: with real plant protein, wholesome organic ingredients, and nothing artificial.

When I say IdealRaw is clean, I mean SUPER clean. You can rest assured IdealRaw is:

- **Vegan Friendly**
- **Dairy Free**
- **Gluten Free**
- **Soy Free**
- **USDA Certified Organic**
- **Non-GMO**
- **Naturally sweetened with stevia**

Along with the major health benefits, IdealRaw solves the two biggest problems with organic, plant-based protein powders:

1. Taste—Let’s face it, most plant-based proteins are gritty and taste a little like dirt.

2. Price—Most of us can’t spend a fortune on clean, organic supplements.

Formula after formula was rejected to make sure creamy, natural flavors were developed that you’ll love! And if you don’t love it for any reason, you can take advantage of IdealRaw’s “Flavor Pact,” and return your protein for a 100% full refund.

Not only is IdealRaw delicious, it’s priced to fit everyone’s budget. At less than \$1.66 per shake, you can afford a clean, convenient meal whenever you need it.

I love that all the ingredients are super clean with all natural sweeteners and flavors. IdealRaw is my #1 choice for plant-based fuel!



ORGANIC PROTEIN STARTER BUNDLE

[SHOP NOW](#)

DAY FIVE

BAD VS. GOOD
CARBS

BAD VS. GOOD CARBS

WHAT ARE CARBS?

Carbs, or carbohydrates, are molecules that have carbon, hydrogen and oxygen atoms. In nutrition, “carbs” refer to one of the three macronutrients. The other two are protein and fat.

Dietary carbohydrates can be split into three main categories:

Sugars:

Sweet, short-chain carbohydrates found in foods. Examples are glucose, fructose, galactose and sucrose.

Starches:

Long chains of glucose molecules, which eventually get broken down into glucose in the digestive system.

Fiber:

Humans cannot digest fiber, although the bacteria in the digestive system can make use of some of them.

The main purpose of carbohydrates in the diet is to provide energy. Most carbs get broken down or transformed into glucose, which can be used as energy. Carbs can also be turned into fat for later use.

Which Carbs Should I Eat?

For many years, I was confused on which carbs were good, and which carbs were not so good for me. I'm here to break it down and make it super simple so that you will know exactly which carbs to put on your plate. Not all carbs are created equal!

There are many different types of carbohydrate-containing foods, and they vary greatly in their health effects.

Complex carbs are unprocessed, and contain the fiber found naturally in the food, while simple carbs have been processed and had the natural fiber stripped out.

Examples of complex carbs include whole fruit, legumes, potatoes and whole grains. On the other hand, simple carbs include sugar-sweetened beverages, fruit juices, pastries, white bread, white pasta, white rice, etc.

Simple carbs tend to cause major spikes in blood sugar levels, which lead to subsequent crashes that can trigger hunger and cravings for more high-carb foods. This is a recipe for disaster when you are trying to lose weight. Your body will not burn fat efficiently when you have a diet high in simple carbohydrates.

Simple carbohydrate foods usually also lack in essential nutrients. In other words, they are “empty” calories. Whole food sources of complex carbohydrates are loaded with nutrients and fiber, and don’t cause the same spikes and dips in blood sugar levels.

Making the switch from simple to complex carbs doesn’t have to be difficult. It might mean replacing your favorite sugar cereal with a whole wheat bran cereal. Or, changing out white rice for brown. Your taste buds will adjust over time, and you will most likely branch out and start trying new ones! With healthy blood sugar levels, your body will kick into fat-burning mode and you will be that much closer to your goals!

DAY SIX

FAT THAT MAKES
YOU SKINNY

FAT THAT MAKES YOU SKINNY

Fat — Don't be scared of it! You actually need it in your diet. Fat doesn't directly make you "fat," excess calories make you "fat." It's all about choosing the right types of fat, and getting the appropriate amount.

If you were around in the '80s, you saw the "fat-free craze." Everyone steered clear of many fatty foods thinking they would make them fat. But not only was that wrong, it was unhealthy to live a "fat-free" lifestyle. We now know that getting some fat from our diet is absolutely crucial.

WHAT IS FAT FOR?

A Source of Energy

Our bodies use the fat we eat and fats we make from other nutrients, to provide the energy for most of our day to day functions.

Fat is also necessary for nutrient absorption of other foods.

Energy Store

The extra calories that we consume, but do not need to use immediately, are stored for future use in special fat cells.

Essential Fatty Acids

Dietary fats are essential for growth development and cell functions, but cannot be made by our body's processes.

Proper functioning of nerves and brain

Fats are part of myelin—a fatty material that wraps around our nerve cells in order to send electrical messages. Our brains contain large amounts of essential fats. Eating healthy fats can help our brains function at a higher level.

Maintaining healthy skin and other tissues.

All cells in our bodies need to contain some fats as essential parts of cell membranes, which controls what goes in and out of our cells.

Now that you know why fat is an important macronutrient in our diet, let's talk about the right types of fat to eat:

Olive oil

Avocados

Coconut oil

Nuts like almonds, pistachios, Brazil nuts, cashews, and walnuts

Nut butters (peanut and almond)

Seeds such as chia, flax, hemp, sunflower, and pumpkin

Dark chocolate

Olives

Palm oil

Fish and fish oils

Ghee (clarified) butter

All of these foods are great additions to your plant-based nutrition. But let's talk about portion size for a minute. Often times, people eat too many healthy fats, and that is where they can plateau with their fat loss. Fats are still higher in calories than other foods. Fats have nine calories per gram compared to the four calories per gram found in protein and carbohydrates. In other words, the same amount of fat provides more than twice as many calories. That's why it's important to keep your portion sizes in check.

A good rule of thumb (no pun intended) is to actually use your thumb to measure out your healthy fat serving per meal. This is a very handy way to show you how much you should be eating!

DAY SEVEN

HYDRATE
HYDRATE
HYDRATE

HYDRATE HYDRATE HYDRATE

You've probably heard that drinking water is important to your health—well, it's true! Your body is composed of roughly 60% water. That means when we are dehydrated even a little bit, we are affecting the performance of the majority of our body. Our bodies do not function as well without the proper water intake.

Here are some reasons to always have a water bottle on-hand:

If you don't drink water, you will die — it's that important. Depending on our environment, we can live only a few days, maybe a week, without water. We can live much longer without food.

You will be less cranky.

Research says dehydration can affect your mood and make you grumpy and confused. Think clearer and be happier by drinking more water :)

You will perform better.

Proper hydration contributes to increased athletic performance. Water composes 75% of our muscle tissue! Dehydration can lead to weakness, fatigue, dizziness, and electrolyte imbalance.

It can help you lose weight.

Sometimes, we think we're hungry, when actually we're just thirsty. Our body starts turning on all the alarms when we ignore it. For those of you trying to lose weight, staying hydrated can serve as an appetite suppressant and help with weight loss.

Have less joint pain.

Drinking water can reduce pain in your joints by keeping the cartilage soft and hydrated.

Flush out waste and bacteria.

Our digestive system needs water to function properly. Waste is flushed out in the form of urine and sweat. If we don't drink water, we don't flush out waste and it collects in our body causing a lot of problems. Also, combined with fiber,

water can help with maintaining a healthy digestive system.

Prevent headaches.

Sometimes headaches can be caused by dehydration, so drinking water can prevent or alleviate that nasty head pain.

Make your skin glow.

Our skin is the largest organ in our body. Regular water consumption can improve the color and texture of your skin by keeping it building new cells properly. Drinking water also helps the skin do its job of regulating the body's temperature through sweating.

Feed your body.

Water is essential for proper circulation of nutrients in the body. Water serves as the body's transportation system and when we are dehydrated things just can't get around as well.

Quick “rules of thumb” for drinking (more) water:

Drink half your bodyweight in ounces of water if you weigh 160lbs, drink 80oz of water each day. Carry a bottle everywhere with you as a reminder to keep drinking.

Eat raw fruits and vegetables—they are dense in water.

You can get water from food, not just from beverages. This is another reason plant-based nutrition is key!

MEAL PLAN

RECIPES

MEAL PLAN

THE 7 DAYS OF CLEAN EATING MEAL PLAN

Now for the fun part—food! I love food. I love making it healthy, fresh, and tasty. Real, whole food IS delicious and satisfying if you know how to prepare it. Just make a few of these amazing recipes and I know you'll agree.

You will eat five meals a day during the program—post-workout shake (eat this after your workout, whenever that is during your day), breakfast, lunch, a snack (can be whenever you want it), and dinner. I have created three recipes for each meal and you are free to choose ONE recipe you like for each meal per day. Repeat the same ones over and over again, or be wild and try them all!

I hope you love them as much as I do!

POST-WORKOUT SHAKES

Basic Recipe

1 c water or unsweetened milk of choice

1 1/2 scoops IdealRaw Protein

1/2 frozen banana

Fistful serving of vegetable (optional)

Handful ice

Place all ingredients in blender. Blend. Enjoy immediately!

Variations:

Lemon Blueberry Smoothie

1 c unsweetened almond milk

1 1/2 scoops IdealRaw Vanilla Protein

Handful frozen blueberries

1 tsp. chia seeds

1/4 lemon, diced (with peel on but remove seeds)

Handful ice

Place all ingredients in blender. Blend. Enjoy immediately!

Lean and Green Smoothie

1 c unsweetened milk of choice

2 c fresh spinach

5 frozen raspberries

1/2 frozen banana

1 1/2 scoop IdealRaw Vanilla Protein

1 tbsp. almond butter

1/2 tsp. cinnamon

1/2 tsp. vanilla

Handful ice

Place all ingredients in blender. Blend. Enjoy immediately!

BREAKFASTS

5-Minute Apple Cinnamon Oatmeal

- 1/2 c rolled oats
- 1/4 apple, diced (leave skin on)
- 1/2 tsp. cinnamon
- 1 tbsp. almond butter
- 1/2 scoop IdealRaw vanilla

Boil one cup of water in saucepan. Add oats and apples. Allow to cook until all the moisture is gone and oats are done. Remove from heat and add honey, cinnamon, and almond butter.

Coconut Greek Yogurt with Berries

- 1 c plain nonfat Greek yogurt
- 1 packet Truvia sweetener
- Splash of coconut extract
- Blueberries, blackberries, and raspberries
- 1 tsp unsweetened coconut flakes

Mix together and allow to sit in fridge for 20 minutes or until Truvia has dissolved in yogurt. Layer in parfait cup: yogurt, berries, yogurt, berries. Top with unsweetened coconut.

Herbed Tomato and Feta Egg Scramble

5 cherry heirloom tomatoes, cut in half

5 egg whites

1 tbsp. feta cheese

1 tsp. coconut oil

Fresh basil, minced, to taste

Salt and pepper, to taste

Place a 1/2 tsp of coconut oil in frying pan to coat. Add tomatoes and sauté on medium high heat for three minutes. Season with salt and pepper. Add in minced basil and cook for one minute longer. Remove tomatoes from pan. Wipe out pan with paper towel and add other 1/2 tsp of oil to coat. Pour egg whites into pan. Stir eggs to avoid browning. When the egg whites are no longer runny, remove to plate. Top with tomatoes, basil and feta cheese.

Sunrise Smoothie

1 c unsweetened milk of choice

1/2 c cooked carrots (cooled)

1/2 small orange, peeled and seeded

1 tbsp. orange zest

4 frozen or fresh strawberries

1 1/2 scoops IdealRaw Vanilla Protein

Handful of Ice

Add all ingredients into blender, adding ice last. Blend. Enjoy immediately.

LUNCHES

Low-Carb Cabbage Salad

Cooking spray

2 c shredded cabbage (I like to buy bagged coleslaw)

1/2 c pomegranate seeds

1/4 c slivered almonds

1 tsp. liquid coconut aminos or soy sauce

Protein of choice: 3 oz grilled chicken, 3 oz albacore

tuna, or 3/4 c edamame

Heat nonstick pan over medium heat. Spray pan with cooking spray. Sauté cabbage in pan until soft (usually three to four minutes). Add in protein of choice. Remove from heat. Add a splash of aminos or soy sauce. Top with pomegranate seeds and slivered almonds. Add desired protein of choice. Serve warm.

Crockpot Pumpkin and Sweet Potato Curry

1 15 oz can light coconut milk

1 c pumpkin puree (not pumpkin pie filling)

2 c vegetable (or chicken) stock

1/2 tbsp. curry powder

1/4 tsp. turmeric powder

2 tsp. garam masala

1 tsp. salt

1/4 tsp. black pepper

1/2 onion, diced

3 garlic cloves, minced

3 carrots, chopped

2 c cubed yams

1 c garbanzo beans, drained and rinsed

Juice of 1 lime

1/2 c raw cashews

Add protein of choice: 3 oz grilled chicken, 4 oz albacore

tuna, or 3/4 c edamame

Add coconut milk, pumpkin, stock and all spices into crockpot. Whisk. Add in garlic, carrots, potatoes, beans, cashews and lime juice to the mixture. Stir. Cook on low for six to eight hours. Add protein and serve over zucchini noodles. Serves seven. Divide into containers or freeze for later.

Roasted Brussel Sprout Salad

1 c brussel sprouts trimmed
1 c romaine lettuce, cut and washed
1 c baby kale, cut finely and washed
2 tbsp. blueberries
1/4 c diced cucumbers
2 tbsp. purple grapes, halved
2 tbsp. 50% less sugar dried cranberries
2 tbsp. fat-free feta cheese
2 tbsp. red onion, diced
2 tbsp. pepitas (can toast them for extra flavor)
Olive oil cooking spray
Protein of choice: 3 oz grilled chicken, 4 oz albacore tuna, or
3/4 c edamame

Lightly coat the sprouts in olive oil cooking spray. Roast in oven at 425 for 20-25 mins. Tops should be golden brown and slightly crispy. Place lettuce and kale in a large serving bowl. Add in all the toppings, including protein choice, placing toasted pepitas on top.

Strawberry Vinaigrette

1 tbsp. apple cider vinegar
1 tbsp. olive oil (can also use coconut or avocado)
3-4 drops liquid stevia
1/4 tsp. sea salt
1/8 tsp. ground pepper
1/4 c sliced strawberries

Place all ingredients in blender and pulse until smooth. Add to salad just before serving.

Chocolate Peanut Butter Smoothie

1 c unsweetened milk of choice
1 tbsp. natural peanut butter, chunky
1 tbsp. powdered peanut butter
1 1/2 scoops IdealRaw Chocolate Protein
1 c spinach, raw
Handful of ice

Add all ingredients into blender, adding ice last. Blend. Enjoy immediately!

SNACKS

Not-So-Spicy Jalapeño Hummus

1/2 c cilantro leaves, chopped
2 jalapeno peppers, seeded and diced
1 clove garlic
3 tbsp. lemon juice
1 can of garbanzo beans
1/4 c reserved garbanzo bean water or water
6 tbsp. tahini
2 tbsp. olive oil
1/2 tsp. salt
1/4 tsp. cumin
Dash of cayenne pepper

In food processor, combine cilantro peppers and garlic. Pulse until combined and finely chopped. In separate bowl, stir together lemon juice, bean water. In another bowl, stir together tahini and olive oil. Set both aside. Add chickpeas and lemon water mix to cilantro mix in food processor. Puree and scrape sides down as needed. Add salt, cumin, and cayenne, and slowly pour in tahini mixture. Puree again until smooth. Allow to sit in fridge for 30 minutes to allow flavors to combine. Serve with cucumbers and celery. Divide into four small container for four snack size servings.

Sweet Berry Toast

1 slice Dave's Killer Bread (thin slice)
1/4 c low-fat cottage cheese
2 fresh strawberries, sliced
1 tbsp. sliced almonds
2 tsp. raw honey

Toast bread (I have found the crunchier, the better!). Mix cottage cheese with one tsp of the honey. Layer cottage cheese on toast first, then strawberries and almonds. Drizzle with last tsp of raw honey.

Greek Yogurt Sundae

1/2 c plain, non-fat Greek yogurt (plain coconut yogurt for vegan)

1 scoop IdealRaw Protein, either flavor

10 berries of any kind (strawberry, blueberry, raspberry)

Mix Greek yogurt and protein powder in a small bowl. Top with berries.

Coconut Brownie Truffles

1/2 c unsweetened coconut (pulsed in blender)

2 tbsp. coconut oil

1/2 c natural almond butter

1 tsp. coconut extract

1 c oat flour (can blend rolled or quick oats to fine flour to make your own)

1 scoop IdealRaw Vanilla Protein

Mix together all ingredients, except shredded coconut, in stand mixer. Scoop out spoonful size scoops and roll into balls. Roll into coconut. Freeze until hard. Can keep in fridge for up to two weeks, freezer one month. Makes around 25. A small snack portion is two.

DINNERS

Clean Spaghetti and Marinara

Top two cups roasted spaghetti squash (recipe below) with one cup of marinara (recipe below) and add protein of choice: 3 oz grilled chicken, 4 oz ground turkey, 3/4 c edamame, or drink 8 oz water mixed with one scoop of IdealRaw along side your spaghetti.

Simple Marinara

1 can (28 oz) whole tomatoes

1 tbsp. olive oil

4 cloves garlic, minced

Salt and pepper, to taste

Place olive oil in skillet. Heat to medium heat. Add in garlic and cook only about 30 seconds.

Open can of tomatoes and squeeze with one hand each whole tomato as you put it in the pan. This will allow the marinara to be a little chunky. Bring to a simmer and cook until thick, about 15 minutes. Season with salt and pepper as needed. Makes three servings. Each serving is one cup.

Roasted Spaghetti Squash

Wash outside of squash. Slice in half lengthwise. Scrape seeds from the center and discard. Drizzle squash halves with 1/2 tbsp. olive oil each side, then season with salt and pepper. Place squash (cut side down) on a cookie sheet and cook at 350 for 40-50 mins. Remove, allow 10 mins to cool. Turn squash over and scrape out strands with a fork. Makes about four cups total. Each serving is two cups.

Berry Protein Crunch

1 c unsweetened milk of choice

2 large strawberries, washed and quartered

1/2 frozen banana

1 1/2 scoops IdealRaw Vanilla Protein

1 tbsp. coconut chips (I like Dang brand)

1 tbsp. sliced almonds

1 tsp. granulated stevia

Handful ice

Place all ingredients in blender. Blend. Enjoy immediately.

Burrito Bowl

2 c leafy greens such as spinach, kale, or romaine lettuce

1/2 c black beans

1/3 c salsa

1/2 c bell pepper, chopped

Protein of choice: 3 oz grilled chicken, 4 oz ground turkey, or 3/4 c edamame

Additional toppings: plain non-fat Greek yogurt, and/or two small slices of fresh avocado

Place greens, beans, and bell pepper in bowl. Add protein of choice. Top with salsa and additional toppings if desired.

Mashed Cauliflower

2 c cauliflower florets

1 tbsp. ghee butter (or regular butter)

Salt and pepper

Protein of choice: 3 oz grilled chicken, 4 oz ground turkey, or drink 8 oz water mixed with one scoop of IdealRaw Protein along side cauliflower.

Boil five cups of water over medium heat. Place florets in pan and boil until very tender (usually 10-12 mins). Drain cauliflower in colander. Mash with fork, toss in butter and salt and pepper to taste. Serve with protein of choice.

FREQUENTLY ASKED QUESTIONS

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Q: Is this program just for vegetarians or vegans?

A: Absolutely not. I designed this program specifically for ALL TYPES of diets. Plant-based eating programs such as vegetarian and vegan are included, but this is for those who also eat meat, and want to add more plants into their every day eating. The 7 Days of Clean Eating program is especially for those who don't eat healthy at all. It is a step by step guide on how to get the best nutrition possible for each day.

Q: I've noticed there is quite a bit of cooking, and I hate to cook! Is there any way around that?

A: Well, yes and no. Eating a plant-based diet is just going to require a little more time in the kitchen, plain and simple. But

if you are in a rush, or don't want to cook a certain meal in the meal plan, you can always have an IdealRaw Protein shake. There are many great and filling recipes in the meal plan portion. You can have as many as three shakes a day, if you want.

Q: I don't know if my family will want to eat what I am eating. Do I need to cook a separate meal for them?

A: This is one of the most common questions that I get asked. "Does your family eat what you eat?" And my answer is "Sometimes!" I am proud of the fact that my kids eat brussel sprouts and know what the word whole wheat means. But I am a realist. With four kids, ages three to 13, I know sometimes they really just want mac 'n cheese and pepperoni pizza. This is why meal prep is so important. It literally saves me every single meal!! Lots of these recipes in my meal plan can be doubled, and a few make even larger portions to divide and freeze for future. My motto is "cook once, eat for a week!"

Q: What are some of the results that I can expect after my 7 Days of Clean Eating?

A: This is a great question! You will probably notice that the first few days you will still crave the processed foods

that you may be accustomed to in your diet. And that's totally normal. You will then get into a groove of plant-based nutrition, and more than likely, really start to enjoy it! Some results you might have are a clearer mind, increased energy, and even slight weight loss.

Q: What should my meal schedule look like?

A: Feel free to tweak this as necessary to fit comfortably into your life. I have designed this program to be simple and easy. Just make sure you are conscious of the time and know which meal is coming up next. Preparation is the key to success!

Example Schedule:

Breakfast 8:00 am

Snack 10:30 am

Lunch 1:00 pm

Dinner 5:00 pm

Shake 7:00-8:00 pm (depending on when you workout)

Q: What is IdealRaw Protein, and why should I use it in my 7 Days of Clean Eating program?

A: IdealRaw Protein is one of the best vegan protein powders on the market today. With 15g of high quality plant protein in each scoop, you can trust that

you're getting the best nutrition possible. It is also USDA organic certified which means it has been tested for pesticides, and is guaranteed to provide the cleanest nutrition possible. Also, unlike whey proteins, this one is gentle on the tummy, and lactose free. It also contains stevia, which is a natural, no calorie sweetener that provides just the right amount of sweetness to it.

Q: Can I eat out on this plan?

A: That depends. If you feel comfortable about what exactly should fill your plate, then yes. Each of these meals have been carefully formulated to give you the best possible nutrition for the lowest amount of calories. Each meal is macronutrient balanced so that you are getting adequate protein, fat, and carbohydrates. When in doubt, fill your plate with vegetables. If you are going to eat out, double your veggies, add some protein and keep your fats and carbs low.

Q: I noticed that there are many different protein choices for each meal. How do I know which one to pick?

A: Here is the best part about the 7 Days of Clean Eating program: You can choose whichever protein source is best for you! If you want to pick one meal with tuna and another with chicken or edamame that's great!!

Q: Also, I noticed that you have edamame to add into some of the meals. I thought soy was bad for you?

A: I chose to use edamame because it is a whole food plant protein. Tofu is a byproduct of soy. Edamame is the actual young soybean. Studies have shown that you have to eat A LOT of soy for it to start affecting hormones. This plan is very carefully formulated so it won't be a problem for any of the participants. Don't like edamame? Feel free to supplement with IdealRaw Protein.

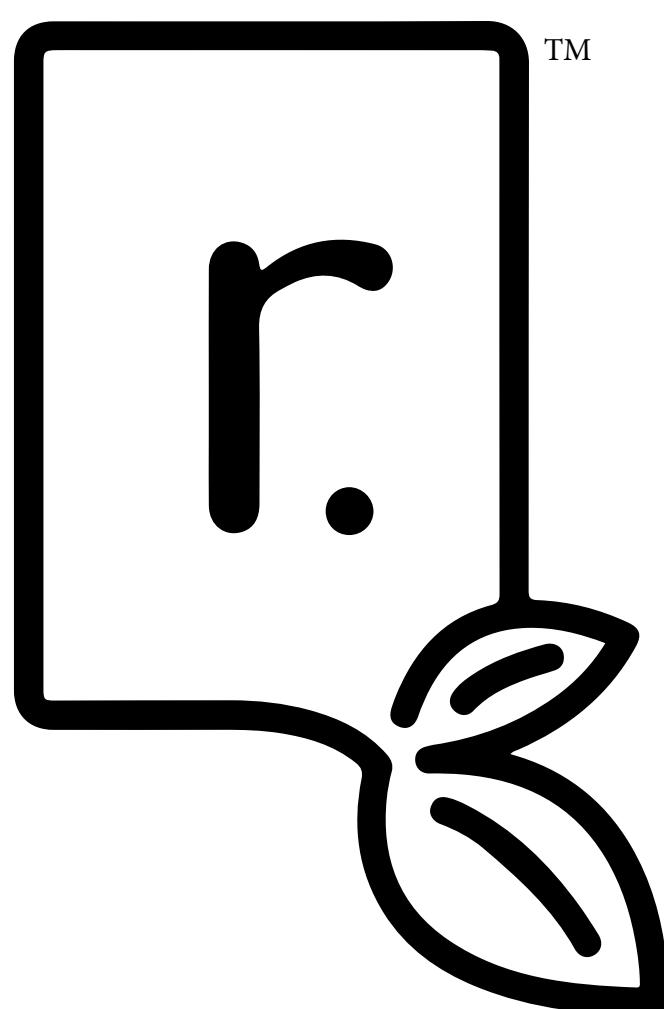
Q: Do I need to eat the same meal every-day?

A: Nope! There are three delicious choices you can pick from at each and every meal. Feel free to mix and match what sounds good to you! If you have a favorite recipe (which I know you will) feel free to repeat it, but I gave you options so your palate doesn't get bored.

Q: What type of exercise should I do with this program?

A: This is where my program differs from others you might have done before.

This is solely a nutrition reset. I strongly suggest you do some form of activity or exercise every day. If you are unable to exercise, that is ok, just try hard to focus on your nutrition. This plan will give you a sufficient amount of fuel to do whatever you like. Some of my favorites include weight lifting, yoga, running, and HIIT workouts.



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