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# Outline of Discussion

- What is the Whole30? And what it is NOT
- Good Food Standards
- Whole30 Rules
- Whole30 Meal Template
- The Whole30 Timeline
- Food Labels
- Tips and Tricks
- Life After Whole30
- Testimonials

# Resources

The information contained in this presentation is from the books found in the Whole30 Collection as well on the online forum and website.

- “It Starts With Food” by Dallas and Melissa Hartwig
- “The Whole30”
  - The 30 day Guide to Total Health and Food Freedom by Dallas and Melissa Hartwig
- “Whole30 Day by Day” by Melissa Hartwig
- “Food Freedom Forever” by Melissa Hartwig
- [whole30.com](http://whole30.com)

# What the Whole30 is...

- Think of it as a short-term nutrition reset, designed to help you put an end to unhealthy cravings and habits, restore a healthy metabolism, heal your digestive tract, and balance your immune system.
- For 30-days you eat lots of different vegetables, some fruit, protein sources (e.g. eggs, meat, fish) and healthy fats.
- There is no calorie counting, tracking macros, or weighing food.
- After 30 days, you reintroduce each of the eliminated food groups back one-by-one and notice how those foods make you feel, both physically and emotionally.

Testimonials from thousands of Whole30 participants document the improvement or “cure” of any number of lifestyle-related diseases and conditions.

high blood pressure • high cholesterol • type 1 diabetes • type 2 diabetes • asthma • allergies • sinus infections • hives • skin conditions • endometriosis • PCOS • infertility • migraines • depression • bipolar disorder • heartburn • GERD • arthritis • joint pain • ADD • thyroid dysfunction • Lyme disease • fibromyalgia • chronic fatigue • lupus • leaky gut syndrome • Crohn’s • IBS • Celiac disease • diverticulitis • ulcerative colitis

# Physical Benefits of the Whole30

- More than 95% of participants lose weight and improve their body composition
- Consistently higher energy levels
- Improved athletic performance
- Better sleep
- Improved focus and mental clarity
- Sunnier Disposition
  - Whole30 graduates said they felt “strangely happy” during and after their program.

# Psychological Benefits of the Whole30

- Through the program, participants report effectively changing long-standing, unhealthy habits related to food.
  - Using food to numb, escape, or cope.
- Developing a healthier body image.
- Dramatic reduction or elimination of cravings, (particularly for sugar and processed carbohydrates).

# Good Food Standards

The foods that we eat should:

- Promote a healthy psychological response
- Promote a healthy hormonal response
- Support a healthy gut
- Support immune function and minimize inflammation



# Promote a Healthy Psychological Response

Sugars, Caloric Sweeteners, Alcohol and Refined grains.

- These foods elevate pleasure and reward pathways in the brain, offering over stimulating flavors without providing the nutrition that nature intended. These are “foods-with-no-brakes”, promoting overconsumption and the inability to control food cravings, habits, and behaviors.

# Promote a Healthy Hormonal Response

## Sugars, Caloric Sweeteners, Alcohol and Refined Grains and Dairy

- These foods disrupt the hormonal balance, promoting leptin (hormone secreted in the stomach to signal the brain that enough has been eaten and give us the feeling of satiety) resistance, insulin resistance and elevating cortisol (stress hormone) levels.

# Support a Healthy Gut

## Sugars, Caloric Sweeteners, Alcohol, Refined Grains, and Legumes

- These foods directly promote intestinal permeability, leading to a “leaky gut” that lets foreign substances get inside the body (where they do not belong). Foods that fail the third Good Food standard by default also fail the fourth criteria.

# Support Immune Function and Minimize Inflammation

## Sugars, Caloric Sweeteners, Alcohol, Seed Oils, and Legumes

- By creating intestinal permeability (leaky gut) which directly promotes chronic systemic inflammation. These foods force your immune system out of a healthy balance (a little sick all the time).

# Chronic Systemic Inflammation

- Our immune systems top priority is defense against outside threats
  - Fighting a cold, healing tissues of injury, etc
- This immune activity is aggressive but short term.
- Chronic systemic inflammation is the full body, long term, up-regulation of immune system activity
  - We can think of it as being a little sick all of the time

# Chronic Systemic Inflammation

- When certain factors (**like our food choices**) overload the system and keep it working hard all the time, it is less effective at doing its other jobs
  - Healing that stubborn tendonitis or keeping your arteries clear of plaque.
- Chronic systemic inflammation is at the heart of an endless number of lifestyle related diseases and conditions like allergies, asthma, eczema, autoimmune diseases, high cholesterol, heart disease, stroke, diabetes, obesity, depression and anxiety.

# Whole30 Rules

## You should eat:

- Moderate portions of meat, seafood, and eggs
- Lots of vegetables
- Some fruit
- Plenty of natural, healthy fats
- Herbs, spices, and seasonings

Eat foods with very few ingredients

# Whole30 Rules

**No: Avoid for 30 days.**

**Do not consume added sugar, real or artificial.**

- No maple syrup, honey, agave nectar, coconut sugar, date syrup, stevia, Splenda, Equal, Nutrasweet, xylitol, etc.
- Read labels, companies sneak sugar into products in ways you might not recognize.

**Do not consume alcohol, in any form, not even for cooking.**

**Do not eat grains.**

- This includes (but is not limited to) wheat, rye, barley, oats, rice, millet, bulgur, sorghum, sprouted grains, and all gluten-free pseudo-cereals like quinoa, amaranth, and buckwheat.



# Whole30 Rules

## Do not eat legumes.

- This includes beans of all kinds (black, red, pinto, navy, white, kidney, lima, fava, etc.), peas, chickpeas, lentils, and peanuts.
- No peanut butter.
- This also includes all forms of **soy** – soy sauce, miso, tofu, tempeh, edamame, and all the ways we sneak soy into foods (like lecithin).

## Do not eat dairy.

- This includes cow, goat, or sheep's milk products like milk, cream, cheese, kefir, yogurt, sour cream, ice cream, or frozen yogurt.

# Whole30 Rules

Do not consume carrageenan, MSG, or sulfites.

Do not consume baked goods, junk foods, or treats with “approved” ingredients.

- Recreating or buying sweets, treats, and foods-with-no-brakes (even if the ingredients are technically compliant)

Do NOT CHEAT

- Slip ups, just this one time, I’m so hungry, nothing else to eat, etc.

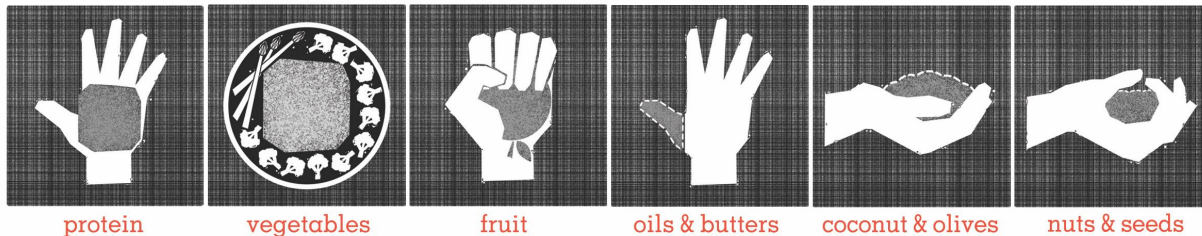
# Whole30 Rules

## One last and final rule:

- Do not step on the scale or take any body measurements for 30 days.
  - Weigh yourself **before and after**, so you can see one of the more tangible results of your efforts when your program is over.

# Whole30 Meal Template

- Eat three meals a day, starting with a good breakfast
- Base each meal around 1-2 palm size protein sources
- Fill the rest of your plate with vegetables
- Occasionally adding a serving of fruit
- Add fat



Practice good **mealtime habits**. Eat meals at the table in a relaxed fashion. Do not allow distractions like TV, phone or email while you are eating. Chew slowly and thoroughly, don't gulp. Take the time to enjoy the delicious, healthy food you have prepared!

### meals

Eat three meals a day, starting with a good breakfast. Base each meal around 1-2 palm-sized **protein** sources. Fill the rest of your plate with **vegetables**. Occasionally add a serving of **fruit**. Add **fat** in the following recommended amounts *per meal*:

- All oils and cooking fats (olive oil, animal fats, etc.): 1-2 thumb-sized portions
- All butters (ghee, coconut butter, nut butters, etc.): 1-2 thumb-sized portions
- Coconut (shredded or flaked): 1-2 open (heaping) handfuls
- Olives: 1-2 open (heaping) handfuls
- Nuts and seeds: Up to one closed handful
- Avocado: ½ - 1 avocado
- Coconut milk: Between 1/4 and 1/2 of one (14 oz.) can

Make each meal large enough to satisfy you until the next meal - don't snack, if you can help it. Stop eating a few hours before bed.

## pre-w0

Eat 15 - 75 minutes pre-workout, as a signal to prepare your body for activity. If you train first thing in the morning, something is better than nothing. Choose foods that are easily digestible and palatable. This is the most variable factor in our template, so experiment with different foods, quantities and timing.

Include a small amount of **protein** (½ a meal size or smaller), and (optionally) a small amount of **fat** (½ a meal size or smaller). Do not add **fruit** or carb-dense **vegetables** to your pre-workout snack.

## post-w0

Eat *immediately* following exercise (15-30 minutes). Eat a meal-sized easily digestible **protein**, plus the appropriate amount of carb-dense **vegetables** based on the Carb Curve in *It Starts With Food*. Do not use **fruit** as your primary post-workout carb, and add little to no **fat**. Examples of carb-dense vegetables appropriate for post-workout include sweet potatoes/yams, taro/poi, butternut squash, acorn squash, pumpkin or beets.

Note, your PWO meal is a **special bonus meal** – *not* meant to replace breakfast, lunch or dinner. Think of it as a necessary source of additional calories and nutrients, designed to help you recover faster and more efficiently from high intensity exercise.

# Whole30 Timeline

- Day 1: No big deal/What have I done
- Days 2-3: The hangover/Carb Flu
- Days 4-5: Kill all things/Eat all things
- Days 6-7: I just want to nap
- Days 8-9: NO!! My pants are TIGHTER
- Days 10-11: The hardest Days
- Days 12-15: I dream of... junk food
- Days 16-27: Tiger Blood!
- Day 21 (Interlude): I'm so over this
- Day 22-25: The scale (and mirror) are calling...
- Day 28: 28 is as good as 30 right?
- Day 29: I can't believe tomorrow is the last day!
- Day 30: Nervous and excited.

# How to Read Ingredient List

4 serving per container  
**Serving size (40g)**

**Amount per serving**  
**Calories 120**

		% Daily Value*
<b>Total Fat</b>	0.25g	0%
Saturated Fat	0g	0%
Trans Fat	0g	
<b>Cholesterol</b>	0mg	0%
<b>Sodium</b>	55mg	2%
<b>Total Carbohydrate</b>	31g	11%
Dietary Fiber	5.5g	20%
Total Sugars	16g	
Incl. Added Sugar	0g	0%
<b>Protein</b>	1.3g	
Vit. C	12mg 13%	Calcium 37mg 3%
Iron	0.33mg 2%	Potas. 315mg 7%

\* 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.

**Ingredients:** Organic Sun-Dried Figs

Keep in a cool, dry place.  
Please refrigerate this package after opening.  
Made in a facility that processes tree nuts.  
Contains naturally occurring sugar.

PRODUCT OF TURKEY

**Nutrition Facts**

2.5 servings per container  
**Serving size 1/3 cup (40g)**

	Per serving		Per container	
<b>Calories</b>	<b>130</b>		<b>330</b>	
	% DV*		% DV*	
<b>Total Fat</b>	0g	0%	0.5g	1%
Saturated Fat	0g	0%	0.1g	1%
Trans Fat	0g		0g	
<b>Cholesterol</b>	0mg	0%	0mg	0%
<b>Sodium</b>	0mg	0%	10mg	0%
<b>Total Carb.</b>	22g	12%	81g	29%
Dietary Fiber	2g	6%	4g	16%
Total Sugars	29g		73g	
Incl. Added Sugars	14g	28%	35g	70%
<b>Protein</b>	0g	1%	1g	1%
Vitamin D	0mcg	0%	0mcg	0%
Calcium	24mg	2%	60mg	4%
Iron	0mg	0%	0.4mg	2%
Potassium	47mg	0%	117mg	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.

**Ingredients:** Organic Dried Cranberries, Organic Dried Blueberries, Organic Dried Cherries, Organic Cane Sugar, Organic Sunflower Oil

Keep in a cool, dry place.  
Please refrigerate this package after opening.  
Product may still contain pit or shell fragments.

PRODUCT OF USA



# Tips and Tricks

- Meal plan/Grocery list.
- Keep meals simple.
- Avoid store bought speciality products. Make mayo, Ranch Dressing, Ghee, BBQ Sauce, etc at home when possible.
- Treat yourself to eating out occasionally. Whole Foods is a great option (they include ingredient lists on Hot Bar and Salad Bar).
- Always have emergency food stash.
- Subscribe to Thrive Market.
- Don't Overthink it.
- Keep a positive attitude!

# Life After Whole30

- Reading nutrition labels
- Better knowledge of what is going in your body
- What/how certain food affects you
- Meal planning
- Meal prepping

# Testimonials

Having done a Whole30 "alone" two years ago with mixed results and lots of cravings, I decided having a coach for round two would be critical to succeed. Mallory's advice, support, tips, and recipes made all the difference! My wife and I slept better thanks to the decrease in anxiety, heartburn, and sugar crashes. Learning to make incredible meals from scratch came as an added bonus!

-Madison

The Whole 30 experience has changed everything I used to do around cooking/eating! With coach Mallory's tips and recommendations, it got easier, and now it's just second nature! I've become a label reader! The meals were/are delicious. I wasn't hungry in between meals. I eat more food now than I ever have, and lost 14 pounds in the process.

I only cook Whole 30 meals now, even making my own mayo and ranch dressing! As a vegetarian, I have actually eaten some chicken (slivers) and bacon (crumbled). That's HUGH!

Coach Mallory was/is the best coach ever! She was always available to answer questions and keep me on track! She made the Whole 30 challenge a positive experience and for that, I am forever grateful!

-Kathy

# Continued

I sleep better, wake up with more energy/feel more rested, fewer breakouts, little to no headaches, I have new hair growth per my stylist, and I lost 16.4 pounds! While on Whole30 I maintained my 5 rep deadlift and PR'd my 5 rep back squat. I feel better running and I'm less sore and achy. Best of all, I maintained my milk supply for nursing my 6 month old! Thanks for your help and answering all my questions!

-Lauren

In 2016 Mallory introduced me to the Whole 30, and because of her passion and belief in what it could do for me I gave it a try. That July my husband and I did our first Whole 30 and it changed our lives. Mallory's guidance was instrumental in my successfully completing that first Whole 30 and it was paramount when I set out to do my second Whole 30 in January 2018. She was there everyday with tips and encouragement and she was always available to answer questions that I had. Since July 2016, I have kicked my soda habit, I eat more veggies, I am a label reading expert and I have lost 20 lbs total and I am grateful to Mallory for her influence on setting me on this path.

-Kimberlie