

# evolv

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THE

# e84BURN

BOOKLET

Nutritional Information,  
Tips, and Charts to help  
you guide your e84 BURN  
weight loss simply and easily



Written by the doctors and exercise physiologists at Evolv ExerSciz™  
Edited by Anne Smith, B.S., D.C., EvolvHealth's Chief Science Officer

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## Welcome

### to your e84 BURN Weight Loss Program!

The e84 Burn program gives you more flexibility than any weight loss program currently on the market, allowing you to tailor the program to fit your individual needs and goals. Plus, e84 BURN is much simpler to use, because it fits right into your schedule, while teaching you how to make SMALL, SIMPLE changes to your daily habits that result in better health and vitality in the long term.



## The Main Tools for Weight Loss

Use the tools listed below to enjoy noticeable shifts in your weight and energy levels:

1. **Nutrition:** Evolv's delicious products plus personal meal plans
2. **Exercise:** Personalized Evolv ExerSciz™ program. If you haven't already done so, visit your Evolv ExerSciz™ Program online now to calculate your Daily Calorie Goal.
3. **Energy:** cPRIME™, powered by Evolv™. Designed to encourage an active lifestyle.
4. **Support:** e84 Facebook App, Wellness Wednesday Calls, built-in Coaches and Sponsors, e84 Community, and more.



## Calculate Your Calorie Target

Now that you have calculated your Daily Calorie Goal online, follow the simple steps described in this booklet to EARN YOUR BURN! In just a matter of weeks you could be enjoying fantastic energy and vitality, and be well on your way to your ideal body weight. You can do it! And we'll be here to help.



## On Your Mark, Get Set...GO!

### A simple checklist to get started:

Important! Be sure to use these key tools by Day 1 of your Challenge!

1. **Register** at [www.evolvhealth.com/e84challenge/register-your-e84](http://www.evolvhealth.com/e84challenge/register-your-e84) to officially register your e84 and earn your chance to win some of the \$40K in cash, prizes, free products, and free luxury vacations awarded to 4 hard-working Challengers every 84 days (info, p. 3)
1. **Track** your Challenge with the FREE e84 Facebook App to stay connected, motivated, and earn chances to win prizes, badges, and more: See page 7 for details.
2. **Read** these two Burn Booklet articles:
  - "Weight Loss Guidelines for the e84 BURN Challenge" (p. 4)
  - "Tips for Success with BURN" (pp.19-20)
3. **Create** your Daily Meal Plan (starting on page 8)
4. **Review** the BURN Product Usage Guide, which shows you the best times to use your Evolv products during your BURN (p. 17)







# Register to WIN!



1. Go to [www.evolvhealth.com/e84challenge/register-your-e84](http://www.evolvhealth.com/e84challenge/register-your-e84)
2. Pick your Pack (Burn A, B, or C) and order your Evolv products. Visit [www.evolvhealth.com/e84burn](http://www.evolvhealth.com/e84burn) for the current BURN Pack details.
3. Stick with it for 84 days, and submit your personal success story!

**YOU ARE NOW ELIGIBLE TO WIN** some of the \$40K+ in cash, prizes, and giveaways awarded to our 4 top Challengers EVERY 84 DAYS!

**Real  
People  
Real  
Results**



**Are You Next?**

Millions in prizes & free product!



# Weight Loss Guidelines for the e84 BURN Challenge

The e84 Burn Challenge is a unique weight loss program designed to help those who want to lose 10% or more of their existing body weight.

Someone who weighs 200lbs and wants to lose at least 20lbs, for example, would be a good candidate for this program. Use the table below to see if this program is best for you:

If your weight is:	And you want to lose at least:
130	13 lbs
150	15 lbs
170	17 lbs
190	19 lbs
210	21 lbs
230	23 lbs
250	25 lbs
270	27 lbs
290	29 lbs
310	31 lbs
330	33 lbs
350	35 lbs
370	37 lbs
390	39 lbs
410	41 lbs
440	44 lbs
470	47 lbs

You can still follow the BURN program if you want to lose less than 10% of your body weight. This program, however, has been specifically designed to assist those who are ready to *evolv* their fitness toward healthier long-term weight loss goals.



## Maximize Your Results

e84 Burn combines **nutritional support products, custom nutritional adjustments, and a personalized exercise program** to maximize results.

*“Strength Training is more effective than cardio alone for weight loss.”*

Traditional weight loss programs use cardio exercise sessions to burn calories to help lose weight. While this can help you lose weight in the short term, it is not a long term fix. Recent research from the University of Alabama has shown that cardio training during weight loss results in decreased muscle mass and resting metabolic rate, both of which can influence your ability to keep the weight off once you achieve your weight goal. Instead, the exercise aspect of the e84 Burn program relies on resistance (strength) training, which has been shown to be more effective than cardio exercise alone for weight loss during calorie restriction since metabolic rate and muscle mass are preserved. This will help you to truly *Evolv* your life and keep the weight off for years to come.





“I lived what I thought was a healthy life for 25 years, but after a recent check up with my doctor, I was shocked to see how unhealthy I actually was. After just 3 weeks on the Burn challenge, I noticed huge changes. At this point, I have lost 15 pounds. I *thought* I felt fine before, but now I know what it’s like to feel *great!*”

—Janice Stewart

e84 BURN Challenge Award Finalist

## Tips on Nutrient Timing

It is strongly recommended that you consume an Evolv Shake in combination with the Ultimate, the Thin, or the Energy drink *within 30 minutes of finishing your strength exercise session*. This will further magnify the effectiveness of your workouts, giving you better results, faster.

*“Evolv Shake, Ultimate, Thin, and Energy can help prevent rebound hunger.”*

Everyone has a some will-power, but not an infinite amount. The hunger that comes from dieting and exercise programs can eventually derail even the most strong willed of us. Taking the Evolv Shake in combination with the Ultimate, the Thin, or the Energy drink will help prevent the rebound hunger that often occurs following an exercise session—particularly in women, who seem to be more physiologically susceptible to rebound hunger than men.

Since your exercise sessions are not being used to burn calories, you will need to make some small adjustments to your calorie intake throughout the day to achieve your weight loss goals. For most people, these will be relatively minor tweaks to your food choices and portion sizes. The “Daily Dietary Plan” in this booklet will help walk you through that process. ● ● ●



# The New Meal Deal

Understanding the 5 key principles of success



## Aware

Be mindful of what you are eating. Are you truly hungry, or just “munchy?” Choose foods wisely, using the enclosed charts as beginning guides.



## Balance

Focus on balance in both what you eat, and how much. Enjoy treats that do not weigh your body down with more calories than it needs.



## Flexible

Your new way of life must be flexible to be successful, so your new habits can grow and change with you. That way, you never get bored with it, or lose track.



## Fun!

If something is truly enjoyable, you will not think twice about sticking with it forever. Life is meant to be LIVED, and fad dieting will not get you there.



## Personal

With e84, you never have to buy costly specialty foods or try and exercise to someone else's level! It's the ultimate in personalized programs.

## The Easy No-Count Calorie Plan!



As you go through the food group charts, you will notice there are no calories listed by any of the foods. This is because we've built these charts based on the “100-calorie rule” — each portion has been designed to be about 100 calories. That way, eating does not become a chore. It's about choosing the foods you love with confidence, and enjoying your meals and the rewards for all the healthy habits you are building, leaving you with time to spend on the things that really matter.

This is truly a powerful “personalized” approach, since it's flexible enough to meet your individual eating preferences, while freeing you from counting calories. While it's similar to other systems you may have heard about, it's really much simpler: There are no food replacements or cards to keep track of, no counting or measuring (unless you want to), and you get to enjoy a huge variety of foods easily bought at any grocery store. Plus, your chosen calorie restriction is based on your specific weight loss goals and metabolic rate.

## Simple Steps to Start!

How to Use the BURN Booklet's Meal and Snack Tables, listed on the following pages



## Find

the calorie range that's right for your “Daily Calorie Goal.”



## Read

from L to R for the number of servings per food group.



## Turn

to the color-coded Food Group pages for your options.



## Choose

the appropriate number of servings from each group.



## Enjoy

your food!





## Using the e84 Facebook App

Make it easy and fun to stay on track with your BURN!

- 1) Log in to your Facebook account
- 2) Go to [www.facebook.com/whatsyoure84](http://www.facebook.com/whatsyoure84)
- 3) Click "Go to App" and Allow Permissions



*Pick your "Fab Four"*



*Earn Badges*



*Update daily to stay motivated*



*Avoid the Wall of Shame!*



*Support is there if you need it!*



## Let's Get Going! — Breakfast

Calories/Day	Proteins	Carbs *	Fruits	Vegetables	Free Foods
1000-1199	1		1		1
1200-1399	1		1		1
1400-1599	1		1		1
1600-1799	1.5		1		1
1800-1999	1.5		1		1
2000-2199	1.5		1		1
2200-2399	2		1		1
2400-2599	2	0.5	1	0.5	1
2600-2799	2.5	0.5	1.5	0.5	1
2800-2999	2.5	0.5	2	1	1
3000-3199	3	0.5	2	1	1
3200-3399	3	1	2	1	1
3400-3599	3	1	2	1	1

Example: If your Daily Calorie Goal is 1600, for breakfast you can have 1.5 servings of Protein (p. 8-9), and 1 serving of Fruits (p. 11), and if you choose, a serving from the Free Foods group (p. 13).

\* You may substitute foods from the Fruits Group for any Carbs serving.

## Mid-day Power Up! — Lunch

Calories/Day	Proteins	Carbs *	Fruits	Vegetables	Free Foods
1000-1199	1		1	1	1
1200-1399	1.5		1	1	1
1400-1599	2	0.5	1	2	1
1600-1799	2	0.5	1	2	1
1800-1999	3	0.5	1	2	1
2000-2199	3	1	1	2	1
2200-2399	3	1	1	2	1
2400-2599	3.5	1	1	2	1
2600-2799	3.5	1	1	2	1
2800-2999	4	1	1	2	1
3000-3199	4	1	1	3	1
3200-3399	4	1	1	3	1
3400-3599	4	2	1	3	1

Example: If your Daily Calorie Goal is 1600, then you can have 2 servings of Protein (p. 8-9), 0.5 serving of Carbs (p. 10), 1 serving of Fruits (p. 11), 2 servings of Vegetables (p. 12), and if you choose, a serving from the Free Foods group (p. 13).

\* You may substitute foods from the Fruit Group for any Carbs serving.



## A Little Lift Between Meals — Snack

Calories/Day	Proteins	Carbs *	Fruits	Vegetables	Free Foods
1000-1199					1
1200-1399					1
1400-1599					1
1600-1799			1		1
1800-1999			1		1
2000-2199			1		1
2200-2399			1.5		1
2400-2599			2		1
2600-2799			2		1
2800-2999			2		1
3000-3199			2		1
3200-3399			2		1
3400-3599			2		1

Example: If your Daily Calorie Goal is 1600, for your Snack you can have 1 serving of Fruits (p. 11), and if you choose, a serving from the Free Foods group (p. XX).

\* You may choose to eat your snack mid-morning, mid-afternoon, or after exercise.

\*\* You may choose to substitute 1 Additional Snack (p. 14) for 1 Fruit above.

## End the Day Healthfully! — Dinner

Calories/Day	Proteins	Carbs *	Fruits	Vegetables	Free Foods
1000-1199	2	1		1	1
1200-1399	2.5	1		2	1
1400-1599	2.5	1		2	1
1600-1799	3	1		2	1
1800-1999	3	1		3	1
2000-2199	3.5	1		4	1
2200-2399	4	1		4.5	1
2400-2599	4	1		4.5	1
2600-2799	4.5	1		4.5	1
2800-2999	4.5	1		5	1
3000-3199	5	1		5	1
3200-3399	5	1		5	1
3400-3599	5	1		5	1

Example: If your Daily Calorie Goal is 1600, for dinner you can have 3 servings of Protein (p. XX), 1 serving of Carbs (p. XX), 2 servings of Vegetables (p. XX), and if you choose, a serving from the Free Foods group (p. XX).

\* You may substitute foods from the Fruit Group for any Carbs serving.

# Proteins

**~100  
CALORIES  
PER PORTION**



Food Name	Grams/Serving	Ounces/Serving	Approximate Size/Quantity
<b>Evolv Products</b>			
Evolv Shake	1 Evolv Shake		1 sachet or 2 scoops (no added foods)
<b>Dairy</b>			
Cheese, all varieties	28	1.0	1.5 inch cube or 2 slices
Cottage cheese	110	3.9	1/2 cup
Egg, whole	65	2.3	1 large egg
Milk, skim or 1%	250mL	8.0 fl oz	1 small glass or 2/3 of a cup
Yogurt, low fat	100	4.0	1 cup
<b>Poultry</b>			
Chicken breast, deli-cut slices	70	2.5	5 slices
Chicken breast, fillet	60	2.1	2/3 Deck of cards*
Turkey, dark meat	45	1.6	1/2 Deck of cards*
Turkey, deli-cut slides			5 slices
Turkey, light meat	65	2.3	2/3 Deck of cards*
<b>Meat</b>			
Bacon	18	0.6	2 strips
Beef, brisket	40	1.4	1/2 Deck of Cards*
Beef, ground - lean	57	2.0	2/3 Deck of Cards*
Beef, NY Strip	48	1.7	1/2 Deck of Cards*
Beef, rib-eye steak	28	1.0	1/3 Deck of Cards*
Beef, ribs	25	0.9	1/3 Deck of Cards*
Beef, T-bone	42	1.5	1/2 Deck of Cards*
Ham	65	2.3	3 deli-cut slices
Pork	56	2.0	2/3 Deck of Cards*

\* 3 oz of meat is about the size of a deck of playing cards. So, 1.5 oz = 1/2 of a deck of cards, 2 oz = 2/3 of a deck, etc.

## DID YOU KNOW?

If you bake or broil any meat or fish you eat, you may be reducing your exposure to free radicals, which are created when some fats are damaged by excessive, prolonged heat (such as by frying).



## Proteins, continued

**~100**  
**CALORIES**  
PER PORTION

[illegible]

*My doctor said, "You are 24 yrs old living in a 47 yo body with a 60 yo heart. Do you see the problem here?" He invited me to his e84 Challenge party, and there I made the decision to make a change. I was able to BURN 45lbs on my Challenge, but I also created friendships, and have grown spiritually, mentally and physically... Even better is that I've learned to keep off the weight. This whole experience has really changed my life and my husband's, too."*

— Andronica Camez  
e84 BURN Challenger

# Carbohydrates

**~100  
CALORIES  
PER PORTION**



Food Name	Grams/Serving	Ounces/Serving	Approximate Size/Quantity
<b>Breads</b>			
Bagel	23	0.81	1/2 a regular bagel
Biscuit	25	0.88	1 large biscuit
Bread, Sandwich — Wheat	37	1.30	2 slices
Bread, Sandwich — White	33	1.16	2 slices
Bun, Hotdog/Hamburger			1/2 regular bun
Cornbread	35	1.23	2 small pieces
Crackers	21	0.74	Look on box or 3 crackers
Croissant	24	0.84	1/3 of a croissant
Dinner roll			1 small roll
English muffin			1 English muffin
Pancake	44	1.54	1 large plain
Pita bread	36	1.26	1/2 a 6-inch pita
Tortilla, Corn or Flour			One 5-6 inch tortilla
Waffle	48	1.68	1 small waffle
<b>Grains</b>			
Cereals, Bran			1/2 cup
Cereals, Flakes	75	2.6	1 cup
Couscous			1/3 cup
Grits	145	5.08	1/2 cup (cooked)
Oatmeal	27	0.95	1 cup (cooked)
Pasta noodles	63	2.21	1/3 cup (cooked)
Rice, brown	90	3.15	1/2 cup
Rice, white	27	0.95	1/2 cup

## DID YOU KNOW?

Nuts make a tasty, crunchy addition to any salad, and adds protein and trace minerals, too! Also, if you enjoy salad, try making them with at least 6 different vegetables for added interest, variety, and nutrition.

***The Evolv Mission: To support 8.4 million people to improve their health and well-being by completing their own e84 Challenge. Complete this BURN Challenge and YOU will be a part of the e84 Movement!***



# Fruits

**~100  
CALORIES  
PER PORTION**



Food Name	Grams/Serving	Ounces/Serving	Approximate Size/Quantity
Apple	192	6.7	1 large
Banana	112	3.9	1 medium
Blueberries	175	6.1	1 cup
Cantaloupe	294	10.3	1/2 a small cantaloupe
Cherries	158	5.5	1 cup or 15 cherries (fresh)
Dates			5 whole dates
Grapefruit	312	10.9	1 medium
Grapes	150	5.3	1 cup
Honeydew Melon	277	9.7	1/2 a small melon
Juices, Fruit (most)	4-8 fl oz		1/2 - 1 small glass
Kiwi	163	5.7	2 kiwis
Orange	212	7.4	2 small
Peach	256	9.0	1 large
Pear	172	6.0	1 medium
Pineapple	222	7.8	4 slices or 1.3 cups diced
Plum	217	7.6	3 small plums
Raisins	33	1.2	3 Tbsp
Raspberries	192	6.7	2 cups
Strawberries	312	10.9	2 cups
Watermelon	333	11.7	2 cups diced

## DID YOU KNOW?

Try adding various fruits to your Evolv Shake for a delicious and nutritious way to enjoy a low-cal breakfast.



*I finished the Challenge losing 23 lbs and fitting into clothes I had not seen in years—some were actually too big. I had not looked at my before pic until I was done with the 84 days and actually surprised myself. I had no idea that I had made such a transformation. I was so excited and impressed that I jumped into my next Challenge, and now I'm training for a half marathon this fall.*

— LeeAnn Beckwith  
e84 BURN Challenge Award Winner

# Vegetables

**~100  
CALORIES  
PER PORTION**



Food Name	Grams/Serving	Ounces/Serving	Approximate Size/Quantity
Beets			
Broccoli	300	10.5	10 large spears
Butternut squash	250	8.8	1 cup (steamed)
Carrots	243	8.5	2 cups chopped or 1 large carrot
Collards	277	9.7	4 cups (fresh, cooked)
Corn, cob			1 large ear
Corn, kernels	125	4.4	1/2 cup
Eggplant	285	10.0	4 cups, cubes
Green beans	303	10.6	2 1/2 cups
Mushroom	205	7.2	5 cups raw
Onion	235	8.2	2 medium
Parsnips	125	4.4	1 cup (cooked)
Peas	150	5.3	1/2 cup
Potato, sweet	110	3.9	1 medium
Potato, white	115	4.0	1 medium
Red pepper	384	13.4	5 red peppers
Rutabaga	255	8.9	2 cups
Spaghetti squash	322	11.3	2 cups
Turnip	350	12.3	3 cups (cooked, diced)
Yam	85	3.0	2/3 of a cup, cubes

## DID YOU KNOW?

Nuts make a tasty, crunchy addition to any salad, and add protein and trace minerals, too!



*“During my first e84 Challenge I lost 22 pounds, 4 inches. Now I’m running up and down the stairs every level when I show homes—to the point my clients are asking what I have done to lose weight! I am sleeping better, don’t feel tired anymore, I have a clear mind, and more energy.”*

— Jennifer Houston

e84 BURN Challenge Award Finalist



# "Free" Foods

**~100  
CALORIES  
PER PORTION**



"Free" foods are those that are filling without having many calories. You can enjoy additional servings throughout the day if you need or want an extra boost, as long as you are not adding salad dressing, sauces or other toppings.

Food Name	Serving Size	Recommended Quantity
<b>Evolv Products</b>		
Evolv Energy	1 can	1-2 cans/day
Evolv Thin	1 can	1-2 cans/day
Evolv Water	1 bottle (16.9 fl oz)	As many per day as desired
<b>Fresh Foods</b>		
Asparagus	5 spears	As many per day as desired
Beet greens	2 cups fresh or 1 cup cooked	As many per day as desired
Bok Choi	2 cups fresh or 1 cup cooked	As many per day as desired
Cabbage	2 cups fresh	As many per day as desired
Cauliflower	1 cup fresh or cooked	As many per day as desired
Celery	2 stalks fresh	As many per day as desired
Cucumber	1/2 cucumber	As many per day as desired
Green, Red, or Yellow pepper	1/2 green pepper, fresh	As many per day as desired
Lettuce and other leafy greens	2 cups, chopped	As many per day as desired
Bok Choi	2 cups fresh or 1 cup cooked	As many per day as desired
Spinach	2 cups fresh or 1 cup cooked	As many per day as desired
Tomato	4 large slices, fresh	As many per day as desired
Zucchini	1/2 zucchini, fresh	As many per day as desired

## DID YOU KNOW?

Prepare and portion out your favorite free foods every few days in resealable plastic bags or containers. You are more likely to eat them if they are convenient to get to or easy to take with you.



*"I want to be a role model for women who feel they can't do it. I want to help women understand the importance of exercise and proper nutrition. My e84 goal is to be muscular and tight yet feminine."*

— Dionne Michelle Lewis  
e84 BURN Challenge Award Finalist

# Additional Snack & Dessert Alternatives

**~100**  
**CALORIES**  
PER PORTION



Give yourself a tasty variety of foods to enjoy, and you'll never get tired of eating healthy! One (1) portion of any of the foods below is an acceptable alternative for your mid-day Snack for all Daily Calorie Goal levels (p. XX).

Food Name	Grams/Serving	Ounces/serving	Approximate Size/Quantity
<b>Nuts</b>			
Almonds			14 nuts
Brazil nuts			3 nuts
Cashews			9-10 nuts
Hazelnuts			10 nuts
Macadamias			5 nuts
Peanuts			16-17 pieces
Pecans			10 halves or 5 whole
Pine nuts, dried			77 nuts
Pistachios			29 nuts
Walnuts			29 nuts
<b>Savory</b>			
Cheese Puff or twist	23	0.81	7 - 9 pieces
Corn chips	19	0.67	20 chips
Popcorn	27	0.95	3 cups (popped, low-fat microwave)
Potato chips	20	0.70	10 chips
Pretzels	25	0.88	1/2 cup
Rice cakes	26	0.91	2 to 3 rice cakes
Tortilla Chips	20	0.70	6 chips
<b>Sweet</b>			
Banana Chips	19	0.67	1/2 cup
Brownie	25	0.88	1/2 a 2-inch brownie
Cake	24	0.84	1/3 of a cup (about 3 small bites)
Fruit pie	38	1.33	1/4 of a slice (about 1/16 of a pie)
Fruit roll	29	1.02	2 rolls
Granola bars	21	0.74	1 small bar
Ice Cream	35	1.23	1/3 of a cup (about 3 small bites)
Toaster pastry	26	0.91	1/2 a pastry





# When do I take my Products?



- 1) Each day, follow the times in the column that matches your Pack Purchase.
- 2) Eat a nutritious meal or snack wherever you see a colored checkmark.
- 3) Optional times to take your products are marked with a colored star. You can use these alternate times instead if it suits your individual schedule better.

	BURN A	BURN B	BURN C	BOOSTER ADD-ONS
Breakfast				
Morning Snack	✓			
Lunch	✓	✓		
Afternoon Snack	✓			
Dinner	✓	✓	✓ 	
Within 30 mins of exercise**				
Great anytime!				

\* Evolv Limitless™ is best taken twice/day, 20 minutes before your meal (on an empty stomach).

\*\* The Evolv ExerSciz™ Team recommends the Evolv Shake as an excellent nutrient replacer for post-workout recovery. For more information, see the article on Nutrient Timing in the Nov 2011 issue of Evolv'd Living Magazine, or the video links on your personalized ExerSciz™ account.

# Get your SHAKE on!

Dress up your Evolv Shake for variety, flare, and added nutrition! For more recipes, visit us online at [www.evolvhealth.com/recipes](http://www.evolvhealth.com/recipes), and keep your eyes peeled for the next Evolv Shake of Delight Contest so you can submit your own recipes for the chance to win free Evolv product and other prizes!



## DID YOU KNOW?

With a quality blender, you can add a variety of foods to your Shake without sacrificing texture, like nuts, coconut, even fresh or frozen spinach or other greens!

## PRO TIP

If you puree some of your favorite fruits or even cooked vegetables ahead of time and pour the mixture into an ice tray to freeze, you can add a cube or two to your Shake to really pump up the flavor & nutrition, while giving it a thick, milkshake-y texture!

## The “Ultimate” Shake

Created by Barbara Lee Putegnat  
Blend and Serve:

- 1 packet Vanilla Evolv Shake
- 2 oz Evolv Ultimate
- 1 C Evolv Water
- 1/2 C frozen blueberries
- 6 raw almonds
- 1/2 medium avocado

Shake  
of Delight  
WINNER!

## Ultimate Berry Banana Delight

Created by Amanda Shirley  
Blend and Serve:

- 1 Packet Vanilla Evolv Shake
- 3/4 cup Almond Milk (original)
- 1/4 cup Evolv Ultimate
- 8 blackberries
- 2 strawberries
- 1/4 banana
- Ice to taste

## Cherrilicious Heaven

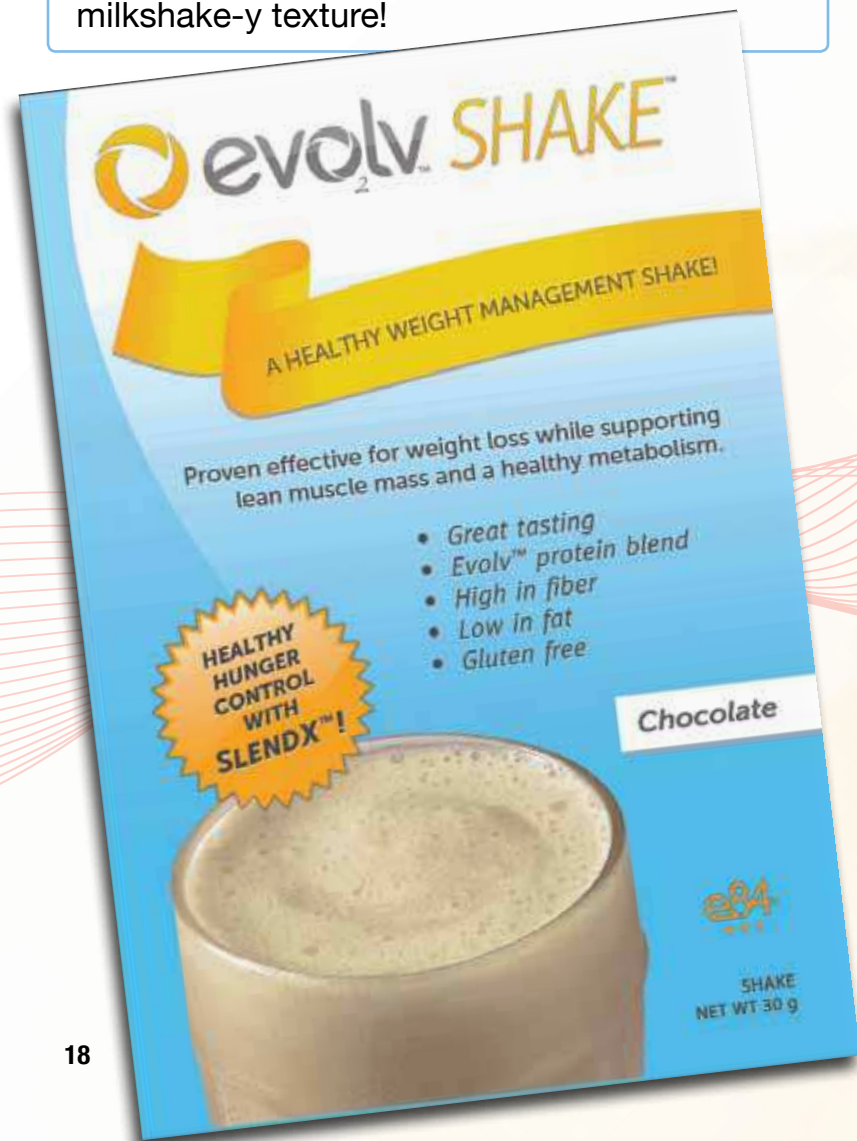
Created by Essie Grant  
Blend and Serve:

- 1/2 bottle Evolv water
- 1 packet Chocolate Evolv Shake
- 5 Ice cubes
- 1/2 cup frozen dark sweet cherries
- 1 (4oz) cup of Oikos Greek Blueberry Yogurt

## Strawberry Chocolate Delight

Created by Essie Grant  
Blend and Serve:

- 1 C Evolv Water (or cold black coffee)
- 1 packet Chocolate Evolv Shake
- 4 fresh, ripe strawberries
- 1 small dash of pure mint extract
- 5 Ice cubes



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## TIPS FOR SUCCESS

### TIP #1

#### No Foods are Off Limits

Wondering why the BURN program has no fixed meal plan telling you what to eat and when? It's because following a meal plan—which seems like a quick fix—doesn't teach you how to make healthy eating and exercise a lifestyle that you can build on and grow with. Besides, those so-called “quick fixes” will likely result in weight regain a year from now.

Many weight loss programs force you to eliminate certain foods. This can lead to deficiencies in some key nutrients, but it can also make the program mentally tough to follow. From holidays with family to nights out on the town and weddings and more, food is more than just fuel for our body. It is tied into the emotional fabric of our being and even our memories. Smell and taste are the senses that elicit the strongest memories, and when you are forced to restrict certain foods, you run the risk of tarnishing—or diminishing—those precious memories.

*There was a woman who loved fresh baked chocolate chip cookies. Whenever she ate one, it reminded her of tea parties she had with her grandfather, who had helped raise her when she was a little girl. Unfortunately, he passed away when she was very young. Those times when she ate chocolate chip cookies were the strongest memories she had of a dear family member; they helped her get through times when she was lonely, and eating one always made her smile.*

Asking someone like this to give up fresh baked cookies is asking them to give up more than just a food item. For her, a weight loss program that requires her to choose between cookies and losing weight isn't offering a choice at all.

If we think really hard for a moment, we can probably all identify some foods that we would not be willing to give up forever just to lose a few pounds. On the e84 BURN program, we don't ask you to give anything up totally. Instead, we ask that you exercise control and moderate the frequency or amount of your favorite foods. While eating 3 or more cookies a day might be a problem, eating just one or two a week is well within the limits of a solid e84 BURN.

### TIP #2

#### Be Aware

Eating is something you've done all your life. As a result you've developed certain unconscious habits. In order to make a permanent weight and lifestyle change, you need to become aware of these habits and the associated behaviors that caused you to gain weight in the first place. Learn to be aware of:

##### Feelings

This includes both physical sensations and emotions. Take the time while eating to assess whether you are still feeling hungry or if you are only eating because there is more food on your plate. After you're done, do you feel “stuffed,” or pleasantly satisfied?

##### Labels

If you are one of those who has never read a label, you might be surprised to see what goes into the food you've been eating. Reading labels will help you make healthful choices, such as reducing the intake of foods that hurt your BURN goals. Foods in their natural state—like fruits and vegetables—do not have labels, but it is difficult to overeat these foods if you pay attention to how you feel when you eat them. Tip#1: No foods are off limits...but you do need to be aware of what and how much you are eating, and reading labels makes that much easier.

##### Triggers

Triggers are foods, people, or situations that cause you to overeat or eat more of certain foods than you should. These triggers are usually emotional signals or external cues (like a social situation or specific stress) that causes you to eat in order to soothe feelings, rather than to satisfy nutrition and hunger requirements. As you become aware of what food or situations trigger your overeating, you can start to modify the circumstances and eliminate the triggers.

##### Portion sizes

Portion sizes have increased tremendously over the past 20 years. Do you need a large to feel satisfied or will a small do the trick? You may get more quantity for your money by supersizing a meal, but are you sacrificing your quality of life to do so? At some point you may need to make a choice between perceived financial value and the real, long-term value of your weight loss goals. Choosing your portion sizes wisely will allow you to eat less without feeling deprived.



### **TIP #3**

#### **Build Support**

Human beings are social animals. Just look at websites like Facebook and Twitter and you'll see how much people need to connect with each other on a daily basis. Having family and friends in our lives, too, is supposed to keep us healthy and functioning at our best. Unfortunately, sometimes the people we know can undermine our efforts at making positive shifts in our own lives. This may be unintentional, or it may be out of fear of change, or worry that they will "lose you" if you are *Evolving* your life and they are not.

Whether your support comes from your existing friends and family, an online community of fellow Challengers, or whether you build a new circle of supporters in other ways, it is crucial to have a network you can rely on to celebrate with, and to help pull you through difficult times. If you do not have a support system, then your plan is doomed from the start.

One of the reasons that the e84 BURN program does not restrict foods is that it becomes more difficult to get family and friends on board when you are on a diet that they may not want to follow. If you have to give up foods that you love, or cook two or three separate dinners a night, it won't be long before you become frustrated and give up your weight loss plan to keep your family (and yourself) happy. By following Tips #1 and #2 on the previous page, you will be able to eat the same foods as your family, just in different quantities to suit your calorie goals.

#### **Moving forward from today**

Be prepared to make adjustments to how you interact with some people. Those relationships that revolve around food—like dinners out with the same people all the time—may need to change. For example, choose a restaurant that has e84-friendly options, or try going bowling instead of out to dinner. If the people in your life really are really going to be supportive friends, they will be willing to support you in achieving your goals, and not act to hinder your progress.

Fortunately, as part of the Evolv e84 BURN program, you already have a support network partially built, plus the larger community of people using the free e84 Facebook app; all the other people around the world on the program are experiencing the same things that you are. Call on them with questions and share experiences and ideas on how to deal with family and friend issues that arise as you move forward.

### **TIP #4**

#### **Make Plans and Have Contingencies**

They say the only two sure things in life are death and taxes. You can add a third to that list; at some point, your BURN plan is probably going to fall apart. *How you deal with the setback will ultimately determine whether you reach your long term goal or not.* Everyone goes into a weight loss program with an idealized view of the process, but obstacles will come up that test your will power and ability to stick to your guns. These tips will help you get through some of the most common problem situations:

#### **Give yourself permission to fail once in a while.**

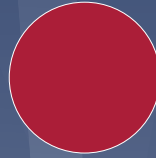
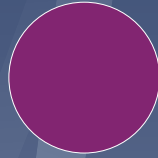
It is OK to break from your strictly disciplined approach to diet and exercise once in a while. We don't believe in planned cheat days because they teach you how to struggle through a week at a time rather than adapting to sustainable lifestyle change, but every now and then, life can get overwhelming and you find yourself eating a whole bag of cookies. As long as this doesn't happen regularly, it isn't the end of the world. Accept that occasional slips are a fact of life and it happens to everyone. The key is to pick up your BURN program the very next day.

#### **Plan for the holidays.**

The holidays are the time most weight loss programs fall apart. Office parties and family gatherings usually revolve around food, and with so much going on it's difficult to find the time to exercise. Throughout a weight loss program, you need to have occasional consolidation phases where you increase the amount you are eating and maintain your weight for a few weeks so that your metabolism can adjust to the new weight and allow your body to prepare for another period of weight loss. These phases also make the transition to long term weight maintenance easier. Plan your weight loss program so that the holiday season is a consolidation phase. This will allow you to eat a little more without feeling guilty.

#### **Travel**

A hectic travel schedule is often cited as a reason for failure in a weight loss program. If there are busy travel periods in the year, treat them like consolidation phases as described above. If you travel weekly, follow Tip #2 and be aware of what you eat when dining out so you can stay on track. Also, create a list of situations that may make it difficult to stick to your goals, and then plan how you will react when the time comes. Keep the list with you and refer to it as needed. Remember, as long as you employ moderation and exercise, you will eventually reach your goal.



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