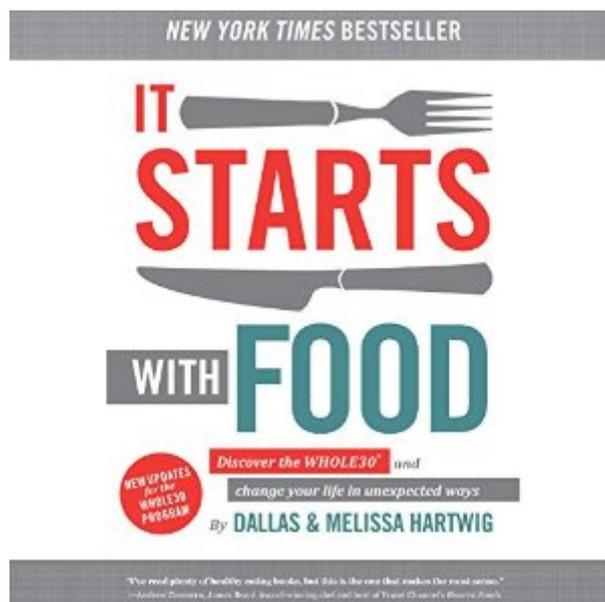


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# It Starts With Food: Discover The Whole30 And Change Your Life In Unexpected Ways



## Synopsis

It Starts With Food outlines a clear, balanced, sustainable plan to change the way you eat forever-and transform your life in profound and unexpected ways. Your success story begins with the Whole30™, Dallas and Melissa Hartwig's powerful 30-day nutritional reset. Since 2009, their underground Whole30 program has quietly led tens of thousands of people to weight loss, enhanced quality of life, and a healthier relationship with food-accompanied by stunning improvements in sleep, energy levels, mood, and self-esteem. More significant, many people have reported the "magical" elimination of a variety of symptoms, diseases, and conditions in just 30 days. Now, Dallas and Melissa detail not just the "how" of the Whole30, but also the "why," summarizing the science in a simple, accessible manner. It Starts With Food reveals how specific foods may be having negative effects on how you look, feel, and live-in ways that you'd never associate with your diet. More important, they outline their lifelong strategy for eating Good Food in one clear and detailed action plan designed to help you create a healthy metabolism, heal your digestive tract, calm systemic inflammation, and put an end to unhealthy cravings, habits, and relationships with food. Infused with the Hartwigs' signature wit, tough love, and common sense, It Starts With Food is based on the latest scientific research and real-life experience, and includes testimonials, a detailed shopping guide, a meal-planning template, a Meal Map with creative, delicious recipes, and much more.(Please note: If you purchase this book on iTunes, the PDF of free, accompanying material may appear in your music library rather than in your book library.)

## Book Information

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## Customer Reviews

I am a runner so my eating has been centered around carbs. As a result, I love carbs. I have run several 1/2 marathons but wanted to do at least one full marathon - so at 43, I trained and completed my first full marathon in April. I did not do nearly as well as I had hoped and I noticed towards the end of my training I was experiencing what I would consider an extra amount of fatigue - I also lost no weight whatsoever during my training, something I always do. I chalked it up to too much training and figured after my marathon I would rest and get back to normal. A week after my marathon, I decided to hit the gym and start weight training but had no drive and just felt tired. This feeling just got worse - to the point I thought I needed to see the Dr. Then my wife started talking about this book. My first reaction - "THERE IS NO WAY I AM GIVING UP GRAINS AND SUGAR! - A PERSON CAN'T LIVE LIKE THAT!" Another week or so went by AND I WAS NO BETTER. I decided to purchase the book (Kindle version) and started reading. What the authors were saying made sense - as much as my mind could make sense of it. So I thought - I can try it - its only 30 days. Today I am on Day 20 and here is what I have noticed: 1. The 1st 2-4 days were rough - I think I was actually detoxing / going through sugar Withdrawals. Not kidding - I honestly felt horrible. Not just hungry but fidgety, hungry, restless, irritable... 2. Days 5-7 the sugar / carb cravings were fading and my desire to snack every two hours was hardly noticeable. Still somewhat tired and not sleeping too well. My morning runs felt horrible - thought I was dying - OK - kidding. But I felt no MOJO. My times were getting worse. I figured this was probably normal SO I kept focused on my 30 day goal.

I cannot begin to tell you how life changing this has been for me. I have struggled with dieting for the last 15 years. I tried Weight Watchers and lost 11 entire pounds in 6 months-- and had to deal with the constant "You must be doing something wrong..." "Clearly, you aren't tracking your points..." Yes, I was. I had lost weight in my mid-30's through diet and exercise, but I never got to my goal. I had another kid.... turned 40... and nothing that I did seemed to help. I did Crossfit over the summer which introduced me to Paleo. I had a few friends that had switched to a more Paleo type diet. Although they hadn't lost a lot of weight, they spoke of their energy, better sleep habits, clear skin, etc. I thought they were crazy- why would I do this if not to lose weight? Well, here I am 7 weeks later and I am sold. I am 42. I am on the line between obese and overweight. I exercise. I ate a "healthy" diet- never more than 1500 calories a day. Even though they said not to track calories- I did. For three weeks. Then it became apparent- I was eating more, exercising less and the weight was falling off. More importantly, the inches were coming off. It looked and felt like someone had put

a pin in me and the air is slowly coming out. No joke. I am in sizes now that I wore at 20 lbs less than where I am now. I was NEVER hungry. I ate until I was full. I relearned what full was. My skin is incredibly soft. My acne, which I never had until my 30's, is clearing up and nearly gone. I sleep 7-8 hours a night- straight through. I have a ton of energy. My mental acuity has improved. Oh- and I lost 13 pounds in a month and am continuing to lose about 2-3 pounds a week.

Co-workers would ask me if I had had lunch if I was critical or demanding. They noticed that I was meaner when I was hungry and, unfortunately, I was hungry a lot. Eventually I was eating 6 times per day, but still got hungry. And as I got older, I got heavier. My body fat ballooned up to 37 percent. If you had known me in 1994 when I was competing in a marathon (26.2 mile) race every month, you might not believe it possible, but I gained 55 pounds. I decided to do something about it in 2008 and joined a CrossFit gym - lifting weights, performing gymnastic moves, and literally standing on my head doing high intensity exercise three times per week. I ran 5 to 10 miles every weekend. I ate better - lots of salmon and veggies from the frozen food case - but after two years of effort, my body fat was still 27 percent. I had lost 20 pounds, but remained pudgy. Then I heard about Dallas and Melissa Hartwig's Whole30 program. I did my first Whole30 in 2010. About two weeks into the program, I noticed that I was sleeping better. Then I started to set new personal records lifting heavy weights in the gym. I felt great and my energy levels stayed even across the day. I quit being so grumpy! I decided to keep following the Whole30 way of eating. After a few months, my annual blood work showed big improvements: good cholesterol - UP, bad cholesterol - DOWN. And I was losing weight. Nothing dramatic, but typically two pounds per month. The two pounds per month continued 15 months and I lost 30 pounds! I finally stopped losing weight when I was just 10 pounds above my marathon running weight from the 90's. And that 10 pounds was all new muscle! I first met Dallas and Melissa Hartwig in 2011 when I attended one of their in-person nutrition workshops.

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