

P: 303-921-2555
E: jason@bbworx.com
8000 E. Quincy Ave Suite 200
Denver, CO 80237



To the prospective nutrition client:

Rather than concentrating on which foods to eliminate or what the "perfect" diet is, my program concentrates on food that you are accustomed to eating. This is assuming that you have a good understanding of what healthy food choices are- if not, we can talk more about that as you start!

First, the main focus is placed on food consistency and frequency. This serves many purposes, including resetting and establishing metabolism, balancing glycemic levels (blood sugar), managing fat storage and utilization, and ultimately allowing a new pattern of behavior change to take place. While many nutrition experts out there feel that there are specific foods that must be eliminated and replaced, I choose to keep to the basics. Think about it- you are already making a change to your daily routine by choosing to modify your eating habits, right? The more changes that we make at any given time, the more overwhelming the process becomes. This will often lead to a decreased rate of success.

After you have gotten the hang of frequency and consistency of eating, we begin to play heavily into ratios of carbohydrates, proteins, and fats. Don't worry, this may sound complicated, but it is actually quite easy; you are introduced to this concept from day one. The emphasis here is that we further tailor these to meet your intended goal. For example, if weight loss is a goal that you have, there are many ways to go about it rather than simply having to restrict calories.

Are numbers involved? Yes, but not like you think. It is true that there is an initial emphasis placed on how many calories we should be eating on a daily basis. However, in order to learn a new pattern you are going to need a base from which to operate from. In order to establish a new behavior, you will need rules to follow, an environment in which to practice and repetition (consistency and frequency). Much like a student in a class, you must struggle a bit in order to learn a new concept. In order to understand a new concept, you must have the opportunity to apply it out of the classroom (homework, real-life application, etc). In order to get better, you must practice. A student would never learn if the teacher just gave her the answers, right? Taking into account biometrics like your age, gender, height, weight, body fat % and more subjective data like your daily activity, we can come up with an ideal caloric goal for you... without you feeling like you're starving all the time.

Based on experience and tracking my clients' progress, 6 months is the average amount of time it takes for new eating habits to settle in and feel more "natural"- it could be more and it could be less. After some time, the numbers become irrelevant because you have learned a new behavior regarding your eating habits. You will be able to adjust your intake depending to how your day is looking and be able plan accordingly. Just keep in mind that investing in this program is like investing in a class, except you get to immediately apply what you have learned!

Hopefully this will shed some light on how this works. I look forward to working with you soon!

To your health,

Jason Butler