



## Part Two of the Apex Fitness Fast Food Drive: The Term “Meal Replacement” is Now Officially a Misnomer

Meal replacements are, well let me see, a meal. I mean it's either a meal or it's not. In other words, if you ate a bowl of oatmeal instead of eggs for breakfast, would you call the oatmeal a meal replacement (MR)? And since we now know that the average 21<sup>st</sup> century human burns so few calories, meal replacements—whoops, I mean Apex Fit category foods (a.k.a. Fitness Fast Foods)—are no longer called meal replacements. Instead, they are just other food products on your grocery list that will become one or more of your daily meals. And best of all, if you want fast, you've got it, as in the Fit bars. You want perfect, you design it, as in preparing a shake from our tasty powders.

Remember, the constituents of Apex Fitness Fast Foods (formerly known as MR) are comprised of ingredients that have been taken from foods and baked (as in a bar) or ground (as in a powder) into a more convenient form and can be perfectly calibrated for any occasion. With Apex Fitness Fast Foods, just like making any food from scratch, our “cooks” pick exactly what is needed in the formula, extracting just the good stuff from the “starting food” and bake the ideal meal as it relates to the protein, fat and carbohydrate content while minimizing calories. That's right, throw out the unneeded stuff—what a concept!

All the above is why you are now free to discard the word “meal replacement” from your vocabulary—you have meals. And just as you wouldn't have oatmeal at every meal, you wouldn't consume Fit foods at all meals.

### Goal—Weight Control

**Objective #1 of Apex Fitness Fast Food meals: Contribute to satiety and increase energy better than a different food meal with equal calories.** Obviously, if you can be more satisfied and energetic with fewer calories you have a win/ win/win situation: you can eat less, move more and accelerate weight loss or establish weight control.

Do the test yourself: Put a bowl of cereal containing 230 calories including the milk, up against an Apex Fit bar and see which one last longer. If you need a bigger meal, double up on the bar or make a shake and compare it to something else. You will be amazed. Put it up against potato chips or other typical snack foods or drinks and it's not even close.

Bars and shakes are the tools for **two important tactics** used in accomplishing the objective of weight control: One, supplying a balanced macronutrient combination, and two, meal frequency.

The Fit category bars have the proper macronutrient blend to “hit all appetite centers.” The portion sizes (~230 calories containing the necessary components that make a meal) allow for multiple daily uses if necessary, which accomplishes the frequency tactic we use to support appetite control and deliver continual, more ready-to-use energy, leading a person to want to move—or what we commonly refer to as increasing spontaneous physical activity (SPA).

**Objective #2 of Apex Fitness Fast Food meals: Leave room for consuming larger, favorite daily meals at preferred venues or for feasting at gatherings (e.g., lunch & dinner at favorite restaurants).**

**Tactic:** get what you need for less.

No-brainer here. With bars or shakes you can eat less calories more frequently and still get all you need, leaving lots of room for your favorite food or drink calories.

(See the menus for examples of how all the above can be incorporated into your daily menus.)

### Goal—Complete a Healthy Diet

**Objective of the Apex Fitness Fast Food meals: Fill in any potential nutrient gaps caused by lack of interest or availability of particular foods such as your fruits or veggies.**

I have never been a big fan of veggies unless I douse them in high-calorie sauces or dressings. And too often I don't get enough daily fruits that might normally make up for the missing veggies.

Fruits and vegetables have many common nutrients, in particular the phytochemicals we have recently discovered as making a potential contribution to longevity. We don't know everything about how these generally under-eaten foods contribute to our health, but we do know that people who eat lots of “green stuff” and other colorful things live healthier than people who don't. Although our multivitamin mineral and antioxidant formulas can supply any potentially missing nutrients, pills can only provide the nutrients we know about. There are still

many unknown nutrients and important fibers contained in plant foods, not to mention that a food's health benefits may also be coming from a synergy effect. In other words, the way the compounds in certain foods are grouped and may work together, including amounts.

**Tactic:** design the "perfect food."

Use one of our many shake mixes as the starting material and mix in stuff you might not eat but are important for health. I'd probably keep the veggies out of the blender and use different fruits to supply the missing nutrients.

(See attached recipe for an example of "perfect meal".)

Well, there you have it. You just lost weight eating a bunch of tasty meals, a perfect diet and probably saved money. If you think that was easy, wait till you put on the bodybugg™! Every day can be a "cheat day"—just follow the number.

Before I sign off for the month, I wanted mention a side note regarding eating and staying fit in the 21<sup>st</sup> Century.

There is nothing new about our 21<sup>st</sup> Century food planning. Yes, we've captured it, brought it to the surface and now teach and publish it, including putting the menus into all programming. But this "style" of eating is something that the leaner active or busy people and successful dieters intuitively gravitate toward. This is how they control weight and body fat in this crazy but basically sedentary world we live in.

Until next month!

*Neal*

## Double Chocolate Fit Drink Mix Banana Split

### Nutritional Facts (approximate)

Calories 550  
Protein 32 grams  
Fat 4.5 grams  
Carbs 93 grams

### Ingredients

1-1/2 cup nonfat milk  
2 scoops Double Chocolate Fit Drink Mix  
1 large banana  
1/4 cup fresh pineapple chunks  
4 whole frozen strawberries  
1/2 cup shaved ice (or equivalent cubes)

### Directions

Add ingredients in the order specified to blender, mix, and serve immediately. Use less milk and more ice to thicken (and reduce calories). Add additional scoops of Fit Drink Mix for a higher-calorie smoothie. Garnish with fresh fruit if desired.

## Typically Suggested Weight Loss Formula for a Medium Size, Sedentary Female

### 1500 calorie menu template

#### 7-8:00 AM – 250 cals

1 Apex cookie or breakfast bar, milk & multivitamin

20g Protein

370mg Calcium

#### 11:30 AM – 500 cals

Any sandwich, restaurant meal or favorite lunch foods

#### 3:00 PM – 220 cals

Apex bar (or jerky & favorite carbohydrate)

13g Protein

100mg Calcium

#### Last meal – 5-600 cals of anything, anytime

Favorite restaurant or dinner foods, drinks & multivitamin

## Typically Suggested Weight Loss Formula for a Medium Size, Sedentary/Low Active Male

### 2000-2700 calorie menu template

#### 1<sup>st</sup> meal – 250-500 cals

Milk & 1-2 Apex cookies or breakfast bar & multivitamin

20-38g Protein

370 –500mg Calcium

#### 2<sup>nd</sup> meal - 6-800 cals

Your favorite lunch food

#### 3<sup>rd</sup> meal – 3-400 cals

Apex bar, shake (make for taste & nutrients) or jerky with favorite carbohydrate

#### 4<sup>th</sup> meal – 7-1000 cals of anything at anytime

Favorite drinks, dinner foods & multivitamin

#### 5<sup>th</sup> meal (late night snack or nagging "sweet tooth")

Melted Apex cookie on whatever calories you have left for a satiating healthy dessert!