

90  10  
Nutrition

CLEAN  
EATING  
GUIDE



# MY STORY

Hey, I'm Ryan Chapman. I don't know if you are new to clean eating and new to 90/10 Nutrition or if you have been following us for a while, so allow me to introduce myself and how I got into this "clean eating" thing.

I grew up the fat kid who was always on a diet. I can remember being 12 years old and counting calories from the nutrition information at Taco Bell. I spent YEARS counting calories but still eating processed food.

Have you ever been on the diet roller coaster that goes along with calorie counting? I must have lost 500 lbs over the course of my teenage years, but I always gained it back and more.



By the time I graduated college, I was 260 lbs (see picture to the left). I gained another 15 lbs in 2003 before joining by friend in a weight loss contest. I went back to "old faithful": A 1500 calorie diet. I stayed on it for an entire year this time and lost 100 lbs! It worked. Until I stopped, that is. It seemed that I had to go to bed hungry and be miserable to lose or even maintain my weight.

With the weight off (for the most part), I got into more activities and fell in love with the sport of triathlon. That's where I really ran into nutrition issues.

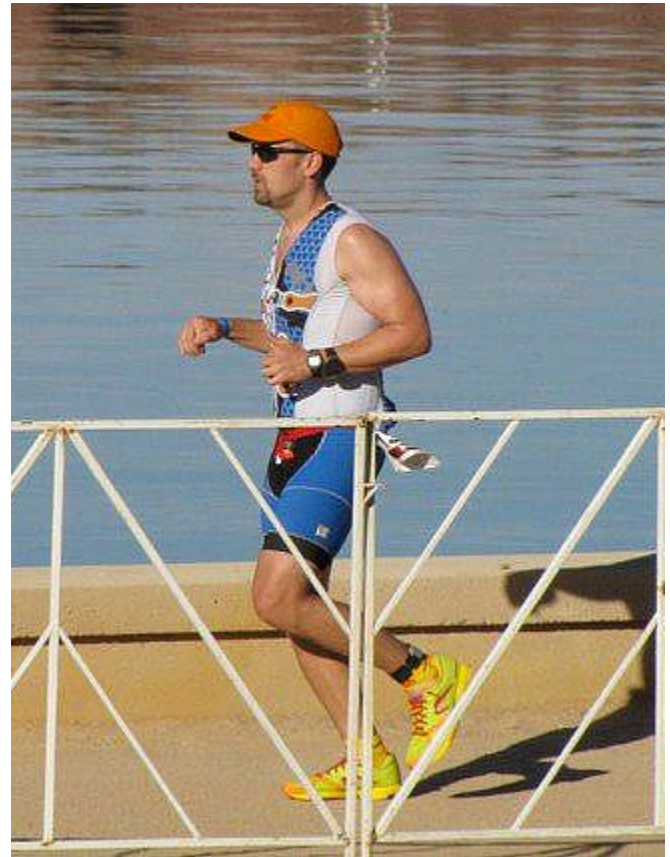
I quickly found out that 1500 calories of processed food was not going to keep me going for long endurance workouts. I came to a sort of crossroads where I could either eat more so that I could train harder, or I could eat less to maintain my weight, but I couldn't do both.

I struggled with that dilemma for several years until one Facebook post introduced me to a concept called "low ingredient dieting" that changed my life (I'll give you all the details of that Facebook post and that concept here in this guide, but let me finish my story first).

When I was introduced to low ingredient dieting, I was skeptical, but in the summer of 2010, I decided to do an experiment to test the theory.

For 45 days, I followed the concepts and tracked my intake.

The results were astounding to me. I lost 15 lbs in just over 6 weeks and my calorie intake was over 2300 calories on average!



I spent the next year or so proving this new concept to myself with various experiments. I read every ingredient label, I ate foods that some said were bad for me, I stayed away from foods some said were good for me. I based everything on the ingredients and not on the calories, protein, or carbs.

I went on to complete a full Ironman in 2012 as well as multiple marathons and other races, and all without being hungry!



# ABOUT 90/10

In January of 2012, I started the first "90/10 Nutrition Challenge." It was an 8-week-long challenge and had about 10 challengers.

The results from that group were so compelling that I continued to run groups every 8 weeks through most of 2012.

By 2013, 90/10 Nutrition had a loyal following, a logo, and a website, but was still mostly just being run as small challenges by word of mouth.

In 2015, we finally decided to take 90/10 Nutrition to the next level and offer full meal planning services, an ongoing support community, a membership system, professional videos and recipes, and even a mobile app.

I knew I wouldn't be handling all of that by myself. So, I joined forces with two veteran 90/10 challengers to create a system that would help people see the benefits that we all had seen through clean eating.

**Lisa Madson** (left in picture above): Lisa is our director of community. We have a thriving support community on Facebook that can only be described as a family. Lisa is in charge of making that that best place on the internet to get support and accountability for clean eating, and she does it well. You can see Lisa's story at the end of this guide.

**Heidi Boortz** (right in picture above): Heidi was there in the very first 90/10 group and now she is our meal plan director. If you get involved in our meal plan service or just try one of our recipes, Heidi has probably had a hand in it. See her story later in the guide as well.

Now, we have what I believe to be one of the most balanced and effective ways to look at nutrition coupled with the most complete set of resources. Our Premium Membership is only \$3 per week with full meal plans. Are you a fit for that? Check it out here: [www.9010nutrition.com](http://www.9010nutrition.com)





# ABOUT THIS GUIDE

The purpose of this guide is to give you a basic understanding of clean eating. With the information in this guide, you will be able to begin your journey into clean eating and will start to see the benefits that so many others have seen.

Here is what you will learn in this guide:

- **The Importance of Ingredients**
- **How to Read Nutrition Labels**
- **What Foods to Eat Most of the Time (90% or more)**
- **What Foods to Moderate (10% or less)**
- **What Foods to Avoid**
- **How to Make Any Recipe Clean (well, almost any)**
- **How to Know How Much to Eat**

When you are finished reading this guide, you should have a good idea what you need to look for next time you go to the grocery store.

*"Clean eating is really attainable, does not take much more effort than "regular" cooking, and can be quite yummy."*

| Joanne C.

*"90/10 nutrition has helped me in so many ways. 90/10 was simple to understand and implement. It's become a nutrition lifestyle that I follow daily."*

| Tara B.

*"So I have reached my goal weight and I have had Chicken Pot Pie and Meatloaf this week!...my life has been forever changed."*

| Mindy S.

*"90/10 has helped me to easily plan, shop and prepare healthy meals and snacks. I love the 10% guilt free...this helps me to avoid binge eating."*

| Rhonda S.



# THE IMPORTANCE OF INGREDIENTS

The diet industry, and the food industry in general has us tricked into believing things about food that just aren't true. Some of the major lies that are prevalent today include:

- Protein = Good, Carbs = Bad
- Gluten-Free = Healthy
- Organic = Healthy
- Sugar-Free = Healthy
- Fat-Free = Healthy
- All Calories are Created Equal
- It's all about Calories in vs. Calories out

→ **LIES!**

Now, let me be clear. To say that those are all lies is not to say that protein has no benefits, or that you can eat all the carbs you want, or that gluten is fine for everyone, or that organic foods have no value, or that sugar is fine (it's not), or that you can eat any kind of fat you want, or that you should go crazy on calories. The point is that many of those are just buzzwords that the industry uses to make things seem healthy that are not. If something has a ton of protein and is low in carbs but is filled with artificial ingredients, it's still not healthy.

To illustrate my point here, I am going to take you through exactly what I saw that made me change my thinking about food. I told you that I was introduced to "low ingredient" dieting and that is how it all changed for me. Here is how it was introduced to me:

Imagine a typical start to the day for someone on a calorie restriction diet (this was me).

Kellogg's Smart Start Cereal for breakfast, Wheat Thins as a snack mid-morning, and a Lean Cuisine for lunch.





Now, to me that used to seem like a great start. All of those items have some healthy buzzwords (lean, smart, whole grain) and they are relatively low in calories. This is how many people are taught to diet in our culture, right? Maybe this is how you are dieting right now! That's ok! It's not your fault. They are being tricky on purpose!

Let's just take a look at the ingredients of those three items. This is exactly what made me decide to give this "clean eating" thing a try. Look at the list of ingredients below!

RICE, WHOLE GRAIN WHEAT, SUGAR, OAT CLUSTERS (SUGAR, TOASTED OATS [ROLLED OATS, SUGAR, CANOLA OIL WITH TBHQ AND CITRIC ACID TO PRESERVE FRESHNESS, MOLASSES, HONEY, BHT FOR FRESHNESS, SOY LECITHIN], WHEAT FLAKES, CRISP RICE [RICE, SUGAR, MALT, SALT], CORN SYRUP, POLYDEXTROSE, HONEY, CINNAMON, BHT [PRESERVATIVE], ARTIFICIAL VANILLA FLAVOR), HIGH FRUCTOSE CORN SYRUP, SALT, HONEY, MALT FLAVORING, ALPHA TOCOPHEROL ACETATE (VITAMIN E), NIACINAMIDE, ZINC OXIDE, REDUCED IRON, SODIUM ASCORBATE AND ASCORBIC ACID (VITAMIN C), CALCIUM PANTOTHENATE, YELLOW #5, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), RIBOFLAVIN (VITAMIN B2), THIAMIN HYDROCHLORIDE (VITAMIN B1), BHT (PRESERVATIVE), VITAMIN A PALMITATE, FOLIC ACID, BETA CAROTENE (A SOURCE OF VITAMIN A), VITAMIN B12 AND VITAMIN D.

WHOLE GRAIN WHEAT FLOUR, UNBLEACHED ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE [VITAMIN B1], RIBOFLAVIN [VITAMIN B2], FOLIC ACID), SOYBEAN OIL, SUGAR, CORNSTARCH, MALT SYRUP (FROM BARLEY AND CORN), INVERT SUGAR, MONOGLYCERIDES, SALT, VEGETABLE COLOR (ANNATTO EXTRACT, TURMERIC OLEORESIN). CONTAINS: WHEAT. BHT ADDED TO PACKAGING MATERIAL TO PRESERVE FRESHNESS.

Blanched macaroni product (water, semolina, wheat gluten), skim milk, cooked chicken breast with rib pesto glazed smoke flavor added (cooked chicken breast meat with rib meat, water, chicken flavor (dehydrated chicken broth, chicken powder, flavor, salt, modified corn starch, salt, spice, glazed with: water, seasoning (sugar, (dehydrated romano cheese and blue cheese {part skim cow's milk, cheese cultures, pasteurized cow's milk, salt, enzymes}), spices, salt, modified food starch, dehydrated garlic dehydrated onion, citric acid, (dehydrated flavorings {(modified food starch, corn syrup solids, flavor, smoke flavor, partially hydrogenated soybean oil), dehydrated flavor (maltodextrin, citric acid, gum arabic, natural flavor}, extractives of garlic, olive oil), water, red peppers, yellow peppers, 2% or less of cream, parmesan cheese (cultured milk, salt, enzymes), soybean oil, modified cornstarch, bleached wheat flour, basil, asiago cheese (pasteurized milk, salt, cheese cultures, salt, enzymes), water, salt, lactic acid, citric acid), extra virgin olive oil, garlic puree, enzyme modified parmesan cheese (cultured milk, water, salt, enzymes), whey protein concentrate, cheese flavor (cheddar cheese (cultured milk, salt, enzymes), water, salt, enzymes, cultures, phosphoric acid, xanthan gum), dehydrated onions, potassium chloride.

# OVER 130 INGREDIENTS!

Do you know what all of them are?



When I saw that list, it scared me how many things I didn't recognize on the list. So, I was all ears for a better solution.

**Here was the solution presented to me:**

- Replace the cereal with some rolled oats sweetened with honey
- Replace the Wheat Thins with some fruit (such as blueberries)
- Replace the Lean Cuisine with Chicken, Brown Rice, Green Beans, and real Butter



# JUST 7 INGREDIENTS!

Do you know what all of them are?



So, 130 ingredients vs. 7 ingredients. But which one has more protein? Which one has more calories? Which one has less fat? Answer: Neither!

Processed

REAL Food

Calories = 610

Calories = 614

Fat = 11g

Fat = 9g

Carbs = 109g

Carbs = 115g

Protein = 22g

Protein = 21g

**130**

**7**

**INGREDIENTS**

**INGREDIENTS**

Now, let me ask you: Do you think your body responds better to 600 calories from the 7 ingredients or 600 calories from the 130 ingredients? Well, from experience, I can tell you that my body responds better to 7 real food ingredients than it does to 130 processed ingredients. I am less hungry, I manage my weight easier, and feel more energy. Isn't that a basic summary of what we all want?

This is the cornerstone of clean eating. It's about REAL food ingredients that your body was designed to consume. It's not about eliminating food groups, it's about eliminating fake food! This means that we can't rely on certain parts of the nutrition label to tell the real story about our food. In the next section, I'll show you what to look for.

# HOW TO READ NUTRITION LABELS

Since we are more concerned with what ingredients are in our food (and where they come from) than we are about the calories, protein, carbs, and fat, we have to look at a different area on the packaging than you might be used to.

The ideal situation would be to buy MOSTLY things that don't have packaging, such as fruits, veggies, meats from the butcher, raw nuts and seeds, etc. However, the truth of the matter is that you will likely buy things that come in a package. So, you need to know how to find the good ones. Let me show you by giving you a comparison of two kinds of peanut butter you will find in the grocery store.



Creamy Peanut Butter

## Ingredients:

MADE FROM ROASTED PEANUTS AND SUGAR, CONTAINS 2% OR LESS OF: MOLASSES, FULLY HYDROGENATED VEGETABLE OILS (RAPESEED AND SOYBEAN), MONO AND DIGLYCERIDES, SALT.

## Nutrition Facts

Serving Size 2 Tbsp (32g)

Amount per Serving

Calories 190

Calories from Fat 130

% Daily Value\*

Total Fat 16g 24%

Saturated Fat 2.5g 13%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 135mg 6%

Total Carbohydrate 8g 3%

Dietary Fiber 2g 9%

Sugars 3g

Protein 7g

Vitamin C 0% Vitamin A 0%

Iron 4% Calcium 0%

Riboflavin 2% Vitamin E 10%

Niacin 20%

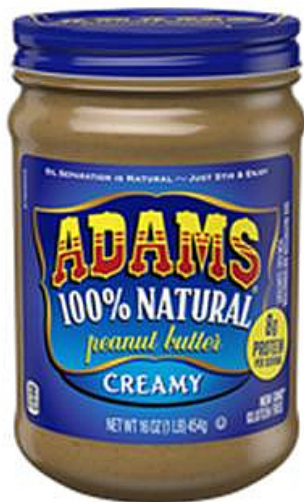
\*Percent Daily Values are based on a 2,000 calorie diet.



Take note of the list of Ingredients, the calories, fat, carbs, protein, and sugar grams listed on the nutrition label above for Jif.

Now, take a look at Adams Peanut Butter below. Note only slight changes in Nutrition Facts section but MAJOR differences in the Ingredients list. If you didn't look at the Ingredients list and see the added sugar and other junk, how would you decide on these two items? Jif actually has 10 fewer calories per serving but it has hydrogenated oils (otherwise known as "trans fat") and added sugar in the Ingredients list.

From a clean eating perspective, and from your body's perspective, the Adams Peanut Butter is the winner. It would be difficult to tell if you just looked at the "Nutrition Facts" section.



**Ingredients:**

PEANUTS, CONTAINS 1% OR LESS OF SALT.

Made without Hydrogenated Oils

<b>Nutrition Facts</b>			
Serving Size 2 Tbsp (32g)			
<b>Amount per Serving</b>			
Calories 200	Calories from Fat 140		
			% Daily Value*
Total Fat 16g			25%
Saturated Fat 2.5g			12%
Trans Fat 0g			
Polyunsaturated Fat 4.5g			
Monounsaturated Fat 8g			
Cholesterol 0mg			0%
Sodium 105mg			4%
Total Carbohydrate 6g			2%
Dietary Fiber 2g			9%
Sugars 1g			
<b>Protein 8g</b>			
Vitamin A	0%	Vitamin C	0%
Calcium	0%	Iron	2%

\*Percent Daily Values are based on a 2,000 calorie diet

Here is one last illustration to help you see that Nutrition Facts can be misleading. Let's take a look at an apple:



Ingredients: Apple

<b>Nutrition Facts</b>	
Serving Size 125 g	
Amount Per Serving	
Calories 65	Calories from Fat 2
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat	
Cholesterol 0mg	0%
Sodium 1mg	0%
Total Carbohydrate 17g	6%
Dietary Fiber 3g	12%
Sugars 13g	
Protein 0g	
Vitamin A 1%	Vitamin C 10%
Calcium 1%	Iron 1%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
NutritionData.com	

If you went by dieting buzzwords and fads and read the Nutrition Facts for an apple without knowing it was an apple, would you eat this? No protein, all carbs, 13g of sugar. No way!

Hello! It's an apple! It has 13g of sugar, but that includes added OR natural sugar. No one added a spoon full of granulated white sugar to this apple like they did to the Jif. It's all natural fructose from Mother Nature. This is a healthy source of nutrition!

So, while there is valuable information in the Nutrition Facts section of a label, it can be VERY misleading. No one would eat an apple or an avocado if we only looked at those numbers. In clean eating, we focus first on ingredients and making sure they are real and recognizable.



# WHAT TO EAT, WHAT TO AVOID

Let's make this super simple. When you go to the store, take a look at the ingredients in the foods you buy and match with this cheat sheet. We like to keep 90% or more of our foods in the green, 10% or less in the yellow (not totally clean), and nothing from the red (except for planned "cheats," if you choose).



## **EAT MOSTLY THIS**

Veggies	Cheeses
Eggs	Coconut Oil
Dairy Milk	Avocado Oil
Plain Yogurt	Olive Oil
Butter	Seeds
Fruits	Nuts
Beans	Herbs and Spices
Stevia	Black Coffee
Purple and Sweet Potatoes	
100% Whole Grains	
100% Whole Grain Breads and Pastas	
Lean Meats (Preferably 10% or less fat)	
Seed and Nut Butters (no additives)	

## **NOT MUCH OF THIS**

Alcohol (wine, beer, liquor)  
 Fattier Cuts of Meat (uncured/unprocessed)  
 Non 100% Whole Grain Breads and Pastas  
 Honey  
 Agave  
 Maple Syrup  
 White Potatoes  
 White Rice and Other Non Whole Grains  
 Half and Half and Cream  
 Mayonnaise  
 Canola and Vegetable Oils

## **DON'T EAT THIS**

Artificial Sweeteners and Flavors  
 Sugar (added sugar of any kind)  
 Sugar Alcohols (erythritol et al)  
 Anything Deep Fried  
 Chemicals and Preservatives  
 High Fructose Corn Syrup (HFCS)  
 Processed Meat (hot dogs, cured meats)  
 Hydrogenated oils  
 Fast Food (unless you can prove it is clean)  
 Anything you don't know for sure is real food!

# CLEAN EATING SUMMARY

If this is all new to you, I am not sure how you are feeling about this information. You might be thinking that it sounds restrictive or you might be thinking it sounds freeing. You might be thinking it sounds too hard or you might be thinking that it can't be this easy.

I would encourage you to give it a try either way. Give it a fair trial run and see what hundreds (if not thousands) have seen by switching to real food.

Here is a quick step-by-step summary of how to eat clean.

## DO THIS:

- **Determine a general calorie goal:**

Use this calculator: [www.9010nutrition.com/calculator](http://www.9010nutrition.com/calculator)

Then take 10% of that number (e.g. If your calculation was 2000 calories, then your 10% is 200)

- **Read the ingredients and compare to the cheat sheet:**

Check labels on everything you buy and every recipe you use and compare it to the cheat sheet to see where it falls.

- **Eat MOSTLY from the green list:**

Ideally, you would eat 100% from the green list so that you are eating 100% clean. However, we have found it to yield amazing results and be more manageable if you simply strive to eat no more than 10% from the yellow list. Use your 10% calculation to keep yourself in check.

# IT'S THAT SIMPLE



# THE FULL 90/10 SYSTEM

This guide should give you everything you need to jump into clean eating. However, there is a lot to be said for support, accountability, and additional helpful resources. So, here are just a few of the things that our 90/10 Memberships provide that will help you on your clean eating journey should you choose to use them:

## The 90/10 Community

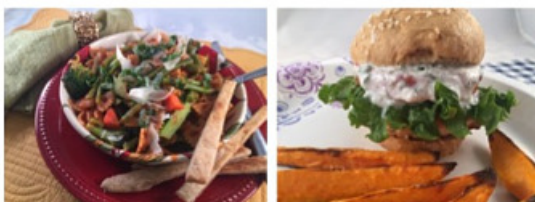
Our Facebook community is one of the best parts of 90/10! Members interact with one another, share recipes, encourage each other, ask questions, and get tips and ideas. The support of other people on the same mission as you is a more powerful tool than most people realize. It's our secret weapon of success and consistency.



Weekly Meal Plan



Meal Plan 015



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## Weekly Meal Plans

If planning your meals every week is where you fail, let us do it for you. We provide a weekly meal plan with 7 complete recipes, 4 breakfast options, 4 snack options, 4 lunch options, a full shopping list and links to more resources. It doesn't get much easier.

## The 90/10 App

The 90/10 mobile app gives you access to your weekly meal plan, including the shopping list, recipes options, our clean eating academy, and more, right on your mobile device.

You can download it for free and give it a try at:

[www.9010nutrition.com/app](http://www.9010nutrition.com/app)

## The 90/10 Tiers

The 90/10 Tiers are a more comprehensive version of the cheat sheet from this guide. The green tier (90%), the yellow tier (10%), and the red tier (0%), give you a more detailed list to compare your ingredients to when you are shopping (Oh, and don't tell anyone, but they are available on the app even if you aren't a member).

## Webinars and Online Parties

Every month, we hold webinars and online parties for our members. Freezer meal and crockpot parties, parties for special occasions like Cinco De Mayo, and more!



**LEARN  
MORE**

[www.9010nutrition.com](http://www.9010nutrition.com)



# LISA'S STORY

I'm a mother of 3 adult children, and a grandmother "nana" of 5 grandchildren. I'm also a marathon runner and triathlete. I live in WA state and love the Pacific Northwest and the outdoors!

These days, when I'm not preparing for a marathon or triathlon, my life is filled with spoiling my grandchildren and my 3 fur babies, which include a Golden Retriever, A Great Dane, and a Papillion, (talk about extremes), and coaching 90/10 nutrition groups.



I discovered 90/10 nutrition in September 2012. I had previously lost about 70 lbs, but still had about 40 lbs to lose. I had been at a standstill with my weight loss for over a year. I had tried every diet known to man it seemed! I had mostly been successful losing weight by restricting my calories to as low as 1200 calories per day and being super active. At the time I joined my first 90/10 challenge I had been training for my first marathon. Even with running 30-40 miles in a week, and restricting my calories, I could still not lose the weight. I would cut my calories way down and then binge eat on my long run days because it was IMPOSSIBLE to keep my calories low on those days (at least for ME). Seemed every diet I tried was NOT sustainable. Even the ones that were "successful" were impossible to maintain.

After 2 weeks of eating 90/10 nutrition I remember thinking, "I could EAT like this forever!!" It was the first time in my life that I was able to lose weight and NOT be starving! I thought it was too good to be true...but, it wasn't! I continued to lose weight until I reached my goal weight just 4 months after starting my first challenge group. From that point on, I knew I wanted to help others who have struggled with trying to find a sustainable nutrition "diet" system. I hesitate using the "D" word because 90/10 nutrition is the farthest thing from a diet that I've ever known. I truly believe that I WILL eat like this forever!

# HEIDI'S STORY

My name is Heidi and I'm coming up on my 4 year anniversary with 90/10 Nutrition. My story starts a few years before 90/10 though. Let me tell you from where I've come:

I was a high school athlete, competing in varsity gymnastics and diving. I had frequent headaches, so much so that my teammates called me "Heidiprofen". After high school, I went on to a collegiate diving team, where I injured my back and ended my competitive athletic career.



From there, I lived with chronic back pain AND frequent headaches. Back pain that wouldn't allow much fun or freedom, and headaches that made me vomit. That was my life; that was just "me".

One day, I woke up. My youngest child was 3 years old and I weighed the same as I weighed when I checked into the hospital to have him. I said, "This isn't baby weight anymore, Heidi. It's time to do something."

I lost 30 pounds by doing Curves and cooking from Cooking Light magazine, but I was still 30 lbs overweight, I still had backaches, and I still had debilitating headaches.

At the end of 2011, I was introduced to 90/10 Nutrition. At that time, it was an 8 week challenge group. I joined with every intent of doing it for 8 weeks and then going back to "how I like to eat."

Fast forward 8 weeks. I had lost 12 pounds in the challenge, broken through a 2 year long plateau, and had learned a lot about food. But the challenge was over, so I went back to Cooking Light. I was shocked at the difference. I guess I didn't realize how good I felt on 90/10 until I went back to how it was before. I felt AWFUL for a full week, and then I said, "That's it! I'm doing 90/10 from now on."

In the 4 years since 90/10 Nutrition came into my life, I can tell you that my headaches went from once a week to about once a year. I do triathlons now. I run faster than my kids. I've reached goal weight and have stayed there.

I can honestly say that I have felt more like my true self since finding 90/10 Nutrition.



# THANK YOU

Thank you so much for downloading our free Clean Eating Guide. We hope it has helped you on your journey to clean eating.

If you have questions, you can always email us at [info@9010nutrition.com](mailto:info@9010nutrition.com)

Our Facebook Page is [www.facebook.com/9010nutrition](http://www.facebook.com/9010nutrition)

And of course we would love to see you in our private member community. Take a look at your options here: [www.9010nutrition.com](http://www.9010nutrition.com)

Happy **Clean Eating** from 90/10 Nutrition!

