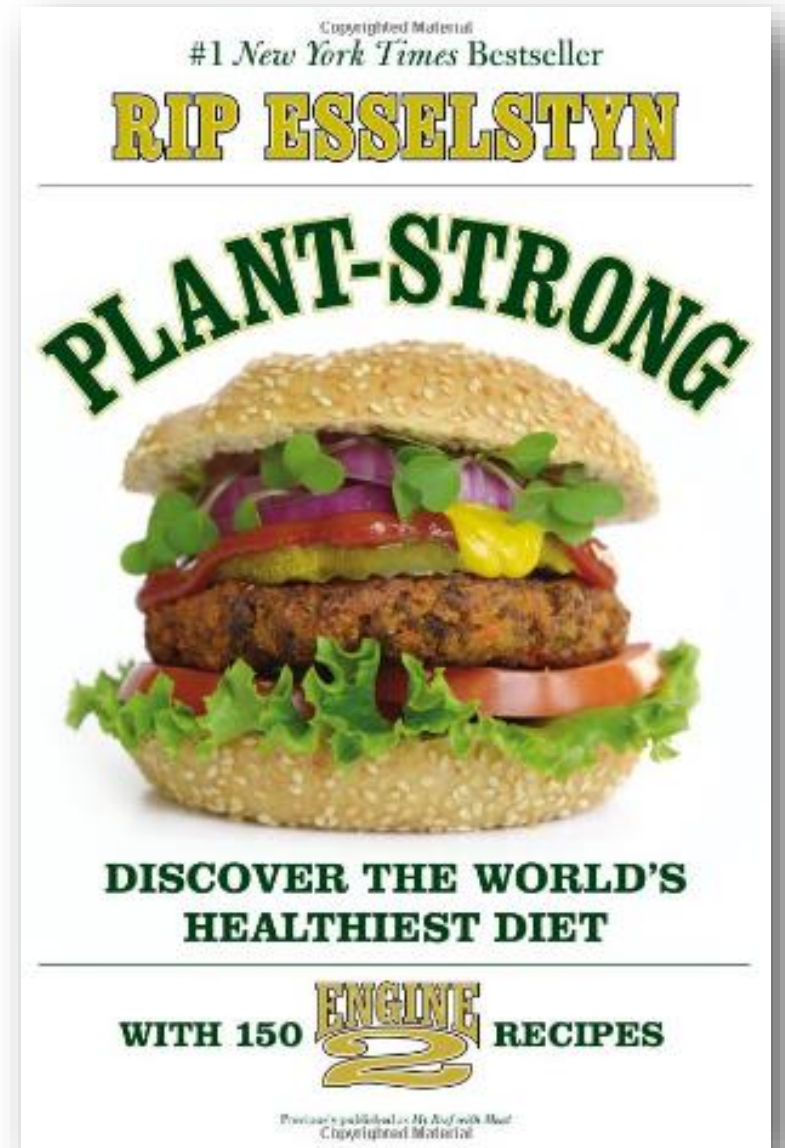


Plant Strong –

Discover the World's Healthiest Diet



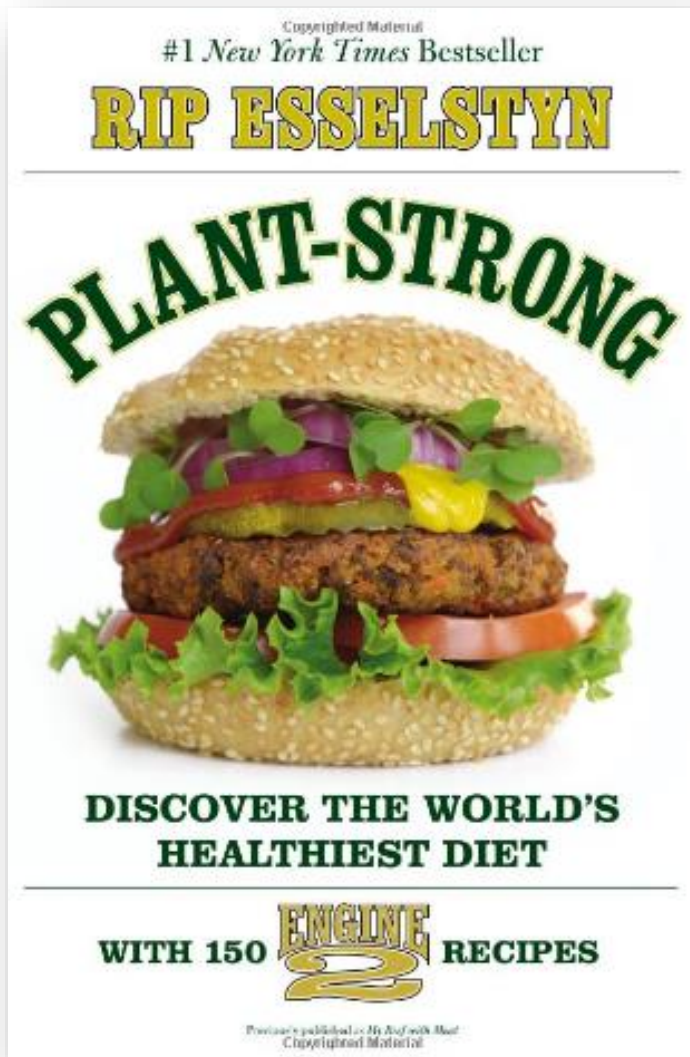
Agenda

- The Plant Strong Facts

Disclaimer

- During the Transform seminars you will learn about the benefits of a lifestyle and a plant-based diet. Perhaps you've seen one of the compelling documentaries out there or read one of the compelling books. More likely than not, you've known someone who has done well by their own health by improving their lifestyle and nutrition. And now you want to learn how you too can be healthier by healthy living and eating a more whole food, plant-based diet.
- Upfront, we need to tell you that you shouldn't dramatically change your diet without consulting your physician, particularly if you are on medication or have significant medical issues. Changing your nutrition can change your body so quickly that some medication (particularly diabetes medications) needs to be monitored and adjusted within a short period of time. Be smart about changing your diet and seek professional consultation for whatever your personal situation may be!

Transform



Rip Esselstyn

- Retired Firefighter, Author, Speaker
- Founder, <https://engine2diet.com/>
- Book: Plant-Strong

Plant Strong



<https://www.youtube.com/watch?v=AAkEYcmCCk>

The Plant Strong Facts

- Let's begin with the facts – thirty-six of them
- Plants can Heal. Plants can Nourish. Plants can Nurture.
- Plants can give you everything you need to be the healthiest person you can be and live the life you deserve to live.
- Are you ready to be fully equipped to outwit, outsmart, and outmaneuver all those meat-loving and plant-fearing souls you come across every day.

Animal Protein is Dead Wrong

- If your food had a face or a mother (or comes from something that did), then it also has varying amounts of artery-clogging, plaque-plugging, and cholesterol-hiking animal protein, animal cholesterol, and animal fat. These substances are weak and the building blocks of the chronic disease that plaque Western Society.
- Most chronic diseases, no matter how many undesirable chromosome mutations we may have, can be avoided by controlling what goes into our body.
- The U.S. Academy of Nutrition and Dietetics says that “appropriately planned vegetarian or vegan diets, are healthful, nutritionally adequate and may provided health benefits in the prevention and treatment of certain diseases.”
- Consider the story of Bill...



Plants are Plentiful in Protein

- Many authorities, including the World Health Organization, recommend that protein should make up 10% of the total calories in the human diet. The crazy thing is that most of us are getting much more in the form of protein and calories.
- Since most Americans eat so much meat and so few whole, plant-based foods, most of the protein our body has to work with is coming from an unfriendly source, namely animal protein.
- Animal protein is bad for our bones, creates an inflammatory state in our bodies, increases the risk of tumor development, raises cholesterol levels, and is harsh on the liver and kidneys.
- There are only two ways to not get enough protein
 - (1) Not consuming enough calories maintain a healthy weight
 - (2) Eating mostly foods that are high in fat and sugar (the chip, donuts, French fries and soda pop diet)
- If you're eating an unprocessed plant-strong diet while keeping a healthy weight, you're covered.

Plant-Based Protein and Completely Complete

- Animal proteins and plant proteins are both complete.
- The difference is that the composition and proportion of the amino acids in animal protein are higher in the sulfur-containing amino acids, which in excess may be harmful.
- Plant proteins have a healthier composition and balance of essential amino acids, one that has been balanced by nature in a way that inherently protects us from inflammation and tumor growth.
- Additionally, plants come with added gifts such as fiber, phytonutrients, and antioxidants. All of which are missing in met.
- If someone questions you on the danger of eating a plant-based diet because it is “lacking” or “incomplete” in protein, let that person know that you have found the mother source of protein, and it’s spelled P.L.A.N.T.S.

Vitamin B-12: Not a Problem!

- Vitamin B-12 is found in soil and is made from microorganisms that live in our environment and everyone needs B-12.
- B-12 comes from the plants animals eat, and specifically from the dirt that is attached the plants.
- We should get our B-12 from supplementation. Take a pill (either 100 to 200 micrograms [mcg] once a day, or two 1000-mcg pills twice a week.
- If pills aren't your thing, say hello to fortified whole-grain cereals, the smorgasbord of plant-based milks at your disposal, and/or various brands of nutritional yeast that contain B-12.
- If you forget to take your B-12 one day, a week or even a month – no need to worry because humans have a staggering 3-5 year supply of B-12 store in the liver.
- If you don't know your B-12 level, it's not a bad idea to have your doctor test it.

Plants are Iron-Strong

- Iron supplies oxygen to blood and muscles, assists biomechanical reactions, helps in cell growth, and is essential for good health. Without adequate iron levels you may come down with fatigue, compromised immune response, headaches, heart murmurs and more.
- Iron deficiency affects Americans on all types of diets. The World Health Organization (WHO) estimates that about 30% of the world's population are anemic, often due to iron deficiency.
- There are two types of dietary iron: heme iron and non-heme.
 - Heme Iron comes from hemoglobin, and can only be obtained by eating animals that once had red blood cells. Foods with heme iron red meat, poultry and fish.
 - Non-heme iron is derived from plants (which don't bleed)
- You don't need as much iron as you may think. The Centers for Disease Control (CDC) states, that a man between 19 and 50 years old needs 8 mg of iron per day (14 mg/day if on a plant based diet). Women and children need to be more vigilant about their iron intake than men. It is recommended that women on a plant based diet eat about 30 mg of iron a day. Consulting a nutritionist is always a helpful way to determine how much iron you should have in your diet.
- Excess iron is associated with the formation of free radicals, those nasty little atoms that cause degenerative diseases, heart disease and cancer. High consumption of heme iron also increases the risk of gallstones in men.
- If you want to complement your iron intake with vitamin-C in order to boost absorption, try some of these tasty options along with your iron-clad meal: red bell pepper, sweet potato, kale, kiwi, orange, mango, and/or grapefruit.
- Heme Iron from meat is a inferior, unregulated locomotive going all over the place and getting you nowhere. However, plant-indigenous iron is a superior, regulated city-bus that obeys all the traffic signs and drops everyone off at their proper destination.

Plants are Bone-Strong

- Calcium is a mineral, and minerals come from the soil; therefore, the best place to get your calcium is from the best conduit of calcium – plants.
- With plants you are getting a superior form of calcium that is highly absorbable because of the alkaline (non-acidic) and friendly nature of leafy greens, beans, and seeds that are an efficient transport system for plant-retainable calcium that will really help you build strong bones and a strong body.
- Dairy: The countries that consume the most dairy products (Northern Europe along with the U.S., New Zealand and Australia) actually have the highest bone fracture rates. The regions that consume the least dairy products (Eastern Asia and Africa) boast fracture rates 50-70% lower than the milk guzzlers.
- Harvard hates milk – In 2012 the Harvard School of Public Health stated “High intake of dairy can increase the risk of prostate cancer and possible ovarian cancer” and the recommended you get your calcium from foods such as dark leafy greens, collards, fortified soy milk and baked beans.
- In addition to eating a plant-strong diet, the best ways to guarantee strong bones are to limit sodium intake, ditch the soft drinks, quit smoking, curb the dairy, and engage in weight-bearing exercise 2-3 times a week.

Humans are Herbivores

- Just because we can eat meat, doesn't mean that we should.
- The earliest humans probably ate an almost exclusively plant – based diet, while further down the timeline they turned to gathering and scavenging, which effectively flipped their diet into one that included meat.
- If meat was a necessity for us at various moments in our natural history, we've long since evolved past it. Yet, some people insist of living in the past – particularly the Paleo dieters.



The Many Myths of Meat

- The sad truth is that the information we get about health often has more to do with politics and money than with science and fact. Meat eaters are misinformed, most companies involved in the meat business are represented by one of three lobbying groups: The American Meat Institute, the National Meat Association, and the National Cattlemen’s Beef Association. Their influence goes right to the top.
- The good news is that even the powers that be are slowly coming around to the sad realities about meat.
- The USDA’s latest plant-strong, plate-shaped food guide of fruits, vegetables, whole grains, and protein has eliminated the “meat” group entirely and replaced it with “protein,” showing that you don’t need to eat meat to have a healthful and balanced diet.

The Bugs in Your Gut Dig Plants

- Eating meat affects the microscopic bacteria that live within us in a surprisingly harmful way. We know that ten to twenty times more of these tiny bugs inside our gut and intestinal tract than there are human cells in our body. Some of these bugs are good for us (probiotics); however, some of these bugs turn out to be very bad for us.
- When omnivores eat a substance known as carnitine, which is found in red meat, the bugs in their intestines gobble it up and then belch out gas known as TMA (trimethylamine), which smells like rotting fish.
- Fortunately for meat eaters, this gas is transported to the liver, which converts it to a chemical called TMAO (trimethylamine n-oxide). High levels of TMAO prove to be a stronger predictor of heart disease than high blood pressure, smoking, or even cholesterol.
- In addition to red meat, carnitine is also found in fish, chicken and dairy products, although meat is the primary source in most diets. (Many energy drinks also contain carnitine)
- Lecithin is another substance that can raise TMAO. Lecithin is found in eggs as well as in milk, liver, red meat, poultry, and fish.

Craving Meat Isn't Natural

- All cravings were not created equal. Some, like cravings for water, food, sleep, and sex are natural and normal and generally don't cause trouble. But cravings for unhealthy things can cause trouble.
- Cravings for meat, for the most part, artificial. For example, people may say crave barbecue ribs, but those ribs have been ingeniously prepared with extra fat (oil, butter), salt, spices, and sugary sauce.
- Fortunately, we don't face starvation today. So, if we're smart, we don't have to honor any cravings that encourage us to eat the dirty fuel. In order to live long, live healthy, and prosper, we need to keep our diets clean and eat green.
- Fact: Once you give up meat, you will stop craving it. People who switch to a plant based diet often state that they couldn't believe that they would ever not want to have a burger.

The Problem with Paleo

- If you are trying to eat as though you were a meat-eating cave person, then you're not following the best approach for optimal healthy through diet.
- Don't rely on a speculative hypothesis to create your healthy diet. Rely on plants, and you'll be as strong as a caveman, and live three times as long.

Eating Plants is Easy

- It is hard not being healthy, it's super easy to eat a plant-strong diet if you have access to markets or the internet. Here are some easy tips for eating plant strong.
- Make a shopping list with five columns: whole grains, vegetables, fruits, legumes, and salt-free spices.
- Always start your shopping in the produce section.
- Avoid specialty products and keep things simple.
- Buy dry beans and grains in bulk when you can.
- If you would prefer not to spend a lot of time on cooking, stock up on low or no sodium canned beans, quick cooking brown rice and other quick cooking grains. Keep frozen vegetables and fruit stocked.
- Buy just enough and buy foods that you like.
- If you have kids, include them in the shopping process.
- When eating out, look for the following types of restaurants: Asian, Italian, Mexican, Indian and any other ethnic options.

Eating Plants is Thrifty

- One of the biggest misconceptions about a plant-based diet is that healthy food equals expensive food. They say that because they are doing a calorie/dollar comparison.
- Let's get real. Plant-based eating isn't more expensive than eating unhealthily; it's cheaper. And that's not even considering what you save in medical bills.
- When it comes to your shopping cart, you'll find that avoiding meat and eating plants will save you money as well as save your health.
- Here is a list of some of the cheapest plants you can buy: Beans, Oats, Bananas, Potatoes, Brown Rice
- If a vegetable or fruit is not in season, buy it frozen. When it comes to fresh produce, it's best to buy it in season.

The World is a Plant-Based Cornucopia

- The exciting thing about Tofu is that it truly is a blank canvas that allows you to infuse it with or mold it into an infinite assortment of tastes, textures and shapes. You can use Tofu to make stir-fries, burgers, soups, desserts, dips, smoothies, stews, scrambles and casseroles.
- If you are not into Tofu, there's tempeh. Everything about it, from its nutritional content to its texture and its savory, nutty flavor, is bigger and bolder than its soy-based cousin. You can use Seitan for stir-fries, barbecues, stews and curries.
- If tempeh still doesn't have quite the bit you're looking for, try seitan. At 81% protein and only 1% unsaturated fat per serving size, it's hard to beat this thousand-year-old Buddha Food.
- Quinoa is a seed that looks and tastes like grain but packs as much protein as meat. Often referred to as the mother of all grains.
- A less versatile but great protein source is a legume: the humble lentil. Lentils are one of the most flavorful and healthful legumes.
- Don't let our fungi friends, mushrooms fly under the radar! Low in fat, sodium, and calories, they are also packed with protein, fiber and healthy micronutrients.
- Don't forget about nuts, they've got protein, fiber and plenty of vitamins.
- In addition to the foods mentioned above, there are about 1,000 more we could talk about. Mother Nature's plant-based kitchen is about as large as, well, the earth.

The Mediterranean Myth

- At the heart of the Mediterranean diet is a multi-billion-dollar-a-year branding business that runs the gamut from hummus to packaged trips to Italy. It is a brilliant campaign concocted by the Food Industry, based on a lot of misinformation that even some of its proponents now admits was based of faulty research.
- There is no such thing called the “Mediterranean Diet;” there are Mediterranean diets... They share some commonalities – there are lots of fruits and vegetables, there is a lot of fresh produce in them, they are eaten in small dishes, there is less meat in them. These are common characteristics, but there are many different Mediterranean diets.
- Today more than half the populations of Italy, Portugal, and Spain are overweight with Greece being the 16th fattest country in the world.
- So, for your best health, put down the olive oil and skip the hype about the Mediterranean diet. Instead, follow the time honored and proven principles of healthy living and eating in practice all over the world where people eat a whole-food, plant strong diet.

Real Men and Real Women Eat Plants



- Believe it or not, when Ohio Congressman Dennis Kucinich wanted to run for president in 2004, one of the reasons the press said he wouldn't be a viable candidate was because he is a vegan. That made him less than a real man.
- For far too long, there's been a myth that real men and real women eat meat.
- Today, the plant-eating world is changing. More modern influences include Bill Ford, Russell Simmons, Biz Stone, Mort Zuckerman, Steve Wynn, John Mackey, Larry Page, and Joi Ito.
- What do all these highly successful business visionaries who are true early adopters know about a plant-strong lifestyle that 95% of Americans don't? They know the power of whole plants to control their health destinies. They don't want to play Russian roulette by eating, meat, dairy, and refined garbage.

Plant-Strong: The Athlete's X Factor



- Plants are nature's legal performance-enhancing drug.
- According to study after study, the optimal athletic diet is very close to being completely plant based.
- All athletes require the same five nutrients to ensure they have plenty of energy: carbohydrates, fats, proteins, vitamins, and minerals.
- The Olympic Training Center states that endurance athletes on high-carb, low fat diets can actually perform longer than those on a high fat, low carb diet.
- Protein is another nutrient that people often confuse with meat. Most Americans eat way too much protein, which can lead to dehydration. Besides you can't store protein as protein. If you eat too much, it turns to fat and contributes to packing on unnecessary pounds. The amount of protein athletes need is actually quite small, perhaps 10-12 percent of total calories.
- Think of your body like a car. If you put in premium fuel, it will run longer and better than on economy unleaded. Meat isn't premium fuel. Maybe it does the job in the short term, but it comes with a lot of baggage that isn't doing you any favors.

Lose the Moderation Mentality

- “Moderation in all things,” is doing more damage than anyone could possibly realize. Let’s take a look at meat. First, there is saturated fat and plenty of it. Next, there is animal cholesterol. Third, there is animal protein.
- Let’s take a look at dairy products, The assassin hiding in all dairy products is casein, the animal protein that makes up about 86% of the protein in most dairy products. T. Colin Campbell (author of The China Study) refers to this animal protein as the number one chemical carcinogen in the American diet.
- In red and processed meats, you can find something called heme iron that leads to inflammation, arthritis, diabetes, gallstones, hypertension, cancer, and heart disease.
- All meat and dairy increase what is known as insulin-like growth factor (IGF-1) production in the body. This is a “pro” growth hormone and leads to increased inflammation and is another cancer and tumor promoter.
- Another argument for dropping the moderation mantra is that by continuously feeding your palate these addicting foods, you are never allowing yourself to lose your cravings for these foods.
- When you think of a loving relationship, you think of a mutual give-and-take, something that loves you in return. The reality is that cheese, steak and ice cream do not love you back.
- Maybe your mind can justify moderation, but heart disease doesn’t know moderation, cancer doesn’t respect moderation, type 2 diabetes laughs at moderation, and obesity and metabolic syndrome ridicule moderation. All these diseases begin at a cellular level with plant-healing food!

Plants are Eco-Friendly

- Most simple advice, if you care about the environment – stop being a carnivore. Why? The sustainability gap between meat eating and plant eating looms as large as the Grand Canyon. Livestock farming requires far more space, energy and water than agriculture. Even worse, it destroys its own resources through deforestation, overuse of land, and toxic runoff.
- If you average all of the meats, it takes about 25 calories of fossil fuel to produce every calorie of animal protein in America. In comparison, a calorie of plant protein requires only 2.2 calories of fossil fuel.
- According to a recent report from the Worldwatch Institute, the amount of global greenhouse gas emissions from animal agriculture, due to the animal life cycle and food chain, is a jaw-dropping 51%.
- The way meat destroys land is peanuts compared to the way it exploits water. One kilogram (2.2 lb.) of animal protein requires 100 times more water to produce than one kilogram of grain protein.
- Livestock farms also pollute the same water they consume with pathogens like Salmonella, E. coli, Cryptosporidium, and fecal coliform, which seep into water tables, lakes, streams and oceans.
- In 2006, a group of scientists from five different countries studied the viability of the world's marine fisheries. Their conclusion? If catch rates continued unabated, the populations of all currently fished species would collapse by the year 2048.
- According to Rip Esselstyn, eating meat or fish after you've read about the impact it has on the planet is as appalling as driving around a gas-guzzling Humvee instead of doing what you can to lighten your carbon footprint.
- It's time to stop growing plants only to feed animals and start growing them to feed ourselves. Eat some Swiss chard today and save the world tomorrow!



Avoid Contamination. Eat Plants.

- All those pesticides, heavy metals, antibiotics, and other toxicants floating around farms accumulate in the fat of animals and enter your body when you eat them.
- The list of contaminants that can be found in meat reads like something out of a meth lab: arsenic, lead, ammonia, copper, penicillin, nitrites, and the scariest: ivermectin, a neurotoxin that can actually kill your brain cells.
- There are so many contaminants in meat that no one is sure exactly how long the list has gotten. The FDA estimates that it contains between 500-600 different unnatural chemicals.
- In his book *Diet for Poisoned Planet*, David Steinman estimates that 90 to 95% of all the toxic chemicals human ingest come from meat, fish, dairy and eggs.
- According to the USDA, contaminated animal flesh is the cause of 70% of food poisoning cases every year. The primary culprit is *E. coli*.
- With 99% of the meat in America coming from factory farms, you can never be sure of its quality, or how the livestock it comes from were raised. The one thing you can always be on is that it will be oozing toxic substances that have no business being in it, or in you.

Chocolate! You Bet!

- Some of your animal eating friends may assume that chocolate bats for your team because it tastes so good, but the truth is that dark chocolate, in its purest and most natural form, is plant based.
- Chocolate is an excellent source of antioxidants, which support all kinds of health. The more chocolately and plant-based the chocolate, the better it is for you.
- A lot of dark chocolate is not necessarily healthy – it has too much fat and can contribute to weight gain in a hurry.
- Don't go out and get a bunch of chocolates. But, what I am saying is that the plant based world is filled with wonderful treats, Whether, it's ripe tropical fruits, creamy rich nuts, or, yes, even a little lip-smacking good chocolate now and then.

Plants Light Up Your Love Life: Men



- What is the first sign of heart disease in men? Erectile dysfunction.
- What makes an erection really great is good blood flow. The best way to perform in bed is by downing handfuls of leafy green vegetables and whole plants.
- Doctors now believe that older men lose their mojo because they are more likely to have diseases that compromise their blood circulation, like heart disease, diabetes, and high blood pressure, all results of eating too much meat.
- All this is good news for plant-strong eaters because if a food is heart healthy, it is also pants healthy. So if you want to keep raising the flag, snuggle up to libido-friendly fruits and veggies. Foods that come from arteries and keep blood from flowing to the place you need it most: your Eiffel tower.

Plants Light Up Your Love Life: Women



- Similar to men, blood flow helps women in different areas, in different ways.
- Sexual behavior may well stem from weight loss and empowerment now that she feels better about who she is and how she appears to herself and others.
- Body image is a big deal when it comes to sexuality. If you feel good in your body, you feel comfortable being sexual with your partner.
- Eating a plant-strong diet will make you feel great within your body, and you'll be bombarded with compliments on your fine new plant-strong figure. All of which allows blood to flow full steam ahead.
- And they say broccoli isn't sexy!

It's Never Too Late to Start a Plant-Based Diet



- A rich diet of fruits, vegetables, and whole grains can reverse the onset of chronic diseases like high blood pressure, diabetes and heart disease.
- According to the American Heart Association, 82% of all fatal heart attacks occur in people older than age sixty-five. Consistent meat munching and milk guzzling leads to the accumulation of plaque in the arteries, as well as those dangerous little gel plaques leading to the heart and brain that cause heart attack and stroke.
- The American Institute for Cancer Research (AICR) has noted, you can't control your age, but you can control your cancer risk. They recently launched an awareness campaign called "It's never too late to lower your risk"
- For seniors, the AICR advises that all meals be based on plant-based foods. A consistent diet of fruits, vegetables and whole grains will protect against a range of cancers, including mouth, pharynx, larynx, esophagus, stomach, lung, pancreas and prostate.

It's Never Too Early to Start a Plant-Based Diet

- Kids who are raised on a proper plant-based diet will be setting themselves up for a lifetime of sensational health. As the Physicians Committee for Responsible Medicine (PCRM) notes, “Children raised on fruits, vegetables, whole grains, and legumes grow up to be slimmer and healthier and even live longer than their meat-eating friends.
- Dr. Benjamin Spock in last edition of *The Common Sense Book of Baby and Child Care*, noted “We now know that there are harmful effects of a meaty diet... Children can get plenty of protein and iron from vegetables, beans, and other plant foods that avoid the fat and cholesterol that are in animal products.” As for dairy food, Dr. Spock wrote, “I no longer recommend dairy products after the age of two years. Other calcium sources offer many advantages that dairy products do not have.”
- All the essential vitamins and nutrients that kids need to grow can be found in a plant-based diet.
- Remember, this is one big plant-strong lifetime adventure! You will be making changes – or introducing a lifestyle – that will have a lasting impact on your children. Give them a gift that will keep on giving for years to come.

Take Plants. Not Supplements.

- With a proper plant-strong diet, you don't have to worry about all those bulky, expensive pills and disgusting shakes. That's because all the essential vitamins and minerals you could ever want can be found in good old fruits, vegetables, whole grains, and legumes.
- B-12. Remember you can get lots of B-12 from fortified foods such as cereals and plant-based milks, or in Red Star nutritional yeast. But if you decide to supplement with this one vitamin because you're not eating any of these foods, the good news is that there are no known toxic effects of excessive amounts of B-12.
- If you're eating a plant-sorry diet of potato chips, French fries, and dozens of diet sodas, then you won't be getting the right amount of vitamins and minerals your body needs.
- If you eat a plant-safe diet of whole grains and a variety of legumes, and peel your vitamins and minerals from fruits and vegetables, then you've got your game on! Now you'll be getting a cornucopia of vitamins and minerals in a whole package made by mother nature, no Nature's Mother.

Barbecue + Meat = Danger

- When you grill any kind of meat, including chicken, beef, pork, and fish, what you are really doing is growing carcinogens on it. There are two that appear only in grilled meat: HCAs and PAHs
- Heterocyclic amines (HCAs) are what you get when the natural amino acids, sugars and creatine in meat react at high temperatures. You know those tasty char marks that backyard barbecuers always try to get on their burgers and steaks? Those are really carcinogen marks, where all the HCAs accumulate.
- Polycyclic aromatic hydrocarbons (PAHs) are created when fat drips onto an open flame, causing a flash of fire and sizzle that sears the chemical into the surface of the meat, adding another layer of carcinogen. The longer and hotter you cook the meat, the more carcinogens you get.
- HCAs and PAHs are linked to higher rates of colorectal , pancreatic, breast, and prostate cancer. PAHs are linked to stomach cancer.
- A recent analysis of thirty separate studies found that 80% showed a strong correlation between consumption of well done meat and cancer in different areas of the body.
- According to the scientists who study HCAs, the five worst meats to grill, in order from bad to drop-dead worst, are: hamburger, salmon, pork, steak, and the humble chicken breast.

Oil Is the New Snake Oil

- For the most deceptive food industry advertising, look no further than public enemy #1: vegetable oil.
- Back in the 1950s, the seed oil industry found itself in crisis mode after traditional paint and plastic production switched to cheaper petroleum based sources. In desperate need of a new market, seed oil producers began touting the “heart protective” benefits of vegetable oils.
- Physiologist Dr. Ray Peat notes: “All oils, event if they’re organic, cold-pressed, unprocessed, bottled in glass, and stored away from heat and light, are damaging. These oils have no shelf life at all... and when they’re warmed to body temperature, they disintegrate even faster. Once ingested, they bind with cells and interfere with every chemical reaction in the body. The results are hormone imbalances, inflammation, and all kinds of illness.”
- But the truth is that while moderate, natural amounts of polyunsaturated fats found in nuts and other whole foods do promote heart health, the processed oils derived from them most certainly do not.

There's Something Fishy about Fish Oil

- The active ingredients in fish oil are omega-3 fatty acids. Omega-3s are essential to your body. And sure, fish oil contains a lot of omega-3s, but, like so many animal products, it also has a lot of other terrible stuff that's bad for you – and bad for the environment.
- First problem with fish oil is that it's made from juicing the discarded parts of fish.
- Fish oil can thin your blood. People with bleeding problems need to be extremely careful.
- Toxic chemicals in the ocean bio-accumulate in fish oil the same way that toxicants in the air and ground accumulate in cow fat.
- Fish oils are rancid. Fish oil starts to go rancid, or to oxidate, as soon as it comes out of the fish. Oxidative products contribute to heart disease.
- The omega-3 all-star is flaxseed. Don't be intimidated because you don't know how to eat it; these little seeds have been considered a health food by just about every civilized culture since the ancient Egyptians – and they pack more omega-3s than any other plant source.
- Buy pre-ground flaxseeds or grind them yourself, then sprinkle them over your favorite foods by the teaspoon. (Note: grinding is useful; otherwise, the omega-3s are as bioavailable – they will just pass through your system.)

Poops from Heaven

- It is estimated that Americans spend \$725 million every year on laxatives. This number is even crazier considering that constipation isn't actually a disease. It's a symptom of a bad diet.
- When it comes to digestion, the real benefit of plant foods is their bulk, water, and fiber. The real problem with animal foods is their lack of fiber. Fiber and water create bulky stools that push out on the colon and cause peristalsis, which means the colon then contracts, pushing the stool forward.
- The truth is once you become plant powered, your dumps will take as long as your pees.
- Go plant-strong. It will be a moving experience.

Carbs are King!

- Stop being a scaredy-cat and start enjoying unrefined carbohydrates as part of a healthy and satisfying plant-strong diet! Carbohydrates are our number one energy source, so don't even think about giving them up.
- The problem is that the low-carb/high-protein diets give carbohydrates a bad name; whoever, refined carbohydrates are terrible.
- Processed and refined carbs, like the junk found in packaged foods and fast food meals, can make you fat. These bad boys typically lack any fiber, nutrients, or much of anything useful and are very concentrated in calories.
- Unlike processed and refined Frankencarbs, whole-grain carbohydrates cause a slow and stable release of sugar into the blood stream, which is then converted into energy by your body, rather than stored as fat. And because these natural carbohydrates retain all their water and energy, your stomach fills up fast, ensuring that you'll never overeat.
- So drop the white bread for whole-grain bread
- Park the candy for fruit
- Ditch the soda pop for water
- Bury the white pasta for whole grain pasta

Don't Believe Everything You Read about Soy



- All the talk about soy is all over the place. The truth is that a diet consisting solely or even mainly of soy is not a good idea.
- The best diet is one composed of many different foods. Eaten intelligently, however, soy is a terrific source of protein and a rich source of carbs, minerals and essential fatty acids.
- There is a right way and a wrong way to eat soy, though. Asians generally eat it the right way: in its natural form, without additives and preservatives – processed to death or pounded and ground into supplements. Some soy burgers contain more sodium than a grilled steak, and taking straight doses of soy protein, as some people do in their smoothies, hasn't been proven effective or safe.
- In addition, you'll find soy protein isolates as an ingredient (which most of the time are hexane-extracted) in most soy burgers, soy dogs, soy cheese, soy ice cream and soy nuggets. This is a concentrated dose of isolated soy protein that has mega amounts of IGF-1, which is highly unhealthy and a tumor and cancer promoter.

Eating “Animals” Isn’t Nice

- Did you know humans eat more than sixty billion animals each year? Sixty Billion!
- This is absolute carnage in the name of satisfying our insatiable addiction to unhealthy food. It is a display of selfishness, arrogance, elitism, and ignorance beyond reproach.
- Animals raised on typical industrial-style or “factory” farms lead excruciatingly miserable lives – almost beyond belief. Their existence is controlled from conception to consumption; they are treated like commodities, not living creatures.
- The U.S. has no federal laws to protect these poor creatures.
- At this point this moment, the only person who can help stop eating from being tortured and eaten is you. You and your family that is.
- Don’t eat animals. Align your diet with your values: Eat plants and leave the killing behind.

Eat Plants. Lose Weight. Feel Great.



- When you eat whole, plant-based foods, you are eating calorie-light foods that are wonderfully bulky from water and fiber as well as layered with vitamins, minerals, and phytochemicals. When the bulk of the fiber, water, and micronutrients hits your stomach, it signals your body's stretch receptors and the nutrient receptors that all is well in the world.
- When you eat meat and processed foods, however, you are eating calorie-rich foods that are empty of fiber, water, and micronutrients and don't signal your stomach's density and stretch receptors until it's too late and you've overindulged – and still leave you micronutrient deficient.
- America is because supersized because of eating too much C.R.A.P. – Calorie rich and processed.
- Plants in their natural state are low in calories, low in fat, high in fiber, high in water, and high in micronutrients, and if you eat them intelligently, the only thing you'll have to worry about growing big in your ego when you see how slim and trim you are.

Be Done with Dumb Diets

- The dieting world is full of magic bullets: low-carb, no carb, all carb, dark carb, net carb, blood type, caveman, paleo, primal, cookie, warrior, monk, and a dictionary full of other made-up names to go with made-up claims.
- The real problem with fad diets (well, outside of the fact that they don't work) is that they aren't designed to be healthy. They are designed to make you lose weight. But you can't keep the weight off unless you are eating healthily.
- What makes plant-based eating any different? For starters, it's about eating, not starving. People on plant-based diets can eat lots and lots of delicious, wonderful food, but because the food is high in fiber and water content and low in calories, you'll fill up before you fill out.
- As long as you eat a nice variety of plants, you will get ample amounts of carbs, proteins, fats, vitamins, minerals, micronutrients, and everything else your body needs, but you won't get them in the excessive quantities that cause weight gain.
- Once you switch to a plant-strong diet, you won't have to battle cravings or worry about your weight yo-yoing. That's because it is low in calories and high in nutrients, so you won't want to eat anything else.

Bring on the Plants!

- Take steps to push out the processed and animal-based foods by piling up your place with plants. This way you'll have zero room for anything else
- Don't be afraid of change. Let the plant-strong lifestyle show you a world where anything is possible – a world without prescription drugs, lethargy, ill-health, chronic disease, and sickness.
- Let's stop the human suffering and step up and challenge the doctors who keep people locked in the circle of insanity with drugs, surgery, endless tests and procedures, and a bad diet.
- Where you go from here is a choice I leave with you. Take it. It's yours!

Wrap up

- What is one thing you can do today to strengthen your faith?
- What is one thing you can do today to go more Plant Strong and improve you and your family's health?
- Questions?

“If a firehouse full of good ol’ boys in Austin Texas can do this, any house, and I mean any house, can do this!”

Rip Esselstyn