

CASSIE'S GUIDE TO HEALTHY EXERCISE

Not all exercise is created equal.

In this guide I've outlined five important pieces of the exercise equation that will lead you to weight loss success!



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4 Simple Exercises

Back to the Basics: Keeping it Simple

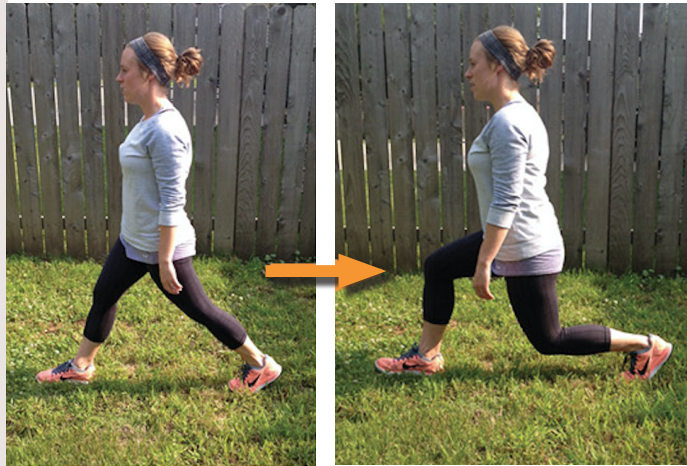
Lower body: **SQUATS**



Key Tips:

- Stand with feet shoulder width apart, toes forward or slightly out.
- Put all weight in your heels (you should be able to lift your toes).
- Keep chest up and shoulders back as you lower down.
- Think about sitting in a chair, or use one until you get the movement down.

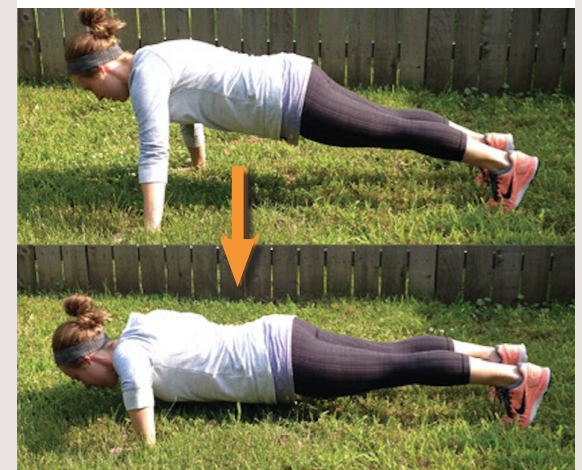
Lower body: **LUNGES**



Key Tips:

- Keep your chest up throughout the lunge.
- You should always be able to see the toes of your front foot. (Don't let your knees go in front of your toes!)
- Keep your core engaged to help with balance.
- Make sure both knees bend during the lunge.

Upper body: **PUSH UPS**



Key Tips:

- Don't let your head fall forward.
- Keep your core engaged at all times.
- Tuck your pelvis to help keep your butt from sinking or lifting.



Core: **PLANK**

Key Tips:

- Tuck pelvis to activate core.
- Squeeze glutes, quads and hamstrings to help stability.

- Think about being a park bench—one nice straight line.
- Push up between the space in your shoulder blades to avoid sinking in your shoulders.

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The *Success* EQUATION

Intervals



Daily Activity

BEGINNER

20 seconds ON
10 second REST
4-10x

INTERMEDIATE

30 seconds ON
15 second REST
4-10x

ADVANCED

1 minute ON
30 second REST
4-10x

2-4 TIMES PER WEEK

WAYS I PLAN TO INCREASE MY DAILY ACTIVITY:

- 1.
- 2.
- 3.

EXAMPLES:

1. Use the stairs at work.
2. Use a standing desk part of the day.
3. Park my car at the end of the parking lot.
4. Take a walk on my lunch break.
5. Play outside with my kids.

5 Exercise **MYTHS** that will **SABOTAGE** your fitness results

THE MYTH:

Cardio is the best weight loss exercise.

THE REAL DEAL:

For your weight loss goal:

- Eat a PFC balanced diet with REAL FOOD
- Incorporate resistance (strength) training into your weekly routine, 2-3 days per week
- Incorporate high intensity intervals, 2-4 days/week
- Increase daily activity

THE MYTH:

Women who lift weights will “bulk up.”

THE REAL DEAL:

Women do not have enough testosterone to “bulk up.” Lifting weights will give you the definition you are looking for, and not only will it increase your bone density, but it will give you a “shapely” figure.

It will also EMPOWER you!

THE MYTH:

The number on the scale means everything.

THE REAL DEAL:

Throw that scale away! It’s a common reason why people get frustrated and stop their routines. Remember, if you are gaining muscle, the number on the scale won’t move as fast as you think it should, but your body fat % will be decreasing, as will your measurements. Focus on how you FEEL!

THE MYTH:

To see results, you need to put in hours at the gym.

THE REAL DEAL:

Long workouts are excessive and lead to inflammation in the body. With effective planned workouts, you can accomplish what you need to in 30 minutes and get better results than with long workout sessions. In the gym, focus on what you need to accomplish: strength training and intervals. Outside of the gym: eat right and MOVE!

THE MYTH:

I work out, so I can eat whatever I want.

THE REAL DEAL:

Eating whatever you want will throw all of your hard work in the garbage. You can NEVER out-train a bad diet! Remember, just because someone looks fit on the outside, it doesn’t mean they’re fit on the inside.

KEEP IT CLEAN!

Balanced Protein Bars & Healthy Hydration

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Balanced Protein Bars

Instead of these...

- soy protein isolate
- high fructose corn syrup
- fractionated, partially hydrogenated, or hydrogenated oils
- artificial sweeteners (sucralose, aspartame, acesulfame K, etc.)
- preservatives (ex. BHT)

Choose these...

- whey protein concentrate or isolate (from grass fed cows is best!)
- hemp/pea/brown rice protein (for vegan options)
- real food sweeteners (honey, dates, cranberries, etc.)
- coconut oil, nut butters, nuts & seeds
- no preservatives!

Healthy Hydration

Instead of these...

- high fructose corn syrup
- food dyes (yellow #5, blue #2, etc.)
- artificial sweeteners
- synthetic vitamins (ex. monopotassium phosphate)
- hidden forms of vegetable oils

Choose these...

- natural sugars from fruit or honey
- no artificial colors
- stevia only if needed
- naturally occurring vitamins/minerals (ex. potassium from coconut water and trace minerals from sea salt)
- fat should be included in your pre/post workout snack, not your drink



Supplements for the Exerciser

Healthy exercise is beneficial, but the increase in physical activity means increased nutritional demand and stress on your bones, joints and muscles. Supplementing with adequate nutrients protects your joints from wear, protects cartilage, supports recovery after exercise and decreases inflammation and soreness.

With such a high number of sports nutrition supplements available on the market, it's easy to get overwhelmed and confused. Many popular sports nutrition supplements contain artificial ingredients, sweeteners, flavors and loads of sugar, and in turn, do more harm than good. The right ones can enhance workouts, speed up recovery time and reduce the risk of injury, and the wrong ones can do the opposite. Rest assured that my recommended supplements are ones that bring you closer to your goals!

Here are 3 supplement programs geared specifically for different aspects of your active lifestyle. (Note that some supplements are multi-functional and overlap on these lists.)

Daily Supplementation for The Exerciser:

Pure Vitamin D: Important for nearly all aspects of health, vitamin D is especially important for exercise due to its contributions to bone health and energy levels.

MultiVive™: You just can't overlook the basics. If your body isn't getting the daily vitamins and minerals it needs, it'll be too focused on those deficiencies for it to perform its best. Vitamin and mineral deficiencies are common among exercisers due to increased physical activity. It's available in [capsules](#) or [powder](#) form.

L-Glutamine: This amino acid is important for repairing muscles and reducing exercise-induced inflammation, thereby decreasing recovery time. It's also available in [capsules](#) or [powder](#).

Supplements for the Exerciser ...continued

2 Supplements for *Pre-Exercise* and *During Exercise*:

CoQ10Vive™: This antioxidant supports energy production to keep athletes from “hitting the wall”—especially during prolonged periods of exercise. It works by enhancing oxygen delivery to cells.

Endura: This helps keep you hydrated during the workout and functions as a recovery drink to balance electrolytes during post-workout.



Supplements for *Recovery* and *Post-Workout*:

Pure Magnesium: Skip ibuprofen and ice baths, and make magnesium your go-to recovery supplement. Known for its ability to relax muscles, this mineral is essential for reducing muscle soreness and improving your recovery time.

Pure Fish Oil: This supplement protects your joints by keeping them lubricated, and decreases inflammation caused by exercise-induced stress, reducing recovery time and enhancing muscle growth.

Pure Primal Protein™: The ideal protein powder for athletes, Pure Primal Protein™ is made from beef protein isolate that is completely dairy free and easily digestible. It is high in essential amino acids required for recovery, composed of over 98% pure proteins and has all the metabolism-boosting and lean muscle mass building benefits of whey.

VeroVive™ Fruits & Greens: This powdered blend of super fruits, veggies and antioxidants is important for electrolyte balance and micronutrient intake. Add a scoop to your recovery shake with Pure Primal Protein™ for maximum effect and convenience!

Post-Exercise RECOVERY SHAKE



I recommend having this PFC balanced shake 30-60 minutes post-workout!

Blend together...

- 1 scoop of [Pure Primal Protein™](#) (I prefer chocolate, but vanilla is great, too!)
- One scoop of [VeroVive™ Fruits & Greens](#) (I change the flavor every time to mix it up!)
- 1 scoop of [Pure GlutaPowder™](#)
- Half an avocado
- Half a banana
- A handful of ice
- Enough water to make it your desired consistency

Here is your next step:

Book a Supplement Consultation Call!

It is SO important to find the right supplements for your specific needs. Hop on this awesome one-on-one call with one of our Dietitian Coaches to get your Personalized Supplement Plan. You want to include what you need and nothing you don't in order to target specific areas to *help you reach your goals faster*.

CLICK HERE to
book your 1-on-1 call!

