

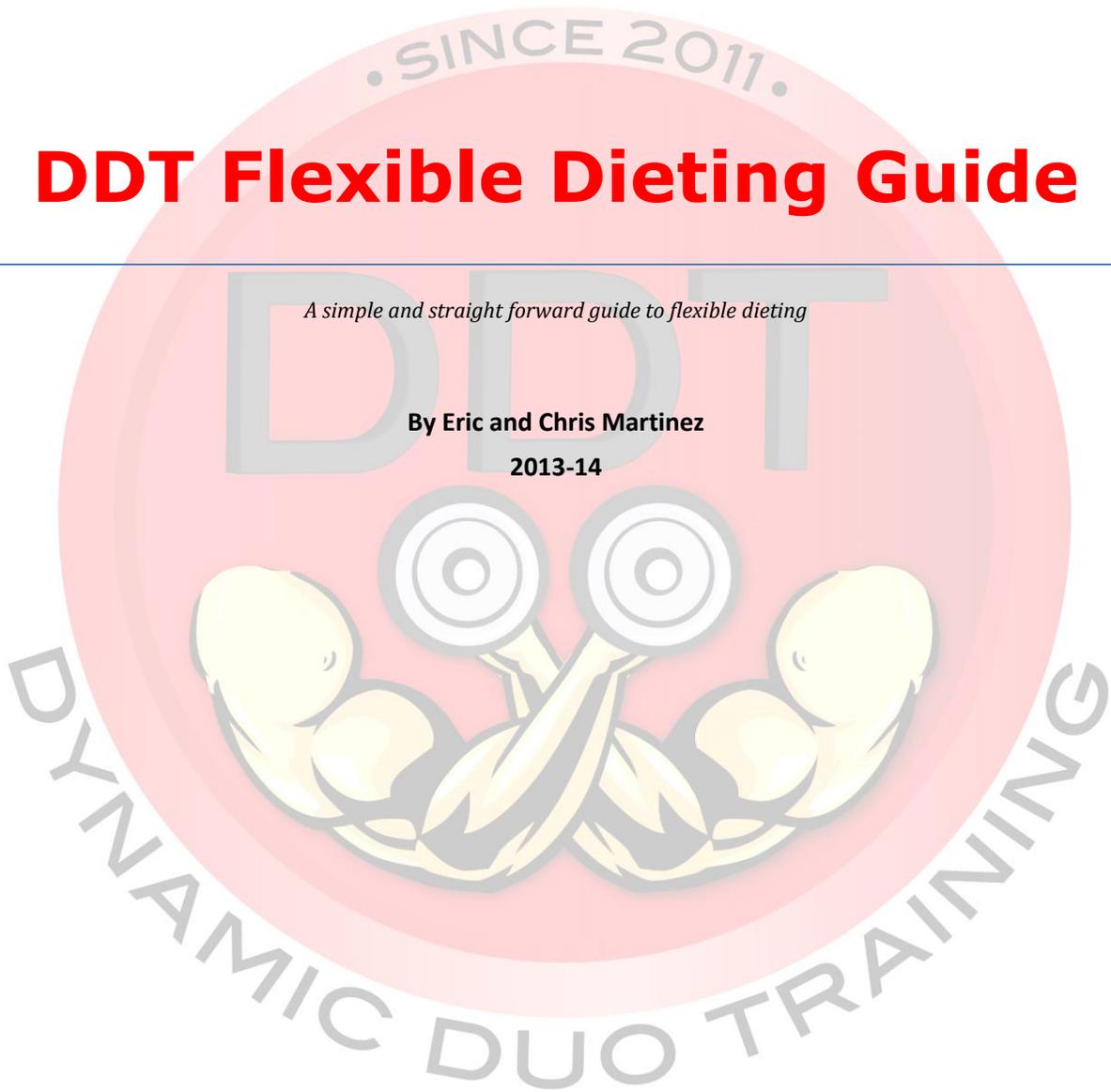
DYNAMIC DUO TRAINING PRESENTS:

DDT Flexible Dieting Guide

A simple and straight forward guide to flexible dieting

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2013-14



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Introduction

The fitness industry is full of diets, full of training methods, full of extremists, full of bad information, full of guruism, you get the picture right?

Here you will find absolutely none of that. You will find research based information that has science to back up its theories and claims on what we're presenting to you, allow us to introduce to you "flexible dieting."

Let's face it, there is no such thing as the perfect diet or the perfect nutrition program. The important question you should ask yourself is "what's the best diet or nutrition program that's going to:"

A) Fit my lifestyle

B) Be able to adhere to on a consistent basis

C) Get me my desired results without having to go to extreme measures

These are the questions you should be asking when looking for the perfect diet or nutrition program.

Luckily, you've come to the right place to learn about flexible dieting. Flexible dieting is not a short term diet like Dr. Oz suggests, it's a lifestyle, therefore adherence isn't a problem due to the simple fact of not having to exclude food groups or refrain from foods you enjoy, and most importantly your able to attain results. We will talk more about the details of flexible dieting in the latter part of this book.

This guide will walk you through step by step, in the simplest, straight forward terms on how to incorporate flexible dieting into your lifestyle. We're going to prove to you and outline in this book how flexible dieting is different from any kind of diet or nutrition program you've ever tried and you're going to succeed at it.

If you really stop and think about it and think like an intelligent consumer that you are, there shouldn't be all of these fad diets that we see today. Such as:

- Ketogenic diets
- Paleo diets
- Intermittent fasting
- Eating clean

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Dieting shouldn't be that complicated. Your body sees protein, carbs, fats, and short chain fatty acid fermentation through fiber (3). Everything else should depend on personal preference and goals.

With flexible dieting, you won't be eating zero carbs, you won't have to restrict yourself from dairy or grains, you won't have to fast for 8 hours, and you won't have to spray your dirty foods with Windex to make them clean (hence the title page picture) 😊

You will be eating foods that you enjoy while hitting your protein, carbohydrate, fat, and fiber targeted numbers for the day, more on this in the latter part of the book.

Get ready team...Fasten your seat belts...Take out a pen and paper...and get ready to learn how to incorporate flexible dieting into your daily lives.

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Chapter 1: **What is IIFYM?**

We often hear the term “IIFYM” floating around the fitness industry. Usually on websites, bodybuilding forums, blogs, ect. For those who aren’t familiar with this term, it simply is an acronym for “If It Fits Your Macronutrients.”

IIFYM is a dietary strategy based on the idea that as long as what you eat fits your daily macronutrient targets of protein, fat, and carbohydrate numbers. From a scientific standpoint, this method is well-supported. Research has consistently shown that altering and optimizing your calorie and macronutrient intake can have a huge effect on your health and body composition regardless of where those calories and macronutrients come from. IIFYM is also simple, flexible, relatively easy to maintain, and objective. So what’s not to like, right?

How IIFYM Can Be Misleading

Well, you see many people misinterpret the whole concept of IIFYM by simply taking advantage of exactly what the acronym stands for. Granted it is very easy to get things twisted when you hear and see “as long as it fits your macros.”

What this eventually leads to is people abusing this dietary strategy by eating a bunch of processed, non-traditional, and high sugar foods. When in reality your first instinct should be the opposite and to choose whole and minimally refined foods that are going to be more optimal for performance and better serve you towards your body compositional goals.

How Does IIFYM Work?

We will give you an example of how we would utilize our carb intake with IIFYM. Let’s say for example our macronutrient targets for the day are 200g of protein, 150g of carbs, and 50g of fat. Now, let’s say we are spreading these macros out through 4 meals. We absolutely want to get a balance of each macronutrient with each meal.

We recommend making some good decisions on carbs sources such as complex carbs. Why complex carbs? Because they have more fiber in them which will be harder for the GI Tract to breakdown and you will get more of a Thermic Effect (Burning calories while digesting foods) by choosing these whole and minimally refined carb sources as opposed to eating pop-tarts and Jelly Belly’s all day.

Now, once we have met our fiber goals (more on this in the next chapter) and have come close to our macros, we want to indulge in a treat such as a Skinny Cow or Pop-Tart. We will not hesitate to eat it because we’re fitting it into our macros with the conception of meeting all of our macronutrient goals.

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Where Did IIFYM Start?

IIFYM was largely started and spread by bodybuilders, models, and athletes who were tired of adhering to the irrational and undefinable concept of “clean eating.” For the most part, they still maintained a diet that fulfilled their essential nutrition and kept them satisfied, but they didn’t obsess over food quality like they had in the past (1).

Common IIFYM Problems

A common problem we see is when someone with no regard to food quality and little common sense of nutritional knowledge starts IIFYM and takes it literally. Someone already eating a ton of junk food keeps eating the same amount of junk food, but in a more structured manner.

IIFYM is based on the idea that you maintain an overall nutritious diet. Unfortunately, this part is sometimes lost in translation.

Another problem is that people sometimes become obsessed with exactly hitting their macronutrient targets. They eat another ounce of chicken to make sure they get *exactly* 150 grams of protein. They also assume that they don’t need to change their calorie and macronutrient numbers over time which they should. Then they get frustrated when they don’t see progress despite hitting their macros and calories. (2) At the end of the day you should be striving for progress long term and what diet is going to be sustainable to your lifestyle.

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Chapter 2: The New IIFYM (MF)

A common misleading assumption with IIFYM is to just hit your protein, carbohydrates, and fats throughout the day. Which in some sense is true, but what if you ate pop tarts and ice cream all day for your carbohydrates and fats sources? This sounds like an awesome diet, but do you really think this would be ideal and healthy? As we mentioned in the introduction, the body only sees protein, carbs, fats, and short chain fatty acid fermentation through fiber (3).

People tend to forget the importance of fiber. Some great benefits that fiber offers are (4):

- Fiber tends to fill you up faster and help with satiety because fiber tends to sit in your gastrointestinal area (GI) longer, which pulls fluid into that area and makes you fuller faster.
- Fiber is energy costly, meaning your metabolism will have to work very hard to break down the nutrients and this is a good thing because it causes a thermogenic effect (fat burning).
- Fiber will help blunt the secretion of sugar.

So it would be very foolish to sit there and eat ice cream and pop tarts day in and day out because you wouldn't get any fiber for the day. Not to mention you'd probably be constipated.

Moreover, what about vitamins and minerals? You can certainly take a multi vitamin and still eat pop tarts and ice cream all day right? Wrong! This is another misleading assumption with IIFYM and it's a sloppy and irresponsible way of dieting.

Let us explain why.

There are 20 essential vitamins and minerals in the human body (4). These micronutrients are essential for everyday living and athletic performance. The best way to get these nutrients is through whole and minimally refined foods. Do you think eating pop tarts and ice cream all day is an optimal way to ensure you get these essential nutrients?

So let us prove our point a little more, whenever you think of IIFYM, just add an "M" for micronutrients (vitamins/minerals) and an "F" for fiber. So think of it as **If It Fits Your Macros Micros and Fiber (IIFYMMF)**

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For example, say your macros are:

Protein- 200g

Carbs- 300g

Fats 60g

This is a total calorie intake of 2,540. A good rule of thumb is to eat 10g of fiber every 1,000 calories, so in this case you'd have approximately 25g of fiber for the day.

Now this rule of thumb is a good starting point, but you also have to take other variables into consideration such as body type, weight, goals, etc.

Another good fiber range, suggested by the ISSN is (4):

Men- 25-40g per day

Women- 25-35g per day

Don't worry about all this as we have already factored your fiber and macros for you 😊

Our main point with all of this is to hit your targeted macros, get your micronutrients in through a multi vitamin supplementation and whole and minimally refined foods, hit your fiber goals through whole and minimally refined foods, and then have your pop tarts and ice cream if you have macros left over or find a strategic way to incorporate these yummy foods.

The beautiful part of flexible dieting is the fact that you can eat traditional and non-traditional foods and still get results so long as you hit your protein, carbs, fats, and fiber goals 😊

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Chapter 3: Different Levels of IIFYM

When we mention different levels of IIFYM, what I mean is there are different ways to hit your daily macros and micronutrients. For instance, hitting them with all “Dirty Foods” or by hitting your macros with all “Clean Foods” or maybe you can use a little bit of both, right? The main thing to think about is what is going to be more sustainable and realistic for long term progress and overall health.

Hitting Your Macros with All Dirty Foods

Let’s say you wanted to hit your daily carbs and fat numbers by using “Dirty Foods” such as Pop-Tarts, Skinny Cows, and Sugary Cereals. Can you do this? Sure you could but is it the most optimal thing to do, absolutely not. There is no nutritional value in any of those foods and most likely no fiber which we mentioned earlier is so important.

Hitting Your Macros with All Clean Foods

Let’s say you wanted to hit your carb numbers with all good healthy and yummy complex carbs that are loaded with fiber which are considered “Clean Foods.” This is definitely a smarter way to hit your daily macros but is it the best way for a long period of time? Probably not because too much fiber in a day can be counterproductive to the GI Tract and for psychological reasons it’s going to be tough to eat all these wholesome foods for a long period of time without craving a treat. This could also lead to a day of binge eating because you are so deprived from eliminating your favorite foods. (5) When in reality you could have them in moderation so long as you hit your macros and fiber goals and not worry about any consequences.

What Level Is Best?

The best way to approach the IIFYM method is to utilize both by hitting your daily macros with the majority of “Clean Foods” that have more nutritional value. But still fit in some dirty foods in moderation if you have met your macros, micronutrients, and fiber goals. There is no need to eliminate foods on a daily basis as long as you plan them out appropriately. This is easily ideal, and functional for everyday life. Why not get the best of both worlds if you can.

We recommend experimenting with the different levels of IIFYM and see what realistically fits your life style and what is more suitable long-term for you. Modifying your diet based on your preferences, goals, schedule, tolerances and letting yourself enjoy your favorite foods in moderation without feeling guilty or deprived. Staying calm and sticking to your diet if you do overeat, or have something that’s not “on” your diet. This is the luxury of “Flexible Dieting” and the future of a sustainable lifestyle.

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Chapter 4: **How to Track Your Macros**

So you have your macros set and you're ready to put them to use... How though?

Well, once you have your macros, it's time to learn how to track them. One thing we must add is to be ready to weigh out all your foods, use measuring cups, do a little math, plan ahead, prep your meals, and be consistent.

We recommend purchasing a digital gram scale so you can weigh out all your foods accurately. We also recommend buying a set of measuring cups to measure liquids, and smaller things.

So now that you have your macros, your digital scale, and your measuring cups you need a platform to track your food and macros. Here are some great macro tracking platforms:

- My Fitness Pal
- Fit Day
- My Macros +
- Macrotracker.com

These are all great platforms that have a huge food data base and they're user friendly.

So now you have your macros, digital scale/measuring cups, and preferred macro tracking platform, you now need to know how to plan your meals responsibly according to your macros.

Let's say your macros are:

200g protein

300g carbs

60g fat

The simplest and most sane way of tracking your macros on a consistent basis is to divide your macronutrients by however many meals you want to eat per day. For example, let's say you wanted to eat 4 meals per day, so you would divide each macronutrient value by 4 and that would give you:

50g of protein per meal

75g of carbs per meal

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15g of fat per meal

****Keep in mind this is just a general example and we don't advise you to do this if we have prescribed your macros a particular way. Everyone's macros and ratios should be different depending on many important variables.***

After you have divided your macros up into however many meals you're eating for the day, you simply just eat a meal at breakfast, pre and post workout meal, and then another meal throughout the day depending on what your training, work, or life schedule is.

There's a lot of mumbo jumbo out there about tapering carbs off towards the end of the night or not having carbs at breakfast and saving them for afternoon meals, but it's all just theory with no long term data to back it up. Don't make things complicated for yourselves; follow the suggestions we have for you.

So now that you know how to track your macros, get out there and practice, practice, and practice some more so that macro counting becomes automatic.

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Chapter 5: Laws of Thermodynamics

Before we get into the Laws of Thermodynamics we want to make it a point that there is not a single diet that is above the laws of Thermodynamics.

The **First Law** of Thermodynamics establishes a notion of internal energy for a thermodynamic system. Heat and work are forms of energy transfer. The internal energy of a thermodynamic system may change as heat or matter are transferred into or out of the system or work is done on or by the system. All the energy transfers must be accounted for to see that there is strict conservation of the total energy of a thermodynamic system and its surroundings. The law implies that perpetual motion machines of the first kind, which would do work without using the energy resources of a system, are impossible.

The **Second Law** of Thermodynamics is an isolated physical system, if not already in its own internal state of thermodynamic equilibrium, spontaneously evolves towards it. In an isolated physical system, there is a tendency towards spatial homogeneity. In particular, when an isolated physical system reaches its own internal state of thermodynamic equilibrium, its temperature is spatially uniform. When work is done on or by a thermodynamic system, a certain amount of that energy is lost to inefficiency, related to the difference between the energy level of the input and the output. This loss is described by the notion of entropy, which is often used to express the law. Some of the loss is due to friction when work is done, and some of it may be due to the relaxation of the system towards spatial homogeneity.

So what is Energy transfer? Energy has been traditionally viewed as the capacity to do work or the ability to cause change. We obtain energy from the environment in the form of food, where it is transferred in our body and converted. If that doesn't make sense "energy comes from food" should sound a bit more familiar.

Another analogy that could be used for Thermodynamics is how life changes the environment. These changes can be measured to allow us to interpret the "cost of living" or, in the case of athletes, to determine the costs of training, competing, and recovering from such events.

The human body must use the "Laws of Thermodynamics" in order to prevail and run successfully on fuel. You can think of a car trying to run without gas, same concept, our bodies will not run without food. If "Energy" is not transferred and converted in our bodies, well then we are going to feel like crap, look like crap, and perform like crap. As we mentioned before, energy comes from food and that is why it is imperative to hit your daily micronutrients and macronutrients all while making good decisions with your food sources.

We must take into account that our metabolisms are the biological equivalent of combustion. As Electrons and Hydrogen Ions are constantly transferring along with heat production, these

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exchanges are controlled, occurring at a much slower rate than combustion. Energy conversion and transfer never operate with efficiency, the exchange is never perfect.

In summary with “Thermodynamics” the first law describes the conservation of energy, while the second law deals with the dissipation of energy. The human body strives to protect itself against changes, which it tends to perceive as threats to survival. It attempts at all times to preserve the physiological status quo. (4) The main thing to keep in mind is that our energy comes from food along with the fact that there is not a single diet that is above the laws of Thermodynamics.

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Chapter 6: **Calories and Macronutrients**

What you need to know is total calorie intake at the end of the day, depending if you're in a deficit or surplus (losing weight or gaining weight), will determine if you stay lean or gain weight. But, that's not to say that calories are the end all, be all, in a nutrition program. In fact, Evans et al. Proved macronutrient (protein, carbohydrates, fats) ratios were very important during a calorie deficit (6).

In this chapter we will discuss calories, thermic effect of food, and the importance of macronutrients.

What is a calorie?

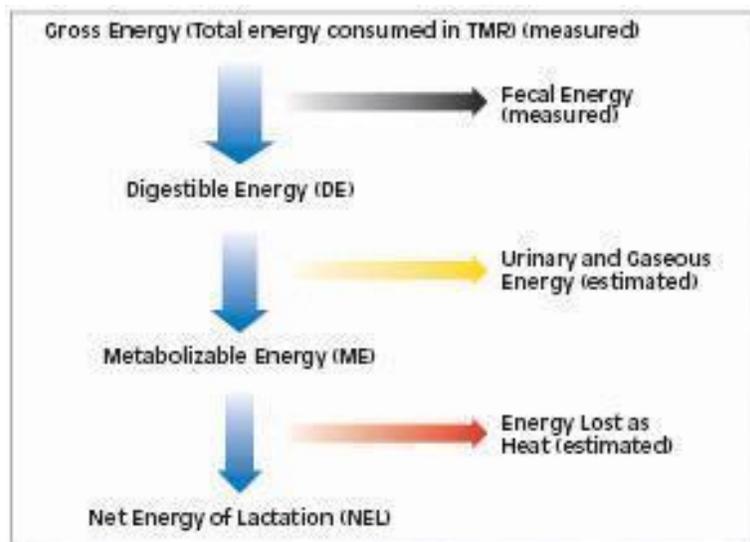
A calorie is the amount of heat required to raise the temperature of 1 kilogram of water by 1 degrees C. The term calorie is synonymous with kilocalorie (abbreviated as kcal). Less commonly, it's referred to as a kilogram-calorie, or large calorie (7). When the term is not capitalized, it technically represents one-thousandth of the value of a kcal. In other words, it's the amount of heat required to raise the temperature of 1 gram of water by 1 degree C. The non-capitalized term is less commonly called a gram-calorie (8).

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Calories are Where We Get Our Energy

The calories we take in from food is where we get our energy, therefore we need calories for energy and to stay alive.

We know this may seem odd, but a helpful model for understanding types of energy has been used in cattle production, which relies upon the tracking of energy in order to maintain health, growth, and reproduction (8). It's pretty obvious that humans differ from cows in certain aspects of digestion, but the general framework of food-derived energy use is surprisingly similar. Here's a graphic of the various fates of energy as it flows from the food source through the body of the animal (8).



Starting from the top of the chart above, *gross energy* is the starting point before ingestion; it's the energy that the food contains. What's left after the fecal energy loss is considered *digestible energy*. What remains after energy losses through feces, urine, and gas is *metabolizable energy*. Finally, *net energy* is what's available for use (storage) after losses through feces, urine, gas and heat increment.

Thermic Effect of Food

Thermic Effect of Food often known as (TEF) is the energy required to digest, transport, and deposit nutrients. Macronutrients vary in their thermic effect, which ultimately influences the net yield of energy available to the body. For instance, Jequier et al. suggested the thermic effect of protein (expressed as a percentage of energy content) is 25-30%, Carbohydrate is 6-

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8%, and fat is 2-3% (9). Groff et al. Suggested Protein is 20-25%, Fat is 3%, and Carbs 20-30% (3). Moreover, Flat et al. suggested the energy cost of digesting, absorbing, and metabolizing proteins (23%) is greater than that of either carbohydrates (6%) or fat (3%) (10).

As you can see macronutrients vary in thermic effect and they play an important role when trying to make body compositional changes.

Importance of Macronutrients

As you can see, from above in this chapter why it's not wise to solely depend on just counting calories. For Pete's sake we are burning calories as we type this e book. Macronutrients are much more important due to what I discussed above regarding the thermic effect of food. If you still aren't buying it, we will reference an elegant study, where they did an isocaloric (meaning same calories) comparison of four diets:

- 1) Normal protein, normal carbohydrate
- 2) Normal protein, low carbohydrate
- 3) High protein, normal carbohydrate
- 4) High protein, low carbohydrate

The two higher protein conditions caused the greatest decreases in body fat (11). Remember the TEF's we talked about earlier?

So clearly macronutrients play a vital role in your nutrition program and should be programmed towards your goals, body type, metabolism, activity, etc.

Here are some more reasons why macronutrients are so important in your nutrition program:

Protein- Proteins are essential nutritionally because of their basic amino acids, which the body must have to synthesize its own variety of proteins and nitrogen-containing molecules that make life possible. Amino acids are the building blocks of proteins, there are 20 amino acids in the body (9 essential and 11 non-essential) we produce the 9 essential amino acids through food and supplementation and as for the 11 non-essential amino acids, we produce in our bodies by ourselves. Proteins are the building blocks for muscle tissue. When you work out a muscle group, the muscle tissue is being broken down by the weights and in order to grow and recover, the muscles must be fed amino acids and protein. Protein should be consumed at each of your meals throughout the day no matter what. Try: Chicken, fish, lean beef, whey protein powder, etc. (4)

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Carbohydrates- When carbs have been ingested, they are absorbed into the mouth, stomach, and intestines to the smaller unit which is usually glucose (blood sugar). The main purpose of carbohydrates is to provide energy and fuel for the body, speed up the body's metabolism to prevent unwanted fat storage and spare muscle protein. Everybody metabolizes Carbs differently. Some people can consume a lot of carbs and stay lean and some just simply can't eat a lot because after their metabolism utilizes a certain amount, the rest will be stored into fat cells. There are 2 different types of carbs, complex and simple, and it is important to find out which types tailor your body best and how much. Try: Brown rice, whole wheat pasta, oatmeal, sweet potatoes, etc. (4)

Fats- Fats are the most energy-dense macronutrient and they provide many of the body's tissues and organs with most of their energy. Fat is the most critical macronutrient to optimize hormonal functions (i.e., testosterone, libido, etc.). Fats are also essential for building muscle, reducing cortisol levels, providing energy, helps with hunger pangs, and assisting the body in functioning properly. Please don't fall into the fitness dogma of fats are bad for you and if you consume them they will make you fat. It's one of the most ridiculous myths out there, our bodies need fat! Try: Nuts, seeds, oils (olive, flax seed, coconut), fats from animal meats, etc. (4)

As we stated in the beginning of this chapter, the amount of total calories you take in at the end of the day will determine if you gain or lose weight, but it's just one piece of the very large puzzle and you must not count out the importance and role that macronutrients play in body compositional changes.

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Chapter 7: Common Myths with “Clean vs. Dirty Eating”

Myth 1) “Clean Eating” means to eat healthy.

The biggest problem with the idea of “clean eating” is that “clean” has no objective definition. Everyone believes different foods are quote on quote “unclean.”

- Vegetarians: Animal meat.
- Vegans: All animal products.
- Bodybuilders: Milk, fruit, and white bread.
- Paleo: Grains, legumes, dairy, refined oils, added salt, sugar, alcohol, and some vegetables.
- USDA/United States Government: Saturated fat, cholesterol, red meat, eggs, and trans-fats.
- Low-carb: Sugar and other carbs.
- Hippies: Artificial sweeteners, processed foods, cooked foods, packaged foods, BPA.

It’s safe to say that for every food, there’s someone saying it’s dangerous. There’s no way to define clean eating, which means there’s no way to measure or quantify what effect this concept might have on your health. There’s also no way to objectively compare a “clean diet” to other diets. (12)

Myth 2) There are magic “Clean Foods” that will make you look and feel great.

We definitely think it is safe to say that there is no validity to this. Now that being said, in order to eat a high protein, high fiber diet you will need to eat a lot of ‘clean’ foods by default. But the point is, you can still achieve great body composition by eating foods that are ‘outside the box’ if they fit your macronutrient and fiber goals. Simply eating the same foods day in and day out in an effort to ‘eat clean’ can cause people to become very disordered with their eating especially when they eat any amount of ‘unclean’ food which typically can trigger a binge.

Myth 3) The belief that there is one way of perfect eating, and that perfect way is to “Eat Clean” foods only.

The notion that there is one universal way to eat is absurd. There are also social differences that play big roles in many people’s daily lives. Daily schedules, family situations, occupations, even simple food preferences – all influence a person’s ability to thrive in a long term sustainable diet. The myth is that everyone can fit into a particular mold with “Clean Eating”. Diet X, Y, or Z is the best for everyone.

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Myth 4) Starchy carbohydrates, which are considered “Dirty Foods” somehow magically create body fat.

While insulin levels are certainly higher when more carbs are consumed, the fact remains that you cannot create fat out of air. If you’re in a calorie deficit, you aren’t suddenly going to sprout love handles because you decide to enjoy a bagel after your workout.

Of course, getting adequate protein is important for body composition change. Veggies are important for nutrients. And healthy fats are critical. But fearing carbs is basically locking yourself in a dietary prison of deprivation for no good reason.

Myth 5) Quote on quote “Dirty Foods” directly damages your health.

This is the most ridiculous and harmful misconception of “clean eating,” largely because it’s promoted by doctors and other health officials who people trust more the most. Quote on quote “Dirty Foods” do their damage in different ways:

- Interfering with your body’s functions.
- Increasing your risk of certain diseases making you gain fat.
- Making you age faster and other bad stuff.

The idea is that regardless of a food’s nutrient density or calorie content, it is still bad for you. Every group has a different idea of what this means. All of these claims are either untrue or out of context. Any food can be damaging in large enough amounts. The real question is whether or not these foods damage your health in the amounts they are normally consumed, in the context of a mixed diet. (13)

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