

**Eat More Fat.
Lose More Weight.
Get Healthy Now.**

SMART FAT

**30-Day
Meal Plan
with 50
Recipes**



**STEVEN MASLEY, M.D.
JONNY BOWDEN, Ph.D., CNS**

A High-Fat Diet for a Low-Fat Body

NOT TOO LONG AGO, we both were advocating specific diets for weight loss and wellness. We weren't just advocates of these plans—we built our professional lives around these two seemingly contradictory nutritional philosophies.

As a practicing nutritionist, Jonny championed the ultra-low-carb Atkins Diet. Famous for its high-protein intake and its jump-start approach to weight loss, Atkins let people lose weight quickly, especially individuals with a lot of excess pounds to shed. But despite the diet's short-term success, Jonny was troubled by its sometimes restrictive approach, as well as some of the highly processed foods on the diet's "okay to eat" list, specifically deli meats, which were liberally allowed.

His instinct was to add more variety, including additional plant sources of fiber such as beans and legumes, which are also great sources of protein, as well as low-sugar fruits like berries. Jonny preferred "clean" protein instead of the protein from processed, commercial animal products such as feedlot farmed meat and processed

cheeses, all of which can be contaminated with additives, hormones, and pesticides. But these modifications didn't always adhere to the rigid parameters of the Atkins Diet.

Meanwhile, Steven—a physician, nutritionist, trained chef, and medical fellow with several prestigious health organizations—held the position of medical director at the Pritikin Longevity Center where he oversaw many aspects of healthy weight loss, including the center's ultra-low-fat eating plan. Pritikin participants often struggled with serious conditions like life-threatening heart disease and diabetes. After their stay at Pritikin—with its carefully regulated diet of whole, unprocessed foods high in fiber and complex carbohydrates—people would lose weight quickly, drop several of their medications, and leave the center in excellent shape.

But Steven noticed a troubling pattern: After participants left the controlled surroundings of the Pritikin Center, they regularly returned to their old ways. They just couldn't stick with the program on their own. Steven, who has spent years researching cardiac health and observing thousands of patients, knew that the Pritikin Diet lacked the healthy proteins and important fats that would have rounded out a truly nutritious and effective diet that a person could follow for life. But just as Jonny found out trying to experiment with the Atkins Diet, any kind of variety or modification, no matter how healthy, wasn't allowed within the strictly regimented protocol of the Pritikin Diet.

Though thousands of miles apart on different coasts of the United States, we independently came to the same conclusion: Both the Atkins and Pritikin diets—and the countless other popular diets that millions of Americans follow—were missing the critical components for long-term success. They were hard to sustain, and almost impossible to adopt as a daily way of eating. Yes, they promised impressive short-term results, but neither diet offered any long-term, sustainable results. Neither Atkins nor Pritikin, we realized, was enough to help people lose weight, keep it off, and remain healthy for the rest of their lives.

The Atkins Diet, for instance, featured foods with ample amounts of protein and fat, while limiting foods with refined carbohydrates in order to keep the glycemic load low. (We'll explain later why properly identifying refined carbs and glycemic *load*—not glycemic *index*—is crucial to your success.) But the diet was deficient in fiber and certain nutrients, such as anti-aging plant pigments like carotenoids and flavonoids, and disease-fighting vitamins and minerals, including vitamins C and K, as well as magnesium and potassium. These are all necessary for optimal health. Atkins also featured foods with potentially high amounts of factory-farmed beef, pork, and poultry and mass-produced dairy products—all of which are likely to be contaminated with toxic hormones, pesticides, and chemicals.

Though neither plan was ideal, they were still vast improvements over the way most Americans were eating by the 1970s. By then, we were wrongly blaming fat for all our health woes, from heart disease to cancer. The Pritikin and Atkins diets, as well as many other well-known weight-loss programs, were finding a ready audience among increasing numbers of people who were desperate to lose weight and regain their health. Though the dietary “solutions” to this crisis varied dramatically, the crisis was caused by one problem: the Standard American Diet (or, fittingly, SAD), which took hold after we banished healthy smart fats.

The SAD actually featured the worst of Atkins (processed protein) and the worst of Pritikin (insufficient healthy fats and protein), combined with a heaping side of refined carbohydrates and processed convenience foods, prepared with so-called heart-healthy “vegetable” oils and deadly, artificial trans fats, used in shelf-stable convenience foods and fast foods. A day's eating might include sugary cereal, toast slathered with trans fat-packed margarine, and juice for breakfast; a sandwich of processed deli meats for lunch (plus fries or chips and a package of cookies for dessert); more processed meat for dinner (or frozen fish sticks)—and maybe, just maybe, a tiny portion of vegetables, like ketchup.

Another starring component of the SAD besides processed foods and dumb fats was sugar—lots and lots of sugar, in many different forms and from many different sources: from the usual suspects like candy, soda, and artificially sweetened drinks, and from packaged cookies, crackers, pretzels, chips, muffins, and other commercially manufactured baked goods—many of them made with high-fructose corn syrup. But these were just the obvious ones. The very basis of the SAD was large servings of starchy carbohydrates that quickly *convert* to sugar in the body—foods like pasta, white rice and bread, and “healthy” items like sweetened fat-free yogurt and granola bars. From your body’s point of view, you might as well have swallowed the entire sugar bowl.

Now, after decades of the SAD, and fruitlessly searching for magic-bullet diets that we can use to eat ourselves out of being sicker and fatter, here is what we’ve wrought:

- Heart disease is still the No. 1 killer in our country, claiming more than six hundred thousand lives a year in the United States.
- Fifty-nine percent of Americans are actively trying to lose weight every year, but only 5 to 10 percent manage to keep weight off. More than a third of our population is obese.
- Diabetes and its many complications have ruined the lives of millions, including children.
- Metabolic Syndrome, or prediabetes—a lethal combination of risk factors for heart disease and diabetes (which we’ll explore in detail in Chapter 4)—is on track to become the Black Plague of the twenty-first century. One out of three people have it.
- Rates of Alzheimer’s disease are climbing, and not just because of better diagnosis. Alzheimer’s shares deep metabolic roots with the top three diet-related chronic illnesses: diabetes, heart disease, and obesity.

We followed the experts’ advice and cut the fat out, thinking we’d get leaner and healthier. But when we replaced the good foods with

bad ones, we took a turn for the worse. So, how can we get—and stay—healthy? After years of working with two popular diets, and closely observing what worked—and more importantly, what didn’t—we’ve found the answer.

The optimal eating plan, we’ve both concluded, features high levels of beneficial fat and fiber *and* the right amount of clean protein for weight loss—all bound together with delicious, healthful flavor and ample nutrients. That’s the Smart Fat Solution. And here’s what it looks like.

Fat

The type of fat we’re advocating—smart fat—has two amazing properties, both of which contribute to effective weight loss and long-term good health.

First, smart fat *alters your hormonal balance* so that you feel more energetic and less hungry while you burn more calories. And second, smart fat *lowers your levels of inflammation*, which benefits nearly every aspect of your health.

In later chapters, we’ll explain these two concepts in greater detail, but for now, we want you to know that when you seek out smart fats and combine them with fiber, protein, and flavor, you’ll have a powerful weight-management tool that you can use for life. As a result, you’ll feel healthy and energetic. What you *won’t* feel is deprived.

Protein

The ideal diet has to have just the right amount of protein. This is particularly true when you’re trying to lose weight, because protein helps you feel full and helps the body burn calories more efficiently. Before we tell you about quantity, that is, how much protein you should consume, we first want to emphasize the *quality* of protein.

When it comes to protein, quality almost always trumps quantity. You will not lose weight (and be truly healthy) unless you choose *clean*

SMART MOVE: QUICK-START YOUR SMART FAT SOLUTION

Here's a small step to help you shift your mindset as you begin this book. For now, simply remember the key ingredients in the Smart Fat Solution when you prepare a meal or want a snack: *fat, protein, fiber, and flavor*. You don't need to be rigid about combining all four ingredients every time you eat, but aim to get fat, protein, fiber, and flavor into your diet every day.

Let's say you're putting your lunch together. Pick a ripe avocado (smart fat); pair it with some organic, cage-free chicken (a clean protein); add some chickpeas, tomatoes, and cucumbers (fiber); and accent all with a dash of olive oil vinaigrette, smart fat *and* flavor. There's your meal!

Maybe you don't have a ripe avocado, or you don't particularly want one. Wild-caught salmon (clean protein) instead of chicken pairs nicely with the chickpea salad, and because the salmon contains omega-3 fatty acids—one of the “smartest” fats you can consume—you'd be combining in one food a smart fat and a clean protein. Or, how about some grass-fed beef—which in addition to being a clean protein also contains omega-3s—combined with flavorful white beans and fresh sage and garlic?

Looking for a healthy snack? Try some almonds and a bit of dark chocolate for a nutrient-packed handful of flavor, fiber, and smart fat.

As you work through this book, you'll begin to learn more about how to put together meals and snacks with these principles—fat, protein, fiber, and flavor—in mind. You'll also learn to swap out ingredients to achieve a balance and flavor profile that most appeal to you. It's easy—and best of all, it's delicious. Once you start, you'll want to smart-fat all your food—for life!

protein—we're talking organic plant protein, such as soy, beans, and protein powders; or animal protein that is organic, wild-caught, grass-fed, free-range, or pasture-raised, all of which are low in inflammatory omega-6 fatty acids. Such sources of clean protein are great for you,

unlike sources of “mean” protein, which in the case of animals means grain-fed and factory-farmed. Mean protein leads to inflammation, which makes us sick and fat—the opposite of what clean protein can do for us. Remember this shorthand: Always choose protein that’s *clean*, not *mean*. (And after we explain why, we’ll teach you how to do this.)

Fiber

Fiber makes you feel full and satisfied, which sets you up for successful weight loss. Eat fiber to shed pounds, lower your blood sugar levels and blood pressure, and improve your cholesterol profile. When you combine fiber with smart fat and protein, you’ll reach your weight-loss goals and lower your risk for developing many diseases.

Flavor

Believe it or not, weight loss and good food are not mutually exclusive. In fact, they’re complementary. You’re more likely to stick with a way of eating if you love the way your food tastes. That’s right, appealing flavors are the key to weight-loss success, and—even better—excellent flavor *also* means great nutrition.

Herbs, spices, and condiments are like a natural medicine cabinet full of phytochemicals (living plant compounds) loaded with anti-aging and anti-inflammatory properties. A major part of creating flavor is how we prepare food. Marinating and grilling and other simple cooking techniques (as we’ll explain later) not only enhance the flavor of your meals, but protect their nutritional value.

Putting It All Together: How to Use This Book

The Smart Fat Solution will challenge your long-held attitudes about dietary fat. In fact, it may just change your attitude about diet and food in general. We’ll give you guidance on what and how to eat—with

lists of fat, fiber, and protein foods; meal plans; recipes; and more—but before you get to the specifics, we want you to understand why you should eat the smart fat way.

In the next chapter, we share a lot more about smart fats—why they’re the key to weight loss and good health; where to find them; and why adding fiber, clean protein, and flavor to your diet is a must. We also tell you how to start incorporating smart fats into your daily diet. Over the course of this book, you’ll learn what foods to eat and which ones to stay away from—and why. You’ll also learn how to make sense of the sometimes confusing nutritional information about fat, carbs, and protein.

After we give you a foundation for how and why smart fats work, we get down to details with our fat-fiber-protein guidelines; lists of foods and ingredients; a two-phase, thirty-day eating plan; and more than fifty go-to recipes. Along the way, you’ll get advice on serving sizes, tips on shopping and cooking, and loads of practical information to keep you on the smart fat track, during and after the Thirty-Day Plan. Best of all, you’ll see how simple it is to smart-fat all your food (without a recipe): breakfast, lunch, and dinner; your restaurant selections; your family’s dinner; your traditional holiday meal; your lunch box; and much more.

You won’t have to count calories, grams, and percentages, though we provide those numbers for people who want to know them. (And your family and friends *will* want to know—you’re going to look and feel better than ever, so they’re going to wonder what you’re doing differently!) Once you’ve got a handle on how to smart-fat your food for life, you won’t even need recipes because it will all become second nature. Finally, we go beyond diet and help you make lifestyle adjustments—exercise, stress management, better sleep—that go hand in hand with lasting weight loss and excellent health.