

# *Sugar Freedom*

*by Catherine Gordon*



*Discover the simplicity  
of losing weight!*

The Sugar Freedom Manual

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Eat well, train wisely, rest and recover, and your ideal body will emerge.

## Introduction

### “How Did You Do It?”

Back in 2010 when I finally reached my ideal goal weight of 117 pounds, after almost 40 years of dieting, people started asking me that question. They were usually women around my age of 46 or older.

That question is the reason why I am writing this diet plan. There are a growing number of diets available that eliminate sugar, flour, and processed oils and fats. Indeed, The Sugar Freedom Diet owes a large debt to the work of physicians and researchers like Dr. Robert Atkins, Dr. Eric C. Westman, Gary Taubes, and Dr. Stephen Phinney, and Dr. Robert Lustig who have either implemented the sugar and grain free strategy with their patients, or informed the world about its effectiveness.

I am writing this program because I believe that we receive what we want for others, and that one of the best ways to keep excess fat off for good is to teach other people how to do the same thing.

In my work as a Certified Turbulence Trainer at Gordon Studio in Sonora, CA, I have had the incredible experience of helping clients lose fat, and transform their bodies for good. Although my professional certifications (ACE and CTT) are in personal training, and I am not a dietitian or nutritionist, I simply cannot remain silent any longer about the eating strategy that actually helped me lose a grand total of 68 pounds, and that has kept the excess fat off of my body for that past five years and counting.

The eating strategy that released me from my mad obsession with bread and sweets, and allowed me to enjoy nourishing food in healthy amounts, runs counter to the established nutritional guidelines of the USDA, so I must urge you to consult your doctor or licensed health professional before implementing this eating plan.

The good news is that here in Sonora, CA and around the world, more and more doctors, dietitians, nutritionists, and other health care providers are standing up for the idea of Sugar Freedom. I am writing this program to lay out step by step how a real life-long sugar addict broke the chains of over-eating, and got the life and body of her dreams.

My fondest wish is to share and teach what I have learned, and give you the freedom to create the body *you* have always wanted.

Then, you will have all of the energy and confidence you need to go out and live the life of *your* dreams.

## What is Sugar Freedom?

Sugar Freedom is an eating strategy that eliminates sugar, grains, and processed oils from the diet. It is also a collection of tactics that will help you to satisfy your appetite, and stick with your eating plan.

A few years back, I came up with a formula for permanent fat loss:

$$\frac{\mathbf{E+M}}{\mathbf{T}}$$

That stands for **Eating Plus Movement Over Time**.

Although my mind is still open to the possibility that mechanisms other than calorie balance are at work when it comes to losing fat, and thereby losing weight, my personal and professional experience leads me to believe that we use up our excess fat stores when the body requires more energy for movement, maintenance, and repair, than it is currently getting from food.

Regardless of the mechanism for fat use, a system which is autonomic and not under our conscious control, we are in charge of our eating *behavior*.

Our eating choices are the most powerful determinant of what gets used as fuel in the body. Pardon my bluntness, but if you don't eat it, your body can't use it or store it. For that reason, The Sugar Freedom Diet is intended to help you make the food and behavior choices that will cause your body to use fat as fuel.

I will add here that I agree that the hormones insulin, leptin, and cortisol have a powerful effect on fat storage and release, and the amount and quality of sleep and exercise you get make a big difference in whether or not your fat loss plan is successful.

My work and experiences have convinced me that you can manage what you eat and how you move, in order to shed unwanted fat and keep it off of your body. Permanently.

So, what makes you want to eat? More importantly, what makes you want to overeat? The answer to that question is appetite.

Appetite is different from hunger. Hunger is the physiological need to eat, and appetite is the *desire* to eat. The Sugar Freedom Diet is intended to help you manage both the physical need and the desire to overeat.

## The Bread Thief

One of my earliest childhood memories involves my first bread binge.

I am five years old, and I am alone in the kitchen of our family home back in Indiana. I can still see the curtains over the window, and the cupboard next to it where we keep the Weber Bread. If you're unfamiliar with Weber bread, it was white, soft, and it came in a wrapper that had a comic strip on the back.

Yes, even back in 1969 the food manufacturers understood the power of marketing their soft white bread to children.

I remember climbing up on the counter, (I was too short to reach the bread otherwise) taking down the bread, and pulling out the second slice. I would never eat the end slice! I tore off the crust, crushed the white part of the slice in my little hand to make it more dense and yummy to my taste, and I ate it in four bites. I repeated this behavior with slice after slice until half the loaf was gone. I knew instinctively that what I was doing was wrong, so I stopped short of eating the entire loaf. That would have run the risk of getting me caught and scolded in front of my older brothers and sisters, who would never eat half a loaf of bread all at once!

So on that day I started my career as a bread, cookie, cake, ice cream, and chip thief, and that compulsion follows me to this day. As recently as last year, I was out to dinner at an Italian restaurant with my husband and son. Near the end of the meal they left to use the men's room, and I ate four slices of garlic bread right off of their plates while they were gone. This triggered a bout of overeating, standing by myself in the kitchen, that lasted until I went to bed that night. The feeling was just the same as it had been 43 years ago, shame, fear, and bewilderment at my own actions.

I know that sounds awful, but the good news is that the next morning I got right back to my Sugar Freedom strategy, and after 24 hours the horrible compulsive craving was gone.

Now, I am aware that there are some nutrition and diet experts who would claim that I stole that bread *because* I had been denying it to myself. They would say that if I simply ate bread and sweets regularly and in normal amounts I would never binge on these items.

If you are like me, however, and you've felt the carb compulsion for yourself, you would know how cruel and unreasonable that instruction is.

But what if you've never resorted to strange behaviors like eating an entire bag of hot dog buns (Yes, I've done this) or swiping food from your room-mates when they've already asked you to stop ? (Done that too.) Does it make sense for you to seek Sugar Freedom by eliminating sugars, grains, and processed oils?

### **is Sugar Freedom For You?**

Ask yourself the following questions.

1. Are there certain foods I can't stop eating even after a standard serving?
2. Are there foods that make me feel hungrier *after* I eat them than I was before?
3. Does eating cause me to feel regret more than once a week?
4. Do I make resolutions about eating in the morning, only to break them in the afternoon?
5. When I eat snack foods like sweets or chips, do I get a brief feeling of intense pleasure?
6. Is that feeling followed by remorse?
7. Do I continue to eat in spite of the emotional pain it causes, until I'm so full that it hurts physically?
8. If you answered "Yes" to any of these questions, what are the foods that typically trigger these behaviors?

If the preceding questions, and the behaviors they describe, resonate with you, and the foods that trigger you are sugar, and the foods that quickly convert to sugar in the bloodstream like grains and other starches, The Sugar Freedom Diet can give you more than fat loss.

*It can give you release from the obsessive hungers and food related habits that interfere with your ability to live the life of your dreams in the body you desire.*

**Question: How do I get off of sugar?**

**Answer: Eat something else.**

Is it really that simple? Yes it is.

As soon as you decide to eliminate sugar for as long as it takes to reach your goal, you can learn what to eat instead of sugar containing foods. There is a whole world of tasty food out there that doesn't contain refined sugars or grains.

On the Sugar Freedom Diet you will learn to put together a daily menu of foods that is satisfying, delicious, and packed with nutrients. Let's get to the list.

## Love Thy Vegetables

The typical assumption when it comes to a low sugar diet is that, if it's low in sugar and foods that rapidly convert to sugar in the body, it must be higher in protein and fat. Higher than what? The USDA has established these guidelines for the three macronutrients: carbohydrate, protein, and fat:

65% of calories should come from carbohydrate.

10% - 35% of calories should come from protein.

20% - 35% of calories should come from fat.

On the Sugar Freedom Diet, it is true that the percentage of calories consumed as carbohydrate will be lower. I have been tracking my macronutrient intake for more than five years, and the truth is that, when I want to release fat and lose weight, I keep my carbohydrate intake below 20%.

This is where we return to the honesty I promised you in the introduction to the Sugar Freedom Diet.

*It is seriously politically incorrect to admit that I eat that small of a percentage of carbohydrate as part of my eating plan.*

At first glance, 20% seems very low, but if you look at carbohydrate foods as a percentage of the *volume* of the Sugar Freedom Diet, they are actually the component that fills most of your plate!





**Here is an example of a recent breakfast.**

In the photo, you can see that vegetables cover most of my plate. Here you see cauliflower, cabbage, tomatoes, and onions, seasoned with organic ginger, curry powder, and iodized sea salt, and topped with avocado. (Oh boy, I can't wait to cook and eat this dish again!)

So yes, of course carbohydrates are a big part of the Sugar Freedom Diet, and those carbohydrates will come chiefly from non-starchy vegetables.

Check out all of the amazing vegetables on the following list!

**Vegetables on the Sugar Freedom Diet:**

A: Artichoke, Avocado, Asparagus, Acorn Squash, Aubergines,

B: Broccoli, Bean (Green), Beet, Beetroot, Brussels Sprout, Bok Choy, Bell Pepper,, Bamboo shoot, Butternut Pumpkin, Butternut Squash, Buttercup Squash, Butterhead Lettuce, Broccoli Rabe, Broadleaf arrowhead.

C: Cauliflower, Cabbage, Carrot, Celery, Cilantro, Chard, Chinese Cabbage, Chinese Chives, Chives, Collards, Cucumber, Cress, Chili Pepper, Chilies, Cardoon, Celeriac, Camas, Canna, Cassava, Carola, Calabrese, Champagne Melon, Courgette, Custard Squash, Chicory, Coral Lettuce, Cos Lettuce, Capsicum, Cherry Tomatoes, Chrysanthemum leaves, Cayenne Pepper, Cape Gooseberry, Cherry tomato

D: Dill Pickle, Dandelion, Daikon Radish

E: Eggplant, Elephant Garlic, Endive, Escarole.

F: Flowering cabbage, French bean, Fiddlehead, Fennel.

**G:** Gherkin, Garlic, Ginger, Green beans, Garden Pea, Globe Artichokes, Golden Nugget Squash.

**H:** Hot-House Cucumber, Haricot Beans, Hubbard Squash, Habenero Pepper

**I:** Italian Red Onion, Iceberg lettuce, Ice Plant, Indian Pea

**J:** Jalapeno Pepper, Jerusalem artichoke, Jicama.

**K:** Kale, Kohlrabi, Kai-lan, Komatsuna, Kuka, Kurrat, Kombu, Kosher Pickle

**L:** Leek, Lettuce

**M:** Mushroom.

**N:** Napa Cabbage

**O:** Onion, Okra, Olive, Oakleaf Lettuce.

**P:** Pepper, Parsley, Pea, Pickle, Pumpkin, Pattypan squash, Purslane

**Q:** Quince

**R:** Radish, Rutabaga, Ridge Cucumber, Rockmelon, Runner Bean, Radiccio, Rainbow Chard, Rocket, Radicchio, Rice bean, Romaine Lettuce

**S:** Spinach, Squash, Shallot, Scallions, Sprouts, Sorrel, Swiss chard, Sweet potato, Sea lettuce, Spanish Red Onion, Spring Onions, Savoy Cabbage, Spring Greens, Spaghetti Squash, Snow Peas, Sugarsnap Peas, Summer Squash, Sweet pepper

**T:** Tomato, Tomatillos

**V:** Vidalia Sweet Onion

**W:** Watercress, White Eggplant, White Radish, Winter melon, Wild leek, Water chestnut,

**Y:** Yam

**Z:** Zucchini

Wow, that's a mouthful, and more!

An essential key to success on the Sugar Freedom Diet is the ability to find vegetables you love, and and prepare them in ways that are delicious, and keep them interesting and satisfying.

*(On a personal note, I have a truly severe tendency toward compulsive overeating, and non-starchy vegetables are my best friends when it comes to feeling nourished and satisfied, without getting triggered into food obsession and overeating.)*

## **Sugar Freedom: A Diet That's Moderate in Protein.**

The USDA has established guidelines for recommending a protein intake of between 10% and 35% of total daily calories. Protein is an essential macronutrient for building body tissue, and it is also a source of energy.

It is important to note that when we consume more protein than the body needs, it can be converted to glucose through the process of gluconeogenesis. Glucose is a form of sugar that triggers an insulin response, allowing the extra protein to be converted and stored as fat.

So how much protein is considered ideal on the Sugar Freedom plan?

According to the USDA and the National Academy of Sciences, you may need more protein than the established RDA if you engage in strenuous physical activity and training.

According to researchers at Iowa State University, the recommended intake in this case is 1 to 1.8 grams of protein per kilo, (Or 2.2 pounds) of bodyweight per day.

So, an active female who weighs 140 pounds might use this calculation:

$140 / 2.2 = 64$  (rounded up)  $64 \times 1.4 = 90$

So 90 grams of protein per day would be a good starting point for a female in training. If we assume 7 grams of protein per ounce, we get a total of 12-13 ounces of protein per day.

To put it in terms of meal planning, that would allow for 4 ounces at breakfast, lunch, and dinner, plus one ounce as part of a snack. Those three servings of protein at meals should translate to about the size and thickness of the palm of your hand.

## **The Sugar Freedom Plan: Carbohydrate, Protein, and Fat**

So, The Sugar Freedom Plan consists of 5-10 servings of carbohydrate a day as non-starchy vegetables or fruit, moderate protein as calculated above, and adequate fat to achieve satiety.

## **Time to Talk About Fat**

Yes indeed, fat is one of the primary keys to success on the Sugar Freedom Plan, whether you're on the Three Day Sugar Strike, The Sugar Freedom Diet, or the Sugar Freedom Lifestyle Plan.

The trouble with fat is that some fats are really good for you and other fats... No so much.

### **Two Fats to Avoid on Sugar Freedom:**

1. Trans Fats: Also known as hydrogenated and partially hydrogenated fats, these have been proven to be unhealthy in any amount. Avoid them completely.
2. Processed vegetable oils. Please eliminate soybean oil and canola oil during all stages of Sugar Freedom. For that matter, leave them out for good.

### **Three Fats to Enjoy on Sugar Freedom**

In addition to the fats that are part of the whole foods on the Sugar Freedom Plan, for example the fat in pastured eggs or grass fed beef, please use:

1. Organic extra virgin olive oil
2. Pastured butter like Kerrygold
3. Organic coconut oil.

For variety, nut oils like macadamia and walnut may be included to add unique flavors, and avocados are a delicious addition to many different dishes.

In general, the amount of fat to use is simply what works best to make your food simple to prepare, and delicious to eat.

Here are some examples: When I cook chicken thighs, I use an equal amount of butter and olive oil in a pan: usually 2 tablespoons of each.

To dress salads, use 1-2T olive oil plus organic vinegar to taste.

To cook a morning omelet in a small egg pan: 2 teaspoons of coconut oil works well.

### **So there you have it: The basic design of the Sugar Freedom Plan.**

Now it's time to learn how to use the plan to get satisfied, energized, and lose excess body fat for good!

Get ready to learn and implement an eating strategy that puts you in charge of your appetite by giving you a feeling of satisfaction and well being that is a splendid trade for the sugar, flour, and fake fats you are leaving behind.

Your first step is to end your cravings for sugar, grains, and processed fats ***by eating something else.***

***It's time for the Sugar Strike!***

# Sugar Freedom Meal Plans

## Introduction

Welcome to the meal plans everyone. I admit that when I have bought a diet book or program, I usually turn to this section with the burning question:

“What can I eat? How much? How often?”

This is also the principal answer to the question that prompted me to write the diet in the first place. When someone sees or hears about my significant and long lasting fat loss, and they ask, “How did you do it?” The answer lies in what I ate, and in the way I continue to eat for maintenance five years on.

There are two different meal plans on this program. The first is the Three Day Sugar Strike, which is a three day low carb, high fat, moderate protein plan that will free you from your sugar cravings, or your money back.

Seriously, if the Three Day Sugar Strike doesn't give you relief from sugar, sweet, and starch obsession, and it doesn't significantly reduce your appetite, your investment will be cheerfully refunded.

I understand that everyone who wants to lose weight isn't addicted to sugar, grains, and starches. From my research, it is likely that approximately 15% of the overweight population would score high enough on a sugar addiction questionnaire to be considered to be affected by this compulsion. That means that the majority of dieters don't need a program that completely eliminates sugar and grains to lose fat.

However, for those of us lucky few in that 15%, the elimination of sugar, grains, and processed fats can bring a relief from cravings, food obsession, and overeating, and a peace that is sweeter than any conventional dessert.

If you are familiar with the Induction Phase of the Atkins Diet, you will notice similarities to the Sugar Strike. The primary difference is that non-starchy vegetables are not limited on the Sugar Strike. This means that you could easily consume more than 20 grams of carbohydrate each day.

# The Three Day Sugar Strike

Days 1, 2, and 3:

Eliminate all sugar, grains, fruits, and starchy root vegetables. In addition, eliminate vegetable oils like canola and soybean oil.

(A note on fruit: Yes, fruit is incredibly healthy as it is full of fiber and nutrients. It does, however, contain fructose, and I have found from self-experimentation and experience that leaving it out on the Sugar Strike is extremely helpful for eliminating sugar cravings. Up to two servings of fruit a day will be back on the Sugar Freedom Diet *if* the fruit doesn't trigger cravings or over-eating.)

Eat vegetables, especially green leafy vegetables that grow above the ground.

Eat high quality sources of fat like pastured grass fed butter, organic coconut oil, and organic olive oil.

Eat high quality sources of protein like pastured eggs, grass fed beef, free range pork, organic free range chicken and wild caught fish.

Eat full-fat organic dairy foods, raw if available and you're comfortable with consuming raw dairy. On the Sugar Strike the best dairy items are heavy cream, up to two ounces a day, Full Fat Organic and Greek Yogurt: up to one cup a day, and full fat organic cheese, up to three ounces a day for men, two ounces for women.

A note on eggs and dairy: Some individuals may be sensitive to these items and as a result, may not get the same drop in appetite as those who tolerate them well.

If you have a history of being triggered by dairy: for example you find that you regularly overeat when it comes to cheese, keep an eye on how it affects your appetite on the Sugar Strike.

Follow your instincts. By the middle of day two your appetite should be lessening, so if you find yourself craving more and more of something on the sugar strike, first eat more vegetables to make sure you're getting enough fiber, volume, and nutrients to satisfy your body's hunger, and then *eliminate the trigger food* if necessary.

Here's a specific example from my experience. A few weeks ago, I ordered some beef snack sticks from an organic grass-fed beef company. They were sugar free, ready to eat when thawed, convenient, and delicious.

Unfortunately, I discovered that I could eat four at a sitting, especially when dipped in my home made mayonnaise, and even after eating them, I still felt like I wanted to eat more. My stomach was physically full, but my appetite wasn't satisfied. Yes, I was triggered!

Here's the key point:

**If a standard serving of a food not only doesn't satisfy you, it makes you hungrier than when you started eating, it is a trigger food, and you need to leave it off your menu until you reach your goal.**

Once you have reached your fat loss goal and maintained it for four weeks, you may want to re-introduce foods that previously over-stimulated your appetite. But for the time period covering the Three Day Sugar Strike, and the Sugar Freedom Diet, it is the elimination of appetite-stimulating foods that gives you the power to stick to your fat releasing food strategy.

Remember the very simple premise of Sugar Freedom, in the form of this question and answer:

Q. How do I get off of sugar?

A. Eat something else.

For the three days of the Sugar Strike, “Something Else” is non starchy-vegetables, high quality proteins in the form of meat, fish, fowl, and eggs, and healthy fats.

**To put it simply, you are trading *variety* for *satiety*.**

## A Sample Day on the Sugar Strike:

### Breakfast:

Coffee with 1t heavy cream, and a few drops of liquid stevia if you need sweetener.  
2 egg omelet made with 1/2 oz cheese, cooked in 1t Kerrygold butter  
2 cups mixed vegetables cooked in 1T organic coconut oil.  
Make extra servings of vegetables to have with lunch.

### Lunch:

3 to 4 ounces high quality protein like 2 organic chicken thighs.  
Large green salad: 2C salad greens mixed with 1C chopped cucumber, tomato, and celery.  
Home made salad dressing: 1T organic olive oil with 1 to 2 tablespoons Braggs Apple Cider Vinegar, and 2 drops liquid stevia to take the sour edge off of the dressing if desired.

### Dinner:

3 to 4 ounces high quality protein, example: Grass Fed Beef Rib Eye, one or two servings of a cooked vegetable, for example: Cauliflower Au Gratin, 2 cups leafy greens with 1 cup salad vegetables with home made dressing.

I don't find it necessary to snack between meals on the Sugar Freedom Diet, but that is a personal choice based on the fact that I feel and perform better when I eat three meals a day sitting at a table.

However, on the Three Day Sugar Strike, the goal is to get off of sugar, grains, and processed fats *without* hunger.

In order for the Sugar Strike to work **you must not go hungry**, and the way to do that is to eat enough vegetables, protein, and fat to stay satisfied. If you count the servings of vegetables in the sample sugar strike menu, you'll see that it's total of seven or more!

The best tactical advice I can give you is to use the shopping list in this manual, stock up on the foods you need, and prepare enough of them in advance so that you won't be tempted to eat anything else.



*Grass-Fed Beef Lettuce Wraps with Bell Pepper and Tomato*

Here are some Sugar Strike preparation strategies:

1. Roast a whole organic chicken, or cook one in a slow cooker, remove the meat and make stock from the bones. Stock is great to use in so many different dishes. You can freeze the stock in ice cube trays, and then just pop one of the cubes in the pan when you're cooking if you need liquid to de-glaze or keep foods from sticking.
2. Make a big pan of mixed sauteed vegetables each day. I do this every morning so that I have a cooked vegetable ready to serve with lunch, or you could make extra servings and store them in the freezer.
3. Wash your lettuce as soon as you get it home from the store. I use a salad spinner, and then I put the clean lettuce in a ziploc bag with a piece of paper towel to absorb excess water.

If you're not willing to do this, you may want to spend the extra money on boxes of pre-washed organic greens that are available now- at least for the three days of the Sugar Strike. It will allow you to put a green salad together in less than a minute by tossing the lettuce onto a plate, throwing on some grape tomatoes, and dressing it with olive oil and vinegar.

Each morning, write down your eating plan for the day. The Sugar Strike menu is very simple, so it shouldn't take long to jot down what you'll be making. A big bonus to this is the fact that *it works*, and when you've released all the fat you wanted to you will want to have a record of the foods that freed you from the call of sugar.

## The Three Day Sugar Strike Shopping List

**No Sugar, No Grains, No Processed Vegetable Oils = No Cravings!**

### 1. In The Produce Aisle

*Eat a variety of non-starchy vegetables*

Salad Greens (lettuce, spinach, cabbage)

Other [Leafy Greens](#) (Swiss chard or other chard, collard greens, kale, bok choy)

Herbs (basil, parsley, cilantro)

Other salad vegetables (radishes, sprouts, cucumbers, tomatoes)

Other green vegetables (avocado, asparagus, broccoli, green beans, Brussels sprouts, okra, also cauliflower)

Other non-starchy vegetables (peppers, green onions, eggplant, artichokes, mushrooms)

### 2. Meat, Poultry, Fish, Seafood, Eggs

Do your best to stick to unprocessed organic meats that you prepare yourself. [Eggs are extremely nutritious](#), especially local free-range eggs.

Beef: All cuts, especially grass fed. The recent studies which have connected red meat with poor health outcomes have used conventionally raised beef which is fed grains and corn. Grass fed organic ground beef has come way down in price, and other cuts can be ordered from [www.grasslandbeef.com](http://www.grasslandbeef.com). It may be wise to limit your consumption of conventionally raised and processed beef and pork.

Pork

Poultry

Fish

Shellfish

I do use the wild salmon that comes in a can or a pouch to get in my omega 3 rich fish at a lower price. I have definitely experienced sticker shock at the price of fresh wild caught fish.

### **3. Dairy Case**

Cream, butter, full-fat cottage cheese, sour cream, cheeses, ricotta, full fat yogurt with no sugar added, including Greek yogurt. You can even make dessert on the Three Day Sugar Strike by mixing 1/2 cup of full fat yogurt with 1oz. chopped raw walnuts or almonds with a few drops of liquid stevia, and a sprinkle of pure cinnamon.

Once again, look for organic dairy. Remember total dairy= 1 cup a day on the Sugar Strike due to the lactose content of dairy foods other than heavy cream.

### **4. Fats and Oils**

Note that some of these are high in saturated fats (butter, coconut oil). My experience and research shows that saturated fats are actually beneficial in the context of a low carb diet. Avoid oils which are high in omega-6 fats (soy, corn, most safflower and sunflower). Partially hydrogenated oils should always be avoided.

Butter (From grass fed cows like Kerrygold Butter)  
Coconut oil (Organic)  
Organic Extra Virgin Olive Oil.

I also recommend local olive oil if it is available. Many times local oils won't be certified organic because of the expense of certification. I adore lemon infused olive oil for home-made salad dressing and mayonnaise.

When I cook chicken, steaks, or pork chops on the stove I use a mixture of butter and olive oil in the pan.

Other oils in small amounts as flavoring (sesame and nut oils)  
Other high-fat foods: nuts, avocados, and cream.

A note on nuts and avocado on the Sugar Strike- 1 to 2 oz of nuts today, and one avocado per day due to their higher carb content.

### **Frozen Foods**

It's a good idea to have frozen meats, fish, and vegetables on hand. Don't forget to thaw your meat in the refrigerator, or in a sink of cool water in time to cook it!

### **Canned Goods**

Canned versions of the above vegetables, also olives.

## **Nuts and Seeds**

1-2 oz of raw organic almonds or walnuts per day are fine. Be aware that it's easier to go overboard with nuts than say, broccoli. You may want to remind yourself that if you eat much more than you intended to at a sitting, you will need to leave them out of your eating plan. I do recommend measuring or counting nuts- 1 oz of almonds is approximately 21 pieces.

## **Condiments**

Mustard, home made mayonnaise, salsa, pesto, dill pickle- up to 2 per day, sugar free relish, hot sauce, Braggs Organic vinegar, or any vinegar without added sugar.

Another note on mayonnaise: I make my own with egg yolk, olive oil, lemon juice, and vinegar. In a pinch I will use soy-free Veganaise made with grapeseed oil.

## **Other:**

Unsweetened almond or Coconut milk

Unsweetened coconut flakes

[Unsweetened chocolate](#) and cocoa powder .

## **5.In the Spice Aisle:**

Look for interesting organic spice mixes. I use curries, ginger, cumin, iodized sea salt, cinnamon, turmeric, vanilla, etc. to add interest and variety.

**Remember: No Sugar, No Grains, No Processed Vegetable Oils = No Cravings!**

**Drink plenty of water- with a squeeze of lemon or lime if you like.  
Coffee with cream in moderation.**

## **Follow The Sugar Strike for Three Days.**

What can you expect from the Sugar Strike?

Day one may be a bit challenging if you're used to convenient, fast digesting carbs. It's easier to grab a scone with your coffee than it is to cook an omelet, but the great bargain you've struck with your body should become apparent by the middle of day two.

Your appetite should literally *tank*, giving you a feeling of profound satisfaction by the time you finish your meals.

As a child, I was always a member of the “Clean plate club” because I could never seem to get full on the same amount of food that everyone else in my family was eating.

After two days on the Sugar Strike, especially if you cook your vegetables in plenty of coconut oil or pastured butter, your obsessive sugar and snack cravings will be replaced with a new indifference to the idea of overeating.

If you want a snack, feel free to have an ounce of cheese with a handful of raw organic nuts, celery and carrots with salsa, or slices of turkey breast spread with mustard or mayonnaise and wrapped around slices of bell pepper.

You may feel that you don't need to snack at all, but please don't go hungry. The point of the Sugar Strike is to stamp out cravings by satisfying your hunger. For that reason, you won't count calories, and you won't even count carbs on this plan.

By sticking to your “Freedom Foods” you will be able to allow your physical hunger, rather than your sugar or starch cravings, to determine how much you eat.

Remember to drink plenty of water, and your clothing should feel looser by the morning after the third day. My experience is that weight loss is quite likely, and yes, I've lost 3 pounds in 3 days this way, but I'm aware that it was mostly water weight.

That being said, losing water weight is another way of saying that you've reduced inflammation, and that is a genuine health benefit!

### **Sugar Freedom and Fat Loss**

Once you've completed the Three Day Sugar Strike, and your appetite is manageable, it's time to start the Sugar Freedom Diet.

This is the exact diet that I used to overcome 35 years of hunger, overeating, and even bingeing, and get the body and the life of my dreams.

This is also the eating strategy that is helping many members of Gordon Studio lose weight, gain energy, and find a new enthusiasm and zest for life outside of the gym.

**Day One Breakfast:**

2 egg omelet cooked in 1 T Kerrygold Butter

1/2 cup sliced mushrooms

1 cup spinach leaves

1T chopped onion

Cook Vegetables in Pastured Butter, Organic Coconut Oil, Extra Virgin Olive Oil, or Ghee. (Clarified Butter)

2-3 strips uncured bacon

**Lunch:**

Crock Pot Chicken Thighs

Large green salad with 1C salad vegetables (cucumber, celery, tomato)

Olive oil and vinegar dressing

1 C steamed broccoli with pastured butter

**Crock Pot Chicken Thighs Recipe:**

**Cook Time:** 6 hours on low. **Yield:** 4 Servings

**Ingredients:**

- 1 teaspoon salt
- 1/8 teaspoon pepper
- 8 chicken thighs
- 2 tablespoons butter
- 1 onion, chopped
- 2 cups carrots, chopped
- 3 cloves garlic, minced
- 1 teaspoon dried oregano
- 1/4 cup lemon juice

Season the chicken thighs with the salt, pepper, and oregano, and put them in the crock pot. Add all of the other ingredients, cover, and cook on low for 6 hours.

**Dinner:**

4oz Beef Rib Eye Steak

Green salad with 1C chopped vegetables and oil and vinegar dressing.

1C asparagus with butter

## **Day 2 Breakfast:**

2 poached eggs cooked in Butter on a bed of spinach sauteed in 1T olive oil  
1/4 cup salsa with no sugar added  
1/4-1/2 avocado  
2-3 slices Canadian bacon

## **Lunch:**

Grass-fed ground beef stir fry:  
1 package grass fed ground beef  
1T olive oil, pastured butter, or coconut oil according to your taste.  
1/2 onion, chopped  
3 stalks celery, chopped  
10 cherry or grape tomatoes, whole or cut in half  
1 basket sliced mushrooms (about 8 oz.)  
3 Cabbage leaves to use as a wrap  
1T Mayo: Homemade or Veganaise Soy-free, mixed with 2t mustard and 1T salsa to make a "Sandwich" spread.  
(There will be leftovers for a snack, or tomorrow's lunch.)

## **Dinner:**

4 oz Wild Salmon  
Green Salad with 1C salad vegetables and avocado dressing  
Spinach and mushrooms cooked in Kerrygold butter, and topped with 1/4C salsa.

## **Day 3 Breakfast:**

Baked quiche cups.  
2-3 slices uncured bacon

Quiche cup recipe:

12 spray(s) Olive oil spray  
to coat muffin pan  
1 package(s) spinach, frozen chopped  
(10 ounces)  
3/4 cup(s) cheese, cheddar, sharp, shredded  
or Jack cheese  
4 eggs, beaten  
1/4 cup(s) pepper(s), green, bell  
finely diced  
1/4 cup(s) onion(s)  
finely diced

3 drop(s) red pepper sauce (optional)

#### Instructions

1.

Heat the oven to 350°F. Spray a 12-cup muffin pan with olive oil spray.

2.

Place spinach in a microwaveable container and cook in the microwave on high power for 2 1/2 minutes. Drain excess liquid.

3.

In a large bowl, combine spinach, cheese, eggs, bell pepper, onion, and pepper sauce, if using. Mix well. Divide mixture evenly among the muffin cups.

4.

Bake at 350°F for 20 minutes, or until a tester inserted in the center comes out clean.

Makes 12, 2 per serving.

**Breakfast Quiche Cups:** If you don't have a muffin pan, pour the mixture into an 8- by 8-inch glass baking dish or a 9-inch glass pie plate. Bake at 350°F for 20 to 25 minutes, or until tester comes out clean. Cut into 6 pieces.

**Note:** Freeze the leftovers for an easy breakfast entree you can warm up in the microwave.

This sample meal plan is meant to be a guide. Just remember, no sugar, no grains, no processed oils, no cravings.

## Transitioning to The Sugar Freedom Diet:

1. **Avoid unhealthy fats.** Trans-fats and fats that are high in omega-6 fatty acids cause inflammation. Mono-unsaturated fats, like olive oil, are better choices. Omega-3 fats like fish oil are especially good for decreasing inflammation.
2. **Eat fruits and vegetables.** Many studies are showing that a diet high in fruits and vegetables is good for decreasing inflammation. The more servings eaten, the better. Eight to 10 servings per day is a good goal.
3. **Eat fiber.** Diets high in fiber are shown to help to decrease inflammation. A good goal is about 30 grams a day, ideally from vegetables and fruits.

The Sugar Freedom Diet lasts 28 days, and includes all the foods that are on the Three Day Sugar Strike, with the addition of up to two servings of fruit a day.

At 5'1" and around 120 pounds, I find that one serving of fruit in the morning with breakfast works best for me.

There are many options for mixing fruit with organic Greek yogurt, ricotta cheese, and nuts that make for a satisfying dessert. Please be aware that some individuals find that high sugar fruits like bananas and pineapple can re-awaken sugar and carb cravings, so you may want to stick with low-sugar fruits like strawberries and my favorite, Granny Smith apples.

In addition, you may add white and sweet potatoes and yams to your menu a few times a week if they don't have an over-stimulating effect on your appetite. These days even the organic varieties are pretty large, so one half of a yam or potato should be about the right size for most women. Guys, feel free to eat the whole potato if it doesn't trigger you.

The key is to continue to eat planned meals and one or to snack if desired until you are satisfied, but not stuffed.

I have definitely found that the feeling of being uncomfortably full can be a trigger for over-eating in and of itself!

Please avoid this feeling by eating slowly, at a table, and in an environment that is as stress free as possible. I know, modern life interferes with these goals, but give it your best. The results are **so** worth it.

After a week on the Sugar Freedom Diet you may wish to explore having a "bonus" or "booster" meal that would include dark chocolate sweetened with Stevia, or a treat made with coconut or almond flour. The booster meal is my version of the cheat meal

that many trainers advocate for getting lean. Bottom line: the purpose of Sugar Freedom is to get completely free of sugar, so the booster meal doesn't include it.

My personal experience is that sticking to the Sugar Freedom Diet works best if I want to get leaner, and that adding in cheese, nuts, some extra dairy and fruit is all the variety I need. There are some amazing recipes and cook books available that combine Sugar Freedom foods in ways that would suit any birthday party or special occasion.

### **What can you expect from the Sugar Freedom Diet?**

For the 4 weeks of the diet you can expect to lose up to 2 pounds a week. If you have more than 30 pounds to release you may find that you lose more. At the end of the 31 days that make up the Sugar Freedom Plan, it will be time for you to decide if the Sugar Freedom lifestyle is for you.

If you have lost weight easily and without cravings after the first several days, especially if you have lost inches around your waistline, you have abundant energy, and you feel great, I hope you will continue to follow the Sugar Freedom Diet until you reach your fat loss goal.

## A Sample Day on the Sugar Freedom Diet

### Breakfast:

2 egg omelet cooked in 1 T Kerrygold Butter  
1/2 cup sliced mushrooms  
1 cup spinach leaves  
1T chopped onion  
2-3 strips uncured bacon

### Lunch:

#### Turkey/Asparagus roll ups:

3-4 oz sliced turkey rolled around asparagus spears  
with 1T mayonnaise, 1T salsa, and 1t mustard inside or for dipping.  
Large Green salad with 1C salad vegetables  
and olive oil and vinegar dressing.

### Snack:

1 Organic Granny Smith Apple  
1oz raw organic cheddar cheese

### Dinner:

4oz Beef Rib Eye Steak  
Large Green Salad with olive oil and vinegar dressing  
Grilled tomato sprinkled with parmesan cheese  
Carrots in herb butter



*Braised Chicken Thighs with Mustard Sauce*

## **Here is a full week of Sugar Freedom Diet Meals:**

### **Day 1 Breakfast:**

Freedom Pancakes: Beat 1 egg, and add 1T finely chopped almonds, and 1T ground flax seed. Mix well.

Melt 1T butter or coconut oil in a frying pan or on a griddle. Cook just as you would a regular pancake. Serve with whipped heavy cream and fruit. (Note: on occasion, you may wish to use sugar free syrups. I think these are fine in moderation. If you notice that they over stimulate your appetite, leave them out.

2-3 Slices uncured Canadian Bacon

### **Lunch:**

Chicken Breast (Skin on is fine)

Large Green Salad with 1C salad vegetables and oil and vinegar dressing

1 Granny Smith Apple

### **Dinner:**

3-4 oz Shrimp

Served over saute grated yellow crookneck squash and zucchini with grated parmesan cheese

1/2 Sweet Potato with butter or coconut oil and cinnamon. *(A favorite treat of mine. CG)*

### **Day 2 Breakfast:**

2 Eggs fried in butter

Vegetable Stir Fry

2-3 Slices Uncured Bacon

### **Lunch:**

Grass Fed Ground Beef 3-4oz

Vegetable Stir Fry

Red Cabbage Leaves For Wrap

Zesty Sauce and avocado Slices

Fill wraps with ground beef, vegetables, and avocado. Dip in zesty sauce and enjoy.

### **Dinner:**

3-4 oz Oven Baked Salmon topped with Crushed Macadamia Nuts

Large Green Salad with Raspberry Vinaigrette

1C Strawberries topped with Whipped Heavy Cream and Crushed Macadamia Nuts

### **Day 3 Breakfast:**

1C Full Fat Organic Greek Yogurt

1C Strawberries

1oz Chopped Walnuts

**Lunch:**

Turkey/Asparagus Roll Ups with Home Made Mayo  
Large Green Salad with 1C Chopped Vegetables and Olive Oil and Lemon Dressing  
1 Pear

**Dinner:**

Lamb Chops with Garlic and Rosemary  
1/2 C Red Potatoes  
1C Green Beans

**Day 4 Breakfast:**

2 Poached Eggs served over 1C spinach topped with 1/4 C salsa  
2-3 Slices Canadian Bacon

**Lunch:**

Tuna Salad  
Large Green Salad with Raspberry Vinagrette  
1 Pear

**Dinner:**

3-4oz. Pork Roast  
Large Green Salad with Olive oil and Bragg's Cider Vinegar Dressing  
Green Beans topped with Garlic sauteed in Butter  
1oz Brie

**Day 5 Breakfast:**

2 Quiche Cups  
1C Blackberries

**Lunch:**

2 Pieces of Chicken  
Spinach Salad with Sliced Mushrooms, Red Onion, and Raspberry Viaigrette  
1 oz raw almonds

**Dinner:**

3-4 oz Top Sirloin Steak with Grilled Onions  
1 C Roasted Brussels Sprouts  
1C Strawberries topped with 1/2C Greek Yogurt and Crushed Walnuts

**Day 6 Breakfast:**

Freedom Pancakes  
1 C Sliced Fresh Peaches  
1 Oz Raw Almonds

**Lunch:**

3-4 oz Chicken Salad  
Large Green Salad with Olive Oil and Vinegar Dressing  
1 C Green Beans  
1 Granny Smith Apple

**Dinner:**

Grass Fed Ground Beef with Stir Fried Mixed Vegetables  
Red Cabbage Leaves for Wraps with Zesty Sauce  
1/2 Avocado- sliced  
Side Salad with Red Wine Vinaigrette

**Day 7 Breakfast:**

2 Egg and Cheddar Cheese omelet  
1/4 Cup Salsa  
1/2 Avocado  
1 Orange

**Lunch:**

3-4 oz Canned Wild Salmon Salad: Mix with Chopped Celery, 1T Mayo, 1t Mustard, and  
1/2 oz Chopped Almonds.  
Large Green Salad with Bragg's Vinaigrette  
Celery Sticks with Salsa

**Dinner:**

2 Pieces of Chicken  
1 C Asparagus  
Spinach Salad with Sliced Mushrooms, Red Onion, and Raspberry Vinaigrette  
1oz Sharp Cheddar Cheese

## Five Things You Must Do To Lose Fat For Good

1. Accept your body right now. No regrets over what you used to weigh, or the ten pounds you lost last year
2. Take a "Before" picture: You will want it when you reach your goal and nobody believes that you used to weigh a lot more than you do now.
3. Set 3 goals. Your Dream Goal, 30 Day Goal, and Today's Goal (Every day is goal day.)
4. Get Support. The support I received at the Turbulence Training Members Forum made a world of difference in my permanent physical transformation. This is where I also want to urge you to find a fitness program that you truly enjoy and believe in. I do believe that I could have lost weight with diet alone, but physical transformation requires exercise as well.
5. Be Prepared: This means shopping for Sugar Freedom foods, and making some protein sources ahead of time. In addition, make sure you have cut up vegetables, salsa, nuts, condiments, hard boiled eggs, and cheese ready if you need something to eat fast.

Finally, visit [Sugarfreedom.com](http://Sugarfreedom.com) and leave comments, questions, and especially your success story.

I sincerely hope that Sugar Freedom will be the key to your ultimate success when it comes to permanent fat loss.

Catherine Gordon A.C.E.  
Certified Turbulence Trainer