THE 7 STEP GUIDE TO HEALTHY EATING

A healthy diet does not have to be complicated, keep it simple and take it step by step.

SEE DETAILS INSIDE

PH
Pure Hypnosis

Follow these 7 steps for guaranteed success. You don't need to implement them all at once:

TAKE IT SLOW AND FOLLOW YOUR OWN PACE.

1

EAT YOUR VEG

Give vegetables a main role on your plate. Accompany each portion of protein with a portion of delicious vegetables. Eat at least 250g of vegetables per day and feel the difference.

2

EAT HEALTHY FATS

Good fats lower your cholesterol level. So how can you include them in your diet? For example, eat a small handful of unsalted nuts per day, put fish on the menu every week and eat avocado more often.

3

STAY HYDRATED

An adult needs 1,5-2 litres of fluids every day, and the best thirst quencher is of course water. The good news: you can always keep it interesting.

4

BUY CONSCIOUSLY AND COOK HOME MADE MEALS

For a healthier diet, you can consciously, prepare your meals. It doesn't need to be complicated. Just read on...

5

INTRODUCE A NON-MEAT DAY

Eating meat-free for one day a week will have positive effects on yourself and the environment. Fortunately, there are many tasty ways to replace meat.

6

REINVENT BREAKFAST AND LUNCH

Eat smart. Swap the toast and sandwiches for more varied meals. By keeping variety in your diet, you get a bigger selection of nutrients. You'll also never get bored.

7

AVOID HIDDEN INGREDIENTS

Many products contain more sugar and salt than you think. Even products that you would not expect. Here's an insight into hidden sugars and salt.

EAT YOUR VEGETABLES

1

PH
Pure Hypnosis

EAT YOUR VEGETABLES

Everyone knows vegetables are good for you but how can we make sure we eat enough of them? See the tips and tricks to eating more vegetables once and for all.

1

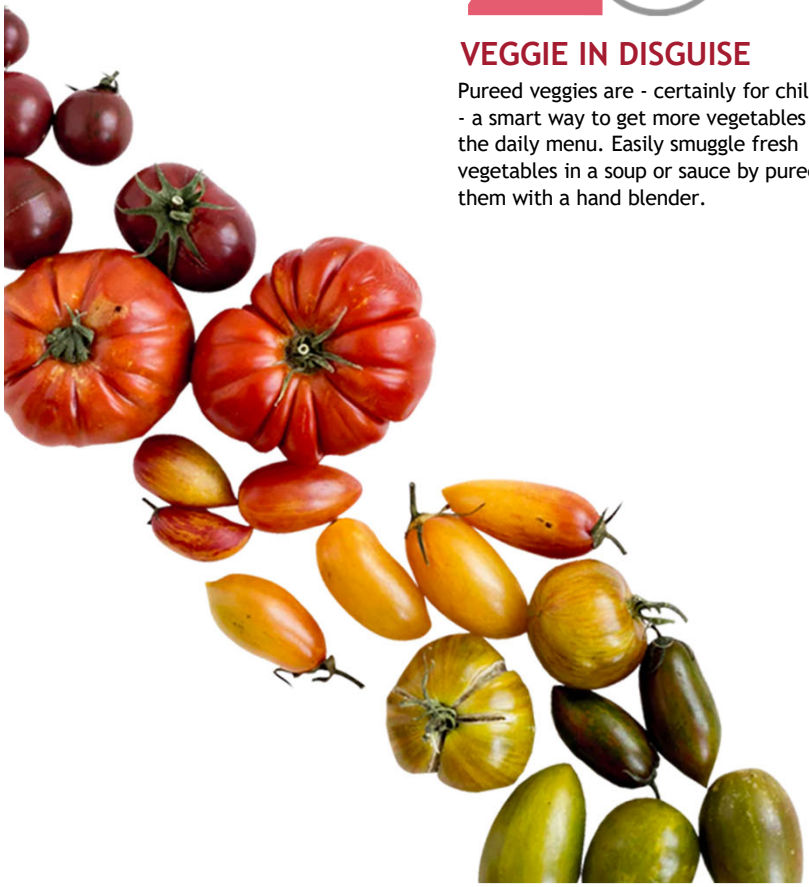
2-3 CUPS

It's recommended to eat 2-3 cups of veggies per day. Which means some people have a lot of catching up to do.

2

VEGGIE IN DISGUISE

Pureed veggies are - certainly for children - a smart way to get more vegetables on the daily menu. Easily smuggle fresh vegetables in a soup or sauce by pureeing them with a hand blender.



3

EAT THE RAINBOW

Vegetables derive their color, among other things, from naturally occurring substances that contribute to our health. Each color represents different nutritious elements. Orange vegetables, for example, contain beta-carotene, which is converted in our bodies into vitamin A. Green vegetables are rich in iron and folic acid. To get the best variety of nutrients make sure you 'eat the rainbow.'

5 MOST POPULAR VEGGIES AND HOW TO STORE THEM

To preserve the best quality of nutrients that are in our veggies we need to learn how to store them correctly. If you store vegetables for too long and or improperly, they can lose nutrients such as vitamin C and folic acid. Here ‘s a handy overview of the 5 most eaten vegetables.

TOMATOES

Use as soon as possible after purchase, and store for a maximum of one week. Do not refrigerate. Best kept at room temperature where they retain their taste and firmness.

GREEN BEANS

For best quality store up to 2 days in the refrigerator or 4 days in a dark, cool place.

LETTUCE

Store up to 2-3 days in the fridge, but eat it as fresh as possible.

BROCCOLI

Store in its original foil up to 5 days in the refrigerator.

CUCUMBER

Best consumed straight after purchase but can be stored up to one week. Do not refrigerate but keep in a cool dark place.

FRESH, TINNED OR FROZEN?

SO WIHCH ONE TO CHOOSE?

Choose fresh vegetables when they are in season, then they are at their best. Tinned or frozen vegetables contain just as many nutrients but be cautious of the added salt in some products.

FRESH

- Great source of vitamins
- Seasonal produce will taste the best

TINNED

- Contain as many vitamins as fresh vegetables (by briefly heating them in their juices you keep all the nutrients)
- Tinned immediately after harvest • Some have added salt or spices (check labels)
- Long shelf life, handy for the pantry

FROZEN

- As many vitamins and nutrients as fresh vegetables
- Frozen immediately after harvest
- Some have added salt or spices (check labels)
- Retain their crispiness and firmness well
- A maximum of 12 months storage in the freezer

EAT HEALTHY FATS

2

PH
Pure / Hypnosis

EAT HEALTHY FATS

Fat certainly deserves a better image than it has been given. Good sources of fats are found in products such as fish, nuts, and avocado. Your body and taste buds will thank you.

FISH

Oily fish are an excellent choice for a healthy heart. They contain unsaturated fats that are good for cholesterol levels. For a good balance, it is recommended to eat a fatty fish such as salmon, mackerel, herring or sardines once a week. These fish are an excellent choice for lunches or light bites. Smoked salmon is a perfect breakfast option.

AVOCADO

This fruit is also a perfect source of unsaturated fats, which contributes to the maintenance of healthy cholesterol levels in the blood. But we also eat avocado because it is so delicious in salads, guacamole or simply on toast.

NUTS

A handful of unsalted nuts every day can be a great afternoon snack. The unsaturated fats in nuts are associated with a lower risk of cardiovascular disease. You can eat them over salads, pasta, stews or just as a snack.

WHAT

Fat is a source of energy, vitamin A, vitamin D, vitamin E and essential fatty acids (such as omega 3 and omega 6).

TYPES

There are saturated and unsaturated fats. Fat in foods always consists of a combination of both.

FAT AND CHOLESTEROL

It has now been proven that dietary cholesterol, such as that from fat, does not affect cholesterol levels in the blood. In fact, quite the opposite can occur as fats can improve our good cholesterol readings (HDL) by converting the bad (LDL).

ACTION

For a healthy individual seeking a balanced diet, then 30% of daily caloric requirements should come from healthy fat.

A GUIDE TO COOKING OILS

These plant-based oils consist mainly of unsaturated fat. They do however differ in use.

SUNFLOWER OIL

This oil has a neutral taste. It reaches the smoke point - the moment the oil begins to smoke at 446F (230C). This oil is not suitable for consumption if cooking at higher temperatures.

OLIVE OIL

Olive oil has a distinctive taste, and you can find many varieties of this oil. Ordinary olive oil is suitable for baking and roasting: you can heat it to 356-392F (180-200C). The extra virgin versions are perfect for cold uses such as dressings and dips.

RICE OIL

This oil is popular in Asian cuisine because of its neutral taste. It can be heated up to 446F (230C) making it perfect for wok style cooking.

PEANUT OIL

Peanut oil is odourless and can be heated to 446F (230C), making it a perfect choice for stir-fries and baking. Another advantage is that peanut oil is cheaper than other oils.

RAPESEED OIL

This oil contains many unsaturated fats. You can heat it to 446F (230C), but also use it in dressings and dips. The taste is neutral.

STAYING HYDRATED

3

PH
Pure Hypnosis

STAYING HYDRATED

Staying hydrated is very important for the optimal functioning of our bodies. It helps, for example, to regulate your body temperature. How much should we drink and what?

• WATER. WHY IS IT SO IMPORTANT?

We lose fluid all day long in different kinds of ways. Therefore, it needs to be supplemented. In addition, drinking 2 litres of water per day helps, among other things, controlling the body temperature, transporting nutrients through the body and participating in many chemical reactions.

• 1.5-2 LITRES PER DAY

An adult needs from 1.5 to 2 litres of fluid per day. Water is the best source; however, coffee, black, green or herbal teas also contribute to daily requirements.

• NEED SOME TASTE IN YOUR CUP?

Juices such as orange juice also contribute to daily requirements, yet it is not the most sensible choice. Fruit juices can contain a lot of hidden sugars. Be also aware of the distinction between fruit juice and fruit drink. Fruit drinks often contain hardly any fruit and large amounts of sugar. Fruit juices must consist of 100% juice.

• NOT TOO MUCH

Drinking enough is essential, but do not overdo it: drinking too much is not good either. Your kidneys can process 700 ml to 1 litre of fluid per hour. 1.5 -2 litres of fluid per day is enough in most cases.

TASTY HOMEMADE FRUIT WATER

Bored of drinking plain water? Not any longer. Add your favorite ingredients to transform water into a delicious and refreshing drink.

SOME SUGGESTIONS:

- **1 jug water + 1 sliced lime + 5 slices fresh ginger + handful of raspberries**
- **1 jug water + half sliced cucumber + 1 sliced lemon + handful fresh mint**
- **1 jug water + half sliced orange + handful blueberries + handful basil**

BUY CONSCIOUSLY AND COOK HOMEMADE MEALS

4

Pure Hypnosis

BUY CONSCIOUSLY AND COOK HOMEMADE MEALS

Healthy eating starts with your groceries. And your way of cooking, of course. A few small adjustments can make a world of difference.

EATING MINDFULLY

Healthy eating is not only what you eat but also how you eat it. Here are some tips:

- Whenever possible eat at the table, avoid eating on the go or in front of the TV. Make each meal a pleasurable experience, where you can concentrate on the taste, texture, and smell of your delicious food.
- Take your time. Pause briefly between bites; this will not only make eating a better experience but also kick-start the digestion process.
- Chew carefully. Depending on the texture of the food it can take up to 30 chews to properly chew your food.
- Take smaller mouthfuls. This will increase the taste stimuli in your mouth. Don't take a new spoonful unless the previous one has been swallowed.
- Avoid distractions during the meal. Put your phone away and enjoy what is on your plate.
- Eat only what is on your plate. Make sure you have only one portion to avoid overeating.

HOMECOOKED MEALS

When you cook yourself, you know exactly what is on your plate. As much as possible choose unprocessed, natural single ingredient foods. Add spices and fresh herbs to your dishes for more flavor.

PORTION SIZE

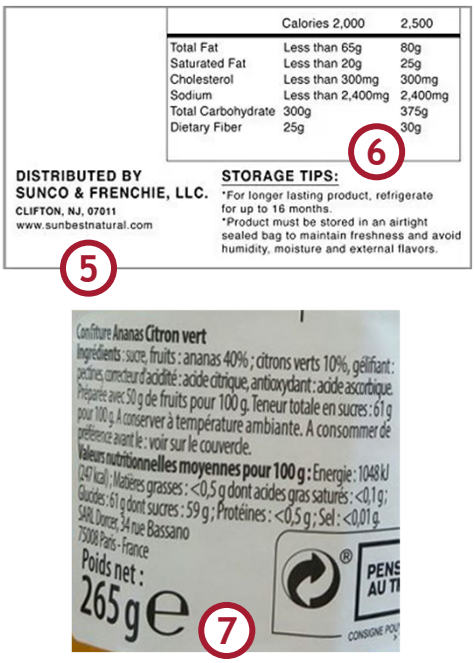
Over the years portion sizes have increased, and as a result, we are eating more than ever. Therefore, become aware of your needs and portion sizes.

READY MADE VS. HOMEMADE

Beware of any additional ingredients added to jars or tins; they usually contain a lot of salt, sugar, and preservatives. A sauce or herb mixture is easy to make yourself, therefore natural and healthier than shop alternatives.

HOW TO READ A LABEL

Packaging is full of text, tables, and logos. Especially with ready-made products, it is essential to check the label so that you can make a healthy choice.



1 INGREDIENTS

These are the raw ingredients with which the food is made. The ingredients are listed in an acceding order. The first ingredient listed is the one with the highest content in the product/food, the last one the least.

2 ALLERGENS

Here ingredients are listed that can trigger allergic reactions.

3 NUTRITION

This table shows the amounts of energy and nutrients in the product, such as the amount of sugar and salt per 100 ml or gram, or per portion. Useful to know: 4.4 grams of sugar is roughly equal to 1 sugar cube. Also, an adult should not receive more than 6 g of salt a day.

4 REFERENCE INTAKE

The so-called RDA indicates how much energy, nutrients, vitamins, and minerals an average adult needs per day. Sometimes the label mentions how many percent of the reference intake is in (a portion of) the product.

5 MANUFACTURER

Manufacturer's or importer's contact details. Here you can, for example, address a question about the product.

6 CONSIDERATION

This is the best way to store the product.

7 CONTENTS

The net amount of product in liquid, such as canned bean will weigh less drained. That is why the drained weight is also mentioned. The symbol 'e' stands for 'estimated.'

TASTE THE DIFFERENCE

With the right seasoning in your pantry, you can make every dish taste delicious.

1

OIL

Flavored oils can give just that little extra kick of flavor. For more intense tastes choose sesame oil, which is excellent for Asian style dishes. Walnut oil works well over salads, for example, one with goat cheese and beetroot.

2

HOT PEPPERS

A little spice kick goes a long way in Asian recipes. The sharp taste gives the dish an extra taste dimension.

3

VINEGAR

Vinegar is a perfect base for dressings, and there are many types to choose from. Balsamic vinegar has a strong taste, containing both sweet and sour notes, it fits all kinds of recipes. Apple cider vinegar is light and fresh, tasty with salads or poultry.

4

HERBS

Fresh herbs can add a real taste kick. Mix some chopped mint with yogurt for a dip or salad dressing. Basil, will make tomato soup, pasta or pizza taste even better.

5

SPICES

With the right spices, you can enrich the taste of any dish. Cinnamon and vanilla can add sweetness to your recipes without the use of sugar. Star anise is delicious in applesauce or with stew. Cloves and nutmeg add a spicy flavor, for example, perfect in biscuits.

NON-MEAT DAY

5

PH
Pure / Hypnosis

NON-MEAT DAY

Eating slightly less meat is good for your health and the environment. It's an excellent way to make sure you are eating plenty of vegetables, and there are plenty of tasty alternatives available.

- ## RED AND PROCESSED MEATS

Overeating red and processed meat can result in health risks. Processed meat is meat that has been salted or smoked, or has gone through a different process to achieve a specific flavor or shelf life (such as schnitzels, hamburgers, sandwich fillings, sausage or pâté). Red meat is that of cattle, sheep, goats, and pigs. White meat comes from poultry such as chicken and turkey.

- ## HEALTHIER ENVIRONMENT

By avoiding meat 1 day per week, you can save about 7% of the share of the greenhouse effect.

- ## 2050

The International Food and Agriculture Organization (FAO) expects that in Western Europe and the United States, demand for meat will decrease in the coming years because we are becoming more aware of the effects of meat production on the environment. However, that decline does not outweigh the total demand for meat due to emerging countries, (like China) which are going to consume more meat. Until 2050, the need for meat at the world level will double. To continue to feed everyone, scientists are looking for new protein sources that can replace meat, for example, insects.

VEGETARIAN OR VEGAN?

Vegetarian dishes do not contain meat, fish, poultry, and no animal by-products such as gelatine and animal fat. Vegan dishes do not contain any animal products at all as well as no dairy and eggs.

VEGETABLE VS. ANIMAL

There are animal and vegetable protein sources. Most people extract their proteins from animal sources: meat, fish and dairy. Animal protein sources, however, burden the environment more than plant-based protein sources such as grains and legumes.

BETTER FOR THE ENVIRONMENT

Cattle require a lot of attention, the production of this costs water, land and energy. Livestock also causes manure and greenhouse gases. In addition, transport, processing, storing and packaging meat have an impact on the climate. This environmental aspect also plays a part in recommendations to moderate meat consumption.

TOP MEAT SUBSTITUTES

1

FALAFELS

Falafels are made with chickpeas and can be bought ready-made, but you can also make them yourself.

2

LEGUMES

Most legumes contain a lot of protein and iron, which makes them good meat substitutes, for example, edamame beans. These young soybeans are delicious in a salad or stir-fry dish; they can also be eaten as a cold snack.

3

EGGS

Eggs are very versatile and contain iron, vitamin B1 and B12 and are therefore an excellent alternative to meat. They can be eaten at any time of the day, fried for breakfast, boiled for lunch or an omelet for dinner.

4

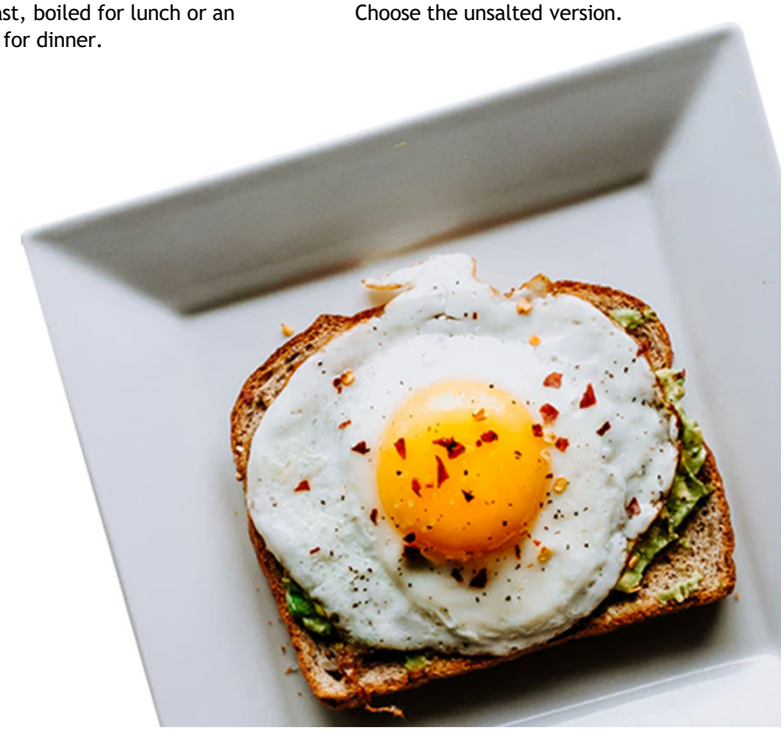
NUTS

Nuts are great as a snack, but also very suitable for cooking. Walnuts, almonds, and hazelnuts contain iron and vitamin B1 and therefore fit well into a low-meat diet. Choose the unsalted version.

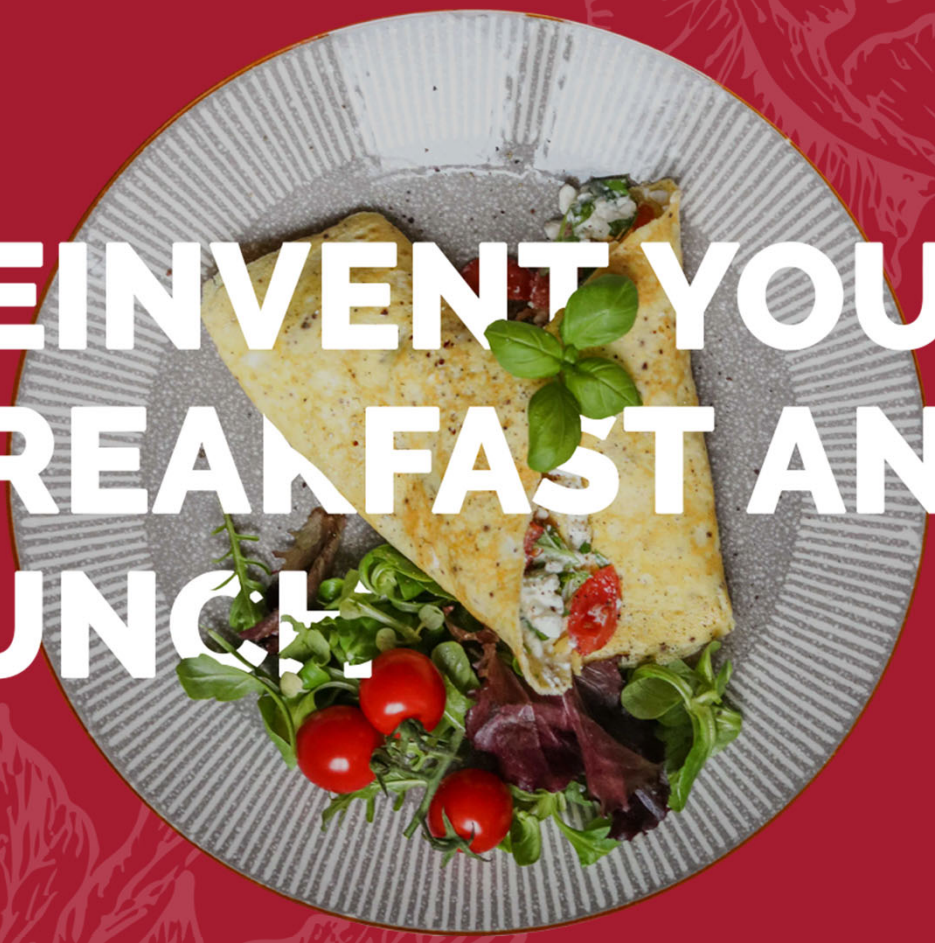
5

LENTILS

Lentils contain a lot of iron, just like meat. They come in all kinds of colors and flavors: dried or canned, white, brown, green, yellow and red. So there is enough choice for everyone.



REINVENT YOUR BREAKFAST AND LUNCH



6

PH
Pure Hypnosis

REINVENT YOUR BREAKFAST AND LUNCH

Wholemeal, fruit, vegetables, yogurts. The choices are endless and delicious.

- ## SMART LUNCH

Get more vegetables in your diet by opting for a salad. Prepare extra green beans, broccoli or zucchini in the evening. The next day add some lettuce or raw vegetables, some legumes and nuts and you have a salad ready in no time.

- ## 10-15%

Treat yourself to a good breakfast that will give you 10 to 15% of the nutrients that you require every day. What does a good breakfast consist of? Fibre-rich carbohydrates (wholemeal cereals, fruit, vegetables), protein (low-fat yogurt, cheese, egg) and good fats (avocado, nuts, seeds).

- ## THE DARKER, THE HEALTHIER?

Rye bread, spelled bread, brown bread... Name and color do not say much about the fibres in it. The bread is not brown because of the kind of flour that is used, but because of other additions such as roasted malt. What should you pay attention to? Check for whether the bread is made from wholemeal flour, as this bread is rich in fibre.

TOP ALTERNATIVES

Enjoy a varied breakfast and lunch without the bread. See how...

1

MUESLI

Muesli is tasty and rich in fibre. Choose a simple variant as a base and add nuts, coconut flakes, raisins or other dried fruits, that way it is exactly to your liking.

2

100% PEANUTS

No added sugars or other ingredients; in natural peanut butter you are eating only peanuts. And it's so tasty!

3

OATMEAL

For a strong start to your day, heat your oatmeal with milk, raisins, apple, and cinnamon - simple. You can also make granola bars with it for a filling afternoon snack.

4

YOGURT

Yogurt is always a good option, for breakfast, snack or dessert. Tasty with muesli or granola, or just mixed with fresh fruit.

5

VEGETABLE SPREADS

Peas on your rice cake? Pumpkin or beetroot on your cracker? It's all possible with delicious vegetable spreads that are easy to make at home, or widely available in the grocery stores.

PH
Pure Hypnosis

AVOID HIDDEN INGREDIENTS

Attention: hidden sugar and salt! Many products contain sugar and salt without you noticing, which means you might consume more of it than the recommended amounts. With these tips, you can prevent that.

• DO WE NEED SUGAR AND SALT

Sugar, like starch and fibre, is a carbohydrate. We receive from 40% to 70% of our energy from carbs. But what we do not need at all are added sugars such as those in soft drinks or coffee. Our body does not need salt but does need sodium, a mineral that is found in salt. But careful, as too much sodium causes high blood pressure.

• HOW TO CUT DOWN?

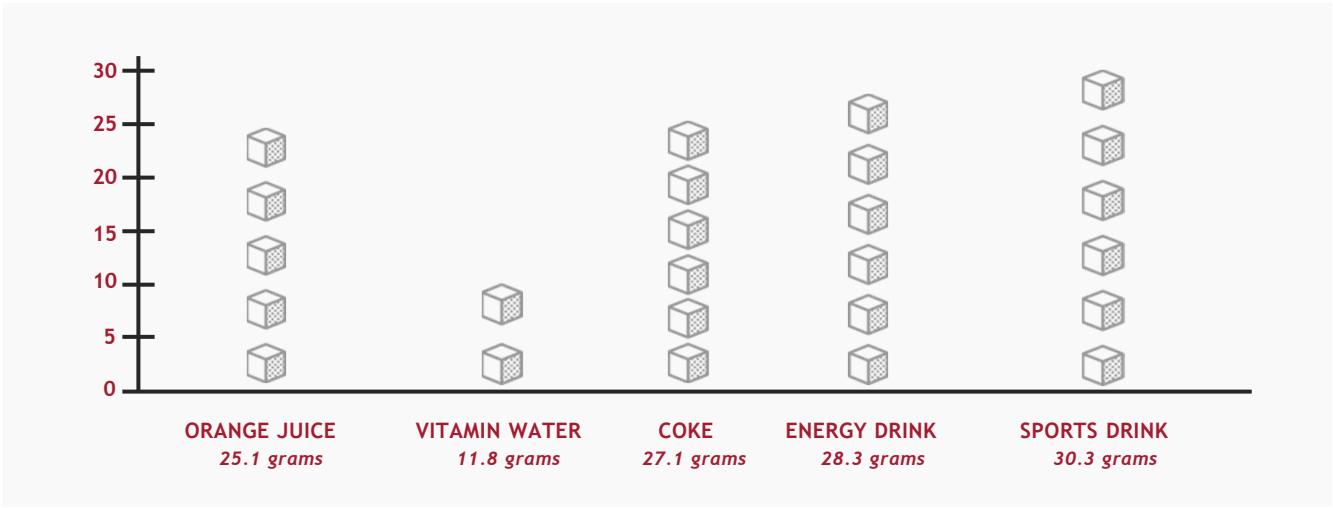
Cutting down is merely a matter of getting used to less sugar and salt. If you start eating less salty foods for a while and skip the sugar in your coffee, you will be surprised how quickly your taste buds get used to it. You can, therefore, train your taste buds, which will take a few weeks until they have adjusted.

• SUGAR EVERYWHERE

It is not always easy to read the label to see how much added sugar a particular product contains. That is because there are dozens of different names for different types of sugar. You can unmask most of them by looking for words that end with -ose, -syrup, -honey, or -nectar. These are the most common sugars: corn syrup, fructose, galactose, glucose, lactose, maltose, sucrose, agave nectar.

SUGAR SECRETS

Many drinks contain a lot more sugar than you might think at first glance.



• FRESH OFF THE PRESS

It is said a glass of freshly squeezed orange juice is healthy, but unfortunately, it is not quite the case. Yes, it indeed contains a lot of vitamin C, but on the other hand, one glass (250 ml) contains about 30 grams of sugar (about seven sugar cubes). Furthermore, orange juice, as well as other fruit juices, contains acids that can affect the teeth. It is better to eat an entire orange, as it also includes fibres that are lost during squeezing.

ALL ABOUT SALT

- **6 GRAMS**

That is the maximum amount of salt recommended per day. Unfortunately, 85% of people are far above that.

- **SALT = SALT**

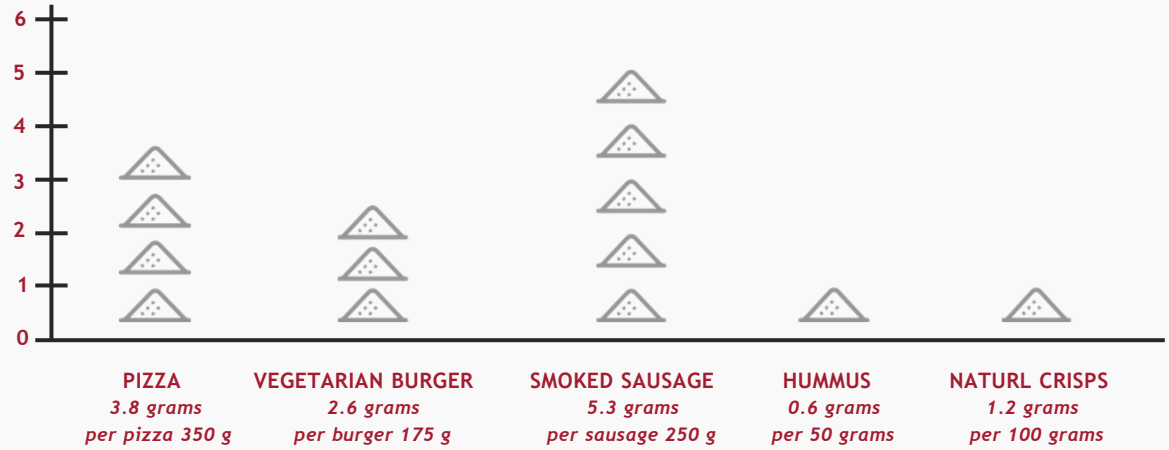
Himalayan salt, sea salt or Celtic salt. No matter how special and healthy it sounds, salt is salt. Different types of salt may contain besides sodium, minerals such as magnesium and calcium, but the amount is so small that it does not make any difference to our health.

- **FINE SALT**

The finer the salt, the better you taste it, and the less you have to use it to bring something to taste.

SALT SECRETS

You will be surprised how much salt there is in your daily groceries.



- 80% of the salt we eat comes from foods that contain salt naturally or where manufacturers add it.
- We add 20% of the salt we eat during cooking or at the table to flavour the dish.

- **SODIUM VS. SALT**

Since December 2016, manufacturers are required to state on each label how much salt the product contains. Previously, not salt, but often the amount of sodium was mentioned. This is the mineral in salt that affects our blood pressure. To know how many grams of salt there was in a product, you had to multiply the sodium content by 212. The new legislation makes it easier to calculate whether you stick to the daily recommended amount of salt or not.