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THE PHYSICIAN'S CONCISE GUIDE TO:

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The Science of Great Eating

Simple food hints and 7-day meal plan.



Dedicated to advancing and publicizing the science and discoveries of Prof. Brian Peskin.

There is simply no one better in the 21st century at developing practical health-related solutions based on the world's leading medical and nutritional science. **"Science - Not opinion" is Brian's trademark.** When Brian is through explaining a topic it is "case closed!" When he says it, you "can take the information to the bank!"

Unlike most of his peers' recommendations, Brian's health and nutritional recommendations have stood the test of time. **Brian has never had to reverse or significantly alter any of his medical reports—reports that have tackled everything from the dangers of soy, to the wrongly popularized need for fiber in the diet, to his warning about the potential harm of supplementing with copious amounts of omega-3.** In 1995 he published the report "Fiber Fiction" and finally, eleven years later, others in research are acknowledging the silliness of recommending fiber in the diet of a human being. Brian's latest crusade is to warn of the dangers of excess omega-3 (in particular, fish oil) and how it will lead to increased cases of skin cancer. The list goes on and on...

Brian received an appointment as an Adjunct Professor at Texas Southern University in the Department of Pharmacy and Health Sciences (1998-1999). **The former president of the University said of his discoveries: "...His nutritional discoveries and practical applications through *Life-Systems Engineering* are unprecedented."** Brian earned his Bachelor of Science degree in Electrical Engineering from Massachusetts Institute of Technology (MIT) in 1979. Brian founded the field of *Life-Systems Engineering Science* in 1995. This field is defined as *The New Science of Maximizing Desired Results by Working Cooperatively with the Natural Processes of Living Systems*. To many, Brian is THE MOST TRUSTED AUTHORITY ON HEALTH AND NUTRITION IN THE WORLD.

Brian continues to be a featured guest on hundreds of radio and television shows both nationally and internationally. His sheer number of accomplishments during the last decade of the 20th century and into the 21st century are unprecedented and uniquely designate him as the #1 authority in the world of what really works and why. Forget listening to the popular press or most popular so-called health magazines. Their editors simply don't understand the complicated science that they write about - they merely "parrot" what everyone else says without independent scientific verification. Their recommendations often have no basis in reality of how the body works, based on its physiology.

Brian has dedicated his life to provide the truth - which is almost always opposite to what everyone says. Here's why Brian is the #1 man in America to listen to when it comes to your health.

The Science of Great Eating

Simple Food Hints & 7-Day Meal Plan

The Goal is Simple:

- Minimize carbohydrates, don't eliminate them!
- Minimize trans fats and hydrogenated oils (read the labels).
- Minimize highly processed foods.

- *Maximize* natural delicious proteins like eggs, cheese, fish, steak, chicken, and meats.
- *Maximize* delicious and appetite fulfilling natural fats like real butter and cream.
- *Maximize* essential nutrients with our 3 unique supplements - replacing what's missing in our modern foods.

Make Willpower and Depriving Yourself a “Thing of the Past!”

We learned a great deal about nutritious eating from a scientific point of view. Following the sample meal plan is a list of **scientifically-based** guidelines for making scrumptious and healthy food choices.

IMPORTANT: Be sure to take a minimum of 4 EFAs daily for nutritional support and to assist with appetite fulfillment. If you think you may forget your second dose, it is best to take all 4 at once, rather than to only take 2 on any given day.

Your 7-Day Meal Plan

The most important thing to remember when planning your meals is to **be creative!** There are many food choices in the lower-carbohydrate variety. A good hint when grocery shopping is to walk the perimeter of the store and stay out of the aisles. This way you avoid picking up crackers, cereals, and other highly-processed, carb-filled foods.

Day 1

Breakfast

Scrambled Eggs with *real* Cheese
2 Sausage Links
Coffee (Black or with Half-and-Half or Heavy Cream)
1 piece of toast with *real* butter or cream cheese

Lunch

Tuna sandwich on 1 slice of bread with salted tomato or cucumber
Small salad with choice of dressing
1 piece of fruit

Dinner

Pork Chops
Broccoli and Real Cheese
3 Medium Strawberries, *real* whipped cream, nuts (if desired)
and a small serving of Bittersweet, or Semisweet Chocolate

Day 2

Breakfast

Ham and cheese quiche or omelet
Small bowl of Cottage Cheese (not "low-fat")
Tea or coffee with *real* cream

Lunch

Egg salad (either plain or with 1 piece of bread)
Cole Slaw
Piece of Cheddar cheese

Dinner

Beef Stew (lots of beef) *minimize* the potatoes
Green Beans with salt and real butter
Small bowl of Ice Cream with *real* whipped cream

Day 3

Breakfast

Selection of cold deli meats and cheeses (*not a standard American breakfast, but quick, easy, and delicious*) or scrambled eggs
1 piece of toast with *natural* peanut butter

Lunch

B.L.T. on regular or low carb bread with mayonnaise
Small bowl of Raspberries or some nuts

Dinner

Baked Lemon chicken (*put 2 cut-up lemons in chicken cavity before baking*)
Asparagus tips with *real* butter or Hollandaise sauce

Day 4

Breakfast

Poached or scrambled eggs
side of bacon, ham, or sausage
piece of toast with *real* butter

Lunch

Chicken salad with *organic* mayonnaise
Small side salad
1 slice toast and *real* butter

Dinner

Stir-fry beef and vegetables on a bed of lettuce (*instead of rice*)

Day 5

Breakfast

Smoked sausage and Swiss cheese

Lunch

Cold ham, cheese, and turkey slices (*with 1 piece of bread if desired*)
Green salad
Small piece of fruit

Dinner

Choice of fish baked or broiled with lots of *real* butter
Small serving of cole slaw

Day 6

Breakfast

2 fried eggs
Canadian bacon
sliced cheese of choice

Lunch

Ham slices filled with cream cheese and chives
Small side salad
1 piece of fruit

Dinner

Tacos on a bed of lettuce *instead* of the shell
real "full-fat" sour cream
shredded cheese
guacamole

Day 7

Breakfast

2 eggs cooked as you like
Bacon and sausage
1 piece of toast with *real* butter

Lunch

2 chicken drumsticks
Broccoli and real cheddar cheese
Small serving of nuts

Dinner

Shrimp and avocado on a bed of lettuce
1 piece of fruit

IMPORTANT NOTE: *It's not necessary to eat 3 times a day. The meal plan above is an example only - you can choose 2 out of the 3 meals for each day listed above. Many of our clients no longer require 3 full meals daily. Taking our recommended nutritional supplements and choosing foods high in nutritional value will keep you satisfied, you can eat less often saving time and money!*

GREAT NEWS - We Go Beyond Atkins, Way Beyond*!

Eating Becomes Effortless With Our *Great News Guidelines*

Based on Established Medical and Nutritional Science:

Eat ONLY When You're Hungry: You are much better off eating fewer times per day — NOT more times.

GREAT NEWS: EFAs will help fulfill your appetite so that you don't overtax your delicate pancreas. Remember, eating 4-5 times a day puts you at greater risk for developing diabetes based on the function of your pancreas (99% of the pancreas is devoted to handling the digestion of fats and protein while only 1% is devoted to handling sugar/carbs!), and insulin production is limited at only 2 times per day. *Reference: Scientific Foundations of Biochemistry in Clinical Practice, David L. Williams, Vincent Marks, Butterworth-Heinemann, September 1994, ISBN: 0750601671).*

DO NOT Remove Natural Fats From Your Diet

GREAT NEWS: *Real* butter, mayonnaise, olive oil, safflower oil, sunflower oil, peanut oil, coconut oil and the fat in meat and fish will actually help you lose weight and keep you satisfied. For regeneration of body tissues you need to get a sufficient amount of **animal-based** protein and natural fat. This is vital for good health. Protein drinks, food bars, and soy-based foods **do not** provide adequate nutrition, and are harmful. Make CERTAIN that the fats and oils that you consume are from ORGANIC sources. Commercial vegetable oils from your supermarket (containing trans fats) CAUSE both heart disease and cancer. You don't want these products. Always choose ORGANICALLY raised and produced fats and oils.

Avoid Trans fats and Fat Substitutes

NEVER use highly-processed supermarket vegetable oils or margarines that contain trans fats which cause both cancer and heart disease (*don't be fooled by margarine ads promoting a "healthy heart" for which there is no scientific foundation - trans fats were known to cause heart disease as far back as 1956!*).

Minimize or Eliminate Highly Processed Foods

When shopping, always choose foods in their **most natural**, unprocessed form. For instance, choose **full-fat** - **NEVER** low-fat foods. Rather than choosing highly-processed Velveeta cheese, choose “**real**” block cheese, or choose heavy whipping cream over nondairy “creamer,” etc. **ALWAYS** check the labels on foods. This way excess carbs and unhealthy ingredients won’t sneak up on you. Watch out for hidden carbs in condiments, gravies, sauces and dressings.

Reduce Carbohydrates

Cutting carbohydrate-based portions in half and minimizing carbohydrate-loaded sweets will make you feel much more energetic and less bloated too. Consume no more than 12 tsp of sugar (carbohydrate) each day. This translates to 240 calories or 60 gm of carbohydrate daily. **GREAT NEWS:** It makes **NO DIFFERENCE WHATSOEVER** where the carbohydrates come from. So have a piece of cake or consume brown organic rice.... the choice is yours!

What are Carbohydrates?

Anything that is not like meat, fish, cheese, or eggs is a carbohydrate. Some carbs are higher in sugar than others. Starchy foods like potatoes, beans, pasta, rice, and corn are quite high in sugar while asparagus, celery, broccoli, and green leafy vegetables, are much lower in sugar. We recommend *no more than 1 piece of fruit a day.*

Quick Carbohydrate Summary

Very High Carbohydrate: sugar, fruits, dried fruit, juices, jams, jellies, non-diet sodas, candy, cereals, oatmeal, rice, beans, lentils, peas, potatoes, most snack foods, corn, pasta, pastries, cakes, pancakes, cookies, breads, muffins, tortillas, pita bread, crackers, flour, yams, milk shakes, sundaes, pies, honey, syrup, ketchup, beer, sweet mixed drinks.

Moderate to Low Carbohydrate: squash, string beans, cabbage, turnips, cauliflower, mushrooms, tomatoes, raspberries, cantaloupe, honeydew, nuts, seeds, avocados, asparagus, spinach, lettuce, olives, celery, onions, and most other non-starchy vegetables.

Very Low to No Carbohydrates: eggs, real cheese, cream, brie, fish, shellfish, beef, pork, pork rinds, ham, bacon, lamb, chicken, turkey, duck, sour cream, cottage cheese, cream cheese, mustard.

Reduce Consumption of Artificial Sweeteners As Much As Possible

Not only have sweeteners such as Aspartame been shown to be harmful to your health, but they can also negatively effect weight loss. Artificial sweeteners actually make you hungry! We recommend the natural herbal sweetener Stevia in liquid form (www.stevia.net), or use real sugar, just less of it.

GREAT NEWS: Taking the three recommended nutritional supplements along with following our lower-carb eating plan will greatly reduce your desire for sweet foods.

Eat Until You Feel Satisfied But Don't Stuff Yourself

When you aren't very hungry and just feel like a snack, eat no-carb/very low-carb foods like cheese, lunch meat, a small handful of nuts, etc.

GREAT NEWS: EFAs and Minerals give your body the nutrition it needs - naturally fulfilling your appetite AND curbing those awful carbohydrate cravings. You'll get the same satisfaction from eating less food.

Satisfy Your Sweet Tooth Without "Cheating"

Choose natural real cream whipped topping. Artificial whipped toppings are not good for you. You can even whip heavy whipping cream with 1 tsp. sugar yourself. Dark and bittersweet chocolate are lower in sugar than milk chocolate. The more you reduce sugar and carbohydrates from your diet, the more you'll love richer (nonfattening) rather than sweeter but fattening foods, including chocolate. If you want dessert, by all means have some, but *a half or a quarter portion* will be sufficient once you discover the appetite-fulfilling power of **EFAs**.

Minimize Grains & Flour Products

We recommend cutting your portion of bread, cereal and other grain products *by at least half*. You will reduce your blood sugar levels and not stress your delicate pancreas. You'll store less body fat, retain much less water (*less bloating*), and your digestion and elimination will likely improve.

What to Drink?

It's always best to stick with water. We recommend distilled water over spring water, it tastes the best and is the best for you. You can also enjoy coffee black, with real half-and-half or heavy whipping cream, as well as unsweetened tea, including a large variety of herb teas. Limit sodas to **no more than 1 regular size per day** and even less if you can (most sodas are LOADED with carbohydrates/sugar).

GREAT NEWS: You can drink coffee, but it's best to count each cup as one carb serving since caffeine has been shown to affect insulin resistance. Just to be safe, we advise a 2 cup/day limit. We prefer organically grown coffee (no pesticides).

GREAT NEWS: *Drink only when thirsty.* The highly publicized "forced drinking of water," is harmful! You can count other drinks, like tea, in the total water you consume! Excessive water consumption can make you hungry and create excess bloating! Remember, overdosing on water is hazardous, and propagated by the water companies whose only goal is greater water sales — not your health.

Eat Plenty of First-Class Protein and Natural Fats

For regeneration of body tissues you need to get a sufficient amount of **animal-based** protein and natural fat. This is vital for good health. Protein drinks, food bars, and soy-based foods *do not* provide adequate nutrition, and are harmful.

GREAT NEWS: Protein does NOT damage your kidneys and your pancreas isn't taxed by processing protein or natural fats — unlike the overly taxing carbohydrate response. *References: 1. Basic Medical Biochemistry: A Clinical Approach, pg. 653. Dawn B. Marks, Allan D. Marks, Colleen M. Smith, Lippincott, Williams & Wilkins, August, 1996, ISBN: 068305595X. 2. Dutto, S.K. and Hlasko, J. (1985). Dietary fibre in pancreatic disease: effect of high fibre diet on fat mal absorption in pancreatic insufficiency and in vitro study of the interaction of dietary fibre with pancreatic enzymes. Amer J Clin Nutr, 41, 517-525.*

Vegetarian Hints

You can maintain good long-term health eating vegetarian only if you get sufficient natural protein from sources like eggs, cheese, and fish. This gives your body the necessary **body-rebuilding** nutritional protein required to be healthy. Eating less of the carbohydrate-based grains, starches, fruits, and vegetables will also help you feel better and keep excess body fat to a minimum.