

# The Noble Plan

## Meal Programs: The Noble Plan for Weightloss

The Noble Plan is based on balance and moderation. Meals will be balanced with a focus on a ratio of 30% protein, 40% carbohydrates, and 30% fats. These won't be just any proteins, carbs, and fats, but those designed to provide the body with incredible energy while keeping glucose and insulin levels in check thus providing a healthy, steady weightloss.

Carbohydrates are important to our health because they provide the body with energy. Carbs convert into various simple sugars, including glucose, which is the primary energy source for the brain. However, our bodies can only process so much glucose at a time. Any excess glucose, which results from a surplus of carbohydrates, stimulates the secretion of insulin. Insulin (a powerful fat storage hormone) takes all that extra, unusable glucose and converts it to fat for storage, this makes us gain weight. By monitoring our consumption of carbs, we are able to keep glucose and insulin levels in check and avoid their overproduction.

Fat is also a helpful component in the fight against insulin production and weight gain. Fat performs several important functions: 1) It provides a quick, readily available energy source while our body works to convert carbs into usable sugars; 2) It helps to slow the absorption of these sugars into the bloodstream, which prevents insulin spikes; 3) It triggers the production CCK, a hormone that helps us to feel satisfied so we don't overeat.

While fats and carbs serve to fulfill our energy needs, protein is essential to the body's structural integrity; muscle mass, organs, bones, hair, eyes, and immune system. Proteins are comprised of amino acids. There are twenty amino acids that are important for human metabolism. Ten of these amino acids can be produced within the body and are called nonessential. The other ten, which are required for life but not made by the body are called essential amino acids: these must be obtained by eating protein.

With the Noble Plan you will be eating whole grains, fresh fruits and vegetables, lean meats, fish, eggs, low-fat cheeses and yogurt. You will also enjoy plenty of healthy mono-and polyunsaturated fats, like olive oil, canola oil, avocados, and nuts.

Importantly, we strive to use the freshest locally grown/raised products available. We use organic whenever possible. Nothing is ever frozen, freeze-dried, or overly processed. We don't use fake sugar, fake fat, fake dairy, fake anything, ever.