



BREAKFAST RULES



from DAN'S
HAND

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Never Skip Breakfast—Why?

Eating breakfast jump-starts your metabolism first thing each morning. Any time you eat you get a slight bump in your calorie-burning rate, since it takes energy to digest food, but the morning meal is particularly important.

You may not think of it in this way but while you sleep, your body is fasting. When your body's Liver Glycogen levels are depleted, it must begin breaking down muscle to create glucose to continue feeding the brain and other parts of the body. You cannot avoid this; it happens to each of us every night. This cannibalization of the muscle is called *Gluconeogenesis*.

While you sleep, and after several hours without food, the body suppresses its ability to burn calories in order to conserve energy and goes directly after muscle tissue instead, converting muscle to glucose for energy. Over time, this slowly decreases the amount of muscle tissue that the body has, which, in turn, decreases your metabolic rate. Since muscle tissue burns calories not fat, it becomes more and more difficult to lose the fat and the weight. Eating breakfast first thing in the morning halts this cannibalization of your muscle tissue, saving muscle and keeping your metabolism humming.

Eat a Balanced Breakfast—Why?

Your body constantly needs a mix of Carbohydrates, Proteins and Fats. In fact, the daily diet comes directly from a mix of these macronutrients. Depending on your Performance Goals and Metabolic Profile, the ratios can be slightly different; on average, experts recommend a ration of 55/30/15, respectively (Carbohydrates/Proteins/Fats).

Balanced Macronutrients will slow digestion and help create a Low-Glycemic Meal. This is important because slow digestion allows for fewer swings in blood glucose levels, which minimizes insulin production and fat storage. Energy levels are maintained so that you will be less likely to binge eat.

Research shows that breakfast eaters have an above-average metabolic rate; skippers have a lower than average rate.

Eat Well!

PROJECT: PFC MISSION STATEMENT

The caring partner displaying this information is a proud member of Project: PFC. Our mission is to provide the simplest, most delicious foods to everybody everywhere. We select natural, whole and minimally-processed foods, drinks and supplements free from all artificial junk, yet rich with nature's goodness. Using current research and educational materials, we're making the world of nutrition "Simple Again".
Eat Well. Live Well (and Long).