

Macronutrient Alert: Ensuring Quality and Quantity for Optimum Performance

Next to Air and Water, Macronutrients are the most essential physical inputs in maintaining our health, vitality and performance. Quite surprisingly, most haven't been adequately informed about what they are, let alone how best to ensure and optimize them.

The best news here is that for the majority of North Americans, the only obstacle to ensuring adequate macronutrient intake, of suitable quality, is better understanding. The intention of this bulletin is to briefly and concisely deliver the necessary understanding to advance the reader's health.

In 25 years of clinical experience, and with the insights gained from hundreds of clinics reporting directly on the clinical impact of the interventions they apply with their patients, none have surpassed the consistent improvements noted when people succeed in ensuring sufficient quality and quantity of all 3 of the essential macronutrients, most specifically, high quality proteins.

The 3 essential macronutrients are proteins, fats and carbohydrates. Each is required in sufficient quality and quantity to fuel, maintain, rebuild and repair our mind and body. Limiting any of these consciously or otherwise will *always* lead to compromised health and function on some level...eventually. Even your weight, percentage body fat and energy improve when you optimize your intakes of these nutrients.

In light of most North Americans eating habits, optimizing this area of your nutrition may well require some changes be made. With respect to the most important of these, protein, we typically do best when we get appropriate quantities, 3 or more times daily. Thankfully there are now functional foods (shakes and bars) that provide highly practical and cost effective support without compromising your joy in eating. The best-in-class macronutrient support products are as delicious as they are nutritious and convenient.

When selecting which macronutrient products have the best chance of supporting your health and performance, with the required quality and quantity of proteins, fats and carbohydrates you need, you are well served to consider the following question: "Which of these choices will also minimize your exposure to unwanted additives, contaminants and toxic residues (eg. heavy metals, pesticides, insecticides, herbicides, growth promoting hormones, antibiotic residues, various synthetic coloring and preservative agents, trans- and/or rancid fats, etc.)?" Although this may sound alarmist to some, we can assure you it's not.

For a more detailed discussion of the many important distinctions to be made in the vital domain of "Food Quality", we refer you to Section 9 of the health and lifestyle training manual "Body by Design, Health by Choice" (available through your health professional).

Please consider the points on the next page when choosing how best to meet your macronutrient needs, especially that of protein (given its unique importance) while safeguarding and improving your health and that of your loved ones.

Consider the following when choosing the sources of your Macronutrient needs:

- the foods which contain the highest quality proteins, are animal and fish sources and come with the toxic chemical burdens that accompany ALL foods from high in the food chain. This is due largely to the growing pollution and chemical contamination of our world (billions of pounds of thousands of manmade and difficult to breakdown chemicals), in combination with the phenomenon of bioaccumulation (build up over time from continuous exposure)
- the toxins in these foods that are most dangerous are typically stored within their fat tissues
- these toxic fats, get even more toxic when cooked at high heat (they oxidize and change structure)
- consuming the high quality proteins, in the absence of their relatively toxic fats should be the goal
- over-cooked proteins also become toxic and some studies suggest they become less nutritious
- minimally cooked/processed, low fat organic meats and dairy products, along with wild fish and eggs (from healthy, properly fed and raised chickens) are therefore the most nutritious choices
- these ‘best choices’ are unfortunately more expensive and less widely available at times
- plant sources of protein (legumes, lentils, sprouts and seeds, and nuts to lesser extents) are healthy choices, yet incomplete by themselves, take time to prepare, and must be eaten in sufficient quantity and with high frequency to meet optimal protein requirements

In light of these understandings, most see the valuable role that can be played by functional foods (bars and shakes) that contain quality proteins. Specifically those that have been processed only enough to remove the potentially toxic fats along with any more allergenic or sensitizing components, and to make them safe microbiologically.

Please realize that not all bars and shakes are created equal and you are encouraged to make the time to review the thoughtful and informative articles that detail the design and contents of the best-in-class of these functional foods that we have found. They are titled: “MacroEssentials-Real Food Bars” and “MacroEssentials-Protein Formula” and are available for you to read while you are at your health professional’s office and to take home to share with your loved ones. They represent the most thoughtfully designed and cost effective support in this important area and are delicious additions to your meal and snack plans. They are best considered as part of your meal planning and not viewed as ancillary.

They also represent the most supportive ‘quick meals’ for our precious children and elderly, two groups that typically suffer most from under-nutrition.

We recognize that some of you will already have learned the benefits of functional foods and are using your favorite bars and/or shakes to fortify your diets. Please keep in mind that it may be best to minimize those functional foods with added micronutrients (vitamins and minerals). Too much good is no good...excess intake of vitamins and minerals can and do cause problems, as recently publicized around vitamin E dosages. Don’t get caught up in the “because it’s natural, it’s safe” trap. You are encouraged to study the two NutriScan Health Bulletins: Issue #1 Optimal Dose, and Issue #2 ChronoNutrition, to better understand the importance of when nutrients are delivered and at what doses. Micronutrients are best delivered in precise individual doses, at specific times of the day, as done within the NutriScan Personalized Nutrition Programs.

Ask your health professional today for the articles and information referenced within this important update and be sure to sample the MacroEssentials products at their reception counter. Now take your health, and that of your loved ones to the next level!