

# THE [NO BS] DIET

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# THE BASIS: THE UNHOLY TRINITY™

The unholy trinity forms the basis of our approach. Just by avoiding these three products as part of your everyday diet, your health and the quality of your life will massively improve. Here's why:

## REFINED SUGAR

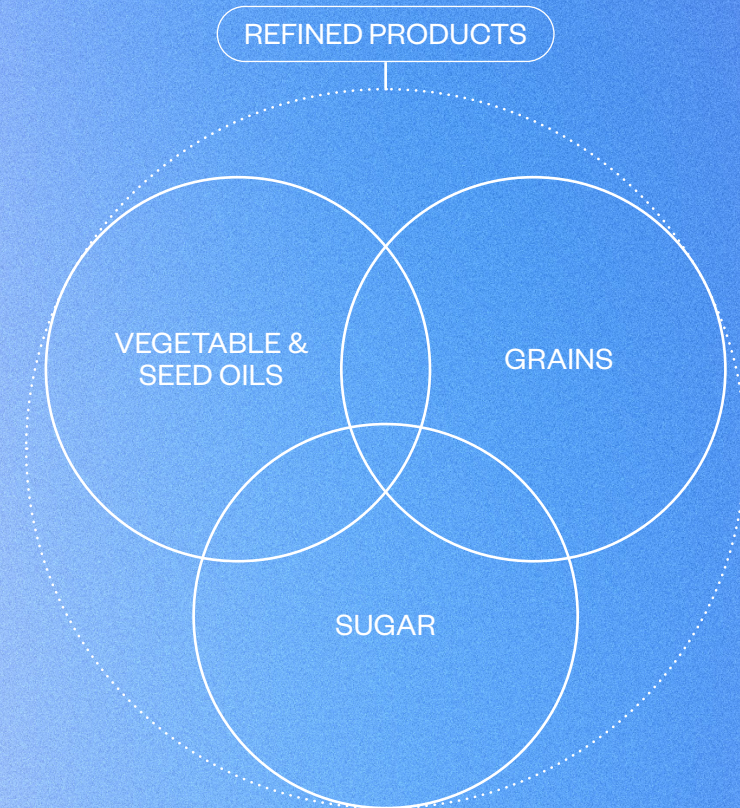
Naturally occurring sugar comes with other whole food compounds, such as proteins or fibre, which ensure a slow and steady absorption. Without these, sugars are absorbed rapidly and cause blood sugar and insulin spikes. Moreover, it can cause chronic inflammation. These factors increase your risk of diabetes, obesity, heart disease, cancer, and cognitive decline.<sup>1</sup>

## REFINED GRAINS

Refined grains are stripped of their fibre and micronutrients. This leads to rapid absorption, and thanks to its high glycemic load, refined grains cause blood sugar and insulin spikes. A high intake is linked to an increased risk of high blood pressure, major cardiovascular events, such as strokes, heart attacks, or heart failure.<sup>2</sup>

## REFINED VEGETABLE & SEED OILS

These oils are highly susceptible to oxidation due to their unsaturated fat content, which can lead to the formation of harmful compounds, such as aldehydes. They are associated with increased inflammation and damage to cells, which can cause heart disease and cancer.<sup>3</sup> Furthermore, vegetable and seed oils contain high amounts of omega-6 fatty acids. While essential, an excessive consumption compared to omega-3 can promote inflammation, potentially leading to various chronic diseases.<sup>4</sup>



<sup>1</sup> Elo Health. "How Does Refined Sugar Impact Health? Here's What Science Has to Say." Elo Health. 2022. <https://www.elo.health/articles/how-does-refined-sugar-impact-health/>

<sup>2</sup> Dehghan, Mahshid, et al. "Associations of Fats and Carbohydrate Intake with Cardiovascular Disease and Mortality in 18 Countries from Five Continents (PURE): A Prospective Cohort Study." *The BMJ* 372 (2021). <https://www.bmj.com/content/372/bmj.m4948>

<sup>3</sup> Lagarde, Michel, et al. 2018. "Oxygenation of Polyunsaturated Fatty Acids and Oxidative Stress within Blood Platelets." *Biochimica et Biophysica Acta. Molecular and Cell Biology of Lipids* 1863, no. 6: 651-656. <https://doi.org/10.1016/j.bbali.2018.03.005>

<sup>4</sup> DiNicolantonio, James J., and James H. O'Keefe. 2018. "Importance of Maintaining a Low Omega-6/Omega-3 Ratio for Reducing Inflammation." *Open Heart* 5, no. 2: e000946. <https://doi.org/10.1136/openhrt-2018-000946>



# THE NEXT LEVEL: ANIMAL-BASED

The animal-based approach to dieting comes closest to what humans have eaten throughout our evolution. We are neither pure carnivores, nor herbivores in any sense. We evolved as hunter-gatherers. We hunted animals and we gathered fruits. The vast majority of people who made the switch from a typical Western diet, consisting of up to 50% of ultra-processed foods, to an animal-based diet are thriving with no side effects.

## ANIMAL PRODUCTS

In the NO BS diet, animal products—red meats, organ meats, bone marrow, poultry, fish, eggs, and dairy produce (milk, cheese, yoghurt)—form the basis, and are the source of most proteins, fats, and micronutrients.



## FRUITS & VEGETABLES

For carbohydrates and further micronutrients, fruits are included, as well as sweet potatoes and those vegetables that are not the plant itself, e.g. tomatoes, squash, or aubergine (see some examples below).



## COOKING FATS

### ANIMAL FATS

Butter  
Ghee  
Tallow  
Lard

### OTHER FATS

EV\* Olive Oil  
EV\* Avocado Oil  
EV\* Coconut Oil  
\*Extra Virgin

## OTHER PRODUCTS

Other products that are noteworthy components in an animal based diet are:

### RAW HONEY

Great source of carbs, vitamins, minerals and enzymes

### MAPLE SYRUP

Another delicious and natural source of sweet carbohydrates

### SEA SALT

Including himalayan salt, unprocessed and packed with key minerals



# DAILY MACRO-NUTRIENTS

## CALORIC INTAKE

30%

FROM PROTEINS

20%

FROM CARBOHYDRATES

50%

FROM FATS

### PROTEINS

Your ideal intake of any of the three macronutrients depends on your aspired bodyweight. When it comes to protein, you should aim for 2.2g to 2.6g per kilogram of bodyweight.

LOW END  $BW^* \times 2.2$

HIGH END  $BW^* \times 2.6$

\* Bodyweight in KG

### CARBOHYDRATES

For the average person with a lower level of physical exercise (0-3h per week), we recommend a daily carbohydrate intake of 1.5g to 2g per kilogram of bodyweight.

Depending on your level of weekly activity, you might want to increase your carbohydrate intake to feel and perform your best as follows:

LOW (0-3H)  $BW^* \times 1.5 - 2.0$

MODERATE (3-6H)  $BW^* \times 1.8 - 2.4$

HIGH (6-12H)  $BW^* \times 2.2 - 3.2$

VERY HIGH (12+H)  $BW^* \times 2.6 - 3.6$

\* Bodyweight in KG

### FATS

Your daily fat intake should fall in the range of 1.8g to 2.2g per kilogram of your aspired bodyweight.

With 9 calories per gram, fats have a much higher calorie density than proteins and carbohydrates (4 calories per gram), and are thus the main contributor to your caloric intake.

LOW END  $BW^* \times 1.8$

HIGH END  $BW^* \times 2.2$

\* Bodyweight in KG



# MACRO MIX & MATCH

## CALORIC INTAKE

30%

FROM PROTEINS

20%

FROM CARBOHYDRATES

50%

FROM FATS

### PROTEINS

BONE BROTH  
BONE MARROW  
CHEESE  
CRUSTACEANS  
EGGS  
FISH

MILK  
ORGAN MEATS  
POULTRY  
RED MEAT (INCL. PORK)  
YOGHURT

### CARBOHYDRATES

APPLE  
APRICOTS  
AUBERGINE  
BANANA  
BELL PEPPER  
BLUEBERRIES

COCONUT  
CUCUMBER  
DATES  
HONEY  
KIWI  
MANGO

MAPLE SYRUP  
MELONS  
MUSHROOMS  
NECTARINES  
ORANGE  
PAPAYA

PEAR  
PICKLES  
PINEAPPLE  
PLUMS  
PUMPKIN  
RASPBERRIES

SQUASH  
STRAWBERRIES  
SWEET POTATOES  
TOMATOES  
ZUCCHINI

### FATS

AVOCADO  
BUTTER  
CHEESE  
EGG YOLKS  
EV AVOCADO OIL  
EV COCONUT OIL

EV OLIVE OIL  
FATTY MEATS  
GHEE  
LARD  
MILK  
OLIVES

TALLOW  
YOGHURT



# SIMPLE SAMPLE MEALS

## DAY 1

### BREAKFAST

Boiled Eggs & Honey Greek Yoghurt

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Ingredients: eggs, greek yoghurt, honey, sea salt

### LUNCH

Salmon Avocado Salad

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Ingredients: salmon fillets, avocado, cherry tomatoes, basil, olive oil, lemon juice, sea salt

### DINNER

Ribeye Steak with Grilled Maple Squash

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Ingredients: ribeye steak, squash, ghee, thyme, maple syrup, sea salt

## DAY 2

### BREAKFAST

Scrambled Eggs, Steak & Smoothie

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Ingredients: eggs, beef steak, butter, berries of choice, coconut milk, ice, sea salt

### LUNCH

Salmon & Baked Aubergine in Cream Sauce

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Ingredients: salmon fillets, cream, cherry tomatoes, aubergine, olive oil, butter, sea salt, lemon

### DINNER

Chicken Breast with Mushroom Basil Salad

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Ingredients: chicken breasts, cherry tomatoes, basil, mushrooms, olive oil, sea salt

## DAY 3

### BREAKFAST

Smoked Salmon & Avocado Omelette

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Ingredients: eggs, smoked salmon, avocado, chives, butter, sea salt

### LUNCH

Steak Caprese Salad

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Ingredients: steak slices, tomato, mozzarella, basil, vinegar, olive oil, sea salt

### DINNER

Cheesy Patties & Grilled Veggies

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Ingredients: ground beef, sliced cheese, peppers, zucchini, olive oil, rosemary, sea salt



# SOME LAST WORDS

Despite us truly believing in everything we share with you, the key things to always remember is nuance. Yes, the unholy trinity should be avoided in your everyday diet, but that doesn't mean you must not go out with your friends or family every once in a while and have some pasta, or a pizza.

With all the information out there, we can never be truly sure what's right or wrong, so it's up to each one of us to make up our own mind and try for ourselves. Everyone is different. We believe most people would absolutely thrive on an animal-based diet. Yet, there might be some who don't feel their best on this diet and need to adapt it to their needs.

So let's try it out and get back control of our health and well-being!

**NO BS**