



GROCERY GUIDELINES

The Standard North American Diet is not working. Maximized Living has a better plan. We are going to show you what to buy and what to avoid, starting with hidden sources of sugar, damaged fats and toxins. Get ready to enjoy foods that contain the most nutrients, healthy fats and high quality sources of protein. You will be keeping yourself full from nutrients rather than calories.

GENERAL SHOPPING TIPS

1. Stock up on basics; buy in bulk when you can.
2. Schedule a specific day/time for grocery shopping every week. Emergency shopping encourages bad decisions.
3. Shop around the perimeter of the store. That's where the most natural, less packaged foods are.
4. Buy more foods without labels (i.e. vegetables). What you see is what you get.
5. Read labels. Don't look at calories, fat percent, carbs, etc. You want to check the ingredients!
6. The less ingredients listed, the better.
7. Look for natural ingredients, not chemicals. If you can't read it, don't eat it.
8. Beware of marketing! Being low in fat, low in carbs, gluten-free or sugar-free does not mean its healthy.
9. Watch out for anything labeled "trans-fat free".
10. Being labeled "organic" does not make it healthy.
11. Watch out for sugars (ending in "ose"), stimulators (MSG, hydrolyzed or autolyzed ingredients), artificial sweeteners, hydrogenated or partially hydrogenated oils.

ADDITIVES TO AVOID

Artificial Color FD&C U.S. Certified Food Colors – Found in processed foods, cereals, fruit snacks, drinks, etc. May contribute to nerve damage, hyperactivity, learning disabilities; carcinogenic

Artificial Flavors – "Catch All" phrase that does not include all ingredients. Often contain MSG (see free glutamates below) or other additives.

Artificial Sweeteners – Aspartame (NutraSweet, Equal), Sucralose (Splenda), Neotame – Found frequently in drinks, puddings, yogurt, ice cream/popsicles, etc. Highly toxic and highly chlorinated. Studies show links to brain development and damage, nervous system disruption, MS-type symptoms, tremors, seizures, weight gain, etc.

BHA/BHT – Found in many processed foods containing fats. Generally used to keep fats from becoming rancid. Shown to cause liver and kidney damage, infertility, suppressed immune system, cancer, etc. BHT is banned in England.

Canola Oil – Often found in processed foods (including "health foods"). Manmade, genetically modified oil made



from rapeseed oil. Processed at very high temperatures and contains trans fats. Inhibits enzymes, suppresses immune system, linked to kidney, heart, thyroid, and adrenal problems.

Carrageenan – Often found in soy milk and dairy products. Generally safe but can cause intestinal discomfort and some studies show it to destroy human cells, especially mammary, intestinal, and prostate cells.

Caramel Coloring – Commonly found in colas, meats, and sauces. Commonly produced with ammonia. Shown to cause cancer in the laboratory.

Corn Syrup and High Fructose Corn Syrup – Found frequently in drinks, condiments, tomato products, breads, cookies, crackers, syrups, etc. Highly associated with blood sugar issues, depression, fatigue, hyperactivity, tooth decay, weight gain, etc.

Free Glutamates / MSG – Known brain toxin! Commonly found in any formula, low-fat milk, candy, gum, drinks, protein bars, soups, bouillons, processed foods. **Always found in:** autolyzed yeast, calcium caseinate, gelatin, glutamate, glutamic acid, hydrolyzed corn gluten, hydrolyzed protein, hydrolyzed soy protein, monopotassium glutamate, monosodium glutamate, pea protein, plant protein extract, sodium caseinate, textured protein, yeast extract, yeast food and yeast nutrient. **May be found in:** barley malt, bouillon, broth, carrageenan, citric acid, flavors & flavorings, malt extract, malt flavoring, maltodextrin, natural flavors, natural chicken flavoring, natural beef flavoring, pectin, protease, protease enzymes, soy protein, soy protein concentrate, soy protein isolate, soy sauce, stock, whey protein, whey protein concentrate, whey protein isolate.

Fructose/Dextrose/Sucrose – Sugar. May be corn based, can cause gastrointestinal issues, elevated triglycerides, and shown to be tumor inducing.

GMO Foods – A category of foods that have been altered through genetic engineering. Contained in many packaged foods and in the produce section. Long term effects are not known.

Hydrogenated Vegetable Oils – this includes soy, safflower, corn, vegetable, canola. Associated with heart disease, cancer, elevated cholesterol, etc.

Maltodextrin – sugar, usually corn-based and may contain free glutamates.

Modified Food Starch – Found in many packaged foods. Chemically processed and not adequately tested.

Nitrites – found in many processed meats and used to prevent botulism. Powerful cancer-causing agents (especially pancreatic).

Propylene glycol – Also known as “anti-freeze” – Found in many drinks, popsicles, etc. Skin and eye irritant, nervous system disorders, and kidney failure.

Sorbitol – often corn-based. Can cause gastrointestinal distress, bloating, diarrhea, pain. **DO NOT GIVE TO CHILDREN.**

Soy and Soy Ingredients – Typically genetically modified. Contains enzyme inhibitors, contains toxins, and mimics estrogen. Depresses thyroid function and immune system, inhibits mineral absorption. **NOTE:** Fermented Soy Products are OK and much healthier

TBHQ – Also known as “butane”. Found in many fast foods, especially chicken nuggets, etc. Highly toxic to the human body.

Sources:

- Food Additives A Shopper’s Guide to What’s Safe and What’s Not Christine Hoza Farlow, D.C.
- <http://www.cspinet.org/reports/chemcuisine.htm>



SHOPPING LIST





This convenient shopping list gives you the absolute best choices for nutritious food that you can make. Seek out the different food types in your community, and make notes on the brand names and retailers that you find who provide the best options. Once you do, you will have a full-proof shopping list for whenever you need to stock up on the nutritious foods that your family needs.

Core Plan
 Advanced Plan
 Raw



PROTEIN

Food Type	Notes	Local Brand Name	Local Retailer/Source
<input type="checkbox"/> <input type="checkbox"/>	Cold Water Fish	Wild Pacific or Alaskan is best.	
<input type="checkbox"/> <input type="checkbox"/>	Small Fish	Anchovies, Sardines in Olive Oil	
<input type="checkbox"/> <input type="checkbox"/>	Eggs	Eggs from free-range, hormone & antibiotic-free chickens are better than eggs from caged, injected chickens fed organic foods or omega-3's	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Raw Cheeses	Most naturally-occurring and healthiest form of cheese. (Beware of Rice & Soy alternatives.)	Really Raw Cheese (Cheddar, Cheddar Blue, Havarti) Beyond Organic
<input type="checkbox"/> <input type="checkbox"/>	Beef	100% Grass or Green fed -- you must ask! Some farms grain feed the animals "at the end," which is still not desirable. This alters their Vitamin E content, and fatty acid ratios. Please note that Organic does NOT mean grass fed. Check with local farms, co-ops, and online	Green Fed Ground Beef Beyond Organic
<input type="checkbox"/> <input type="checkbox"/>	Chicken	Free-range, hormone & antibiotic-free is best. "Free from antibiotics" & "Naturally Raised" are steps in the right direction.	
<input type="checkbox"/> <input type="checkbox"/>	Turkey	Free-range, hormone	



	Food Type	Notes	Local Brand Name	Local Retailer/Source
	Turkey cont.	Look for natural turkey "bacon" without nitrates or sugar.		
	Whey Protein	Whey from raw milk, from a grass fed cow is best utilized and least harmful. (Most commercial brands are heated at high temperatures and may contain excitotoxins &/or artificial sweeteners).	Perfect Protein (vanilla, chocolate)	Maximized Living
	Protein Supplement/ Complete Meal Replacement	Avoid commercial soy and whey products -- Acceptable plant-based products should either be fermented soy, sprouted rice, or hemp-seed based.		
	Egg Protein	Great for baking -- can also substitute with or for eggs or egg whites. If not available, use Whey protein + 1 egg (best and most similar tasting substitute)		
	Shelled Hemp Seeds	Incredible protein source for salads and/or mixed. Produces a complete meal. 4 Tablespoons = 22 grams of protein		









FAT CHOICES

	Food Type	Notes	Local Brand Name	Local Retailer/Source
	Raw Nuts & Seeds	Look for raw, consider organic. Often available raw at bulk food stores. Store in the fridge to maintain the integrity of the fats.		
	Olive Oil, Olives, Grape Seed Oil	Extra Virgin is best. EVOO should be in a dark container to block the light.		



	Food Type	Notes	Local Brand Name	Local Retailer/Source
	Coconut Oil	Coconut oil is the ideal oil for cooking, baking, and frying, as it does not denature with high heat. Extra Virgin is best, virgin or non-virgin is acceptable for greasing the pan.		
	Coconut Flakes	Toasted flakes are delicious on salad, or as a snack.		
	Coconut Flour	Great alternative to grain flour for baking, for thickening sauces and, great in smoothies.		
	Coconut Butter	Not for cooking, but for eating!		
	Coconut Milk	Full fat coconut milk is thicker than watered down versions. This becomes a personal preference.		
	Flax Seeds, Flax Seed Meal	Ground flax meal is great on salads, in oatmeal, and as a healthy substitute for flour in baking.		
	Flax Seed Oil, Cod Liver Oil	Do not heat!		
	Hemp Seed Oil	Best ratio of essential fatty acids -- mix into salad dressings, smoothies, oatmeal -- everything!		
	Fish Oil (Supplement)	Look for fish oil that has been formulated to eliminate any contamination. Fish oil with essential fats in the optimal ratio is ideal.	Perfect Ratio Omega	Maximized Living
	Nut Butters (almond, macadamia)	Raw is best but can be difficult to find.		



	Food Type	Notes	Local Brand Name	Local Retailer/Source
  	Tahini	Raw is best		
 	Yogurt	Full fat, plain, organic. Raw is best, if available. No sugar!		
 	Butter	Organic (raw is best, if available)		
 	Milk	Full fat, organic is a bare minimum. (Non-homogenized is even better ... non-pasteurized is best if available)		
  	Amasai	Cultured dairy product from A1-casein-free cows, with superior probiotics. Honey and Berry flavors - core plan only.	Amasai	Beyond Organic
  	Chocolate (cacao)	Pure chocolate contains no sugar -- mix or melt down with stevia and/ or cinnamon -- use in yogurt, smoothies, or with nuts/berries for a desert or snack. Look for 100% Chocolate cubes ("Baker's Chocolate") or chocolate powder.		

HIGH FIBER CARBOHYDRATE CHOICES

	Food Type	Notes	Local Brand Name	Local Retailer/Source
  	Vegetables	Organic is best, but not essential. Veggies with the highest pesticide loads should be bought organic.		
  	Greens Drinks	Great substitute for essential veggies if lacking in your diet -- and great for kids! Watch out for additives in commercial brands.		









STARCHY CARBOHYDRATE CHOICES

	Food Type	Notes	Local Brand Name	Local Retailer/Source
<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Starchy Vegetables	Organic is best, but not essential		
<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Beans	Dried, in bulk or in bags (organic is best but not essential).		
<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Canned Beans	No salt added is preferred.		
<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Refried Beans	Flavored brands also available, using healthy spices		
<input type="checkbox"/>	Whole Grains & Whole Cereals	Must be "whole grain, sprouted, or stone-ground."		
<input type="checkbox"/>	Whole Grain Breads, Bagels, English Muffins, etc.	Every grain ingredient on the label must read "whole grain, sprouted, or stone-ground." (Must freeze this type of bread.)		

CONDIMENTS, SPICES & SEASONINGS

	Food Type	Notes	Local Brand Name	Local Retailer/Source
<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Mayonnaise	Most substitutes readily available in grocery stores (including some brands of mayo substitute Veganaise) are made with canola oil and/or soy products. Grape seed oil and olive oil based spreads are acceptable. You can also make your own!		
<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Salad Dressing	Most store brands use rancid oils -- copy the ingredients and make your own healthy dressings with acceptable replacement ingredients! Hemp seed oil has the ideal ratio of omega 3's and 6's.		





	Food Type	Notes	Local Brand Name	Local Retailer/Source
	Tamari	Fermented soy product, excellent substitute for traditional soy or steak sauce.		
	Marinades	Bragg's Liquid Amino's or Liquid Soy is a healthy form of soy - and great for meat.		
	Herbs & Spices	Herbs in bulk are most economical. Organic spices are best (not irradiated). Look for individual "blends" (Greek Seasoning, Herbs of Provence, and Salad Sprinkles). Gomasio (sesame seeds with garlic, sea salt, and/or seaweed) - great on salads and veggies.		
	Salsa	Look for no sugar salsa's, organic is best.		
	Tapenade	Also very easy to make at home		
	Salt	The words "Sea Salt" aren't enough! General sea salt may still contain 2% additives, including sugar -- check the labels! Some of the best, unrefined sea salts are Celtic Sea Salt and Himalayan Salt -- you will see flecks of color in the salt, which shows that the minerals are unprocessed and intact.		



SWEETENERS

	Food Type	Notes	Local Brand Name	Local Retailer/Source
	Stevia	Look for stevia without unnatural preservatives and additives. Brands come in a variety of tastes and concentrations.		
	Xylitol	Some people prefer the taste of Xylitol over Stevia. Be sure to use a xylitol that is derived from birch, not corn, and does not contain additional corn-based additives. Use in small quantities only to avoid digestive distress. No salt added is preferred.		

BEVERAGES

	Food Type	Notes	Local Brand Name	Local Retailer/Source
	Water	The majority of your fluid consumption should come from water! Check out Maximized Living Nutrition Plans for various solutions for getting pure water into your home and body.	Reign Probiotic Water (Spring Water, Awaken, Veggie, Fruit)	Beyond Organic
	Sports Recovery Drinks	These drinks should come from pure sources only and be used pre- and post- intensive and endurance workouts, and with greater moderation when on the Advanced Plan. Avoid commercial sports drinks which contain processed sugar and artificial colorings.	SueroViv Citrus, Berry, Ginger Max Recovery	Beyond Organic Maximized Living

We hope this guide will help you in choosing the most nutritious foods for you and your family.