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the most direct path to success



Are YOU Eating Nutrient Poor?

**SWITCH
TO RICH**



THE NUTRIENT RICH WAY TO EAT!™

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Great-Tasting Healthy Eating Style**

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AGE SLOWER • LOOK YOUNGER • MAXIMIZE LONGEVITY!

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please read this notice before getting started.

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Switch to Rich™ is an electronic publication in conjunction with **The Nutrient Rich® Healthy Eating System**, brought to you by NutrientRich.com

To purchase **The Nutrient Rich® Healthy Eating System** with support, and other Nutrient Rich Nutritional products, please visit NutrientRich.com.

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Contents

Important Notice	2
Meet Tracie Boyle and Others Experiencing Success	4
The Science is In.....	8
The 7 Success Results of Nutrient Rich® Healthy Eating	9
The Vicious Cycle of Eating, Dieting and Trying to Eat Healthier	11
The Standard American Diet—Part 1 of the Vicious Cycle.....	13
Weight Loss-Only Diets— Part 2 of the Vicious Cycle	16
Half-Baked Healthier Diets—Part 3 of the Vicious Cycle.....	18
Begin Making the Switch to Rich—The Nutrient Rich Way to Eat.	19
You Have Arrived.....	21
How Many of the Success Results Do You Want?	22
The Nutrient Rich® Healthy Eating System.....	22
Next Steps.....	23
Support.....	24

Meet Tracie Boyle and Others Experiencing Success



I was stuck in the vicious cycle for a very long time, trying to escape the standard way of eating, dieting and eating again what I thought was healthier, but really wasn't. Before I changed my eating habits, I was constantly getting sick. I felt sluggish, worn out, weighted down and had some major stomach issues. Then I made the switch to nutrient-rich, and it was like a domino effect—everything changed!

After about a week or two in, I started to notice that I had more energy. Shortly after that, my stomach issues were gone and then a few months later, I realized that I hadn't been sick in quite some time. I lost 70 pounds, in the course of one year, and was able to buy a brand new gorgeous wardrobe!

Overall, I felt great, had tons more energy and started doing things I had never imagined doing before—like running my first 5k!"

Tracie Boyle, 34, Office Administrator

Tracie took the 4 steps you will learn about in **The Nutrient Rich® Healthy Eating System** which we offer and support here at NutrientRich.com, and it started with the decision to *Switch to Rich*; a plant-based nutrient-rich healthy eating style. Making that simple decision is where *the Switch* always starts. We will help you make the same decision in the pages that follow, and then we will teach you how to actually make the *Switch to Rich* in the 4-Step System.

Tracie, is very excited and inspired by her total health and weight loss transformation, and looks forward to sharing her *life-changing* experience and knowledge with you on the NutrientRich.com Forums and Training Calls along with John Allen Mollenhauer and the rest of the team.

"And it works. I am 54 years old and have been applying the nutrient-rich approach for just over one year. In that time, I've lost 25 lbs of body fat, my blood glucose has gone from being my doctor's primary concern to a topic we don't even discuss, and I have way more of the energy I need for my lifestyle. I don't go to a gym and I don't go hungry. But what is most important is that the approach was so easy to integrate into my life, that I know I will continue to stay on track."

Maret Maxwell, Bio Medical Engineer

"I just got back from the doctor. In the past year: I lowered my cholesterol by 30 points, increased my bone density 8% and lost a whole clothing size! I don't even feel like I'm doing much. We're learning things that are sustainable!"

Jessie Hipolit, Professional Life Coach

"I was eating healthy and working out a lot, yet I couldn't lose the last 15 pounds to reach my goal weight. I spotted the problems in my eating habits on NutrientRich.com and changed my eating style to the true way to eat healthy without struggling. In just a few weeks' time I am halfway to reaching my goal weight, and I know that I will be there in another few weeks. Thanks!" **Shamus Brown Sales Trainer**

Dear Friend:

I am so happy that you are reading ***Switch to Rich—The Nutrient Rich Way to Eat***. My name is John Allen Mollenhauer. I am a Nutrition Education Trainer (NET), Performance Lifestyle Coach and the founder of Nutrient Rich Life, Inc. (www.NutrientRich.com). I have made a life-long commitment to helping people, just like you, from youths, executives and soccer moms, to business owners and retirees make the *Switch to Rich* and achieve their goals with healthy and more successful lifestyles.

To be successful today and stay that way, it has never been more important to live as healthy as you can in ways you like. **There is a reason why people say “health is your greatest wealth.” It is because everything you do and if you are going to do it well, depends on it**—you must be as resilient as possible to thrive in today’s challenging and demanding world.

Currently, over 70% of modern chronic health problems, which limit your life and distract you from your goals (from the overweight condition to cancer) are lifestyle-induced diseases, also known as diseases of longevity¹ and have a lifestyle-based cause². Lifestyle diseases are caused mostly by mishandling stress, and misinformation about how we increase energy and what is a healthy food, and seriously compromise your quality of life and life expectancy.

Only 3% of the population are doing all they can to maintain a healthy life that enables them to function at the level they need; a situation that will have dire consequences if it doesn’t change.³ This is mostly, because people don’t know what to do, even with terabytes of information at their fingertips. When it comes to nutrition alone, most of our diets are over 30% energy dense, nutrient-poor foods resulting in the overweight condition and malnutrition⁴ and depending on how you define what it means to eat “nutrient rich” people are eating as high as 90% or more nutrient poor in developed countries like the US.

Contrary to what we have all been told, diseases, including the overweight condition, diabetes, heart disease, even cancer and a whole host of others, are not just par for getting older. No one needs to unnecessarily suffer these illnesses. In fact, once you make *the Switch* to the nutrient-rich healthy eating style you will learn about herein, the symptoms of disease will dissuade or disappear—in particular, the overweight condition. Being overweight is not just a cosmetic issue—it is the breeding ground for the diseases of lifestyle.

Regardless of why you are considering making the *Switch to Rich*—to detoxify your body and lose weight or to optimize your health and reverse disease, you will experience all of these Success Results *and more* including aging slower, looking younger, and maximizing your longevity when you make *the Switch*. This is what happens when you make the decision to move away from nutrient-poor unhealthy eating styles and take the steps that Tracie and so many others are taking to develop a nutrient-rich healthy eating style as the cornerstone of a successful lifestyle.

I hope that after reading the ***Switch to Rich*** you will be inspired to take the very next step, which is to learn all about eating nutrient rich in **The Nutrient Rich® Healthy Eating System**. Ironically, you will most definitely need more information and support to confidently embrace what you will soon discover is a very normal and natural way to eat.

This healthy eating style promotes the **90% or More Plant-Based Nutrient Rich®** approach to eating and will help optimize *the way you eat* for nutrient density, at a level that delivers all the success results you want. It is based on

¹ http://en.wikipedia.org/wiki/Lifestyle_diseases

² American College of Preventative Medicine, Lifestyle Medicine Evidence Review, PG 2, ALMA

³ University of Michigan, Study Finds Few Adults Living Healthy Lifestyle <http://news.msu.edu/story/31/>

⁴ *Am J Clin Nutr* 2000; 72:929–36 Printed in USA © 2000 American Society for Clinical Nutrition Consumption of Energy Dense nutrient-poor foods by adult <http://www.ajcn.org/content/72/4/929.full.pdf>

sound science the world over, but also the practicality and common sense that will adapt well to the realities of your life in 2012 and beyond.

Once you are fully immersed eating up to **90% or More Plant Based Nutrient Rich®** you will lose your desire to eat nutrient-poor foods. This will happen.

All of us at Nutrient Rich.com will educate you on The Nutrient Rich Way to Eat™, how and why people are compelled to eat in this incredibly healthy and great-tasting way, and it will open up your eyes to an entirely new and thrilling world of food. When you embrace it, you will realize that there are more nutrient-rich foods, meals and menu's available to you than you can possibly fathom. You'll be more empowered than you have ever been before.

Making the *Switch to Rich* is also not just a way of eating—it is also a way of life. Once you've made the decision to begin making the *Switch to Rich*, and your eating-style improves, you will naturally feel the impetus to improve other areas of your life. You will have the energy, desire and a greater capability to make essential lifestyle enhancing changes.

So, read the guide all the way through and get excited to embark on a new journey that will tantalize your pallet, shrink your waistline, fuel your body and put YOU on the path to an incredible healthy quality of life, virtually free of lifestyle-diseases.

Then, go to NutrientRich.com and order your copy of **The Nutrient Rich® Healthy Eating System**, which is at a low introductory rate right now, and includes access to the Members Center, which will be FREE for the next 6 months.

There you will be able to:

- Join the Member Forum, talk to and learn from others who are making the *Switch to Rich*
- Listen in on Live Nutrient Rich® Training Calls where we will answer questions and share tips.
- Dive into other training materials in the Knowledge Center, which is chock full of information specific to The Nutrient Rich Way to Eat®
- Access Weekly Audio Tips teaching you the finer points of the nutrient-rich way.
- Get preferred access to special events (Webinars and Seminars) with leading Physicians, Doctors and researchers, and thought leaders.
- Take advantage of The Nutrient Rich® Food & Recipe Database.

At the site, read the **Switch to Rich Blog**, check out the Success Stories, our impressive Expert Panel, and check out the nutrient-rich food products we recommend.

I am thrilled you have chosen to explore Nutrient Rich® Healthy Eating. You are at the right place at the right time to make a major change in your diet, health and life. Making “the decision” to *Switch to Rich* is the first step.

Welcome to nutrient-rich enlightenment and congratulations.

Enjoy Yourself!

John Allen Mollenhauer, NET
Founder,
Nutrient Rich Life, Inc.

Note: After you read the *Switch to Rich* guide, go to <http://www.nutrientrich.com/switch-to-rich-comments> to post a comment. We would like very much to hear your thoughts - what you learned, and your questions.

Most People Are Eating Nutrient Poor

Today's nutrition and food markets are incredibly confusing. Competitive marketing forces us to promote reductionist points of view that make it very hard to understand naturally complex ideas. Healthy eating and weight loss are broken down into understandably bite-sized concepts, but at the same time can confuse you to the point that you can't see the forest from the trees.

For example, to help people lose weight you are told to eat low-calorie, low-fat, or low-carb high-protein diets, but because of that reductionism, you do not see the whole picture. You see one attribute of eating, which *may be* healthy to a certain degree, but by itself does not even come close to the power of genuinely healthy eating and the natural weight loss that would follow, often leads to consuming a nutrient-poor diet and a vicious cycle.

In addition, a typical nutrition education does not alleviate the chaos because much of the information taught is commercially influenced, outdated and often promotes, believe it or not, nutrient-poor eating styles even if they are "healthier" as compared the Standard American Diet (SAD).

Many experts, with credentials out the wazoo, promote predominantly nutrient-poor diets for patients and clients because they have a limited and fragmented view of what healthy eating really means, the benefits and the success results that are actually possible. Judged primarily on their ability to help their clients lose weight, they focus in on the most obvious symptom, the "overweight" condition with solutions that fall very short of the kinds of success results we are talking about in *Switch to Rich*.

That has to change. Because obesity and chronic disease statistics have gotten so poor even the USDA has been forced to step up their recommendations. The USDA is no longer promoting The Four Food Groups pyramid the way it used to because it was basically promoting a nutrient-poor diet. In the 2010 Nutritional Guidelines, the USDA said, "*With two thirds of Americans overweight or living on prescription medications, The USDA is calling on all Americans to eat a more Nutrient Rich Diet.*"

Their recommendation though is a contradiction, because a nutrient-rich diet is derived predominantly from whole foods of plant origin: vegetables, beans/legumes, fruits, raw nuts/seeds and whole grains. A good portion of the new USDA "MyPlate⁵" campaign, is not actually promoting nutrient-rich foods. The USDA is really a lobbying group for the dairy, beef and poultry "animal protein" industries, all of which promote foods that are rich in some nutrients, but as a whole food are nutrient-poor as you will soon learn.

So, while I am glad they are recognizing the need to eat nutrient-rich, their recommendations will never promote the quality of food and level of health we are talking about here in *Switch to Rich* because of their business and political interests. And, unfortunately, this will continue to further nutritional confusion around healthy eating and for some, cost them their lives.

So, if most doctors, nutritionists and even the USDA are not clear *or can't* focus on what it means to eat "healthy" and have a compromised definition of what a nutrient-rich food is, how are you, the consumer, expected to know what and how to eat or the best experience and results?

The confusion about what to eat seems endless, doesn't it? Besides some of the more legitimate questions like whether you should eat meat, not or small amounts, gluten free or not, raw or cooked foods, follow a high or low glycemic diet, or eat olive oil..., when you learn about nutrient-rich healthy eating the confusion will clear.

There are reasons why you haven't discovered the nutrient-rich healthy eating style until now, and why it will soon feel like you actually found "a needle" in a haystack.

In short, almost everybody (like 97% of the population) is caught up in a vicious cycle. They eat the Standard American Diet, albeit a great-tasting way to eat, that makes you fat and sick because you are eating highly-

⁵ <http://www.cnpp.usda.gov/Publications/MyPlate/GettingStartedWithMyPlate.pdf>

stimulating, calorically-concentrated, nutrient-poor foods on a regular basis. They then default to weight loss-*only* dieting that promotes eating less of the very same nutrient-poor foods that ultimately cause weight gain and health problems to begin with, which they can't stick with because they are not natural lifestyles.

Wanting to get free of what seems like a vicious cycle, most people then try eating “better” but get caught up in half-baked healthier diets that may be better, but are drenched in the very substances that keep you fat, such as: refined *and added* salt, oil and sugar; or, diets that again may have many healthy attributes but are so extreme to one point of view they are simply unbalanced and unhealthy. None of these eating styles go far enough to help you actually get all the success results so many are promised, but so few actually realize and it all creates a vicious cycle that keeps people stuck.

The Switch to nutrient-rich healthy eating changes all of that, and enlightens you to the fact that you can avoid going on weight loss *only* diets and exit that vicious cycle. Eating nutrient-rich you can detoxify your body and lose weight naturally, optimize your health and reverse disease, age slower, look younger and maximize your longevity by eating a predominantly plant-based diet optimized for nutrient density, of course as part of a successful lifestyle. You'll learn more about what this means shortly.

If people really understand that they can accomplish all of that in a great-tasting healthy way, it will mean those industries that are selling you short by promoting foods that may be rich in some nutrients but as a whole are nutrient-poor foods labeled as “healthy” when they are not, which keep you stuck with weight issues and health complications, will have to improve their products. In the meantime you no longer have to suffer the consequences as you start eating nutrient rich.

When Nutrient Rich Life got into business, we made it a mandate of the company that we would only promote a way of eating and living that actually solved the real health and weight problems people are experiencing, and do so in the most appealing and practical ways possible. We made a commitment that we would not sell people short, or the environment for that matter, especially in the name of people losing weight the way high animal protein diet advocates do.

I'm glad we made that commitment, and that people are finally waking up. Certainly the market is, and now there is more access to nutrient rich foods than ever before and it's growing. There are some really amazing nutrient rich products available; we feature some of them on NutrientRich.com.

People don't want to be *sold short anymore*; they want to solve their weight and health issues and develop healthy and successful lifestyles. Do you?

The Science is In

You may have heard of the book **The China Study**—*The Most Comprehensive Study of Nutrition Ever Conducted with Startling Implications for Diet, Weight Loss and Long-Term Health*, by T. Colin Campbell PhD.

For more than 40 years, T. Colin Campbell, Ph.D. has been at the forefront of nutrition research. His legacy, **The China Study**, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University and Project Director of the China-Oxford-Cornell Diet and Health Project. The study was the culmination of a 20-year partnership of Cornell University, Oxford University and the Chinese Academy of Preventive Medicine.

What did the study find? Basically, that eating a 90% *or more* plant-based nutrient rich diet, with less than 10% of calories from animal products and refined foods, if you choose to eat them, resulted in optimal health with a very low risk of developing disease.

I worked with the authors to write **The Top 12 Findings of the China Study**, which you can read at NutrientRich.com and they are very compelling.

You may have also heard of **Eat to Live**, by Joel Fuhrman, MD., a worldwide best-seller that further explains the science behind why a high-nutrient diet is essential for a healthy life. Dr. Fuhrman's research and patient outcomes have proven that a diet rich in micronutrients can prevent or even reverse chronic health conditions including obesity, diabetes and heart disease and slow the progression and prevent cancer.

Dr. Fuhrman developed the Aggregate Nutrient Density Index (ANDI) to calculate the nutrient density of various foods. He developed the concept of "toxic hunger" as the major promoter of obesity; revealing that unhealthy foods in the Standard American Diet are physiologically addictive and produce withdrawal symptoms, which are mistaken for hunger and drive overeating behavior. He also further reinforced that 90 percent of the daily diet should be comprised of nutrient-rich plant foods with health-promoting fiber, micronutrients and phytochemicals.

I've had the opportunity to work with Dr. Fuhrman, and have been a protégé of his for more than 20 years, and there are reasons why he is at the forefront of nutritional leadership today. It's not just because of impressive science, and thousands of patients who have improved their health and reversed their diseases; it's because his nutritional recommendations are based on the concept of nutrient density, which is the cornerstone of nutrition, and because it just makes sense!

Of course, there are countless other contributions and books written by esteemed professionals in nutrition and lifestyle medicine who have influenced the message you are reading here, many of whom are part of the [Lifestyle Health and Science Advisory Panel](#) at Nutrient Rich.com.

Our government should be jumping on the findings in these books and mandating that everyone follow them as a way to improve the quality of life for all Americans and people around the world. Yet, as you can see, even though nutrient-rich healthy eating is backed by more-than-impressive science *you can actually understand*, the USDA still touts a now modified version of the old food pyramid as "the nutrient-rich way" to eat, and it's not.

If our government came out and whole-heartedly backed nutrient-rich healthy eating, it would be disastrous for the old-line businesses that promote nutrient-poor eating and inadvertently disease; there is a whole industrial complex that depends on nutrient-poor eating patterns and the problems they cause. You'll learn more about this at some point, but suffice it to say, this is one of the primary reasons why you haven't learned of this eating style sooner, and why you should at least start paying attention and begin taking steps to eat *more plant-based nutrient rich*.

The 7 Success Results of Nutrient Rich® Healthy Eating

If you were going to eat "healthy," what kinds of results would you want? What would make it so compelling that you'd be willing to stop or minimize the consumption of highly-stimulating, calorie-rich, nutrient-poor food that are addicting and consume mostly foods that were nutrient rich, calorie appropriate (not necessarily low calorie) and health promoting?

We actually asked this question of many top plant-based medical, nutrition, and lifestyle experts who answered with verifiable and statistically significant data to prove that these are the actual results of a nutrient-rich healthy eating style. They just so happen to be the same Success Results that most people want, particularly those who know they need to change (improve) the way they eat.

Notice how each Success Result builds on the previous one. When you make *the Switch* to a nutrient-rich healthy eating style, you will:

1. **Detoxify your body** from the accumulation of *substantial* amounts of animal protein, saturated fat, cholesterol, refined carbohydrates, *and added* salt, oil, sugar, and chemicals that cause the overweight condition and health complications.
2. **Lose Weight Naturally**, which happens when you optimize up to 90% *or more* of what you eat for nutrient density, get in tune with natural eating cycles and true hunger, and are no longer driven to overconsume.

3. **Optimize Your Health and Performance** by getting all your nutrient needs met, and not taking in substances that compromise function, clog your arteries and cause you to experience less energy.
4. **Reverse Disease** by removing the causes of disease, so that you maximize healing and recovery from inflammation, the overweight condition, diabetes, and can slow the progression and reverse heart disease and even cancer.
5. **Age Slower** by nourishing your cells with the needed micronutrients that are only found in plants for a properly fueled and fully-functioning immune system.
6. **Look Younger** by no longer over-stimulating yourself with *substantial* amounts of animal and refined foods that promote inflammation and super-fast cellular growth, exhaustion and faster aging.
7. **Maximize your longevity** up to 95-105 years of age, with the only method ever proven by science for ALL primates (including humans) to extend life.

Think about it, if you knew you could get all of these Success Results, by still eating in a truly great-tasting healthy way that was now more convenient than ever, wouldn't it almost feel like it was too good to be true? Well it is true, and it will all happen when you learn *The Nutrient Rich Way to Eat™*, **as part of a successful lifestyle.**

Your Current Eating Style

You current eating style is the reason why *you aren't* getting ALL these Success Results. We have all been trained to eat predominantly nutrient-poor foods. In fact, nutrient-poor unhealthy eating is so infused into our society that even when we think we are eating healthy, most of us are actually just eating nutrient poor. This is because most of us have never learned how to eat for health. We have learned to eat "*whatever whenever,*" *for weight loss-only reasons*, or to eat *healthier as compared to what we were eating before*, but never healthy enough to actually get the Success Results we desire.

Right now, according to the American Diabetes Association, 2 out of 3 people are overweight or obese and more than 20 million people are suffering from diabetes⁶. 64 million people are suffering from one or more forms of cardiovascular disease including high blood pressure, coronary artery disease, congestive heart failure, stroke and peripheral vascular disease⁷, and according to the US Centers for Disease Control, in 1999 Cancer surpassed heart disease as the leading cause of death for Americans younger than 85⁸.

In addition, according to an August 2011, **Huffington Post** report, with a well researched article, "Right now in the United States, about 32 percent of men and 35 percent of women are obese and more than half of Americans will be obese by 2030 if things continue the way they are now"⁹.

The article continues by stating, "As a result, there will also be an additional 6.8 million cases of stroke and heart disease, 7.8 million cases of diabetes and 539,000 cases of cancer, which could place an extra \$66 billion burden on the nation's healthcare bill."¹⁰

⁶ American Diabetes Association: Diabetes Statistics <http://www.diabetes.org/diabetes-basics/diabetes-statistics>

⁷ Joel Fuhrman M.D. NEI Nutritional Education Institute Volume 2: Nobody Needs to Have Heart Disease.

⁸ U.S Centers for Disease Control Trends in Childhood Cancer Mortality – United States, 1990-2004

<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5648a1.htm>

⁹⁻⁹ 1 http://www.huffingtonpost.com/2011/08/28/half-america-obese-2030_n_937906.html#s305614&title=1_Least_Obese -- Half of Americans To Be Obese By 2030: Report

¹⁰⁻⁹ 1 http://www.huffingtonpost.com/2011/08/28/half-america-obese-2030_n_937906.html#s305614&title=1_Least_Obese -- Half of Americans To Be Obese By 2030: Report

Do you want to be one of those statistics? Do you want to suffer from illnesses that are “lifestyle-induced” that can be eliminated or have their symptoms decreased, significantly, by simply changing the food you put into your mouth without having to become a full blown nutritional scientist or dietician?

It really is that simple when you make *the Switch* to The Nutrient Rich Way to Eat™, which will give you the knowledge and recipe for success. You will eventually stop having to buy medications and spending so much of your money on healthcare as even the USDA infers. High-nutrient eating, as a therapeutic intervention, is most often MORE effective than drugs and surgery at restoring health from chronic diseases¹¹.

I am sure you can imagine better ways to spend your money and better uses for your increased free time. If there was a great-tasting healthy way to eat with no negative side-effects that could prevent you from suffering from lifestyle-induced diseases, even if you had a genetic predisposition for the disease, wouldn't you want to know it?

It's called Nutrient Rich® healthy eating, and it literally contains nature's magic pills (phytochemicals), which are substances more powerful than any pharmaceutical medication will ever be for protecting you against disease, including the drive to overeat.

So now is the time to be honest with yourself and get real about how you are currently eating so that you can make the *Switch to Rich*, and begin eating up to **90% or more Plant-Based Nutrient Rich®** foods with confidence, and become a statistic of a better kind!

If that seems like a radical change to you, then the thing to consider is how nutrient-poor your diet must be right now. What is actually radical is not eating a nutrient-rich healthy eating style, and instead eating foods that are promoting the exact opposite of the aforementioned Success Results.

Start thinking about what your food choices are doing to your body and longevity potential. You don't want your food choices selling you short of your longevity potential.

The Vicious Cycle of Eating, Dieting and Trying to Eat Healthier

Are you stuck in this vicious cycle?

You are if you...

- a) Have been eating the Standard American Diet (SAD) for far too long and are suffering from the overweight condition, and regular acute or chronic health complications;
- b) Are always trying different weight loss-*only* diets that don't actually work, and don't even help you lose weight *for long*; and/or
- c) Are trying to eat “healthier,” but again, are not getting the Success Results you have been told you should be getting, and are thinking that “healthy eating” is not a potent enough approach, when in reality you are not even eating healthy.

Millions of people have endured a lifetime of fluctuating weight and have never really considered whether or not it was actually normal to get overweight, suffer from diabetes, heart disease and cancer—as if these were the inevitable diseases of aging. They are not. They are really the result of depriving yourself of nutrients and living in a vicious cycle of overeating, eating less, and trying to eat healthier, yet still eating predominantly nutrient-poor foods that overwhelm the body and create negative consequences that distract you and keep you caught up in a vicious cycle you may think is normal, but isn't.

That is what most people do over and over again throughout their life—wash, rinse, and repeat. Eating nutrient poor is futile and tiring and we all need to stop the insanity.

¹¹ About DiseaseProof.com; The official blog of Joel Fuhrman M.D. <http://www.diseaseproof.com/archives/cat--about.html>

It's no wonder people are always seeking that mysterious magic pill or silver bullet idea that will finally be the one to help them lose weight, keep it off, and be healthy—forever. Can you blame them or yourself? I don't think so. Believe it or not, the behavior is completely understandable because most people have never learned about nutrient rich—the healthy eating style that is effective enough to get free of the vicious cycle while actually enabling you to get the success results you want.

Eating, dieting and trying to eat healthier is what drives *even the smartest people* to seek reductionist-style silver bullets, as mentioned above, because they are stuck in this insidious cycle of eating nutrient poor, that NEVER really works. And they can't see out of it either, until they make the *Switch to Rich*. Until this happens, people are forced to manipulate their calories, carbs, fat, and protein to deal with the most obvious symptom (overweight) that will inevitably show up from eating in a way that does not meet their nutrient needs, and overwhelms their body with what it does not need from foods.

If you're stuck eating a predominantly nutrient-poor diet, what other choices do you think you have to lose weight, but to resort to eating less and manipulating what you are eating? Low cal, low fat and low carb/high animal protein diets, with side dishes of vegetables, and a periodic piece of fruit, with obsessive exercise does make sense when you don't know that nutrient-rich healthy eating exists. It's almost a coping mechanism. For some, they go even further resorting to liquid diets, pills, powders, and other weight loss-*only* diets that are so unhealthy they will NEVER last for even a reasonable life time... and neither will you!

When you are in the vicious cycle most of the foods you eat are nutrient poor animal products, such as meat, fish, chicken, eggs and dairy, and nutrient barren refined foods, which will always leave you feeling hungry and or susceptible to addiction and illness especially when you are subject to changes. This is the basis of the Standard American Diet SAD.

No one can be successful at overcoming the inevitable weight and health issues that will arise from eating the SAD, when they are merely eating smaller quantities of the same nutrient-poor foods that caused the problem in the first place. Sure, eating less of these foodstuffs is "better," but it is only when you make the *Switch to Rich*, that you actually get free of the vicious cycle!

You don't want to eat *for weight loss only, or healthier*, you want eat nutrient rich.

Identify Your Eating Style.

Most people are stuck in the vicious cycle, whether they are overweight or not, and that is evident in the current overweight, obesity and health crisis that we are experiencing in America and in other westernized countries as a result of eating nutrient-poor unhealthy diets.

So, don't feel bad as we go through the following pages; you are not alone. See it as an awakening. This is how we have been conditioned to eat since birth and people do what they know.

Soon you will know differently.

Note: After you read the *Switch to Rich* guide, go to <http://www.nutrientrich.com/switch-to-rich-comments> to post a comment. We would like very much to hear your thoughts - what you learned, and your questions.

The Standard American Diet—Part 1 of the Vicious Cycle



Overview

- Is high in animal protein and dairy products that are also rich in saturated fats and cholesterol, all of which we do not need to eat from food, or for health.
- Foods are chosen mostly based on ease of access and convenience.
- Addicting; not eating them will induce withdrawal symptoms.
- Includes very high amounts of chemicals, artificial sweeteners and dyes.
- Includes large quantities of refined grains, with *added* sugar, oil, salt and other substances you don't need from food.
- Employs an eat *whatever, whenever* mentality, in which you feel you can eat anything you want whenever you want to *without* considering any of the consequences.

Health Effects

- Over fed, yet undernourished
- Diabetes
- Heart disease
- Cancer
- Rapid aging
- Early death

History of the SAD

Have you ever wondered why people have been eating the Standard American (westernized) Diet despite its direct and widely publicized relationship with disease-causation?

Historically speaking, unless you were a King, a Queen or living within an affluent circle, getting enough food (calories) was always a life concern. People around the world ate predominantly plant-based diets, which were more economical and included smaller amounts of animal products, if and when they had access to such calorie-rich foods. People continued to eat this way until about 100 years ago when the industrial/agricultural revolution kicked in and began providing us with access to calorie-rich, animal products and refined foods. Eating these types of foods had always been a status symbol associated with being affluent, and suddenly, once these foods were made available in abundance, everybody could eat them and be “rich!”

The problem with this is that animal products and refined foods are rich in calories, but are not rich in nutrients, and when eaten in significant quantities, they promote the diseases of affluence (overweight, arthritis, diabetes, heart

disease and cancer)—diseases that were once reserved for the Kings and Queens had now befallen the common man¹².

Then the forces of economics and distribution took over. Consider status, coupled with the high cost of producing animal products and refined foods, which requires government subsidies¹³ from tax dollars to be kicked in to keep the cost affordable for everyone, and you will understand why our economy is based on these foods. These complex systems employ many people. Add to this a long shelf life for these foods to boot, and it is no wonder why the market-friendly SAD diet became the norm.

In addition, plant foods, which do have a shorter shelf life, were thought to require more time to prepare. This was perfectly normal even earlier this century, and still is today. But because most people are pressed for time in a technologically advanced world that is driving us at an ever-faster pace, most of us have never developed effective food prep skills, and have outsourced our food instead. This is understandable, but unless you learn **The Nutrient Rich Way to Shop, Organize, Prepare, and Eat Out™**, which is Step 2 of the Nutrient Rich® Healthy Eating System, it usually doesn't end well.

In response to this dilemma, the market is now responding by making nutrient rich foods more available than ever before in incredibly creative and convenient ways. But you won't really notice them, until you make the *Switch to Rich*. By the way, we have created great-tasting **Simple, Quick & Easy® Recipes**, with 5-ingredients or fewer, for you to follow, in Step 3 of The Nutrient Rich® Healthy Eating System, for when you prepare meals. They take only minutes to prepare and you can eat them all week long.

Are You Eating the Standard American Diet (SAD)?

Do you wake up to a cup of coffee, and a donut, muffin or roll? Perhaps you eat bagel-chips for a snack, have the standard Caesar salad and a diet coke for lunch, and a piece of candy here and there to keep going, along with some more coffee periodically? Do you often have a standard chicken dinner, white potato, a token vegetable on the side, with an ice cream chaser for dessert? If these eating patterns sound familiar then you are eating the SAD.

The SAD includes 62% processed foods, 25% animal products, 2.5% whole grains and 10% unrefined plant food¹⁴. You probably eat this standard way because these foods are super easy for consumers who are looking for cheap, fast, and tasty foods that require little to no energy to prepare amidst a busy day, and are available in food establishments everywhere.

While it is no doubt convenient to eat the SAD, which is high in calories, deficient in nutrients, and is super-stimulating and addicting, this way of eating shortens your life by 25%, with the potential of shortening it by up to 50%. Given today's *average* life expectancy of a "high" of 78.9 years of age¹⁵, that means that some people eating the SAD will sacrifice nearly ¼ of their lives and leave us 25 years short of the healthy life expectancy of 95-105 years^{16,17}—an age that is in reach for those that have nutrient-rich nutrition and lifestyle management skills.

¹² The China Study, the most comprehensive study of nutrition ever conducted and the startling implications for diet, weight loss and long-term health

¹³ <http://www.lawschoolblog.org/blog/2011/oct/11/subsidizing-obesity-federal-governments-role-increasing-demand-bacon-double/>

¹⁴ Joel Fuhrman M.D. Eat to Live.

¹⁵ http://www.google.com/publicdata/explore?ds=d5bncppjof8f9_&met_y=sp_dyn_le00_in&idim=country:USA&dl=en&hl=en&q=average+life+span+in+america

¹⁶ The 7 Secrets of Longevity, Section 10 Group Start Lecture Series, Nutritional Education Institute, Joel Fuhrman M.D.

¹⁷ Healthy at 100, John Robbins

Despite the negative health effects, many people, continue to eat the SAD simply because they have vested interests; not the least of which is the ultimate vested interest—food addiction.

Eating the SAD may make it easier to dine with friends because it is a common, convenient and socialized as an acceptable way to eat. Many people have negative associations to overcome with healthy eating, because of food addictions established since childhood—and mostly because they don't understand what the nutrient-rich way to eat is all about. This is changing.

Many people, like you, are starting to really think about what they are eating, and what food is doing to them, as they seek to eat for a healthy and successful life. Just eating *whatever, whenever* is quickly becoming seen as a poor status symbol, and not one to look up to, even in social situations.

Today, the affluent are starting to eat nutrient rich and calorie appropriate, not calorie rich and nutrient poor food. Kings and queens did not have this insight when calories ruled. Today, nutrients rule!

Just look at the wellness elite on the covers of many fashion and sporting magazines—many (not all) have discovered the secrets of eating nutrient rich. If for nothing else, with the pace of life today, people don't have time to get sick because time is money. Just ask any model or athlete about what happens when they get sick; that's the last thing they want. They can be replaced in an instant and it could cost them big time.

Food Addiction

Nutrient-poor food is addictive. If you don't believe this, just stop eating highly-concentrated animal and refined foods, prepared in unhealthy ways for a day, and start eating lots of vegetables and fruits. See how you feel in 48 hours. Chances are good that you will experience serious cravings, and an upset stomach, the jitters, headaches and more. Giving up nutrient-poor food is like giving up an addiction to coffee and solving the jitters by drinking more coffee.

The symptoms you may experience are called detoxification. You are going through food detox, much like a drug addict does when stopping a drug. Detoxification is what happens when your body attempts to clean and rid itself of accumulated toxic food substances, control free radicals and repair broken DNA¹⁸. It is important to let these symptoms run their course, as they are sign of healing and recover in process, rather than medicate or palliate them with more toxic nutrient-poor food stuffs. This is the only way to break the habit of eating poorly and get released from your addictions. If you don't let the symptoms run their course, and start eating nutrient poor again, you will never become nutrient rich and healthy.

Note: Eating poorly = nutrient poor.

The Eating Whatever/Whenever Philosophy

It is important to know that **YOU CAN always eat whatever you want**. You must *come from* this place of knowing you are not on a diet and are not being limited or restricted in what you eat by someone else, or some program, or else you will feel like you're dieting, no matter how you eat—nutrient rich or poor. This insight will seriously come in handy as not all food choices are dictated by nutrition alone.

However, you just can't eat *whatever, whenever* and get the success results you want. What you eat is your very own choice. You choose to eat nutrient-rich foods because they are healthy and result in success. You are not being punished like you were as a kid eating bland vegetables before you could eat your ice cream. That was before anyone knew the great-tasting nutrient-rich way to eat or how to make nutrient rich ice cream that is so amazing and healthy you could eat it for breakfast!

¹⁸ Preventing cancer with Diet, Joel Fuhrman M.D, Nutritional Lecture Series, Nutritional Education Institute

Today, you are making positive choices to step up your health and success in life by eating in ways that are so incredible, that you will be wondering why you haven't been eating this way your whole life. If you want to break free of the SAD and exit the vicious cycle you can do it right now. That is the beauty of this eating style; it actually solves the underlying problem and delivers Success Results.

Knowing that there are foods out there that will make you healthy, and knowing what some of them are is enough information for you to decide to make the *Switch to Rich*. You will get some ideas as you continue to read, and can learn about them on the site, and in detail in **Step 1 of The Nutrient Rich® Healthy Eating System**. But feel free to start making the *Switch to Rich* right now by having a large salad today (we'll show you how do salads right), with some nutrient-rich soup, and fruit for dessert. Anyone can do this.

No matter how you are eating right now, the starting point is the same for everyone; making the decision to *Switch to Rich*. If you don't, you'll be relegated to an extended stay in the vicious cycle which will inevitably lead to weight loss-*only* dieting and falling short of your potential, even if you maintain a lean body now.

Note: After you read the *Switch to Rich* guide, go to <http://www.nutrientrich.com/switch-to-rich-comments> to post a comment. We would like very much to hear your thoughts - what you learned, and your questions.

Weight Loss-Only Diets— Part 2 of the Vicious Cycle

Weight Loss Only Diets



What do most of us do when we inevitably gain weight eating the SAD? We go on weight loss-*only* diets, thinking deprivation is the only way to lose weight and nothing could be further from the truth.

Overview

- Low in carbohydrates and high in animal protein.
- Low in calories or moderate to low in fat, but still nutrient poor.
- Moderate to high amounts of dairy products.
- Side dish of green vegetables, in some cases larger amounts, alongside chicken and fish.
- Some fruit, but not much.
- Some nuts and seeds, whole grains, but not much.
- Isolated protein powders.
- Refined meal replacement products.
- Reliance on supplements to make up for the lack of nutrients in food.
- Incredible urge to eat sweet foods, leading to refined food consumption.

Health Effects

- Weight Loss-*Only* with some health and longevity benefits, since you are likely to be eating far less refined foods, but nowhere near your potential!

- Risk of heart attack, stroke, and cancer with a high consumption of animal products
- Constipation
- **Propensity to develop migraine headaches due to high animal protein in the diet.**
- **Bad breath due to high acid tide in the body**
- Compromised immune system due to the lack of micronutrients
- Faster metabolism, faster aging
- Yo-Yo effect or always losing and gaining weight the minute you aren't eating the same way
- Isolation due to diet limitations

Does feeling deprived by proactively eating less or manipulating carbs, fat and protein make you feel like you are doing something good for your body? Believe it or not, most people feel they need to struggle to lose weight. If you feel this way, you are weight loss-*only* dieting and it's very unhealthy. You don't need to struggle when you know how to **Lose Weight the Nutrient Rich Way**.

You can lose some weight by doing almost anything, such as smoking, drinking Diet Coke and even by snorting cocaine. However, just because you can lose weight doesn't make the method used healthy or sustainable and only losing weight in a nutrient rich way is sustainable.

Weight loss-*only* diets run the spectrum of manipulating calories, eating less, and depriving you of healthy fats and carbohydrates, while encouraging you to eat unhealthy high-fat, low-carb, high animal protein food, which is the most common way people lose weight; proactively eating fewer calories than you need while eating nutrient-poor foods comes packaged in countless ways. None of these methods deal with the real problems of why you are driven to overeat and get overweight to begin with and in many cases exacerbates problems.

Typically, weight loss-*only* diets are high in animal protein and low in carbohydrates and advise you to eat 5-6 times a day to "stoke" your metabolism to burn fat. To be blunt, you do have to eat this frequently on these types of diets because you're always hungry when eating nutrient poor. In fact, frequent eating is the #1 cause of weight gain, so don't believe the hype of frequent eating by nutrient-poor diet purveyors. You'll learn all about how often you should eat in **Step 4: Lose Weight the Nutrient Rich Way**.

There are entire industries betting that you will fall for nutrient-depleted eating styles. After all, these diets are only about weight loss. There may be some health benefits against the backdrop of the SAD, but you will never get ALL the Success Results—detoxification, natural weight loss, health optimization, disease reversal, aging slower, a younger look, and fulfill a healthy life expectancy when eating a nutrient-poor diet focused on weight loss-*only*.

The only way to get all of these Success Results is to make *the Switch* to a nutrient rich way to eat, not to another weight loss-*only* diet, or by simply eating a little bit healthier.

Taking any steps to lose weight, and eat healthier, after probably a lifetime of eating the SAD is to be applauded and even small steps are great. But what we are suggesting here is that you stop making these small steps that are very hard to make under the influence of nutrient poor foods. **We are saying make the *Switch to Rich*. We are helping you establish a nutrient-rich healthy eating style that delivers all of the Success Results at their full potential, not weight loss-*only*.**

Note: After you read the *Switch to Rich* guide, go to <http://www.nutrientrich.com/switch-to-rich-comments> to post a comment. We would like very much to hear your thoughts - what you learned, and your questions.

Half-Baked Healthier Diets



Overview

- Potentially still high in animal protein.
- Potentially high in dairy products, including cheese—the highest saturated fat and most addicting dairy product.
- Potentially too high in lower micronutrient whole grains (even though whole grains are still considered nutrient rich).
- Potentially too high in starchy vegetables.
- Includes some vegetables.
- Potentially high in refined and added sugar, oil, salt and/or preservatives.
- Could very easily become an oversimplified diet that is not optimized for nutrient density or is perhaps missing enough variety.
- “Natural” (maybe, not really).
- “Healthy Choice” (maybe).
- “Smart Choice” (possibly).
- Vegetarian or vegan, but that just means that you don’t eat meat or animal products, not that you are eating nutrient rich.

Health Effects

- **Many positive benefits, depending on previous dietary habits**
- Potentially increased blood pressure (still a risk)
- Potential allergies (likely)
- Chronic detoxification and greater food sensitivities
- Diabetes (still a risk)
- Heart disease (still a risk)
- Cancer (still a risk)
- High risk of going back to an unhealthy weight loss-*only* diet or even to the SAD eating style because “healthier eating” just doesn’t pay off!

Are you currently following a low-glycemic diet, a gluten-free diet, a no-meat diet, or a raw food-only diet? Maybe you follow the Mediterranean olive-oil-rich diet, a starch or whole grain-based diet that does not include enough vegetables and fruits, raw or slightly roasted nuts and seeds? Or a diet that is high in refined and added salt, oil and sugar? Perhaps you are eating what people think is a “naturally nutrient-rich” diet, which is high in chicken, fish and dairy products that are thought to be nutrient rich when they are not?

While all of these diets have some positive attributes, many of which are essential to healthy eating, they do not qualify as a nutrient-rich healthy eating style. **A nutrient-rich healthy eating style is 90% or more plant based**

and is nutrient rich, not only because of what it contains, but also because of what it does not contain, and the health-promoting state in which foods are eaten.

If you are eating in a "healthier" way and are still gaining weight or experiencing diet-related health problems, including irritation and inflammation, or feel you could really optimize your eating style a lot better to get more of The 7 Success Results of Nutrient Rich® Healthy Eating, then switching to nutrient rich at a higher level will make all the difference in the world.

For example; a nutrient-rich diet may be vegan if you choose to cut out all animal products, but a vegan diet may not be nutrient rich, if it is not optimized for nutrient density, and comprises mostly refined foods!

If you are eating a diet that falls into the half-baked healthier eating style, you are in what has been called "transition." You are certainly eating some foods with more nutrient-rich and less nutrient-poor qualities than you were eating before, but you are not yet aware of all the attributes that make a healthy eating style, "healthy," and your diet has not yet been *optimized for nutrient density*. This will be covered fully in **Step 1 of the system—Nutrient Rich® Healthy Eating for Life**

Remember, a nutrient-rich food is rich in the nutrients your body needs to succeed, does not include substantial amounts of those substances that your body does not need from dietary sources, and is eaten in a state where the original nutrients are still intact or very close to it...

Note: After you read the *Switch to Rich* guide, go to <http://www.nutrientrich.com/switch-to-rich-comments> to post a comment. We would like very much to hear your thoughts - what you learned, and your questions.

Now, Get free of the vicious cycle...

Begin Making the Switch to Rich—The Nutrient Rich Way to Eat.



Overview

- You eat *up to 90% or More Plant-Based Nutrient Rich* foods, optimized for nutrient density.
- Including a large volume of leafy, green and colored non starchy vegetables every day.
- Beans/legumes every day.
- Fruit every day.
- Some raw nuts or seeds and or avocado a day.
- Some starchy vegetables or whole grains.
- May include small amounts of animal products and refined foods.
- Refined and added salt, oil and sugar are eliminated or greatly reduced.
- A focus on eating nutrient-rich foods, meals and menus, including exotic Superfoods, in the greatest tasting ways!
- There is a nutrient-rich version of just about every meal you are eating right now.

Health Effects / Success Results

- You can get overweight eating nutrient-rich if you are eating “healthy foods” for the wrong reasons, when you are not hungry.
- Detoxification
- Natural Weight Loss
- Disease Reversal
- Health and Performance Optimization
- Slower Aging
- Younger Look
- Maximized longevity

Everyone thinks they are eating “healthy”, but as you can see above, they are not. Healthy Eating is no longer just a vague idea, a sort of directionless process that’s just something you do and seems rather impotent compared to a weight loss diet which has a target.

While It IS something you do ongoing, *Healthy Eating* is now defined, as eating up to **"90% or More Plant-Based Nutrient Rich"** and **optimizing the way you eat for nutrient density** with a focus on eating great-tasting foods, meals and menu’s that you *like*—so you can detoxify your body, lose weight naturally, optimize your health and performance, reverse disease, age slower, look younger and maximize your longevity.

Nutrient Rich is an engaging fundamental of *your lifestyle*, with substantiated **Success Results** you value and aim for, limited only by how healthy, successful and long-lived you want to be.

The reason people have always been drawn to "dieting", is because there is a purpose, with near term objectives, and a method for achieving them; only problem is people do not "like" diets and dieting. We needed a new way, a motivating way to now see healthy eating in the context of a successful lifestyle with the attributes that inspire you to change and improve the way you eat.

"Nutrient Rich" Healthy Eating offers you that motivation with the near-term benefits of detoxification and natural weight loss, the confidence that comes from knowing you are not eating in a way that causes disease and, on the contrary, is rapidly helping you optimize your health. All of this is made possible by eating up to **90% or More Plant-Based Nutrient Rich** foods which you will learn to optimize for nutrient density—the *success formula for healthy eating*. Pretty soon, eating more plant-based nutrient rich will feel normal and natural to you because it is *normal and natural*. This is an eating style you can call your own.

Nutrient Rich® Healthy Eating is NOT a weight loss-*only* diet nor is it **a half-baked healthier eating style. It IS “healthy eating.”** It does not promote a mentality of “giving up” foods or sell you short of eating nutrient rich foods. You will eliminate nutrient poor foods when you no longer desire them because you are eating nutrient-rich foods in great-tasting ways that take your health to a whole new level...

What will promote the desire for you to eliminate or greatly reduce nutrient poor foods is one of the secrets you will learn in **The Nutrient Rich® Healthy Eating System**. You do not need to be vegetarian or vegan if you don’t want to be, but since virtually all nutrients come from plants, you can understand why that’s the direction of things. And, wait until you learn about the 10% wiggle room for your old food favorites, even when eating the healthiest eating style there is. There are some key insights you need to know about this.

This eating style is principally based. It is not based on just one reductionist idea, which many fad diet systems build their approach around, or on research that has any other agenda other than you eating healthy and living a disease-free life, free of dieting or dying from easily preventable lifestyle-diseases.

It's hallmark is that it makes sense, and considers all the nutritional research including research on high nutrient density eating which reveals not only the solution to the obesity and health crisis, but answers the question of how you actually eat in a great-tasting healthy way and get all the results you want.

In order to get ALL of the healthy Success Results mentioned above, you must be eating your way up to **90% or more Plant-Based Nutrient Rich®**, optimized for nutrient density. We will show you how to do this right.

Right now you want see the vicious cycle for what it is, and make the decision to *Switch to Rich* to get free immediately; the process of getting free is what you will learn in each of the 4 steps of **The Nutrient Rich® Healthy Eating System**.

It is no wonder it takes so long for people to arrive at nutrient-rich healthy eating. It IS like trying to find a needle in a hay stack. There are so many vested interests in the vicious cycle, considering all of the nutrient-poor eating styles and how many commercial diets and eating philosophies are wrapped up in each one. Many have some benefits, but none hold the full promise of nutrient-rich healthy eating, which can be customized and adapted to your unique needs.

You Have Arrived

To have arrived at the nutrient-rich healthy eating style entirely on your own, you would have had to travel a pretty long path of trial and error. Ultimately, all dietary roads lead to nutrient rich because it is the truly healthy eating style, for life. That is why “nutrient-rich” is the new two-word buzz term for healthy eating. The mandate for all healthy dietary approaches is to become nutrient rich.

“Nutrient Rich,” along with other concepts like “Plant Strong,” are the new status symbols for people who actively choose to eat, think and live in ways that are healthy, sustainable and successful.

When a nutrient-rich healthy eating style is your norm, chances are you have become someone who is truly enthusiastic about improving *your lifestyle*, as a whole—and for the right reasons.

If you are reading this far into this guide, and you aren't already a nutrient-rich healthy eater, you are probably now turned on to this eating style or at least want to know more so you can go beyond contemplating *the Switch*, and actually make the *Switch to Rich*.

Those who make *the Switch* to The Nutrient Rich Way to Eat™ want to focus on their real goals in life, business, or sport. They do not want to obsess all day about diet like those who go the weight loss-*only* and half-baked healthier eating routes and never arrive at eating a **90% or more Plant-Based Nutrient Rich®** healthy eating style that will help them achieve their goals— and then some!

You see, to get free of a vicious cycle you have to solve the underlying problem before you can move on and resolve other areas of your life. Then you can evolve with new thoughts and skills, without the threat of disease. For starters, you have to know that the way you are eating, is the healthiest and most successful way to eat, and that it's working *for* you not *against* you.

When you make the *Switch to Rich* and embrace the nutrient-rich healthy eating style, your focus will eventually shift away from dealing with all the weight and health consequences most people have to deal with because they're eating nutrient-poor diets that are driving them crazy with all kinds of unnecessary problems.

Now, you'll be focused on optimizing the way you eat for nutrient density or “nutrient richness” and in great-tasting ways, without consuming excess calories. Learning how to do this requires some inspiration, education and support, particularly in the early stages of making the *Switch*. That's what you can expect from **The Nutrient Rich® Healthy Eating System**.

How Many of the Success Results Do You Want?

This is probably the most important question of the day. The answer will determine how close you get to eating 90% or **More Plant-Based Nutrient Rich®**, and frankly, how much you enjoy eating this way.

Some people are focused on weight loss *only*. They don't rationally care, or more likely, *really know if* the way they are eating is toxifying their body, has the potential to promote disease, or is making it hard to live or near their ideal weight all year round, *or if that's even possible!* They don't understand that the way they are eating is aging them faster, making them look older, and that it WILL likely shorten their lifespan if they don't stop eating nutrient poor—but hopefully that's not you.

You may be ok with not getting all 7 Success Results of Nutrient Rich® Healthy Eating, but people who make the *Switch to Rich* want to realize them ALL, and they get passionate about it!

Really, what are you going to give up? Do you want a toxic body that is overwhelmed by food stuffs that don't serve it well causing it to get overweight, degrade in health and sink into disease? Do you want to age faster and look older and cut your life short?

You may still have extended stays in nutrient-poor eating styles before you are eating up to **90% or More Plant-Based Nutrient Rich**, and that's ok, as long as you know the target. The idea is not to go from one nutrient-poor eating style to another, working your way from the SAD, to weight loss-*only*, to half-baked healthier diets.

That's what millions of people are doing right now, and that's why they struggle for so long with diet, weight and health issues, each time thinking that they've come to the end of their struggle only to find they have bought into yet another diet trap perpetuating the vicious cycle. When you are diet-trapped, you don't experience the Success Results.

By eating nutrient-poor, you are selling yourself short of your potential, regardless of how much it helps you lose weight. Again, this is not about being insensitive to all of the improvements you may be making right now. Those improvements are honored and respected. **The point here is not to sell you short by targeting an eating style that won't actually deliver all the Success Results you want for life.**

Switching to The Nutrient Rich Way to Eat™ is the way to eat if you want all of the Success Results. It's not a temporary “diet or weight loss program,” in the traditional sense that you *stick with* or *fall off*, while you remain stuck in the vicious cycle introduced above. It's a healthy and successful lifestyle, which will ensure you stay out of that cycle.

Nutrient Rich® is a values-based intelligent eating style with many dimensions that you will want to get proficient at so that all of the Success Results are eventually normal and natural for you. This can only happen when you are *free of the vicious cycle* of eating nutrient-poor foods, diet thinking and eating for the wrong reasons.

The purpose of this guide is to ready you for actively taking the steps that deliver the Success Results. The 4-Steps of **The Nutrient Rich® Healthy Eating System** will set you up for success.

The Nutrient Rich® Healthy Eating System

In **The Nutrient Rich® Healthy Eating System** you will learn how to revolutionize the way you eat, and eat up to 90% or *More Plant-Based Nutrient Rich* as soon as possible. Remember this is *your lifestyle* you're developing here, so take your time and enjoy the process, but don't lose sight of the target.

Depending on how entrenched you are in your current eating style, getting the **90% or More Plant Based Nutrient Rich®** approach working for you can be at times challenging. But that's why we have designed the 4 Steps the way we have, and provide support the way we do.

Most people focus on weight loss, long before they have an approach that will work long term like 90% or More Plant Based Nutrient Rich® or the lifestyle skills that will support that objective, let alone a sound understanding of how to actually lose weight as a result of a healthy way to eat. We will show you the right way.

In **The Nutrient Rich® Healthy Eating System**, I will share the full *Switch to Rich* stories of Tracie Boyle whose story you read about briefly at the start of this guide. She was overweight her entire life, before she was inspired to make *the Switch*. And Jon Hinds, the founder of the *Monkey Bar Gym*, which is the first plant-based gymnasium chain in the country. He began making the *Switch to Rich* in 2005 after I shared a copy of **The China Study** with him and helped him overcome some of the negative consequences of the traditional fitness diet of chicken, fish and vegetables, with small amounts of starches and fruits, which is still a nutrient-poor diet.

Jon is one of the top trainers in the world. Tony Robbins calls him, amongst a who's who list of celebrities, pro athletes, and amazing every day people who want to learn how to develop stability, strength and power. He was smart to make *the Switch* quickly, but he still had to deal with getting caught up in many half-baked healthier diets, before finally establishing a nutrient-rich healthy eating style of his own.

I will also be sharing my story about making the *Switch to Rich*, and, how after eating a **90% or More Plant Based Nutrient Rich** diet for more than two decades I finally learned how to optimize it for nutrient density for better success results.

Next Steps

Go to <http://www.nutrientrich.com/switch-to-rich-comments> to comment on the guide that you just read, from where you are right now. Are you eating the SAD, Weight Loss-Only Dieting, or eating a Half-Baked Healthier diet, but are not yet eating nutrient rich? What did you learn from this guide, what are your thoughts and questions?

I hope that after reading *Switch to Rich* you are now inspired to begin making *the Switch to Nutrient Rich—The Great Tasting Healthy Way to Eat*, and take the very next step too, which is be to purchase **The Nutrient-Rich® Healthy Eating System**. The system is the most direct path to success. (Starts delivering in April 2012) and will kick off with a 4-Week *Switch to Rich* TeleEvent, with John Allen Mollenhauer. Learn more at <http://www.nutrientrich.com/switch-to-rich-event>

There are 4 Steps in The Nutrient Rich® Healthy Eating System:

- Step 1: Nutrient Rich® Healthy Eating for Life
- Step 2: The Nutrient Rich Way to Shop, Organize, Prepare & Eat Out! ©
- Step 3: Simple, Quick and Easy® Nutrient Rich Recipes
- Step 4: How to Lose Weight the Nutrient Rich Way©
- **Step 1: Nutrient Rich® Healthy Eating for Life**



Here you will gain perspective with stories from 3 people, each in different stages of *the Switch*, all of whom have realized many of the Success Results and are in the process of learning more about and enjoying Nutrient Rich® healthy eating for life.

You will learn all of the essentials of The Nutrient Rich Way to Eat™, including all about **90% or More Plant-Based Nutrient Rich®**—the success formula for healthy eating. This will be explained in a context that will make more sense of food and nutrition for you than ever before, without your having to get mired down in science. You will also get free of the nutritional mythology you've accumulated over years that's keeping you stuck in the vicious cycle.

In addition, you will learn about The 7 Success Results of Nutrient Rich® Healthy Eating, in detail. Instead of just hearing about the benefits, each Success Result is substantiated so that you get even more excited.

Step 2: The Nutrient Rich Way to Shop, Organize, Prepare & Eat Out!®

Here you will learn how to go food shopping for delicious nutrient-rich foods with direction and confidence, and be able to competently choose tasty nutrient-rich foods on almost any restaurant menu. You'll also learn all how to organize and run your Nutrient Rich® kitchen efficiently, now mostly free of nutrient poor foods.

Step 3: Simple, Quick and Easy® Nutrient Rich Recipes

In this guide you will learn how to prepare very simple, quick and easy recipes, so that even people who are always on-the-go can prepare nutrient-rich meals with confidence and ease. Nutrient Rich healthy eating is a natural way to eat—there is no need to make it complicated. These are recipes with 5 whole food ingredients or less, which require very little preparation time and can be eaten all week long.

Simple, Quick & Easy® will also show you how people who have been eating the nutrient-rich way for a long period of time, eat foods in great-tasting ways that require virtually no preparation time at all. However, if you really like cooking, please check our website for our second Nutrient Rich® Cookbook, which will be released later this year. It will include some more involved delectable nutrient-rich recipes with how-to videos.

Step 4: How to Lose Weight the Nutrient Rich Way®

In this guide, now that you fully understand the what, how and why it is essential to eat **90% or more Plant-Based Nutrient Rich®** every day, optimized for nutrient density, and you know how to eat in almost any situation in simple, quick and easy ways, you will learn the mechanics for sustained weight loss.

While you will most likely begin to lose weight naturally, as you start eating nutrient rich, here you will learn the 4 stages of eating and fasting for health to optimize your energy intake and metabolism, and lose weight in a nutrient-rich way.

Support

Your purchase of **The Nutrient Rich® Healthy Eating System** for \$79.00 comes bundled with 3 months of Member Support included at a 100% discount (in other words, at no cost). After 3 months, the cost is \$7.95 per month so you get the low-cost high-impact value we always promise here at NutrientRich.com.

There you will be able to:

- Join the Member Forum, talk to and learn from other people, who, like you, are making the *Switch to Rich*.
- Listen in on periodical live Nutrient Rich® TeleTraining Calls where we will answer questions/share tips.
- Dive into other training materials in the Knowledge Center, which is chock full of articles and information specific to The Nutrient Rich Way to Eat™, with easy access to Premium Health E Guides.
- Access to Audio Tips teaching you the finer points of The Nutrient Rich Way to Eat™
- Get preferred access to periodic special events (Webinars and Seminars) with leading Physicians, Doctors researchers, and thought leaders.
- Take advantage of The Nutrient-Rich Food & Recipe Database™.

You can also read the *Switch to Rich* Blog, check out the Success Stories, our impressive Expert Panel, and Featured Products at NutrientRich.com!

*"Eighty percent of what will make you successful eating in a nutrient rich way, is knowledge of what you don't need to do anymore, only twenty percent is what you actually need to do, which is a relief! The Nutrient Rich Healthy Eating System will help save you **two decades** or more of your time, effort and hard-earned money, most of all your health and happiness!"* – John Allen Mollenhauer