



The C.H.E.K Approach in a Nut Shell

To achieve optimal health and fitness, apply the following nutritional principles:

1. If it's white, don't eat it! The three white devils are white flour, white sugar and milk processed by pasteurization and homogenization. If you must use a dairy product and can't acquire raw dairy, always choose Certified Organic as your first choice. Additionally, those that are milk (lactose) sensitive should use full fat cream, which is very low in lactose and high in fat. You can also use a high quality yogurt, in which the lactose is predigested.
2. Avoid any food made from any of the white devils!
3. If you can't pronounce a word on the label, don't eat it – your liver won't like it!
4. If it wasn't here 10,000 years ago, don't eat it!
5. If it's sweet, but it's not freshly squeezed juice, it's sugar water! Don't drink it.
6. The longer the shelf life, the more harmful it is likely to be to your body!
 - If irradiated, don't eat it!
 - If pasteurized, it's not good for you. Ultra-pasteurized is very bad for you!
 - Unless packaged in glass, the longer it's been in the package, the more toxic it will be!
7. Aside from good water, if you are eating a food that is clear – disease grows ever near! For example, clear apple juice, clear honey and clear hydrogenated oils are all garbage foods to be avoided.
8. Choose produce and meats in this order:
 - Certified Organic Produce: Certified Organic – Free Range
 - Organic: Organic
 - Locally Farmed: Locally Farmed – Free Range
 - Commercial: Commercial – Hormone Free
 - Commercial: Commercial
9. Always season foods and water with 100% unprocessed sea salt. The best is Celtic, followed by sea salt from New Zealand because heavy metal toxicity is lowest there.

10. Drink $\frac{1}{2}$ your body weight in pounds in ounces of water daily. For example, a 200 pound man needs to drink 100 oz.
 - Nothing substitutes for water, not tea, not juice, not beer....nothing!
 - Always choose the top selling brands such as Evian, Fiji, Trinity and Volvic because they sell the fastest and therefore have the least exposure to plastic bottles.
 - Always buy water in glass if possible.
 - The most health-giving waters have a hardness factor of 170 mg/L or > and a Total Dissolved Solids (TDS) of 300 or >.
 - Adding a pinch or two of quality sea salt to water is recommended to replace electrolytes. Additionally, it will harden otherwise good, but soft waters and will significantly increase the TDS.
11. Follow 80/20 Rule: If you live right 80% of the time, you can absorb the other 20%!
12. Always eat right for your metabolic type.

**Live Well,
C.H.E.K Institute Staff**