

Introducing:

# Better Balance



## This Guide Includes:

A How-to-Guide to get you started. A Better Balance sample meal plan, four snack options, and a the Zero-BITE food list.



## Better Balance is Made for Those Who:

- Habitually consume processed meals or snacks
- Need a flexible plan less reliant on tracking
- Are seeking a healthier relationship with food
- Are looking to improve their insulin or cholesterol levels



STARTER GUIDE



# Better Balance

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iTrackBites

# Getting Started

## **Better Balance is Made for Those Who:**

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As children, we were told to finish our vegetables. We were told to save that piece of chocolate till after dinner. Somewhere along the way however, this sentiment can become lost. Children become adults and suddenly, there is nothing stopping us from overeating over-processed and nutrient lacking foods.

**Better Balance** is here to combat that. On this diet plan you'll learn how to balance eating foods you enjoy without sacrificing any of the vitamins or minerals. Yes, you can eat that cookie but save it till after a meal composed of lean proteins and veggies. **Better Balance** is all about adjusting your outlook on food to make eating fresh, whole food options delicious and satisfying.

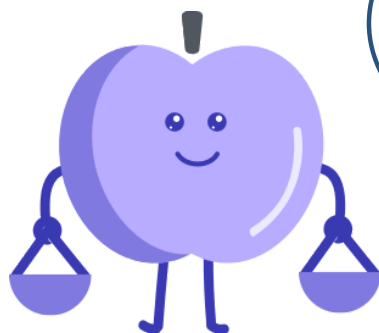
# The BITE System

## What is a BITE?

A BITE is calculated from a proprietary equation that distills every food and drink item into a numeric value. This is different from strict calorie counting because it rewards factors that are relevant to your diet plan. After all, not all calories are created equal.

### On the Better Balance Plan:

- Calories form the baseline
- Sugar and saturated fat drive BITES up ↑
- Protein drives BITES down ↓



Hi! I'm Better Balance Bite Buddy!  
Look out for me for important details.

# The BITE System

If a food has a high BITE value you know you should probably stay away from that type of food. If a food has a low BITE value you know it is a good choice for your diet plan. Sugar and saturated fat are accounted for because they play a role in food dependency, where- as protein is incorporated to help curb those pesky cravings. Better Balance is different from its little brother Sugar Smart in that it gives you less daily BITES in return for a much larger 200+ Zero-BITE food list. With this plan you also have the ability to carry over up to 4 un-used daily BITES to use later in the week. Therefore, Better Balance is designed to help you transition to a cleaner diet composed of natural ingredients with not so much weighing, measuring, and tracking.

## 300 Calorie Parfait



8

Higher protein  
Lower sugar  
Lower sat. fat

## 300 Calorie Cake



12

Lower protein  
Higher sugar  
Higher sat. fat

VS.

# The BITE System



## What is a BITE allowance?

### You have three types of BITE allowances:

- Your **Daily BITE allowance** is the number of BITES you can eat that day. This number will be personalized to you based on your age, gender, height, weight and activity level.
- Your **Weekly BITE allowance** is an extra allowance of BITES that you can divide up how you would like (split them up evenly, save them for the weekend, or don't use them at all). This is your opportunity to cater the Better Balance diet to your lifestyle.
- **Activity BITES** are similar to Weekly BITES and are awarded to you when you exercise. There's a balance between what you consume and what you expend. Therefore, when you exercise we reward you with BITES because your body expended more calories.



## What are Zero BITE foods?

Last but definitely not least is your Zero-BITE foods. These foods were selected since they build the foundation for the Better Balance plan. The majority of these foods are low in saturated fat and sugar and tend to be very low calorie. The best part? When you track these foods, they don't count toward your BITE allowance! Use these foods strategically to fill up the majority of your plate.

Check out page 13 to view the FULL list of Zero-BITE foods!

# The Science

## Why Sugar?



Many people claim that they feel compelled to eat sugary foods, similar to how an alcoholic might feel compelled to drink. Interestingly, the pathways between these two scenarios are fairly similar. Our brain pathways are wired to respond to rewards (such as sugar or alcohol) in a way that produces **neurochemical changes in the brain** that lead to dependency. Avena and other researchers at Princeton University found that rats who had access to a sugar solution not only developed a pattern of excessive intake, but also had an increase in dopamine and opioid receptor binding, indicating that excessive sugar intake sensitized these receptors. This <sup>1</sup>mechanism is similar to that of abusive drugs! Their <sup>2</sup>hypothesis that rats can become sugar dependent could very well translate to the human condition.

## Why Saturated Fat?

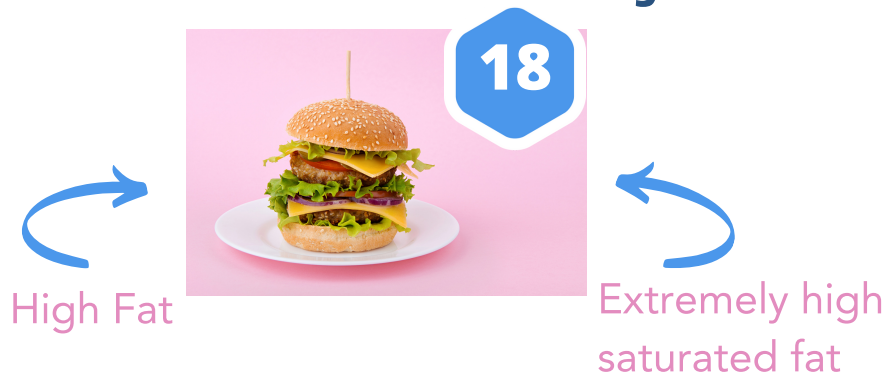


Sugar is only part of the equation when it comes to Better Balance. The other major component is saturated fat. From a chemical standpoint, saturated fats are simply fat molecules that have no double bonds between carbon molecules. This composition is what makes saturated fat solid at room temperature as opposed to healthier unsaturated fats like olive oil. Saturated fats have the ability to raise cholesterol levels, therefore putting you at higher risk for cardiovascular disease. Additionally, **fats are highly hedonistic** (our taste buds think fat is very palatable), which may facilitate compulsive eating due to its effect on a dopamine pathway similar to that of sugar.<sup>3</sup>

# The Science

Unfortunately, a lot of the meals we find palatable are high in both saturated fat and sugar. In fact, a recent study at the Yale University School of Medicine determined that people not only favor fatty or sugary foods, but place the highest value on those that contain both.<sup>4</sup> This explains why fast food tends to be so sought after! A McDonald's Burger contains a hefty 11 grams of saturated fat (over half your recommended daily allowance) in addition to a whopping 9 grams of sugar! You can see this reflected in its exceptionally high BITE count.

## McDonald's Cheeseburger



## Why Protein?

The last part of the equation is protein, which we slightly reward you for consuming! This is because we want to make sure you are achieving a well balanced diet profile. In addition, **protein may reduce your cravings and keep you satisfied for a longer period of time.** One study by researchers from Missouri State University found that increasing protein intake to 25% of total calories reduced cravings by 60%.<sup>5</sup>



# Is It for You?

## Key Food Guidelines



The Better Balance diet plan is specifically catered towards those who seek a better relationship with food.

Perhaps you tend to over-consume fatty fats or maybe you gravitate towards packaged snacks.

Better Balance will help manage these behaviors by introducing a more mindful and, of course, balanced way of eating fresh foods.



# Food Recommendations

To get the most out of the Better Balance weight loss plan, it is best to choose foods that are **low in added sugar and saturated fat and high in protein.**



## Key Food Guidelines

- **Take Advantage of Zero-BITE proteins.** These are the leanest proteins you can choose and since they're Zero-BITES, you don't have to track them!
- **Zero-BITE doesn't equal zero calories.** Only eat until you are satisfied, not stuffed. You can easily surpass your calories for the day if you aren't careful about this.
- **When in doubt, go fresh.** Fresh, non-processed foods, are much more likely to be on the Zero-BITE list.



# 1 Day Sample Meal Plan

## Breakfast: Veggie Omelet



- 1/2 cup spinach
- 1/4 cup mushrooms
- 1/4 cup onions
- 1 tbs. olive oil
- 2 eggs
- 2 tbsp. cheddar cheese
- Salt & pepper to taste

Sneak in your veggies with this flavorful yet low-BITE breakfast. Simply sauté your veggies in the oil, fold it in the omelet, and sprinkle your cheese. Pair your meal with your favorite Better Balance Zero-BITE fruits!

## Lunch: Summer Salad



- 3 cups arugula (or your lettuce of choice)
- 4 oz. grilled shrimp
- 1/4 cup cubed watermelon
- 1/4 cup blueberries
- 2 tbsp. feta cheese
- 2 tbsp. balsamic vinaigrette
- 1 tbs. walnuts (optional)

Sneak in your veggies with this flavorful yet low-BITE breakfast. Simply sauté your veggies in the oil, fold it in the omelet, and sprinkle your cheese. Pair your meal with your favorite Better Balance Zero-BITE fruits!

## Dinner: Grilled Chicken and Rice



- 6 oz. chicken breast
- 1 tbsp. olive oil
- 1 tsp. lemon juice
- 1/2 cup brown rice
- 1/2 cup broccoli (or vegetable of your choosing)
- Your favorite seasonings

Finish off the day with a classic dish. Pair your grilled chicken with your favorite Better Balance Zero-BITE veggies to round it out. Lastly, add a side of brown rice for a fiber boost.

# Snack List



4

## Best in Show:

### Greek Yogurt with Fruit

- 1/2 cup vanilla, non-fat, greek yogurt
- 1/4 cup strawberries
- 1/4 cup blueberries
- 1 tbsp. low fat granola

Our all around snack winner for Better Balance is non-fat, greek yogurt! A half cup will boast about 10 grams of protein with less than 1 gram of saturated fat. Top it off with your favorite Zero-BITE fruits.



4

## Low-Cal

### Carrots and Hummus

- 1/4 cup hummus
- 1/2 cup raw carrots



4

## On-the-Go

### Trail Mix

- 2 tbsp. mixed nuts



7

## Sweet Fix:

### Healthy Peanut Butter Crackers

- 2 whole grain crackers
- 1 tbsp. peanut butter
- 2-3 strawberries to top

# ZERO-BITE Food List

Check out these Zero-BITE foods! (Must be fresh, frozen or canned without any added oils). To find these items listed correctly, search exactly as shown on this list and select the 0 BITE option from the pocket guide results. Some items are 0 only up to the amounts listed. Any amount over that must be counted.

<a href="#">A</a> pples	<a href="#">D</a> aikon	<a href="#">M</a> angoes	Satay chicken without peanut sauce
Applesauce, unsweetened	Dates, fresh	Melon balls	Sauerkraut
Apricots	Dragon fruit	Mung bean sprouts	Scallions
Arrowroot	<a href="#">E</a> damame (pods or shelled)	Mung dal	Seaweed
Artichoke hearts	Eggs, whole, including yolks	Mushroom caps	Shallots
Artichokes	Eggplant	Mushrooms (all varieties)	Shellfish (all varieties)
Arugula	Egg substitutes	<a href="#">N</a> ectarines	Spinach
Asparagus	Egg whites	Nori seaweed	Sprouts (all varieties)
<a href="#">B</a> amboo shoots	Endive	<a href="#">O</a> kra	Squash (all varieties)
Banana	Escarole	Onions	Starfruit
Beans (all varieties)	<a href="#">F</a> ennel	Oranges (all varieties)	Strawberries
Beans, canned fat-free refried	Figs, fresh	<a href="#">P</a> apayas	Succotash
Beets	Fish (all varieties, including smoked)	Parsley	<a href="#">T</a> angelo
Berries (all varieties)	Fruit cocktail	Passion fruit	Tangerines
Broccoli	Fruit cup, unsweetened	Pea shoots	Taro
Broccoli rabe	Fruit salad	Peaches	Tofu (all varieties, including smoked)
Broccoli slaw	Fruit, unsweetened	Pears	Tomatillos
Broccolini	<a href="#">G</a> arlic	Peas & carrots	Tomato puree
Brussels sprouts	Ginger root	Peas (all varieties)	Tomato sauce
<a href="#">C</a> abbage (all varieties)	Grapefruit	Peppers (all varieties)	Tomatoes (all varieties)
Calamari	Grapes	Peppercini	Turkey breast, ground (99% fat-free)
Cantaloupe	Greens (all varieties)	Persimmons	Turkey breast or tenderloin (skinless, boneless or with bone)
Carrots	Guavas	Pickles, unsweetened	Turnips
Cauliflower	<a href="#">H</a> earts of palm	Pico de gallo	<a href="#">V</a> egetables, mixed
Caviar	Honeydew melon	Pimientos, canned	Vegetables, stir fry without sauce
Celery	<a href="#">J</a> ackfruit	Pineapples	Water chestnuts
Chard (all varieties)	Jerk chicken breast	Plumcots	<a href="#">W</a> atercress
Cherries	Jerusalem artichokes (sunchokes)	Plums	Watermelon
Chicken breast, ground (99% fat-free)	Jicama	Pomegranate seeds	<a href="#">Y</a> ogurt, plain, fat-free, unsweetened (all varieties including Greek and soy)
Chicken breast or tenderloin (skinless, boneless, with bone)	<a href="#">K</a> iwifruit	Pomegranates	
Clementines	Kohlrabi	Pomelo	
Coleslaw mix (packaged shredded cabbage and carrots)	Kumquats	Pumpkin	
Collards	<a href="#">L</a> eeks	Pumpkin puree, unsweetened	
Corn (baby ears, white, yellow, kernels, on the cob)	Lemon	<a href="#">R</a> adicchio	
Cranberries	Lemon zest	Radishes	
Cucumber	Lentils	Raspberries	
	Lettuce (all varieties)	Rutabagas	
	Lime	<a href="#">S</a> alad, mixed greens	
	Lime zest	Salad, three-bean with out sugar or oil	
	Lychees	Salad, tossed without dressing	
		Salsa, fat-free (all varieties)	
		Sashimi (all varieties)	

# How-To Get Started

We know that starting a new diet is challenging so we created a step-by-step list of things to keep in mind as you ease your way into this new way of eating.

## 1. Go Easy on Yourself



New diets take a while to get used to and you may not be successful from the get-go. If you go over your BITE allowance the first day, do not be discouraged. Your body will need time to adjust. It may take some experiment-ing but eventually you will find what works best for you!

## 2. Utilize Zero-BITE Foods



The beauty in the Better Balance plan is the 200+ Zero-BITE food list! In fact, you could easily create a ton of well balanced, tasty meals that are extremely low in BITES. Take advantage of this by making Zero-BITE the bulk of your meals. It also means less tracking!

## 3. Don't Forget Your Grains



Although the Zero-BITE food list include a ton of fruits, vegetables, and lean proteins, you still need to consume your grains! A good rule of thumb is to have 1/2 of your plate as non-starchy vegetables, 1/4 of your plate as whole grains, and the other 1/4 as a lean protein source.

## 4. Eat Responsibly



It's important to note that Zero-BITE foods do not equal zero calories. This plan gives you more responsibility to tune in to your hunger signals and only eat until full. It's easy to consume too many Zero-BITE foods (even if you're not going over your BITE allowance) resulting in stagnated weight loss (PRO members can turn on secondary metrics to keep track of this).

## 5. Drink Water



There are many benefits to drinking water. It keeps you hydrated but it also keeps you full. Sometimes thirst can even be confused for hunger. The best thing to do is drink a lot of water and watch the cravings fade away. Aim for at least 8-10 cups a day, but this number may increase depending on the heat, exercise, and medications. Check with your doctor if you aren't sure.

# How-To Be Successful

Lastly, here are a few key habits that will undoubtedly help you find success in your weight loss journey.

## 1. Get Moving



Exercising doesn't have to be a chore. Find something you enjoy that gets your blood pumping. It's a great way to **let off some steam** and release those coveted endorphins. Another plus: in-putting your activity into the app will grant you extra BITES!

## 2. Connect with the Community



We all need a little motivation here and there. Check out the community feature in the iTrackBites app to get your questions answered, find recipe inspiration, or receive praise on a recent milestone you achieved. **We're all in this together.**

## 3. Track your Progress



It's important to document your weight loss (or maintenance) journey. After-all, that is why iTrackBites was created in the first place! **Make it a habit to input your weight** onto the app on a consistent basis and check out the weight trend graph (located on the profile tab) to see exactly how far you've come!

## 4. Celebrate



When you've come to a place in your journey when you've been hitting your goals and feel especially accomplished, it's okay to celebrate! **Pat yourself on the back and reward yourself!** It's important to let loose and remember to have fun.

# Better Balance

## STARTER GUIDE

<sup>1</sup> Bray GA. Is Sugar Addictive?. *Diabetes*. 2016;65(7):1797-1799. doi:10.2337/dbi16-0022

<sup>2</sup>Avena NM, Rada P, Hoebel BG. Evidence for sugar addiction: behavioral and neurochemical effects of intermittent, excessive sugar intake. *Neurosci Biobehav Rev*. 2008;32(1):20-39. doi:10.1016/j.neubiorev.2007.04.019

<sup>3</sup>Johnson PM, Kenny PJ. Dopamine D2 receptors in addiction-like reward dysfunction and compulsive eating in obese rats [published correction appears in *Nat Neurosci*. 2010 Aug;13(8):1033]. *Nat Neurosci*. 2010;13(5):635-641. doi:10.1038/nn.2519

<sup>4</sup>DiFeliceantonio AG, Coppin G, Rigoux L, et al. Supra-Additive Effects of Combining Fat and Carbohydrate on Food Reward. *Cell Metab*. 2018;28(1):33-44.e3. doi:10.1016/j.cmet.2018.05.018

<sup>5</sup>Leidy HJ, Tang M, Armstrong CL, Martin CB, Campbell WW. The effects of consuming frequent, higher protein meals on appetite and satiety during weight loss in overweight/obese men. *Obesity (Silver Spring)*. 2011;19(4):818-824. doi:10.1038/oby.2010.203

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