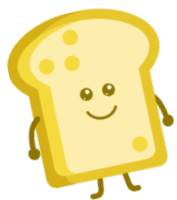


Introducing:

Carb Conscious



This Guide Includes:

A Carb Conscious sample meal plan, four snack options, a Zero-BITE food list, and a how-to guide to get you started today!



Carb Conscious is Made for Those Who:

- Habitually consume processed carbs
- Generally crave bread, pasta, cereal, or chips over sweet foods
- Are looking to improve their insulin or cholesterol levels



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Carb Conscious



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iTrackBites

Getting Started

Carb Conscious is Made for Those Who:

- Habitually consume processed carbs
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Some say your body works like a machine. Others say it operates like a car. Whatever metaphor you prefer, one thing is for sure: the wrong fuel source can lead to operation failure.

You can think of our main fuel source as carbohydrates. Out of the three macronutrients our body needs, carbs are its preferred energy source. Of course, there are better types of carbs to fuel your body with than others, but which one should you choose? Complex or simple carbs? Which carbohydrate choices are best for sustained weight loss? Which carbohydrate choices are the best for disease prevention and overall longevity? The Carb Conscious diet plan satisfies these concerns and more as it guides you in your journey to making better carbohydrate choices.

The BITE System

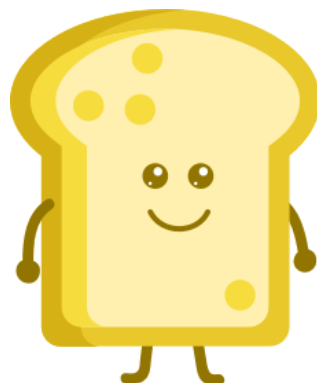
What is a BITE?

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 Carb Conscious Plan:



- Carbs, fat, and protein drive BITES up ↑
- Fiber drives BITES down ↓

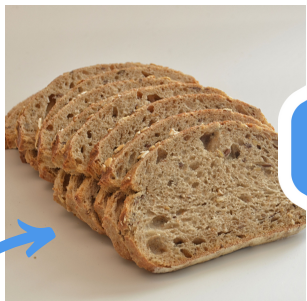


Hi! I'm Carb Conscious
Bite Buddy!
Look out for me for
important details.

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. Throughout iTrackBites you will see BITE values identified in a hexagon. The magic sauce on the Carb Conscious plan is fiber. Food sources with fiber are more than likely to be a better carbohydrate choice since fiber indicates that the product hasn't been stripped of its nutritional qualities. These are known as your complex carbs (whole grains, fruits, & veggies) and provide you with longer lasting energy versus your simple carbs (chips, cookies, and sodas). Compare the BITES between a slice of whole grain bread with 6 grams of fiber versus a cookie with virtually no fiber. That said, Carb Conscious does not aim to lower your carbohydrate intake, moreover, it targets a better, higher quality, carbohydrate intake.

**200 Calorie
Complex Carb**



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High Fiber

VS.

**200 Calorie
Simple Carb**



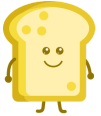
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Low Fiber

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 Carb Conscious 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 Carb Conscious plan. The majority of these foods are high in fiber 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 14 to view the FULL list of Zero-BITE foods!

The Science

Fiber can be defined as a plant constituent that cannot be degraded by the stomach. Choosing complex carb sources containing fiber is most commonly known to help with digestion; however, it also offers benefits in terms of **weight management** and **disease prevention**.

Fiber for Weight Management



Intake of fiber will **promote that feeling of fullness** through gastric distension from the gel-like complex that arises from soluble fiber or activation of stretch receptors that signal fullness from insoluble fiber.¹ Fiber also has a low energy density (less than 2 calories per gram as opposed to the 9 calories per gram in fat). That means, you could consume much more fiber for the same amount of calories in fat. In addition, fiber is thought to induce the production of satiety signaling gut hormone glucagon-like peptide-1.¹ If you're still not convinced, a study conducted by Rebello and other researchers from Louisiana State University compared the satiety impact of oatmeal versus a low fiber breakfast cereal and found that oatmeal had a significantly greater increase in fullness and hunger reduction in comparison to the low fiber cereal.² Now if you're an oatmeal fanatic, that's great. But if not, there are a ton of other high fiber foods that can produce that same effect.

The Science

Fiber for Disease Prevention

Fiber has been suspected to play a large role in disease prevention. In a systematic review of 58 clinical trials conducted by Reynolds from the university of Otago in New Zealand and other medical researchers, there was a suggested 15-30% decrease in the incidence of **coronary heart disease, stroke, type 2 diabetes, and colorectal cancer** when comparing high dietary fiber consumers with the low fiber consumers.²

Diabetes

Most of the research points to fiber having a big impact on diabetes management and prevention through its ability to **increase insulin sensitivity** and alter gut microbiota to produce beneficial hormonal and molecular factors in the subject. In³ fact, according to researchers Weickert and Pfeiffer, Large prospective cohort studies consistently show associations of a high dietary fiber intake (>25 g/d in women and >38 g/d in men) with a 20–30% reduced risk of developing type 2 diabetes!³

The Science

Heart Disease

Fiber intake and cholesterol levels are also closely associated. In a meta-analysis of 14 studies, subjects who received a median dose of β -glucan (a soluble fiber) for four weeks saw significantly **reduced LDL cholesterol and non-LDL cholesterol levels**.⁴ β -glucan sounds like a foreign entity, but it is the same fiber that is found in healthy carbohydrates such as barley and oats! Intake of fiber could help one manage their cholesterol levels and ultimately prevent cardiovascular disease.

Cancer

Lastly, there seems to be a protective association with dietary fiber intake and cancer risk. Proposed mechanisms include fibers potential to **bind to harmful and carcinogenic substances in the gut** and promote their discharge and decomposition. Furthermore, fiber has the possibility to promote the growth probiotics and inhibit the growth of pathogenic bacteria, thereby inhibiting production of carcinogens and promoting their decomposition in the intestine. A meta-analysis⁵ of 24 epidemiological studies conducted by Chen and other medical researchers found that every 10 g/d increment in dietary fiber intake was associated with a 4% reduction in breast cancer risk!

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Is It for You?

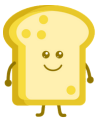


Carb Conscious is a well rounded diet plan that **will redefine your relationship with carbs**. Those who over indulge in breads, pastas, cookies, sugary drinks, and sodas tend to find success on this plan. Nevertheless, this plan will also work well for those who are not sure where to start but want a diet that supports a healthy overall wellbeing. More specifically, Carb Conscious is well positioned to help those who are diabetic or pre-diabetic, have hypercholesterolemia, are at cancer risk, or have polycystic ovary disease (PCOS).



Food Recommendations

To get the most out of the Carb Conscious weight loss plan, it is best to choose foods that are **high in fiber**



Key Food Guidelines

- **Choose complex over simple carbs.** The complex ones supply you with longer lasting energy and more fiber.
- **Go with unrefined grains.** The darker the grain, the more vitamins and minerals it has.
- **Be thoughtful at restaurants.** Find a plate that doesn't skimp on the fruit and veggies.



1 Day Sample Meal Plan

Breakfast: Blueberry Chia Oats



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- 1/2 cup old fashion oats
- 1/2 cup fresh blueberries
- 1 banana
- 1 tbsp. chia seeds
- 1 cup water
- 1/4 cup low-fat milk
- 1 dash cinnamon
- honey to taste

Star your day off right with a fiber filled meal. This bowl boasts 10 grams of fiber (about a third of the recommended daily intake) to insure you'll stay full the entire morning.

Lunch: Vegetable Soup



5

- 1/4 cup yellow onions
- 1/2 cup sliced carrots
- 1/4 cup celery
- 1 clove garlic
- 1 cup vegetable broth
- 1/2 can diced tomatoes
- 1/2 cup diced potatoes
- 1/4 cup green beans
- 1/2 cup frozen or fresh corn
- parsley to taste

Try out this low BITE and flavor packed, vegetable soup! Throwing your favorite veggies into a broth or stock is a great way to strategically manage your BITES allowance.

Dinner: Chicken with Avocado Sauce



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- 4 oz. chicken breast
- 2 tbsp. blackened seasoning
- 1/2 cup barley
- 1/4 cup avocado
- 1/4 cup plain greek yogurt
- 1 tsp. lemon juice
- 1/2 tsp. garlic powder
- dash of salt

Change up your average blackened chicken with this creamy avocado sauce variation. Pair this meal with a smart carbohydrate choice, such as barley, to give you a stable stream of energy.

Snack List



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Best in Show:

Avocado Toast

- 1 slice 100% whole wheat bread
- 1/2 medium avocado
- salt and pepper

Avocado toast comes in as one of the best snack options on this plan. Not only do you get the stable energy from the whole wheat bread, the avocado will fill your body with healthy fats that will keep you full. Simply toast a slice of bread, spread the avocado paste, and season with salt and pepper. To finish it off, top it with your favorite, Zero-BITE, veggies!

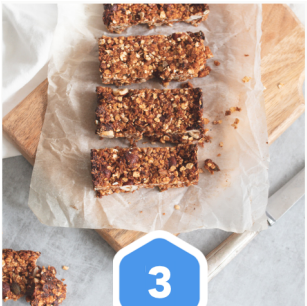


3

Low-Cal

Tangy Cucumber Salad

- 1 fresh english cucumber
- 1/2 tbs olive oil
- 1 tbs. apple cider vinegar
- 1 tsp. granulated sugar
- black pepper



3

On-the-Go

Low-Fat Granola Bars

- 1 low fat granola bar
- can also make your own



5

Sweet Fix:

Strawberries & Cream

- 1/2 cup lite cool whip
- 1/2 cup low-fat strawberry yogurt
- 1/2 cup strawberries

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.

Alalfa Sprouts
Apples, all varieties
Applesauce, unsweetened
Apricots
Artichokes
Artichoke Hearts
Arugula
Asparagus

Bamboo Shoots
Bananas
Bean Sprouts
Beets
Beet Greens
Berries, mixed
Blackberries
Blueberries
Boysenberries
Bok Choy
Broccoli
Broccoli Rabe
Broth and Bouillon, any
Brussel Sprouts

Cabbage, all varieties
Cantaloupe
Capers
Carrot
Cauliflower
Celeriac
Celery
Chard, Swiss or Rainbow
Chayote Squash
Cherries
Clementines
Chicory
Coleslaw Mix (cabbage and carrot only - no dressing)
Collard Greens
Cranberries, FRESH only
Cucumbers
Currants, FRESH only

Dandelion Greens
Dates, FRESH only
Daikon
Dragonfruit

Egg Whites (up to 2 ONLY)
Eggplant
Endive
Escarole
Fennel
Figs, FRESH only
Fruit Cocktail, unsweetened

Garlic
Ginger
Grapefruit
Grapes, all varieties
Grape Leaves
Guava
Green Beans
Hearts of Palm
Honeydew
Horned Melon

Jackfruit
Jerusalem Artichokes (Sunchoke)
Jicama

Kale
Kiwifruit
Kohlrabi

Leeks
Lemons
Lettuce, all varieties
Limes
Lychee

Mandarin Orange
Mango
Mangosteen
Microgreens
Mixed Salad Greens
Mulberries
Mung Bean Sprouts
Mushrooms
Mustard Greens

Nectarines
Nopales (cactus)
Okra
Onion, all varieties
Oranges, all varieties

Papaya
Passion fruit
Peach
Pear, all varieties
Peppers, all varieties
Persimmon
Pickles, unsweetened
Pico de Gallo
Pineapple
Plums
Pomegranate
Pomelo/Pummelo
Prickly Pear
Pumpkin

Radicchio
Radish
Raspberries
Rhubarb
Rutabaga

Sauerkraut
Scallions
Seaweed, Nori
Shallots
Snow Peas
Spinach, all varieties
Squash, all varieties
Starfruit
Strawberries
Sugar Snap Peas

Tamarinds
Tangelo
Tangerine
Tomatillos
Tomatoes, all varieties
Turnips
Turnip Greens

Water Chestnuts
Watercress
Watermelon

Zucchini

Diet Soda
Tea
Coffee, black
Club Soda / Seltzer

Chili/Sriracha Sauce (1tbsp)
Horseradish Sauce (1tbsp)
Hot Sauce (1tbsp)
Ketchup (1tbsp)
Mayo, fat free (1tbsp)
Mustard (1tbsp)
Soy Sauce (1tbsp)
Steak Sauce (1tbsp)
Taco Sauce (1tbsp)
Teriyaki Sauce (1tbsp)
Vinegar, all varieties (1tbsp)
Worcestershire Sauce (1tbsp)

Creamer, fat free (1tbsp)
Half n' Half, fat free (1tbsp)
Margarine, fat free (1tbsp)
Sour Cream, fat free (2tbsp)
Cream Cheese, fat free (1tbsp)
Syrups, sugar free (1tbsp)
Whipped Topping, fat free (2tbsp)

Salsa, fat free (1/2 cup)
Tomato Sauce, canned, no added sugars or oils (1/2 cup)
Tomato puree (1/4 cup)

Gelatin, sugar free (1 snack cup or up to 2 servings = 1/2 box prepared)

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!

Plan Meals Strategically



Zero BITE foods should be prioritized in your meals in order to add bulk to your plate without draining your BITES. Use non-Zero BITE foods strategically to fill in the rest of your plate. 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.

Use Your Weeklies



Members lose best on this plan when they utilize at least 50-100% of the Weeklies each week (with some using them all). They are simply set aside as Weeklies to divide as you need. (PRO users can turn on secondary calorie tracking to help make sure you are hitting your daily calorie targets.)

Read the Labels



When shopping for healthy, complex carbs, start with the food label. Make sure that "whole grain" or "whole wheat" are at the top of the ingredient list. If instead you see terms like "enriched", "refined", or "bleached", you can be certain that the product is highly processed and probably a bad carb choice.

5. Drink Water



There are many benefits to drinking water. Fiber works best in the body when accompanied with an ample supply of water. 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.

Carb Conscious

STARTER GUIDE

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² Rebello CJ, Johnson WD, Martin CK, et al. Acute effect of oatmeal on subjective measures of appetite and satiety compared to a ready-to-eat breakfast cereal: a randomized crossover trial. J Am Coll Nutr. 2013;32(4):272-279. doi:10.1080/07315724.2013.816614

³ Weickert MO, Pfeiffer AFH. Impact of Dietary Fiber Consumption on Insulin Resistance and the Prevention of Type 2 Diabetes. J Nutr. 2018;148(1):7-12. doi:10.1093/jn/nxx008

⁴ Ho HV, Sievenpiper JL, Zurbau A, et al. A systematic review and meta-analysis of randomized controlled trials of the effect of barley β -glucan on LDL-C, non-HDL-C and apoB for cardiovascular disease risk reduction-i-v [published correction appears in Eur J Clin Nutr. 2016 Nov;70(11):1340]. Eur J Clin Nutr. 2016;70(11):1239-1245. doi:10.1038/ejcn.2016.89

⁵ Chen S, Chen Y, Ma S, et al. Dietary fibre intake and risk of breast cancer: A systematic review and meta-analysis of epidemiological studies. Oncotarget. 2016;7(49):80980-80989. doi:10.18632/oncotarget.13140

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Written by Jacqueline Henning