

Introducing:

Sugar Smart



This Guide Includes:

A Sugar Smart sample meal plan, 4 snack options, a Zero-BITE food list and a how-to-guide to get you started today!



Sugar Smart is Made for Those Who:

- Eat fast food 2x or more per week
- Compulsively overeat sweets
- Are looking to improve their insulin or cholesterol levels
- Lead a busy lifestyle that doesn't afford the time to cook all meals at home



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STARTER GUIDE

Sugar Smart

Getting Started

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It's no question that sugar can be addictive. This much we've known for the past 40 years.¹ Since then, a lot of nutrition research has been conducted to uncover the mechanisms behind this phenomenon, but what we still don't know is how to combat this addiction. After all, removing sugar from our diet is a lot easier said than done. That's why we've created Sugar Smart. It's time to kick sugar to the curb!

In all seriousness though, sugar is a nutrient that we can't (and shouldn't) completely get rid of. In fact, your body needs these sugars for many biochemical processes in the body. However, there are better sources of sugar than others. Natural sugars are the way to go but it can be challenging to choose these foods over the much more enticing and addictive artificial stuff (think about that chocolate cake you saw in the bakery section). This is where Sugar Smart comes in to help you beat that dependency while helping you transition to a cleaner diet even when eating out.

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 Sugar Smart Plan:

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



Hi! I'm Sugar Smart
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. On this plan, sugar and saturated fat are accounted for because they play a role in food dependency. Protein is also incorporated to since it is known to help curb those cravings (see comparison below). Sugar Smart gives you the flexibility to choose how you want to spend your BITES which is beneficial for those who don't have time to cook all their meals at home.

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 Sugar Smart 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 Sugar Smart 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.²

This mechanism is similar to that of abusive² drugs! Their hypothesis that rats can become sugar dependent could very well translate to the human condition

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%.⁵

The Science

Why Saturated Fat?

Sugar is only part of the equation when it comes to Sugar Smart. 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.³

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.⁴ 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.



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McDonald's Burger

- Extremely high saturated fat
- High Sugar

Is It for You?



Whether you have a relentless sugar tooth, or are a frequent fast food eater, sugar smart will come to your aid. Worried about having enough BITES to get you through the day when eating out? Sugar Smart will give you enough daily BITES while **guiding you in the direction of healthier eating.**



Food Recommendations

To get the most out of the Sugar Smart 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



- **Choose light meats.** Dark colored meats (beef, sausage, bacon) are much high in saturated fat than light meat.
- **When in doubt, go fresh.** Fresh, non-processed foods, have a higher likelihood of being low in fat and sugar.
- **Not all sugar is bad.** It's impossible to ignore sugar completely. Choose foods that have natural sugars (fruits & veggies) for a stable stream of energy.



1 Day Sample Meal Plan

Breakfast: Veggie Omelet



- 1/2 cup spinach
- 1/4 cup mushrooms
- 1/4 cup onions
- 2 eggs
- 2 tbsp. cheddar cheese
- Salt & Pepper to taste
- Pam cooking spray

Sneak in your veggies with this flavorful and satisfying breakfast. Simply saute your veggies in butter, fold it in the omelet, sprinkle your cheese. Pair your meal with you favorite Sugar Smart 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 tbsp. walnuts (optional)

Throwing together different fruits into a bed of lettuce is a great way to take advantage of your Zero-BITE foods. It's also a great way to get your fiber in.

Dinner: Grilled Chicken Sandwich



- 6 oz. chicken breast
- 1 garlic clove
- 1 cup arugula
- 2 tbsp. balsamic vinaigrette
- 1 sandwich bun
- 1/4 cup sun-dried tomatoes
- black pepper and salt

End your day with a classic chicken sandwich. If you don't have the time to make it yourself, grilled chicken sandwiches are offered at many fast food restaurants and are a great alternative to the regular hamburger.

Snack List



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 Sugar Smart is non-fat, greek yogurt! A half cup will boast about 10 grams of protein with less than 1 gram saturated fat. Top it off with your favorite Zero-BITE fruits.

Low-Cal

Carrots and Hummus

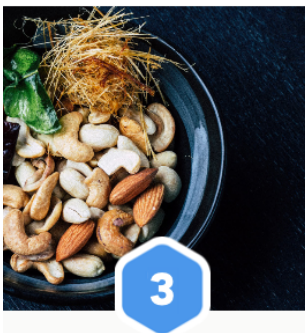
- 1/4 cup hummus
- 1/2 cup raw carrots



On-the-Go

Trail Mix

- 2 tbsp. mixed nuts



Sweet Fix:

Healthy Peanut Butter Cookies

- 2 whole grain crackers
- 1 tbsp. peanut butter
- 2-3 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.

<u>A</u> lfalfa Sprouts	<u>D</u> ragonfruit	<u>N</u> ectarines	<u>W</u> ater Chestnuts
Apples, all varieties		Nopales (cactus)	Watercress
Applesauce, unsweetened	<u>E</u> gg Whites (up to 2 ONLY)		Watermelon
Apricots	Eggplant	<u>O</u> kra	<u>Z</u> ucchini
Artichokes	Endive	Onion, all varieties	
Artichoke Hearts	Escarole	Oranges, all varieties	
Arugula	<u>F</u> ennel	<u>P</u> apaya	Diet Soda
Asparagus	Figs, FRESH only	Passion fruit	Tea
	Fruit Cocktail, unsweetened	Peach	Coffee
<u>B</u> amboo Shoots		Pear, all varieties	Club Soda / Seltzer
Bananas	<u>G</u> arlic	Peppers, all varieties	
Bean Sprouts	Ginger	Persimmon	Chili/Sriracha Sauce (1tbsp)
Beets	Grapefruit	Pickles, unsweetened	Horseradish Sauce (1tbsp)
Beet Greens	Grapes, all varieties	Pico de Gallo	Hot Sauce (1tbsp)
Berries, mixed	Grape Leaves	Pineapple	Mayo, fat free (1tbsp)
Blackberries	Guava	Plums	Mustard (1tbsp)
Blueberries	Green Beans	Pomegranate	Soy Sauce (1tbsp)
Boysenberries	<u>H</u> earth of Palm	Pomelo/Pummelo	Teriyaki Sauce (1tbsp)
Bok Choy	Honeydew	Prickly Pear	Vinegar, all varieties (1tbsp)
Broccoli	Horned Melon	Pumpkin	Worcestershire Sauce (1tbsp)
Broccoli Rabe		<u>R</u> adicchio	
Broth and Bouillon, any	<u>J</u> ackfruit	Radish	Creamer, fat free, sugar free (1tbsp)
Brussel Sprouts	Jerusalem Artichokes	Raspberries	Margarine, fat free (1tbsp)
	Jicama	Rhubarb	Syrups, sugar free (1tbsp)
<u>C</u> abbage, all varieties	<u>K</u> ale	Rutabaga	Whipped Topping, fat free (2tbsp)
Cantaloupe	Kiwifruit	<u>S</u> auerkraut	
Capers	Kohlrabi	Scallions	Salsa, fat free (1/2 cup)
Carrot		Seaweed, Nori	Tomato Sauce, canned, no added sugars or oils (1/2 cup)
Cauliflower	<u>L</u> eeks	Shallots	Tomato puree (1/4 cup)
Celeriac	Lemons	Snow Peas	
Celery	Lettuce, all varieties	Spinach, all varieties	Gelatin, sugar free (1 snack cup or up to 2 servings = 1/2 box prepared)
Chard, Swiss or Rainbow	Limes	Squash, all varieties	
Chayote Squash	Lychee	Starfruit	
Cherries	<u>M</u> andarin Orange	Strawberries	
Clementines	Mango	Sugar Snap Peas	
Chicory	Mangosteen	<u>T</u> angelo	
Coleslaw Mix (cabbage and carrot only - no dressing)	Microgreens	Tangerine	
Collard Greens	Mixed Salad Greens	Tomatillos	
Cranberries, FRESH only	Mulberries	Tomatoes, all varieties	
Cucumbers	Mung Bean Sprouts	Turnips	
Currants, FRESH only	Mushrooms	Turnip Greens	
<u>D</u> andelion Greens	Mustard Greens		
Dates, FRESH only			
Daikon			

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



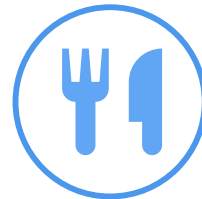
New diets take a while to get used to and **you may not be successful from the get-go**. If you go over your BITE allowance the first day, do not be discouraged. Your body will need time to adjust. It may take some experiment-ing but eventually you will find what works best for you!

2. 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.**

3. Use Your Weeklies



Members lose weight most effectively on this plan when they **utilize at least 75-100%** of the Weeklies each week (with some using them all). In this plan Weeklies are not extras, they can and **should be used**. 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.)

4. Drink Water



There are many benefits to drinking water. Of course you want to stay hydrated, but especially on the Conquer Cravings plan. 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.

5. Research Before Eating Out



Do your research before eating out to make sure you don't over- spend your BITE allowance. If you can't find the exact meal on the iTrackBites database, use online resources to find the nutritional facts and then input that information into the iTrackBites calculator. This will help you to decide whether or not you want to order that meal or choose something else. Every BITE counts!

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.

Sugar Smart

STARTER GUIDE

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⁵Leidy 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

Published July 2020

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