

# PLATT·FORM **SIMPLE**7

Performance AND Athletics Nutrition Guide

**1 J.E.R.F.** From PLANTS or ANIMALS,  
not some laboratory.  
JUST EAT REAL FOOD

**2** MINIMIZE THE  
**3 WHITE**  
**POISONS** Sugar · Salt · White Flour  
PROCESSED FOODS

**3** FOLLOW THE  
**90-10**  
**RULE** Eat GOOD 90% of the time.  
Eat "BAD" 10% of the time.

**4 WATER** DRINK HALF  
your body weight in ounces per day.  
**YOURSELF** MINIMIZE  
Caloric Beverages & Artificial Sweeteners.

**5 CALORIES IN VS CALORIES OUT**  
· Expend more calories than you consume.  
· BUT, the type of calorie matters! (Eat FUEL vs Eating FLUFF)  
· Adhere to the serving size. It's there for a reason!

**6 OUT OF SIGHT, OUT OF MIND**  
Don't be around bad food. Keep it out of your home!

**7 AVOID** THE **3C's** Cheap · Convenient · Carbs