

A woman with dark hair, wearing a purple t-shirt, is leaning forward on a metal railing. She is smiling and looking towards the camera. The background is a brick wall and some blurred outdoor structures.

hayley plumber

YOUR 7 DAY DETOX KICKSTART

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Hi, and thanks so much for downloading my 7 Day Detox Plan!

This plan contains all you need to get kick-started and well on your way to a slimmer, healthier you!

Now, before we start, I want to make something absolutely clear.

As a personal trainer, I see this type of thing happen all the time, especially around New Year.

You're feeling unhappy – fat, self-conscious, lacking confidence, fed up of the muffin top, bingo wings and general feelings of lethargy.

You want things to change, and you want it to happen FAST.
So you look for the quickest solution; the 'magic pill'.

You tell yourself you're just going to do a strict diet to lose a stone or two, and then you can go back to 'eating normally'.

The trouble is, eating 'normally' is what led you to be overweight in the first place, and going back to it after a strict diet will likely cause you to gain more weight than before!

The classic 'yo-yo dieting'. Sound familiar?

This is not what I want for you.
You DESERVE better!

The truth is, your body will only respond to CONSISTENCY.
You need to be able to maintain a way of eating for life,
So that way of eating needs to be enjoyable and sustainable for you.

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I have created this detox plan because I know you're desperate for a quick fix.

And I totally understand that.

What I hope to do here though, is give you a HEALTHY 'semi-detox'.

A week of cutting out the processed foods and sugar that have left you feeling tired and bloated, and replacing them with a ton of quality, super-nutritious, natural foods.

A week of giving your body everything it needs.

You don't need to completely cut out carbs or fat, or drastically cut calories and go hungry for weeks. You just need to get the balance right. Over the next few pages, I'll show you how this is done.

This detox will give you AWESOME results very quickly. It doesn't screw up your body by starving it, doesn't leave you feeling miserable, and doesn't leave you at huge risk of piling the weight back on again once you finish.

It is only for 7 days, but if you enjoy it and find it works, by all means you can repeat it for another 1-3 weeks to get even better results.

For these 7 days, we want to give your body the BEST nutrition available. We need quality fuel to help recover from the Christmas and New Year, and switch from fat-gaining to fat-burning!

NUTRITION EXPLAINED – Protein, Carbs and Fat

PROTEIN

Out of the three macronutrients, protein is the one that can have the most impact on the size and shape of your body.

It helps to repair, strengthen and tone your muscles after exercise, increasing your metabolism and allowing you to burn more fat. It keeps you feeling fuller for longer, because your body takes more time to break it down. And it has what's known as a high thermogenic effect, meaning that about a quarter of the calories you take in from protein will be used up by your body just in the digestion of that food.

This is compared to around 2-5% of the calories that come from fats and carbohydrates.

If you don't eat enough protein, some of the weight you lose will come from muscle tissue rather than fat. This means you get weaker, and your metabolism drops. Less muscle = less calories burned throughout the day. A good serving of protein in each meal should cover your bases, but you may find you benefit from adding 1 or 2 protein based snacks to your day too.

PROTEIN

Quality protein sources include:

- ✓ Chicken
- ✓ Turkey
- ✓ Lean beef
- ✓ Lamb
- ✓ Fish
- ✓ Seafood
- ✓ Eggs
- ✓ Grilled bacon
- ✓ Whey protein powder
- ✓ Greek yogurt
- ✓ Beans and pulses (especially puy lentils)
- ✓ Nuts and seeds (just be mindful of portion sizes)



NUTRITION EXPLAINED – Protein, Carbs and Fat

FAT

Don't try to cut fat out of your diet!

Fat gets a bad wrap, mainly because it has more calories per gram (9) compared to carbohydrate and protein (both of these have 4).

This does mean that you have to be aware of portion sizes, as it can be easy to eat more calories than you realise. But it's still a really important nutrient, and it's beneficial to include a serving of fat in each meal.

Every cell in your body requires fat in order to exist and function properly - it is essential to keep you healthy. It will keep you fuller for longer and give you more stable and sustained levels of energy.

Fat can actually help you BURN fat by delivering a ton of nutrients and reducing hunger, meaning your body is firing on all cylinders, and you snack less.

Quality fat sources include:

- ✓ Avocado
- ✓ Oily fish
- ✓ Coconut oil
- ✓ Olive oil
- ✓ Nuts and seeds
- ✓ Nut butters
- ✓ Organic butter
- ✓ Flaxseed
- ✓ Chia seeds



NUTRITION EXPLAINED – Protein, Carbs and Fat

CARBOHYDRATES

Recently, carbohydrates have got a bit of a bad wrap too.

Carbohydrates don't need to be completely avoided, but some are a lot better for you than others. When people think of carbohydrates some of the first things that spring to mind are bread, cereal and pasta. These are refined and processed and generally lacking in nutrition. They are also largely made out of wheat, which is fine for some people but can cause bloating, water retention and gut irritation in others.

Sugar is a carbohydrate, but you are probably aware it's not very good for you! Processed foods containing sugar cause a rapid rise in blood sugar levels, which results in the body producing insulin and pushing some of this sugar into fat cells.

These foods also tend to contain a lot of fat and calories and very little nutrition.

The best type of carbohydrates are the ones that are minimally processed, as they tend to have the least effect on your blood sugar levels, and contain vitamins, mineral and fibre that keep your body healthy.

CARBOHYDRATES

CARBOHYDRATES

Some examples of these are listed below.

People tolerate carbohydrates to different extents - some can eat them regularly with no problems at all, and some will notice they feel a lot better and lose weight a lot easier as soon as they reduce them from their diet.

For this 7 day detox, we're limiting starchy carbs (with the exception of fruit and veg) to one serving per day (plus another serving in the meal after your workout if you have one).

Vegetables are in a class of their own here and should be eaten in every meal, or as close to every meal as possible. With veggies, fill your boots! 5-8 servings per day will provide a ton of nutrients, and fibre that will aid digestion and help keep you full.

Fruit is packed with a lot of nutrients but is higher in sugar, so for this 7 day detox, keep it limited to 1 – 2 servings per day.

CARBOHYDRATES

Quality carbohydrate sources include:

- ✓ Vegetables
- ✓ Oats
- ✓ Sweet potato
- ✓ Rice
- ✓ Quinoa
- ✓ Beans and pulses
- ✓ Fruit



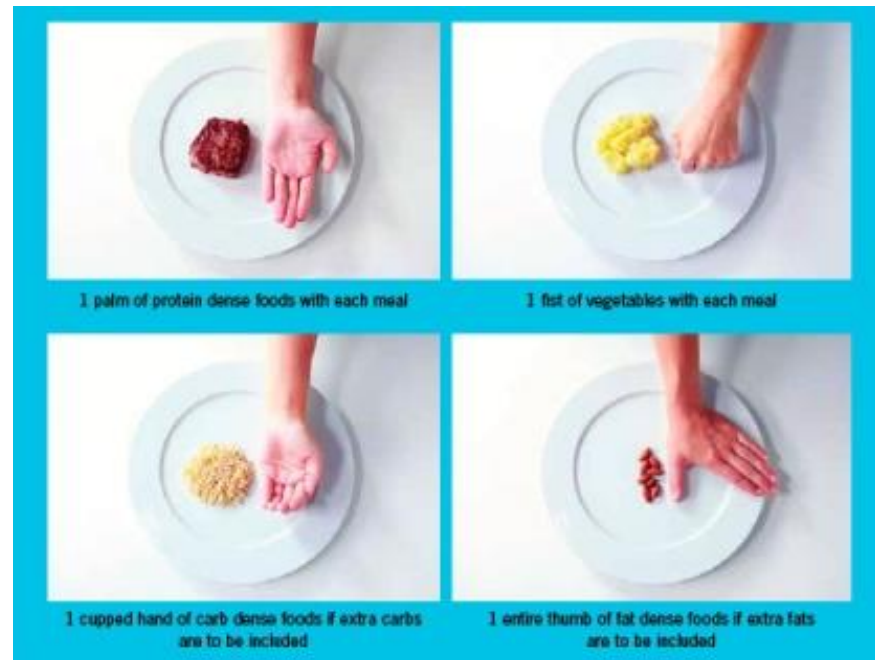
HOW TO BALANCE YOUR MEALS

PORTION SIZE

Portion sizes are where many people go wrong. Too big in general, too much carbohydrate, too little protein and not enough veggies are common issues.

For best results, aim for a balanced meal wherever possible. This means:

- ✓ A palm sized portion of protein
- ✓ A fist sized portion of vegetables
- ✓ A cupped handful of carbohydrates
(in 1-2 meals per day, not all 3)
- ✓ A thumb sized portion of healthy fats



Picture courtesy of precision nutrition

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HOW TO BALANCE YOUR MEALS

Of course, it's not always easy to get this right in every meal, but do your best and if you struggle, you should still be able to balance things out over the course of the day.

If you have a meal that's high in carbohydrate and low in fat for lunch, try to have a meal higher in fat and lower in carbohydrate for dinner. Ideally, keep protein at a good level in every meal you have.



MEAL PLANNER

So, now you know how to balance meals out, you need to put them together.

Normally with my clients, I encourage flexibility. It is good to sometimes choose foods you like above healthier options that you're not so keen on (provided this doesn't mean you eat too many calories). This generally means you are much more likely to stick to the plan long term.

But this is a 7 day detox, and we want to initially lose weight and get healthy FAST! (I'll explain later how you can keep this going for the long term)

So on the following pages, I'll provide you with a shopping list of the healthiest foods, and then show you how you can turn these into meals.

THINGS TO AVOID!

For the next 7 days you will need to chuck, give away, hide or just avoid the following:

- Alcohol
- Processed foods – pastries, pies, baked goods, ready meals, chips
- White bread and pasta
- Vegetable oil
- Crisps
- Chocolate

Sorry! 😊

Long term, all of these foods can be worked into your diet if they are things you really enjoy, but for this week, to get fast results, steer clear.

SHOPPING LIST

Choose foods you like from the following options:

VEG

- Spinach
- Broccoli
- Kale
- Cabbage
- Sprouts
- Carrots
- Peppers
- Onions
- Cucumber
- Aubergine
- Courgette
- Green beans
- Asparagus

FRUIT

- Blueberries
- Raspberries
- Strawberries
- Apples
- Clementines/satsumas
- Tomatoes
- Avocado

NOTE: other fruits have been left off the recommended list for this week as they have a higher sugar content than the fruits listed here. They are still fine in any other week.

CONDIMENTS

- Herbs and spices
- Apple cider vinegar
- Fresh salsa
- Quality salt
- Pepper
- Hummus

SHOPPING LIST

Choose foods you like from the following options:

MEAT / FISH (as high quality as possible – RSPCA standard or above)

- Chicken
- Turkey steaks
- Turkey mince
- Salmon
- Sea bass
- Mackerel
- Prawns
- Beef mince (10% fat or lower)
- Quality beef steak
- Slices of meat – ham, beef, bacon – the highest quality you can find

CARBS

- Sweet potato
- Quinoa
- Puy lentils
- Oats
- Beans and pulses

FATS AND OILS

- Coconut oil
- Olive oil
- Organic butter
- Nuts / seeds
- Nut butters
- Flaxseed
- Chia seeds

MEAL PLANNER

For each of your meals, pick one option from each category

PROTEIN (1 fist size portion)

- ✓ Chicken
- ✓ Turkey
- ✓ Lean beef
- ✓ Lamb
- ✓ Fish
- ✓ Seafood
- ✓ Eggs
- ✓ Whey protein powder
- ✓ Greek yogurt
- ✓ Beans and pulses

FATS (portions below)

- ✓ Avocado (half)
- ✓ Oily fish (fist size portion)
- ✓ Coconut oil (2 tsp)
- ✓ Olive oil (2 tsp)
- ✓ Nuts and seeds (thumb size portion)
- ✓ Nut butters (1 tbsp.)
- ✓ Organic butter (1 tbsp)
- ✓ Flaxseed (1 tbsp)
- ✓ Chia seeds (1 tbsp)

CARBOHYDRATES –

ONLY AT EITHER BREAKFAST OR DINNER, AND IN YOUR MEAL AFTER TRAINING (1 cupped hand portion)

- ✓ Oats
- ✓ Sweet potato
- ✓ Rice
- ✓ Quinoa
- ✓ Beans and pulses
- ✓ Fruit

VEGETABLES – 1 – 2 handfuls – EAT AT MOST/EVERY MEAL

- ✓ ALL VEGETABLES are great, and as much variety as possible – leafy greens and various colours. The more nutrients the better!

SNACKS

Eating this way, you should feel full for a lot longer between meals. The quality protein, fat and fibre will fuel your body for hours and you will likely be surprised at how little hunger you experience.

If you get hungry between meals, first have a glass of water and wait for 10-15 minutes. It's extremely easy to mistake feelings of hunger for feelings of thirst!

If you're still hungry and your next meal is more than an hour away, feel free to have a nutritious snack.

Ideally make it protein based – slices of meat, boiled egg, greek yogurt or the odd protein shake. Fruit is fine too and veg is great. Like your meals, it's great if you can get a balance of protein, carbs and fat in your snacks. For example an apple (carbs) could be eaten with a smear of almond butter (fat and protein).

Some ideas are listed on the next page. Notice whether you get hungry more in the morning or afternoon, and schedule your snack for then if there is a regular pattern.

EXAMPLE WEEKLY MEAL PLAN

	Breakfast	Lunch	Dinner	Snack
MON	3 egg vegetable omelette	Chicken apple salad	Steak cooked in butter with steamed veg and sweet potato fries	Apple with walnuts
TUES	Oats with mixed berries and flaxseed	Tuna nicoise salad	Chicken stir fry cooked in coconut oil	Greek yogurt with fresh berries
WED	Sweet potato rostis with spinach and 2 poached eggs	Leftover chicken stir fry	Homemade turkey burger with avocado and veg	Banana and protein shake
THUR	Smoked salmon omelette with spinach	Lentil soup with greek yogurt	Chicken and chick pea curry with added veg of choice and cauliflower rice	Slices of ham and a boiled egg
FRI	Overnight oats with cinnamon, apple, walnuts and greek yogurt	Leftover chicken and chick pea curry	Chili with sweet potato jacket and veg roasted in olive oil	Carrot and pepper sticks with hummus
SAT	Smoked salmon and scrambled eggs with tomato	Puy lentil salad with tomato, spring onion and feta cheese	Pan fried salmon with quinoa and stir fried veg	Celery with almond butter
SUN	Ham, onion and pepper omelette	Cold meat with salad and avocado	Roast chicken with sweet potato and steamed veg	Clementine and greek yogurt

YOUR WEEKLY MEAL PLAN – planning is key!

	Breakfast	Lunch	Dinner	Snack
MON				
TUES				
WED				
THUR				
FRI				
SAT				
SUN				

YOUR SUCCESS CHECKLIST

Use this chart to record how you do in each category and identify what you need to work on

	Protein (3 -4 servings)	Veg (5+ servings)	Fat (3 servings)	Water (2-3 litres)	Sleep (8 hours)	Walking (30-60 mins)
MON						
TUES						
WED						
THUR						
FRI						
SAT						
SUN						

MAJOR HABITS FOR SUCCESS

EAT SLOW

It's very important to eat slowly! If you're the type of person who wolfs their meal down and feels stuffed and bloated after, become conscious of your speed and try to really slow yourself down.

Take it one bite at a time, savour each mouthful and try to experience all the different flavours you can taste.

You might find a whole new level of enjoyment in your food. Plus by doing this, you will give your body time to let you know when it's starting to feel full.

It can take up to 20 minutes for the stomach to inform the brain that it's had enough, so eating slow gives you chance to become more aware, and stop eating before you take in more than you need.

Stopping when you feel 80% full is about right, and you'll end up pleasantly satisfied rather than uncomfortably stuffed.

SLEEP – 7-8 hours per night

Sleep 7 – 8 hours – ideally 10.30pm – 6.30am

This is important! Your body cannot burn fat effectively when it is constantly in a state of fatigue. Poor sleep quality has been shown to cause, on average, a 22% increase in appetite during the day.

Your body is constantly craving fuel to perk itself up, and the stuff it craves is high energy, high calorie foods like chocolate, bread, crisps, biscuits... all the things that give you a brief boost (and lots of calories with very little nutrition) before sending you crashing down again a few hours later. And the cycle begins again!

If you struggle with sleep, create good routines around bedtime - making sure your room is cool and dark, spending half an hour winding down and not looking at a screen, scribbling down any thoughts that might keep you awake, doing some slow deep breaths into the stomach can all help.

Aiming to sleep between 10.30 and 6.30 means your body is more likely to settle into a natural circadian rhythm and produce all the hormones that help you feel restored and refreshed the next day.

GO WALKING

Walk whenever and wherever you can

The human body is designed to move! We should all, ideally, be taking 10,000 steps per day. This is the equivalent of about 5 miles.

It may seem a lot, and you may be nowhere near this at the beginning. That's ok - just gradually doing more over time is what's key. A fitbit can be a great investment here to show you how many steps you currently take.

If you know you don't walk enough, find little ways to increase your daily activity - getting up from your desk every 20 minutes, taking the stairs instead of the lift, walking a longer route home etc. A half hour walk in your lunch break or after work can make all the difference.

Whenever you can, get out for a walk in nature - peace, fresh air and greenery does wonders for the mind as well as the body.

DRINK 2-3 LITRES OF WATER PER DAY

Drink at least 2 - 3 litres of water per day

Water is ESSENTIAL for so many important processes in the body, yet very few people drink enough of it.

Very often, what feels like a hunger pang is actually just thirst, and before you know it you've taken in a load of calories you didn't actually need.

And your poor body is still dehydrated and struggling to function properly. Aiming for 3 litres per day is ideal to give you everything you need.

For this week, water should be one of the only things you drink – cut out all fizzy drinks, alcohol and fruit juices.

Green tea and herbal teas are fine, and if you really need your coffee, try to limit it to 1-2 cups per day, and not after 2pm.

MINDSET

Work on your mindset.

Your thoughts, attitude and mindset are all **CRUCIAL** to your long term success.

You become what you think about. If you focus on everything you don't like about yourself and your body you won't get very far.

You can use this as motivation to change, but you need to build yourself up and focus on the positive side too.



BE KIND TO YOURSELF

What are your strengths? What do you like about yourself as a person? What do you like about your body?

Be your own best friend.

You've probably heard this before, but it's worth asking again - would you talk to your friends the way you talk to yourself? If you did, would you still have any? Probably not! Stop that now.

Be kind to yourself and see how much further it takes you.



GRATITUDE IS EVERYTHING!

Keep a gratitude journal.

Spend just a couple of minutes every morning or evening writing down things that you are grateful for.

It could be anything - your family, a sunny day, a flower, a friend, being healthy, having a job, hearing birdsong, anything.

There is so much to be grateful for. Doing this task can remind you of that and make you realise all the good things that are around you.

Make this a consistent habit, and see how your mindset improves over time.

How to get TONED – weights training

Ladies, let's get this straight once and for all - lifting weights will NOT make you bulky!

It takes men a LOT of to build a muscular physique and as a female, among other things, you just don't have the testosterone levels to do this.

What lifting weights WILL do is boost your metabolism and encourage your body to burn fat rather than muscle as you lose weight.

It will give you the toned arms, flatter tummy, tight bum and firmer legs that everybody is after.

AND having more calorie-hungry muscle tissue means you can eat more without gaining weight - winner!

Weights training is awesome and it is also VERY empowering when you've learned how to do it right and can see yourself progressing.



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How to get TONED – weights training

The best exercises to do are the big free-weight exercises that use lots of muscles and body parts in one go - things like deadlifts, squats, push ups, rows, lunges, pull downs, pull ups and shoulder presses.

It's really important to make progress on these exercises over time too - don't fall into the trap of doing 3 sets of 10 at the same weight for months on end! You should always be aiming to improve on your previous session by adding an extra repetition or increasing the weight when you can. Generally, 6-12 repetitions is what you want to be aiming for, with a weight that is challenging by the time you finish the set.

If you're unsure of these exercises or how to do them as part of a progressive program, make sure you get someone to show you. An instructor at your gym will usually do this as part of your membership, but it is also well worth investing in a few sessions with a personal trainer. Then you can learn how to perform each exercise safely and effectively, go away and practice, and come back to have your technique reassessed and tweaked in a few weeks time. You'll hugely accelerate your progress doing this.



BELIEVE

Believe in yourself.

You **MUST** believe that you can succeed at getting the body and life that you want. If you don't, you won't push through the tough times, and you'll keep sabotaging yourself over and over again.

Set small, achievable goals and be proud of yourself every time you achieve them. Look for progress in everything you do. Every win, no matter how small, can make a difference. They all add up.

Take some time to visualise what you really want. Create a clear image in your mind of you having succeeded and achieved your goal. How will you feel? What will you look like? What will you be wearing? How will life be different? Picture this daily, and try to feel the emotions too.

The more you practice, the more you'll start to believe. And the more you believe, the quicker you'll turn it into a reality.

SO YOU'VE FINISHED THE DETOX – NOW WHAT?

Firstly, well done! You've made a MASSIVE positive step by completing this plan.

By now you should be feeling healthier, slimmer, more energetic and on your way to long term success.

If you complete the 7 days and aren't yet where you want to be, continue for at least another week.

Different bodies respond in different ways and different time frames. Be patient and persistent, and it will happen.

The principles here are ones to follow for life –

- Balanced meals
- Plenty of protein
- Lots of vegetables
- Natural, minimally processed foods
- Prioritising sleep
- Regular exercise
- Lots of water
- Cultivating a great mindset

I really hope you feel happy and able to continue with these habits and make them part of your life.

Of course, with life and with food, it's important to have a balance. So after the detox, don't feel you need to stick to this ALL the time. If 80-90% of your diet is made up of the foods in this plan, 10-20% can be made up of whatever else you fancy and you'll still stay in great shape.

Calories count above everything else, so if you generally stay within the amount your body needs and you keep active, your body will tolerate meals out, drinks and treats a few times a week no problem.

Pick and choose the things you REALLY enjoy and savour them when you have them. Make sure you're aware of calories, and make sure you still get in your protein, veg and water that day, and then enjoy them without guilt.

Follow the general principles above and enjoy watching your body transform as you give it the love, care and quality fuel that it deserves. I wish you your happiest, healthiest and best year yet 😊

WOULD YOU LIKE HAYLEY AS YOUR COACH?



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PERSONAL TRAINING

Hayley is based at The Performance Project private Personal Training gym in Haywards Heath, Sussex.

One to one personal training with Hayley is for people who are serious and truly ready to achieve life-changing results.

To see client results and testimonial videos, head to hayleyplummer.co.uk and click on the 'Client Results' tab.

To apply for one to one personal training, please email hayley@performanceproject.co.uk



ONLINE COACHING

Online Coaching is perfect for those who are unable to afford or attend regular personal training sessions.

If you're local, you'll be able to have a session with Hayley at the gym to get you started on your personalised training program, and then you'll carry it on for 4-6 weeks while Hayley coaches you online. You'll then have the option to get your training plan updated and progressed with another one to one session (or a skype session if you're based far away). And in the meantime you'll be creating the environment and mindset you need to get amazing results that ACTUALLY last.

Here's a summary of what's included:

A free consultation with Hayley to discuss what you need and create a plan of action

A 1 hour personal training session (or a 1 hour skype session if based far away)

A training program tailored specifically to you, your goals and your abilities

An online coaching diary form to keep track of your progress with training and nutrition

Learn what REALLY works when it comes to food and weight loss

A weekly check-in to ensure you are happy and on track

Exercises to improve confidence and mindset

Access to a facebook group of similar people with similar goals

Exercise videos and useful articles posted regularly into the group

Email and text support throughout the week when needed

Skype catch up call once a week

Further personal training sessions at discounted rate to update and advance your program

PLUS Hayley's Healthy Recipe Ebook for FREE to get you started.

For more information about Online Coaching please email hayley@performanceproject.co.uk

hayley plummer

A woman with long brown hair, wearing a dark blue hoodie and dark jeans, is sitting on a wooden bridge over a pond. She is smiling and looking towards the camera. The background shows a lush green forest and a body of water with lily pads.

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