

A woman with blonde hair is shown from the back, her hands raised to her hair. She is surrounded by a variety of fresh produce, including green and red grapes, several ears of yellow corn, a red apple, a banana, a tomato, and a loaf of bread. The background is a dark, textured surface.

# **THE Elimination Diet**

**The full 'clean up and lean-up'  
diet from the UK's Leading  
Health And Fitness Expert**

## Introduction...

The elimination diet contained within these pages is the result of nutrition and health research spanning over 8 years.

During that time I have assessed hundreds of popular (and not-so-popular) dietary regimes for their efficacy in delivering the results that they were each promising in their scientific and testimonial literature.

The results were astounding!

Most diets were intended only as short-term, quick-fix solutions to problems that were chronic or long-term in nature. In addition they often espoused practices that were clearly unhealthy in order to achieve their aims.

By contrast, there were a mere handful of nutritional regimes that were achieving amazing results, not only in the short term, but critically, in the long term through adopting certain behaviours that followed two simple yet highly effective rules:

- 1. They removed any and all foods that the human body treats as toxic or de-vitalising in nature.**
- 2. They ensured that ONLY wholesome nutritionally supportive foods were consumed.**

Simple rules indeed, and very obvious!

Yet, for most people these rules are as far removed from the reality of their nutritional habits as it is possible to be.

Therefore, the aim of this elimination diet is to re-establish the vitality of your internal environment allowing the nutritional and biochemical status quo to be re-established.

When this happens you'll notice several things:

**You will lose a rather large amount of 'stubborn fat' in a relatively short period of time.**

This is because the human body, when overwhelmed with toxins, will 'dump' many toxic substances within the adipose tissue stores (fat) in order to reduce their circulation throughout the body. When there are no longer toxins entering the body, those toxins will then be processed and expelled along with the fat (and excess water) that is storing them.

Of course, the down-side of this is that temporarily you may feel a little off-colour as those toxins 'hit' you.

**Your food cravings and non-physiological (emotional) hunger will reduce or go away entirely**

When your body no longer has to produce chemical reactions against a background of toxic 'static' you will find that you are able to extract a greater amount of nutrients from the foods you eat. Because of this you will notice that your hunger will reduce substantially.

After all, if you're getting all of the vitamins and minerals and other nutrients that your body needs, then why would you be sent 'eat' signals?

**Your health and your general vitality will improve**

After the stored toxins have said goodbye and you're no longer adding others, you'll notice that many ailments will either reduce or go away entirely.

For similar reasons to reducing appetite and emotional hunger, you will find that once your body is getting everything it needs to 'build' good health that you'll be repairing yourself more effectively and your aches and pains will fade away.

But not just that!

You'll notice that hair, skin and fingernails are healthier and stronger and that your energy levels are at a higher level than they have been in ages.

Not bad for a diet that doesn't ask you to count a single calorie!

In fact, during this eating plan you may even find that you're eating *more* calories than before and yet still find that you're dropping weight as a result of the elimination process.

Though I'd love to claim that all of this is fat, the truth is that much of it will be water. This is because a toxic system holds more water in order to 'dilute' the toxins it contains.

**You *will* lose fat though...lots of it!**

Many of those that have used this eating plan have found that, on average, they lose 7-10lbs in 2 weeks.

But that's not the real point to this plan.

This whole system is about improving your health, your wellness and your vitality and if you follow the directions on the following pages, you'll achieve all this and more besides.

## *Before We Start...*

This eating plan is an all-or-nothing deal.

You're either in it 100% or you're not!

There is no allowance for half measures, 'kinda-sorta-maybes' or the countless excuses that people normally give themselves when they start traditional diets.

There are no 'breaking in periods', no 'cheat days' and no "well, I followed *most* of it".

At first this approach may sound a little harsh but it's totally necessary if you are to be successful in ridding yourself of the long-term fat you've been storing and the effects of ill health and sickness that you've been suffering from.

This is because if you continue to eat and drink the foods that are on the 'banned' list, however small they may be, you simply will not give your body the chance to deal with the toxic storage dump you've built up.

In effect you will waste your time and effort entirely.

So, the choice is yours. Either do this thing right or don't do it at all. But don't set yourself up for failure by meddling with what's here because...

*These Principles Always Work,  
As Long As You Work The Principles!!*

## *The hard bit*

Most diet books try to convince you from the start how it's going to be easy and fun to follow their regimes.

The reality is always very different.

The dietary changes, the eating habits and the restrictive nature usually means that they're anything but fun, and certainly not easy.

My elimination diet is different.

Rather than telling you that things are going to be simple for you, I'm going to tell you the opposite.

In fact, the first few days on the plan are going to be pretty HARD for most people to follow.

This is because, in all likelihood, you are an addict. Addicted to caffeine, addicted to sugar and addicted to processed foods with their chemical appetite stimulants and e-numbers.

If you think that 'addiction' is too strong a word then just wait and see what happens when you take them away! You'll get energy swings, mood swings, you'll feel stressed, tired and more than a little 'jittery'.

If that isn't an addiction, I don't know what is!

The good news is, that like most addictions, it only really takes a few days to break them when you're mentally ready to do so.

In fact, most people find that 3-4 days is enough to smash their dependent cravings for the foods on my banned list if, and only if, they go 'cold Turkey' on the foods that cause them.

*This approach ALWAYS works BUT the flip side is  
that this is the ONLY way that works!*

## *It'll need a bit of preparation...*

The elimination diet is not the sort of diet you just jump into. You *can* but if you do, you'll likely fail and drop out quickly.

Instead, I recommend a couple of days preparation to make sure everything that you need is available to you from the moment you start. This will more than triple your chances of success and practically guarantee you terrific results on the programme.

The prep phase is quite simple (though not necessarily easy!).

First we need to get rid of everything that's likely to cause you to slip up.

This means that the following things need to be removed from your cupboards, fridge and freezer:

- **All Caffeine containing products** – Coffee, Tea, Hot chocolate fizzy drinks
- **Sugar** – Including sucrose, glucose or fructose
- **Processed Food** – The list is almost endless but pretty much anything tinned, baked or pre-packed or if it has numbers or unpronounceable words on the packet
- **Wheat Products** – Bread, biscuits, cakes, pies and breakfast cereals
- **Dairy** – Milk and cheese (only in part one of programme)
- **Alcohol** – All of it, even your 'diet vodka'

I know what you're thinking ' This doesn't leave me *anything* to eat!' but you're wrong. You'll be getting plenty of variety in your diet, all of it nutritious.

But for now you just have to recognise this simple truth...

## *If You Own It You'll Eat It!*

Now, you may be thinking that this is all sounding like hard work but hey, you want the results right? Just follow the advice above and be grateful for small mercies later on.

What if you live with someone who's not going through the elimination?

Well, that's a hard one but I suggest either persuading them to join you on elimination or at least respecting your need to get your banned foods out. If they won't, well, you'll just need to be extra disciplined won't you?

Next, I recommend stocking up on the foods that you'll need during the programme so that you're not caught short and end up cheating on your banned list.

This should include:

<i>Dairy</i>	<i>Meat</i>	<i>Vegetables</i>	<i>Fruit</i>	<i>Miscellaneous</i>
Eggs	Beef	Asparagus	Apple	Olive Oil
Butter	Chicken	Aubergine	Avocado	Sea salt
Yoghurt	Turkey	Broccoli	Lemon	Black Pepper
	Lamb	Cauliflower	Lime	
	Haddock	Cabbage	Orange	
	Sardines	Celery	Grapefruit	
	Mackerel	Green Beans		
		Mushrooms		
		Onions		
		Peppers		
		Tomatoes		

**(Note: These aren't the ONLY foods I recommend stocking up on, the list is just to give you some ideas)**

You should attempt to make as much of this shopping list as possible organic in order to get the best effect from the programme.

If this is not possible then ensure that you are only getting your foods from fresh, natural sources and that they are cleaned and peeled thoroughly before consumption.

**Note: The organic aspect of this diet is not just some 'fad', rather it is a means to rapidly accelerate the supportive aspect of the programme. It also minimises the contaminants and pesticides added to agricultural crops and the hormones routinely added to livestock.**

**Both of these factors contribute to toxic load within the body.**

Now, you're in no way limited to this list exclusively, but it's certainly a good place to start but ensure that anything else you purchase does not appear on the banned list on the next page.

But just remember, this phase of removing the banned foods from your cupboards and replacing them with supportive foods is critical to your success because...

*Failing to plan is the same as planning to fail!*

## The 'Banned' List...

It is vitally important that during days 1-21 of the elimination diet you consider many foods as totally off your radar or banned entirely. Only by following these instructions TO THE LETTER can you expect any appreciable improvement.

It will be obvious to you why some of the foods included on the list are considered off-limits but you may be surprised that other, less obvious things are avoided too.

They are banned simply because we have found that a very large percentage of people are either allergic or intolerant to these foods.

Now, you may or may not be one of those people, but unless we remove them we may never really know.

**Many people are totally unaware of their intolerances until after the elimination phase is complete and they try to add them back into their diets.**

So, the foods you'll be avoiding are:

*Alcohol* - There are no if's or but's about this one. Alcohol is quite simply a toxin. As such, your body has to work extremely hard to detoxify your system placing stress upon your liver, kidneys and adrenal glands.

On a molecular level, alcohol is a potent sugar that triggers insulin secretion, blood sugar imbalance, increased bodyfat storage and many chronic degenerative processes.

*Caffeine* - Caffeine first overexcites and then later 'wears out' the body's energy producing glands. This leads to massive energy fluctuations and the subsequent need for sugary foods .

Avoid ALL caffeine in tea, coffee, sodas and other products.

*Dairy* - Other than those items in the shopping list above (eggs, butter and live yoghurt) you should avoid all other forms of dairy for AT LEAST 21 days.

This is because most dairy produce is heavily processed and uses pasteurisation and homogenisation in order to maintain its 'shelf life'.

Unfortunately, these processes kill off ALL of the enzymes required to properly digest them (In fact, pasteurisation is defined as a total absence of enzymes!) meaning that your body has to work overtime to digest them. This is a major cause of food intolerance.



*Red Meat* – Unless you are able to purchase organic (and preferably grass-fed) beef and lamb, I'd highly recommend staying away from it altogether for the first 21 days.

This is due to the high levels of artificial hormones and pro-hormones used to fatten them up rapidly. Unfortunately, these hormones do exactly the same to us creating unwanted weight, cellulite, water retention and metabolic stress.

So, unless you want to look like a fat cow then limit your red meat to organic!

**(Note: If organic is difficult to come by where you live or if your budget is a little tight right now, then you may eat from non-organic sources, but do understand, your results WILL be affected)**

*Sugar* – All sugar (including white, brown, beet, molasses, honey, fructose, maltose, dextrose, corn sugar) creates an insulin response. The simpler the makeup of the sugar, the more rapid and aggressive the insulin response.

Unfortunately, so much of our diet contains sugar that this response becomes too frequent and excessively high or low depending upon the type of dysfunction and leads to energy fluctuations, fat storage and interferes with embolism.

*Wheat and Gluten* - For many, wheat products are simply indigestible or place a large stress on the digestive system leading to a sluggish metabolism and intolerances.

In addition, modern wheat, especially after processing, is barely distinguishable from simple sugar, leading to all of the same problems.

It's not that wheat is 'bad', rather that it is often indigestible or excessively processed to the point where the body does not recognise it. Therefore, I advise all serious eliminators to completely avoid wheat and gluten in all its forms for 21 days whilst in phase 1 of the diet.

Believe it or not, this is possibly the hardest part of the programme as wheat has found its way into a huge proportion of the food chain.

You will obviously avoid wheat bread, cakes, pies, biscuits etc but also be aware that many soups and sauces have gluten added as thickeners.

**You may still eat Rye, corn, millet and wheat free breads.**

*Processed Food* – You should avoid ALL processed food during this programme. Nothing with an e number or unpronounceable name, nothing pre-cooked, pre-baked or package in any way for 'long life'.

Only wholesome natural foods like fresh meat, fresh fruit and vegetables should be in your shopping trolley.

### *That's It!...*

That's all you have to do. No starvation, no liquid only nonsense, just avoid a few foods for 21 days.

It's not that tough, but it *does* require some attention to detail and some 'stick-to-it-ness' if it's to deliver the results I'm promising.

### *In Addition...*

The elimination aspect of this programme is very powerful in itself and has delivered fantastic results in the thousands of people that have already used it.

That said, over the years I have found that there are several other useful practices that you can employ to double, triple or even quadruple its effect.

*Drink* – AT LEAST 1 litre of clean, filtered water for every 50lbs of bodyweight. This will help flush out the toxins as they're released from your fat stores and reduce the negative effect of toxin release .

*Eat Protein* – At every meal. This will help your body to create lean tissue and increase your metabolism and offset the insulin fluctuations created by carbohydrate only meals.

*Eat Regularly* - Try to maintain an eating frequency that has you eating again no sooner than two hours but no longer than four (3 is ideal). This will ensure a steady supply of nutrients and calories to your body as it goes through the elimination phase.

In addition this will aid in weight reduction and prevent energy fluctuations.

*Eat Freely* – From the foods not on the banned list.

Don't count calories, reduce your portions or allow yourself to get too hungry. This is counterproductive as you'll end up eating whatever you can lay your hands on.

*Vary* – your foods so that you get all of the nutrients that your body requires during this delicate phase.

Avoid routine eating that has you eating chicken everyday for lunch. This will lead to another type of intolerance or lack of nutrients. Instead, ensure that you rotate your meats (chicken today, fish tomorrow, beef the next day) and vegetables so that you get everything you need and don't get too bored.

*Oils* – Use only olive oil, butter or coconut oil for cooking. No vegetable oils should be consumed as they are highly processed.

*Sugar Substitutes* – Avoid them entirely as they are linked to conditions like multiple sclerosis, lupus, Fibromyalgia, spasms, shooting pains, numbness, cramps, headaches, joint pain, dizziness, memory loss and numerous other medical problems.

*Microwave Ovens* – You should avoid microwave ovens entirely during this programme as they completely change the chemical composition of the foods you eat, rendering them nutritionless and a strain to the system.

This was highlighted recently in the case of the hospital that was prosecuted after the death of a blood transfusion patient who died as a direct result of her blood being warmed in a microwave. The waves completely changed the make-up of the blood as to render it unusable.

*Sunlight* – Sunlight has many beneficial effects including providing the vitamin D necessary to maintaining optimal health. Spend at least an hour a day outside in the fresh air (ideally at lunch) in order to top up on this vital nutrient.

## *This is just common sense!...*

To many people this advice will seem 'a little excessive' or unnecessary. You may even feel that the advice is faddy or unfounded nonsense.

Nevertheless, I urge you to follow through on my advice and experience for yourself whether this information is right or wrong, whether it works or it doesn't.

The thing is, there are thousands of scientists, 'experts' and celebrities out there trying to persuade you that this way or that way is best and all the others won't work but, there's only way to know for sure. Try it and see for yourself!

So try it... and give it a fair try by following it strictly ok?

## *You can't argue with results!*

## *The Programme...*

The programme is very simple and easy to follow. It works like this:

*Days 1 and 2* – These are preparation days where you will spend your time emptying your cupboards and fridge and purchasing the initial stock-up that you will require in order to start the programme.

*Days 3 - 21* – This is your elimination diet proper. Follow all of the advice laid down in the previous sections and really 'go for it'. Total abstinence of anything on your banned list is the key to success during this phase.

*Days 22 - 30* – This is the second phase of the elimination where you attempt to put foods back into your diet in order to record their effect on your system.

It works this way:

Let's say you're really craving bread. You'll begin today by adding JUST 1 SLICE back into your diet for the day then, most importantly, pay attention to the effect.

Next day, if no ill effects are present then you may have one or 2 slices and again watch and record for negative effect.

Day three, if you can get through three days of this 'taste and test' process then you may assume that the substance is not too much of a problem for you and gradually add it back in.

If you notice ANYTHING negative like bloating, cramps, gas, diarrhoea, headaches, weight increase or literally ANYTHING that just doesn't feel right, then you should consider the food 'suspect' and remove it from your diet entirely (for now at least).

Repeat this process for all eliminated foods.

### *What you may find...*

Many people find that once they've eliminated many foods from their diet that the cravings for them simply go away altogether. This is particularly true for wheat and sugar products with many people NEVER consuming them again or only in small quantities.

### *The Not-So-Good Bit...*

Many people find that the first 2-3days of the elimination diet present them with several unanticipated 'nasties' that are a little off-putting.

For example, it is common for many people to suffer headaches due to the release of toxin into the system. This can be offset by drinking plenty of water.

You may also find that your mood, concentration and performance both at work and at home may be a little effected over this period too.

This is all quite normal.

Remember earlier I told you that you were an addict?

Well, you're simply going through the same things that all addicts go through when they quit their drug of choice.

Yours may be caffeine, alcohol, wheat or sugar, but the process of breaking the addiction is the same.

Sure, it may be a little inconvenient and even unpleasant for a day or two BUT IT *WILL* PASS and when it does, you'll come out the other side of it looking and feeling a hundred times better for it.

## *In Closing...*

The elimination diet forms the fundamental backbone of the *POWER Principles™* nutritional programme. Without this vital step, all future nutritional advice, including our amazing *Biochemical Individuality Diet™* is rendered ineffective.

After all, simply throwing good nutrition onto a toxic system is an obvious waste, I'm sure you will agree.

Therefore, I urge you to give this programme you all. Really go for it!

If you do, I guarantee that the person staring back at you from the bathroom mirror in a month's time will be very different to the person you see there now.

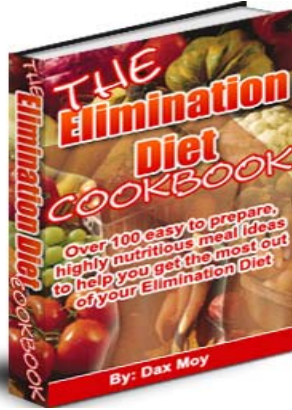
But it's all down to you.

I can't be with you all the time and I can't check everything you put into your mouth. Only you can do that.

I wish you every success and can't wait to hear about your amazing results!

*Dax*

## Want Help With Recipe Ideas During The Elimination Diet?



The Elimination Diet cookbook has over 100 'no fluff' recipes that are all in keeping with the dietary protocols laid down in this handbook.

Easy to prepare, delicious and highly nutritious, each recipe has been designed to provide supportive nutrition over breakfast, lunch dinner and snacks.

But that's not all.

### **This is a LIVING e-book!**

Each month for a year, we'll be updating it with 10 new recipes to keep you motivated and interested in staying on track and continuing to get great results, meaning that at the end of a year you'll have well over 220 recipes to pick and choose from, each one more delicious than the next.

To grab a copy of your own click on the link below, pay your £12.99 (before Jan 1<sup>st</sup> only – after that time it'll go to £17.99) and you'll have the recipe book in your inbox in less than 5 minutes!

Enjoy!

[www.daxmoy-pts.co.uk/eliminationcookbook.asp](http://www.daxmoy-pts.co.uk/eliminationcookbook.asp)

## The 90 Day Look Great Naked Challenge



**Want 100% support each and every day for 90 days as you move toward your health and fitness goals?**

If you answered 'yes!' then the 90 day Look Great Naked Challenge is just the thing for you!

Imagine getting an email from your personal trainer, your lifecoach and your nutritionist each and every day for a full 90 days that told you what to eat, what to focus on and what exercises to do to create the body of your dreams.

Imagine too, that within each email link you were sent videos of your exercise routines, printable program cards, 'listen as you go' mp3's and a whole bunch of easy to follow instructions that made falling off of your exercise program or diet impossible.

Be good wouldn't it?

Well, you don't have to imagine anymore!

The Look Great Naked Challenge has been designed to deliver workouts, motivation and nutritional support right into your inbox daily for 90 days with **workouts that you can do from home in less than 20 minutes a day** for most of the program.

With more than 10 different exercise routines, a follow-along dietary and exercise plans and a daily 'butt kicking' from Dax so that you can't fall off the program or 'forget', the Look Great Naked Challenge is a one of a kind system.

**In fact, it's like having a personal trainer working with you everyday!**

**And at Only £99... it's a steal!**

Go to [www.lookgreatnakedchallenge.com](http://www.lookgreatnakedchallenge.com) for more information about how to join.