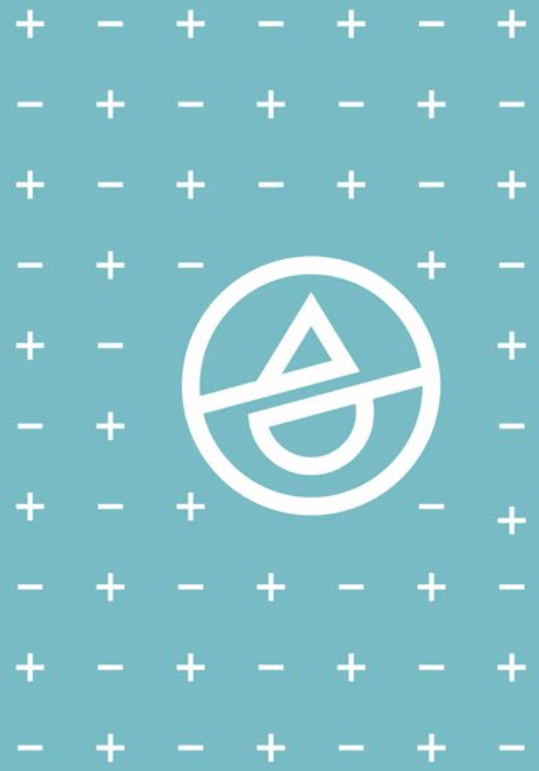


LIVE LIFE NOURISHED

#alkalignnourish



Nourish Kickstart Playbook

Welcome to the beginning of a healthy journey!

ALKALIGN'S NOURISH PHILOSOPHY

nour-ish

/nəriSH/

verb (used with object...and that object is YOU!)

to sustain with food or nutriment; supply with what is necessary for life, health, and growth.

to cherish, foster, keep alive, etc.:

to strengthen, build up, or promote

to keep (a feeling or belief) in one's mind, typically for a long time.

The term "nourish" has many meanings and what we practice and promote at Alkalign encompasses all of the connotations. Nourish is an integral part of Alkalign's mission, which is to educate, empower and inspire you to be the best version of yourself that YOU want to be.

Tomorrow starts today.

WELCOME TO NOURISH

I am so excited that you have chosen to join us on this journey!

Nourish is based on bio-individuality, or the concept that there's no one right way of eating (aka "diet") that works for everyone all of the time. However, there are some concepts and practices that will help you feel better today and live better tomorrow and beyond.

We will highlight the basics in this Playbook and continue to inspire you with new ideas and motivation along the way. The most important to-do for you is PAY ATTENTION. Throughout Nourish, we will encourage you to step outside your comfort zone. Whether that's eliminating certain foods for three weeks to reduce inflammation or writing down one thing you do for yourself on a daily basis, notice how you feel. What energizes you? When are you irritable or tired? What makes you happy? Think of this as a scientific experiment in getting to know yourself. Reflect on how you feel throughout the day: after a meal, during a workout, at 4 p.m., etc. Take notes in your journal and/or post your experiences on Facebook. It's up you. Literally. No one will or should care about your health more than you.

Thank you for being a part of Nourish!
Let's get started!

Erin

Alkalign CEO and Nourish Health Coach
Author of *It Doesn't Have to Hurt to Work*



At Alkalign,

we embrace what is real, raw and human.
We infuse principles of strength, alignment,
and nourishment to surface our ultimate selves.
We are a team of individuals, a family of originals.
We are grounded. We are charged.

We believe that balance is dynamic and doesn't
always mean staying in the middle. We dare
to step outside of our comfort zones because
we have a foundation of strength to return to.
We practice what is proven but believe
forward motion brings stability.

Live present. Be forward.

Alkalign.



ENGAGEMENT GUIDELINES

THE BETTER-NOT-PERFECT PHILOSOPHY

This is a group health-coaching model, so your interactions with your group will take place on Facebook. There will also be opportunities to engage with your coach on Facebook and in your modules. Engagement in the community is a big part of Nourish. Rest assured, you are in a supportive environment. We are here to lift each other up through the Real, Raw and Human moments. If this makes you uncomfortable, we ask you to step out of your comfort zone and go for it! Doing new things leads to learning more and puts you in a growth mindset.

We encourage you to post daily. Post photos of your meals and recipes, write your thoughts, ask questions and share your journey. We have prompts to help you with topics in your modules. You are in a safe space free of judgment. Please know you can privately message me anytime. I am not a doctor or medical professional, but I will do whatever I can in the scope of my work as a health coach and within the scope of the Nourish program to assist you.

Additional 1:1 coaching hours are available for an additional rate. If you feel burdened by Facebook, 1:1 health coaching may be a better fit for you. Email Erin (erin@alkalignstudios.com) to discuss this option.

You came to us for **accountability**, now here it is! You've invested in your health and we are invested in you!

Do something today your future self will thank you for.

THE NOURISH PILLARS



EAT

Eat unprocessed, whole foods. Increase servings of fruits and vegetables; reduce consumption of added sugar and processed food.



MOVE

Commit to the daily exercise prescribed in the playbook and supplement with additional movement throughout the day. Setting a step goal is a good indicator of activity level. Be aware of a tendency to over or under exercise.



SLEEP

Aim for 7-9 hours of sleep per night.



HYDRATE

Drink half of your body weight in ounces. (weight/2 = oz of water) Start with 16oz. of lemon water upon waking, and then drink more water throughout the day. If you have alcohol or coffee or exercise vigorously, consume additional water to compensate for dehydration.



CONNECT

Connect with others who spark joy for you. Avoid those who don't.

Your ability to find balance across all pillars is going to result in the healthiest version of you.

NOURISH Pillars of Health



EAT

MOVE

SLEEP

HYDRATE

CONNECT



IT DOESN'T HAVE TO HURT TO WORK

Alkalign is disrupting beliefs when it comes to fitness. All the clichés like “no pain, no gain,” “more is more” and “it has to hurt to work” simply aren’t true. The fitness industry is famous for preying on insecurities and appealing to the ego. While motivation is healthy, misleading information is not and can lead to pain and injuries, both mental and physical.

You get ONE body. Take care of it. Listen to your body when it is whispering. Don’t wait until it’s yelling. The art of paying attention (a core belief at Alkalign) works in your favor in all 5 pillars of health.

At Alkalign, we focus on movement patterns rather than individual muscles to develop a balanced and functionally strong body. At its core, exercise is all about movement. Our proprietary fitness program is designed to provide the training you need to live the life you want. Its combination of strength, mobility and cardio incorporates all the elements you want in a workout and many you didn’t even know you needed.

Each Alkalign class is built upon the 7 core functional movements you make in your every day life (squat, lunge, push, pull, rotate, hinge and gait/walk) so that you can

not only burn calories and build core strength, but also increase mobility, which is the key to sustaining your body for a lifetime.





Please incorporate lower intensity and rest days. That means not jumping on the Peloton or going for a run. Movement is about consistency, not ‘killing’ it. It is meant to help you learn to fill all your buckets without going overboard. We see a lot of people take challenges to the extreme and then ultimately burn out. Think sustainable. The body needs rest in order to repair and too much intense exercise does more harm than good by increasing inflammation and throwing a wrench in your metabolic processes.

This all may sound counterintuitive. Many recovering over-exercisers fall back into the “more is more” mindset when it comes to movement. Even though we know it’s not true, beliefs run deep, especially when they are funded by the fitness industry machine. Think about it this way: how many Januarys have you started where you are vowing to eat better and workout more? How many Decembers do you look back and feel like you’ve accomplished your goal? **Many “resolutions” fall apart because they are too extreme and not sustainable.**

FOOD PHILOSOPHY

Nourish is not something you are “doing” or “not doing.” It’s not about being clean or dirty or good or bad. You may feel better or worse depending on how you eat, but we want to remove the guilt so many of us feel when it comes to food. **How you feel is not who you are.**

Regardless of how you label yourself when it comes to food (vegetarian, vegan, pescatarian, Paleo, macrobiotic, omnivore, carnivore, junkfoodatarian), we encourage you to:

-  **Eat real**, unprocessed food. Eliminate as much processed, packaged food as possible.
-  Eat organic, local and seasonal whenever possible. **Avoid GMOs** (genetically modified organisms).
-  Eat quality foods. **Not all food with the same name is equal.** Modern agricultural practices and the increased load of toxic chemicals in our environment degrade our food supply. Knowing the source of your food and prioritizing quality is a huge step in the right direction.
-  Treat life (and Nourish) as a **journey, not a destination.** Remember that your body is constantly changing. What worked for you yesterday may not work for you tomorrow. Be open to change. Live Present. Leap Forward. Enjoy the ride!



TIP:

If you experience flu-like symptoms like fatigue, headaches or irritability during the first week of elimination, don't worry, it's likely “flu-tox.”

WHAT TO EXPECT

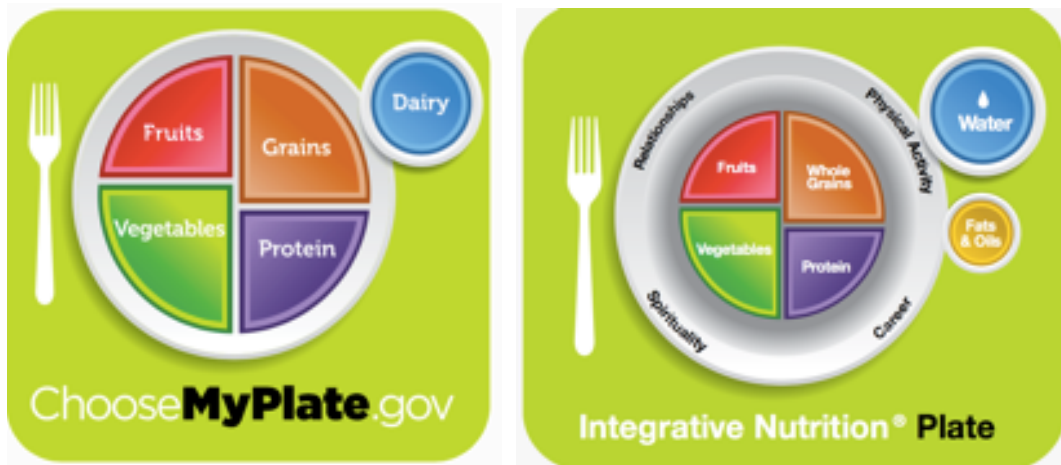
- **Information and Education.** There is a lot of information out there, much of it conflicting. To the best of our ability, we commit to sharing information that is vetted and well researched. If you have questions, just ask, and we will do our best to get you answers!
- **Inspiration and Motivation.** What inspired you to join Nourish? Write it down. Share it with us. Go back to it—in times of strength and when you need a reminder. Throughout the program, we will inspire and motivate you with new recipes, challenges, and more!
- **Mindfulness and Accountability.** There is strength in numbers. Research indicates that participating in a group health-coaching program will make you more accountable. We have also found that declaring your intent and documenting your progress will increase accountability by increasing mindfulness. When you pay attention, you notice more. When you know better, you do better.
- **Community.** Each of the aforementioned areas is important. But the magical piece that really makes Nourish unique is the community. You are surrounded by like-minded people who are committed to Nourishing Mind, Body and Soul. You are a valuable part of this community! We encourage you to take advantage of the energy and diversity that a group dynamic provides. **#GreatMindsAlkalign**

ALTERNATIVES TO COOKING

We all lead busy lives. **If cooking isn't in the cards for you, don't worry!** You do not necessarily have to cook to eat well. There are some options to get nutritious food on the go, at the office or on your doorstep.

We are fortunate to have access to food delivery services that serve real food (and often organic, gluten free, vegan options). Sunbasket, Blue Apron, HelloFresh, Purple Carrot (vegan), Methodology, Thistle and Home Chef are a some you can try. Also consider looking at local sources. We've listed some top national brands, but your region might have some great local-sourced foods!

MY PLATE VS NOURISH PLATE



Dietary recommendations look different from country to country and are always evolving. The traditional "food pyramid" was updated in 2011 to "My Plate." The Institute of Integrative Nutrition (IIN) has taken this one step further, replacing dairy with water and adding healthy fats. Like Nourish, IIN also believes that health is more than just the food you eat. It's influenced by the "primary foods" in your life, such as your spirituality, career, relationships and physical movement. We'll talk more about this later in the program.

For now, take a look at the "plates" to the left and **note what your plate looks like at every meal.** Notice how it may shift between today, the end of Nourish and beyond!

READ LABELS

One of the best things you can do to **take hold of your health** is to read labels. Start with the ingredient list. You will be surprised by how much extra junk is in the food you consume. A few things to keep in mind:

- Stick with short ingredient lists.
- Skip the weird-sounding stuff. If you don't recognize an ingredient, your body won't, either.
- Minimize sodium.

MY PLATE VS NOURISH PLATE, con't

- Avoid fake fat (i.e. trans fats, which contribute to "bad" cholesterol) by avoiding foods that contain any partially or fully hydrogenated oils. These contain large quantities of trans fats and other altered fat substances. Hydrogenated oils, which are often found in commercial baked goods, are designed to be impervious to bacteria so that products containing them can sit on grocery store shelves for longer. Is it any surprise that our bodies would have trouble breaking them down?
- Pay attention to sugar content! Sugar can be disguised under many different names. Be on the lookout for: dextrose, fructose, galactose, glucose, lactose, levulose, maltose, sucrose, mannitol, sorbitol, xylitol, beet sugar, corn sugar, corn sweetener, high fructose corn syrup, invert sugar, isomalt, maltodextrins, maple sugar, sorghum and turbinado sugar. These are all just variations of added sugar that is high in calories and low in nutrients.
- When consuming sugar, favor naturally occurring sugars that contain nutritional content. For example, honey contains beneficial antioxidants, and molasses contains trace minerals such as calcium, potassium, iron and magnesium. Remember, even less-processed sugars should be kept to a minimum. More on sugar later in the program.
- Pay attention to serving size.
- Don't believe everything you read. There is very little government oversight when it comes to our food. Something marketed as "natural" doesn't mean it's good for you. For Pete's sake, Lucky Charms is allegedly "whole grain." Labels are misleading, "gluten free" included. That said, we are going for better choices, not perfect choices. Just be aware of what you are truly consuming.



We look forward to sharing
this health journey with you!

www.alkalignstudios.com

Disclaimer – Results will vary, and you should check with your doctor to determine whether Nourish is right for you. Our Coaches are not doctors, dietitians or psychologists. They are your Health Coaches. Nourish is not intended to substitute for the advice, treatment and/or diagnosis of a qualified licensed professional. Trained health coaches may not make any medical diagnosis, claims and/or substitute for your personal physician's care. As your Holistic Health Coaches, they are not providing a second opinion or in any way attempting to alter the treatment plans or therapeutic goals/recommendations of your personal physician. It is their role to partner with you and to provide you with ongoing support and accountability as you create an action plan to meet and maintain your health.

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