
Fat Blasting Strategies

Matt Lovell

I'm pleased to be **sharing with you Fat Loss strategies that work**, all you have to do is to implement them into your daily life and you'll be well on the way to having the body you desire.

There are some key insights and actionable tips on this page, here's some of what i cover

- Why Western populations are suffering from an obesity epidemic
- **Golden Nutritional Fat Loss Tips**
- Naturally occurring supplements you can take to accelerate fat loss
- **Meal Ideas - tasty meals, EASY TO PREPARE that help you lose weight**
- Exercise - Best time to exercise and best type for fat loss

I've been working with elite athletes, international rugby players and World Champions as a Sports nutritionist for the past 7 years. I've had many articles published in various publications.

I wanted to put this document together to dispel some of the fat loss myths being promoted on the net and in the press provide some basic guidelines that WILL help you **manage your weight safely, healthily and effectively**. It's important to have the right information so you can make informed choices rather than emotional ones.



I've worked with Matt Lovell since 2003 his insight and knowledge has been invaluable in enabling me to manage my body composition and to carry on playing when others my age retired.

Lawrence Dallaglio
Wasps, England and British Lions



"I've been working with Matt for about 7 years. The information he has given me over the years has changed my life.

The support he has given me in all aspects of nutritional information has **enabled me to extend my career** as a rugby player.

Matt has provided first class service, information and supplementation for every facet of my life, whether it be injury prevention, injury support to speed up the healing process, help to gain weight or fat loss and a good eating lifestyle.

Matt is incredibly knowledgeable on every aspect of nutrition **from mainstream diets and supplementation to more off the wall ideas.**

I trust Matt implicitly as he has earned it by the results he has enabled me to achieve week in week out year on year. It's been a privilege to work with Matt."

Martin Corry Captain
Leicester Tigers, England and British Lions

Ensuring the athletes that I work with have the correct body composition is absolute VITAL.

I've developed a massive amount of SCIENTIFIC DATA on what works and what doesn't when it comes to burning fat for people of all shapes and sizes.

Information GATHERED FROM the World of INTERNATIONAL SPORT that you can use today to burn fat and show off a 6 Pack..

Every day elite athlete's have to make the same choices that you and I do. Decisions about what they eat and when they eat it. Just because their 'job' revolves around keeping fit doesn't make it any easier. If they don't eat correctly they can put on weight just like you.

Many top athletes have trusted me to ensure their body composition is bang-on. Being in the best possible physical shape is absolutely necessary for them. Their careers depend on it! That's why they make sure they get the best possible advice.

I'm sharing some of those EXACT SAME principles, strategies and tricks that elite performers in the world of Sport use to get lean and stay lean.

So that you can

- **Be in great physical shape**
- Feel confident about your body and yourself
- **Have energy levels of a Duracell Bunny and be alert all day long**
- Sleep well

Often people look for a magic pill or easy trick to help them

Lose weight without changing their lifestyle at all

Even if you love donuts for example what's the point eating them and then taking a pill (if there is one available) to stop you getting fat? It doesn't make sense. You can have the *occasional donut but have it after you've exercised*. You might think twice about having to run for 15-20 minutes to burn off the extra calories from one donut.

Effective weight loss is based on sound scientific principles. Our bodies are one of the most complex and sensitive machines ever created, BUT you can MANIPULATE them to store or burn fat by what and when you eat.

You just have to know some basic principles of how and why your body works to achieve the shape you want and to do it in a HEALTHY WAY

There are **3 main reasons people have layers of unwanted fat**, they are pretty obvious and I think 90% of the population could probably tell you these.

- **1 Too Much Saturated Fat**
- **2 Too Much sugar/carbs and**
- **3 Not enough exercise**

The problem people often have is knowing **how to incorporate this basic knowledge into their everyday life**, how to identify the foods that have hidden calories, which fats are good and can accelerate your fat loss- YES you need to eat fat to lose fat and what times of day to eat the different foods

Fat loss and fat gain is influenced directly by hormones that are produced by your body

The food you eat is responsible for turning those hormones both on and off. These hormones are responsible for storing excess food as fat. It's possible to MANIPULATE those hormones that cause you to store fat-just by choosing what and when you eat

When you learn the 'simple science' behind this and how easy it is to do you will be shocked. It's so simple

During the past 50 years in the western world our diet has included higher amounts of 'bad fat' and crazy amounts of sugar and processed carbohydrates and **we've become too sensitive to the fat storing hormone- Insulin**

We need to decrease our body's tendency to store fat by making it less susceptible to the fat storing effects of insulin. The good news is that **within 14 days the process of desensitisation to insulin can be well under way**. In short, if you reduce/ remove processed carbohydrates from your diet (sugars, pasta, rice, potatoes and bread) you will soon start regulating your insulin levels.

THE PROBLEM WITH MOST DIETS

Is they don't work, often you can lose weight but on careful analysis often it's just water and sometimes muscle bulk. At the end of the day it is fat that we want to lose. To do that habits need to be changed otherwise in 3 months time you're likely to be fatter than when you started your 'diet' and more miserable to boot.

If you are currently gaining fat first you need to change your habits so you begin to lose fat and have the tools to maintain your body composition.

Golden Nutritional Rules To to be Practiced 80-90% of the time and never forgotten:

1. Drink enough water / green tea / never get thirsty!
2. Eat frequently, it's better to have 4 or 5 small meals spaced out during the day than 1 or 2 big ones.
3. Eat protein every time you eat. (chicken, fish, meat, eggs, etc).
4. Eat vegetables or fruit every time you eat but eat more veggies than fruit.
5. Moderate your starchy carb (potatoes, pasta, bread and rice) according to your level of physical activity. If you're not exercising or exerting yourself eat very little or NONE.
6. Eat whole-foods, low GI (Glycaemic Index) all the time and avoid processed foods that have a lot of the fibre and goodness removed .
7. Eat fat, but eat the right kind of fat – from oily fish, nuts and seeds, olive oil and omega eggs.
8. Avoid 'empty' foods which contain calories but no goodness; donuts are a good example of these types of food.
9. Remember to enjoy your foods and practice the 90:10 rule ; this means of 28 weekly meals (4 meals a day), 3 each week can be whatever you want if you are being strict 90% of the time.

Fat loss made easy;

proven strategies for effective and long term body fat reduction

1. Keep a food diary:

As a base line measurement and plan your meals so you DON'T end up making poor choices.

2. Nip and tuck:

Once you have quantified your daily intake, simply 'nip and tuck'. This is a basic approach which always works, it requires little skill, just a small amount of will power. **It goes like this...**

- **If you are eating 4 slices of toast at breakfast – eat 3.**
- 1 baked potato at lunch eat a ½ instead.
- **Sugar in your tea, switch to no sugar or use a low calories sweetener.**
- Beware though of low fat products as these tend always to be higher in sugar;

When nipping and tucking do not let your daily protein intake drop and in meals where there is no protein, add some.

3. Exercise Smartly:

Timing your exercise sessions to maximise fat burning is easy, simply train when your blood sugar and insulin levels are low. These are **lowest generally when you first wake up** as this is the longest period the body goes without food. This will encourage more calories to be burnt from fat, and also promote favorable **FAT BURNING** hormonal release if you train at the right intensity.

4. Use Sports Drinks intentionally:

Routine and unmeasured intake of sports drinks can add a significant amount of carbs to your diet. If you want to stay lean and improve your body composition you should look at the amount of these drinks that you are consuming. For training that is aimed at fat burning don't consume these until after the session, stick to an electrolyte drink instead or just water.

When training for maximum performance – you need these drinks, without them performance will suffer.

If fat loss is your goal then AVIOD THEM.

5. Fruit Intake:

Fruits and vegetables are good for you; but **fruits contain lots of sugar** and many people take the 5 servings of fruit and vegetable a day to mean 5 pieces of fruit. It's portable and sweet tasting and convenient, but it may be hampering your ability to lose body fat if you are over doing it.

To maximise health benefits and enjoy fruits, aim for **9 servings of fruit and vegetable each day (3 fruit and 6 Veg)**

As far as I'm concerned fruit is an important part of a healthy diet, but perhaps not as important as vegetables, hence **I always recommend vegetables** and fruit as opposed to the other way around.

Fruit as it was traditionally eaten (autumn in this country) would have been gorged upon throughout the harvest supplying useful energy to work the fields but also building up body fat reserves for the difficult winters - it really was a feast-famine cycle for most people.

Bad idea then to eat fruit salad following spaghetti bolognese! Much better is to eat fruit on it's own or better still with protein containing foods nuts, seeds, yogurt or cottage cheese, or eat it earlier in the day or following exercise.

Fructose will replenish liver glycogen quickly so it's very, very good for athletes or those doing multiple exercise sessions or any type of manual job. But for those looking to lose weight and burn fat it's a bit of a NO-NO.

6. Grains and glycaemic load

Eat high GI carbohydrates, including grains only if you've exercised. Eat low GI carbs and keep grains to a minimum the rest of the time.

Grains, particularly wheat, can make getting lean difficult due to additional detrimental effects associated with intolerances. *Wheat can lead to water retention and digestive bloating and sluggish digestion.* It's not uncommon to eat a wheat based cereal for breakfast, sandwich for lunch and pasta for dinner – and even some biscuits in between.

7. Eat slowly

Ok, your eating is spot on, you eat good quality and adequate protein, loads of vegetables and essential fats and your frequency of feeding and hydration is perfect. What's the problem?

You eat too quickly and as a result you eat too much.

Even if you are eating the right ratio of low GI foods (broccoli, cauliflower and cabbage etc.) if you eat too much you'll still get a rise in insulin and store the excess as fat. To change this try to:

- **Put less food on your plate.**
- Chew food properly. Don't put another forkful in until you've finished the first one.
- **Put your fork down between each mouthful; this is hard but begins the process of slowing down eating.**
- Try not to eat when doing something else like watching TV; you'll eat more and won't be conscious of what you are eating.
- **Plan meals to be sociable; taking time to have family all present at the table in the evening and discussing the day is helpful for relationships and it'll be good for your body composition too.**
- Stop eating once you are no longer hungry, and stop eating if you get more thirsty than hungry.
- **If you find this really difficult, then you can drip feed your calories before the meal (while cooking) through eating raw veggies and/or starting your meals with soup.**

These strategies take the edge off of hunger and result in fewer calories being consumed in the main meal.

8. Keep protein intake consistent, but not consistently high:

Most people and particularly athletes don't eat enough protein regularly enough. Protein will help to preserve your lean mass whilst cutting calories and it keeps you full so you are less likely to over eat. **It is also the most thermogenic (fat burning) of all the macro nutrients.**

RECOMMENDED SUPPLEMENTS

If you're starting out from eating a poor diet then **taking some natural supplements is going to give your fat loss a real boost**. If you are on a budget then there are 2 supplements that you really can't do without if you are wanting to burn fat. They are a quality multi-vitamin and a fish oil product.

A multi vitamin –Most diets and particularly low calorie diets often do not supply enough nutrients, so this is essential. When choosing a multi-vitamin don't just look at the price, it's best to choose a multi vitamin that is manufactured from real food, most of the cheaper multivitamins are manufactured from chemicals so have none of the plant compounds that provide added protection and benefit.

These are a couple of versions that I recommend, there are other good brands out there.

Multi vitamins



Maxine 60



Max For Men

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