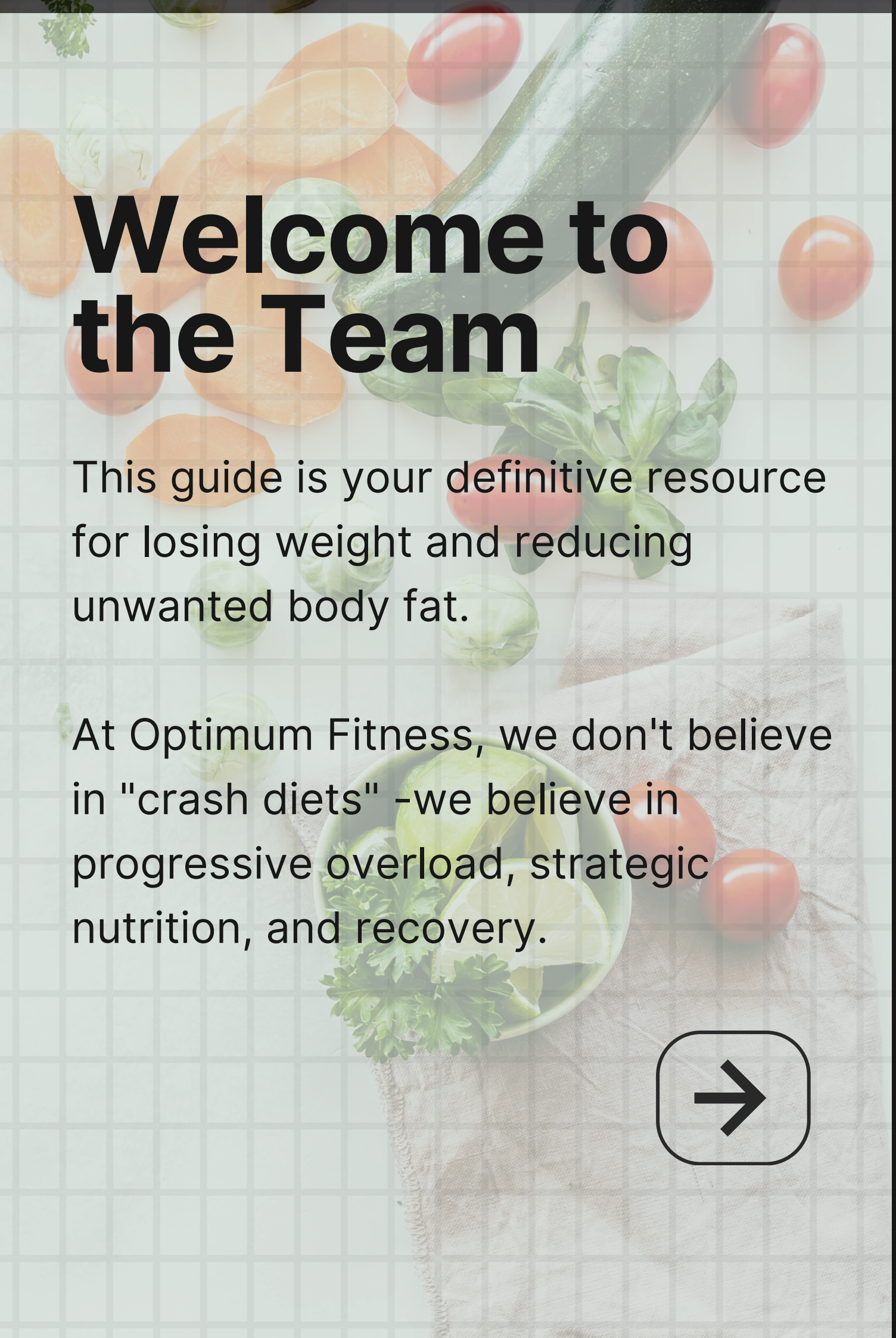

OPTIMUM
WEIGHT LOSS BLUEPRINT
NUTRITION GUIDE



Welcome to the Team

This guide is your definitive resource for losing weight and reducing unwanted body fat.

At Optimum Fitness, we don't believe in "crash diets" -we believe in progressive overload, strategic nutrition, and recovery.

OPTIMUM

PART 1: THE EDUCATIONAL FOUNDATION

1. The Energy Balance (CICO)

Losing body fat requires a negative energy balance. To lose weight, you must be in a **Caloric Deficit**. This means consuming less energy than your body burns, forcing it to use stored body fat for fuel.

- Calories In: Food and drink.
- Calories Out: Your BMR + daily movement + the high energy cost of intense resistance training.

2. Understanding Macronutrients

While calories dictate the rate of weight loss, your Macronutrients (Macros) dictate the quality of that loss—ensuring you lose fat rather than muscle.

• **Protein (**4~kcal/g**):** Essential for preserving lean muscle mass while in a deficit. It is also the most satiating macro, helping you feel full.

• **Carbohydrates (**4~kcal/g**):** Your primary fuel source for workouts. Even in a weight loss phase, carbs provide the energy needed to maintain training intensity.

• **Fats (**9~kcal/g**):** Vital for hormonal health and vitamin absorption.

3. Move More

Exercise and movement are fundamental to weight loss because they directly influence the "Calories Out" side of the energy balance equation. While a caloric deficit—consuming less energy than your body burns—is the primary driver for losing body fat, physical activity increases your Total Daily Energy Expenditure (TDEE), making that deficit easier to maintain without severely restricting food intake. Exercise increases systemic blood flow, which is essential for delivering oxygen and nutrients to tissues and helping to mobilise fatty acids from "stubborn" areas that typically have poorer circulation.

4. The Power of Tracking

for weight loss and reduce body fat, precision is key. Using an app like MyFitnessPal or NutraCheck ensures you are hitting your protein targets and staying in a calorie deficit. Without tracking it’s easy to overeat and let old habits creep back in.

PART 2: SETTING YOUR TARGETS

1. Find Your Maintenance

Your TDEE (Total Daily Energy Expenditure) is the number of calories you burn just being you. To find this baseline, use a calculator that allows for Metric (kg/cm) inputs and accounts for your specific activity level.
Most food tracking apps will do this for you but if you would like to do this yourself, then try this link. ZAVA TDEE Calculator

2. Create the Deficit

- The Sustainable Cut: Subtract 250–500 calories from your TDEE.
- The Goal: Aim to lose roughly 0.25kg - 0.5kg per week. Losing faster than this often leads to muscle loss and metabolic slowdown.

3. Prioritise Protein

High protein is non-negotiable during weight loss to protect muscle tissue.

- The Target: Aim for 2.2g of protein per kg of body weight.
- Example: If you weigh 80kg, your daily protein goal is 176g.

4. Macro Allocation

For a full breakdown of Carbs and Fats, use the Macros Inc. Free Macro Calculator. Select "Weight Loss" as your goal and choose the "High Protein" setting

PART 3: GUIDELINES FOR SUCCESS

1. **The 80/20 Rule:** 80% whole, nutrient-dense foods (lean meats, vegetables, complex carbs) to manage hunger, and 20% "flexibility" calories to make the diet sustainable long-term.

2. **NEAT (Non-Exercise Activity Thermogenesis):** Beyond the gym, focus on daily movement (like step counts) to keep "Calories Out" high. Aim to hit 8,000 - 12,000 steps daily

3. **Sleep for Fat Loss:** Lack of sleep increases hunger hormones. Aim for **7–9 hours** to keep your appetite regulated.

4. **Consistency over Intensity:** One week of "starvation" won't work; 4–5 months of a consistent, moderate deficit will.

5. **Stay Hydrated:** Drink water before meals to assist with digestion and improve satiety. Water is also essential for the metabolic processes required to burn fat. Even mild dehydration can slow down your metabolism and decrease the blood flow necessary to mobilise fat from stubborn areas.

PART 4: PLANNING YOUR WEEKLY MEALS

The Power of the Plan:
Weekly Mapping is Essential. In the world of weight loss, consistency is the only currency that matters. While many people fail because they lack "willpower," the reality is they usually just lack a plan. Planning is the bridge between wanting to lose weight and actually doing it.

Here is why a weekly meal plan is your most valuable training tool:

- Prevents Impulsive Eating: If you "wing it," you are more likely to grab high-calorie convenience foods when hungry.
- Guarantees the Deficit: Pre-planning ensures you hit your protein targets while staying under your calorie cap.
- Volume Eating: Planning allows you to incorporate high-volume, low-calorie foods (like leafy greens) to stay full.
- Cost and Waste Efficiency: Buying in bulk for a specific plan is significantly cheaper than daily "top-up" shops. It ensures every gram of steak or chicken you buy is used, not forgotten in the back of the fridge.
- Quality Control: When you plan, you control the ingredients. You can ensure you're getting the high-quality micronutrients (vitamins and minerals) that support recovery, rather than relying on processed "on-the-go" options.

BASIC WEEK MEAL PLAN

Day	Breakfast	Lunch	Dinner
Mon	Porridge w/ Whey & Berries	Grilled Chicken & Huge Mixed Green Salad	Lean Beef Mince & Zucchini Noodles
Tue	3 Scrambled Eggs & Spinach	Leftover Beef & Veggie Bowl	Peri-Peri Chicken & Cauliflower Rice
Wed	Greek Yogurt w/ Protein Powder	Tuna & Cucumber Salad	Baked Salmon & Roasted Broccoli
Thu	Lower Calorie Overnight Oats	Leftover Salmon & Greens	Turkey Mince Chili (High Veggie Ratio)
Fri	Omelet with spinach and mushrooms	Chicken & vegetable soup	Lean beef burgers (no bun) with large salad
Sat	Low-fat cottage cheese on toast	Prawn & avocado salad	Lean steak with green beans & sweet potato
Sun	Protein pancakes (banana & egg base)	Roast chicken with vegetables	Leftover roast chicken salad/wrap

Snacks: Greek yogurt, Trail mix (nuts/dried fruit), Protein bars, Beef jerky, or Cottage cheese on crackers.

OPTIMUM

PART 5: SUPPLEMENTS

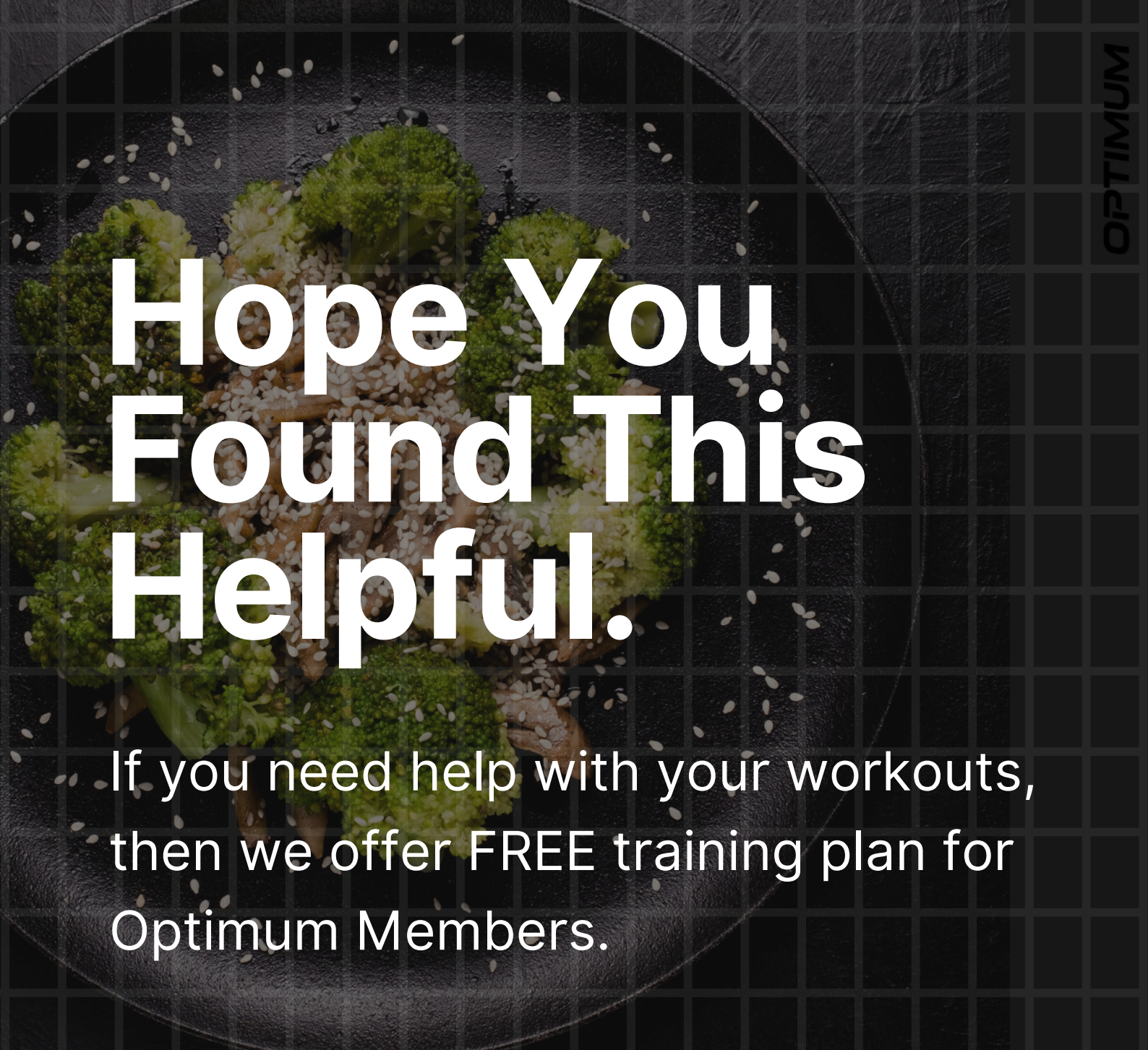
When you are in a calorie deficit, your body is under metabolic stress. Supplements act as protective markers, ensuring that while you lose weight, you are losing fat—not your hard-earned muscle. They bridge the "convenience gap," making it easier to hit high-protein targets that keep you full, while providing essential nutrients that are often depleted when you eat less food. By reducing systemic inflammation and supporting hormonal health, supplements ensure your body remains a high-functioning, fat-burning machine even when energy is low.

- Whey Protein: The ultimate tool for hunger management. Hitting a high protein target (e.g., 1.8g–2.2g per kg) is the most effective way to stay full while eating fewer calories. A high-quality whey shake provides 20–25g of rapidly absorbing protein for minimal calories (usually around 100–120 kcal). This makes it far easier to stay consistent with your macros when life gets busy, preventing "hunger-based" poor food choices.

- Creatine Monohydrate (5g daily): Often misunderstood as just for "bulking," creatine is vital for weight loss. When calories are low, your strength usually drops. Supplementing with creatine ensures your muscles remain saturated with phosphocreatine, giving you the energy to maintain your lifting intensity. By keeping your strength up, you "signal" to your body to keep its muscle tissue and burn fat for fuel instead.

- Vitamin D3 & Omega-3: These are essential for hormonal support, especially in the UK climate. Vitamin D3 acts as a pro-hormone; low levels (common in the British winter) are linked to sluggish metabolism and increased fat storage. Omega-3 Fish Oils help manage the inflammation caused by a new training regime and improve insulin sensitivity—meaning your body becomes more efficient at using stored fat for energy.

- Casein Protein: A slow-digesting protein perfect for a shake before bed. It drips-feeds amino acids into your system over 6–8 hours, preventing muscle breakdown overnight and helping you wake up feeling less "starved" in the morning.



Hope You Found This Helpful.

If you need help with your workouts, then we offer FREE training plan for Optimum Members.

If you're looking for something more bespoke, like online coaching or personal training, then email us at info@optimum-fitness.co.uk

OPTIMUM