MY GUIDE

HOLLYWOOD BODY HANDBOOK

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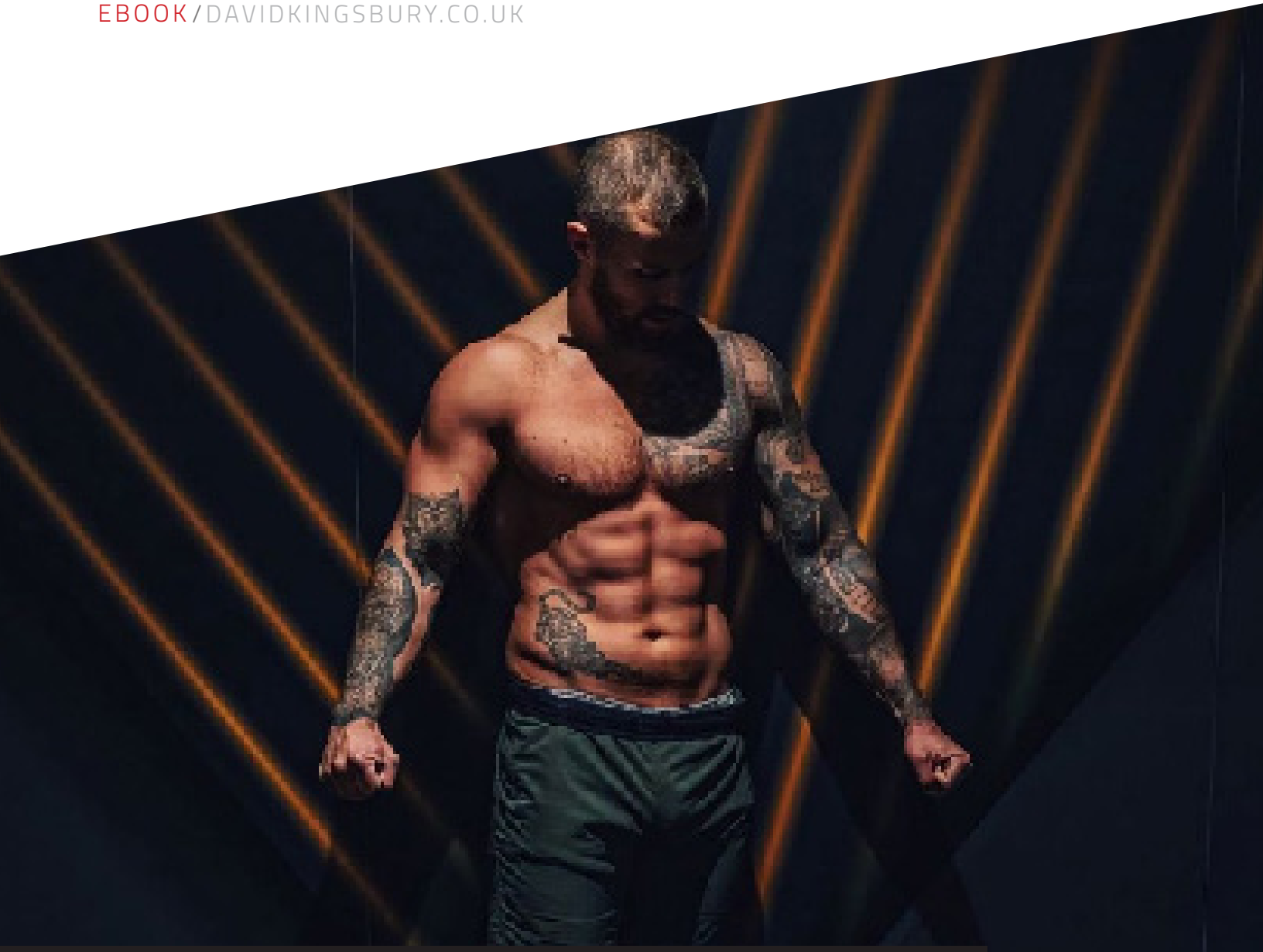

Superhero Shape Through Hormone, Neurotransmitter, Training & Nutrition Optimisation.

The secrets to more physical & sexual energy, confidence and drive.

DAVID KINGSBURY FITNESS
BE YOUR OWN HERO

Introduction

David Kingsbury is a world renowned personal trainer who is best known for his work sculpting Hollywood's biggest stars into superheroes.

"One of the planet's premier PTs"

The Telegraph

"He's worked on some of the biggest blockbusters of the 21st century"

BODYBUILDING.COM™

That's the press release version anyway! The real me isn't quite as glamorous..

My whole life has been geared around health and fitness. From a childhood of elite sports to over 17 years of personal training.

But I've also struggled with addictions and mental health issues since a young age. Which I've battled to overcome using the steps in this handbook.

I'm a business owner, personal trainer, dad to two amazing kids and boyfriend to the most amazing partner.

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I thought this would be a good way to break the ice. To let you know I'm not your classic personal trainer, clean cut eating chicken all day and sipping protein shakes.

My life has been a weird balance of party hard, gym hard, work hard and suffer hard.

The benefits of all this though have been enlightening.

This hand book has 10+ years of my trial and error, research and results that I have used to build Hollywood's best bodies to improve myself and also thousands of guys around the world.

The concepts in this book have clawed me back to the best physical shape of my life. They've allowed me to beat addictions. They have also got my hormones raging and me feeling the most supercharged I have ever felt.

My aim in writing this was to help men around the world to reach their physical goals but not stop there or start there. When we look at biochemistry first we can solve much greater problems and support much greater transformations than purely physical ones.

Film Work

I've been working in the film industry since 2010 after setting up my own personal training studio at Pinewood Film Studios in 2009. Since then I've worked with over 30 actors on dozens of films.

Some highlights

2012 - Snow White & the Huntsman

2013 - The Wolverine

2014- X-Men

2016- Assassins Creed

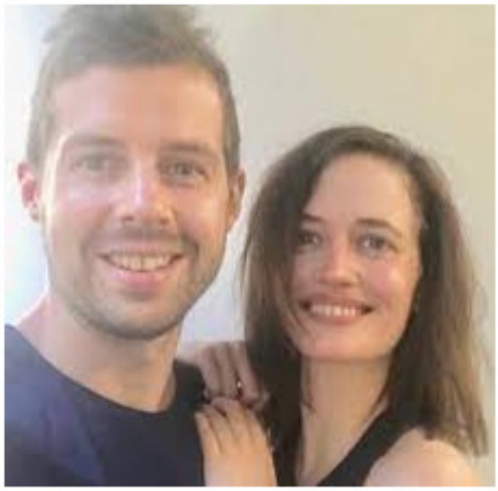
2016 - The Huntsman

2019 - The King

2022 - Kraven The Hunter

2023- The Fall Guy


THE
WOLVERINE




Toilets

Online Coaching

Since 2012 I have been offering online coaching. This has allowed me to help thousands of regular men all around the world get into superhero shape. Whether they are working the 9-5 grind or putting 70+ hours a week whilst juggling family life.

Working in film has made me an expert at getting results in less time and with less time available to train due to the brutal schedules.

The Hollywood Body Handbook

Let's get at it! Enough of the intro.

The next step is to get stuck into the handbook and start making some amazing changes.

The handbook is deliberately short and concise so you can get through it more quickly and get started. Also a lot of the ideas in this need huge expansion based on individual needs.

With coaching clients we survey them or get blood tests done regularly to be able to optimize every element.

This Handbook gives you a taste of these tools so you can start seeing amazing results and feeling your best.

Why do most successful 35+ guys forever struggle to get in shape?

I know you understand the importance of being in prime physical shape

Becoming the best version of yourself... but do you wonder if it's really possible to sculpt a superhero level body at 30, 40 or even 50+?

If you have ever struggled to get in shape, first things first. It's not actually your fault.

I hate to admit this but most coaches fully understand the importance of self-improvement yet lack the right scientific approach beyond counting calories, tracking macros or doing insane amounts of cardio.

And these methods alone don't work. If they did, everyone would be in shape.

They might it's a will power issue. It's not, it's a chemical drive issue.

It's not being a "harder gainer" it's a lack of hormonal response issue.

It's not giving up your life. It's switching your body on.

It's not a work harder problem. It's a work smarter solution.

Once you have this foundation it's actually hard to not get results. Even if your training and nutrition aren't perfect. Plus it doesn't take hours of training a day (this is actually harmful)It's actually easier than you think if you've got the right tools.

Advice Lacking - this critical insight has held back a generation of guys. The insight needed to become the top dog in the room that commands respect..

The same insight that's helped me transform superheroes like Wolverine and business execs. on the 9-5 grind for their roles even while they're facing massive stress.

So I'm here to tell you that the help you need to reach your goals and the direction to get there faster is available to you, right here right now.

But before we look at the reining and nutrition we have to optimise your foundation as part of this program. And we start with Hormone optimisation.


HOLLYWOOD

Hormone Optimisation

Control your hormones to control your life.
First up I want to talk about the importance of optimizing your androgens.

Androgens are a group of hormones that are primarily responsible for the development and maintenance of male characteristics in the body. The most well-known androgen is testosterone, which is produced in the testes in males and in smaller amounts in the ovaries in females.

In addition to testosterone, other androgens include dihydrotestosterone (DHT), dehydroepiandrosterone (DHEA), and androstenedione. These hormones play a role in a variety of physiological processes, including the development of male secondary sex characteristics during puberty, the maintenance of muscle mass and bone density, the regulation of sex drive (libido), and the production of sperm.

Androgens have a significant impact on you as a man. All day every day. They can influence your physical appearance, thought processes, emotional state, addictive tendencies, habits, sexual life, and familial relationships. Essentially, your male hormones play a crucial role in shaping who you are.

Androgens work together to help you navigate life's challenges. Each hormone has a distinct role to play, determined by factors such as your genetics, biology, and environment.

The worldwide battle of Generational T Decline

Generational testosterone decline refers to the observation that the average levels of testosterone in men have been decreasing over time, across generations. This phenomenon has been documented in a number of studies over the past few decades, with some estimates suggesting that testosterone levels in men today are about 20% lower than they were in men of the same age several decades ago.

The reasons for this decline are not entirely clear, but some researchers have suggested that environmental factors, such as exposure to endocrine disruptors and lifestyle changes, may be contributing to the trend. Other factors, such as changes in diet, physical activity levels, and stress, may also be playing a role.

Some of the potential physical consequences of generational testosterone decline include reduced fertility, decreased muscle mass and bone density, and an increased risk of chronic diseases such as diabetes and cardiovascular disease.

Low testosterone levels also cause a number of mental consequences in men. Testosterone is not only important for physical development and sexual function, but also plays a key role in cognitive and emotional well-being. Some of the mental consequences of low testosterone levels include:

Depression: Low testosterone levels have been associated with an increased risk of depression in men. This may be due to the impact that testosterone has on neurotransmitters in the brain that regulate mood.

Anxiety: Testosterone levels have also been linked to anxiety, with lower levels of testosterone being associated with higher levels of anxiety in men.

Cognitive decline: Testosterone is important for cognitive function, and low levels of testosterone have been linked to cognitive decline in men. This can manifest as decreased memory function, reduced ability to concentrate, and decreased overall cognitive ability.

Fatigue and decreased motivation: Men with low testosterone levels may experience fatigue and decreased motivation, which can negatively impact their ability to perform daily tasks and engage in activities they enjoy.

Decreased confidence: Testosterone is associated with feelings of confidence and self-esteem, and men with low testosterone levels may experience a decrease in these feelings.

Testosterone and Fat Loss

Testosterone plays an important role in the regulation of body fat and metabolism. In men, testosterone helps to maintain muscle mass and decrease body fat, and low testosterone levels have been associated with increased body fat and a higher risk of obesity.

One way that testosterone influences fat loss is through its effect on metabolism. Testosterone increases metabolic rate, which can lead to an increase in energy expenditure and a decrease in body fat. Additionally, testosterone promotes the development of lean muscle mass, which can further increase metabolic rate and contribute to fat loss.

In addition to its effect on metabolism, testosterone also influences the distribution of body fat. Men with low testosterone levels tend to store more fat in their abdominal area, which is associated with an increased risk of health problems such as cardiovascular disease and insulin resistance. Increasing testosterone levels through lifestyle changes, such as regular exercise and healthy diet, or through hormone replacement therapy, may help to reduce abdominal fat and improve overall health.

Testosterone is an important hormone for muscle gain in men. Testosterone promotes the growth and development of skeletal muscle tissue, and it also increases protein synthesis in the body, which is essential for muscle growth.

Testosterone works by binding to androgen receptors in muscle cells, which then signals for the production of more muscle tissue. This process is called muscle hypertrophy, and it involves the enlargement of existing muscle cells and the creation of new ones.

In addition to promoting muscle growth, testosterone also helps to maintain muscle mass by preventing muscle breakdown. This is especially important during times of calorie restriction or when the body is under stress, as it can help to prevent muscle loss and preserve strength.

DHT

DHT stands for dihydrotestosterone, which is a hormone that is derived from testosterone. It is a more potent androgen than testosterone and plays an important role in the development of male sexual characteristics, such as facial and body hair growth, deepening of the voice, and the development of the prostate gland.

DHT is produced when an enzyme called 5-alpha-reductase converts testosterone into DHT. DHT binds to androgen receptors in the body and activates them, leading to the various effects associated with androgen activity.

HT is a more potent androgen than testosterone, which means it has a stronger binding affinity to androgen receptors in muscle tissue. This can result in greater activation of these receptors, leading to increased muscle protein synthesis and muscle growth.

One study published in the Journal of Clinical Endocrinology and Metabolism found that men who received DHT supplementation had greater gains in lean body mass and muscle strength compared to men who received a placebo.

Bhasin, S., Woodhouse, L., Casaburi, R., Singh, A. B., Mac, R. P., Lee, M., ... & Dzekov, C. (2005). Testosterone dose-response relationships in healthy young men. The Journal of Clinical Endocrinology & Metabolism, 90(2), 678-688.

Modern lifestyle is causing a testosterone decline

Stress & Testosterone

Stress can have a negative impact on testosterone levels in men. When the body experiences stress, it releases a hormone called cortisol, which can interfere with the production and function of testosterone. Chronically elevated cortisol levels can lead to a decrease in testosterone production over time.

One study published in the Journal of Clinical Endocrinology and Metabolism found that men who reported high levels of stress had lower testosterone levels compared to men who reported low levels of stress. The study suggests that chronic stress can contribute to the development of hypogonadism, a condition characterized by low testosterone levels.

Stress can also contribute to the development of lifestyle factors that are associated with low testosterone levels, such as poor sleep quality, lack of exercise, and unhealthy eating habits.

Patriarca, A., et al. (2016). "Salivary testosterone levels and perceived stress in relation to parental bonding during early adolescence: A longitudinal study." Journal of Clinical Endocrinology and Metabolism 101(7): 2975-2982. doi:10.1210/jc.2016-1095.

Bodyfat & Testosterone

Being overweight or obese can have a negative impact on testosterone levels in men. Research suggests that excess body fat can lead to a decrease in testosterone production and an increase in the conversion of testosterone to estrogen, leading to lower testosterone levels.

One study published in the Journal of Clinical Endocrinology and Metabolism found that overweight and obese men had lower testosterone levels compared to men with a normal weight. The study suggests that excess body fat may interfere with the production of testosterone in the testes, leading to a decrease in testosterone levels.

Another study published in the journal Obesity found that men who underwent weight loss through diet and exercise had significant increases in testosterone levels. The study suggests that weight loss can lead to an improvement in testosterone levels in overweight and obese men.

Khoo, J., Tian, H. H., Tan, B., Chew, K., Ng, C. S. H., Leong, D., & Teoh, H. (2011). Comparing effects of low- and high-volume moderate-intensity exercise on sexual function and testosterone in obese men. The Journal of Sexual Medicine, 8(12), 3414-3423.

This study investigated the impact of exercise on testosterone levels and sexual function in obese men. The researchers found that men who underwent high-volume, moderate-intensity exercise had significant increases in testosterone levels compared to men who underwent low-volume exercise.

Mårin, P., Holmäng, S., Jönsson, L., Sjöström, L., Kvist, H., Holm, G., & Björntorp, P. (1992). The effects of testosterone treatment on body composition and metabolism in middle-aged obese men. International Journal of Obesity and Related Metabolic Disorders: Journal of the International Association for the Study of Obesity, 16(12), 991-997.

This study investigated the impact of testosterone treatment on body composition and metabolism in obese men. The researchers found that testosterone treatment led to significant decreases in body fat and increases in lean body mass.

Travison, T. G., Araujo, A. B., O'Donnell, A. B., Kupelian, V., & McKinlay, J. B. (2007). The relationship between body composition, androgen levels and prostate cancer. The Journal of Urology, 178(4 Pt 1), 144-149.

This study investigated the relationship between body composition and testosterone levels in men. The researchers found that overweight and obese men had lower testosterone levels compared to men with a normal weight.

Estrogen & Testosterone

High levels of estrogen can have a negative impact on testosterone production and function in men. This is because estrogen and testosterone are produced from the same precursor molecule, and high levels of estrogen can lead to a decrease in the production of testosterone.

In men, excess estrogen can be produced by the conversion of testosterone to estrogen by an enzyme called aromatase, which is found in fat cells. As a result, men with higher levels of body fat may be at a higher risk for developing high levels of estrogen.

High estrogen levels can also interfere with the function of testosterone in the body. Estrogen can bind to testosterone receptors and prevent testosterone from binding, leading to a decrease in the effects of testosterone on the body.

Alcohol & Testosterone

Excessive alcohol consumption can have a negative impact on testosterone levels in men. Alcohol consumption can interfere with the function of the testes, the organs responsible for testosterone production, leading to a decrease in testosterone levels.

One study published in the Journal of Endocrinology found that heavy alcohol consumption was associated with decreased testosterone levels in men. The study suggests that alcohol can lead to oxidative stress and inflammation, which can contribute to a decrease in testosterone levels.

In addition to directly affecting testosterone levels, alcohol consumption can also have an indirect impact on testosterone levels through its effect on the liver. Alcohol consumption can interfere with liver function and lead to an increase in the conversion of testosterone to estrogen, which can further decrease testosterone levels.

Sarkola, T., & Adlercreutz, H. (1994). Effect of alcohol consumption on plasma steroid and gonadotropin levels in normal women and men. Alcohol and Alcoholism, 29(3), 285-291.

Lack of Sunlight & Testosterone

Sun exposure can help increase testosterone levels in men, as it promotes the production of vitamin D in the body. Vitamin D is a steroid hormone that plays an important role in many bodily functions, including testosterone production.

Studies have found that men who get regular sun exposure or have adequate vitamin D levels tend to have higher testosterone levels compared to men who don't get enough sun exposure or have low vitamin D levels.

For example, one study published in the Journal of Clinical Endocrinology and Metabolism found that men with low vitamin D levels had significantly lower testosterone levels compared to men with adequate vitamin D levels.

Pilz, S., Frisch, S., Koertke, H., Kuhn, J., Dreier, J., Obermayer-Pietsch, B., ... & Zittermann, A. (2011). Effect of vitamin D supplementation on testosterone levels in men. Hormone and Metabolic Research, 43(03), 223-225.

Sleep & Testosterone

Getting enough sleep is important for maintaining healthy testosterone levels in men. Studies have shown that sleep deprivation can lead to a decrease in testosterone levels.

One study published in the Journal of the American Medical Association found that men who slept for only five hours per night had significantly lower testosterone levels compared to men who slept for eight hours per night. The study suggests that sleep deprivation can interfere with the production of testosterone in the testes, leading to a decrease in testosterone levels.

Another study published in the journal Sleep found that men who had disrupted sleep patterns, such as those who worked night shifts, had lower testosterone levels compared to men who had normal sleep patterns.

Leproult, R., Van Cauter, E., & Spiegel, K. (2011). Impact of sleep and sleep loss on hormonal secretion and metabolism. Endocrine Development, 17, 11-21.

This review article discusses the impact of sleep on hormonal secretion and metabolism, including the effects of sleep deprivation on testosterone levels in men.

Luboshitzky, R., Zabari, Z., Shen-Orr, Z., Herer, P., & Lavie, P. (2001). Disruption of the nocturnal testosterone rhythm by sleep fragmentation in normal men. The Journal of Clinical Endocrinology & Metabolism, 86(3), 1134-1139.

This study found that men who experienced sleep fragmentation, such as those who worked night shifts, had lower testosterone levels compared to men who had normal sleep patterns.

Leproult, R., & Van Cauter, E. (2010). Effect of 1 week of sleep restriction on testosterone levels in young healthy men. JAMA, 303(5), 479-486.

This study found that men who slept for only five hours per night had significantly lower testosterone levels compared to men who slept for eight hours per night.

Inflammation & Testosterone

Inflammation is a natural response of the immune system to infection, injury, or damage to tissues. It is a complex process that involves a variety of cells and molecules, and it is important for healing and recovery.

When an injury or infection occurs, the immune system responds by releasing inflammatory cytokines, which are signaling molecules that attract immune cells to the site of injury or infection. This leads to a series of events that help to clear out damaged tissues and fight off infection.

However, if inflammation persists for an extended period of time, it can lead to tissue damage and contribute to the development of chronic diseases such as arthritis, diabetes, and cardiovascular disease. Chronic inflammation can be caused by a variety of factors, including lifestyle choices, genetics, and environmental factors.

Inflammation can have a negative impact on testosterone levels in men. Chronic inflammation is associated with the production of cytokines, which are proteins that play a role in the immune system's response to infection and injury. However, excessive production of cytokines can lead to inflammation and tissue damage.

In men, chronic inflammation can interfere with the production and function of testosterone. One study published in the Journal of Endocrinology found that inflammation caused by lipopolysaccharide, a toxin produced by some bacteria, decreased testosterone levels in male rats. Another study published in the Journal of Clinical Endocrinology and Metabolism found that men with chronic inflammation had lower testosterone levels compared to men without inflammation.

Chronic inflammation can also contribute to the development of metabolic disorders such as obesity and diabetes, which are also associated with low testosterone levels.

Wang C, et al. Inflammatory Markers and Testosterone in Aging Men With Low Testosterone Levels. Journal of Clinical Endocrinology & Metabolism. 2011;96(5):E750-E757. doi:10.1210/jc.2010-3019.

Nimrod, A., Ryan, S., Ben Ishay, G., Madar, Z., and Hochberg, Z. (1997). "Inflammation downregulates alpha 2-adrenergic receptors in rat liver and cerebral cortex." Journal of Endocrinology 152, 167-172.

Certain foods, such as those high in sugar, saturated fats, and processed carbohydrates, can trigger an inflammatory response in the body. This can lead to chronic inflammation, which is associated with a number of health problems including cardiovascular disease, diabetes, and cancer.

Grains & Inflammation

The relationship between grains and inflammation is complex and not fully understood. While some studies suggest that certain grains may contribute to inflammation in some individuals, other studies have found no association between grain consumption and inflammation.

Grains contain a type of protein called gluten, which has been implicated in inflammatory disorders such as celiac disease and non-celiac gluten sensitivity. In individuals with these conditions, consuming gluten can trigger an immune response that leads to inflammation and damage to the intestinal lining.

However, for individuals who do not have celiac disease or gluten sensitivity, consuming grains may not have a significant impact on inflammation.

Sapone A, Lammers KM, Casolaro V, et al. Divergence of gut permeability and mucosal immune gene expression in two gluten-associated conditions: celiac disease and gluten sensitivity. BMC Medicine. 2011;9(1):23. doi:10.1186/1741-7015-9-23.

This study found that exposure to gluten in individuals with celiac disease and gluten sensitivity triggered an immune response that led to inflammation and increased gut permeability. The study suggests that the inflammatory response to gluten is mediated by the innate immune system, which triggers an immune response in the absence of an infection or injury.

FODMAPs and Inflamation

FODMAPs (Fermentable Oligo-, Di-, Mono-saccharides and Polyols) are a group of short-chain carbohydrates and sugar alcohols that are poorly absorbed in the small intestine. FODMAPs are found in a wide variety of foods, including some fruits, vegetables, dairy products, and grains.

For individuals with Irritable Bowel Syndrome (IBS), a low FODMAP diet may be recommended to help manage symptoms such as abdominal pain, bloating, and diarrhea. However, research suggests that a low FODMAP diet may also have anti-inflammatory effects in the body.

One study published in the Journal of Nutritional Biochemistry found that a low FODMAP diet was associated with a decrease in markers of inflammation in individuals with IBS. The study suggests that reducing FODMAP intake may help to reduce inflammation in the gut, which can contribute to the symptoms of IBS.

Another study published in the Journal of Gastroenterology and Hepatology found that a low FODMAP diet was associated with a decrease in inflammatory markers in individuals with inflammatory bowel disease (IBD). The study suggests that a low FODMAP diet may have anti-inflammatory effects in the gut, which could benefit individuals with IBD.

Halmos EP, Christophersen CT, Bird AR, Shepherd SJ, Muir JG, Gibson PR. Diets that differ in their FODMAP content alter the colonic luminal microenvironment. Gut. 2015;64(1):93-100. doi: 10.1136/gutjnl-2014-307264.

Staudacher HM, Whelan K, Irving PM, Lomer MCE. Comparison of symptom response following advice for a diet low in fermentable carbohydrates (FODMAPs) versus standard dietary advice in patients with irritable bowel syndrome. Journal of Human Nutrition and Dietetics. 2011;24(5):487-495. doi: 10.1111/j.1365-277X.2011.01162.x.

Here is a list of high FODMAP foods:

Fructose: Honey, apples, mangoes, pears, watermelon, high fructose corn syrup, agave syrup

Lactose: Milk, ice cream, yogurt, soft cheeses like ricotta and cottage cheese

Fructans: Wheat, barley, rye, onions, garlic, leeks, shallots, broccoli, Brussels sprouts, cabbage, fennel

Galactans: Beans, lentils, chickpeas, soybeans

Polyols: Apples, apricots, avocados, cherries, nectarines, peaches, plums, prunes, mushrooms, sugar alcohols like sorbitol and mannitol

Keto Diet, SBGH & Testosterone

There is a lot of mixed feelings about the Keto Diet. One found that men who followed a very low-carbohydrate ketogenic diet for six months had significant decreases in free testosterone levels compared to men who followed a moderate-carbohydrate diet. The study suggests that the low-carbohydrate diet may have interfered with the production or utilization of testosterone in the body.

Volek, J. S., Sharman, M. J., Love, D. M., Avery, N. G., Gomez, A. L., Scheett, T. P., ... & Kraemer, W. J. (2002). Body composition and hormonal responses to a carbohydrate-restricted diet. Metabolism, 51(7), 864-870.

The study by Volek et al. (2002) has been cited numerous times in subsequent research and is considered to be a credible study on the impact of a low-carbohydrate ketogenic diet on hormonal responses in men. The study has also undergone a peer-review process, which is a standard procedure for scientific publications to ensure the quality and validity of the research.

Strategy for boosting androgens and cutting back cortisol, estrogen and prolactin

Sleep strategy

Getting enough high-quality sleep is important for overall health and well-being, including testosterone production. Here are some tips for optimizing sleep for more testosterone:

Stick to a consistent sleep schedule: Try to go to bed and wake up at the same time each day, even on weekends.

Create a sleep-conducive environment: Make sure your bedroom is dark, cool, and quiet. Use blackout curtains, earplugs, or a white noise machine to block out any distractions.

Reduce screen time before bed: The blue light emitted by electronic devices can interfere with sleep. Try to avoid using screens for at least an hour before bedtime.

Get regular exercise: Regular exercise can improve sleep quality and increase testosterone production. Just be sure to avoid exercising too close to bedtime, as it can be stimulating and make it harder to fall asleep.

Manage stress: High levels of stress can disrupt sleep and lower testosterone levels. Find ways to manage stress, such as meditation, deep breathing, or yoga.

Consider a sleep supplement: If you're having trouble sleeping, consider trying a natural sleep supplement such as magnesium, glycine or valerian root (more to follow in the supplement section)

Cold exposure strategy

The direct testosterone boosting effects of cold exposure may be a little controversial in terms of effectiveness.

But the impact of cold exposure on our neurotransmitter dopamine is very well established. And high dopamine levels can help contribute to increases in testosterone.

More of this will be covered in the neurotransmitter section but here is an overview .

Dopamine is a neurotransmitter that plays a key role in reward-motivated behavior, motivation, and pleasure. Here are some studies that have explored the potential effects of cold exposure on dopamine:

In a 2012 study published in the International Journal of Psychophysiology, researchers found that exposing healthy male participants to a cold environment (10°C or 50°F) for 60 minutes resulted in increased dopamine release in the striatum, a region of the brain associated with reward processing.

A 2018 study published in the Journal of Human Kinetics found that cold water immersion (at 10°C or 50°F) for 3 minutes resulted in increased dopamine release in the prefrontal cortex, a region of the brain involved in decision-making and executive function.

Another study published in the Journal of Occupational Health in 2011 found that cold water immersion (at 15°C or 59°F) for 30 seconds resulted in increased dopamine release in healthy male participants.

Anti-Stress strategy

Cortisol is a hormone that is produced by the adrenal gland in response to stress. Its primary function is to help the body cope with stress by mobilizing energy stores and increasing blood glucose levels, as well as by suppressing the immune system's response to inflammation.

We need cortisol, but the issue with it is with chronically high levels problems occur. Such as reductions in testosterone!

Manage stress: Stress is one of the main triggers of cortisol production. Finding ways to manage stress, such as through meditation, deep breathing, or yoga, can help to reduce cortisol levels.

A good example is box breathing

Find a quiet, comfortable place to sit or lie down.

Inhale deeply through your nose for a count of four, filling your lungs with air.

Hold your breath for a count of four.

Exhale slowly through your mouth for a count of four, emptying your lungs of air.

Hold your breath for a count of four.

Repeat the cycle for a few minutes, or until you feel relaxed and calm.

The pattern of inhaling, holding, exhaling, and holding again creates a "box" shape, hence the name box breathing. By focusing on your breath and the counting pattern, you can help calm your mind and reduce feelings of stress or anxiety.

Get enough sleep: Lack of sleep can also contribute to cortisol production. Getting enough high-quality sleep is important for reducing cortisol levels. - Refer to sleep section

Exercise regularly: Regular exercise can help to reduce cortisol levels, especially high-intensity exercise.

Eat a healthy diet: A balanced diet rich in whole foods can help to reduce cortisol levels. In particular, foods high in vitamin C and magnesium, such as citrus fruits and leafy greens, may be beneficial.

Practice relaxation techniques: Relaxation techniques such as progressive muscle relaxation, visualization, and massage can help to reduce cortisol levels.

Avoid alcohol & excessive caffeine consumption: Caffeine consumption early in the day can actually delay the peak of cortisol in the morning and push it to later in the day. This can have an adverse effect on circadian rhythm so if you can wait an hour or so before your first coffee this can be beneficial. Alcohol is a stressor on the body, and when consumed, it activates the body's stress response system, known as the hypothalamic-pituitary-adrenal (HPA) axis. The HPA axis triggers the release of cortisol from the adrenal gland in response to stress. Therefore, alcohol consumption can increase cortisol levels in the body, leading to a temporary elevation in stress levels. Alcohol also prevents optimum sleep, effective protein synthesis and estrogen/testosterone balance. So best to avoid as much as possible.

Consider supplements: Some supplements, such as ashwagandha, fish oil, and phosphatidylserine, may help to reduce cortisol levels. - More to follow in the supplement section.

Anti Inflammation Strategy

Utilize cortisol but suppress chronic levels. Chronic high cortisol levels can contribute to inflammation in the body. Cortisol is a hormone that is produced by the adrenal gland in response to stress, and it plays an important role in regulating the body's immune response.

In the short term, cortisol can help to reduce inflammation by suppressing the immune system and reducing the production of inflammatory cytokines, which are proteins that contribute to inflammation. However, chronic stress and sustained cortisol production can lead to increased inflammation in the body.

Early morning sun exposure

Exposure to bright light, particularly in the morning, can help to regulate the body's cortisol levels and promote healthy sleep-wake cycles. Bright light exposure in the morning can help to increase cortisol production, which can help to promote wakefulness and alertness during the day.

Cold exposure

Cold exposure can cause a short-term increase in cortisol levels in the body. Cortisol is a hormone that is produced by the adrenal gland in response to stress, and cold exposure is a form of stress on the body.

Reduce digestive inflammation

Follow an anti-inflammatory diet: An anti-inflammatory diet is rich in fruits, vegetables, lean protein, and healthy fats. Foods that are high in antioxidants, such as berries, leafy greens, and nuts, can also help to reduce inflammation. Avoid processed and fried foods, refined sugars.

Identify and avoid trigger foods: Some people may have food sensitivities or allergies that can trigger digestive inflammation. Identifying and avoiding these trigger foods can help to reduce inflammation. Common trigger foods include gluten, dairy, soy, fodmap foods, nightshades.

Stay hydrated: Drinking plenty of water can help to reduce inflammation and promote healthy digestion.

Determine your body weight in kilograms: For example, if you weigh 70 kilograms.

Multiply your body weight by 0.033: 70 x 0.033 = 2.31 liters.

So, in this example, an individual weighing 70 kilograms would need to drink at least 2.31 liters of water per day to stay hydrated. It's important to note that this is just a general calculation, and individual water needs may vary depending on factors such as activity level, climate, and overall health.

For exercise you want to consume roughly what you lose through sweat during exercise. Intensity, temperature and type of exercise will all impact this. You can weigh yourself before and after if you want or you can just get it roughly right.

Avoid overtraining

Overtraining can contribute to inflammation in the body. Overtraining occurs when the body is not given enough time to rest and recover between workouts, leading to a state of chronic stress on the body.

For most people its less a case of overtraining more of under recovering, due to poor sleep, poor programming and not taking enough rest days.

When the body is overtrained, it can lead to an increase in inflammatory markers, such as C-reactive protein (CRP) and interleukin-6 (IL-6), as well as a decrease in anti-inflammatory markers, such as interleukin-10 (IL-10). This can lead to a state of chronic inflammation in the body, which can contribute to a range of health problems, such as muscle damage, joint pain, and decreased immune function.

General Supplement Stacks

There are hundreds of supplements on the market claiming to boost testosterone. Most have little evidence. Some have thousands of years of usage but no scientific literature.

Do you trust the thousands of years of usage or the studies with 12 rats? It's a tough one!

Over the years I have utilized a range of products some with clinical trials and some from ancient medicine and have a stack for every goal.

In my experience selecting supplements based on your individual needs will yield the best results.

This is where blood work can be very useful. You can then clearly see what needs work. Where you may have deficiencies and also monitor how different protocols are benefiting you.

Here are a few options that work incredibly well

Boost testosterone

Fadogia Agrestis

Tongkat Ali

Ashwagandha Root (via cortisol reduction)

Macuna Puriens (via dopamine increase)

Magnesium, Zinc, B6, Calcium, Vitamin D, K2, E and A if you have any deficiency in any of these.

Boost Free testosterone by lowering SHBG

Boron

Forskolin

Fenugreek

Increase DHT

Creatine Monohydrate

DHEA

Boron

Tribulus Terrestris

Reduce estrogen

Zinc

Magnesium

Vitamin C & Vitamin E to lower inflammation which is a leading cause of excess estrogen

Olive leaf

Curcumin (if you aren't sensitive to extra serotonin)

Aspirin

Reduce prolactin

B6

Macuna Puriens

Vitamin E

Zinc

Dosage and Scheduling

This is a selection of just some of the options we have for clients. You obviously don't to take all these at once and supplements will have different schedules of benefit.

Also doses will depend on levels of active ingredients in the products, your individual requirements and desired outcomes!

A few pointers

Ashwagandha is a fantastic supplement for reducing cortisol, but take it later in the day to allow for cortisol production in the mornings. Also take for just a month at a time.

Creatine Monohydrate can be taken all year round at 5g per day.

Boron at around 10mg per day works very well

ZMA type products can be great to get the mix of Zinc, Magnesium and B6

Fadogia Agrestis & Tongkat Ali are very fashionable right now but also very effective. 600mg per day of each works well. Use it for 1 month before cycling to a different combo.

Neurotransmitters

Most people struggle with motivation in one form or another. Whilst low testosterone can be a leading cause of this there are also other factors at play.

If you have ever had days where you are super sharp, driven and feel unstoppable then you have had a taste of this.

But imagine the level of success in your training, life and career if you had this switch turned on all day every day?

First up Serotonin.

We've been led to believe serotonin is the integral to our happiness but serotonin is complicated when it comes to how it impacts us.

Serotonin is primarily produced in the central nervous system (CNS), specifically in the raphe nuclei of the brainstem. The raphe nuclei contain a group of neurons that synthesize and release serotonin, which then acts as a neurotransmitter in the brain and plays a role in regulating mood, appetite, and sleep. In addition to the brain, serotonin is also produced in other parts of the body, such as the digestive tract and blood platelets, although the majority of serotonin in the body is produced in the brain.

Too much serotonin can cause lethargy, low libido, reduced testosterone and can impact sexual function.

Some studies have suggested that high levels of serotonin may be associated with lower testosterone levels, possibly due to the fact that serotonin inhibits the release of luteinizing hormone (LH), which is needed to stimulate testosterone production.

A study published in the Journal of Endocrinological Investigation in 1997 found that serotonin inhibited the release of LH and testosterone in male rats, suggesting that high levels of serotonin may be associated with lower testosterone levels.

A study published in the journal Pharmacology Biochemistry and Behavior in 2002 found that treatment with a serotonin reuptake inhibitor (SSRI) reduced testosterone levels in male rats.

SSRI's are a class of medications that are commonly used to treat depression, anxiety, and other mental health conditions. They work by increasing the levels of serotonin in the brain.

Sexual dysfunction is a relatively common side effect of SSRIs. The exact mechanism by which SSRIs can cause sexual dysfunction is not fully understood, but it is thought to be related to their effects on serotonin levels in the brain.

Some common sexual side effects of SSRIs include:

Decreased libido (sex drive)

Difficulty achieving or maintaining an erection (erectile dysfunction)

Delayed ejaculation or difficulty achieving orgasm

The idea that depression is the result of abnormalities in brain chemicals, particularly serotonin (5-hydroxytryptamine or 5-HT), has been influential for decades, and provides an important justification for the use of antidepressants.

Despite the fact that the serotonin theory of depression has been so influential, no comprehensive review has yet synthesised the relevant evidence.

https://www.nature.com/articles/s41380-022-01661-0#:~:text=Our%20comprehensive%20review%20of%20the,lower%20serotonin%20concentrations%20or%20activity.

It is time to acknowledge that the serotonin theory of depression is not proven or supported by empirical evidence.

What should we do about Serotonin?

We don't want high levels and we don't want low levels. So we have to be a little careful with supplements that increase serotonin.

Supplements such as

5-HTP

St John's Wort

Myo-Inositol

Curcumin

Tryptophan

Saffron extract

Dopamine

Dopamine is a neurotransmitter that plays a role in regulating various physiological processes in the brain and body. It is sometimes referred to as the "feel-good" neurotransmitter because it is involved in regulating feelings of pleasure, motivation, and reward.

Dopamine is synthesized in the brain from the amino acid tyrosine, and is involved in regulating many functions, including:

Movement: Dopamine is involved in regulating movement and muscle control. Low levels of dopamine are associated with movement disorders such as Parkinson's disease.

Mood: Dopamine is involved in regulating mood and emotions. Low levels of dopamine have been associated with depression, while high levels of dopamine have been associated with mania.

Attention and learning: Dopamine is involved in regulating attention and learning, and is thought to play a role in motivation and reward-based learning.

Addiction: Dopamine is involved in regulating the brain's reward system, and is thought to play a role in addiction and substance abuse.

Hormone regulation: Dopamine is involved in regulating the release of hormones such as prolactin.

Dopamine is often associated with motivation, reward, and pleasure. When we engage in activities that we find rewarding or pleasurable, such as eating, having sex, or receiving praise, dopamine is released in the brain. This release of dopamine can create feelings of pleasure and satisfaction, which can motivate us to continue engaging in these activities in the future.

In addition to its role in regulating pleasure and reward, dopamine is also involved in regulating motivation. Dopamine has been shown to play a role in regulating the brain's reward system, which is involved in motivating us to pursue goals and engage in behaviors that are beneficial for our survival and well-being.

Research has suggested that dopamine can increase motivation by enhancing the perceived value of rewards and by increasing the effort people are willing to exert to obtain them. Dopamine also appears to be involved in the process of goal-directed behavior, helping to keep us on track towards our desired outcomes.

Utilizing dopamine

Cold Exposure

Cold exposure has been shown to increase dopamine release in the brain. When the body is exposed to cold temperatures, it triggers the release of adrenaline and other stress hormones, which can increase dopamine activity in certain regions of the brain.

Studies have found that exposure to cold temperatures can increase dopamine release in the brain's reward system, leading to a sense of pleasure and motivation. This can be particularly beneficial for individuals struggling with depression or low motivation.

A study published in the Journal of Medical Investigation found that cold water immersion therapy increased dopamine release in the prefrontal cortex of healthy adults. The researchers suggested that this could have potential therapeutic benefits for individuals with depression or other mood disorders. (Suzuki et al., 2013)

Cold exposure can therefore be a useful tool to boost motivation and drive throughout the day. Keep them to earlier in the day as they will increase cortisol, which is ok in the morning.

Start with cold showers: Begin by taking cold showers for a few seconds to a minute at a time, gradually increasing the duration over time. This can help your body adapt to cold exposure and prevent shock. No more than a few minutes is needed.

Try ice baths: Once you feel comfortable with cold showers, you can try immersing yourself in an ice bath for a few minutes at a time. Fill a bathtub or large container with cold water and ice, and slowly lower yourself into the water, keeping your head above the surface. You can gradually increase the duration and frequency of ice baths over time, no more than a few minutes is needed.

Practice breathwork: Cold exposure can be stressful on the body, so it's important to practice breathing techniques to help manage stress and anxiety. Try deep breathing or meditation before and after cold exposure to help calm your mind and reduce stress.

Supplements

Mucuna pruriens: Mucuna pruriens is a type of bean that contains L-DOPA, a precursor to dopamine. Supplementing with mucuna pruriens has been shown to increase dopamine levels in the brain and may have potential benefits for individuals with Parkinson's disease.

Kanna, also known as Sceletium tortuosum, is a plant native to South Africa that has been traditionally used for its mood-enhancing properties. Kanna contains several alkaloids, including mesembrine, which has been suggested to have effects on the brain's serotonin and dopamine systems.

L-theanine has been suggested to increase dopamine activity in the brain, although the evidence is somewhat limited. L-theanine has been shown to increase the activity of certain neurotransmitters in the brain, including dopamine, and it has been suggested that L-theanine may increase dopamine release in the brain's reward pathway, leading to a sense of pleasure and relaxation.

Other ways to boost dopamine

Sleep: Getting enough sleep is essential for maintaining healthy dopamine levels in the brain. Aim for at least 7-8 hours of sleep per night.

Social interaction: Spending time with friends and loved ones can increase dopamine release in the brain, leading to a sense of pleasure and connection.

Creativity: Engaging in creative activities, such as drawing, painting, or playing music, can also increase dopamine release in the brain.

SuperHero Training

Now you have the tools in place to optimise motivation and results through your neurotransmitters and hormones it's time to think about training.

Testosterone is an important hormone for building muscle because it plays a key role in protein synthesis, the process by which the body builds new muscle tissue. Testosterone helps stimulate the production of muscle protein by binding to androgen receptors on muscle cells, leading to an increase in protein synthesis.

In addition to its effects on protein synthesis, testosterone also helps to increase muscle size and strength by stimulating the production of growth hormone and insulin-like growth factor 1 (IGF-1). These hormones promote the growth and repair of muscle tissue, leading to increased muscle mass and strength.

Low testosterone levels can make it more difficult to build muscle, as there may be a decrease in protein synthesis and muscle growth.

Resistance training

Muscle growth, also known as muscle hypertrophy, is a complex process that involves several mechanisms. Here are some examples:

Muscle tension: Muscle tension, or the force generated by contracting muscles during exercise, is a key factor in muscle growth. When you lift weights or perform resistance exercises, you create tension in your muscles, which can stimulate protein synthesis and lead to muscle growth over time.

HIIT

HIIT involves short bursts of high-intensity exercise followed by periods of rest or low-intensity exercise. This type of training has been shown to increase muscle protein synthesis and stimulate the release of growth hormone and testosterone, which can promote muscle growth over time.

In addition to its effects on muscle growth, HIIT can also improve cardiovascular health, increase metabolism, and help burn fat. HIIT workouts are typically shorter than traditional cardio workouts, which can be beneficial for individuals who are short on time.

However, it's worth noting that HIIT should not be the only type of exercise you do if your primary goal is muscle gain. Resistance training, such as weight lifting, is essential for building muscle mass and strength. HIIT can be incorporated into your workout routine as a complementary form of exercise, or as a way to improve cardiovascular health and burn fat while still maintaining muscle mass.

LISS

LISS, or low-intensity steady-state cardio, is a form of cardio exercise that involves performing an aerobic activity, such as walking, cycling, or swimming, at a low to moderate intensity for an extended period of time, typically 30 minutes or more.

LISS can be an effective way to improve cardiovascular health, burn calories, and promote fat loss, particularly when combined with a healthy diet and resistance training. LISS is also a low-impact form of exercise, which can be beneficial for individuals with joint pain or other injuries.

Rest and recovery: Proper rest and recovery are essential for maintaining healthy testosterone levels. Aim to get enough sleep and avoid overtraining, which can lead to decreased testosterone levels.

Planning a weight training program can be complicated for several reasons:

Individual differences: Everyone's body is different, and what works for one person may not work for another. Factors such as age, gender, fitness level, and health status can all impact the type and intensity of weight training exercises that are appropriate.

Goal setting: Different weight training programs are designed for different goals, such as building muscle mass, improving strength, or increasing endurance. It's important to set clear goals and choose a program that is appropriate for your specific goals.

Exercise selection: There are a wide variety of weight training exercises to choose from, each targeting different muscle groups and movement patterns. Choosing the right exercises and incorporating them into a cohesive program can be challenging.

Volume and intensity: The volume and intensity of weight training exercises can vary widely, and it's important to find the right balance for your goals and fitness level. Overtraining can lead to injury or burnout, while undertraining may not produce the desired results.

Progression: Weight training programs need to be designed with progression in mind, as the body adapts to exercise over time. It's important to gradually increase the volume and intensity of exercises to continue seeing results.

Progressive overload is a key principle of strength training and refers to gradually increasing the demands placed on your muscles over time in order to stimulate muscle growth and improve strength.

There are several ways to apply the principle of progressive overload in your strength training routine, including:

Increasing weight: One of the simplest ways to progressively overload your muscles is to gradually increase the weight you lift. This can be done by adding weight to your exercises, using resistance bands or weighted vests, or using machines that allow you to adjust the weight.

Increasing reps or sets: Another way to progressively overload your muscles is to gradually increase the number of reps or sets you perform for a given exercise. This can help increase the overall volume of your workout, which can lead to muscle growth and improved strength.

Decreasing rest periods: Shortening the rest periods between sets can also be an effective way to progressively overload your muscles. This can increase the intensity of your workout and stimulate muscle growth and strength gains.

Varying exercise selection: Varying your exercise selection can also be an effective way to stimulate muscle growth and improve strength. This can prevent your muscles from adapting to the same exercises over time, which can lead to plateaus in your progress.

Muscle damage: Resistance training can cause microscopic tears in your muscle fibers, which stimulates the body's natural repair and growth processes. As the body repairs these tears, it builds new muscle tissue, leading to muscle growth.

Metabolic stress: Resistance training can also create metabolic stress, which refers to the buildup of metabolites, such as lactate, in your muscles during exercise. This metabolic stress can stimulate the release of growth factors and hormones, such as growth hormone and testosterone, which can promote muscle growth.

Protein synthesis: Protein synthesis is the process by which the body builds new muscle tissue. Resistance training, particularly high-intensity exercise, can stimulate protein synthesis, leading to muscle growth over time.

Periodisation

Periodization of training refers to the systematic planning and organization of training programs over time to optimize performance and minimize the risk of injury or burnout. The goal of periodization is to progressively overload the body, while allowing for adequate rest and recovery time.

There are several different approaches to periodization, but they typically involve breaking up training into distinct phases or periods, each with a specific focus or goal. Here are some examples:

Macrocycle: The macrocycle is the overall training plan, usually spanning several months to a year. It typically includes multiple mesocycles and microcycles, each with a specific focus.

Mesocycle: The mesocycle is a block of training that lasts several weeks to a few months, with a specific goal or focus. For example, a mesocycle may focus on building strength or improving endurance.

Microcycle: The microcycle is the shortest training block, usually lasting a week or less. It typically includes specific workouts and training sessions that are designed to achieve the goals of the mesocycle.

Here are some general guidelines for rep ranges based on different training goals. I say general as there is a lot of crossover between each section. Also because certain people will see better results at slightly different rep ranges.

Muscle hypertrophy (muscle size): The optimal rep range for muscle hypertrophy is typically 8-12 reps per set. This range allows for sufficient time under tension and metabolic stress to stimulate muscle growth. Higher reps (15-20) can also be effective for hypertrophy, particularly for smaller muscle groups.

Strength: The optimal rep range for building strength is typically 1-6 reps per set. This range allows for maximal force production and neural adaptation, which can lead to increased strength gains over time. Higher reps can also be effective for building strength, particularly when using heavier loads (4-6 reps).

Endurance: The optimal rep range for improving muscular endurance is typically 12-20 reps per set. This range allows for sustained muscle contractions and improved aerobic capacity. Higher reps (20+) can also be effective for endurance training, particularly when using lighter loads.

The optimal rest periods for different rep ranges can vary depending on individual factors such as fitness level, training goals, and exercise selection. Here are some general guidelines for rest periods based on different rep ranges:

Low rep ranges (1-6 reps per set): For heavy strength training, rest periods of 3-5 minutes between sets are recommended. This allows for maximal recovery of the neuromuscular system and sufficient energy restoration to lift heavy weights with good form.

Moderate rep ranges (8-12 reps per set): For hypertrophy training, rest periods of 1-2 minutes between sets are recommended. This allows for adequate recovery of the muscular system, while still maintaining metabolic stress and time under tension for muscle growth.

High rep ranges (15+ reps per set): For endurance training, rest periods of 30 seconds to 1 minute between sets are recommended. This allows for partial recovery of the muscular system while still maintaining a high level of metabolic stress and improving aerobic capacity.

DUP

Daily undulating periodization (DUP) is a type of periodization that involves alternating between different training intensities and volumes on a daily basis. Rather than following a linear progression of increasing weight or reps over a set period of time, DUP involves constantly changing the training stimulus to promote continuous adaptations.

I'm a big fan of DUP and utilize it often with clients. I tend to adapt from the typical process outlined below which I will explain shortly.

DUP typically involves three different training intensities: high, medium, and low. Each day of training involves a different intensity, with different rep ranges and loads used for each intensity. For example, a typical DUP program might involve the following:

Day 1: High intensity - heavy loads, low reps (3-6 reps per set)

Day 2: Medium intensity - moderate loads, moderate reps (8-12 reps per set)

Day 3: Low intensity - light loads, high reps (15-20 reps per set)

This cycle is repeated throughout the training program, with each day of training focusing on a different intensity level. The specific rep ranges and loads used for each intensity can be adjusted based on individual goals and fitness level.

DUP can be an effective way to promote muscle growth and improve strength, as it provides a varied training stimulus that can help prevent plateaus in progress. However, it can be more complicated to plan and execute than linear periodization, and may not be appropriate for all individuals or training goals. It's important to work with a qualified fitness professional or healthcare provider to determine if DUP is an appropriate training strategy for your specific needs and goals.

Muscle activation

Muscle activation exercises are movements designed to activate specific muscle groups and prepare them for a workout. These exercises can help improve muscle activation, increase range of motion, and prevent injury during training.

Here are some examples of muscle activation exercises that can be done before a workout:

Glute bridge: Lie on your back with your knees bent and feet flat on the ground. Squeeze your glutes and lift your hips up towards the ceiling, holding for 1-2 seconds before lowering back down.

A Sample Plan

Training as you can see is a difficult thing to optimize. There are a lot of variables and also our exercise selection depends on a lot of individual factors like how well we move, injuries and what equipment we have access to.

Day 1	Sets & Reps	Tempo	Rest
Activation Warm up & Warm up sets			
Leg Press	3x6-8	2010	2 mins
Barbell glute bridge	3x6-8	2010	2 mins
Dumbbell Bench Press	3x6-8	2010	2 mins
Pull Ups	3x6-8	2010	2 mins
Machine Shoulder Press	3x8-10	2010	2 mins
Seated Machine Row	3x8-10	2010	2 mins

Day 2	Sets & Reps	Tempo	Rest
Activation Warm up & Warm up sets			
Incline Dumbbell Bench Press	3x12-15	3020	2 mins
Pec Dec	3x12-15	2010	1.5 mins
Machine Shoulder Press	3x12-15	3010	2 mins
Dumbbell Skull Crusher	3x12-15	2010	1.5 mins
Tricep Push Down	3x12-15	2020	1 mins
Lateral Raises	3x12-15	1011	1 mins

Day 3	Sets & Reps	Tempo	Rest
Activation Warm up & Warm up sets			
Seated Row	3x12-15	3020	2 mins
Lat Pull Down	3x12-15	2010	1.5 mins
SA Dumbbell Row	3x12-15	3010	1 mins
Incline Dumbbell Curls	3x12-15	2010	1.5 mins
Cable Curls	3x12-15	2020	1 mins
Rear Delt Fly	3x12-15	1011	1 mins

Day 4	Sets & Reps	Tempo	Rest
Activation Warm up & Warm up sets			
Hack Squat	3x12-15	3020	2 mins
Leg Extension	3x12-15	2010	1 mins
Hamstring Curl	3x12-15	3010	1 mins
Leg Press	3x12-15	2010	1.5 mins
Calf Raises	3x12-15	2020	1 mins
Hanging Knee Raises	3x12-15	1010	1 mins

Nutrition

Most Diets Fail

Most diets fail for a variety of reasons, including:

Unsustainability: Many diets are too restrictive, difficult to maintain, or do not fit with a person's lifestyle or preferences. This can make it difficult to stick with the diet long-term and can lead to a lack of progress or even weight gain after the diet is over.

Unrealistic expectations: Many diets promise rapid weight loss or other dramatic results that may not be sustainable or healthy. When people do not see the results they were hoping for, they may become discouraged and give up on the diet altogether.

Lack of individualization: Many diets are not tailored to an individual's unique needs and goals. This can lead to a lack of progress or even negative health outcomes.

Lack of education: Many diets do not provide adequate education or support for individuals to make long-term lifestyle changes. Without the knowledge and tools to make sustainable changes, it can be difficult to maintain progress after the diet is over.

Emotional and psychological factors: Many people struggle with emotional or psychological factors that can make it difficult to stick to a diet or make healthy choices. Stress, anxiety, depression, and other factors can all impact a person's ability to make sustainable changes to their diet and lifestyle.

Stop dieting and start eating for testosterone, energy and body composition.

To see the benefits of the systems in this book you need to make sure your body fat levels are in the optimum range and that you aren't in an excessive calorie deficit for too long.

Calories Do Matter

The amount of calories you need depends on a variety of factors, including your age, gender, height, weight, activity level, and goals.

If your goal is weight loss, you need to create a calorie deficit by consuming fewer calories than your body burns in a day. This deficit can be achieved through a combination of diet and exercise.

If your goal is to maintain your weight, you need to consume the same number of calories that your body burns in a day. This is known as maintenance calories, and it varies depending on your individual factors.

If your goal is to gain weight or build muscle, you need to consume a surplus of calories to support muscle growth. This surplus can be achieved through a combination of diet and exercise (or reduction in exercise)

You can calculate your needs here - https://www.davidkingsbury.co.uk/calorie-calculator/

Food Quality

Put simply, you should focus on quality, whole foods. Whilst there is a big movement for the type of diets that allows for any food quality within your calorie needs this is not optimal for hormone health and results.

Try to avoid excessive processed foods and aim for whole food ingredients as much as possible. Also aim for organic ingredients.

Avoid inflammatory foods

I talked in detail about foods that can cause digestive inflammation before. These will vary a lot from person to person so the best I can recommend is that each of us find those foods and remove them as much as possible. A list to think about below.

Processed Foods

Dairy

Gluten

High FODMAP foods

Nightshades

Eat Protein, Carbs & Fats

The way I map out nutrition for clients can range from very simply to a lot more complex depending on goals, timeframe and level of adherence. For the purpose of this book I am going to keep it very simple.

Protein Target - Aim for around 1g of protein per pound of bodyweight.

Carbs & Fats - Make up the rest of the calories with a fairly even distribution of calories.

Good Protein Sources (not an exhaustive list)

Beef

Eggs

Lamb

Pork

Salmon

Chicken

Whey Protein

Collagen

Good Carb Sources (not an exhaustive list)

Potatoes

Sweet potatoes

Yams

Rice

Banana

Apples

Blueberries

Blackberries

Strawberries

Good Fat Sources (not an exhaustive list)

Meats

Eggs

Avocados

Extra virgin olive oil

Coconut oil

Ghee

Grass fed butter

Thank you!

Thank you for taking the time to read this!

If you like what you have seen and want to take things to the next level with us we have a couple of very exciting opportunities.