

Goodbye Dieting

HELLO HEALTHY EATING (for life!)



An easy beginners guide to help you understand why restrictive eating has failed you + steps you can take to confidently maintain healthy eating habits in an easy, *guilt-free* way.

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You deserve to feel your best, so let's get started

Here's a quick breakdown of why restrictive eating + dieting isn't the solution to your desired eating habits or body composition goals:



Did you know

In a meta-analysis of 29 long-term weight loss studies focused on dieting, **more than half of the lost weight was regained within two years**, and by five years more than **80% of lost weight was regained.**

Hall, K. D., & Kahan, S. (2018). Maintenance of Lost Weight and Long-Term Management of Obesity.

Going through the dieting process only to regain weight can be incredibly defeating. But on top of this, the psychological/emotional distress and nutritional and metabolic impacts that come from yo-yo dieting can be monumental as well.

But let's be very clear...

This is not due to a failure of willpower or self-control; this is a failure of diet design. Diets are rarely backed by science, not regularly tested on humans for efficacy, and not meant to be sustainable.

So how do traditional forms of dieting miss the mark?

Well, the dieting industry is a \$60b industry that works hard to win over the interest of so many eager individuals wanting to feel better and see results with their body and food choices. However, we know statistically these are not designed to provide the personalized tools and framework for long-term results.

Let's further examine the calorie restriction model & why it's so flawed



1. If our body doesn't get enough quality fuel during the day (ie. big calorie deficit), it identifies it can't afford to continue burning energy at the pace it needs to.
2. Therefore, your body compensates by dramatically slowing the rate at which it burns energy (this is code for a slower metabolism) and muscle is lost - the exact opposite thing you are aiming for.
3. Some studies report that metabolism can slow by 50% when dieting. To top it all off, once there is a surplus of food (the diet ends) our body becomes more inclined to store excess food consumed as body fat...

So, this leads to a well-intentioned person, like yourself, simply wanting to feel better in your body and food choices only to realize this dieting cycle is keeping you further away from your goals and dreams.

I know how frustrating this can be,
but fortunately there's another solution for you.

Now, I want you to pause and really ask yourself



“

WHY do I want to make these health changes?

What *value* will these bring to me in the short & long term?

”

When you reflect on
your *WHY* I'm sure it
has something to do
with wanting to live a
**healthy, vibrant,
fulfilling life** - without
the stress, shame or
guilt around eating.

Right?



“ So, what do I have to do to become more in control of my eating habits?

There are many factors (see below) that influence our food choices which as you know, have a profound impact on our energy, body satisfaction and confidence:

- Mindset- thoughts, beliefs, mental framework
- Lifestyle, career
- Sleep quality/hygiene
- Self-awareness
- Genetics
- Social interaction
- Metabolic/hormonal health
- Gut health
- Physical activity
- Nutritional quality/intake
- Nutrition knowledge
- Stress levels
- Environment
- Social support & influence



So, What's been missing?



When we set out to create eating habits that **feel amazing, energize our body** and **help us feel like the best version of ourself**, these changes shouldn't feel like work and certainly shouldn't come with any baggage (ie. more guilt, shame, effort).

There is *no diet* that can ever support your needs or do the investigative work necessary in the way that's needed for real, lasting change to set in.

“What should I focus on to create healthy eating habits that allow me to feel confident in my body and choices, for good?”

A personalized approach toward shifting behaviors, mindset, and optimizing nutrition are key for real, lasting change to settle in.

Our bodies are BRILLIANT. They are designed to be successful and healthy. You simply need the right set of tools, guidance and framework to understand what needs more attention and let the body do the rest. This means truly nourishing the body, not depriving it.

This calls for a new, evidenced-based approach that focuses on you as a whole, so you can finally step into your power and experience the transformation you've dreamed of.

Reflections to help you break free from dieting & begin feeling more tuned into your body and in control of your eating habits

1.

Reflect on your dieting history. Do you feel significantly better off now than you did before? If diets haven't worked for you this isn't a failure of you (the dieting industry has actually failed *you*)

2.

Start to tune into **YOUR** internal cues - you are the boss, your body isn't designed to fail you

3.

If you have mentally categorized certain foods as 'off limits', what would happen if you allowed yourself those foods in a mindful manner?

4.

Do you currently feel shame or guilt after eating sometimes? What are the origins of these feelings?

How is your relationship with food and what would you like it to be?



Mindful Eating Framework that changes everything

1. Nutrition

Mastering the ins and outs of how to best nourish your body to feel more energized, confident, and in control of your eating habits is everything. But rest assured, this shouldn't feel like more 'work' and it certainly doesn't mean cutting out your favorite things (hello chocolate croissants!).

2. Body

When you truly listen to your body's signals and deeply understand how to support your hormones, metabolism, and blood sugars with ease... you suddenly feel like the boss of your health (which is what you deserve to feel 100% of the time moving forward). This foundation makes it easier to live in alignment with what your body needs to thrive.

3. Mind

Every behavior and habit originates from the thoughts, beliefs, and mindset you foster - which is amazing to reflect on - because it means you are in control of creating the healthy eating lifestyle that you deserve. This means being intentional about setting a foundational mental framework that makes health decisions easier.

Hello, my name is Maura Rodgers

I'm a Registered Dietitian & Integrative Health Coach

A few things about me: I absolutely *love* helping people feel well and I also *love* food. I truly believe it's worth celebrating. When we harness the power of nutrition, nourish our bodies with intention, and create the habits that leave us feeling more confident and empowered, our lives permanently change.

I've been fortunate to have spent the last ten years coaching and empowering individuals to achieve healthier, more vibrant lives through a science-based, integrative, whole-body approach. This means mastering mindful eating principles without relying on a diet *ever again*.

If you want to end the dieting cycle, there are refreshing approaches that allow you to feel *amazing* in your body while creating permanent eating habits that elevate you. No more stress, shame, or guilt either.

In my free time I'm playing with my two babies, eating delicious food with my husband or traveling as a family!

Ps. If you're interested in working together, schedule your complimentary 1:1 discovery call with me [here](#). Or begin by taking my on-demand [Masterclass on Nutrition](#). This includes 2 hours of potentially life-changing content that will answer all of your nutrition questions and make your life *much* easier!



Let's Stay in Touch

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You deserve to feel your best -
that's exactly what we can do together.