

NUTRITION E-BOOK

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Welcome to IMC Nutrition: The Basics of Nutrition

We're so glad you're here! Taking the first step toward improving your nutrition isn't always easy, and we appreciate the trust you've placed in us. At IMC Nutrition, our goal is to provide personalized, one-on-one coaching to help you reach your health and performance goals in a way that works for you. Nutrition isn't about following a one-size-fits-all plan—it's about creating a sustainable approach that fits your lifestyle. Whether you're looking to improve aesthetics, enhance performance, or simply feel better in your daily life, we're here to guide you every step of the way.

But health isn't just about what's on your plate. Your emotions, habits, and routines all play a huge role in long-term success. That's why we focus on more than just numbers—we help you build a strong foundation for lasting change. With expert coaching, accountability, and a plan tailored to you, we believe we have the perfect combination to help you reach your goals.



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UNDERSTANDING NUTRITION

What is a calorie:

It's a measure of energy that's found in food and drinks. There are 4 calories in 1gram of protein and carbohydrates. There are 9 calories in 1gram of fat.

What are micronutrients:

Vitamins and minerals needed by the body in small amounts. They are very important in hormone function, as well as growth and development.

What are macronutrients:

There are three key components to help give your body the energy it needs to function optimally. These include carbohydrates, protein, and fat.



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PROTEIN

What is a protein:

Amino acids are the building blocks of protein, and our body needs 20 different amino acids to function correctly. Our body makes 11 amino acids, so they are identified as nonessential; however, there are 9 amino acids, also known as essential amino acids, that our body cannot make and must be consumed from food. You may be familiar with some of the essential amino acids, such as leucine or tryptophan, and nonessential amino acids, such as glutamine or arginine.

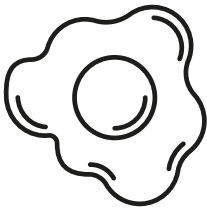
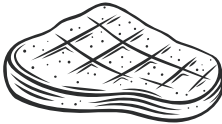
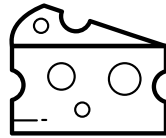
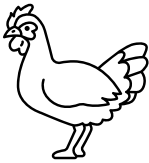
Protein is known for its role in muscle growth and recovery. Proteins are needed for the body to function properly. They are the basis of body structures, such as skin and hair, and of other substances such as enzymes, cytokines, and antibodies.



PROTEIN

Your body cannot create essential amino acids, so it is crucial to eat an adequate amount to support bodily functions and physical activity. Because there can be a significant variance in the amino acid profiles of both plant and animal proteins, consume a variety of protein sources to cover your bases.

SOURCES



CARBOHYDARTES

Carbohydrates have vital functions in that they contribute to energy production, metabolism, and overall health. Immediate energy to cells is provided by digestible carbohydrates when they are broken down into glucose. This is important because our bodies need the energy to lift weights and recover and perform day-to-day tasks. Adequate consumption also helps prevent muscle protein from being used as a source of energy.

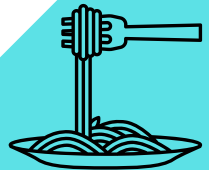
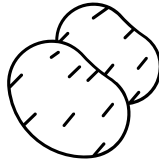
There are two different types of carbohydrate structures- simple and complex. The structure of a carbohydrate impacts the rate at which digestion in the body occurs. Simple carbohydrates such as sugars and other processed carbohydrates are smaller and are digested quickly, which can reduce how long you stay full after a meal. On the other hand, complex carbohydrates such as vegetables, whole grains, and some starches are digested and absorbed more slowly.



CARBOHYDARTES

Consider the digestion rate when selecting carbohydrates, as the rate of digestion of food can impact your level of fullness which you can use to your advantage when you are fueling your workouts for recovery and maintaining a high level of satiety. After a workout, an easy-to-digest carbohydrate source has its advantages.

SOURCES



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FAT

Lipids, commonly known as fats, are essential for health and well-being.

Not only are they a source of energy, but they transport nutrients, insulate and cushion vital organs, and aid in hormone production.

Fats are divided into two main categories, dietary cholesterol and dietary fat. Dietary fat can be broken down into saturated fat, trans fat, monounsaturated fat, and polyunsaturated fats.

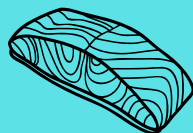
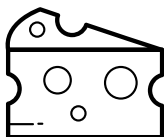
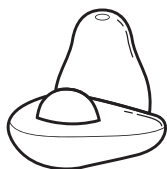
We want to consider two types of polyunsaturated fats: Omega 3 and Omega 6 fatty acids because they are essential acids our bodies cannot make. Omega 6 fatty acids are more commonly consumed in a standard diet because they are found in many vegetable oils and some nuts. Omega 3 fatty acids can be more challenging to consume because they are generally found in fatty fish, flaxseed, and walnuts.

FAT

When consumed in moderation, all fats are ok to include within your diet and should not be feared. However, if your doctor has directed you to adhere to certain dietary restrictions surrounding fat, be sure to let your coach know.

Each category of lipids is unique, and the total amount and type of fat should be monitored.

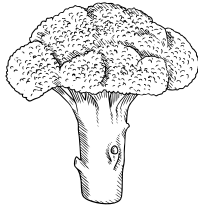
SOURCES



FIBER

Fiber is not a macronutrient; instead, it is considered a non-digestible carbohydrate that plays a very important in the health and integrity of our digestive system. Consume an adequate amount of fiber to help maintain blood glucose levels, prevent constipation and maintain the integrity of the gastrointestinal tract

SOURCES



ALCOHOL

Alcohol is an energy-rich substance that provides no nutritional value when consumed. It requires no digestion and cannot be stored in the body, so it takes priority in metabolism as a source of fuel in the body; however, the rate of metabolism depends on the individual.

Consuming alcohol in moderation is not a big deal as long as you're not allocating more calories towards alcohol than nutrient dense food options. If not then you run the risk of hunger, poor sleep, decline in health, slowed progress and maybe just not feeling that great.

Tracking alcohol can seem a little bit confusing but we will explain how to do that below.



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ALCOHOL

Track as carbohydrate:

Take the total amount of calories in your alcoholic beverage and divide by 4.

Track as fat:

Take the total amount of calories in your alcoholic beverage and divide by 9.

Example:

Beer has 200 calories:

Tracked as carbs: $(200\text{cal}/4 = 50\text{g})$ Tracked as fat:
 $(200\text{cal}/9 = 22\text{g})$

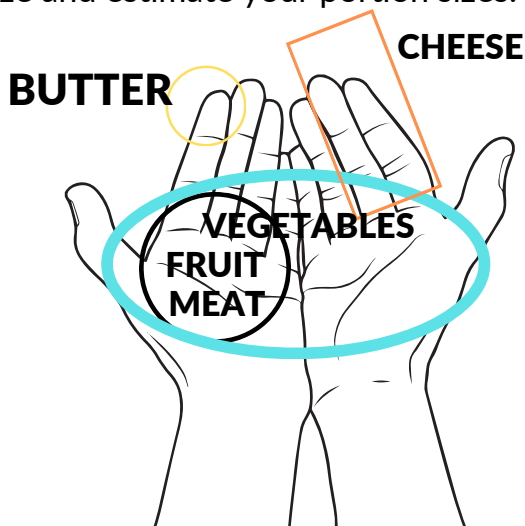
Or split between the two: $100\text{cal}/4 = 11\text{g}$ of carbs +
 $100\text{cal}/9 = 11\text{g}$ of fat



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TIPS FOR EATING OUT

Eating out can be difficult when you're trying to lose weight. What can be easy, is to use the hand measuring guide to be able to visualize and estimate your portion sizes.

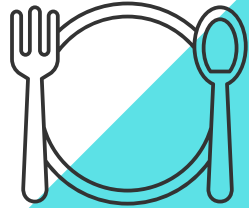
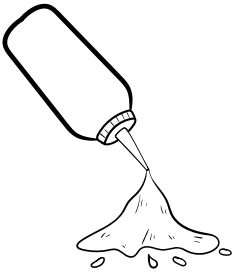


Most restaurants have their menus online or in well known food tracking apps like MFP, and Calorie King. Check the restaurant out ahead of time that way you can go in with a plan.

TIPS FOR EATING OUT

Estimating tips:

- Ask for sauces, dressings, and toppings to be on the side. This allows you to choose how much you are consuming so you can estimate more accurately.
- Ask for steamed veggies or a salad instead of more traditional sides. This is a great option when eating out because sides are generally high in fat and carbohydrate.
- Place $\frac{1}{2}$ of the meal in a to-go box to help you moderate portions and have leftovers for the next day!
- If there are several dishes you want to try or if you want dessert, share them with others.



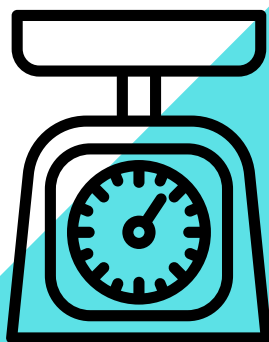
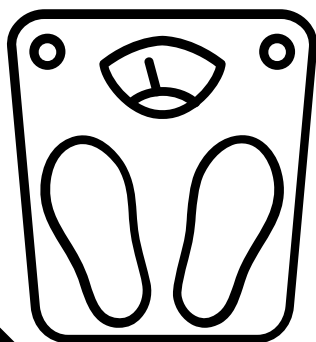
WHAT YOU MIGHT NEED

- **Body weight scale:**

You will need to provide your weight daily to your coach. Make sure you weigh yourself first thing in the morning, naked and before you eat or drink anything. Using the same scale each day and weighing yourself daily is very important.

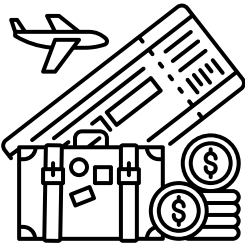
- **Food scale:**

Weighing your food is the most accurate measurement, so you will be asked to weigh everything you are consuming. A digital food scale will allow you to be precise and accurate, which will help you move toward your goals. Weighing your food options will also help you understand portion sizes and why they are important to see from meal to meal.



TRAVEL TIPS

- Eat low carb/low-fat food choices for breakfast and dinner
- Skip breakfast or lunch if you know you're going to have a big dinner/dessert
- Remember this not that rule, if you're going to have a BIG dinner then skip dessert. If you're going to have a delicious dessert, have a small dinner
- Fill up on a lean source of protein with each meal.
- Eat until you're 80% full and stop
- Drink 10oz of water before each meal
- Get in 10k steps a day
- Limit alcohol
- Grab some protein bars
- Protein shakes
- HAVE A GOOD TIME



WHAT YOU MIGHT NEED

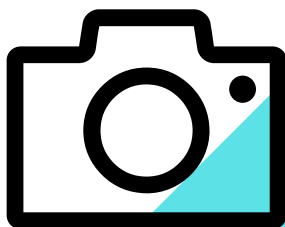
- **Calorie tracking app:**

Many tracking apps exist, including MyFitnessPal, Chronometer, and MyMacro+. We ask that you use a tracking app versus pen and paper or a homemade database, as a tracking app will decrease the margin of error, and using an app is generally more accessible when you are on the go.



WHAT YOU MIGHT NEED

- **Photos:**
- If you want to see changes in your body composition, taking progress photos is a great way to track them. While not required, they can be one of the most effective ways to notice differences over time.
- TIP: If you don't have someone to take your photos, use the video function on your phone and take screenshots.



GET STARTED

Now that you've got the basics down, it's time to take action. Remember, small, consistent changes can lead to big results over time. Start by focusing on simple habits—increase your daily steps, aim for 3-4 servings of fruits and veggies, and include a lean protein source with each meal. If you're unsure where to begin, this is a great place to start.

The most important thing is to just get going—because a year from now, you'll be glad you did. You got this!

Ready to take the next step? Use CODE EBOOK30 for 30% off all of our 1-on-1 nutrition coaching options, and start working with an IMC coach today!

**Get
Started
NOW**

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