



CINCH FAST 30 PLAN

30 DAY CHALLENGE TO
SUPER-CHARGE YOUR
WEIGHT LOSS & WELLBEING

LEARN HOW TO
IGNITE FAT BURNING

Using Intermittent Fasting & our tried
and tested secrets to long-term weight
loss.

UNDERSTAND THAT
IT'S WHEN YOU EAT
THAT'S IMPORTANT

Understanding how your 'windows'
work will be the key to your success.

WEIGHT LOSS PLAN
WITH HUGE HEALTH
BENEFITS

You will learn that IF is a long-term
lifestyle choice that thousands adopt for
its myriad of health benefits and we are
giving you all the tools for success.



Disclaimer:

While intermittent fasting has many proven benefits, it's still controversial and every health professional has their own opinion on the subject. This program is written from a first-hand account of an individual who has had weight loss success from following an Intermittent Fasting lifestyle.

Cinch is not a health company or a nutritional expert organisation. If you have any chronic or recurring medical conditions, or are elderly, you must speak to doctor before starting this program.

This guide is written for adults that may benefit from intermittent fasting, it should not be substituted for health advice from a professional.

People who should NOT fast include those who are underweight or have eating disorders like anorexia, or a previous history of any eating disorder. Women who are pregnant or breastfeeding, and people under the age of 18. If you have Diabetes, a heart condition or any other health issue, you should speak to your doctor before embarking on this. If you are on medication for any illness you should also check with your doctor before taking part in this program.

To achieve our mission of making Intermittent Fasting an easy lifestyle to lead, we provide clients with the knowledge, tools, and inspiration we believe they will benefit from to the best of our ability and from our first-hand experience. Although we do our best to provide reliable and informative material, we cannot and do not make any representations or warranty with respect to the content on our site. Use of our site, and other services is done at your own risk.

The information we provide at Cinch FAST 30 is not intended to replace consultation with a qualified medical professional. Seek the advice of your doctor or another qualified health provider with any questions you may have regarding a medical condition or before embarking on this program.

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Welcome

Congratulations!

You have found your way to a fat-loss and wellbeing plan that is going to completely change your life.

I know, because we, along with thousands of others, have done it, successfully and are delighted with our weight-loss journey so-far! Between us we have lost 2.5 stone, and kept it off.

We haven't calorie counted once, weighed food, or denied ourselves anything!

We have simply delayed what we eat and have had life-changing results!

We want to share this plan with as many people as possible, because if we can do it, believe us, anyone can!

We truly feel that we have found a plan that we can stick to forever that has a myriad of so many other health benefits!



Hello!

Hi, we are Nicola and Angela, founders of Cinch Northern Ireland a holistic fat-loss and wellbeing business in Holywood, Northern Ireland.

For the past six years, we have been helping people all over the world to control their appetites and lose excess fat through our products and procedures.

Angela's story...

I want to share my own, personal weight-loss journey with you...the challenges, the struggles, highs and the lows..and why I finally feel I have found the missing ingredient that absolutely everyone can benefit from! I turned 40 this year. The same year that Coronavirus arrived and we got locked down....!

An extra stone of weight was gained and I knew if I didn't shift it now, then I may never...

I came across Intermittent Fasting after a friend lost 2 stone 10 pounds and still managed to enjoy all the foods she loved, I was intrigued to find out more...

.





The early days...

All through my teens and 20's and early 30's I was trim. I ate what I wanted, did very little exercise and managed to get away with it. I was a size 6-8, never weighed myself and felt confident in my body...(I really didn't know how good I had it then!)

The baby years...

All that changed with the arrival of my first baby, Matthew. In 2010, after I gave birth, I gained an extra stone of weight and failed to lose it...

Heidi came along in 2013, along with another stone.

Fast-forward to my late 30's and I was two stone over my normal weight and feeling less than happy about it all.

As a new mother, I found myself tired all the time, and with a huge appetite. The scales continued to go up...

I researched every way possible to lose weight. I did

Slimming World, Raspberry Ketones, Atkins Diet, you name it, I did it.

But nothing ever stuck and any weight I lost, I gained back soon after.

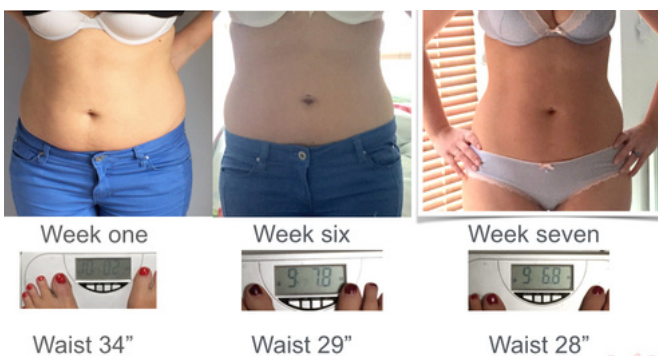


Cinch Corsets!

Then, in around 2015, I came across an online brand selling Waist Training Corsets. I ordered one, loved how it made me look and feel, so 'cinched in' and slim, but hated the quality. I knew that if I wore a comfortable, well-made version of this product, I might be able to control my hunger!

So a friend and I put our heads together and designed our very own version of this product. Our new business, Cinch Corsets was born!

Not only did I have great success from weight loss from wearing my corset, but so did women across the world who were ordering it from our online company. I lost around 8 pounds in six weeks, 6 inches off my waist and my shape improved enormously, simply by wearing it for 8 hours a day.



Intermittent fasting & me!

I managed to keep most of the weight off for five years.

Although, I was still a full stone over my normal weight....

I joined a local community fitness club - Bayburn Fitness - and enjoyed going to 3-5 classes a week.

I felt great mentally and enjoyed the classes so much, but, the scales never moved much.

I stayed at around 9 stone 8-10 pounds for 5 years.

Then, another life milestone arrived - LOCKDOWN!

At the start of lockdown, in the Hunter household, we treated it like some kind of holiday...

School was out, work died a death and we found ourselves compensating by eating whatever we fancied - takeaways galore, crisps every night, marathon TV sessions, and then Easter arrived and I used to sneak into my children's rooms every night to steal their eggs!

We were drinking so much more than we ever did and I went from doing 5 classes a week to zero.

This continued for many months and for much of that time our bathroom scales had given up, so I was blissfully blinkered to the full effects of my weight gain.

I was aware that my clothes were a little tighter, but hey, weren't everyone's?

Then, my sister and I had some photographs done for a work project we were doing together.

When they came through on my computer, I was absolutely horrified!

Who was this imposter and 'carb face' who looked so much bigger than her little sister??



I looked so much heavier in photos than I did in my head!

It was time to do something...

I ordered new scales that broke down my body composition...

I started doing online zoom classes with Bayburn Fitness

I cleared the cupboards of all treats...

And started running with my friend, Fiona.

I stepped on the scales and was horrified.

10 stone 6 pounds??? Surely not!

I was at the very top of my bmi, bordering on the 'overweight' part of the scale.

Intermittent fasting & me!

I turned to my friend Fiona who had been so successful with her weight loss.

She revealed that she had been following the an Intermittent Fasting Plan and lent me her book "Delay Don't Deny" by Gin Stephens. A Lady who lost over 80lbs doing IF and improved her health ten-fold.

Fiona has kindly allowed us to share her photos with us...

When I finished reading the book, it was like a light-bulb moment.

I changed my entire view on how the body works.

From my own experience over the past six months and for our experience in helping women with meal plans for over five years, we have combined this knowledge to develop this Cinch FAST 30, 30 day Fat Loss Challenge to help others get on the wonderful journey of Intermittent Fasting for weight loss.

I have been following the plan laid out in this book since 1st December 2020.

As I write this, I am only a few pounds from my goal weight. I truly feel that this is the weight-loss plan I have been waiting for for the past ten years...

- I have gone from **10 stone 6 pounds**/66.22kg to **9 stone**/57.153 a loss of **20lbs/9kg down**
- **My bmi has gone from 23.5 to 20.4**
- I have lost **four inches** from **my waist and hips**
- My body fat percentage (BFP) has gone from **28.8% to 22.1% a decrease of 6.7%**
- My Visceral fat (fat around my organs) has gone from **5.5 to 2.0**
- I have now set a new goal and would be delighted if you would join me on my journey...



My progress photo...



Dec '20

1 July '21

My stats (from my Smart scales)...



Nicola's Story

Hello! I am Nicola, age 45 and mum to Nina. Health and nutrition have always been very important to me, but with a series lockdowns, reduced exercise and temptation for sweet treats round every corner, I found the weight creeping on, like everyone else.

I am also a long-sufferer of endometriosis and an under-active thyroid and am heading down the slippery path towards menopause, so I am aware that putting my health first is the most important thing I can do for myself, my family and my life.

I started my own Intermittent Fasting journey in January 2021, after I met up with Angela for a walk and could see for myself, both the weight loss and huge health benefits she was enjoying.

As soon as she knocked on my door, I noticed the weight loss, but aside from that, her energy and enthusiasm for this new way of life was infectious. During the walk, she told me how she'd adopted the approach from early December and the weight was coming off, despite Christmas and New Year! I was in! I started the next day, mainly to shift the excess pounds, unaware of just how much the new approach to eating would change my health. As the weight came off, my constant pain from Endometriosis started to lessen. I was hooked, I started to research the subject much further, devouring every book, Podcast, research paper that I could come across and I came to understand the huge anti-inflammatory effect that IF can have on the body.

Fast-forward 12 months and Intermittent Fasting has been a complete game-changer for my health and allowed me to not only shed my excess lockdown weight (around 9lbs) but more importantly it allowed me to reduce my pain and thyroid medication significantly.



Dec '20



August '21

The past year has been a complete education into all the benefits of this ancient practice, and we have immensely enjoyed the research, the practice and helping hundreds of women on their journey to weight loss and better health through this program.

I wish you all the luck in the world with your journey and would love to hear from other Endometriosis sufferers on their journey and how IF has helped them....



The Cinch FAST 30 Plan

*Your body's ability
to heal is greater
than anyone has
permitted you to
believe...*



CINCH FAST 30

FOODS AT SPECIFIC TIMES

Welcome to the Cinch FAST 30 plan & 30 Day Challenge - this is designed to be a super-easy strategy, which is a tried and tested method of weight loss, with a reported myriad of health benefits. This plan will explain why eating 'Foods At a Specific Time' (FAST) can lead to not just fat loss, but enhanced health and wellbeing.

The beauty of Intermittent Fasting (IF) is that it is fully flexible, super-easy to follow and helps you lose weight, long-term.

IT'S NOT A DIET!

This plan is to help guide you on a path of health and wellness which will allow you freedom from dieting, freedom from energy slumps, weight gain, and that's just for starters.

You will be glad to hear that IF is not a diet, it is so much more positive than that! It is a completely positive lifestyle change that will grant you freedom from the diet mindset, boost your overall health and lose excess pounds - long-term!

In this section, you will understand why eating Food At a Specific Time can potentially help to supercharge your weight loss and boost your overall health.

IT'S ABOUT MUCH MORE THAN WEIGHT LOSS

You will learn how and why our bodies store fat and how to kick-start your body into burning it.

You will also learn the many other health benefits which come along with IF too. Whilst many people claim that 'you can eat whatever you want' during your eating window, for me, I personally found that in the weeks that I did that, my weight started to plateau and in some weeks, even increased. When I switched to healthy, nutritious meals, using whole foods, the weight consistently dropped, week, on week. Staying on course has been helped so much by using a bank of delicious recipes that I want to share with you.

You will have access to over 50 recipes which will allow you to enjoy delicious, healthy meals and lose weight at a steady, safe level. You will not only start to burn fat like never before, but you will also fuel your body with great, nutritious food!

What is Intermittent Fasting?

Let's start at the beginning....

Intermittent fasting (IF) is currently one of the world's most popular health, weight loss and lifestyle trends.

People, including celebrities like Jennifer Anniston, Halle Berry and Scarlet Johanson are using it to lose weight, improve their health and simplify their lives.

Many studies show that it can have powerful effects on your body and brain and may even help you live longer.

The term Intermittent Fasting has been around for centuries.

Throughout history many religions follow a fasting ritual.

Many do-so to "recharge the spiritual battery".

We hope this plan will lead you on a path of "recharging your health & wellbeing".

What is more recent, is the abundance of scientific research which is being done across the globe and the huge interest the method is attracting from doctors world-wide. I encourage you to read up on these research studies, as the more you understand what is going on within the body when you fast, the more likely you will stick with it.

How does it work?

As I've said, Intermittent fasting is not a diet, it's a pattern of eating. It involves switching between periods of fasting (abstaining from food) and eating, i.e The 'Fasted' and the 'Fed' state.

It is often referred to as 'time restricted eating'.

Intermittent fasting doesn't change what you eat, it changes when you eat. However, with me, as mentioned, the more healthier I ate, the more consistent my weight loss was.

Why restrict when you eat?

Most people start IF for weight loss reasons.

They then stick with it for the long-term as they get so many health benefits from it. I know I have truly found a lifestyle change for the duration.

IF is a great way to get lean without going on a hugely restrictive diet or cutting your calories down to nothing. In fact, most of the time you'll try to keep your calories the same when you start intermittent fasting. Our meal plan is packed with delicious recipes, full of flavour and nourishment, and guess what, calories!

Additionally, IF is a good way to keep muscle mass on while losing weight.

How Does Intermittent Fasting Work?

To understand how intermittent fasting leads to fat and weight loss we first need to understand the difference between the 'fed' state and the 'fasted' state.

Your body is in the 'fed' state when it is digesting, breaking down and absorbing food. Typically, the 'fed' state starts when you begin eating for the day, and lasts for the next three to five hours as your body begins to digest and absorbs the food you just ate.

After this three to five hours, your body goes into what is known as the post-absorptive state, which basically means that your body isn't processing a meal anymore. The post-absorptive state lasts until 8 to 12 hours after your last meal, which is when you enter the 'fasted' state.

It is much easier for your body to burn fat in the fasted state because your insulin levels are low. (more explained about this, below)

When you're in the 'fasted' state your body can burn fat that has been inaccessible during the fed state.

Because we don't enter the 'fasted' state until 12 hours after our last meal, it's rare that our bodies ever really reach this fat-burning state without consciously trying.

The biology lesson...

When we enter the 'fed' state and eat or drink anything (other than the drinks listed in the 'Clean Fast' section on page 20.), our bodies release a substance called insulin.

Insulin is a storage hormone designed to help to break down the rise in blood glucose that occurs after we put anything into our mouth.

Insulin helps the cells within our bodies to take in the glucose and store it temporarily in the liver and muscles (as glycogen), to use as fuel when our bodies need energy to keep it functioning.

Once the glycogen stores in the liver are full, the excess will be converted into fat which goes into long-term storage (fat cells).

As time passes, the levels of glucose in your body go down, and the pancreas then releases the counter-regulatory hormone, glucagon, which signals your body to release glycogen from the liver to raise blood glucose levels so your body (and brain) can function properly.

As your glycogen stores are used up, your body then starts to tap into the fat storage for times like when food isn't available, or when you are in the 'fasted' state.

The light-bulb moment!

So, if that last section hurt your head, in summary, when we put our bodies into the 'fasted' state, we aren't putting any food substances into our mouths, therefore no insulin will be secreted for the duration of the fast, forcing the insulin levels down. Our bodies will then look for an alternative fuel source in order to survive. The liver will then release the stored glycogen to use as energy. Once this source is used up, it means that our bodies switch to using fat stores for fuel!

Making the Metabolic Switch

So, it is important to understand that when we start fasting, we won't immediately start burning our fat stores.

We have to deplete our liver's glycogen stores first.

So, patience with IF is required.

Remember, IF is a long-term lifestyle choice, not a quick-fix. We will arm you with the tools for a clean, 30 day fat loss FAST program, which will kick-start your fat burning ability and start to help you to lose weight, but the real work comes in the ongoing weeks and months.

So, on day one of your FAST programme, most people will have a full liver glycogen store (which is reportedly around 75-100g).

You won't use all of it up on your first day of fasting, or perhaps even for a few weeks of introducing IF into your life.

Each day, as you follow the 30 day FAST schedule, you will deplete some of your glycogen stores during the fast.

As time progresses, if you are fasting long enough, you will deplete more than your body adds back in your eating window.

Over time, you will take out more glycogen than you put in, and through your daily fast, the amount of stored glycogen gets lower and lower every day.

Eventually, after as many clean fasts as your body needs to use up your glycogen stores....VOILA...your body switches over to fat burning!

Bye-bye fat!



FAT BURNING

What happens inside your body...during your fast?

Here are some of the **reported** changes that occur in your body when your body enters the 'fast' state:

1. **Insulin:** Insulin sensitivity may improve and levels of insulin released by your body drop dramatically. Lower insulin levels make stored body fat more accessible
2. **Human Growth Hormone (HGH):** The levels of growth hormone may increase, reportedly as much as 5-fold. This has benefits for fat loss and muscle gain, to name a few.
3. **Cellular repair:** When fasted, your cells reportedly initiate cellular repair processes. This includes autophagy (more about this on the next page), where cells digest and remove old and dysfunctional proteins that build up inside cells.
4. **Gene expression:** There may be changes in the function of genes related to longevity and protection against disease
5. **Increased metabolism** to 3.6-14%: It sounds ridiculous, but there have been studies on this problem. 10.

Autophagy

We have established that Fasting may be one of the healthiest things you can do for your body and it stimulates a process inside our cells called Autophagy.

Autophagy is how your body naturally gets rid of cellular rubbish from your body.

It is a process of cellular recycling that effectively removes old, damaged, and faulty equipment in our body, potentially stopping cancer, insulin resistance, diabetes, infections, heart disease, Alzheimer's, inflammation, and even ageing.

If you want to know more about this, I advise that you read Dr. Jason Fung's take on autophagy, on his blog at [Intensive Dietary Management](#).

Intermittent fasting is great for your body metabolically. Rather than slowing your metabolism, which we find in diets that promote long-term calorie restriction, it can actually boost it.

You can even repair metabolic damage brought about by long term restrictive dieting through fasting, though it takes time.

What are the reported benefits?

- **Weight loss:** As mentioned above, Intermittent Fasting may help you lose weight and fat.
- **Anti-inflammatory:** Some studies suggest that Intermittent Fasting can reduce bad LDL cholesterol, oxidative stress in the body, blood fats, inflammatory oils, blood sugar and insulin resistance. All of these are all risk factors for heart disease.
- **Cancer:** Some studies show that Intermittent Fasting can help prevent cancer.
- **Brain health:** Intermittent Fasting reportedly increases the concentration of a brain hormone called BDNF, and may support the growth of new nerve cells. It may also protect against Alzheimer's disease.
- **Anti-ageing:** Intermittent Fasting can extend the life of mice. Research shows that mice that follow this diet live 36-83% longer!
- **Heart Health:** Studies have shown that Intermittent fasting may reduce "bad" LDL cholesterol, blood triglycerides, inflammatory markers, blood sugar and insulin resistance – all risk factors for heart disease.

SUMMARY

Intermittent fasting may have many benefits for your body and brain. It can cause weight loss and may reduce your risk of type 2 diabetes, heart disease and cancer. It may also help you live longer

Who shouldn't follow this protocol?

Intermittent fasting is definitely not for everyone. It has many proven benefits, however, it's still controversial and every health professional has their own opinion on the subject. This program is written from a first-hand account of an individual who has had weight loss success from following an Intermittent Fasting lifestyle. Cinch is not a health company or a nutritional expert organisation. If you have any health condition, are elderly, or on medication, you must speak to doctor before starting this program.

This is particularly important if you:

- Have diabetes.
- Have problems with blood sugar regulation.
- Have low blood pressure.
- Are underweight.
- Have a history of eating disorders.
- Are a woman who is trying to conceive.
- Are a woman with a history of amenorrhea.
- Are pregnant or breastfeeding.

Research backs up all claims...

This program references a lot of health claims.

Whilst I am no scientist, health professional or research expert, and don't claim to be, I have included information from people who are, both from online and hard-copy sources.

I suggest you do your own research to make your own mind up.

In one particular study that I came across from the University of Florida on fasting, researchers describe how fasting allows our bodies to shift from burning glucose for energy to obtaining energy from fatty acids and their byproducts, ketones.

They proved that when the body flips from the 'fed' to the 'fasting' state, the metabolic switch is flicked and we are able to access fat stores while preserving lean muscle mass.

In a second study, done by Harvard University in 2019, scientists found that both exercise and fasting (even for brief periods) enhanced the cells' ability to dispose of these junky proteins that cause diseases.

As we age, our cells lose the ability to dispose of "junk proteins," and this can lead to the accumulation of "misfolded proteins, which clog up the cell, interfere with its functions, and, over time," lead to "the development of diseases, including neurodegenerative diseases such as amyotrophic lateral sclerosis and Alzheimer's."

So, get those trainers on and start moving more!

In a further Harvard study, researchers are beginning to understand how intermittent fasting promotes healthy ageing by enhancing the plasticity of our mitochondrial networks. This should lead to a reduced likelihood of developing age-related diseases, which would increase lifespan.

As we get older, the mitochondria of our cells lose the ability "to process energy over time, which leads to ageing and age-related disease."

Is this the key to eternal youth?



IF Plans & Windows

As mentioned, I have been intermittent fasting for just over 8 months. It is early days in my personal journey, but already, I am BLOWN AWAY by the results.

I swap my schedule around to suit my days and I always make sure I eat healthy, balanced, nutritious meals in my window.

Monday to Friday, I skip breakfast each day and eat two meals, the first around 12pm and the second around 6pm.

Then, I fast for 18 hours until I start eating again the next day at 12pm. So, my eating 'window' for these days is six hours and my IF schedule is known as 18:6.

On the weekend, I follow a 16:8 schedule, where I eat in an 8 hour window, and fast for 16 hours.

In my fasted state, I ensure I adopt the 'clean fast' approach - make sure you read up and understand what this is, as it is key to your success. (page 20)

Throughout this FAST 30 Plan, you will find your own fasting schedule, one which works for your body. Don't be tempted to jump straight into a short window, 'listen to your body' and go slowly, your body has to get used to it.

If Methods...

There are a few different IF Methods, we have detailed the most popular. In this plan, you will progress through the below for stages over the four weeks.



Good for beginners

.....



Gets the body used to time restricted eating

.....



Progress to one of the below methods incrementally.

.....



Slower for weight loss

The 14:10 Method



The 16:8 Method



Easiest to progress to and stick to

.....



Most popular

.....



Fast for 16 hours each day

Eat in an 8 hour window

.....



Best for normal functioning

.....

If Methods...

The 18:6 Method



Easy to progress to
& switch to on some days



Can straddle 2-3 meals



Fast for 18 hours
each day : Eat in an
6 hour window



Good for weight loss



The 20:4 Method



Work your way up to this



Try to eat
one to two meals
in your 'window' .



Fast for 20 hours
each day : Eat in
4 hour window



Great for weight loss



Try this 1-2 days a week
rather than every day.



Sample Daily Schedule for 14:10 Method

From you wake until 10am



Hydrate! Lots of water, black tea and black coffee

10am



First meal - pick any breakfast meal from the Cinch food plan or follow the meal plan

1pm



Second meal - pick any lunch meal from the Cinch food plan or follow the meal plan

8pm



Third meal - pick any main meal from the Cinch food plan or follow the meal plan

8pm to bedtime



Begin clean Water, black tea and black coffee (decaff at this time!)

Sample Daily Schedule for 16:8 Method

From you wake until 11am



Hydrate! Lots of water, black tea and black coffee

11am



First meal - pick any breakfast meal from the Cinch food plan or follow the meal plan

3pm



Second meal - pick any lunch meal from the Cinch food plan or follow the meal plan

7pm



Third meal - pick any main meal from the Cinch food plan or follow the meal plan

7pm to bedtime



Begin clean Water, black tea and black coffee (decaff at this time!)

Sample Daily Schedule for 18:6 Method

From you wake until 1pm



Hydrate! Lots of water, black tea and black coffee

12pm



First meal - pick any lunch meal from the Cinch food plan or follow the meal plan

3pm



Snack - pick any snack from the Cinch food plan or follow the meal plan

6pm



Second meal - pick any meal from the Cinch food plan or follow the meal plan

6pm to bedtime



Begin clean Water, black tea and black coffee (decaff at this time!)

Sample Daily Schedule for 20:4 Method

From you wake until 2pm



Hydrate! Lots of water, black tea and black coffee

2pm



First meal - pick any lunch meal from the Cinch food plan or follow the meal plan

3pm



Snack - pick any snack from the Cinch food plan or follow the meal plan

6pm



Second meal - pick any meal from the Cinch food plan or follow the meal plan

6pm to bedtime



Begin clean Water, black tea and black coffee (decaff at this time!)

The Clean Fast



This next part is essential to your success with this Cinch FAST 30 plan.

As we have covered, when we eat any kind of food or most drinks (with the exception of drinks outlined in the next page) our body's react by releasing the hormone, insulin, which the body uses to fuel its self.

When we don't eat our body's look for another fuel source to power it.

This is when it uses our stored fat to fuel it.

Queue fat-burning.

Therefore, when we follow the popular diet culture of 'little and often' our bodies are never getting near to burning our fat store.

People who have been told (by clever marketers) to sip on 'diet' drinks all day long as they are calorie free, are actually stopping their bodies from ever getting close to being able to access the fat stores.

Keep in mind that we want our bodies to have the optimum conditions for both fat burning and autophagy, it is therefor crucial that we strictly monitor what goes into our mouths when we are fasting.

During the fast, we want to BURN fat from our bodies.

To do so, we want insulin to be as low as possible during the fasting time.

So, no milk in our hot drinks, no 'sugar-free' drinks, no chewing gum, no Berrocca, no 'healthy juices' no Floradix, no peppermint tea, nothing that has any unnatural flavouring, sweetener, food substance...

Every single one of these will cause a spike in insulin. And even small increases in insulin, within the normal range, virtually abolish lipolysis, or the breakdown of fat.

What can I consume in my fast?

What you eat and drink in your fasted state is crucial to how effective the results will be, and how you will feel.

The below is what you can consume in your fasted state.

Nothing else.

Remember, even a taste of anything else on your tongue can cause the body to release insulin which will stop your body accessing the fat stores...



Still Water

Keep it simple. Carry a water bottle with you all day long. Drink as much as you can, aim for 6-8 glasses each day.



Sparkling Water

Same as still! The bubbles may actually help you feel fuller for longer. However, some studies show that an excess can erode enamel, so all in moderation!



Black Coffee (no sugar!)

Both decaf and caffeinated. This will be your best friend and ally. Caffeine is clinically proven to help mobilise fats from your fat tissues and increase metabolism



Black Tea

No need to limit how much plain, unflavoured black tea you drink in a day. You'll get around 47 milligrams of caffeine. Caffeine also promotes lipolysis – the breakdown of stored fat – and it stimulates cycles that metabolise fats.



Green or CBD Tea

Green & CBD teas are one of the healthiest beverages on the planet. Both are loaded with antioxidants and some studies show that it can increase fat burning and help you lose weight. Make sure it is unsweetened and 100% natural to stay 'clean'.



Medications

As prescribed by your health provider make sure you take them at the time recommended by your doctor.



Welcome!

”

**EVERY
JOURNEY
BEGINS
WITH A
SINGLE STEP**

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*Congratulations,
you've made it...*

LET'S GET STARTED!

1. Commit!

The reason you have invested in this program is to lose weight and improve your health in the process.

I recommend that you decide right now, to commit to this plan fully, allow yourself a full 30 days to get the benefits of the program.

Whilst this, is a 30 day plan, I highly recommend that you continue the practices outlined in this program for the long-term.

Most people will achieve weight loss, but the best bit about this is the health improvements which aren't as visible. I encourage you to 'trust the process', and read up as much as you can on Intermittent Fasting.

I wholeheartedly recommend Gin Stephen's book, Delay, Don't Deny and Fast, Feast Repeat. I also recommend Dr Fung's Book, The Complete Guide to Fasting.

2. Journal

We have worked hard to produce all the materials you need for this Cinch FAST 30 Plan.

Download & print the **My Cinch FAST 30 Personal Progress Journal** now.


This is your accountability partner, your progress tracker and a way to analyse your food consumption and exercise regime with regards to nourishment and health.

Included in your journal is a daily food diary, which has been crucial to my weight-loss success.

Research has shown that people who have food diaries tend to lose twice as much weight than those who did not.

If you are super eco-conscious, or your printer has given up the ghost (or you never had one to begin with) get a notebook and each day, write a daily account of your weight, exercise you carried out (even your step count), your IF windows and everything you ate & drank.

When you record all of this it makes you regulate whatever goes into your mouth, making you more accountable for your weight gain. Since every drink or snack is recorded, you become more self-conscious of the harm certain cravings cause, making you more responsible for what you actually eat.

A smiling woman with long brown hair, wearing a floral shirt and blue denim overalls, is in a kitchen. She is surrounded by fresh vegetables, including large heads of lettuce and a red tomato. A white measuring cup is visible in the foreground. The background shows a kitchen counter and a window.

3. Recipes, Shopping List & Meal Planner

Included in this plan, are over 60 highly nutritious, delicious, tried and tested recipes to help you achieve your weight and fat loss goals.

We recommend that you download these onto your desktop or smart device and access them as you need them.

The recipes and are there as a guide, and can be followed to the letter (for best results) or chopped and changed to other ingredients that you perhaps prefer.

The FAST schedule is also flexible, if you have a special occasion on one of your days and need to swap your days, that is no problem also. This is a plan where you are in control. As long as you are doing a swap and not a replacement.

By the end of the 30 days, you will have all of the tools to continue your FAST journey, and we look forward to coming along beside you each step of the way!

4. Scales

Using scales to monitor your progress is much-debated.

Love them or hate them, for me, it worked, it personally, it allowed me to track my progress week-on-week and gave me a clear goal to work towards. I suggest you weigh yourself every day and take a weekly average.

Our weight fluctuates so much day-to-day so if you only weigh yourself one day each week, it wouldn't be an accurate reflection of what's going on inside.

To take a weekly average, simply add up your weight over the 7 days and divide by 7!

Don't be disheartened by days when the scales go up, or plateau, simply, up your water intake, ensure you are 'clean fasting' and try upping your cardio by 30 mins each day (a brisk walk round the block will do it!).

Also, don't over stress if they scales don't move as much as your new size reflects over the course of the 30 days. Your body will undergo something called recomposition, which is where your lean muscle grows (thanks to a spike in the human Growth Hormone (HGH) and your fat decreases, thanks to taking a break from food, daily. And as lean muscle, by volume weighs more than squishy fat, the scales may stay the same or even increase at times, though your clothes feel looser...(as fat by volume is larger than muscle, though both may weigh the same).

5. Measurements

With the last point in mind, another way we ask monitor your progress, is to take your measurements on day 1 of the challenge and again on day 30.

Whilst some people may not experience much weight loss on the scales, particularly if they are exercising extensively (building muscle), the measuring tape should decrease.

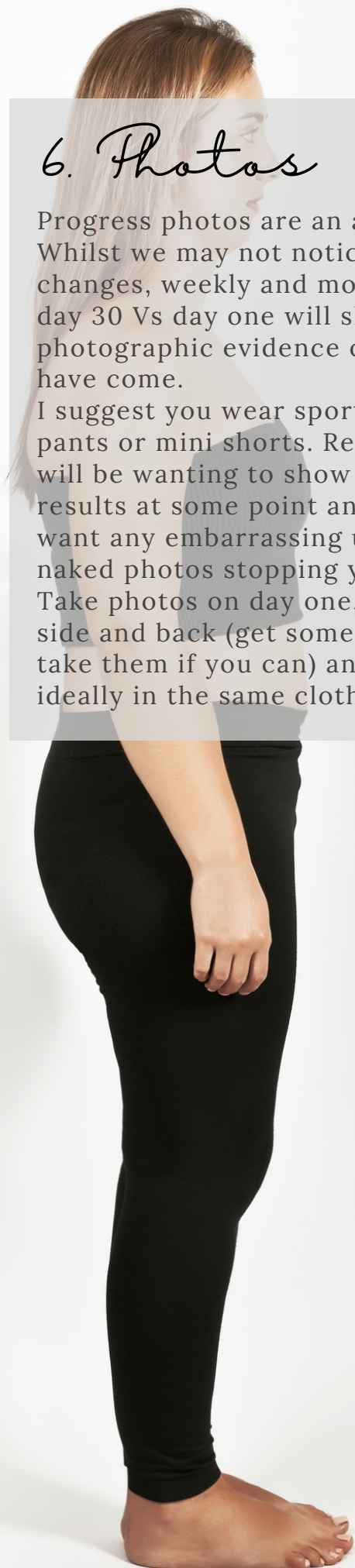
So, get that tape out and measure your waist, hips, thighs and arms, and input the totals into your Accountability Journal.

Remember where you took the measurements to ensure you repeat the same area at the end of your journey.

6. Photos

Progress photos are an absolute must. Whilst we may not notice day-to-day changes, weekly and more importantly day 30 Vs day one will show you photographic evidence of how far you have come.

I suggest you wear sports bra and pants or mini shorts. Remember, you will be wanting to show off your results at some point and you don't want any embarrassing underwear or naked photos stopping you doing that! Take photos on day one, front, each side and back (get someone else to take them if you can) and each week, ideally in the same clothing,



7. Honesty Pants!

The Clothes Don't Lie

Why not try on a pair of trousers or an outfit that is too tight for you just now. Take a photo and do the same thing each week of your journey. You will be so pleasantly surprised when the outfit starts to fit and you can actually wear it in public!

8. Exercise

We all know we should move our bodies more for optimum health and weight loss. However, I hazard a little caution when you are starting this Cinch FAST 30 plan. Your body will be going through all sorts of changes, so listen to it.

Don't start your marathon training the same day you start this program. Remember, slow and steady wins the race.

Start slowly, especially if you are new to exercise, and build up your fitness levels.

Irrespective of what exercise you build into your 30 days, (walking, running, weights, HIIT etc) aim to clock up at least 10,000 steps each and every day (my Apple Watch became my new BFF).

Exercising when we are in the 'fasted' state (once we feel our bodies are used to it) can quantum leap your fat burning powers and your weight loss results will happen quicker.

But, go EASY, to begin with!

9. Have a Goal!

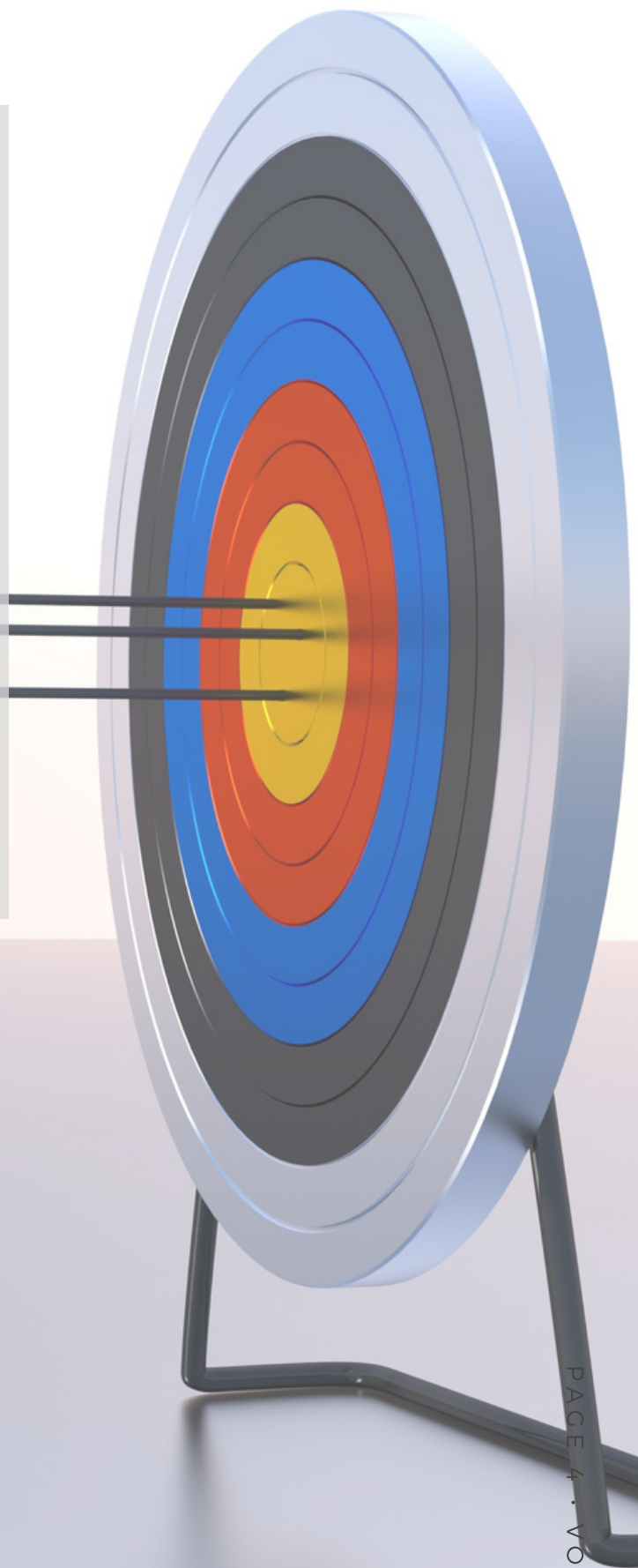
How much, by when?

Having a weight loss goal assigned to a specific date is a great motivator and a great way to reach your desired weight.

Pick a realistic date, and write down the weight you will work towards on that date, the clothing size you will be and how you will look and feel.

You can fill this section in in your journal.

Allow yourself a realistic time frame to do this in (aim for 1-2lbs per week) and write it down, stick it to a notice board, your fridge and anywhere else you want to remind yourself!



10. Find your BFF

Find your Best Fasting Friend #BFF

Alongside us as your **#BestFastFamily** why not find a buddy who will champion your challenge, and ask them to join you on the journey and become your **#BestFastFriend** (BFF!)

It's just like having a dedicated person who you can each motivate, encourage and challenge throughout the programme to build healthy and sustainable habits, whilst having a bit of 'craic' along the way.

All you need to do is let us know who you'd like your accountability partner to be – providing us with their email address – and we will send them an invitation to take part in your Cinch FAST challenge with you.

Let us help you and your friend start to life a life of diet-freedom forever.

FAQ

Frequently asked questions

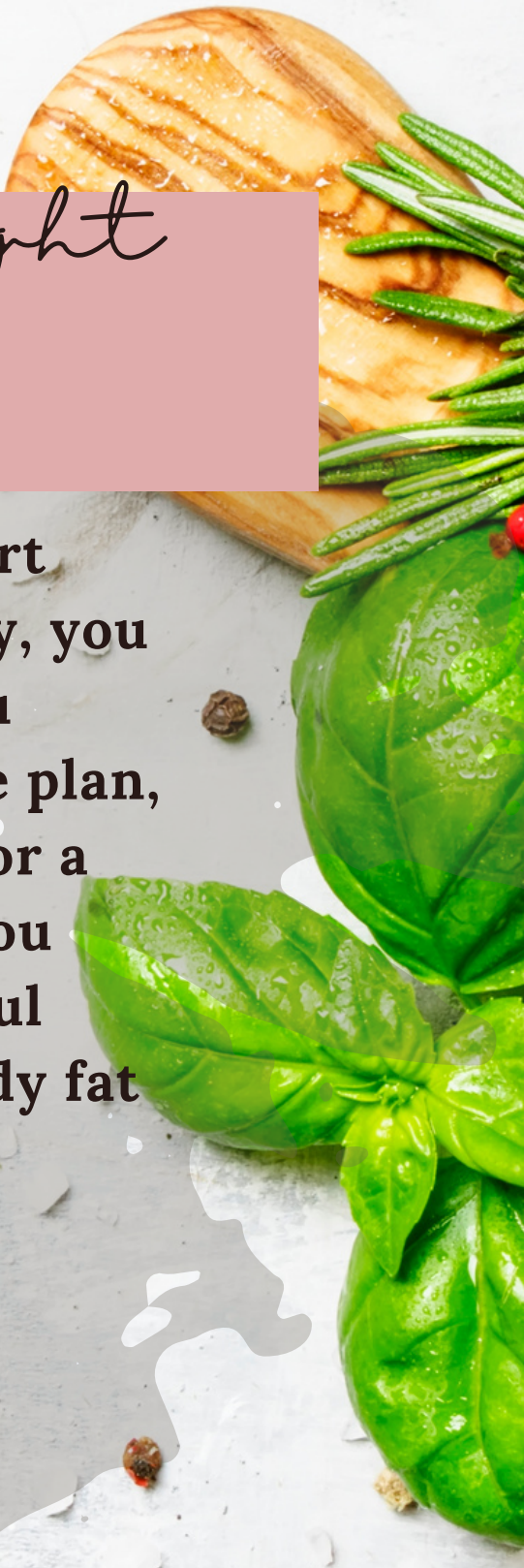


Here are the answers to your curiosity



What does it do to my insides?

When you fast, the human growth hormone levels reportedly go up and insulin levels go down, so essentially, you build muscle and burn fat. Your body's cells may also initiate important cellular repair processes.



Will i put weight back on when stop fasting?

Once you stop fasting and restart continuously eat during the day, you may gain the weight back. If you think about fasting as a lifestyle plan, rather than something you do for a short period, and then don't - you will have a much more successful time decreasing your stored body fat and keeping it off for life.

A person wearing a light pink button-down shirt is holding a large, round clock with a light blue face and a wooden frame behind their face. The clock's hands are positioned to make it appear as if the person's eyes are at the center of the clock. The background is a soft, light blue with some faint, abstract shapes.

Is it hard to do?

For many people, abstaining from food is a tricky thing, but let me tell you this: once you start doing it regularly, you will never look back. Your body will automatically stop feeling the hunger that was once unbearable to you. I won't lie. In the beginning, it's very challenging to overcome. But with anything that we change in our lives, it becomes pretty tricky, and then it's a lot easier.



Can I still drink alcohol?

Technically, yes, when you are practicing an IF lifestyle, you can drink in moderation in your window, but for this program, and to give yourself the absolute best chance at weight loss for your challenge and to allow your body to heal, we recommend that you abstain. Think of all the health benefits your body is undergoing by doing this plan, why pour poison into the mix?

A top-down view of a white desk. A silver laptop is open, with its keyboard visible. Several gold-colored paper clips are scattered on the desk: one near the top right, one near the laptop's hinge, and a small cluster in a round, patterned dish on the right. A person's hands are visible at the bottom, typing on the laptop. A pink rectangular box is overlaid on the left side of the image, containing the main text.

*Does missing a day
ruin your results?*

One of the best things about intermittent fasting is that it's flexible. If you absolutely must, you can skip here and there, though it's best to stay consistent.

A day or two won't throw you off your schedule, but you will get better results if you stay on track.


For this reason, it's best to avoid starting this plan right before a holiday, celebration, or birthday event!

A top-down view of a person lying on a white bedsheet. A wooden tray holds a bowl of granola, a small potted succulent, and a bowl of strawberries. An open book is also on the bed.

*Do I have to skip
breakfast?*

No!

You are free to structure your fasting/feeding windows however you'd like. Many find it easier to skip breakfast and opt for coffee in the morning instead. The caffeine acts as an appetite suppressant. But if you work shifts or prefer to switch it up, feel free!



Exercising when fasting - yay? or nay?

Have you ever heard the saying “you can’t outrun a bad diet”? Or “weight loss is 80% diet and 20% exercise”?

This holds true for intermittent fasting and weight loss.

You can absolutely lose weight without doing any exercise if your calorie restriction is low enough.

But that’s not recommended.

Exercise is key to overall health, and it’ll certainly boost your weight loss efforts while intermittent fasting.

That said, you don’t have to exercise, and you should still lose weight, your results will just be slower.




What about desserts?

For absolute best results with this program, we recommend cutting out refined sugar and sweet treats.

To curb that craving, eat unlimited fruit, vegetables and water! We even have a few desserts and treats in our recipe booklet which are free of sugar and dairy!

It might be a steep climb for you, but we guarantee, it will be worth it!

Once the 30 day challenge is over, you can work desserts into your window occasionally, but I guarantee by then, you will have broken the habit and the cravings.



What if I'm super-hungry while fasting?

Water really is your absolute best friend while intermittent fasting.

You need to drink a LOT of water both during your fasting window and even during your feasting window.

So many times, we think we're hungry when we're actually just dehydrated.


Prioritizing drinking water will help you see swift change in your intermittent fasting appetite.

Black coffee is also your new best friend. It curbs hunger and is reported to help burn fat, If you are super, super hungry to the point of making yourself ill. Eat. Just adjust your window to make it suit. This shouldn't be a punishment.



What should I eat in my window?

Healthy, whole foods, full of fruit and vegetables, lean protein, organic if possible. Recommendations no matter what IF approach you are following will always be to eat “clean” and cut out or reduce highly processed foods. Just because you’re eating fewer times in a day does not give you license to eat rubbish. If you do this, you are failing to get all of the health benefits associated with this plan. Plus, it will slow down your weight loss. So, get your apron on and start cooking from scratch!



*Can I take
supplements during
my fast?*

This is a grey area. I would say no, to be sure. By all means continue to take your Berocca, your Floridax, your Omega 3's, but take them when your window opens each day.

A collection of medical supplies is arranged on a light-colored wooden surface. In the upper left, a white plastic bottle lies on its side with its cap removed. Next to it are several green, round tablets. A white oral thermometer is positioned in the upper right. Below the tablets, a white plastic syringe with a needle is visible. A black stethoscope is on the right side of the frame. In the lower left, there is a blister pack of white tablets and a small brown glass bottle with a white cap. In the center, a blister pack of red capsules is visible. Below that, another blister pack of pink tablets is shown. A small, clear plastic tube with a blue cap is also present. The background is a light wood grain, and there are some white, paint-like splatters at the bottom right.

*What about
medication?*

Take your medication as prescribed by your doctor.



Will I lose muscle mass?

Thanks to the reported increase in Human Growth Hormone (HGH) that fasting promotes, your levels of growth hormone may skyrocket the longer you fast, increasing as much as 5-fold. This has benefits for both fat loss AND muscle gain, to name a few.

What if I'm not losing any weight?

Be patient. It can take a couple of weeks for your body to get used to the new protocol. Don't over stress if the scales don't move as much as your new size reflects over the course of the 30 days.

Your body will undergo something called recomposition, which is where your lean muscle grows (thanks to a spike in the human Growth Hormone (HGH) and your fat decreases, (thanks to taking a break from food, daily.) And as lean muscle, by volume weighs more than squishy fat, the scales may stay the same or even increase at times, though your clothes feel looser...(as fat by volume is larger than muscle, though both may weigh the same).

As long as you are making progress by your clothes feeling looser, your measurements smaller or photos looking like you are smaller, then you are making progress.

If none of the above are changing, take a cold-hard look at what you are doing. Are you sticking to the suggested meals? Is your portion size OK? Are you drinking enough water?



Can I snack in my fast?

No.

Nothing is to be consumed except what's outlined in the Clean Fast.



Can I snack in my window?

You can have healthy snacks from the approved snack list outlined in the recipe planner. (stick to one or two!)

Can Fasting be bad for me?

Like anything in life. There is good and bad. For the majority of people IF is a very safe, healthy lifestyle choice, and all the benefits are outlined in this booklet.

The safety and potential challenges of intermittent fasting varies based on each individual and health factors including age, gender, underlying health conditions, lifestyle and their overall health and well-being.

However, keep in mind that before you make drastic changes to your diet, or you have underlying health conditions, you should consult your doctor or health professional. If you have had an eating disorder in the past, this is not for you.



What about loose skin when I lose weight?

Remember we talked about autophagy? Fasting and autophagy may help skin stay elastic and adapt to the lower weight more quickly. While autophagy and fasting don't literally eat up the loose skin, they can help prevent loose skin from forming as you lose weight — all without surgery.

RESULT!

Wishing you all the
luck in the world...

September 2015 issue | Gum exclusives! Artist of the Month: Kenkyusha Yoko



90 DAYS FROM
NOW YOU'LL
BE SO GLAD
YOU STARTED
TODAY



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