



# 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.**

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**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 has the power to completely change your life.

I know, because I, along with thousands of others, have done it, successfully and am delighted with my weight-loss journey so-far!

After ten years of unsuccessfully losing my excess baby weight, plus an extra stone gained in lockdown, I am now 26 lbs lighter and it has stayed off for over 4 years.

I haven't calorie counted once, weighed food, or denied myself anything!

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

I want to share this plan with as many people as possible, because if I can do it, believe me, anyone can!

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



## Hello!

Hi, I'm Angela, co-founder of Cinch Clinic, a holistic fat-loss and wellbeing clinic in Holywood, Northern Ireland.

For the past eight years, I, along with my business partner, Nicola (pictured left), and an amazing team, have been helping people all over the world to control their appetites and lose excess fat through our products and procedures.

## My 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.

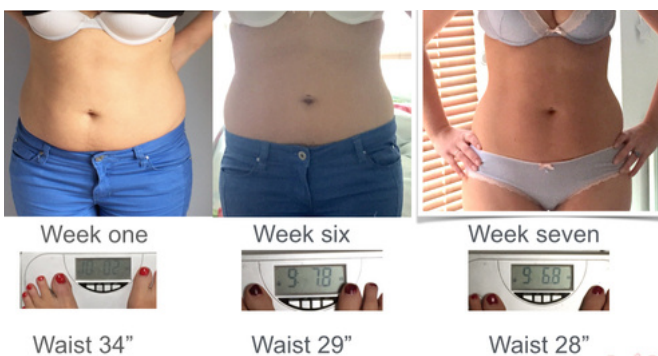


## Cinch Corsets!

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...



1st Dec '20

1 July '21

My stats (from my Smart scales)...





# Nicola's Story

Hello! I am Nicola, age 48 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 two years have 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 IF?

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 reportedly 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. For me, it has taught me self-discipline, it has stopped my mindless grazing from morning to midnight. And it has taught me to listen to my body like never before.

\*Source: <https://www.healthline.com/nutrition/intermittent-fasting-guide>



# What are the reported benefits?

- **Weight loss:** 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 may help prevent certain types of 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 has been shown in some studies to extend the life of mice. Research showed that the mice that followed this diet lived 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.

**Sources\*:** <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7021351/>  
<https://pubmed.ncbi.nlm.nih.gov/29754952/>

## Who shouldn't fast?

Like everything in life, not everything is for everyone. And Intermittent fasting is just the same. It has many proven benefits, however, it's still deemed controversial in some circles and every health professional has their own opinion on the subject. The Cinch Fast 30 program is written from first-hand accounts of two individuals who have 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.

**People who should NOT fast include those who are underweight or have any history of an eating disorder like anorexia. Women who are trying to conceive, 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. It is up to the individual to do his or her own due diligence regarding their own health.**

**Source:** <https://www.healthline.com/nutrition/intermittent-fasting-side-effects#Who-should-avoid-intermittent-fasting?>



# What happens inside your body?

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, hence why you lose weight. I recommend reading Dr Jason Fung's The Obesity Code to gain a better understanding of this.
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. It's a kind of cellular recycling. Out with the old matter, in with the new.
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.

## 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.

It is thought that you can even repair metabolic damage brought about by long term restrictive dieting through fasting, though it takes time.

Sources: <https://www.sciencedirect.com/science/article/pii/S1568163718301478>

<https://www.dietdoctor.com/renew-body-fasting-autophagy>



# What do you eat?

Food is at the centre of the Cinch Fast 30 - we love to eat and so, great time and effort has been placed on creating meals which are delicious, easy and FAST!

There are over 75 delicious recipes and recipe videos which are being constantly updated and as the Cinch Fast 30 is not a diet, the recipes are there simply as a guide and not by any way prescriptive or mandatory.

They are there to help you reach your goals, and can be followed to the letter or chopped and changed with ingredients your 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.

The plan is filled with delicious recipes made from whole foods, that we have tried, tested and love. They are easy to make, use simple, easy to source ingredients and most importantly, they taste wonderful.

The focus for the duration of the 30 days is to develop a strategy that allows you to stay in control of what you eat and most importantly, when.

We will give you the tools that that will enable you to continue to live an IF lifestyle after the challenge is over.

We feel that Intermittent Fasting is truly the long-term solution to weight management with all the added health benefits.

You'll discover healthy meal ideas, smart snack options, you'll set goals, you'll practice self-improvement and reflection and you'll develop an exercise routine (if you want to!).

This will give you a strategy for long-term success.

There should be nothing about this challenge that you'll want to stop when you're done, it isn't extreme and it shouldn't be too difficult It will grant you the freedom from the diet mindset for ever and give you that important weight-loss kick.

If you are like me, you'll love it the experience and more importantly, the results and the amazing FOOD and friendship...



# Research

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 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.

**Source:** <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5783752/>

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.

**Source:** <https://news.harvard.edu/gazette/story/2019/02/exercise-fasting-shown-to-help-cells-shed-defective-proteins/>

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."

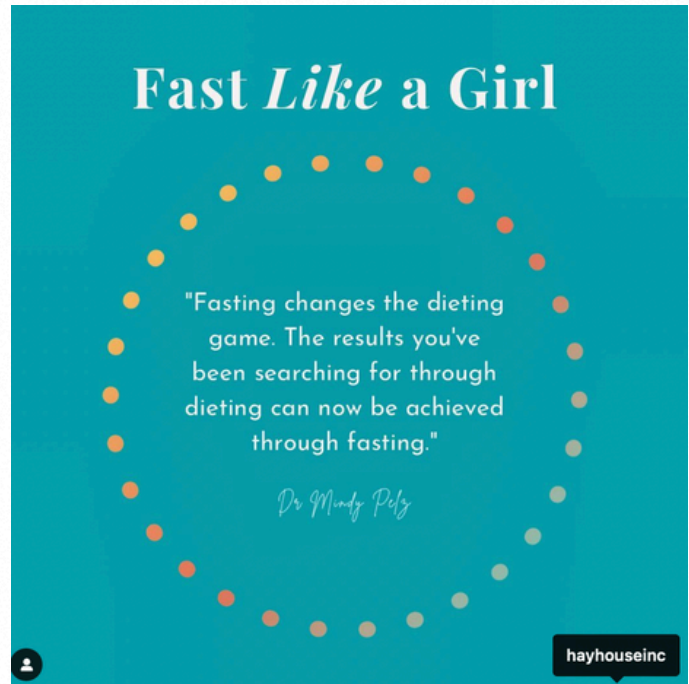
In a further Harvard study, researchers are beginning to understand how Intermittent Fasting promotes healthy ageing by enhancing the plasticity of our mitochondrial networks. This should lead to a reduced likelihood of developing age-related diseases, which would increase lifespan.

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."

**Source:** <https://news.harvard.edu/gazette/story/2017/11/intermittent-fasting-may-be-center-of-increasing-lifespan/>



# Fasting & Women Myths



We are BIG fans on Dr Mindy Pelz, an Intermittent Fasting advocate and author of *Fast Like a Girl*.

She dispels all the women and fasting myths today in my new youtube video, and talking about [how women of every age group should be fasting](#)...because when it comes to fasting, age does matter!

## **Some of the common women and fasting myths include:**

- Fasting isn't safe for women. False. If you're not convinced, watch her video [Why every woman should be fasting](#).
- Fasting will tank women's hormones. False. Fasting actually helps balance hormones through the mechanisms of the Hormonal Hierarchy. Certain hormones have more power over others. So if you want to influence sex hormones, which are at the bottom of the hierarchy, you need to work on your oxytocin, cortisol and insulin levels.
- Women need to fast differently than men. True! Because women have monthly hormonal cycles, supporting hormones at critical times is important.
- Fasting can help women wanting to lose weight. True!
- Fasting can help women prevent disease and [slow down aging](#). True!

How should women start fasting?

Women should fast by listening to their body and if they still have a monthly cycle, they should tailor their fast around their cycle.\*

Source: <https://drmindypelz.com/women-and-fasting-myths/>

# Fasting rules for women by Dr Mindy Pelz

*The below information is only one opinion - every body is different & what will work for some, won't work for others - but as women are facing daily fluctuations in hormones, it is advised that you ride that wave rather than go against it. The below is taken from Dr Mindy's book, Fast Like a Girl....and it is her advice on how to tailor your fast according to your cycle.*

## **Women Under 40 Years Old**

If you still have a cycle, I recommend that women do not attempt **longer fasts** between Day 21-Day 28 of their cycle, in other words, the week before your cycle. This is a time you need to make the hormone progesterone. While intermittent fasting is okay, fasting for 24+ hours can cause progesterone levels to drop. The week before your cycle, you want to be focusing on hormone building foods and avoiding low carbs and ketosis. Also, if you're not already tracking your cycle, it's easy to do with an app like the one on the iPhone in Health, so you'll know exactly when you'll need to back off longer block fasts and focus on supporting your hormones.

## **Women 40-55**

If you're this age group, this is a time of shifting hormones. Your estrogen and progesterone levels are starting to decline, and your body will hand off the job of making sex hormones to your adrenals. This is why women can suddenly feel fatigued, and why it's important to strengthen your adrenals.

When it comes to fasting, you'll follow the same fasting rules as the <40 age group, however you'll want to also be watching out for symptoms of low progesterone, like irregular spotting, insomnia, weight gain, anxiety and irritability. A **Dutch Hormone Test** can give you insight into how your hormones are doing and help you figure when to fast and when to be supporting hormone production.

## **Women 55+**

If you don't have a cycle, the good news is you can fast anytime. This goes for women who have had a surgical menopause, like a hysterectomy or are postmenopausal. However women 55+ still need to be careful about hormone levels, so be mindful of how you feel on your fasting journey and switch it up so you aren't doing the same fast daily.



# Angela's Fasting Schedule



I began intermittent fasting in December 2020, and it has been truly life-changing. It has given me self-discipline, control over my appetite, and the ability to release stubborn weight that I struggled with for over a decade.

As time has passed, I've refined my approach, adjusting my eating window to align with my lifestyle, goals, and overall well-being—while still enjoying the journey.

The way I fast today is completely different from when I first started, and rightly so. Our bodies evolve, our lives shift, and as women, our hormones fluctuate. I now adapt my fasting based on sleep, workouts, stress levels, and my cycle, making it a flexible and sustainable part of my life.

## My Intermittent Fasting Routine (February 2025)

Over the years, I've fine-tuned my fasting schedule to suit my lifestyle, workouts, and hormonal needs—allowing me to feel my best, stay strong, and avoid old habits like weekend overeating. Here's how I approach it:

### Workout vs. Non-Workout Weekdays

✓ **Non-Workout Days (18:6 Schedule):** I delay my first meal until noon or 1 PM, have dinner around 6 PM, and include a small snack in between. This gives me an 18-hour fast and a 6-hour eating window.

✓ **Workout Days (15:9 Schedule):** If I work out first thing in the morning, I prioritize muscle recovery by having a protein shake within an hour post-workout. On these days, my eating window shifts to 9 AM – 6 PM (15:9).

### Weekend Flexibility (16:8ish Schedule)

Intermittent fasting on weekends helps me stay mindful and avoid a 3-day binge cycle like I used to. My routine varies, but typically:

✓ If I train on Saturday morning, I break my fast after the workout with a protein shake, open my window around 12 PM, and finish eating by 8 PM.

✓ If I have a later dinner, I simply adjust my window, opening later (1-2 PM) and closing later (9-10 PM).

### Hormone-Friendly Adjustments

✓ **Pre-Period Week:** I extend my eating window to 8-10 hours to support my body's energy needs.

✓ **Day 1-2 of My Period:** It's all about listening to my body—sometimes my window is 12-14 hours depending on how I feel.

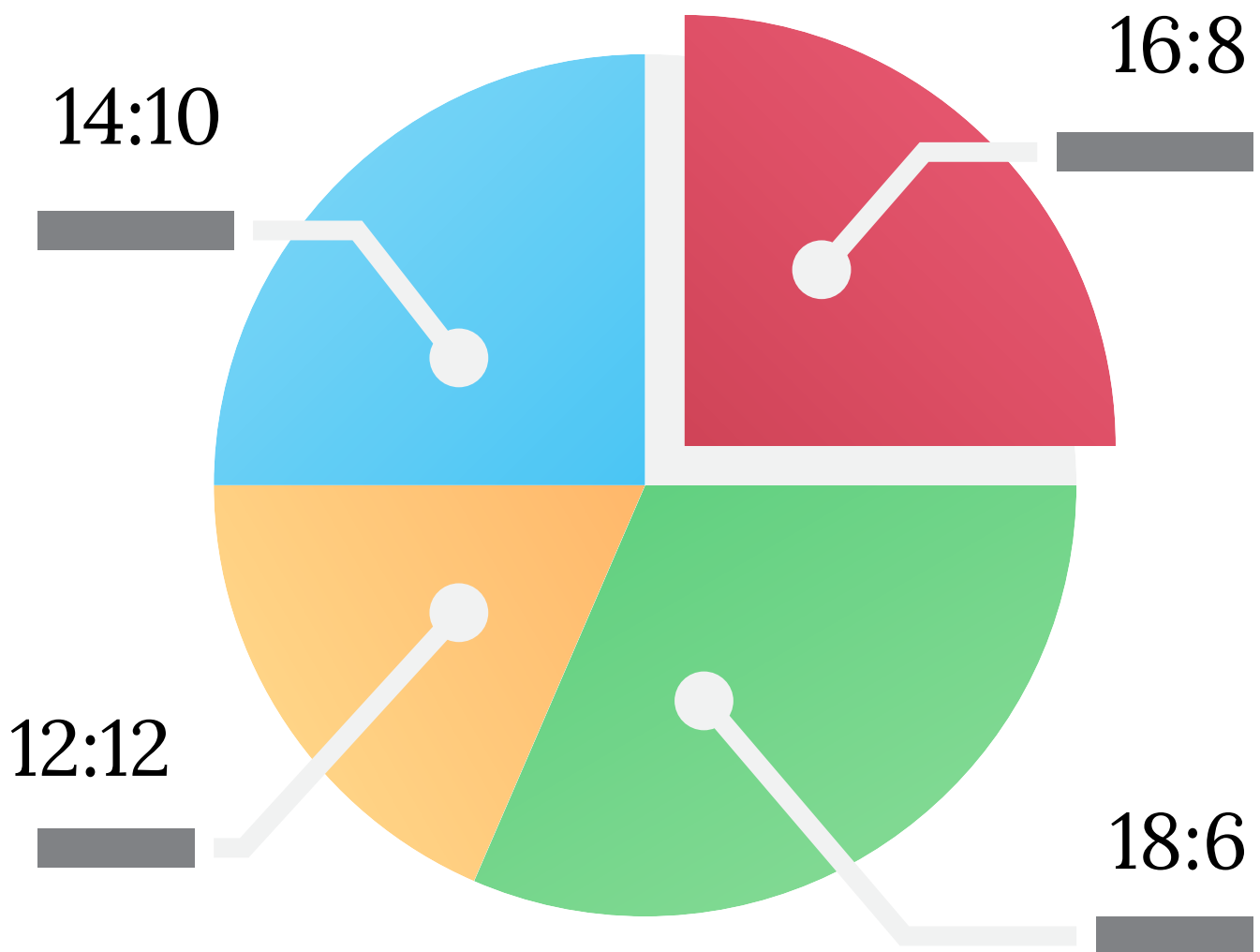
### 24-Hour Reset Fast

I've been experimenting with a 24-hour dinner-to-dinner fast once a week (except the week before my period). This reset boosts mental clarity and supports my overall health.

**The Key Takeaway?** Your body, your rules. Start slowly and tune in to how you feel—this has taken me 4 years to perfect! Fasting isn't about extremes—it's about what works for you.

# Fasting Protocols

The Cinch FAST 30 plan combines Intermittent Fasting with healthy eating, guided support, events and daily contact. There are a few different IF Methods, we have detailed some of the most popular. In the plan, you will be guided through the process, but you choose your window to suit your day. You can chop and change each day according to how you feel, your schedule and your appetite!



**Example:** In the 14:10, you will fast for 14 hours and eat in a 10 hour window.



# IF Methods...

There are many different IF Methods, we have detailed the most popular. You choose a method to suit your lifestyle, it doesn't have to be the same each day, but routine helps.



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 12:12 Method



Easiest to progress to and stick to

.....



Most popular

.....



Fast for : Eat in an  
12 hours : 12 hour  
each day window

.....



Best for normal functioning

.....



# IF Methods...

## The 16:8 Method



Easy to progress to  
& switch to on some days



Can straddle 2-3 meals



Fast for 16 hours  
each day : Eat in an  
8 hour window



Good for weight loss



## The 18:6 Method



Work your way up to this



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



Fast for 18 hours  
each day : Eat in  
6 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 recipes**

**1pm**



**Second meal - pick any lunch meal from the Cinch recipes**

**8pm**



**Third meal - pick any main meal from the Cinch recipes**

**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 recipes**

**3pm**



**Second meal - pick any lunch meal from the Cinch recipes**

**7pm**



**Third meal - pick any main meal from the Cinch recipes**

**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 recipes**

**3pm**



**Snack - pick any snack from the Cinch recipes**

**6pm**



**Second meal - pick any meal from the Cinch recipes**

**6pm 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 12pm**



**Hydrate! Lots of water, black tea and black coffee**

**12pm**



**First meal - pick any lunch meal from the Cinch recipes**

**3pm**



**Snack - pick any snack from the Cinch recipes**

**6pm**



**Second meal - pick any meal from the Cinch recipes**

**6pm to bedtime**



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



# 24 Hour Fast

## 24 Hour Fast

This is often known as a dinner-to-dinner fast or one meal a day (OMAD) fast. The reason you would want to do this particular fast is to produce more ketones, have a deeper detox experience, and to keep insulin levels low for a longer period of time so that your body is forced to utilise energy from stored sugar. This fast is great for people who are weight loss resistant, want a deeper ketone or autophagy experience. I recommend people do this fast at least once a week.

## 24-36 Hour Fast

The purpose for these longer fasts is really to keep insulin down and go after stored sugar. If you are familiar with Dr. Fung and his book The Obesity Code, one of his key strategies for releasing long-standing weight is fasting for longer periods. If you are extremely weight loss resistant then you are going to want to implement the 36 hour fast on a weekly basis. Many of you will notice with this fast the beginning of stem cells being released. Stem cells are repair cells, so often I will have patients of mine do a 36 hour fast to heal a musculoskeletal injury.\*

Source: <https://drmindypelz.com/how-long-should-you-fast/>



# 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 marketeers) 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.



# What do you eat?

Food is at the centre of the Cinch Fast 30 - we love to eat and so, great time and effort has been placed on creating meals which are delicious, easy and FAST!

There are over 75 delicious recipes and recipe videos which are being constantly updated and as the Cinch Fast 30 is not a diet, the recipes are there simply as a guide and not by any way prescriptive or mandatory.

They are there to help you reach your goals, and can be followed to the letter or chopped and changed with ingredients your 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.

The plan is filled with delicious recipes made from whole foods, that we have tried, tested and love. They are easy to make, use simple, easy to source ingredients and most importantly, they taste wonderful.

The focus for the duration of the 30 days is to develop a strategy that allows you to stay in control of what you eat and most importantly, when.

We will give you the tools that that will enable you to continue to live an IF lifestyle after the challenge is over.

We feel that Intermittent Fasting is truly the long-term solution to weight management with all the added health benefits.

You'll discover healthy meal ideas, smart snack options, you'll set goals, you'll practice self-improvement and reflection and you'll develop an exercise routine (if you want to!).

This will give you a strategy for long-term success.

There should be nothing about this challenge that you'll want to stop when you're done, it isn't extreme and it shouldn't be too difficult It will grant you the freedom from the diet mindset for ever and give you that important weight-loss kick.

If you are like me, you'll love it the experience and more importantly, the results and the amazing FOOD and friendship...





# OPTIMISING YOUR TIME

In the world of Cinch Fast 30, our Challengers understand the modern time crunch all too well. Balancing hectic schedules, shifting work hours, and diverse family commitments can make prioritising our well-being a real challenge. The convenience trap of relying on frozen meals and takeout can become all too tempting in the face of these time constraints, even though we know they may not be the best choice for our long-term health. However, fear not, because within the Cinch Fast 30 program, we've crafted some clever strategies to help you optimise your time for achieving the best results on your journey to a healthier life.

## BATCH COOKING

Batch Cooking, is the ultimate time-saving hack for those of you committed to eating better despite your busy lives. It's a remarkably simple method that not only helps you get ahead but also keeps your wallet happy.

We firmly believe that no matter how packed your schedule may seem, there's always a way to carve out some precious time. So, let's say you've found that extra hour or two on a Sunday afternoon – perfect! That's your batch cooking time. Instead of preparing your favorite dishes in small portions, aim to cook three to four times the usual amount. Then, divvy it up into single-serving, takeaway-style containers designed to snugly fit into your freezer. Now, picture this: After a long and tiring day, you simply reach into your freezer, grab one of these frozen treasures, defrost, and presto! You've got yourself a wholesome, home-cooked meal. No additional spending, no unwanted additives – just a delicious dish tailored exactly to your liking. That's the Cinch Batch Cooking magic, making healthy eating effortlessly convenient.



## MEAL PREPPING

Let's talk about a trend that's been gaining momentum lately, and it's absolutely worth your attention – meal prepping. Just take a quick scroll through our Instagram, and you'll find a treasure trove of meal prep inspiration with lunch boxes neatly filled with nourishing, wholesome food for the week.

Now, you don't need to go all-out obsessive about it, but a bit of preparation can go a long way in saving you time and hassle. It's that simple!

Meal prepping isn't just about dinner; it's a game-changer for your workday lunches too. We've noticed that many of our Cinch Fast 30 participants struggle with lunchtime choices. Some even skip lunch altogether, feeling they lack the time for a store run or the trip to the staff canteen. And let's not forget those workplaces where tempting treats like cakes, chocolates, or endless supplies of chips lurk in the canteen. That's where prepping your workday lunch comes to the rescue, checking all the right boxes – it saves you time, it's budget-friendly, and it shields you from those less-than-ideal choices. Plus, many of our Cinch Fast 30 recipes are perfect for meal prepping, and our Instagram is brimming with creative ideas to help you make the most of it.





## PRE-PREPARED FRIDGE AND FREEZER STAPLES

In the world of Cinch, here's another brilliant time-saving tip: Stock up on frozen fruits and vegetables. Contrary to a common misconception that "fresh" is always more nutritious, the truth might surprise you. Most frozen produce is flash-frozen within hours of harvesting, preserving their essential nutrients. Take vitamin C, for instance; it starts to diminish as soon as produce is picked. So, the longer the wait after harvesting, the greater the nutrient loss. That "fresh" fruit and veg you see in stores may have spent weeks in cold storage before hitting the shelves, significantly impacting their micronutrient density.

In contrast, frozen varieties tend to retain more vitamins, and they're often pre-prepared, reducing the need for peeling or chopping. Plus, they're often more budget-friendly! In the fridge, I keep pre-chopped fresh veggies handy for those days when I crave a quick, hassle-free snack. And don't forget the convenience of pre-cooked meats or even innovative options like pre-peeled avocados and pre-hardboiled eggs. Embrace these time-saving choices, especially on busy days – they'll make your life easier and keep you on track with your Cinch journey.







# CONTROLLING PORTIONS

Portion control is a fundamental aspect of a healthy lifestyle, as it plays a crucial role in weight management and overall well-being. It is important because it helps you regulate your calorie intake and prevents overeating, a common culprit behind weight gain and related health issues. The importance of portion control lies in its ability to help you strike a balance between enjoying your favorite foods and managing your weight, ultimately supporting your journey toward better health.

Intermittent fasting takes centre stage as a powerful ally in your journey toward a healthier you. By adhering to specific eating windows, IF naturally steers you away from overindulgence and promotes mindful portion control. This structured approach to intermittent fasting enhances your awareness of when you eat and what you consume.

In essence, intermittent fasting, naturally corrects your hunger patterns. By limiting the hours during which you consume food, it effectively curbs the opportunity for excessive calorie intake. This not only aids in managing your weight but also brings about notable improvements in your metabolic health and blood sugar control. The beauty of Cinch Fast 30 lies in its ability to guide you toward a more balanced relationship with food, where portion control becomes second nature. This programme is about redefining your eating habits, fostering a sense of mindfulness, and achieving your wellness goals with lasting results.







### ***Why low carb doesn't mean no carb...***

Reducing carbohydrates can help manage weight. One of the common misconceptions about following a low carb diet is that it means completely eliminating carbohydrates from your meals. However, it's important to understand that low carb doesn't mean no carb. In fact, carbohydrates play a crucial role in our overall health and well-being and eating them is essential to good health.

### ***Primary fuel...***

Carbohydrates are the primary source of energy for our bodies. They provide fuel for our brain, muscles, and organs to function optimally. By reducing our carbohydrate intake on a low carb diet, we aim to moderate our blood sugar levels, manage insulin response, and promote fat burning.

### ***The right kind of carbs...***

The key is to focus on consuming the right types of carbohydrates. Nature's carbs. The whole Carb ethos is to eat real food grown in the ground, in fields, in the sea and what the earth provided us with!

### ***Filled with nutrients...***

Instead of relying on processed and refined carbohydrates like white bread, pasta, and sugary treats, a low carb approach encourages the consumption of complex carbohydrates found in vegetables, fruits, whole grains, and legumes. These foods are rich in fibre, essential nutrients, and antioxidants, which are vital for our overall health. So, it's about educating yourself on the good sources, incorporating them into your diet for longevity. By choosing nutrient-dense, low carb foods, we can enjoy the benefits of a low carb diet while still providing our bodies with the necessary carbohydrates. This approach helps stabilise blood sugar levels, maintain steady energy throughout the day, support weight loss, and potentially reduce the risk of chronic diseases such as diabetes and cardiovascular conditions.





## ***Why low carb and high protein might help you lose weight....***

It's also important to note that everyone's carbohydrate needs may vary based on factors such as activity level, metabolic health, and personal goals. Some individuals may thrive on a very low carb or ketogenic diet, while others may benefit from a more moderate approach. The key is finding the right balance that works for you and supports your individual health and lifestyle goals. Remember, the goal of a low carb diet is not to completely eliminate carbohydrates but rather to make informed choices and prioritise the consumption of healthy, nutrient-rich sources of carbohydrates. By understanding that low carb doesn't mean no carb, you can create a sustainable and balanced approach to your dietary choices, leading to improved health and well-being.

## ***Why low carb and high protein might benefit your overall health ...***

Eating a low carb, high protein diet offers numerous benefits for your overall health and well-being.

According to the American Journal of Clinical Nutrition, "Diets higher in protein and lower in carbohydrates have been associated with improved body composition, weight loss, and maintenance of lean muscle mass."

Source: American Journal of Clinical Nutrition, 2015

And as two leading Australian academics, Prof David Raubenheimer and Prof Steve Simpson, argue, lack of protein is one of the major drivers of the current obesity epidemic.









## *So, are carbohydrates good or bad?*

Insulin and insulin resistance drive obesity - it's well documented and clinically proven.

Refined carbohydrates such as white sugar and white flour cause the greatest increase in insulin. These foods are dubbed as fattening. This does not mean that all carbohydrates are similarly bad. There is a substantial difference between 'good' carbohydrates or complex carbs (whole fruits and vegetables) and 'bad' (or simple carbs sugar and flour).

Opt for complex carbohydrates such as wholegrain bread, pasta, and rice. Including plenty of fruits and vegetables in your diet is essential as they are nutrient-dense and rich in fiber. A serving size can be estimated to be about the size of your clenched fist. By making these mindful choices, you can support your weight loss journey while ensuring a balanced and nutritious diet. Yet both are carbohydrates – so what is the difference? How do we distinguish the two?

**COMPLEX  
CARBS**

**SIMPLE  
CARBS**

**GOOD CARBS**

**BAD CARBS**







\* Source: <https://www.sciencefocus.com/the-human-body/dr-michael-mosley-eat-more-protein/>





High protein, low carb approach to eating may also aid the following:

- **Blood sugar regulation.** A high protein eating pattern has been shown to improve short- and long-term markers of blood sugar control.
- **Heart disease risk.** This diet may reduce heart disease risk factors like high triglyceride and high blood pressure levels, though some research links high protein diets to increased heart disease risk.
- **Bone health.** Research indicates that high protein diets may help prevent bone loss and reduce fracture risk in older adults.



### ***Good Protein Vs Not So Good...***

When increasing your protein intake, it's important to make wise choices.

Both protein and carbohydrates play a role in achieving weight loss goals. When selecting your protein sources, keep in mind that both animal-based and plant-based proteins are equally effective.

Opt for lean protein options like chicken, turkey, fish, dairy, soy-based protein, beans, nuts, and seeds.

A healthy portion size is approximately equivalent to the size of your palm.





## *Best Protein Sources*

Choosing good protein sources is vital for maintaining a healthy and balanced diet. The quality of the protein we consume is equally important as the quantity. Opting for high-quality protein sources ensures that we obtain all essential amino acids, vitamins, and minerals necessary for optimal health. By making informed choices about our protein intake, we can fuel our bodies with the nutrients they need and support overall vitality and longevity.

### *Lean Meat*



Chicken breast, turkey breast, lean beef cuts, and pork tenderloin are excellent sources of high-quality protein. These lean meats provide essential amino acids for muscle growth and tissue maintenance. They are also low in saturated fat and cholesterol, promoting heart health.

### *Seafood*



Salmon, tuna, trout, shrimp, and other seafood varieties offer not only a significant protein punch but also a valuable source of omega-3 fatty acids. These essential fats have been linked to numerous health advantages, particularly in promoting heart health. This high-quality protein is also great for muscle maintenance and growth.





## *Eggs*

Whole eggs are an affordable and versatile nutritional powerhouse that goes beyond being an excellent protein source. In addition to their protein content, eggs pack a variety of essential vitamins and minerals to support overall health and well-being.



## *Dairy Products*

Including milk, yogurt, cottage cheese, and Greek yogurt, offer a protein-packed punch along with additional nutritional benefits. They are not only excellent sources of high-quality protein but also provide essential nutrients such as calcium and probiotics which can help support muscle growth and repair while also promoting strong bones and a healthy gut.



## *Legumes*

Such as beans, lentils, and chickpeas, are protein powerhouses that offer more than just protein. They are also packed with fibre and a range of beneficial nutrients and essential nutrients, making them a valuable addition to a healthy and balanced eating plan.



## *Soy Products*

including tofu, tempeh, and edamame, are versatile plant-based protein sources that have gained popularity among vegetarians and vegans. These soy-based options offer a wide range of nutrients and are known for their high protein content.





## *Nuts & seeds*

Almonds, peanuts, walnuts, chia seeds, and flaxseeds are just a few examples of protein-rich nuts and seeds that offer not only a substantial protein boost but also a host of other nutritional benefits. These nutrient-dense foods are not only packed with protein but also provide a healthy dose of essential fats, vitamins, minerals, and antioxidants. By incorporating these protein-rich nuts and seeds into your diet, you can enjoy a satisfying and nourishing snack that promotes overall well-being.



## *Quinoa*

Quinoa is a superfood which is a grain-like seed that serves as a complete protein source, containing essential amino acids crucial for optimal health and muscle repair. Alongside its protein content, quinoa is rich in fibre, aiding digestion, promoting satiety, and providing essential minerals like iron, magnesium, and phosphorus. Adding quinoa to your meals not only enhances their nutritional value but also offers a versatile and beneficial plant-based protein source.



## *Protein Supplements*

Whilst it is always preferable to get your protein from whole food sources, some people with specific dietary needs or preferences, may require or choose to supplement. Protein powders, such as whey, casein, or plant-based options like pea protein or hemp protein, can be used to supplement protein intake. Make sure they are as natural as possible and contain no sugars or sweeteners.





### ***The type of Carbohydrates matter...***

A new study published in [The Lancet Public Health](#) [Trusted Source](#) suggests that neither a no-carb diet, nor a high-carb diet, are ideal if you're trying to live a long and healthy life.

The study observed 15,428 people in the United States and found “moderate” carb consumers — with carbs accounting for 50 to 55 percent of their caloric intake — had the lowest risk of mortality.

The researchers confirmed those findings in a meta-analysis of studies that involved more than 432,000 people in 20 countries. It also found that not all low-carb diets offer the same long-term results.

Those who ate more animal-based proteins had a greater risk of mortality compared with people who ate more plant-based proteins and fats from foods such as vegetables, legumes, and nuts.

“These findings bring together several strands that have been controversial. Too much and too little carbohydrate can be harmful, but what counts most is the type of fat, protein, and carbohydrate,” Dr. Walter Willett, the study’s co-author and professor of epidemiology and nutrition at Harvard T. H. Chan School of Public Health, said in [a statement](#) accompanying the research.

### ***Foods to limit***

You should reduce your consumption of the following:

Grains and starches: White breads, white rice, white pasta, buns, cakes

Sweeteners: sugar, agave, maple syrup, honey, coconut sugar, etc.

Sugary drinks: juice, sweetened coffee and tea, soda, sports drinks, sweetened alcoholic beverages, beer, etc.

Highly processed foods: french fries, fried chicken, pizza, crisps etc.

You can include healthy, high carb foods like starchy vegetables and fruits in moderation. Remember that your total carb intake depends on your desired macronutrient ranges.

Depending on your macronutrient goals, you may also need to reduce your intake of high fat foods like fatty meats and oils.





## ***The Importance of Eating a High-Fibre Diet for Women***

Maintaining a healthy, balanced diet is essential for overall well-being, and one key component often overlooked is fibre. Fibre plays a crucial role in keeping your digestive system healthy, supporting weight management, and even reducing the risk of chronic diseases like heart disease, diabetes, and certain cancers. For women, a high-fibre diet is especially important due to unique nutritional needs and hormonal changes throughout life.

Why Fibre is Vital for Women

### **1. Supports Digestive Health**

Fibre is essential for maintaining a healthy gut. It adds bulk to the stool and helps move food through the digestive tract, preventing constipation. It also helps maintain a balance of beneficial gut bacteria, which is important for digestion and immune function.

### **2. Helps Control Weight**

A fibre-rich diet can help you feel fuller for longer, making it easier to manage your weight. High-fibre foods take longer to chew and digest, giving your body more time to signal fullness to your brain. This can help reduce overall calorie intake without feeling deprived.

### **3. Regulates Blood Sugar Levels**

Soluble fibre, found in foods like oats and beans, helps slow down the absorption of sugar into the bloodstream, preventing spikes and crashes. This is particularly beneficial for women managing conditions like PCOS or those at risk of type 2 diabetes.

### **4. Reduces the Risk of Heart Disease**

A high-fibre diet has been shown to lower cholesterol levels, particularly LDL (bad) cholesterol. This can help reduce the risk of heart disease, which is a leading health concern for women, especially as they age.

### **5. Balances Hormones 🏹**

Fibre can help with hormonal balance by aiding in the regulation of estrogen. It helps remove excess estrogen from the body, reducing the risk of hormone-related conditions like breast cancer and endometriosis.

### **6. Promotes Better Skin ✨**

Fibre-rich foods are often high in antioxidants and vitamins, such as vitamin C and E, which are known for their skin-boosting properties. Additionally, keeping your digestive system healthy can help reduce skin flare-ups such as acne, eczema, and other irritations.





# Fibre

## ***How Much Fibre Do Women Need?***

The recommended daily intake of fibre for women varies based on age and activity level. On average, women should aim for:

- 25 grams per day if you're under 50
- 21 grams per day if you're over 50

However, most women don't consume nearly enough fibre, which is why focusing on adding more fibre-rich foods to your diet can make a big difference.

### High-Fibre Foods to Include in Your Diet 🍴

Here are some delicious and easy-to-find high-fibre foods you can incorporate into your meals:

#### 1. Whole Grains 🌾

- Oats (perfect for porridge or overnight oats)
- Brown rice
- Quinoa
- Whole wheat pasta
- Whole grain bread

#### 2. Fruits 🍓

- Berries (raspberries, blackberries, and strawberries)
- Apples (with the skin on)
- Pears (with the skin on)
- Bananas
- Oranges

#### 3. Vegetables 🥦

- Broccoli
- Carrots
- Brussels sprouts
- Spinach
- Sweet potatoes (with skin)

#### 4. Legumes and Beans 🍲

- Lentils
- Chickpeas
- Black beans
- Kidney beans
- Peas





# Fibre

## ***How Much Fibre Do Women Need?***

- Nuts and Seeds 🌰
  - Chia seeds (add them to smoothies or yoghurt)
  - Flaxseeds (great for baking or sprinkling over salads)
  - Almonds
  - Walnuts
- Other High-Fibre Foods 🥑
  - Popcorn (a high-fibre snack when air-popped)
  - Avocados (a creamy, high-fibre fruit)
  - Psyllium husk (often used in smoothies or as a supplement)

## How to Boost Your Fibre Intake

- Integrate your meals with fibre: Choose a high-fibre foods such as porridge oats or a smoothie with berries and chia seeds.
- Snack smart: Swap out refined snacks for whole fruits, nuts, or vegetable sticks with hummus.
- Choose whole grains: Opt for brown rice, whole wheat bread, and whole grain pasta instead of refined options.
- Add legumes to meals: Incorporate beans or lentils into soups, salads, and casseroles.
- Eat the skin: Many fruits and vegetables, like apples and sweet potatoes, have most of their fibre in the skin, so eat them whole for extra benefits.





# UNDERSTANDING FATS

Understanding fats in your diet is crucial, and luckily, it's not as complicated as it seems.

For years, there's been confusion and fear surrounding dietary fat, but the truth is quite simple.

We've often been told to steer clear of saturated fats and opt for so-called "heart-healthy" vegetable oils. Many of us switched to oils like sunflower, corn, soybean, or regular vegetable oil while bidding farewell to butter in favor of margarine. Unfortunately, this shift had unintended consequences, largely due to a group of substances called "essential fatty acids." These fatty acids, specifically omega-3 and omega-6, play critical roles in the body, from building structures in the eyes and brain to regulating key biochemical processes, notably inflammation.

When it comes to inflammation, omega-3 and omega-6 fatty acids behave differently. They are converted by the body into substances known as prostaglandins, which either activate or suppress inflammation. There are three types of prostaglandins: Series 1 and Series 3 reduce inflammation, while Series 2 promotes it.

Here's the catch: Vegetable oils like sunflower, soybean, corn, and margarines are rich in omega-6 fatty acids, which, when consumed excessively without adequate omega-3 intake (typically found in oily fish like salmon, mackerel, and sardines), can trigger chronic inflammation. This, in the long run, can harm your heart and circulatory system, worsen conditions like joint pain and skin flare-ups, and increase the risk of serious diseases.

So, what's the solution? It's time to bid farewell to those problematic oils and margarines. If you have any of these items in your kitchen, gather them up and toss them away for good. Instead, opt for olive oil for cooking. Olive oil primarily contains omega-9 fatty acids, which do not influence inflammation. By making this simple switch, you'll significantly reduce your omega-6 intake. And when it comes to spreads, choose butter but, of course, enjoy it in moderation.

Lastly, boost your intake of omega-3 fatty acids, which not only help protect against excessive inflammation but also offer a multitude of other health benefits for your heart, brain, eyes, and immune system. It's time to make informed choices about the fats you consume for a healthier future.





Welcome!

”

**EVERY  
JOURNEY  
BEGINS  
WITH A  
SINGLE STEP**

“

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 patterned shirt and blue denim overalls, is in a kitchen. She is holding a white measuring cup. In the foreground, there is a large pile of fresh green vegetables, including leafy greens and a red tomato. The background shows a kitchen counter and a white wall.

### 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!

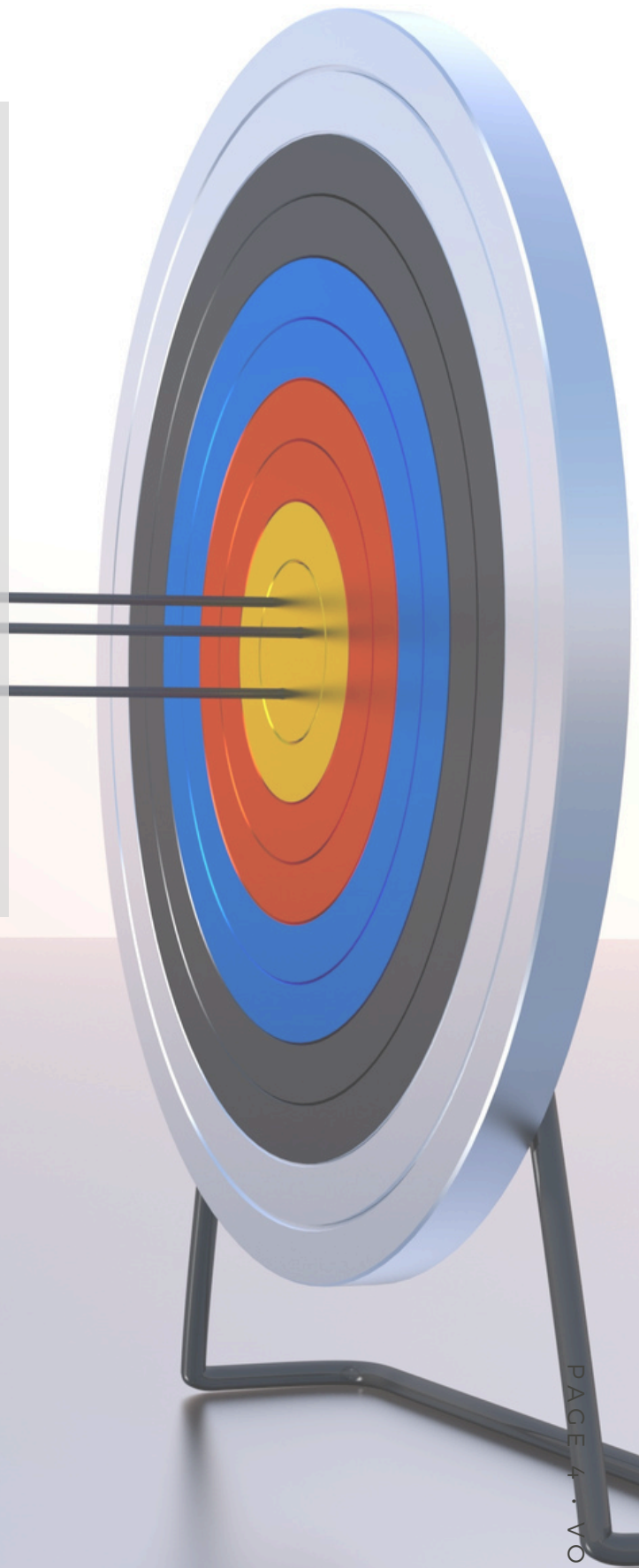
### **How much, by when?**

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 called Autophagy.**





## What is Cinch Fast 30?

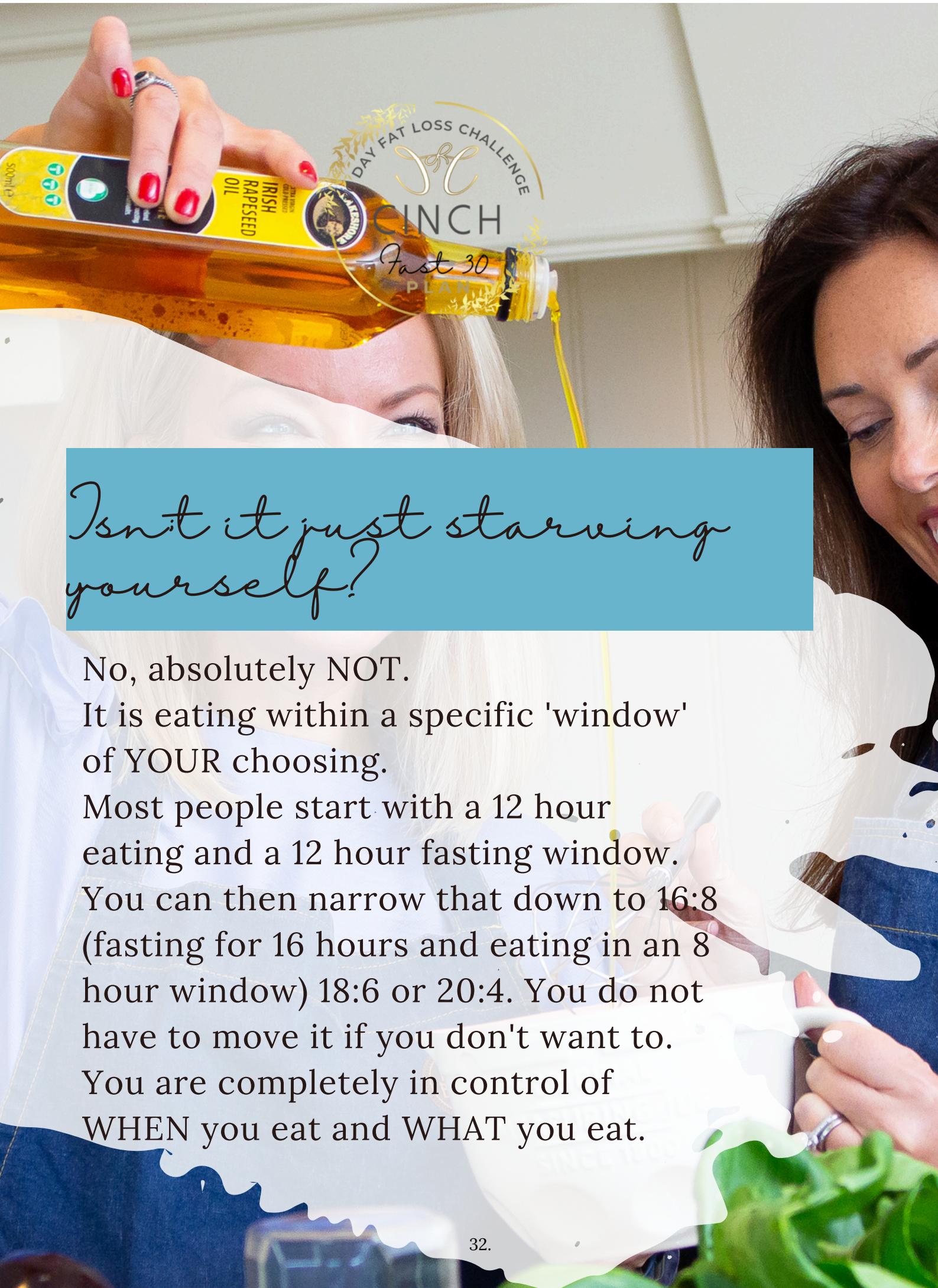
A 30-day fat loss and wellbeing programme to help super-charge your health with the use of Intermittent Fasting.

You will learn that it's more important WHEN you eat, than WHAT you eat.

However, when you change your diet to a whole, healthy approach to eating, eliminating highly processed foods, then your results will be multiplied!

We will show you how to do both!





*Isn't it just starving yourself?*

No, absolutely NOT.

It is eating within a specific 'window' of YOUR choosing.

Most people start with a 12 hour eating and a 12 hour fasting window.

You can then narrow that down to 16:8 (fasting for 16 hours and eating in an 8 hour window) 18:6 or 20:4. You do not have to move it if you don't want to.

You are completely in control of WHEN you eat and WHAT you eat.






# Is this good for you?

**This can be incredibly beneficial for your health.**

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

- **Weight Loss:** Your body will now start to burn fat like never before.
- **Insulin:** Insulin sensitivity may improve and levels of insulin released by your body drop dramatically. Lower insulin levels make stored body fat more accessible
- **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.
- **Cellular repair:** When fasted, your cells reportedly initiate cellular repair processes. This includes autophagy where cells digest and remove old and dysfunctional proteins that build up inside cells.
- **Gene expression:** There may be changes in the function of genes related to longevity and protection against disease





*Will i put weight  
back on when I  
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.**





## 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 chance 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?





*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!





*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 outrtrain 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.



The background of the page features a light pink surface with several strawberries and bowls of strawberry ice cream. One strawberry is at the top left, another is in the middle left, and a third is at the bottom left. There are also bowls of ice cream on the left side. A large, dark grey, abstract shape is on the right side.

## 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 pill bottle lies on its side with its cap removed. Several green, round tablets are scattered nearby. To the right, a white oral thermometer and a clear plastic syringe with black markings are visible. A black stethoscope is positioned on the right side of the frame. In the lower left, a blister pack of white tablets is partially visible. The central text is overlaid on a teal rectangular background.

*What about  
medication?*

Take your medication as prescribed by your doctor.

The background image continues with various medical supplies. In the center, a blister pack containing five red, oval-shaped capsules is shown. Below it, a small glass vial with a white cap and a clear plastic tube with a blue tip are visible. At the bottom, two blister packs of red, round tablets are displayed. The entire scene is set against the same light wooden background.





*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 in your window.

30 DAY FAT LOSS CHALLENGE

CINCH

— Fast 30 —  
PLAN





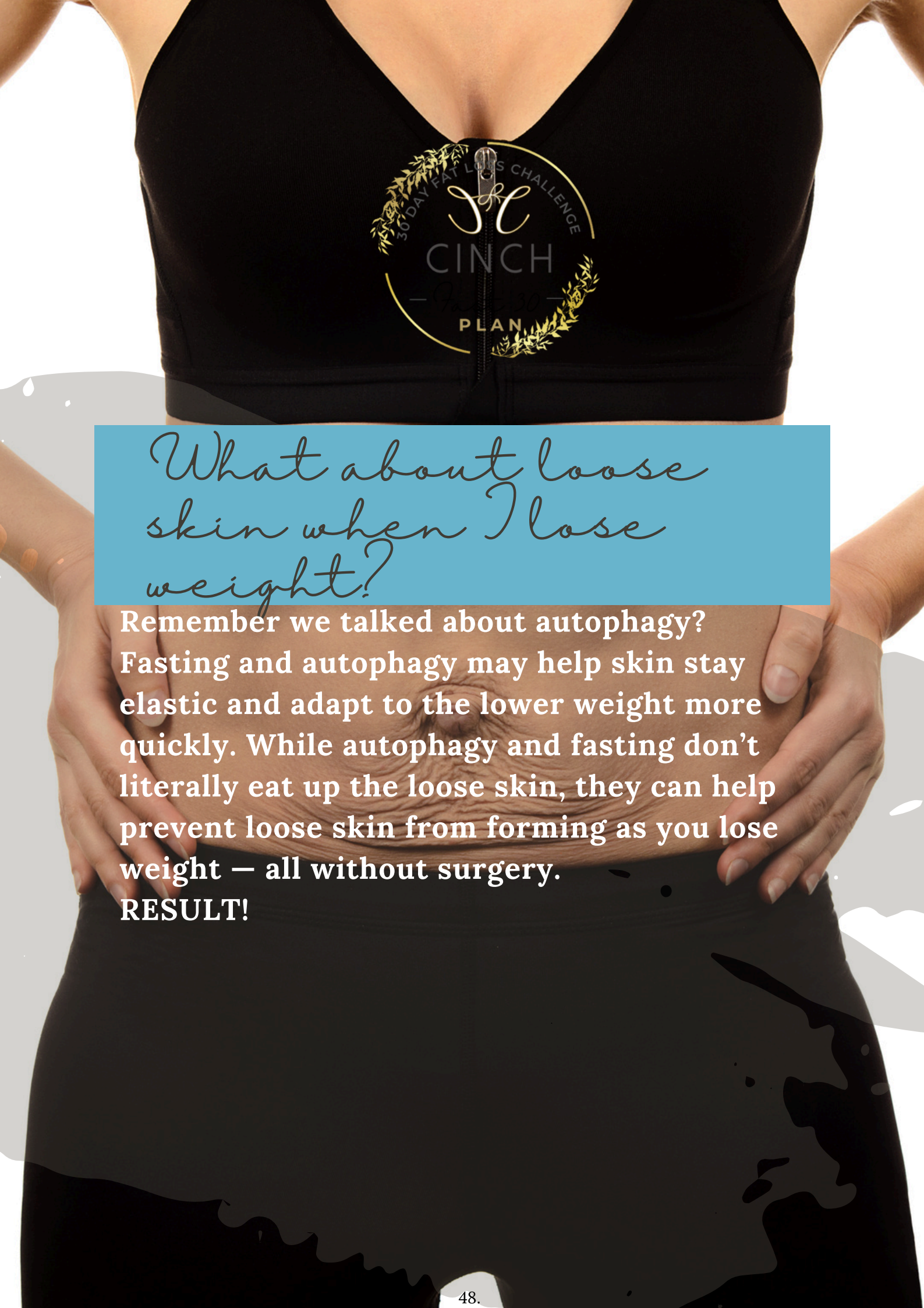
## Can Fasting bad for me?

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...



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

