



EAT REAL

Eat Real Food



EAT REAL, FEEL REAL

Eating real food matters because your body is designed to recognise, process, and thrive on natural ingredients—not highly engineered products.

Whole foods support steady energy, better digestion, and long-term health.

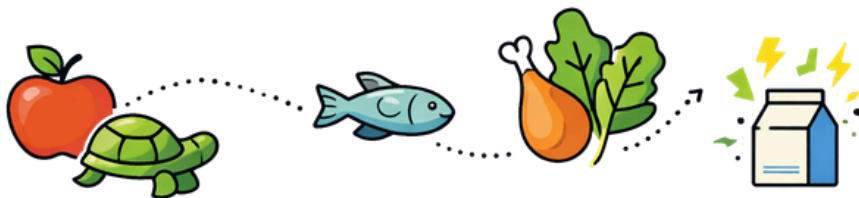
When you prioritise real food, you reduce confusion, stabilise your appetite, and give your body what it genuinely needs to function well every day.



THE “WAS IT EVER ALIVE” TEST

Choose foods that come from nature—plants, animals, or minimally altered ingredients.

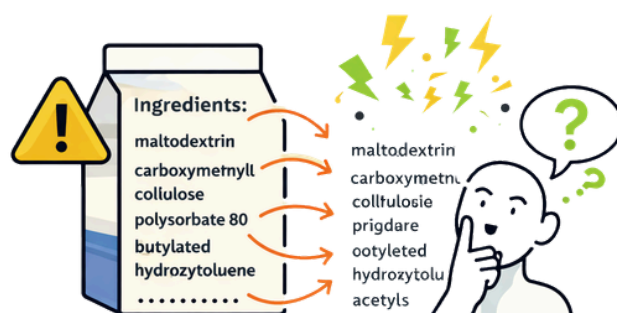
Why: Your body recognises real food and knows how to process it efficiently. Highly processed products often contain additives and artificial compounds that can disrupt digestion, energy levels, and long-term health, making it harder for your body to function at its best.



THE “CAN YOU SAY IT” TEST

Avoid products with long ingredient lists full of unfamiliar or unpronounceable words.

Why: These are often signs of ultra-processing. The more altered a food is, the more likely it contains preservatives, stabilisers, and artificial additives that can interfere with appetite control, digestion, and metabolic health over time.



THE REAL FOOD PRINCIPLE

Prioritise whole foods like vegetables, fruit, meat, fish, eggs, legumes, nuts, and grains.

Why: Whole foods are naturally rich in nutrients and more satisfying. They help regulate appetite, keep you fuller for longer, and support stable energy levels, reducing the need for constant snacking or strict calorie control.



THE “TOO TASTY TO TRUST” RULE

Be cautious of foods engineered to be hyper-palatable—very sweet, salty, or crunchy.

Why: These foods are designed to override natural hunger signals, making it easy to overeat without real satisfaction. This can lead to cravings, energy crashes, and a cycle of eating that feels difficult to control.



THE “DRINK LIKE AN ADULT” RULE

Choose water, tea, or coffee over sugary or artificially sweetened drinks.

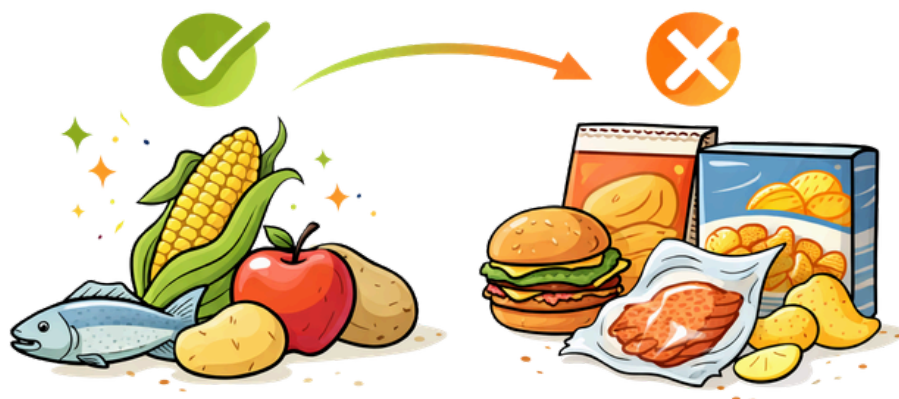
Why: Liquid calories don't satisfy hunger and can spike blood sugar or reinforce sugar cravings. Proper hydration supports energy, focus, and appetite regulation, helping your body function more effectively through the day.



THE “KEEP IT LOOKING LIKE FOOD” PRINCIPLE

Eat foods that still resemble their original, natural form rather than heavily altered versions.

Why: The more food is processed, the more nutrients are often lost or replaced. Whole foods support better digestion, improved nutrient absorption, and more stable blood sugar responses.



THE “YOU’RE THE CHEF” RULE

Cook more meals at home using simple, recognisable ingredients whenever possible.

Why: Preparing your own food gives you control over what you eat. It helps reduce hidden sugars, unhealthy fats, and additives commonly found in ready-made meals, supporting better health and more consistent eating habits.



THE “SOMETIMES FOOD” RULE

Treat packaged snacks and convenience foods as occasional choices, not daily staples.

Why: These foods are typically low in nutrients and easy to overconsume without feeling satisfied. Keeping them occasional helps maintain balance while still allowing flexibility, making your approach to eating more sustainable long term.



THE “IS THIS ACTUALLY FOOD” FILTER

Before eating, ask yourself:
“Is this actually food?”

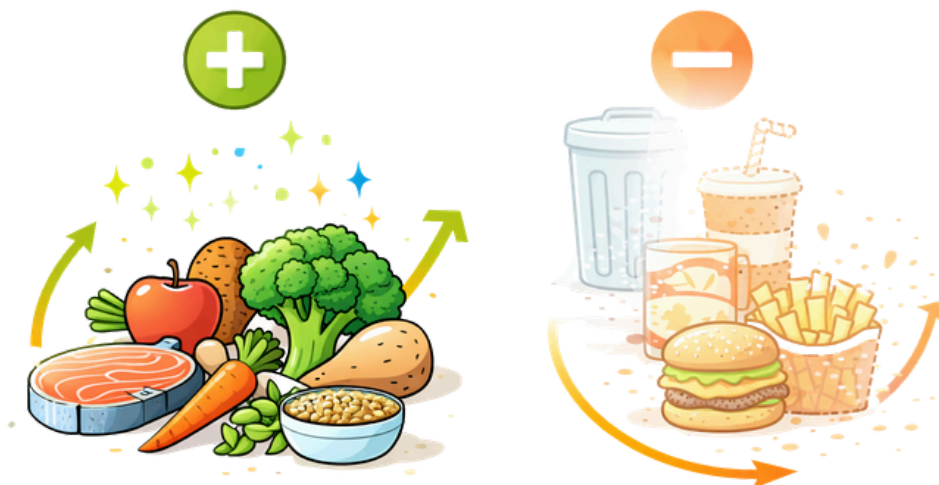
Why: This simple question cuts through marketing and misleading health claims. It helps you make clearer, more confident decisions and reduces reliance on willpower by creating an automatic, practical filter for everyday choices.



THE “ADD MORE GOOD STUFF” RULE

Focus on adding more real, nourishing foods rather than removing processed ones.

Why: A positive approach feels more achievable and sustainable. As you increase your intake of real food, processed options naturally decrease, helping you build lasting habits without feeling restricted or overwhelmed.



CONCLUSION

Turns out eating real food isn't rocket science—it's more like getting back to basics. Stick with things that look, sound, and feel like actual food, and your body will thank you. Keep it simple, cook when you can, and treat junk like a guest, not a roommate. Easy, right? Small changes add up quickly, and you'll feel better without overthinking

