



THE

80/20 RULE

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ARTICLE 14

WHAT IS THE 80/20 RULE?

For long term, sustainable results – even for those who have suffered from the binge and restrict cycle - the 80/20 Nutrition Principle can be a simple, enjoyable way for you to get there!

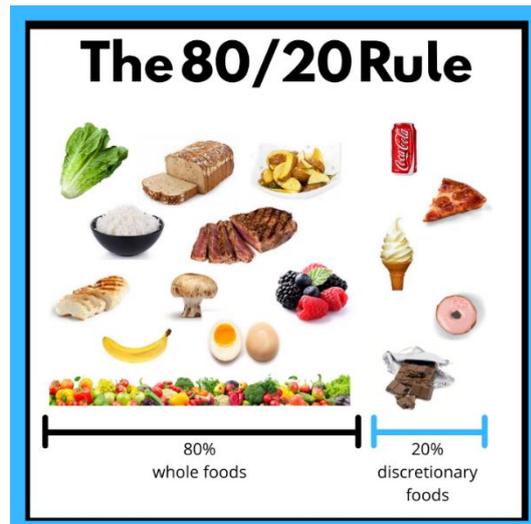
Short and sharp diets that glorify acute weight loss never last (you can go back to week 1's article for a reminder of Why Diets Don't Work!). This is why we believe SO heavily in the 80/20 rule!

WHAT IS IT?!

In short, 80% of the total foods you consume for the day week should be whole foods, and UP TO 20% discretionary foods. The idea behind this way of thinking is that there ARE NO BAD FOODS! Some foods just provide more nutrient benefits than others.. so we should be consuming them more frequently! It's also important to note that whole foods can and DO have some higher calorie foods – which is great! This way of thinking shows you that it isn't as much about the calories in the food, but more so the nutrients and benefits that those calories provide

Some examples of whole foods are:

- Fruits
- Whole grain bread
- Lean meat
- Rice
- Potatoes
- Cucumber
- Capsicum
- Eggs
- Salmon



The Australian Dietary Guidelines define discretionary foods as “foods and drinks not necessary to provide nutrients that the body needs, but that may add variety”. Whether it is burgers, pizza, chocolate, or ice cream – it's important to be aware of what a serving size looks like for these foods. With your understanding of energy balance, you will know that they are not foods that will “make you gain weight”. You have calorie and macro targets, so understanding your portions and calorie content of these foods will help you stay within your guidelines. Meaning you will STILL SEE RESULTS! These foods do not provide you with any essential nutrients.. but what they do provide you with? A healthy mentality and long term approach to healthy eating. You DO NOT have to eat “healthy” 100% of the time to BE healthy!

Nourish your body, look after your mind and respect serving sizes – this is what 80/20 is about, and this is why we are ALL for it!