

Thrive Forward 101

A sneak preview of Thrive Forward



thrive
forward

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Welcome to

thrive forward

Your free personalized online
program to help transform
your health.

Your free gift for pre-registering for Thrive Forward, this eBook offers a small taste of the kind of materials you'll find with each lesson in the program. But it's more than just an appetizer to tide you over until the January 2013 launch of Thrive Forward—this eBook can also help you prepare to get the most out of the program. Get a clear snapshot of where you are today by completing the *5 Day Self-Assessment Journal* before Thrive Forward starts. Dip your toe into a new morning routine and experiment with your take on the *Blank Canvas Smoothie*. Or try on a few of the five energy-boosting Tips as you countdown to your journey to thriving on clean nutrition.

Like this eBook? Share your enthusiasm—and Thrive Forward—with family and friends so they can know better, eat better, and feel better, too.

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Introducing Thrive Forward



A Note from Brendan

Welcome to Thrive Forward—your free, personalized online program. Based on my Thrive series of books, Thrive Forward is designed to help you transform your health and performance through clean, plant-based nutrition.

I meet people every day who want to feel better, but don't know where to start. Learn how to harness the power of whole plant-based foods as a means to a full, energetic, productive and enjoyable life— regardless of your personal goals. Simply put, premium nutrition will make any challenge you face easier.

Thrive Forward starts with Clean Eating 101, then I'll guide you on your journey to optimal health with a recommended lesson plan customized to wellness topics most relevant to you—be it

energy, stress, sleep, weight management, libido, or even how to eat sustainably.

Your countdown to improving your health through clean, plant-based nutrition began when you signed up for Thrive Forward. Thank yourself for taking the first step in your journey!

About Brendan Brazier

A former professional Ironman triathlete and two-time Canadian 50km Ultra Marathon Champion, Brendan is the bestselling author of the Thrive book series, a successful performance nutrition consultant, and formulator of the award-winning line of plant-based Vega nutritional products.

Recognized as one of the world's foremost authorities on plant-based nutrition, Brendan has dedicated his life to spreading the word about an ethical, environmentally-friendly, and healthy lifestyle through plant-based foods.

To thriving! Yours,



Brendan Brazier

Top 10 Benefits of a Plant-Based Diet

There is power in consuming a whole, plant-based diet. Even a small change—like adding some clean, quality superfoods to your daily diet—can help you achieve real benefits. Make such changes and you can:

1. Decrease body fat
2. Diminish visible signs of aging
3. Boost energy without caffeine or sugar
4. Cultivate mental clarity
5. Enhance mood
6. Eliminate junk-food cravings
7. Improve sleep quality
8. Build a stronger immune system
9. Lower cholesterol
10. Reduce biological age





Blank Canvas Smoothie Recipe

Begin your Thrive Forward journey with small changes—like adding a clean, whole food, plant-based smoothie to your day. This base recipe is a starting point, empowering you to apply your creativity (and what you'll learn about nutrition) to make it a personal favorite that never gets tired. Seven additions—one for every day of the week—are included to inspire.

Blank Canvas (Base)

1 cup non-dairy beverage

(rice, hemp, almond, or coconut milk—your preference!)

½ to 1 banana

⅓ cup (or 1 serving) plant-based protein powder

(hemp protein is a good basic protein, or try Vega One, Vega Energizing Smoothie, or Vega Sport Performance Protein for added nutrient density)

Optional. 1 cup ice

Smoothie Recipe Additions

Berry Delight

1 cup strawberries (if frozen, eliminate ice from base)

***Optional** Amp up your berry factor! Use a mix of seasonal berries (such as blackberries, raspberries, strawberries, or blueberries), or add a serving of Berry Vega One or Bodacious Berry Vega Energizing Smoothie.*

Neapolitan

1 cup strawberries (if frozen, eliminate ice)

1 Tbsp cocoa powder

1 tsp vanilla extract

***Optional** Dial up flavor! Use a serving of French Vanilla, Berry, or Chocolate Vega One to tilt this smoothie toward your favorite third of the classic Neapolitan combo.*

Black Forest

1 cup pitted cherries (if frozen, eliminate ice)

1 Tbsp cocoa powder

***Optional** Chocolate lovers unite! Dive into the chocolate-cherry depths with a chocolate flavored plant-based protein powder of your choice, such as a serving of Choc-a-lot Vega Energizing Smoothie.*

Blueberry Bomb

1 cup blueberries (if frozen, eliminate ice)

***Optional** Try it with chocolate! Add 1 Tbsp of cocoa powder to an unflavored plant-based protein powder of your choice, or use a serving of Chocolate Vega One or Vega Sport Performance Protein.*



Mango Tango

1 cup mango, peeled and cubed (if frozen, eliminate ice)

***Optional** Make it a mango colada! Swap your usual non-dairy beverage with coconut milk and add ½ cup fresh pineapple, or try with a serving of Tropical Tango Vega Energizing Smoothie.*

Pineapple Zing

1 cup pineapple

1-inch cube of fresh ginger

***Optional** Spice it up! Add ½ tsp ground nutmeg to an unflavored plant-based protein powder of your choice, or use a serving of Vanilla Chai Vega One.*

Orange Energy

1 small orange (peeled)

1 handful spinach

***Optional** Make it creamy! Add 1 tsp vanilla extract to an unflavored plant-based protein powder of your choice, or use a serving of French Vanilla Vega One, or Vanilla Vega Sport Performance Protein. Like it orang-ier? Add some orange zest, too!*

Instructions

1. Combine all blank canvas and additional recipe ingredients—except for plant-based protein powder—in a blender, and blend until smooth.

***Optional** Add more liquid if required to reach desired consistency.*

2. Add plant-based protein powder of your choice, and blend until fully incorporated.

3. Serve cold and enjoy!

The Clean 15 & Dirty Dozen

Pesticides, herbicides and chemical fertilizers leave residues on food crops; these residues cause stress on your body, and have been connected with adverse immune reactions. But even if budget wasn't a factor, seasonality and limited availability can make it challenging to eat all organic, all the time. Instead, start making clean choices based on *The Clean 15* and *The Dirty Dozen*.

What are the Clean 15 and the Dirty Dozen?

Every year the Environmental Working Group (EWG)—a non-profit organization dedicated to using public information to protect public health and the environment—publishes *The Shopper's Guide to Pesticides in Produce*.

An analysis of government (USDA and FDA) data, *The Shopper's Guide to Pesticides in Produce* ranks fruit and vegetables (both conventional and organic) for most/least pesticide residue left on your produce after washing and peeling. The Clean 15 and The Dirty Dozen are a great place to start when you're motivated to eat more fruit and vegetables, and are concerned about chemicals. These complementary lists help you invest your organic dollars wisely, empowering you to choose organic where it counts—and choose local, conventional produce options where residues are low.

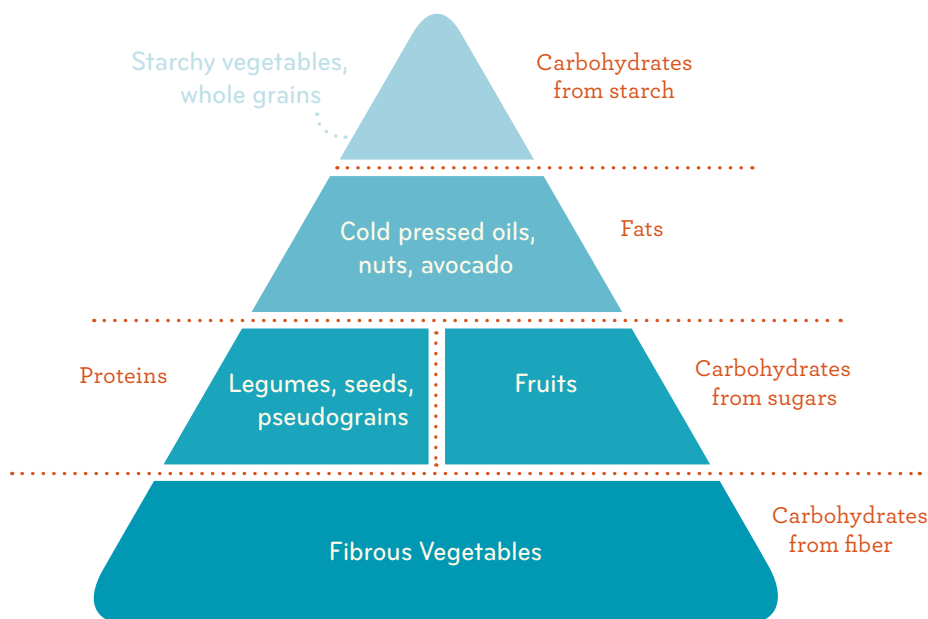
Because this list is updated every year, here's the link to where you can find the latest edition:

<http://www.ewg.org/foodnews/>



Thrive Staple Foods

The tiers of the Thrive pyramid show a suggested ratio of each food group in your daily diet. This is not meant to suggest a hierarchy of nutritional value (that foods higher on the pyramid are worth less than those on the bottom, they're not). Combined in balance, these provide premium nutrition, with each group instrumental to your whole nutrition picture.



Carbohydrates from Fiber

Fibrous Vegetables

The base of the Thrive Pyramid, fiber-rich carbohydrates emphasizing leafy greens and colorful vegetables are the foundation of clean, plant-based nutrition. Foods in this tier provide a wealth of vitamins, minerals, and phytonutrients.

- Asparagus
- Bok choy
- Carrots
- Celery
- Cucumbers
- Daikon
- Green beans
- Green peas
- Onions
- Sugar snap peas
- Watercress
- Zucchini
- Squash
- Tomatoes

Dark Leafy Greens

Dark leafy greens are your fiber-rich best friend when it comes to supporting longevity. Rich in necessary vitamins and minerals like vitamin K, iron, electrolytes, and chlorophyll, dark leafy greens also serve as a catalyst to support cleansing in your body.

- Beet greens
- Spinach
- Dandelion leaves
- Mustard greens
- Chard
- Dinosaur kale

Delicious and nutritious dinosaur kale is much more palatable than regular kale. This leafy green has a softer flavor than regular kale, and easily malleable leaves which are great for wraps and veggie rolls.



Sea Vegetables

Highly nutrient-dense, sea vegetables are one of the highest sources of calcium. Due to high calcium content and other essential minerals, sea vegetables are also quite alkaline-forming. High electrolyte content, great for keeping cells properly hydrated and facilitating proper muscle and nerve impulses function. Unassuming, but true, sea vegetables often have respectable protein content, too.

- Dulse
- Nori
- Wakame
- Kelp
- Sea asparagus

Carbohydrates from Sugar

Fruit

Nature's fuel, fruit is a great source of carbohydrate energy. Fruit is quickly digested, providing immediate energy, but without the crash associated with refined sugars. Also rich in vitamins and minerals, antioxidants, phytonutrients, and sometimes fiber, fruit is a delicious source of plant-based fuel.

- Apples
- Apricots
- Bananas
- Berries
- Cherries
- Dates
- Figs
- Grapefruit
- Grapes
- Mangos
- Melons
- Nectarines
- Oranges
- Peaches
- Pears
- Pineapple
- Plums
- Pomegranates

Carbohydrates from Starch

The top of the Thrive Pyramid, whole, unmodified grains and starchy vegetables are only required in small amounts.

Starchy Vegetables

A perfect side to a balanced plant-based meal, starchy vegetables are excellent for carb-loading prior to an event you have been training for. Due to fiber content some starchy vegetables (yams, pumpkin, squash) are slower to digest than others, preventing a spike and crash in energy.

- Parsnip
- Squash
- Turnips
- Pumpkin
- Sweet potatoes
- Yams

Grains

Gluten-free grains are much easier to digest –and efficient digestion is a great support for healthy longevity and efficient energy. If you're not sensitive to gluten, sprouted whole grains breads are also a good alternative to conventional bread.

- **Brown rice**
Rich in magnesium (needed electrolyte) and selenium (a super antioxidant), add a teaspoon of rooibos leaves to cooking water to increase flavor and nutrition profile).
- **Spelt**
An ancient grain that has not been altered since cultivation began, spelt has 30% more protein than standard whole wheat. Rich in vitamins and minerals, spelt also has significantly less gluten than whole wheat, making it easier to digest, though not gluten-free.
- **Teff**
Not only a delicious, teff is a grain rich in minerals including boron, phosphorus, magnesium, copper, zinc, and iron (almost twice as much iron as whole wheat).
- **Millet**
One of the most easily digested grains, millet is very nutrient dense, and is high in B vitamins, magnesium, and essential amino acids.

Proteins

Legumes

High in protein, fiber, carbs, and vitamins and minerals, legumes have a prized nutritional profile when it comes to a plant-based diet. Prepare by soaking prior to cooking to ease the digestive process, and increase absorption of essential nutrients.

Beans

- Adzuki
- Black
- Chickpeas
- Fava
- Kidney
- Navy
- Pinto

Lentils

- Brown
- Green
- Red

Peas

- Black-eyed
- Green (split)
- Yellow (split)

Seeds

Rich in Omega fatty acids essential for your body to function optimally, seeds are a good source of protein and minerals. Plenty of Omega-3 and healthy Omega-6s in the diet is essential for hormone balance, limiting inflammation, supporting brain function, and healthy body composition.

- **Flaxseed**
Excellent source of Omega-3 and insoluble/soluble fiber
- **Hempseed**
High in Omega-3 and protein
- **Pumpkin seeds**
High in zinc
- **Sesame seeds**
High in calcium
- **Sunflower seeds**
Good source of healthy Omega-6

- **SaviSeeds (sacha inchi)**



The richest plant-based source of Omega-3 ALA on the planet, SaviSeeds are gluten free and packed with protein.

Pseudograins

A misnomer, pseudograins are actually seeds commonly confused with grains. These seeds are gluten-free and less starchy, which improves digestibility. Pseudograins are generally excellent sources of protein, though not every pseudograin has a complete amino acid profile.

- Amaranth
- Wild rice
- Buckwheat
- Quinoa (complete protein)

Fats

Oils

Whole food-derived oils that are minimally-processed provide essential healthy fats like Omega-3 and Omega-6. However, all oils are not created equal; look for cold-pressed oils that have not been chemically altered.

- Hemp oil (Omega-3 and chlorophyll rich)
- Flaxseed oil (Omega-3 rich)
- Extra-virgin olive oil (rich in healthy Omega-6, but with minimal Omega-3 content)
- Pumpkin seed oil
- Coconut oil (virgin)



Medium-chain triglycerides in coconut burn like a carbohydrate, offering immediate energy.

Nuts

Delivering a balance of quality protein and healthy fats, nuts are better digested after soaking.

- Brazil nuts
- Hazelnuts
- Walnuts
- Cashews
- Pecans
- Macadamia nuts
- Filberts
- Pine nuts
- Almonds
- Pistachio



Among the most nutrient-dense nuts, almonds are resilient to mold and fantastic for soaking and sprouting. High in B2, fiber, and antioxidants.



Rich in omega 7 & 9, non-essential omegas that the body can produce but provide positive nutritional benefits. Great for baking, desserts, these nuts don't have to be soaked.

Top 5 Energy-Boosting Tips

What you eat and how much energy you have are connected

1 Energize through nourishment

Sustaining energy—the kind that lasts for hours so you can power through your busiest days—comes from only one source: clean nutrition. Nutrient dense, plant-based whole foods deliver a balance of quality protein, complex, fiber-rich carbohydrates, healthy fats, and essential micronutrients that energize while providing a platform for long-term wellness and vitality.

2 Swap out stimulants

The energy you get from caffeine and refined sugar isn't only fleeting (and followed by a crash). It also creates an unsustainable biological debt—the fatigue that sets in when stimulant energy wears off—that leaves you craving more stimulation just to feel normal. If you can't start your day without a second cup of coffee, it may be time to dial back the caffeine. Start by swapping coffee for green tea, and gradually work your way to caffeine-free pick-me-ups that also help bust stress.

3 Choose complex carbs as the base of your diet

Simply put, carbs are energy. In spite of what fad diets say, you shouldn't try avoiding carbs altogether—your body will burn muscle tissue for fuel without them! Instead, identify the best carbohydrate choices to energize and help you thrive. The best carbohydrates are the complex, whole food kind, found in fiber-rich vegetables, like kale, carrots, and spinach. Providing sustained and long-lasting energy, slow-burning complex carbs are low on the glycemic index, helping to stabilize blood sugar. Carbohydrates from fiber are the foundation of Thrive, and should form the largest portion of what you eat every day.

Intro

Know

Eat

Know

Know

Tip

Track

4 Replace refined sugars with low glycemic options

Want to sail through your day on an even keel? Stable energy—and mood—can be had with simple swaps. Help balance blood sugar levels by choosing low glycemic sweeteners over refined, high glycemic sugars. What makes a sweetener (or food) low glycemic? You'll discover the full glycemic index story in Thrive Forward. But in the meantime, here's a quick summary:

- Measuring how fast the carbs in food are broken down into glucose—and how long it takes for that glucose to affect your blood sugar levels—the glycemic index is a scale from 0-100
 - Foods like white bread or those with added sugars are high GI
 - Foods like beans, legumes, and kale are low GI
- Low GI foods (55 GI or lower) provide energy without the blood sugar spike

Swapping refined sugars for low glycemic sweeteners like agave nectar, maple syrup, or stevia will give you the sweetness you crave—without the energy crash.

5 Hydrate throughout the day

Feeling sluggish, even though you've eaten and rested well? You might be dehydrated! Dehydration reduces blood volume, lowering blood pressure and making you feel tired. Hydrate proactively to stay energized. Sip water throughout the day so you don't feel thirsty, and remember to top up electrolytes in hot weather, and before, during, and after physical activity. Flavor your water with lemon, mint, or cucumber (or switch it up with coconut water, a sugar-free electrolyte drink mix, or herbal tea) to help keep things interesting.



5-Day Nutrition & Wellness Self-Assessment Journal

Instructions

Use Thrive Forward's Nutrition and Wellness Self-Assessment Journal to record 5 days (random or consecutive) of dietary intake, activity levels, hydration, sleep quality, energy and moods.

Record using consistent portion sizes, and be as descriptive as possible using the space provided.

Why a Self-Assessment?

Recording a sample of your current health and habits provides a “before” snapshot to capture how you feel right now—prior to learning from Thrive Forward and making positive changes. A valuable reference you can refer back to as you progress through your personalized Thrive Forward lesson plan, use this journal to help you observe subtle improvements, and to remind yourself how far you've come.

When you complete your recommended lesson plan, fill out a new journal and use it to help you target further explorations as your choose-your-own-adventure from the remaining lessons in Thrive Forward. Or fill it out again when you feel your Thrive Forward journey is done to help you measure how much better you feel!



thriveforward 5-Day Nutrition Self-Assessment Journal

Meals & Snacks	Day 1	Day 2	Day 3	Day 4	Day 5
Breakfast					
TIME (AM)	☐ earlier ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ later	☐ earlier ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ later	☐ earlier ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ later	☐ earlier ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ later	☐ earlier ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ later
AM Snack					
TIME (AM)	☐ earlier ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ later	☐ earlier ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ later	☐ earlier ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ later	☐ earlier ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ later	☐ earlier ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ later
Lunch					
TIME (AM – PM)	☐ earlier ☐ 10 ☐ 11 ☐ 12 ☐ 1 ☐ 2 ☐ 3 ☐ later	☐ earlier ☐ 10 ☐ 11 ☐ 12 ☐ 1 ☐ 2 ☐ 3 ☐ later	☐ earlier ☐ 10 ☐ 11 ☐ 12 ☐ 1 ☐ 2 ☐ 3 ☐ later	☐ earlier ☐ 10 ☐ 11 ☐ 12 ☐ 1 ☐ 2 ☐ 3 ☐ later	☐ earlier ☐ 10 ☐ 11 ☐ 12 ☐ 1 ☐ 2 ☐ 3 ☐ later
PM Snack					
TIME (PM)	☐ earlier ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ later	☐ earlier ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ later	☐ earlier ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ later	☐ earlier ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ later	☐ earlier ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ later
Dinner					
TIME (PM)	☐ earlier ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ later	☐ earlier ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ later	☐ earlier ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ later	☐ earlier ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ later	☐ earlier ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ later
After-Dinner Snack					
TIME (PM)	☐ earlier ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ later	☐ earlier ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ later	☐ earlier ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ later	☐ earlier ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ later	☐ earlier ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ later
# of Whole Food Servings					
# of Plant-based Meals/Snacks					

thriveforward 5-Day Wellness Self-Assessment Journal

Habits	Day 1	Day 2	Day 3	Day 4	Day 5
Cups of Water (1 cup = 250mL)					
Hours of Uninterrupted Sleep	☐ less ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ more	☐ less ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ more	☐ less ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ more	☐ less ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ more	☐ less ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ more
Minutes of Exercise	mins	mins	mins	mins	mins
Rate your Mood	☐ gloomy ☐ • ☐ • ☐ • ☐ ecstatic	☐ gloomy ☐ • ☐ • ☐ • ☐ ecstatic	☐ gloomy ☐ • ☐ • ☐ • ☐ ecstatic	☐ gloomy ☐ • ☐ • ☐ • ☐ ecstatic	☐ gloomy ☐ • ☐ • ☐ • ☐ ecstatic
Rate your Energy	☐ sluggish ☐ • ☐ • ☐ • ☐ unstoppable	☐ low ☐ • ☐ • ☐ • ☐ unstoppable	☐ sluggish ☐ • ☐ • ☐ • ☐ unstoppable	☐ low ☐ • ☐ • ☐ • ☐ unstoppable	☐ sluggish ☐ • ☐ • ☐ • ☐ unstoppable



Launching in **January 2013...**

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