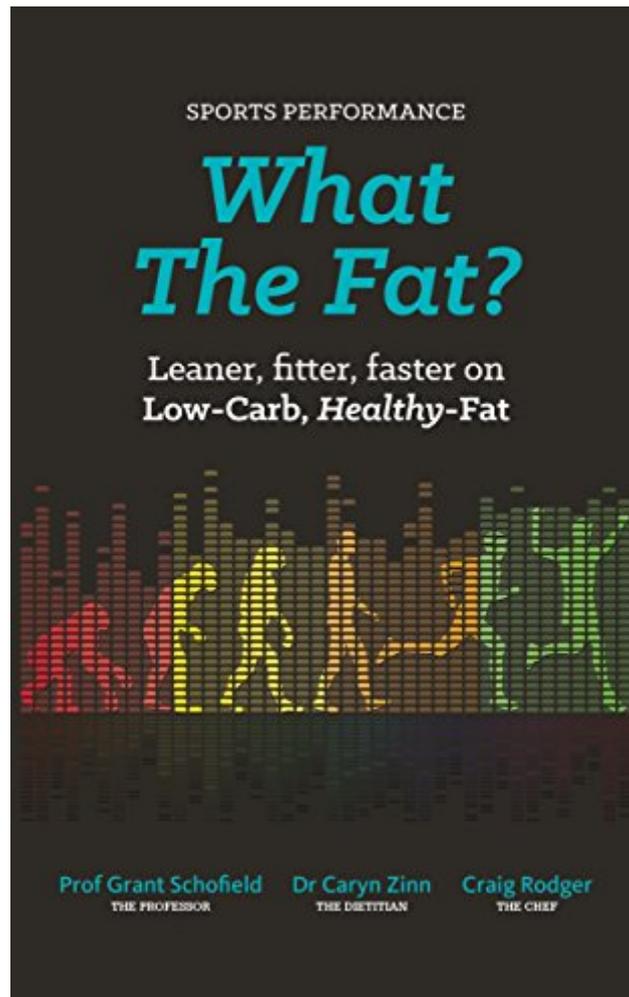


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# What The Fat? Sports Performance: Leaner, Fitter, Faster On Low-Carb Healthy Fat.



## Synopsis

Taking advantage of an unfair advantage.Â Retraining your body and brain and turning on your fat burning almost seems like an unfair advantage when it's applied to the sporting environment. For decades, the brightest minds in the athletic performance nutrition field have had carbs pegged as the ultimate good guy. You have been told that the best way to fuel the active body is through carbohydrates, by consuming extra carbs, before, during, and after exercise. As a result, many of us have been enslaved by an outdated mantra which has pushed us to eat carb-laden food to fuel our performance. This approach robs the human body of the flexibility it craves to switch between different energy systems and ways of producing fuel. As we have already outlined in our first book *What The Fat?* consuming a high-carb diet is likely to lead to inflammation and poor health in the long run. For fit people, this is a tragedy. The people who value their health and well-being highly. The people who have done EXACTLY what they have been told have often ended up sick, tired and injured because of a high-carb, low-fat diet. In this practical guide we present compelling evidence, inspiring real-life stories from very successful athletes, and simple ways to eat Low-Carb, Healthy-Fat. We need you to step outside the square and reset. We will ask you to forget everything you were taught by your old-school sports performance nutritionist and learn how to become the ultimate fat burning athletic machine. Let the games begin and food give you a competitive edge.

## Book Information

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## Customer Reviews

Another great book full of mainly practical advice, with a minimum of technicality. LCHF adaptation was well covered, with great examples of how various successful athletes are incorporating LCHF into their sports. The question of strategic carb use is covered, although further research needs to be done in that area. This book deserves to be read by athletes curious about LCHF and to become fat adapted/ metabolically flexible.

An excellent read and practical guide for athletes of all abilities to be able to execute a LCHF diet and optimise training sessions, speed recovery and, ultimately, improve their sports performance. The case-studies provide real-life examples of athletes putting it into practice, and the tips and recipes are easy to follow and tasty as well. A go-to guide for athletes and coaches.

Fabulous read and recipes as usual, loved the real personal journeys of the Profiles of athletes. Especially one profile that I can relate to and currently wanting to return to after a break of 18mths. After reading the first book I wondered if it was able to help me return to my sport after previously living and performing under the old regime of high protein low fat concept...but it seems this can so am currently working on trying to be as high fat as I possibly can and getting by body to react positively to the change. So far I am loving it, keep up the great work :)

Easy to read - great to get salient points. Already started on the path of LCHF & weight falling and finally the lack of energy is now an item of the past. For n=1 for me definite improvements in health issues.

Great concept, well written and convincing. I am thinking of giving it a go. But, no real vegan, vegetarian options... I'm not convinced it's long-term sustainable for the planet or the individual.

I had looked at LCHF and ketogenic diets before but I was having trouble working out how to train, compete and recover. This book put it all in perspective for me. Great, practical book.

Excellent book. Well written and containing answers that I have been looking for. Very valuable and

now a mainstay of my training manuals.

Some great stuff coming out of NZ, read this and follow up with Holistic Performance Nutrition. It will change your life!

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