

90  10  
Nutrition

CLEAN  
EATING  
GUIDE

By Ryan Chapman

For years, the prevailing conventional wisdom has had us looking at some combination of calories, carbohydrates, fat, and protein to determine if a food is healthy to eat or not. Sometimes it's a confusing blend of all of them and sometimes it focuses on just one of them.

Maybe you've heard someone say something like, "It's simple really. Burn more calories than you consume." This idea boils weight management, which isn't the same as overall health anyway, down to a simple equation where you simply aim to do one of two things: Either eat less or exercise more (or sometimes both) to end up at a net calorie deficit at the end of the day.

Or, maybe you've heard one of the various debates focused on one macronutrient such as fat or carbohydrates (protein usually gets a pass or even a gold star in this debate). For most of the last 4 or 5 decades, fat was the overwhelming black sheep of the bunch. Dietary fat intake took the blame for obesity and heart disease starting in the '50s or '60s and became the absolute enemy by the late '70s.

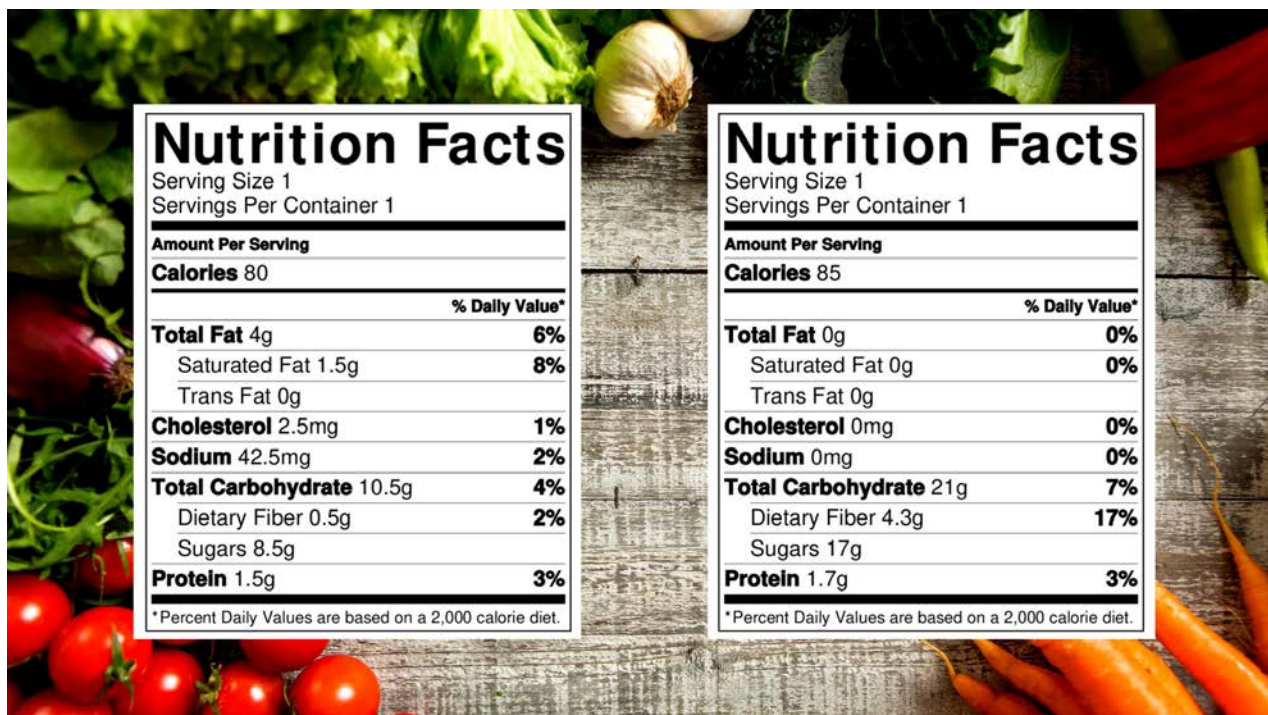
More recently, fat has found redemption while carbohydrates have become the enemy. It seems everywhere you look someone is trying to limit or even completely eliminate carbs from their diet.

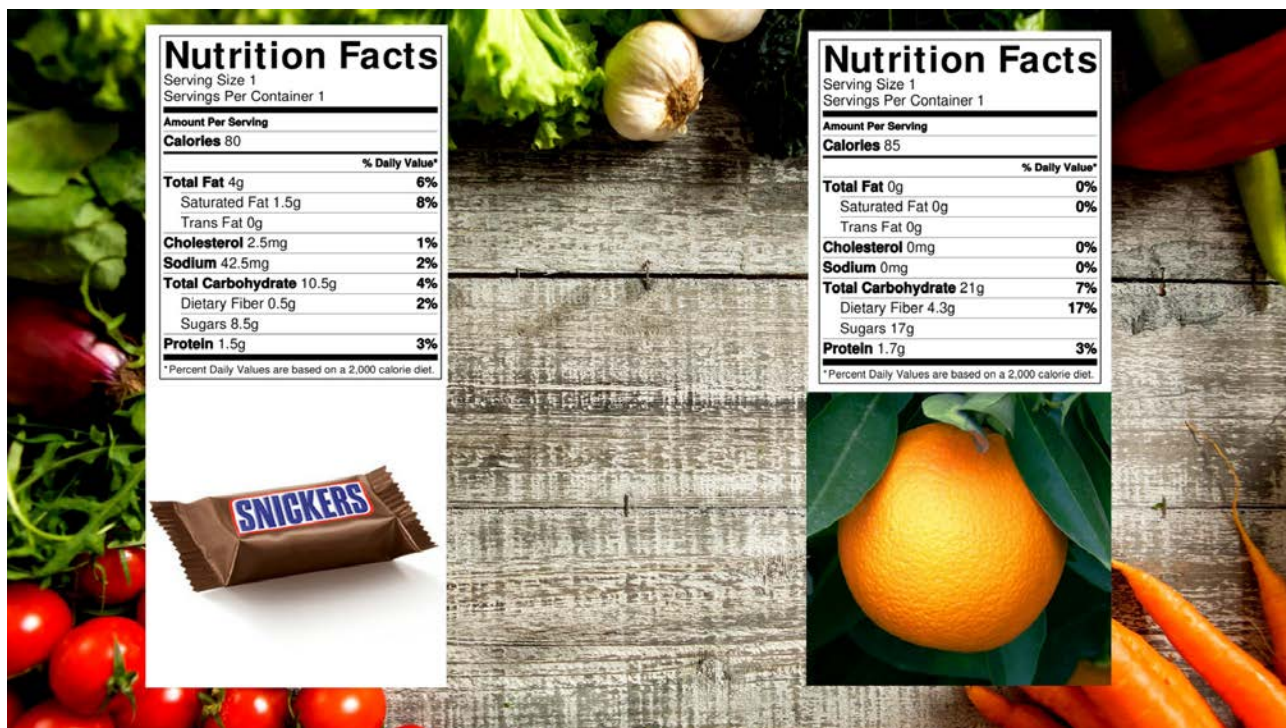
There are actually little bits of truth in many of the movements that have created these focuses. We shouldn't consistently eat more calories than we burn, we shouldn't eat too much of certain types of fats, and there are certainly issues with amounts and types of carbohydrates.

But, what if I told you that all of those things tie back to one very important and universal principle that you can use every day to choose healthy food without worrying so much about calories and carbs and fat? Would you believe me?

**TAKE THE TEST**

Let me show you what I mean with a little test. Below are the nutrition facts labels for 2 foods you can easily find at just about any grocery store. The labels have everything you need to determine the healthfulness of the foods based on conventional wisdom: Calories, fat grams, carb grams, protein grams, and even sodium and sugar grams. Pick which one you think is the healthier option based on the info given. Then go on to the next page.





Yes, that’s right. The one on the right is the nutrition information for an orange. The one on the left is the nutrition information for a “fun size” Snickers candy bar (not a full size candy bar).

I don’t know which one you picked, but I do know that about 75% of the people I’ve asked have picked the one on the left for various reasons. The reasons cited often included “lower carbs” and “lower sugar”. People can’t seem to get past those carbohydrates and sugar grams. That HAS to be bad, right? Well, we’ll see.

A few people do pick the one on the right. Usually they cite things like “lower sodium” and “higher fiber” as the reason for their choice.

The truth is that none of these answers are right or wrong. The question is a bad question to begin with. The question asks you to give an answer without all the information. You simply cannot make a good decision with *just* the nutrition facts label.

That’s not to say that you need to see the name of the food or even see a picture of the food to make the choice. We didn’t need to know that it was a Snickers bar and an orange to make the informed decision. The missing piece of information was the INGREDIENTS LIST.

***Snickers Ingredients: Milk Chocolate (Sugar, Cocoa Butter, Chocolate, Skim Milk, Lactose, Milkfat, Soy Lecithin, Artificial Flavor), Peanuts, Corn Syrup, Sugar, Milkfat, Skim Milk, Partially Hydrogenated Soybean Oil, Lactose, Salt, Egg Whites, Chocolate, Artificial Flavor.***

Hopefully, we can all agree that the orange is healthier than the Snickers bar. The reason the Snickers bar isn’t as healthy as the orange is because the INGREDIENTS are unhealthy. The orange has one ingredient: Orange. It has no added sugar or processed ingredients of any kind. The snickers bar has artificial flavors, hydrogenated oils (trans fat), and added sugar in several forms.

Clean eating is all about eating food in a form that is as close to its natural form as possible. That doesn’t mean that you have to grow your own food or eat only raw vegetables. You simply have to pay attention to the ingredients in your food.

Before I developed 90/10 Nutrition, I was using calorie counting to lose weight. You can see the full story near the end of this guide, but I was basically eating all the low-calorie “health foods”. Lunches for me would often be a Lean Cuisine from the freezer at work. Snacks might be something like 100 calorie packs of little cookies. I would drink diet sodas and use snack bars touting high protein and using artificial sweeteners.

Then, one day, someone showed me what I’m about to show you. It was actually a post on Facebook and it basically said, “Try counting *ingredients* instead of *calories*”. Of course, this didn’t make much sense to me at first, but when I saw the difference in the ingredients between real food and processed “diet food”, it started to come together.

## INGREDIENTS IN PROCESSED FOOD

Imagine a typical start to the day for someone on a calorie restriction diet (this was me). Kellogg’s Smart Start Cereal for breakfast, Wheat Thins as a snack mid-morning, and a Lean Cuisine for lunch. Now, to me that used to seem like a great start. All of those items have some healthy buzzwords (lean, smart, whole grain) and they are relatively low in calories. This is how most people are taught to diet in our culture, right? Maybe this is how you are dieting right now! That’s ok! It’s not your fault.

Let’s just take a look at the ingredients of those three items. This is exactly what made me decide to give this “clean eating” thing a try. Look at the list of ingredients below! The first paragraph is the cereal, the second is the crackers, and the third is the Lean Cuisine. There are over 138 ingredients with brackets upon brackets of additives!



RICE, WHOLE GRAIN WHEAT, SUGAR, OAT CLUSTERS (SUGAR, TOASTED OATS [ROLLED OATS, SUGAR, CANOLA OIL WITH TBHQ AND CITRIC ACID TO PRESERVE FRESHNESS, MOLASSES, HONEY, BHT FOR FRESHNESS, SOY LECITHIN], WHEAT FLAKES, CRISP RICE [RICE, SUGAR, MALT, SALT], CORN SYRUP, POLYDEXTROSE, HONEY, CINNAMON, BHT [PRESERVATIVE], ARTIFICIAL VANILLA FLAVOR), HIGH FRUCTOSE CORN SYRUP, SALT, HONEY, MALT FLAVORING, ALPHA TOCOPHEROL ACETATE (VITAMIN E), NIACINAMIDE, ZINC OXIDE, REDUCED IRON, SODIUM ASCORBATE AND ASCORBIC ACID (VITAMIN C), CALCIUM PANTOTHENATE, YELLOW #5, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), RIBOFLAVIN (VITAMIN B2), THIAMIN HYDROCHLORIDE (VITAMIN B1), BHT (PRESERVATIVE), VITAMIN A PALMITATE, FOLIC ACID, BETA CAROTENE (A SOURCE OF VITAMIN A), VITAMIN B12 AND VITAMIN D.

WHOLE GRAIN WHEAT FLOUR, UNBLEACHED ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE [VITAMIN B1], RIBOFLAVIN [VITAMIN B2], FOLIC ACID), SOYBEAN OIL, SUGAR, CORNSTARCH, MALT SYRUP (FROM BARLEY AND CORN), INVERT SUGAR, MONOGLYCERIDES, SALT, VEGETABLE COLOR (ANNATTO EXTRACT, TURMERIC OLEORESIN). CONTAINS: WHEAT. BHT ADDED TO PACKAGING MATERIAL TO PRESERVE FRESHNESS.

Blanched macaroni product (water, semolina, wheat gluten), skim milk, cooked chicken breast with rib pesto glazed smoke flavor added (cooked chicken breast meat with rib meat, water, chicken flavor (dehydrated chicken broth, chicken powder, flavor, salt, modified corn starch, salt, spice, glazed with: water, seasoning (sugar, (dehydrated romano cheese and blue cheese {part skim cow’s milk, cheese cultures, pasteurized cow’s milk, salt, enzymes}), spices, salt, modified food starch, dehydrated garlic dehydrated onion, citric acid, (dehydrated flavorings {(modified food starch, corn syrup solids, flavor, smoke flavor, partially hydrogenated soybean oil), dehydrated flavor (maltodextrin, citric acid, gum arabic, natural flavor), extractives of garlic, olive oil), water, red peppers, yellow peppers, 2% or less of cream, parmesan cheese (cultured milk, salt, enzymes), soybean oil, modified cornstarch, bleached wheat flour, basil, asiago cheese (pasteurized milk, salt, cheese cultures, salt, enzymes), water, salt, lactic acid, citric acid), extra virgin olive oil, garlic puree, enzyme modified parmesan cheese (cultured milk, water, salt, enzymes), whey protein concentrate, cheese flavor (cheddar cheese (cultured milk, salt, enzymes), water, salt, enzymes, cultures, phosphoric acid, xanthan gum), dehydrated onions, potassium chloride.

**INGREDIENTS IN REAL FOOD**

Now, what if you replaced those three processed foods with simple, whole foods? Here's an example:

- *Replace the cereal with some rolled oats sweetened with honey*
- *Replace the Wheat Thins with some fruit (such as blueberries)*
- *Replace the Lean Cuisine with Chicken, Brown Rice, Green Beans, and real Butter*



In this example, we have breakfast, a snack, and lunch with only 7 ingredients! Of course, you might add some milk or almond milk to the oats, you might add some spices to the chicken, you may salt the green beans, etc. You still won't come anywhere near 138 ingredients and you'll be able to pronounce them all.

For this example, I was able to pick items that come out to almost the exact same macronutrients counts (calories, carbs, fat, and protein) as the processed meal, but with only a fraction of the ingredients. I actually plugged both meals into a tracking app to show how similar they are in total macronutrients.

	<b>Processed Food</b>	<b>Real Food</b>
<b>Total Calories</b>	<b>610</b>	<b>614</b>
<b>Fat (g)</b>	<b>11</b>	<b>9</b>
<b>Protein (g)</b>	<b>22</b>	<b>21</b>
<b>Carbohydrates (g)</b>	<b>109</b>	<b>115</b>
<b>Number of Ingredients</b>	<b>~130</b>	<b>&lt;10</b>

Now, which of these two options do you think your body will appreciate, recognize, and utilize more efficiently? This is the question that made me try low ingredient eating and eventually fall in love with clean eating philosophy.

Reading ingredients is the cornerstone of clean eating. It's about REAL food ingredients that your body was designed to consume. It's not about eliminating food groups, it's about eliminating **fake food!** This means that we can't rely on certain parts of the nutrition label to tell the real story about our food.

Since we are more concerned with what ingredients are in our food (and where they come from) than we are about the calories, protein, carbs, and fat, we have to look at the ingredients list on the packaging rather than the nutrition facts section of the label.

The ideal situation would be to buy **mostly** things that don't have packaging, such as fruits, veggies, meats from the butcher, raw nuts and seeds, etc. However, the truth of the matter is that you will likely buy things that come in a package. So, you need to know how to find the good ones.

### BASIC INGREDIENT RULES FOR CLEAN EATING

Starting on the next page, I'm going to give you the 90/10 "stop light" system for clean eating. The red, yellow, and green system makes it super easy to choose clean foods just about anywhere. But, before I do that, I think it is helpful to give some basic rules of thumb for clean eating even if you aren't using the system I developed. This is, after all, a "clean eating guide" and not a "90/10 guide". So, here are some guiding principles you can use to choose clean eating foods:

- ***Don't eat anything your great grandmother wouldn't recognize as food*** - This really only applies if you're reading this near the time that I'm writing this. To be safe, let's just say that you shouldn't eat anything that someone born before about 1900 wouldn't recognize as food. High fructose corn syrup (a corn-based sweetener you'll find in many processed junk foods), for example, was invented in the 1950s. Anyone born around 1900 wouldn't have had much access to hydrogenated fats (trans fats) either. Thinking in terms of what someone had available as foods up until somewhere around the early 1900s can be helpful in choosing real foods
- ***Don't eat ingredients you couldn't easily buy somewhere else in the store*** - If you can't walk to another aisle in the store and easily buy the ingredients in the packaged food you're holding, put it back on the shelf and don't buy it. Take the Lean Cuisine on page 4 as an example. Could you purchase maltodextrin by itself in the store? Possibly, but it's not something you would be likely to see in a recipe you would cook at home. Could you buy modified food starch or modified corn starch by themselves to use in recipes? Probably not, but you can find these things in a great many processed food products. If you wouldn't buy it and put it in a home cooked recipe, don't buy a product that has it in the ingredients either.
- ***Don't eat it if you can't pronounce it*** - There are maybe a few exceptions to this rule. Quinoa would be one of them (it's "keen-wah", by the way), but that's not the kind of thing this rule is about. Hopefully you understand that this rule doesn't mean that you can eat it if you learn how to pronounce it by consulting a dictionary. This rule is really just another way of saying what the first two rules say as well. Don't eat food products, eat real foods. If you see chemical-sounding names that you don't recognize like polydextrose, maltodextrin, and mono and diglycerides, it's most likely a processed food that isn't a good clean eating choice.

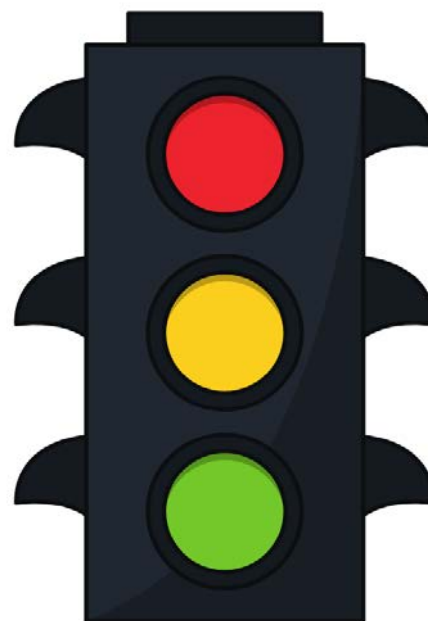
90/10 Nutrition takes the simple rules laid out on the last page and makes them into an easy-to-follow system. The system is based on three simple food lists known as the green tier, the yellow tier, and the red tier. It's like a traffic light. Green means "go", yellow means "caution", red means "stop".

### HOW TO USE THE 90/10 SYSTEM

On the next few pages, you'll find the green, yellow and red tiers. To use them, you simply compare the ingredients in foods to the tiers to see which tier it's on. You can find just about any ingredient on the tiers. So, whether you're buying fresh foods from the farmer's market or packaged foods from the center aisles at the grocery store, you can use the tiers to guide you.

Here are the rules for using the tiers:

- ***Eat 90% (or more) of your food from the Green Tier*** - The green tier is the good stuff. This is where you'll find fruits, vegetables, meats, whole grains, nuts, and healthy fats. You'll also find sweet potatoes, plain yogurt, and more.
- ***Eat 10% (or less) of your food from the Yellow Tier*** - This tier has the "compromise" foods on it. You'll find natural sweeteners like honey and maple syrup on this tier. You'll also find beer and wine, white rice, white bread, and white potatoes on the yellow tier.
- ***Eat 0% from the Red Tier*** - This is where you'll find processed sugar, artificial sweeteners, and all the highly processed junk foods. This is the stuff you'll need to stay away from when eating clean. Of course, when we say "0%", we're referring to your daily diet. If you have a planned special occasion that involves red tier items, that's pretty normal.



### HOW TO FIGURE OUT PERCENTAGES

Of course, if you have to eat less than 10% of your food from the yellow tier, you need to know how to calculate that. Don't worry though, you won't need to calculate your total calories every day. You just need to do one calculation, one time. It's easy from there.

We've put together an easy calculator at this site: <https://www.9010nutrition.com/calculator/>

The calculator is set up to calculate your "10% allowance" for you. Once you have that, all you have to do is keep track of how many yellow tier calories you eat in a day. You do not...I repeat... DO NOT...need to track every calorie.

Example: Let's say the calculator tells me that I get 200 calories from the yellow tier. I go about my day eating green tier foods and not tracking them. I decide to add 40 calories of honey to my oatmeal (honey is yellow tier). I simply subtract 40 calories from my 200 allowance and aim to eat no more than 160 calories from the yellow tier the rest of the day.

That's all there is to it! Check out the tiers on the next few pages.

**PRIMARY VEGGIES**

Artichokes  
 Asparagus  
 Beets  
 Bok Choy  
 Broccoli  
 Brussels Sprouts  
 Cabbage  
 Carrots  
 Cauliflower  
 Celery  
 Cucumbers  
 Eggplant  
 Greens, Leafy (all types)  
 Green Beans  
 Jicama  
 Lettuce  
 Mushrooms  
 Okra  
 Onions  
 Peppers (bell and sweet)  
 Radishes  
 Sprouts  
 Squash  
 Tomatoes  
 Zucchini

**OTHER FOODS**

Lemon and Lime Juice  
 Vinegars  
 Mustard  
 Herbs (fresh and dry)  
 Spices  
 Garlic  
 Ginger  
 Flavor Extracts  
 Black Coffee, (unsweetened)  
 Tea, (unsweetened)  
 Broths (low sodium, no sugar)  
 Stevia  
 Water

**LEAN PROTEINS**

Beef, Lean (<10% fat)  
 Buffalo, Lean (<10% fat)  
 Chicken, (all)  
 Cottage Cheese (Any Fat %)  
 Eggs  
 Dairy Milk  
 Fish (preferably wild caught)  
 Greek or Regular Yogurt, Plain  
 Pork Tenderloin and Chops  
 Protein Powder (unsweetened)  
 Shellfish  
 Soy Milk, unsweetened  
 Tempeh  
 Tofu  
 Turkey and other fowl (all)  
 Veal  
 Wild Game, Lean (<10% fat)

**SECONDARY VEGGIES AND GRAINS**

Beans (low sodium if canned)  
 Bread (100% whole grain, no HFCS)  
 Corn  
 Cous Cous (100% whole grain)  
 Edamame  
 Grains, Whole  
 Lentils  
 Oats (rolled or steel cut)  
 Pasta (100% whole grain)  
 Peas  
 Purple Potatoes  
 Quinoa  
 Rice (Brown and Wild)  
 Brown Rice Milk (unsweetened)  
 Spelt  
 Sweet Potato/Yams

**HEALTHY FATS**

Almond Milk (unsweetened)  
 Avocado  
 Butter, unsalted  
 Cheeses, Various  
 Coconut (unsweetened)  
 Coconut Milk (unsweetened)  
 Coconut Oil  
 Flaxseed  
 Nuts  
 Nut Butters  
 Olives  
 Olive Oil  
 Seeds  
 Seed Butters

**FRUIT**

Apples  
 Apricots  
 Banana  
 Berries  
 Cherries  
 Citrus Fruits  
 Dates  
 Figs  
 Grapes  
 Kiwi  
 Mango  
 Melons  
 Peaches/Nectarines  
 Papaya  
 Pears  
 Pineapples  
 Plantains  
 Plums/prunes  
 Raisins



**PROTEINS**

Bacon (uncured is best)  
Beef, Lean (Greater than 10% fat)  
Buffalo or Wild Game, Lean (Greater than 10% fat)  
Canadian Bacon  
Ham  
Lamb  
Pork (fatty cuts)

**CARBOHYDRATES**

Agave Nectar  
Alcohol (hard liquor)  
Beer  
Bread/Bagel products (if not 100% whole grain )  
Tortilla Chips or Fried Tortillas  
Crackers (not 100% whole grain)  
Honey  
Juice (from concentrate)  
Maple Syrup (pure)  
Molasses  
Pasta (not 100% whole grain)  
Potatoes (white, not fried)  
Rice (White)  
Soy Sauce  
Tortillas (flour, not 100% whole grain)  
Wine

**FATS**

Canola and Vegetable Oils  
Cream  
Half and Half

Artificial Sweeteners (sucralose, aspartame, saccharine, etc)  
Fillers, Preservatives, chemicals you don't recognize as food  
Fried Foods (excludes lightly sauteeing in Green Tier oils)  
High Fructose Corn Syrup  
Processed meats (cured with chemicals and preservatives and sugar)  
Hydrogenated Foods  
Maltodextrin  
Margarine  
Sports Drinks and Sports Nutrition Products (unless using properly for training)  
Sugar  
Sugar Alcohols (anything ending in -tol)

Below is a quick step-by-step summary of how to eat clean.

### DO THIS:

#### Step 1 - Determine your Yellow Tier (10%) daily maximum:

Use this calculator: [www.9010nutrition.com/calculator](http://www.9010nutrition.com/calculator). That calculator will give you your Yellow Tier daily maximum.

#### Step 2 - Read ingredients and compare to the tiers:

Check labels on everything you buy and every recipe you use and compare it to the tiers to see where it falls. This becomes second nature and very easy as you get used to the tiers.

#### Step 3 - Eat MOSTLY from the Green Tier:

Eat foods that are found on the Green Tier as much as possible. If you eat something from the Yellow Tier, subtract the number of calories from your daily maximum.

That's it! That's all there is to it.

### TESTIMONIALS

Eating real food can bring you so much freedom and fulfillment. You won't have to worry about keeping your calories below 1200, avoiding entire food groups, or crash dieting. Many normal people that used to struggle with the rollercoaster of restrictive diets have discovered a love for food again through clean eating. Here are just a few of those people and what they have to say about clean eating with 90/10 Nutrition.

*"I used to be the fad dieter and the rider of the weight roller coaster. It wasn't until I found 90/10 that I found a way of eating and thinking about food that was simple and easy to follow. It didn't require anything more than conscious thought about what I was buying at the grocery store. No more meetings to attend, money to invest, gimmicks to follow."*

*-Tara B.*

*"I love this nutrition community! Great recipes, great support, great people! This system works and it's all done by eating clean and eating nutrition REAL food. My favorite! Best group ever!"*

*-Kelli C..*

*"90/10 Nutrition just makes sense. It's simple. It takes all the guesswork out of eating healthy. It's not a fad, not a diet, not a gimmick."*

*-Chad H..*

*"With this program, you don't feel deprived. You feel good knowing you are making better choices for yourself and family. The website and Facebook groups are engaging and very informative!"*

*-Lisa G..*

*"I had tried every other diet known to man and nothing worked until 90/10! I've lost over 75 lbs and have maintained it for almost 2 years. I still have about 30 more lbs to lose but I know I will reach it. For once I am eating real food and not feeling deprived."*

*-Charlene C.*

*"I'm so glad I found the program! In the first 4 week challenge I lost 13 pounds! I know I have found the program that will help me reach my weight loss goals."*

*-Jamie S..*

You've heard pieces of my story throughout this guide, but I want to give you a little more of the story so you can see the whole picture.

I'm Ryan Chapman (if you didn't know already), and I grew up the fat kid who was always on a diet. I can remember being 12 years old and counting calories from the nutrition information at Taco Bell.

I spent YEARS counting calories but still eating processed food. I was the poster child for the roller coaster that goes along with calorie counting. I must have lost 500 lbs over the course of my teenage years, but I always gained it back and more.

By the time I graduated college, I was 260 lbs (see picture to the right). I gained another 15 lbs in 2003 before joining my friend in a weight loss contest. I went back to "old faithful": A 1500 calorie diet. I stayed on it for an entire year this time and lost 100 lbs! It worked. Until I stopped, that is. It seemed that I had to go to bed hungry and be miserable to lose or even maintain my weight.

With the weight off (for the most part), I got into more activities and fell in love with the sport of triathlon. That's where I really ran into nutrition issues. I quickly found out that 1500 calories of processed food was not going to keep me going for long endurance workouts. I came to a crossroads where I could either eat more so that I could train harder, or I could eat less to maintain my weight, but I couldn't do both. I struggled with that dilemma for several years until one Facebook post introduced me to the concept of clean eating that I've shared with you in this guide.

When I was first introduced to clean eating, I was skeptical, but in the summer of 2010, I decided to do an experiment. For 45 days, I focused only on ingredients and tracked my intake to see how it compared. The results were astounding to me. I lost 15 lbs in just over 6 weeks and my calorie intake was over 2300 calories on average! I spent the next year or so proving this new concept to myself with various experiments. I read every ingredient label, I ate foods that some said were bad for me, I stayed away from foods some said were good for me. I based everything on the ingredients and not on the calories, protein, or carbs.

I went on to complete a full Ironman in 2012 as well as multiple marathons and other races, and all without being hungry!

At the same time, I started showing other people what clean eating had done for me. I started my first 90/10 Nutrition group in early 2012 with about 10 people on social media and it grew from there. One of the people in that first group was Heidi Boortz. Heidi is now the head chef, meal planner, and recipe creator for 90/10 Nutrition. Her story is on the next page.

In 2015, we started offering a membership with weekly meal plans and an online meal planner. We've been releasing new recipes that meet the 90/10 guidelines on our website every single week since December of 2015. In 2018, we joined forces with a doctor's office in our area to provide clean eating resources to their patients. In 2019 we began providing more meal plan options in our membership including gluten free, low carb, and vegetarian options. See the resources page near the end of this guide for more information on our programs.



My name is Heidi Boortz and I've been with 90/10 Nutrition since 2012. My story starts a few years before 90/10 though. Let me tell you from where I've come:

I was a high school athlete, competing in varsity gymnastics and diving. I had frequent headaches, so much so that my teammates called me "Heidiprofen". After high school, I went on to a collegiate diving team, where I injured my back and ended my competitive career.

From there, I lived with chronic back pain AND frequent headaches. Back pain that wouldn't allow much fun or freedom, and headaches that made me vomit. That was my life; that was just "me".

One day, I woke up. My youngest child was 3 years old and I weighed the same as I weighed when I checked into the hospital to have him. I said, "This isn't baby weight anymore, Heidi. It's time to do something."

I lost 30 pounds by doing Curves and cooking from Cooking Light magazine, but I was still 30 lbs overweight, I still had backaches, and I still had debilitating headaches. At the end of 2011, I was introduced to 90/10 Nutrition. At that time, it was an 8 week challenge group. I joined with every intent of doing it for 8 weeks and then going back to "how I like to eat."

Fast forward 8 weeks. I had lost 12 pounds in the challenge, broken through a 2 year long plateau, and had learned a lot about food. But the challenge was over, so I went back to Cooking Light. I was shocked at the difference. I guess I didn't realize how good I felt on 90/10 until I went back to how it was before. I felt AWFUL for a full week, and then I said, "That's it! I'm doing 90/10 from now on."

In the 6+ years since 90/10 Nutrition came into my life, I can tell you that my headaches went from once a week to about once a year. I do triathlons now. I run faster than my kids. I've reached goal weight and have stayed there. I can honestly say that I have felt more like my true self since finding 90/10 Nutrition.



This guide should give you everything you need to jump into clean eating. However, there is a lot to be said for support, accountability, and additional helpful resources. So, here are just a few of the things we offer at 90/10 Nutrition. We have both free resources and paid resources as outlined below.

### FACEBOOK COMMUNITY

Our Facebook community is one of the best parts of of 90/10 and it's totally free! Group members interact with one another, share recipes, encourage each other, ask questions, and get tips and ideas. The support of other people on the same mission as you is a more powerful tool than most people realize. It's our secret weapon of success and consistency. Use the QR code to the right to get linked straight to the group or search "90/10 Nutrition Community" on Facebook.



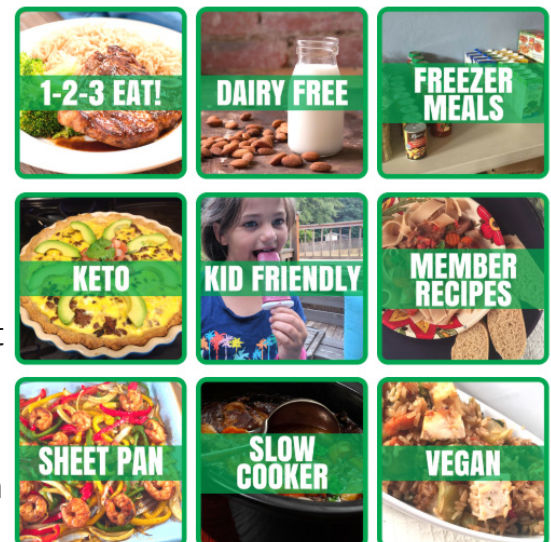
### 90/10 NUTRITION ACADEMY

The Academy is a free resource on our website that walks you through the 90/10 system step by step. It's a full video learning academy. Anyone can get a free account and complete the Academy. Just go to [9010nutrition.com](https://9010nutrition.com) and click on "Learn 90/10" in the main menu or right in the middle of the homepage. The free registration link will give you full access to the Academy.



### RECIPE DATABASE

We now have a recipe database of nearly 1000 recipes that meet the 90/10 guidelines. If you love it, we probably have a clean eating version of it in our website. Our recipes are formatted with a simple introduction that is usually just a few sentences and then we get right to the recipe. No endless scrolling through pictures and stories to get to the recipe. The recipes are all free and available by clicking on "Recipes" in the main menu at [9010nutrition.com](https://9010nutrition.com). The recipes in our website are also searchable in many different ways including by cuisine (Mexican, Italian, etc), by course (lunch, dinner, side dish, etc), and by recipe type (keto, dairy free, gluten free, slow cooker, Instant Pot, etc). You can also search by ingredient or by several things at once in the advanced search.



**MEAL PLANNING**

We also offer a membership for a monthly fee that includes an electronic, drag-and-drop meal planner that will generate a shopping list for you. We develop weekly meal plans for those in the membership including low carb plans, gluten free plans, vegetarian plans, and standard clean eating plans. So, you can easily make your own plan in a matter of minutes, use one of our pre-made plans, or a combination of both. Having a plan is one of the keys to clean eating and these tools make it easy to have a plan.

You can try the membership for free for 3 weeks with no obligation. We don't even require a credit card for the trial. At the end of the trial, you have the option to sign up as a monthly (or yearly) member. There's nothing to cancel if you decide not to continue.

You can get an overview and sign up for the trial at [9010nutrition.com/learn-more](https://9010nutrition.com/learn-more) or use the QR code to the right to link directly to the page.

**THANK YOU**

Thank you so much for checking out this guide. I hope it has helped you on your journey to clean eating.

If you have questions, you can always email me at [ryan@9010nutrition.com](mailto:ryan@9010nutrition.com)

I hope to see you in our Facebook group.

Happy Clean Eating from myself and Heidi at 90/10 Nutrition.

