



DIETS DEBUNKED

A BRUTAL BREAKDOWN OF THE
MECHANISMS THE DIET INDUSTRY
DOES NOT WANT YOU TO KNOW



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THE KETOGENIC DIET (KETO)

The keto diet is great for rapid weight loss. Emphasis on the word weight. The very low carbohydrate nature of the diet forces the consumer to avoid many high calorie/hyperpalatable processed foods, and instead opt for more SATIATING foods like veggies and meat. Increased satiety and a greater focus on protein rich meats and low calorie greens can create a calorie deficit. Cutting carbs so AGGRESSIVELY leads to a considerable reduction in water weight, as water and carbohydrate have a high affinity for one another.

The fact that keto can limit calorie intake, and help with water weight loss does NOT mean the diet any better for fat loss than a diet of equivalent calories that contains carbs.

Keto surged onto scene in 2017 and really peaked in 2018 garnering a huge following and sadly, many leveraged the hype to make a quick buck - demonizing carbs in the process, as if the demonization wasn't bad enough already.

Keto may be a great fat-loss diet for those who find it easier to diet and avoid overeating when limiting carbohydrate intake.

The ketogenic diet does not lend itself well to most sports and activities that are highly glycolytic and anaerobic. The reason for this is that the energy systems needed to power those activities are largely fueled by carbohydrate.

POTENTIAL PROS/CONS

PROS

- Potentially increases satiety due to reliance on more whole foods.
- Limits choices, which for some may be a good thing.
- Refined and processed foods are often replaced with vegetables.
- Emerging research shows there may be additional value for those dealing with TBI, concussion, parkinson's, epilepsy, and other neurological conditions.

CONS

- Very limited choice of foods.
- Difficult to adhere to in many situations.
- Cultural fixation on "keto" friendly foods like bacon and butter may drastically increase saturated fat intake.
- May not lead to a calorie deficit as many keto options are very high calorie due to their high fat content.
- Not a good option for athletes looking to maximize anaerobic performance.
- There is a mixed consensus as to how healthful the diet is long term.

THE VEGAN DIET

If there is a diet to tie to the year 2019, it is veganism. Much of this comes on the back of the documentary "The Gamechangers" that took netflix by storm and had many people in America begin to consider the diet as a means to optimize their performance.

The vegan diet restricts consumption of animal products. For most of the diet's existence, people chose to follow a vegan diet for exclusively moral reasons. With an increasingly globalized fear of climate change, many consumers are looking to limit their animal consumption as many livestock practices are far from climate friendly.

Veganism goes beyond not eating meat. Vegans must forgo a large list of foods that contain animal products such as eggs, dairy, and any foods that contain animal products. For example: most baked goods, pastries, and many other high calorie western diet staples contain eggs and or milk.

Removing these foods and focusing on a diet rich in plant matter often reduces calories while improving satiety. Many traditional western staples include animal products that, along with other things can raise caloric intake. It is for this reason many Vegans report improved body composition from removing animal foods. It's not the animal products, so much as it is the reduction in calories.

Vegans need to supplement quite often as some nutrients and amino acids are hard to get from plant sources.

POTENTIAL PROS/CONS

PROS

- Potentially increases satiety due to reliance on more whole food fruits and vegetables.
- Limits choices, which for some may be a good thing.
- Refined and processed foods are often replaced with vegetables, fruits, and whole grains.
- A better choice than the traditional western diet in regards to animal well-being.

CONS

- Very limited choice of foods.
- Difficult to adhere to in many situations.
- Very difficult for many to get adequate protein intake.
- Many "vegan versions" of popular items have as many, if not more calories.
- Many vegan options contain high amounts of compressed seed oils, vegetable oils, and other agents with a mixed consensus in the health and wellness community.
- There is a mixed consensus as to how healthful the diet is long term.
- Vegan diets must be supplemented with some micronutrients that cannot be found in plant foods.

THE CARNIVORE DIET

Of all the diets on this list, the carnivore is the newest. It's 2020's veganism. It may well be the diet industries pendulum swing away from veganism. Just like veganism, and keto, it has some unique characteristics. Podcasting superstar Joe Rogan tried the carnivore diet and loved his results. Rogan has some major pull in some circles, so do not be surprised to see this diet become even more popular in the coming months and years.

To put it simply, it restricts the consumer to only eating certain animal products like steak and eggs. No fruits, no veggies. Many carnivore advocates claim the diet needs no supplements, and that the body and gut can function without the fiber we get most easily from plant matter.

Most carnivores opt for fatty cuts of meat and other nutrient dense animal products like eggs, bone broth, fish and even butter. These foods are highly SATIATING due to their rich protein content. This can help certain individuals eat less. The reduction of carbs, much like keto, can result in a reduction in water weight.

The removal of highly processed foods and high calorie fat/carb heavy staples removes a large chunk of calories from the traditional western diet - making it easier for new carnivores to find themselves in a calorie deficit.

The primary mechanism for fat loss , like all diets, is a calorie deficit.

POTENTIAL PROS/CONS

PROS

- Potentially increases satiety due to reliance on high protein animal products.
- Limits choices, which for some may be a good thing.
- Refined and processed foods are often replaced with animal proteins.
- Many animal products are rich in vitamins and minerals.

CONS

- Very limited choice of foods.
- Difficult to adhere to in many situations.
- There is very little research on the carnivore diets impact on short term and long-term health.
- The lack of fiber and plant matter is highly concerning.
- The lack of balance in the diet makes it essentially "reverse veganism".
- High intakes of saturated fat are met with mixed consensus in the health and medical fields.
- Most of the research on the diet is anecdotal.
- It is a low carb diet in disguise and could be called "super keto".

INTERMITTENT FASTING

Fasting is a unique diet in that it does not restrict any particular foods, just the time, or rather windows of time, that you can eat them.

Typical intermittent fasting, or "IF" as it is often abbreviated, protocols allow for an eating window of around 8-10 hours, leaving 16 and 14 hours respectively for fasting.

Fitting a whole days worth of food (even if it is a small amount of calories) into just 8-10 hours can increase feelings of satiety and help curb the feeling of being deprived, given for 8-10 hours you can eat what feels like a large amount of food.

Much of the fasting period is reserved for sleeping and early morning hours. This can make the 14-16 hour fasting periods go by much quicker.

Creating strict boundaries around when you can eat often eliminates unneeded snacking and boredom eating, two of the biggest ways calories can sneak in to the diet.

There is not enough evidence to try and link fasting effects on insulin and autophagy to fat loss, but they may be encouraging on their own right.

Fasting, like the other diets, helps create a calorie deficit by limiting the amount of time one can spend eating.

POTENTIAL PROS/CONS

PROS

- Does not limit any particular foods.
- The smaller eating window can create increased satiety whilst eating larger, more satiating meals than traditional dieting.
- Much of the fasting period can be spent sleeping.
- Timing of meals can be rotated to better fuel performance.
- The easiest of the diets included to pick up and start.

CONS

- Not a great option for those with a history of disordered eating or bingeing.
- Not easy for those with certain early morning tasks that may require food.
- Hunger can be quite difficult to manage in the first few days/weeks.

THE PALEO DIET

The paleo diet is an attempt to recreate the diet of homo sapien during early life on earth.

The paleo diet centers around eating meats, fruits, vegetables, seeds and nuts.

Foods commonly avoided on this diet are grains, sugar, milk, potatoes among other things.

It is a relatively healthful whole foods based approach to eating and it restricts many foods that are common causes of allergies or inflammation (dairy, grains, sugar, etc).

Restricting the foods we often tend to consume too much of is one of the ways paleo can help create a calorie deficit and lead to fat-loss.

Of all the diets on this list, paleo most closely resembles the way I prefer to eat - although I do include grains and dairy.

POTENTIAL PROS/CONS

PROS

- Focus on whole foods and proteins.
- Tons of nutrient dense options.
- The focus on vegetables and fruits can create a ton of variety and satiety.
- Does not demonize any one macronutrient group.
- Tends to provide great sources of complex carbs, complete proteins, and healthy fats.

CONS

- Restricts food groups like sugar and dairy.
- May be somewhat difficult to comply with in social settings.



DISCLAIMER

Check with your physician before taking any nutritional supplements or making any dietary changes

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ABOUT COACH DANNY

Danny has been personal training in-person and online since 2013. After his high school athletic career ended, he continued to pursue his passion for health and human movement. He worked as a personal trainer the entirety of his tenure at university, where he achieved his bachelor's degree in kinesiology. He holds over a dozen certifications and specializations, from NASM, ACE, NCI, FAS, including the NSCA's prestigious CSCS. Having trained over 10,000 individual sessions and worked internationally with clients online.

Danny has bridged the gap between academia and application. It's one thing to be some guy on Instagram who posts workouts; it's a whole different thing entirely to be an "in-the-trenches-coach."

He now spends a great deal of his time educating trainers online and in person at various workshops - all while remaining extremely involved in his in-person and online coaching business.

If you are interested in working with coach Danny, both his one-on-one coaching and online programs can be found at:

www.coachdannymatranga.com