



**BIO ELITE**

**[ATHLETE]**

**TOP 9**  
**ATHLETICISM**  
**KILLING FOODS**

*JOE "THE NUTRITION PRO"*

**TOP SECRET**

## HYDRATION

Hydration is critical for optimal health and energy. When it comes to exercise, the less hydrated you are the harder your heart has to work -- hindering your overall performance. Hydration isn't just about drinking water. Electrolytes need to be replenished as well. Too few electrolytes can result in light-headedness, poor concentration, heart palpitations, and muscle cramps. Athletes in particular are susceptible to water intoxication; drinking too much water without enough electrolytes in the body to help the water enter into cells.

After proper recovery, sleep, and hydration, the next key to improving your athleticism is getting the most out of the calories that you put in your body. The more nutrient-dense calories that you put in your body, the better. Forget about "calories in, calories out." Quality DOES matter.

While we're on the topic of quality, many athletes have the misconception that certain foods/drinks are great for their bodies and will deliver positive results in their training. The harsh reality is that you're sabotaging yourself and your athletic career by consuming the following 9 things. Read on to discover what they are and why you need to eliminate them from your diet right away.



### #1 SPORTS DRINKS

A lot of athletes consume sports drinks like Vitamin Water, Gatorade, Powerade, and Sobe. Unfortunately, these brands have large marketing budgets that target athletes, telling them that they should drink them after (or even during) a workout to aid with recovery. However, they actually have the opposite result and cause some serious problems in the body. In truth, these drinks are harmful to the gains in training that you are looking to make.



### INGREDIENT #1 - SOY PROTEIN ISOLATE (SPI)



This is, unfortunately, one of the most prevalent protein sources you'll find in protein bars--especially those marketed to women. This marketing would have you believe that soy is an excellent protein source for women because of the isoflavones found in it. In reality, studies have indicated that these soy isoflavones can actually be TOXIC because of how the soy is processed.

In addition, SPI was actually considered a WASTE product in soy processing until recently, when it was discovered that money could be made by passing it off as a protein source. It's cheap and definitely NOT a high-quality protein. It should be avoided.

And the final nail in the soy coffin: GMO. A very high percentage of the soy grown in the United States is from genetically modified organisms (GMO). They don't currently have to be labeled as such but if you're buying any sort of processed food, chances are very good you're getting a GMO-sourced product.



### INGREDIENT #2 - HIGH FRUCTOSE CORN SYRUP

This is an easy one to figure out. The adverse health effects of it are well documented (contrary to what the commercials from the Corn Growers Association claim - as they try to make people who question corn syrup look stupid). It's one of the WORST things you can eat and yet there are still bars that use it as a primary ingredient.

### INGREDIENT #3 - FRACTIONATED PALM KERNEL OIL



Palm kernel oil is a cheap, unhealthy fat. Unlike plain palm oil, palm kernel oil can't be obtained organically. Instead, the oil must be extracted from the pit with a gasoline-like hydrocarbon solvent. The fractionated form is the most processed. If you see that in the ingredient list of your protein bar, you should definitely not eat it.

### INGREDIENT #4 - SUGAR ALCOHOLS

This includes ingredients like Maltitol Syrup, Xylitol, Sorbitol, Lactitol, Mannitol, and Erythritol. Sugar alcohols are included in bars for sweetness--especially in bars that are "carb controlled".

Since gliadin, the main problem causing gluten protein, can be similar in structure to other proteins found in tissues of such organs as the thyroid or the pancreas, antibodies against gliadin can end up attacking those organs and ultimately cause autoimmune diseases like hypothyroidism and type 1 diabetes.

Gluten's inflammatory effect in the gut causes intestinal cells to die prematurely and causes oxidation on those cells. This effect creates a leaky gut and a leaky gut can allow bacterial proteins and other toxic compounds to get in the blood stream, which can also lead to autoimmune attacks on the body.

A leaky gut also means that food is not digested properly, and nutrients are not absorbed fully, which can lead to nutrient deficiencies. As a result, the body cannot efficiently recover pre, and post workout.



## #6 WHEY PROTEIN + WHEY PROTEIN ISOLATE

There are two different types of whey protein: whey isolate and whey concentrate.

Whey protein isolate is a by-product from cheese-making. It's the clear liquid used after the milk has curdled and is often used to feed pigs. Humans aren't designed to drink cow's milk. Why?

Not only is cow's milk highly allergenic for most people, but the process of refining whey protein isolate involves heat and acid treatment which kills off any friendly bacteria which would be good for your gut health. The treatment process also leaves the milk putrid (yep, you're drinking putrid protein when you slug down that protein shake!) and hard to dissolve which is why manufacturers have to use additives to make it easier to mix.

Ever noticed that some protein powders are extremely difficult to dissolve? There are always lumpy bits in it that don't quite seem to dissolve all the way. Well now you know why.

So what if I was to tell you that there are MUCH better alternatives to using whey protein?

One of the alternatives that I use with my athletes is grass fed protein that you can get at the link below:

<http://www.joethenutritionpromeats.com>



## #7 ENERGY DRINKS

Energy drinks have become a popular staple of sports, with athletes across all spectrums consuming the drinks at a high rate. There are a lot of negative health implications connected to their consumption. Even if an athlete just drinks one a day, a lot of the side effects can be unhealthy. Some energy drinks can damage the body, without an athlete even knowing it, and it can lead to chronic medical problems. Here are three of the negative side effects that an athlete can suffer if he or she consumes energy drinks on a regular basis.

( Reference: <http://bit.ly/igZRkZ> )

### **RAISES BLOOD SUGAR LEVELS**

One of the more serious negative side effects of an athlete consuming energy drinks is that it can raise the blood sugar levels within the body, which is also known as hyperglycemia. Most energy drinks contain a high amount of sugar, sometimes even more than a can of soda, which is not healthy when consumed regularly. An athlete that drinks an energy drink before a game might feel energetic for a while, but as the glucose levels rise in the body, it will lead to a sugar crash.

An athlete is likely to feel lethargic, rundown, and listless within a couple of hours after consuming the energy drink, because the sugar levels in the body will go from really high to really low, and this can be dangerous during sports. Not to mention, that if an athlete drinks energy drinks and he or she suffers from diabetes, this could lead to serious health implications, including diabetic shock.

If an athlete chooses to drink an energy drink, he or she should limit the amount, and always try to go with the energy drink with the least amount of sugar.



## #8 CEREAL

Most health conscious folks know sugar cereal is bad. But ALL cereal? Come on! Allow me to dispel the common misconceptions about one of the most beloved breakfast foods of the modern world, and then you can decide for yourself. ( Reference: <http://bit.ly/15B9MIA> )

**CEREAL MYTH #1:** Cereal can be “part of a balanced breakfast.”

**FACT:** Consumers were introduced to this line by the cereal industry, but America’s favorite breakfast food actually provides little to none of its own nutritional value – even the cereal industry has to point out that you need to eat it with milk, fruit, etc, in order to have a complete breakfast. ( Reference: <http://bit.ly/1aJGm0x> )

All packaged, dry cereals are produced by a process called “extrusion” which involves high heat and high pressure to form the grain into the O’s, flakes, and other popular cereal shapes. Extrusion destroys most of the nutrients, including some of the chemical vitamins that are added to “fortify” the cereal. Extrusion especially ravages amino acids (the building blocks of protein) rendering them highly toxic. Proteins’ structures are vastly altered, and as a result, new compounds form which are completely foreign, potentially harmful, and definitely not “part of a balanced breakfast.” ( Reference: <http://bit.ly/oEysqb> )

**CEREAL MYTH #2:** Cereal is fortified with vitamins and minerals which means it provides lots of nutrition.

**FACT:** Many cereals have vitamins added, but these are synthetic (man-made) vitamins that the body is simply not designed to utilize. Many synthetic vitamins are actually treated as toxins and are eliminated by your body as quickly as possible. If you take a synthetic multi-vitamin, you may notice that soon afterwards you pee green. This is your body dumping out the fake nutrients you just tried feeding it. Synthetic vitamins can also cause imbalances in the body that may lead to health problems in the long run.