



**BRIEN SHAMP**  
FITNESS • NUTRITION • COACHING



## The 28 Day Skinny Jeans Solution Program

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Voted #1 Boot Camp in the Bay Area 2014 & 2016- SF A List  
Best Boot Camp- Runner Up in the Bay Area 2013, 2015 & 2017- SF A List  
Nominated Top 10 Personal Trainers of 2011-Personal Fitness Trainer Magazine  
Nominated Best in the Bay for Weight Loss 2009-KRON 4  
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[10 Day Detox Program](#)  
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## **Disclaimer**

You must get your physician's approval before beginning this 28 Day Skinny Jeans Solution Program.

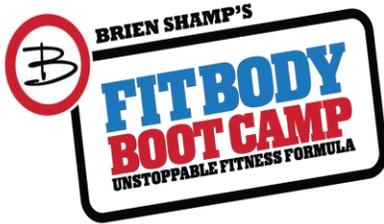
These recommendations are not medical guidelines, but are for educational purposes only. You must consult your physician prior to starting this program or if you have any medical condition or injury that contraindicates a change in your diet or lifestyle. This program is designed for healthy individuals 18 years and older only.

The information in this report is meant to supplement, not replace, proper nutrition and lifestyle recommendations. All forms of nutrition & lifestyle changes pose some inherent risks. The editors and publishers advise readers to take full responsibility for their safety and know their limits. The dietary guidelines in this book are not intended as a substitute for any treatment or dietary regimen that may have been prescribed by your physician.

See your physician before starting any nutrition program or change in lifestyle. If you are taking any medications, you must talk to your physician before starting any nutrition or lifestyle program, including the 28 Day Skinny Jeans Solution Program. If you experience any lightheadedness, dizziness, or shortness of breath while on this program, stop the program and consult a physician.

You must have a complete physical examination if you are sedentary, if you have high cholesterol, high blood pressure, or diabetes, if you are overweight, or if you are over 30 years old. Please discuss all nutritional changes with your physician or a registered dietician. If your physician recommends that you don't use this 28 Day Skinny Jeans Solution Program, please follow your doctor's orders.

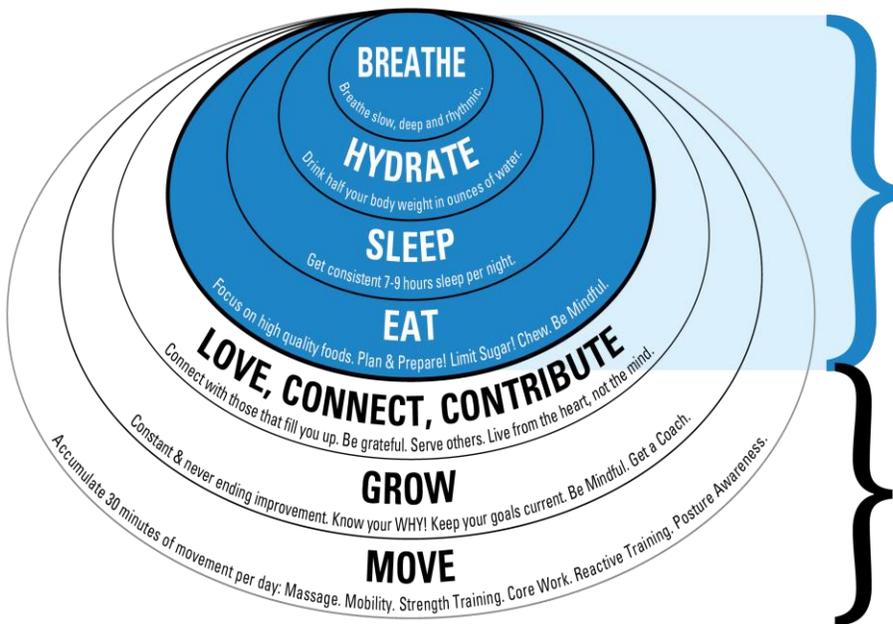
## Your 7 Daily Primal Needs: Are They Being Met?



## 7 DAILY PRIMAL NEEDS *I am a Priority!*

### Are your primal needs being met?

Only when you satisfy your 7 primal needs can you achieve optimal health, fitness and wellness. Make yourself a priority by setting your focus on achieving these primal needs each day. You must plan and prepare for success!



### LIFE SUSTAINING ABSOLUTES

To sustain life, your body absolutely requires these first four needs. To drive the urgency deeper, you will perish within:

- 5 minutes without air
- 7 days without water
- 11+ days without sleep
- 21+ days without food

### ELEMENTS OF VITALITY

You'll experience greater success in your overall health, well-being and vitality when you:

- Improve your past and current relationships
- Love yourself and others
- Connect & contribute to those around you
- Feel like you are growing and progressing
- Achieve daily movement

## Welcome to the 28 Day Skinny Jeans Solution!

Knowing what to eat to make you look and feel your best is a complex problem. What works for one will definitely not work for all; hence, the plethora of diet books on the market all stating that their model will be best for you.

If you look at all the commonalities of the various approaches most have the same foundations. Some of the key components are: reduce sugar, carbs, reduce processed foods, eat more veggies, fruits, seeds, and eat good oils. Then it gets more complex. The questionable foods are often soy, corn, dairy, animal proteins, gluten, nuts, wheat, grains and eggs.

The 28 Day Skinny Solution was adapted from the 21 Day Purification Program from Standard Process. I chose this program because it has been a very successful and quick model to reduce toxicity, food allergies, inflammation, pain, weight, fat loss and more. This is similar to my [21 Day Detox Program](#) without the supplements that support the program (retails at \$300).

Rather than focusing on caloric reduction which most weight loss programs do, this 28 day program eliminates common food stressors (a.k.a. food elimination diet) including: nuts, dairy, eggs, gluten, grains, wheat, soy, corn, sugar, most legumes (except lentils, green beans, peas) and high starch/carb foods. There is also a strong recommendation to limit fructose from fruit to no more than 15 g/day.

You may be thinking “what am I going to eat?” Plenty! Just give it a try and eliminate the above foods for 28 days, consume the approved foods listed below, and recognize how you look and feel with your new model.

With the removal of the common food stressors and limiting harmful sugars many find that they improve digestion, immune efficiency, and hormonal balance. This allows for a natural return to their ideal weight as a result of an efficient physiology.

Avoiding stressful foods and nourishing yourself with nutrient-rich foods will provide the complex combination of vitamins, minerals, and antioxidants that are needed to protect the body and promote optimal health.

### Focus on Eating Right for You!

You can only figure out what is right for you through experimentation (food elimination protocol and/or food allergy/reactivity/sensitivity testing).

- Eliminate the crap!
- Just because you like something (i.e. dairy or gluten) doesn't mean it likes you.
- Listen to your body's clues and be your own coach. How do you feel before and after each meal? You should feel more energetic and not suffer from gas, bloating and sinus related issues after meals.
- Eat a variety of foods and rotate foods. Most eat the same foods each day.
- Choose a rainbow of colors.
- Plan and prepare your food in advance to eat frequently throughout the day (eat every 3-5 hours). My goal for you is to never get hungry. When you are hungry you are more likely to choose poorly.

“Food always has been, and I suspect always will be, the ideal source of your vitamins, for they are surrounded by untold numbers of nutritional factors ...” -Dr. Royal Lee, founder of Standard Process

## Vegetables

You can eat an **unlimited** amount of vegetables from the list below except the ones with an asterisk \* beside them. Do your best to add veggies to most meals (use organic whenever possible).

- Average serving size = ½ cup
  - No dried or canned vegetables; frozen OK
  - Fresh juices made from vegetables allowed
  - Can steam or stir-fry most vegetables for 4 minutes over low heat, but best to consume half total vegetable amount raw
  - Fresh herbs and spices optional
- 
- Artichokes\*
  - Arugula
  - Asparagus
  - Bamboo shoots
  - Bean sprouts and any type of sprouts
  - Beets \* and beet greens
  - Belgian endive
  - Bell peppers, any variety
  - Black radish
  - Bok choy
  - Broccoli
  - Brussels sprouts
  - Cabbage
  - Carrots\*
  - Cauliflower
  - Celery
  - Chicory/radicchio
  - Chives
  - Collard greens
  - Cucumbers
  - Dandelion greens
  - Eggplant (Babaganoush)\*
  - Endive/escarole
  - Fennel
  - Hearts of palm
  - Jalapeno peppers
  - Kale
  - Kohlrabi
  - Leeks
  - Lettuce, any variety
  - Mushrooms
  - Mustard greens
  - Okra
  - Onions
  - Oyster plant
  - Parsnips
  - Pearl onions
  - Pumpkin \*
  - Radishes
  - Rutabagas
  - Shallots
  - Spinach
  - Squash, any variety\*
  - Sweet potatoes \*
  - Swiss chard
  - Turnips and turnip greens
  - Wasabi root
  - Water chestnuts
  - Watercress
  - Yucca root
  - Zucchini \*

**\*High starch/fructose veggies: Limit to no more than 1-2 servings per day and avoid for dinner**

## Fruit

Fresh has been known to be a healthy and nutritious food with many vitamins, minerals, phytochemicals, and fiber. Typically the recommendation is to eat fresh fruit as your appetite dictates. However, if you are above your ideal weight and your health is compromised, eliminating higher-sugar/high-fructose fruits may be necessary.

Although fruit contains a great amount of nutrition, it also contains sugar. Fructose, or fruit sugar, is a simple sugar found in many plants, where it is often bonded to glucose to form sucrose. [Dr. Mercola](#) states "Evidence is mounting that sugar is the primary factor causing not just obesity, but also chronic and lethal disease." The real question is... what kind of sugar? We absolutely need sugar in the form of glucose as the main form of energy to function.

[Dr. Robert Lustig](#) is a Professor of Pediatrics in the Division of Endocrinology at the University of California, San Francisco. He is one of the leading experts on childhood obesity, and pioneer in decoding sugar metabolism. His work has been instrumental in differentiating how different sugars are broken down and used. Here are a few key points:

- When you eat 120 calories of glucose, less than one calorie is stored as fat. 120 calories of fructose results in 40 calories being stored as fat. Consuming fructose is essentially consuming fat!
- Every cell in your body, including your brain, utilizes glucose. Therefore, much of it is "burned up" immediately after you consume it. By contrast, fructose is turned into free fatty acids (FFAs), VLDL (the damaging form of cholesterol), and triglycerides, which get stored as fat.
- The fatty acids created during fructose metabolism accumulate as fat droplets in your liver and skeletal muscle tissues, causing insulin resistance and non-alcoholic fatty liver disease (NAFLD). Insulin resistance progresses to metabolic syndrome and type II diabetes.
- Glucose suppresses the hunger hormone ghrelin and stimulates leptin, which suppresses your appetite. Fructose has no effect on ghrelin and interferes with your brain's communication with leptin, resulting in overeating."

For more information on the major differences in how different sugars are broken down and used go here: [Fructose Metabolism Basics](#)

My key takeaway from Dr. Lustig's research is that we need to limit fructose, but glucose is okay. I have a friend who studied Dr. Lustig's work and simply removed gluten and fructose and lost 30 pounds. He makes his own glucose treats which you can see here: [Treats](#)

[Dr. Mercola](#) recommends that for most people it would be wise to limit fructose from fruit to 15 grams or less, as you're virtually guaranteed to consume "hidden" sources of fructose. A 12-ounce can of soda contains 40 grams of sugar, 50% of which is fructose, so one can of soda ALONE would exceed your daily allotment.

15 grams of fructose is not much -- it represents two bananas, one-third cup of raisins, or two Medjool dates.

Here's a quick reference list of some of the most common fruits to help you count your fructose grams (Source: [Dr. Mercola](#))

Fruit	Serving Size	Grams of Fructose	Fruit	Serving Size	Grams of Fructose
Limes	1 medium	0	Boysenberries	1 cup	4.6
Lemons	1 medium	0.6	Tangerine/mandarin orange	1 medium	4.8
Cranberries	1 cup	0.7	Nectarine	1 medium	5.4
Passion fruit	1 medium	0.9	Peach	1 medium	5.9
Prune	1 medium	1.2	Orange (navel)	1 medium	6.1
Apricot	1 medium	1.3	Papaya	1/2 medium	6.3
Guava	2 medium	2.2	Honeydew	1/8 of med. melon	6.7
Date (Deglet Noor style)	1 medium	2.6	Banana	1 medium	7.1
Cantaloupe	1/8 of med. melon	2.8	Blueberries	1 cup	7.4
Raspberries	1 cup	3.0	Date (Medjool)	1 medium	7.7
Clementine	1 medium	3.4	Apple (composite)	1 medium	9.5
Kiwifruit	1 medium	3.4	Persimmon	1 medium	10.6
Blackberries	1 cup	3.5	Watermelon	1/16 med. melon	11.3
Star fruit	1 medium	3.6	Pear	1 medium	11.8
Cherries, sweet	10	3.8	Raisins	1/4 cup	12.3
Strawberries	1 cup	3.8	Grapes, seedless (green or red)	1 cup	12.4
Cherries, sour	1 cup	4.0	Mango	1/2 medium	16.2
Pineapple	1 slice (3.5" x .75")	4.0	Apricots, dried	1 cup	16.4
Grapefruit, pink or red	1/2 medium	4.3	Figs, dried	1 cup	23.0

In summary eat many more servings of vegetables than fruits—fresh or frozen only, not dried or canned (use organic whenever possible).

**Other fruits not listed above:**

- Avocados: Great fat source, eat freely!
- Coconut: Great fat source, eat freely!
- Tomatoes: \*High in fructose

**Oils and Fats**

Average serving size = 1 teaspoon

Servings: 4-7 teaspoons per day; however, eat freely based upon your need

Should be cold pressed and unprocessed

Use high-quality oil

- Avocado/Guacamole/Avocado oil
- Butter: organic, unsalted
- Coconut oil: organic, unrefined, raw
- Coconut based foods
- Flaxseed oil
- Ghee: clarified butter
- Grape seed oil
- Olives/Olive oil: extra virgin
- Sesame seed oil
- Tahini: (ground sesame seed)
- Seeds (see below)

**Raw Seeds/Seed Butters:**

- Flaxseed
- Chia seeds
- Hemp seeds
- Poppy seeds
- Pumpkin seeds/Pumpkin seed butter
- Sesame seeds/Tahini
- Sunflower seeds/Sunflower butter
- Buckwheat

**Protein Sources**

Servings should be roughly the size and thickness of your palm.

Average serving size = generally 3-5 oz. cooked; however, eat freely based upon your need

Total servings: 2-4 per day

Broil, bake, roast, or poach

No cured, smoked, or luncheon meats

- Fish: deep-sea (eg., salmon, cod, or sea bass), not farm raised
- Lean red meats: beef (grass-fed), bison, venison, or other
- Poultry (organic, free-range)
- Pork (organic)
- Lamb (organic)
- Wild game, any variety
- Protein powders: pea, undenatured organic whey, hemp hearts, grass-fed beef

**\*See my recommendations for high quality protein powders and meal replacement products here: [Products](#) Members receive 10% all products.**

### **Legumes and Psuedo-Grains**

Average serving size = ½ cup cooked (measure carefully)

1-2 servings of lentils or quinoa per day (avoid at dinner)

- Green beans
- Lentils
- Quinoa
- Peas

### **Broths:** ready-made, organic

- Beef
- Chicken
- Vegetable
- Bone

### **Flours**

- Coconut Flour

### **Dairy-Free Milk**

- Coconut milk: unsweetened
- Cashew milk: unsweetened
- Hemp milk: unsweetened

### **Miscellaneous**

- Baking powder
- Baking soda
- Curry paste
- Mustard, Dijon
- Seaweeds such as arame, nori, or kelp
- Vanilla extract

### **Spices**

- Basil
- Bay leaves
- Cardamom
- Cayenne
- Chili powder
- Chives
- Cilantro
- (fresh coriander)
- Cinnamon
- Cloves
- Cumin
- Dill
- Garam masala
- Garlic
- Ginger
- Lemon grass
- Mint
- Mustard
- Nutmeg
- Oregano
- Paprika
- Parsley
- Pepper, black
- Rosemary
- Sage Sea salt
- Tarragon
- Thyme
- Turmeric

### **Sugars and Sweeteners**

- Raw honey \*High in fructose
- Whole-leaf stevia \*Liquid stevia tastes best \*Limit even though not toxic

### **Vinegars**

- Apple cider vinegar
- Balsamic vinegar
- Red wine vinegar
- White wine vinegar

### **Spring Water**

Drink more water. One of the most common symptoms of dehydration is feeling tired. When that tired feeling hits you in the middle of the afternoon and you begin to reach for a sugary drink, try drinking more water instead. You might discover that a healthy glass of water eliminates fatigue, makes you feel better, and helps you focus more sharply.

The benefits of water are numerous—from cleansing the kidneys and supporting healthy skin to increasing concentration. Water keeps cells hydrated, helps maintain a healthy balance of body fluids, and supports healthy digestion and bowel movements.

Ideally you should drink a minimum of half your body weight in ounces of water every day. Do your best to start your day with 2-3 cups of water and drink 1-2 cups before every meal, but limit with meals.

### **Refrain From Consuming or Using**

- Alcohol
- Nuts
- Dairy
- Eggs
- Grains (wheat, rye, barley, corn, rice, bran, bulgar, couscous, and semolina, quinoa is ok in moderation)
- Processed or refined foods
- Most legumes (except lentils, green beans, peas)

During the next 28 days, you will experience ups and downs, both physically and emotionally, as your body rids itself of toxins and creates a new balance. Record your experiences so you can share how the program is working for you. Below is an example of what you might record:

- **What did you eat today?**
- **How are you feeling?** Energetic? Sluggish? Calm? Nervous? Depressed?
- **Did you experience any physical effects?** i.e., Headaches? Digestive complaints? Weight loss? Weight gain? Constipation? Gas? Bloating? Joint pain? Allergic reactions? Skin issues?
- **Did you get hungry?**

- **How was your sleep?**

## How to Create a Meal:

### Main Meals (Breakfast, Lunch & Dinner)

- Choose a palm size portion of protein. Add more based upon need.
- Choose unlimited low starch/fructose veggies.
- Choose a high starch veggie, approved legume or quinoa with lunch or breakfast.
- Compliment above with oils & fats. Eat more good fats if hungry.
- Use spices freely.
- Consider a rotation model to keep things simple. Whatever you have for dinner, prepare enough for breakfast and lunch. You could also prepare food for the day at breakfast depending on your schedule. See example:
  - Sunday night dinner prepare chicken & veggies and eat for breakfast and lunch (just add lentils)
  - Monday night dinner prepare fish & veggies and eat for breakfast and lunch (just add green beans)
  - Tuesday night dinner prepare beef & veggies and eat for breakfast and lunch (just add quinoa)
  - Wednesday night dinner prepare lamb & veggies and eat for breakfast and lunch (just add peas or sweet potato)
  - Repeat Day 1
  - If you don't want to eat animal proteins for breakfast consider a smoothie for breakfast and whatever you eat for dinner prepare enough for lunch.

### Smoothie Model:

- Coconut water, coconut milk, hemp milk or water
- ½ cup of low fructose fruit
- Fat source: coconut oil (2 tbsp.) or flax oil (1 tbsp.) or avocado (1/4-1/2) or sunflower butter (1 tbsp.) or shredded coconut (2tbsp), MCT oil (1 tbsp.)
- Cinnamon to taste
- Chia seeds and flax seeds (2 tbsp. each)
- Greens (spinach, chard, etc.)
- Vanilla extract, raw cocoa, stevia as desired
- Blend and then add protein supplement and pulse for a couple seconds only

**Snack Ideas (could also be breakfast/lunch/dinner)**

- Smoothie
- Fruit + Sunflower butter
- Lentils
- Veggies + Babagonoush
- Celery + Sunflower butter
- Veggies + Guacamole
- Animal protein jerky
- Avocado
- Quinoa + Lentils
- Kale chips or kale salad
- Sweet potato + Butter or Ghee
- Brussels sprouts
- Artichoke + Dijon
- Berries
- Veggies + Tahini
- Animal protein
- Nori + Babagonoush
- Chicken broth + Chicken +Veggies

If you would like more recipe ideas check out the various Paleo based programs like this one: [Paleo Diet Recipes](#). Although different from than the 28 day program here there are many similarities. Make sure you follow the approved foods in this program.

Here is another resource with Paleo Diet Plans ranging from 1200 to 2400 calories: <http://www.fitbodybootcamp.com/mealplans> (do not follow the other Healthy Living or Vegetarian plans!). If you are a vegetarian continue to follow the Paleo Plan and add legumes, but soak the legumes over-night prior to consumption.

The Paleo Plan has a daily calorie calculator that will let you know what meal plan to use. I am not sure exactly how they determine caloric expenditure and intake needs, but I do know that caloric recommendations anywhere are never accurate. I would starve if I ate only 1500 calories (my recommended plan to lose 2 pounds per week). I do not necessarily care about weight loss, but I am interested in fat loss and balancing hormones to optimize health & vitality.

I recommend plugging in your numbers and to follow the plan, but listen to your body and eat more as needed. If you feel worse after the meal then take note and tweak that meal in the future. See if you find any trends. What foods and meals make you feel good vs. bad?

Also consider Diana Keulian's Family Friendly Fat Burning Paleo Food Plan (especially the kids) → [Family Friendly Fat Burning Foods](#). Diana contributes the weekly recipe in my newsletter.

I have spent over 15 years learning the information in my 28 Day Skinny Jeans Solution Program for you to benefit from. Nutrition models similar to the 28 Day Skinny Jeans Solution Program have helped thousands of women and men quickly and easily lose belly fat, gain lean muscle, have endless energy and optimize health. I look forward to hearing your feedback about this new program. Please keep me updated: [beshamp@brienshamp.com](mailto:beshamp@brienshamp.com)

Your friend & coach,

Brien

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