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Aug-Sept Newsletter Part II



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I. Leading Off...

Hello,

Glad to see that you're tuning into Part II of our newsletter! I hope you enjoyed [Part I](#) which featured an exclusive interview with personal trainer, sports nutritionist and fitness model. In it, Orit shared with us her background, approach to nutrition/supplementation as well as common mistakes people make when starting a program. After our interview we got straight to our CP Community member discussion, *Resistance Training for the Endurance Athlete*, by Ole Stougaard, physical preparation coach & former Danish national team triathlon team member.

Shifting gears a bit, we're proud to bring you Part II of our Aug-Sept '14 newsletter. We kick things off by taking a quick peek at some article news here at CasePerformance & partner sites. We then move on to our CP Performance Discussion, *Behavior Change - Reaching and MAINTAINING an Active, Healthy Lifestyle* where I discuss various behavior change techniques I've used as a nutritionist/coach when working with others. Finally we conclude with our SuppVersity Corner Report. Enjoy!

Respectfully,

Sean Casey

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II. Donations for CasePerformance Are Welcomed

As you've probably noticed while surfing around the CasePerformance website, we **DO NOT** litter our pages with advertisements or have "Members Only" sections that require a paid subscription.

Why do we do this?

My goal is to reach as many individuals as possible. If an individual truly wishes to improve their health and performance, I want them to succeed. This holds true regardless if they are a multi-millionaire or those pinching pennies.

The Downside & What You Can Do To Help

The cost of running a website in conjunction with paying for full access to the various sport science and nutrition research journals I use is extremely expensive. Also, all of the authors at CasePerformance put considerable time into writing the articles for this site. If you enjoy the free information provided on this site, we humbly ask you to show your support by making a small donation. Thanks for your support!

[**CLICK HERE**](#) to make a donation. Please know that **ANY AMOUNT** is greatly appreciated!

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III. Article News at CasePerformance

One New Article was Added to CasePerformance since our last newsletter...

Interview with the Athlete - Ruth Croft



In this “Interview with the Athlete”, ultra endurance athlete Ruth Croft discusses her background, which included representing New Zealand on the world stage as a junior athlete as well as training and nutrition strategies that have fueled her race day performance

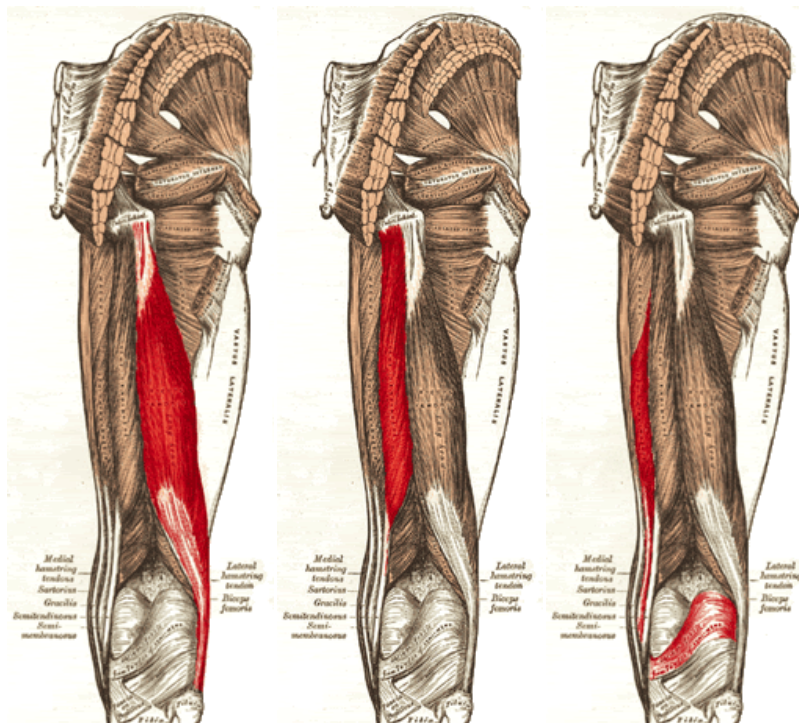
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Top Article at CasePerformance during the month of July...

Rehabilitating Chronic Hamstring Strains



Hamstring strains are one of the most frustrating injuries for athletes to suffer. It seems that once a hamstring is injured, it's likely to be injured again within a couple of years. In a recent study, it was shown that even when pain-free, previously strained hamstrings lack strength/power during eccentric muscular contractions. In addition the range of motion is limited during hip flexion. Amongst other things, in order to combat this problem, I recommend including more Single Leg Romanian Dead Lifts (SLRDL) into your exercise program.

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IV. Article's on Partner Websites

During the past month, I (Sean Casey) have contributed one article to the following website:

[Nucleo: Nutrition Research & Exercise Physiology Blog](#)

* This is a great site for those looking for "quick hit" articles. During the past month I contributed the following one "quick hit" article to this website:

[Daily Dose of Creatine from Meat?](#)



Creatine is present in raw beef, pork and fish. In fact, I recall attending a State Level Dietetic Conference and having a presenter state that we could get *all* the creatine we needed for sports performance from our diets. Is it true? Can someone who eats a fair amount of meat get all the creatine they need to maximize performance from their diet? Of course not; aside from the fact that you would have to eat dang near two pounds of meat daily to reach supplemental dosages, most of us also cook our steaks. We all know that cooking meat virtually destroys all the creatine present within it ... or does it?

Check out this [article](#) for the answer to this question!

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Guest Appearance on Super Human Radio



I recently was interviewed by Carl Lanore for the Super Human Radio Podcast about Behavior Change as it relates to nutrition counseling/coaching. As promoted by Super Human Radio ...

Most personal trainers know a good nutrition plan to help a client loss body fat. Most people probably have an idea of a diet that is sensible and works. So why aren't more people seeing the success they should? Two words – Behavior Modification. [Sean] Casey discusses what you need to know to leverage behavior modification to your advantage.

[A Practical Approach to Behavior Changes & Coaching](#)

^ I appeared during the 2nd half of the show (**starting ~ 1:07-1:08 into it**). Enjoy!

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Strength Guild Premium Content

CasePerformance contributor Phil Stevens is hosting “[Strength Guild Premium Content Interviews](#)” over at his personal website, Strength Guild. In these Premium Content Episodes he sits down with the best coaches & athletes in the world and asks them question everyone wants to know... How's/why's/what's from the top in the field. Along with the one hour audio file you will also receive a PDF of a program, tips, tricks, or advice you can implement as a coach or athlete. Each “Premium Content” episode is available for < \$1 and **NO I DO NOT RECEIVE ANY FINANCIAL KICKBACK** if you decide to order.

During the past month this [premium content episodes](#) were released:

* Craig Howard

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VI. CP Performance Discussion

Behavior Change – Reaching and *Maintaining* an Active, Healthy Lifestyle

By Sean Casey



Figure 1. Are you helping others put the right foot forward towards a healthier lifestyle.⁹

Hard to Change; Even Harder to *MAINTAIN* That Change

Have you ever tried to help a previously sedentary friend/family member/client eat better or increase their physical activity levels? Similarly, have you tried to make improvements in these areas in your own life? If so, you know one thing - change is hard. What's even harder though is *maintaining* the change to the point where it's simply the new “normal” 6, 12, 24+ months down the road. If you find yourself struggling in either helping others or yourself, it may be due to your approach; applying the right recommendations at the *wrong* time. Likewise, you may find yourself wanting to help another change but simply not knowing where to begin. If you find yourself in one of these camps, this article is for you as I'm about to share some of the methods I use when [helping others](#) adopt a healthier, more active lifestyle.

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Behavior Change Models

Various models exist today which help explain behavior change. The ones I rely on (in forming my approach) include the cognitive behavioral theory as well as the transtheoretical model. A newer model, the shifting system model has also been proposed and differs from the previous two in how long term change is viewed. It's important to note, although each of these models/theories will be discussed separately, overlap exists and they should not be viewed in isolation; it's the *integration* of ideas into a package the target individual can understand which will ultimately lead to their success.

Cognitive Behavior Therapy (CBT)

The central tenets of cognitive behavioral therapy (CBT) are based upon the idea that what one thinks (i.e. - cognitions) affects his or her behavior.¹ Therefore, since one's thoughts can be altered, via education, etc., his or her behavior can also be altered. This theory of behavior change has been studied quite extensively by researchers. For instance, in a 2010 review of the literature, Spahn et al found 27 studies, including 23 randomized controlled trials, showing CBT to be effective for "*facilitating modification of targeted dietary habits cardiovascular and diabetes risk factors*."² Intuitively, this makes sense; one is unlikely to change their current habits if they are not educated as to why another alternative may be a better option.

“... explain why doing XYZ is beneficial...”

“...the individual has realistic thoughts...”

There are a couple of key take away points that you can take from CBT. First, simply telling your friend/family member/client to do "XYZ" is not good enough; rather you need to explain *why* doing XYZ is beneficial. Additionally, it's important that you make sure the individual has realistic thoughts about what he or she can achieve in a given time frame.¹ This latter aspect of CBT is especially important as shows like the *Biggest Loser* may set the individual up for failure if they expect to experience similar rapid weight loss. Similarly, one may have unrealistic expectations as to how fast they can "*throw on*" lean muscle mass based off various advertisements and/or what they read on forums.

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Transtheoretical Model (TTM)



Figure 2. Stages of the transtheoretical model.¹⁰

It's well known that just because someone has knowledge of a given topic, it doesn't necessarily mean that they will change their behavior. For instance, everyone knows that a sedentary lifestyle filled with dietary garbage galore is not healthy. Yet, many individuals follow this exact lifestyle. For this reason, I have incorporated counseling strategies outlined by the transtheoretical model (TTM) as a means to support behavior change.

“...one doesn't try to force a change...”

The TTM proposes that individuals move from a less desirable behavior to a better one through five distinct levels of readiness including pre-contemplation, contemplation, preparation, action and maintenance.^{3,4} According to this model, by tailoring counseling to the specific stage that one is in at a given moment, one can help others achieve a healthier lifestyle (Table 1 on Page 13). As you'll note in the table, one doesn't try to force a change but rather presents reasons why a change is beneficial. It's not until the individual is internally ready to commit that you should invest time devising a plan to assist the change.

It's important to realize that individuals should not be viewed through an "all" or "none" perspective as it relates to the TTM.⁴ For instance, let's say you're assisting your buddy John make dietary changes to assist weight loss. One eating pattern may fall in a given level while a different dietary characteristic falls into another. For instance, let's say he only ate a total of 2-3 servings of fruits and vegetables/day. However, John's willing to increase this in order to achieve his weight loss goals. Since he's ready to implement the changes immediately, you'd help him devise a plan to make it happen. On the flip side of the equation, maybe he drinks 4-6 regular sodas/day. In discussion with John,

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he states that maybe sometime in the next few months he'll give it up. Thus, rather than spending time devising an action plan with him, you'd present John with the information as to why drinking 4-6 sodas/day is negatively impacting his weight loss goal rather than trying to force the change down his throat. Once John has a chance to review these consequences, he may decide to take action; at which point you'd help him accordingly.

In contrast to CBT, there has not been much research conducted on the TTM and dietary behaviors. In a 2014 review by Mastellos et al., for the Cochrane Database, researchers found few studies in support of or against the use of the TTM as it relates to weight loss.⁵ Additionally, of the studies they did find, methodological issues prevent one from drawing firm conclusions. However, despite this lack of "formal" evidence in this area, I have benefited from incorporating TTM's central idea into my coaching skills; that is, not trying to force a client to change a given behavior until they are ready for it.

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Table 1. An Overview of the transtheoretical model of behavior change. Influential sources ^{3,4}

Stage	Characteristics	Counseling Approach
Pre-contemplation	No intention of change during next 6 months	Provide individual with information as to "why" making a specific dietary change is beneficial
Contemplation	Plan to change within 6 months	Provide individual with information as to "why" making a specific dietary change is beneficial
Preparation	Plan to change within 30 days	Development of a goal orientated action plan to achieve desired behavior change
Action	Recently made change	Assisting the individual to make the changes as outlined in their goal orientated action plan; positive encouragement and troubleshooting potential issues that may lead to relapse
Maintenance	Has maintained changes > 6 months	Continued positive encouragement; trouble shooting potential issues that may lead to relapse

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Shifting System Model



Figure 3. Why is someone reverting back to their old behavior?¹¹

As aforementioned, it's well known that long term change is a challenging task. For example, how many Yo-Yo dieters do you know out there? For them the hard part is not necessarily losing the weight, but rather, keeping it off. What is the reason for this? May it be because their behaviors reverted back to their 'old' form? If so, *why* are they reverting back to these behaviors?

According to Macchi, White & Russel one of the reasons behind this is a failure of models such as the TTM to consider the fact that objectives and processes change as one goes from the "action" stage to the "maintenance" described in Table 1.⁶ Thus, in order to address this shortcoming, in 2013, they proposed the shifting system model (SSM) which takes into account both family dynamics and biopsychosocial factors.

Let's refer to our example guy mentioned before - John. Within the first 2-3 months of starting up his new training and nutrition program, the driving factors pushing him include biological (body composition changes, rate of weight loss, etc), psychological (motivation, urgency) and social (frequency of other's comments/social support).⁶ However, as time goes on, and one approaches weight maintenance, these influences play a lesser role. For instance, as Macchi, White & Russel point out, one is no longer

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able to maintain initial rate body composition changes and/or constantly receiving compliments such as, “Wow, you're looking great ...”

“... what was initially viewed in a positive light by family members/friends may now be viewed with resentment ...”

Additionally Macchi, White & Russel also note that as one transitions from weight loss to maintenance, what was initially viewed in a positive light by family members/friends may now be viewed with a bit of resentment;⁶ For instance, since John's time is tied up exercising, less of it can be spent with family and friends. Likewise, with improved dietary habits, family members and friends who initially showed support may voice increased frustration over changes in “normal” dining options (less junk food around house, fewer meals at fast food restaurants, etc). In other words, members of John's inner circle are looking for things to return to “the way it was” before he took up his weight loss goal. Thus, between decreased rate of weight loss and/or more physical effort being

required to maintain one's goal weight, coupled with pressure from family and friends, John reverts back to his old behaviors. As a result, the weight comes back.

“...the biopsychosocial integrative construct revolves around broader components of life ...”

In light of this issue, according to SSM, as the of the original driving influences behind one's weight loss goal declines (rate of weight loss, compliments from others, etc), a new factor, biopsychosocial integration, must emerge in order for the change to be successful.⁶ Rather than focusing on specific things, the biopsychosocial integrative construct revolves around broader components of life. This includes the ability of the individual to participate in physical activities he or she was unable to prior, improved self-efficacy, overall well-being and the positive impact these variables have on one's relationships with others (See Figure 1). Tying into this, an individual must work with his or her family helping them to understand the long term benefits of taking up this new behavior, ultimately leading to new activity and dietary “norms” being established by the entire family.

Providing Advice... Let's Talk Strategies

In the preceding sections I discussed various behavior change models as well as some practical examples using the different models. Once an individual is ready to make the change, it's all about trying to assist the client in understanding why certain recommendations are being made and/or how to implement the recommendations. It is here where you transition from someone “knowledgeable about nutrition/exercise” to someone truly capable of assisting change.

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Behavioral Coaching Strategies

- * Goal Setting
- * Self Monitoring
- * Stimulus Control
- * Behavioral Substitution
- * Problem Solving
- * Cognitive Restructuring

Cognitive Coaching Strategies

- * Problem Solving
- * Cognitive Restructuring
- * Education - Novel information/clearing up confusion

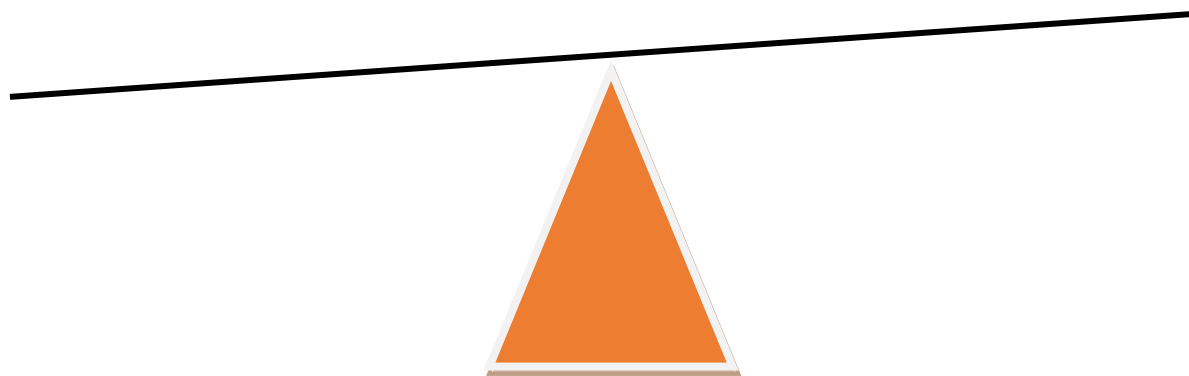


Figure 4. It's a balancing act to determine what strategies are most useful for the individual. Image Created by Sean Casey.

How one goes about assisting a friend/family member to make the change varies considerably... Are their current dietary habits the result of A) Lack of knowledge or B) Behavioral factors or C) A combination of both? As shown in Figure 4, it's not an "all" or "none" approach with respect to which coaching strategy you implement; rather, it's a balance based off the needs of a client. As a result, even if you have two individuals with similar age, gender, goals, anthropometrics and current eating habits, the strategy you take in assisting them on achieving their respective goals may differ considerably. Refer to table 2 for descriptions of the various techniques one can use in helping their client achieve their goals. As you'll see, these strategies incorporate various aspects of the behavior change models.

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Table 2. Coaching strategies to assist change using dietary change as an example. Influential sources^{3,4}

<u>Coaching Strategies</u>	<u>Notes</u>
Behavioral Based	
Goal Setting	Goals should be specific, realistic, quantifiable and time limited
Self Monitoring	Recording of dietary behaviors. Besides making note of food intake, clients may find it useful to record things like physical activity, how they feel, sleep, etc.
Stimulus Control	<p>Removing environmental cues that encourage one to eat poorly. For instance, if you have a clear jar of candy bars or M&M's sitting on your desk at work, place it somewhere out of reach, out of eyesight or simply get rid of it altogether so you don't have the constant urge every time you see it.</p> <p>A second aspect of stimulus control is rewarding oneself (ie - positive reinforcement) once specific environmental cues triggering poor dietary habits are successfully removed from one's surroundings.</p>
Behavioral Substitution	If certain emotions, such as frustration, anger, or anxiety trigger one to make poor dietary choices, finding a healthier behavior to take the place of eating is of the utmost importance. These would preferably be activities that prevent one from eating while performing it (ie - exercise vs. watching TV or surfing the internet).

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Cognitive Based	
Problem Solving	Identifying barriers or perceived barriers that may prevent desirable behaviors from being achieved. Brainstorming ways to work around or through given issues, weighing the +’s and -’s of each potential solution. Implementing the strategy that seems to be most effective and later, evaluate the effectiveness of it.
Cognitive Restructuring	<p>Goal is to "restructure" the cognitions of the individual who has negative and erroneous thoughts about themselves, ability to accomplish a certain task or progress they've made towards that goal.</p> <p>For example, the rate at which an individual loses/gains weight or experiences changes in body composition may slow down the longer they're following a plan. They may even experience a plateau in progress for a week or two, leading them to make irrational conclusions about their ability and give up. In this situation remind them of the progress they've made in the big picture since first starting, encourage them to keep up the behaviors, and, if need be, make any necessary tweaks in their dietary plan.</p>
Education	<p>Presenting the individual with dietary information they are not aware of such as quality of certain foods, etc.</p> <p>Clearing up dietary and/or supplement misconceptions they may have based off prior learning experiences.</p>

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	Tying into goal setting, educating the client on realistic expectations as theirs may be distorted based off social media, advertisements, etc.
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Challenging Individuals

Some individuals are very receptive to your suggestions and willing to make whatever lifestyle changes are necessary to implement them. On the opposite end of the spectrum are individuals who provide a little more resistance to your advice despite educating them on the benefits of it and their stated desire to make changes. In these latter cases, it's important not to "push back" and try to force them to do anything they're not willing and ready to implement at a given time. A more appropriate approach in these cases is to implement techniques from a counseling strategy known as motivational interviewing (MI).

According to DiLillo & West, when taking a MI approach, the coach must help the client find “*personally relevant reasons for behavior change*” Additionally, MI “... *views resistance as a sign that a provider has been pushing for behavior change rather than allowing the impetus for change to come from the [client]...*”⁸ In other words, rather than try to ram heads with the client, the nutrition coach shifts gears and focuses on common ground that the client feels they are capable and ready to implement themselves.

Table 3. Principles of motivational interviewing. Influential sources^{7,8}

<u>Tenants</u>	<u>Notes</u>
Collaborative Relationship	Rather than being an "expert" who is responsible for "fixing" the individual by telling and giving them an exact prescription, view him/her as an "expert" of their own behavior and encourage their input.

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Focus on the elicitation and enhancement of change talk	<p>Get the individual to state in their own words what behaviors he or she needs to change and the consequences of implementing/not implementing them.</p> <p>Put the individual into a position where they state in their own words the actions they'll take in order to implement these changes.</p> <p>Use of open ended questions that allow the individual to truly explore their options, reflective listening as well as summarizing his/her thoughts from time to time.</p>
Non-Confrontational Style	<p>If little progress is being made in a certain aspect of change, rather than keep pressing it, move on to another area.</p>
Concerted effort to minimize resistance	<p>Focus on the areas that an individual feels they are ready to change themselves.</p>

Wrapping it Up

Well, this turned out to be a bit longer than I was expecting. However, for those who made it all the way through, I'm confident you have the tools to form a much better strategy the next time you help someone change to and maintain an active lifestyle!

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Reference

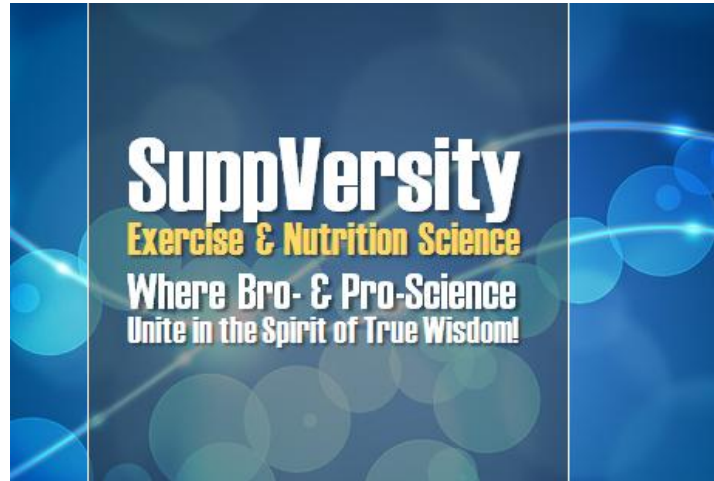
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IV. SuppVersity Corner Report!



[SuppVersity](#) is one of my favorite sites. It's run by my friend [Adel Moussa](#). One of the things we do on the CasePerformance [FACEBOOK](#) page is highlight one of their excellent posts each week. Here are ...

Week of August 4th-10th

[Post-Workout Steak "Supplementation" \(135g of Lean Beef\) Augments Improvements in Body Composition In Response to 8 Weeks of Circuit Resistance Training](#)

CP Quick Thoughts

Somewhat surprising, very few studies have examined the effects of non dairy, egg or soy proteins on physical performance when taken post workout. Thus, I found this to be an interesting write-up on impact of post workout beef protein (tinned meat) on body composition. Unfortunately there wasn't a group using the gold standard protein, whey, for comparison purposes. However, Adel does leave us with his hypothesis as to what a potential comparison may reveal.

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Week of August 11th-17th

[The Latest on Caffeine, Exercise, Fat & Weight Loss - Increased Performance, Energy Expenditure \(6%\) & Fatty Acid Oxidation \(27%\) vs. Decreased Sleep Quality & Burnout](#)

CP Quick Thoughts

This article is just a little roundup of the recent studies on caffeine. For those who value their nighttime sleep, pay particular attention to Adel's discussion on the impact of using caffeinated pre workout/intra workout supplements during the PM hours ... This stuff stays in the system for more than just an hour or two!

Week of August 18th-24th

[Stevia - Natural Sweetener With Anti-Diabetes + Anti-Obesity Effects? A Brief Research Update: GLP-1, Insulin, Glucose Transport and Uptake, Inflammation, Bitterness & Safety](#)

CP Quick Thoughts

This is a nice review of the beneficial effects of Stevia on human health. As Adel points out, stevia's benefits go beyond simply reducing the amount of sugar in your diet (if that is a cause of concern for you). Additionally....

"Natural and good", not "good since natural"

^ This is a key line in the article that could be a whole topic unto itself. While working with individuals I often hear that natural supplement 'X' is healthy while pharmaceutical /lab produced compound 'Y' is evil. I understand the appeal of taking something 'from the earth' and truthfully. When and if possible, I go with a natural version as much as possible. That being said, I am not fearful of going with something manufactured by the guys/gals in white lab coats.

The key message that I tell everyone is that both natural and lab produced products deserve the SAME scrutiny.

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Week of August 25th-Aug 31st

[Less Frequent Large\(r\) Meals & Caffeine - Proven Ways to Increase Your Energy Expenditure & Conserve Your Resting Metabolic Rate While Dieting | Part I of A Multipart Series](#)

CP Quick Thoughts

It's time to buckle up, pop a few nootropics and get ready to learn as the SuppVersity Post of the week for Aug 25 -Sept 1st is Part 1 of what I'm sure to be an excellent series! This one covers meal distribution as well as caffeine intake.

One of the cool things in the article that I was not aware of prior to reading it was the brief discussion on how being obese decreases the thermic effect of food. Pretty crazy ... I guess it just goes to show that the best way to fight obesity is not to become obese in the first place.

On a practical note, this article discusses eating fewer large meals vs. more frequent small meals. I've seen both work well so pick the one that best allows you to maintain the kcal deficit needed to help reach your goals.

Week of Sept 1st -7th

[Is Low Blood Sugar Obesogenic? Hypoglycemic Episodes Characteristic of Weight Loss Plateaus & Weight Regain - What to Do? Diet, Sleep, Exercise & Mental Work Matter](#)

CP Quick Thoughts

In a world of extremes (ie - high blood sugar is bad, I must get it as low as possible 24-7), articles like this yield great insight on the fact that the middle ground is often not a bad place for some individuals.

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Week of September 8th - 14th

[True or False: There is Good A2 and Bad A1 Casein and Eating the too Much A1 Containing Regular Dairy is Going to Make You Fat, Sick and Insulin Resistant!](#)

CP Quick Thoughts

Milk is made up of two primary proteins, 80% of which is Casein whereas the remaining 20% is Whey. However, more than 1 type of casein is often present within milk, “good” A2 and “bad” A1 (“good” and “bad” reflects how they’re often portrayed amongst those discussing the debate). To my knowledge, all prior investigations, (except 1 below) into this topic were either epidemiological, in-vitro, or animal based. Thus, it was nice to finally see some human based data on the topic.

The one exception to this... [Effect of dietary supplementation with beta-casein A1 or A2 on markers of disease development in individuals at high risk of cardiovascular disease](#)

That wraps up this CasePerformance newsletter. Thanks for being a part of the team. We look forward to hearing your feedback on anything and everything so drop us a note on [FACEBOOK](#).

And as always... Train smart, train hard and leave the excuses to someone else!

Sincerely,

[The CasePerformance Team](#)