REBOOT SUCCESS GUIDE

STRATEGIES FOR SUCCESS  BUDGET TIPS  RECIPES
MEAL PLANS  TROUBLESHOOTING

brought to you by SLEEKGEEK

Purchased by elan@sleekgeek.co.za
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Beyond the usual legal language we would like to make a special reminder to you that Sleekgeek is a social community designed to help people live a better life. Our vision is to inspire 100,000 people to live a healthier life so that they can eat, move, think and sleep better. By paying for this content you are supporting that cause. We give 99% of what we do away for free and use the proceeds from paid products such as this to fund our operation and salaries so we can continue helping others. We humbly ask that you please do not share this document with others. Rather send them to www.sleekgeek.co.za/reboot where they can buy their own and support our dream to change the world. THANK YOU.
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WELCOME

Since the very first 30-Day REBOOT kicked off in August 2012 with 26 intrepid Sleekgeeks, we have watched one of the most amazing and supportive online health communities flourish into more than 20,000 REBOOTers at the time of writing this.

The Sleekgeek REBOOT is a short and focused 30-day nutrition challenge designed to re-orientate you towards healthier eating habits and better overall health. It combines solid nutritional guidelines with a clearly defined deadline and a no-nonsense approach to helping you overcome common excuses for eating healthily.

The results of the Sleekgeek REBOOT absolutely captured people’s attention and word about it spread like wildfire. That is now become a popular Sleekgeek motto: Inspire like wildfire.

Over the years we have seen an unbelievable number of REBOOT successes, and admittedly, a few failures too. This is what inspired us to write the REBOOT success guide. We firmly believe that good health should be accessible and that is why the REBOOT will always be open and free to all, but for your convenience we wanted to take all the lessons that we have learned personally as well as the best tips from our most successful community members and compile it into a REBOOT Success Guide.

HOW TO USE THIS GUIDE

Much of the REBOOT is more of a mental challenge than anything else, which is why we have dedicated the first part of this book to unlocking the Mindset of a Champion. In this section, we talk about why the REBOOT is not a quick-fix solution and rather a learning process that helps re-orientate you towards healthier eating habits and better overall health that will stay with you for a lifetime.

After that we discuss How to Get Started, because as it turns out, for many getting started is the hardest part. Some people are most successful jumping right in and taking on the REBOOT with a cold-turkey approach, while others do better on a more gradual and slow transition into the REBOOT – we call this a “PRE-BOOT”. We will help you decide which is best for you and give you tips on how to do it successfully.

Next, we get to the meat of the success guide that focuses on Strategies for Success. This is the real practical advice that you can apply to your life to make the REBOOT easier, cheaper, healthier, and more fun. We will walk you through how to read food labels, how to eat healthily on a budget, how to decide if you should buy organic, how to eat out at restaurants, and how to stock your kitchen pantry for a successful REBOOT.

To wrap things up we help you do some Troubleshooting. One of the best ways to learn is through making mistakes, but thankfully you don’t have to be the one making those mistakes and wasting valuable time, energy, and money. We have compiled a list of the top mistakes made by others on the REBOOT along with solutions on how you can avoid them, answers to the most frequently asked questions, and also a guide on what you should do once you complete the 30 days of the REBOOT.
This REBOOT Success Guide is also accompanied by a few bonus resources including:

- An extensive **Food List**.
- A **Food Matrix** system to help you build your own REBOOT-friendly meals from scratch.
- **Meal Guidelines** for healthy breakfast, lunch, dinner, and snacks.
- **Drinks Ideas** to give you some exciting variety other than just plain water to drink.
- **Basic Recipes** that are quick to make and don’t require much cooking experience.
- **Gourmet Recipes** that are a bit more complicated and advanced but oh-so-worth it.
- **Sample Meal Plan** that gives you two weeks’ worth of idea, blending Basic Recipes, Gourmet Recipes, and some community-sourced favourites.
- **Progress Tracking Charts**.
- **Printable Assessments and Cheat Sheets for quick reference** from this Success Guide.
- **Testimonials** from other Sleekgeeks, just like you.

We recommend that you through the Success Guide in its entirety (will take you about 2-3 hours) before jumping into the resources.

**THE SLEEKGEEK REBOOT**

The Sleekgeek REBOOT is a short and focused 30-day nutrition challenge designed to re-orientate you towards healthier eating habits and better overall health.

Nutrition can be really confusing and making big life changes is scary. This is why so many people come into the Sleekgeek community looking for help and the right place to start.

*What should or shouldn’t they eat? How can they lose 10kgs? What do we think of Herbalife or USN shakes? Low-carb or low-gi carb? What about thyroid, or hormones, or gut health, or calories, or sports performance? Or even just how can they be healthier and more energetic in general?*

Our own personal experience and countless testimonials from within our community, combined with the latest scientific research has made it clear that one of the best things that people can do is just get back to the basics of eating real food, that give us the nutrients we need to thrive, are anti-inflammatory, and help us fight off disease.

*Therefore, our advice is:* Eat food that contributes positively towards your overall health, while at the same time avoiding unhealthy food that can detract from your health.

Our guidelines are based on the popular and effective Paleo Diet. Not necessarily the concept of eating like a caveman, but more just because of the evidence showing the benefits of eating biologically appropriate real food and the detrimental effects of over consuming highly-refined food-products.

**This is the challenge:** For 30 days you focus on only eating meat, fish, seafood, eggs, vegetables, fruits, nuts and seeds. At the same time, you avoid eating anything containing added sugar or sweeteners, industrial seed / vegetable oils, grains, dairy, and legumes.

To make it a bit easier to understand, we have created 3 different lists:

- **Green List** = eat this
- **Red List** = don’t eat this
- **Orange List** = maybe eat this

On the next few pages you will find a more in-depth breakdown of these three lists.

The Sleekgeek REBOOT will show you how certain nutrient-depleted and inflammation-promoting processed foods combined with the demand for convenience and quick fixes has taken over modern society for the worst. It has lead to a sub-optimal quality of life for the average person, and created a heavy reliance on healthcare sickcare medication and stimulants to keep them functioning on a daily basis.

Our program is built upon the Paleo Diet’s fundamental concept that we are genetically adapted to eating certain foods for optimal health and performance. It recognizes that many modern-day processed food products containing things like sugar, grains, dairy, and artificial ingredients are infamous for having a negative impact on your health and are responsible for much of the chronic illness and disease that is plaguing the world at a startlingly unprecedented rate.
You will be surprised by how well your body responds to just a few days of eating real food that provides it with all the
vitamins, minerals, and other nutrients it needs to function properly.

[Green List] EAT this for 30 days:

- **Meats** (e.g. chicken, pork, beef, lamb, turkey, ostrich, venison, offal)
- **Fish and Seafood** (e.g. trout, tuna, salmon, hake, kingclip, snoek, shrimp, lobster, mussels, clam, crab)
- **Eggs** (yes – yolks and all!)
- **Vegetables** (e.g. spinach, broccoli, cauliflower, tomatoes, carrots, mushrooms, peppers, cucumber, celery, onions, cabbage, lettuce, baby marrow, beetroot)
- **Fruits** (e.g. strawberries, raspberries, blueberries, apples, bananas, oranges, naartjies, watermelon, cherries, grapes, grapefruit, peaches, pears, lemons, avocado)
- **Nuts and Seeds** (e.g. almonds, cashews, macadamias, hazelnuts, walnuts, pecans, pumpkin seeds, sunflower seeds, chia seeds, sesame seeds – NO peanuts)
- **Spices, Herbs, and Salts** (e.g. thyme, garlic, vanilla, ginger, sage, oregano, parsley, black pepper, salt, cumin, cinnamon, turmeric)
- **Healthful oils for cooking** (e.g. coconut oil, olive oil, avocado oil, macadamia nut oil)
- **Drinks** (e.g. Water as a foundation, supplemented if you wish by teas, coffee, freshly juiced vegetables, fruit-infused-water, and coconut water)

We believe these are some of the most nutrient-dense, high-quality foods available that will help you to build a solid
foundation of good nutrition, while also being least problematic (in terms of inflammation, allergies, contamination,
toxins, addictive qualities, etc) when it comes to achieving optimal health.

This Green List above addresses the issue of what is “normal” to eat versus what is “average” to eat.

When you really take a close look at what the average person is eating, very little of it is food such as those listed
above that are still in their original state. It usually has been extensively processed, had unhealthy ingredients added,
or somewhat changed in a way that reduces the amount of useful nutrition it provides.

Common foods are increasing in their entertainment, convenience, and pleasurable value – but losing essential func-
tionality and nutrition.

Food is not just “fuel” or energy, it is information that communicates with every cell in your body! Along with enough
high-quality energy from the Macronutrients protein, carbohydrate, and fats in your diet – for good health it is essential
that we also consume enough:

- **Micronutrients** (vitamins and minerals)
  Micronutrients such as Magnesium helps with muscle and nerve function as well as blood sugar control and the
  transportation of other minerals throughout the body. Likewise, Vitamin A promotes healthy eye function
  and helps to keep our skin, hair, and nails healthy as well as ward off bacterial infections.

- **Phytochemicals** (non-nutritive plant chemicals that have protective or disease preventive properties such
  as flavonoids)
  Phytochemicals offer benefits like DNA protection against free radicals, protection against cancer, reduction
  in blood pressure and increases in blood vessel dilation, they have have neuroprotective effects and also
  decrease your risk for heart disease.

- **Zoochemicals** (EPA, DHA, CLA, Creatine, Carnosine, etc)
  Zoochemicals can reduce inflammation and blood clotting, protect against heart disease, reduce risk for
Type 2 Diabetes, are critical for brain and eye development, help reduce body fat and build lean muscle mass, and even help to suppress cancer cell development.

- Water.

Unfortunately, sufficient micronutrients (especially high-quality and bioavailable ones) are rare to find in today’s common processed foods.

Interpretation of what is “normal” is actually just “average” and it is based off what the majority of others around us are eating or what the media is showing us. But now consider what else is normal in today’s society? We see people that are tired of all their constant aches and pains, they carry excess body fat, they feel sluggish and have low energy, they sleep poorly, and always seem to suffer from bouts of heartburn, constipation, and just a general lack of ability to enjoy every moment of life to the fullest.

If you want to be part of the seemingly “superhuman” group of people (who are really just people living life with their bodies functioning at its normal, optimal capacity), you probably need to take better care of your body more than what the average person does. That’s reasonable right?

This is why we challenge you to try the Sleekgeek REBOOT for 30 days, get away from what is just “average” – average foods, average health, average life – and start making these basic changes that will improve your health for the better.

[Red List] DON’T eat this for 30 days:

- **Added Sugar or Sweeteners** - Real or Artificial (e.g. table sugar, agave, xylitol, honey, coconut sugar, stevia, aspartame, high fructose corn syrup, maple syrup – any sweeteners)

- **Industrial Seed / Vegetable Oils** (e.g. canola oil, corn oil, soybean oil, sunflower oil, rapeseed oil, margarine, hydrogenated oils)

- **Grains** (e.g. wheat, corn, oats, rice, quinoa, rye, barley, millet – yes, this means no breads/pastas/pizza/cereals etc)

- **Dairy Products** (e.g. milk, cheese, yoghurt, cream)

- **Legumes** (e.g. chickpeas, soy, lentils, peanuts)

- **Processed Drinks** (e.g. alcohol, sodas and soft drinks, commercial fruit juices, energy drinks)

- In general, anything that has been highly refined, processed, or artificially made.

- No cheating or deviating from the plan for 30 days – if you do it’s back to day 1!

This second half of the REBOOT guidelines may come as a bit of a shock to the system for some people. Even though we just listed a long list of good stuff above, you may already be saying to yourself: “What on Earth is there possibly still left to eat?!” or “There is no way that I could give up my cereal in the morning and milk in my coffee!”

This is because our society has become so conditioned into accepting fast food, breakfast cereals, chocolate bars, slices of toast, caramel muffins, pizza, microwave meals, and other conveniences as part of our everyday lives.

That is not food.

The problem is that they are food-like products which almost always contain toxic artificial ingredients and are devoid of beneficial nutritional value. Many have been proven to cause a significant amount of systemic inflammation in the body, damage our gut and digestive tract, exacerbate allergies and skin conditions, disrupt proper hormonal functioning, and promote the storage of unwanted body fat.
The result is that people are becoming overfed yet undernourished.

In contrast, food should be nourishing. When you eat you should feel satisfied and sustained without the need to gorge and binge, and yet still somehow be crippled with cravings a mere 2 hours later. Each meal should contribute positively towards your overall vitality and create optimal conditions within your body for you to thrive so that you can perform at your best.

Society is always looking for the “secret”. That magic pill or super food that they can add to their diet in order to solve all of their problems. But that just is the problem. All the stuff that has been added to our diets!

Instead of looking for a band-aid for the problem, we should be focusing on the cause and removing it from our diet.

It is important to understand that the REBOOT is proscriptive far more than it is prescriptive. This means it identifies foods that are doing your body more harm than good and eliminates them, going straight to the root of the problem. What do you have left? Real food! High-quality, non-toxic, nutrient-dense sources of food that are full of the necessary micronutrients that the human body thrives on.

[Orange List] A few EXCEPTIONS and GREY AREAS:

- **Starchy Vegetables** - Consume in moderation, ideally after or to fuel a workout. (e.g. potatoes, sweet potatoes, butternut, pumpkin, squash, cassava, yams)

- **Certain Legumes** - Healthy and allowed regardless of botanical classification due to being more pod than bean. (Green beans, sugar-snap peas, and snow peas are the ONLY ones allowed)

- **Butter and Ghee** – Allowed regardless of being dairy due to high amounts of beneficial nutrients and the “good guys” in the “war” against margarine. (if you are worried about milk solids / lactose, try clarifying butter into ghee or just don’t consume it at all)

- **Dates** - Allowed, but VERY high in sugar and should not be abused / eaten frequently / eaten in large quantities. (1 date = 4.5g of sugar. Yes, 1 teaspoon of sugar EACH. 4 dates = 1 doughnut. Useful as a natural sweetener in things like smoothies.)

- **Dried Fruit** - Allowed, but VERY high in sugar and should not be abused / eaten frequently / eaten in large quantities. (1 handful of raisins = 15g or 3 teaspoons of sugar. Useful in homemade trail mixes along with nuts / seeds / coconut while hiking and exercising.)

- **Vinegars** - Allowed as an exception. A great way to make salads tastier and encourage eating healthy foods. (Has several benefits like lowering blood sugar response to a meal, lowering blood pressure, inhibiting atherosclerosis, being antimicrobial, and good for digestion.)

- **Non-Dairy Milks** - Allowed, but can be very calorie dense, nutritionally empty, outrageously expensive to buy, and contain many nasty additives. (Use strategically in small quantities to supplement smoothies or make black coffee, etc, more tolerable. Make homemade if possible.)

- **Pseudo-Junk Foods and “Healthy Treats”** - Strongly discouraged, healthy ingredients can still be eaten in unhealthy amounts, but may provide a psychological relief to some and still better than actual junk food. (Most desire for things like pancakes, brownies, macaroons, cakes, cookies, and so on stem from previous unhealthy eating habits and are part of what has gotten modern society so far away from real food and good health in the first place.)

You can read more about the Orange List and why we made these an exception or highlighted them as something you should be careful of here.

That’s all you need to know!
Well done for making your way through the whole description of the REBOOT! Hopefully it sounds reasonable to you and makes sense.

To quickly recap:

- **[Green List] Allowed** - Meat, fish and seafood, eggs, vegetables, fruits, nuts, seeds, healthy oils, non-dairy milks, spices, herbs, salts, etc.

- **[Red List] Not Allowed** - Sugar, industrial seed and vegetable oils, grains, dairy products, legumes, alcohol, highly processed foods, cheating.


You are now ready to get started with your first 30-Day REBOOT! We suggest that you join our Facebook support group, finish reading through this document, look up some of the tools and resources available online, and then click here when you are ready to get started with Day 1.

Good luck!
WHAT DOES SUCCESS AND FAILURE REALLY MEAN?

To briefly summarise the goals of the REBOOT, it is to reorientate you towards healthier eating habits and better overall health.

What this means for you is going to be different to what it means for the next person because everyone is at a different stage on their journey and will need to make slightly different changes to see an improvement.

Regardless of that, for everyone – whether you want to lose weight, gain muscle, be healthier, reduce pain, have more energy, live longer, and so on – the first step is always to establish a “new normal” of what you consider appropriate food for your consumption. What is REAL food that we are designed to eat versus what are considered to be food-like products that we manage to survive on but not thrive on?

For some people, achieving this new normal of appropriate food might involve only minor adjustments in current eating habits. For others, it could mean a complete overhaul of everything they have done for their nutrition over the past year or more.

We live in a world where the demand for convenience and efficiency is taking control of our food choices and many lack the required skills to cook for themselves, leading to meals mindlessly filled with fast food, microwave meals, and things that come in boxes and packets rather than fresh food in its original state. Society is mistaking what the average person eats as what is normal to eat. Average in today’s society is a terrible place to be because it’s filled with pain, dis-ease and dissatisfaction.

So how does the reboot fit into all of this?

The REBOOT is here to provide you with the tools that will help take you far beyond just being average, and into the realm of optimal health and vibrant vitality. Our goal is to help you unlock all of that potential hidden away within you, the potential that is just waiting to come out and let you live a bigger, bolder and more fulfilled life by making you healthier, more confident and more capable of living life the way you really want to live it.

We strongly believe that the key to all of this lies in better nutrition. In the REBOOT guidelines, we lay out our recommendations of what you should and shouldn’t eat for the next 30 days. These guidelines do not have to be forever, but most people who complete an entire REBOOT find themselves enjoying their new level of health and vitality so much that they adopt most, if not all, of the guidelines into their everyday life. Throughout this guide, we will give you the tools, resources and knowledge to help you turn these guidelines into an enjoyable and sustainable approach to good health and a great body.

The REBOOT has a 30-day 100% compliance goal where we want you to complete a full 30 days of being motivated, prepared and successful at making healthier choices.

Not everyone will be able to complete a perfect 30 days on the first try. That is ok. Life can be complicated and sometimes impossible to control. In fact, long-term success has got absolutely nothing to do with achieving a perfect score in anything. The key to long-term success is overall consistency in the right direction.
There is no such thing as failure, only feedback. When you adopt this kind of mind-set, you realise that making mistakes is part of life and can be a very useful thing. If you aren’t making mistakes, then you aren’t learning and growing.

However, just because something is hard doesn’t mean it’s impossible. Therefore, we feel that the ultimate success on the REBOOT is managing to successfully complete a full 30 days, allowing yourself to create a new standard of food that is fit for your consumption, and then to take those lessons that you have learned and apply them to your everyday life.

Making new mistakes is ok, but making the same mistakes over and over without ever actually learning from them is not.

Success has many forms, including:

- Being aware that a problem with our nutrition exists, or acknowledging that it may not be optimal.
- Deciding to take steps in the right direction (such as starting the REBOOT).
- Realising just how much junk and sugar the average person eats every day.
- Taking the time to learn about healthier choices.
- Being conscious of the decisions you make every day (whether good or bad).
- Making even just one better choice that will benefit your health.
- Taking the time to cook a good, healthy meal or preparing food in advance.
- Switching over from an excuse-generating mind-set to a problem-solving mind-set.
- Enjoying and valuing a healthy lifestyle.

Ultimately, if you were to rate your current level of health (or more specifically, nutrition) on a scale of 1 to 10 (with 1 being bad and 10 being excellent), a success would be bumping your rating up a notch regardless of where you rated yourself initially.
SELF ASSESSMENT

We all have our own reasons for change. We strongly encourage you to spend a few minutes completing this self-assessment. It will help you identify your current abilities (or lack thereof), and then help you to establish why exactly you really want to bring about change in your life.

If done properly, this is one of the most powerful and valuable sections in this document. This alone could be what you need to develop lasting drive to succeed and maintain a high level of motivation.

Science shows that we tend to believe what we hear ourselves say (or write), so it’s very important that you print this out and fill it in to the best of your ability. The end result will be phenomenally different whether we tell you that by eating better you will be happier, or whether you come to that conclusion on your own through this self-assessment.

So print the next few pages out, grab a pen, and let’s start exploring your current level of health and nutrition, and then think about how much of an effect it might have on your goals and overall life.

1. Think about some of the most important things to you in your life, then describe how you could see better nutrition and good health benefiting you in this. Be specific.

   (Hint: It might increase your longevity and let you see your grandkids grow up, or it could make you more productive at work and lead to a raise in salary.)

2. On a scale of 1 to 10, rate your current average level of energy on a daily basis, with 1 being extremely low and 10 being extremely high.

   (Hint: Is going for a walk, run, or hike daunting to you? Do you frequently crash at around 10am or 4pm? Do you have the energy to be playful, happy, spontaneous and generally energetic, or do you rather silently curse those others who do?)
3. Think about some of the things you would like to do, change, or improve in your life, then describe how you could see better nutrition and good health benefiting you in this. Be specific.

(Hint: It might make you more able to travel across the world, make it on to your local sports team, learn a new hobby, lose weight, or be more confident.)

4. On a scale of 1 to 10, rate how comfortable you currently feel in your own clothes, with 1 being terrible and 10 being extremely confident.

(Hint: Do you feel confident and comfortable? Or are you always self-conscious and wishing they fit better? Do you struggle to find clothes that fit you, or are you able to pull off just about anything?)

5. If things were better with your nutrition and health, what would be different? Be specific.

(Hint: What issues would you hopefully no longer struggle with, what would you be able to do that you currently can’t, how would you feel, etc?)
6. On a scale of 1 to 10, rate what your mood, mind-set, focus and mental clarity is like on average, with 1 being terrible and 10 being awesome.

(Hint: Are you more positive or negative? Optimistic or pessimistic? Focused or distracted? Does your mind often feel foggy and sluggish or crystal clear and efficient?)

7. Imagine that you have the health, body and good habits you desire already. What are some of the things that you did to achieve it? Be specific.

(Hint: Were you consistent with your nutrition? Did you wake up a bit earlier to prepare a proper lunch to take to work? Did you drink less sugary soda and alcohol? Did you become more physically active?)

8. On a scale of 1 to 10, rate your skin appearance and skin health, with 1 being terrible and 10 being fantastic.

(Hint: Think about if your skin is excessively oily or dry? Does it often look red and inflamed? Do you frequently get acne? Do you need to constantly apply skin products to try to keep your skin looking “normal”?)
9. Think about some of the successes that you have had in the past with your health and nutrition, no matter how short-lived or small. What do you feel were the most important reasons you succeeded there? Be specific.

(Hint: Were you still eating palatable and enjoyable foods? Did you keep a food journal? Did you have a buddy to motivate you?)

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10. On a scale of 1 to 10, rate how much support you normally get for your healthy goals, resolutions and actions, with 1 being absolutely none and 10 being you couldn’t possibly receive any more.

(Hint: Think about your family and friends, do they support you or discourage you? Do they roll their eyes every time you start something new? Do they pledge their support to keep you on track? Do you have like-minded people you can talk to? If you rated very low, then be sure to get involved in our REBOOT Support Group on Facebook!)

________________________________________________________________________

Make sure you hang on to these answers because at the end of this document (and the end of your REBOOT) you will evaluate your progress with another questionnaire to see how far you have come and figure out where to go from there.
FOOD ADDICTION AND THE DISTORTION OF HUNGER

This may sound scary, but don’t worry - we all tend to have some level of food addiction as a result of our modern lifestyle (unprecedented inexpensive availability of unhealthy food) and the way society conditions social norms. That’s what “normal” is, after all.

Our goal here is simply to bring your attention to the fact that food addiction is a very widespread problem and that you are not alone if you do suffer from emotional or uncontrollable eating habits.

First, let’s start in a very broad and generalised scope. We want you to take a few minutes to think about the foods you currently eat every day.

Not what you ideally “should” be eating or what you think your “perfect” meal plan looks like. Think about what you ACTUALLY eat.

**With anything in your diet, do you experience:**

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<th>YES</th>
<th>NO</th>
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<tbody>
<tr>
<td><strong>Increased Tolerance?</strong></td>
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<tr>
<td>You need to eat more and more to get the same level of satisfaction.</td>
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<tr>
<td><strong>Withdrawal?</strong></td>
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<td>You experience some kind of negative impact if you stop / don’t eat it.</td>
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<tr>
<td><strong>Over-use?</strong></td>
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<td>You consume it too frequently or too much of it than you really should</td>
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<td></td>
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<tr>
<td><strong>Loss of Control?</strong></td>
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<tr>
<td>Does it feel like that food has more control over you than you have over it</td>
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<tr>
<td><strong>Exceptional Effort to Obtain?</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you go beyond what is reasonable to get it</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Over-prioritisation?</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You consume it too frequently or too much of it than you really should</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ignoring Negative Consequences?</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you continue to consume it regardless of any negative consequences or health effects it may have.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL**

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**MINDSET OF A CHAMPION**

Purchased by elan@sleekgeek.co.za
The Diagnostic and Statistical Manual of Mental Disorders, Volume IV (DSM-IV) tells us that we have chemical dependence on a substance if we experience at least three of the above symptoms.

Apart from drugs, for most people these symptoms are primarily linked with sugar, bread, dairy products, soda or alcohol. Does this sound at all familiar?

You can also continue this exercise beyond nutrition by considering how the symptoms listed above match with other lifestyle behaviours such as television, social media, entertainment, shopping and so on.

If you are someone who immediately started to panic a little bit when you found out that things like bread or dairy are on the “do not eat” list on the REBOOT, then it would be worth your while to pay careful attention to the next quick exercise.

Now, let's expand it a bit further to make it more relevant to addictive foods in general.

**Do you find yourself:**

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eating until you are uncomfortably full or physically ill? Especially hyper-palatable foods (i.e. sugary, salty, savoury, starchy, crunchy, etc).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feeling like you are starving again within an hour or two of eating a full meal?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feeling hungry - but only for a specific type of food (i.e. you are hungry for bread, dairy, sugary sweets, etc, but not hungry for things like carrots, tomatoes, cucumber, and other healthy foods).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating even though you aren’t actually hungry?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continuing to eat even though you are no longer hungry?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating a lot more than you were intending to (i.e. binge eating)?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Having a difficult time stopping once you have started eating certain things like chips, cookies, sweets and even fruit?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feeling self-loathing, disgust, or depressed just after you have eaten, or about your eating habits in general?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Resorting to comfort foods as soon as you feel emotional (i.e. depressed, upset, angry, stressed, etc?).

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

Needing to eat more and more unhealthy foods than before to feel better about something or to get the same level of satisfaction?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

Struggling to cut back on the amount of certain foods that you eat?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

Feeling guilty about some of the foods that you eat?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

Hiding the wrapper or any evidence of what you just ate because you don’t want anyone to know?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

Feeling that you cannot do something without first eating something (i.e. can’t focus at 10am without a snack, can’t work past 4pm without coffee, can’t go to sleep without first having something sweet, etc).

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

If you answered yes to several of these questions, that is a sign that you might have some level of food addiction.

Again, this is not uncommon and you don’t need to freak out about it.

In fact, you are already doing extremely well by taking these steps to complete the REBOOT, which will immediately start addressing some of these problems.

Just you wait, at the end of the REBOOT you will be able to complete this questionnaire again and get a completely different, much improved result!

We know that food addiction is a frustrating, almost heartbreaking place to be in ... Believe it or not, we have also been there and experienced just about all of the above situations on the food addiction questionnaire at some point in our lives.

What we also know is that it is 100% possible to overcome these obstacles and break free of the suffocating grip that cravings and food can have over you. The REBOOT is your blueprint to taking back control over your food and we are here to help you every step of the way!
Finally, here is one last tool that we want to equip you with to make you more mindful of your eating habits:

**Are you eating to fuel your body, or eating to fuel your emotions?**

<table>
<thead>
<tr>
<th>EMOTIONAL HUNGER</th>
<th>PHYSICAL HUNGER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starts suddenly.</td>
<td>Starts gradually.</td>
</tr>
<tr>
<td>Felt mostly in your head and upper body, near the “surface”.</td>
<td>Felt deep within your stomach and gut.</td>
</tr>
<tr>
<td>A sharp craving that you can’t stop thinking about. Tends to be incessant.</td>
<td>A growling pang or hunger that is noticeably there, but not distracting. Tends to come in waves.</td>
</tr>
<tr>
<td>You become fixated on a specific food, taste, or texture.</td>
<td>You are open to many options, including vegetables and less palatable foods in general.</td>
</tr>
<tr>
<td>Is never really satisfied, will often come back sooner or later or requires you to eat until you are uncomfortably full.</td>
<td>Stops when you are full or have eaten enough to stay the hunger.</td>
</tr>
<tr>
<td>Stays around or comes back soon if you eat something other than what you are craving.</td>
<td>Goes away regardless of what you eat, provided you eat a sufficient amount.</td>
</tr>
<tr>
<td>When eating, it may trigger feelings of self-loathing, guilt, regret, or shame.</td>
<td>When eating, it doesn’t make you feel bad about yourself.</td>
</tr>
<tr>
<td>Associated with mindless eating due to stress, frustration, or boredom.</td>
<td>Associated with purposely fuelling your body with what it needs.</td>
</tr>
</tbody>
</table>

If you identify mostly with emotional hunger on a daily basis, rather than physical hunger, then a great resource for further reading is [Robb Wolf’s article on What Kind of Hungry Are You?](#)

There, he talks about the differences between physical hunger, nutritional hunger, hormonal hunger, emotional hunger, hunger by association, practical hunger, taste hunger and habit or learned hunger.

Food (especially sugar) addiction is very real, and what makes it so dangerous is that it’s socially acceptable. You do not need to freak out and go into rehab, but you do need to be more mindful of what you eat and why you eat it.
VALUING YOUR HEALTH AND MAKING IT A PRIORITY

When it comes to valuing your health, remember:

1. It's the only body you have, use it or lose it – don’t abuse it.
2. When it doesn't work properly, you become very inefficient and unproductive at work, at relationships and at life in general.
3. Reactive measures like doctor’s visits and surgeries to fix your health are extremely costly.
4. Proactive measures such as eating well and being physically active are very successful preventative measures and much cheaper in comparison.
5. Being healthy allows you to better unlock your potential and live a fuller, better life.
6. Winners find a way; losers find an excuse.
7. You control food, food does not control you.

Two of the most common excuses people have for not living a healthy lifestyle are that they are “too busy” or it is “too expensive”.

We are not denying that maintaining an active, healthy lifestyle can be time consuming, or that eating healthy can be more expensive ... but this isn’t always the case, and we want to try to help you see if a small shift in mind-set makes this process any easier for you.

There is a saying: “Winners find a way, losers find an excuse.” When you see the value in good health, it will start becoming something that receives a higher level of priority and preference in your life over convenience or entertainment. You start focusing more on the opportunities that are present than the obstacles.

Any bit of physical activity (even just 5 minutes) and just a slight improvement in eating habits is still better than nothing at all. There are many healthy and delicious foods out there that you can get at very affordable prices, and many ways to get an effective workout in without belonging to an expensive gym. In fact, in the long run, you will often find yourself saving money on medical bills and being more productive due to less downtime and having more energy.

If you find yourself feeling that you are always too busy to take care of your health, we propose you examine why you feel you are too busy and whether you can adjust any of your strategies to better fit your current lifestyle. Some people are indeed busier than others and will therefore have less time to go to the gym or shop for healthy food. However, it isn’t impossible - sometimes there just needs to be a shift in focus, such as just trying to incorporate a bit more walking throughout the day, or doing 5 minutes of pushups, situps and squats every couple of hours. Likewise, spend those small gaps of free time thinking about what meals to make and how you can best plan instead of hopping on Facebook or Pinterest at every chance you get.

For example, perhaps cancelling a DStv subscription or going out for drinks less will help you find both more time for healthier habits and pastimes, and give you more financial freedom to buy the foods you want or get the gym membership you feel will make all the difference. This is just an example, there is nothing wrong with watching TV, reading magazines, or being social with your friends.

We are only asking you to think about what areas of your life are unnecessarily costly and possibly even taking away from your health (i.e. sitting on the couch too much, or buying too much junk food). Perhaps you can find a way to reallocate some of those resources to healthier causes. It doesn’t need to be permanent, but again ... “Winners find a way, losers find an excuse”.

As Gandhi once said: “Actions express priorities.” It doesn’t matter what our intentions are or the potential we see in ourselves. What only matters is what we actually take action on in any given moment of any day.
CONQUERING THE MENTAL CHALLENGE OF THE REBOOT

Embarking on the REBOOT can be quite a daunting task. Change tends to be uncomfortable and we all like our comfort zones. Comfort zones are comfortable, familiar, predictable, safe, risk-free… They also tend to be boring and stagnant. Once you are able to embrace discomfort and recognise it for what it is (you aren’t in pain, you aren’t dying, you aren’t suffering great loss – you are just experiencing change), it will allow you to unlock so much more of your potential in all aspects of your life.

The U.S. Navy SEALS have a saying: “Get comfortable with being uncomfortable.” This is what allows them to confidently face whatever challenge may come their way.

For someone who has been eating a completely different kind of diet for the past couple of years, this kind of change can be absolutely terrifying, many people have not gone a day without things like sugar or dairy, let alone an entire 30 days! This is why we suggest a more gradual PRE-BOOT transition phase of adding in good stuff, swapping out some of the bad stuff and then finally cleaning your diet up over a period of 1-2 weeks before properly starting the REBOOT.

More than anything, the REBOOT is a mental test of your commitment.

It’s important to note that when you commit to the REBOOT, you are making a commitment to yourself. We are always so happy and proud when a community member completes their first REBOOT, but at the end of the day what anyone else thinks doesn’t really matter.

Make a promise to yourself that you will complete the full 30 days, and then keep that promise. Show yourself how much your word is worth. If you can’t keep a promise to yourself, then how can anyone else put faith and value in promises that you make to them?

There will indeed be times where it’s perhaps just not the right place or time for you to take on this kind of challenge in your life, but we believe that if you truly commit yourself to making positive change, then you will at least find success in one form or another.

The key is not to fight it. Winners see opportunities whereas losers see excuses, so embrace the 30 days as an experiment and an exciting adventure in cooking, nutrition and health.

If you regard this process as an impossible ordeal, then that is exactly what it will be. But if you regard this process as a fun opportunity to explore new foods and a totally new kind of lifestyle, then you are going to enjoy every moment of it!

Can we agree that if you do not have sugar, dairy or bread for 30, days you will not die?

Judging by some people’s first reaction when they hear they cannot have these foods, you would think it is indeed a matter of life and death. But if you slow down and actually think about it, what’s all the fuss about? Do you control your food, or does your food control you?

We want you to consider this: Can you say what life would be like without it if you haven’t ever tried?

When people say that they can’t go without something, what they really saying is that they choose not to.

In reality, if you cannot imagine going a few days without something, is that not enough evidence to illustrate that your relationship is unhealthy and dependent? Can you picture how great it would feel to not be craving these foods all the time? It is certainly possible, but you have to make that first move and stop yourself from being dependent on them.

Melissa Hartwig said it well: “Don’t tell us this is hard. Quitting heroin is hard. Beating cancer is hard. Drinking your coffee black. Is. Not. Hard!”

It’s time to leave your comfort zone and get comfortable with being uncomfortable. Make a commitment to yourself and then prove that your goals and dreams are stronger than your fears.
COMMITMENT AND INTEGRITY VERSUS MOTIVATION

We are not big fans of relying on “willpower” and “motivation”. Those are fleeting emotions that are hard to summon on request when you need them most.

We believe more in making a “commitment”, developing self-discipline and changing your “mind-set” linked to your goals and values.

That is a solid, unwavering base for progress you can rely on.


We wish they would take the word “motivation” out of the dictionary. We think it is crazy to base all your actions on some feeling or emotion that may or may not arrive. Talk about gambling with your health. Can you see that?

What is this thing called motivation? Where can I get it? Can I buy it in a shop? No - because it does not exist. Humans have created it to give ourselves a loophole.

People who get results actually just take the actions needed to do so, and others simply do not. That is all that is happening in reality. Yet we create a drama around obsessing about the concept of motivation.

During this 30 days, you are not going to wake up each day hoping for the motivation to succeed. You are going to feel empowered and strengthened each day with the knowledge that you have made a commitment to the process that you will keep no matter what happens. Simply because you promised you would.

If you are someone who is constantly negative about your health plan and constantly battling against yourself, you are unlikely to succeed, no matter what the plan.

The building blocks for success are to be positive, believe you can do it and commit to it.

When your mind-set is strong, you will not allow setbacks to scupper your journey. You will navigate tough situations easier than others. You will not feel sorry for yourself. You will feel more at ease and less stressed.

How can you get into the right mind-set and find your commitment? The answer is simply to have integrity to yourself. It’s about personal power and how we create and generate it! It is a force that can literally change your life.

If you cannot trust your word or promises to yourself, you have a problem in your life.

Have you noticed how if you say you are going to exercise X amount of times in a week and when you do it you feel a sense of power? When you don’t you feel weak and have guilt. Same goes for every time you eat something that you really know you should not?

That is why success is not about motivation. Motivation is a feeling. Success is really about discipline and keeping your word to yourself. It is about committing to doing the things you put your word to.

There is a fundamental paradigm shift.

Motivation, broadly speaking, operates on the erroneous assumption that a particular mental or emotional state is necessary to complete a task.

That’s completely the wrong way around.

Discipline, by contrast, separates outwards functioning from moods and feelings and is far more effective.

Ready for commitment?
MAKE YOUR REBOOT PLEDGE

I ________________________________

On this date _______________________

PROMISE myself that I commit to:

1. Follow the REBOOT guidelines for 30 days.
2. Keep my promise on days that seem tough or impossible.
3. Prepare and plan for success.
4. Embrace the process with a positive mind-set.
5. Be open to learning new things and ways to live.
6. Not moan, but have gratitude in the process daily.
7. Start again when I break the rules until I have completed a full 30-day REBOOT.

Name ______________________________________
__________________________________________

Signature
BUILDING A SUPPORT STRUCTURE

Building a solid support structure will make your journey so much easier, both in good times and in bad. Helen Keller once hit the nail on the head by saying: “Alone we can do so little, together we can do so much.”

This is the fundamental reason that the Sleekgeek community as a whole has exploded with growth and countless successes. We operate as one giant support structure that shares goals, successes, advice and inspiration to help one another live a healthier lifestyle.

Hopefully by now you already know about our REBOOT Support Group on Facebook, which is a fantastic environment for social support and learning. If you truly want to succeed on the REBOOT, then this is the most powerful resource available, and it’s absolutely free!

You may see people in our support group referencing things like V1D27 or V2D1, etc. This just refers to what Version and Day their REBOOT is on. The first time you do a 30-day REBOOT, you are on Version 1 (V1). So V1D27 is Version 1, Day 27. Once you have successfully completed your first uninterrupted 30 days and decide to do the REBOOT again, then that is Version 2. So V2D1 is Version 2, Day 1.

Apart from online support from our Facebook support group, it’s always a good idea to try to build some kind of real-life support structure that will help reinforce your positive decisions and encourage you to make healthy choices.

You may find it very difficult to get your friends and family on board with your healthy eating programme. Our suggestion is to try to talk to them once or twice, explain to them why this is so important for you and how much it would mean to you if they supported you. If they resist, then don’t keep nagging and trying to force them. Rather do your own thing and let your results speak for themselves.

More often than not, family and friends will start watching you more closely with interest as soon as they see you losing weight or becoming healthier in general. If you lead by example and don’t belittle them or make snide comments about their unhealthy meals, then soon enough you can bet they will start asking you for advice and trying to get on board.

Once you have found someone else who is keen to join you on this journey (it could be in real life or someone who you have become close to online in our support group), we suggest buddy up and creating an accountability food journal. The way this works is you make an agreement to send each other a photo of every single thing that you eat (easily done with a camera phone and WhatsApp, Facebook Messenger, or just good old SMS and email. Whether good or bad, make sure you snap that pic and send it to them. You will find that the journaling of what you eat is very motivating and it will in turn motivate your buddy and reinforce the concept of making healthy choices.

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Doing things on your own can only get you so far, but when you build a support structure around your goals, you can achieve so much more.
Now that we have talked a bit about how to differentiate success from failure and how to turn even what some might consider failures into valuable lessons, let’s examine how one might actually measure success to ensure things are going according to plan.

You might be shocked to hear this, but on the REBOOT we highly recommend that you do NOT watch the scale like a hawk. While weight-loss is a very common result of healthier eating habits, it is not the main focus of the REBOOT. If you want rapid weight-loss, then cut off a leg. If you want health and *fat* loss (note this is different to just “weight-loss”), along with building some great lean muscle mass, then make sure you are paying attention to the things that actually matter.

If you must weigh yourself, then do it only do it infrequently such as on day 1, on day 15 and on day 30. Try to recreate the same conditions each time in order to ensure accuracy, such as using the same scale, and weighing yourself at the same time of the day in the same/similar clothes. Mondays are also great days to weigh in as a way to keep yourself accountable and good over the weekend.

**Great markers for progress and success that you can measure include:**

- How you look in the mirror.
- How your clothes feel.
- What your mood, mind-set, focus and mental clarity is like.
- How much energy you have on a daily basis.
- How confident you feel in general.
- Physical performance (strength, endurance, speed, recovery time, etc).
- Balance and how comfortable you are moving your body around.
- The absence of other issues such as stomach problems, headaches, sinus issues, migraines, colds, flu, joint pain.
- Skin appearance and overall skin health.
- Digestive health and bowel movements.
- How easy it is to stay on track and adhere to your healthy eating goals.
- Measurements in cm (chest, biceps, tummy, thigh, hips, waist, etc).
- Body fat and lean muscle mass (you will need to speak to a health/fitness professional or dietician for this).

We strongly encourage you to take note of some of these markers for progress before starting the REBOOT and then compare them to where you are at the end of the 30 days.

**With all that said, we know that for many, weight-loss (more specifically fat loss) is still likely to be top of your list for desired outcomes.**

Instead of obsessing over how much weight you would like to lose, rather focus on WHY you want to lose that weight. What does it represent or symbolise? Lots of energy? Mental clarity? Vitality? Confidence? Attractiveness? A sense of achievement? Less fat and more muscle? Looking good naked? Being fit and physically capable? A long and prosperous life where you can travel the world pain-free during retirement and watch your grandchildren grow up?
GETTING STARTED COLD TURKEY

Getting started very often is the hardest part. Honestly, for many it can be a huge mental challenge that needs to be overcome - but with the right preparation and strategies, this process will become effortless and you will be well on your way to optimal health and vitality.

You may be someone who prefers to make a big change by taking a cold-turkey approach and just go charging in full-steam ahead. Maybe you embrace the excitement found in the heat of the moment to make the process of change easy and even enjoyable.

If this is you, then that is fantastic. Go for it. After all, action -- not intention -- is what creates results.

However, keep in mind that there may be downsides to this approach too. For a start, it is common to end up making mistakes and not do everything correctly the first time around. Your understanding of the process might not be as clear as it should be, or you might not be as prepared as you thought you were.

There is also a chance that you will experience some initial side-effects, depending on what your diet was like before making a sudden switch to the REBOOT guidelines.

For example, some people experience flu-like symptoms (known as “low-carb flu”), including headaches, nausea, fatigue and just general malaise that lasts 1-3 days. This is common in those who previously consumed a diet very rich in added sugars and carbohydrates (cereals, bread, pasta, fruit, soft drinks, alcohol, desserts, biscuits, chips, etc), and now their body is trying to adapt to a lower-carbohydrate diet. Various mechanisms in the body involving glucose, insulin neurotransmitters, electrolytes and so on need time to readjust.

Not to worry, our goal with this document is to make you as prepared and ready as possible. We will equip you with all the knowledge and tools you could possibly need, and also specifically address common problems (such as low-carb flu) in our troubleshooting section.

For some people, taking the plunge and jumping into the REBOOT right away works well. However, if you don’t feel ready then don’t worry - read on!
GETTING STARTED WITH A “PRE-BOOT”

On the other hand, a cold-turkey approach might not be appropriate for you. You might find yourself feeling overwhelmed and would rather spend some more time getting your mind-set right, planning and slowly adjusting to this new lifestyle.

This is an okay approach to take too. In fact, this is probably the better path for most people. However, you must make sure that you aren’t just looking for an excuse to delay or wait while searching for that “perfect moment” to begin (Hint: It doesn’t exist! There is no time like the present).

“The best time to plant a tree is 20 years ago. The second best time is now.” - Chinese Proverb.

If your diet has previously been very different to what the REBOOT guidelines recommend (mainly with regards to your usual consumption of sugar and carbohydrates), then we would strongly suggest a transition phase of a week or two, where you start making gradual changes to help ease yourself into the programme before starting it officially.

Our bodies are great at adapting to change, but if too much happens too quickly, then the first couple of days may be quite uncomfortable and difficult. It’s always a better strategy to work with your body instead of fighting it at every turn.

A good gradual approach to implementing the REBOOT strategies is by doing a “PRE-BOOT”:

Step 1: Add good things in (Days 1-3)
Cutting all unhealthy food out of your diet in one go can be extremely hard and very frustrating, especially if it’s that one thing like bread or yogurt that you treasure so much and can’t imagine living without. Rather, we suggest that you focus on adding in more good foods (from the REBOOT’s Green List) into your daily diet first. Naturally, the more good food you eat, the less bad food you will eat, but let’s not get ahead of ourselves. A good way to get going is to start with getting breakfast sorted and then work your way up to each main meal. Alternatively, you could try first just switching out the unhealthy snacks for some fresh veggies and a handful of nuts before trying to take on bigger tasks like breakfast, lunch and dinner.

Step 2: Substitute as much as possible (Days 4-6)
As you add more and more good foods into your diet, we want you to make a greater effort to replace as many of your less healthy choices as possible. Pick your battles wisely -- perhaps it’s not worth stressing over the tiny dash of milk in your coffee that really makes your morning if you are still eating chocolate bars and drinking energy drinks every lunch break or eating ice cream every night before bed. Once again, you will need to decide which approach feels right for you because, on the other hand, sometimes making the smallest changes possible first helps to build up momentum and makes the bigger changes easier to tackle.

Step 3: Clean it up (Day 7)
Finally, it’s time to prepare to officially start your REBOOT. Once you have added in healthy food and substituted out as much of the bad food as possible, you need to fine-tune your diet and clean up any remaining consumption of foods that are on the avoid eating list for the REBOOT. If in doubt, fill their empty slots in your meals with more veggies, a small handful of nuts, or half an avocado seasoned with some salt and pepper or other spices that you fancy.
If you need more specific guidance, you might find these steps useful:

Drink water.
This is the easiest first step you can make because it requires nothing special. Switch your sodas, sugary fruit juices and alcohol for good old water. Try mixing it up a bit with sparkling water or infusing some flavour by letting pieces of fruit, veg and herbs soak in a jug of water overnight (e.g. apples, cucumber, strawberries, lemons, peaches, mint, etc). Refer to our Drinks Ideas section for some more ideas.

Eliminate added sugar.
This is a big step, but will provide some of the greatest benefit. Cut out things like chocolates, sweets, biscuits, rusks, muffins, milkshakes and so on. Stop putting sugar or sweeteners in your tea and coffee. Replace them with fruit (berries especially are lowest in sugar), or some nuts, seeds and veggies.

Cook using healthful cooking oils.
Another very easy step, get rid of unhealthy vegetable oils - things like Spray and Cook, sunflower oil, margarine and other vegetable oils that have been highly refined. Throw them away. Coconut oil should be your go-to oil to cook in as it handles heat very well, tastes great and is incredibly healthy. Other good choices are olive oil and avocado oil.

Stop eating foods that cause inflammation and digestive issues.
This means getting rid of the grains (yes like breads, cereals and oats - yes we know it sucks, but you will feel fantastic for doing so), dairy products and legumes (this unfortunately includes peanuts, peanut butter and soy products). Most people don’t realise how bad these foods can make them feel because they have spent their lives eating them. Cut it out for a full 30 days and feel the benefit.

If you want to snack, do so on vegetables, nuts, seeds and maybe a bit of fruit.
On the REBOOT, you will notice your cravings tend to disappear and your meal satiety increases. This means you will probably find yourself snacking less and less, but if you do need to then there are smart and convenient choices. There are many healthy and tasty vegetables that are very easily transported around in lunchboxes and cooler bags, like baby tomatoes, cucumber, celery and carrots.

Focus on constructing proper meals.
Start with high-quality source of protein, add in colourful vegetables, possibly some fruit (berries are best), and finish off your meal with a healthy fat like avocado or a small handful of nuts. Eat until you are full and satisfied, but try to eat a bit slower than normal and really enjoy your food. Focus on your meal, put away your phone and don’t eat in front of the TV or computer. Be mindful of what you are eating and appreciate how lucky you are to be able to afford what so many people can’t.

Completely eliminate any other remaining processed products once and for all.
Start paying attention to food labels and ingredients (ideally there should not be a food label on any of the food you buy, because that food should be the only ingredient). Get rid of those “balanced diet” meal replacement shakes or protein bars, and any other food products that are masquerading as “healthy” in an effort to market themselves better. Truly healthy food does not need to convince consumers it is healthy. It just is. A good general rule of thumb is that your food should not need an ingredients list.

Keep your house well-stocked, but stop buying junk food-like products.
If you fail to plan, then you plan to fail. Have healthy food readily available and you will eat it. Have junk food readily available and you will definitely eat it. Sometimes willpower and a healthy resolution alone aren’t enough to battle temptation when combined with all those neurological chemical reactions, hormonal responses and positive associations that happen in your body at the thought, sight and smell of unhealthy food that you have grown to like. Learn to adopt the “clean house, clean diet” concept, where you only keep healthy foods in the house. That way, if you do feel like cheating on your nutrition, then it suddenly becomes so much harder because you have to go out of your house and buy it somewhere.
Cook for yourself.

We can greatly increase the quality of the food that we eat simply by taking the time to prepare our own meals from scratch. This makes one more mindful of what ingredients are going into our food and we can better control what we are eating. It’s easy to make a healthy, wholesome, homemade meal. It’s not so easy to find that in a pre-cooked or pre-made meal in the shops. Cooking for yourself doesn’t have to be complicated, it can be as simple as just boiling some eggs or making some mince. Experiment, learn and have fun.

If you are REALLY struggling, then we suggest just taking it one meal at a time. Remember that eating even just one healthier meal than normal is still better than nothing.

Remember what we said in the beginning: There is no such thing as failure, only feedback. The REBOOT is not a quick-fix solution to all your problems. Rather, it is a learning process that helps reorientate you towards healthier eating habits and better.
3 TOOLS TO KEEP YOU ON TRACK

If you are really struggling to complete a full 30 days, then you might need to spend some time working on your compliance and consistency using smaller steps and challenges before trying to take on a full 30 days. Here are 3 tools that we find extremely helpful in building compliance and consistency with habits:

**Tool #1: The Rubber Band**

Keep a rubber/elastic band (or even better - one of our Sleekgeek wristbands) on your wrist. Then every time you eat a snack or meal that isn’t allowed on the REBOOT, you swap the band over to the other hand. The goal is to essentially keep the band on one wrist for as long as possible. This is a great way to increase your mindfulness of what you are eating.

**Tool #2: Ticks and Crosses**

Another great tool is to make a chart for yourself where you track every meal you eat. You then either give yourself a tick or a cross depending on whether you ate well or not respectively. The goal is to never get more than 2 crosses (2 bad meals) in a row. As you get better, you can then start rather giving yourself a tick or a cross based on your entire day’s eating. A tick means all your meals were healthy and a cross means that you ate something that day that wasn’t great. The goal again is to never get more than 2 crosses in a row.

**Tool #3: Donations Jar**

Finally, something that will both benefit you as well as any sort of charity or cause that you believe in -- have a donations jar that you put R5 or R10 or R50 into depending on your financial ability for each time you mess up.

All of these techniques are incredibly valuable tools to help you reinforce positive habits or eliminate negative habits in all aspects of your life. This can be exercising regularly, getting sufficient sleep, brushing your teeth, nail biting and so on. Our favourite at Sleekgeek Headquarters is popping R5 to R10 into a Donations Jar for each unnecessary negative thought or complaint that we let loose.
3 HABITS TO KEEP YOU GOING IN THE RIGHT DIRECTION

When we discussed valuing your health and making it a priority earlier, we made it clear that the REBOOT is first and foremost designed to reorientate you towards better health and healthier habits.

However, a lot can still be said for habits that don’t just keep you on track, but also keep you moving in the right direction (which for most is either losing unwanted fat or maintaining a healthy bodyweight) while still seeking good health.

So we would like to introduce you to habit-based nutrition. A strategy where a small handful of simple but effective habits are used to help shape your nutritional choices (regardless of your plan) over time.

As these habits catch on and become more ingrained, you will have an easier time making smart nutritional choices without even putting much thought into it.

Your goals can change, your work load and stress levels can increase, you can keep doing REBOOT, or you can try Banting, or Intermittent Fasting, or Vegan, or pretty much nothing special at all - these habits will remain the same and help keep you on track!

**Habit 1: Eat Slowly**

Research shows that people who eat slowly tend to digest their food better, lose or maintain weight more easily, and feel more satisfied with each meal.

On the other hand, those who rush their meals due to time constraints, distractions or simply by habit, tend to run into way more health-related problems such as eating more calories than they meant to, finishing their meals way before natural satiety signals kick in, ending up uncomfortably stuffed, and having poor digestion and nutrient absorption.

Getting into the habit of eating more slowly can provide enormous benefits for very little effort.

An example is you may often hear the recommendation to eat whole, unprocessed food because it is nutrient-dense and fills you up more. The problem is if you gobble down your food and overeat before your body realises it is actually, full then you may as well have just eaten a box of donuts or a tub of ice cream instead. Either way, you are going to be consuming too many calories and putting on or keeping on unwanted fat.

It takes about 20 minutes from the start of your meal for your brain to send out satiety signals and hormones. Next time you eat, see how you can slow down your meal by being a bit more social (eat at a table instead of in front of the TV), drink some water in between mouthfuls, put the knife and fork down now and then, don't start cutting your next bite until you have swallowed your current one, and so on.

If you currently finish most meals in 3 to 5 minutes, you don't need to suddenly take 20 minutes for your next meal. Just work on slowing things down. Aim to slow the meal down by 5 to 10 minutes and see what a difference it can make.

**Habit 2: Stop At 80% Full**

This one ties really nicely into the eating slowly strategy. Being mindful of how much you eat and whether you are still actually hungry before taking the next bite is a useful tool for losing fat and effortlessly maintaining a healthy weight.

There is a Japanese practice called hari hachi bu, which is used as a means to help regulate appetite and avoid overeating without the need to count calories. It refers to the country’s cultural tendency (Confucian teaching) to eat until only about 80% full.

It's believed to be an important factor in the attributed mindfulness and longevity of their population.

Interestingly enough, some sort of calorie restriction practice is common throughout a variety of different cultures other than the Japanese, such as:
• **Ayurvedic tradition** (eat until 75% full).

• **Islamic Qu’ran guidelines** (excess eating is a sin).

• **The prophet Muhammad** (describing a full belly as 1/3 food, 1/3 liquid, and 1/3 air - aka only 2/3 full).

• **German expression** (“Tie off the sack before it gets completely full”).

• **Indian proverb** (“Drink your food and chew your drink”)

• **French expression** (“I have no more hunger” as opposed to saying “I’m full”).

Bonus: As long as you are eating enough to sustain your physical and mental activities, avoid nutrient deficiencies. To fuel your level of physical activity, there are many [benefits to some sort of short-term calorie restriction](https://www.sleekgeek.co.za) or [intermittent fasting](https://www.sleekgeek.co.za).

**Habit 3: Design For Default**

I (Eric) am pretty good when it comes to cravings. I don’t EVER sit (actually I stand) at my desk, thinking all day about a slice of cake or a chocolate brownie. But leave one of those on my desk and it won’t be there next time you come past. How visible foods are can play a huge role in how we eat.

Research shows that we are more likely to eat foods kept easily visible at eye-level rather than foods tucked away above our heads, near our feet, or in containers that we can’t see inside. Shops know this and that’s why brands pay shops an absolute fortune for the best product placement.

Whether it’s at the shops, or in our home, something has to go on the eye-level shelf. For shops, it may as well be the products whose brands pay the most, and for us it may as well be healthy food.

Go open your fridge and your cupboards, look at where else you keep foods, such as in fruit bowls or containers. What is more visible and easily accessible? The healthy stuff or the unhealthy stuff? Now might be a great time for a kitchen overhaul :)

James Clear writes very well about designing for default. As he says: “If you optimise the default decisions in your life, rather than accepting whatever is handed to you, then it will be easier to live a better life.”

A few more excellent examples of designing for default in your life:

Keep your house well-stocked with healthy food. Healthy food should be as convenient and accessible as possible.

Allow yourself to have a treat now and then, but limit this to ONLY outside of your house and the usual places you frequent. If you want it, you have to go out of your way to get it.

Don’t sleep with your phone next to your bed to avoid those terrible stints of late-night social-media updates and checking of work email.

Make yourself less likely to watch TV by rearranging the furniture so that it’s not angled directly at the TV. While you’re at it, leave a book next to your couch.

Keep a dumbbell next to your desk to give yourself something productive to do when you’re bored.

Grocery shop on a full stomach -- you will be much less likely to give in to impulse buys and cravings.

Keep a water bottle with you throughout the day because even just the sight of it makes you drink more water. Feel free to invest in a really nice water bottle that you like, or decorate it to make it more interesting.
HOW TO READ FOOD LABELS

The best-case scenario on the REBOOT is that you are eating nutrient-dense, wholesome, single-ingredient foods that do not even have a food label or more than one ingredient.

However, there may be a few exceptions from time-to-time and this is also an excellent opportunity for us to try help educate you on what to look out for in the future. After all, once you have completed the REBOOT, you may find yourself adding back into your diet one or two convenience foods occasionally, and we want you to be able to make the best choice possible.

The packaging:

The first thing people normally look at when buying foods is what it says on the front of the box of packet.

This is a bad idea, as marketing companies love appealing to consumers by putting bold words on the front of packaging such as “high in protein”, “rich in vitamins and minerals”, “fat free”, “gluten free”, and so on. Most of the time, this doesn’t actually mean much at all and is simply a marketing effort to sell more products. In fact, most foods marketed as healthy are often actually exactly the opposite.

As we stated earlier: Truly healthy food does not need to convince consumers it is healthy. It just is. Go with your gut feeling and what you know to be healthy. Don’t convince yourself that the lucrative food industry has your best interests at heart.

Nutrition facts label:

The next place that consumers get confused is they look at the nutrition facts label that shows the amount of calories, protein, fat, carbohydrates, and other possible stats such as sodium and cholesterol. This is great for someone trying to eat a low-carb diet, get extra protein, watch their salt intake and so on, but even then it isn’t always very reliable.

These days there are things like zero-calorie sweeteners, which are effectively types of sugars that can still play havoc on your body but will not get included in the carbohydrate or calorie count on the label. So if you automatically think that anything listed as very low in carbohydrates is healthy, then you are only going to be fooled by the food industry. However, it’s still useful information to know.

If something is highly processed and very high in carbohydrates, there is a good chance that many of those carbohydrates are actually just sugar. If you’re lucky, the nutrition label will tell you.
Ingredients list:

An educated consumer will look beyond the marketing buzzwords and macronutrient/calorie nutrition label, and examine the list of ingredients closely. This will tell you what you are really putting into your body. If you buy a box of apple juice from the shops and the only ingredients is freshly squeezed apples, then that's more than acceptable, but if it's a list of 10-15 different ingredients, something is definitely up. (Keep in mind we don't actually encourage drinking fruit juice on the 30-days of the REBOOT because it is still very high in sugar -- this was just an easy example to use).

It's worth knowing that ingredients are listed in decreasing order of their weight within the food, so ingredients at the beginning of the list are typically the largest quantity.

If you are ever unsure about an ingredient, you can simply go to Google and type in “is <ingredient> Paleo?” such as “is maltodextrin Paleo?” and you should easily be able to find the answer within a couple of clicks and a few seconds of reading because the REBOOT is based upon the Paleo Diet. Just always keep in mind the core rules of the REBOOT because not all sources online may be 100% correct. Feel free to also ask for help in the REBOOT Facebook group (preferably after having first tried to find the answer yourself).

To give you an idea of how widespread and yet hidden away sugar can be, any of these might be in an ingredients list, and all of them are some form of sugar:

Agave nectar, Agave syrup, Barley malt, Beet sugar, Blackstrap molasses, Brown rice syrup, Brown sugar, Buttered sugar, Cane sugar, Cane juice (and Dehydrated cane juice and Cane juice solids and Cane juice crystals), Caramel, Carob syrup, Caster sugar, Coconut sugar, Corn sweetener, Corn syrup (and Corn syrup solids), Crystalline fructose, Date sugar, Dextrin (and Maltodextrin), Dextran, Diatase, Diastatic malt, Ethyl maltol, Fructose, Fruit juice (and Fruit juice concentrate and Dehydrated fruit juice and Fruit juice crystals), Glucose, Golden syrup, High-fructose corn syrup, Honey, Lactose, Malt syrup, Turbinado, Sorghum syrup, Sucrose, Sugar, Refiner’s syrup, Maple syrup, Molasses syrup, Oat syrup, Tapioca syrup, Treacle, Yellow sugar.

• Bonus material worth the read: [10 Disturbing reasons why sugar is bad for you](#).

• If you struggle with sugar in particular, take a look at our article on [12 Ways to Eat Less Sugar](#).

Learning to read food labels properly is a very valuable life skill for ANY diet, not just the REBOOT. You need to learn how to see past marketing buzzwords on the packaging, understand how nutrition facts can be manipulated, and dig deep down into the ingredients list to see what you are actually putting into your body.

** See below for some practical examples. **
Reading food labels example #1: All Gold Apricot Jam

We are not picking on All Gold at all, it just happened to be the first thing with a label we grabbed in the kitchen.

As you can see from the packaging on the front, they do a pretty good job at not putting too many buzzwords on the product or making their front label too confusing.

All that we really note is “Tastes Real Good!” and “Super Fine”. No big deal and pretty reasonable.

Let’s turn it around. You will see that their information is pretty cramped. It’s quite intimidating to look at, even if you are a pro at reading labels. For a first-timer it might be extremely confusing.

The main thing you will note on the nutritional facts label is a high amount of energy (calories) and a high amount of carbohydrates in the form of sugar with very little protein and fat. Not ideal.

Now for the ingredients list. It shows:

- Glucose (sugar)
- Apricot pulp
- Cane sugar (sugar)
- Pectin (gelling agent and stabiliser), and
- Acidity regulator (E330 is citric acid)

So the first things we see is that sugar is the very first ingredient, and it is also listed again later on in a different form. That’s a LOT of sugar.

Something really nice that we will credit All Gold for is that the label displays a minimum percentage of certain ingredients. For example, their apricot jam contains a minimum of 35% apricot pulp. The more you know, the better - so thank you, All Gold!
With that said, that’s still very scary. Remember how we told you ingredients are listed in decreasing order of their weight within the food? What this means is that this apricot jam has more glucose (sugar) than apricots in it. If 35% is apricot pulp, that means there is still 65% left.

If there is more glucose than apricot pulp (since it’s listed first), this means at the very least just more than 35% is glucose.

That leaves another 30% remaining, at best.

There are only 3 ingredients list: Cane sugar, pectin and acidity regulator.

We know that pectin and acidity regulators are only needed in very tiny amounts, so at best will make up 10% (but probably much less).

That leaves 20% or so left for the cane sugar.

Add all the sugar up, and this tin of apricot jam is made up of about 55% sugar and only 35% actual apricots. A far-fetched 10% is pectin and acidity regulator.

To make matters worse, apricots are full of sugar themselves.

Turns out jam might not be the best spread to use - how about butter, chicken liver pate or avocado instead?
Reading food labels example #2: Woolworths Fanta Orange versus Freshly Squeezed Orange Juice:

A fantastic thing that companies like Woolworths are doing is they list the nutritional information and ingredients about their products online on their website.

Here is a bottle of Fanta Orange and here is a bottle of 100% Freshly Squeezed Orange Juice. It's possible these links won't work at some point in the future once their product database changes, but I'm including screenshots and you can just search for those products on their website and find them quite easily.

As you can see, the ingredients list for Fanta Orange is Carbonated Water, Sugar, Caramel, Citric Acid, Stabilisers, Potassium Sorbate, Sodium Benzoate, "Flavourant", Ascorbic Acid, Sunset Yellow and Carmoisine.

That's quite a long list, with sugar and then caramel (also sugar) ranking 2nd and 3rd. That's perhaps not as bad as the jam, but it's still going to amount to a lot of sugar that you might wish to avoid.

By law, they aren't required to tell you what flavourant they use.

On the other hand, the ingredient list for 100% Freshly Squeezed Orange Juice is just oranges.

Oranges, of course, contain some natural sugar in the form of fructose, which is why it's still not a good idea to guzzle down a huge amount of fruit juice each day, but it's certainly a better choice than something like Fanta Orange.
HOW TO EAT HEALTHILY ON A BUDGET

Whole Foods (a health store chain in the United States) is often jokingly referred to as “Whole Paycheck” for a reason. Eating healthily can appear to be extremely expensive, but we disagree...

Pay the Farmer Now or Pay the Doctor Later

We believe that with the right knowledge and a bit of effort, eating healthily can be extremely affordable, even when feeding an entire family.

Skip the premium produce if you can’t afford it.

While food quality like organic / grass-fed / free-range, etc is great and definitely important, we would prefer you to be able to rather afford a reasonable healthy diet than give up because you can’t afford the healthiest diet possible. Otherwise, make smart decisions on what to prioritise and invest in, for example buying free-range eggs and wild-caught fish is a really good idea, but the “unhealthyness” of poor quality beef can be minimised by only buying lean cuts of meat as most of the toxins are stored in the fat.

Buy in bulk and look out for sales.

This may be really obvious, but the strategy for implementing it isn’t always. Figure out what your staple foods are and then decide if they are things that need to be bought frequently (things that expire and rot), which need only be bought every 1-3 weeks (they last a bit longer), and which you can get away with buying in bulk and only doing so once a month or less. This is also a great strategy for ensuring that you always have healthy food available, and makes it less likely for you to go back to an unhealthy diet and waste the hundreds of rands worth of healthy goods sitting in your cupboards. If you are smart and stay informed, you can time your bulk buys with sales and discounts.

Cook in bulk.

Cooking meals ahead of time in bulk and then freezing them for later is a great way to save both time and money. If you need help with this, take a look at Empowered Sustenance’s guide to Paleo Batch Cooking: How I Make 12+ Meals in 2 Hours, or Robb Wolf’s post on Pre-Cooking a Week’s Worth of Meals.

Work with close-to-source ingredients.

The food refinement process doesn’t only create generally less healthy foods, it also creates more expensive ones. Our recommendation is to buy ingredients, not products. If you are willing to buy single-ingredient foods and put in the time and effort to produce a meal of your own out of them, then you will drastically save on costs. You will be able to work with more nutrient-dense, bang-for-your-buck foods that will increase satiety while also giving you the best possible nutrition.
Eat more satiating foods.

Foods high in protein and fats usually fill you up and keep you satisfied for much longer, whereas foods high in carbohydrates (yes, especially fruit) often either never fully satisfy you or leave you hungry again just a few hours later. Experiment with what foods and meals fill you up the most, even if they might be a little bit more expensive, it could still work out cheaper if they lead to you eating less.

Learn to cook.

This builds on the previous point of combining single ingredients into wholesome meals. Convenience and pre-packaged or pre-made meals come at a huge premium and you will be able to cook up homemade meals from scratch for only a fraction of their retail price. This doesn’t need to be complicated, it can just be cooking up some mince or homemade burger patties, steaming or boiling vegetables, making your own condiments and sauces, making hard boiled eggs and omelettes, grilling chicken and making soups. There are some great YouTube videos and free online cooking courses to teach you the basics and fill in any missing blocks of knowledge. Plus, you can always ask for help and tips in our Online REBOOT Support Group. You can also refer to something like Visualy’s guide to world cuisine flavours using only 3 spices or for a bit more hands-on approach read through Greatist’s Ultimate Spice Guide.

Eat out less, or eat less when you eat out.

Eating out is quite expensive, especially if opting for healthier dishes like steaks and fish, so naturally eating out less is a simple way to cut costs. However, this is often a huge aspect of our social lives and sometimes eating out less is simply not possible. In this case, consider eating less when you eat out, such as opting for just starters, sides or salads, or simply nothing at all. To help with this, consider doing some research into the health benefits of Intermittent Fasting, or simply eat a cheap homemade meal before going out so that you do not need to order a big, expensive meal. Feigning an upset stomach or cramps can go a long way to reducing annoying questions and social pressure, but ideally if your friends are supportive, they will understand your decision to eat out less or eat less when you eat out so that you don’t need to lie.

Eat more vegetables.

Quite simply, eating more vegetables is a foolproof way to spend less on food.

Plan ahead.

If you aren’t planning ahead and prepared for your next few meals, then you drastically increase the chance that you will resort to either buying something healthy but very expensive, or something unhealthy. However, if you are well-prepared, you will always have healthy and affordable meals available. Figure out what your core foods are and then add to them or mix it up when you can, but always have a base plan. Proper planning (and then sticking to that plan) also helps prevent wastage -- there is no bigger waste than needing to throw away rotten fruit and vegetables or meat that has gone off.

Tinned and frozen foods.

Tinned foods are not normally the best quality available, but they can be considerably cheaper and very convenient. Frozen foods (especially vegetables) are often super cheap and very easy to cook. You can buy both tinned and frozen foods in bulk and be confident that they won’t go off.

Buy local, in-season foods.

You would be surprised at how many fruit, veg and even meat in our shops is imported from overseas at a premium. If you are a lover of avocados, you will be very familiar with how much the prices fluctuate during the season and out of season (consider buying in-season avocados in bulk and preserving them in your freezer for cheap guacamole year all year long). To give you an idea, the Whole 9 Life have a rough guide to what fruit and vegetables are typically grown in Winter, Spring, Summer, Fall, and Year-Round. Keep in mind that this is more tailored for the seasons of the United States, but much still applies to us. Keep an eye out for sales at the shops, and consider venturing out to some of the local farms or farmer’s markets in your area, where you should find an abundance of cheap, in-season produce.
Eat less protein.

Since protein tends to be the most expensive food group in general, focus your meals around vegetables with maybe a bit of fruit and healthy fats, then work in a small amount of protein as a side addition to the meal. As long as you are getting enough protein throughout the day in all your meals, you can quite easily go protein-less for one or two meals. Look for cheaper cuts and experiment with different cooking methods to make them more delicious. If you feel you are eating too little protein, then eggs are usually a cheap source of protein and also extremely healthy. If you are consuming small portions of protein, adding an egg on top is delicious and a great way to supplement.

Eat more organ meat.

Most people don’t eat organ meat any more and hence they are usually dirt cheap to buy at the shops - yes, even at pricy Woolworths! For example you can usually get a 250g tub of FREE-RANGE (!!!) chicken livers for around only R20. Liver is actually one of nature’s most potent superfoods and is a great addition to a healthy diet. A great way to start experimenting with organ meat (that is more palatable for most) is with making liver pâté.

Grow your own food.

And of course, nothing cuts costs like putting in a little bit of time and work to grow your own food. According to LifeHacker, The 7 Easiest Vegetables to Grow for Beginner Gardeners are lettuce and other salad greens, tomatoes, cucumbers, carrots, radishes, green beans and zucchini. SparkPeople agree, listing The 10 Easiest Vegetables to Grow as carrots, green beans, lettuce, cucumbers, spinach, tomatoes, radishes, bell peppers, summer squash and basil.

Look for food that is about to expire.

Shops can’t sell expired goods and they will often mark down products that are nearing their sell-by or expiration date. This often applies to processed food products that sit on the shelves in boxes and packets (which definitely aren’t REBOOT-friendly), BUT if you are really on a tight budget, then it’s worth keeping an eye on meat products and eggs in case you spot something nearing its sell-by or expiration date. Even if it isn’t marked down, there is a good chance you can bargain with a store employee for a discount. Just be aware that there are minor risks involved with eating food close to its expiration date and we advise you not to eat anything that has actually passed its expiration date. If in doubt, only consume small quantities and be vigilant for signs of food poisoning and illness. You can check if eggs are still good to eat by putting them in a bowl of water and seeing if they sink or float.

Junk food is the most expensive food, regardless of the price.

As confusing as this may sound, it’s true. When you buy unhealthy food (even if the price is cheap), not only are you NOT contributing to good health, but you are in fact sabotaging your health. The real cost of eating healthily versus eating unhealthily will catch up to you in the end with medical bills, dentist visits, chronic medications and in your inability to enjoy life to the fullest. To add to this, as a healthy person you are much less likely to act on unnecessary, impulse buys. How many people end up going to the shops and completing their shopping, only to make it through the checkout/ sweeties isle with an additional bunch of unhealthy goodies they had absolutely no intention of buying?

Don’t use your finances as an excuse to be unhealthy because, in the end, your health is the real wealth. There is also SO much that you can do to reduce costs and make your money go that much further.
HOW TO DECIDE IF YOU SHOULD BUY ORGANIC

Whole Foods (a health store chain in the United States) is often jokingly referred to as “Whole Paycheck” for a reason. Eating healthily can appear to be extremely expensive, but we disagree...

The Dirty Dozen and The Clean Fifteen:

The Dirty Dozen is a list compiled by the Environmental Working Group of the most pesticide-laden foods, which acts as a good guide when trying to decide if it's worth investing in the more expensive organic versions or if it's safe to skimp and buy the cheapest you can find.

The list includes:

1. Apples
2. Peaches
3. Nectarines
4. Strawberries
5. Grapes
6. Celery
7. Spinach
8. Sweet bell peppers
9. Cucumbers
10. Cherry tomatoes
11. Sugar snap peas
12. Potatoes
13. And they actually recently added 2 more: Hot peppers and Kale / Collard Greens.

Likewise, The Clean Fifteen is a list compiled by the Environmental Working Group of the least pesticide-laden foods that you can rest easy about buying.

The list includes:

1. Avocados (yay!)
2. Sweet corn (not REBOOT-friendly)
3. Pineapples
4. Cabbage
5. Sweet peas
6. Onions
7. Asparagus
8. Mangos
9. Papayas
10. Kiwi
11. Eggplant
12. Grapefruit
13. Cantaloupe
14. Cauliflower
15. Sweet potatoes
Decide on your priorities and how much they are worth to you:

One of the best investments you can possible make is in your own health. This will pay itself back thousands of times over in your longevity, reduced medical bills and doctor visits, greater energy, increased productivity, improved confidence and an overall better quality of life, which allows you to live a fuller and more satisfying life in general.

See the REBOOT and eating healthily as a good investment.

Ask yourself:

• How much is living longer and seeing your grandchildren grow up worth to you?

• How much is a disease-free life worth to you?

• How much is more energy worth to you every day?

• How much is increased productivity worth to you every day?

• How much is improved confidence worth to you?

• How much are you willing to pay to lose 5, 10 or 15kgs?

• How much is finally living the life you want to live worth?

• How much would you pay to be rid of all your allergies?

Bonus material: The subject of GMOs and organic produce is quite an interesting topic, however there is also a lot of confusing and flat-out wrong information about them out there. Precision Nutrition has a great article titled Are GMOs bad for your health? If you’re asking this question, you’re probably missing the point, and Mark Sisson has one called Is conventional wisdom about GMO safety correct? Both are fantastic educational reads on the topic.
HOW TO EAT OUT AT RESTAURANTS

To be completely honest, eating out at a restaurant while following the REBOOT can be hard. However, we have some great tips that will make your life much easier and get you confidently eating out with friends while still following the REBOOT guidelines with ease. After all, having a thriving social life is an integral part of living a healthy lifestyle and definitely REBOOT-approved!

There will almost always be something that you can eat at any restaurant.

Some restaurants may have a wider selection of REBOOT-friendly foods than others. For example, you will probably find a steak house or seafood restaurant easier to navigate than a restaurant specialising in Indian or Italian cuisine. If you can have any say in the matter, then try convince your friends or family to go to a restaurant that you know will likely have great options for you (and perhaps more importantly less tempting options - if you really, really, really like cheesecake, then we suggest not eating at the restaurant that makes your favourite cheesecake).

Realise that most restaurants are more than willing to accommodate custom orders.

Be polite and ask nicely, and your waiter or server will usually be more than happy to place a custom order for you. We suggest keeping it as short and simple as possible, making sure that they fully understand your order without being demanding or overbearing. Be prepared to possibly pay a bit extra at some restaurants for the custom order and make sure you tip well if they get your order right and give you good service. Acknowledging their effort to customise your meal will only make it easier for you and others to order healthier meals from there in the future.

Look at the menu online before you go out and know exactly what you will order.

Despite us eating more or less like a caveman or cavewoman, we do thankfully live in an age where we can look up the menu of almost all restaurants online. We suggest that if you know which restaurant you will be eating out at ahead of time, do a little bit of planning. Take a look at their menu and figure out a main order as well as a back-up order in case that one is not available or they cannot accommodate your requests to customise that meal. Not only will this speed up your ordering process and eliminate any extra hassle, it will also make any other off-limit foods at the restaurant less tempting because it’s always easier to make a pre-planned choice than being put on the spot.

Eat something beforehand.

This is probably the most important tip when eating out, just like when going shopping. It’s so much harder to make a healthy choice when you are really hungry. You don’t necessarily need to eat a huge meal and not be hungry at all when you go out, but you don’t want to be starving by the time you are ready to order - or even worse, still hungry after main course with room for dessert. Another benefit of having some food in you before eating is that when you customise your meal, this may mean downsizing a bit, which could leave you hungry for more otherwise (for example, ordering a burger with just the patty, bacon and avocado on top and no buns).

Start by choosing a protein.

Look for things like steaks, chops, chicken, eggs, fish and other seafood - these will be your best choices and the easiest to customise. Cooking methods that are most likely to be okay are grilled, broiled, steamed, poached, braised and roasted. Sautéed and smoked can be good if from a decent restaurant that doesn’t use sugar or artificial additives in the process. Anything fried, crispy, battered, coated, breaded, or sauced is likely a very un-REBOOT-friendly choice. See how close to “origin” you can get your meal, such as just a plain steak, or a grilled chicken breast (as opposed to a steak covered in a cheese and mushroom sauce, or grilled chicken with sticky cranberry sauce). Bastings will usually contain a lot of sugar, whereas just a basic rub or spice will very likely be fine.

Swap the chips or starchy side out for salad or veg.

Almost every restaurant should offer you the option of salad or vegetables instead of the standard chips, rice, etc. Ask about what the salad or vegetables contain. For example, the salad might have a non-REBOOT salad dressing or contain bits of cheese. The vegetables might be cooked in an unhealthy oil, covered in sauce, or creamed with a dairy product.
Look for healthy fats.

Healthy fats will be pretty hard to come by when eating out, so don’t have high expectations, but you can at least request that the restaurant cooks your food in coconut or olive oil rather than their standard soy or sunflower oil. Despite not being really allowed on the REBOOT, even having your food cooked in a bit of butter (not margarine) is a much better alternative than refined vegetable and seed oils. You can also use olive oil as a salad dressing and perhaps order something that comes with avocado, olives or nuts.

Dig a bit deeper.

Don’t be afraid to ask questions about the food you want to order and find out exactly what ingredients are used. Keep in mind your waiter won’t know everything and might need to go check with the kitchen. Just be polite and understanding, but firm. If you are concerned that what you want to order might still contain something that isn’t REBOOT-friendly, make sure they understand that you don’t want any sugar, dairy, gluten, sweeteners or artificial additives. If need be, tell them you are dairy intolerant and allergic to gluten.

Don’t make a scene about it and don’t feel like you must explain.

If you are eating out with people who don’t know about the REBOOT or are prone to asking you too many questions and getting into controversial debates, you may want to try order as discretely as possible. At the same time, you should not feel like you are obligated to answer all their prying questions if they do ask. After all, nutrition can be very complicated and some people are genuinely interested, some plain ignorant, others stubborn, and a few just love any kind of drama at the dinner table. An easy way out is to just tell them that you are allergic / sensitive to certain ingredients, or your stomach isn’t feeling quite right so you want to order something plain. Alternatively, instead of trying to remember and explain all of the intricacies of the REBOOT, simply tell them you are just trying to “eat real food” - that’s pretty logical and easy to understand.

Hydration.

If possible, order something to drink as soon as possible (water, tea, or coffee) as soon as possible to keep you hydrated and occupied. When people get thirsty or bored, they are more likely to confuse that thirst or boredom with being hungry and cravings. Sparkling water with a slice of lemon is normally quite a nice way to mix things up a bit when eating out as it’s something slightly different to plain old water and also comes across as at least a little bit more sophisticated.

Don’t sweat the small stuff (*gasp*).

When you go out, just do your best. You may find that you can’t get the restaurant will only cook food in refined vegetable or seed oils, and they might forget your custom order on your side of veggies (they just got so excited that someone actually ordered veggies instead of chips for a change). When eating out, you just need to accept that your meal may not be perfect and 100% REBOOT-friendly. Provided you aren’t doing this programme as part of an actual detox, and you honestly do make the absolute best choice possible, then we don’t think a slightly imperfect meal now and then while enjoying the company of good friends and family is the end of the world. Keep on with your journey and find a way to make up for it by having a super healthy next few days.

Being social is very healthy for us and you can make it even healthier with a few tweaks to your order. A bonus is if you can learn to do this without a fuss - then your friends and family will love you forever!
HOW TO STOCK YOUR KITCHEN PANTRY

A great way to make a healthy lifestyle effortless to follow is to ensure that you have all the best tools and resources available at your fingertips. This makes you feel confident and prepared, ready to take on any challenges and excited to use all your new ingredients.

Below we are going to list some of the kitchen pantry basics and staples that we feel everyone on the REBOOT should try keep in their kitchen to be prepared and well-equipped. Of course, this will depend on your financial capabilities and, if in doubt, rather just start with a handful of these ingredients and then slowly build up from there.

As always, be sure to read the ingredients list carefully if it comes in a packet, box, bottle or tin. Make sure it doesn’t contain added ingredients such as sugar, artificial flavours and/or just about anything else that isn’t specifically what you are buying.

Easy-to-eat vegetables (baby tomatoes, cucumber, celery, carrots, lettuce, peppers, etc)

Opt for a variety of colours and flavours, particularly choosing easy “finger food” type of vegetables that you can also transport easily with you to work or school. The vegetables listed above are also great because they conveniently do not need to be cooked and heated up. Try keep at least 5 different types of veggies available in your house at all times. It’s also a great idea to have a bag of frozen vegetables in your deep freeze for emergencies.

Easy-to-eat fruits (blueberries, raspberries, blackberries, strawberries, apples, pears, bananas, oranges, watermelon, etc)

Berries are preferable as they are low in sugar, and you can also buy them frozen to store for longer and avoid wasting. A bowl of frozen berries is also a great guilt-free solution to those late-night ice cream cravings. Try to keep at least three different types of fruit available in your house at all times.

Easy-to-eat healthy fats (olives, coconut, avocado, nuts, etc)

The REBOOT tends to be much lower in carbohydrates than a traditional diet, which means you are going to need to fill up more with healthy fats. Both olives and avocado are very versatile, go well with many different dishes or ingredients, and can easily be eaten on their own. Coconut is a great snack to keep on hand in the fridge, or you can add desiccated and coconut flakes as garnish to meals and salads. Nuts can be quite pricy and very more-ish, but they are an absolute life saver of a snack and also go great in salads or help to finish off a meal by adding some extra healthy fat to it. Opt for raw, unsalted and unroasted nuts. Keep in mind that peanuts are not allowed as they are actually a legume rather than a nut.

Seeds (sunflower seeds, pumpkin seeds, sesame seeds, chia seeds)

Seeds tend to get very much left out in our modern diets unless they are found sprinkled over a loaf of bread. Seeds actually pack a great amount of micronutrient nutrition in them and are also great for adding to salads, smoothies, homemade trail mixes, or sprinkling over various dishes.

Tinned fish (tuna, sardines, salmon, etc)

Fish is very healthy for us and tinned fish keeps well, making it a life-saver in emergencies. There are some concerns about chemicals in tinned fish, as well as toxin accumulation in certain fish species. As long as you are consuming fish in moderation and from good sources, you will be fine. If in doubt, check this guide. Make sure it is fish tinned with water or plain brine rather than refined vegetable oil.
Oils for cooking and salads (coconut oil, olive oil, avocado oil, macadamia nut oil, etc)

Remember that refined vegetable oils are a no-no such as Spray n Cook, margarine, sunflower oil, canola oil and so on (Bonus material worth the read: 6 Reasons why vegetable oils are toxic by Authority Nutrition). Instead, we recommend that you use coconut oil or extra-virgin olive oil for cooking, and then use things like olive oil, avocado oil, or macadamia nut oil to dress your salads. Both coconut oil and extra-virgin olive oil handle heat very well (the fats have a low smoke-point and do not oxidise easily) – the more processed olive oils (aka virgin olive oil or just plain olive oil) do not handle heat so well, so rather avoid them or stick to using them for salads only.

Vinegars (balsamic vinegar or apple cider vinegar)

This is a bit of a grey area in terms of the REBOOT guidelines as most common vinegar is produced using wine vinegar, but as long as it doesn’t contain added sugars or gluten, it is a great healthy addition to your lifestyle and delicious on salads.

Seasoning (salt, pepper, herbs, spices, etc)

Seasoning is a must, and once you learn the art of proper seasoning, you will transform your ingredients into absolutely delicious dishes. Use fresh herbs and spices whenever possible.

Non-grain baking ingredients (almond flour, coconut flour, cocoa powder, baking soda/powder)

We don’t really encourage too much baking and “healthy treats” on the REBOOT as they can be a slippery slope and tend to feed the cravings. Generally, the more sweet stuff you consume, the more sweet stuff you crave. However, there may come a time when you need a tiny bit of respite or need to cater for some less health-orientated guests and the various REBOOT/Paleo baking recipes around may be just perfect for the job. These ingredients are great replacements to the traditional flours, sugars, butters and chocolates used in conventional baking recipes.

Non-dairy milks (coconut milk, coconut cream, almond milk, etc)

Non-dairy milks tend to be very high in calories, so we don’t recommend that you consume large portions of them or consume them too regularly, but a dash in your coffee or tea for those that can’t deal without milk, or a little bit in your homemade smoothie to thicken it up, will go a long way to making the 30-day REBOOT sustainable and enjoyable. Keep in mind that soy milk and all soy products are not allowed.

Non-dairy butters (almond butter, macadamia butter, cashew butter, etc)

Same as above, non-dairy butters tend to be very high in calories, so we highly recommend moderation or even complete abstinence if you find yourself struggling to limit your intake. Non-dairy butters can be great to dip veggies in or to add to the occasional “healthy treat” baking recipes (see above comment about non-grain baking ingredients with regards to avoiding treats on the REBOOT). Sometimes even just one teaspoon (note we said one, not 10!) of almond or macadamia butter can be just what you need to get rid of a craving or give you a bit of an energy boost.
Pickled and fermented foods (sauerkraut, pickles, kimchi, etc)

Perhaps a bit of an acquired taste, but pickled and fermented foods can play a very valuable role in a healthy diet as they are rich in probiotics and contribute towards great digestion, gut health and immune function. They are also a great way to add variety and contrasting flavours to a meal. It is important to note that store-bought fermented food will not contain much beneficial (live) bacteria or probiotics at all. Rather, opt for homemade recipes (plenty found online) or find a friend, family member, or trusted local farmer/fermented food enthusiast who can make them for you. With that said, store-bought fermented foods are still healthy in general (provided they have no other added ingredients).

Coffee

Aaah, what would we do without coffee eh? Coffee can contribute towards a healthy lifestyle as long as it is consumed in moderation (we recommend two or less cups a day, all consumed no later than lunch time). Instant coffee and decaf coffee are not considered REBOOT-friendly as they use chemical solvents and refinement processes to eliminate caffeine and produce the desired properties of instant coffee. The only exception to this would be if coffee is decaffeinated using the CO2 decaffeination process (Woolworths sells a great Organic CO2 Decaf coffee).

Tea (black tea, white tea, green tea, Rooibos, etc)

Drinking water all day can be quite boring, so mix it up with some tea whenever you can. You might also find some teas flavoured with things like cinnamon, cardamom, nutmeg, lemon and berries in the shops, but make sure these are real ingredients and not just artificial flavourings. A useful tip for drinking green tea is to drink it in very small amounts -- it is not designed to be drunk out of a full coffee cup, but rather in smaller amounts frequently throughout the day. Rooibos is also extremely healthy and is a naturally caffeine-free alternative to green tea if you wish to drink something at night.

If you fail to plan, then you plan to fail. Being well-equipped and prepared can make the REBOOT absolutely effortless.
AVOIDING THE MOST COMMON MISTAKES

Over the years, the REBOOT has transformed countless lives and we have received more heart-warming testimonials and feedback than we know what to do with.

Most find the REBOOT philosophy very intuitive and refreshingly different to anything else they have tried. It's a way of eating that gives a great amount of independence, and it empowers people to take charge of their own health.

While not a common problem, unfortunately some people do find themselves not getting the desired results on the REBOOT and this is understandable because everyone lives in a different environment, with a different body and with different circumstances that they need to deal with.

Remember what we said earlier when discussing success versus failure? There is no such thing as failure, only feedback.

So if you make a mistake on the REBOOT, that's ok! But making the same mistakes over and over without ever actually learning from them is not. Here are some of the common mistakes we see people making on the REBOOT:

#1 Not doing it properly - on purpose:

Quite frankly, this is one of the most common problems. Picking and choosing which parts of the REBOOT you wish to follow and which parts you don’t.

The REBOOT has some very clear-cut guidelines on what to eat and what not to eat for a reason, and the expectation of this programme is 100% compliance for 30 days.

Not 80% good and 20% bad, and certainly not “winging it” as you go, based on how you feel.

1. If need be, do a “Pre-Boot”, where you pick and choose for a couple of days or a week while you get used to the idea, but don’t delay for too long.

2. When you start your REBOOT, do it 100% correctly the first time.

3. After you have completed the 30 days, you can consider making a few changes to the plan, but countless testimonials have shown us that you will come to love the results you get and the way that this kind of nutrition makes you feel.

The REBOOT is a very empowering process because it forces you to take the initiative and responsibility for your own health, while we support you as much as we can.

It’s a very personal 30-day challenge, if you end up cheating here and there, or having foods that we don’t recommend you have, then you are only cheating yourself.

If you wish to have a more in-depth understanding about the science behind these nutritional recommendations, we suggest that you consider reading The Paleo Diet by Dr. Loren Cordain or The Paleo Solution by Robb Wolf - or at least looking at the wealth of information available online explaining why things like sugar, grains, legumes and dairy are not the best idea for optimal health.
TROUBLESHOOTING

#2 Not doing it properly - by accident:

We have seen time and again that some people doing the REBOOT get halfway through, only to find out that they have been doing it wrong. For example, they might post a picture of their meal in our support group and someone will point out that there is something on the plate that isn’t allowed.

That’s ok, we are all human and we all make mistakes. However, as part of your plan for success, you need to make sure that you do everything possible to be correctly informed.

1. Read and comprehend our REBOOT guidelines. Also go over and frequently refer back to the included extensive list of foods that you can or can’t eat to ensure that you can’t possibly go wrong by accident.

2. Don’t blindly trust recipes on the internet that are marked as “REBOOT-friendly” or “Paleo” because they might be wrong or mistaken, or have simply adapted their own version. ALWAYS consult our original guidelines. Even some of the recipes posted in our support group by other members of the community may be mistakenly incorrect.

3. If in doubt, ask in our Facebook support group and compare the answers you get to the official guidelines.

#3 Not trusting the process:

Completing a full REBOOT requires a lot of trust in the process. People who try to fight the guidelines every step of the way find that it’s a long, tough journey for them.

For example, many people are still very lipophobic (fear of fatty foods) and they cling to this, preventing them from falling into the effortless state of flow of the REBOOT (Bonus material worth the read: 7 Ways the low-fat diet destroys your health by Authority Nutrition).

You will know you are doing it right when it becomes ridiculously easy and you almost find yourself not bothering to count down the days any more -- when you don’t have to think hard about what you can and can’t eat, and when you don’t need to have a small internal struggle with yourself each time you have to choose between eating something healthy and eating something that isn’t.

Our advice is don’t watch the scale like a hawk, don’t keep planning in your head the first cheat you are going to have on Day 31, don’t keep dreading the next healthy meal … You are only making it harder for yourself. Embrace the REBOOT lifestyle and you will find yourself enjoying it thoroughly.

#4 Focusing too much on what you can’t eat:

If you are always thinking about all the things that you can’t eat, your 30 days of the REBOOT are going to be an absolute nightmare.

You might be familiar with the idiom “Can’t see the forest for the trees”, which means that if you focus too much on one or two small details (such as what you can’t eat), you will miss the big picture and won’t see all the wonderful food that you CAN eat.

Ideally, you want to be able to shift things like bread, yogurt, chocolate and sodas from being daily staples in your diet to being very occasional treats. The REBOOT will help you do that, but in order to create that new normal of what you consider staple food, you must get to that point where you could actually go without ever having that treat if you really wanted to.

To do this, you need to forget about those foods and focus more on what you can eat.
#5 Giving in too soon:

Would you like to know a great secret on how to take challenges one day at a time? Every time you feel like quitting then fine, you can quit.

BUT ... You can only quit tomorrow.

This is a trick borrowed from the U.S. Special Operations Forces and their saying of “Finish out today and quit tomorrow”.

During these 30 days, there will very likely be a few really crappy days where you just want to throw in the towel and quit. There will be cravings, headaches, bad moods, unfortunate events. This is normal, but what most people don’t realise is these moments are also usually very short-lived. Meaning if you can make it through today, the chances are you will feel much better again tomorrow.

No matter how bad you feel today, we want you to stick to that commitment and promise that you made yourself. The one where you said: “This is the day I finally make that much-needed change in my life, and I am determined to complete the entire 30 days.”

Honour your word, do your best, eat well, stick to your exercise routine, get enough sleep and then see how you feel tomorrow. We bet that you will wake up feeling much better, more rational and determined to keep on going. That craving won’t be there any more, that headache will be gone, your spirits will have been lifted and the unfortunate event will pass.

More importantly, you will be one step closer to the end. You can do this! Just one day at a time.

#6 Having expectations that are too high:

We live in a world where instant gratification and efficiency is king. Results or change that come slowly can actually be hard to see day by day, and you may feel discouraged until you look back and suddenly see all the progress you have made over several days or weeks combined.

While you can gain great leaps and bounds in health during these 30 days and learn invaluable lessons about eating healthily that will set you up for long-term success, you can’t unfortunately undo a lifetime of unhealthy habits in 30 days. Understand that good change takes time, but even a tiny bit of progress is better than nothing. It all adds up in the end, and takes you one step closer to your goal by building momentum and weaving the lifestyle you want into creation.

Look at what progress you have made and realise that even if one particular problem did not get solved, having all that good progress in other areas will make it that much easier to arrive at the final solution.

Health and vitality have this fascinating compounding effect, where the healthier you are and the better habits you have, the easier it is to stay healthy and build even better habits.

#7 Not looking beyond nutrition:

Nutrition is one of the most important aspects of health where minor changes in what you eat can bring about huge benefits and improvements. However, if you happen to also be sleep-deprived, sedentary and not exercising enough, or are overstressed, overmedicated and so on … It all counts against you.

Once you have successfully mastered the REBOOT, we suggest that you start looking at what other areas of your life you can improve. Find the smallest, most effortless changes that you can make to get the biggest impact, and do those first. It doesn’t need to be complicated or daunting, and you don’t need the perfect plan either. Start simple, such as just trying to get one extra hour of sleep a night, or going for a 15 minute walk at lunch three times a week.
TROUBLESHOOTING

Look at what progress you have made and realise that even if one particular problem did not get solved, having all that good progress in other areas will make it that much easier to arrive at the final solution.

Health and vitality have this fascinating compounding effect, where the healthier you are and the better habits you have, the easier it is to stay healthy and build even better habits.

#8 Replicating unhealthy treats with REBOOT-friendly ingredients:

A “healthy” version of muffins or chocolate brownies made with REBOOT-friendly ingredients and none of the traditional unhealthy ingredients will almost always be a better choice...

The problem is that cravings are kind of like a bratty child. Every time you give in to them or you find a compromise rather than just flat out saying no, it becomes harder and harder to resist in the future.

During the next 30 days, we want you to break free of your cravings and desire for junk food. It doesn’t matter what ingredients they use, they still fuel your desire for that food craving. Sooner or later, you are going to find yourself in a situation where you don’t have any “healthy” treats available to satisfy that unhealthy craving, and the only solution will be the actual unhealthy treat that does happen to be available.

On top of that, seemingly healthy ingredients are often called for in unhealthy quantities. For example, using an unnatural amount of almond butter or coconut cream that you otherwise wouldn't have eaten to make a “healthy” brownie or milkshake.

We want to help you reorientate yourself towards healthier eating habits to make living a healthy lifestyle easy and effortless. This is why we believe that you should focus on eating good, real food and solidifying that healthy relationship between you and food, rather than trying to skirt the edges and look for loopholes.

#9 Thinking that it must be healthy just because something is gluten-free, sugar-free, dairy-free, low-carb, low-calorie, etc:

Unfortunately, food companies and marketers love these buzz words and will always try to take advantage of them to sell more products. A gluten-free bag of berries is healthy, but a gluten-free bottle of vegetable oil is not - this is just a case of manipulative marketing.

However, many food companies will take foods that actually do contain gluten or sugar and replace them with other unhealthy ingredients that may be just as bad or even worse. In many cases, the original food containing that small amount of gluten, sugar, dairy, carbs, or calories may actually be healthier than the new food-like product that a food company is trying to sell you. We don’t think bread is all that great for humans (it’s not allowed on the REBOOT), but we would still rather eat a slice of home-made, whole-grain, minimally processed bread than a gluten-free brownie loaded with sugar, chocolate and artificial flavourings.

Healthy food doesn’t need to convince you. It just is healthy.

#10 Eating too few or no vegetables:

It's easy to get caught up in building a foundation of nutrition with all the new and interesting foods that we encourage on the REBOOT, while forgetting about the age-old traditionally healthy foods like plenty of brightly coloured vegetables.

This is understandable. After all, before starting this programme, many people have hardly ever eaten (or even avoided) things like nuts and seeds, coconut oil, almond butter, coconut milk, eggs and fatty cuts of meat.
These may be some novel and exciting foods (that happen to taste really great), but vegetables are without a doubt some of the healthiest foods you can include in your diet on a daily basis - especially for reducing numerous cancer risks as well as problems like cardiovascular disease, high blood pressure, type 2 diabetes, strokes and even asthma.

Vegetables are rich in antioxidants, vitamins, minerals fibre and phytonutrients. Everyone knows that vitamins and minerals are important for optimal day-to-day bodily functions, but antioxidants help curb free radicals formed in our bodies, fibre is great for satiety and controlling overall food intake and phytonutrients do everything from improving memory and preventing cancer cells from multiplying, to preventing blood clots and strengthening our immune system.

This is why it’s important to eat a significant amount of vegetables every day, preferably varying their types and colours to get the best intake of different nutrients.

#11 Focusing too much on just losing weight:

Yes, some people do get fantastic results with weight-loss on the REBOOT.

Sometimes that is because they are simply eating much better foods than previously, other times it’s because food on the REBOOT is more satiating and they are eating less food than before, and other times it's because the programme has eliminated certain inflammatory or aggravating ingredients and has also helped optimise their hormonal system.

However, none of these things guarantee weight-loss. Just because it led to weight-loss for one person, does not mean it will lead to weight-loss for you too.

If your main goal is weight-loss, then you need to have a bigger focus on appropriate portion control for your body type and activity level, and you ideally need to also have some kind of regular exercise programme that is going to help you burn calories and build lean muscle mass.

Remember, the primary goal of the REBOOT is to reorientate you towards healthier eating habits and better overall health. We want you to work on creating a “new normal” of what you consider real "food" (versus “food-like” products) so that you can live a healthy lifestyle with ease.

Once you understand the value of proper nutrition and good food, you will be less likely to abuse it in favour of calorie restriction and losing weight. Rather, you will find a reasonable compromise and you will have a foundation of health that will allow you a bit of give and take when deciding what you can and can’t eat to achieve your weight-loss goals.

#12 Not planning:

If you fail to plan, then you plan to fail. It’s as simple as that. Under perfect conditions in life, we are usually able to wing it and get by just fine with our healthy commitments. However, as soon as things get a bit busy or stressful, you will notice your plans and commitments starting to fall apart.

However, if you know up front what you are doing to eat for lunch and dinner that day, and perhaps even breakfast, lunch and dinner the next day, then making the wrong choice becomes so much harder.

Planning doesn’t always need to mean planning whole meals and cooking your whole week’s worth of food in a big batch on a Sunday night. It can be small things too.

Usually get a craving for something sweet at around 4pm? Well then, plan ahead to make sure you have a healthy alternative ready and available when that craving hits.

Going out for dinner with friends to a restaurant? Look up their menu ahead of time to see what is healthy that you can eat, and start thinking about how you could ask the restaurant to customise the meal to meet your needs. That way, you can show up prepared and know exactly what you are going to order, preventing you from getting distracted by all the other unhealthy alternatives. You could even eat something before going out so that something like a small starter or salad is more than enough and dessert isn’t a temptation.
Plan your week and shopping trips to make sure your fridge and cupboards are always well-stocked with healthy food that is easily accessible and appetising.

#13 Eating too many starchy vegetables, and not enough leafy and fibrous ones:

While the REBOOT isn’t a low-carb diet, generally speaking more people (especially ones wanting to lose weight and manage insulin resistance of Type 2 Diabetes) should be eating more leafy, fibrous, low-carb vegetables more often than those yummy, starchy high-carb vegetables.

Build a foundation of vegetable nutrition around things like spinach, peppers, cucumber, carrots, celery, onions, lettuce, broccoli, and so on - while keeping things like sweet potato, butternut, pumpkin as more infrequent meals a few times a week and preferably after a workout.

At the end of the day, though, we don’t want to discourage you from eating vegetables. If you aren’t used to eating vegetables very often, then this may be a big step, and perhaps just focus on eating any vegetables that you like and can tolerate before trying to be super-duper healthy. Vegetables are vegetables, and we would rather you ate something starchy like butternut than give into a craving for bread or ice cream.

#14 Eating too much fruit:

Fruit is delicious, refreshing and gives us energy. It contains some fantastic micronutrients, is often filled with water that helps to keep us hydrated, and it can also be packed with fibre.

While we won’t ever say that eating fruit is unhealthy, it is worth noting that fruit does unfortunately also contain a lot of sugar. For example, one medium sized apple has around 19 grams of sugar in the form of fructose. A banana has around 14 grams (that’s one tablespoon), a cup of cherries has 17 grams and each single pitted date is a teaspoon of sugar a pop.

Greatist lists 21 good reasons to eat less sugar that don’t even have anything to do with weight-loss, such as blood pressure, cholesterol, brain function, dementia, depression, skin health, diabetes and so on. Thankfully, by following the REBOOT, you will have already drastically cut your sugar intake (of all forms) down dramatically and that should put you well within the healthy range without needing to worry about what fruit you consume.

Someone with a sweet tooth looking for a replacement to their chocolates and sweeties will often resort to eating some fruit whenever the cravings hit. This is fine, fruit is much healthier than typical sugary food products for several reasons, but we do also want to point out that eating too many pieces of fruit each day can hamper your progress and be a slippery slope back down to cravings for other sugary things.

We suggest limiting your fruit intake to one or two pieces of fruit per day, preferably after a workout. You can also choose to opt for fruits that are the lowest in sugar, including berries such as raspberries, blackberries, blueberries and strawberries. If those aren’t really your favourites, then we suggest that you focus on eating fruit that doesn’t make you just want more and more and more. For example, we can sit down and eat pineapple or figs all day long, but not so much with grapefruit, pomegranates, guavas and melons.
**#15 Eating too many nuts:**

Nuts are one of those perfect snacks that are delicious, easily transportable, and contain a good mixture of micronutrients and macronutrients.

However, most people find that they struggle greatly with self-control and complain that once they start eating them, they just can’t stop. By now, I’m sure you know our stance on food addiction and our desire to help you get back in control of what you eat and develop healthier eating habits. Therefore, replacing one bad habit of eating bread or drinking alcohol all day with another bad habit of bingeing on nuts is not ideal.

We don’t encourage counting calories for the 30 days of the REBOOT, but the quantity of food and amount of energy you consume should still be somewhat present in the back of your mind. To give you an example, if you were to buy one of the small 100g packs of cashews from Woolworths and eat them all, that would be 553 calories that you consumed as a snack. A little bit much for most people. A more appropriate serving size would be a small handful or roughly 14 nuts, which will work out closer to 100 calories.

There are a few other problems with eating nuts in very large quantities, one of them being that they can be quite high in Omega-6 fatty acids (when you ideally want to lower Omega-6 intake and increase Omega-3 intake) and the other being phytic acid, which can affect things like nutrient absorption and digestion. Chris Kresser wrote a good article about nuts if you are interested in reading more.

Our stance is that nuts are healthy, they taste good, are a convenient portable snack and an easy way to add more healthy fat to a meal - but consumption should be moderated.

**#16 Getting stuck eating the same things day-in and day-out, not eating enough variety:**

It’s useful to create a routine and keep things simple, where making healthy food choices isn’t difficult and you don’t need to spend too much energy figuring out what to eat each day.

However, we do want to warn against not giving yourself enough variety and freedom to play around with your meals.

A good compromise that we have found works best for most people is to create a foundation of basic go-to meals that you enjoy and are easy to make. Plan these into your week for say 70% to 80% of your meals. From there, fill up the remaining meals with new recipes, or make something a little bit more gourmet that will really get you excited about the meal and looking forward to it.

Sometimes we need to learn things the hard way, but it’s always good to pay attention to what mistakes others have made and what they learnt so we can make our life that much easier.
FREQUENTLY ASKED QUESTIONS (FAQs)

**Question #1: What is the difference between Paleo and the REBOOT?**

**Answer:** Not all that much. In fact, the REBOOT is based on the Paleo diet’s ancestral and biologically appropriate approach to nutrition. There is a huge focus on eating real, unprocessed food that is nutrient-dense, high-quality and anti-inflammatory, while at the same time avoiding refined and over-processed food-like products that tend to be nutrient-depleted, low-quality and sources of inflammation or allergies.

However, the difference lies in that Paleo has become quite a broad category over the years, with people adapting it to their own desires and needs, creating their own modified versions of it. There is nothing wrong with doing that -- in fact, we encourage it. However, these are people who have been following the Paleo nutrition approach for quite some time (possibly even years), and feel they are healthy enough and in the right place to start experimenting.

We believe that there is huge benefit to starting with the absolute basics and then going from there. The REBOOT is simply a very strict approach that sticks as closely as possible to the original guidelines for a full 30 days.

After that, you transition into a more general Paleo type of lifestyle, where you perhaps include things like honey, sprouted legumes and raw dairy if you wish. You also perhaps become a little less strict with yourself in that having the occasional non-REBOOT/Paleo food isn't the end of the world unless you react very badly to it.

If you are interested in going beyond just the REBOOT, we suggest reading *The Paleo Diet* by Dr. Loren Cordain or *The Paleo Solution* by Robb Wolf to gain more insight into the various reasons why certain things are recommended, not recommended, and how you can figure out what works best for you.

**Question #2: What is the difference between Banting and the REBOOT?**

**Answer:** Even though it's very different, we love Tim Noakes and his Real Meal Revolution / Banting approach! Why? Because it’s another highly progressive movement with genuinely good intentions to help people be healthier by challenging the current status quo and nutritional dogma.

There are definitely some differences between the REBOOT and Banting, including:

- On the REBOOT, you typically adjust your carbohydrate intake based on your level of physical activity. Someone very sedentary would eat less carbohydrates, while someone very active would use it to fuel their lifestyle. Banting, on the other hand, calls for low to very low carbohydrate intake across the board, and while there is some very promising emerging science behind low-carb and ketone-fuelled athletic performance, we believe this is a bit complicated for the purpose of our 30-day nutrition challenge and also, unfortunately, not everyone tolerates a low-carb diet very well.

- While the REBOOT greatly encourages healthy fats at a much higher level than traditional nutritional guidelines, Banting takes it to a whole new level by recommending an extremely high fat intake to replace that low energy and calorie intake from cutting out carbohydrates.

- The REBOOT does not allow for dairy, while Banting does, although it stresses the importance of specific types of dairy and recognises the drawbacks of conventional, poor-quality dairy products and how dairy can have a negative effect on weight-loss and allergies in some people.

- The REBOOT does allow for fruit, while Banting does not due to its high carbohydrate content.

- The REBOOT does not allow artificial sweeteners or alcohol, whereas Banting includes certain artificial sweeteners and a bit of alcohol on occasion.

Otherwise, they still have a fair amount in common. Both encourage eating real food and opting for high-quality, nutrient-dense ingredients. Meat, vegetables, nuts and seeds all get the green light with both programmes, while sugar, grains, alcohol and processed foods are out of the question - as they should be.
**Question #3: What are the right portion sizes?**

**Answer:** The primary goal of the REBOOT is to help reorientate people towards healthier eating habits and better overall health. Weight-loss isn’t the primary goal and therefore portion control isn’t stressed as much.

Most people by now have tried just about every diet under the sun, which claim to give them just the right portions and meal plans to help them lose weight. But almost all of them don’t work, or stop working at soon as the person deviates a bit from the eating plan.

This is why we want people to spend the next 30 days worrying less about how much they eat, and rather focus on what they are eating and building healthier eating habits.

Once you have established a “new normal” of what you consider “food” (versus “food-like” products) and have a better relationship with food, you can then customise your daily nutrition to suit your lifestyle needs and activity levels. It becomes almost instinctive, where you automatically know if you are eating too much or too little.

One of the most commonly asked questions relating to this is how much fruit one can have on the REBOOT. Again, there are no clear-cut guidelines, but our advice is to keep fruit consumption to a fair minimum (1-2 pieces a day or less), and preferably eat berries, which are low in sugar compared with other fruits while being high in micronutrients, anti-oxidants and phytonutrients.

Ideally, consume your fruit (and other higher carb foods) around your workouts. A good mantra to take is “earn your carbs”. Make most of your meals based around protein, fibrous/leafy veggies and healthy fats. If you have just had a good workout or have been very physically active, add some more starchy carbohydrates like sweet potato, butternut and pumpkin.

However, this basic portion control guideline should help give you a bit of a better idea and make you feel a bit more comfortable doing the REBOOT. If you feel you need that structure, take a look at Precision Nutrition’s Calorie Control Guide.

**Question #4: Can we eat the fatty parts of meat?**

**Answer:** Yes, but it depends. We would recommend avoiding the fat of conventionally raised / factory farmed animals and rather opt for leaner cuts of meat. If your meat is free-range / grass-fed from a trusted source, then go for it -- it’s delicious and healthy.

Essentially, conventionally raised animals tend to have a ratio of omega 3 to omega 6 fatty acids that is much poorer than in grass-fed and free-range animals (remember, Omega 3 = anti-inflammatory, while Omega 6 = inflammatory). The fat also tends to store a lot of toxins that the animal may have consumed during its lifetime, which is particularly influenced by what type of feed it has been fed (grain and junk-fed versus free-range, organic, grass-fed).

The original Paleo guidelines upon which the REBOOT is based are to consume lean meat due to the fact that the majority of meat available is conventionally raised and high in inflammatory omega 6 fatty acids, while the Paleo diet is traditionally an anti-inflammatory diet with the goal of reducing omega 6 intake as much as possible. However, if you have access to good quality, free-range, grass-fed meat, then definitely do eat the fatty cuts.

**Question #5: What spices are allowed?**

**Answer:** Everything is fine (?) as long as it does not contain added ingredients like sugar, MSG, artificial flavouring, stabilisers, anti-caking agents, etc. A good, high-quality spice will just be plain spice and nothing else. Avoid blends like “Braai spice” or “Fish spice” as they will be guaranteed to contain additives, and rather choose individual ingredients.
**Question #6: Is Herbalife, FutureLife, ProNutro or any other “healthy” shake or meal replacement allowed?**

**Answer:** No, eat real food not food-like products for 30 days of the REBOOT. After that, refer to the section on What happens after the REBOOT to decide whether or not you wish to include them in your daily nutrition plan - our recommendation is that you don’t eat them because they aren’t as healthy as their marketing department would like you to believe.

**Question #7: Is Tabasco sauce allowed?**

**Answer:** Yes, it is. This is one of the very few commercial sauces that we approve of. However, make sure you are buying the original version - or if you do buy a different kind, then check the ingredients. Almost all variations of the original Tabasco recipe include sugar, corn starch, flavourings and other artificial ingredients.

If you aren’t sure about anything, please ask! That’s what our REBOOT Support Group on Facebook is for. After all, someone else might have the exact same question as you and if you ask it, they can benefit from the answers too.
WHAT HAPPENS AFTER THE REBOOT?

The REBOOT is a short and focused 30-day nutrition challenge designed to reorientate you towards healthier eating habits and better overall health.

Once you have successfully completed the 30 days, it is up to you to decide where to go from there. Our hope is that the REBOOT has managed to teach you some valuable lessons, such as the importance of food quality, creating a "new normal" of what you consider to be healthy food, and helping you be a bit more experimental and confident in the kitchen when it comes to creating delicious and healthy homemade food. We hope that this will all contribute towards an overall improved quality of life.

Evaluate your progress:

It’s very important to regularly schedule time for self-evaluation every couple of months so that you can reflect on what progress you have made and set new goals. You could ask yourself questions such as:

1. Did you make a slow transition into the REBOOT or go cold-turkey? How did that work out for you and would you do it differently given another chance?

2. Did you manage to complete the REBOOT on your first attempt, or did it take you a couple of tries? If so, how many attempts did you make and do you feel that these restarts were unavoidable or were you just not ready enough at the time?
3. How do you feel now, both mentally and physically, compared with when you started?

4. How do you feel now, both mentally and physically, compared with when you started?

5. What did you struggle with the most?

6. How did you overcome that struggle, or is it still a work in progress?

7. What did you find really easy?
8. What was your biggest success or accomplishment that you are the most proud of?

9. Where do you think you could still improve?

10. What are some of the biggest lessons that you have learnt?

11. How has your attitude towards food changed?

12. Do you feel others, such as your friends and family, would benefit from doing the REBOOT?
Decide where you want to go from here:

There are several possible options.

Keep going with a strict REBOOT.

For some people, 30 days isn’t long enough, or they just find it so easy that they would like to keep on going. Others just love how they feel so much that they never want to go back to how they were eating previously. Why not aim for 50 days, or 100 days?

Keep going with a more lenient type of REBOOT.

For some people, following the REBOOT guidelines to the T is far too restrictive for an extended period of time. A more lenient yet effective long-term method is to do something like avoid having more than 2 non-REBOOT meals a week, or avoid having more than 2 non-REBOOT days in a row. This gives you a bit of freedom to not stress about eating out with friends and family or enjoy your favourite cheat meal once in a while - but still keep yourself in check and make sure it doesn’t turn into a week-long binge. We suggest eating nutrient-dense unprocessed or minimally processed foods 90% of the time, giving yourself 10% flexibility to enjoy some of your favourite foods or adapt to less than ideal real-life situations.

Restart.

Call this “Version 2”, where you start again from day one, taking all of what you have learnt and focusing it on areas that you feel still need improvement. Think about some of the common mistakes that people make that we highlighted earlier, such as eating too many nuts, not enough vegetables, being too boring with meals -- perhaps you made those mistakes too. Or perhaps you want to increase the quality of the food you eat, decrease the meal frequency by cutting out snacks, be more prepared and organised, be more adventurous in the kitchen, and so on.

Do your own thing.

Another option is to integrate as much of the REBOOT principles that you find work well for you into your everyday life. Perhaps you want to keep eating along these guidelines, but leave a bit of room for a more lenient meal once a week. Maybe you want to have a little bit of milk in your coffee, or would like to experiment with foods such as oats and rice to help fuel your athletic performance, or maybe you just want to be able to enjoy a glass of wine with your best friend once in a while.

Use the REBOOT as a tool to refocus.

The path to good health (and success in general) is never a straight line. Things get complicated, messy and adventurous from time to time. The important thing is to make sure that you are still going in the right general direction and not deviating too far from the path. A very popular thing to do is schedule in a REBOOT every three months or so, which will help you to refocus and refine your nutrition, especially if it is after a period of unhealthy eating like the December holidays or after your birthday.
**Life after the REBOOT:**

One of the reasons that we stress the importance of eliminating certain foods such as sugar, dairy, grains, and legumes for an entire 30 days is that most people grow up consuming these foods their entire lives. How you feel on a day-to-day basis is all you know as normal. However, once you cut these potentially problematic foods out for an extended period of time, it gives your body a chance to properly recover and you will start feeling better and better.

After 30 days, you are now in a position to experiment with the reintroduction of certain foods to see how you react. You will be able to more clearly contrast how you feel with or without those foods in your diet. You may find that adding in dairy or grains will make you feel uncomfortable and bloated, and you will wonder how you ever survived before. However, you may also find that there are certain foods that your body can tolerate just fine.

It’s important to keep in mind that tolerance does not necessarily equal optimal, but you will at least know what makes you feel good and what doesn’t.

Upon finishing the REBOOT, you are encouraged to continue your efforts to eat good quality, biologically appropriate food that contributes positively towards your overall health, while at the same time avoiding unhealthy food that can detract from your health.

However, it is very likely that you will want to give yourself a little bit more freedom and flexibility when it comes to the food that you eat. Food is one of the great pleasures in life and much of our modern society revolves around enjoying food and drink together. Having a thriving social life with good friends and relationships is integral to a healthy lifestyle, and you do not want to put that in jeopardy for the sake of avoiding food that is not on the REBOOT-approved list.

**External References:**

Throughout this document we have hyperlinked / referenced external documents. For those of you who have printed this document out, you can visit this web address: [www.sleekgeek.co.za/rebootreferences](http://www.sleekgeek.co.za/rebootreferences)