

BPF

VIRTUAL

KEN HOYER

WHAT TO EAT TO BUILD MUSCLE AFTER 40

The exact nutrition framework for building muscle after 40 — protein targets, meal timing, calorie setup, and the common mistakes that **kill results**.



**BUILD MUSCLE
AFTER 40**



**OPTIMIZE PROTEIN,
CALORIES, & CARBS**



**MEAL TIMING THAT
MAXIMIZES RESULTS**



**AVOID MISTAKES
THAT KILL PROGRESS**

**EAT RIGHT.
TRAIN HARD.
BUILD MUSCLE.**



**HIGH PROTEIN
STRATEGIES**



**CALORIE & CARB
FRAMEWORK**



**MEAL TIMING
GUIDE**



**SUPPLEMENTS
THAT WORK**



**SIMPLE PLANS
THAT GET RESULTS**



FREE GUIDE

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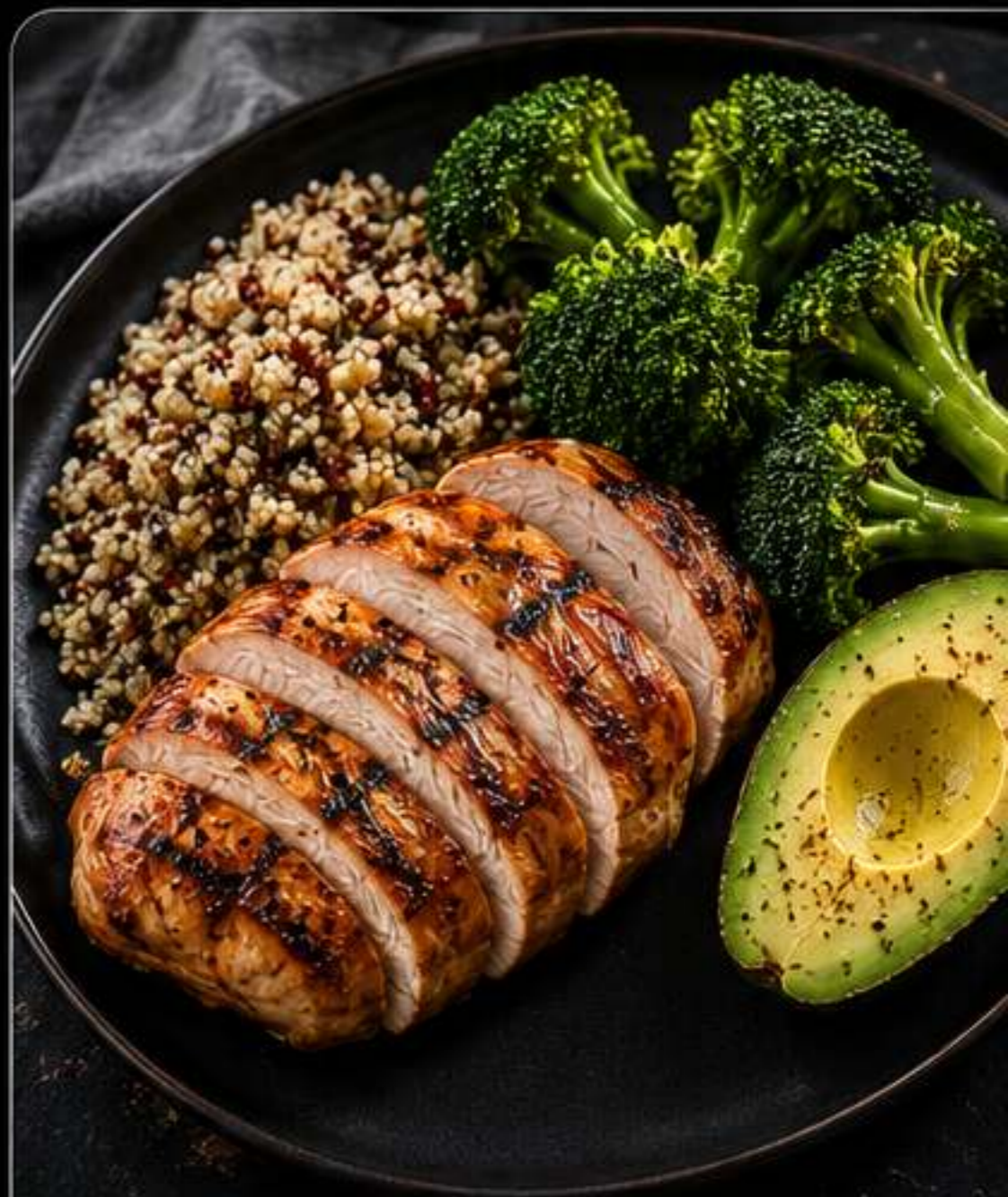


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YOUR COMPLETE NUTRITION BLUEPRINT FOR BUILDING MUSCLE AFTER 40

Follow this step-by-step guide to optimize your nutrition, support muscle growth, and perform your best—at any age.

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THE **BPF** NUTRITION PROMISE



SCIENCE-BACKED STRATEGIES
Built on evidence, designed for adults over 40.



REAL WORLD. REAL RESULTS.
Practical nutrition you can stick to for life.



SIMPLE. SUSTAINABLE. EFFECTIVE.
No extremes. No gimmicks. Just what works.



THE FOUNDATION

NUTRITION IS HALF THE WORK.



You can train with perfect intensity, but if your nutrition is off, your results will be limited. For adults over 40, nutrition drives muscle growth, strength, recovery, and body composition. Get this right, and everything else works better. Miss it, and nothing changes.



NUTRITION DRIVES 50% OF MUSCLE-BUILDING RESULTS.

Training provides the stimulus.
Nutrition provides the raw materials.

**50%
NUTRITION**



**50%
TRAINING**

WHY IT MATTERS MORE AFTER 40



ANABOLIC RESISTANCE

Muscle protein synthesis response declines with age. You need more protein and better strategies.



HORMONAL CHANGES

Testosterone, growth hormone, and IGF-1 levels decrease, making nutrition even more critical.



SLOWER RECOVERY

Poor nutrition increases inflammation, impairs recovery, and reduces the adaptation to training.



EASIER FAT GAIN

Metabolism slows. Poor food choices lead to more fat gain and harder muscle-building.

THE BOTTOM LINE



Nutrition is not about being perfect. It's about being consistent with the right foods, in the right amounts, most of the time.

WHAT THIS GUIDE GIVES YOU

- ✓ Exact protein targets for adults over 40
- ✓ Calorie and carb strategies that work
- ✓ Meal timing that maximizes muscle growth
- ✓ Food lists and practical meal examples
- ✓ Common mistakes to avoid
- ✓ Simple systems you can follow for life



BUILDING MUSCLE AFTER 40 IS DIFFERENT. SMART NUTRITION GIVES YOU THE ADVANTAGE.

Let's build the foundation that your future self will thank you for.



THE MUSCLE-BUILDING EQUATION

The 4 keys that determine whether your nutrition actually builds muscle after 40.



TO BUILD MUSCLE YOU NEED ALL 4

1 SLIGHT CALORIE SURPLUS



+200–300 calories over maintenance

Enough energy to support repair and growth without excessive fat gain.

2 ADEQUATE PROTEIN



0.8–1g per lb of bodyweight daily

The primary nutrition signal for muscle repair, retention, and growth after 40.

3 TRAINING STIMULUS



Progressive overload 3x per week

Nutrition only works if your muscles receive a strong enough training signal.

4 CONSISTENT RECOVERY



7–8 hours of sleep + recovery habits

Muscle is built during recovery, not just in the gym.

SURPLUS + PROTEIN + TRAINING + RECOVERY = MUSCLE GROWTH

MISS ONE AND THE PROCESS STALLS



Low calories = no raw materials for growth



Low protein = weak muscle-building signal



No progressive overload = no reason to adapt



Poor sleep / recovery = stalled repair

MOST ADULTS OVER 40 FAIL HERE

#1 PROTEIN



#2 SLEEP



Not training effort

Most adults over 40 are under-eating protein and under-recovering – not under-training.



THE BOTTOM LINE

Training provides the stimulus. Nutrition provides the raw materials. Recovery allows adaptation. Get all four right and muscle growth follows.



EAT SMART. TRAIN HARD. RECOVER WELL. BUILD MUSCLE.

STRONGER. LEANER. CONSISTENT. | BPFVIRTUAL.ORG

THE BIG 3

PROTEIN. CALORIES. CARBS.

THE PRIORITY ORDER FOR BUILDING MUSCLE AFTER 40.



1 PROTEIN — YOUR NON-NEGOTIABLE



Every day, whether you train or not.



Target: **0.8–1g per lb** of bodyweight daily.



Highest-return nutrition change after 40.

- ✓ Adults over 40 have anabolic resistance, so they need more protein than younger adults to trigger the same muscle-building signal.
- ✓ Protein comes first. Everything else is secondary.



2 CALORIES — ENOUGH TO SUPPORT GROWTH



Building muscle requires a slight calorie surplus.



Target: maintenance calories **+200–300** per day.

- ✓ Too aggressive a surplus = unnecessary fat gain.
- ✓ Too low = the muscle-building signal from training goes unanswered.
- ✓ The goal is enough raw material for repair and growth without excessive fat storage.



3 CARBOHYDRATES — FUEL THE SESSIONS



Carbohydrates are not the enemy.



They are the primary fuel for strength training.

- ✓ Cut carbs too low and workout performance drops, which weakens the training stimulus and limits muscle growth.
- ✓ Eat more carbs on training days and fewer on rest days.
- ✓ Timing carbs around training matters.



HIT PROTEIN FIRST.



ADD ENOUGH CALORIES TO GROW.



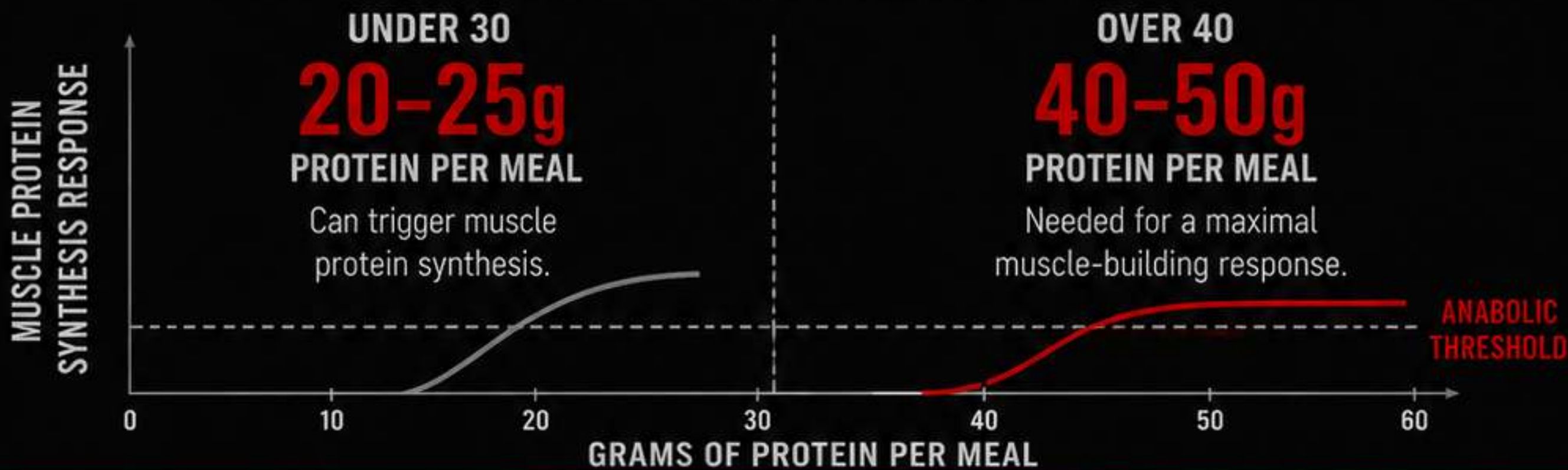
USE CARBS TO PERFORM.

WHY PROTEIN MATTERS MORE AFTER 40

Adults over 40 have anabolic resistance, so they need a stronger protein signal per meal than younger adults.



THE ANABOLIC RESISTANCE DIFFERENCE



❌ FAILED STRATEGY

6 SMALL MEALS – STILL BELOW THE THRESHOLD



STAYS BELOW THRESHOLD

Frequent small doses never reach the level needed to maximize muscle-building after 40.

✅ BPF SUCCESS STRATEGY

3-4 DENSE MEALS – CLEAR THE THRESHOLD



CLEARs THRESHOLD

Higher doses, fewer times per day create a strong signal for muscle growth and retention.

WHY IT HAPPENS AFTER 40

- Reduced muscle protein synthesis sensitivity**
Muscles don't respond as strongly to protein.
- Lower anabolic hormone environment**
Less natural support for muscle growth.
- More importance on leucine-rich protein**
Leucine is the key that turns on muscle growth.
- Better recovery & muscle retention**
Proper protein dosing protects and builds muscle.

THE BOTTOM LINE

- HIT PROTEIN FIRST.** Don't leave your results to chance.
- AIM FOR 40-50g PER MEAL.** That's the range that works.
- SPREAD PROTEIN ACROSS 3-4 MEALS.** Quality over quantity. Doses over drips.

PROTEIN DEEP DIVE

EVERYTHING YOU NEED TO KNOW ABOUT PROTEIN



Protein is the most researched and most consistently supported nutritional variable for building muscle—at any age—and the most commonly under-consumed by adults over 40. This section covers your exact targets, the best sources, meal distribution strategy, and how to hit your numbers on any schedule.



Hit your daily protein target—every day.

It's the single highest-return nutrition strategy for building muscle after 40.

DAILY PROTEIN TARGETS BY BODYWEIGHT

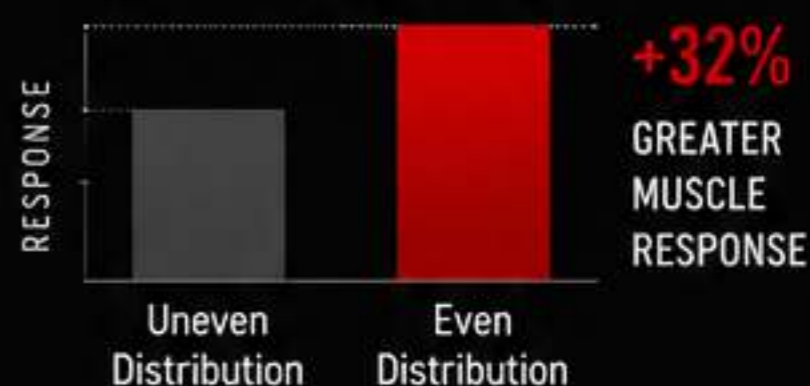
BODYWEIGHT	MINIMUM (0.8g PER LB)	OPTIMAL (MUSCLE BUILD) (0.9–1g PER LB)	PER MEAL (3–4 MEALS) 40–50g TARGET
140 lb	112g	126–140g	31–35g
160 lb	128g	144–160g	36–40g
180 lb	144g	162–180g	40–45g
200 lb	160g	180–200g	45–50g
220 lb	176g	198–220g	49–55g
240 lb	192g	216–240g	54–60g

PROTEIN DISTRIBUTION

Distribute protein across 3–4 meals throughout the day. Each meal should contain 35–55g of protein.

Eating 80% of your daily protein at dinner does not produce the same muscle-building response as distributing it evenly. The muscle protein synthesis stimulus from any single meal plateaus above approximately 40–50g in adults over 40.

MUSCLE PROTEIN SYNTHESIS



PROTEIN PRINCIPLES THAT MATTER AFTER 40



HIGHER TARGETS

Adults over 40 have anabolic resistance—you need more protein than younger adults to get the same result.



BIGGER MEALS

Aim for 40–50g of protein per meal to maximize muscle protein synthesis.



EVERY SINGLE DAY

Hit your target 7 days per week—training or not. Consistency builds muscle.



PRE-BED PROTEIN

Casein or cottage cheese before bed extends overnight muscle protein synthesis.



QUALITY FIRST

Choose high-quality, complete proteins from real foods whenever possible.



CALCULATE YOUR EXACT TARGETS

Enter your weight and goal in the Macro Calculator. Get exact daily protein, calorie, and carb targets instantly.

CALCULATE NOW












BEST PROTEIN SOURCES

RANKED BY QUALITY AND PRACTICALITY



Adults over 40 need high-quality, leucine-rich protein sources to overcome anabolic resistance and build muscle.

#	PROTEIN SOURCE	PROTEIN / 100G (OR AS NOTED)	LEUCINE SCORE	BEST USE
1	 CHICKEN BREAST	31g	★★★★★	Lunch & dinner staple
2	 LEAN GROUND BEEF (93%)	26g	★★★★★	Dinner, meal prep
3	 SALMON / TUNA	25g	★★★★★	Omega-3s + protein combo
4	 EGGS (WHOLE)	13g / 2 eggs	★★★★★	Breakfast, any time
5	 WHEY PROTEIN POWDER	25g / scoop	★★★★★	Post-workout, shakes
6	 COTTAGE CHEESE	11g / 100g	★★★★★	Snack, pre-bed casein
7	 GREEK YOGURT (0%)	10g / 100g	★★★★★	Breakfast, snack
8	 LEAN PORK TENDERLOIN	26g	★★★★★	Dinner variety
9	 SHRIMP	24g	★★★★★	Low calorie, high protein
10	 CASEIN PROTEIN POWDER	24g / scoop	★★★★★	Pre-bed muscle retention



LEUCINE SCORE reflects leucine content — the amino acid most directly responsible for triggering muscle protein synthesis. Animal proteins generally score higher due to leucine content and digestibility.

THE BOTTOM LINE



PRIORITIZE COMPLETE PROTEINS.



AIM FOR 40-50g PER MEAL.



USE SHAKES TO FILL GAPS, NOT REPLACE REAL FOOD.

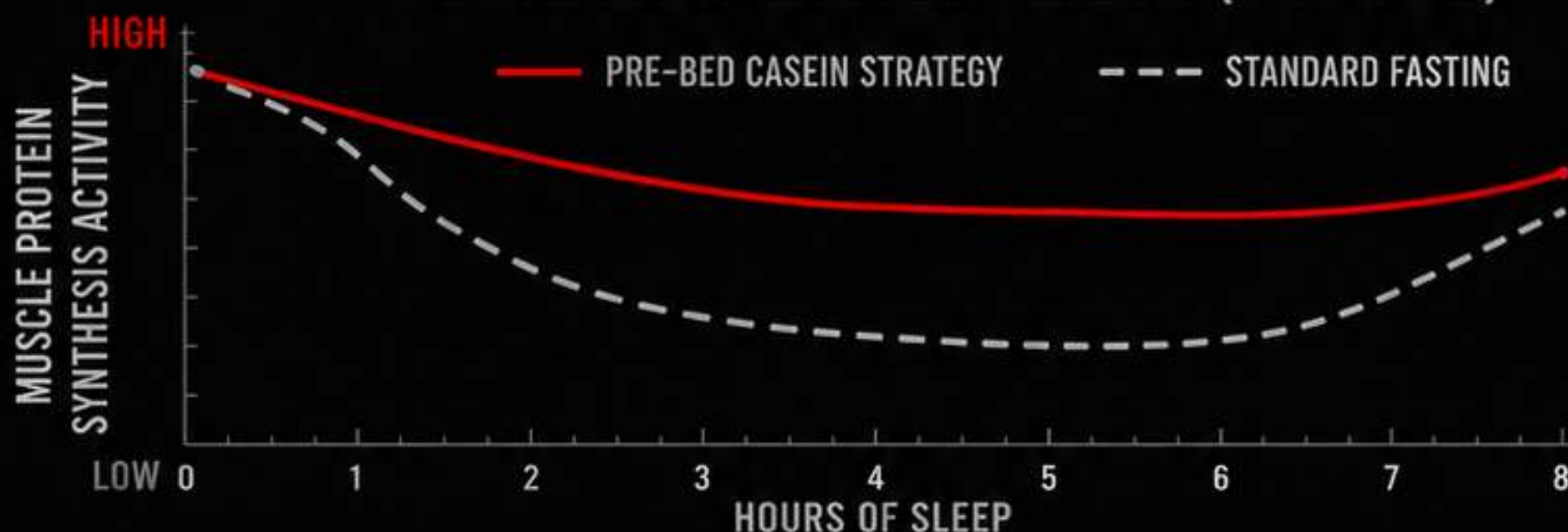
THE PRE-BED PROTEIN STRATEGY

EXTEND OVERNIGHT MUSCLE REPAIR.

During sleep, your body goes 7–8 hours without food. A serving of casein protein or cottage cheese before bed helps support muscle protein synthesis through the longest fasting period of the day.



THE OVERNIGHT RECOVERY WINDOW (7–8 HOURS)



+22%
OVERNIGHT
MPS INCREASE*

Pre-bed casein protein supports higher muscle protein synthesis through the night.

*Source: Res et al., Nutrients. 2012.

WHY IT WORKS

- SLOW-DIGESTING PROTEIN FEEDS RECOVERY OVERNIGHT.**
Provides a steady release of amino acids.
- EXTENDS AMINO ACID AVAILABILITY DURING SLEEP.**
Prevents long gaps without nutrients.
- HELPS PRESERVE AND BUILD MUSCLE AFTER 40.**
Supports growth, repair, and strength.
- WORKS ESPECIALLY WELL WITH ANABOLIC RESISTANCE.**
Overcomes a weaker MPS response.

BEST PRE-BED OPTIONS

COTTAGE CHEESE



40g PROTEIN TARGET
Slow-digesting casein with added calcium for recovery.

CASEIN PROTEIN SHAKE



30–40g PROTEIN
Convenient, easy to digest, and perfect before bed.

GREEK YOGURT + ADDED PROTEIN



30–40g PROTEIN
Add casein powder or cottage cheese for extra protein.

PROTEIN-RICH SNACK + HEALTHY FAT



30–40g PROTEIN
Pair with almond butter or nuts for satiety and recovery.

HOW TO USE IT

- TAKE 30–60 MINUTES BEFORE BED.**
Allows digestion to begin before sleep.
- AIM FOR 30–40g OF PROTEIN.**
The ideal range for overnight recovery.
- KEEP IT SIMPLE AND CONSISTENT.**
Make it a nightly habit.
- USE ESPECIALLY ON TRAINING DAYS, BUT DAILY IS FINE.**
Recovery happens every night.



THE BOTTOM LINE

The overnight window is the longest period without amino acids. A pre-bed serving of casein protein or cottage cheese is a simple, high-return strategy to maximize overnight muscle repair and growth—especially for adults over 40.



FEED YOUR MUSCLES BEFORE BED. WAKE UP STRONGER.

CALORIES & CARBS THAT BUILD MUSCLE



Muscle growth requires energy. Calories fuel your workouts, recovery, and daily performance. Carbs are your body's preferred fuel source and play a critical role in building muscle—especially after 40.

THE CALORIE EQUATION

To build muscle, you need to be in a calorie surplus.



MAINTENANCE
Calories
= Stay the Same

+



SURPLUS
Calories
= Build Muscle

-



DEFICIT
Calories
= Lose Fat

★ **TARGET SURPLUS: 200–500 CALORIES PER DAY**
Enough to build muscle without excessive fat gain.

WHY CARBS MATTER



FUEL FOR TRAINING

Carbs power your workouts and help you train harder.



MUSCLE RECOVERY

Replenish glycogen stores and support faster recovery.



MUSCLE GROWTH SIGNAL

Carbs (with protein) increase insulin, which helps drive nutrients into your muscles.



HORMONE SUPPORT

Adequate carbs support optimal testosterone and thyroid function.

HOW MANY CALORIES DO YOU NEED?

GOAL	CALORIE TARGET	EXAMPLE (200 LB / 40 YR OLD)
Maintain	TDEE	~2,600 kcal
Build Muscle	TDEE + 200–500	~2,800–3,100 kcal
Lean Bulk	TDEE + 300–500	~2,900–3,100 kcal
Aggressive Bulk	TDEE + 500–700	~3,100–3,300 kcal

TDEE = Total Daily Energy Expenditure (your maintenance calories)

BEST CARB SOURCES FOR MUSCLE GAIN



WHOLE GRAINS

Oats, brown rice, quinoa, whole grain bread, farro



STARCHY VEGETABLES

Sweet potatoes, potatoes, butternut squash



FRUITS

Bananas, berries, apples, oranges, grapes



LEGUMES

Lentils, black beans, chickpeas, kidney beans

CARB TIMING STRATEGY



PRE-WORKOUT
1–2 HOURS BEFORE
Carbs = Energy for performance



POST-WORKOUT
WITHIN 2 HOURS AFTER
Carbs + Protein = Glycogen refill & muscle repair



EVENING / BEDTIME
MODERATE CARBS
Supports recovery and sleep quality



Most of your carbs should surround your workouts. Less is needed earlier in the day if you're not training.

SAMPLE DAY: CALORIES & MACRO BREAKDOWN

GOAL: BUILD MUSCLE
(3,000 CALORIES)



PROTEIN
160g
(640 CAL) 21%



CARBS
375g
(1,500 CAL) 50%



FATS
95g
(860 CAL) 29%



ADJUST BASED ON YOUR RESULTS

Track your weight and progress. Increase or decrease calories by 100–150 as needed.



THE BOTTOM LINE

Calories give you energy. Carbs power your performance. Together, they create the environment your muscles need to grow.

TRAINING DAY VS. REST DAY

CARBS



CARBS ARE A TOOL.
Use more when you train.
Use less when you recover.



TRAINING DAY (HIGHER CARBS)

Goal: Maximize performance, fuel workouts, and enhance recovery.

CARB TARGET

4-7g

PER KG BODYWEIGHT

(Higher end for intense training)



TIMING OF CARBS



Pre-Workout (1-2 hrs before)
Fuel your training. Choose easy-to-digest carbs with some protein.



Post-Workout (within 2 hrs after)
Replenish glycogen, spike insulin, and start recovery.



Rest of the Day
Spread carbs around meals to support energy and performance.

BEST CARB SOURCES (TRAINING DAY)



Oats, rice, potatoes, bananas, quinoa, whole grain bread, fruits, legumes



REST DAY (LOWER CARBS)

Goal: Support recovery, replenish glycogen, and control body fat.

CARB TARGET

2-4g

PER KG BODYWEIGHT

(Lower end to support recovery and body composition)



TIMING OF CARBS



Focus on Earlier in the Day
Eat most of your carbs at breakfast and lunch.



Lower at Dinner
Keep carbs lower in the evening to support fat loss and better sleep.



Don't Eliminate
You still need carbs for brain function, hormones, and recovery.

BEST CARB SOURCES (REST DAY)



Fruits, vegetables, quinoa, lentils, beans, small portions of whole grains

SAMPLE DAY: CARB BREAKDOWN

TRAINING DAY (5,000 CALORIES EXAMPLE)

Pre-Workout	100-150g
Post-Workout	100-150g
Meals	Spread remaining 350-500g across meals

TOTAL CARBS 450-600g

VS.

REST DAY (3,500 CALORIES EXAMPLE)

Breakfast	60-90g
Lunch	60-90g
Dinner	40-60g

TOTAL CARBS 160-240g



KEY TAKEAWAY

Train hard? Eat more carbs.
Resting? Eat fewer, but don't skip them.
Adjust based on your goals, progress, and body response.



TRACK. ADAPT. IMPROVE.

Monitor your energy, workouts, recovery, and body composition. Adjust your carbs up or down as needed.

BEST CARB SOURCES + DIETARY FAT



Carbs fuel your training, recovery, and daily performance. Fats support hormones, joint health, and long-term vitality. Focus on quality sources that nourish your body and help you build muscle, stay lean, and feel your best after 40.

BEST CARB SOURCES

Nutritious carbs fuel your workouts, replenish glycogen, and support muscle growth.



WHOLE GRAINS

High in fiber, vitamins, and minerals. Sustained energy and gut health.

Great choices:

Oats, brown rice, quinoa, farro, whole grain bread



STARCHY VEGETABLES

Nutrient-dense carbs that support performance and recovery.

Great choices:

Sweet potatoes, potatoes, butternut squash, yams



FRUITS

Quick-digesting carbs with vitamins, minerals, and antioxidants.

Great choices:

Bananas, berries, apples, oranges, grapes, pineapple



LEGUMES

High in fiber and protein. Great for steady energy and overall health.

Great choices:

Lentils, black beans, chickpeas, kidney beans, pinto beans



WHOLE GRAIN BREADS

Convenient, portable carbs that pair well with protein and healthy fats.

Great choices:

100% whole wheat, sprouted grain, rye, sourdough



OTHER GREAT OPTIONS

Variety keeps your nutrition balanced and enjoyable.

Great choices:

Quinoa, couscous, whole grain pasta, oats, corn, peas

DIETARY FAT: ESSENTIAL & BENEFICIAL

Healthy fats support hormone production, brain function, joint health, and nutrient absorption.



AVOCADOS

Rich in monounsaturated fats, potassium, and fiber.

Benefits:

Heart health, hormone support, and satiety



NUTS

Nutrient-dense and convenient source of healthy fats.

Great choices:

Almonds, walnuts, cashews, pecans, pistachios



SEEDS

Small but powerful. High in healthy fats, fiber, and minerals.

Great choices:

Chia, flaxseeds, pumpkin seeds, sunflower seeds



OLIVE OIL

A top source of monounsaturated fat and antioxidants.

Benefits:

Reduces inflammation, supports heart health, and performance



FATTY FISH

Provides omega-3 fatty acids for heart, brain, and joint health.

Great choices:

Salmon, mackerel, sardines, trout, herring



NATURAL NUT BUTTERS

Great source of healthy fats, protein, and essential nutrients.

Great choices:

Peanut, almond, cashew, tahini (no added sugar)



FAT INTAKE TARGET

Aim for 0.3–0.5g of fat per kg of bodyweight daily. Example: If you weigh 180 lb (82 kg), target 25–40g of fat per day.



QUALITY OVER QUANTITY

Focus on whole food sources. Limit fried foods and ultra-processed oils.

HOW CARBS & FATS WORK TOGETHER



CARBS = FUEL

Power your workouts and replenish glycogen.



FATS = FOUNDATION

Support hormones, cell health, and recovery.



TOGETHER = RESULTS

The right balance helps you build muscle, burn fat, and stay strong after 40.

QUICK RECAP

- ✓ Choose mostly whole, minimally processed carbs.
- ✓ Time your carbs around training for best results.
- ✓ Include healthy fats daily for optimal health and performance.
- ✓ Balance is key—carbs and fats are both essential.
- ✓ Adjust portions based on your goals and progress.



FUEL SMART. TRAIN HARD. BUILD MUSCLE.

Quality carbs and fats today create strength and vitality for tomorrow.

MEAL TIMING — WHEN AND WHAT TO EAT



What you eat is important. When you eat it matters too. Smart meal timing maximizes energy, performance, muscle growth, recovery, and body composition.



Consistency > Perfection

Aim for a routine you can stick to 80–90% of the time.

THE GOALS OF MEAL TIMING



FUEL PERFORMANCE

Have the energy to train hard.



BUILD MUSCLE

Provide nutrients when your muscles need them most.



SPEED RECOVERY

Replenish glycogen and repair muscle faster.



MANAGE BODY FAT

Support hormones, control appetite, and optimize body composition.

THE BIG PICTURE

Total daily calories and protein are most important. Meal timing fine-tunes results. Focus on hitting your daily targets, then use timing to optimize.

HIT YOUR TARGETS. THEN TIME IT RIGHT.

THE OPTIMAL DAILY TIMING FRAMEWORK (EXAMPLE)



WHAT TO EAT AND EXAMPLES

TIME	GOAL	WHAT TO EAT	EXAMPLE MEALS / SNACKS
EARLY MORNING	Hydration & Energy	Water, electrolytes, optional caffeine	Water with electrolytes, black coffee, herbal tea
BREAKFAST	Fuel the Day & Muscle	Protein + complex carbs + healthy fats	Oats with whey protein, berries, nuts, and Greek yogurt
PRE-WORKOUT	Maximize Performance	Carbs for energy + moderate protein	Banana with peanut butter, rice cake with honey, or oatmeal + whey
POST-WORKOUT	Optimize Recovery	Fast-digesting protein + carbs	Whey shake + banana, chicken rice bowl, or Greek yogurt with fruit
DINNER	Replenish & Nourish	Protein + carbs + vegetables + fats	Grilled salmon, quinoa, roasted veggies, olive oil, avocado
PRE-BED	Support Overnight Recovery	Casein or slow-digesting protein + healthy fats	Cottage cheese with nuts, casein shake, or Greek yogurt with flaxseed

PRE & POST WORKOUT NUTRITION: THE DETAILS

PRE-WORKOUT (1–2 HOURS BEFORE)

- CARBS**
1–2g per kg body weight for energy
- PROTEIN**
0.25–0.4g per kg body weight
- LOW FAT & FIBER**
Easy to digest, avoids stomach discomfort

EXAMPLES: Banana + whey, oatmeal + berries, rice + chicken

POST-WORKOUT (WITHIN 1–2 HOURS)

- PROTEIN**
0.3–0.5g per kg body weight
- CARBS**
1–1.5g per kg body weight
- REHYDRATE**
Water + electrolytes if needed

EXAMPLES: Whey shake + fruit, chicken + rice, Greek yogurt + granola

ADDITIONAL TIPS

- ✓ Eat every 3–4 hours to support energy, focus, and muscle protein synthesis.
- ✓ Protein at each meal (30–50g) is ideal.
- ✓ Carbs around your workouts. Fats earlier in the day or at dinner.
- ✓ Adjust based on your training, schedule, and personal response.
- ✓ Quality sleep + good nutrition = best results.



THE BOTTOM LINE

Follow a consistent meal timing strategy that fits your lifestyle. Plan, prepare, and prioritize—then stay consistent.

PLAN TODAY. FUEL TOMORROW. GET STRONGER.

SAMPLE TRAINING DAY MEAL PLAN

Built to fuel performance, maximize muscle gain, and support recovery. Adjust portions based on your calorie needs and body weight.



EXAMPLE TARGETS (For a 180 lb / 82 kg person)

 CALORIES ~3,000–3,200	 PROTEIN 160–180g	 CARBS 375–425g	 FATS 80–90g
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MEAL & TIMING	WHAT TO EAT (EXAMPLES)	WHY IT MATTERS	MACRO GUIDE*
 1. EARLY MORNING upon waking	 <ul style="list-style-type: none"> Oats (1/2 cup dry) Whey protein (1 scoop) Blueberries (1/2 cup) Almonds (1 tbsp) 	Replenish glycogen, kickstart metabolism, and provide steady energy.	CAL: ~420 P: 30g C: 60g F: 10g
 2. BREAKFAST 1–2 hours after waking	 <ul style="list-style-type: none"> Eggs (3 whole + 2 whites) Whole grain toast (2 slices) Avocado (1/4) Orange (1 medium) 	High-quality protein and healthy fats for satiety and muscle support.	CAL: ~600 P: 40g C: 65g F: 20g
 3. PRE-WORKOUT 1–2 hours before training	 <ul style="list-style-type: none"> White rice (1 cup cooked) Chicken breast (5 oz) Banana (1 medium) Honey (1 tsp) 	Carbs for energy. Protein to protect muscle and enhance performance.	CAL: ~550 P: 40g C: 75g F: 6g
 4. POST-WORKOUT within 1–2 hours after training	 <ul style="list-style-type: none"> Whey protein (1–1.5 scoops) Banana (1 medium) Creatine (5g) Water 	Refill glycogen, spike insulin, and deliver amino acids for recovery.	CAL: ~350 P: 30–40g C: 45–60g F: 2–4g
 5. LUNCH 2–3 hours after workout	 <ul style="list-style-type: none"> Salmon (6 oz) Quinoa (1 cup cooked) Mixed veggies Olive oil (1 tsp) 	Nutrients for recovery, muscle repair, and sustained energy.	CAL: ~650 P: 45g C: 70g F: 20g
 6. AFTERNOON SNACK mid-afternoon	 <ul style="list-style-type: none"> Greek yogurt (1 cup) Berries (1/2 cup) Walnuts (1 oz) Honey (1 tsp) 	Keeps energy stable and supports muscle protein synthesis between meals.	CAL: ~350 P: 25g C: 30g F: 12g
 7. DINNER evening	 <ul style="list-style-type: none"> Lean steak (6 oz) Sweet potato (1 medium) Green beans Olive oil (1 tsp) 	Carbs to replenish, protein to repair, and micronutrients for overall health.	CAL: ~600 P: 45g C: 55g F: 20g
 8. PRE-BED 30–60 minutes before bed	 <ul style="list-style-type: none"> Cottage cheese (1 cup) Almond butter (1 tbsp) Chia seeds (1 tsp) 	Slow-digesting protein prevents muscle breakdown and supports overnight recovery.	CAL: ~250 P: 25g C: 10g F: 10g



DAILY TOTAL (EXAMPLE)

CALORIES: 3,070 PROTEIN: 180g
CARBS: 410g FATS: 90g

KEY TAKEAWAYS

- ✔ Fuel before training. Refuel after.
- ✔ Eat enough high-quality calories to grow.
- ✔ Balance protein, carbs, and fats at every meal.
- ✔ Consistency over time = results.

Plan your meals. Hit your targets. Stay consistent.

SAMPLE REST DAY MEAL PLAN









Rest days are for recovery, not restriction. Focus on nutrient-dense foods, adequate protein, and moderate carbs to replenish glycogen, support muscle repair, and keep your body in an anabolic state.



EXAMPLE TARGETS (For a 180 lb / 82 kg person)

 CALORIES ~2,500–2,700	 PROTEIN 160–180g	 CARBS 180–220g	 FATS 90–100g
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On rest days, calories and carbs are lower than training days, but protein and healthy fats remain high.

MEAL & TIMING	WHAT TO EAT (EXAMPLES)	WHY IT MATTERS	MACRO GUIDE*
 1. EARLY MORNING upon waking	 <ul style="list-style-type: none"> • Greek yogurt (1 cup) • Berries (1/2 cup) • Walnuts (1 oz) • Honey (1 tsp) 	Starts the day with protein to support muscle protein synthesis and recovery.	CAL: ~300 P: 25g C: 30g F: 12g
 2. BREAKFAST 1–2 hours after waking	 <ul style="list-style-type: none"> • Eggs (3 whole + 1 white) • Spinach, mushrooms • Avocado (1/4) • Whole grain toast (1 slice) 	High-quality protein and healthy fats for satiety and steady energy.	CAL: ~500 P: 35g C: 40g F: 22g
 3. MID-MORNING SNACK 2–3 hours after breakfast	 <ul style="list-style-type: none"> • Cottage cheese (1 cup) • Pineapple (1/2 cup) • Pumpkin seeds (1 tbsp) 	Protein keeps you full and supports muscle; carbs are moderate.	CAL: ~250 P: 25g C: 20g F: 8g
 4. LUNCH 3–4 hours after breakfast	 <ul style="list-style-type: none"> • Grilled chicken breast (6 oz) • Quinoa (1/2 cup cooked) • Mixed veggies • Olive oil (1 tsp) 	Balanced meal with lean protein, complex carbs, and micronutrients for recovery and overall health.	CAL: ~600 P: 45g C: 55g F: 18g
 5. AFTERNOON SNACK mid-afternoon	 <ul style="list-style-type: none"> • Apple (1 medium) • Almonds (1 oz) 	Helps control hunger and provides fiber, healthy fats, and nutrients.	CAL: ~250 P: 6g C: 25g F: 12g
 6. DINNER evening	 <ul style="list-style-type: none"> • Salmon (6 oz) • Sweet potato (1/2 medium) • Green beans • Olive oil (1 tsp) 	Protein and omega-3s support recovery; carbs are lower in the evening to aid body composition.	CAL: ~500 P: 40g C: 40g F: 20g
 7. PRE-BED 30–60 minutes before bed	 <ul style="list-style-type: none"> • Casein protein powder (1 scoop) OR cottage cheese (1 cup) • Chia seeds (1 tsp) • Almond butter (1 tsp) 	Slow-digesting protein supports overnight muscle repair and recovery.	CAL: ~200 P: 20g C: 10g F: 6g

DAILY TOTAL (EXAMPLE)

CALORIES: ~2,600 **CARBS:** ~200g
PROTEIN: ~170g **FATS:** ~96g

KEY TAKEAWAYS

- ✓ Lower carbs than training days, but still enough to support recovery.
- ✓ Protein remains high to preserve and build muscle.
- ✓ Healthy fats support hormones, brain health, and joint function.
- ✓ Focus on whole, nutrient-dense foods and portion control.
- ✓ Stay hydrated and get quality sleep.

ADJUST BASED ON YOUR GOALS

Need to lose fat? Reduce carbs by 25–50g.
Need to maintain? Follow targets above.
Need to gain? Add 25–50g carbs and 100–200 calories.

EXTRA TIPS

Walk, stretch, or do light activity to improve recovery.
Prep meals in advance to stay consistent.
Listen to your hunger and energy levels.









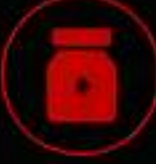
SUPPLEMENTS — WHAT ACTUALLY WORKS



Supplements can enhance your results, but they can't replace solid nutrition, training, sleep, and consistency.

Focus on the basics first.

Use supplements to fill gaps and gain a small edge.

SUPPLEMENT	WHAT IT DOES	WHO IT'S FOR	HOW MUCH & WHEN	EVIDENCE
 WHEY PROTEIN	Supports daily protein intake, muscle growth, and recovery.	Anyone who struggles to hit their protein target with food alone.	20–40g per serving 1–2 times per day. Great post-workout or between meals.	★★★★★ Strong
 CREATINE MONOHYDRATE	Increases strength, power, muscle mass, and workout performance. Supports brain health and recovery.	Almost everyone—especially men over 40 and anyone doing resistance training.	3–5g daily, any time of day. No need to cycle.	★★★★★ Strongest
 FISH OIL (OMEGA-3s)	Reduces inflammation, supports heart health, joint health, and recovery.	Anyone who doesn't eat fatty fish 2–3 times per week.	1–3g EPA+DHA daily with a meal.	★★★★☆ Strong
 VITAMIN D3	Supports testosterone, immune function, mood, and bone health. Many adults are deficient.	Anyone with low sun exposure or confirmed deficiency.	1,000–4,000 IU daily with a meal. Get blood levels tested.	★★★★☆ Strong
 MAGNESIUM (GLYCINATE OR CITRATE)	Supports sleep quality, muscle function, recovery, and stress management.	Anyone with poor sleep, high stress, muscle cramps, or low intake of magnesium-rich foods.	200–400mg daily 30–60 min before bed.	★★★★☆ Moderate
 ELECTROLYTES	Supports hydration, muscle contractions, energy, and prevents cramps.	Anyone who sweats heavily, trains hard, or follows a low-carb diet.	As needed daily. Sodium, potassium, magnesium—especially around workouts.	★★★★☆ Moderate
 CAFFEINE	Boosts energy, focus, strength, and performance.	Anyone needing an energy or performance boost.	100–300mg 30–60 min before training or as needed.	★★★★☆ Strong
 BETA-ALANINE	Supports muscular endurance and reduces fatigue during high-intensity exercise.	Athletes or anyone doing high-rep or endurance training.	3.2–6.4g daily divided doses. May cause harmless tingling.	★★★★☆ Moderate
 PRE-WORKOUT (OPTIONAL)	Can enhance focus, energy, and performance when needed.	Those who need extra push for early morning or tough workouts.	Follow label. Use only when needed, not every day.	★★★★☆ Moderate

SUPPLEMENTS THAT DON'T DO MUCH (FOR MOST PEOPLE)



- ✗ BCAAs: Not necessary if you eat enough protein.
- ✗ Testosterone boosters: Little to no proven effect.
- ✗ Fat burners: Minimal impact without diet and training.
- ✗ Detox / cleansing products: Waste of money.
- ✗ Mega-dose vitamins: More isn't always better.

THE PRIORITY STACK (KEEP IT SIMPLE)

- ✔ Protein (whey)
- ✔ Creatine monohydrate
- ✔ Fish oil (omega-3s)
- ✔ Vitamin D3 (if deficient)
- ✔ Magnesium (before bed)
- ✔ Electrolytes (as needed)

KEY TAKEAWAYS



1. NAIL THE BASICS
Nutrition, training, sleep, and consistency always come first.



2. FILL GAPS
Use supplements to fill nutritional gaps and support results.



3. BE CONSISTENT
Small edges add up over time.



4. VALUE OVER HYPE
Stick to proven, affordable, high-quality products.



5. PERSONALIZE
Track how you feel and perform, then adjust as needed.

WHAT TO SKIP / SUPPLEMENT PRIORITY RULE

Supplements won't make or break your results. Focus on what works, skip what doesn't, and invest in the basics that deliver real benefits. Food, training, sleep, and consistency come first—always.



WHAT TO SKIP (NOT WORTH IT FOR MOST PEOPLE)

-  **PROPRIETARY BLENDS**
You don't know the doses. Usually underdosed and mostly marketing.
-  **TESTOSTERONE BOOSTERS**
Little to no proven effect in healthy people. Focus on training, sleep, and nutrition instead.
-  **FAT BURNERS / DETOX TEAS**
Temporary results, often rely on stimulants or laxatives. Not sustainable or necessary.
-  **MEGA-DOSE VITAMINS**
More isn't better. High doses can be wasted or even harmful.
-  **BCAAs (IF YOU EAT ENOUGH PROTEIN)**
Redundant. Whole protein sources or whey provide all the BCAAs you need.
-  **GLUTAMINE**
No proven benefit for muscle growth or recovery in healthy individuals.
-  **COLLAGEN (AS A MUSCLE SUPPLEMENT)**
Good for joints/skin, but not a muscle-building essential.
-  **NON-ESSENTIAL UNPROVEN ADD-ONS**
Herbal extracts, exotic powders, and "secret" ingredients with no solid research.

SUPPLEMENT PRIORITY RULE

Use this simple system to decide what matters most.

-  **1 FOUNDATION**
Big impact. Strong evidence. Great ROI.
 -  Whey protein
 -  Creatine monohydrate
 -  Vitamin D3 (if deficient)
 -  Fish oil (omega-3s)
 -  Magnesium (if needed)
 -  Electrolytes
-  **2 CONDITIONAL**
Helpful for specific needs or situations.
 -  Caffeine (for training/performance)
 -  Beta-alanine (for high-intensity work)
 -  Pre-workout (optional)
 -  Protein bars/shakes (convenience)
 -  Joint support (if joint discomfort)
-  **3 NICE TO HAVE**
Small impact. Use if it fits your goals and budget.
 -  Multivitamin (if diet lacks variety)
 -  Collagen (for joints/skin)
 -  Tart cherry (recovery)
 -  Turmeric (inflammation support)
-  **4 SKIP**
Low impact, low evidence, or a waste of money.
 -  Proprietary blends
 -  Test boosters
 -  Fat burners / detox teas
 -  Mega-dose vitamins
 -  BCAAs (if protein is adequate)
 -  Glutamine

THE BOTTOM LINE



FOOD FIRST
Get your calories, protein, carbs, and fats dialed in.



TRAIN HARD
Progressive training drives muscle growth. Supplements don't.



SLEEP & RECOVER

Good sleep and recovery multiply your results. No supplement replaces this.



BE CONSISTENT
Do the basics daily. Small, consistent actions beat perfect plans.

PUT IT ALL TOGETHER: THE SMART APPROACH

- 1 Build your plan around whole foods and proper nutrition.
- 2 Train with purpose and progressively overload.
- 3 Sleep 7–9 hours and manage stress.
- 4 Use priority supplements to fill gaps, not replace effort.
- 5 Stay consistent over time—results follow consistency.



REMEMBER

Supplements are the icing, not the cake. Nail the basics, then use supplements strategically to enhance your results.

COMMON MISTAKES KILLING RESULTS



You can train hard and eat "clean," but small mistakes can sabotage your progress. Avoid these common pitfalls and focus on what works.

MISTAKE	WHY IT HURTS	THE REALITY	DO THIS INSTEAD
NOT EATING ENOUGH CALORIES	You can't build muscle in a calorie deficit. Your body needs fuel to grow.	Most people over 40 undereat without realizing it.	✔ Eat in a slight surplus. Track intake for a few days to get accurate.
NOT ENOUGH PROTEIN	Protein builds and repairs muscle. Too little = slow progress.	Many adults don't hit their protein target daily.	✔ Aim for 0.7–1.0g of protein per lb of body weight daily.
TOO FEW CARBS	Low carbs = low energy, poor workouts, and slower recovery.	Carbs don't make you fat. Too few carbs limit performance and gains.	✔ Fuel training with quality carbs. Adjust based on training vs. rest days.
POOR OR INCONSISTENT TRAINING	Lack of progressive overload or training without a plan = no gains.	Muscle grows when you consistently challenge it and recover.	✔ Follow a structured plan. Progress in reps, weight, or intensity over time.
POOR SLEEP & RECOVERY	Poor sleep lowers testosterone, increases cortisol, and kills recovery.	You can't out-train poor recovery and high stress.	✔ Get 7–9 hours of quality sleep. Manage stress and prioritize rest days.
TOO MANY LIQUID CALORIES	Drinks add up fast and offer little satiety or nutritional value.	Sodas, juices, alcohol, and fancy coffees can derail your calorie goals.	✔ Choose water, coffee, zero-cal drinks, and protein shakes when needed.
OBSESSING OVER THE SCALE	Weight fluctuates daily. The scale doesn't show muscle gained.	Focus on the wrong number and you'll lose motivation or make bad decisions.	✔ Track progress with photos, measurements, strength, and how clothes fit.
EXPECTING FAST RESULTS	Muscle takes time to build. Chasing quick fixes leads to frustration.	Sustainable results come from consistent daily actions.	✔ Be patient. Trust the process and stay consistent for the long haul.
OVER-RESTRICTING FOODS	Extreme diets lead to burnout, binges, and crashing progress.	No single food will make or break your results.	✔ Follow an 80/20 approach. Focus on nutrient-dense foods most of the time.
RELYING ON SUPPLEMENTS INSTEAD OF BASICS	Supplements won't fix poor nutrition, training, or recovery.	You can't out-supplement a poor plan.	✔ Nail the basics first. Use supplements to fill gaps and enhance results.
TOO SEDENTARY OUTSIDE THE GYM	Sitting all day kills calorie burn, mobility, and recovery.	Daily activity boosts results and overall health.	✔ Move more daily. Take walks, get steps in, and stay active.

✔ THE FIX: FOCUS ON WHAT MATTERS

- Eat enough calories with adequate protein and carbs.
- Train with intensity and progressive overload.
- Recover with quality sleep and smart stress management.
- Stay consistent and track progress the right way.
- Make small improvements daily over the long term.

QUICK SELF-CHECK

Be honest. Are any of these holding you back?

- I often don't eat enough.
- My protein intake is inconsistent.
- I skimp on carbs, especially around workouts.
- My training lacks progression or structure.
- I sleep less than 7 hours most nights.
- I rely on scale weight alone to measure progress.
- I expect quick results and get discouraged.
- I let stress and life get in the way of my plan.



AVOID THE MISTAKES. MASTER THE BASICS. STAY CONSISTENT.
THAT'S HOW YOU BUILD MUSCLE AFTER 40.

THE TWO-WEEK PROTEIN AUDIT



WHY 14 DAYS?

- ✓ Eliminates guesswork
- ✓ Reveals real patterns
- ✓ Drives real results

Most people think they're eating enough protein. The truth? They're not. Audit for 14 days. Track honestly. Adjust. Grow.

TARGET: 0.7-1.0g OF PROTEIN PER LB OF BODY WEIGHT DAILY

Example: 180 lb person = 126-180g of protein per day

1 CALCULATE YOUR TARGET



Body Weight (lb) × 0.7 to 1.0 = Daily Protein Target (g)
Example: 180 × 0.7-1.0 = 126-180g

2 TRACK EVERYTHING



For 14 days, track every gram of protein you eat. No guessing. Be exact.

3 USE A TRACKING TOOL



Use an app (Cronometer, MyFitnessPal, etc.) or a food scale + notes.

4 ANALYZE YOUR RESULTS



Look at your 14-day average. Were you over, under, or right on target?

5 ADJUST & IMPROVE



Fix the gaps. Lock in what works. Do another 14-day audit.

14-DAY PROTEIN AUDIT TRACKER

DAY	TOTAL PROTEIN (g)	TARGET MET? (✓ / ✗)	NOTES (What worked? What didn't?)
DAY 1			
DAY 2			
DAY 3			
DAY 4			
DAY 5			
DAY 6			
DAY 7			
DAY 8			
DAY 9			
DAY 10			
DAY 11			
DAY 12			
DAY 13			
DAY 14			
14-DAY AVERAGE	_____ g	✓ / ✗	

EVALUATE YOUR 14-DAY AVERAGE

- ✓ **ON TARGET (126-180g)**
You're in the zone. Keep it up!
- ⚠ **SLIGHTLY LOW (<126g)**
Increase protein by 15-25g/day. Add a protein source to 1-2 meals.
- ✗ **WELL BELOW TARGET (<100g)**
This is likely holding back your muscle gains and recovery. Make protein your priority.
- ★ **CONSISTENTLY ABOVE TARGET (>180g)**
Not a problem for most. Just make sure overall calories and carbs are dialed in.

WHERE PROTEIN OFTEN FALLS SHORT

- ✗ Skipping breakfast or eating low-protein meals
- ✗ Not enough protein at lunch
- ✗ Relying on "carb-heavy" snacks
- ✗ Low-protein dinners
- ✗ No protein before bed

EASY WAYS TO ADD 20-30g OF PROTEIN



1 SCOOP WHEY PROTEIN
24-25g



4 EGG WHITES + 1 WHOLE EGG
20-22g



6 OZ CHICKEN BREAST
40-45g



1 CUP GREEK YOGURT
18-20g



1 CAN TUNA IN WATER
20-25g



1 CUP COTTAGE CHEESE
24-28g



PROTEIN DISTRIBUTION GOAL

Spread protein evenly across 3-5 meals. Aim for 20-45g per meal. This maximizes muscle protein synthesis throughout the day.

EXAMPLE: 160g/day = 4 meals of ~40g each

QUICK PROTEIN CHECKLIST

- ✓ I know my daily protein target.
- ✓ I tracked every day for 14 days.
- ✓ I hit my target on most days.
- ✓ I'm prioritizing protein at every meal.
- ✓ I'm making adjustments based on data.



KEY TAKEAWAYS

You can't improve what you don't measure. The 14-day audit removes guesswork and creates results. Track. Adjust. Repeat.

PROTEIN IS THE FOUNDATION. BUILD IT RIGHT, AND EVERYTHING ELSE WORKS BETTER.

WHAT'S NEXT — 30-DAY NUTRITION ACTION PLAN



You now know what works. The next 30 days are about taking action, staying consistent, and building momentum. Follow this simple plan to lock in your nutrition and get real results.

 <p>1. SET YOUR TARGETS Calories, protein, and carbs based on your goals.</p>	 <p>2. PLAN AHEAD Plan your meals, snacks, and supplements. Prep as needed.</p>	 <p>3. EXECUTE DAILY Hit your targets. Follow your plan. Stay consistent.</p>	 <p>4. TRACK & REVIEW Track intake, weight, and progress. Review weekly.</p>	 <p>5. ADAPT & IMPROVE Make small adjustments based on results. Keep improving.</p>
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THE 30-DAY ROADMAP

DAYS 1-7 BUILD THE FOUNDATION	DAYS 8-14 BUILD THE HABIT	DAYS 15-21 OPTIMIZE & FINE-TUNE	DAYS 22-30 LOCK IT IN & LEVEL UP
<p>FOCUS: Focus on consistency and hitting your targets.</p>	<p>FOCUS: Make your plan automatic. Dial in meal timing.</p>	<p>FOCUS: Optimize food quality, training fuel, and recovery.</p>	<p>FOCUS: Solidify habits and push for progress.</p>
<p>ACTION STEPS:</p> <ul style="list-style-type: none"> ✓ Calculate your calorie and protein targets. ✓ Build a simple meal plan you can follow. ✓ Grocery shop and prep for the week. ✓ Track everything you eat. ✓ Aim for 80-90% consistency. 	<p>ACTION STEPS:</p> <ul style="list-style-type: none"> ✓ Stick to your meal plan. ✓ Nail your protein target every day. ✓ Dial in meal timing around your workouts. ✓ Limit liquid calories and mindless snacking. ✓ Review your progress mid-week. 	<p>ACTION STEPS:</p> <ul style="list-style-type: none"> ✓ Adjust calories if needed based on progress. ✓ Improve food quality (whole, nutrient-dense foods). ✓ Optimize carbs around training. ✓ Focus on recovery: sleep, hydration, stress. ✓ Review and adjust your plan. 	<p>ACTION STEPS:</p> <ul style="list-style-type: none"> ✓ Stay consistent with your plan. ✓ Push performance in the gym. ✓ Track body weight, photos, and measurements. ✓ Make small tweaks to keep progressing. ✓ Celebrate wins and stay motivated.

DAILY PRIORITY CHECKLIST

 <ul style="list-style-type: none"> ✓ Hit your calorie target 	 <ul style="list-style-type: none"> ✓ Hit 0.7-1.0g of protein per lb body weight 	 <ul style="list-style-type: none"> ✓ Include carbs around your workouts 	 <ul style="list-style-type: none"> ✓ Stay hydrated (aim for 80-100 oz of water) 	 <ul style="list-style-type: none"> ✓ Take supplements that support your goals 	 <ul style="list-style-type: none"> ✓ Get 7-9 hours of quality sleep 	 <ul style="list-style-type: none"> ✓ Track your food and progress
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WEEKLY REVIEW (EVERY 7 DAYS)



- ✓ Review your average calories and macros.
- ✓ Check body weight trends (not just daily fluctuations).
- ✓ Assess energy, performance, and recovery.
- ✓ Identify what worked and what didn't.
- ✓ Make 1-2 adjustments for the next week.

WHEN TO ADJUST



- Not gaining muscle? Increase calories by 150-250/day.
- Gaining too much fat? Decrease calories by 150-250/day.
- Low energy in workouts? Increase carbs around training.
- Poor recovery? Improve sleep, hydration, and food quality.
- No change in 2 weeks? Reassess and adjust.

KEEP THESE PRINCIPLES FRONT AND CENTER



Calories drive change.



Protein builds and preserves muscle.



Carbs fuel performance and recovery.



Fats support hormones and overall health.



Consistency over time beats perfection.



Small daily actions create big results.

30 DAYS OF FOCUS CAN CHANGE YOUR BODY.
START TODAY. STAY CONSISTENT. GET STRONGER EVERY DAY.

CLOSING

EAT TO FUEL. TRAIN TO BUILD. RECOVER TO GROW.

You now have the blueprint. Nutrition is your foundation—training is the stimulus—recovery is the multiplier. Master the basics, stay consistent, and the results will follow.

You don't need perfect. You need consistent.

Keep showing up, keep improving, and keep building the strongest, leanest version of you.

YOU'VE GOT THIS.



YOUR NEXT STEP

- ✓ Pick your plan.
- ✓ Track your food.
- ✓ Train with purpose.
- ✓ Recover like it matters.
- ✓ Repeat every day.

THAT'S HOW YOU WIN.

FREE BPF VIRTUAL APP

YOUR NUTRITION & TRAINING PARTNER



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Quick, easy, and accurate.
- MEAL TIMING REMINDERS**
Never miss what matters.
- WORKOUT TRACKING**
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- PROGRESS DASHBOARD**
See trends. Stay motivated.
- SUPPLEMENT REMINDERS**
Stay consistent. Get results.
- EDUCATION HUB**
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Lose body fat while maintaining muscle. Step-by-step nutrition, training, and cardio plan that works.



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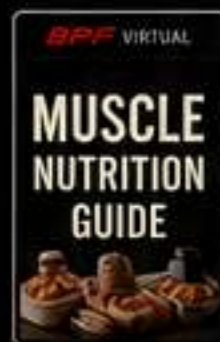
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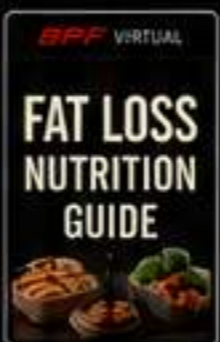
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