



EAT SLEEP RECOVER.

BY BRAD DAVIDSON

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Become the Best You!

Personalized Nutrition, Wellness & Lifestyle Plan

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Welcome to Eat Sleep Recover, the personalized nutrition, health and wellness plans that will guide you on your journey to Become the Best You!

If you have ever tried the myriad of diet, wellness and lifestyle plans out there, you have probably heard some or all of the following:



- **Carbs are the Devil!**
- **Eating fat makes you fat!**
- **Do a cleanse!**
- **Learn to control your caloric intake.**
- **Go Raw.**
- **Exercise more often and more intensely**
- **Eat more protein!**
- **Eat a big breakfast, and don't eat carbs at night!**
- **Eat vegetarian.**
- **Go vegan.**
- **Go gluten-free.**
- **Don't eat sugar.**
- **Don't eat wheat.**
- **Don't eat dairy.**
- **Don't eat at all. Just juice!**

Say Goodbye to Everything You (Think) You Know About Health & Wellness

Is anyone else confused by all the nutrition, wellness and diet information being thrown at us today? What makes navigating this maze of information even harder is that these “theories,” “diets,” and “plans” are each supposedly highly researched and backed up by bona-fide scientific research by doctors who all tout the health benefits their program allegedly provides.

Worse yet, each program is hard to follow, leaving us feeling hungry, moody and deprived all the time, while promising to become the next miraculous solution to improve your health and lose weight. The gains from these extreme plans are almost always short lived, and the pounds typically come right back on while your health, energy is and happiness is trashed in the process.

So who is right? If you are bewildered when it comes to eating right and choosing the best foods and nutritional supplements for you, you are not alone. A 2012 food and health study presented by the International Food Information Council Foundation showed that 52 percent of Americans surveyed thought it was easier to figure out their taxes than how to eat healthy.



There are so many extreme nutrition plans, diets, and options available, it's no wonder people don't know which way to turn. The biggest problem is that most of the information out there is conflicting!

Even if the information being offered has some merit, it isn't always geared to your individual needs, as everyone's body composition, metabolism and goals are different, making it truly hard to know who to trust or which program is best for you - there is no "one size fits all". And that's a big problem, because what you eat has a huge impact on your health. Everything you've learning about nutrition and eating "right" is probably wrong.



Your Metabolism: The Core of Your Health and Wellness

Metabolism is one of the most misunderstood of the body's systems. A lot of people talk about "metabolism" and yet few really understand what it is or how it affects health and vitality. This is especially clear whenever someone says what they think metabolism is. Most people say me

metabolism is the amount of energy a person's body burns or that it has something to do with the thyroid. Some say that when the thyroid gets sluggish, they have a slow or sluggish metabolism and that's why they gain weight. Although that is all true, over the years we come to understand that our metabolism is really so much more than that.

Even medical professionals have varying definitions. The classic thought on metabolism is that it is the sum total of all chemical reactions in the body.

One of the best definitions of metabolism comes from The Schwarzbein Principle, by Dr. Diana Schwarzbein and Nancy Deville: "Metabolism is the combined effects of all the varied biochemical processes that continually occur in your body on a cellular level. These processes enable every individual component of your body to function, making it possible for you to think, digest food, move, and perform all the functions of a living, breathing being."

These metabolic processes include such things as hormone production, tissue regeneration, digestion, elimination, and immune responses. In fact, everything going on in your body impacts the sum total of your metabolism. If any one of these processes gets a little out of balance, your metabolism pays the price.



Okay, what does that really mean? And more so, what does that mean to you?

For example, if your liver is congested and working on overdrive, it will have a huge negative impact on your metabolism by slowing down your thyroid hormones. Your liver is largely responsible for converting the mostly inactive form of the thyroid hormone, T4, into the active form, T3.

It really doesn't matter how little you eat or how hard you exercise; those things won't help your congested liver, heal your damaged metabolism, or prevent the result: unwanted fat storage.

Recent studies have shown that metabolism isn't just a set of automatic physical processes—it's also affected by the emotional connection between the mind and body. What we think and feel impacts our body chemistry. That means everything from stress to pleasure has a profound impact on metabolism.

Think about that for a moment. Everything that happens in your daily life affects your metabolism!

When stress hormones get out of whack or stress levels stay chronically elevated over time, they cause a cascade of problems, from wrecking your digestion to causing hormone imbalance and chronic fatigue. We see living proof of this every day in our clients who suffer the effects of stress in their daily lives before beginning Eat Sleep Recover, and there's lots of research prov-



-ing this point, including studies that show high stress loads can block the production of sex hormones for men and women. As soon as those hormones are out of balance, your metabolism starts falling apart and you will eventually hit the wall from total adrenal burnout. When that happens, you're shot.

Stress is the trigger that breaks homeostasis, the body's ability to maintain internal stability, and affects metabolism. What this means is that you can be eating what some expert deems a "perfect" diet, but if one of your metabolic processes is dysfunctional,

your metabolism is going to start to show problems until that dysfunction is fixed. For example, you can eat a low-carb diet, exercise fifteen times a week, and do a thousand crunches a day, but instead of the hard body you're pushing so hard to get, all you're going to end up with is a miserable, frustrating existence.

One of the biggest challenges is getting people to believe they aren't being cheated by a faulty metabolism. They are cheating themselves by living the way they do. Often-times, people get into the mindset that they can't lose weight because they have a slow metabolism and don't have the energy but in fact it's really a basic metabolic breakdown in their body machinery. Most everyone is born with a healthy metabolism, but, sadly, instead of preserving it, most people will spend their lifetime running it into the ground. That's why Eat Sleep Recover considers your metabolism as the key factor of your overall wellness and focuses on optimizing your metabolism to help you look better, feel better and preform at a higher level.



Meet Brad Davidson

Brad Davidson is an author, speaker, and life coach who specializes in enhancing the metabolism and optimizing human performance. Brad has spent his career working with and educating C-Suite Executives, Professional Athletes, Crossfit Athletes, Tactical Athletes, High Performing Teams – and every day people who simply want to look good and live and perform at their best.

Over the years, Brad's clients have counted on him to know about the latest information in all areas of health, nutrition, and fitness, which means he is always on top of the latest and not-so-greatest fad diets that over-promise and under-deliver. He has sifted through just about every theory, program, and promise, and the science that backs those diet plans. After researching each, he discovered one very important thing. Most

are not sustainable for long-term success, especially for people like you—the high achievers of the world.

Although they may initially create some positive results, eventually each one of the trendy fad diets will stop working. Some are actually so dangerous that over time you may actually start damaging your overall health. That’s because most nutritional strategies today are designed for the overwhelming number of people who are looking for shortcuts to weight loss, expecting a magic pill to cure their bad habits, rather than focus on their overall wellness and health as the core of their programs.

People have been led to believe that weight loss is the sole solution to all of their health and fitness needs, and that because a program makes you lose weight quickly and look better, it’s a good program. People who choose a juice cleanse are typically unmotivated to do the necessary work to sustain long-term results. They’re looking for a shortcut to weight loss, a magic cure, a quick fix. They’re into fad diets, not their long term weight control, health and wellness. They may see weight-loss benefits from the next hot diet plan, but they aren’t necessarily getting healthy or creating a lifestyle that will sustain habits to maintain their weight loss. They are merely creating a temporary mindset that achieves their immediate desired result, while junking their health in the process with no long-term payoff.



Break The Cycle. Introducing: Eat Sleep Recover

Eat Sleep Recover is like nothing you’ve tried before. Say goodbye to one-size-fits-all, restrictive, complicated, and extreme fad diets and health plans that leave you feeling deprived, moody, exhausted, anxious, and likely to put the weight right back on. Eat Sleep Recover is a total health and wellness program that will help you revitalize your metabolism

and make a sustainable, permanent change in your life. We believe that an optimized metabolism always leads to a better life.

Based on your goals, needs, and unique lifestyle, Eat Sleep Recover will customize a nutrition, health, and wellness program backed by Brad's expertise and personalized to your individual needs. Some of the many benefits of following Eat Sleep Recover include a lean body, fat loss, stress reduction, enhanced sleep, improved mental clarity, increased energy, heightened sex drive, elevated mood, and overall wellness.



Make the absolute most out of your program by upgrading to ESR's Elite program. Based on your input, we will detect the symptoms that are negatively impacting your health such as stress, lack of sleep, gut issues and discomfort, and more. We then send you a monthly package of 4 key nutritional supplements, customized to specifically address your negative symptoms. We will continuously modify your supplement plan each month to ensure it effectively progresses with you. Members who upgrade to our Elite package and use our supplements report a significant improvement in sleep, energy, fat loss, mental clarity, stress reduction, mood improvement, gut health, and more.

[UPGRADE TO THE ELITE](#)