



# 7-Day No Sugar *Challenge*

KICK THE SUGAR HABIT AND  
BREAK FREE OF CRAVINGS IN  
7 DAYS.



# 7-DAY NO SUGAR CHALLENGE

*Getting started*

Of all the things you can do to improve your health, cutting back on sugar tops the list.

But that's easier said than done.

Sugar is *highly* addictive and lights up the reward centers of your brain. Once you eat it, your body craves more, which can make it hard to break free of sugar's spell.

Unless that is, you have the right game plan. Enter the 7-Day No Sugar Challenge.

Taking a timeout from sugar helps you break free of the sugar cycle.

This helps you hit the reset button on your metabolic response to sugar... and your cravings.



And yes, even avoiding sugar for 7 short days can help it lose its pull over you.

In this challenge, you'll cut out all sugary foods for 7 days and focus on nourishing, nutrient-dense foods instead. Here are a few benefits you may or may not notice:

## **Benefits of a low-sugar lifestyle:**

- Improved sleep
- Balanced energy
- Reduced pain & inflammation
- Better mood
- Decreased cravings & hunger
- Improved mental focus
- Weight loss

We'll get into the nitty-gritty of how this challenge works soon.

But first, let's first cover why taking a breather from sugar is important...

And what exactly sugar does to your body and your health.

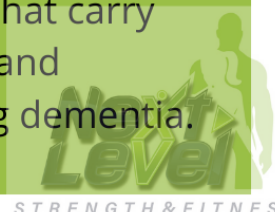
# SUGAR 101

## *What it does to your body*

Sugar may be sweet. But what it does to your health is anything but. Here's what I mean...

### How Sugar Affects Your Health

- **Insulin resistance:** Sweetened foods like fizzy drinks, biscuits, and sweets spike your blood sugar (also known as blood glucose). As your blood sugar rises, your pancreas pumps out insulin to help get glucose into your cells. But if you eat a high-sugar diet for too long, your body can become less sensitive to insulin. This is known as insulin resistance, and it can lead to diabetes.
- **Weight:** Sugary foods are low in nutrients and fiber, but high in calories. That's why high-sugar diets are linked with weight gain. Also, people who eat more sugar tend to have more visceral fat (aka belly fat), a risk factor for chronic diseases like diabetes, heart disease, and some cancers.
- **Liver:** Your liver uses a form of sugar (fructose) to make fat. Eating too much sugar can cause fatty buildup in the liver and over time, put you at risk of liver disease.
- **Heart:** High sugar diets increase the risk of heart disease, high blood pressure, high triglycerides, and high LDL "bad" cholesterol.
- **Skin:** Diets high in added sugars are linked with acne and premature aging.
- **Mood:** Depression and anxiety are more common in people who eat high-sugar diets. Research shows cutting back on sugar may ease these symptoms.
- **Energy:** Sugar provides an instant source of energy. But soon after, your blood sugar crashes, along with your energy levels.
- **Brain:** When your blood sugar stays high, it damages blood vessels that carry oxygen-rich blood to your brain. This can lead to brain fog, memory and attention issues. High sugar diets also increase the risk of developing dementia.



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*How it works*

Now that you understand what sugar does to your body, let's get into the rules for this challenge.

For 7 days, you'll be avoiding sugar in all forms, including all of the following:

- 1 - **Sugary sweets.** That means no cookies, cakes, donuts, sweets, pastries, and ice cream.
- 2 - **Sweetened drinks.** This includes fizzy drinks, energy drinks, or sweeteners in coffee.
- 3 - **"Sugar free" or artificial sweeteners.** This includes Splenda, stevia. These can trick your brain into thinking you're eating sugar, and still cause cravings.
- 4 - **Fruit.** Let me be clear, fruit is NOT bad! It's packed with vitamins, minerals, antioxidants, and fiber. But fruit *does* have some natural sugars. And since the purpose of this challenge is to reset your metabolic response, you'll avoid it for 7 days.
- 5 - **Natural sweeteners.** That means no honey, maple syrup, or coconut sugar. While these are better options than table sugar and high fructose corn syrup, they still spike insulin and cause cravings.
- 6 - **Foods with added sugars:** These hide everywhere, including in healthy foods like yogurt, granola, and salad dressing. So check your labels.

If you feel overwhelmed, remember this is just for 7 days. **You can do ANYTHING for 7 days!** Once the week is over, you be so glad you stuck with it.



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## What to expect

Since sugar is addictive, when you stop eating it, you may go through withdrawal. Knowing what to expect can make it easier to navigate this when it hits.

Here are symptoms that may be experienced during a sugar detox:

### Signs of sugar withdrawal

- Low energy
- Mood swings
- Headaches
- Trouble sleeping
- Brain fog
- Strong desire for carbs and sweets

If and when withdrawal hits, stay strong! It *will* pass.

Be gentle on yourself and get plenty of rest.

When cravings strike, eat a high fat or high protein snack from the meal ideas.

Once the withdrawal passes, you'll feel better than ever. So hang in there!

After the 7 days are up, how to proceed is up to you. If you feel amazing and don't want it to end, you can extend the challenge for another week or even a full 30 days!

When you feel ready to add some sugar back in, start with low glycemic fruit like berries.

Be sure to use the following page to note any changes you experience from the challenge.

Whether it's less sugar cravings, balanced energy, or better sleep, this will fuel your motivation keep sugar in check going forward.



# 7-DAY NO SUGAR CHALLENGE

*Track your progress*

Track any symptoms or positive changes you notice over the challenge below:



Day 1

Day 2

Day 3

Day 4

Day 5

Day 6

Day 7

