



Justin Lord

Transformational Fitness & Nutrition

THE COMPLETE
HOLISTIC
WEIGHT LOSS
COLLECTION
TRANSCRIPTS

JUSTIN LORD

TRANSFORMATIONAL FITNESS & NUTRITION

Shelley: Hi Justin. I've really been looking forward to speaking with you so thank you so much for taking the time to do this. Okay, you were raised by parents who taught you from a very young age about the importance of healthy living and nutrition. With this unique perspective in your life, what is behind this epidemic of weight gain and obesity in our culture?

Justin: Okay. Well, I firstly feel I'm in an advantageous position to look at this rather differently given my unique background of course. I know so many of the experts that you've interviewed and experts that are out there have come from different backgrounds that haven't been so beneficial as mine have.

But it's also brought them to a place where they are now through many different situations in their life which is great but so many people out there, most, in fact, haven't been this lucky and they're still kind of in that daily routine and struggle and rollercoaster lifestyle. And although I didn't think about it at the time,

I was brought up as a whole foods vegetarian all that time ago and our staples were beans, pulses, legumes and a wide array of vegetables and fruits – and those that say it that way around rather than "fruits and vegetables" has become really important nowadays. So many people are still getting it wrong in that sense.

Which by the way, they're all grown in our garden and I know this is all looking very 1970's and hippie-like but, trust me, there's a reason for it. There was never white bread or white pasta or white rice, processed cereals and all that sort of thing in our household and, rarely, there's whole wheat pastas and breads at all. So one point to note is that our family wasn't overweight and we're actually quite lean by nature and my parents were never ever on a diet and they had boundless energy.

They'd played with us, they'd run around with us and truly got involved with us to the fullest extreme that they could possibly could. And another point is that we're a family that was rarely laid up in bed sick and we didn't really think about it, they just kind of thought this is the way ahead, it's just better health. But the lean physique was a kind of a by-product of that. They'd got the foundations right and they were literally growing from that seed. But it's worth mentioning that it wasn't all plain sailing. At school, for me particularly, have been a very different lunchbox to the other guys at school and way of eating was a serious source of problems for me. I actually got bullied terribly because of it.



And back in that 1980's and early 90's, in the UK, school dinners were the every norm for a lot of children and they were rarely different from chips, peas, burgers and fishcakes as they've got in the UK. It really just deficient food with desserts, cans of coke or sugary sodas. But I had none of that at all — not once, not ever.

And although it seemed awful at the time for me in terms of the bullying, etc. I was actually being blueprinted into a certain way of eating but as were the other children. Little did I know that my future was going to look a little bit brighter than theirs was, be it after all that bullying through so many years.

Now if we take a look at the evolution and try and put this into a different context, 100,000 generations of people were hunter-gatherers, 500 generations are dependent on agriculture, 10 generations lived in that industrial age and only 2 generations have grown up from this highly processed foods. And the problem with that is that our genes just don't know it and the program in exactly the same way as they were for the last 40,000 years.

And, genetically, our bodies are now virtually the same as they were then. So this is where the problem will begin to happen. If our bodies were created in a certain way, designed to function in a certain way and designed to function on certain types of food that Mother Nature put here for us and we put in those highly processed nutrient-deficient foods, highly processed carbohydrate sugar, then what happens is we become sick, tired, deficient in a massive array of nutrients. So it's not the fact that we're not counting calories correctly or that we haven't chosen the right diet or the right genes are responsible – so many of us are blaming that nowadays. We're all efficient at storing fat. That's how our genetic line has lasted as long as it had to get us here. We're actually born survivors.

We're designed to store fat as much as we possibly can. And lean bloodlines didn't say to a potential mate, "Our offspring will survive." Females actually selected their mates all that time ago as to once that were better at storing fat because then you've got this bloodline that's going to survive long enough to raise and protect their young – basically survivors. And the trouble is there wasn't such a thing as a "pasta tree" way back then, a "bread plant" or as we got over here in the UK, "Cocoa Pots" for cereal over here.

They're just basically highly processed carbohydrate breakfast. And you just did not find that stuff around and their carbohydrate came in a form of natural sources like vegetables, fruits and such like. And when our glycogen tank in our body can only store around 500 grams in the muscles and the liver if fat, add that to the fact that we move a lot less nowadays than ever before, the excess carbohydrate has only got one fate and that is fat storage.



But our lives nowadays such as sugar, sugar, sugar and, yes, bread, pasta, cereals originated and started out as wheat or corn in a field but the end result is the product on the shelf is so far removed from the original plant, it's untrue. And the labeling takes care of that one through plastering it with "whole grain cereal" etc, etc and the consumer believes it. But it is so far removed from that whole grain, it couldn't be further enough.

Shelley: I was going to say, and that's where that confusion lies is that you know you're doing your body good buying certain foods, feeding and nurturing yourself and it says, "whole foods" or "nutritious grains" and, yeah (laughs) something else is going on there. It's not the case.

Justin: Yeah, exactly. And high fructose corn syrup is another one. People are looking at that thinking, "It's fine. It's corn. No problem at all." But nothing could be further from what it started out as.

Our source of carbohydrate should be plants, plants, plants and the benefit of that is that it got still the in the presence of all the vitamins and minerals, the chlorophyll, the protein and the fiber – all the beneficial stuff and people just don't realize that they are actually a very, very beneficial source of carbohydrate. They fit under that carbohydrates umbrella. In the UK, we've got the Food Standards Agency. I don't know what you guys have over there.

Shelley: It's similar. FDA, yup, for sure.

Justin: Okay. So, over here we have the Food Standards Agency or the FSA and the problem is they put out this balance of good health plate and it gives us like this pictorial view of how much foods we should be eating and from what groups and in kind of a pie chart formation. And it works much the same way as the food pyramid but always by far the largest section on there is the carbohydrates portion. It's huge and people just look at this diagram and think, "Great! I can eat starchy carbohydrates."

The pictures are all the white bread, the white pasta." And, again, this is another reason why we're falling into this kind of "carb trap" and "sugar trap" because that actual section is showing, "I can eat so much of this stuff" and they don't tend to look at the fruits and vegetables and the meats and all that kind of stuff. They just want to know, "How much of the rubbish can I eat?"

Shelley: It's just like you're saying. It's part of our makeup. We drawn into things that make us feel pleasurable and it is a part of our approach to eating, it's the pleasure of it too. So, I just love how you are able to offer this information because it makes sense with our genes and it's just clear. Here are the underlying causes.



Justin: (laughs) Exactly. But back to where I started right at the beginning, why was my family lean, healthy and full of life? We were just eating the way we're supposed to. We weren't following some cult or religion. It was just pure natural food, grown in our own backyard and it's the most natural form that you can possible get. We weren't tired. We weren't sick. We weren't overweight.

And when you start eating like that, you can't fail to go wrong. Health becomes a foundation and what follows is weight loss as a by-product and that's true fat loss, not some fatty diet. Diet, as a word, is looked at very differently as to how it should be. Diet is the way you eat not some short-term fix.

Shelley: Yeah. Wow. Thank you. In your approach to fat loss and optimal health, you emphasize the importance of alkalizing our diet. Please explain what an alkaline diet is and why it's so important.

Justin: Okay. Now, it's funny, a lot of my work actually gets broken down into its various constituents. But, really, it all kind of follows the same ethos. It's really just another way of me justifying the way of life that I advocate that someone live for maximum health, vitality and ultimately weight loss without the use of stimulants, drugs and those fatty diets. And you'll find that many of my techniques, protocols and ethos really form into one complete system and it all just kind of overlaps. But I sometimes call this "improving your river of life" and that's just your blood and it truly is your river of life. When I break it down now, you'll realize that that truly is the case.

For instance, do you wake up in need of a cup of coffee in the morning to get yourself out of bed? Do you feel yourself craving food all times of the day? Does your energy level seem to be waning with every past month or year? If your blood is thick and sludgy, as many people is nowadays, then the acidic blood is often mistaken for tiredness and any amount of sleep just won't rectify it.

People are kind of walking around dragging their arms behind them, heads hanging low, just feeling tired all of the time and thinking, "I need to go to bed. I need to go to bed. I'm tired all the time." Falling asleep on the sofa in the evening whilst watching TV and the kids have gone to bed. Yes, we do have tiresome days but, actually, we can have vitality and a great kind of vibrancy coming into the evening, not this kind of real sluggish effect.

And, actually, if your blood is thick and sludgy, then it's going to take time to get anywhere throughout your body. So, it's going to be difficult for the blood to deliver nutrients when it needs the most.



It's going to find it difficult to release fat because the fat is being released into the transportation system which is your blood and it's not going to get to where it can be used as a fuel. And also, interestingly, disease thrives in this acidic environment in the body. It really is one of the most important things we can be aware of. There's certain things we can do just to rapidly change that and I'll go through that.

But the human body is this finely tuned machine and we're all aware of that. But it's highly adaptable to new environments and situations but only when its internal environment is really in balance. For example, we all know about the fact that we need to be aware of our temperature going to high.

We're always talking about 98.6°F and above 104° or below a 97, and you'll experience significant problems, we all know this. What we aren't told is that your body's even more sensitive to these acidic conditions than it is to the temperature that we're always told about.

Now, the blood in your body, which makes up about 88% of its total weight, is key regulator and indicator of your overall health. This is the blood and blood is the medium through which oxygen and other nutrients delivered to each and every cell in your body. In order for the blood to do its job effectively, it needs to be maintained the specific pH range just as we need to maintain this level curve, a 98° within the body in terms of our temperature.

Specifically, that pH is about 7.4 – it's actually 7.365 but 7.4 – and that's actually slightly alkaline. The body's trying to maintain this all of the time. There's not a second that goes by that the body isn't trying to maintain that just as it is the normal temperature. And even a minor deviation from the small range can be actually quite deadly.

Now if we have a poor diet and don't provide the alkaline minerals from the food that we ate, then the body has to get these minerals from somewhere. If the poor diet is just coming in with these processed foods, processed carbohydrates, no beneficial minerals coming in, the body says, "I need to balance this pH somehow."

So I'm going to start providing these alkaline minerals namely calcium and potassium from my body to balance out the pH of the blood." And normally that comes from your stores within the bones and that's really easy for the body to do that. But the trouble is you end up with some serious problems like sore joints and arthritis. So, a key indicator is, if someone is suffering from arthritis, they generally had a pretty poor diet or they've got had very, very high stress levels in the past. So, once the environment is good for disease to thrive and if we continue down the road with a poor diet, we're depleting our own stores of the beneficial minerals, which again, pave the way for more problems within the body.



Justin: I love how you say it, “the river of life”. I’ve never heard it spoken like that and what I appreciate about that is this is connecting us directly with nature. So, I’m just so appreciative how you understand this, how you convey this. It’s such a key to how to remain healthy. Okay. So, we have talked about how this modern diet just doesn’t work on so many levels as you just discussed, but I’ve also heard you say that they want you fat. Please share more with us about “who they are” and what you’ve discovered.

Shelley: Yeah. I kind of dread this question all the time coz I just wonder who’s out there listening?

Justin: Yeah.

Shelley: But, yeah. “They” is quite a big word, isn’t it? So, actually, what I mean by “they” is actually the diet industry, which I’m just kind of fed up with the sheer bombardment of conflicting information that’s out there that just keeps continually coming all of the time. There’s also hoards of these so-called professionals out there that are all too happy to continue down the slippery slope and just go with the flow because it’s easy and it saves them time of having to reeducate people. It’s just easy. If you actually drop the fat and go into the best shape of life, these diet industries lose a customer. Do you see what I mean by “they”?

Shelley: Yes.

Justin: They want you fat. They don’t want you in the best of your life, feeling great with tons of vibrancy. There’s no money in fit, healthy people.

Shelley: Exactly.

Justin: Yeah. But I see, again, trainers with the same clients they had three years ago, no change whatsoever. And when questions on their goals and what their clients’ goes where at the start of the relationship, their reply, “Lose weight and turn up.” Now, this isn’t every trainer by any stretch and it’s getting better but it still goes on.

It’s easy to follow that kind of slippery slope of just keeping people with you and just keeping them coming back day in and day out, thinking that what they’re doing is right and just going down the same route of faddy diet, diet pill this and just recommending absolutely anything to anyone. Now they can say that that’s the next big thing. If you’re on that slippery slope and you haven’t made results and you do fail, which is always the case with those diets out there, it’s cha-ching for them. Isn’t it? They want you to fail, it’s money in their pocket and then they can sell you that next big thing, and then the next big thing after that.



These powders, the potions, the pills, exotic berry juices, point systems, cardio DVDs, the list just goes on and on and on. And it's overwhelming and it's confusing for everyone out there. And there's this old saying out there by a salesman, "Confusion sells products." Now, if we can keep the people out there, confused about what they're doing and not making results, this will keep them coming back and keep them selling the next fads to them with the next diet pill and keep them also believing that actually it's their genes which are the problem.

So, confusion is really good for them, but it's really bad for the rest of us. And there's one big reason you still don't have the body that you truly deserve. Some of the big diet monopolies have even been known to blatantly lie to and the trouble is, your friends around you will pick up on those advices by those big diet monopolies and they'll repeat the same ones to you, and again and again and again.

And that's why there's so much of this controversy out there when I actually come on the scene and start saying, "Okay. Let's do the opposite to this thing. Let's do the opposites the way the diet industry is advocating, now let's see what results you get." You see what I mean?

Shelley: Exactly. Well, thank you for shedding light on that too. But you were going to say?

Justin: Well, actually, I was going to give you a couple of examples on that.

Shelley: Please do.

Justin: For instance, Long Slow Cardio, workouts to the gym, people going to the gym for hours on this kind of long, slow boring cardio vascular exercises, thinking that that's the most productive way to burn fat. But actually, short intense workouts are actually more productive. We've also got the other one which is severe calorie restriction will show weight loss actually on the scales but hardly any of it is actually fat.

Most of it is muscle, bone density, water and glycogen and that's a broken down form of carbohydrate. And that's why we're talking about these severe calorie restriction diet, we're not talking about the ones where there's more kind of food involved. The result is a body that's got the metabolism of a snail and it's actually primed, ready for fat storage the minute that you come off of that diet.

Shelley: Wow. Yeah. The metabolism takes a really big hit with these diets.

Justin: It truly, truly does. It's actually saying to your body—remember, it just goes back to what I was saying earlier on, we're designed and programmed and blueprinted in a certain way. Now, if you're on a calorie restrictive diet, these kind of faddy diets that are out there all the time, what do you think that that's saying to a Paleolithic body?



It's saying, "I'm starving." It's saying, "Go watch on food the next minute you can see it." That's why the hypothalamus is talking all the time when you go into this place and saying, "Pickup that donut. Have that pizza. Order this, order that." It's saying, "Eat. Eat. Eat. Eat. Eat. I'm starving. I'm primed, ready for fat storage." And the minute you come off of that diet and you decide to normal eating, it's gorge time, they gain all of the weight back and some more because you're returning to normal eating with a slower metabolism than what you started with.

Shelley: And there the cycle begins or continues. (laughs)

Justin: Exactly. That's fantastic. (laughs)

Shelley: I want to talk more about the workouts as we go but you've changed thousands of people's lives literally transforming them from high profile celebrities to executives to everyday people. When someone comes to you to lose weight, where would you begin?

Justin: Okay. So, this one for me, personally comes—it's all in the consultation. And my consultation, sometimes taking a region of around 2 plus hours and I really delve into everything I possibly can. I know that sounds like a long time to be sat in front of me having questions fired at you but it really is crucial.

And these are the things people will need to be asking themselves when they're looking at starting kind of their weight loss journey. And when I delve into everything I can possibly can, I want to find out what their stress levels are like, how they handle stress and their exercise habits are right now, family and family situations, sleep or lack of it.

Whether they're awake during the night, what time they go to sleep, how well they cook their food, cosmetics, wash products, diet – absolutely everything I possibly can. And some of those, you may think that—what place do they have in trying to get me from someone who comes to me to a lean, natural, healthy vibrant physique? And it all truly, truly has its place. I really delve into everything and this case of finding out where they currently are, on their fat loss and health journey and seeing at what point that they're actually at that point in time so I know where to begin them. No two people are the same.

And this really is why I've succeeded so far because the cookie cutter plans work to a certain extent that so many people are at different points on their fat loss journey.

Some people may be at the stage of clearing the junk food from their cupboards where others actually might be at the point where they are eliminating the processed of carbohydrates and they're ready to move into organics and raw foods and things like that.



And, for instance, myself and yourself, we might be at a very different points in our journey in terms of health. And I have a journey blueprint and it's really at what point do they slot in to that journey.

Shelley: Wow. And it's holistic. It's completely looking at every aspect of this individual and you working with them to come up with the best of possible place for them to begin and start their journey.

Justin: Exactly. And everyone can do this right now at home, "Where am I? Where am I? Rather than picking up some plan, where am I right now on this journey? Have I made the step towards eliminating those cereals? Am I at the point where I'm still running out of the house not having breakfast at all?" You know, those two instances and that's a big habit forming process.

So, it's about learning where you are on the time line, slotting your time into it and working from there because if you just go straight in with a plan and if I said to someone that doesn't eat breakfast right, "This is your plan. You need to have breakfast. You need to make sure that you're grazing on food throughout the day which falls into our kind of Paleolithic make up. You need to ensure that you're having food and I want you to be finishing food after—not actually eating food after dark or at least two hours before you go to bed.

I want you to go to bed by 10." You know, that's a lot of information that someone has to take on board. And some of those lifestyle changes maybe massive for some people, whereas others, that maybe very, very simple. So, it's about assessing the situation and preventing failure. I think that's where I'm guessing at. Find out where they're at and preventing that failure.

Shelley: You are obviously really in good physical shape. And you say that you teach where you can work out and it can be brief, done at home. And what would be the advantage of a shorter workout rather than the traditional longer workout to the gym for weight loss?

Justin: (laughs) You know what? You're going to get actually very bored at me talking about this kind of Paleolithic evolution thing. But, again, it's something that fits in. It's what I'm all about. We are made in a certain way. Our bodies are designed to be a certain way. And you know what, this type of workout actually is better for guys that are out there and—businessmen, whoever, mothers, particularly as well. You haven't got much time on your hands. So what better way to have a shorter, more intense workout that is more productive, gets faster results, longer term results and prevents you reaching for the rubbish. Who wouldn't want all those things? (laughs)



Shelley: (laughs)

Justin: But I'll explain. I'll explain.

Shelley: Thank you.

Justin: Rather than leave people hanging.

Shelley: I know. I want to know this. I do. Coz I—my time. (laughs) Yeah. Please go ahead.

Justin: Okay. Well, like I said, it really does fit in to how we're made and how we're designed and if you noticed that I've been talking about the evolution on what our blueprint is. Well, when we looked back at our lives as they were, exercise only really forms part of our lifestyle and to facilitate land to settle in, the building of shelter, to seek out food, those sort of things. We never really kind of stepped outside the cave in the morning and said, "Darling, I'm off for a run." (laughs)

Shelley: (laughs)

Justin: For what reason would we do that? When we say, we only exercise really to find a place to live and to find food and to build shelter. That's the only reason we exercise. There would be no reason for us way back then to do that whatsoever. And we certainly weren't fat enough to justify it and, like I said way back then, we were all about energy conservation.

So, stepping out and going for this 2-hour run would be very, very counterproductive for us way back in those days. So our exercise would've been mainly formed of walking and that would be it to graze, to forage, to seek out food, to stalk prey or to find new areas to settle in. And our other type of exercise would've been high intensity work and this would be good for very short periods of time.

Okay. So, why would we have done high intensity workouts? One would've stood in the cave going, "Honey, I'm off for a high intensity workout. (laughs)

Shelley: I'm following you here but I want you to share what like this.

Justin: (laughs) Okay. So the reasons we would ever have to do this would be if we were in danger for attack or defense or if we were attacking prey or making a kill. A sprint towards a prey and then a thrust from a rock or an implement would've been high intensity adrenaline-fueled exercise for a short period of time. We'd never decided to run next to our prey for an hour or two expecting to run it into submission.



Can you imagine that? Running next to a gazelle or whatever it might be, looking next to it and looking at it thinking, “I’m going to outrun you. You’re going to drop before I do.” (laughs)

So it never would happen so we would come up against danger or we may make a kill. So, you know, all those sorts of things – attack, defense – it’s that fight or flight mechanism. So that’s the Paleolithic reason.

For the other reasons are that it doesn’t raise cortisol levels. Significantly, as it’s seen on this long slow aerobic workouts which actually breakdown muscle and tend to store fat preferentially on the tummy also making someone gorge on anything and everything as it raises your appetite as well. So, this long slow workouts, they are fueled through the body breaking down your muscle, turning it into glycogen which is a broken down form of carbohydrate and using that as energy. So the person may get thinner but the reason they get thinner is that they’re breaking down their muscle.

Now, during that long slow workout, also, cortisol, which is produced by the adrenal cortex in the adrenal gland, the cortisol is released and actually is a fat storing hormone particularly on the tummy. So you’ve actually got an exercise which, again, breaks down muscle, slows your metabolism and is heavily significant in breaking down the body. And, you know, we always see injuries from runners all the time.

Now, let’s look at high intensity work which tends to raise metabolism effectively for up to 38 hours post-workout. Therefore, fat loss takes place for that period, which is the 38th hour period rather than just the period of the workout. Also, another bonus is that it staves off appetite. If you kind of remember how you feel before a big presentation or meeting people for the first time or if you think how you were before these big exams at school, you feel really nervous.

But when you’re nervous, actually, you just don’t feel like eating whatsoever. And the reason for that is the raise in adrenaline and high intensity exercise does exactly the same thing. It raises adrenaline level so that you don’t actually want to eat as much as you would if you were doing this 2-hour workout.

As in indicator to that, I know someone who actually trained for the London marathon over in the UK and actually got larger as a result of the training because they found that they were training so hard and long distances and training so much that their appetite just went through the roof and they actually ended up larger on the day of their race than they were at the beginning.

Shelley: Wow.



Justin: It's far more productive. And with someone with a busy lifestyle, a shorter more intense workout, for instance, if I can tell you that you can have a massively effective workout in 4 minutes —tell me someone that can't fit 4 minutes into their lifestyle and get the benefit of 38 hours of fat loss based workout.

Shelley: That is so incredible.

Justin: Exactly. Working out in tendency for a shorter period of time with high quality basically is just like what I was talking about before with the inverted commerce "They" doing the "put it to the mainstream" and you'll get results.

Shelley: Yeah. Not only do you understand the physical and how evolution and our bodies are designed to work when it comes to weight loss, you also approach weight loss through proper nutrition and what you recommend as something called the "Lunch Box Diet". Please share more about what it is and how it works step by step.

Justin: Okay, the Lunch Box Diet, again, it really does fit in with kind of our Paleolithic approach. Again, I'm going way back (laughs) to that again.

Shelley: Yeah, thank you.

Justin: But, you know, if you think about us walking around the plains or walking around, if I send someone out into the woods right now or out and about, they would naturally walk along and if they found something like some berries or some vegetables, they would naturally want to graze on that food as they were moving around and collecting food to take back to wherever they live. So they'd be grazed, they'd be out walking and they'd be grazing as they did so. Now, the Lunch Box

Diet really takes that approach and brings into modern day. And what it says is, "Let's think about developing habits that go against the mainstream again. Let's think about not using a starvation diet that restricts food. Let's talk about actually grazing on food which fits on our blueprint and prepare foods for the day, be it at night or at the beginning of the day if you have time, and taking this lunch box and filling it with at least five different vegetables – and I say "at least", you can cram it with 10 different ones if you like.

And then you want to add to that your protein element and that might be – I'm not saying you wouldn't get protein from those vegetables that are already in there, we're talking about more of that. So we're talking about if you're a vegan to add sprouted beans and pulses or just whole beans and pulses; tofu if you're in to that. If you are carnivorous, then adding into your lunch box the protein element from an animal source.



And then you want to move into what we call “Group C” which is your dressing and that would come in a form of beneficial oils and good oils with all your herbs, spices or your personal preference to flavor that – it can be olives, all that sort of things. So it’s talking about, “Pick a Group A which is at least 5 vegetables. Pick a Group B which is your protein source applicable to your particular diet. And Group C, let’s add some dressing. Let’s flavor it up. Let’s spice it up how you want.”

And, basically, the Lunch Box Diet follows that and teaches you how to do these things; gives you suggestions and goes through the pitfalls of how to lose fat without actually starving yourself and grazing which fits in with how we’re supposed really.

But it’s actually the very start of where someone needs to be. Remember I spoke about that fat loss journey. Well, actually, this would be someone that was right at the beginning. It’s about teaching them that they do need to start the day and break the fats. They do need to graze all day from breakfast through to the evening meal which levels off their blood sugar and prevents them going to the vending machine. Do you guys call it vending machines?

Shelley: Yes, we do.

Justin: Yeah? Vending machines that work, you know, the ones that are full of all these rubbish? So, if we don’t eat during the day or if we haven’t prepared food for the day and those vending machines and your blood sugar’s low, your hypothalamus is going to say, “Eat something for God’s sake.”

And that chocolate or whatever’s in there actually looks far, far more appetizing whereas if you prepared food and grazed on it all day, you’re far, far less likely to go and reach for those poor foods. And that actually teaches you also to move into evening meals and healthy ways and being able to do that. So it’s really a first rung of the ladder, first fat loss and diet which takes you against the mainstream and teaches you to actually eat more and lose fat while keeping it off.

Shelley: We like eating. It’s one of those pleasures. So if you have the right foods, all the more power to you that you won’t be seduced or swayed by these beautiful packaged sweet treats. I love this concept this concept, the Lunch Box Diet, and it sounds so simple to implement and a starting point for so many.

So, in your extensive experience working with people to transform their health, what are the road blocks getting in the way of losing weight, keeping them off for good and how do you strategize for someone to stay motivated and overcome those sort of roadblocks?



Justin: I think my biggest hurdle or biggest roadblock is actually the food industry and supermarkets. They make it so easy to buy great deals, making you feel like you should be allowed to have this stuff. They kind of give you this nurturing, mothering feel that, you know, "Wouldn't it be great to go home and curl up next to fire with this hot chocolate and all these other chocolate and all these other rubbish foods giving it that kind of that warming feeling. They're very, very clever on it.

They're marketing and also playing on all of the stuff that they know people believe, you know, the "low fat this," the "diet that". Go on, treat yourself. Two for one offers. You can't even go to fuel your car now without being presented with absolute rubbish, nutrient-deficient foods that send you right back on that rollercoaster. So it's about people being in front of this stuff all of the time.

On the one hand you have myself telling you and explaining why we should be eating in a certain way and then on the other hand you have this kind of complete wall which is another 180° difference to how I'm talking, explaining things in a completely different way and people are ending up kind of in the middle, pulling their hair out and, "No! No! I want this stuff that's in front of me all the time. It's being marketed so well and why should everyone else have it and I can't?" This is the biggest hurdle I come across.

Most of the time, in initial stages of the program, what I'll do is allow a cheat day. So, for instance, someone that was on the Lunch Box Diet, this kind of first rung of the ladder, what I'll do is allow them a cheat day and that will give them something to work towards and feel like they've achieved something throughout the week and they've earned this kind of reward. Now, further on down the line, down the fat loss journey, I'll actually allow them a cheat meal once per week.

So they've gone from a cheat day into a cheat meal to look forward to and to reward them. And sometimes actually it even helps to speed up their metabolism and actually speed up the results in those initial stages. And in the beginning, this is really great for them but then as they move further and further towards their goal and start receiving more and more of those health benefits; their hormones and enzymes, reset themselves, their blood runs thinner through a more alkaline diet. They've got great energy and vitality for life.

Eventually, they don't live for that cheat day, all that cheat meal anymore, and they start living not for the cheat days but they actually start living for life. Because we're so focused on food and coming together for food and those poor food choices form such a big part of that. They start not wanting it so much and living life for the fact that actually they feel better, they feel great, they're energized, they're eyes are wide open for a change and they're seeing the world in a completely different way. And then the next move is towards the living foods.



You can actually start providing people with recipes for raw food treats that haven't been cooked, that aren't processed and they're actually made from whole foods and then again they go into less and less of those.

So, again, it's going back to that journey, battling against the food industry and the marketing and all that great powerful stuff that they do coz they are clever, you know, give them that – going against it, allowing something at the beginning and then gradually tapering it off as they see more and more better vitality results. It actually isn't so much the fat loss results that change it I found in my experience. It's the way that they feel because they go clean for so long and then all of a sudden they have this cheat meal and then they feel terrible afterwards. And they think, "Well, actually I don't want to feel like that coz I felt great this week. Why would I like this cheat meal to make me feel terrible? Actually, I'm going to stay off it and maybe have something else that I like.

Shelley: I love it. And it's working naturally with our psychology of how we want to feel good and how we want to stay fit and feel that health, the vibrancy and that vitality right throughout our being. It's just powerful and empowering. And I can here through this, how you're explaining how you motivate others and how they start to motivate themselves through their own experience. If one of our listeners got started today with you and your approach to weight loss, what would their lives look like let's say 60 days from now?

Justin: They'd have a really new fresh outlook to losing fat. Like I said, the new habits, they'd have realized by then that actually they can lose fat and they can eat more which is absolutely one of the biggest, biggest factors in the lunch box diet and something else I'll talk about in a minute. They'll have a sense of vitality, they have clearer skin, balanced blood sugar, they'd have all those habits in place to preparing food in advance, not eating on a hoof and grabbing whatever was in the vending machine or canteen at work.

They'd have lost fat by actually eating more and by trying new foods. This really, again, is the first rung on the ladder to teaching through long-term fat loss through not starving yourself and filling ready to take on the world, not forgetting, though, that this is the beginning. Actually, we have another system which is like that next rung on the ladder which we say, "You need to do the lunch box diet for at least 30 days to build those habits of eating more and learning those habits." But then we've got this other one called "Lunch Box Diet Supercharged" which then takes you that one step further.

But by then, you're ready for it because you built those habits and you do feel great and you go, you're looking around, hands in the air going, "Okay, what's my next thing?" You're almost dying to grab what's out there.



You know, 60 days from now, guys could be feeling absolutely fantastic and, you know, the supercharged one, we're looking at losing food allergies, balancing hormones, reducing toxins amongst many, many other things including on there my 20 high performance strategies that have only been used with celebrities until now. (laughs)

Shelley: Nice. Beautiful.

Justin: But, really, 60 days, awesome fat loss results but those habits which will stay with you for life and feeling great. That's the key thing is that actually the weight loss is the by-product of having a healthy body, mind, soul and river of life.

Shelley: Yeah, you really bring the spirit of, "Yes!" and your method and approach is just so comprehensive and so successful. If you could recommend a food or beverage to avoid, what would that be? – to lose weight.

Justin: This is one is a tough one actually because to recommend one is very, very difficult. I could take your socks off and start counting on your fingers and toes. There's so many out there. High fructose corn syrup – I did speak about that early on.

Food beverage, okay, it kind of fits to a lot of this but I think by telling people this, it will actually teach people to turn over the packet and have a look at the back of it. It's actually causing people to get fatter. It's in those foods for a reason.

Firstly, because it's cheap and costs way less than sugar to produce. It's in so many foods, it's like in barbeque sauce, jam, yogurt, chocolate syrup, sodas – everything about there. And by people looking at the back and saying, "Okay, there's no sugar in this" there's no sugar in this but you see high fructose corn syrup, "Oh, okay, that must be fairly healthy if it comes from corn."

Actually, the process starts off with the corn kernel, and, yes, that corn is actually spun in this kind of high velocity tank thing and it's combined with three other enzymes so it forms this kind of thick syrup that's way, way sweeter than sugar. And it's just super cheap to produce. That's why it's a poured into a huge majority of these mass processed foods. But the syrup interferes with the body's metabolism so that a person can't stop eating.

So, when we're talking about weight loss, this actually goes right in the opposite direction because it interferes and it's so hard to control the cravings because high fructose corn syrup slows down the secretion of the hormone called "leptin" in the body. Leptin is a crucial hormone in the body that tells you that you're full and to stop eating.



Now if you have no control over that and it's slowing the secretion of that, then you're going to find it very hard to stop eating. And that's why it's so closely associated with obesity. It's just like an addictive drug, and interestingly, it's actually been found in the presence of mercury as well. It's just awful. It has a horrendous environmental impact as well. So that would be my top pick.

Shelley: Oh yeah, and corn. Corn, if it's not organic, it's most like GMO, so it's genetically modified on top of it. So, it's like really queue and thank you.

Justin: Yeah. If it's GM, not only is it genetically modified, it's going to have a toxic cocktail of pesticides. So, it's, again, another additional thing which, you know, those pesticides—there's only one place those pesticides get stored and that's in your fat until at such time the body has enough time when there so many toxins coming in that it can actually process it and eliminate it from the body.

Shelley: And I suppose that's getting it to the deeper levels of you work when you take someone through their phasing of the holistic health plan.

Justin: Exactly.

Shelley: If you could recommend any food or supplement that you would add to someone's diet to lose weight, what would it be and why?

Justin: Okay, I'm going to go with supplement. Actually, I quite like supplements as a role. I'm not sure how people feel about supplements but it's probably quite a deep subject and there is a place for food supplements out there. And the reason is because food is picked at sources, travelled halfway across the globe. The minute it's picked, it doesn't have a source of nutrients. So it's going to be deficient in that. After that—most of it's not organic or a lot people haven't moved in that direction yet so you got all those pesticides that we spoke about. We've also got added stress which knocks down nutrients.

We don't sleep which knocks down nutrients. We're dehydrated. It all adds to the reasons why we do that. You need to supplement our diet unless we are growing our own food in our own backyard without pesticides in organic soil and rotating the foods. That would be the only time we wouldn't need to have these vitamin/mineral supplements. But the one I chose actually with regards to supplements was hydrochloric acid which includes cellulose. Okay, so it's actually not how much you eat but actually how much food is absorbed into your body. We are so stressed nowadays. We not feel like we're stressed but actually we've got used to being stressed and feel like this is actually normal. And we also have a poor diet which is another form of stress. We're dehydrated. That's a stress to the body. Add that to work deadlines – another stress. Add that to poor sleep patterns – another stress.



We're just stressed through toxins, sleep, relationships, diet, water – all of these sorts of things. Now, when we're highly stressed, this actually knocks down the hydrochloric acid which is actually naturally produced by our own body. Now, the result of that is food isn't properly digested, it starts to putrefy and we end up with constipation, gas and all those sorts of things, and this kind of bloated feeling. So regular to all our habits, bloated feelings and we're getting poor skin, hair and nails because the nutrients aren't reaching there.

The food just isn't being broken down so that we can be in receipt of all of these nutrients that we desperately need. This is why I recommend hydrochloric acid particularly in the early stages while someone is learning to deal with the poor stresses in their diet. So lots of them of them you can change very, very quickly by changing your diet like we've indicated and so many experts have indicated on here – so that one's covered. I guarantee someone's spoken about the fact we need to drink more water – so that's one's covered.

And then it comes down to managing relationships, keeping a grateful log or a gratitude log to focus on the more positive things in life, taking up yoga and balancing all of those beneficial hormones so that we reduce our cortisol and our stress levels naturally and holistically. And while all that process is going on and we are eliminating more stresses from our lives, the hydrochloric acid takes up that space while we're learning to deal with stress and actually enables us to start breaking down that food.

All of a sudden we find we go into the toilet regularly, gas is eliminated, we haven't got a bloated tummy, we're not getting this kind of small kind of cold and flu-like symptoms all of the time, our hair, skin and nails improves coz we're breaking down the cellulose with cellulase which is hopefully included in the product.

So, for me, this one is absolutely vital because most of us nowadays are highly stressed and we just don't realize it. So the way to test it really is to go buy yourself these hydrochloric acids, start taking it midway through your meal, two tablets particularly. See if 10-15 minutes after you've finished your meal, see if you feel if this warm feeling through your digestive tract like you've kind of drank a warm cup of tea. If you do, then actually you're not as deficient as you might have thought and then it's time to start cutting that down.

Now, if you do start on the two tablets, then you do realize that you actually start to lose fat because your body's receiving the tools, the nutrients it needs to be able to undertake that process. Your skin improves, your hair and nails, you're going to the toilet, you're feeling great – you might actually start then feeling, as your stress is reduced, that you start to feel that warm feeling, that's an indicator that your body is starting to produce its own hydrochloric acid again.



Shelley: I love that. And what you're saying it's like, know once you helped yourself out, you're getting the proper nutrients and now you can actually produce your own hydrochloric acid naturally.

Justin: Fantastic. I just find it that it bridges that gap while you're eliminating the stress within your life.

Shelley: We talked about your physical exercise, just so people can get started today, if they would like, what would you recommend as a physical exercise to start losing weight?

Justin: Okay. And that would be "compound multi-joint exercises". What I'm suggesting is leave the biceps curls at home and the triceps extensions, all those single joint exercises. So, for instance, exercises that just involve one muscle group and one joint, let's look at the exercises that involve compound multiple joint exercises. For instance, squats, dead lifts, bent over roll, press ups or bench presses – the exercises that involve one or more joints and more muscle groups. So there for you get more bang for your buck.

You get better structural balance and you get a higher rate of fat loss. But again, during those exercises that fit in with the high intensity workouts. So, for instance, one of my favorite is the 4-minute workout. Now this is where this comes in and I know people would love to know how they can work out in 4 minutes and make it productive.

It's so simple it's unbelievable and you kind of get this raised eyebrow when you tell people and they go, "Really? Honestly?" I just say, "Just try it and see how you feel afterwards. Now, what I want you to do is not focus on a number of repetitions. I don't want you to focus on how many of an exercise, how much weight or anything. I want you to focus on intensity. Now, let's think about intensity on a scale of 1 to 10. One being sat down watching the television, 10 being the hardest you have ever pushed yourself in your life for you. Now reason this works is because it works for you individually. My 10 might be different to my next door neighbor's 10 or your 10. You might be able to work out a far greater intensity than what I can, Shelley:?

Shelley: Oh, no. (laughs)

Justin: So it works within your own capabilities. So you need to work it at your individual 10 or between 8 and 10 for a given period for time and that time is 20 seconds at the fastest rate you possibly can so you fit within an 8 or a 9. And you want to feel in your body that you're working at 8 or a 9 for those 20 seconds. Then you take a 10-second rest and you repeat it 8 times. So that's 20 seconds followed by a 10-second rest 8 times. Every single set needs to be your absolute maximum effort you possibly can, the fastest that you possibly can go.



So for instance you need to pick something. Pick an exercise which is challenging for you personally. I like an exercise called “burpees” and listeners can actually get out there and just look this one up. Burpees is a whole body exercise so it fits with this compound multi-joint thing. If you’re working at your hardest possible rate doing burpees for 20 seconds followed by a 10-second rest 8 times, you aren’t going to want to work out anymore. I can tell you that. But you really burn fat up to 38 hours after you finished that work out, I guarantee it.

Shelley: That is amazing. Thank you. I just love that. It’s not even a full 4 minutes, you know, you are resting in between. That’s amazing.

Justin: Yeah, exactly. I can almost see you doing the burpees now. (laughs)

Shelley: I have to look that one up. I have done a lot of workouts but I don’t know that one, I may have to look it up.

Justin: Fantastic.

Shelley: Thank you. You’ve touched on some of the holistic practices that you get into as you advance in your kind of approach, you know, gratitude list, taking the right supplements, the right diet, all these things, are there any other techniques or practices you’d want to advise our listeners that they want to further support their holistic weight loss process?

Justin: Certainly. It’s actually one of my favorites and you actually touched on this slightly earlier actually. And that was to regularly detox. I’m a big fan. I’m actually going through my own detox right now as we speak and I just think it’s just really important that every season, like spring cleaning, no matter how great your diet is, there’s always environmental influences out there.

We just kind of escape from it and, unfortunately, no matter how great our diet is, I try to stay away from the traffic as much as possible. The place that I live is my choice because of that I want to stay away from busy roads, getting to villages in the country side but this is always going to be an influence nowadays unfortunately but just because the way our planet is going.

And also, toxins are making us fat. So if we want to follow this holistic weight loss process, are regular detox every season or every season change just like spring cleaning is absolutely fantastic way to support your health and your weight loss efforts. And there’s many, many ways to detox but my favorite way to do it is to either invest in a home enema kit or get yourself out for regular colonics during the whole process, investing in dry skin brushing during the whole process.



Those things make the whole thing a lot more pleasant and can speed up the results and prevent you from suffering from those kind of signs and symptoms of detox like acnes as people might experience and skin rashes, feeling down, food cravings, all these kind of things that we feel during that process. And to start the first two days with water only. This is the way I like to it.

There's so many different ways but this is what works for me. First two days is water only and then from there on you need to last as long as you possibly can on juices alone. Now the reason we say "juice" is you're getting all the benefits of the vitamins and minerals and all the phytochemicals, all the great stuff without the body having to work too hard to break it down. So, it's allowing your body to start to detox using all the beneficial ingredients from the raw organic preferably fruits and vegetables and that helps to cleanse and detox the body. Last as long as you can on that and then it's moving on to blended drinks.

Actually I forgot to mention my favorite juice which include ginger, celery, cucumber parsley I like to put in and an apple just to give it a little bit of flavor sometimes. I don't like too much fruits in this. So that would be my kind of favorite juices to work through the process. But, really, anything—I like to use celery and cucumber as the base and then add to that anything you like. But, loads and loads of juices as much as you want, sleep by 10 o'clock in the evening because all your best fat loss and beneficial hormones are at work between 10 and 2 in the morning. You need to be getting to bed nice and early. And then it's moving to actually from the blended drinks onto the raw food which is where I'm at the moment. That process, about two weeks if you can manage it but certainly try and last that two weeks to begin. Take it further. Take it further.

Shelley: Well, this has just been an amazing interview Justin. Just the wealth of information you offer, the wisdom and just this incredible energy of, "Yes, we can do this. And weight loss is achievable and attainable and can be done by anyone." We feel pretty honored that you're taking the time to share your message with us and I trust many, many people are going to be benefiting when they've listened and they start to apply in their life. I want our listeners to know how they can get a hold of you. Could you share them where they can find you?

Justin: Sure. Guys can firstly look me up at Facebook which I like. It's a great way to interact with people. So that's [Facebook.com/justinlordcoach](https://www.facebook.com/justinlordcoach) and that's just a way that I can interact with people. I like websites and I like blogging and I like doing articles. But I like that just to interact a little bit more personally with people.

Shelley: Excellent. I know I've listened to some of your podcasts and they're filled with great information. So I just look forward to people joining you in all of those activities.



Justin: I just would love to say thank you to everyone who are listening. This is just a great platform for me to be able to get the message out as I know so many experts have. Some of these experts I've looked up to for so long and integrate with. So it's great to be on a panel of experts with these guys and just sharing this information with you. It's been great and I want to thank you, Shelley, for having me along.

Shelley: Yes. Thank you, Justin. It's been a pleasure.

Justin: Yeah. Really great to talk to you. If you need anything else in the future, just look me up and I'd be happy to help.

Shelley: Sure. Sounds great. Thanks so much again.

Justin: Have a fantastic day.

Shelley: You too. Bye, Justin.

Justin: You too. Bye.











DISCLAIMER & COPYRIGHT

The information contained in this program and these presentations are not intended to diagnose, treat, or cure any disease – and is offered solely for informational purposes only. By registering for the “Holistic Weight Loss World Summit”, I fully accept any risks associated with listening to this program or following up with any of the experts involved. Any stories or testimonials presented do not guarantee similar results. Any views or opinions expressed by the presenters do not reflect the views or opinions of Holistica Inc. Holistica Inc. also does not ensure the accuracy, appropriateness, or completeness of any books or other publications which may be highlighted. If you have concerns about your health please see your doctor before you make any decision on treatment for weight loss or any other health-related matter. By accessing weightsummit.com and the “Holistic Weight Loss World Summit” you agree that in no event will Holistica Inc. or any other party or person involved in creating, producing, or delivering this program or any site linked to this website, be liable to you in any manner whatsoever for any decision made or action or non-action taken by you based upon the information provided through this website and/or its affiliates. Please see a qualified medical practitioner if you have any concerns related to your weight or state of health. These statements have not been evaluated by the FDA.

