

maxi muscle

**TOBY'S
TOP
NUTRITION
TIPS TO
CUT**

**KNOW
YOUR
NUMB3RS**

HOW TO CALCULATE
YOUR MACROS

CUTTING

DEFINED PHYSIQUE

THE SPORTS NUTRITION GUIDE
TO ACHIEVING A DEFINED PHYSIQUE

CUTTING MEAL PLAN

**MAINTAIN
MUSCLE**

PRODUCTS TO
SUPPORT TRAINING,
LOSE FAT, MAINTAIN
MUSCLE



NUTRITION

NEED TO KNOW

The first step of gaining a more defined physique is to build the foundations of your cutting diet. Give your body the nutrients it needs to train hard, stay strong and be healthy by opting for a balanced diet.

WHAT DOES A HEALTHY DIET LOOK LIKE?

Use the plate as a general guide to balancing your meals, being aware of the 5 food groups (similar to this).

WHAT'S A PORTION?

SNACK LIST

- 150ml of 100% fruit/veg juice
- 1 cereal bowl of salad
- 5 pieces of dried fruit
- 2 medium satsumas
- 3 heaped tablespoons of cooked veg.



5+ PORTIONS/DAY

Foods and drinks high in fats and/or sugar (eat in low quantities).

TOBY'S TIPS

SKINNY POTATOS
Don't avoid potato skins, they are packed with fibre and vitamins.

FIBRE
Get your daily fill of fibre with starchy foods such as veg, pulses, wholegrain and wholemeal sources.

COLOURFUL PLATE
5+ portions (80 g = 1 portion) of different fruit and veg every day.

FISH
2 portions of oily fish per week (e.g. salmon, mackerel) provides the essential omega-3 fatty acids EPA and DHA, which support brain and heart function.

HYDRATE
8 glasses of water/day, or more with a salty snack when exercising (especially important in the heat).

8 glasses of water a day
salty snack with exercise



KNOW YOUR NUMB3RS

Manipulating calorie intake can be a balancing act, eat too much you won't lose weight, eat too little and you won't support training. Worse still you could lose muscle mass that you've worked hard to build.

Follow the step by step nutrition calculator to determine your individual daily energy requirements that can be sustained.

STEP 1 STEP 2 STEP 3

Calculate your basal metabolic rate (BMR), which is the amount of calories your body needs to function at rest.

MEN

$$88.362 + (4.799 \times 178) + (13.397 \times 75) - (5.677 \times 25) = 1805.434 \text{ kcal}$$

WOMEN

$$447.593 + (3.098 \times \text{cm}) + (9.247 \times \text{kg}) - (4.330 \times \text{yrs}) = \text{BMR}$$

YOUR HEIGHT IN cm

YOUR WEIGHT IN kg

YOUR AGE

BMR

Factor in exercise by multiplying your BMR by the appropriate activity factor using the table.

ACTIVITY FACTORS

EXTREMELY ACTIVE (twice per day) **1.9**

VERY ACTIVE (6-7 days/week) **1.725**

MODERATELY ACTIVE (3-5 days/week) **1.55**

EXAMPLE: $1805.434 \text{ kcal} \times 1.55 = 2798 \text{ kcal}$

LIGHTLY ACTIVE (1-3 days/week) **1.375**

Manipulate daily calorie intake to reflect your cutting goals. A 500 kcal deficit per day (with increased exercise or decreased food intake) can lead to a decrease in body weight by 0.5 kg over 1 week.

DO NOT EXCEED THE 500 KCAL DEFICIT PER DAY TO AVOID YOYO DIETING WHICH IS UNHEALTHY AND UNSUSTAINABLE.

EXAMPLE:

$$2798 \text{ kcal} - 500 \text{ kcal} = 2298 \text{ kcal}$$

LEAN MEASUREMENTS

Track your cutting progress by combining body weight changes with girth measurements of hips, waist, chest, upper arms,

CARBS ARE KING

Eat smart; don't eat junk food to increase bulk. Optimise health and maximise your gains in the gym by adequately fuelling for exercise and eating to replenish with nutrient packed foods.

POST EXERCISE

If your session was particularly gruelling grab a carb and protein rich snack post exercise to replenish and restore muscles ready for subsequent exercise.

*Note that this snack contributes to daily carb and protein allowance.

SNACKS

Porridge (30g) with Peanut butter, honey, Skimmed milk.

Maximuscle Promax Lean bar

1 Chicken Salad Pita

1/2 Can tuna on Whole-Wheat Cracker

Protein Pancakes

×1 PER SESSION

RECIPE ONLINE AT: [youtube.com/maxinutrition](https://www.youtube.com/maxinutrition)

The 'carbs are sinful' mantra is out. Carbohydrates are imperative to a healthy cutting diet.

CALCULATE YOUR MACROS

Macro quantity (g/day) x body weight (kg) = daily macro recommendations
e.g. 5g x 80kg = 400g carbohydrate per day

CARBS

Most of your carbs should come from starchy sources e.g. rice and pasta and the remainder from veg and fruit.

ENERGY

Carbs provide 4 kcal per gram and should make up over half of our daily energy intake. When cutting, carb intake should decrease in proportion to overall energy intake.

EXERCISE

Keep training intensity in the gym high by eating 3-6g/kg BW carbs per day.

*Range reflects activity per day. Choose upper limits for heavy training days.

FAT BUSTING

For many years fat has held a bad rep due to their highcalorie content of 9 kcal per 1g, and can seem counterproductive to consume as part of a cutting diet. Fat is a vital component of a healthy diet providing energy for exercise and transporting essential vitamins (A, D, E & K).

USE AVOCADO

as spread rather the butter



COOK WITH

1 TABLESPOON of olive oil instead of free pouring

DO NOT EXCEED

35%

daily energy intake from fat

READ THE LABEL

PER 100g

Choose reduced fat foods fat foods by referring to per 100g on nutritional labels

KNOW YOUR FATS

REQUIRED FOR A HEALTHY DIET



UNSATURATED

Found in two forms, polyunsaturated (omega 3 & omega 6), and monounsaturated.

CONSUME IN MODERATION



SATURATED

These fats are solid at room temperature and necessary for health in small quantities.

AVOID



TRANS FATS

Are used to prolong shelf life of food products and add taste. Partially hydrogenated oils

THE POWER OF PROTEIN

When cutting you will not be giving your body all the calories it requires; in turn, your body will use energy stores such as glycogen, body fat and to some extent degrading the protein from your muscles to use as fuel (providing 4 kcal per gram). By balancing protein intake with calorie restriction you can help maintain muscle mass.

RECIPE ONLINE AT: [youtube.com/maxinutrition](https://www.youtube.com/maxinutrition)

PUNCHY PROTEIN SNACKS

- Sean's wake up smoothie
- 0% fat greek yoghurt with handful of mixed nuts & berries
- Low fat cottage cheese with pineapple
- Maximuscle Promax Lean shake
- Reduced fat peanut butter on 2 multigrain crisp breads

PROTEIN PER DAY

Ingest between 1.2-2 g/kg BW protein per day, SPLITTING INTO 20-40 g protein per meal/snack.

DON'T EAT MORE THAN 40g

your body can only use a certain amount of protein at any one time.

*the process of making new proteins in the body

PROTEIN TIMINGS

A steady supply of protein throughout the day is key to supporting muscle protein synthesis*.

EVERY

3-4

HOURS

PROTEIN SOURCE

WHEY

Rapidly digested & fast releasing. Perfect post workout.

CASEIN

Slow releasing. Ideal before bed.

CUTTING



Maximuscle hero and personal trainer Toby Rowland shares an example of his daily diet which supports his training and lean physique goals. Find more definition meal plans at maxinutrition.com



Spicy tuna melt (1 small can), with salad on 2 slices of brown toast

TOBY'S TOP CUTTING TIPS

- REGULAR EATING**
Avoid overindulging
- POST WORK OUT NUTRITION**
Have non-perishable carb & protein snacks in your kit bag
- BATCH COOKING**
Mass produce and freeze meals for the week
- LIMIT ALCOHOL**
Alcohol contains empty calories
- SUBSTITUTIONS**
Snack on air-popped popcorn vs crisps
sorbet vs ice-cream etc



TOBY'S DAILY TOTAL'S

2230
kcal

49g
Fat

290g
Carbs

164g
Protein



THERMOBOL TABLETS



- per tablet
- 148 mg caffeine
- 100 mg green tea extract
- High in B vitamins

A unique formula with a blend of vitamins B1, B5 & B12 to support energy metabolism and caffeine to support focus and alertness.

PROMAX LEAN POWDER*



- per 37 g serving
- 25 g protein
- 400 mg L-Carnitine
- Low fat & sugar
- Added caffeine
- 137 calories

Designed with BioMax True Protein, our unique blend provides high-quality protein to support your lean muscle goals. PROMAX LEAN is a high quality protein, low fat and low sugar shake to compliment your daily diet. Plus it also contains L-Cartnitine and green tea.

PROMAX LEAN BARS*



- per 60 g bar
- 20 g protein
- High in fibre
- 1 g L-Carnitine
- 200 mg Green tea extract

Maximuscle Promax Lean bars are a high protein bar to support muscle development and your lean definition goals, plus they also have added L-Carnitine and green tea extract. Promax Lean bars offer a convenient snack alternative that contains 20 g protein in every great tasting bar.

RECIPE ONLINE AT: youtube.com/maxinutrition

*Nutritionals may vary depending on flavour

LET THE GAINS BEGIN.



**JOIN THE HOME OF GAINS
AT MAXIMUSCLE.COM**

**A PLACE FOR THE FEW, WHERE BARS ARE
RAISED, GAINS ARE MADE AND DEDICATION
IS REWARDED.**

**UNLOCK AN ADDITIONAL 10% DISCOUNT*
EXCLUSIVE PROGRAMMES, SURPRISE
REWARDS AND WORLD-CLASS TRAINING
TIPS FROM OUR ELITE ATHLETES.**

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