



# The Science of Fat Loss

## Day 2: Calories IN

calories



**TINY CREATURES THAT LIVE IN YOUR CLOSET  
AND SEW YOUR CLOTHES A LITTLE BIT  
TIGHTER EVERY NIGHT**

A quick recap: (click the link below)

Day 1 - [Energy Balance & your Metabolism](#)

## Understanding Calories

### What ARE calories?

Calories are simply the name given to the measure of energy that is stored in food (or in the human body).

Which makes perfect sense based on lesson 1 - if we consume more energy than we expend, then we gain weight.

Conversely, **if we consume less energy than we expend, then we lose weight.**

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### Calorie labelling in food

On many food labels, the energy can be shown in 'KJ' (kilojoules).....ignore that.

And **they can also be shown as 'Kcal'** (this is just the posh name for “calories”.)

**This is the number you want be aware of.**

In the example below, this food contains 120 calories per 250ml measure.

Make sense ?

Typical values	100ml contains	250ml contains	%GDA*	Typical adult
Energy	199kJ 47kcal	500kJ 120kcal	6%	2000kcal
Protein	0.5g	26.3g		
Carbohydrate	10.5g	26.3g	29%	90g
of which sugars	10.5g	26.3g		70g
Fat	trace	trace		
of which saturates	trace	trace		

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## Macro-nutrients

**Macro**-nutrients is the "family name" for protein, fats, carbs and alcohol.

Each of these contains a different number of calories per gram.



## **Protein contains 4 calories per gram.**

It's super important and "repair and growth" of various tissues in the body - like preserving and repairing muscle.

Common dietary sources of protein include:

- >> Meat
  - >> Fish/Seafood
  - >> Eggs
  - >> Tofu
  - >> Soy
  - >> Dairy
- 

## **Carbohydrates**



Carbohydrates are the body's primary source of fuel.  
**Carbs also contain 4 calories per gram.**

Common dietary sources of carbs include:

- >> Grain-based foods (pasta, rice, bread etc)
  - >> Potatoes / Squash
  - >> Legumes, lentils and beans
  - >> Fruit
- 

## Fats



**Fat is ESSENTIAL** to the human body and so many functions. (especially hormonal)  
So do not fear eating it.

The reason it gets a bad wrap is because:

a) **There are 9 calories per gram of fat** (more than twice the calories per gram as carbs and protein) meaning it's easy to upset your energy balance if you eat too much of it.

b) Too much saturated fat (especially animal fat) has been linked to heart disease, and more recently, some forms of cancer.

It is however important to emphasise the word "too much" - saturated fat in small qyts in fine and perfectly healthy.

Common dietary sources of Fat include:

>> Avocados

>> Cheese / Cream

>> Olives and Olive Oil

>> Nuts and Seeds

>> Fatty cuts of meat and fish

# Alcohol



**Alcohol contains 7 calories per gram.**

But these calories are classed as "empty calories" (as it table sugar) as they don't bring other benefits like vitamins and mineral with them

(note: this is why you can't compare fruit sugar to table sugar - fruit sugar brings TONNES of vitamins and minerals with it)

Common sources of alcohol include....

Well, I don't think we need to name all the types of booze, do we? :-)

## **A few important notes on Calories**

Processed food, and foods high in both sugar and fat, all tend to be high in calories.

And fat & sugar in combination, is a potent mix for being "more-ish".

Therefore, it is very, very easy to consume way more calories than you expend, thus increasing your weight.

"Whole" foods, such as meat, fish, grains and fruit & veg - they tend to be very hard to over-eat.

So if you follow a diet that consists of mostly (80-90%) whole foods, then you'll almost more than likely, keep your calorie intake at a sensible level.

Which means it becomes easier to create a calorie deficit through exercise and activity (which we'll come onto in a bit)

**Ok, I get it....but how do I know how many calories I should be eating?**

Here's the thing.

**For most people (and especially everybody just starting out), you don't need to count calories.**

Yes, we can calculate an approximate number of what your T.D.E.E is (Total Daily Energy Expenditure remember ?) .....using a specific formula.

Which would give you a number to aim your calories at, just below.

And in one of our programs, we do indeed a simple mechanism for dialling all of this in.....but only for a small handful of people who have got the basics down, and just need to fine-tune the minor detail.

But it really **isn't necessary for the majority of people.**

We start everyone off on a simple "eating better" plan.

**It is immensely hard to over-consume whole, natural foods, and when you build in some exercise,** by default, you create an energy deficit, and begin to lose body fat.

**Still don't believe us ?**

**This client of ours didn't count a single calorie ....**



**INNOVATE** TRANSFORMATION  
FITNESS & WELLBEING

Neither did this lady....



**INNOVATE**  
FITNESS & WELLBEING

**TRANSFORMATION**

Or this one.....



**INNOVATE**  
FITNESS & WELLBEING

**TRANSFORMATION**

## **Moderating Calorie intake**

### **1) Eat, whole natural foods 80-90% of the time**

(90% is optimal, but 80% is more realistic and sustainable. 100% is absolutely not necessary)  
It is incredibly hard to over-consume whole, natural foods.

### **2) Understand portion control**

This might sound contradictory to point number 1 above, but our body's tend to want us to "balance the scales" - not the weighing scales, but the 'calories in, calories out scales' .....meaning you'll probably want to consume as many calories as you've expended each day.

Understanding portion control will help you to create a small deficit.

The simplest and best tip, is to always make half your plate, consist of veg/salad/fruit (super healthy and super low cal)

### **3) Drink more water**

2 litres a day is ideal, and remarkably difficult if you're not used to drinking this much regularly.

Don't rely on thirst as an indicator that you need to hydrate - that's just a sign that you're dropping into dehydration mode.

Drinking plenty of water will curb hunger, as well as increase energy and help with mental clarity (which improves your decision making when presented with temptation!)

**Trust us when we say (again and again and again), that if you focus on a whole-food diet, you're extremely unlikely to over-eat your calories.**

In the next lesson, we'll dig deeper into how you go about helping to increase your (calorie) deficit through exercise and day to day, physical activity.

So stick with us.

Everything is taught in this particular order for a reason.

## **Summary**

You now know what calories actually are.

And where they come from.

And you know that if you eat the majority of your calories from whole foods, then you'll be moderating your calorie intake by default.

## Coming up in part 3:

### Calories Out (exercise)

>> N.E.A.T (low level, day to day tasks) and why it might be THE missing link in your fat-loss goals

>> HiiT (interval training) and it's affect on your metabolism

>> Resistance Training - why it's essential, and the most important type of exercise to engage in.

**See you in part 3 :-)**

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**#BeMore**

[www.innovatefitness.co.uk](http://www.innovatefitness.co.uk)