

**BODY**

A top-down view of a grey ceramic bowl filled with a variety of fresh ingredients. It includes white rice, diced red bell peppers, green avocado cubes, fresh cilantro leaves, and a lime wedge. The bowl is set on a light brown paper napkin, with a wooden spoon resting to its left. The background is a light grey surface with some scattered cilantro and red pepper flakes.

# 21-DAY NO SUGAR

# CHALLENGE

## GUIDE



[WWW.HWOOFIT.COM](http://WWW.HWOOFIT.COM)



# ABOUT 21 DAY CHALLENGE

## AND HOW TO USE THIS GUIDE



Hey,

This is Estelle, co-founders of HWOOFIT. Apart from our sportswear, we have created this fitness program with mission to create a place where YOU can develop amazing habits and eliminate the bad ones by taking various 21-day long challenges to completely transform your nutrition, fitness and mental health habits.

We use proven habit building methods and walk you hand in hand until you form a new habit, providing you daily tasks that are easy, simple, fun and do not take more than 5-15 min of you day. No more guessing on what you need to do.

Lots of love,  
Estelle from HWOOFIT

## HOW TO START THE CHALLENGE?

1

Download this guide to your electronic devices

2

Read it carefully

3

Complete preparation

4

Print the 'Progress Tracking Sheet'

5

**START!**

6

Check your inbox daily & follow the plan.

## LET'S GROW TOGETHER!



**WEB**  
hwoofit.com



**INSTAGRAM**  
@hwoofit



**FACEBOOK**  
@hwoofit

**Health disclaimer:** Information on this document is for educational and informational purpose only. You should not rely on this information as a substitute for, nor does it replace, professional medical advice, diagnosis, or treatment.



# EDUCATION

## A SUMMARY OF MOST IMPORTANT INFO

### ***21 Days Without Added Sugar***

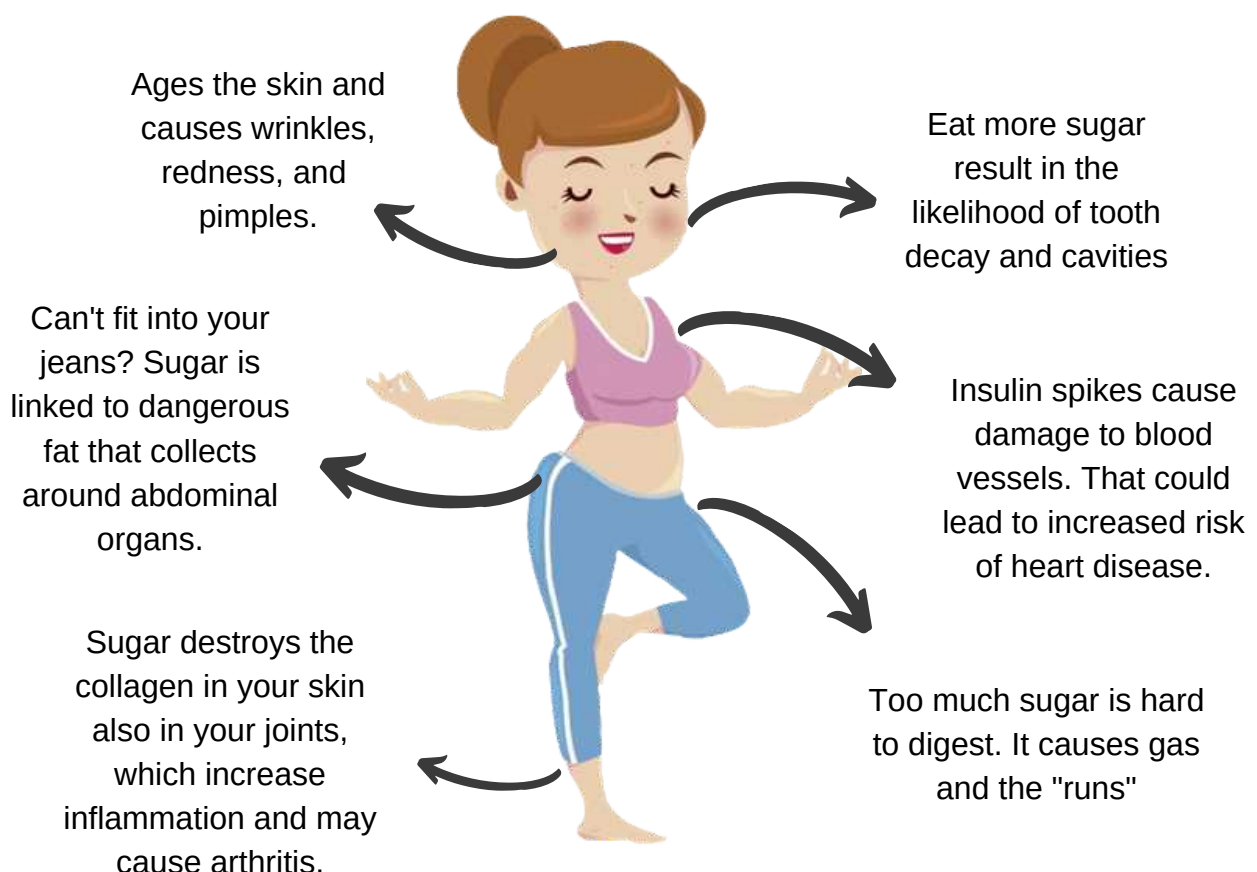
It's worth it!

Facts: Eating sugar makes you want more sugar! Did you know that sugar and processed foods are as addictive as heroin or cocaine?

The goal of this challenge is to understand what sugar does to YOU so you can take actions from these learnings.

### **All benefits of sugar-free lifestyle**

- Lose weight
- Have more energy & slow down ageing process
- Feel in control of your eating habits
- Reduce body inflammation
- Sleep better
- Reduce blood sugar levels and risk of Type 2 Diabetes







# EDUCATION

## A SUMMARY OF MOST IMPORTANT INFO

### What happens to the body? How to overcome/avoid it?

- **Quit Fast!**

The faster your body gets rid of sugar, the faster you break free from unwanted side effects.

- **Drink more water.**

Staying hydrated will help you feel better. Also, it will help you curb the sugar cravings as hunger is many times confused with thirst. Tips:- add some Chia Seeds to your daily water consumption to lower down the hunger.

- **More Protein**

Increase protein intake in each meal will help you to feel more satiated and will help you fight sugar withdrawal. Adding more healthy protein like chicken, tuna, salmon, tofu, beans / legumes.

- **Manage Stress**

Have you ever noticed that you tend to eat more sugary foods when being stressed? Or that your cravings for sugar and unhealthy foods are much higher when you did not sleep enough?

Doing some simple mindfulness exercise like meditation, going for a walk or few deep breaths during the day will help you feel more relaxed and eventually reduce the negative effects of sugar withdrawal.

#### Common symptoms of sugar withdrawal:

- Dizziness
- Fatigue
- Headache
- Muscle Pain
- Depression
- Irritability
- Cravings for sugar or other carbohydrate-heavy foods like bread and pasta.





# ANYTHING YOU WANT TO ASK?

WE ANSWER!

## What about honey and other sugar substitutes, why can't I have them?

Artificial sugar substitutes are full of chemicals, some even proven to be cancer causing. All substitutes, including natural ones like honey and fruit juices have the same impact on your brain as sugar does - they increase hunger and make you crave for more sweets.

## What about fruits?

Definitely! Fruits have nutritional value and fibre our body needs, plus they are very fulfilling. Replace with fruits whenever you cravings for snack. However, it's advised to limit the intake of most sugary fruits like bananas and grapes.



## Can I drink alcohol?

Alcohol is in the 'avoid' list because there is plenty of sugar used in making most of the alcohol and it is also quite high in calories.

That being said it really depends what you are consuming. The biggest No-No are the mixed drinks/cocktails as they usually include some sort of soft drink/juice which contain added sugar. Just look at the label!

## How to know if the product has sugar?

When reading labels, look at the ingredient list and not the nutritional value. E.g. milk has ca 5g of sugar, which refers to naturally occurring sugar that is healthy. Read the ingredient list and look out for all added sugar, sugar substitutes and artificial sweeteners: sucrose, evaporated cane juice, dextrose, fructose corn syrup, barley malt etc.

## What to do if I'm craving for something sweet?

- **Eat healthy dessert:** Check the *Sugar-free Recipe Ebook* you received in the first email and prepare one of the delicious guilt.
- **Increase healthy fat:** It is proven that healthy fats shut off hunger hormones, hence add avocado, olive oil, nuts (except peanuts & cashew nuts) or any other good fat to your meals.

## Where can I find healthy snacks?

There's bunch of great stuff with no added-sugar you can find on online health shops, or at your local health store.

## What if I slip?

If you fall, you stand up and continue walking. Remember - if you don't challenge yourself; you don't change yourself!



# MEAL SUGGESTIONS

## WHAT TO EAT IN YOUR SUGAR-FREE DAYS!

Below are some examples of the meals you can eat while being on 21-Day No Sugar challenge. It is important thought that you carefully control your ingredients to make sure there is no sugar added.



### BREAKFAST

- Oatmeal with fruits and nuts.
- Scrambled eggs with favourite vege.
- Unsweetened greek yogurt with no-sugar muesli, nuts or seeds.
- Smoothie with protein powder and berries.
- Avocado tuna toast with unsweetened bread.
- Toast with mushrooms and poached egg.

- Salad with protein of choice (tuna or chicken) and complex carbs (quinoa, unsweetened bread, sweet potatoes).
- Grilled meat or fish with steamed vegetables & beriani rice.
- Zucchini noodles with grilled chicken & vege.
- Baked sweet potato with cheese and salad.
- Avocado/chicken wrap.



### LUNCH & DINNER



### SNACKS

- Fruits that can kill hunger like apples, guava, berries, oranges.
- A handful of nuts and seeds.
- A slice of "Power bread" (recipe in the Recipe Ebook) with cheese and tomato.
- Sugar free oatmeal cookies
- Chia seed pudding with berries
- Green smoothie with protein of choice.



# PREPARATION: THE KEY TO SUCCESS

21 DAYS FROM NOW, YOU WILL THANK YOURSELF...

## NO-SUGAR RULES

- ! • No added sugar
- ! • No sugar substitutes, including maple syrup or honey
- ! • No artificial sweeteners (natural sweetener like stevia is OK)

### Eliminate

- sweeteners
- sugars (white/brown/coconut)
- syrups and agave
- soda and diet drinks
- pre-packaged sauces and condiments
- cocktails and beer
- pre-packaged items with added sugars (dried fruits)
- juice (fruits/green)
- refined grains (white bread, white rice, pasta)



### Limit

- dark chocolate
- fruits (except berries)
- starchy vegetables (potatoes, carrots, peas)
- whole grains
- legumes (beans, lentils, chickpeas)
- alcohol (1 glass of red/white wine, tequila, gin, whiskey)



### Focus on

- water
- leafy greens and other vegetables.
- healthy fats (nuts, avocado, olive oils)
- berries, apples, guava
- clean proteins (tuna, non-GMO tofu, chicken breast)







# LET'S GET STARTED!

HERE'S HOW IT WILL GO



## HOW TO START?

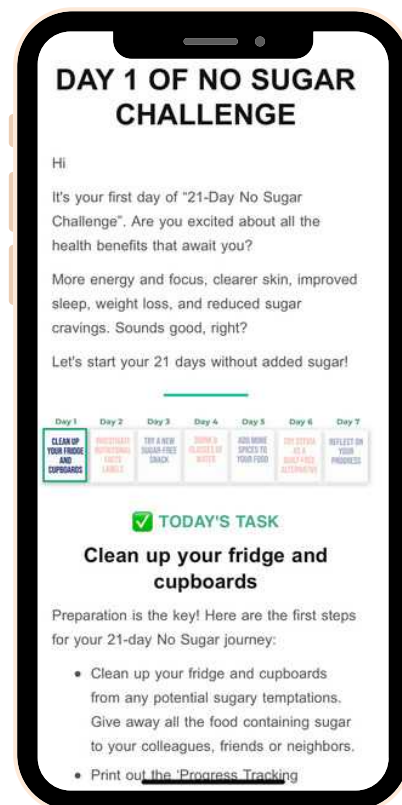
GOOD START - JOB HALF DONE

1. Mark the start date - sign up to get reminders and regular encouragement emails from us.
2. Clean up your fridge and cupboards from any potential temptations.
3. Print out progress tracking sheet, fill in your goal and post it on your fridge/note board.
4. Record your starting weight.
5. Set a reminder to take a photo of yourself on Day 1, 8, 15 and 21 for before and after comparison.
6. Make it official and invite your partner, family members, friends and colleagues!

## LET'S MOVE TO YOUR INBOX!

On each day of the 21 Day Challenge, you will receive short, valuable emails with clear instructions for the day and a piece of encouragement to keep going! They are created specifically with habit building science in mind, to help you reach the results you're looking for and stay motivated throughout.

★ Take note: these emails are CRUCIAL to your success and will shape your result of the challenge. Thus, please make sure you add **hwoofit@gmail.com** email address in your inbox to ensure that it doesn't land in 'Spam/Junk' folder.







# NO SUGAR 21 DAY PLAN

ALL IN ONE CALENDAR

Day 1



Clean up your  
fridge and  
cupboards

Day 2

Investigate  
nutritional  
facts labels

Day 3

Try a new  
sugar-free  
snack

Day 4

Drink 8  
glasses of  
water

Day 5

Add more  
spices to  
your food

Day 6

Try stevia as  
a guilt-free  
alternative

Day 7

Practise  
mindfulness

Day 8



Reflect on  
your  
progress

Day 9

Make a  
protein-rich  
lunch

Day 10

Identify  
your cues

Day 11

Take your  
time for  
breakfast

Day 12

Eat  
out

Day 13

Define your  
IF-THEN  
plan

Day 14

Practise  
mindfulness

Day 15



Reflect on  
your  
progress

Day 16

Try  
essential  
oils

Day 17

Treat  
yourself

Day 18

Eat more  
fibre

Day 19

Take a  
walk

Day 20

Make a  
nice dinner

Day 21

CONGRATS!



CHECK YOUR EMAIL DAILY FOR MORE  
DETAILS ON EACH TASK

# Body Measurement Tracker

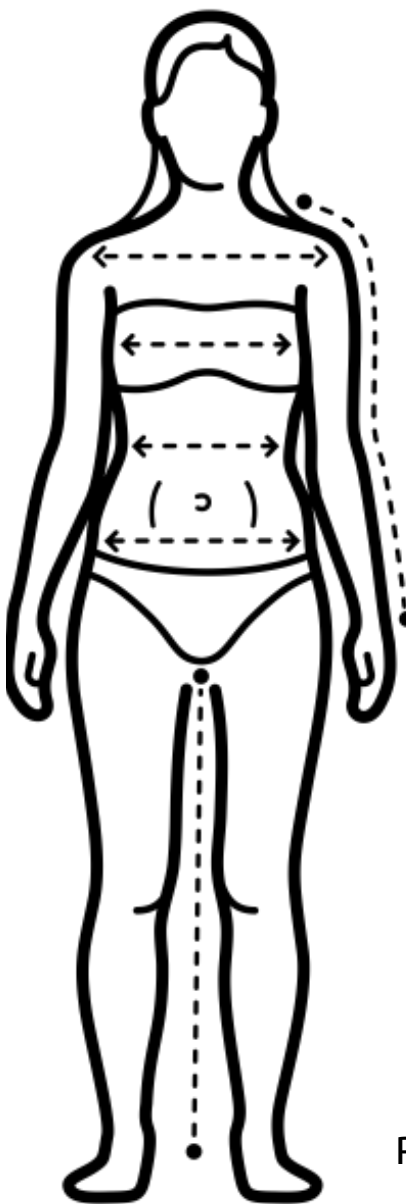
21 DAY  
CHALLENGE

## NO SUGAR

Print  
This!

I'm starting this on: \_\_\_\_\_

My goal: \_\_\_\_\_



### Before

### After

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Weight: \_\_\_\_\_

Weight: \_\_\_\_\_

Chest: \_\_\_\_\_

Chest: \_\_\_\_\_

Left Arm: \_\_\_\_\_

Left Arm: \_\_\_\_\_

Right Arm: \_\_\_\_\_

Right Arm: \_\_\_\_\_

Waist: \_\_\_\_\_

Waist: \_\_\_\_\_

Hips: \_\_\_\_\_

Hips: \_\_\_\_\_

Left Thigh: \_\_\_\_\_

Left Thigh: \_\_\_\_\_

Right Thigh: \_\_\_\_\_

Right Thigh: \_\_\_\_\_

*“If it doesn't challenge you, it doesn't change you”*



# SHARE YOUR VICTORIES

**#21NOSUGAR**



**INSTAGRAM**  
@hwoofit