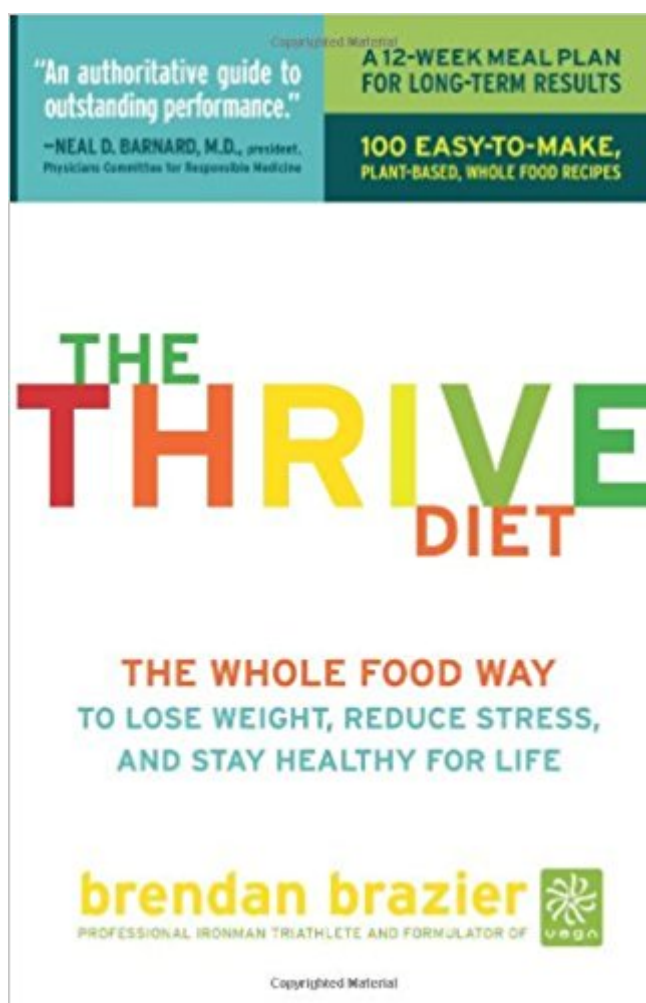


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# The Thrive Diet: The Whole Food Way To Lose Weight, Reduce Stress, And Stay Healthy For Life



## Synopsis

The Thrive Diet is a long-term eating plan that will help you develop a lean body, sharp mind, and everlasting energy, whether you're a professional athlete or simply looking to boost your physical and mental health. One of the few professional athletes on an entirely plant-based diet, Brendan Brazier researched and developed this easy-to-follow program to enhance his performance as an elite endurance athlete. Brazier clearly describes why it's easier for the body to utilize nutrient-rich foods in their natural state than refined, processed foods and how to choose nutritionally-efficient, stress-busting whole foods to maximize energy and health. And because plant-based foods are more environmentally friendly to produce, you'll also help the planet while improving your personal health. The Thrive Diet features a 12-week whole foods meal plan, over 100 easy-to-make recipes with raw food options that are free of dairy, gluten, soy, wheat, corn, refined sugar, including exercise-specific recipes for pre-workout snacks, energy gels, sport drinks, and recovery foods, and an easy-to-follow exercise plan that compliments the Thrive Diet program. With The Thrive Diet, you can lower body fat and increase muscle tone; diminish visible signs of aging; increase energy and mental clarity; sleep better and more restfully; experience better moods; build a stronger immune system; lower cholesterol; and eliminate junk-food cravings.

## Book Information

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## Customer Reviews

"The Thrive Diet is a life-changing book! The nutrition approach that Brendan lays out for you is amazing in its own right, but he has backed it all with powerful facts. If you want to reduce stress,

feel great, eat well, and attain your healthiest you ever, get this book." -- Jon Hinds, founder/owner of Monkey Bar Gymnasium, former NBA Strength Coach, advisor to MLB and NFL teams, and Hollywood trainer

"The Thrive Diet is an authoritative guide to outstanding performance, not just in top-level athletics, but in day-to-day life. Written by one of the world's leading authorities on nutrition for professional athletes, it brings sports enthusiasts to their peak and helps everyone--athlete or not--to recover from stress and feel their best." -- Neal D. Barnard, MD, president, Physician's Committee for Responsible Medicine

"The Thrive Diet is an inspiring read not just for athletes but for anyone looking for more energy, vibrancy and just to feel and even look better. Brendan legitimizes this way of living with easy to understand research, common sense and most importantly through his own trial and error. This is a great book!" -- Sarma Melngailis, cofounder of Pure Food and Wine restaurant and coauthor of Raw Food Real World

"The Thrive Diet is packed with invaluable information that can assist anyone at any level." -- Bruny Surin, third-fastest human ever, Olympic gold medalist--4 x 100 meter relay, Atlanta 1996

"Brendan Brazier tells a very important story, one that is vital for the thousands, even millions, of individuals who train for athletics only to unnecessarily harm their body and therefore performance through poor nutrition. The Thrive Diet is a must read." -- T. Colin Campbell, Ph.D., author of the bestselling The China Study

"Brendan's knowledge is second to none. I read The Thrive Diet and was enthralled that, after reading so many books and meeting with so many experts, Brendan was able to explain his thoughts on nutrition in such a clear and insightful way. I only hope my competition doesn't read this book until after I'm done competing." -- Simon Whitfield, Olympic gold medalist--triathlon, Sydney 2000

"Ironman triathlete Brazier is proof that you can compete as a vegan; his 'whole foods' diet uses more parts of the plant than processed, refined foods. As a result, it is more nutritious and more fibrous, which is good for digestion and filling one up with fewer calories. Plant foods are also ecologically sound because animal processing increases methane production and uses existing plant resources inefficiently. To boot, some studies have shown that a vegan diet reduces inflammation in arthritis and fibromyalgia, as well as high blood sugar and high blood pressure. The extremely vigorous exercise plan can be toned down for the rest of us. Ideal for dieters who want to reduce their carbon footprint and get healthy at the same time." -- Library Journal, starred review

"Like the nutrient-rich whole foods he advocates, Brendan Brazier's The Thrive Diet is filled with powerful information that will forever change the way you address life's daily speed bumps. Whether professional athlete or weekend jogger, if you are serious about improving your health or athletic performance, you owe it to yourself to listen carefully to Brazier's advice." -- Joseph Connelly, founder and publisher, VegNews magazine

"Quite simply, The Thrive Diet is the most comprehensive nutrition and lifestyle program

we've ever seen. In addition, and completely unique to a 'diet' book, The Thrive Diet is an ecological sensible one." -- The G Living Network, [gliving.com](http://gliving.com)"[Brazier's] simple, easy-to-swallow book is guaranteed to be stress-free." -- VegNews magazine

Brendan Brazier is a professional Ironman triathlete and creator of VEGA, an award-winning whole food plant-based nutritional product line that's available in natural and health food outlets. The 2003 and 2006 Canadian 50km Ultra Marathon Champion, he is a renowned speaker and sought-after presenter throughout North America. Brazier testified in 2006 before the United States Congress about the significant social and economic benefits that can be achieved by improving personal health through better diet. In 2007 he was named one of The 25 Most Fascinating Vegetarians by VegNews Magazine . He lives in Vancouver, Canada.

Good inspiration for me, and those interested in a vegan diet to prevent inflammation, improve performance, etc. As a 69 y/o runner, I have learned the practical benefits of a plant-based, low inflammation diet. I still log in 25 miles a week in Phoenix AZ (even with the heat) and the anti-inflammatory diet makes a difference. It got my lupus into remission.

I am a triathlete myself and this book changed my nutrition plan and my recovery time. I feel so much better and not so tired after every session. Only thing is that I don't cook (very little) so it behooves me to find vegan bars etc...in my store. VEGA is my favorite powder so far.

A friend who does marathons / triathlons started her vegan diet last year and recommended this book to me. I loved it SOO much that I ended up just buying my own copy after finishing hers. This is primarily because of the awesome recipes he includes... I have yet to try the Thrive diet though, as honestly it takes a lot of work to familiarize myself with the ingredients, and make the food. However, the recipes don't take too long to prepare once you understand how to navigate yourself around the raw foods. I mean, there's really not a lot of cooking time. Pros:- Great concepts. I also believe it's very factual as he reiterates a lot of nutritional information that I've seen in other reliable sources. Opened my eyes to the value of nutrition and also how my body reacts to the foods that we intake. I really enjoyed some of the examples which I still repeat to others all the time.- Easy to read and understand. This could be pro and con, in which you'll also read below. It was very easy to take in, and was a nice overview (in my opinion) of all the different superfoods you can have.- Great recipes. I've tried a couple of them now, and was surprised at how easy they were to prepare. I've

been really sick of buying all my raw vegan foods for lots of money, so it was nice to be able to finally make them myself. The only downside is that they require a LOT of ingredients that can be hard to find if you're in the middle of nowhere. However, I also found that once I familiarized myself with the ingredients, I felt more comfortable using them and was able to get creative with my own foods. Finally, I also like how he gives a general overview of how to cook the foods, and then apply them to all the ingredients. So you don't have to read the details of each recipe on how to prepare, and execute (which can be tedious and annoying). Cons:- Easy to understand. This is kind of an unfair con, but I have a lot of friends that actually care about this. If you're anal about the eloquence of writing and wit (i.e. you read The New Yorker / The Economist), then you may not enjoy this read. But for me it was fine and got the message across.- This is a gripe I had, which I felt the book was too short! A lot of the superfoods, he did a REALLY quick and brief overview. I wish he had talked more about certain foods that I was interested in, but I guess I could just Google them; which I ended up doing later on.- Too many ingredients! I already talked about this earlier. This may be a good thing... But the reason why I haven't started the Thrive diet yet is because I haven't gotten around to making his first cereal recipe.. which consists of a lot of ingredients I don't readily have at home. That doesn't even include lunch & dinner, which require all these other ingredients that I also don't have! Buying all of them and starting really would take a lot of work (and MONEY). Plus, I live in So Cal, and even I'm having difficulty finding some of the ingredients.

This book has such depth of information, rarely have any books blown my socks off and Thrive just happens to do that! I love what he states in his book. BB shows two charts about stress and how there are uncomplimentary, complimentary and production stresses and the common sources of uncomplimentary stresses are nutritional, psychological and environmental (page 21). On page 31 BB states this: "If stimulation is used when it will not help you achieve something of value, it is an uncomplimentary stress. I consider coffee an uncomplimentary stress. I view it as a form of credit, similar to shopping with a credit card. You get your energy now that you don't actually have, but you pay for it later - when the "bill," or fatigue hits. (Simply drinking more coffee to put off the inevitable is like paying off one credit card with another: It will catch up with you sooner or later.) You'll most likely pay a high interest as well, needing more time to recover than if that energy had not been borrowed in the first place. This is the beginning of a vicious circle. In the next chapter I provide strategies to recalibrate the body, and in doing so, get maximum energy from eating natural food." Run and get this book, you won't regret it. There is only one dessert but as BB says in his book, you won't get sugar cravings as much and his one dessert is so healthy you can eat it as a

snack rather than a treat...Coconut Cream Pie...YUM!

I love this book. The recipes are great (although their earthiness probably will not suit everyone). Love the pizzas and the burgers. The recipes are extremely caloric and high in fat, so you need to watch it a little if you are eating this type of food alongside standard american diet type food. If you eat Thrive type foods, your appetite will subside quite a bit, so although the foods are calorically dense, you will not be as hungry. But, if you're eating "regular" food too, you really do have to pay attention to portions. I'm an athlete (runner) and I've never felt better, had lower body fat, and had better endurance than while following Thrive.

I love this book. It's easy to understand, and since I've begun implementing the Thrive diet into my own, I've noticed huge differences. I've been vegan for almost 11 yrs, but have never paid too much attention to nutrition per se. Using strategies and foods from this book has helped me cut my recovery time between runs in half. It was almost miraculous that I had a long run, stuck with Brazier's recommended recovery nutrition, and had zero soreness or stiffness from a run that usually would have me icing my hips on the couch all afternoon. I highly recommend this for anyone, regardless of current diet, lifestyle, or fitness level. Brazier presents the information without judgment, and suggests phasing in changes slowly, one step at a time. I don't feel guilty if I fall off the wagon. The tone is very informative but also encouraging and inspiring. I will keep this book by my side for months until I am finally comfortable fully immersed in my new, healthier lifestyle!

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Whole: The 30 Day Whole Foods Challenge: Complete Cookbook of 90-AWARD WINNING Recipes Guaranteed to Lose Weight (Whole, Whole foods, 30 Day Whole ... Whole Foods Cookbook, Whole Foods Diet)  
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