

Martin
MACDONALD

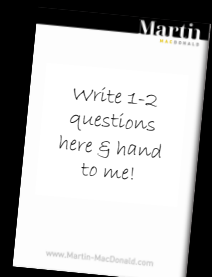
Aggressive Diet Seminar

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Mac-Nutrition
Martin Nutrition MacDonald



@MacNutrition
@MartinNutrition



Not Another Nutrition Podcast

About Me



The Irrelevant Stuff

- ❶ Registered Nutritionist (RNutr) – Was.
- ❷ Published in Peer Reviewed Journal [*Human angiotensin-converting enzyme I/D & alpha-actinin 3 R577X genotypes & muscle functional & contractile properties*](#). [Experimental Physiology, 2009; 94(1):81-9]
- ❸ Qualified Higher Education Lecturer
 - Lecturer at 2 Academic Institutions
- ❹ 2 Postgraduate degrees from recognised academic institutions
 - Clinical Nutrition & Sports Nutrition
- ❺ Undergraduate degree
 - Sport and Exercise Nutrition
- ❻ Vocational Qualifications
 - ISAK accredited & CSCS
 - REPS Level 2 (just to be sure)

ISAK

Association for
NUTRITION

Register
of
Exercise
Professionals



UNIVERSITY
of DERBY

University of
Roehampton
London

Experimental
Physiology

Loughborough
University

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'Celebrity', Sporting & General Population Clients

The collage features a variety of images and logos. On the left, there are several 'before and after' photos of individuals, showing significant weight loss and body transformation. In the center, there are photos of athletes in action, including a female athlete in a blue and white uniform, a male athlete in a red uniform, and a male athlete in a green and yellow uniform. To the right, there are more 'before and after' photos of individuals, including a woman in a pink bikini and a man in a blue shirt. The collage also includes logos for various organizations and sports teams, such as pwc, BRITISH WEIGHT LIFTING, LEICESTERSHIRE COUNTY CRICKET CLUB, the asa, ENGLAND ATHLETICS, J.P. Morgan, and DERBYSHIRE Institute of Sport. Other logos include HINTSA PERFORMANCE, Total, and England netball. The bottom of the collage features the Mac-Nutrition Uni logo, which consists of the letters 'MNU' in a stylized font, and the text 'Martin MACDONALD'.

Mac-Nutrition Uni

MNU

THE LAST NUTRITION QUALIFICATION YOU'LL EVER NEED TO DO

STUDY ALONGSIDE A FULL-TIME JOB - ONLINE, FROM ANYWHERE IN THE WORLD

BE INSURABLE AS AN MNU CERTIFIED NUTRITIONIST OR NUTRITION CONSULTANT

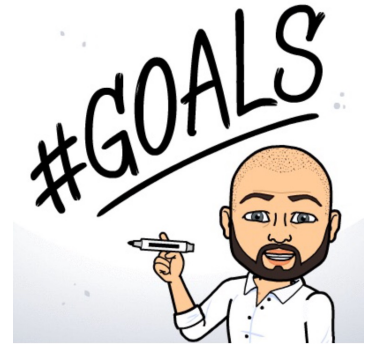
LEARN FROM PRACTICING MSC NUTRITIONISTS AND DIETITIANS, NOT OTHER PERSONAL TRAINERS

WISDOM | CONFIDENCE | INTEGRITY

WWW.MAC-NUTRITIONUNI.COM

Seminar AIMS – Part 1

- ④ Understanding Aggressive Dieting
 - Assumptions vs evidence
 - The benefits of aggressive dieting (& how to sell it as a method)
- ④ The Theory of Implementation
 - Calculating rates of theoretical maximal fat loss
 - Macronutrient requirements during aggressive dieting

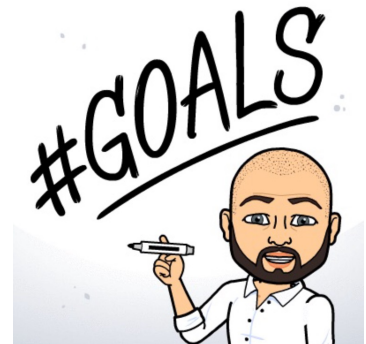


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Seminar AIMS – Part 2

- ④ Aggressive Dieting in Practice
 - Preparing to diet & knowing what to expect
 - The practicalities of setting up an aggressive diet
 - ④ **What to eat/drink, what to supplement & how to train**
 - Making adjustments & troubleshooting
 - ④ **Potential occurrences & complications**

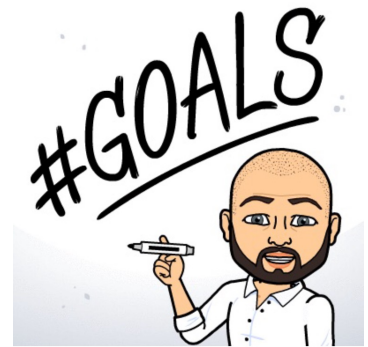


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Seminar AIMS – Part 3

- Refeeds, Diet Breaks & Reverse Diets
 - What do these look like?
 - When should they be implemented?
 - Multiphasic Dieting
 - The concept of positive weight regain
- My amazing aggressive dieting calculator
 - Case Studies!!



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PART 1

Understanding Aggressive Dieting

An evidence-based viewpoint

The Benefits of Aggressive Dieting

What Constitutes 'Fast' vs 'Slow' Rates

- ④ I'm going to use the terms 'fast rates of weight loss' and 'aggressive dieting' interchangeably throughout!
- ④ There are simply no universally agreed cut-offs
 - 500-1000kcal deficit seen as 'the appropriate deficit'
 - ④ Consider deficits equating to maximum rates of fat loss



Why Consider Rapid Fat Loss?

- If you HAD to pick one for you/your clients:
 - Aggressive or Moderate Deficit
- “*Rapid Fat Loss associated with significantly greater weight-loss maintenance than were successful hypoenergetic balanced diets (HBDs) at all years of follow-up*” – Anderson et al. (2001)
- “*To date, the totality of evidence does not support the myth that gradual weight loss improves long-term outcomes*” – Casazza et al. (2015)

