



THE OFFICIAL WHOLE30 PROGRAM RULES



YES

EAT REAL FOOD



Eat moderate portions of meat, seafood, and eggs; lots of vegetables; some fruit; plenty of natural fats; and herbs, spices, and seasonings. Eat foods with very few ingredients, all pronounceable ingredients, or better yet, no ingredients listed at all because they're whole and unprocessed.



NO

AVOID FOR 30 DAYS



More important, here's what not to eat during the duration of your Whole30 program. Omitting all of these foods and beverages 100% for 30 days will help you eliminate cravings, restore a healthy metabolism, heal the digestive tract, reduce systemic inflammation, and discover how these foods are truly impacting how you look, how you feel, and your quality of life.

✗ **Do not consume added sugar, real or artificial.** No maple syrup, honey, agave nectar, coconut sugar, date syrup, stevia, Splenda, Equal, Nutrasweet, xylitol, etc. Read your labels, because companies sneak sugar into products in ways you might not recognize.

✗ **Do not consume alcohol, in any form, not even for cooking.** (And ideally, no tobacco products of any sort, either.)

✗ **Do not eat grains.** This includes (but is not limited to) wheat, rye, barley, oats, corn, rice, millet, bulgur, sorghum, sprouted grains, and all gluten-free pseudo-cereals like quinoa, amaranth, and buckwheat. This also includes all the ways we add wheat, corn, and rice into our foods in the form of bran, germ, starch, and so on. Again, read your labels.

✗ **Do not eat legumes.** This includes beans of all kinds (black, red, pinto, navy, white, kidney, lima, fava, etc.), peas, chickpeas, lentils, and peanuts. No peanut butter, either. This also includes all forms of soy – soy sauce, miso, tofu, tempeh, edamame, and all the ways we sneak soy into foods (like lecithin).

✗ **Do not eat dairy.** This includes cow, goat, or sheep's milk products like milk, cream, cheese, kefir, yogurt, sour cream, ice cream, or frozen yogurt.

✗ **Do not consume carrageenan, MSG, or sulfites.** If these ingredients appear in any form on the label of your processed food or beverage, it's out for the Whole30.

✗ **Do not consume baked goods, junk foods, or treats with "approved" ingredients.** Recreating or buying sweets, treats, and foods-with-no-brakes (even if the ingredients are technically compliant) is totally missing the point of the Whole30, and will compromise your life-changing results. These are the same foods that got you into health-trouble in the first place—and a pancake is still a pancake, even if it is made with coconut flour.

Some specific foods that fall under this rule include: pancakes, waffles, bread, tortillas, biscuits, muffins, cupcakes, cookies, brownies, pizza crust, alternative flour pasta, cereal, or ice cream. No commercially-prepared chips (potato, tortilla, plantain, etc.) or French fries either. However, this list is not limited strictly to these items—there may be other foods that you find are not psychologically healthy for your Whole30. Use your best judgment with those foods that aren't on this list, but that you suspect are not helping you change your habits or break those cravings. Our mantra: When in doubt, leave it out. It's only 30 days.

One last and final rule:

✗ **Do not step on the scale or take any body measurements for 30 days.** The Whole30 is about so much more than weight loss, and to focus only on body composition means you'll overlook all of the other dramatic and lifelong benefits this plan has to offer.

So, no weighing yourself, analyzing body fat, or taking comparative measurements during your Whole30. (We do encourage you to weigh yourself before and after, so you can see one of the more tangible results of your efforts when your program is over.)