



HOW TO USE THIS GUIDE

The Science Behind Our Approach

It might be hard to stick to a low carb lifestyle if you don't have a strong understanding of "the why" behind what you're doing. Read through this section to get a grasp of our core principles.

Nutritional Guidelines

What should you eat more of or less of and when? This is your destination for all that knowledge.

Getting Started

How do I start and what should I expect?

Frequently Asked Questions

With lifestyle and dietary changes, sometimes adjustments are needed. Here are the most commonly asked questions when embracing a low-carb high-fat diet.

What Is Unicity Activate?

In today's world, we're seeing unprecedented challenges affecting our health such as:

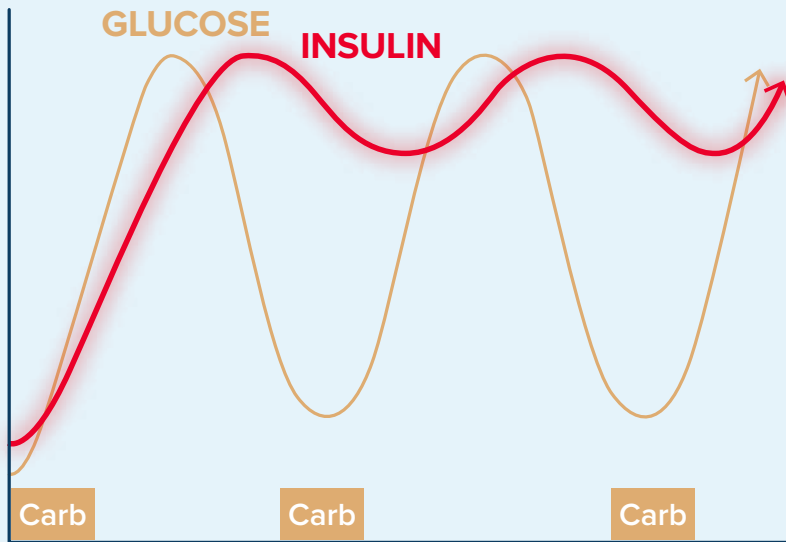
- Trouble sleeping
- Stress
- Weight gain (particularly around the belly)
- Low energy
- Sugar cravings
- Unbalanced diets
- Highly-processed foods

Often, people attribute their poor health and weight gain to getting older, work, or just "life in general," but modern science tells us that these are all largely symptoms of hormonal and metabolic dysregulation. In fact, the food we eat today is among the biggest culprits placing us at risk of these metabolic complications.

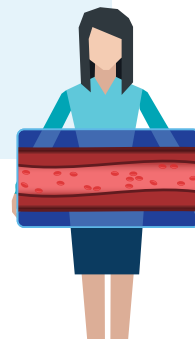
Unicity Activate is an approach to health that combines products, simple core principles, and supporting tools to help you embrace a metabolically healthy lifestyle. The program is based on metabolic flexibility, the ability to use both carbohydrate and stored fat as fuel for the body's energy needs, for improved overall health.

THE SCIENCE BEHIND OUR APPROACH

The food we eat consists of three macronutrients: carbohydrate, fat, and protein. Roughly 50 years ago, dietary habits changed dramatically and we began eating less fat and more carbohydrate than ever before. Think the advent of fast food, sugary treats, and instant noodles.

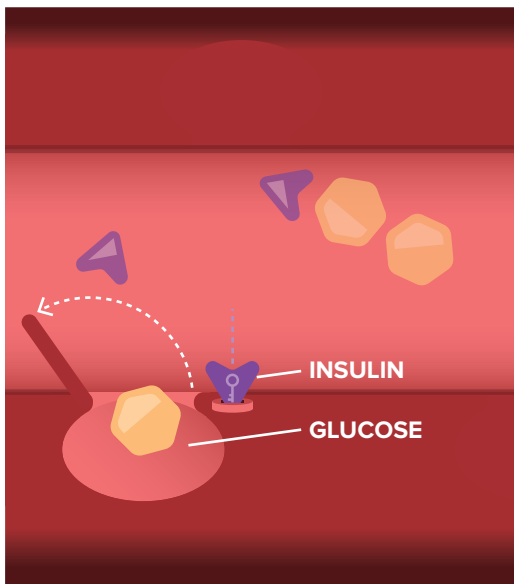


Today's frequent and excessive consumption of highly-refined, carbohydrate-heavy food leads our bodies to overproduce insulin. Dietary carbohydrates are converted by the body to glucose.

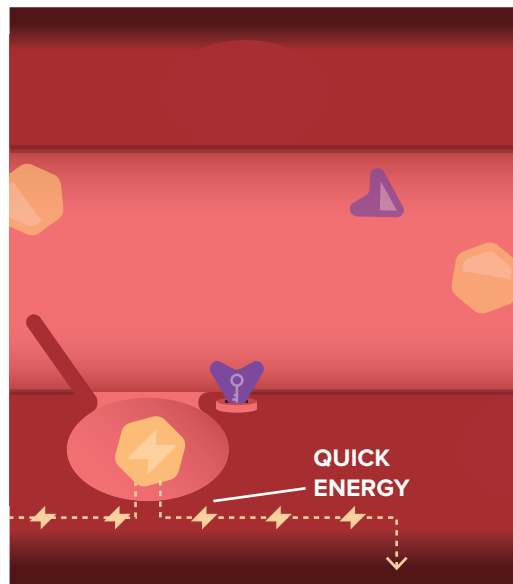


Let's take a look at how this works inside the body.

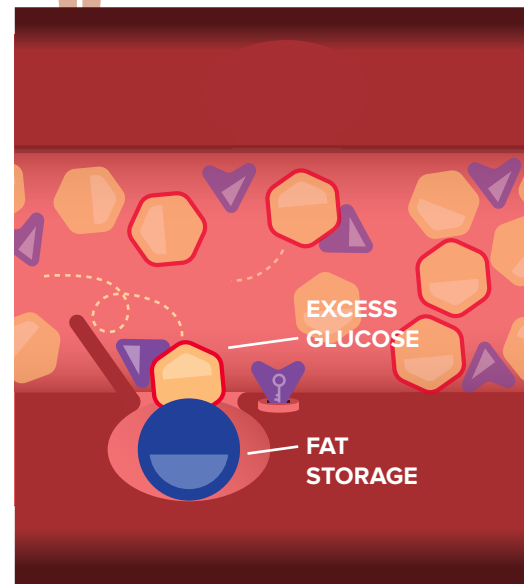
The Bloodstream



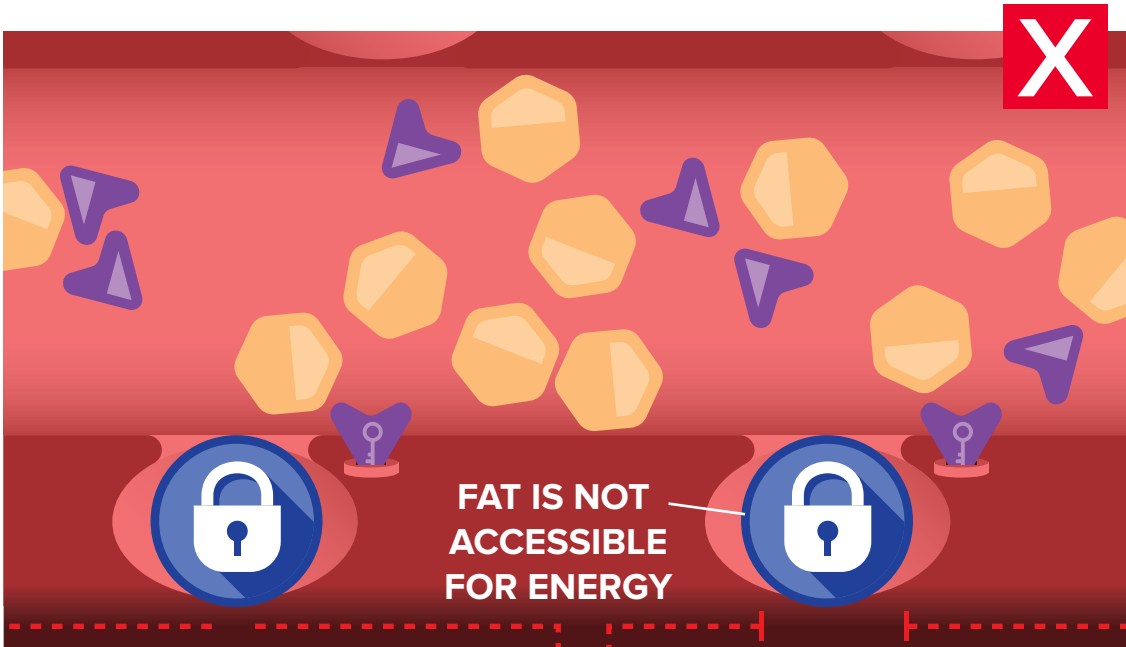
As glucose enters our bloodstream, the hormone insulin increases and acts as a gatekeeper to our cells, opening the cellular door allowing glucose to enter.



This combination of glucose and insulin results in quick energy delivery throughout our body.

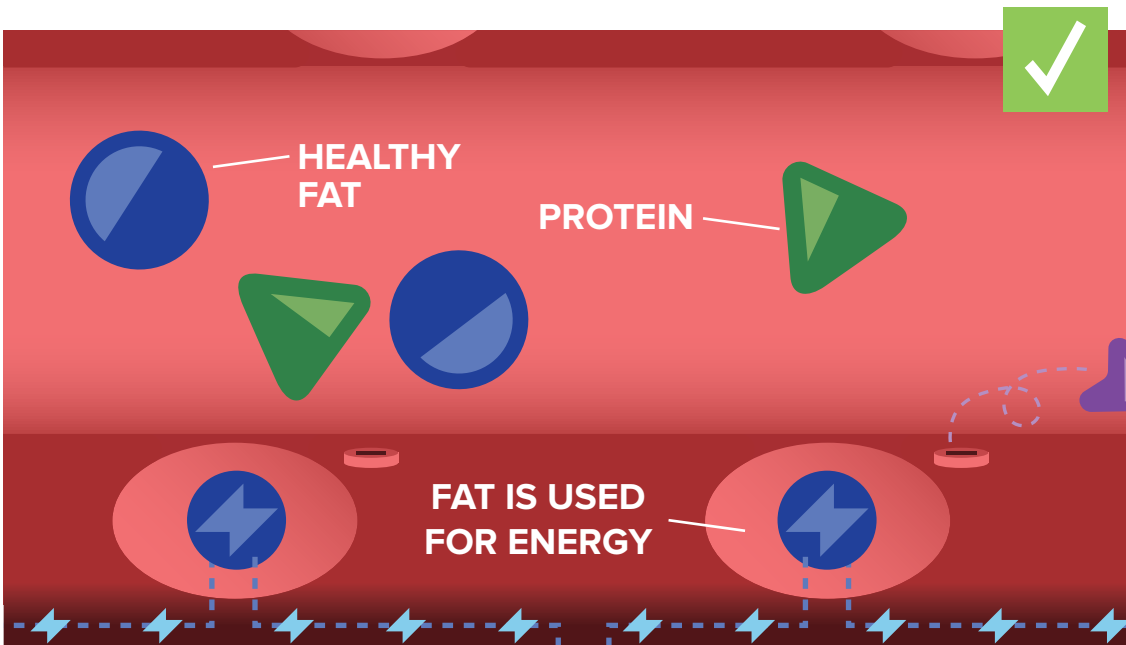


If there is extra glucose in our bloodstream, insulin helps our bodies store this excess glucose so we can access it later.



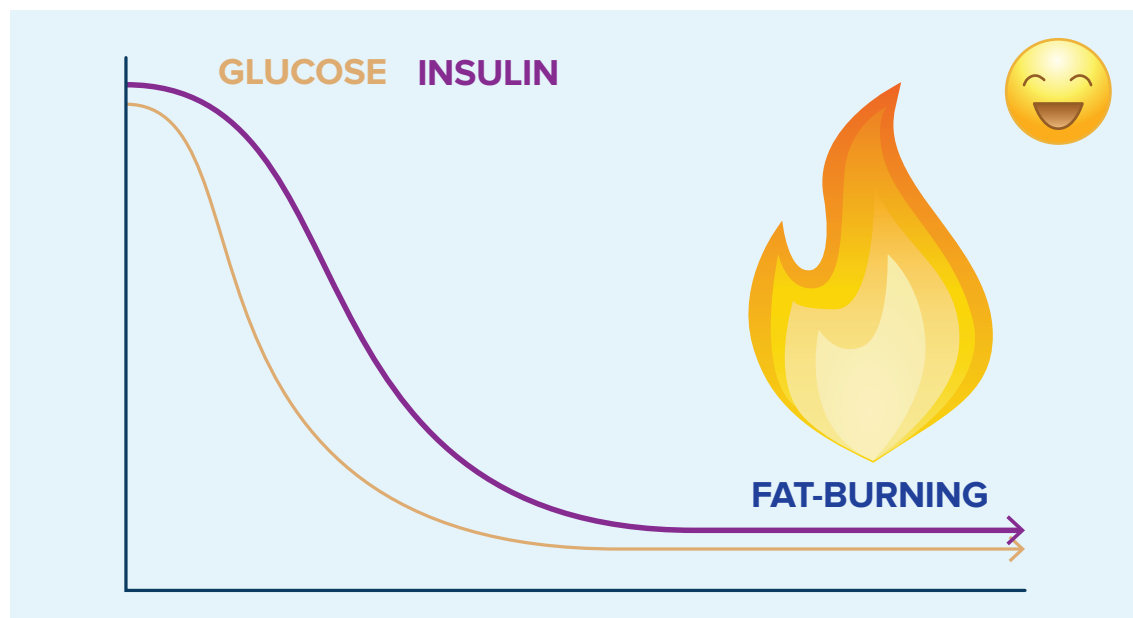
In addition to telling the body to store energy as fat, insulin also limits access to our stored body fat. Thus, the constantly elevated levels of insulin that come from frequently eating refined carbs mean that we're essentially shutting off access to our stored fat as an energy source.

Simply put, our body was not designed to be endlessly snacking on carbs and simultaneously shedding pounds.



By adjusting our diet from one focused on high-carb foods to one that includes a range of healthy fats, protein, and limits the amount and type of carbohydrates we eat, as well as adjusting when we eat, we can give our bodies a break from elevated insulin levels.

Allowing insulin levels to recede activates our body's natural fat-burning processes, particularly our stored body fat. The more often this occurs, the more metabolically flexible our bodies become, seamlessly transitioning between carbohydrate- and fat-burning states.



Burning our own fat for energy can have many positive benefits



Mental energy



Weight management



Improved focus



Physical energy



Reduced cravings



Clearer skin

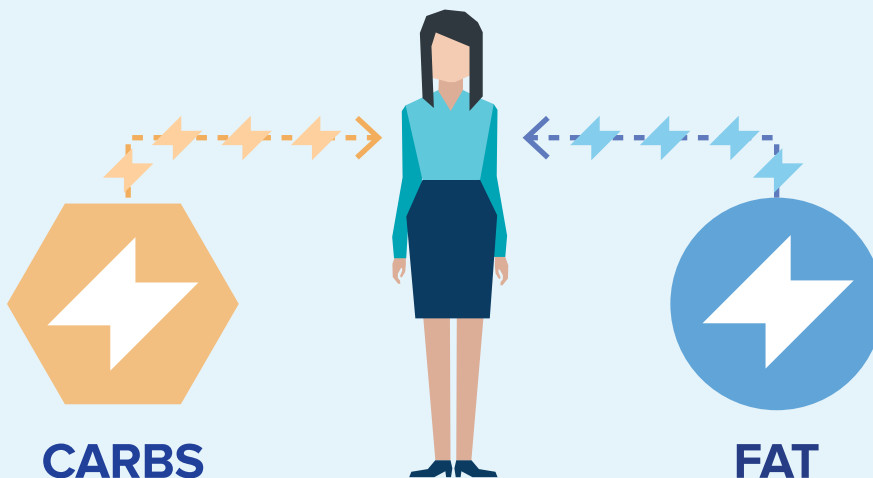


Changes in body composition

Burning our own fat for energy can have many benefits including reduced cravings for unhealthy foods, improved focus, mental and physical energy, clearer skin, weight loss, changes in body composition and the list goes on.

Metabolic Flexibility

The ability to use both carbohydrate and fat as fuel



Unicity Activate is based upon four core principles designed to create a comprehensive approach to health that combines products, simple core principles and supporting tools to help you return to a state of metabolic flexibility, meaning the ability to use both carbohydrate and fat as fuel for the body's energy needs, for improved overall health. And let's be honest, who doesn't want that?

Unicity Nutrition Principles



PRIORITIZE PROTEIN

Protein is critical in building and maintaining healthy muscle and bone and many people don't get enough. In addition to having little to no insulin response, adequate protein consumption also helps people feel fuller longer and reduces the tendency to overeat.



FUEL WITH FAT

Often, hunger and cravings sabotage the most well-intentioned health plans. In addition to having no insulin response, fat digests more slowly than carbohydrate and aids in satiety – helping you feel fuller, longer.



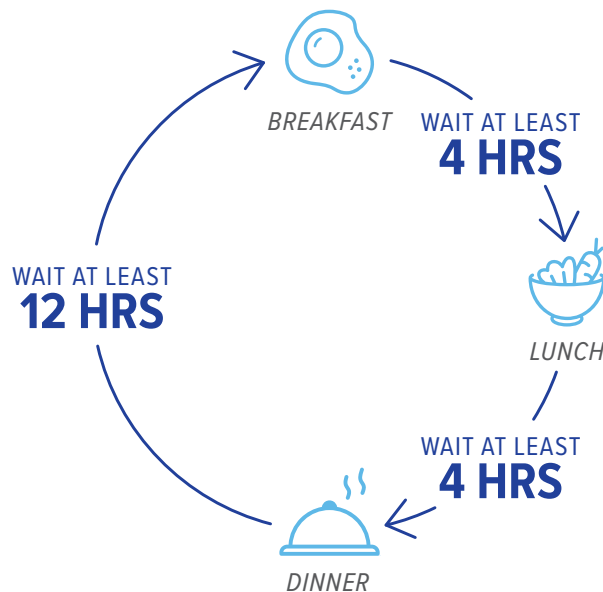
CONTROL CARBOHYDRATES

By getting smart about which carbs you eat and when you eat them, you allow insulin levels to fall, which enables the body to utilize and rely on stored fat for energy.

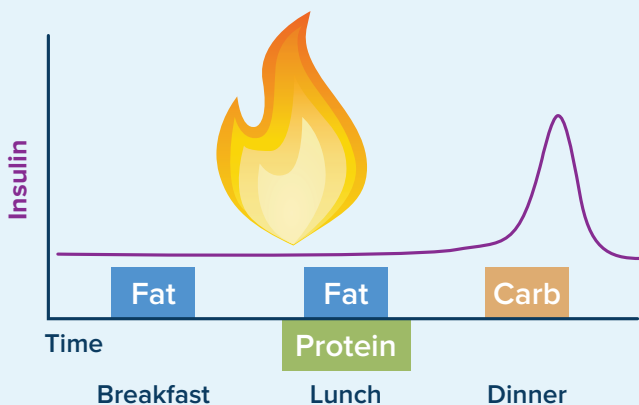


4-4-12

Unicity recommends a form of intermittent fasting we refer to as 4-4-12. By waiting 4 to 6 hours between breakfast and lunch and lunch and dinner, and waiting 12-16 hours between dinner and breakfast with no snacking in-between, we give our bodies the time needed to get into what we call the Fat Burning Zone.



Fat Burning Zone



Following these four core principles results in something we call the Fat Burning Zone. You are in the Fat Burning Zone, or FBZ, when insulin is very low or absent, giving your body permission to use fat for fuel instead of glucose. Spending time in the FBZ is one of the best ways to improve your body's metabolic flexibility and progress towards your health goals.

NUTRITIONAL GUIDELINES

What Should I Eat More Of?

Here are the basic foods Unicity Activate recommends. You'll notice that they are low in processed carbohydrate and rich in fiber, vitamins, minerals, protein, and fat.



0g Natural Fats
(Butter, olive oil, etc.)
CARBS



0g Fish and Seafood
CARBS



1g Eggs
CARBS



1-5g Vegetables
(That grow above ground)
CARBS



0g Meat
CARBS



1g Cheese
CARBS

What Should I Eat Less Of?

Here are foods you'll want to avoid or consume less of. These foods are typically low in fiber and high in starch and sugar. That means they digest quickly, releasing large amounts of glucose into our bloodstreams and creating a spike in insulin levels.



6-20g Fruit
CARBS



15g Potatoes
CARBS



29g Pasta
CARBS



52g Soda/Juice
(per 16 oz - 50 d)
CARBS



13g Beer
(per 12 oz - 33 d)
CARBS



28g Rice
CARBS



46g Bread
CARBS



70g Candy
CARBS

Note: We're not saying you need to say goodbye to all of these foods forever. As you become more metabolically-flexible, you will be able to indulge in occasional treats (should you desire) and bounce back to fat-burning faster than you could before.

How Much Should I Eat?

If you are prioritizing protein, fueling with fat, and controlling carbs, you may not need to worry as much about portion size. Within reason, you can comfortably eat until you are satisfied at each meal and then look forward to your next one (in harmony with the 4-4-12 method). Measuring or weighing foods and constantly counting calories can be inaccurate and doesn't always encourage a healthy relationship with food.

When Should I Eat?

Slow Down and Fast!

Surely over your lifetime you've heard many versions of what you need to do to ensure a healthy metabolism. Some will tell you that breakfast is the most important meal of the day. Others will say that you'll need to eat small frequent meals to stoke your metabolic fire. Neither is true. In fact, to have a healthy metabolism and encourage metabolic flexibility, eating less often with periods of no eating ("fasting") is actually optimal.

Remember, Unicity recommends 4-4-12 as a preferred form of intermittent fasting or "time-restricted eating". Waiting 4 to 6 hours between breakfast and lunch and lunch and dinner, and 12-16 hours between dinner and breakfast lets us spend more time in the Fat Burning Zone.



GETTING STARTED

Unicity Activate Products

Unicity supplements LC Base and Unimate Fuel are the foundational products of the Unicity Activate plan and are key to supporting the body's shift from primarily carb-fueled to fat-fueled and in activating metabolic flexibility.

LC Base is a premium meal replacement that provides an ideal macronutrient ratio of healthy fat and muscle-building protein, while avoiding insulin-spiking carbohydrates. Scientifically designed to aid in activating your ability to burn fat for energy, LC Base offers a subtle vanilla flavor, making it perfect for layering with additional Unicity products. With more convenience and cost savings over a typical meal, LC Base takes the guesswork out of what to eat to achieve your goals and provides a solid foundation to build upon for nutritional success.

Unimate Fuel combines a potent yerba mate extract with chlorogenic acids from yerba mate and MCT-rich fats from coconut oil to provide an energy boost for both body and mind. Unimate Fuel is a great way to start your day or to fend off cravings and re-energize between meals.



How Do I Start?

Incorporate the Unicity Nutrition Principles and Unicity Activate products using one of our sample plans or create your own.

SAMPLE PLANS

Fuel + Base + Meal



Base + Base + Meal



Base + Meal + Meal



NOTES



USE THIS ANYTIME to fend off cravings and re-energize between meals



For your meals choose food that follows Unicity Nutrition Principles:



PRIORITIZE PROTEIN



FUEL WITH FAT



CONTROL CARBS

Do's and Don'ts

DO: Choose low-carbohydrate options during meals but if you decide to indulge, choose dinner as your higher carb meal. You will have more time to get back to the FBZ during your nighttime fast.

DON'T: Add carbohydrates to LC Base or Unimate Fuel. These products contain healthy fats which help satisfy hunger but do not pair optimally with carbs. Carbohydrates and fats together hamper metabolic flexibility more than any other macronutrient combination.

DO: Choose an intermittent fasting routine; we recommend 4-4-12. You could also consider extending your fat burning through breakfast. Most people wake up each morning in a state of fat-burning, so choosing to eat fewer carbohydrates at breakfast and lunch is the most logical way to maximize your time in the FBZ.

DON'T: You don't have to be hungry using Unicity Activate. If you find you need something between meals—don't starve yourself! You can take Unimate Fuel or Unimate without dramatically spiking insulin levels (unlike that sugary treat you've been eyeing).

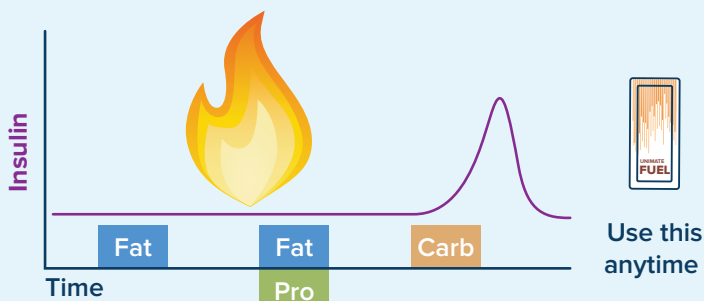
DO: Add additional Unicity products to your routine. Taking Bios 7 or Balance prior to eating your meal is still a great idea. Also, don't be afraid to experiment with adding products to LC Base to add flavor and “boost” your benefits.

We recommend: Unimate, Unimate Fuel, Bios 7, Unicity Matcha, Unicity Balance, Neigene Collagen, and Enjuvinate.

Boost your base with these mix-ins



DON'T: Not all people have the same nutritional needs and desires. Some products are less compatible with a low-carb lifestyle yet still have great functional benefits. We recommend sticking to products with fewer carbs and no sugar to “boost” your Base while saving other products and foods that contain more carbs for your meal.



THE FIRST FEW WEEKS

During your first few weeks prepare to feel “the adjustment.” As your body switches from constant carb-ing to a partially fat-fueled lifestyle, you might experience the following:

Lethargy and fatigue: As your body adjusts from its dependence on carbohydrate and chronically elevated insulin to a state of steady fat burning, a few of your body systems might feel a bit different. This is completely natural. Just give yourself a few days to catch up and adjust to your new fuel source.

***Try This:** Consider going easy when it comes to physical activity during your first 1-2 weeks so you can give your body a chance to adjust.*



Excessive thirst: During the first couple weeks of switching from high-carbohydrate, insulin-spiking foods to a more optimally-structured diet, your body’s electrolyte and fluid balance changes. Basically, carbohydrates require more water for processing than does fat, so your body will release a lot of water (minerals and electrolytes included) from your system. Even though this is sometimes considered a “side effect”, it’s a welcomed side effect. Holding onto excessive fluid is unhealthy and places unnecessary pressure on your vital organs such as your lungs. You don’t need to replace lost fluid. However, it is important that you maintain adequate fluid balance by ensuring that you’re optimizing your water intake.

***Try This:** The goal is to ensure approximately 30-40ml per kilogram body weight in fluid (not alcohol or caffeinated beverages) per day. Listen to your body and keep a bottle of water with you throughout the day.*



Leg or general muscle cramping: Along with the flush out of fluids, you will also lose electrolytes. Electrolytes are minerals that help to regulate nerve and muscle function. When you’re low on electrolytes you can experience muscle cramps and spasms.

***Try This:** Consider adding additional salt at meal time and in general focus on sodium and magnesium through food and supplementation with products like Core Health, Bone Fortify (US) and Calcium-Magnesium Complex (TH, India). Also, caffeine and alcohol consumption have been known to trigger these issues so cutting back might also add relief.*



THE FIRST FEW WEEKS

During your first few weeks prepare to feel “the adjustment.” As your body switches from constant carb-ing to a partially fat-fueled lifestyle, you might experience the following:



Upset stomach: As your body relearns to access fat as a source of energy, it is not uncommon to experience some mild digestive upset. For example, when your body is not used to a higher amount of dietary fat, you may find you experience slight nausea.

Dietary fat must be broken down in order to be properly digested. Bile is the agent in the intestines that handles this digestion through a process known as “emulsification”. It can take time for your body to naturally increase production of bile needed to help digest a higher fat intake.

***Try This:** Most of this will pass naturally within a week or two. You can ease the discomfort by taking LC Base more slowly rather than quickly drinking the whole shake. You can also try adding a soluble fiber source like Balance or Bios 7 to LC Base to help ease digestion.*



Other digestive discomfort: Changes in regularity involving either constipation or diarrhea are not uncommon with any dietary changes but these generally pass.

***Try This:** To ease immediate discomfort remember to hydrate and focus on fiber. A wide range of Unicity products contain our patented Fiber Matrix which can help keep our digestive systems on track.*



Carb cravings: Absence makes the heart grow fonder. Give it two weeks, though, and you’ll notice these significantly diminish.

***Try This:** Stay strong! Cravings pass with time if they are ignored.*

FREQUENTLY ASKED QUESTIONS

Is there anyone who should think twice before starting Unicity Activate?

Eating less sugar and more healthy food is a good move for almost everyone. But you'll want to consult with your doctor if you have ANY specific restrictions or other reasons to suspect that a lifestyle change may carry additional risk for you. Four groups that should especially make sure they involve their doctor in lifestyle changes include:

- People taking medication for diabetes
- People with high blood pressure
- Women who are currently breastfeeding
- Women who are pregnant

How will eating more fat affect my cholesterol levels?

Recent science has changed the way we look at cholesterol. Today's studies suggest that multiple factors should be considered when evaluating cholesterol levels and that even LDL cholesterol (traditionally termed "bad cholesterol") may have benefits in certain situations.

When it comes to general health and longevity, recent science suggests that a more helpful metric than total cholesterol levels is the ratio of triglycerides to HDL. In healthy people who are unlikely to face heart issues, the triglyceride to HDL ratio typically falls below 1.5.

People who eat less sugar and processed foods, even while consuming more saturated fat, have been shown to improve their triglyceride to HDL ratio.

While cholesterol can still be a helpful measure and can be greatly improved by increasing one's amount of daily fiber intake, it should be evaluated under the direction of licensed medical professionals through the lens of recent science.

What if I don't need to lose weight?

Being healthy is about so much more than the number on the scale. Teaching your body to become metabolically flexible and fueling it with healthy fats, protein and carbohydrates will affect multiple aspects of your health beyond your weight. People who participate in low-carb lifestyles typically report a number of benefits including reduced cravings for unhealthy foods, benefits to focus, and concentration, mental and physical energy, improved mood, better gut health, better quality sleep, improved appearance of skin, hair and nails and changes in body composition.

If I'm increasing my fat intake, am I burning stored fat or dietary fat?

The quick answer is, both (as long as you are following the Unicity Activate approach).

The body accesses energy in this order: blood glucose, blood fat, stored glucose, stored fat. This is why we recommend extending the amount of time in the Fat Burning Zone. Following the nutrition principles, particularly the 4-4-12, allows you to better get through the first phases of energy depletion so you can get to that stored fat as quickly as possible. By keeping insulin low, you're enhancing metabolic flexibility to ensure you can use any fuel more easily.

What is ketosis?

Ketosis is a state where your body is breaking down such a high level of fats for fuel that it creates detectable levels of ketones. Ketone bodies are by-products of fat metabolism and can be used instead of glucose for energy by the brain. Nutritional ketosis is defined as having blood ketone levels at 0.5mmol/L or higher, and is achieved by extended periods of fasting, prolonged exercise, (typical in high endurance athletes), or a diet consistently low in carbohydrate.

Once your body has been using fats as its primary fuel for a period of time, and is now preferring fats as its predominant fuel, this is known as being "fat-adapted". There are several factors that indicate whether or not you're fat-adapted, but a few signs to look out for include:

- Greatly reduced / no longer getting sugar cravings
- Consistent energy levels throughout the day with no noticeable dips
- Being able to go longer between meals without feeling hungry

What's the difference between this plan and the keto diet?

The main difference between this plan and the ketogenic diet is the objective.

With the keto diet, the objective is to achieve ketosis – this is usually detected through a blood test sample indicating ketones are present and at a range of 0.5mmol/L or higher. Being in ketosis can often result in favorable outcomes, such as weight-loss and some hormonal and metabolic benefits. However, with this plan, the objective is long-term metabolic health and flexibility. If you follow the nutrition principles, you will likely produce ketones, particularly while you're in the Fat Burning Zone, but it's important to note that fat burning happens long before ketosis. Rather than chasing higher ketone levels, the objectives of this plan are health oriented – including sleep and mood improvements, reduced hunger and cravings, better skin, hair and nails, and of course, improved body composition and weight loss. Unicity Activate is a more flexible approach, designed to help people realize the broader benefits of spending time in the Fat Burning Zone.

Is there a specific daily carbohydrate amount I should aim for?

Everyone is different based on your current health status, goals and carbohydrate tolerance. Typical low carb diets can range from as many as 60 grams to as few as 20 grams of carbohydrate. There is no official recommendation with Unicity Activate but users who wish to see optimal results will typically be within this range.

What can I have between meals while adhering to the 4-4-12?

You can enjoy water, unsweetened tea or coffee, and low carb beverages like Unimate Fuel, Unimate, and Unicity Matcha. Sugar-free gum and mints are also fine.

What exercise should I pursue while on this program?

Exercise should be of secondary focus as you try to adjust to a new way of eating. Make sure whatever exercise you choose to do, it's sustainable and matched to your current abilities and goals. If you're already exercising regularly and consistently, continue. If you haven't started, remember that if your body is dealing with stress and sub-optimal hormonal function, too much exercise can make things more difficult at the beginning. Once you've mastered the nutrition changes and you're starting to notice a positive effect from nutrition alone, then consult an exercise expert to help you with a suitable exercise program.



SUMMARY

Now that you've learned about the nutrition principles, products and what to expect when getting started, you're ready to begin the journey to metabolic flexibility and better overall health. Stick with it and don't forget to share your journey with us on social media by tagging @unicityinternational and using #lowcarbunicity. We're excited to hear about your accomplishments!