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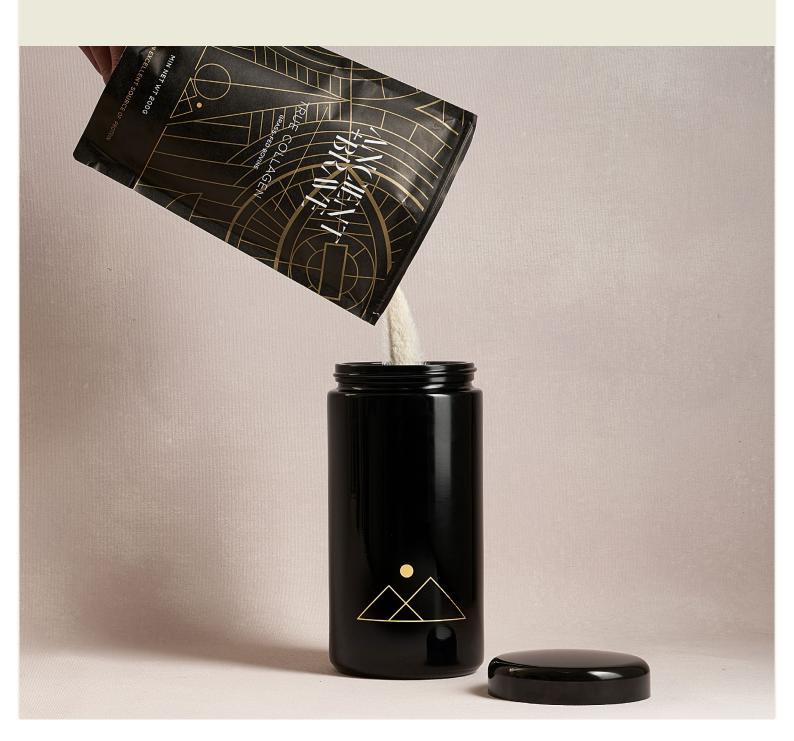
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DOES FASTING NEED TO BE STRICT?

"WILL THIS BREAK MY FAST?"

Many customers reach out to us seeking guidance on which products are appropriate to consume whilst following a fasting protocol. We understand that this can be a confusing subject, so we're here to guide you.

To identify which products suit your fasting regimen, it's important to first identify the specific health goal you're aiming to achieve and consequently, the type of fasting method you're adhering to.



FASTING FOR

GUT REST



Intermittent fasting can be a great tool for gut rest and rejuvenation. During fasting, the body can divert its resources away from the digestive process and towards other crucial processes such as cell regeneration, lowering inflammation and repairing damage in the gut.

This redirection of energy and resources can be particularly beneficial for individuals with digestive health conditions, as it allows for targeted healing and restoration within the gastrointestinal tract.

PRODUCTS SUITABLE FOR THIS FASTING GOAL



The only product we would recommend during a fast for gut rest would be MCT Oil. This is because our other products would stimulate digestive responses and disrupt gut rest.

MCT oil differs from other fats in that it goes directly to the liver, where it is metabolised. Here, the MCTs are broken down and used as an instant energy source. This means that 100% MCT oil will not activate the same digestive process as with longer chain fatty acids found in other fats such as butter. Essentially, it will not disrupt gut rest at all.

In fact, MCT is a great resource during fasting as it provides an often much needed boost of energy. Just ensure to not exceed more than 1-2 tablespoons so that your body will continue to convert its own fat stores as a source of energy - which has its own benefits when fasting.

It is important to note that although not suitable during the fasting window, collagen has some excellent benefits for gut health. Incorporating collagen, along with our other blends containing gut-supporting ingredients, during your eating window is an effective strategy to harness the advantages of both fasting and these nutrients.



FAT LOSS



In addition to promoting longevity and providing a rest for the gut, many opt to integrate fasting into their lifestyle to facilitate fat loss, improve insulin sensitivity and enhance metabolic efficiency.

Research indicates that time-restricted eating patterns reduce the amount of food consumed, leading to weight loss. A recent review found that intermittent fasting was more effective in inducing weight loss compared to continuous calorie restriction.

PRODUCTS SUITABLE FOR THIS FASTING GOAL



Studies have shown that one serving of collagen peptides has minimal impact on ketone production. This suggests that if your fasting focus is metabolic flexibility and fat loss - you can enjoy collagen during a fast. Additionally, collagen supplementation offers its own advantages in the realm of fat loss. It aids in protein sparing, helping to preserve lean muscle mass, and enhances satiety, potentially facilitating longer fasting periods.

TRUE COLLAGEN WILD COLLAGEN NOBLE COLLAGEN







RADIANT COLLAGYN



If you are following a plant-based diet, this product provides vegan sourced key amino acids as an alternative to our True + Wild collagen.

TRUE HYDRATION

An innovative replenishment formula which will help to hydrate from within and enhance mental clarity during periods of fasting. Providing key minerals to help to improve fatigue and maintain blood glucose levels.



TRUE NIGHTCAP

An intelligent blend of targeted nutrients to support cognitive health while simultaneously providing soothing effects for the body. Fasting can impose physiological stress on the body. This product functions as an effective support for the nervous system during such periods.



OUR BRAVE BLENDS

Some people find that the last few hours of their fasting window, which is typically the first few hours of their day, tend to be the most challenging. This is where the Brave blends lend a helping hand:



COFFEE + COLLAGEN

- Just 35 calories per serving.
- Natural nootropics to help increase your alertness and improve concentration.
- Adaptogenic ashwagandha known for its benefits in reducing stress.
- Baobab known for its ability to promote feelings of fullness.
- Chicory root fibre known to support weight loss through appetite regulation.

CACAO + COLLAGEN

- With 33 calories per serving.
- Full of flavonols and polyphenols.
- Balancing ashwagandha for its anti-anxiety benefits.
- Baobab, known for its ability to promote feelings of fullness.
- Nourishment to help avoid in-between meal snacking.



MATCHA + COLLAGEN

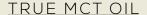


- Just 22 calories per serving
- · Packed with antioxidants
- MCT for sustained energy and fuel for the brain
- Adaptogenic Lions Mane to enhance focus and clarity
- Comforting cinnamon helps to balance blood sugar

CACAO + REISHI

- Just 32 calories per serving
- Nutrient dense and flavanol rich Cacao
- · Soothing Reishi mushroom for calm and balance
- Chicory root fibre to help regulate appetite
- Ashwagandha for its anti-anxiety benefits
- Baobab, known for its ability to promote feelings of fullness.







- Clean balanced blend of 60% C8 and 40% C10
- Contributes towards satiety and feeling fuller for longer.
- Popular nootropic support as a source of fuel for brain cells.
- Energy source to help power through your day.
- Readily converted into ketones, aiding in ketosis and the associated benefits of fat loss.

Again, sticking to 1-2 tablespoons of MCT oil during your fasting window will ensure that your body will still turn to its own fat stores for fuel.

FASTING FOR

LONGEVITY & AUTOPHAGY

We would argue that this is the 'strictest' of fasting protocols. During fasting, cells in the body undergo adaptive stress, which has been shown to potentially stimulate defence and repair mechanisms. Research points to beneficial effects, including stimulating the production of antioxidants, reduced inflammation, DNA repair, and autophagy. Autophagy is essentially a process where the cell 'eats' its own components. It is a way of getting rid of or recycling worn-out cellular parts which prevent cells from functioning at their best.

Whilst the body can do this clean up alone,

there are many benefits to encouraging regular autophagy:

- Regulates cellular mitochondria, our 'energy factories', therefore enhancing energy production in the body.
- Protects the nervous system and immune system.
- Encourages the growth of new cells, especially those in the heart and brain tissue, enhancing cognitive function and protecting against heart disease.
- Helps to improve digestive function by repairing and restoring the gut lining.
- · Helps to protect our genes.



UNDERSTANDING AUTOPHAGY

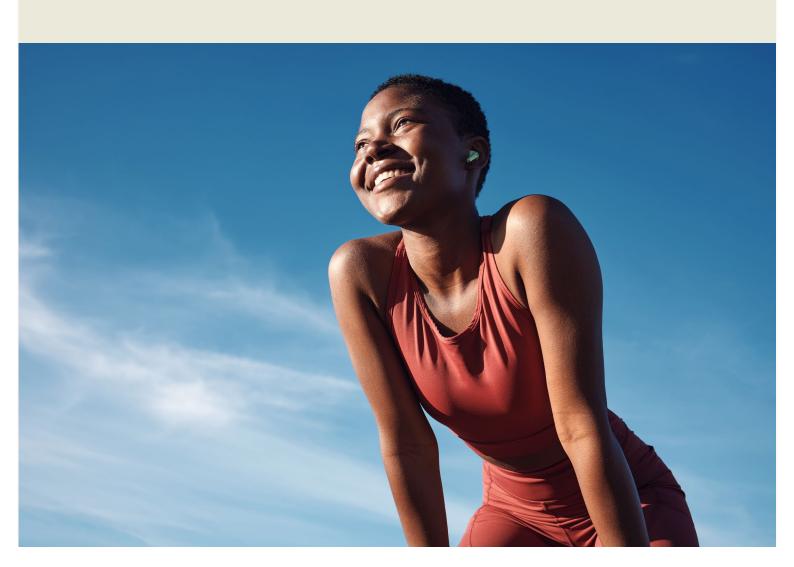


One way to encourage autophagy is through the practice of intermittent fasting. Research shows that 16 hour overnight intermittent fasts coupled with low protein could be a great autophagic trigger. Some research indicates this may involve alternating between periods of low protein consumption and periods of moderate to normal protein consumption. When fasting, the levels of glucose in the

body are low, and therefore, so is insulin.

Lowered insulin levels trigger increased glucagon - the body's naturally produced hormone - which can help stabilise blood sugar levels. The presence of this hormone signals the need for autophagy.

Beyond fasting, there are other ways to stimulate autophagy including exercise, caloric restriction and a ketogenic diet.



PRODUCTS SUITABLE FOR THIS FASTING GOAL



Some studies suggest that collagen may have the ability to induce and support autophagy through protein cycling. However, opposing viewpoints argue that protein intake could potentially hinder the adaptive stress response and diminish the effectiveness of autophagy. We believe that fasting and collagen supplementation can complement each other in promoting longevity. However, it's evident that further research is required in this area and it is therefore personal preference if you decide to consume collagen during your fasting window. It is likely to be more suitable to consume these products during your eating windows.

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NOBLE COLLAGEN







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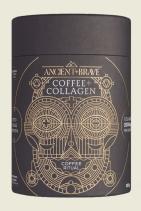


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Note: We recommend limiting your consumption of MCT oil (i.e no more than 1 tablespoon) if you are fasting to promote autophagy. This is because one school of thought is that the more MCT oil you consume when fasting, the less autophagy will take place. Clinically speaking, a small dosage of MCT will not stop autophagy.

A WORD OF CAUTION



Whilst fasting is appropriate for nearly all adults, there are exceptions or precautions to be taken.

PREGNANCY / BREASTFEEDING

Women who are pregnant or breastfeeding should not practise fasting. Quality of diet is much more important during this time.

TYPE 2 DIABETES

Intermittent fasting has been backed by science to show that it can be a beneficial strategy for countering diabetic conditions. However, anyone who is pre-diabetic type 2 or diabetic type 2 should consult their healthcare professional first if they are interested in embarking on any kind of intermittent fasting protocol.

FEMALES

Women need to be aware of their unique biology when it comes to fasting. Most

of the studies performed showing the benefits of fasting have used animals, men and postmenopausal women. Women in childbearing years should be aware that fasting can have an effect on hormones. Evolutionary wise, when our bodies enter a prolonged fasted state, it shifts hormonal function to stop menstruation and ovulation. This is because our body believes there may be a danger or famine and will not prioritise making babies in this environment. It is important to keep an eye on your menstrual cycle when fasting to ensure you are protecting your hormone health and then adjusting your fasting windows to suit this. However, some protocols for women have proven to have benefits for those who need support with insulin resistance driven hormone imbalances such as PCOS or oestrogen dominance.

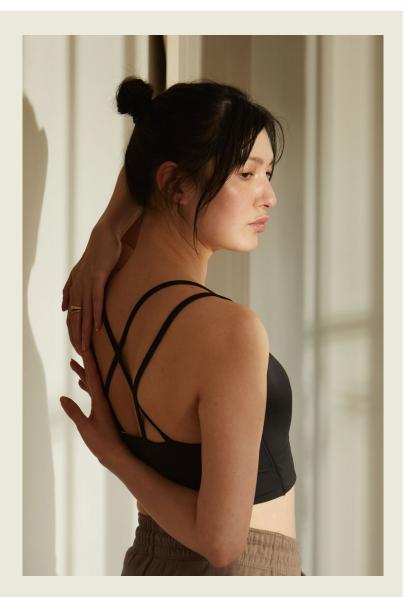


WHAT ABOUT THE MENOPAUSE?

Intermittent fasting can help with several symptoms of menopause, including weight gain, insulin resistance, brain fog and mental health changes and is therefore seen as beneficial. But as we are all unique in our biochemistry, make sure to listen to your body.

ADRENAL FATIGUE

If you are dealing with chronic stress, or suspect issues with your adrenal health, then fasting may not be the ideal tool of choice. Instead we recommend nourishing your body, especially an hour after waking and enjoying our range of products across the day. Many of our blends contain Ashwagandha, which is a fantastic adaptogen for adrenal stress. We suggest participating in calming activities such as spending time outdoors, consuming nourishing foods, and prioritising good sleep quality.





DOES FASTING NEED TO BE STRICT?

Fasting does not have to follow a strict protocol for it to be effective. It is important to listen to your body, and respond intuitively where necessary, such as making it longer or shorter to suit your personal needs.

Fasting is never meant to be punitive or painful, but pushing through the part when it feels tough does help to strengthen mental resilience.

If you are looking for a more gentle approach, 'intuitive fasting' is essentially the combination of intermittent fasting and intuitive eating, where you can find the timings that work for you and your lifestyle.

It is kind of a flexible fast that lets you check in with your body and move the goalposts accordingly.

If you wanted to try fasting, but in a flexible way, you could try 'dirty fasting'. This type of fasting allows you to eat a very limited number of calories while 'fasting', such as about 100 calories or less. Experts believe that as long as you don't consume more than this outside of your eating window, it will still be beneficial.

It is also very important to seek professional advice before trying a fasted diet if you have a history of an eating disorder.