

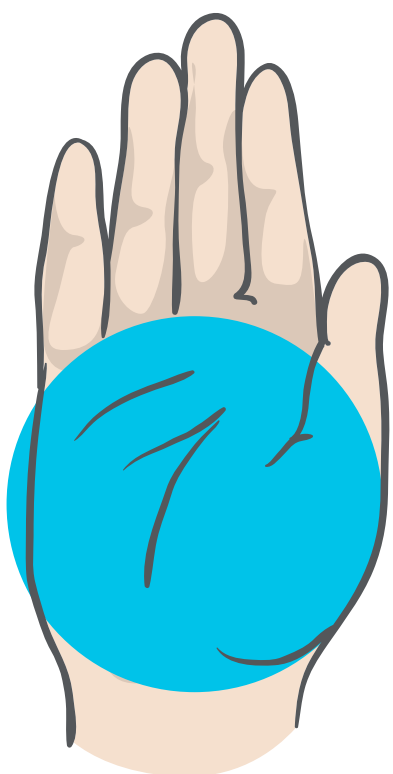
PORTION CONTROL GUIDE

FORGET CALORIE COUNTING. TRY THIS METHOD INSTEAD.

Most people think controlling portions means counting calories, but we think there's a better way.
Try our (much easier) Hand Measure system instead.

YOUR HAND IS ALL YOU NEED

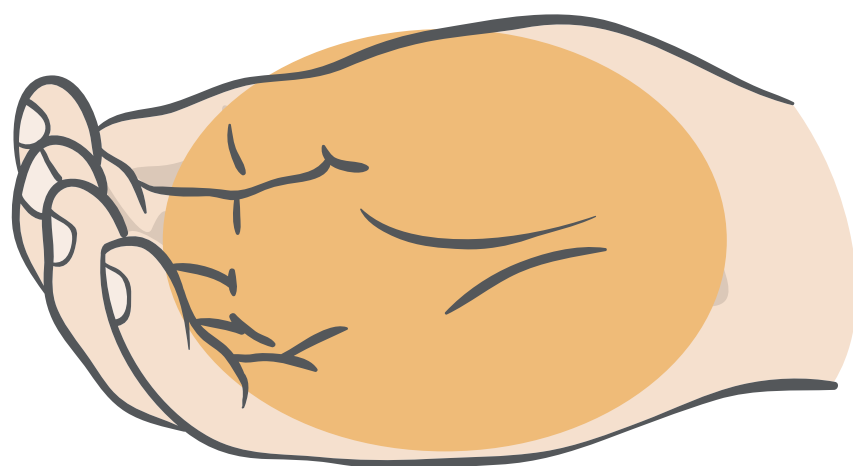
Your hand is proportionate to your body, its size never changes, and it's always with you, making it the perfect tool for measuring food and nutrients - minimal counting required.



A serving of **protein** =
1 PALM



A serving of **vegetables** =
1 FIST



A serving of **carbs** =
1 CUPPED HAND



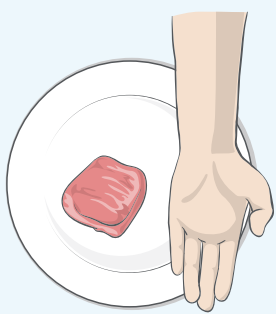
A serving of **fats** =
1 THUMB

HERE'S HOW TO USE THIS METHOD TO BUILD A PLATE

STEP 1

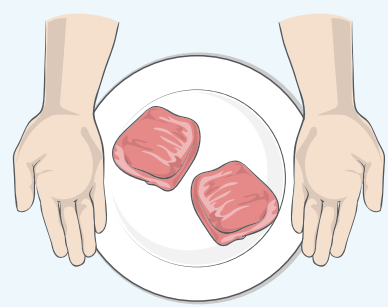
PROTEIN

Meat, fish, eggs, cottage cheese, and Greek yogurt



Women:

One palm-sized portion
(~ 20-30 g protein)



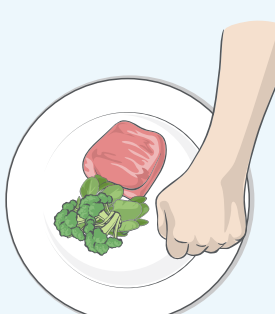
Men:

Two palm-sized portions
(~ 40-60 g protein)

STEP 2

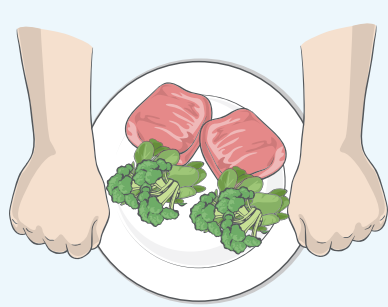
VEGETABLES

Broccoli, spinach, salad, carrots, etc.



Women:

One fist-sized portion



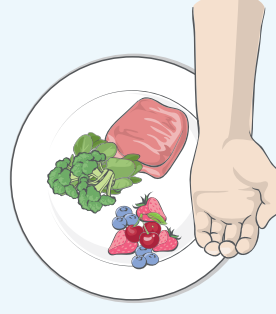
Men:

Two fist-sized portions

STEP 3

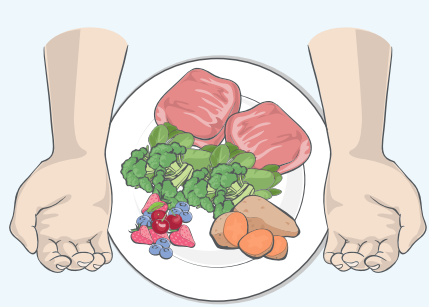
CARBOHYDRATES

Grains, starches, beans, and fruits



Women:

One cupped-hand sized portion
(~ 20-30 g carbs)



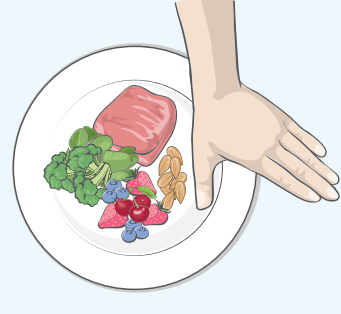
Men:

Two cupped-hand sized portions
(~ 40-60 g carbs)

STEP 4

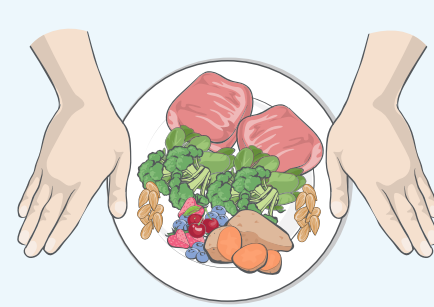
FATS

Oils, butters, nut butters, nuts, and seeds



Women:

One thumb-sized portion
(~ 7-12 g fat)



Men:

Two thumb-sized portions
(~ 15-25 g fat)

Men eating 3-4 meals as outlined would get around 2,300 - 3,000 calories each day.
Women eating 3-4 meals as outlined would get around 1,200 - 1,500 calories each day.

NOW, CUSTOMIZE THE PLAN FOR YOU

Active **men** do best with 6-8 servings of each food group per day (~2,300-3,000 kcal).
Active **women** do best with 4-6 servings of each food group per day (~1,500 - 2,100 kcal).
From there, adjust the number of portions to meet your personal needs and goals.

IF YOU NEED MORE FOOD BECAUSE YOU...

- Are larger in stature
- Aren't getting muscle-gain results
- Eat less frequently throughout the day
- Are very active
- Are trying to gain muscle
- Aren't feeling satisfied at meals

...THEN START BY ADDING...

Men: 1 cupped handful of carbs and/or 1 thumb of fat to a few meals each day.
Women: 1/2 cupped handful of carbs and/or 1/2 thumb of fat to a few meals each day.

IF YOU NEED LESS FOOD BECAUSE YOU...

- Are smaller in stature
- Aren't getting weight-loss results
- Eat more frequently throughout the day
- Are not very active
- Are trying to lose weight
- Are feeling too full at meals

...THEN START BY REMOVING...

Men: 1 cupped handful of carbs and/or 1 thumb of fat from a few meals each day.
Women: 1/2 cupped handful of carbs and/or 1/2 thumb of fat from a few meals each day.

This system is easier than counting calories and nearly as accurate. Just like with counting, though, pay attention to results and adjust as needed.