

WELCOME TO PURE NUTRITION



ONE BODY,
ONE MIND –
NOURISH THEM
WELL

PURE

We're time-poor yet choice-rich with the infinite restaurant and food options of city life. So – what and how to eat to best suit your health and well-being requirements?

Nutrition is a critical component to a complete healthy lifestyle – and at Pure, it's personal, flexible and sustainable. No fads, just expert advice and programmes that work – and keep working.

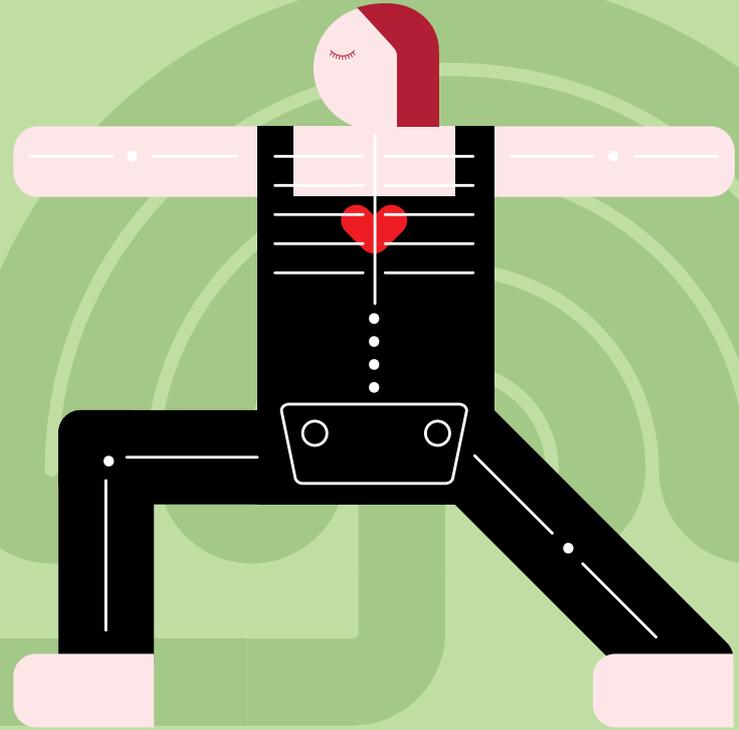
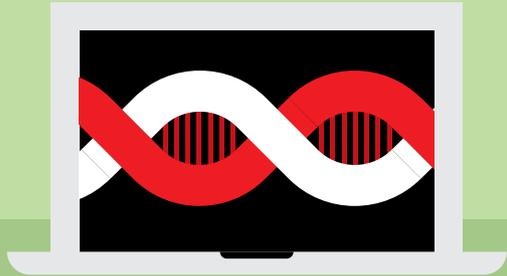
PURE



**Expert advice
Personal and flexible
Sustainable**

PURE NUTRITION recognises that you're an individual and creates programmes tailored to YOU, driven by your goals, and designed to have long-term sustainability.

We equip you with the knowledge and tools to identify what to eat and when, and we continually educate and support you, monitoring your progress every step of the journey.



Expert advice
Personalised flexibility
Sustainability

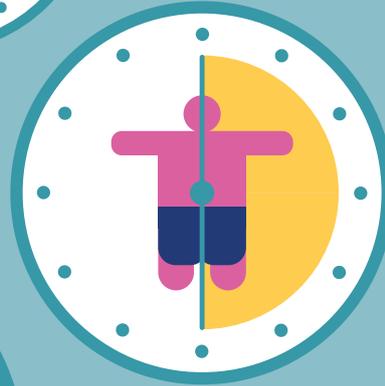
THE LOWDOWN NUTRITION IS SIMPLE BUT NOT EASY!

- Some estimates state that 80% of individuals who lose significant amounts of weight regain it within 5 years. That's frightening. However, we know that weight regain rates are so high because people employ methods that are unsustainable. Our goal is to help you **KNOW** rather than guess, using a client-centred approach whereby we simply give you a nudge in the right direction alongside ongoing education so you become aware in your food environment.
- With so many minefields and contradicting information out there, who do you trust? We want to be your source of unbiased, evidence-based information that allows you to cut through the nonsense and streamline your progress without fear of being led down an avenue that isn't right for you.



1. Food First

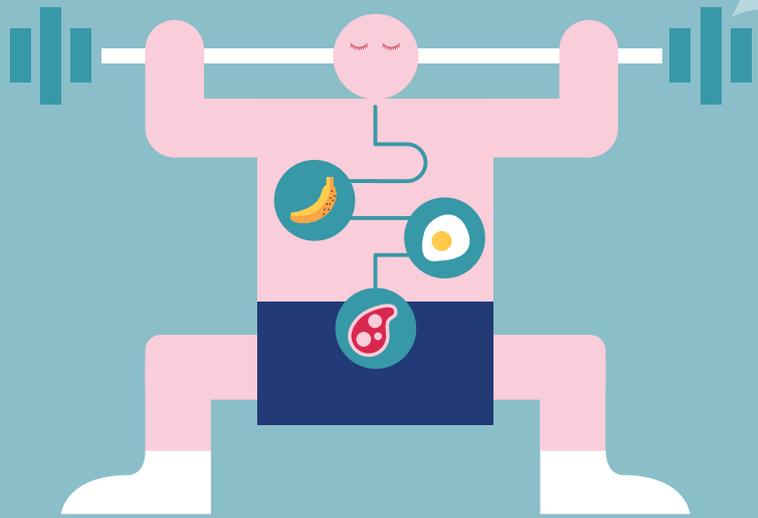
Don't be drawn into the clever marketing of supplements companies – 99% of people can get all necessary nutrients from a balanced diet full of primarily whole foods with a smattering of indulgence here and there. Food epitomises this, where we advocate organic fruit and veg for your basic health and well-being along with some high-quality protein to support muscle growth, recovery and adaptation.



THE FOUR CORNERSTONES

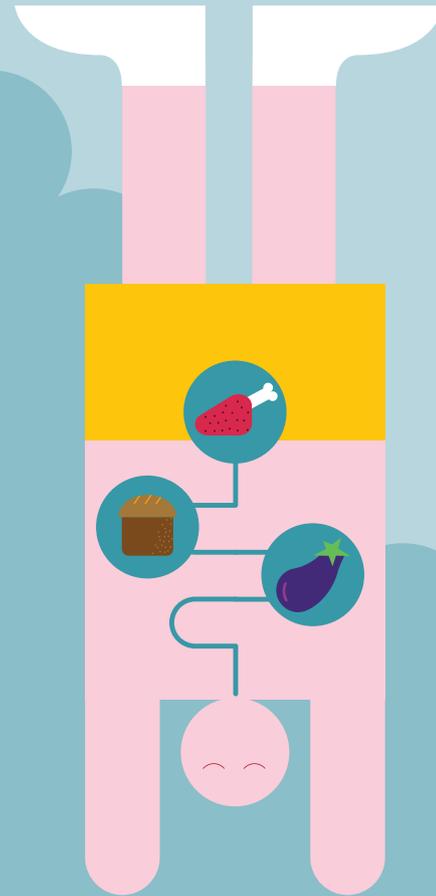
2. Habit Building, Goal Setting and Consistency

We recognise that setting yourself ambitious health and fitness goals can be a daunting task. We believe that having clearly defined long, medium and short-term goals allows you to build necessary dietary habits and enables you to increase self-confidence and self-efficacy, all of which will underpin your long-term health and last a lifetime.



3. Education to Empower

Knowledge is power – and it applies to your health and fitness, fat loss, or sports performance goals. We aim to educate you to become the master of your food environment so that you know which foods are going to help you to reach your goals and which ones might best be left for a special occasion. Balance is key, and we will find the best approach to diet and nutrition for you.



4. Intelligent Nutrition

Knowing how to fuel your training sessions by avoiding extreme approaches is the smart way to achieve optimal performance or fat-loss goals. Be it muscle gain through resistance training, improved body composition through a combination of aerobic and high-intensity training or simply optimising health & well-being – no one diet fits all. We will guide you to an ideal nutrition strategy that fits your training, work and recreation time.

How does the programme work?

Welcome to your personalised journey

How are you?

- Body composition
- Dietary habits
- Sleep quality & quantity
- Stress levels

What are your goals?

- Specific, Measurable, Achievable, Relevant, Timely Goals
- Break your overall goals down into bite-size manageable objectives

Your personal plan

- Daily dietary journey
- Sleep optimization advice
- Stress management plan
- Strategies to support training and body composition goals
- Continual education

Your progress

- Regular checks: body composition, sleep and stress levels
- Are you reaching your goals? How can the programme be optimized?



BE THE FIRST TO TRY



For information and bookings –
scan the QR code, call 3691 3021 or email
nutrition@pure-international.com

