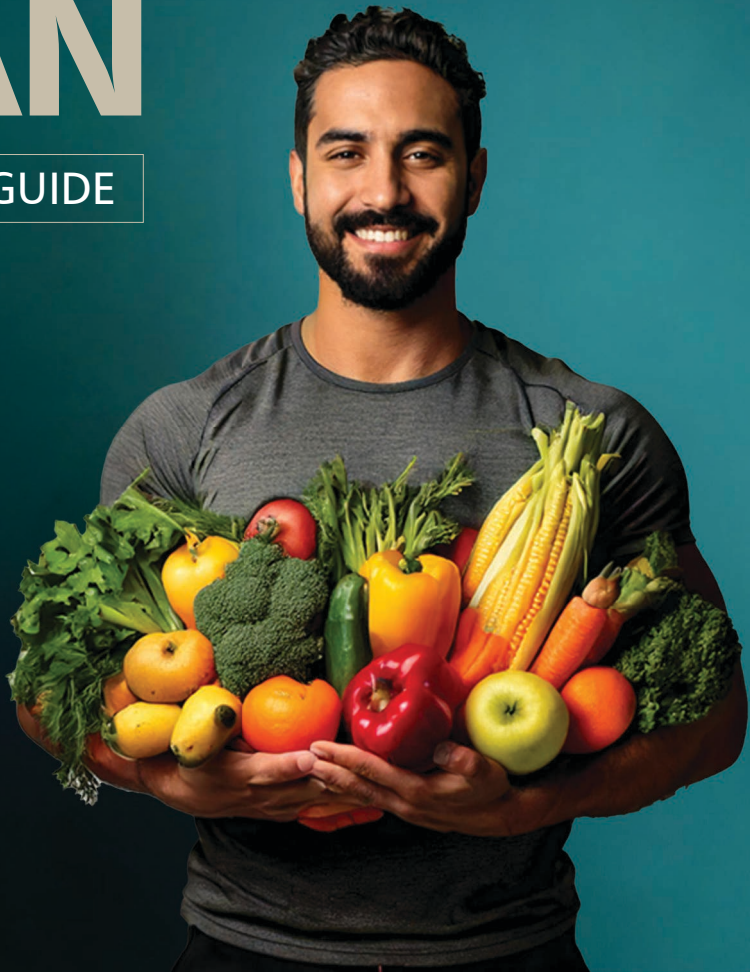




# THE NEW VEGAN MAN

PRACTICAL GUIDE



# GETTING BACK TO THE BASICS..



**So many people are making a fortune by over-complicating weight loss, fitness, and health. But it doesn't have to be that way.**

*This guide is about keeping it simple. Here are practical, no-nonsense steps to help you lose body fat, maintain and build lean muscle, and feel incredibly healthy – without the confusion.*

# 10

**SIMPLE PRINCIPLES FOR A**

# HEALTHY, HAPPY LIFE

These principles are grounded in common sense, the wisdom of nature, evidence-based science, and over five decades of personal insight – combined with **28 years of living as a strong, thriving vegan.**





# 1.

## LESS IN, LESS STORED

You can't create something from nothing. **When you consume excess fat or processed carbs, your body stores them as fat.** The less surplus material you eat, the less fat your body will store.

*"The fat you eat  
is the fat you wear!"*



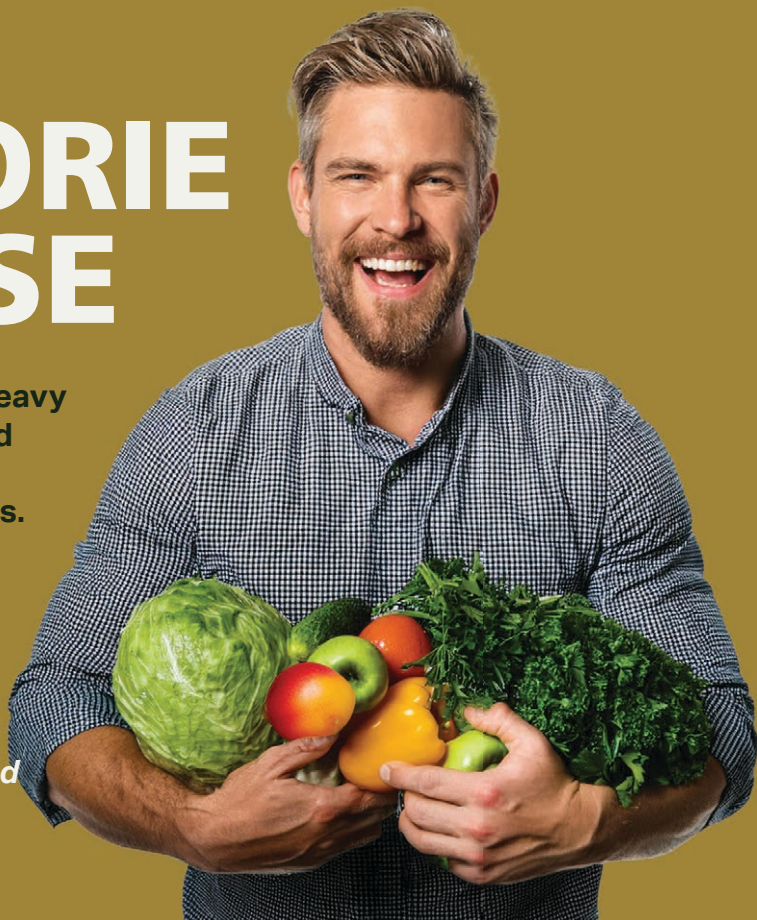
# 2.

## CHOOSE NUTRIENT DENSE, NOT CALORIE DENSE

**Swap out calorie-heavy processed and fried foods, fatty meals, and animal products.**

Instead, eat an abundance of nutrient-dense, low-calorie whole plant foods.

*Aim for 60% raw and 40% cooked meals.*



# 3.

## DON'T STARVE YOURSELF

**Starving to lose weight slows your metabolism, causing your body to hold onto fat for energy.**

A whole-food, plant-based diet lets you eat large amounts of food while shedding fat naturally. It's calorie-light but nutrient-packed, so you feel full and still achieve your goals.



# 4.

## BURN STORED FAT FOR ENERGY

**Give your body fewer calories than it needs, and it will tap into its stored fat for energy.** By eating just what your body requires – nutrient-rich, whole foods – you'll burn fat while keeping your metabolism running efficiently.





# 5.

## EAT LOADS OF RAW GREENS, FRUITS, AND VEGGIES

**Leafy greens, fruits, and veggies are nutrient powerhouses.** They're low in calories but high in flavour, versatility, and health benefits. Get creative, experiment, and enjoy the endless possibilities.





# 6.

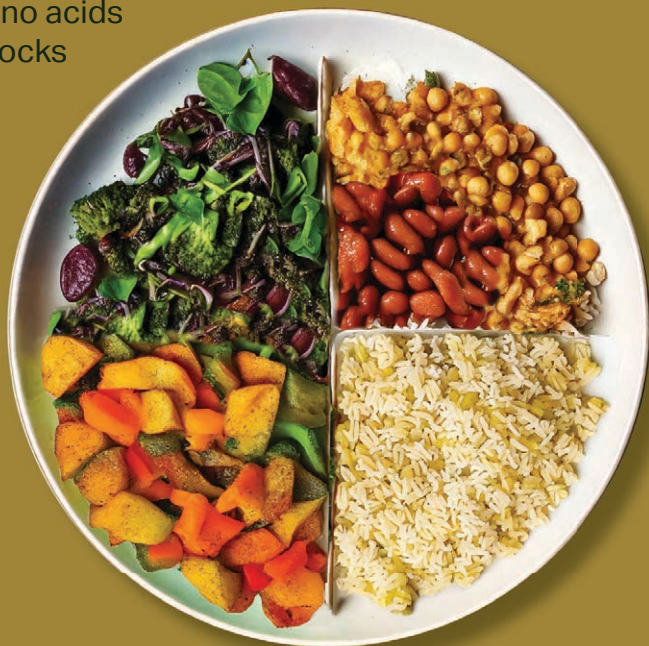
## STOP WORRYING ABOUT PROTEIN

**When you eat a variety of whole plant foods, you're getting all the protein you need.**

Focus on leafy greens, fruits, veggies, beans, seeds, nuts, and grains.

These provide clean amino acids which are the building blocks of your body. Use this

**Perfect Plate Guide** to portion your meals effectively.



# 7.

## USE IT OR LOSE IT!

**Daily muscle use is non-negotiable.** Strengthen your muscles through resistance training, whether it's lifting weights, bodyweight exercises, yoga, Pilates, or calisthenics. Strong muscles signal your body to preserve them while you lose weight.



# 8.

## MOVE, MOVE, MOVE!

### **Movement is essential.**

Walk outside in nature, hike, swim, run, or try contact sports. **Mix it up** with resistance training and another form of exercise to keep your body challenged and your workouts exciting.



# 9.

## PRIORITIZE QUALITY SLEEP

**Get quality sleep every night – ideally 8.5 hours, with a minimum of 7.** Sleep is essential for repairing cells, balancing hormones, and boosting immunity. It enhances memory, focus, metabolism, mood, and stress management. To sleep better, stick to a consistent bedtime, limit screen time, and create a dark, quiet, and cool sleep environment.





# 10.

## CULTIVATE A POSITIVE MINDSET

**Visualize yourself as a fit, strong, and healthy person.** Embrace this lifestyle fully and enjoy the journey to becoming the happiest, healthiest, and most amazing version of yourself.



## BONUS PRINCIPLE

# CONSISTENCY IS THE KEY TO YOUR SUCCESS!

Consistency beats perfection every time. **Commit 100%**. No excuses, no compromises. Stay excited about your progress and the incredible life you're creating.





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[broprovegans.com](http://broprovegans.com)

## **DISCLAIMER**

I'm not a doctor, therapist, personal trainer, or nutritionist. This guide reflects my personal 28 years of vegan experience and opinions. Always consult a qualified professional before making changes to your health, fitness, or nutrition routines.