

THE LIFESTYLE

The Four Pillars

Taste, Frequency, Quantity, and Quality are the foundation of the program. See below for an overview of why they are critical to achieving real results:



TASTE

TASTE IS EVERYTHING. HEALTHY CAN AND SHOULD BE DELICIOUS.

Taste and variety are key to maintaining a healthy-eating lifestyle that kids and adults will enjoy. It takes less than 10 days of eating real, wholesome food—while avoiding ultra-processed food—for your taste buds to change. You'll notice that, over time, food that is lower in salt, sugar, and fat will start to taste better⁴.

When you cook your own meals with Epicure products, you can feel good knowing that you are cutting out excess sodium and sugar—without compromising on taste.

FREQUENCY

EAT 3 PERFECTLY BALANCED MEALS 4-5 HOURS APART WITH NO SNACKING.

Your kitchen is closed between meals and from 7 p.m. to breakfast, enabling a microfasts.⁵ By creating micro-fasts, you help your liver and digestive system get a much-needed break and enable your body to use stored fat for energy. It's okay to feel hungry before eating your next meal—it will help you enjoy it even more!



QUANTITY

EAT THE RIGHT AMOUNT OF FOOD IN THE RIGHT COMBINATION.

Every recipe in the Good Food. Real Results.[™] program contains the lean protein, veggies and fruits, complex carbs, and healthy fats needed to maintain optimal health. Perfect portions of each keep you feeling full between meals, without the need to snack.

QUALITY

EAT QUALITY FOOD, MADE WITH REAL INGREDIENTS.

To really know what's in your food, you have to cook for yourself. Eating ultra-processed foods (see P. 17 for more) promotes hunger and fat storage⁷. Eating real food that you cook yourself is the best thing you can do for your body.