



## WHY HPT NUTRITION?

HPT thinks outside of the box when it comes to nutrition coaching. We don't promote a one-size-fits-all diet. We believe in customizing nutrition based on YOU and tailoring the entire coaching process to your goals and needs. We will develop the right plan for YOU and hold you accountable through very frequent check-ins. These frequent check-ins (every 3-7 days) also allow us to make changes very quickly to optimize your plan.

### HPT NUTRITION COACHING

- Focuses on counting portions.
- Focuses on the QUALITY OF FOOD.
- Focuses on creating your ideal body composition (fat loss; muscle gain).
- Provides frequent check-ins.
- Focuses on lasting-results using the latest, scientifically supported practices.

### COMPETITOR NUTRITION COACHING

- Focuses on counting calories.
- Focuses on the quantity of food.
- Focuses on weight loss.
- Provides infrequent check-ins

### The top reasons you should work with HPT for nutrition coaching:

1. **PERSONALIZATION:** Most nutrition programs just consider your weight and your goals and focus on teaching calorie counting systems that are difficult to maintain. At HPT, your nutrition plan is based on you: your goals, your current body fat, your hormones, and your overall state of readiness. Even your personality is taken into account. We teach you how to count and track portions easily as opposed to counting calories.
2. **ACCOUNTABILITY:** Accountability is the second most important variable next to the plan. Accountability is what allows you to execute the plan. Most nutrition programs will assess your progress by weighing you once every few weeks. However, at HPT we provide the highest level of accountability by checking body fat (and weight) every week, and on our detox plan we measure your body composition twice a week.
3. **COACHING STYLE:** Even the way we coach is based on you; some people need a cold turkey system whereas others need to change one habit at a time.
4. **FULLY INTEGRATED SYSTEM:** We provide all the tools to make you successful—coaching, accountability, recipes, on site nutraceuticals, and even cooking.
5. **NUTRITION ON THE GO:** We will teach you to carry out our coaching method on the road, at home, even on vacation or a holiday.

**CUTTING EDGE EDUCATION:** We educate ourselves on the best, scientifically-proven practices in fitness and nutrition to apply what we know to you. Our trainers and nutrition coaches stay current on the latest trends in research and practice. Don't take our word for it—check out our educational background for yourselves. Feel free to browse our on-going education here.