



Eat to Live: The XY Wellness Diet

Before we talk about anything else, I want you to take a minute to reflect back on what you felt when you were initially diagnosed.

A cancer diagnosis is disorienting. Suddenly, your life and future feel less within your control than they did just moments before you heard those words. Yes, you already knew that much of life is beyond your control—but this was a blunt, unwelcome reminder, more real than any that ever came before it.

If you're like me, in that moment, your quest to reclaim power and agency over your body began in earnest.

Our primary mission at XY Wellness is to make sure that the path toward that goal is clear for you. And it all starts with good nutrition. Because for all of the factors that are out of your hands when you're up against cancer, there's one thing you still can control—and that's what you put into your body.

The choices you make are powerful. And the right ones will give you the edge that you need to thrive in the face of your diagnosis... and to emerge from the fight even stronger than you were before.

But the reality is that your diet is either part of the solution or part of the problem. There are foods that boost your ability to conquer disease, just as there are foods that will actively fuel illness. And taking full control of your own nutrition is one way that you can make an immediate, noticeable difference.

You are the "captain of your own ship" in this fight against cancer. But you're going to have to work to keep it moving in the right direction.

As always, it's not a question of "if" you can do it, but of how quickly and effectively you can make new habits a way of life. We're here to show you what needs to be done, and to give you the knowledge and tools you need to succeed. The rest is up to you.

But let's be clear: We're not proposing a deprivation diet. Quite the opposite, in fact.

Our goal at XY Wellness—both through our diet plan and our nutritional support regimens—is to transform what you consume into a powerful weapon against cancer. And in the process, we aim to introduce you to the joy and pleasure of preparing and eating *real* food.

Yes, you will have to make some changes. But this new way of eating features fine cuisine unlike any “diet” food you've likely had before. So trust us when we say that your family will happily be joining you for meals. (Be sure to make them do the dishes!)

But in order for this to work, we also know it needs to be sustainable. In other words, we're not interested in militance at the expense of living. We do, however, want you to finish this report with a better understanding of the tradeoffs that you make with every dietary choice. And armed with this new awareness, we want you to choose whatever makes the best sense for *you*.

So don't be overwhelmed! There's no need to be, as no one is expecting perfection from you. We are simply here to empower you to make informed choices that reflect your preferences and priorities.

For now, and as always, proceed at a pace that you can sustain. And feel confident in the fact that you are not just taking active measures to boost your body's innate abilities to ward off illness, you are also discovering a smarter way of eating—and enjoying—real food like never before.

Yours in health,

David Guinther

Co-founder & CEO of XY Wellness... and prostate cancer survivor

Let food be thy medicine

When Hippocrates said to “let food be thy medicine,” he obviously wasn’t referring to nutritional supplements. But in today’s world, this wisdom most certainly applies.

Understanding the power (and limitations) of the right choices in your fight against cancer is the first step toward conquering the disease. So let’s start by talking about what a smart diet *can’t* do.

Scientific research has identified a number of natural compounds that are efficacious in the treatment of cancer. Unfortunately, there is frequently no practical or realistic way to ingest the recommended, therapeutic daily dosage through diet alone.

For example, studies indicate that a compound found in red wine called resveratrol has anti-cancer, anti-inflammatory, anti-aging, and anti-diabetic benefits. The recommended dosage is 100 mg per day—the amount you would find in approximately 125 glasses of red wine

I don’t know about you, but this is one case where I am going to go with the high-quality dietary supplement alternative.

At XY Wellness, we formulate **dietary supplements** to deliver necessary, condition-specific compounds in quantities that diet alone cannot. This diet will provide a great foundation to build upon, but build upon it we must.

That being said, smart lifestyle choices contribute not just to your quality of life, but also to your ability to combat disease.

Your choices—with respect to diet, exercise, stress management, sleep quality, and supplementation—all complement each other. Good choices and habits have a synergistic positive effect, just as poor choices and habits have a synergistic negative effect.

If you are willing to establish the right habits, you are putting yourself into the best possible position to improve your prognosis and quality of life. With that, let’s go over the seven core principles of the XY Wellness Diet:

1. **Cancer-fighting:** It’s abundant in phytonutrients that actively inhibit cancer growth.
2. **Anti-inflammatory:** It minimizes gluten, dairy, and other inflammatory triggers.
3. **Immune system boosting:** It’s rich in antioxidants and immune system enhancers.

4. **Low-glycemic:** It's free of granulated sugar and low in refined flour.
5. **Pesticide-free:** It's organic when necessary, yet "conventional" when appropriate.
6. **Delicious:** It's fresh, local, top-quality, enzyme-rich, vibrant, clean cuisine.
7. **Doable:** There may be a learning curve, but it's nothing that you can't easily master.

In this report, we'll go over each one of these core principles and explain why they're so essential for thriving in the wake of your diagnosis. Remember, you are in complete control of what you put into your own body.

Isn't it time to use this power wisely?

Putting out the fire

Digestion should not be a stressful process for you *or* for your cells. This is why one of the first principles of our diet is minimizing inflammation. You have probably heard from health experts that inflammatory foods are "bad" and important to avoid.

But eating these foods doesn't always cause visible problems. And because of that, it can be hard for this message to really sink in. So let's start out by talking about what inflammation is and how it affects your body.

Inflammation has earned its place among the negatively charged health buzzwords of our time, but it is not bad in itself. It's your body's natural response to threats such as injuries, infections, and viruses.

In other words, the body can't heal properly *without* becoming inflamed. But this acute inflammation isn't the type that we're talking about here.

The kind of inflammation that we aim to minimize in the XY W diet is systemic, chronic, unnecessary inflammation—the kind that leads to disease. (For example, any disease ending in "-itis"—e.g., prostatitis, arthritis, bronchitis, etc.—refers to an inflammatory condition.)

Inflammation is a leading factor in the development of cancer, and has a number of different causes:

- Infections, including viruses, bacteria, parasites, and fungi

- Surgery (e.g., Radical Prostatectomy, Brachytherapy)
- Physical Trauma such as tissue damage due to collision, radiation (e.g., EBRT), burns, or frostbite
- Vaccinations
- Chemicals, in particular pesticides and household cleaning products
- High Blood Pressure
- High Estrogen levels
- Smoking
- Sugar and Processed Foods
- Free Radicals
- Obesity
- Chronic Fatigue
- Hypersensitivity Reactions, such as overly powerful allergic reactions

But the good news is that you can easily reduce your body's inflammatory burden with a few simple dietary modifications. More specifically, anti-inflammatory eating means minimizing or eliminating from your diet the various food-related triggers of inflammatory responses in your body—and a few big players, in particular.

Minimize your consumption of gluten.

Gluten is a protein in wheat and other grains. For men who are either sensitive or allergic to gluten, this protein is highly inflammatory. And the bad news is that it's more common than you might think.

Celiac disease is the most severe form of gluten allergy, and is a genetic autoimmune disorder. But gluten sensitivity can manifest with varying degrees of severity. Clinical evidence suggests that more than half of all those tested show signs of some level of gluten intolerance.

You can have your doctor test you for gluten sensitivity, but a more accurate and effective mode of assessment is through the elimination diet. This simply involves eliminating all gluten products and then gradually reintroducing them while monitoring any potential allergic reactions or discomfort such as skin rashes, stuffy nose, tiredness, mental fatigue, feeling of bloated-ness, or itchy skin.

Because blood tests are notoriously unreliable, and sensitivities can develop at any time, limiting your exposure to gluten is advisable even if you're unsure as to your sensitivity to gluten. The easiest way to do this? Simply reducing your intake of simple carbs such as flour, which will naturally reduce your exposure to wheat gluten. But if you notice signs of sensitivity (or worse) the best course of action is to eliminate gluten from your diet altogether.

Be aware that gluten is hidden everywhere, especially in processed foods. Why? Because it's cheap. For example, even soy sauce or caramel sauce contain gluten. So be vigilant and on the lookout for these stealthy terms for or sources of gluten:

Binders	Blue Cheese	Bouillion
Bran	Brewer's yeast	Bulgur
Cereal binding	Chilton	Couscous
Durum	Edible starch	Emulsifiers
Farina	"Fillers"	Hydrolyzed plant protein
Hydrolyzed vegetable protein	Kamut	Kasha
Malt	Malt flavoring	Malt vinegar
Matzo	Modified food starch	Monosodium glutamate (MSG)
"Natural" flavor	Rye	Seitan
Semolina	Some spice mixtures	Soy sauce
Spelt	Stabilizer	Suet
Teriyaki sauce	Textured Vegetable Protein (TVP)	Wheat germ
Wheat protein		

The best alternative to gluten-filled packaged and processed foods are fresh, whole, naturally gluten-free foods. There are plenty of them!

That said, as awareness of gluten-sensitivity or intolerance has increased, so have the variety and quality of gluten-free packaged alternatives. Seek out any of these great options, to name just a few:

- **Baking Mix:** *Pamela's Products, Simple Mills, or Bob's Red Mill*
- **Pizza Crusts:** *Udi's GF Thin Crust or Simple Mills GF Pizza Dough Mix*
- **Pasta:** *Trader Joe's Brown Rice Pasta or Bionatura Rice/Potato/Soy Pasta*
- **Crackers:** *Mary's Gone Crackers or Back To Nature Gluten-free*
- **Bread:** *Udi's GF Whole Grain or WFM Bakehouse GF Whole Grain*
- **Energy Bars:** *Picky Bars or Vega Sport Protein Bars*
- **Beer:** *Green's Endeavor or Brunehaut Bio Blonde*
- **Soy Sauce:** *San-J Tamari Wheat-Free*

Minimize your consumption of conventionally raised dairy and meat.

The types of saturated fat found in most dairy products make it a common inflammatory food group. And just as with gluten, you may not realize that you are intolerant.

Research has also linked high dairy consumption to prostate cancer risk, not least of all due to the high levels of hormones found in most commercial dairy products.

Likewise, nearly all factory-farmed meats are injected with or exposed to steroids and hormones. One of the many consequences of this is that these meats are high in arachidonic acid, which produces inflammation.

So look for the following when shopping for or ordering meat:

- Grass-fed
- Free-range
- Hormone-free
- Steroid-free
- Cage-free

Meanwhile, if you know or suspect that you are sensitive to dairy, work towards eliminating it from your diet. That fresh mozzarella or four-year-aged cheddar is not worth it when to keep in mind our goal of strengthening, not taxing, your body.

Be aware that dairy is hidden everywhere, especially in processed foods. Why? It is cheap. So be vigilant and on the lookout for these stealthy terms for or sources of dairy:

- Casein
- Caseinate
- Whey
- Lactalbumin
- Lactoglobulin

There are plenty of great substitutes for animal milk, including almond milk, and coconut milk. In terms of cheese, other than some nice nut cheeses there are not what we consider to be great substitutes, but depending on your intended use (e.g., on crackers), there are some great alternatives to consider such as:

- Olive tapenade
- Hummus

- Baba Ganoush

If your craving for dairy is strong, this may well be a sign that you are indeed sensitive or allergic to it since research shows that we frequently crave foods that we are allergic to. That said, in a pinch, we recommend the option of an unsweetened, all natural, nonfat, hormone-free, Greek-style strained yogurt such as FAGE.

Increase your consumption of anti-inflammatory foods.

Elimination is just one half of the battle against chronic inflammation. You can also effectively counteract it by suppressing key players in the inflammatory process, such as NFkappaB and COX-2 enzymes. And believe it or not, doing so without drugs is actually easy.

One of the best ways is to add a wide variety of anti-inflammatory spices and herbs to your dishes:

- Turmeric
- Ginger
- Basil
- Cloves
- Rosemary
- Fennel
- Coriander
- Anise
- Red Chili

You will also want to seek out foods that are abundant in omega-3 fats. These essential fatty acids not only inhibit inflammation, they:

- Lower cholesterol and triglycerides
- Prevent cancer cell growth
- Reduce high blood pressure
- Regulate food intake, body weight, and metabolism

Some great sources of Omega-3 Fatty Acids include:

- Seeds and their oils, such as flax, grapeseed, and pumpkin oils
- Nuts and their oils, such as almonds, walnuts, and cashews
- Olives and olive oil
- Fish oils and certain fish, such as wild salmon, mackerel, and sardines

Ultimately, we know that chronic inflammation poses a material risk to our health and our ability to combat disease. And we know that we can reduce our exposure to inflammatory agents by simply making smarter dietary and lifestyle choices.

So while removing all of these triggers from your diet may seem extreme, give it a try. You will likely find that it's not as difficult as you think. And, if during the initial few days you feel as if you are experiencing something akin to withdrawal symptoms, then there's a good chance you are... thus reinforcing the need for change overall.

Arming your immune system

Life is about choices. We have complete control over what we eat. The reality is that through the choices we make, we are either working for or against our own best interests. The right food choices will boost our immune system, while the wrong choices will tax or compromise it.

Here's why that's important: Your first—and best—defense against cancer is your body's own immune system.

There are foods that will boost your body's natural ability to fight disease, just as there are foods that will suppress this ability. So how can you fortify these defenses through your diet? The strategy is simple...

Eat foods that are low on the glycemic index scale. High blood sugar needlessly taxes your immune system. And, in fact, a single tablespoon of sugar will leave your immune system working at half capacity for 4 or more hours? So to keep your blood sugar steady, we recommend that you eat a low GI diet. (More about that in the next section.)

Eat antioxidant-rich foods. Once again, your immune system is your primary natural defense against disease. Antioxidants mobilize our immune cells and combat cellular damage by collecting free radicals that fuel cancer, cause lung and heart damage, skin degeneration, muscular soreness, and fatigue.

High antioxidant foods include:

- **Fruits:** especially blueberries, oranges, watermelon, tomatoes, grapes, raspberries, acai, cranberries, and strawberries. Berries are among the most pesticide laden conventional fruits, so always buy them in organic form.
- **Vegetables:** especially leafy green vegetables (like spinach, kale, chard, mustard greens), carrots, yellow peppers, and sweet potatoes.
- **Nuts:** especially almonds.
- **Tea:** especially Green and Rooibos.

- **Blue-green algae:** especially spirulina, chlorella, and seaweed. Blend them into a smoothie.
- **Eat more garlic and onions.** Although not breath-friendly, they are rich in sulfur compounds that boost the activity of natural killer ("NK") cells and T-helper cells, which manage your immune system.

Eat more mushrooms and seaweed. They also boost NK cell activity. Good choices include Agaricus, Shitake, and Maitake—and Nori, Wakame, Kombu, Arame, and Dulse.

Avoid crap whenever possible. You know what we're talking about. Try to avoid beverages that have added sugar. Try to reduce the amount of refined flour in your diet. And always recognize that "convenience" does not require a bad dietary choice.

Reining in runaway blood sugar

Beyond the serious problem of diabetes, high glycemic foods like sugar feed cancer by generating excess insulin and insulin growth factors. As we mentioned above, high glycemic foods also suppress our immune system.

Since your post-diagnosis body cannot afford to be taxed this way, high glycemic foods simply have to go. This obviously includes refined flour and simple carbohydrates.

For example, "white foods" such as mashed potatoes, white pasta, white bread, and white rice might as well be sugar since they metabolize in similar ways. Another example is corn syrup, which is a hidden simple carbohydrate in many processed foods. It metabolizes at lightning speed, causing an even more rapid spike in blood glucose and insulin release than sugar does.

Remember that your daily goal is to create a truly hostile environment for prostate cancer, to become even more of an inhospitable host. You want to boost your body's innate ability to generate healthy cells and to suppress further generation of aberrant cells. And that means avoiding anything that will tax your immune system or damage your body's ability to successfully battle the disease.

What is captured in a glycemic score?

The glycemic index (GI) measures the amount by which a particular food increases your blood sugar compared to the amount by which the same quantity of white bread would increase it. GI is a system designed to rank foods according to their affect on your blood sugar level. It measures how quickly a food converts to sugar.

Foods with carbohydrates that break down rapidly cause a dramatic rise in your blood sugar and insulin levels largely because your body needs less energy to convert such foods into sugar. These foods are assigned higher numbers on the GI scale. Foods with lower numbers will cause your blood sugar to rise and then fall more slowly than will foods with higher numbers, and have been shown to satisfy hunger longer and minimize food cravings.

The GI value of a food can vary depending on a number of factors such as ripeness, storage time, cooking method, variety, and the food combination in the meal. Foods with a GI score of 55 or less are defined as "low GI" and foods a GI score of 70 or above are defined as "high GI."

An alternative measure, the glycemic load (GL), may be a more accurate indicator of carbohydrate conversion and its effect on your blood sugar and insulin levels because it provides a measure of an overall impact on our blood sugar and insulin level. Foods with a GL score of 10 or less are defined as "low GL" and foods a GL score of 20 or above are defined as "high GL."

There are many publicly available listings of the GI and GL values of popular foods, along with their carbohydrate content. Pick one up and refer to it while planning meals and shopping. Eventually, you will know what you are looking to load up on and what you are looking to avoid.

So what do I need to do?

Keep your food choices as low on the glycemic index and glycemic load scale as possible. Also pair or combine food choices to minimize their glycemic impact. Proteins and healthy fats lower the spike in your blood sugar, so being mindful of food combinations will help you in a pinch. For example, a banana with almond butter is far better for you than a banana alone.

For simplicity, here is a sample of foods to load up on:

- Organic vegetables, including asparagus, broccoli, cucumbers, lettuce, spinach, and zucchini
- Organic, free-range eggs
- Free-range, grass-fed meats
- Wild-caught salmon and other cold water fish
- Nuts, including almonds, cashews, and walnuts
- Olive oil
- Beans, including black, chickpea, and lentils
- High protein grains, in particular quinoa
- Organic fruit when eaten in combination with a protein or healthy fat

- Nonfat plain Greek yogurt

And here is a sample of foods to reduce your consumption of or avoid altogether:

- Sugar, including corn syrup
- Processed foods, including bread, pasta, and crackers
- Low protein grains, including white and brown rice
- Dairy, with the exception of non-fat Greek yogurt
- Limit fruit intake unless eaten in combination with a protein or healthy fat
- Starchy vegetables such as white potatoes

What about my need to feed my "sweet tooth?"

Try to get over it by remembering your priorities. That said, some sugar substitutes are healthy, while some others are not. Avoid artificial sweeteners such as aspartame, sucralose, and saccharine since they are comprised of synthetic chemicals, which will increase the toxic burden on your body. Instead, stick to natural sugar substitutes such as stevia and erythritol. These are good options in moderation.

A few words about protein and fat

Protein is essential to a wide range of bodily functions and in building and repairing muscle. No argument there. What we do object to is how the meat and dairy industries have spent millions, if not billions, on convincing us that the only source of high quality protein are their products.

This is simply not true.

Proteins consist of twenty amino acids, of which eleven are naturally synthesized by our body. We are able to get the remaining nine, which are also known as Essential Amino Acids, from the foods we eat and the nutritional support with which we complement our diet.

So to be clear, our bodies need to ingest these nine Essential Amino Acids, not protein per se. This is a key point since these Essential Amino Acids are available from a wide variety of plant-based foods, and thus are certainly not the exclusive domain of animal products.

The argument that animal-based protein is more complete is disingenuous. Although our bodies process plant-based Essential Amino Acids differently, the net result is the same with one exception: Plant-based sources do not bring with them the saturated fat and casein present in meat and dairy.

The truth is that a whole food, plant-based diet will give you everything that you need to be healthy and to function at peak levels. As with any diet, you need to be smart about it in terms of making sound choices and incorporating a wide variety of foods such as:

- Nuts and Nut Butters
- Seeds (e.g., chia, sesame, sunflower)
- Legumes (e.g., green peas, edamame, chickpeas)
- Grains (e.g., quinoa)
- Vegetables (e.g., leafy greens)

So do not be fooled by food industry marketing campaigns. You can ingest an ample supply of Essential Amino Acids without consuming any dairy or meat products.

Find a dietary regimen that works well for you, but ensure that it consists of whole foods and is primarily plant-based. There are lean sources of animal protein, of course, so once again, find what works best for you and stick to it.

Don't skimp on omega-3s

Another common misconception to tackle is the common narrative around fat—namely, that it's something to be avoided.

In the XY Wellness diet, there are two kinds of healthy fats: monounsaturated (MUFA) and polyunsaturated (PUFA). Unsaturated fatty acids are made up of either one (mono-) or multiple (poly-) unsaturated fatty acid chains stuck to a phosphate molecule, which carries the chains wherever they need to go.

Generally, you find PUFAs in plants and fish, MUFAs in only plants. One of the most important healthy fats for your daily thriving is omega-3.

Omega-3 fatty acids are one kind of *essential* PUFA that plays an important role in brain development and normal growth in the rest of your body. They're called "essential fatty acids" because the human body can't produce enough of them on its own; it has to get them from food. More specifically, we get them from fatty fish.

Omega-3s are useful to us men for two main reasons. First of all, a healthy amount of omega-3s is consistently associated with a drop in cardiovascular risk. But in addition to reducing the risk of heart disease, they carry a specific benefit for middle-aged men.

Research shows that men can decrease their risk of prostate cancer by taking an omega-3 supplement twice a week. A critical analysis recently published in the Proceedings of Mayo Clinic confirmed this knowledge

Despite some controversy, the evidence points most consistently toward omega-3 supplementation and fatty fish consumption. Two supplements or two servings a week will do, and we recommend wild-caught salmon, herring, mackerel, anchovies, or sardines.

More cancer-specific food “cures”

No, we don’t mean literal cures—if only it were that simple. But the fact is, doubling down on certain choices can make a very dramatic difference.

The kinds of fat that you consume, for instance, have a strong impact on your cancer risk. One of the most recent articles on the subject identified walnut-derived fats as potential cancer-fighters. Researchers found that this fat not only decreased rats’ cholesterol, but also slowed the growth of their prostate cancer. Animal fat, by contrast, was recently found to speed up the growth of cancer

But fat is not the only factor. Recent research has pinpointed countless foods that actively work against cancer. Such foods counter the activity of free radicals and induce cell death in tumors

Phenolic compounds such as those found in curcumin and green tea actively combat developing cancer cells. In addition, cruciferous vegetables such as broccoli, cauliflower, and Brussels sprouts contain high levels of sulphuric compounds, which induce special enzymes that detoxify the body.

We could go on and on about the evidence, but in the interest of keeping it simple, we like to cite the “ABCs” of cancer-fighting foods:

- **Antioxidants.** Look for these crucial chemicals in berries and green or black tea.
- **Beta-carotene.** This helpful compound can be found in carrots, sweet potatoes, and citrus fruits.
- **Cruciferous vegetables.** Your best bets are broccoli, cauliflower, and Brussels sprouts.
- **D, the Vitamin.** Fill up on fatty fish, and spend some time in the sunshine to make it count.

- **Epicatechins.** These cancer-fighting compounds can be found in several kinds of tea, and they also appear in chocolate, in small amounts.
- **Friendly fats.** The friendliest fats are monounsaturated and are found in fruits, vegetables, and nuts. Avocados, flaxseed, sunflower seeds, and walnuts are our go-to fatty friends. (And don't forget your Omega-3s, listed below.)
- **Grapes and Garlic.** Grapes contain resveratrol, which has been shown to aid in the fight for health, and alliums like garlic and onions have been shown to be incredibly hostile to cancer growth.
- **Horseradish.** Spice up sliced tomatoes or fresh fish with this cancer-fighting crucifer.
- **Indoles and isothiocyanates,** which can be found in kale, broccoli, cabbage, and cauliflower.
- **Jalapeños,** which contain capsaicin, a well-known cancer-fighter.
- **K2, the vitamin.** This one has been shown to support healthy heart function and fight prostate cancer.
- **Lycopene,** which is found in tomatoes—especially tomato sauce.
- **Mushrooms.** We recommend Reishi, Maitake, Agaricus blazei Murill, and Coriolus Vericolor, which contain lectin and polysaccharides such as lentinan.
- **Nuts,** depending on the variety, can contain quercetin, campferol, or selenium.
- **Omega-3 fatty acids.** As mentioned above, look for these in wild-caught salmon and other kinds of fish.
- **Polyphenols,** a specific kind of antioxidant, which can be found in grapes, grape products such as wine, and many other fruits.
- **Quercetin,** mentioned briefly above. This is a helpful flavanol found in fruits and vegetables which has been shown to increase immunity.
- **Resveratrol,** found in small amounts in red wine. We recommend taking resveratrol in supplement form.
- **Sulphuric compounds,** which are the crucial compound in cruciferous vegetables.

- **Turmeric**, a delicious, cancer-fighting spice.
- **Unwind**. Okay, so it's not a food. But chronic stress is strongly associated with an increased risk of cancer, so it's essential that you make time to decompress.
- **Variety of Vegetables**. You can't go wrong chomping on a different vegetable every day.
- **Water**. Make plain old water your go-to beverage. It will rehydrate you without any added sugars or other artificial ingredients.
- **X-ercise!** With every good food there is a good workout to metabolize it. Keep your body fueled for movement.
- **Yams**, which, some evidence suggests, can inhibit the activity of free radicals
- **Vitamin Z**, i.e. a good night's sleep. Again, not a food—but it's every bit as important. Catch your daily recommended value of Zs (between six to eight hours) every night to reduce your risk of cancer, as well as reduce your stress.

Hit every "letter" on this list, and your body will be armed with all of the tools it needs to thrive in the wake of your diagnosis.

Eating fresh, eating clean, eating smart

As you seek to boost your body's ability to combat illness and disease, the last thing you want to do is handicap your efforts with unnecessary, avoidable exposure to toxins such as pesticides. That's why it's so important to make smart choices about what you put into your shopping cart and onto your plate.

"Conventional" produce is exposed to pesticides (e.g., herbicides, insecticides, and fungicides) that cannot always be completely washed away. By contrast, "organic" produce is not exposed to pesticides. In other words,

Conventional = Organic + Pesticides

You would not choose to add a sprinkle of pesticides to food you are about to eat, but this is what you are in effect doing with at least a subset of "conventional" produce. But that doesn't mean you have to eat 100-percent organic, 100-percent of the time.

By being aware of which fruits and vegetables are most susceptible to serious contamination by pesticides, you can buy only the organic versions of these items.

There is an organization called the **Environmental Working Group** that issues a pesticide avoidance guide every year. Their annual lists identify which items you should only buy organic, and which items you can safely buy as conventional.

What are the "Dirty Dozen" that I should only buy in organic form?

1. Strawberries
2. Spinach
3. Kale
4. Nectarines
5. Apples
6. Grapes
7. Peaches
8. Cherries
9. Pears
10. Tomatoes
11. Celery
12. Potatoes

What are the "Clean Fifteen" that I should be comfortable buying in conventional form?

1. Avocados
2. Sweet Corn
3. Pineapples
4. Sweet Peas Frozen
5. Onions
6. Papayas
7. Eggplants
8. Asparagus
9. Kiwis
10. Cabbage
11. Cauliflower
12. Cantaloupes
13. Broccoli
14. Mushrooms
15. Honeydew Melons

Bear in mind that these are only the latest lists. Items will vary from year to year—but you’ll see a lot of the usual suspects making repeat appearances at various slots. Still, it’s important to check back every year for the latest versions.

Of course, pesticides aren’t the *only* consideration in the effort to eat “clean.” Fresh, enzyme-rich, local foods are also better for your body than processed and packaged forms. And when deciding which takes precedence in the produce aisle, we suggest sticking with six fast rules:

Rule #1: Keep It Simple

Seriously—don’t make things difficult. Eating with the season means local, fresh, frequently organic, whole foods. Just keep the following in mind:

- Whole foods are better than processed.
- Fresh is better than canned or frozen.
- Local is better than flown in.
- Organic is normally better than conventional.

Rule #2: Lighten Up

There will always be tradeoffs, particularly during the winter months. For example, we would rather see you select a frozen, organic package of raspberries than a fresh, but conventional carton of the same. But we know you won’t always have the option.

Do your best, and lighten up: No one is expecting perfection. We only expect you to make smart choices for you, after weighing the tradeoffs.

Rule #3: Get Some Skills

First of all, educate yourself—and not just on the safest forms of produce. You should also get to know your way around the kitchen. And lastly, you need to learn how to navigate a menu: good restaurants are more than happy to accommodate reasonable requests, particularly those based on dietary restrictions.

Rumor has it that nothing is sexier to a woman than a man who can cook. Just ask your wife or girlfriend. And know that if you buy great ingredients, your task, as a sexy home chef, is simply not to screw them up.

Master the basic techniques and a few great recipes. In no particular order, here are just a dozen highly recommended cookbooks for you to consider. Pick a few up. And as always, keep it simple, and keep it fun.

- *Chez Panisse Vegetables* by Alice Waters
- *How to Cook Everything Vegetarian* by Mark Bittman
- *Fast Food My Way* by Jacques Pepin
- *Simple Pleasures* by Alfred Portale
- *Bosh!* by Henry Firth and Ian Theasby
- *The New Spanish Table* by Anya von Bremzen
- *Veganicom* by Isa Chandra Moskowitz and Terry Hope Romero
- *The Essential Mediterranean* by Nancy Harmon Jenkins
- *The Balanced Plate* by Renee Loux
- *Field of Greens* by Annie Somerville
- *The Wicked Healthy Cookbook* by Chad Sarno, Derek Sarno, and David Joachim
- *The Union Square Cafe Cookbook* by Danny Meyer and Michael Romano

Rule #4: Have Some Fun With It

Think beyond the grocery store. Get over to your local farmers' market whenever you can. It is a social event, as much of life should be. You are not only supporting your local economy, but you are bringing home freshly picked foods that are richer in nutrients than produce that has been flown in or has been sitting on a shelf.

Speaking of the social aspects of food, make dinnertime an event, an opportunity to connect with friends and family over great food. The nutritional value may be on your plate, but the overall nurturing value is around your table. Unplug from your day for an hour, and plug back in to what matters most.

Find some great restaurants that focus on local, fresh, seasonal ingredients. They are everywhere, and they are your home away from home. Get to know them, and let them get to know you. If it's a good restaurant, they'll be happy to help you eat like a king under any restrictions.

Rule #5: Be Smart

It's not rocket science—just don't eat crap. Like art, we know what crap is when we see it. So don't try to beat the system. After all, it's your system and you are the one who pays the price.

For example, a gluten-free, organic cupcake is still filled with sugar, and therefore, it's crap. And local, fresh, organic broccoli, when dipped in batter and deep-fried, has in the process been transformed into crap.

Once again, no one is expecting you to be perfect. Just make smart choices, and do not knowingly kid yourself that “free range” crap is somehow better than other forms of crap. Have you had more than enough of this crap talk? Then let's move on.

Rule #6: Mix It Up

Variety is critical in order to avoid falling into old or new bad habits. Try new and different foods. Expand your culinary horizons, and never allow your taste buds to get bored. Remember that the XY Wellness Diet isn't really a “diet” at all. It is a new approach to clean eating and better living. So keep it varied, and keep it exciting.

Done right, you will never feel deprived. Done right, you will instead feel stronger and confident that you are giving your body the nutritional foundation necessary for a well-functioning immune system. As a component in the overall XY Wellness approach, your new dietary habits will be both pragmatic and enjoyable. You will discover the pleasures of preparing and feasting on true cuisine.

Remember that we are on a journey together to reclaim, rebuild, and renew your post-diagnosis health. You don't have to do everything perfectly at all times. Life just doesn't work that way.

That said, your first priority is always to beat this disease. Don't make your fight against prostate cancer more difficult than it needs to be by not controlling the one thing that you have complete control over: what you put into your body. Be smart, and be successful.

Ready, reset, go.

We believe that in order to be successful with the XY Wellness Diet, the critical first step is to literally reset your body. This can be done in only two weeks. It is not difficult, and the payoff is huge.

To recap, the XY Wellness Diet is built on seven guiding principles:

- **It's anti-inflammatory.** It minimizes gluten, dairy, and other inflammatory triggers.
- **It's low glycemic.** It's free of granulated sugar or refined flour.
- **It's immune system enhancing.** It's rich in antioxidants.
- **It's cancer-fighting.** It's abundant in phytonutrients that actively inhibit cancer growth.
- **It's organic.** It's *completely* pesticide-free.
- **It's fresh.** It features local, raw, live enzyme-rich food.
- **It's delicious.** Far from feeling deprived, you are about to discover the joy of eating fresh, clean cuisine.

The best way to transition into the XY Wellness Diet is to commit to two weeks of what we call the Reset Phase. Our goal is to recalibrate your body's insulin responses, eliminate sugar cravings, and to wipe your dietary slate clean as you learn to navigate the waters of cancer-free eating.

This is also a marvelous way to conduct a little "spring cleaning" when you know that your liver, digestive system, and body in general could use it.

Over the next two weeks, you'll be filling up on clean, unprocessed, low-glycemic, nutrient-dense foods. You'll also be eating smaller, more frequent meals—that means breakfast, lunch, and dinner, and as many snacks as you need to satiate your hunger. In short, you'll be eating all day long.

Because the goal is to "reset" your body's cravings and responses to the food that you eat, the next two weeks will also be focused on eliminating problem foods—foods that can negatively impact your blood sugar, aggravate your immune system, or contain harmful pesticides, hormones, or additives.

The word to remember here is *variety*. Don't focus on the foods you *can't* eat—fill up on the foods you *can*. Strategies like creative cooking, recipe rotation, and diverse food choices won't just make the Reset Phase easy, they'll make it delicious and enjoyable, too.

By the way, don't underestimate the power of a strong support system. Share the details of your new diet with your spouse or partner today and ask for their help in keeping you on track. The encouragement and participation of your family and friends can play a vital role in your success.

With that in mind, allow us to offer some more complete lists for you to work from...

Foods to avoid like the plague

Avoid All

Grains, flours, breads, cereals, and crackers	Baked goods, sweetened beverages, sweets, fried food, and processed food
Sugar, honey, syrup, and artificial sweeteners (such as aspartame, sucralose, saccharine, etc.)	Fruit

Meats and Poultry

Conventional, non-organic beef, chicken, or turkey	Sausage
Pork	Hot dogs
Ham	Smoked meats
Bacon	Any other meats that contain nitrites

Fish and Shellfish

Atlantic salmon	Tuna (steaks and canned albacore)
Atlantic halibut	White croaker
Gulf oysters	Walleye
Pike	Largemouth bass
Sea bass	Grouper
Shark	Marlin
Swordfish	Wild sturgeon

Tilefish (golden snapper)

Dairy and Eggs

Cow's milk	Non-organic eggs
Cheese	Sweetened yogurt

Vegetables

Beets	White potatoes
Yams	Conventional, non-organic vegetables (unless otherwise noted)
Sweet potatoes	Any vegetables that are fried, creamed, or in casseroles
Corn and corn products	

Legumes

Unfermented soy products (tofu, soy protein isolates, textured soy protein, soy cheese, soy milk, hydrolyzed soy protein)	Baked beans
	Broad beans

Nuts and Seeds

Peanuts	Peanut butter
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Beverages

Cow's milk	Alcohol of any kind
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Fruit juice	Soda or diet soda
Unfiltered or bottled water	Coffee or tea with cream or sugar

Oils

Cod liver oil	Vegetable oil
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Salad Dressings

Russian dressing	Italian (if it contains sugar)
Blue cheese	French
Thousand Island	Any creamy dressings (Caesar, Ranch, Peppercorn Parmesan, etc.)

Sauces

Barbecue sauce
Hoisin sauce
Any sauces that contain sugar, heavy cream, wheat, or vinegar

Spices and Condiments

MSG (monosodium glutamate)	Soy sauce (unless it's wheat free)
Mayonnaise	Sucanat
Ketchup	Rice syrup

Vinegar

Foods that you want to load up on

Meats and Poultry

Organic, grass-fed beef	Organic, free-range turkey
Wild game	Organic, free-range chicken
Goat	Bison
Lamb	Mutton
Duck	

Fish and Shellfish

Canned sardines	Croaker
Wild Pacific (Alaskan) salmon (Chinook, Coho, chum, pink, or sockeye)	Haddock
Sustainably farmed salmon	Atlantic mackerel
Anchovies	Herring
Arctic char	King crab
Crawfish	Sanddabs
Pacific flounder	Pacific Sole
Summer flounder	Tilapia

Dairy and Eggs

Organic, grass-fed butter	Organic, free-range eggs
Ghee (clarified butter)	Unsweetened Greek yogurt

Vegetables (Must be Organic, unless noted with an *)

Broccoli	Bok choy	Lettuce	Radishes	Seaweed
Cauliflower	Mustard greens	Spinach	Rhubarb	Red algae
Brussels sprouts	Swiss or red chard	Bell peppers	Eggplant*	Green algae
Cabbage*	Turnips	Chili pepper	Squash	Brown algae
Kale	Kohlrabi	Tomatoes	Bean sprouts	Kelp
Turnip greens	Alfalfa sprouts	Jalapeno	Celery	Kombu
Watercress	Endive	Asparagus*	Okra	Bladderwrack
Arugula	Escarole	Artichoke	Mushrooms (especially shitake and maitake)	Wakami
Dandelion	Zucchini	Cucumber		Nori
				Dulse

Legumes

Adzuki	Peas
Mung	Lentils
Black-eyed peas	Garbanzo beans
Kidney beans	Pinto beans

Navy beans	Alfalfa
Black turtle beans	Fermented soy products (natto, soy sauce, fermented tofu)
Red beans	

Nuts and Seeds

Raw almonds	Brazil nuts	Pecans	Raw pumpkin seeds	Raw macadamia butter
Walnuts	Macadamia nuts	Pine nuts	Raw sunflower seeds	Raw Cashew butter
Pistachios	Filberts (hazelnuts)	Cashews	Raw almond butter	Ground flax seeds

Beverages

Filtered Water	Almond milk
Sparkling water	Hazelnut milk
Herbal tea	Goat's milk
Green tea	Sheep's milk

Oils

Extra-virgin, cold-pressed olive oil	Clarified butter (ghee)
Coconut oil	Walnut oil
Grass-fed butter	Sesame oil

Salad Dressing

Homemade vinaigrette (using extra virgin olive oil, lemon,
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apple cider vinegar, sea salt, and any “Reset” spices)
Tahini-based dressings
Sugar-free store-bought vinaigrettes (such as Annie’s Naturals: Organic Green Garlic, Lemon and Chive Dressing, Organic Sesame Ginger with Chamomile, or Tuscany Italian)

Sauces

Tomato sauce (no sugar added)	Spanish sofrito
Curry sauce	Wasabi
Guacamole	

Spices and Condiments

Ginger	Cumin	Parsley	Dill	Basil
Licorice	Cinnamon	Oregano	Marjoram	Thyme
Turmeric	Lemon juice	Sea salt	Cardamom	Anise
Curry	Lime juice	Cayenne	Coriander	Apple cider vinegar
Garlic	Cilantro	Paprika	Rosemary	Mustard

The Bottom Line?

The above might be a shock to your system. But it’s also going to be a welcome relief to your body, which is likely exhausted by the wear and tear delivered daily from the Standard American Diet (SAD, indeed).

In just two-weeks, by adhering to the Reset Phase plan, you will rid your body of the problem foods that currently negatively impact your blood sugar, aggravate your immune system, or

contain harmful pesticides, hormones, or additives. You will eliminate your cravings for these foods that do so much harm to your general health. And you will no doubt shed a few unnecessary pounds as a happy side effect.

Will it be easy? No, at least not initially—because you are breaking old, bad habits.

Will it get easier? Yes—by the second week you will feel lighter, more energetic, and begin to wonder why you did not think of this earlier.

Will you be able to return to your old diet? Yes, but you will likely not want to. Instead, you will move on to the far more liberal XY Wellness Diet in order to further boost your body's innate abilities to reclaim and rebuild your good health.

If you are willing and able, the payoff is huge. The decision is yours to make. And it is only for two weeks, so man up.

So... are you ready? We are here to help.

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