

The Mojo Multiplier Blueprint  
Increase Testosterone Naturally

Become The Best Version Of You

Week Seven:  
Ketosis & Acid & Alkaline

By Neil Cannon



# Recap

- WEEK ONE
  - ESTROGEN - where it all went wrong
    - Sperm counts down, man boob operations up
    - Testosterone down, estrogen up
  - Sources Of Estrogen
    - Food supply
    - Water supply
    - Cosmetics, deodorants, shower gels, shampoos, conditioners
    - Fumes we breathe
    - Plastics
  - Psychology For Success
    - Pain & Pleasure
    - Need to avoid pain, desire to gain pleasure
  - Fat Loss Motivation; Know Your Reasons, Achieve Your Outcome



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# Recap

- Daily cleanse alkalise and energise with Lemon water
  - Helps to regulate hormones including testosterone
- Week One Homework:
  - Read Mojo Multiplier
  - Read Fat Loss Motivation: Know Your Reasons, Achieve Your Outcome (really short and very useful!)
  - Watch GMO OMG
  - Go Organic!
  - Be mindful of your drinking water



# Recap

- WEEK TWO
  - Hormone Cascade:
  - Testosterone
  - Oestrogen (US = Estrogen)
  - Human Growth Hormone (HGH)
  - Insulin
  - Leptin
  - Cortisol
  - Ghrelin
- Week Two Homework
  - Remove of grains from your diet: bread, pasta, cereals
  - Read bonus books
  - Watch 'Food Matters' on Netflix / Amazon
  - Think Insulin!!\_



# Recap

- WEEK THREE
  - Proteins, Fats, Fibres and Carbohydrates
  - Intermittent Fasting
  - Testosterone-boosting foods and estrogen inhibiting foods
- Week Three Homework
  - Continue grain-free and see how you feel
  - Read bonus books
  - Watch 'Food Inc\_' on Netflix / Amazon
  - Include Testosterone-Enhancing foods in diet every day:
    - Zinc
    - Fats - eggs, avocados, fatty fish, nuts, seeds
    - Cruciferous vegetables
    - Mushrooms



# Recap

- WEEK FOUR
  - Inflammation, the silent killer and mojo stealer
  - More on grains
  - Exercise
    - High Intensity Interval Training
    - Steady Paced Cardio
    - Weight Lifting
- Week Four Homework
  - Read The Truth About Exercise
  - Finish Mojo Multiplier if you haven't already
  - Continue grain-free



# Recap

- Week Four Homework Continued
  - Include Testosterone-Enhancing foods in diet every day:
    - Zinc
    - Fats - eggs, avocados, fatty fish, nuts, seeds
    - Cruciferous vegetables
    - Mushrooms
  - EXCLUDE SOY!!
  - Strength train twice a week
  - Engage in sprints/ HIIT once a week (make sure the Doc ok's this!)
  - Watch 'Forks Over Knives' on Netflix / Amazon



# Recap

- WEEK FIVE - The Cow's Udder: You're A Human, Not A Cow
  - Most of us can't break down the sugar in milk effectively
    - Completely different biological make up to human breast milk
  - Causes acid in the body when we digest animal-based protein and our bones are weakened, not strengthened as we are lead to believe
  - Cows are routinely given steroids and other hormones to plump them up. These potent synthetic hormones disturb the delicate human hormonal balance, leading to a lot of medical problems - including raising estrogen and lowering testosterone!!
  - Toxic pesticides from food that cows ingest also make their way into the milk, which humans unknowingly consume - and the beef of course
  - Milk and dairy products are pro-inflammatory and mucus producing.





# Recap

## WEEK FIVE HOMEWORK

- If you drink milk, replace it with coconut or almond milk, or rice milk
- Limit the amount of cheese you eat - or avoid completely / make it a rare treat
- When you have yoghurt, make sure it's unsweetened.
  - Full fat Greek yoghurt is good!
- Watch Sick, Fat & Nearly Dead
  - Juice Dieting, cleansing, micronutrients (vitamins and minerals)
  - Reversal of obesity, type 2 diabetes, inflammation, high blood pressure, auto-immune problems



# Recap

- WEEK SIX - Human Poison & Mojo Divider
  - Raising awareness of all the poisons we put into our body and how they cause inflammation which leads to all sorts of illnesses and diseases.
    - White buns / white pasta / white rice / white anything - remove completely
    - Poisons:
      - Preservatives / pesticides, herbicides, antibiotics
      - Added hormones & steroids
      - HFCS, trans fats and other nasty “ingredients” that you can’t pronounce
      - Grains (even wholegrain) will typically cause inflammation and are high glycemic
      - Sugar - high blood sugar response = testosterone down
      - Alcohol...moderate!



# Recap

## WEEK SIX HOMEWORK

- Move daily for at least 30 minutes unless you're weight training. It doesn't have to be crazy. Just enough to get your heart rate up so if you're talking you're a little out of breath
- Strength train twice per week as described in the Members' Area
- If you're fit enough, do HIIT once, even twice a week
- Supplement with Zinc, fish oils, vitamins if you're not consuming vegetable juices daily
- Watch Sick, Fat & Nearly Dead 2
- Watch Sick, Fat & Nearly Dead 1 if you haven't!
- Think about everything that you put in your body regularly.



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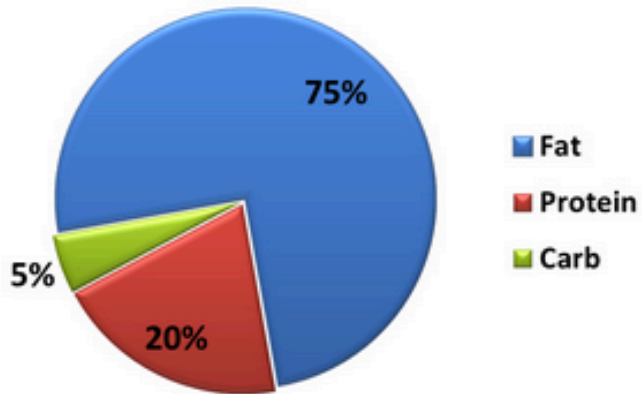
# Ketosis:

- The goal of a low carb, ketogenic diet plan is to achieve a metabolic state called ketosis.
- Sick, Fat and Nearly Dead 1 & 2 Recap - This is Ketosis
- Ketosis is simply a normal metabolic process in which the body cells burn fragments of fats called ketones instead of glucose for fuel.
- Ketosis is a beneficial process and helps the body survive during times when no food is available.
- Also been shown to improve disease conditions such as epilepsy, autism, Alzheimer's, cancer and others.

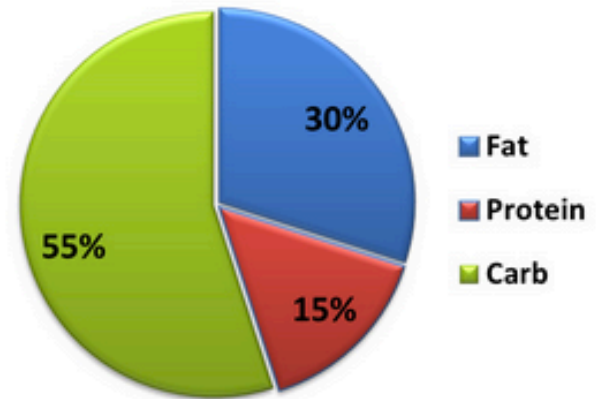


# Ketosis:

## Ketogenic Diet



## Standard American Diet



# Ketosis:

- When carbohydrate containing foods are digested, they are broken down into blood sugar (glucose) in the body. The more carbohydrates we eat, the more glucose is made.
- High blood sugar is toxic to the body - hence why insulin removes it
- Eating more fats and protein and less carb causes our internal biochemical pathways to switch to using our stored fat for fuel instead of burning sugar.
- This switch produces ketone bodies *while at the same time* reducing blood sugar levels. As glucose drops and ketone body levels rise in the bloodstream, the heart, muscle and brain stop burning sugar and instead use the ketones as an alternative fuel.
- This is called being "in nutritional ketosis."



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# Ketosis:

- Once the body is using ketones as a main fuel source, all sorts of beneficial effects become apparent.
  - A ketone producing, high fat, low carb diet is terrific for weight reduction, slowing the aging process and addressing health issues such as heartburn, fatty liver and achy joints.
  - Being in ketosis can alleviate many serious diseases.
  - The antioxidant and anti-inflammatory effect of nutritional ketosis is staggering.
    - In fact, nutritional ketosis and ketone bodies themselves are being studied extensively as a treatment for many metabolic diseases. For instance, there is strong research evidence that ketotic diets can:



# Ketosis:

- Act as an extremely effective diabetes treatment plan; in some cases, just switching to a ketogenic diet can reverse prediabetes and type 2 diabetes.
- Drive cancer into remission with new and effective cancer treatments. The keto diet for cancer patients is somewhat different than the treatment for other illnesses
- Improve epilepsy treatment outcomes by reducing, and in some cases, eliminating seizures.
- Help patients with Alzheimer's disease regain memory and thought function.
- Reverse heart disease and improve cardiovascular risk factors shown on blood tests.
- Alleviate the symptoms of autism.





# Ketosis:

- Treat severe outbreaks of acne.
- Provide mitochondrial support for a wide variety of neurological disorders such as Multiple Sclerosis, Parkinsons Disease and ALS.
- Help people burn fat quickly and easily while eating healthy, whole foods.



# Ketosis:

- Freedom from hypoglycemia, food fixations and sugar cravings.
  - Having control over your eating habits is very empowering.
- Lack of hunger: Ketone bodies dampen the appetite, and fat is very satisfying. You'll notice at times, you may forget to eat. You may find this is the most amazing part, especially if you struggle with food addiction issues.
- Lower blood pressure: Low carb diets are very effective at reducing blood pressure. If you are taking any blood pressure medications, be aware that you might start feeling dizzy from too much medication while on a ketogenic diet plan. You may be able to reduce your BP meds (talk to your doctor first).



# Ketosis:

- **Drop in Cholesterol:** Cholesterol is made from excess glucose in the diet. As you eat less sugar creating foods, you do less damage to your arterial system and inflammation drops.
- Your cholesterol will drop as your body has less glucose from which to make it, and less need for repairing the damages of inflammatory chemicals.
- **Increase in HDL Cholesterol** (the more saturated fat you eat, the higher it will go.) This is actually a good thing, because it improves the ratio of HDL/LDL. Higher HDL levels (above 39 mg/dL) indicate a healthier heart.



# Ketosis:

- A drop in **triglycerides**: carbohydrate consumption is closely tied to triglyceride levels, and one of most well known ketogenic diet benefits.
- The less carbohydrate you eat, the lower your triglycerides readings will go.
- The ratio of triglycerides to HDL (expressed Triglyceride/HDL) is the best predictor of heart attack risk and is one of blood test results to which you should really pay attention.



# Ketosis:

- Drop in **fasting blood sugar and fasting insulin levels**: less sugar coming in, less sugar driving up blood sugar and insulin levels.
- Your levels of **C Reactive Protein (CRP) and HbA1c** proteins will decrease. These are both markers of inflammation and heart disease risk.
- **More energy**. You'll be amazed at how much energy you have. Any chronic fatigue symptoms should get better.
- You might be able to come off a statin (a cholesterol lowering drug)
  - Statins compromise cellular mitochondria which results in fatigue and muscle pain.



# Ketosis:

- **Decrease in stiffness and joint pain.** This is one of the best side effects of following a ketogenic diet plan.
  - The diet eliminates grain based foods from your diet which are suggested to be the biggest cause of chronic illness and pain, especially muscle stiffness and joint pain.
- **Clearer thinking.** The "fogginess" that accompanies a high carb diet will disappear.
- **Changes in your sleep patterns** and an improvement in **sleep apnea symptoms.**
- Another sleep benefit of eating fewer carbs is that those urges to take a late afternoon nap will go away. Not falling asleep at your desk every afternoon is one of the best ketogenic diet benefits.



# Ketosis:

- **Weight loss:** sticking to a ketogenic diet plan can be very effective for normalizing your weight.
- However, if you have very high fasting insulin (and high insulin resistance) you may need to add a high intensity exercise program.
- High intensity training has the effect of increasing the insulin sensitivity of your muscles, thereby decreasing your fasting insulin and help you lose weight.
- While one of the most common ketogenic diet benefits is weight loss, it may not be as easy as it has been advertised for some. Most people who are very heavy have very broken metabolisms.



# Ketosis:

- **Heartburn relief:** if you suffer from GERD or other heartburn issues, the symptoms should lessen or disappear.
- **Gum disease and tooth decay:** sugar changes the pH of your mouth and contributes to tooth decay. Three months into a ketogenic diet, any gum disease you might have will decrease or disappear.
- **Digestion and gut health get better.** You will see a decrease in stomach pain, bloating, gas etc.. These are all associated with grain and sugar consumption.
- **Mood stabilization.** Ketone bodies have been shown to be beneficial in stabilizing neurotransmitters such as serotonin and dopamine which result in better mood control.





# Ketosis: How To Go About It

- A ketogenic diet plan requires tracking the carb amounts in the foods eaten and keeping carbohydrate intake between 20-60 grams per day.
- The daily protein requirement will be moderate, and depends on height, gender and how much exercise is done. The balance of calories will be from fats. These ratios ensure that most people go into ketosis and stay there, which is the main objective of the ketogenic diet.
- The nutrient intake on a ketogenic diet typically works out to about 70-75% of calories from fat, 20-25% from protein, and 5-10% from carbohydrate on a daily basis when calories are not restricted.



# Ketosis: How To Go About It

- Avocado (very high in fat, so I'm including it here)
- Avocado oil
- Almond oil
- Beef tallow, preferably from grass fed cattle
- Butter: try to find organic sources
- Chicken fat, organic
- Duck fat, organic
- Ghee (butter with milk solids removed)



# Ketosis: How To Go About It

- Lard such as organic leaf lard (make sure it is NOT hydrogenated)
- Macadamia Nuts
- Macadamia oil
- Mayonnaise (most have carbs, so count them. Duke's brand is sugar free.)
- Olives
- Olive oil, organic
- Organic coconut oil, coconut butter and coconut cream concentrate



# Ketosis: How To Go About It

- Organic Red Palm oil
- Peanut Butter: make sure to use unsweetened products, and limit due to Omega 6 content.
- Seed and most nut oils: Sesame oil, Flaxseed oil, etc. These are higher in inflammatory Omega 6 fats, so limit amounts, and don't heat them.
- 85-90% dark chocolate can be used in small amounts, or use Chocoperfection low carb chocolate.



# ACTION STEPS

- Ketogenic diet may not be suitable for everyone. Check this link to see if you'd be suitable.
  - <http://www.ketogenic-diet-resource.com/support-files/who-should-not-follow-a-ketogenic-diet.pdf>
  - <http://www.ketogenic-diet-resource.com/>
  - Have a look and see if it's something you'd consider.



# ACID & ALKALINE

- Some foods are acidifying when introduced to the body, and others are alkalizing.
- What you consume on a daily basis will change the pH levels of your blood, saliva and urine.
- The pH scale goes from 0-14 (with acidic substances falling below 7 and basic substances falling above 7).
  - Normal levels for body fluid pH hover right in the middle of that range.
- **Foods either raise or lower your pH level**, and this is based on the mineral content of the food - not the actual pH of the food itself.
  - Lemon juice, as an example, has a low pH, but has an alkalizing effect on the body when consumed.



# ACID & ALKALINE - Why Care?

- Lower, or acidic, pH levels is associated with greater risk for conditions like type 2 diabetes, heart disease and obesity and poor bone health
- Higher, or alkaline, pH levels, accordingly are linked to improvements in memory and cognition, reduced pain and lower risk of hypertension and stroke.
- Many studies have shown that **low-acid diets can help improve bone density**. One particular study published in The Journal of Nutrition also found that alkaline mineral waters can decrease bone resorption and even lower parathyroid hormone levels, which regulate the release of calcium from bone
  - Think back to Week 5 Cow's Udder!



# ACID & ALKALINE - Why Care?

- An alkaline diet, one that incorporates foods that can increase your pH levels, is also associated with an increase in growth hormone
  - Your “Fountain of Youth” hormone - it helps you shed excess fat, improve your libido and retain a general sense of well-being.
  - Who doesn't want that?
  - We love human growth hormone!!





# ACID & ALKALINE - 6 Steps

- If you're already someone who eats fairly clean, you probably have a higher than average pH level - a good thing.
- Some of your favourite foods are actually acid-producing, and the ones you think are acidic really aren't.
- Additionally, your pH will vary depending on the time of day, what you ate or drank the day before and even your stress levels.
- If you want to boost your alkalinity, however, there are easy dietary adjustments you can make.



# ACID & ALKALINE - 6 Steps

## 1. Pump up your fresh produce intake.

Most vegetables are alkaline in nature. For fruits, avoid pomegranates, pineapples and raspberries, however. For vegetables, almost all are alkaline unless they are pickled or frozen.

## 2. Ban bread.

Unless you're opting for a minimal amount of sprouted grains, get rid of tortillas, sourdough, white bread, whole grains and brown rice. On the acid-alkaline scale, most grains fall into the acidic range.

## 3. Ditch the condiments.

Most condiments, like ketchup, miso, mayonnaise or mustard are highly acidic. Also steer clear of canned vegetables, canned tuna and peanut butter (yes, even the organic kind).



# ACID & ALKALINE - 6 Steps

4. Boost your beans and seeds.

Navy and lima beans are highly alkaline (soy too but we men hate soy), while caraway, cumin, fennel and sesame seeds are good for raising pH, too.

5. Get rid of artificial sweeteners, stevia is ok (if you must).

Popular sugar alternatives like honey, xylitol and beet sugar are all acidic, but stevia is apparently alkaline.

6. Reduce alcohol, dairy and coffee.

Your wine and cheese habit isn't doing your pH any favours, so minimize these foods. And if you can swing it, give up your daily cup of joe, too.



# ACID & ALKALINE - How To Test

- You can easily test your pH levels at home. Just head to your local drugstore or online retailer and pick up a pack of pH test strips.
- You can test your pH levels often throughout the day, but try to do so at the same time each morning, as your body will be more acidic the earlier you measure. The goal is to get your morning urine pH between 6.5 and 7.5.
- For saliva, your pH should be similar to your urine. Don't get the strips confused! Wait at least two hours after eating to measure your saliva pH. Fill your mouth with saliva and then swallow it. Repeat this step again to ensure your spit is clean, and then place some saliva on the pH strip.
- If you're not ready to completely overhaul your diet, fear not.
- Aim for about a 70-30 ratio of alkaline to acid foods. In addition to the foods you eat, know that stress can also affect your pH levels. Practice deep breathing, eat your veggies and drink plenty of water to lighten your acidic load.



# ACTION STEPS

- Ketogenic Diet: Try it for one week and see how you feel. The first 3 days are the hardest. Check with your doctor first.
  - This means removing most of the carbs from your diet (high GI ones, like potatoes and bread - and all grains)
  - Up your green vegetable intake - we need the micronutrients from our vegetables every single day
  - Up your good fat intake - avocados, olive oil, olives, nuts, seeds, coconut oil, grass fed butter, organic eggs - have them every morning!
  - <http://www.ketogenic-diet-resource.com/support-files/who-should-not-follow-a-ketogenic-diet.pdf>
  - <http://www.ketogenic-diet-resource.com/>
- Go Alkaline As Much As Possible - helps to balance hormones and up T
  - Ties in nicely with Ketogenic diet doesn't it?
  - Lots of greens, plenty of greens. When you think you've had enough greens, have some more
  - Get juicing daily!
    - Kale, spinach, broccoli, celery, cucumber, wheatgrass etc
  - Drink lemon water every morning. If you have it before coffee, you can feel better about your coffee!
  - Green tea is alkalizing too



# ACTION STEPS

- WATCH:
  - Diet Doctor YouTube channel - High Fat, Low Carb
    - Low Carb Paleo with Mark Sisson
    - The Paleo Diet Explained
  - Check out: [AcidAlkalineDiet.com](http://AcidAlkalineDiet.com)
  - <http://eataalkalinefoods.com/10-alkaline-foods-to-boost-your-libido-for-valentines/>

