

KIS-\$\$\$ FOOD RULES

KIS-\$\$\$: *Keep it simple: STOP, SUBSTITUTE, SUPPLEMENT*

Stop that which harms.

Substitute with that which is good.

Supplement with that which is a secondary help.

- *Stop* eating processed food, *substitutewith* foods as close to their natural state as possible.
- *Stop* eating stuff that has a long list of ingredients, *substitutestuff* that doesn't need a list of ingredients (i.e. the fresh stuff!)
- If you don't stop eating processed foods; at least *stop* eating calorie rich foods, *substitute* nutrient dense foods.
- *Stop* eating "foods " that have a long shelf life; *substitute* them with foods that have a short shelf life. The principle, stated dramatically for effect, is that if the food is packaged to preserve it for a long shelf life (with preservatives etc.), then it has equally been unwittingly designed to shorten *your* shelf life. *The rule of thumb is: if the product is long lived, your consumption of it makes it likely you are going to be short lived.*
- *Stop* spending most of the weekly food- shop money on the inside aisles of the supermarket; *spend it* on the outside aisles, where the fresh produce is. (Apply the 80: 20 rule - Spend 80% of the food bills on the natural, fresh stuff that" has no eyes, and did not have a mother.")
- *Stop* using supplements as a substitute for good food; *use supplements as supplements to top up* rather than as a mainstay, they don't work very well the latter way.
- *Stop* eating foods that will not rot or sprout, *throw them out.*
- If the foods you eat result in sticky messy utensils and plates that are hard to clean, then they will leave an equivalent sticky mess inside your body. The principle is: *If it's hard to clean on the outside, it will definitely leave a mess on the inside.*

- Change your criteria from eating foods *that you like*, to eating foods *that like you*. If the foods you like, like you back just as well, well and good. If not, pay attention. Eat the foods that are true friends, not 'pretend -friend' foods. The latter are like people who work to make you like them (and succeed), only for you find out too late that they were insincere. Better to keep company with foods who like you (their actions are for your benefit), instead of foods you like (whose actions are anything but).

You will have noted that some of the rules are the same ones just said a little differently. It helps to have principles coded in ones mind in slightly different ways. Multiple 'coding' is one key to knowing something well. In this context, it helps protect against the sneaky attacks of bad habits, or environmental cues, or the unconscious effects of advertising.