

## Personalised Nutrition & Immune Health EXPRO 2020 – Dr Cam’s Notes

What do clients want from you?

What do they need even more right now?

What stresses us generally will dampen our immune response...

What is happening in the world right now to increase our stress?

- Uncertainty
- Concern
- Population wide stress - we are influenced by others
- Significantly higher levels of mental stress/anxiety

Components of the environment that stress us...



**How food influences our immune system**



We need enough food to...	Healthy dietary patterns...	What else influences the impact of food?
- Create the materials that our immune system needs, i.e. all the cells of the immune system are made from proteins...	Provide less stress: <ul style="list-style-type: none"> <li>- Improve the immune response</li> <li>- Balances blood sugar response</li> </ul> Provides micronutrients: <ul style="list-style-type: none"> <li>- Specific to the immune system pathways</li> </ul> Unhealthy dietary patterns <ul style="list-style-type: none"> <li>- Create stress &amp; inflammation</li> <li>- Don't contain essential micronutrients for immune function</li> </ul>	<ul style="list-style-type: none"> <li>- WHEN you eat food</li> <li>- INDIVIDUAL nutrient needs</li> <li>- FASTING periods and their effect on the immune system</li> <li>- FITNESS/EXERCISE</li> <li>- Environmental stresses</li> </ul>

**The immune system is based off your natural rhythms and hormone balance**

Foods influence your hormones through the nutrients they contain, and the time in which you eat them

Food is influenced by all the other factors in the environment

**AND...**we are all different when it comes to all of the above...

**HOW ARE WE DIFFERENT?**

GENOTYPE



+

EPIGENETICS



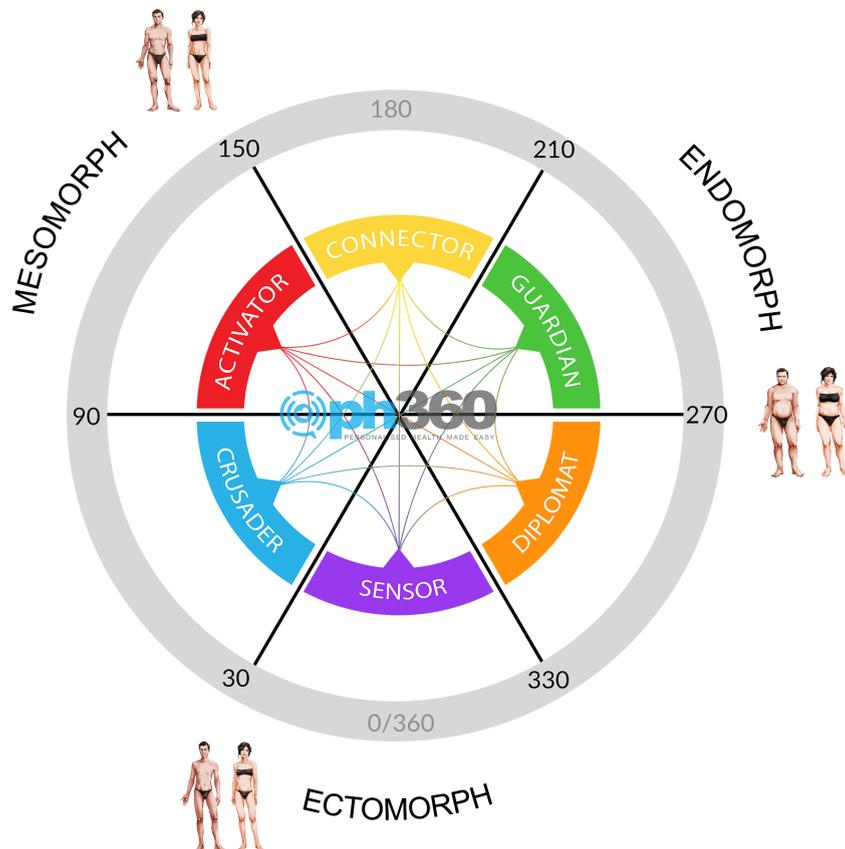
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PHENOTYPE



**The HealthTypes describe**

- The way the body develops from the womb...
- The hormones that are more dominant along with structures of the body and how they develop
- The predisposition for stress tolerance and the type of stress that will be tolerated by a body
- The optimal circadian rhythm and timing for the body
- The best nutrients that this body needs in order to maximise
- The best type of exercise that this body is suited to
- The way that this body will respond to mental, social and environmental stress



How do you find out which one you are?

- 30min at home assessment (no bloods or saliva tests)
- Can apply it to your clients online or in person
- Immediate results and an intuitive app that guides you through the process

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## ACTIVATOR

**Motivation:** Challenge, winning, freedom

**Digestive tract type:** Short, high acid

**Metabolic:** Higher metabolic rate, higher levels of acute inflammation, fast growth following ex + food

**What they need to do:** Small frequent meals, mod to higher protein, carbs to fuel exercise, specific antioxidant intake

**What it feels like when it goes well:** Energy to go at maximum intensity

**How you know it's going wrong:** Joint pain, higher digestive pain, burn out, auto-immune

## CONNECTOR

**Motivation:** Visual change, Social, Fun, playful, variety. Short term focus then a change in tact needed

**Digestive tract type:** Mod to high acid, moderate length

**Metabolism:** Good growth response, more sensitive to carbs

**What they need to do:** 4 to 5 meals per day. Moderate size, lower carbs at night

**What it feels like when it goes well:** Connected, energy all day, excited, slow steady weight loss

**How you know it's going wrong:** Sluggish, worry, weight increase, joint pain, CVD risk

## SENSOR

**Motivation:** Credible information, Logic

**Digestive tract type:** Medium length, Low acid

**Metabolism:** Varying metabolic speed, depletion body (easily lose muscle, bone, fat tissue, minerals). Hard gainers

**What they need to do:** Small frequent meals, everything well cooked, separate carbs/protein, very specific fruits and veg, relax before food, stay warm

**What it feels like when it goes well:** Mental clarity, calm mind

**How you know it's going wrong:** Headaches, gas bloating, mental fog, poor immune system

## CRUSADER

**Motivation:** Expert source, autonomy, productivity increases

**Digestive tract type:** Short to Medium length, Low-mod acid

**Metabolism:** Varying metabolic speed, depletion body (easily lose muscle, bone, fat tissue, minerals). Hard gainers

**What they need to do:** 3 main meals, 2 snacks, remember to eat and hydrate, well cooked foods, break and breathe before food

**What it feels like when it goes well:** Can't feel digestion, focus, mental stamina

**How you know it's going wrong:** Tired, reliance on coffee, poor motivation/drive, sluggish

## GUARDIAN

**Motivation:** Connection with the trainer, Family

**Digestive tract type:** Long, moderate acid

**Metabolism:** Slowest metabolism, gainers of muscle and fat, conservation type

**What they need to do:** 90% of energy intake by lunch time, very high vegetable intake, lower protein intake

**What it feels like when it goes well:** Feel lighter, easy fat reduction, maintenance and increase in strength

**How you know it's going wrong:** Weight gain, fluid retention, cravings, poor sleep

## DIPLOMAT (the most varied type)

**Motivation:** Logic, connection and consistency

**Digestive tract type:** Longest - can tolerate most things

**Metabolism:** Slower and steadier, conservation + higher activity in the mind

**What they need to do:** Later meals, higher veg, moderate protein, 5 to 6 hours b/w meals

**What it feels like when it goes well:** Happy digestion, steady consistent mood, easy weight loss

**How you know it's going wrong:** Digestive discomfort, waking up earlier than preferred, mental fog, hesitation and over-rumination

**What is going to save your clients NOW and also in the FUTURE?**

**Personalisation...**and it will do the same for you too

*Foods, Exercises, Relationships, Mental tactics, Environments are not*

*GOOD or BAD*

*It only matters what is right for the individual at this moment in time!*

*If you get that right, the body will support itself, and the immune system will work as it should*

*Dr Cam McDonald - EXPRO 2020*

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eliminate the guesswork from your clients'  
results

Check for the 'ph360' stand in the Exhibition  
Area

