



maxliving®

# GROCERY STORE SHOPPING GUIDE



# GROCERY GUIDELINES

The Standard North American Diet is broken beyond repair. Not to worry, though, because MaxLiving has spent years crafting the plans and the tools to help you escape the scary food and health trends we are facing. This detailed guide will show you how to navigate the grocery store and come out with a basket full of fresh foods that contain no hidden sugars, damaged fats or nasty toxins.

Tote this with you the next time you need to fill your fridge with filling, nutritious foods. **Enjoy!**

## GENERAL SHOPPING TIPS

- Stock up on basics; buy in bulk when you can.
- Schedule a specific day/time for grocery shopping every week. Emergency shopping encourages bad decisions.
- Shop around the perimeter of the store. That's where the most natural, less altered foods are.
- Buy more foods without labels (i.e. vegetables). What you see is what you get.
- Read labels. Don't just look at calories, fat percent, carbs, etc. You want to check the ingredients!
- The fewer ingredients listed, the better.
- Look for natural ingredients, not chemicals. If you can't read it, don't eat it.
- Beware of marketing! Being low in fat, low in carbs, gluten-free or sugar-free does not mean it's healthy. Being labeled "organic" does not make it healthy.
- Watch out for sugars (ending in "ose"), stimulators (MSG, hydrolyzed or autolyzed ingredients), artificial sweeteners, hydrogenated or partially hydrogenated oils.



# ADDITIVES TO AVOID

- **Artificial Food Coloring** – Found in processed foods, cereals, fruit snacks, drinks, etc. May contribute to nerve damage, hyperactivity, learning disabilities and even carcinogenic effects.<sup>1,2</sup>
- **Artificial Flavors** – “Catch all” phrase that does not include all ingredients.
- **Artificial Sweeteners** – Aspartame (NutraSweet, Equal), Sucralose (Splenda), Saccharin (Sweet and Low). Found frequently in drinks, puddings, yogurt, ice cream/popsicles, etc. Highly toxic and highly chlorinated. Studies show a possible connection to impaired brain development and damage, nervous system disruption, weight gain, and more.<sup>3,4</sup>
- **BHA/BHT** – Found in many processed foods containing fats. Generally used to keep fats from becoming rancid. May be linked to liver damage, cancer, and more.<sup>5</sup>
- **Canola Oil** – Often found in processed foods, (including “health foods”). Man-made, genetically modified oil made from rapeseed oil. Processed at very high temperatures and contains trans fats. May negatively impact brain function.<sup>6</sup>
- **Caramel Coloring** – Commonly found in colas, meats, and sauces. Caramel coloring may be potentially carcinogenic, according to some studies.<sup>7</sup>
- **Corn Syrup and High-Fructose Corn Syrup** – Found frequently in drinks, condiments, tomato products, breads, cookies, crackers, syrups, etc. May be associated with blood sugar issues, heart disease, and more.<sup>8</sup>
- **Nitrites** – Found in many processed meats. May be linked to certain cancers, such as pancreatic cancer.<sup>9</sup>
- **TBHQ** – Also known as “butane”. Found in many fast foods, such as chicken nuggets.
- **Monosodium Glutamate (MSG)** – Commonly found in foods like canned soups, fast food, packaged foods, and processed meats. MSG consumption may be linked to obesity, inflammation, heart disease, and more.<sup>10</sup>
- **Fructose/Dextrose/Sucrose (Sugar)** – Can be corn based and may be linked to an increased risk of certain cancers.<sup>11</sup>
- **GMO Foods** – A category of foods that have been altered through genetic engineering. Contained in many packaged foods and in the produce section.
- **Hydrogenated Vegetable Oils** – This includes soy, safflower, corn, vegetable, and canola. May be associated with an increased risk of heart disease and cancer.<sup>12</sup>
- **Maltodextrin** – Sugar, usually corn-based.
- **Modified Food Starch** – Found in many packaged foods. Chemically processed.
- **Propylene glycol** – Also known as “antifreeze” – Found in many foods like soft drinks, popcorn, and cake mixes. May be linked to neurological and heart issues.<sup>13,14</sup>





# SHOPPING LIST

**This convenient shopping list gives you the absolute best choices for nutritious food. Seek out the different food types in your community, and make notes on the brand names and retailers that provide the best options.**

Once you do, you will have a foolproof shopping list for whenever you need to stock up on the nutritious foods your family deserves.

# PROTEIN

○ ⤴	<b>Cold Water Fish</b>	Wild Pacific or Alaskan is best.		
○ ⤴	<b>Small Fish</b>	Anchovies, Sardines in Olive Oil.		
○ ⤴	<b>Eggs</b>	Eggs from free-range, hormone & antibiotic-free chickens are better than eggs from caged, injected chickens fed organic foods or omega 3s.		
○ ⤴	<b>Raw Cheeses</b>	Most naturally-occurring and healthiest form of cheese. (Beware of rice & soy alternatives.)		
○ ⤴	<b>Beef</b>	100% grass- or green-fed -- you must ask! Some farms grain feed the animals "at the end," which is still not desirable. This alters their vitamin E content, and fatty acid ratios. Please note that organic does NOT mean grass-fed. Check with local farms, co-ops, and online.		
○ ⤴	<b>Chicken</b>	Free-range, hormone & antibiotic-free is best. "Free from antibiotics" & "Naturally Raised" are steps in the right direction.		
○ ⤴	<b>Turkey</b>	Free-range, hormone-free		



# PROTEIN

○ ⤴	<b>Turkey cont.</b>	Look for natural turkey "bacon" without nitrites or sugar.		
○ ⤴	<b>Egg Protein</b>	Great for baking -- can also substitute with or for eggs or egg whites. If not available, use whey protein + 1 egg (best and most similar tasting substitute).		
○ ⤴	<b>Shelled Hemp Seeds</b>	Incredible protein source for salads. Produces a complete meal. 4 Tablespoons = 22 grams of protein.		

# FAT CHOICES

○ ⤴	<b>Raw Nuts &amp; Seeds</b>	Look for raw, consider organic. Often available raw at bulk food stores. Store in the fridge to maintain the integrity of the fats.		
○ ⤴	<b>Olive Oil, Olives, Grape Seed Oil</b>	Extra virgin is best. EVOO should be in a dark container to block the light.		
○ ⤴	<b>Coconut Oil</b>	Coconut oil is the ideal oil for cooking, baking, and frying, as it does not denature with high heat. Extra virgin is best, virgin or non-virgin is acceptable for greasing the pan.		
○ ⤴	<b>Coconut Flakes</b>	Toasted flakes are delicious on salad or as a snack.		
○ ⤴	<b>Coconut Flour</b>	Great alternative to grain flour for baking, for thickening sauces and great in smoothies.		
○ ⤴	<b>Coconut Butter</b>	Not for cooking, but for eating!		
○ ⤴	<b>Coconut Milk</b>	Full-fat coconut milk is thicker than watered down versions. This becomes a personal preference.		

# FAT CHOICES

○ ↕	<b>Flax Seeds, Flax Seed Meal</b>	Ground flax meal is great on salads, in oatmeal, and as a healthy substitute for flour in baking.		
○ ↕	<b>Flax Seed Oil, Cod Liver Oil</b>	Do not heat!		
○ ↕	<b>Hemp Seed Oil</b>	Best ratio of essential fatty acids -- mix into salad dressings, smoothies, oatmeal -- everything!		
○ ↕	<b>Fish Oil (Supplement)</b>	Look for fish oil that has been formulated to eliminate any contamination. Fish oil with essential fats in the optimal ratio is ideal.		
○ ↕	<b>Nut Butters (almond, macadamia)</b>	Raw is best but can be difficult to find.		
○ ↕	<b>Tahini</b>	Raw is best.		
○ ↕	<b>Yogurt</b>	Full-fat, plain, organic. Raw is best, if available. No sugar!		
○ ↕	<b>Butter</b>	Organic (raw is best, if available).		
○ ↕	<b>Milk</b>	Full-fat, organic is a bare minimum. (Nonhomogenized is even better ... non-pasteurized is best if available).		
○ ↕	<b>Chocolate (cacao)</b>	Pure chocolate contains no sugar -- mix or melt down with stevia and/or cinnamon -- use in yogurt, smoothies, or with nuts/berries for a dessert or snack. Look for 100% chocolate cubes ("Baker's Chocolate") or chocolate powder.		

# HIGH FIBER CARBOHYDRATE CHOICES

○ ⇅	<b>Vegetables</b>	Organic is best, but not essential. Veggies with the highest pesticide loads should be bought organic.		
○ ⇅	<b>Greens Drinks</b>	Great substitute for essential veggies if lacking in your diet -- and great for kids! Watch out for additives in commercial brands.		

# STARCHY CARBOHYDRATE CHOICES

○	<b>Whole Grains &amp; Whole Cereals</b>	Must be "whole grain, sprouted, or stoneground."		
○	<b>Whole Grain Breads, Bagels, English Muffins, etc.</b>	Every grain ingredient on the label must read "whole grain, sprouted, or stone-ground." (Must freeze this type of bread.)		

# CONDIMENTS, SPICES & SEASONINGS

○ ⇅	<b>Mayonnaise</b>	Most substitutes readily available in grocery stores (including some brands of mayo substitute Veganaise) are made with canola oil and/or soy products. Grape seed oil and olive oil based spreads are acceptable. You can also make your own!		
○ ⇅	<b>Salad Dressing</b>	Most store brands use rancid oils -- copy the ingredients and make your own healthy dressings with acceptable replacement ingredients! Hemp seed oil has the ideal ratio of omega 3s and 6s.		
○ ⇅	<b>Tamari</b>	Fermented soy product, excellent substitute for traditional soy or steak sauce.		



# CONDIMENTS, SPICES & SEASONINGS

○ ⬆	<b>Marinades</b>	Bragg's Liquid Aminos (or Liquid Soy) is a healthy form of soy - and great for meat.		
○ ⬆	<b>Herbs &amp; Spices</b>	Herbs in bulk are most economical. Organic spices are best (not irradiated). Look for individual "blends" (Greek Seasoning, Herbs of Provence, and Salad Sprinkles). Gomasio (sesame seeds with garlic, sea salt, and/or seaweed) is also great on salads and veggies.		
○ ⬆	<b>Salsa</b>	Look for no sugar salsas, organic is best.		
○ ⬆	<b>Tapenade</b>	Also very easy to make at home.		
○ ⬆	<b>Salt</b>	The words "sea salt" aren't enough! General sea salt may still contain 2% additives, including sugar. Check the labels! Some of the best, unrefined sea salts are Celtic sea salt and Himalayan salt. You will see flecks of color in the salt, which shows that the minerals are unprocessed and intact.		



# SWEETENERS

○ ↕	<b>Stevia</b>	Look for stevia without unnatural preservatives and additives. Brands come in a variety of tastes and concentrations.		
○ ↕	<b>Xylitol</b>	Some people prefer the taste of xylitol over stevia. Be sure to use a xylitol that is derived from birch, not corn, and does not contain additional cornbased additives. Use in small quantities only to avoid digestive distress. No salt added is preferred.		

# BEVERAGES

○ ↕	<b>Water</b>	The majority of your fluid consumption should come from water!		
○ ↕	<b>Sports Recovery Drinks</b>	These drinks should come from pure sources only and be used pre- and post-surge-style and endurance workouts, and with greater moderation when on the Advanced Plan. Avoid commercial sports drinks which contain processed sugar and artificial colorings.		

## References:

- McCann D, Barrett A, Cooper A, et al. Food additives and hyperactive behaviour in 3-year-old and 8/9-year-old children in the community: a randomised, double-blinded, placebo-controlled trial [published correction appears in Lancet. Lancet. 2007;370(9598):1560-1567. doi:10.1016/S0140-6736(07)61306-3
- Borzelleca JF, Capen CC, Hallagan JB. Lifetime toxicity/carcinogenicity study of FD & C Red No. 3 (erythrosine) in rats. Food Chem Toxicol. 1987;25(10):723-733. doi:10.1016/0278-6915(87)90226-2
- Choudhary AK, Lee YY. Neurophysiological symptoms and aspartame: What is the connection?. Nutr Neurosci. 2018;21(5):306-316. doi:10.1080/1028415X.2017.1288340
- Fowler SP, Williams K, Resendez RG, et al. Fueling the obesity epidemic? Artificially sweetened beverage use and long-term weight gain. Obesity (Silver Spring). 2008;16(8):1894-1900. doi:10.1038/oby.2008.284
- Kahl R, Kappus H. Toxikologie der synthetischen Antioxidantien BHA und BHT im Vergleich mit dem natürlichen Antioxidans Vitamin E [Toxicology of the synthetic antioxidants BHA and BHT in comparison with the natural antioxidant vitamin E]. Z Lebensm Unters Forsch. 1993;196(4):329-338. doi:10.1007/BF01197931
- Lauretti E, Praticò D. Effect of canola oil consumption on memory, synapse and neuropathology in the triple transgenic mouse model of Alzheimer's disease. Sci Rep. 2017;7(1):17134. doi:10.1038/s41598-017-17373-3
- Smith TJ, Wolfson JA, Jiao D, et al. Caramel color in soft drinks and exposure to 4-methylimidazole: a quantitative risk assessment. PLoS One. 2015;10(2):e0118138. doi:10.1371/journal.pone.0118138
- Rippe JM, Angelopoulos TJ. Sucrose, high-fructose corn syrup, and fructose, their metabolism and potential health effects: what do we really know?. Adv Nutr. 2013;4(2):236-245. doi:10.3945/an.112.002824
- Coss A, Cantor KP, Reif JS, et al. Pancreatic Cancer and Drinking Water and Dietary Sources of Nitrate and Nitrite. American Journal of Epidemiology. 2004;159(7):693-701. <https://doi.org/10.1093/aje/kwh081>
- Niaz K, Zaplatić E, Spoor J. Extensive use of monosodium glutamate: A threat to public health?. EXCLI J. 2018;17:273-278. doi:10.17179/excli2018-1092
- Jiang Y, Pan Y, Rhea PR, et al. A Sucrose-Enriched Diet Promotes Tumorigenesis in Mammary Gland in Part through the 12-Lipoxygenase Pathway. Cancer Res. 2016;76(1):24-29. doi:10.1158/0008-5472.CAN-14-3432
- Dhaka V, Gulia N, Ahlawat KS, et al. Trans fats-sources, health risks and alternative approach - A review. J Food Sci Technol. 2011;48(5):534-541. doi:10.1007/s13197-010-0225-8
- Yu DK, Elmquist WF, Sawchuk RJ. Pharmacokinetics of propylene glycol in humans during multiple dosing regimens. J Pharm Sci. 1985;74(8):876-879. doi:10.1002/jps.2600740815
- Al-Khudhairi D, Whitwam JC. Autonomic reflexes and the cardiovascular effects of propylene glycol. Br J Anaesth. 1986;58(8):897-902. doi:10.1093/bja/58.8.897



**WE HOPE THIS GUIDE WILL HELP YOU IN  
CHOOSING THE MOST NUTRITIOUS FOODS FOR  
YOU AND YOUR FAMILY.**



maxliving®

ALIGN YOUR HEALTH



Copyright © 2020 Maximized Living, LP. All rights reserved. "Align Your Health®", "5 Essentials®", and "MaxLiving®" are registered trademarks of Maximized Living, LP.

This document is Intellectual Property, and cannot be shared and/or posted electronically, on any platform, including but not limited to social media, website, email, or cloud storage; and no part of this document may be reproduced in any form without prior permission in writing from Maximized Living LP.