

Heart Congress 2020: Get Juiced. A Guide to A Brilliant Life - Brunel University

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Introduction:

In this highly engaging and exciting talk, Roberto shares his experiences of working as an applied performance consultant with some of the biggest names in the sport. Using evidenced-based underpinning, Roberto combines the research with over three decades of applied experience working at the cutting edge of the elite-level sport.

How can you help an individual struggling in their sport to become World No.1? Helping create Olympic and world champions, medalists from a variety of diverse sports, turn around the fortunes of struggling Premier League football teams? And at the same time help increase well-being, resilience and life satisfaction? Drawing upon his experiences in cognitive behavioural therapy and Solution Focussed Therapy, Robert shares six key areas that have helped transform clients mindsets.

Objectives: Well then common advice might be to slowly start replacing unhealthy foods with healthy ones. Start ordering omelettes instead of bagels. But, HELLO, that's way easier said than done. (Who can resist a bagel!?) Your palate is used to all these delicious carb- and sugar-filled foods. As I thought more about it, I realized juice cleanses are perfect for travelers. Why? As a traveler, your routine (if you have one at all) is constantly getting disrupted, so it's way harder for you to maintain a healthy eating pattern.

Even if you're eating healthily at your home base, you jet off to Europe for a few weeks and come back completely unhinged. Also, most travelers I know are scrounging for their next plane ticket — so they can't afford the fancy cleanses that come in pretty bottles.

What's a traveler to do? A homemade juice cleanse.

Far cheaper than the stuff you can order, and a perfect solution to getting you back on the healthy eating wagon.

Results: The big advantage of having your juice freshly made is that you don't lose any of the nutrients. And compared to packaged or bottled fruit juice it gives you the most amazing lift. According to natural health expert Michael Van Straten, author of the best-selling Superjuice it's because all the nutrients are digested immediately. "When you juice fresh produce you release all their ingredients in an easily absorbable form which goes straight through the stomach wall."

Conclusions: It has to be admitted that there is a slightly anorakky tendency among hard core juicers who will pulverise

almost anything including wheatgrass, a vile tasting, concoction which is enough to put anyone off juicing for life. It's a personal view but with a few exceptions (notably carrots and tomatoes) I think most vegetables taste too bitter to be enjoyable though, as Michael Van Straten points out in his book, you can add them in very small quantities and still get a considerable health benefit.

If you're a first time juicer though it's better to concentrate on fruit juices which tend to have naturally sweet flavours. The trick is not to combine too many different kinds of fruit otherwise you can end up with a juice that doesn't taste of anything in particular and which goes a strange muddy colour. (Remember mixing paints? Red and yellow is great. Red, yellow and green makes khaki) It's hard for example to improve on the perfect pairing of carrot and apple or watermelon and strawberry, beautifully clean flavoured juices that enable you to really taste and enjoy the fruit at its best.