truth. dare. double dare.

NEAT CHALLENGE

WE DARE YOU TO SEE RESULTS
WELCOME:

Thanks for joining the NEAT Challenge. Where we dare you to see results! All you have to do is commit to 20 days of being NEAT. N.E.A.T. (Non Exercise Activity Thermogenesis) is all of the unplanned (or unstructured) low-intensity, physical activity that we engage in on a daily basis. It’s walking to your car, going up and down stairs, standing vs. sitting, getting the mail, brushing your teeth, even waving to your neighbor and laughing at a funny joke. All of the little things we do everyday matter and they matter a LOT! In fact, research is showing that daily NEAT energy expenditure is more impactful to creating negative energy balance (the energy deficit required to lose bodyweight) than structured exercise and trips to the gym.

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**Activity Energy Expenditure**

- **Exercise. (structured)**
- **N.E.A.T. (un-structured)**
- **Thermic Effect of Food.**

Percent of Daily Energy Expenditure Out

- 100%
- 75%
- 50%
- 25%
- 0%

- **Survival Metabolic Rate**
  - Lungs pump
  - Heart beat
  - Brain think
  - Organ function

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TRUTH

The ONLY way we can lose our bodyfat, is to use our bodyfat as an energy source. In other words, put our body in a position where it must use our love handles, chubby thighs and belly fat for food. And do so on a gradual, consistent, ongoing basis. THAT is how effective fat loss happens and THAT is how effective fat loss is sustained. So how do we make this happen? One of the easiest and most effective ways to create and sustain this deficit state is by drinking ketone energy and being NEAT!

TRUTH ABOUT KETONES: Drinking ketones help control the quality and quantity of the energy we eat. They control cravings and appetite thus helping us monitor the energy IN. They also, preserve and protect lean muscle mass very well which helps maximize the energy OUT because keeping muscle is very energy expensive.

TRUTH ABOUT BEING NEAT: Neat energy expenditure is inevitable. It happens everyday. But what if we pay some special attention to a bunch of little things that can add up to help create a very important big thing—that daily energy deficit that is required for weight loss?

WE DARE YOU...

TO BUY 1 BOX OF KETOMAX (any flavor) and drink ketone energy everyday for 20 days while you focus on BEING NEAT and check off as many NEAT SHEET activities as you can each day!

*Print attached 20 Day NEAT SHEET and track your progress.

WE DOUBLE DARE YOU...

TO START YOUR NEAT CHALLENGE with our 60 Hour Water Wash.

*Print of the attached 60 Hr Water Wash Outline if you accept our double dare. You will love it!
**Park Far:** Park as far away from the entrance of the grocery store, your work entrance, etc.

**Go get the Mail:** Get your mail but take the long road. Maybe walk up the street, around the block, etc.

**Kitchen Kardio:** Every time you step into your kitchen, walk in place and do 20 high knee marches. EVERYTIME.

**Commercial Crunches:** IF you are watching TV, do crunches during commercials.

**Sink Side Kicks:** Every time you are standing at a sink, do 10 side leg lifts each leg.

**Walk the Dog:** Pretty self explanatory. Not a bad idea even if you don’t have a dog.

**Grocery Store Steps:** Walk every aisle, even if you don’t need it. The extra steps matter.

**Sitcom Standup:** When watching your favorite tv sitcom, netflix video or facebook live—standup. You can sit during commercials.

**Talk and Walk:** Do you talk on the phone? Awesome. Then make sure you walk while you’re doing it.

**Alarm clock Arm Circles:** Wake up and do arm circles. Straight arms, 100 Rotations Front and Back.

**Pillow Pushups:** When your head is about to hit the pillow, do 20 pushups. Modify according to strength level.

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**Optional Extra NEAT Credit:**

- **Lunges:** Anytime. Any place. Any are better than none.
- **Planks:** Anytime. Any place. Any are better than none.
- **Kneeling opposites:** See Video tab in BE NEAT Facebook Group. [https://www.facebook.com/groups/beneat/](https://www.facebook.com/groups/beneat/)
- **Cardio Box/Step Drills:** See Video tab in BE NEAT Facebook Group.

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**FACEBOOK.COM/GROUPS/BENEAT**

**NEAT CHALLENGE 1.0**
Best Practices | Program Outline
This is not a fasting program and should be approached accordingly. You should consult your physician or other health care professional before starting this or any other health, wellness or fitness program to determine if it is right for your needs. This is particularly true if you (or your family) have a history of high blood pressure or heart disease, or if you have ever experienced chest pain when exercising or have experienced chest pain in the past month when not engaged in physical activity, smoke, have high cholesterol, are obese, or have a bone or joint problem that could be made worse by a change in physical activity. Do not start this program if your physician or health care provider advises against it. If you experience faintness, dizziness, pain or shortness of breath at any time you should discontinue the program.

This group offers health, wellness, fitness and nutritional information and is designed for educational purposes only. You should not rely on this information as a substitute for, nor does it replace, professional medical advice, diagnosis, or treatment. If you have any concerns or questions about your health, you should always consult with a physician or other health-care professional. Do not disregard, avoid or delay obtaining medical or health related advice from your health-care professional because of something you may have read on this site. The use of any information provided on this site is solely at your own risk.

Developments in medical research may impact the health, wellness, fitness and nutritional advice that appears here. No assurance can be given that the advice contained in this site will always include the most recent findings or developments with respect to the particular material.

This program, and community of people are not associated with any specific company, product or brand.
Welcome:
Thank you for taking the next step to join The Original 60 Hour Water Wash. If this is your first water wash with us or you’ve made this part of your personal health and wellness protocol, we are excited to have you.

Purpose:
Repair, Regenerate, Reset and Reboot our body both physically and psychologically. Benefits include but are not limited to improved mental clarity, acuity and accomplishment. You will starve gut micro-biomes of sugar and initiate brain adaptation to ketone metabolism (The Sugar Shift). Research indicates increased growth hormone levels and improved hormone signaling. Bottom line…you are gonna wash your body from the inside out.

Process:
• For those following a water fast, we want to initiate autophagy through caloric restriction. The term autophagy means "self-eating," and refers to the processes by which your body cleans out and recycles various debris, toxins, and damaged cell components.
• Rest and re-start the digestive system by eliminating caloric energy, artificial sweeteners, etc. (Optional)
• Promote endogenous (internal) ketone production by causing ketogenesis, the breakdown of body-fat to create ketone energy.
• Supplementing exogenous (external) ketones, for energy, focus, appetite control and to prevent catabolism (the breakdown of lean muscle mass).
• Providing community encouragement and accountability through the “60 Hr Water Wash” Facebook group at facebook.com/groups/60hourwaterfast Please Note: This is not a fasting program but many participants will be restricting all caloric energy while supplementing with exogenous ketones.

Promote:
Invite family, friends, and co-workers. Add them to the group Facebook page and direct them to the files tab to download the Water Wash Outline.

Prepare (Optional):
• Ketone Supplementation (optional)
• Pink Himalayan Sea Salt OR Celtic Sea Salt
• Natural spring water, alkaline water, tap water
• Electrolytes (optional)
• Dry Bristle Brush (optional)
60 Hour Water Wash and Ketone Cleanse Outline:

VERY IMPORTANT—Sunday 9pm EST:
The 60 Hour Timer Begins with an introduction video on FB Live (OR a pre-recorded video will be available for replay). At this time you will start your washing and discontinue eating food, sugar, soda, etc…whatever you determine to give up for your water wash! If you are water fasting, you will not have any protein, carbs or fats until Wednesday morning at 9am. The only calories will come from ketone energy. For those wanting to accelerate success, spend as energy on Sunday as possible.

Monday:
Today we want to deplete Glucose and Glycogen stores ASAP. Intense activity, working out, NEAT (Non-Exercise Activity Thermogenesis) at a fast or accelerated pace is very important. We want to spend as much energy as possible as early as possible on Monday. Use Ketones with water as needed when hungry, tired, etc. (Up to 4 servings daily.) There are no set times as to when to drink ketones.

Tuesday:
Today, easy exercise and activity is recommended. The Water Wash should take priority over regular workouts, cardio sessions, etc. It will result in a greater good. Depending on the individual and how much glucose and stored glycogen you had to deplete on Monday, the metabolic shift from a sugar metabolism to a fat metabolism will start to occur. This is when ketogenesis (ketone energy created from fat cells) will begin. This is true fat burning! Use ketones with water as needed. There are no set times as to when to drink your ketones.

Wednesday 9am EST:
Use Ketones with water as needed. There are no set times. Continue ketogenesis and feel cleansed, clean and ready to conquer the world. Remember, the worse you’ve treated you body, both environmentally and physically, the worse your Water Wash will be. So… Do NOT be discouraged if you happen to feel crummy while others feel great. Everyone is different.

9am Meal:
2 soft scrambled eggs, 1 can/serving of beef, chicken or bone broth and use ketones the rest of the day if possible. If you need a snack 1/2 cup berries or 1/2 apple is recommended. No dairy. No chemicals. No carbonation. No sweeteners. Small bites. Savor the taste.

Thursday:
1-2 Small portion meals and ketones as needed throughout the day.

Friday:
2-3 Small portion meals and Ketones as needed throughout the day. This is your last structured day and Saturday you are back on your own.
Best Practices:

- We think the greatest way to become an expert at anything is thru personal and group experience and education. THAT is the purpose of the 60 Hour Water Wash and Ketone Reboot. Our goal is to help you become your own expert and to adopt the benefits of “water washing with ketones” as an ongoing best practice in your health and wellness lifestyle.

- Water washing is deep rooted in science and research but as a surprise to many, you will learn as much or even more about yourself psychologically than you will physically. (Eating habits, emotional eating, how much you sub-consciously think about food, etc.) That is why we encourage extensive journaling (especially if this is your first water wash).

- Do your best to follow the provided outline as closely as possible. Only water (Remember this is a water wash) and Ketone energy is recommended. Preferably no fat calories, MCT oils or powders, etc.

- NO stimulants. Coffee, Tea, Sugar Free energy drinks, caffeine pills, etc., are recommended. The negligible amount of caffeine found in some ketone formulations is ok.

- NO artificial sweeteners, flavors, chemicals, multi-vitamins, etc. If it’s not water and ketones it’s not recommended. There are no “deal breakers” and while we provide best practices we are also not “chemical crazies” that want you to feel like a failure if you had a packet of sugar-free crystal light or a piece of chewing gum. Just remember, less is best. The psychological benefits associated with complete abstinence should not be underestimated.

- If you are using ketone energy as part of this program, you will experience a diuretic effect. In addition to pulling out all water based foods from your diet, you MUST drink plenty of water. We recommend fresh spring water. Alkaline or electrolyte fortified waters are approved as long as they don’t contain artificial sweeteners or flavors. Drink a minimum of 100 oz. a day or more. When in doubt, DRINK MORE WATER.

- Listen to your body. This is for you. Nobody else. Ask questions and stay connected to the accountability group.

- With a Sunday night start time, this is NOT a pass to go eat junk all weekend. No carb-loading, cheat eating, etc. Entering your Water Wash with clean, single ingredient, whole food eating is extremely important. Same goes with breaking your Water Wash (schedule attached). The cleaner the better.

- Commit to the Team Fasting schedule.

- STAY OFF THE SCALE! You will lose weight during these 60 hours. Most of that weight will be water. BUT... that isn’t the plan or purpose of this program. In fact, Coach Rob DeBoer hypothesizes that those who use the scale on a regular basis create un-necessary stress that leads to potential water retention and counterproductive cortisol levels.