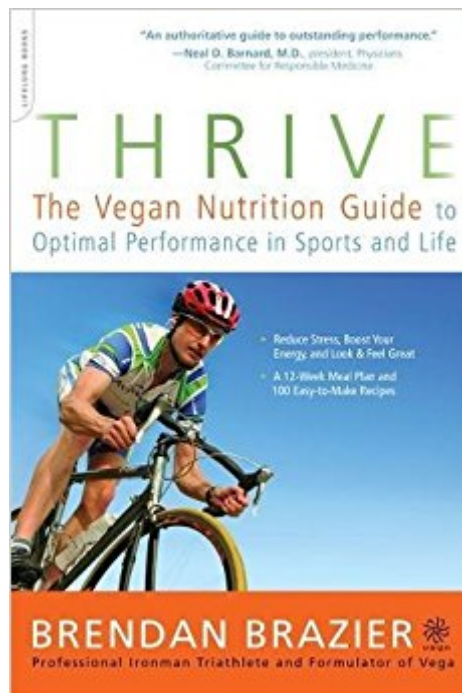




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# Thrive: The Vegan Nutrition Guide To Optimal Performance In Sports And Life



## Synopsis

"Thrive focuses on vegan foods that help fuel your way to uber athleticism."- CNN  
"The Thrive Diet feeds your body all the nutrients it needs without empty calories and with minimal stress."- Chicago Tribune  
"Mr. Brazier's vegan principals have garnered a cult following."- Globe & Mail  
"...The Thrive Diet, a guide to vegan diets in sports...has become something of a bible..."- The Wall Street Journal  
"When I train and need to be at my very best physically and mentally, I turn to Brendan. I highly recommend his book Thrive".- Brian Roberts, 2B, Baltimore Orioles. 2-time MLB All Star.  
Thrive is a long-term eating plan to help all athletes (professional or not) develop a lean body, sharp mind, and everlasting energy. As one of the few professional athletes on a plant-based diet, Brendan Brazier researched and developed this easy-to-follow program to enhance his performance as an elite endurance competitor. Brazier clearly describes the benefits of nutrient-rich foods in their natural state versus processed foods, and how to choose nutritionally efficient, stress-busting whole foods for maximum energy and health. Featuring a 12-week meal plan, over 100 allergen-free recipes with raw food options--including recipes for energy gels, sport drinks, and recovery foods--and a complementary exercise plan, The Thrive Diet is "an authoritative guide to outstanding performance" (Neal D. Barnard, M.D., Physician's Committee for Responsible Medicine).

## Book Information

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## Customer Reviews

"I am forever grateful to Brendan...I have noticed increased energy and more restful sleep. My

desire for sugar and salt is waning, and what's more, I am following these recipes and loving them."-- Hugh Jackman (from the foreword)"The Thrive Diet is an authoritative guide to outstanding performance, not just in top-level athletics but in day-to-day life."--Neal D. Barnard, M.D., president, Physicians Committee for Responsible Medicine"Brendan Brazier's Thrive will increase the micronutrient density of your eating style and enable you to live longer, live healthier, and thrive."--Joel Fuhrman, M.D., bestselling author of Eat to Live and Eat for Health"Thrive is a must read."--T. Colin Campbell, Ph.D., bestselling author of the The China Study"Quite simply, Thrive is the most comprehensive nutrition and lifestyle program we've ever seen."--The G Living NetworkDave Zabriskie, professional cyclist, Tour De France stage winner, and record holder of the fastest time trial in Tour De France history "Thrive is an eye-opening and a life-changing book. It should replace bibles in hotels."

Brendan Brazier is a former professional Ironman triathlete, bestselling author on performance nutrition, and the creator of the award-winning line of Vega nutritional products. He is from Vancouver, British Columbia.[brendanbrazier.com](http://brendanbrazier.com)

Good inspiration for me, and those interested in a vegan diet to prevent inflammation, improve performance, etc. As a 69 y/o runner, I have learned the practical benefits of a plant-based, low inflammation diet. I still log in 25 miles a week in Phoenix AZ (even with the heat) and the anti-inflammatory diet makes a difference. It got my lupus into remit.

I am a triathlete myself and this book changed my nutrition plan and my recovery time. I feel so much better and not so tired after every sessions. Only thing is that I don't cook (very little) so it behooves me to find vegan bars etc...in my store. VEGA is my favorite powder so far.

A friend who does marathons / triathlons started her vegan diet last year and recommended this book to me. I loved it SOO much that I ended up just buying my own copy after finishing hers. This is primarily because of the awesome recipes he includes... I have yet to try the Thrive diet though, as honestly it takes a lot of work to familiarize myself with the ingredients, and make the food. However, the recipes don't take too long to prepare once you understand how to navigate yourself around the raw foods. I mean, there's really not a lot of cooking time.Pros:- Great concepts. I also believe it's very factual as he reiterates a lot of nutritional information that I've seen in other reliable sources. Opened my eyes to the value of nutrition and also how my body reacts to the foods that we

intake. I really enjoyed some of the examples which I still repeat to others all the time.- Easy to read and understand. This could be pro and con, in which you'll also read below. It was very easy to take in, and was a nice overview (in my opinion) of all the different superfoods you can have.- Great recipes. I've tried a couple of them now, and was surprised at how easy they were to prepare. I've been really sick of buying all my raw vegan foods for lots of money, so it was nice to be able to finally make them myself. The only downside is that they require a LOT of ingredients that can be hard to find if you're in the middle of nowhere. However, I also found that once I familiarized myself with the ingredients, I felt more comfortable using them and was able to get creative with my own foods. Finally, I also like how he gives a general overview of how to cook the foods, and then apply them to all the ingredients. So you don't have to read the details of each recipe on how to prepare, and execute (which can be tedious and annoying).Cons:- Easy to understand. This is kind of an unfair con, but I have a lot of friends that actually care about this. If you're anal about the eloquence of writing and wit (i.e. you read The New Yorker / The Economist), then you may not enjoy this read. But for me it was fine and got the message across.- This is a gripe I had, which I felt the book was too short! A lot of the superfoods, he did a REALLY quick and brief overview. I wish he had talked more about certain foods that I was interested in, but I guess I could just Google them; which I ended up doing later on.- Too many ingredients! I already talked about this earlier. This may be a good thing... But the reason why I haven't started the Thrive diet yet is because I haven't gotten around to making his first cereal recipe.. which consists of a lot of ingredients I don't readily have at home. That doesn't even include lunch & dinner, which require all these other ingredients that I also don't have! Buying all of them and starting really would take a lot of work (and MONEY). Plus, I live in So Cal, and even I'm having difficulty finding some of the ingredients.

This book has such depth of information, rarely have any books blown my socks off and Thrive just happens to do that! I love what he states in his book.BB shows two charts about stress and how there are uncomplimentary, complimentary and production stresses and the common sources of uncomplimentary stresses are nutritional, psychological and environmental (page 21).On page 31 BB states this:"If stimulation is used when it will not help you achieve something of value, it is an uncomplimentary stress. I consider coffee an uncomplimentary stress. I view it as a form of credit, similar to shopping with a credit card. You get your energy now that you don't actually have, but you pay for it later - when the "bill," or fatigue hits. (Simply drinking more coffee to put off the inevitable is like paying off one credit card with another: It will catch up with you sooner or later.) You'll most likely pay a high interest as well, needing more time to recover than if that energy had not been

borrowed in the first place. This is the beginning of a vicious circle. In the next chapter I provide strategies to recalibrate the body, and in doing so, get maximum energy from eating natural food."Run and get this book, you won't regret it. There is only one dessert but as BB says in his book, you won't get sugar cravings as much and his one dessert is so healthy you can eat it as a snack rather than a treat...Coconut Cream Pie...YUM!

I love this book. The recipes are great (although their earthiness probably will not suit everyone). Love the pizzas and the burgers. The recipes are extremely caloric and high in fat, so you need to watch it a little if you are eating this type of food alongside standard american diet type food. If you eat Thrive type foods, your appetite will subside quite a bit, so although the foods are calorically dense, you will not be as hungry. But, if you're eating "regular" food too, you really do have to pay attention to portions. I'm an athlete (runner) and I've never felt better, had lower body fat, and had better endurance than while following Thrive.

I love this book. It's easy to understand, and since I've begun implementing the Thrive diet into my own, I've noticed huge differences. I've been vegan for almost 11 yrs, but have never paid too much attention to nutrition per se. Using strategies and foods from this book has helped me cut my recovery time between runs in half. It was almost miraculous that I had a long run, stuck with Brazier's recommended recovery nutrition, and had zero soreness or stiffness from a run that usually would have me icing my hips on the couch all afternoon. I highly recommend this for anyone, regardless of current diet, lifestyle, or fitness level. Brazier presents the information without judgment, and suggests phasing in changes slowly, one step at a time. I don't feel guilty if I fall off the wagon. The tone is very informative but also encouraging and inspiring. I will keep this book by my side for months until I am finally comfortable fully immersed in my new, healthier lifestyle!

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