

SOULMATE
FOOD®

the sirt food diet



Gluten
& Dairy
Free

'The wonder foods that turbo-
charge weight loss'
DAILY MAIL

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in 7 da

the
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The Revolutionary Plan for



SIRT & SOULMATEFOOD

Earlier this year we got in touch with the creators, and authors of the best selling book 'The Sirtfood Diet' – Aidan Goggins and Glen Matten.

As leading experts in nutritional medicine, with Aidan also a pharmacist and Glen a full-on foodie – the two never intended to create a new diet programme, let alone the number one diet sensation of 2016. They simply shared a vision for how diet and nutrition can transform people's long term health and reduce the risk of disease.

That very same vision drove SOULMATEFOOD founder Christian Coates to start the company back in 2008.

After seeing the Sirtfood concept, he says "We were blown away with the feedback on Sirtfoods from athletes and test subjects alike. We recognised the rigorous research that underpinned Aidan and Glen's work along with their strong credibility. We also recognised the significance of juicing and combining the right foods together – plus the benefits of Sirtfoods are scientifically proven – not faddy."

At its heart, this is about enjoying the food you eat, where the benefits are reaped from what you add in - not what you take out in a way that is accessible for everyone. We are excited about the partnership, driven by the desire for great food and commitment to health and wellbeing.





THE SIRT STORY



The Sirtfood Diet is the culmination of many years of work and research by founders Aidan and Glen, resulting in the creation of a modern diet programme that is changing the way Britain eats.

As experts in preventative medicine, they developed an interest in how specific plant chemicals (known as polyphenols), have a profound influence on health. Particularly how they could mimic the effects of fasting and exercise.

They were also fascinated by traditional cultures whose diets were filled with the foods richest in these compounds and were renowned for being amongst the healthiest, happiest and slimmest in the world. Aidan and Glen identified the foods with the highest levels of these powerful nutrients. They then designed a plan around those findings.

When they trialled the diet, they were stunned by the results. Participants on average lost 7lbs in 7 days, but also increased their muscle mass, and were brimming with energy.

Surprisingly, the average increase of muscle mass for participants was just over 1lb. Most importantly, these results were lasting, and for many of the participants the health benefits were life-changing.

'The Sirtfood Diet' was born!

Aidan and Glen are delighted with the SOULMATEFOOD partnership, upholding exactly the same ethos and commitment to never compromising in the delivery of innovative, fresh and healthy food!

the
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SIRT BASICS

Sirtfood is a term coined for a newly discovered, special group of wonder plant foods which when eaten in the right quantities turn on our 'Skinny (sirtuin) Genes'

When triggered, the normal growth processes stop, putting the body into a kind of 'survival mode', much like fasting.

In 'survival mode' your body's fat burning processes are stimulated - housekeeping genes are switched on, which help to naturally repair and rejuvenate cells. This cellular repair is said to help support the body in decreasing its vulnerability to disease.

The Sirtfood Diet has been compared to the Mediterranean Diet, which has been studied for many years for it's long term health benefits. Not surprisingly, it too contains many foods high in sirtuin activating nutrients such as extra virgin olive oil, red wine, walnuts, capers and coffee!

Regions in the world where long-term health is at it's best, have been dubbed, 'Blue Zones'. In these areas people typically live longer and have lower rates of disease... what they appear to have in common, is a Sirtfood rich diet!

**Based on the
No 1 best
selling book**

'The Sirtfood Diet'
published in
January 2016

Created by

Aidan Goggins
& Glen Matten

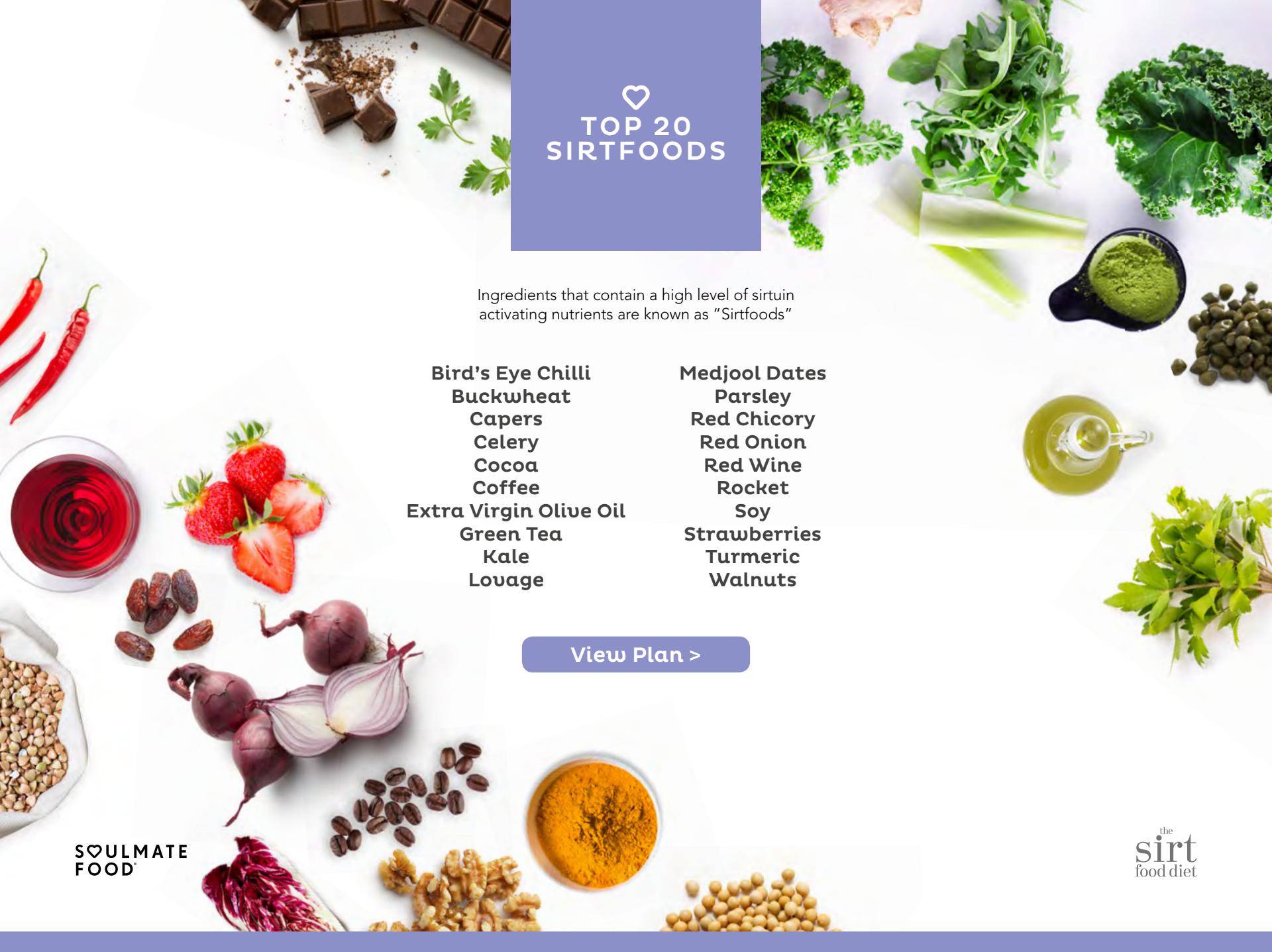
**"Sirt"
refers to our
sirtuin genes**

aka our
'skinny genes'

**Sirtuin
activators**

trigger our
'skinny genes'





TOP 20 SIRTFoods

Ingredients that contain a high level of sirtuin activating nutrients are known as "Sirtfoods"

Bird's Eye Chilli

Buckwheat
Capers
Celery
Cocoa
Coffee

Extra Virgin Olive Oil

Green Tea
Kale
Louage

Medjool Dates

Parsley
Red Chicory
Red Onion
Red Wine
Rocket
Soy
Strawberries
Turmeric
Walnuts

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Cocoa

Cocoa has some serious cardio-protective credentials, particularly showing promise for lowering blood pressure and promoting healthy arteries. Benefits even appear to extend as far as aiding in the prevention of diseases such as diabetes as well as promoting good oral health.



Coffee

Despite its bad rep, drinking coffee is linked with numerous health benefits, such as reducing the risk of diabetes. We recommend it to be drunk black, (milk can lower absorption of sirtuin activating nutrients). If you're already drinking coffee regularly you don't need to increase consumption.

If you prefer tea, we are British after all, so enjoy that instead!

TOP 20 SIRTFoods

Sirtfood ingredients also boast various other health benefits. You might be surprised to learn that coffee and wine are allowed and encouraged as part of the diet!



Red Wine

Throughout maintenance (after week 1) we recommend up to 1 glass two or three days per week. Specifically 'Pinot noir' as it has the highest resveratrol content!

Resveratrol in supplement form isn't as easily absorbed by the body. In red wine, its natural food matrix, the bioavailability is 6x as high. Not only that, but red wine actually contains a whole range of polyphenols, acting together for sirtuin-activating benefits.



Strawberries

Eating Strawberries regularly promotes healthy aging and staves off Alzheimer's, diabetes, heart disease, and osteoporosis.



Turmeric

Turmeric has been used in medicine for thousands of years for its anti-inflammatory properties. Eating just one gram a day has been shown to improve memory function.

"Crucially, what we have discovered is that the greater the sirtuin-activating properties of a food, the more powerfully it stimulates those taste centres, and the more gratification we get from the food we eat."





SIRT BENEFITS

Unlike other diets which are specifically geared towards dramatic and unhealthy weight loss, the Sirtfood Diet is perfect if you want to boost your vitality and wellbeing, enhance your body composition and improve your long term health and resistance to disease. All while getting the benefits through eating delicious food – not grueling exercise or austere dieting!



Lose Up to Half a Stone in 7 Days*



Retain Muscle Mass



Improvement in Memory Function



Better Control of Blood Sugar Levels



Decrease Risk of Chronic Disease



Anti – Aging





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Having the time to prepare fresh food is one of the greatest challenges of eating well and losing weight.

We believe that a busy schedule shouldn't deny anyone the benefits of a healthy diet - and that's where we come in!

The Sirtfood Diet creators Aidan and Glen have worked closely with our renowned chefs every step of the way to design the menu - taking every little detail of flavour as seriously as the nutritional science that backs all our plans up. All ingredients and recipes are gluten and dairy free, and have been officially 'Sirtified'!

The plan offers stunning, fresh, flavour-filled meals that provide the complete spectrum of Sirtfood nutrients and benefits - all conveniently delivered to your doorstep.

[View Plan >](#)

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soulmatefood.com



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SIRTFOOD GREEN JUICES

All our Sirtfood juices are made from raw ingredients that help to activate weight loss.

Central to the first week of the plan are juices which concentrate the key ingredients and thus allow convenient consumption of large amounts of sirtuin activating nutrients.

Greater absorption of sirtuin activating nutrients

Detox The Body

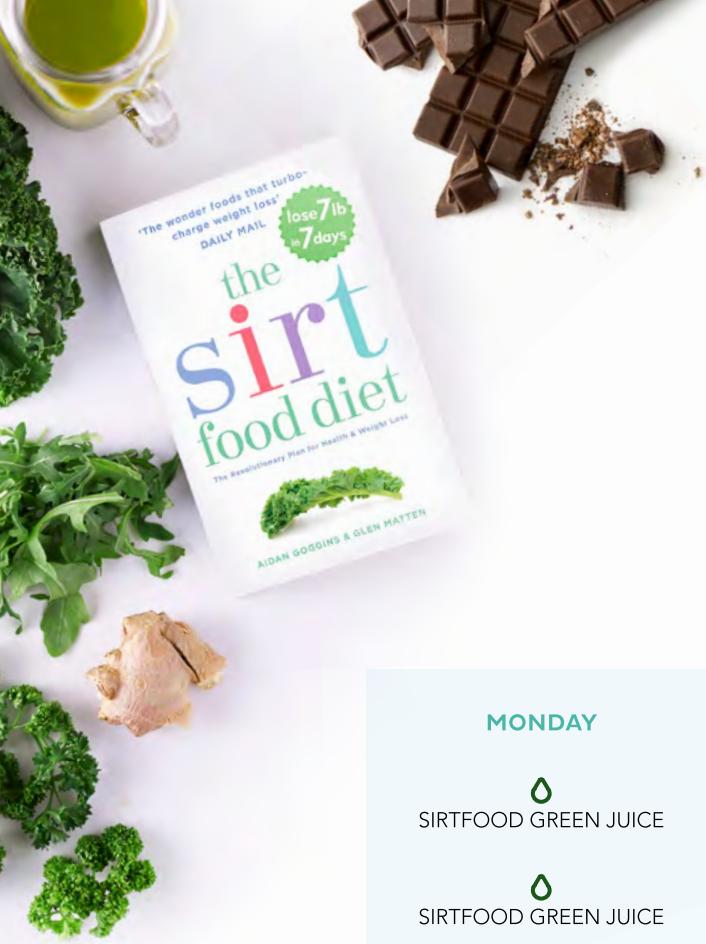
Daily juices are an essential part of the Sirtfood Diet.

Gluten & Dairy Free

Boost Weight Loss

100% Sirtfood Ingredients





SAMPLE MENU

PHASE 1 - DAYS 1 TO 3

Fixed Menu

3 Sirtfood Juices
1 Sirtfood Meal Per Day
Cocoa Sirtfood Bites
Total Daily Kcal Intake = 1000 Calories Per Day

MONDAY



SIRTFood GREEN JUICE



SIRTFood GREEN JUICE



SIRTFood GREEN JUICE

BUCKWHEAT, MATCHA, ROCKET & PARSLEY SALMON

With Sirt Salad & Chilli Hummus

COCOA
SIRTFood BITES

TUESDAY



SIRTFood GREEN JUICE



SIRTFood GREEN JUICE



SIRTFood GREEN JUICE

PARSLEY & WALNUT PESTO STEAK

With Olive & Red Onion Salad
& Harissa Wedges

COCOA
SIRTFood BITES

WEDNESDAY



SIRTFood GREEN JUICE



SIRTFood GREEN JUICE



SIRTFood GREEN JUICE

TURKEY ESCALOPE

With Caper Salsa Verde
Turmeric Noodles & Sirt Greens

COCOA
SIRTFood BITES

TOP TIP

The menu is flexible to suit your daily timetable! Juices and meals can be enjoyed at any time during the day. For best results we recommend eating your meal earlier in the day.

Aidan says...

It's not a "diet" in the usual sense of the word: "Diet's should be a way of life, not some 'six weeks to a beach body'. The Sirtfood diet is much more sustainable long-term. Your body resets to the point that it should be."



SAMPLE MENU

PHASE 1 - DAYS 4 TO 7

Glen says...
"Think of Phase 1 as a chance to declutter your cells.
The Sirtfoods switch on a recycling process within the cells,
helping them to clear out the accumulation of debris and damage.
Combining an abundance of
Sirtfoods with mild calorie
restriction powerfully
triggers this process."

Fixed Menu

2 Sirtfood Juices

2 Sirtfood Meals Per Day

Total Daily Kcal Intake = 1500 Calories



£210 pw
plus delivery
Days 1-7

THURSDAY

 SIRTFood
GREEN JUICE

INDIAN TURMERIC SCRABBLE

Sirt Greens & Chopped
Chilli & Walnut Topping

 SIRTFood
GREEN JUICE

CHICKEN, WALNUT & PARSLEY PESTO

With Deli Buckwheat
Salad & Red Chicory

FRIDAY

 SIRTFood
GREEN JUICE

SIRT SMOKED SALMON

Greens & Buckwheat Waffle
& Caper Dressing

 SIRTFood
GREEN JUICE

STRAWBERRY BUCKWHEAT TABBOULEH

With Lemon & Parsley
Turkey Escalope

SATURDAY

 SIRTFood
GREEN JUICE

TURMERIC, CHILLI & KALE FRITTATA

With Spicy
Tomato Sauce

 SIRTFood
GREEN JUICE

BUNLESS BURGER

With Turmeric Sweet Potato
Wedges, Roasted Red Onion
& Chilli Salsa

SUNDAY

 SIRTFood
GREEN JUICE

BUCKWHEAT MUESLI

With Strawberries,
Walnuts & Coyo

 SIRTFood
GREEN JUICE

CHICKEN, KALE & BUCKWHEAT STEW

With Roasted Red Onion
Wedges & Celery



 **SAMPLE MENU**
PHASE 2

Fixed Menu
Weekly Maintenance Changing Menu
3 Sirtfood Meals Per Day
1 Sirtfood Juice
Available In 1, 4, 8 and 12 Week Plans
Optional Extra Sirtfood Juices, Sirtfood Shots and Sirtfood Bites

£210 pw
plus delivery

MONDAY

 SIRTFOOD GREEN JUICE

SIRT GREENS,
CHILLI & TURMERIC
SCRAMBLED EGGS

ZAATAR SALMON WITH DATE,
BUCKWHEAT & CHICKPEA
TABBOULEH

With Lemon & Parsley Hummus

KALE, COCONUT & TURMERIC
PRAWN THAI CURRY,
WITH BUCKWHEAT

TUESDAY

 SIRTFOOD GREEN JUICE

STRAWBERRY, BUCKWHEAT
& COCONUT CHIA BOWL

With Sticky Date & Walnut Topper

PULLED BEEF CHILLI WITH KALE,
ROAST RED ONION
& BUCKWHEAT

CHICKEN WALNUT SATAY,
BUCKWHEAT NOODLES
& SIRT GREENS

WEDNESDAY

 SIRTFOOD GREEN JUICE

KALE, LOVAGE & RED
ONION FRITTATA

PULLED PORK SALAD & SIRT
AVOCADO SMASH

With Lemon & Red Chilli Dressing

MATCHA TURKEY WITH SIRT
AJI VERDE, NEW POTATOES,
KALE & GREEN BEANS



PHASE 2

Fixed Menu

Weekly Maintenance Changing Menu

3 Sirtfood Meals Per Day

1 Sirtfood Juice

Available In 1, 4, 8 and 12 Week Plans



THURSDAY



SIRTFood GREEN JUICE

LEMON & POPPYSEED BUCKWHEAT WAFFLES

With Strawberry Chia Jam, Coyo & Crushed Walnut Brittle

INDIAN SPICED CHICKEN WITH SIRT GREENS, TURMERIC BUCKWHEAT & MANGO

Chilli & Walnut Dressing

TURMERIC CAULIFLOWER COUSCOUS WITH MOROCCAN SALMON, ROAST RED ONION & SIRT GREENS

FRIDAY



SIRTFood GREEN JUICE

SIRT SHAKSHUKA FRITTATA

With Red Onion Wedges & Spicy Tomato Dip

MATCHA, LEMON & PARSLEY TURKEY WITH WALNUT & KALE HUMMUS

With Sirt Greens & Olives

ROAST LEMON & LOVAGE CHICKEN, WITH STRAWBERRY & BUCKWHEAT TABBOULEH

SATURDAY



SIRTFood GREEN JUICE

WALNUT & STRAWBERRY PORRIDGE

With Cocoa, Date & Almond Milk

SPICED BEEF BRISKET WITH RAW SIRT SLAW, TURMERIC WEDGES & LIME

With Chipotle Dip

BUCKWHEAT, TURMERIC & LEMON COATED PORK KATSU CURRY



FAQ'S

Should I exercise during Phase 1?

As a guide we encourage you to continue with your normal level of exercise and physical activity though the first 7 days, as regular exercise is obviously one of the best ways to improve your health during any controlled diet. However, we recommend staying within this comfort zone, to reduce the stress on the body that might be caused by embarking on additional exercise during Phase 1.

I'm at a healthy weight – Can I follow the diet?

We do not recommend Phase 1 of the Sirtfood Diet for anyone who is underweight. Ensure you calculate your BMI. As long as you know your current weight, and height this is easy to do. If your BMI is 18.5 or less, we don't recommend that you embark on Phase 1 of the diet. And if your BMI is between 18.5 and 20 we would still ask you to be cautious as this diet may lead to a significant fall in BMI, in which case moving straight to the Maintenance diet might be more suitable. Remember that being underweight can be as problematic for health as being overweight.

I'm on medication – Can I follow the diet?

The diet is suitable for most people, but its effects have been proven to be powerful. During the research, participants were assessed for suitability and monitored. As we can't directly make that assessment based on any pre-existing health conditions we recommend you discuss it with your doctor first.

I'm pregnant – Can I follow the diet?

We do not recommend the Sirtfood Diet if you are trying to conceive or if you are pregnant or breastfeeding. It is a powerful weight loss diet, which makes it unsuitable. However, we do recommend including plenty of Sirtfoods into your diet as these are extremely healthy foods to include as part of your healthy balanced and varied diets. And of course, as red wine is part of the plan recommendations, you will want to avoid this for its alcoholic content. As well as limiting your caffeine during pregnancy.



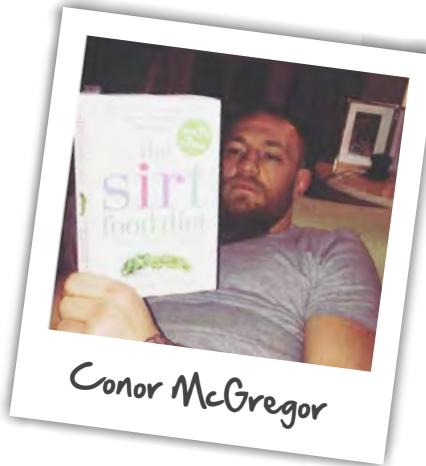




CELEBRITY FANS



The Sirtfood Diet was part of heavyweight champion David Haye's comeback



The Sirtfood Diet gets credit as the preparation diet for UFC World Champion Conor McGregor



The Sirtfood Diet revealed as secret of Adele's sleek new look





IN THE PRESS

'The wonder foods that turbocharge weight loss!'

The Daily Mail

'Eat yourself slim – yummy meals that burn fat'

The Mail on Sunday

'A new way of eating, which has been scientifically proven to have a magical effect on your waistline, health and wellbeing'

The Mail on Sunday

'The weight loss phenomenon of 2016'

The Times

'It's the diet for people who actually like to cook and eat'

The Times

'You can eat and lose weight. You can lose weight and not feel hungry.'

You can drop 7 pounds in 7 days and none of it will be muscle.'

The Times

'The £1500 diet followed by the stars'

Evening Standard

'The dieting bible of 2016'

Women's Health

'This year - the word on everyone's lips will be Sirtfoods'

Women's Health

'The breakout diet of 2016'

Grazia

'2016's hottest food craze'

OK magazine

'Move over Paleo Plan and forget the 5:2 Diet – foods that activate our sirtuin genes are where it's at'

Look Magazine

'We don't normally do weight-loss diets, not least because we know that, in the long term, most of them don't work.'

But we think The Sirtfood Diet is something different. This new way of eating has been devised by experts in medical nutrition with sound scientific backing. It also delivers real health benefits.'

Good Housekeeping Magazine

View Plan >





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