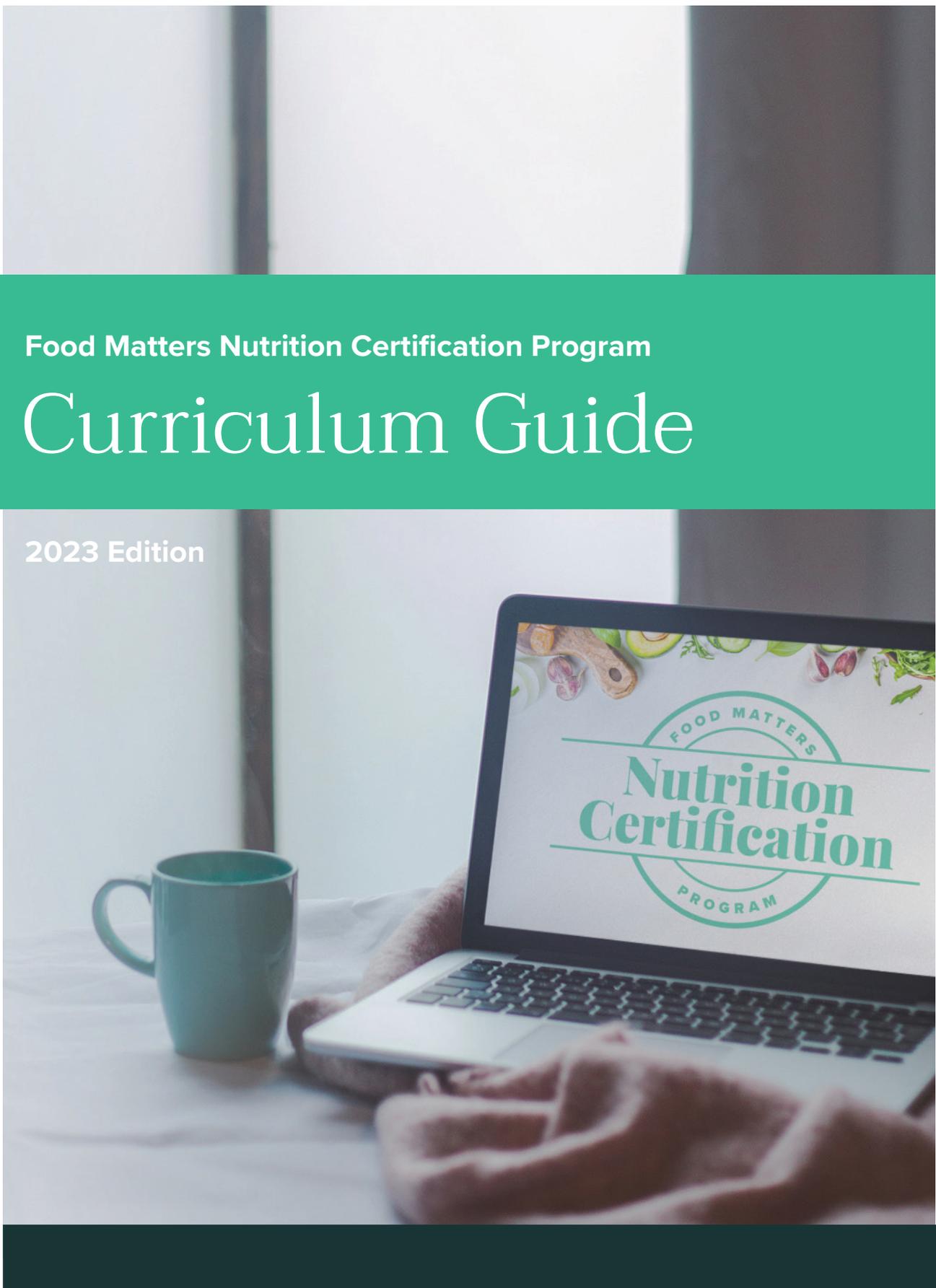


Food Matters Nutrition Certification Program

# Curriculum Guide

2023 Edition



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## WHY WE BELIEVE IN THE Power of Nutrition

**At Food Matters, we firmly believe that you are what you eat.** We know this because we've seen it firsthand. In 2003, my father, Roy, was diagnosed with chronic fatigue syndrome, depression, and anxiety. At the time, we didn't realize how much this was going to impact our lives. We thought we could outsource treatment to the doctors and medical professionals then move on. How wrong we were...

For the next five years, Roy's days were spent in bed, and his nights were often filled with sweaty panic attacks, the anticipated side effects of his medications. The vicious cycle continued as Roy was on two to three medications for his condition and another two to three medications to curb the side effects. He had gained more than 55 pounds and was increasingly lethargic.

Not one medical professional suggested he change his diet or eating habits or recommended different ways to handle stress. Their advice: take the pills, and we'll see how it goes. Not surprisingly, Roy's health began to deteriorate further. He continued to consult with his doctors, who prescribed more and more medications.

### **The more medications he took, the worse he became...**

Laurentine and I knew we had to intervene. But every attempt to help was met with keen resistance. He would remind us that "These doctors have spent their entire lives training to help me. What makes you think you can do better?" As Roy's health and spirit spiraled, Laurentine and I continued to look for answers.

We grabbed every book we could find and started researching. We soon learned that healthy food could be used to heal. We also discovered that our healthcare, food, and agricultural industries were not particularly concerned about our health. They were primarily interested in profits. We couldn't believe what we uncovered.

At first, there were more questions than answers. Why didn't my father's doctor know about the power of nutrition and natural therapies? And why were we not taught this in school? But slowly, we started to see the bigger picture.

**After studying nutrition online, we felt even more confident that we could help my father.** We started sending him some of the books we had been studying. But motivating him to read 300 pages on natural healing was challenging. We needed a better way.

This is how Laurentine and I came up with the idea of creating the Food Matters film. If we couldn't get my father to read about nutrition and natural health, we figured we could probably convince him to watch a film on the subject. We knew he needed to see natural health in a new light to help him truly understand Hippocrates's famous saying, "Let thy food be thy medicine and thy medicine be thy food."

We invested our life's savings into making Food Matters. We bought some film equipment and traveled around the world—from Holland, Laurentine's home country, and England to the East and West Coasts of the United States, and then Australia—to interview all of the doctors, nutritionists, scientists, and wellness experts we had been studying throughout my father's illness.

After our second month of filming, we took the raw footage to Roy, telling him we weren't leaving until he got well. We were on a mission, and no one could stop us—not even Roy or his team of doctors. As a family, we watched the unedited interviews. Before long, Roy was hooked. What stood out, he told us later, was the story about one of his many medications and how it often caused suicidal thoughts.

This was Roy's worst fear. He couldn't believe the pharmaceutical and medical industries would knowingly produce and sell a product that could potentially cause people to physically harm themselves. Not only was modern medicine's approach not helping; it was making him worse. Almost immediately, he went from believing in the medical profession to believing in the age-old adage, "you are what you eat".

Together, Laurentine and I conducted a "fridge audit." We threw out any food that wasn't real. This included all of the diet products, all of the processed foods and refined vegetable oils, and all of the factory-farmed meat and dairy. We then guided Roy through a detoxification program, adding more healthy foods to his diet.

At the same time, we helped wean him off his medications by putting him on a special—and closely monitored—natural supplement regimen. Roy agreed to our help against the wishes of his team of doctors. They tried to scare him and pushed for more medications. When he told them he wanted to stop, the doctors responded with horror stories about what would happen if he did, including all of the potential symptoms associated with withdrawal.

Within a few weeks, his energy started to return. He was out of bed, moving freely and energetically around the house. Within a month he was off all 6 of his medications, after 5 years of daily use, and experienced zero side effects or withdrawal symptoms.

Within 3 months he lost 50 pounds (25kg) was no longer anxious or depressed, was sleeping through the night, and woke up each morning refreshed and ready for the day. He even started jogging again, something he hadn't done in years. He was renewed.

**A simple commitment to natural foods and an understanding of natural therapies freed him from an illness that had trapped and debilitated him for over five years. It was amazing to watch.**

Laurentine and I knew we had to show our documentary to as many people as possible and explain where the food, agricultural, and pharmaceutical industries have gone wrong. Since its release in May 2008, Food Matters has been seen by millions of people online, in theaters, on television, on airlines, and even in hospitals and community centers around the world, from Connecticut to Cambodia, in nine different languages.

**Reflecting on this watershed moment for our family two things become abundantly clear.**

Firstly, studying nutrition online saved our family's life and set Laurentine and me up with the knowledge to help keep our family healthy and free from disease in the medical system! Except for when Hugo slices his finger with a bush knife (thank you doctors for critical and emergency care!)

Secondly, it completely changed our careers and life. Helping us to align our passion for nutrition and healing with building a successful career and business. Since Food Matters was founded in 2008 we have employed over 100 people, produced 4 successful documentaries seen by millions, built the Netflix for health & wellness, and merged it with Gaia to create the world's largest transformational streaming channel, funded multiple philanthropic projects through the Food Matters Foundation (including a nature school that we're currently building in Vanuatu) and created a life and group of friends and colleagues I couldn't have even imagined possible.

**Our biggest mission at Food Matters has always been, and always remains, "how can we help share this life-saving message with more people?"**

We know that this knowledge and information has the power not only to help you and those you love but also help to heal the planet and change the future direction of humanity for generations to come.

We still can't believe that this information is not more readily available. That it's not taught in schools. And that most doctors still don't have much nutrition training as part of their degree.

This has inspired us to bring together over 14 years of research with some of the world's greatest minds in nutrition and natural medicine to make studying nutrition online easier than ever before, no matter where they live in the world and start helping themselves and others straight away. Just like we did with my family and Food Matters.

So now we're calling forth all changemakers and world-class teachers to help us collectively create a ripple effect of healing, positivity, and hope around the world through studying nutrition and sharing these principles in your family and communities to give people the knowledge and know-how needed to heal themselves safely and effectively.

At Food Matters, we are committed to helping you help yourself. We believe that your body is worthy of good care and that no one is more suitably qualified to care for it than you are. We believe that good health requires a holistic view; a full mind-body integrated approach to lifestyle change. It is based around wellness care, not just disease treatment. Now, we empower people to do exactly this with our Food Matters Nutrition Certification Program, which we can't wait to share more of with you.

*James & Laurentine*

James Colquhoun & Laurentine ten Bosch,  
Founders of the Food Matters Institute



## WHY THE WORLD NEEDS More Nutrition Coaches

**The future of healthcare is nutrition.** We know that according to the World Health Organization, approximately 16 million chronic disease deaths occur each year in people under 70 years of age. This is devastating, and entirely preventable - because we have empirical research to prove that diet and lifestyle-related factors are primary contributors to the illness. So using diet and lifestyle factors, like nutrition and natural healing, to prevent and help treat patients with these chronic conditions makes complete sense.

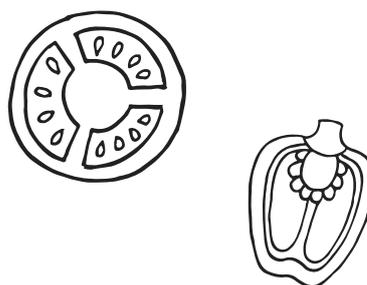
But nutrition is not just our future; for generations, this has been a part of our history, with ancient and indigenous cultures embracing a holistic approach to medicine - we only have to cast an eye on Traditional Chinese Medicine and Ayurveda practices that exist today. Yet this natural approach to healing is still not seen as the norm and is looked down on by mainstream doctors, healthcare providers, pharmaceutical companies, and even insurance companies.

Why? Because, unlike mainstream medicine, it's not a money-making machine. Our ancient cultures were designed to be self-reliant, and so is their approach to healing. It begins and ends with what's readily available.

It's not to say, of course, that there isn't a place for mainstream medicine - the hospital is the first place we go if we break a bone or deeply slice a finger. But by adopting a preventative, holistic approach to health, like in natural therapies, as opposed to a reductionist, symptom-treating view - we could not only save our wallets but save our lives from the outset too. Unfortunately, financial influence means this isn't a priority for the key players.

When it comes to nutrition coaches, they are first-and-foremost a holistic health advocate for their clients. They have a deep knowledge of basic nutrition principles and the education required to provide basic nutrition recommendations to their clients. While they still consider all lifestyle factors for physical, mental, and spiritual health, food is often the focus of their practice. Nutrition coaches typically love healthy food, have an innate desire to help people live their healthiest lives, and a natural curiosity about the way the human body works.

We know that food can be the most powerful form of medicine, so it makes sense that a world with more nutrition coaches is truly a better place.

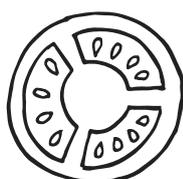


# THINKING OF STUDYING Nutrition Online?

Many of us have those profound “what if’s” in the back of our minds. What if I had chosen that path? What if I had followed my passions? What if I wrote that book or studied something I felt called to in my heart?

Or perhaps, what if I turned my passion for healthy living into a career? It’s often said that we will never know unless we try, so maybe it’s time for a change of heart this year.

**If you’ve been thinking of studying nutrition online, here’s what you need to know.**



## **Mainstream Nutrition Schools & Universities Are No Longer Independent**

At Food Matters, we’ve long seen the influence of money in healthcare. Big pharma, big agriculture, big food, medical insurance companies, biased nutrition advice influencing public health... We’ve been pointing this out since our first Food Matters film launched in 2008 (and it’s still happening, in an even bigger way!). You and I both know that big business shouldn’t be influencing research studies and ultimately our collective health and wellbeing.

This is why independent nutrition schools, that is, schools that aren’t influenced by corporate motivations, have the freedom to offer an evidence-based and anthropologically-supported education to their students. This is something that we believe has the power to change the future of healthcare and overall wellbeing and ultimately help to reduce our reliance on the very industries that seek to profit from our illness.

## **Study Doesn’t Have To Be Expensive**

Many clinical dietitians can spend upwards of \$80,000 on their degree, which doesn’t account for the time taken off for placements, living costs while completing full-time study, and everything that goes alongside the degree. Even with student loans and government-supported fee help being made more regularly available, we know that this high-cost education isn’t attainable for everyone, and it may serve as a barrier to helping people get the education that they need to better the world. This is why many online nutrition courses offer a rich curriculum, free from the influence of big business and expensive campus infrastructure, for a fraction of the cost.



### **You Can Study At Your Own Pace, In Your Own Hours**

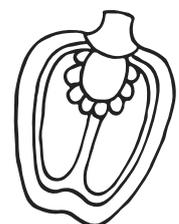
Many standard university courses require people to be in the classroom and labs as part of their education, for a recommended 40 hours per week. For many people hoping for a career in nutrition, but are at home with families, are working full-time jobs, or don't have the capabilities to dedicate this time, flexibility is needed with the timetable. Studying nutrition online can allow for study at a pace that suits them, during the hours that suit them best. We know we're all highly individualized people, who have different needs, and studying online allows for that.

### **Science Doesn't Have To Take Place In A Lab**

More often than not, science is taking place every day in the real world - and this is especially true with nutrition. Many online nutrition courses offer real-world applications of basic nutrition theory because they know that this is where the knowledge is needed most.

### **Support Is Always There When Needed**

There are some online courses that assist you with enrollment, then leave you out on your own. But there are also a rare few courses that offer the guidance and support you need every step of the way. Often when studying with a more 'traditional' institution, there are only certain hours where tutors can be reached, lecturers are seemingly impossible to reach out to, and it's challenging to find the support you need. Online providers recognize that their students will be based around the world with different needs, so comprehensive support is always on offer.



# TURN YOUR PASSION FOR NUTRITION Into a Career

The world needs you now more than ever before. The global pandemic has created an even greater wave of stress, anxiety, and poor health. **And people are looking for answers.**

This problem has opened up a massive opportunity for those who have studied nutrition online and understand **how to help educate others on taking the next step forward on their own healing journey.**

In 2001, economist Paul Zane Pilzer predicted the wellness industry to be the next trillion-dollar industry. And he was right. According to the Australian Financial Review, the global wellness industry is estimated at \$US4.5 trillion. Wellness has entered the cultural mainstream.

As a Food Matters Nutrition Coach you'll be able to help **share this lifesaving message with the world.** Whether you're looking to **write recipe books, start a blog, consult one-on-one with clients, or even make films,** the world needs you now more than ever before and this training will give you the knowledge and tools to help you pass this information onto others.

# WHAT YOUR Nutrition Training Will Look Like

*We're committed to helping you help yourself. We believe that your body is worthy of good care and that no one is more suitably qualified to care for it than yourself.*

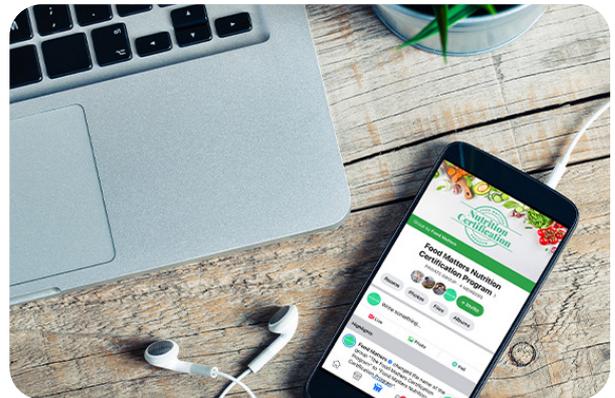
## Choose Your Study Option

Study at your own pace      or       Be guided over 3, 6 or 12 months

## Course Materials

### Module Lessons

Explore 10 core modules that dive into the many facets of nutrition, mind, body, and natural healing practices. Food Matters Institute founder James Colquhoun will be your guide at the beginning of each module, followed by an incredible line-up of expert teachers, doctors, and more. Lessons are available as both slide presentations and audio.



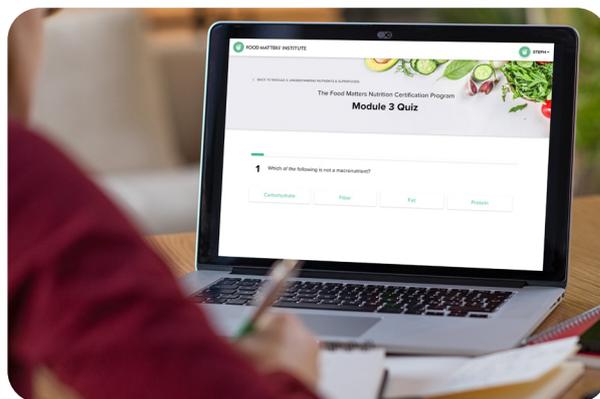
### Workbooks

To accompany your audio lessons, each core module has a corresponding workbook. These workbooks are designed to enhance your learning experience by providing you with a place to collate your notes. You can print these out, or work on them digitally.



## Module Quizzes

At the conclusion of each module, you will test your newfound knowledge with a quiz. These are open book tests and it is expected that you achieve at least 80% to progress to the next module. Each quiz consists of 20 questions and should take between 15-30 minutes. Don't worry if there are a few concepts you haven't quite mastered; you can revisit the quiz as often as you need while you learn all of your new content!



## Weekly Reflection & Practical Exercises

It is important to reflect after each module and put the key learnings into practice to help you stay on track with your study as well as your own health goals. At the end of each module, you will set aside some time to reflect on your progress and new habits you've created by completing the weekly reflection exercise and the weekly practical exercise.



## Recommended Resources

Throughout the program, you'll find suggestions for recommended resources. These may range from podcasts and videos to textbooks and journal articles. None of these are compulsory, but finding the time to watch just one each week will help to expand your knowledge base and understanding of the content covered. If you'd like to further your knowledge on a particular topic - we've curated a library of information.



## Thriving Online Community Group

Join a group of like-minded individuals inside the Food Matters Nutrition Certification Program private group. Inside this private group, you'll be able to connect with other students and graduates who have gone before you. Ask questions, connect with people from around the globe, and be supported by the Food Matters Institute team and fellow students.



## MODULE 1

# Dietary Theory & Food Fundamentals

### Lesson Plan

To understand the power of nutrition, we first have to understand the role it currently plays in our lives. Together we will break down Nutrition 101, biochemical individuality, and the foundational principles of nourishing foods.



### Lessons:

Lesson 1: Understanding Nutrition and Biochemical-Individuality with Christa Orecchio

Lesson 2: Using Food as Medicine with Dr. Mark Hyman

Lesson 3: Nourishing Foods: Part 1 with Christa Orecchio

Lesson 4: Nourishing Foods: Part 2 with Christa Orecchio

Lesson 5: Nourishing Foods: Part 3 with Christa Orecchio

Lesson 6: Eating to Suit Your Body's Needs with McKel Hill

Lesson 7: Living in Alignment with Your Biological Design with Daniel Vitalis

Lesson 8: The Psychology of Eating: The Missing Ingredient with Marc David

Lesson 9: Why Bio-individuality Is Important with Laurentine ten Bosch

**At the end of this module you will understand how to:**

Nourish your body according to your bio-individuality.

## MODULE 2

# Nutrition in the 21st Century

### Lesson Plan

In this module, you'll discover how society has become unhealthy and how our foodscape has evolved. Explore how politics, industries, and big businesses have contributed to the deteriorating health of the population.



### Lessons:

Lesson 1: The Truth About the Food Industry with Vani Hari

Lesson 2: The Modern Food System with Sarah Lantz

Lesson 3: Foods to Avoid & What to Eat For Vibrant Health & Longevity with John Robbins

Lesson 4: Herbicides & The Evolution of Wheat with Cyndi O'Meara

Lesson 5: The Evolution of Wheat with Dr. William Davis

Lesson 6: The Impact of Chemicals & Additives in Our Food System with Sarah Lantz

Lesson 7: Diet Culture & Products to Avoid with Dr. Alejandro Junger

Lesson 8: The Physiological Effect of Sugar & Diet Products with Dr. Christiane Northrup

Lesson 9: How to Read a Food Label with Sarah Lantz

Lesson 10: Decoding Food Labels with Mike Adams

Lesson 11: You Are What You Eat with David Wolfe

Lesson 12: How to Choose the Best Oils and Sugars with Laurentine ten Bosch

### At the end of this module you will understand how to:

Read a nutrition label, decode the food system, and avoid the harmful impacts of sugar, modern wheat, chemicals, and additives.

## MODULE 3

# Understanding Nutrients & Superfoods

### Lesson Plan

This module explores the role of macronutrients and micronutrients, their sources, and common nutrient deficiencies people can suffer from.



### Lessons:

Lesson 1: Nutrients 101: Part 1 with Christa Orecchio

Lesson 2: Nutrients 101: Part 2 with Christa Orecchio

Lesson 3: The Truth About Fat with Udo Erasmus

Lesson 4: A Plant-Based Approach to Calcium, Protein & B12 with Elizabeth Rider

Lesson 5: Know Your Vitamins & Minerals + Top Deficiencies with Christa Orecchio

Lesson 6: Acid & Alkaline Foods with Christa Orecchio

Lesson 7: Optimizing Health with Vitamin Therapy with Dr. Ian Brighthope

Lesson 8: Nutrient Therapy for Depression, Alcoholism & Heart Disease with Dr. Andrew Saul

Lesson 9: The Powerful Benefits of Superfoods with David Wolfe

Lesson 10: Choosing The Best Drinking Water with Daniel Vitalis

Lesson 11: Hydration: Eating Your Water with Susan Teton

Lesson 12: Graceful Aging: Building a Body to Last a Lifetime with Susan Teton

### At the end of this module you will understand how to:

Use the science of nutrition to identify the signs and symptoms of nutrient deficiencies in the body and how to increase absorption.

## MODULE 4

# The Power of Detoxification & Cleansing

### Lesson Plan

In this module, you'll learn about the chemical burden on the body from environmental and lifestyle toxins, and how this affects the body's natural detoxification process.



### Lessons:

Lesson 1: The Problem of All Chronic Disease: Toxicity & Deficiency with Charlotte Gerson

Lesson 2: Environmental & Lifestyle Toxicity with Dr. Alejandro Junger

Lesson 3: Detoxing 101 with David Wolfe

Lesson 4: The Chemical Burden with Sarah Lantz

Lesson 5: The Power of Detoxification with Dr. Sandeep Gupta

Lesson 6: The Impact of Heavy Metals with Dr. Sandeep Gupta

Lesson 7: Toxins in the Dental Industry with Dr. Victor Zeines

Lesson 8: Supporting Detoxification Naturally with Dr. Sandeep Gupta

Lesson 9: The Benefits of Juicing with Jason Vale

Lesson 10: Advanced Detoxification Strategies with David Wolfe

Lesson 11: Natural Solutions for Getting Rid of Parasites with David Wolfe

**At the end of this module you will understand how to:**

Use the power of detoxification and cleansing to support the body through sickness and health.

## MODULE 5

# Healing Your Gut Naturally

### Lesson Plan

This module explores the digestive system, key organs, and the gut-brain connection. It also explores the important role the gut plays in your health, wellbeing, energy, and ability to prevent chronic disease.



### Lessons:

Lesson 1: The Digestive System Overview with Christa Orecchio

Lesson 2: The Impact of Wheat on Gut Health with Dr. Tom O'Bryan

Lesson 3: Gut Healing Foods & Foods to Avoid with Sayer Ji

Lesson 4: Constipation & Cleansing the Gut with David Wolfe

Lesson 5: Ways to Optimize Digestion & The Microbiome with Christa Orecchio

Lesson 6: Common Digestive Problems & How to Solve Them Naturally with Christa Orecchio

Lesson 7: Leaky Gut & Autoimmune Conditions with Dr. Josh Axe

Lesson 8: The Microbiome, Skin-Gut Connection & Gut Permeability with Sayer Ji

**At the end of this module you will understand how to:**

Maintain a healthy gut microbiome and how to heal common gut-related issues, including leaky gut, digestive issues, and skin conditions.

## MODULE 6

# Decoding Your Hormones & Imbalances

### Lesson Plan

Use this module to fully understand how lifestyle factors, stress, poor sleep, and diet affect the body's hormones. Explore how hormone imbalances can lead to skin issues, fatigue, low libido, digestive issues, and more.



### Lessons:

Lesson 1: What are Hormones? Their Function & The Impact of Poor Nutrition with Dr. Joseph Mercola

Lesson 2: Biology of the Endocrine System with Vanessa Lamaro

Lesson 3: Hormone Disruptors & How to Avoid Them with Vanessa Lamaro

Lesson 4: Hormone Balance & Plant Remedies with David Wolfe

Lesson 5: Using Lifestyle, Foods & Herbs to Optimize Hormones Naturally with Vanessa Lamaro

Lesson 6: Common Hormonal Imbalances & How to Treat Naturally with Vanessa Lamaro

Lesson 7: Managing Menopause Naturally with Dr. Tami Meraglia

Lesson 8: Thyroid Health: Disorders & Natural Solutions with Dr. Tami Meraglia

Lesson 9: Our Food Choices, Stress & The Art of Managing it All with Dr. Libby Weaver

### At the end of this module you will understand how to:

Avoid hormone disruptors, identify which foods to eat to support healthy hormones, and how to begin the healing process from specific-hormone related conditions, including, premenstrual syndrome (PMS), menopause symptoms, skin issues, fatigue, low libido, digestive issues, and more.

## MODULE 7

# The Impact of Stress & Poor Sleep

### Lesson Plan

Discover the significant impact stress has on your sleep habits, and consequently your life. Explore varying states of chronic stress and its long-term implications, factors that can influence your sleep, and natural techniques to improve the stress-sleep relationship.



### Lessons:

Lesson 1: Insights Into Emotional Eating with Marc David

Lesson 2: The Power of the Mind to Heal with Bruce Lipton

Lesson 3: The True Impact of Stress on Our Body with Joe Dispenza

Lesson 4: Cortisol Balance & Sleep Cycle with Dr. Alan Christianson

Lesson 5: EMF's & Sleep Disruption with Dave Asprey

Lesson 6: Mind-Body Techniques for Better Sleep with Shawn Stevenson

Lesson 7: Essential Oils for Sleep & Stress with Dr. Eric Zielinski

Lesson 8: Stress Relief Through Grounding with Clint Ober

Lesson 9: The Link Between Sleep, Circadian Rhythm & Your Health with Jason Prall

### At the end of this module you will understand how to:

Critically evaluate stress levels and the influence that this is having on the sleep cycle, plus practical stress reduction and sleep promoting techniques.

## MODULE 8

# Boosting Immunity & Mastering Autoimmune Disease

### Lesson Plan

In this module, you'll learn about how the immune system functions, common autoimmune conditions, and specific herbs and foods to support and boost your immune system.



### Lessons:

Lesson 1: Immunity 101 with Dr. Amina Eastham-Hillier

Lesson 2: Autoimmunity & Immune Dysfunction with Dr. Amina Eastham-Hillier

Lesson 3: Allergies, Hormones & Gut Inflammation with Dr. Tom O'Bryan

Lesson 4: Food Intolerances & Sugar Overload with JJ Virgin

Lesson 5: Supporting Auto-Immune Disease Naturally with Dr. Amina Eastham-Hillier

Lesson 6: Immune-Boosting Medicine Cabinet: Foods & Herbs to Boost Immunity with Dr. Amina Eastham-Hillier

Lesson 7: Aromatherapy for Reducing Inflammation & Boosting Immunity with Dr. Eric Zielinski

### At the end of this module you will understand how to:

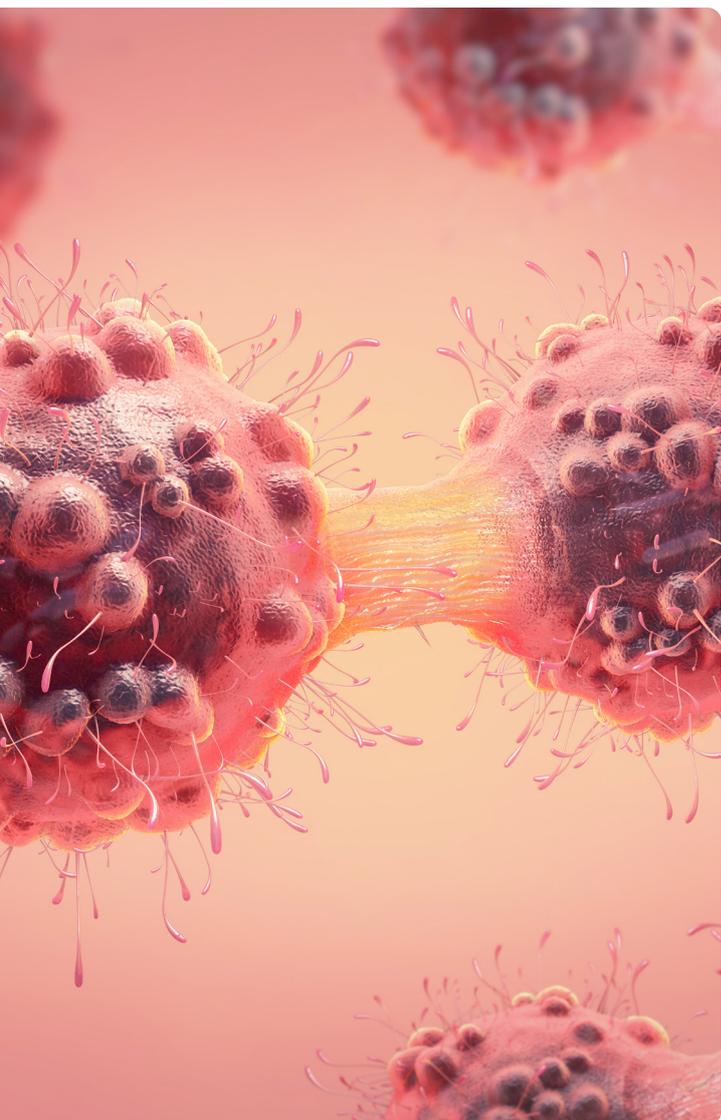
Naturally support your immune system year round and how to treat autoimmune conditions, including Rheumatoid arthritis, Psoriasis, Hashimoto's thyroiditis, and more.

## MODULE 9

# Understanding Chronic Disease & Cancer

### Lesson Plan

In this module, you'll discover how cancer manifests in the body and some of the societal issues leading to a rise in this disease. Explore why our current treatment protocols aren't working and the natural alternatives that have proven to be just as effective.



### Lessons:

Lesson 1: The War on Cancer with Dr. Andrew Saul

Lesson 2: Vitamin C Therapy & Preventing Cancer with Dr. Andrew Saul

Lesson 3: The Cancer & Pharmaceutical Industry with Charlotte Gerson

Lesson 4: Common Chronic Diseases & How to Address with Cyrus Khambatta

Lesson 5: Inflammation: The Root Cause of Disease in the Body with Cyrus Khambatta

Lesson 6: Healing the Gerson Way with Charlotte Gerson

Lesson 7: Pharmaceuticals & Their Side Effects with Cyrus Khambatta

Lesson 8: Gerson Therapy, Supplementation & Cancer with Dr. Dan Rogers

Lesson 9: 15 Foods to Fight Cancer with Liana Werner-Gray

Lesson 10: Food, Cholesterol & Inflammation with Udo Erasmus

Lesson 11: Discovering Mind-Body Techniques for Healing with Jon Gabriel

### At the end of this module you will understand how to:

Identify the causative factors of cancer and chronic disease, use powerful foods to prevent cancer, find alternative treatment pathways, explain why modern medical treatments aren't bulletproof, and support a loved one in the process.

## MODULE 10

# Using Plants as Medicine

### Lesson Plan

This module explores the power of plants and their ability to support our health. From wholefoods and herbs, to fungi and essential oils - discover plant compounds that help our bodies to thrive, heal, and perform at their peak.



### Lessons:

Lesson 1: Turning Back to Nature to Regain Health with Daniel Vitalis

Lesson 2: Foods Promote Vibrant Health & Healing with Ocean Robbins

Lesson 3: Top 10 Foods for Mood & Anxiety with Liana Werner-Gray

Lesson 4: Using Plant Compounds for Health & Performance with Dave Asprey

Lesson 5: Using Herbs, Mushrooms & Adaptogens to Thrive with Nick Polizzi

Lesson 6: Healing with Essential Oils with Dr. Eric Zielinski

Lesson 7: Introducing More Plants into Your Diet with Jason Wrobel

Lesson 8: Peace, Love & Vegetables with Ryland Engelhart

Lesson 9: Using Essential Oils For Self Care with Kim Morrison

Lesson 10: Food Is Information: Lessons from the Blue Zones with Jason Prall

#### At the end of this module you will understand how to:

Use plant medicine for healing and identify the correct foods and herbal remedies that may be used in treatment programs.

# MEET THE Experts & Teachers



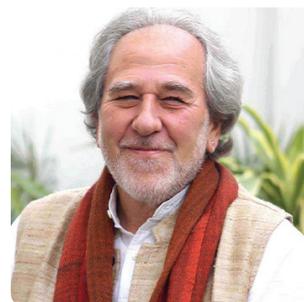
**Amina Eastham-Hillier**  
*Naturopath, Herbalist & Nutritionist*



**Charlotte Gerson**  
*Founder of the Gerson Institute and Therapy*



**Christa Orecchio**  
*Clinical and Holistic Nutritionist*



**Dr. Bruce Lipton**  
*Stem Cell Biologist & Best-Selling Author*



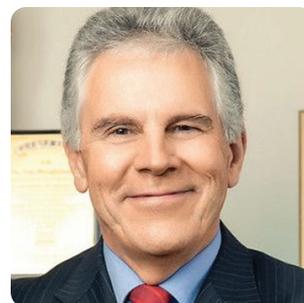
**Cyndi O'Meara**  
*Nutritionist, Best-Selling Author, and Filmmaker*



**Cyrus Khambatta**  
*Best-Selling Co-Author & Co-Founder of Mastering Diabetes*



**Daniel Vitalis**  
*Host of Wildfed & Nature-Based Philosopher*



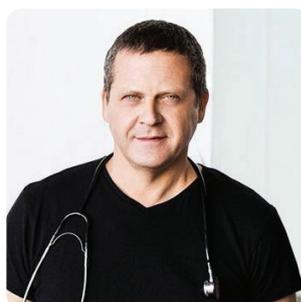
**Dr. Ian Brighthope**  
*Medical Practitioner*



**David Wolfe**  
*Leading Raw Food Expert & Best-Selling Author*



**Dr. Alan Christianson**  
*Physician & Best-Selling Author*



**Dr. Alejandro Junger**  
*Cardiologist & Best-Selling Author*



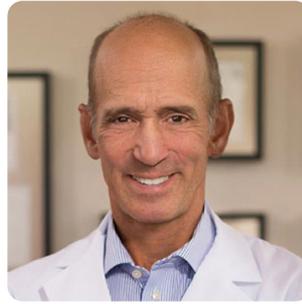
**Dr. Mark Hyman**  
*Integrative Doctor & Best-Selling Author*



**Dr. Christiane Northrup**  
*Board-Certified Obstetrics & Gynaecology Physician*



**Dr. Dan Rogers**  
*Medical Practitioner & Naturopath*



**Dr. Joseph Mercola**  
*Osteopathic Physician & Founder of Mercola.com*



**Dr. Josh Axe**  
*Doctor of Natural Medicine, Chiropractor, Clinical Nutritionist & Author*



**Dr. Sandeep Gupta**  
*Integrative Doctor & Holistic Health Practitioner*



**Dr. Sarah Lantz**  
*Environmental Health Educator & Nutritionist*



**Dr. William Davis**  
*Cardiologist & Best-Selling Author*



**Elizabeth Rider**  
*Health Coach, Wellness Blogger & Author*



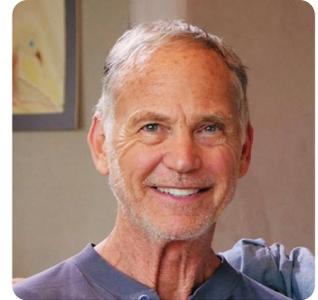
**Jason Vale**  
*Motivational Speaker, Lifestyle Coach & Best-Selling Author*



**JJ Virgin**  
*Fitness Expert & Author*



**Dr. Joe Dispenza**  
*Neuroscientist & Best-Selling Author*



**John Robbins**  
*Best-Selling Author & Co-Founder of Food Revolution Network*



**Liana Werner-Gray**  
*Nutritionist & Best-Selling Author*



**McKel Hill**  
*Clinical Dietitian & Nutritionist*



**Mike Adams**  
*Scientific Researcher & Founding Editor of Natural News*



**Ocean Robbins**  
*Co-Founder of Food Revolution Network*



**Renae Barrington**  
*Nutritionist & Founder of Deeto*



**Ryland Engelhart**  
*Filmmaker & Co-Founder of Kiss the Ground*



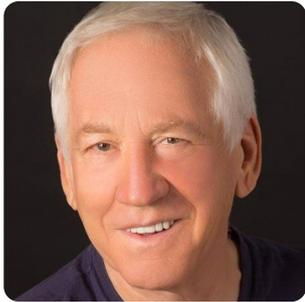
**Dr. Tami Meraglia**  
*Hormone Expert & Author*



**Shawn Stevenson**  
*Best-Selling Author & Founder of The Model Health Show*



**Vanessa Lamaro**  
*Naturopath & Herbalist*



**Clint Ober**  
*Grounding Expert & Author*



**Dr. Eric Zielinski**  
*Osteopathic Physician & Best-Selling Author*



**Kim Morrison**  
*Aromatherapist, Author & Speaker*



**Dave Asprey**  
*Bulletproof Founder & Best-Selling Author*



**Dr. Libby Weaver**  
*Nutritional Biochemist & Best-Selling Author*



**Nick Polizzi**  
*Filmmaker, Author & Founder of The Sacred Science*



**Dr. Andrew Saul**  
*Natural Health Educator & Author*



**Dr. Tom O'Bryan**  
*Functional Medicine & Autoimmune Specialist*



**Sayer Ji**  
*Researcher, Author & Founder of GreenMedInfo*



**Jon Gabriel**  
*Visualization Expert & Bestselling Author*



**Jason Wrobel**  
*Speaker, Lifestyle Coach & Best-Selling Author*



**Vani Hari**

*Best-Selling Author &  
Founder of Food Babe*



**Susan Teton**

*Raw Food Chef &  
Nutrition Advocate*



**Marc David**

*Psychologist & Founder  
of the Institute for the  
Psychology of Eating*



**Udo Erasmus**

*Author, Nutrition Expert  
& Authority on Fats and  
Oils*



**Jason Prall**

*Author, Speaker, Filmmaker  
& Health Educator*

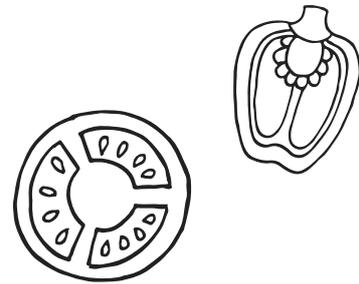


**Laurentine ten Bosch**

*Co founder of Food Matters*

## 10 REASONS WHY

# You Should Study Nutrition



### 1. You Have a Passion for Helping Others

Good food truly has the power to heal. We know this because we saw it firsthand with James' father Roy. One of the key roles of anyone working in the nutrition industry, or the broader health and wellness industry, is to inspire others to be their happiest, healthiest self. If you're the friend or family member who's known for helping others, then nutrition may be the pathway for you.

### 2. You Want to Better the Quality of Your Own Life

Consider how much money you spend each year on appointments with doctors, specialists, or even holistic practitioners. What if there were a simpler way to better the quality of your life? By giving yourself the knowledge and education you need, you'll be able to address any health concerns at the source and begin to live a life of prevention rather than treatment.

### 3. To Take Your Passion for Good Foods & Healthy Living To The Next Level

You've watched the films, read the books, listened to the podcasts, and you still want more! I know the feeling, I've been there before. Studying nutrition really took my passion for health and wellness to a whole new level. Not only did it allow me to turn my passion into a career, but I gained a deeper understanding of why this approach to our health is so important.

### 4. Wellness is a Booming Industry

In 2001, economist Paul Zane Pilzer predicted the wellness industry to be the next trillion-dollar industry. And he was right! According to the Australian Financial Review, the global wellness industry is estimated at \$US4.5 trillion. Wellness has entered the cultural mainstream and it's safe to say that wellness - the universe of clean eating, juices, superfoods, mylks, supplements, skincare routines and self-care baths, boutique gyms, yoga, mindfulness, meditation, CBD oils, crystals, alternative medicine, holistic anything – has never been so seductive (or lucrative). And monetary value aside, the industry is booming because it's a positive place and addresses the problems of many.

### 5. You're Looking to Complement Your Other Training

Maybe you're a personal trainer looking to build on your understanding of nutrition, or perhaps you've studied a mainstream dietetics degree but you're looking to expand into holistic health. You might even be a doctor or practitioner, dissatisfied with the level of nutrition training you received! Wherever you're coming from, holistic nutrition education can provide you with the knowledge to enhance (or form the foundations of) your practice.

## **6. You Want to Become a Health & Wellness Blogger or Influencer**

With a booming wellness industry comes a booming sector of people who prop it up. Have you always wanted to start your own blog, or build a like-minded community around your passion - nutrition? If so, it's best to start with the basics and ensure you have a thorough understanding of how it works, then you can begin to send your message to the world.

## **7. You've Tried (& Feel Let Down By) Mainstream Healthcare**

Too many of us know how it feels to be let down by our modern healthcare system. It may be your desperation from living with chronic disease or even just an internal knowing that the professionals aren't doing all that they can to help. But I firmly believe that we are the best advocates for our own health, and taking the opportunity to study holistic nutrition can aid the transition into becoming your own doctor.

## **8. You Want a Good, Comprehensive Understanding of How Nutrition Works**

Amino acids, lipids, micronutrients, soluble, insoluble - do you often find yourself thrown by the industry terms and complexities of nutrition? Why does no one ever make it easy for us to understand? Nutrition is responsible for nearly everything within the human body, so in my opinion, it's the most important thing to learn - even only just for our own health! But if you're not looking to becoming a clinical practitioner, then maybe a short course is ideal for you.

## **9. You Want to Study a Philosophy That Challenges Mainstream Schools of Thought**

Does it shock you that a high-dairy diet is still being promoted for good health? That's because it's what many are still being taught in universities worldwide, despite there being mounting evidence to prove otherwise. It gets especially damaging when financial factors (such as university funding) are involved. The best way to challenge this notion, while still being true to your passion, is to seek out an independent education provider who aligns with your understanding of the world.

## **10. It's Been Your Dream to Work in the Industry, But You Haven't Felt the Push to Get Started**

Let this be your push today! Millions of people across the globe are out there, pursuing their dreams, so what's letting you get in the way of following yours?



## HEAR FROM FOOD MATTERS Nutrition Certified Coaches



**Karon T - Vancouver, CA**

*"I'd been having some digestive issues on and off for a couple of years and they seemed to be increasing. I was on the verge of hiring a nutritionist... I felt that becoming a nutritionist with Food Matters would be a really great step forward for me for my health..."*



**Genevieve D - Ottawa, Canada**

*"The reason I decided to sign up to this program was because I decided to invest in myself. It was a natural progression in my path."*



**Anita S - Toronto, CA**

*"I have a clean and green online beauty and wellness business, and soon I'll be a published author with my first book... I have more knowledge and tools to serve my customers."*



**Carmen M - California, USA**

*"I'm currently working on my cookbook and I would love to do cooking videos on social media."*

# FOOD MATTERS INSTITUTE

## Program Accreditations

The Food Matters Institute is an approved training provider with the International Institute for Complementary Therapists (IICT) which means that all graduates of the Food Matters Nutrition Certification program qualify for membership and insurance with IICT.

IICT has made becoming a member and gaining insurance an easy, hassle-free process, and the great news is that upon graduation from the Food Matters Nutrition Certification program, you will have guaranteed acceptance for an IICT membership and insurance, granted you are practicing within the accepted countries.

The Food Matters Institute has also been recognized and endorsed as a quality education training provider by the International Approval and Registration Centre (IARC) which consists of a Committee Board of accomplished education professionals and a growing network of members.



# WHAT YOU CAN DO AS A Nutrition Coach

The Food Matters Nutrition Certification program equips students with the knowledge and tools needed to take control of their own health, a springboard to learn more about nutrition, and an avenue to launch a career in the wellness space.

Many of our graduates have used this course to learn about nutrition in a different light, and apply an alternative way of thinking that broadens their scope and applies a ‘wellness’ lens to their current field of expertise. Other graduates prefer to take this course to better understand nutrition and how they can apply it to themselves, or simply create a ripple effect of improved health and wellbeing amongst their family.

To help you get the most out of your certification, once you’ve learned from the incredible experts, we have put together this guide to help you use your skills and knowledge in the real world.

## **What Nutrition Coaches CAN do:**

- Use this knowledge to make lifestyle and dietary changes to improve your own health and wellbeing.
- Provide generalized nutrition education and information to clients or groups of people related to health, wellness, and transformation for a fee or free of charge.
- Become a Nutrition Coach for a wellness center, spa, gym, yoga studio, or health food store and provide general nutrition advice for a fee or free of charge.
- Create your own wellness products and health foods or work for a company doing the same.
- Become involved in local, community-run health-promoting projects, i.e community gardens, cooking demonstrations, or free information evenings.
- Create your own social media channels advocating for good health and nutrition.
- Start an online website with recipes and blogs on healthy living.
- Author a health-focused cookbook.
- Host health documentary screenings in your local community (including the Food Matters Film Library).
- Start a wellness-focused podcast and feature some of your new knowledge.
- Become a natural foods personal chef.
- Start a healthy catering company or work for an existing company.
- Host paid cooking classes at a natural grocery food store, local schools, or workplaces.
- Offer corporate health packages where you educate and provide businesses on how they can encourage employees to improve their health.

# Frequently Asked Questions

## **Q: How long will it take to complete?**

**A:** There are 2 ways to work through the program and there is no right or wrong way. Either self-paced or join one of our guided intakes. Self-paced is ideal for people who like to speed ahead or those who may need to take a break throughout their studies as life sometimes gets in the way. Our guided intakes run over 3, 6, or 12 months where you will receive regular guidance for each module and move through the program with your peers around the world.

## **Q: What is a Food Matters Nutrition Coach?**

**A:** A Nutrition Coach is a certified coach who has a deep knowledge of basic nutrition principles and the skills required to provide nutrition guidance to their clients. Embodying core principles of holistic nutrition and natural medicine using a food as medicine approach to educate and guide their clients (and themselves) to help them achieve their nutrition and health goals and reach optimal health.

## **Q: How many lessons are there?**

**A:** There are a total of 97 expert lessons and 10 introduction lessons from James in the Food Matters Nutrition Certification Program.

## **Q: How long do I have access to the program?**

**A:** You have lifetime access to the program including all future program updates. On average, it takes students under 6 months to finish the program, but we understand that life happens, which is why we offer lifetime access.

## **Q: What does lifetime access to the program include?**

**A:** Lifetime access to the programs means that you will always be able to access your account and the program. Each year, we add in new and exciting lessons and bonuses, which you will also have access

to!

## **Q: Will I be able to take a test and earn a certificate after completing this course?**

**A:** To successfully complete this program and earn the Food Matters Nutrition Coach Certificate, you must listen to the audio lessons and pass each of the module quizzes by gaining 80% or higher to pass.

## **Q: What will the Food Matters Nutrition Coach Certificate allow me to do in my business?**

**A:** The Food Matters Nutrition Certification program equips students with the knowledge and tools needed to take control of their own health, and an avenue to launch a career in the wellness space. There are endless options when it comes to using your Nutrition Coach Certificate and the Bonus Business Module & Coaching Guide which will help give you some ideas around how you can use the certification in your business.

Generally, Health Coaches do not require a state license to practice and can be certified through private credentialing bodies such as Food Matters. However, it is recommended that you should check with licensing authorities in your country and locality before offering any service to the public. The Food Matters Nutrition Coaching Program is designed to provide in-depth knowledge and understanding of nutrition, natural healing, and the mind-body connection. By completing our program, you will earn the Food Matters Nutrition Coach certificate, confirming that you have completed our program. Our program does not make you a state-registered dietician or licensed nutritionist. You will need to check with state and local agencies where you conduct your business and where your clients reside to determine applicable licensing requirements.

*Still have questions? Contact the Food Matters team by emailing [study@foodmattersinstitute.com](mailto:study@foodmattersinstitute.com).*

The logo features a green circular emblem with the words "FOOD MATTERS" at the top and "PROGRAM" at the bottom. Two horizontal green lines intersect the circle, framing the central text.

# Nutrition Certification

World-class nutrition training helping you to transform lives, including your own.



**FOOD MATTERS INSTITUTE®**

[www.foodmattersinstitute.com](http://www.foodmattersinstitute.com)  
[study@foodmattersinstitute.com](mailto:study@foodmattersinstitute.com)

