

FUEL FACTOR

NUTRITION SERVICES OFFERED

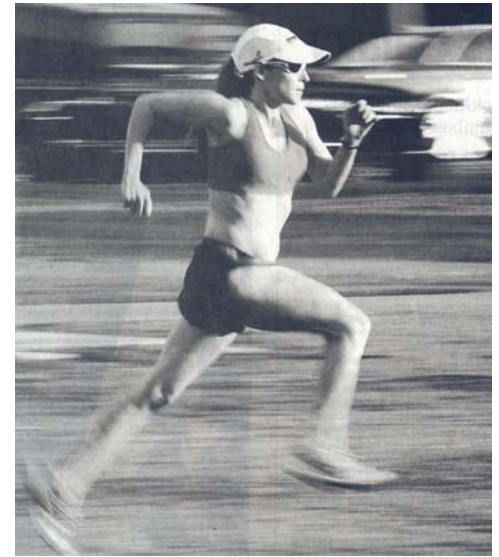
SERVICE	DESCRIPTION	COST
INITIAL CONSULTATION	In this complimentary 30-minute session, you will receive nutritional guidance for attainment of your fitness goals. Discover which programs may help you achieve optimal health & peak fitness performance.	FREE
BODY FAT ANALYSIS	Fitness professionals agree that body fat is a much better indicator of overall fitness than weight itself. Body fat analysis is also a great way to track the adequacy of your nutrition during any training program! Body fat will be tested via 7-site skinfold.	\$20
FULL NUTRITIONAL ANALYSIS & NEEDS ASSESSMENT	Does your nutrition measure up to your goals? Sometimes you're eating too much, too little, or too late. What, when and why you are eating can really help you see faster results. Our Nutrition Analysis identifies what is working with your diet, and more importantly what is not. In this customized program, you will learn how to calculate and consume the calories to meet your training and metabolic needs. This includes your own seven day meal plan with a high octane blend of carbs, fats, proteins and a detailed grocery list. Local clients can benefit from our seven-site skinfold body fat testing.	\$125
MEAL PLANNING	Stop "clowning around" with your nutritional needs and find out what kind of food really makes you fast. We take the guess work out of planning your next meal so you can focus on other important things. Menu plans complete with fast recipes catered towards your specific health and training needs are carefully planned by Fuel-Factor's Registered Dietitian.	\$50/week
NUTRITION COACHING	Fuel Factor offers custom nutrition coaching designed to personally "bag" the necessary tools to optimize health and fitness performance. This is a great way to get started and grasp an understanding about how your fuel system really works. Many of our clients find out that they're actually saving money by eliminating expensive bad nutritional habits while benefiting from weight loss, energy gains and stamina. Available via phone or in person.	\$40/30 min \$75/60 min
CUSTOMIZE YOUR PROGRAM	Formulating sound nutrition plans is a challenging feat especially when the information seemingly changes faster than a pro triathlete in a bike to run transition. Fuel Factor offers a variety of programs that will expose you to the latest research in the field of nutrition. Programs are custom designed to aid attainment of specific fitness goals and are offered as 12 week to 1-year packages that include the Nutrition Analysis, custom menu, online support, and nutrition coaching. Discounts are available for couples and groups.	Starting from \$375
PERFORMANCE ESSENTIALS PROGRAM	Aid station volunteers and athletic trainers aren't there to perform nutritional miracles and you shouldn't expect that whatever they're handing out will either. Fuel Factor's Performance Essentials program includes a nutritional analysis and custom training menu, three 1-hour coaching sessions covering the essentials of fluid & electrolyte replacement, optimal fueling before competition, nutrient replacement during competition, and optimal recovery nutrition, body fat analysis at beginning and end of program for local clients, an informative booklet on the essentials of sports nutrition and nutrition samples, 16-weeks of online support with Fuel Factor's Registered Sport Dietitian, and an individual race or game day nutrition analysis with custom carbo-loading menu and race/game day nutrition plan. Discounted rates applicable for couples or groups.	\$500



FOUNDER KIM MUELLER

"Not many people are fortunate enough to do what they love for a living. I'm especially lucky to put my profession to the test... on myself. It takes time & effort to train at high levels so when race day comes, I want to be able to give 100%, to rise to the occasion."

Kim is a Registered Dietitian with a Master's Degree in Exercise Physiology & is well known for her nutrition articles in Triathlete, Peak Running Performance, & Competitor among others. In addition to helping amateur & professional athletes, Kim can be found playing soccer, racing triathlons, and training with San Diego Track Club.



What others are saying about Fuel Factor:

If Fuel Factor's services are something you have thought about but not acted on, let me encourage you to ACT! Kim's consultation and assistance has done wonders in helping me achieve some pretty lofty weight and body composition goals. Not to mention my overall nutritional health. As important as nutrition is to our health and sport, you won't find a better value for your training dollars. SP, former football player turned triathlete

"Thank you for changing years of bad eating habits for me. I diligently followed your recommended meal plan along with the adjustments for my workouts for 4 weeks prior to my race and boy what a difference it made. Not only have I leaned out, I got faster. I was the 9th woman out of the water and I shaved 24 minutes off my marathon." JC, triathlete and ultra-runner

"Kim's race-specific advice helped me conquer the extremely difficult Ironman France course leaving me as one of the few who felt great at the end—even after pushing on the hilly run in extreme heat." -JF, marathoner & Ironman triathlete

"Unlike Chicago Marathon where I ran out of juice at mile 21, New York Marathon was a much different experience. Thanks to your nutrition plan, I started the race about 20 POUNDS LIGHTER AND FINISHED THE RACE WITH FUEL IN MY BODY! I had a 6 minute negative split with my fastest miles being my last three and posted a 4 minute PR. Thanks again for your help." MA, runner

"Fuel Factor has worked with me over the past few months helping me to prepare for RAAM (Race Across America). RAAM is a 3,000 mile race across various terrains of the United States from Portland, Oregon to Florida that involves 24 hours a day of non-stop racing. Kim's assistance has proven to be of great help to me as my endurance and energy levels increased during training. Her sample diet during the race was very helpful. It kept my energy levels up as well as my recovery times down." -JN, cyclist

"Since my first session with Kim 2 months ago, I have lost 11 pounds of body fat. I feel like I am finally on my way to getting my pre-baby shape back." -NK, new mother & runner

"Since starting the personalized meal plan you designed for me, I have more energy and stamina than I ever thought possible. My endurance and performance has enhanced beyond my expectations in a short period of time. I truly believe this development is attributable to Kim's expertise and vast knowledge of an athlete's nutritional requirements." -AJ, cyclist

"Thank you for an EXCELLENT clinic at Fleet Feet last night. You really helped me make sense of a lot of stuff that I've read but never really was able to put together. I'll be making a bunch of calculations to hopefully get me through Chicago Triathlon a bit better this year!" -KJ, triathlete

"Your pre-race and race-day nutrition plan worked excellent. I stuck to the plan and felt fantastic during the whole race. With all of your help and coaching, I feel that the 4th element of triathlon - nutrition - may finally be solved. In addition, my weight loss was sure noticeable during the run." -JW, triathlete

Thanks for ALL your help!!!! In all my years of training and competing, I've never felt so good, strong and healthy! -TL, soccer player



FUEL FACTOR NUTRITION

TEL (858) 337-3612

www.Fuel-Factor.com

kim@Fuel-Factor.com

1775 Diamond St San Diego, CA 92109