



The Thrive Diet

Brendan Brazier

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*reduce body fat * diminish visible signs of aging * boost energy and mental clarity * enhance mood * increase productivity * eliminate junk food cravings and hunger * build a stronger immune system * lower cholesterol * improve sleep quality * stay healthy for life*

The Thrive Diet is a long-term eating plan that will help you achieve optimal health through stress-busting plant-based whole foods. It's an easy-to-follow diet that will help you understand why some foods create nutritional stress and how other foods can help eliminate it, giving you a lean body, sharp mind and everlasting energy.

Fully researched and developed by Brendan Brazier, professional Ironman triathlete, *The Thrive Diet* features: the best whole food over 100 easy-to-make recipes with raw food options that are all wheat-, gluten-, soy-, corn-, refined sugar- and dairy free, including exercise-specific recipes for pre-workout snacks, energy gels, sports drinks and recovery foods. An easy-to-follow exercise plan that compliments *The Thrive Diet*

The Thrive Diet Details

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From Reader Review The Thrive Diet for online ebook

Katie says

This book describes how a vegan diet can indeed fuel someone to do something as intense as the Ironman and other intense physical feats. While I am 100% on-board with this whole concept, and am convinced that a plant-based diet is even better as fuel than meat and other animal products, this book still came off as kind of a commercial to me. He just kept hawking his protein powder, for sale in health stores! That turned me off. Plus, he came off as very "science-ish" to me--in other words, I'm not sure I was convinced of the statistics and data and other scientific statements he was pulling out of his hat. He'd say things like "40% of the sources of stress to the body are dietary"--maybe it was my Nook edition, but there was no footnote or any kind of evidence to support this number. Isn't that kind of a vague concept, that 40% of stress is due to dietary issues? I just wasn't sold on the science of it, although my gut tells me the gist of everything he was saying is correct. Bottom line: he has me on his side--but I'm just not going to go quoting his numbers and statistics to anyone.

Also, this book is full of recipes, so be aware of that if you're expecting more of a typical non-fiction narrative. It's about half narrative and half recipes and meal plans.

Jayne says

The kind of book that makes you feel like your diet is incredibly shitty, even if it isn't. Brazier's diet is so intense, healthy, crazy, delicious, that your diet just doesn't stand a chance. So for the time being it's inspired me to work on eating more raw foods, cutting back (or maybe even cutting out) the coffee, refined sugars and carbohydrates, etc.

I don't buy everything in Brazier's book though. He subscribes heavily to the whole alkaline food theory, and I'm not sold on that one at all. But, even though I hesitate with that one, I have to admit that eating the foods that fall into the alkaline forming category, will do nothing but make me healthier.

The back third of this book is all recipes and a twelve week meal plan. Which rocks. He even includes recipes for healthy energy bars and sports drinks and gels. All things I'm really interested in making for myself since it doesn't take a genius to notice that most of the sports stuff on the market, is pretty damn close to being junk food.

Jeannee says

I originally purchased this book because I was training for my first half marathon and was worried that my semi-vegetarian diet wasn't going to cut it. Someone suggested I get this book because Brazier is a vegan triathlete. This sounded like an oxymoron to me, so I was intrigued. I haven't followed Brazier's exact diet plan, but use several of his exercise-specific recipes and have eliminated/added some foods to my diet per his suggestions. I've been completely vegetarian and about 90% vegan for the past month and I have been MORE than happy (and quite frankly, incredibly surprised) with how great I'm feeling during and after my runs these days. Better than when I was semi-vegetarian.

Nicole says

I like it but I'm concerned by the lack of footnotes. I'd like to know where he's getting the information from. Also, I'm a bit concerned by statements such as "oats contain gluten" when they are simply not true. Oats are often contaminated by gluten, being processed in the same facilities, but they do not themselves contain gluten.

I also wonder about his anti-vitamin supplement stance. He contends that they cause the body to be acidic, a state that lends to illness. I can understand why nutrients are not ideal in pill form, but I wonder about being able to get all you need from food alone these days. I could see it either way.

All that being said, I'm not even half way done the book and I like it so far. I've definitely learned some new ideas. It's easy for me to be picky as I'm already following a diet that is very close to what he's suggesting. Overall, I think the book has the right idea.

**Ok, I'm done reading and I was pretty damn impressed. I'd recommend it.

Sebastien says

Brendan Brazier claimed on Twitter that he is not a scientist, and that his Thrive Diet formula is just what worked for him. Kind of hard to take it too seriously after knowing that. He is not a nutritionist or a scientist; he is a vegan athlete. If you are considering a plant-based or mostly plant-based diet while working out, this book will still benefit you. There is a lot of helpful information.

One complaint I do have is that about two-thirds of the ingredients he lists are unavailable where I live or within a thousand kilometres of where I live. Hemp oil, pumpkin seed oil, etc. A lot of it is overly expensive or just inaccessible to most people. I would have liked an alternative batch of ingredients that might have worked out similarly or "second-best" ingredients for those of us who can't afford his lifestyle or who live in the heart of Colombia.

I also find his "fatlogic" claim that using up more calories than one consumes does not necessarily make them lose weight more than dubious. I'm pretty sure simple math and science have already proved him wrong on that one.

Otherwise, it's interesting and if you take in aspects of the diet step by step you will notice an increase in energy, decrease in lethargy, and an overall better lifestyle.

Andrea says

I read this book in order to find some healthy vegetarian recipes to support building muscle. And I did find recipes that seem appropriate for my purposes. The first batch of nut/fruit bars that my husband made didn't turn out quite right (probably due to cook error), but they are still edible and convenient for post-workout snacks. I'm looking forward to trying some of the sport drinks, smoothies, pancakes, and recovery pudding.

Some of the ingredients seem pricier than necessary/unnecessary/strange to me: for example, agave nectar, which, from what I've read, is over-hyped. I'll probably substitute cocoa powder for carob powder in many of these recipes. I'm not terribly thrilled with the hemp protein powder, either, but this is probably just a personal quirk: I'm trying to eat a mainly whole-foods diet these days. It does seem to be difficult to achieve what's commonly considered adequate protein for building muscle without some kind of protein powder or meat, however, so I guess I can't be too critical of the hemp.

The non-recipe part of the book, where Brazier describes his diet, is interesting, but wasn't terribly useful to me because the main evidence for his diet seems to be his personal experience--and his personal experience seems to be so different from that of many other athletes. It does provide some ideas which may be worth experimenting with, however.

Susan says

Did not resonate with me. Skimmed it, but plan to return to the exercise chapter to reread it more thoroughly.

Kevin says

While I generally like the theory Brazier presents, and I think he has a wealth of knowledge based on his own experiences of high intensity training on a whole food diet, this book is very poorly written. The book presents a whole theory of health, but offers no scientific evidence for any of the nutritional ideas. Ultimately, I think this is a shame because I believe Brazier is right on. I would like to see his perspective as legitimate, but I think this shoddy piece of writing does not help his cause.

Stephan says

Thinking of going vegan? Or running a shit ton or a singular Iron man Race? This book will aid you in your endeavors.

Britt says

This was a great book about vegan nutrition for athletes. Brazier includes useful and practical information as well as a number of recipes for food to fuel workouts and recovery.

Greg Bruce says

Will give any vegan all the goods for eating healthy and any ammo needed to debate naysayers on the vegan diet.

Xavier Shay says

Search vimeo for "Brendan Brazier" and watch his 45min series - it's pretty much the same as this book (excellent). Eating all the bread at restaurants before the meal totally resonates with me - that was the hook that got me in. Recipes and meal plan are really good but I haven't tried anywhere near as many as I'd like.

Barry McCulloch says

Brazier guides you through the murky world of nutrition and fitness with an expert hand. He proposes a simple question: could you live a healthier diet by becoming vegan and eating more whole foods?

By setting out a clean road-map and an accessible scientific rationale, the answer surely is yes.

Angela says

My thoughtful and supportive meat eating husband picked-up this book for me knowing that I'd like to balance out my vegetarian diet with some healthy proteins and oils. He thought that I would appreciate the well thought out and easy to understand vegan program. I read the book and went -mostly raw- vegan overnight. I started this a month ago and already I feel 200% better than before. I feel healthier and less sluggish. It's strict - but, so far worth it.

Les says

A very palatable approach and argument for veganism. Rather than beating you over the head with how evil you are what you should not eat, Brazier emphasizes how a vegan diet is the least stressful and the most conducive to performing optimally as an athlete or healthlete. Some great ideas and easy take-aways, staples, and some easy recipes that I will be making. Still, as another reviewer wrote, some of the recipes are borderline "crazypants" at least compared to a typical North American diet.
