



HEARTY & HEALTHY  
BY HAILI

## Empowering the modern day **mama** to eat clean, lose weight & gain health

Personalized meal planning and nutrition coaching with a heart-centric approach



### Why aren't you bouncing back?

Being a mom is HARD. Whether you are an expectant mom or going through postpartum, or have children of school age, we are constantly caring for others, juggling competing priorities, and managing demanding projects both at work and home. Our self-care often takes a back seat. Besides this, what we have been told about nutrition is overwhelming and confusing - the food pyramid, calorie counting, elimination diets, or the complete opposite, everything in moderation. If you are reading this, I'm guessing you're ready for change (Congratulations, mama!). That is what I am here for - to help you navigate your health and wellness journey and meet your nutrition goals naturally. When equipped with the right tools, women like you can be empowered to make sustainable change rather than resort to experimenting with the newest supplement or sacrificing all your favorite foods.



### My personal health & wellness story

From as early as I can remember, I was exposed to the standard American diet. Thanks to genetics, I had been generally healthy until I became pregnant and a first time mother. I put on 40 lbs and developed high blood pressure, high cholesterol, PPD, and several allergies. Without the knowledge I have now back then, I sought out medical intervention and was put on prescription drugs. While medications managed my symptoms, through research I learned that food-focused interventions can positively impact the health of the mother and baby. After much trial and error, I was able to reverse my health problems and lose 100% of my baby weight by eating nutrient dense, animal based meals. And because I overcame my struggles, my mission is to use my experience and knowledge to help fellow moms transform their bodies and health.

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<https://calendly.com/haili-h-tan>

## The hearty & healthy approach

My company Hearty and Healthy is built on the foundation that food is meant to nourish our body and soul, and weight loss is simply a byproduct of improved health. Every meal should leave you not only feeling full, but also satiated. Like art, food is subjective and dietary restrictions and preferences vary. By optimizing nutrients through new ingredients and/or substitutions, you are empowered to enjoy the dishes you love with simple modifications. I also provide coaching in the preparation of individual

meals so they are easy to make, time saving and help eliminate food waste which translates into savings on grocery bills. You won't have to count calories, track macros or write in a food journal either.



## Meet your coach

Haili studied healthcare administration at Johns Hopkins University and spent a decade working for healthcare organizations. After becoming pregnant with her daughter, she struggled with her weight and health, despite having access to an extensive list of providers (e.g. physicians, dietitians, specialists, etc.) through her network. Besides learning nutrition and applying it to her own health, she became a New York State certified peer counselor in health and wellness promotion - peer counseling is rooted in recovery and wellness, and she applies certain mental health techniques to help promote long term behavioral change. Through her new found passion, she left her demanding consulting job and has since been coaching fellow mamas on how to eat clean, lose weight and regain health with a heart-centric approach.



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# Choose your program

Should you engage me, we will sit down together to curate a plan after performing a comprehensive intake and will meet weekly thereafter to refine each week's meal plan. We will discuss the two options during our first session and determine which program is the better fit for you.



My **30 day** program is for those who know nutrition somewhat, e.g. what to eat and how to lose weight in principle, but have a hard time putting it to practice. This is a bootcamp program for additional accountability in order to get back on track.



My **90 day** program has all the elements of my 30 day program, and MORE. Designed to help you become the healthiest version of yourself, it provides in-depth nutrition guidelines and education to enhance the regular meal planning process.

## Example meal plan

The Burger	McDonalds	Hearty & Healthy
Macros	520 calories 42g carbs 30g protein 26g fat	675 calories 17g carbs 54g protein 42g fat
Ingredients	Brioche bun American cheese 1/4 lb of 80% ground beef Condiments and toppings: Lettuce, tomato, onion, pickles, ketchup	Air fryer gluten free buns High protein cottage cheese 1/4 lb of 80% ground beef 2 strips of bacon Condiments and toppings: Pickled cabbage/kimchi, and sugar free ketchup

The Hearty & Healthy burger is higher calorically but nutritionally richer, the lower carb content has lower impact on blood sugar while higher protein and higher animal fat content keeps you satiated longer. Each individual ingredient from the re-designed burger has additional benefits to the right:

- My bun recipe is made of 4 ingredients only, no yeast, no kneading needed, gluten free and sugar free which reduces bloating and inflammation
- Cottage cheese is high in calcium for bone health
- Bacon added for texture as well as taste; the extra fat content in pork also creates more satiety
- My homemade kimchi recipe incorporates elements of lettuce, tomato, onion, and pickles with less food waste and the added benefit of probiotics

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