

# 30 Day Challenge



## Introduction

Since we launched Vegan Supplement Store in 2018, we have helped thousands of people to achieve their plant-based nutrition goals through our range of sports, vitamin and meal replacement products. We have also provided a range of plant-based recipes and sports-related insights through our website and newsletters, however, the most common requests we receive are for more nutrition and exercise suggestions. We have therefore partnered with MumWarrior, Martine Warmann, to create this 30 day challenge which aims to help you achieve weight loss, improved fitness, better nutrition and, if you're not already vegan or vegetarian, take some small but important steps to reduce your consumption of animal-based products.

Throughout this guide we have provided tips and ideas, advice and recipes all of which are designed to make this 30 day challenge easier to complete. Hopefully, by the end of the 30 days, not only will you have completed the challenge, you'll also be feeling healthier and more confident about continuing with a healthy lifestyle.

## Disclaimer

*You should consult with your doctor, physician, or other healthcare professional before starting any health, fitness, or nutrition programme. You must consult with your doctor before you start any programme if you have any medical conditions and/or are on any medication. This guide offers health, fitness, and nutritional information for educational purposes only. You should not rely on this information as a substitute for – nor does it replace – medical advice, diagnosis, or treatment. By starting any programme from this guide, you confirm that you have consent to do so and that you take part at your own risk. Neither MumWarrior nor Vegan Supplement Store can be held responsible or liable for direct or indirect losses arising from injury, illnesses, damages of any kind, or death.*



## About Our Contributor, Martine Warmann

One glance at Martine tells you a lot about her - her stunning physique is testament to her years of hard work, dedication and expertise in the areas of nutrition, exercise and, most important of all, consistent commitment to her goals.

Martine is a British & European Powerlifting Champion and was ranked 3rd in the at the World Powerlifting Championships. She also competes regularly at the UKBFF Bikini Athlete competitions.



Since becoming a mother, Martine is still able to balance her busy working life while giving her all to being the best Mum she can and she often talks about how she achieves this on her Instagram page (@mumwarriorofficial).

When she's not competing, Martine is an award-winning personal trainer and a weight loss & fitness expert. She has also appeared on the hit TV show Ninja Warrior as well as Channel 4's Sunday Brunch!

As a fitness expert, Martine has helped more than 10,000 people lose weight, get fitter, tone up, get stronger and feel healthier, too. With more than 11 years of experience in the fitness industry, not only 'talking the talk', but also 'walking the walk' we know you'll agree that she's an inspiration to us all.



### Special Offer

MumWarrior offers personalised 1-2-1 transformation programmes and friends of Vegan Supplement Store can get 10% discount via her website when you use code 'vegan10'. [Click here for details.](#)

## Tips To Make This Challenge A Success

Our experience tells us that the 'one size fits all' approach never works when it comes to weight loss and fitness goals, however, we have provided some tips below to help you increase your chances of success.

**Bitesize:** Don't jump ahead - follow each task as they come. Changing too many things at once is harder to maintain.

**Warm Up:** Always warm up before doing any exercise - get your body warm with a 5-7 minute bout of light jogging on the spot.

**Exercises:** There is no set order to working through the exercises. Do what suits you and rest when needed, just be sure not to spread your workout over the course of the day. Start early and get it done, if you can!

**Meat Free Substitute:** If using a soya-based meat substitute, look for organic soya products as most soya used in processed products is genetically modified (GM) and therefore less healthy for you.

**A Building Challenge:** Each time you complete a nutrition challenge you need to continue with that way of life for the rest of the challenge (and, hopefully, forever more). For example, the change you make on day 1 needs to be maintained all the way through the challenge and so on.

**Meal Plan:** Be sure to create your own meal plans as you go through this challenge or you can sign up for a MumWarrior diet-plan by clicking the logo below. You can also find a range of recipes on our website.

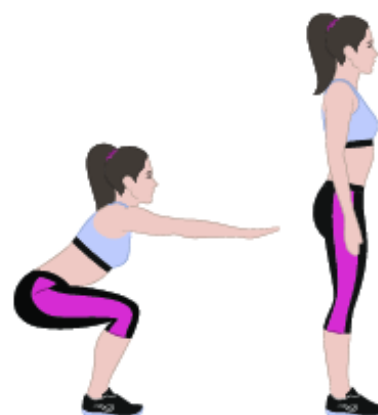


## Exercises

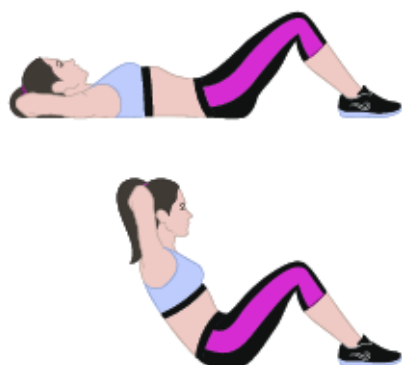
In this challenge we have chosen three core exercises that that will help to engage some of your larger muscle areas (glutes, legs, core) while providing a workout that will raise your heart rate and help to improve your overall fitness.

### Squats

The humble squat is one of the best body-weight exercises going and they can be done anywhere, any time. Make sure you keep your feet flat and squat to 90 degrees.



Click the image to watch a video.



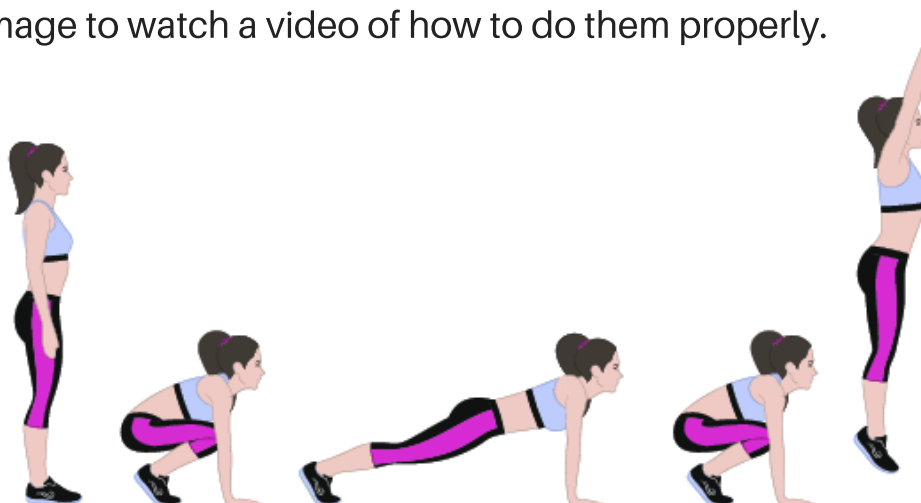
### Crunches

While you will need a body fat percentage below 12% in order to see your abs, crunches are a great way to strengthen your core muscles - just make sure not to pull your neck with your hands as you complete the move!

Click the image to watch a video.

### Burpees

For an all-round workout and metabolism booster you don't get many better options than the burpee. These are easy enough to do, but also easy to get wrong. Click the image to watch a video of how to do them properly.



## Day 1

### Nutrition Challenge

Go Milk and Meat-free (includes avoiding fish). Swap your milk to a dairy free alternative (Oat, Coconut, Hemp, or any nut milk).

Also - start a journal and write down how you feel, both physically and emotionally, as you go through this challenge. Be sure to keep a note of your favourite meals, recipes and vegan finds!

You may also want to take some before and after photos to see how much progress you make.

*"Our favourite milk is Oat-Ly, which is available in most good supermarkets"*



### Exercise Challenge

As this is your first day we are going to start off lightly and build up over the next few weeks. If you find the exercises too difficult, it's better to do fewer 'reps' and increase the 'sets' than it is to lose your form and do the exercises badly.

Watch the videos linked to on the previous page to see how the exercises should be done and make sure you record how you got on in your journal.

- Warm up with 5 minutes of jogging on the spot
- 15 x Squats
- 10 x Crunches
- 5 x Burpees

## Day 2

### Nutrition Challenge

It's time to ditch the butter - replace your current butter with a vegan one.



*"Our favourite butter is Flora Dairy Free, which can be found in most supermarkets."*

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 20 x Squats
- 15 x Crunches
- 5 x Burpees.

## Day 3

### Nutrition Challenge

Say "Bye Bye" to Cheese: Swap to a vegan cheese, such as Vio Life.

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 25 x Squats
- 15 x Crunches
- 5 x Burpees.

## Day 4

### Nutrition Challenge

Today we are challenging you to swap your yoghurt to a vegan friendly one. There are many to choose from, but one we like is Coyo, which is available from Waitrose (see more on the Coyo website: <https://coyo.com/>).

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 25 x Squats
- 20 x Crunches
- 7 x Burpees

## Day 5

### Nutrition Challenge

Are you an ice cream lover? No problem now you can make your own vegan ice cream and it will taste just as good but healthier!

[Check out these recipes and enjoy a taste of guilt free goodness.](#)



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 30 x Squats
- 23 x Crunches
- 9 x Burpees



## Day 6

### Nutrition Challenge

Introduce a daily Vegan Meal Replacement Shake into your diet - you can choose from a range of four delicious flavours from Vegan Supplement Store. [Click here and use code MUMWARRIOR20 for 20% off!](#)



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 35 x Squats
- 30 x Crunches
- 9 x Burpees

## Day 7

### Nutrition Challenge

Do you understand your hunger? Studies indicate that most people mistake hunger for thirst. Start drinking more water and make sure you drink at least 2 litres per day (not fizzy or flavoured).

### Exercise Challenge

Rest is a crucial part of any fitness programme and so today's challenge is to rest up and reflect on your past week. Have you been maintaining your journal? How have you felt about following your new exercise routine? If you're struggling to stay still why not go outside for a gentle walk?



## Day 8

### Nutrition Challenge

Coffee tastes great but it also dehydrates you which negatively impacts your body and can leave you feeling sleepy! So from here on switch your tea/coffee to a herbal tea instead. Green Tea has a wide range of health benefits too, especially Matcha Green Tea!

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 40 x Squats
- 35 x Crunches
- 10 x Burpees

## Day 9

### Nutrition Challenge

Give this little technique a try to find out how hungry you really are.

20 minutes prior to every meal drink a pint of water...it will take the 'hunger edge off' and you'll feel the need to eat less.

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 45 x Squats
- 40 x Crunches
- 10 x Burpees

## Day 10

### Nutrition Challenge

Let's talk alcohol - yes it makes you happy and giddy but it also dehydrates you, is calorific and stops the proper absorption of nutrients you take in from food. So, it's time to kick the habit and see how you feel by the end of this challenge by doing so.

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 50 x Squats
- 45 x Crunches
- 10 x Burpees

## Day 11

### Nutrition Challenge

Let's start making some better snack choices - swap your crisps to Seaweed Thins or try our Chocolate Salted Caramel Protein Popcorn recipe instead.

Click the image to find out more.



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 55 x Squats
- 50 x Crunches
- 10 x Burpees

## Day 12

### Nutrition Challenge

Roasted, salted and honey roasted nuts are popular snack choices, however they are full of fat, sugar and a tonne of calories too - swap them for Raw Mixed Nuts instead and limit your portions.

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 60 x Squats
- 50 x Crunches
- 12 x Burpees



## Day 13

### Nutrition Challenge

Who loves a biscuit? You don't have to go without, just make a better choice. Swap to Oat Biscuits, such as these from Nairn's.



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 60 x Squats
- 60 x Crunches
- 15 x Burpees

## Day 14

### Nutrition Challenge

Do you have a sweet tooth? You're not alone! Swap your sugary snacks to Medjool dates, raisins or dried mango when you get that sweet craving or try making some simple vegan protein bites using [one of these delicious recipes](#).



### Exercise Challenge

Time to enjoy another rest day. If you've been maintaining your journal, well done, but if not, use your rest day to reflect on the past couple of weeks.

## Day 15

### Nutrition Challenge

Are you drinking your calories through juices? Swap all of your concentrated juices/cordials and fizzy drinks to either water, herbal teas, or fresh fruit smoothies (make your own, if you can - we recommend the NutriBullet). Alternatively, opt for 100% freshly squeezed juice, not from concentrate.



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 65 x Squats
- 60 x Crunches
- 15 x Burpees

## Day 16

### Nutrition Challenge

Today we're asking your to ditch your traditional bread and swap to Rye Bread. If you're not convinced, take a look at [these 5 benefits](#) of making the switch.

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 70 x Squats
- 60 x Crunches
- 18 x Burpees

## Day 17

### Nutrition Challenge

Everyone loves potatoes, right? But are they causing you to bloat? Food containing starch creates gases when broken down in your intestine. Try swapping to Sweet Potatoes and see how you feel! Remember to update your journal - do you feel any less bloated or gassy?

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 75 x Squats
- 65 x Crunches
- 20 x Burpees

## Day 18

### Nutrition Challenge

Are you a fan of white rice? Studies show that diets high in refined grains, such as white rice, resulted in more weight gain. If you want to feel better and healthier try switching to Wholegrain or Wild Rice instead.



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 80 x Squats
- 70 x Crunches
- 22 x Burpees

## Day 19

### Nutrition Challenge

Some people struggle when they switch to a Vegan or Vegetarian diet because they can't find a suitable replacement for some of their most popular convenient meal choices – sausages, burgers, bacon – but there are now many tasty, convenient and relatively healthy alternatives available in most supermarkets.

Take some time out to visit your nearest supermarket store or visit their website to see what vegan alternatives they have available.

Here are some of our favourite Vegan brands:



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 85 x Squats
- 70 x Crunches
- 25 x Burpees



## Day 20

### Nutrition Challenge

Two days ago we explored the negative of consuming refined carbohydrates. This time we're asking you to switch from white pasta to Red or Green Lentil Pasta instead. Waitrose offers a delicious [Red Lentil Pasta](#) that's worth trying.

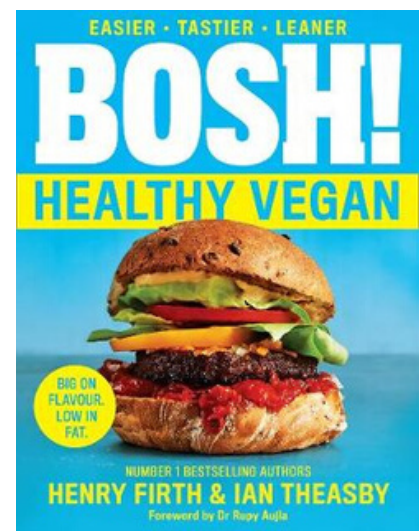
### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 85 x Squats
- 75 x Crunches
- 25 x Burpees

## Day 21

### Nutrition Challenge

Time to start being adventurous in the kitchen by adding beans, pulses or nuts to your meals. If you're stuck for meal ideas we recommend Bosh, which is available from all good bookstores. [Click here to find out more.](#)



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 90 x Squats
- 75 x Crunches
- 25 x Burpees

## Day 22

### Nutrition Challenge

Try adding a handful of raw vegetables to your meals or enjoy them as a convenient snack. Carrots, cucumbers, peppers and celery provide a range of flavours and contain plenty of useful nutrients.



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 90 x Squats
- 80 x Crunches
- 27 x Burpees

## Day 23

### Nutrition Challenge

Treat yourself to a meal out at a vegan restaurant - get googling and you will find plenty when you start looking! Even if you can't find a dedicated vegan restaurant you will find that many restaurants now have vegan options on their menus and their menus are available on their websites.

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 95 x Squats
- 80 x Crunches
- 27 x Burpees

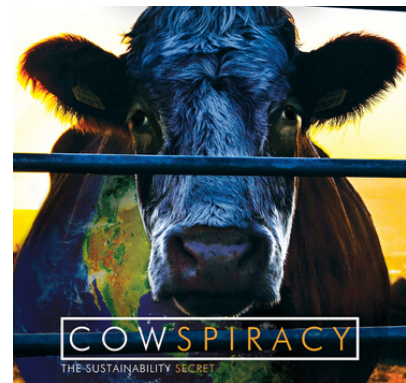
## Day 24

### Nutrition Challenge

Explore the benefits of Quinoa. Often used as an alternative to white rice, Quinoa has twice the protein of rice, yet it is also a great source of magnesium, calcium and manganese.

### Exercise Challenge

Another important rest day. Why not take some time to learn more about the benefits of a plant-based lifestyle? Films like *The Game Changers*, *Cowspiracy* and *What The Health* reveal astonishing insights that may change the way you look at food forever. Click the images to find out more.



## Day 25

### Nutrition Challenge

A healthy diet should provide you with all the vitamins and minerals you need, however, it is common for those following a plant-based diet to need additional Vitamin B12 through fortified foods or supplements. Explore ways to get fortified foods or [consider taking supplements](#).

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 95 x Squats
- 85 x Crunches
- 30 x Burpees.

## Day 26

### Nutrition Challenge

Become an ingredient reader....always read the labels on your food packaging front AND back and look out for nasties. Stay away from foods with an ingredient list as long as your arm (rarely a good sign), genetically modified products and foods that are high in sodium (salt) or Aspartame.

### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 95 x Squats
- 90 x Crunches
- 30 x Burpees

## Day 27

### Nutrition Challenge

For the final few days your challenges are going to be all about forward planning. Today we are recommending that you begin stocking up on reusable, freezer-proof containers that you can use for storing your pre-prepared meals. [Click here for some great suggestions.](#)



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot.
- 95 x Squats
- 90 x Crunches
- 35 x Burpees



## Day 28

### Nutrition Challenge

Read through your journal, find your favourite recipes and meals and plan out in advance your meals for the weeks ahead – if you fail to prepare, you should prepare to fail.

The Vegan Supplement Store website contains a selection of tasty vegan recipes for you to try. [Click here to see what's on offer.](#)

### Exercise Challenge

A day of rest and a chance to relax. Why not try some meditation or other mindfulness techniques? After all, a healthy mind is just as important as a healthy body. [Click here for some great mindfulness techniques.](#)

## Day 29

### Nutrition Challenge

It's time to try a different kind of breakfast. We've got three delicious breakfast recipes for you to try on our website. [Click here for details.](#)



### Exercise Challenge

- Warm up with 5 minutes of jogging on the spot
- 95 x Squats
- 95 x Crunches
- 45 x Burpees

## Day 30

### Nutrition Challenge

Congratulations! You did it. You've reached day 30 of the challenge. Once you've completed today's exercise challenge take some time to review your journal. What has changed in your mind and body? How do you feel? What worked well and what did you find difficult?

Hopefully you feel more energetic, fitter, healthier, stronger and more confident about following a plant-based diet and keeping active.

### Exercise Challenge

This is it - the biggest day of all - the day where you will be able to see how far you've come!

- Warm up with 5 minutes of jogging on the spot
- 100 x Squats
- 100 x Crunches
- 50 x Burpees

## Tell Us How You Got On

We would love to know how you got on with this challenge and we welcome your feedback. We'd also love to see any before and after pictures you've taken.

You can email us at [info@vegansupplementstore.com](mailto:info@vegansupplementstore.com).



## About Vegan Supplement Store

The Vegan Supplement Store offers a range of plant-based sports supplements, meal replacements, vitamins and minerals, along with a range of delicious recipes, all with the intention of making it easier to achieve health and fitness goals while maintaining a plant-based lifestyle.

We are a family-run business and we care about the well-being and satisfaction of our customers. So far, we have received excellent reviews for our products and we aim to keep it that way by trying offer the best possible products and customer service we can.

Our products have all been registered with the Vegan Society and we have worked hard to ensure that our products are not only vegan, but also taste delicious and mix easily - even with water!

We would love for you to give our products a try and we would like to offer you a **20% discount** when you use code **MUMWarrior20** at the checkout. We hope to welcome you as a customer very soon.

**Visit: [vegansupplementstore.co.uk](https://vegansupplementstore.co.uk)**



