



**JOIN THE**  
**EVIDENCE-BASED**  
**MOVEMENT**

2024-2025 PROSPECTUS

**WISDOM | CONFIDENCE | INTEGRITY**

# WELCOME TO MNU FROM MARTIN MACDONALD

MNU

Dear Prospective Student,

I can't begin to explain how honoured I am that the industry has elevated Mac-Nutrition Uni to the heights it has.

While I truly believe we have managed to create the best learning experience in the world, the fact so many others are seeing this too is humbling to say the least.

As a prospective student I guarantee all the effort you are able to put into this course will be delivered back to you with interest. Not only that, but once you finish the course, we will be there to support you to create a rewarding and lucrative career.

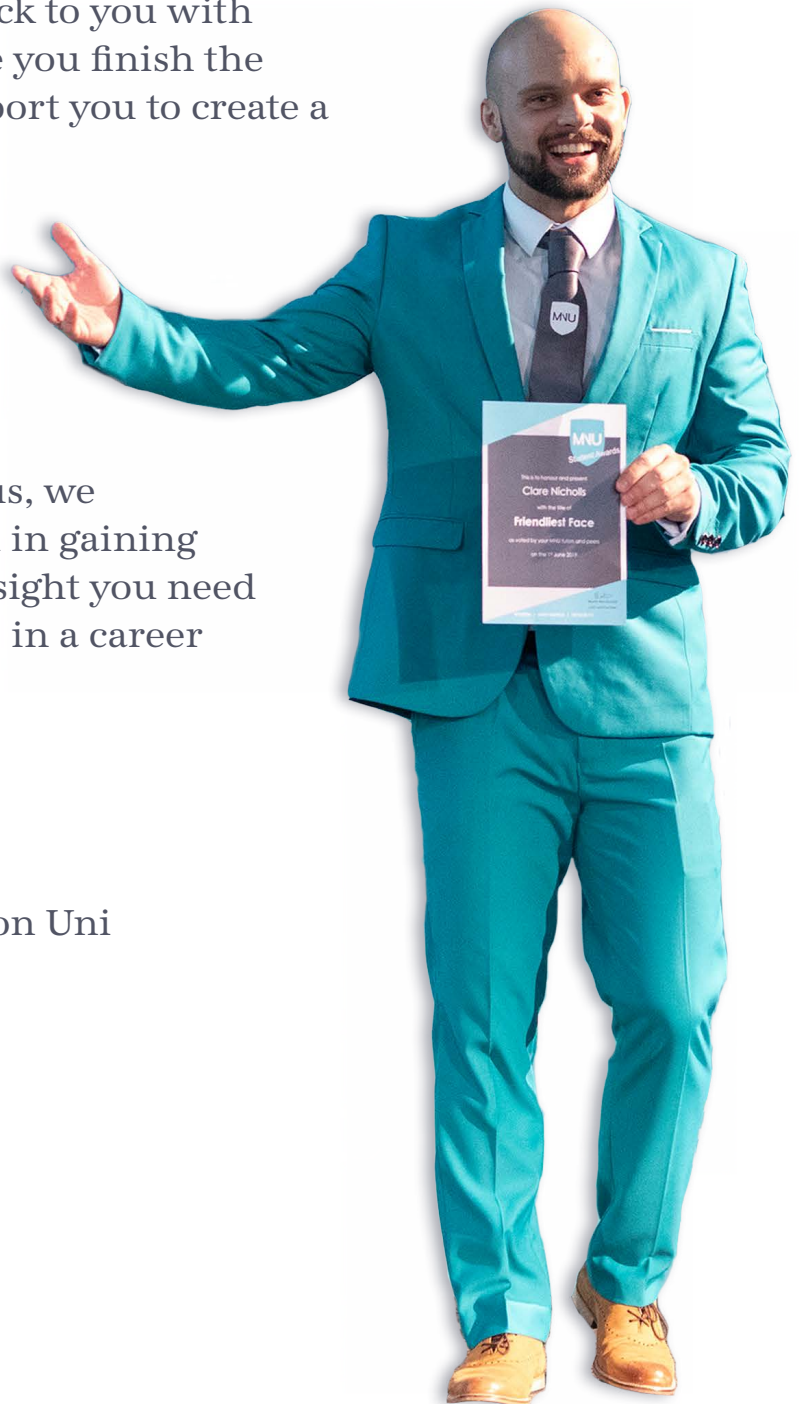
MNU Certified Nutritionists™ are leading the way and becoming the gold standard of nutrition practitioners in the health & fitness industry!

If you do decide to study with us, we look forward to supporting you in gaining the confidence, wisdom and insight you need to truly succeed, with integrity, in a career that you love.

Much Love

**Martin MacDonald**

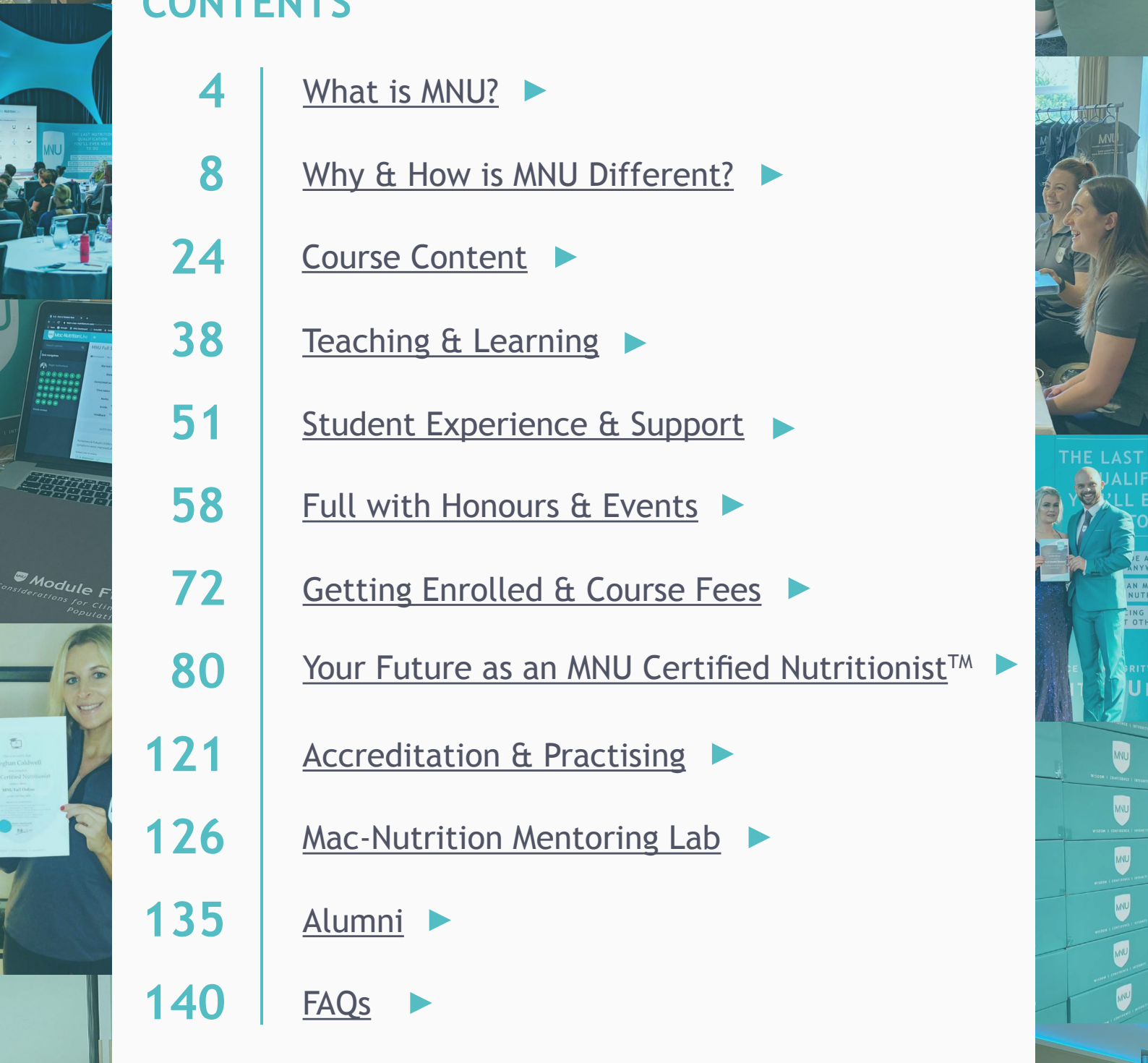
CEO and Founder, Mac-Nutrition Uni





## CONTENTS

- 4 [What is MNU?](#) ▶
- 8 [Why & How is MNU Different?](#) ▶
- 24 [Course Content](#) ▶
- 38 [Teaching & Learning](#) ▶
- 51 [Student Experience & Support](#) ▶
- 58 [Full with Honours & Events](#) ▶
- 72 [Getting Enrolled & Course Fees](#) ▶
- 80 [Your Future as an MNU Certified Nutritionist™](#) ▶
- 121 [Accreditation & Practising](#) ▶
- 126 [Mac-Nutrition Mentoring Lab](#) ▶
- 135 [Alumni](#) ▶
- 140 [FAQs](#) ▶



# WHAT IS MNU?



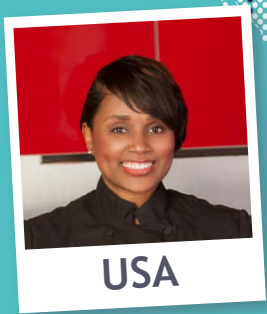
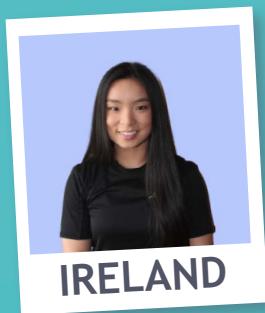
# A LEVEL 5 DIPLOMA WHERE YOU CAN BECOME A FULLY QUALIFIED AND INSURABLE NUTRITIONIST IN JUST 13-MONTHS!



**THE MOST  
SUPPORTIVE  
ONLINE QUALIFICATION  
YOU COULD  
IMAGINE!**



# STUDIED IN OVER 80 COUNTRIES



# WHY & HOW IS MNU DIFFERENT?





## MAC-NUTRITION UNI IS TRULY EVIDENCE-BASED

Being ‘evidence-based’ has become an industry buzzword over the past few years, and that’s predominantly because of MNU!

We’re proud to say that we were at the forefront of the evidence-based movement, which means, unlike other courses, we know the value of being truly evidence-based.

“ MNU has a great level of support, fantastic lectures and excellent content which was all evidence-based. I love the fact I now have an entire database of research that I can look at and reference if needed in the future.

Dr John Sykes, GP, UK



MNU references more than 1300 academic papers which, combined with decades of practitioner expertise from our tutors, means you’re guaranteed to learn the most up-to-date nutritional science in a way that is easy to understand and relevant to your clients.

“ MNU is an amazing course & outstanding support throughout. Honestly, I feel like I got more out of this than I did throughout my MSc in Human Nutrition. Practical in nature, but very much evidence-based.

Liam Leech, Ireland



**Amy Marshall** ★★★★★

Being evidence-based is key to help give me the confidence in the knowledge and information that I’m passing on to my clients. Highly recommend MNU as a course and qualification – there really is no comparison with other nutrition courses out there.

## WE ONLY TEACH THE THINGS YOU NEED TO KNOW

We've spent a huge amount of time considering the structure of the course, so that each module perfectly builds on the next. We include everything you need to know to get industry-leading results with a wide variety of clients.

We have refrained from including unnecessary levels of detail to artificially increase the length of the course or make it appear 'more advanced' as is sadly common practice for other courses.

“ A key point to be made is that the tutors are not only academically knowledgeable but also have the real-world experience to back up what they're teaching.

Jeff Ash, USA



## TAUGHT BY QUALIFIED & PRACTISING TUTORS

All MNU Tutors are qualified to a minimum of MSc standard. Combined, they have thousands of hours of applied experience as clinical nutritionists, performance nutritionists and registered dietitians.

Our tutors understand what it is to be an effective practitioner working with real people in the real world. Their experience and the client case studies they share within their lectures really helps to put the theory into context, showing you exactly how nutritional knowledge can be applied.



# MNU TUTORS



Course Leader

**Martin MacDonald**  
*MSc PgCert PgDip*  
CEO and Founder  
of Mac-Nutrition Uni



Lead Tutor

**Sarah Duffield**  
*BSc MSc*  
Head of Nutrition at  
Mac-Nutrition Uni



Tutor

**Billy Maritza**  
*BSc MRes*  
Health and Performance  
Nutritionist



Tutor

**Amy Ball**  
*BSc MSc*  
Health and Performance  
Nutritionist



Tutor

**Toby Graham**  
*BSc MSc*  
Nutrition Communications  
Executive



Guest Tutor

**Rebecca Dent**  
*MSc RD*  
High Performance  
Dietitian



Guest Tutor

**Ursula Philpot**  
*MSc RD*  
Registered Dietitian



Guest Lecturer

**Rachel Hobbs**  
*RD HCPC*  
Registered Dietitian



Guest Lecturer

**Georgia Leech**  
*BSc RNutr*  
Registered Nutritionist

# WITH ADDITIONAL WEBINARS FROM...



**Dr. Stephan Guyenet**  
Author, Neuroscientist,  
Obesity Expert & Researcher



**Dr. Nadia Craddock**  
Research Fellow



**Adele Hug, RD**  
Oncology Dietitian



**Dr. Megan Rossi**  
Consultant Dietitian &  
Gut Health Researcher



**Dr. Spencer Nadolsky**  
Obesity Medicine Physician



**Brian Minor, MSc**  
Strength and Conditioning  
Specialist and Prep Coach



**Dr. Jake Linardon**  
Psychology Lecturer  
& Researcher



**James Krieger, MSc**  
Scientist, Author &  
Founder of Weightology



**Laura Tilt, RD**  
Dietitian & Health Writer



**Helen West, RD**  
Eating Disorder Specialist  
Dietitian



**Paul McArdle, RD**  
Researcher and Diabetes  
Specialist Dietitian



**Dr. Oliver Witard**  
Senior Lecturer in Exercise  
Metabolism & Nutrition



**Sarah Fuller**  
Specialist CAMH Eating  
Disorders Dietitian



**Dr. Lee Hamilton**  
Exercise Physiologist  
& Researcher



**Dr. Trent Stellingwerff**  
Senior Physiologist  
& Researcher



**Dr. Bojan Kostevski**  
Emergency Doctor &  
Body Transformation Specialist



**Dr. Alyssa Olenick**  
Exercise Scientist & Certified  
Sports Nutritionist



**Dr. Mike T Nelson**  
Professor of Exercise Physiology

**...INDUSTRY EXPERTS!**

# YOU WON'T JUST LEARN NUTRITION THEORY

There is so much more to being a practitioner than just knowing the science.

We have designed specific homework assignments, which will support your learning and give you the opportunity to start practising some of the more practical skills you'll need to help your clients and build your business.

Under our careful guidance, you will have all the tools you need to deal with the wide range of client scenarios you will face!

“ MNU is a life changing year of education. The course has been the driving factor in finally giving me the confidence that I will be able to make a career out of coaching.

Sean Fitzgerald, Ireland



“ The amount of information I've gained from MNU has been mind blowing. It teaches you life applications, everything I've learned is applicable to my life & business.

Fatou Cesay, UK



“ The MNU team really cared about making students better practitioners and took the time to ensure this.

Becca Roberts, Australia



“ The content on MNU is very useful and insightful but stands out because it's broken down into how it would work practically. This bridge between knowledge and theory is hard to come by.

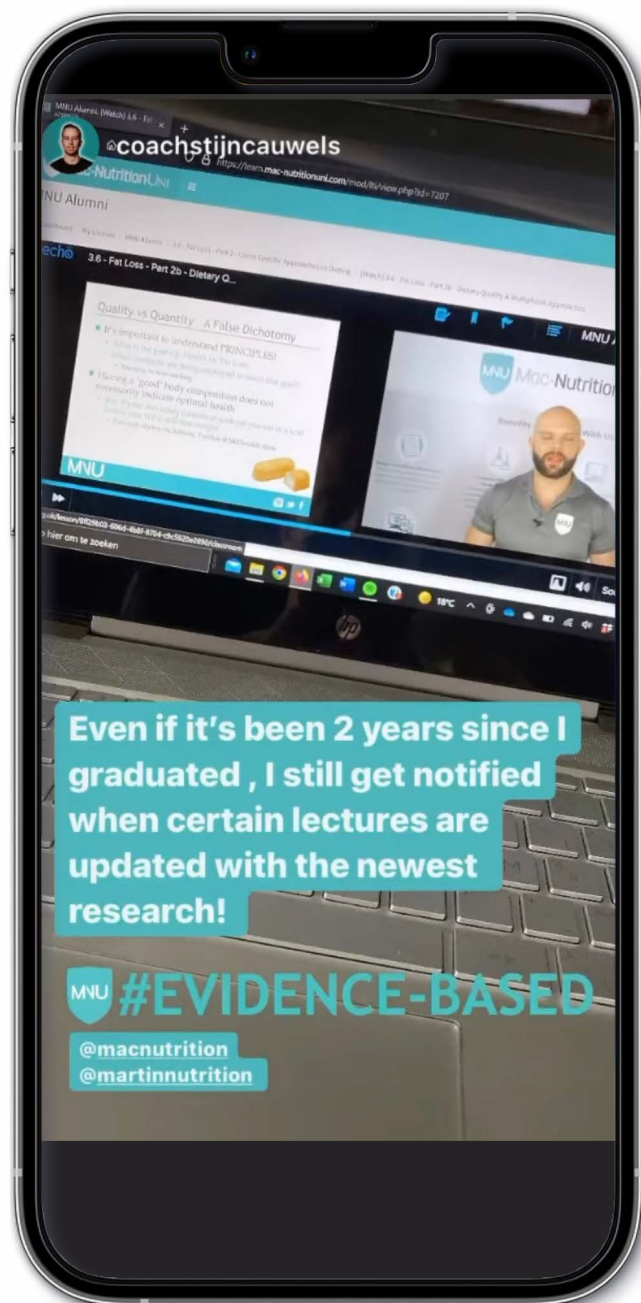
Charlie Jones, UK



## WE'RE CONSTANTLY UPDATING OUR CONTENT

Although complete U-turns in nutrition science are very rare, sometimes new information is learned, or there are new studies published that explain a concept particularly well. Because of this, we are constantly re-visiting the course content to make sure you're provided with the most up-to-date information, further reading and nutritional advances.

That's also why, unlike other courses, you won't just be given a textbook to follow! Textbooks go out of date almost as soon as they're published! Instead, we use our online platforms to ensure that every intake is privy to the latest research!



“ Over a year since I graduated and I was sent an update to make sure I'm still providing my clients with the most up to date, evidence-based information! How amazing!

Kelly McFie, UK



“ MNU just gave all their graduates 1 month free access to the full course again because a handful of lectures have been updated with the most up-to-date evidence. Amazing!

John Reece, Australia



**IF YOU'RE CONSIDERING  
ANOTHER NUTRITION  
COURSE, DON'T BOTHER,  
YOU'LL ONLY  
END UP HERE  
ANYWAY.**



**CHRIS ROBEY  
PERSONAL TRAINER &  
NUTRITIONIST, UK**



MNU has been invaluable to both myself and my business. I studied other nutrition courses previously and whilst they taught me some skills and knowledge, I still felt very far away from my goal of becoming a practitioner that was armed with ALL the skills necessary.

**I now feel SO much more confident when I speak about nutrition, and people have even commented on that too.**

I've taken everything I've learnt into the real world, and my clients are achieving better results - this wouldn't have been possible without the help of MNU.

Seriously, MNU has been the best thing I've EVER done. There's never a dull moment and the content is always so, so engaging.

MNU really isn't just a nutrition course. It covers everything from how to actually work and communicate with clients, measuring their progress, all the way round to working with many different types of clients (weight loss, muscle gain, diabetes, PCOS, sports performance etc)!

Martin and the team know EXACTLY what they're talking about and genuinely care so much, this really is apparent throughout the whole course.

**Not only are the tutors SO kind, caring and willing to help at any given moment, but they are also funny - this made the learning experience so enjoyable.**



**CHRIS ROBEY**  
**PERSONAL TRAINER & NUTRITIONIST, UK**

## CONFIDENTLY WORK WITH CLIENTS

The entire course has been written from a practitioner's perspective, meaning MNU will truly prepare you to work with real-world clients with different goals and lifestyles.



“ Before MNU I'd done 4 other nutrition courses and I struggled with the confidence to work with a client. I now feel totally confident working with clients, whatever their goal. I would hands down swap every other nutrition course I've done for my MNU qualification.

Andrew Pascoe, Saudi Arabia



As well as lectures in client programming and effectively monitoring ongoing clients, you will learn how to set up services, consultation techniques & behaviour change strategies!

During MNU, you will also get support and insight from other practitioners in the industry with 13-months complimentary access to the [Mac-Nutrition Mentoring Lab](#) alongside the course, further building your confidence as a practitioner.



**99.2%** OF STUDENTS AGREED THAT MNU INCREASED THEIR CONFIDENCE TO WORK WITH CLIENTS IN A NUTRITION CAPACITY

## SETTING UP YOUR CAREER FOR LIFE

Worried about keeping up with a topic that seems to constantly evolve?

Not sure what to tell your clients when they ask about a new diet that you've never heard of?

Struggle to know what to believe when it comes to supplements?

Rather than just teaching you what's 'right', MNU gives you the fundamental skills you need to understand research & critically evaluate the findings for any new nutrition claim, so you'll always be one step ahead.

Yet another example of why MNU is the last nutrition qualification you'll ever need to do!

***“Give a man a fish and you feed him for a day.  
Teach him how to fish and you feed him for a lifetime”***

Lao Tzu

“ I have done two degrees and six years at University studying Sports and Exercise Management and Physiotherapy and until I started MNU, I never knew how to read articles critically.

Ciara Gormley, Musculoskeletal Physio, UK



“ In some other courses I have done, you are told a lot of things but not given the “why” or their applicability. With MNU, I really feel the “why” was well provided and explained.

Cormac Walsh, S&C Coach, Ireland





## AT MNU, YOU ARE MORE THAN JUST A NUMBER

It's hard to explain just how powerful the community aspects of MNU are. From the admin team to the tutors, we get to know you as a person and will support you every step of the way.

With a dedicated Student Support group, our experienced tutors are on hand 365 days a year to answer any nutrition questions you have or to clarify anything you're struggling with.

By studying the course with a dedicated cohort, you'll also have the support, encouragement and accountability from all of your peers on the same journey!

Our in-person events mean you can also get to meet the MNU team, your peers, former students, and other experts in the field, really bringing the online community to life!

“ MNU always made you feel part of the team with individualised emails, you aren't just a number.

Elizabeth Holden, Professional Cyclist, Spain



# DON'T TAKE OUR WORD FOR IT OUR STUDENTS HAVE RATED MNU 5 STARS ON GOOGLE!

## Mac-Nutrition Uni

38 Jubilee Dr, Loughborough

5.0 ★★★★★

Reviews

People often mention

All

course 69

student 23

confidence 22

lectures 21

evidence based 15

career 13



**Liam Leech** ★★★★★

Honestly, I feel like I got as much out of MNU as I did throughout my MSc. in Human Nutrition. More, in fact. Practical in nature, but very much evidence based!



**Breffni O'Reilly** ★★★★★

Choosing to study at MNU was THE best decision I have ever made. The knowledge, expertise and guidance I received was second to none. The sense of community & the support ensures that this course is world class.



**Becky Walker** ★★★★★

After having done many courses, I can finally say I've taken a course where I truly feel supported in every sense – not just from the education side but even about setting up a business!

[READ MORE REVIEWS HERE](#)

**MNU IS BY FAR THE BEST  
NUTRITION COURSE  
I HAVE EVER DONE,  
AND I DID THREE  
BEFORE THIS.**

**PAUL HILL  
CHEF & NUTRITIONIST, UK**



There have been so many highlights of MNU that it's hard to choose my favourite.

## **I have come out of this course a changed man!**

My confidence around nutrition as a subject and the high quality of information I can provide off the top of my head is something I've always wanted, and this course has provided.

I have finally learnt how to think critically, which I will continue to do until the end of time.

## **I now have the confidence to work with people and actually help them achieve their goals, that feeling alone is worth every single penny I paid.**

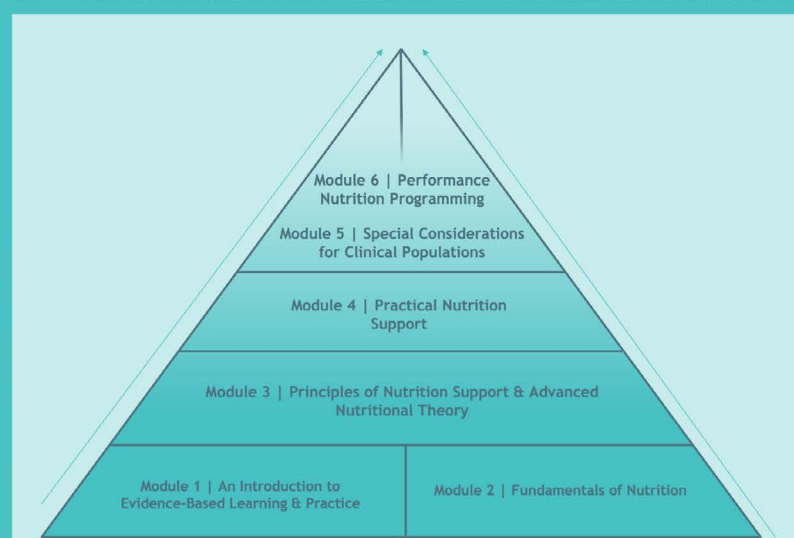
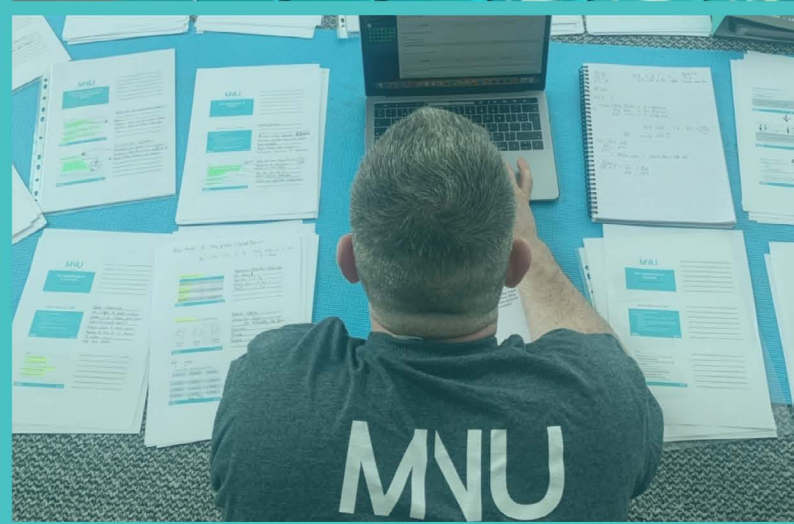
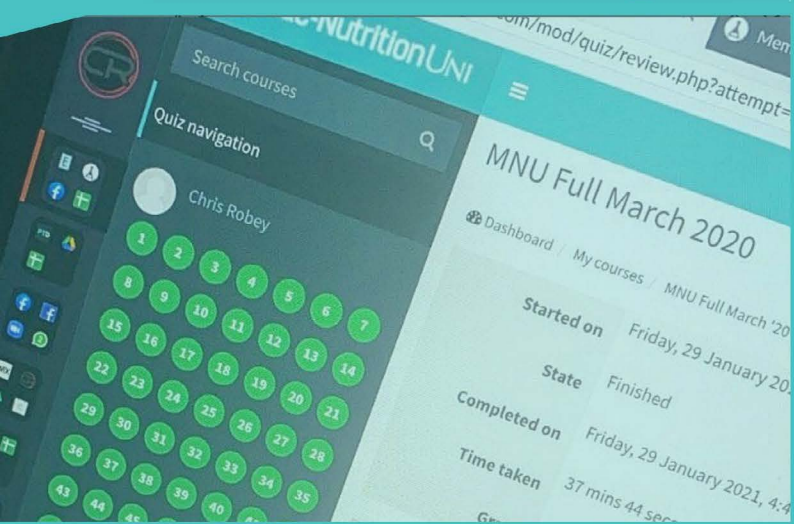
I have learnt to have debates with like-minded people and have had the pleasure of meeting some truly incredible friends.

I just can't thank the MNU team enough for everything they do for their students, and all the support provided to everyone involved in MNU and the Mentoring Lab.



**PAUL HILL**  
**CHEF & NUTRITIONIST, UK**

# COURSE CONTENT

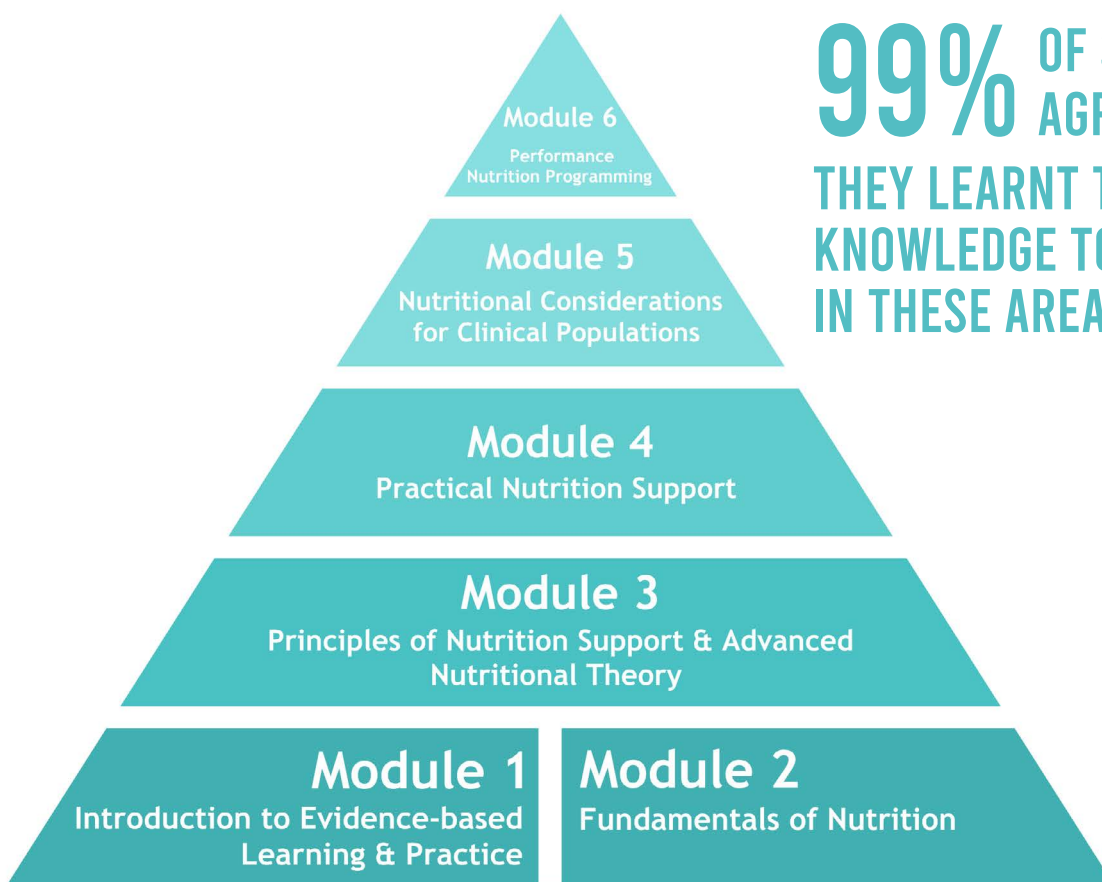




# TEACHING YOU WHAT YOU NEED TO KNOW

The Mac-Nutrition Uni course content has been carefully designed to build your knowledge and practical skills week by week. Not only will you learn the theory of nutrition, but you'll also know how to apply this knowledge in practice, working with a wide variety of clients from general population to athletes.

## MODULES AT A GLANCE



**99%** OF STUDENTS  
AGREED THAT  
THEY LEARNT THE REQUIRED  
KNOWLEDGE TO PRACTICE  
IN THESE AREAS

“ Compared to my university education, the MNU material and lectures are a lot more condensed and pragmatic. This lives up to the goal of teaching things that are actually needed to practise well.

Alexander Vajord, Norway



# MODULE 1 | INTRODUCTION TO EVIDENCE-BASED LEARNING & PRACTICE

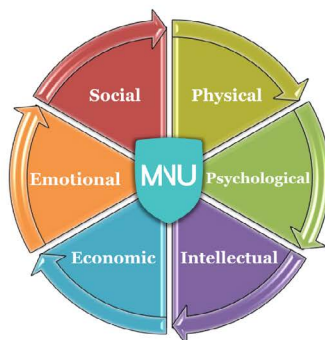
This module has been designed to partner with the Fundamentals of Nutrition (Module 2) to provide the underpinning knowledge and thought processes that are required to move past simple knowledge acquisition and onto wisdom and knowledge synthesis.

The term evidence-based does not mean solely relying on academic research; being an evidence-based practitioner means understanding the research and then being able to contextualise it in your practice by combining it appropriately with experience.

## What is Health?

- A person's mental or physical condition?
- The state of being free from illness or injury?
- The MNU mantra of health:

*Promoting health does not mean we merely seek the absence of disease but instead requires us to encourage physical, psychological, emotional, social, economic and intellectual wellbeing.*



# MODULE 1 | INTRODUCTION TO EVIDENCE-BASED LEARNING & PRACTICE

## Lecture Title

- 1.1 Welcome Lecture & Introduction to MNU
- 1.2 Understanding a Truly Evidence-based Approach
- 1.3 Research Methods - What Do We Really Need to Understand?
- 1.4 Biochemistry - Key to Understanding the Practical Elements of Nutrition
- 1.5 What is Health & What Role Does Nutrition Play?
- 1.6 LIVE CHECK-IN WEEK

“ Lecture 1.5 was so interesting. I never really looked at nutrition affecting all facets of health before. The role of genetics in nutrition is pretty interesting.

Mark Dalton, Performance & Lifestyle Nutritionist, Ireland



“ I found the first Module (Introduction to Evidence-based Learning & Practice) empowering as I have always struggled to understand the why behind things and I feel the research methods give you the tools to find things out for yourself.

Jack Williamson, UK



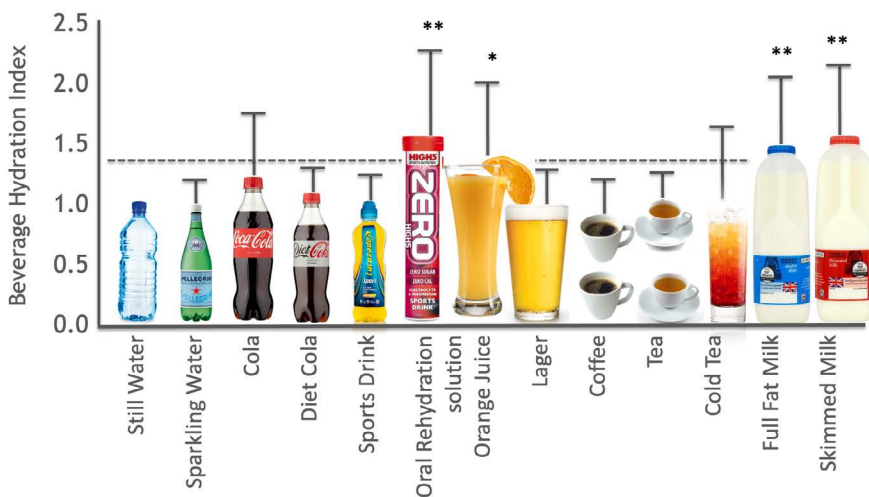
# MODULE 2 | FUNDAMENTALS OF NUTRITION

Having a sound understanding of physiology and biochemistry is crucial when looking to learn more advanced theory.

This module will teach you the fundamentals required to understand more advanced concepts. Similarly, it will highlight key areas of misunderstanding that may undermine future understanding. On other courses, often only the WHAT is taught, however, the information in this module will help you to understand the WHYs of future topics; this level of understanding is so important when trying to disseminate knowledge to others.



## The Beverage Hydration Index



# MODULE 2 | FUNDAMENTALS OF NUTRITION

## Lecture Title

- 2.1 Mastering the Basics of the Digestive & Endocrine Systems
- 2.2 Understanding Energy Systems & Energy Balance
- 2.3 Nutritional Myths - Gluten, Organic, Sweeteners & Much More
- 2.4 Is There an Optimal Diet for Human Health?
- 2.5 The Fundamentals of Protein - Biochemistry & Metabolism
- 2.6 The Fundamentals of Carbohydrate - Biochemistry & Metabolism
- 2.7 The Fundamentals of Fat - Biochemistry & Metabolism
- 2.8 The Role & Function of Vitamins & Minerals
- 2.9 Meal Timing & Frequency in Health & Performance
- 2.10 The Fundamentals of Hydration for Health & Performance
- 2.11 LIVE CHECK-IN WEEK

“ Loved lecture 2.10! Thank you Sarah for making this topic so interesting and for simplifying the physiology/biology, so it was a lot easier to understand. This topic of hydration has been massively over-complicated within some professions!

Sarah Herrmann, UK



# MODULE 3 | PRINCIPLES OF NUTRITIONAL SUPPORT & ADVANCED NUTRITIONAL THEORY

Module 3 builds upon the teachings in modules 1 and 2 and starts to conceptualise the theory into real life with a key focus on fat loss, muscle gain and the pursuit of optimal health.

This module will bring to life advanced concepts and techniques going into extreme detail with regards to the physiological, psychological, behavioural and social elements involved in achieving these goals. This module will allow you to become autonomous in tailoring various nutritional techniques and interventions to a wide variety of situations. The lectures will also be taught from a hugely practical standpoint allowing you to apply up-to-date theory almost immediately with yourself, and your clients.



## “I Feel Better When I Cut Out Gluten”

Is it specific to gluten?



- Self-reported non-celiac gluten sensitive patients followed a low FODMAP diet for 2 weeks
- Then received a high-gluten (16g gluten/day), low gluten (2g gluten/day) or control diet for 1 week
  - Low FODMAP diet improved IBS symptoms but No Effect of gluten



# MODULE 3 | PRINCIPLES OF NUTRITIONAL SUPPORT & ADVANCED NUTRITIONAL THEORY

## Lecture Title

- 3.1 Hormonal & Biochemical Effects of Dietary Protein
- 3.2 Hormonal & Biochemical Effects of Dietary Carbohydrate
- 3.3 Hormonal & Biochemical Effects of Dietary Fat
- 3.4 Conceptualising Energy Balance and Macronutrient Theory
- 3.5 Fat Loss Part 1 - Adherence - The Single Most Important Factor
- 3.6 Fat Loss Part 2 - Client Specific Approaches to Dieting
- 3.7 Fat Loss Part 3 - Rates of Weight Loss, Diet Breaks & Metabolic Adaptation
- 3.8 Evidence-based Body Composition Assessment & Interpretation
- 3.9 Advanced Muscle Gain Techniques
- 3.10 Evidence-based Supplementation for Health & Performance
- 3.11 LIVE CHECK-IN WEEK

“Lecture 3.4 was one of the most informative lectures that I have had the pleasure of listening to, especially within nutrition and even sports science. It was a real aha moment for me.

Mark Airey, UK



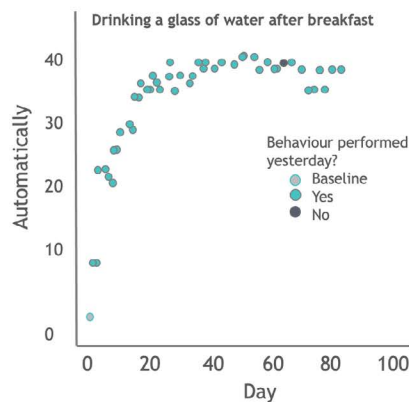
# MODULE 4 | PRACTICAL NUTRITION SUPPORT

Theoretical knowledge of nutrition is only half of the equation when it comes to getting results in the real world with real people.

To get amazing results with every client, human behaviour and psychology also need to be carefully considered; as well as giving consideration to the method of nutrition coaching, whether that be online or face to face. This module has been designed to help translate the knowledge gained in modules 1-3 into practice, including every detail you need to know to successfully and confidently work with clients to get consistently amazing results. We will take you through the consultation process, choosing the most appropriate nutrition strategies, motivational interviewing techniques and unique psychological skills that can be used to maximise client adherence.

## How long does it take to form a new habit?

- Somewhere between 18 – 254 days (estimated)
- 66 days 'on average'
- There was no long-term cost of missing one opportunity
  - Tell your clients this!





# MODULE 4 | PRACTICAL NUTRITION SUPPORT

## Lecture Title

- 4.1 Appropriate Use of Food Diaries in Practice
- 4.2 Consultation Process - Beyond Theory & Science
- 4.3 Approaches to Client Nutrition Strategies & Programming
- 4.4 Effective Client Monitoring
- 4.5 Theoretical & Practical Behaviour Change
- 4.6 Online Coaching - Delivering Nutritional Support & Counselling Online
- 4.7 Delivering Corporate Nutrition Programmes & Other Group Education Settings
- 4.8 CHECK-IN WEEK

“ I loved Module 4 about setting up my own nutrition business, how to structure it and how to run a consultation. It makes me realise that I can do it and that it’s not just some tick box. It really is about building a future for myself.

Sally Dowsett, Switzerland



“ The theory and information got translated into practical terms in Module 4. This was when I really started to get excited about building a nutrition business and helping others.

Faye Morley, UK



# MODULE 5 | NUTRITIONAL CONSIDERATIONS FOR CLINICAL POPULATIONS

As the world's population becomes an increasingly unhealthy one, the impact that nutrition can have on some of the most prevalent health-related diseases is evident.

Module 5 will teach the pathology, symptoms and nutritional considerations of common clinical conditions that practitioners will come across on a daily basis. In addition to the theory, this module has been designed to provide information and practical tools on evidence-based nutrition protocols and advanced approaches used in supporting clinical populations with their nutrition, all within an appropriate scope of practice. Special reference will be made to client situations when referring out is the only option a practitioner with integrity should take.

## Osteoporosis - Practical Recommendations

- Exercise and physical activity
  - Particularly weight-bearing or resistance exercise
- Adequate dietary calcium
  - 1200mg/day for 50+ females
- Optimise Vitamin D levels

Status	ng/mL	nmol/L
Severe deficiency	<10	>24.96
Mild to moderate deficiency	10-24	25 - 59.90
Optimal	25-80	62.4 - 199.68

What does 1200mg look like?



# MODULE 5 | NUTRITIONAL CONSIDERATIONS FOR CLINICAL POPULATIONS

## Lecture Title

- 5.1 An Evidence-based Approach to IBS & Gut Health
- 5.2 Key Considerations Before, During & Post Pregnancy
- 5.3 Working With the Clinically Obese Population
- 5.4 Nutrition Considerations for the Elderly - Maximising Quality of Life
- 5.5 Understanding the Signs, Symptoms & Implications for Diabetes
- 5.6 Understanding the Signs, Symptoms & Implications for PCOS
- 5.7 Cardiovascular Disease - Is There Really a Great Cholesterol Con?
- 5.8 Eating Disorders - What is Our Role?
- 5.9 CHECK-IN WEEK

“ Module 5 was truly useful for my profession as a Registered Nurse. It has been life-changing for me. I have been able to provide better care to my patients.

**Karelle Vachon, Registered Nurse, Canada**



“ Module 5 was by far my favourite part of the course. Learning about different clinical considerations was important as I can talk about them confidently now AND I also understand my scope of practice.

**Angela Martin, Nutritionist, Australia**



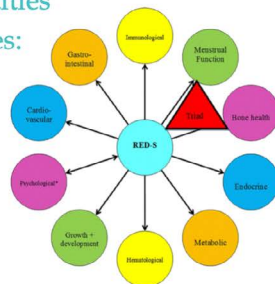
# MODULE 6 | PERFORMANCE NUTRITION PROGRAMMING

Successfully working with athletes relies on knowing the most up-to-date sports nutrition research out there.

This final module aims to not only break down advanced concepts into easy-to-understand theory, but also teaches you how to implement cutting-edge, sport-specific nutrition programmes to a wide variety of disciplines. The difference in physiological demands between strength, power and endurance sports, and therefore the different fuelling and recovery strategies, dietary periodisation, competition protocols, and nutritional approaches to maximise training adaptations required, makes this module a fascinating and highly applied ending to the MNU Qualification.

## Relative Energy Deficiency in Sport (RED-S)

- Formerly the Female Athlete Triad
  - Low energy availability → Amenorrhea → Reduced rate of bone formation (and increased rate of bone resorption)
- RED-S doesn't just affect women
  - It's also not a phenomenon of only 3 entities
  - Impaired physiological function includes:
    - Metabolic rate
    - Menstrual function
    - Bone health
    - Immunity
    - Protein synthesis
    - Cardiovascular health



# MODULE 6 | PERFORMANCE NUTRITION PROGRAMMING

## Lecture Title

- 6.1 Considerations for Prepping Bodybuilders
- 6.2 Performance Nutrition for Endurance Athletes
- 6.3 Performance Nutrition for Team Sports
- 6.4 Evidence-based Strategies for Making Weight
- 6.5 LIVE CHECK-IN WEEK & COURSE REVIEW

“ Module 6 was a highlight as that relates so much to my sporting pursuits so was good to end with that content.

Rebecca Ward, UK



“ I've only just finished MNU and I've been able to help with performance nutrition for ultra marathons!

Jack Curtis, Personal Trainer, UK



“ My favourite part of the course was Module 6. I coach my daughter who competes in bikini fitness and this course has provided me with plenty of new valuable information to help me with this.

Dr. Ivana Markova, Doctor, UK



# TEACHING AND LEARNING



## STATE-OF-THE-ART ONLINE EDUCATION PLATFORM

All Mac-Nutrition Uni lectures are released via our online education platform, LEARN.

The video lectures are delivered in HD quality by our very own MNU Tutors.

The user-friendly dual screen function allows you to switch between the presenter and the slides, or both, depending on your personal preference.

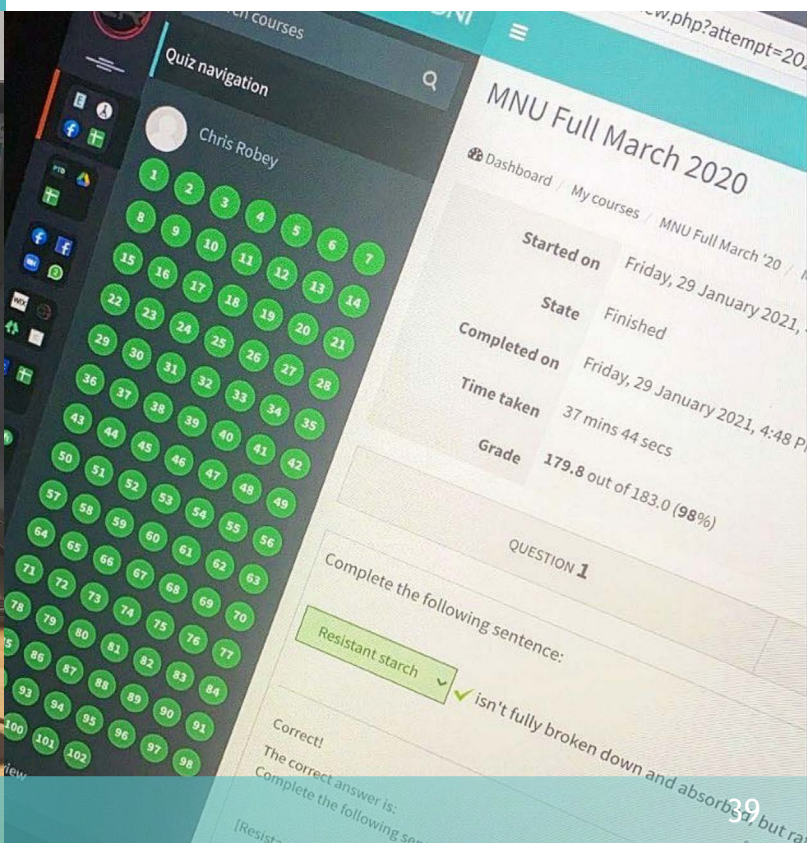
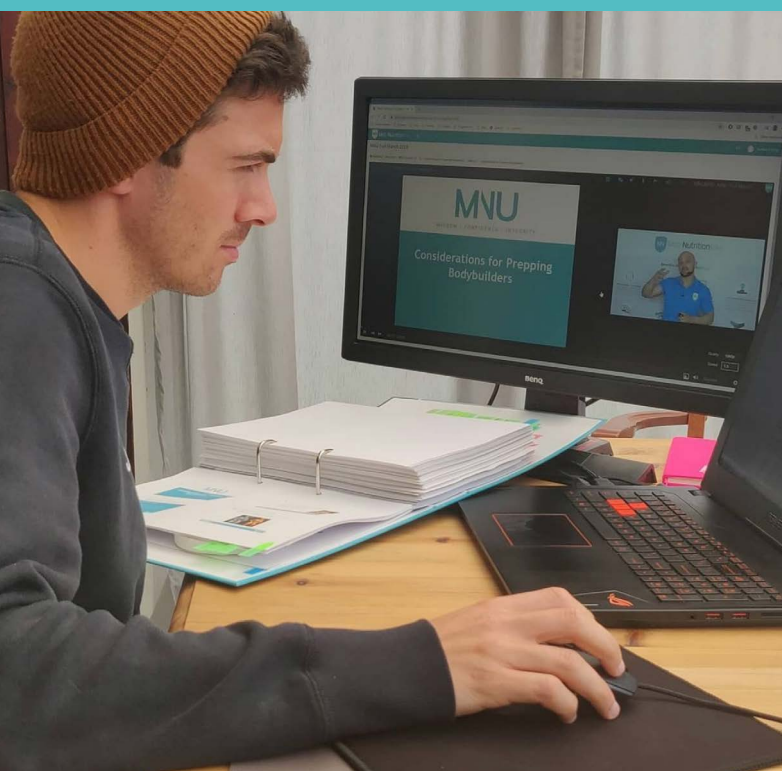
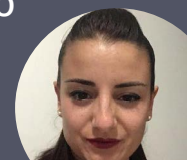
You can also download the slide handouts for every lecture to make notes.

## WEEKLY TESTS TO ASSESS YOUR KNOWLEDGE

At the end of each lecture, there is a short test to assess your understanding and help cement your knowledge. The tests can be done as many times as you need and they double up as an excellent tool when it comes to revising for the final exams.

“ The structure of MNU is outstanding. I loved the option to do the homework and how the model answers are provided. MNU offers so many ways to learn.

Alessia Pavone, Australia



## FLEXIBLE TO SUIT YOU

Lectures and the associated materials are released every Monday but can be completed at the most convenient time for you!

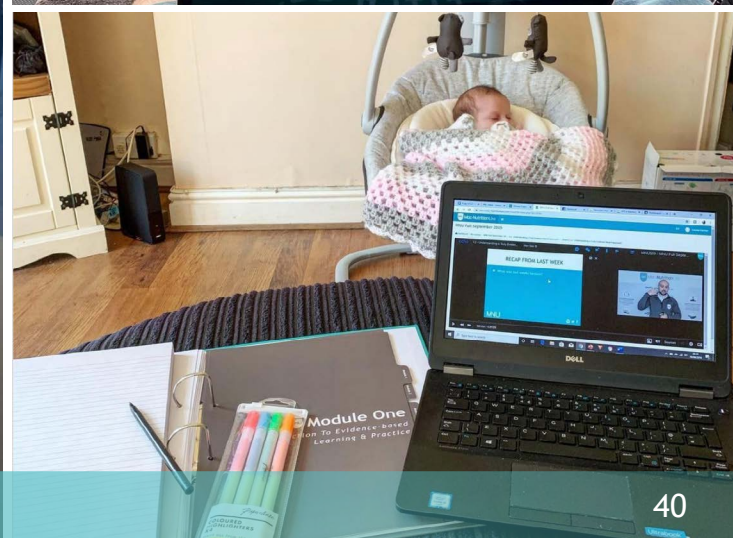
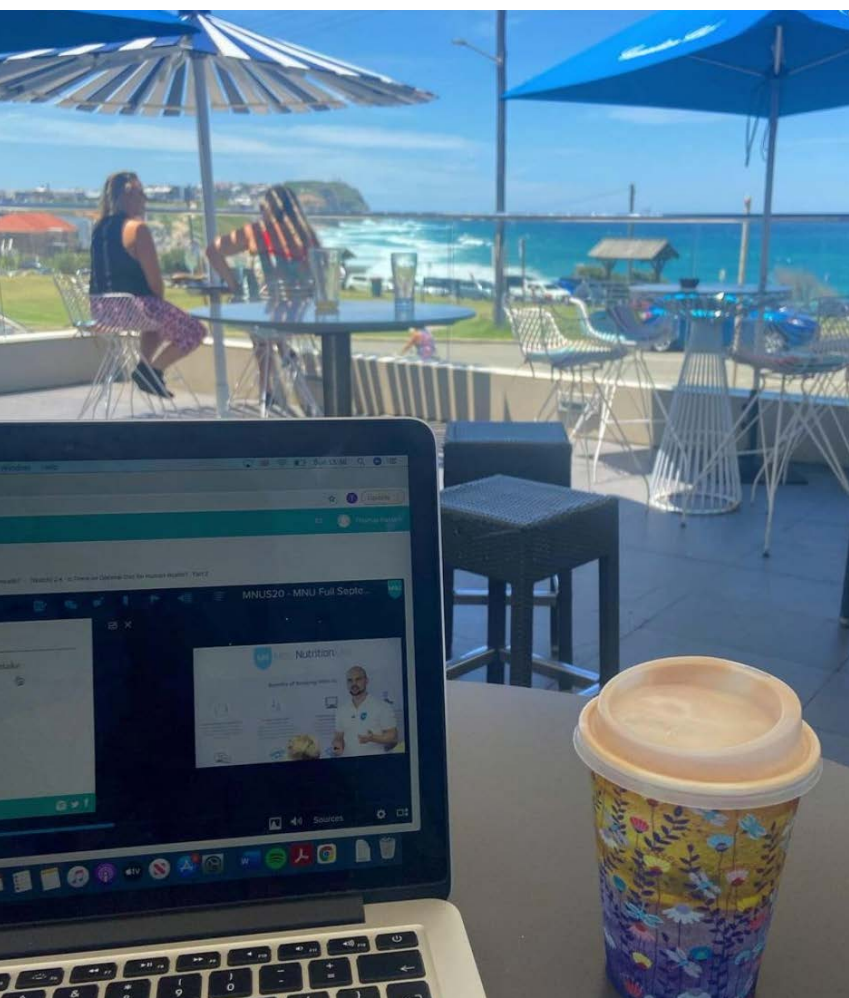
So, whether you're catching up on your lunch break, waiting until the kids have gone to bed or you're between clients, you have the flexibility to fit the course around you and your lifestyle!

“ It's very flexible, which works really well when you run a gym like myself. I can study when I want, I can learn how I want to learn, but everything I learn is applicable to my clients.

**Jaxon Burton, New Zealand**



Once the content has been released each week, it's available for the remainder of the course meaning you can revisit lectures at any point to help consolidate your learning.

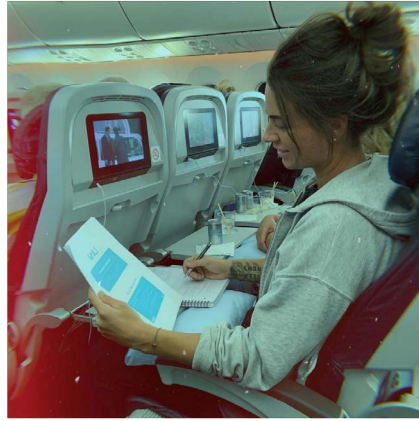




# STUDY ONLINE, ANYWHERE IN THE WORLD



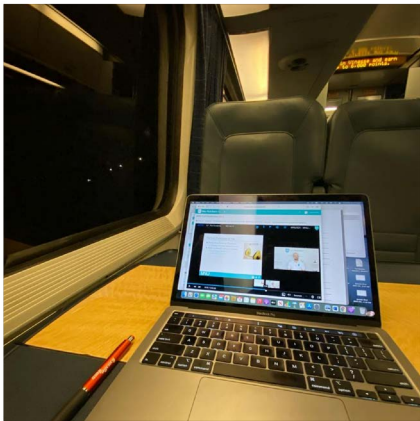
At a cafe



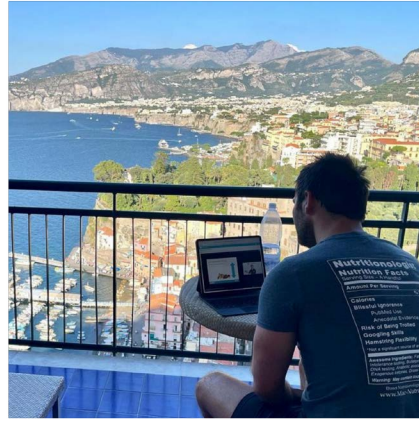
On a plane



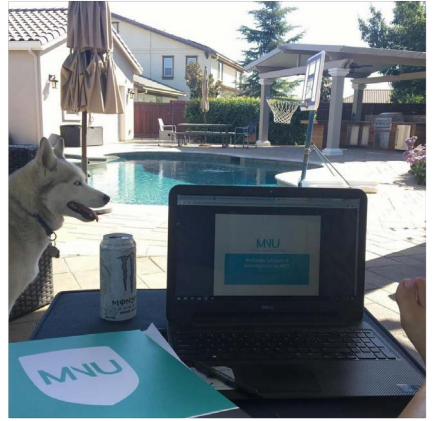
At the beach



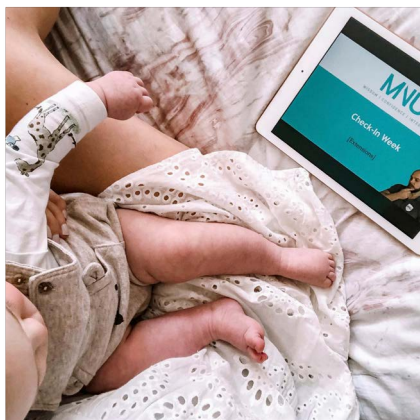
On a train



On your balcony



By the pool



On maternity leave



On holiday



At home

**I'M LITERALLY ON THE  
OTHER SIDE OF THE WORLD  
AND NOT ONCE DID I FEEL  
LIKE I WAS ALONE.**

**CHELSEA TURNER  
NUTRITIONIST & PT, AUSTRALIA**



The amount of care and support I have received over the last year, from both the Tutors & other students has been incredible. I can honestly say this has been the best decision I have made in my life. Words almost cannot express how amazing Mac-Nutrition Uni has been.

**I researched a lot of options before signing up and I know for sure this is the best course on the market.**

The level of passion and detail in the education we received is mindblowing. Integrity is one of MNU's core values and it really shows in the way they deliver all information and services.

The course not only educates you on nutrition but also provides education on how to set up your business! Critical thinking is also a constant theme throughout the course. This unique skill has made me more confident, passionate, and eager to help others by demystifying the space of nutrition.

**MNU is more than just a nutrition course, it has taught me so much about myself, the industry and my business, and completely changed my view on life.**

From the easy-to-understand educational content, the constant support from the MNU team and everything in between, it is truly the best course on the market. I cannot wait to start helping people live happier, healthier lives!



**CHELSEA TURNER**  
**NUTRITIONIST & PERSONAL TRAINER, AUSTRALIA**

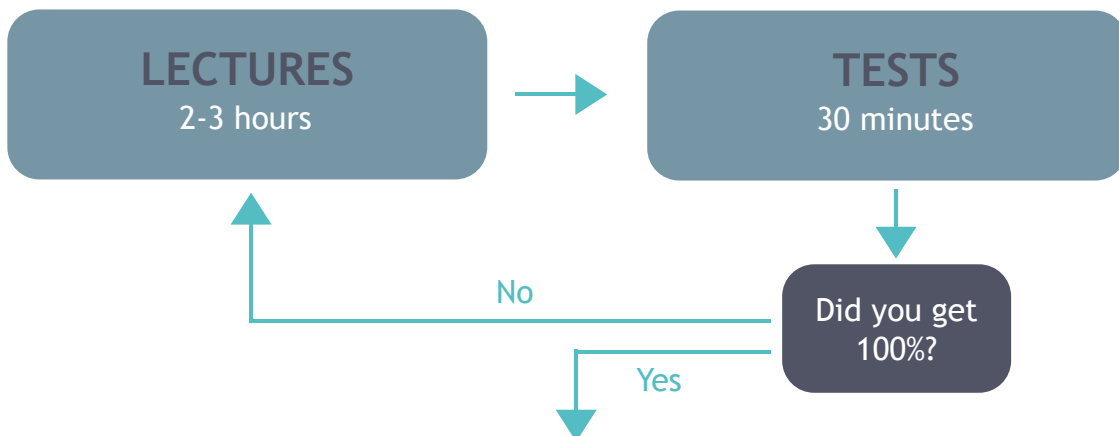
# HOW MUCH TIME DO YOU NEED TO SPEND ON MNU?



**8-10  
hours  
per week**

To get the most out of the course we recommend students spend 8-10 hours studying MNU per week. On average, lectures are around 90 minutes, providing you with plenty of spare time to repeat new concepts or difficult topics, take notes for revision purposes and complete the associated lecture tests.

Any spare or extra time you wish to commit to MNU can be spent on the non-compulsory components of the course including homework, further reading, supplementary lectures/podcasts and all the expert lectures, mentoring videos and resources available in the [Mac-Nutrition Mentoring Lab](#).



## Supportive Resources

**STUDENT GROUP  
DISCUSSIONS**

0.5 - 1 hour



**SUPPORTIVE  
WATCHING**

0.5 - 1 hour



**HOMework**

1-2 hours



**MENTORING LAB**

1 hour



**FURTHER READING**

1-2 hours



**GO HELP  
OTHERS!**



# KICKSTART YOUR BUSINESS & START FOSTERING A POTENTIAL CLIENT BASE

As well as helping to strengthen your understanding of nutrition topics, all the available homeworks and supportive tasks have been carefully designed to specifically support your future as an MNU Certified Nutritionist.

“ The homework’s are things you will actually use in practice. Every infographic I created I used immediately in my business, it was all so helpful and built my confidence.

Nicole Mann, Nutrition Coach, UK



Throughout the course, you will have the opportunity to:

- Design your own eye-catching infographics to use on your social media to help build authority, attract & educate potential clients
- Build helpful client resources such as food diary templates, myth busting resources and educational content so that you’re not starting from scratch when you graduate!
- Create your own client documents such as pre-consultation forms, check-in templates, enquiry forms and service brochures
- Practise specific client case study scenarios for a range of clients & goals, including PCOS, pregnancy, bodybuilding, the elderly, athletes and many more!

The collage features several educational graphics:

- MYTH BUSTING:** "Does eating little and often, speed up your metabolism?" with a "TAKE HOME MESSAGE" section.
- Ketogenic Diets:** "What can you eat on a Ketogenic Diet?" listing items like Leafy Green Veg, Meat, Nuts, Oily Fish, Eggs, Butter, Cheese, High Fat (Low Carb) Oils, and Yoghurt.
- FOOD LIST WITH 50g CARBOHYDRATE:** A circular infographic showing various food items and their carbohydrate content, such as Dried Mango (68g), Sweet Potato (250g), and White Rice (65g).
- WORKOUT MEALS/SNACKS:** Examples like "2 Slices of Brown Bread + 2 Tbsp Jam (30g) = 52g CHO" and "90g Broccoli + 120g Chicken Breast = 50g CHO".

# GEEK OUT ON STUDIES

If you're the sort of person that loves to read research and get stuck into the science, there's plenty of opportunity to geek out! Each lecture is packed with the most up-to-date research, with full reference lists released at the end of every module.

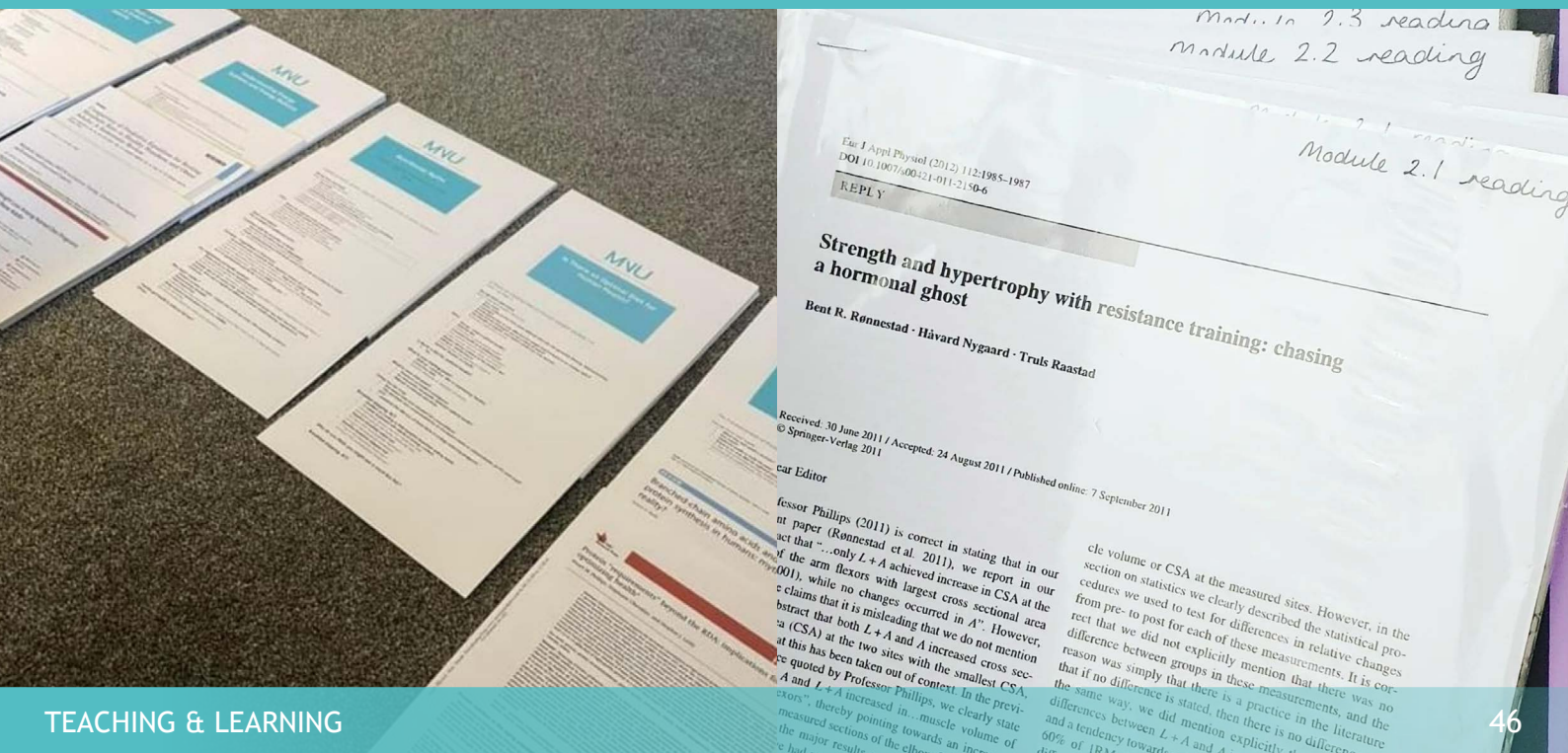
We even directly link you to every open access full text that we reference to save you time!

On top of this, we recommend pinnacle research papers as further reading to help expand your learning and provide you with a deeper insight into certain topics.

**MORE THAN 1300 ACADEMIC PAPERS REFERENCED IN MNU**

“ The content of the lectures as well as the further reading is second-to-none; allowing each student to ‘geek out’ as much (or as little) as they want.

Rob Turner, UK



**MNU FOCUSED ON PROVIDING  
RELEVANT INFORMATION  
WITHOUT THE UNNECESSARY  
DETAIL OFTEN INCLUDED IN  
UNIVERSITY  
COURSES.**

**DERRY BROWN  
PHYSIOTHERAPIST, UK**



**MNU has definitely helped me to improve the service I provide to all of my clients and helped me to feel confident charging more.**

I particularly enjoyed the business and behaviour change lectures as they supported my growth as a health and fitness coach.

**The focus on evidence-based practice and developing practitioners with integrity was clear.**

MNU also provided regular check ins and opportunities to ask for support if needed. A highlight for me was meeting the MNU team at the Case Studies Residential weekend.

I enjoyed Modules 4 and 5, especially as they gave excellent practical advice and insights on working with clients. Making my MNU themed Instagram posts were also a lot of fun!



**DERRY BROWN**  
**PHYSIOTHERAPIST & NUTRITIONIST, UK**





# DEVELOP CORE NUTRITIONIST SKILLS

While knowledge is important, there's a lot more to being a successful nutritionist than simply knowing the theory. That's why, at the end of each module, you'll be encouraged to complete a task specific to the real-life challenges you might face as a nutritionist!

Each task has been carefully planned to develop one of the 6 Core Skills that we believe are fundamental to your practice:

- Effectively communicating nutritional information
- Dealing with difficult scenarios
- Conceptualising nutritional science
- Delivering a nutrition service
- Interpreting research
- Knowledge recall & synthesis

These core skills will elevate your skillset, build your confidence, and help you to be the best practitioner you can be.

**Introduction | How to use these model answers!**

This core skill, along with the model answers, have been created to help you conceptualise the theory you have learnt in Module 3 and put it into practice within some real-life client scenarios. They can also be used as a reference to help you prepare for the final case studies exam.

To get the most out of the model answers, please read this page carefully.

Remember there isn't necessarily a perfect answer. The chances of you getting exactly the same answer as the model are VERY slim! **That doesn't mean your answer is wrong!**

Where possible, we have tried to give 'ranges' that are deemed appropriate for PAL and macronutrient recommendations so that you can compare your answer to the model.

Check our justification that you need to be a nutritionist to be able to recommend that.

If your answer is wrong, our justification to you is that you need to be a nutritionist to be able to recommend that.

**Case Study 2 | Calorie Recommendations**

Total Weekly Energy Expenditure = (BMR x PAL) + 1101.5 = 14125

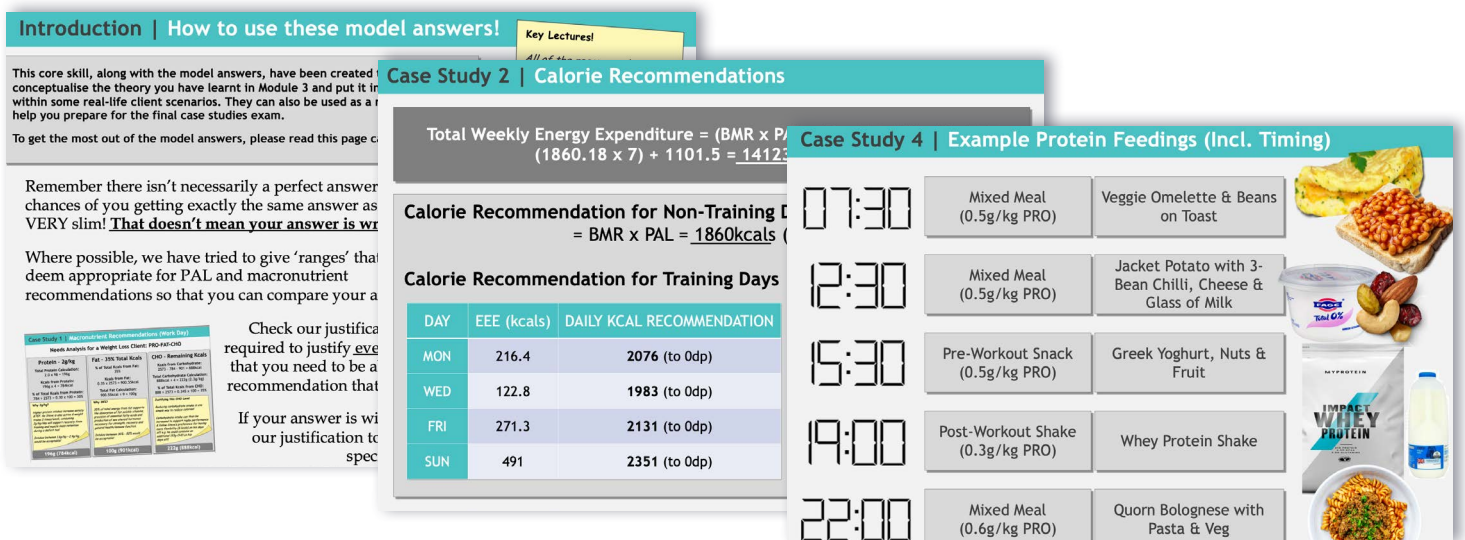
Calorie Recommendation for Non-Training Days = BMR x PAL = 1860kcal

Calorie Recommendation for Training Days

DAY	EEE (kcal)	DAILY KCAL RECOMMENDATION
MON	216.4	2076 (to 0dp)
WED	122.8	1983 (to 0dp)
FRI	271.3	2131 (to 0dp)
SUN	491	2351 (to 0dp)

**Case Study 4 | Example Protein Feedings (Incl. Timing)**

07:30	Mixed Meal (0.5g/kg PRO)	Veggie Omelette & Beans on Toast
12:30	Mixed Meal (0.5g/kg PRO)	Jacket Potato with 3-Bean Chilli, Cheese & Glass of Milk
15:30	Pre-Workout Snack (0.5g/kg PRO)	Greek Yoghurt, Nuts & Fruit
19:00	Post-Workout Shake (0.3g/kg PRO)	Whey Protein Shake
22:00	Mixed Meal (0.6g/kg PRO)	Quorn Bolognese with Pasta & Veg



“ The core skills were brilliant; I've developed much more than just my nutrition knowledge thanks to this course.

Laura Jones, Nutritionist and PT, UK



## WHAT IS THE ASSESSMENT PROCESS?

To hold the highly prestigious title of an MNU Certified Nutritionist, you need to successfully pass the final exams at the end of the course. These summative exams are made up of a variety of multiple-choice questions, written short answer questions and case study scenarios.

The final exams are completed online, meaning you don't have to leave the comfort of your own home to take them. You can also fit them around your work & life commitments with the ability to take them in any order and at any point during the set 3-week exam period.

“ My highlight was the exams, they brought the best out of the content and the case studies made me connect the dots between theoretical understanding and application.

Andrew Kormas, Australia



“ What I loved most was how rigorous the exam was; I was always let down by other courses because the final exam was usually just multiple choice. The MNU exam reminded me of being back at uni.

Sarah Carr, Egypt

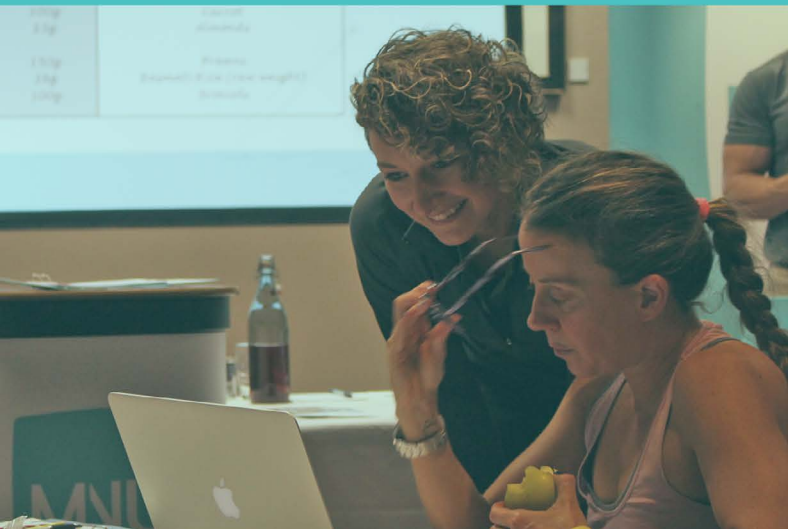


“ I actually found the case studies and in particular the exam helped me to really think about having a more methodical approach to every client.

Sam Ferguson, Head of Nutrition, UK



# STUDENT EXPERIENCE AND SUPPORT





We are world-renowned for our unparalleled level of student support!

We genuinely value each and every student that chooses to further their education with Mac-Nutrition Uni and will do our absolute best to make sure your student experience is better than anything you've done before!

MNU guarantees an intensive year of professional mentorship, with on-hand guidance from the tutors every step of the way; from your first lecture... to your first client!



roger\_suth

### Melbourne MNU Squad

Had the best day yesterday meeting up with these fellow MNU students.

3 months in to MNU and at the end of Module 2 so we put together a catch up group!

A whole new network of like minded people.



## PROGRESS THROUGH THE COURSE WITH YOUR PEERS

Unlike other courses, that allow you to join at any time, we only have one intake per year. What this means is that you will progress through MNU with a group of classmates, keeping you motivated and accountable.

With lectures released weekly, you'll never feel alone, even studying online!

## JOIN A COMMUNITY OF LIKE-MINDED INDIVIDUALS

The nutrition & fitness industry can feel like a lonely place at times. As part of MNU and the Mac-Nutrition Mentoring Lab, you'll join one of the most supportive and friendly communities you can find; a community where you can network with your peers and industry-experts from all over the world and where everyone wants to see you succeed.

“ MNU has been everything that I had hoped for and so much more. Even though it is an online course, I genuinely feel part of a community. The level of support was amazing throughout.

**Aaron Posey, Coach and Mentor, UK**



## SUPPORT 365 DAYS A YEAR

The tutors are active in the Student Support Group daily to support your learning and answer specific questions to facilitate your journey in becoming an MNU Certified Nutritionist.



“ I appreciated the speed in which questions were answered and the human touch MNU tutors give. I’ve done other courses online and due to the number of students per intake the wait for an answer could take days, on MNU it was a matter of minutes.

**Valeria Gissi, UK**



We know a lot can happen in a year! So, if you ever need to reach out to us about any extenuating circumstances, we have a dedicated support team on-hand. We don’t do chatbots. We’re real people, ready to help, so you’ll never feel like you can’t reach out if life gets in the way and you need some extra support.



“ The student support was excellent; it was online but you knew the tutors could be accessed any time - more so than at Uni! It didn’t feel like an online course in the sense that you could ask questions.

**Kat Berry, UK**



# WE CARE ABOUT YOU!

“ I can't fault a single thing, from start to finish MNU was brilliant. It was nice to be on a course that's not just about money and more about the student completing it.

**Gary Burtenshaw, Australia**



“ The last 1.5 years have been really tough and MNU has been a safe holding point and something to work with and look forward to through this period.

**Linn Anita Mikalsen, Malta**



“ Being able to defer 6 months due to difficult work circumstances was brilliant for me.

**Ciara Gormley, UK**





“ I had a crazy year and fell behind with the course and payments. Through a couple of very supportive chats with the MNU team they helped me through & offered lots of flexibility. I worked hard to catch up on payments and get to a good point to take the exam. I’m thankful for MNU for giving me the platform to catch up.

Harry Hedges, UK



“ MNU was extremely well designed both content and delivery wise. I thought the balance between self-learning and scheduled student check ins was spot on for keeping that flexible accountability.

Adele Johnston, UK





## ACCOUNTABILITY CHECK-INS

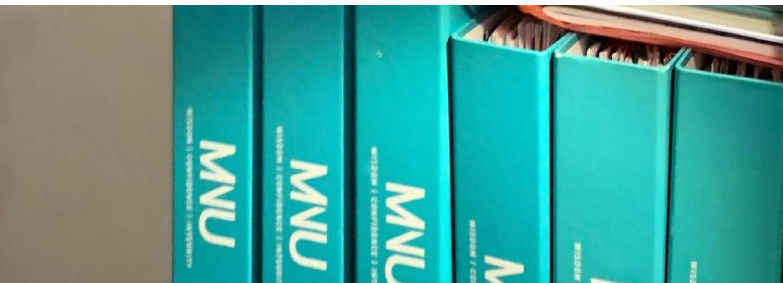
Alongside the daily tutor support, we'll email you at the start of each module to help you structure your study time efficiently. We will also check-in with you periodically throughout the year to provide a personal update on your progress and for some extra accountability.

## EXAM & REVISION SUPPORT

To help you fully prepare for the final exams, as well as the Student Support Group, you will get access to additional revision tests, mock exams, revision day lectures and a dedicated LIVE check-in week lecture!

“ Every single part of the delivery is carefully thought out, including the personalised check in emails. Student assistance from the team is on point, especially the super-prompt answers.

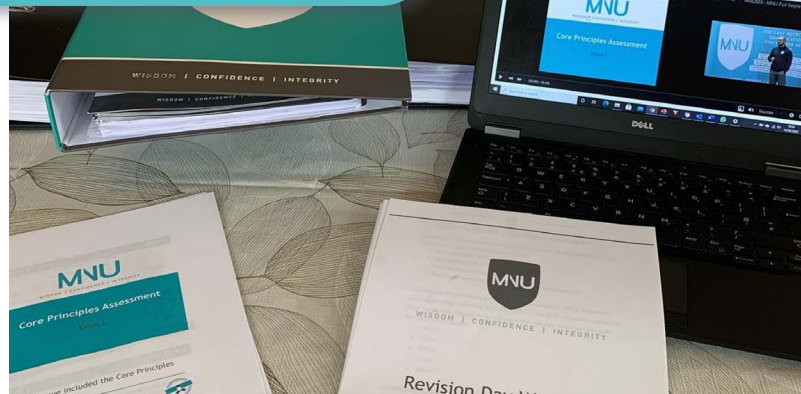
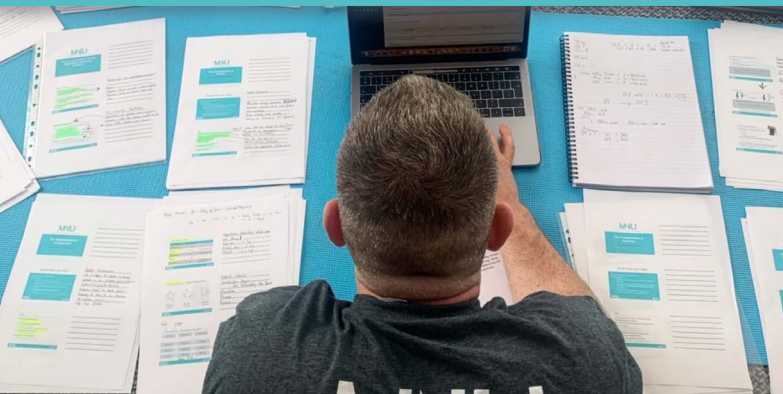
Alessia Pavone, Australia



**Sophia Taylor**

Got to say a huge huge thank you for the support and extent everyone at Mac-Nutrition goes to to prepare us for these exams online, I had no idea it would be in so much detail and so supportive 🙌🙌🙌

Love Reply



# FULL WITH HONOURS & EVENTS



# FULL WITH HONOURS WILL ELEVATE YOUR SKILLSET

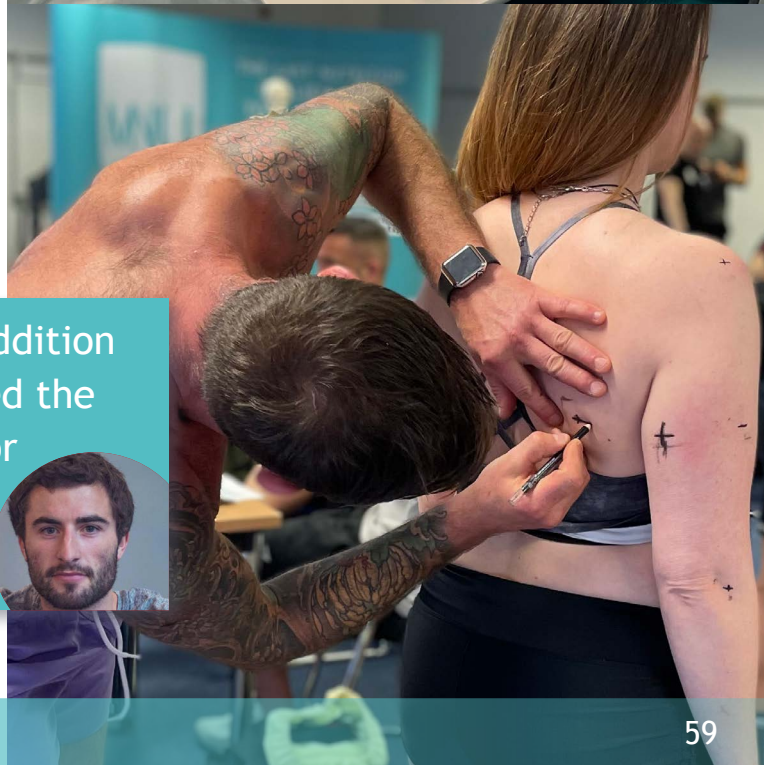
MNU Full with Honours is our premium course option and, as a result, is limited to just 50 places per intake.

As a Full with Honours student, while you'll learn the same core course content with your Full Online peers, you'll also get to attend two in-person residential; the Body Composition Residential and the Case Studies Residential.

The residential days are immersive and highly interactive, allowing you to take your confidence as a practitioner to the next level. They provide invaluable face-to-face teaching, unique group discussions and hands-on practical experience that you just don't get with other courses.

“ The residential days were a great addition to the course, and I felt that I gained the most from these as they were a chance for practical application.

James Lee, Pharmacist & Coach, UK



# COMBINE ONLINE AND FACE TO FACE LEARNING



**Mac-Nutrition LIVE**



**Graduation**



**Case Studies  
Residential**



**Body Composition  
Residential**



**Expert Tutor Guidance**



**Network and Meet  
Like-minded Individuals**



**All Day Refreshments**



**4\* Accommodation**



**Professional Feedback**

# FULL ONLINE VS FULL WITH HONOURS

	MNU Full Online	MNU Full with Honours
 Level 5 Diploma in Advanced Nutrition Science	✓	✓
 Insurable to Practice as an MNU Certified Nutritionist*	✓	✓
 Average Learning Hours per Week	8-10	8-10
 MNU Enrolment Pack (Free Worldwide Shipping)	✓	✓
 Academic Grade Learning Platform	✓	✓
 13-months access to the Mac-Nutrition Mentoring Lab (worth £480 per year)	✓	✓
 Complimentary Place at Graduation	✓	✓
 Body Composition Residential & Party		✓
 Case Studies Residential Weekend		✓
 Premium Nutritics Dietary Analysis Software (12 months) - worth over £500!		✓
 Gold Standard Harpenden Calipers and Anthropometric Tape		✓
 Complimentary Place at the Mac-Nutrition LIVE education day	Heavily Discounted Place	✓

\*Country and state-dependent. See [HERE](#) for more details

## MEET YOUR TUTORS & YOUR PEERS

Despite Mac-Nutrition Uni being an online course, we love meeting our students in person and catching up with our graduates face-to-face! That's why we try and offer several opportunities for in-person education each year.

Events also tend to be where the best friendships are formed; with many of our previous Full with Honours students starting podcasts together, collaborating on business ventures and even employing other students!

## A CHANCE TO HONE YOUR SKILLS

The dedicated residential are what make the Full with Honours course so prestigious. They provide the unique opportunity to practice and hone your newly-developed knowledge and skills in a non-pressured environment, with professional feedback, scientific guidance and problem-solving expertise.

Whilst all students will benefit from the residential, we particularly recommend joining the Full with Honours pathway if you're a career changer or have very little experience delivering nutrition support.

“ The residential made a big difference to my confidence and eradicated any sense of imposter syndrome I had as a career changer.

Huw Barnes, UK



# BODY COMPOSITION RESIDENTIAL



*“You will leave the Body Composition residential empowered and fully competent in accurately measuring body fat levels. As a result, you will be able to instantly offer ‘skinfold measurements’ as a new service to your clients to help motivate and keep them on track when the scales don’t always show the full picture!”*

**- Martin MacDonald, CEO & Founder of MNU**



## BECOME PROFICIENT IN MEASURING SKINFOLDS

We know the scales do not always detail the full story of a client's journey and the positive steps they are taking. This one-day event will leave you feeling confident & capable to measure body fat levels accurately using skinfold measurements; a fantastic tool to enhance a clients' adherence, keep them motivated and ultimately help you get the best results with them!

During the residential, you will learn methods backed by scientific literature with on-hand guidance & feedback from the MNU Tutors and support staff. On the day, you will also receive your own set of Harpenden Skinfold Calipers and Anthropometric Tape to take home with you. By the end of the residential, you'll have all the skills and equipment that you need to add an additional service to your practice.





# CASE STUDIES RESIDENTIAL

*“Lots of courses out there don’t have any face-to-face tutor elements; they also often overlook many important aspects of the client consultation process. It is so important to build rapport, to get buy in & to show yourself as an authority figure that should be trusted and listened to - on the Case Studies residential we show you how to do all of these, to get the best results with your clients!”*

**- Martin MacDonald, CEO & Founder of MNU**



# BECOME A CONFIDENT & SUCCESSFUL PRACTITIONER

By the end of the weekend, you will go away with a much higher level of confidence to work with a range of clients, no matter their goal.

You'll be taught how to build rapport, get buy-in & how to present yourself as an authority figure within a consultation. You will also learn how to respond to certain behaviour triggers, and how to tailor your approach to different personality types, which is a key skill for success!

This residential provides a unique insight into some of our own, real-life client experiences. Leaving you feeling inspired & confident that, you too, can implement effective strategies in your own consultations and improve your business offering and strategy.

“ As a career changer and being completely inexperienced in the field, the Case Studies residential gave me a lot more confidence to become a practitioner.

Marc Cunnington, UK



“ The residentials were amazing; being fully immersed in the course and meeting the MNU team and fellow students really helped to refocus me. I’ve met some of the most amazing people this industry has to offer.

Jen Cullen, Ireland



“ The residential weekends have been amazing. So many ‘aha’ moments. I took so much away from the Case Studies weekend, learning about how to better serve my clients and how to improve as a coach.

Carlton McIntosh, UK



“ The atmosphere created at the Body Composition Residential by Martin and the team was really inclusive, really supportive and professional.

Rebecca Murphy, UK



# LEARN FROM INDUSTRY EXPERTS AT MAC-NUTRITION LIVE DAYS

Our Mac-Nutrition LIVE Days bring industry-leading experts together to speak on a wide variety of topics; from the theory of business, to the science of nutrition and soft skills, plus all the practicalities of working with clients, in the real world.

Every Mac-Nutrition LIVE event also includes an evening social, where you can network with like-minded individuals, tuck into a delicious 3-course evening meal and dance the night away at one of our famous after-parties!

The LIVE events are open to anyone, so you're welcome to bring work colleagues, family & friends! As an MNU student, you'll be privy to a discounted place\* for you and a plus one too!

*\*Full with Honours students get a complimentary place to Mac-Nutrition LIVE*

“ The support from the staff is outstanding the service provided on Mac-Nutrition LIVE days by each member of staff is first class.

Jack Williamson, UK





Becky Hodgson ★★★★★

Great morning at Mac-Nutrition LIVE so far. Super helpful to have talks from a broad range of practitioners to allow for a more open mindset when working with clients.



Andy Davies ★★★★★

Great day, lots of knowledge bombs!



Laura Falconer ★★★★★

The Mac-Nutrition LIVE days are amazing and give you a chance to meet a variety of different professionals who can help enhance your practice.



# CELEBRATE YOUR SUCCESS AT GRADUATION

Graduation is a chance to dress up and celebrate your achievement with the rest of your cohort, the entire MNU team and your family and friends.

Your certificate will be presented to you on stage by Martin MacDonald himself, and a class photo will be taken to commemorate the evening!

Unique student awards and winners for the social media competition will also be announced at graduation – with some bonus prizes!

Graduation is held on the same day as Mac-Nutrition LIVE, so you can attend the educational event and make a proper weekend of it!

“ I had the most wonderful time at my graduation. MNU students and staff are the nicest bunch of people you’ll meet and it was great having my lovely wife there to cheer me on.

Derry Brown, UK





**APRIL '17**



**SEPTEMBER '17**



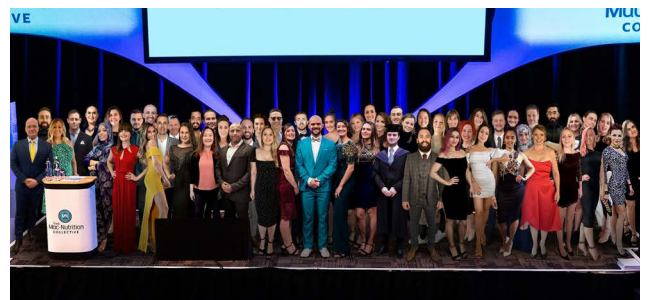
**MARCH '18**



**SEPTEMBER '18**



**MARCH & SEPTEMBER '19**



**MARCH '20**



**SEPTEMBER '20**



**SEPTEMBER '21**



**SEPTEMBER '22**

# GETTING ENROLLED AND COURSE FEES



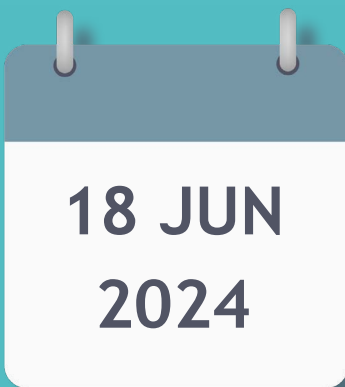


## IMPORTANT DATES TO SECURE YOUR PLACE!

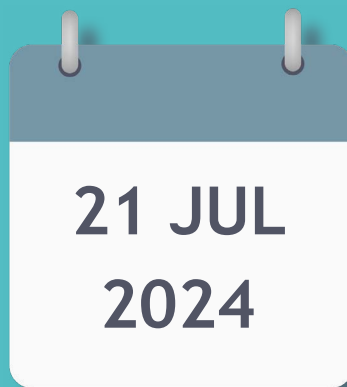
We have one cohort of students running each year. Having just one cohort each year allows us to provide an advanced level of student support to each and every person!

One intake means enrolments only happen once a year too! Please take note of the important dates below for our September '24 intake to ensure you secure your place!

SECURE YOUR  
PLACE WHEN  
ENROLMENTS  
OPEN ON...



MAKE SURE TO  
ENROL BEFORE  
ENROLMENTS  
CLOSE ON...



MNU WILL  
START WITH A  
LIVE LECTURE  
ON...



## MAKE SURE YOU'RE ELIGIBLE TO ENROL

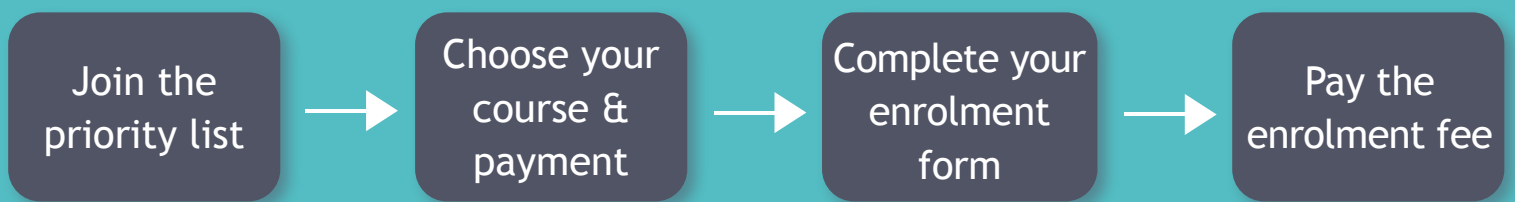
As part of our ongoing commitment to producing the best possible graduates, all students must meet our pre-requisite criteria before enrolling on MNU.

Check out the [pre-requisite section](#) of the prospectus to see examples of the courses and qualifications we currently accept.

## SECURING YOUR PLACE

You can enrol on MNU via our website as soon as the enrolment period opens.

Places are allocated on a first-come, first-served basis but you can maximise your chances of securing a place by joining our priority list. Being on the priority list means you'll be sent a direct link to enrol the moment enrolments open!



The enrolment process is simple! All you need to do is choose your course option and payment plan (Monthly vs One-off), complete the enrolment form, and pay your enrolment fee\* to secure your place.

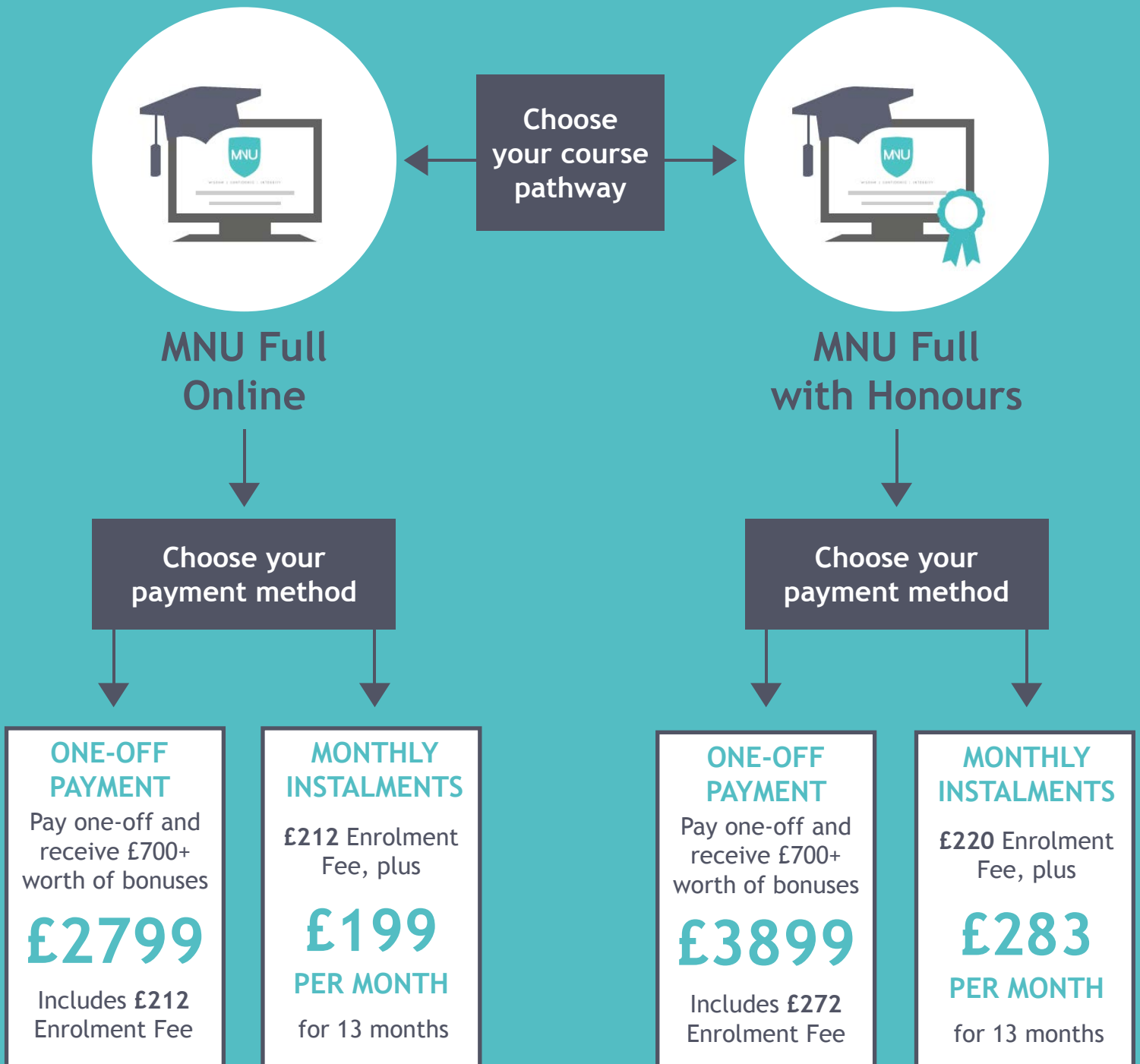
And that's it! Once your pre-requisite has been approved you will receive your course and student details via email ahead of the course start date.

*\*If you choose to pay as a one-off payment, the enrolment fee is included in the course fees, which you will pay in full when you enrol.*

**JOIN THE SEPTEMBER '24 PRIORITY LIST**

# COURSE FEES

During enrolments you can either pay as a one-off fee, or opt to pay the enrolment fee plus 13 monthly instalments.



## £452

### EXAMINATION & REGULATION FEE

The Examination & Regulation fee is a separate fee & is only payable at the end of your course if you would like to sit the exams to become an MNU Certified Nutritionist™ and be awarded the Level 5 Diploma in Advanced Nutrition Science.

## RECEIVE £700+ WORTH OF BONUS EXTRAS WHEN YOU PAY AS A ONE-OFF FEE

We have never felt it fair to charge people more for paying monthly, therefore rather than a reduction in fees we offer over £700 worth of bonus extras to those who do pay their fees as a one-off payment!

The benefits include:



### 12 Months Access to Nutritics (worth £504)

You will receive 12-months of access to Nutritics meal planning, diet & activity analysis, recipe & menu management software.

If you opt for the Full with Honours pathway and one-off payment, you will receive 24 months access in total!

### A place to the Annual Mac-Nutrition LIVE Day (worth £199)

You will get a FREE place at the Annual Mac-Nutrition LIVE Day on Saturday 23rd November 2024\*!

These events bring together leading experts from all over the world in the field of nutrition to deliver a diverse day of lectures and networking.

*\*Please note: tickets are non-refundable but are transferable up to 6 weeks before the event*



### MNU Exclusive T-Shirts

You will receive both our Nutritionologist T-Shirt (worth £13.99) and the Sequel Nutritionologist T-Shirt (worth £13.99)

# FREE WORLDWIDE SHIPPING

Once your place on MNU has been accepted, your enrolment pack, full of MNU goodies, will be sent out to you anywhere in the world!



shape\_upnutrition  
United Kingdom

Well it definitely feels real now! @macnutrition

Time to level up! #macnutritionuni



geri.fitness  
Pimlico

MNU Starter Pack 📦

Wisdom, Confidence, Integrity, Knowledge, Education, Progression, Professionalism, Self Improvement, Dedication & Commitment.

Thrilled to start my 1 year world-renowned Evidence-based online nutrition course with @macnutrition

This is for ME, my actual & future CLIENTS



lorryn\_smit  
South Korea

I decided to follow another passion of mine: helping others become their best in their health and wellness So I enrolled to become a certified nutritionist.

I am so excited to be starting @macnutrition so soon!



**USING WHAT MNU TAUGHT  
ME, MY BUSINESS EXPLODED.  
I'M MAKING MORE NOW  
THAN I WAS AS A FINANCIAL  
ADVISOR.**

**SOPHIA TAYLOR  
NUTRITIONIST, UK**



The support on MNU is levels above any other course I have ever done. It was challenging without being overwhelming, you need to put the work in, but that is so worth what you get out of MNU.

**The confidence and belief that I now have in myself means my business is now achieving new highs!**

I loved the live End of Module Check-ins; I loved the homework and I loved feeling part of an evidence-based community.

**My client base has tripled since I started MNU!**

I am now running workshops, speaking on live podcasts, working with a rehab centre, speaking at expos, supporting families and couples, setting up a second business and creating hours of free resources for my clients all because MNU has made me realise that you get out what you put in!

**I decided to follow my passion and started MNU. Had I not had the tools & support from MNU, my business wouldn't be the success it is today.**

MNU has empowered me to go out into the world and believe in myself enough to change so many lives.



**SOPHIA TAYLOR**  
**NUTRITIONIST, UK**

# YOUR FUTURE AS AN MNU CERTIFIED NUTRITIONIST™



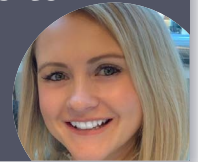


# MAC-NUTRITION UNI IS DESIGNED PERFECTLY FOR YOU TO SET UP YOUR OWN CONSULTANCY!

Being an MNU graduate not only sets you apart in terms of increasing your employability, it's also the BEST possible way to start and/or develop your journey as a self-employed nutritionist with your own nutrition consultancy or coaching business.

“ MNU has changed my life! Not only has it provided me with the knowledge to make a difference to someone's quality of life and their health, but it has also enabled me to build a business to support myself and my family.

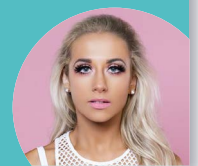
Lucy Chadwick, UK



The core MNU course content covers essential topics such as consultation skills, behaviour change and effective client monitoring so that you're fully equipped to work with a wide variety of clients on a range of goals.

“ MNU has provided me with the confidence to set up my own coaching business and to share the knowledge I have acquired to help others.

Holly Davage, Ireland



But the support doesn't stop there! You also get 13-months complimentary access to the Mentoring Lab throughout your studies!

“ I've built a full business off the back of this course - MNU is amazing! It offers a high-quality learning experience with impeccable support from the tutors.

Dean McAloon, Ireland



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HERE'S JUST A  
SMALL SAMPLE  
OF THE TYPES OF  
**SERVICES OUR**  
GRADUATES ARE  
OFFERING AS  
MNU CERTIFIED  
NUTRITIONISTS!

---

MNU Certified  
Nutritionist  
WISDOM | CONFIDENCE | INTEGRITY

THE NATIONAL  
**CYCLING**  
SHOW BIRMINGHAM

Who Am I?

- The Adventure Coach
- MNU Certified Evidence-Based Nutritionist
- Founder of INDE-Fit with Ben Turner
- Adventure Cyclist

# IN-PERSON NUTRITION CONSULTING

INCLUDING, BUT NOT LIMITED TO;

- *1-2-1 Consultations*
- *Food Diary Analysis & Dietary/Lifestyle Assessment*
- *Goal-Specific Personalised Nutrition Interventions*
- *Meal Planning*
- *Sports Nutrition*



“ Given that I’ve done PN1, PN2 & IOPN, nothing has made me feel more prepared for this than MNU. I finally feel like I can overcome the fear that I don’t belong on this side of the game.

Jonathan Dick,  
PT at Equinox



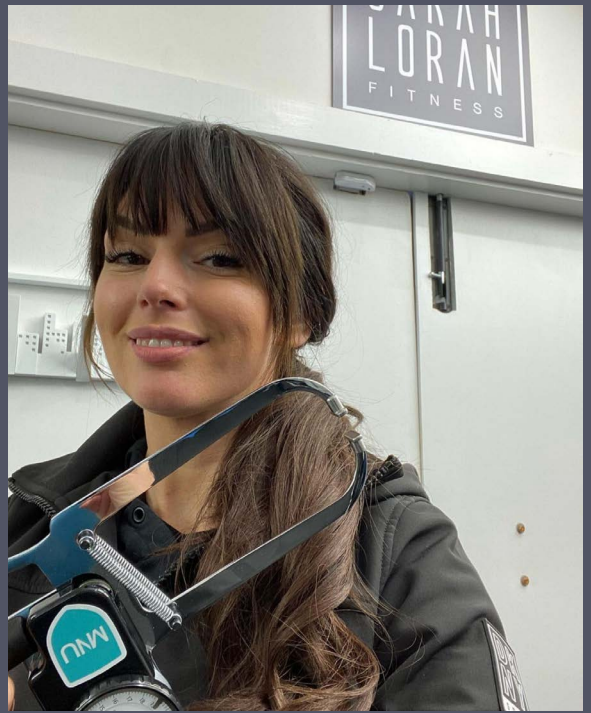
“ MNU has helped me obtain a number of 1-2-1 clients. With a far better consultation process in place, alongside my improved ability to provide more efficacious advice, has helped my clients achieve better results.

Chris Gardner, UK



# INDIVIDUAL BODY COMPOSITION ASSESSMENTS

(SERVICE ADD-ON WITH THE FULL  
WITH HONOURS COURSE PATHWAY)

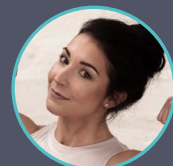


**sarah\_loran\_fitness** First day loose on clients with my callipers! . Surprised how many clients were up for me to practise on them! This is an reliable way measure body fat.



“ I enjoyed using the Skinfold Callipers at the Body Composition residential so much that I added it on as a service for my clients. It’s a really cool extra skill for me to deliver and will help my clients’ progress.

Serene Husseini, UK



# ONLINE GROUP NUTRITION COACHING

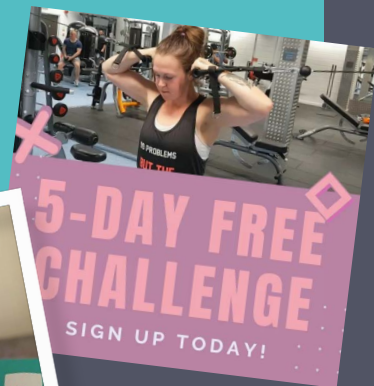
“ Another MNU Student and I set up a group coaching programme using the rapid fat loss method taught by Martin and MNU! We use the rapid fat loss calculator available in The Mentoring Lab to determine everyone’s starting calories and macros, and then we coach them in an online group using our coaching app! The results have been amazing!

Kelly McFie,  
Nutritionist



“ I launched my new programme today and filled all the spaces I was offering. This is the first time I’ve had a successful launch and I couldn’t have done it without MNU! MNU has changed the way I run my business, and without it I would still be a struggling online coach unable to pay my bills! With the help of MNU, I now have full books and some amazing client transformations.

Louise Garner,  
Online Coach & PT



## Current Promotion!

### Join the 8 Week Real Rapid Fat-Loss Challenge

- ✓ Recipe book containing 12 delicious, low Calorie meals
- ✓ Meal plan example
- ✓ 8 week gym or home training program with instructional videos
- ✓ Calorie calculator
- ✓ Access to our online community
- ✓ Full macro breakdown and myfitnesspal barcode for each recipe for easy tracking
- ✓ Complete action plan so you know exactly what you're doing every step of the way
- ✓ Metric and imperial measurements
- ✓ Designed by a qualified MNU Certified Nutritionist

Get this Deal Now!

“ MNU is not a turn up and pass course, you are going to have to put in effort, but you’re going to be rewarded! I picked up my first client the day I became certified, without putting up any advertisement!

John Reece, Australia



# 1-2-1 ONLINE NUTRITION COACHING

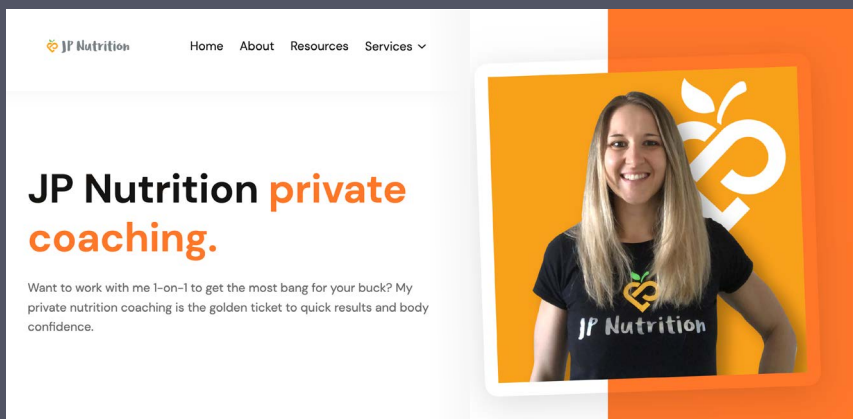
“ I couldn't decide whether to do pharmacy or nutrition at Uni and I went with pharmacy. I never envisaged that I'd now be in a position where I can potentially do both, but thanks to MNU - the knowledge, skills, fantastic level of support, business know-how accrued along the way, this has been made feasible for me.

Jen Preston,  
Clinical Pharmacist & Online Coach



“ I now have an Online Coaching business and have an aim of building it to a point where I can leave my current job. Without MNU, I can say for sure that I would not be as confident on that journey and nowhere near as certain of it's success.

Sean Fitzgerald,  
Online Coach



“ I have gained 1-2-1 clients and delivered paid workshops just by mentioning that I am studying with MNU. The content of the course is so applicable, it far outweighs any other nutrition courses I have completed, including my degree.

Kate Law - Registered Nutritionist, New Zealand



# EDUCATIONAL COURSES FOR CLIENTS

“ MNU will change the way that you work with your clients, it will literally change your life. It has helped me when working with difficult clients & has given me more confidence.

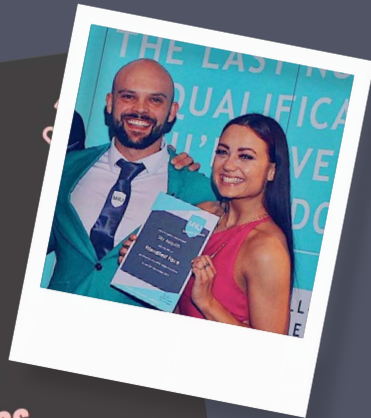
Sky Asquith,  
Nutritionist



## FOOD & YOU

A SIX WEEK GROUP COACHING PROGRAM.

COMBINING EDUCATION, SUPPORT & TOOLS TO UNDERSTAND THE BASICS OF NUTRITION ALONGSIDE UNDERSTANDING YOUR RELATIONSHIP WITH FOOD & YOUR BODY.



“ I designed an education system for my clients and presented lectures about best principles for success to them every Sunday, in-person and streamed live to my client group. I am continually adding in bits when people ask follow-up questions, to improve the course and so that I didn't have to keep going over these 1 by 1 with people.

Connor Rhodes, PT & Nutrition Coach



# SEMINARS FOR THE GENERAL POPULATION



“ Until I did this course I would never have had the confidence to do nutrition seminars. Since MNU I have hosted my very own Nutrition and Female Health event which attracted 230 attendees from all over Ireland.

Tara Grimes, Northern Ireland



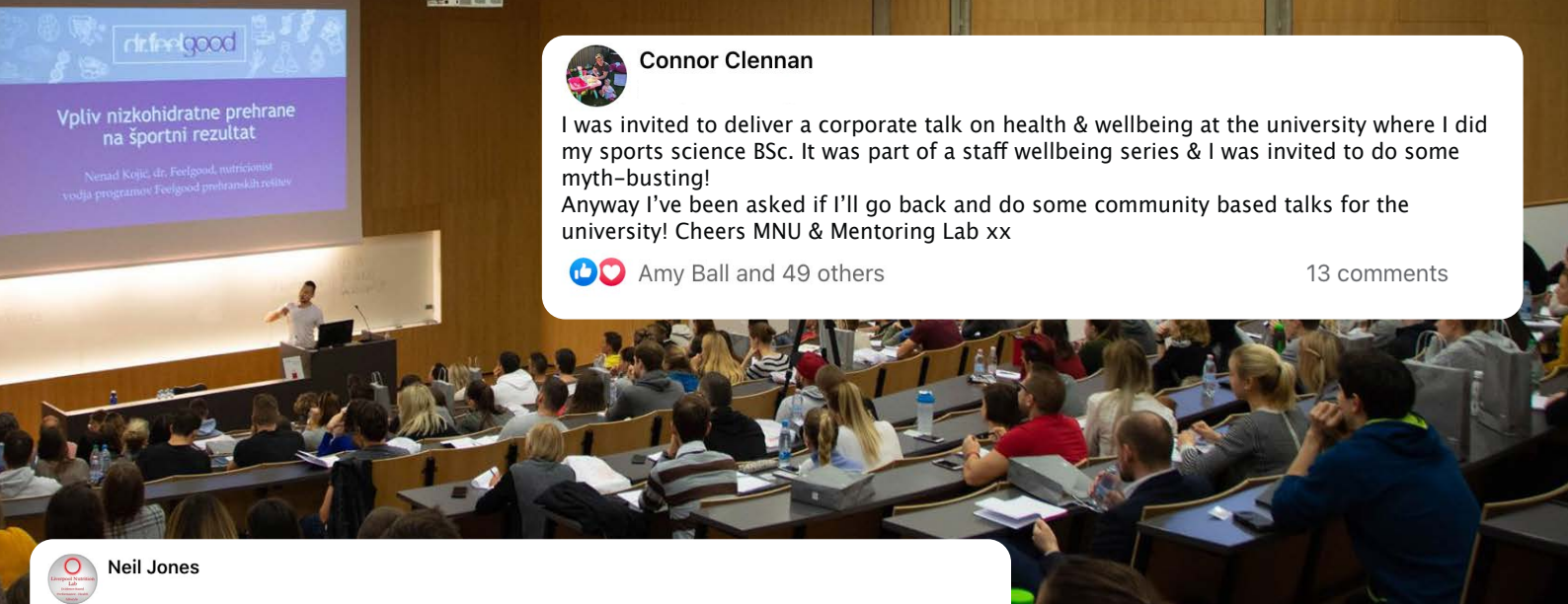
“ A career highlight for me was delivering a nutrition workshop to over 300 students, parents and staff. Words can't describe the confidence MNU has given me.

Paul Dent, UK





# SEMINARS FOR THE CORPORATE SECTOR

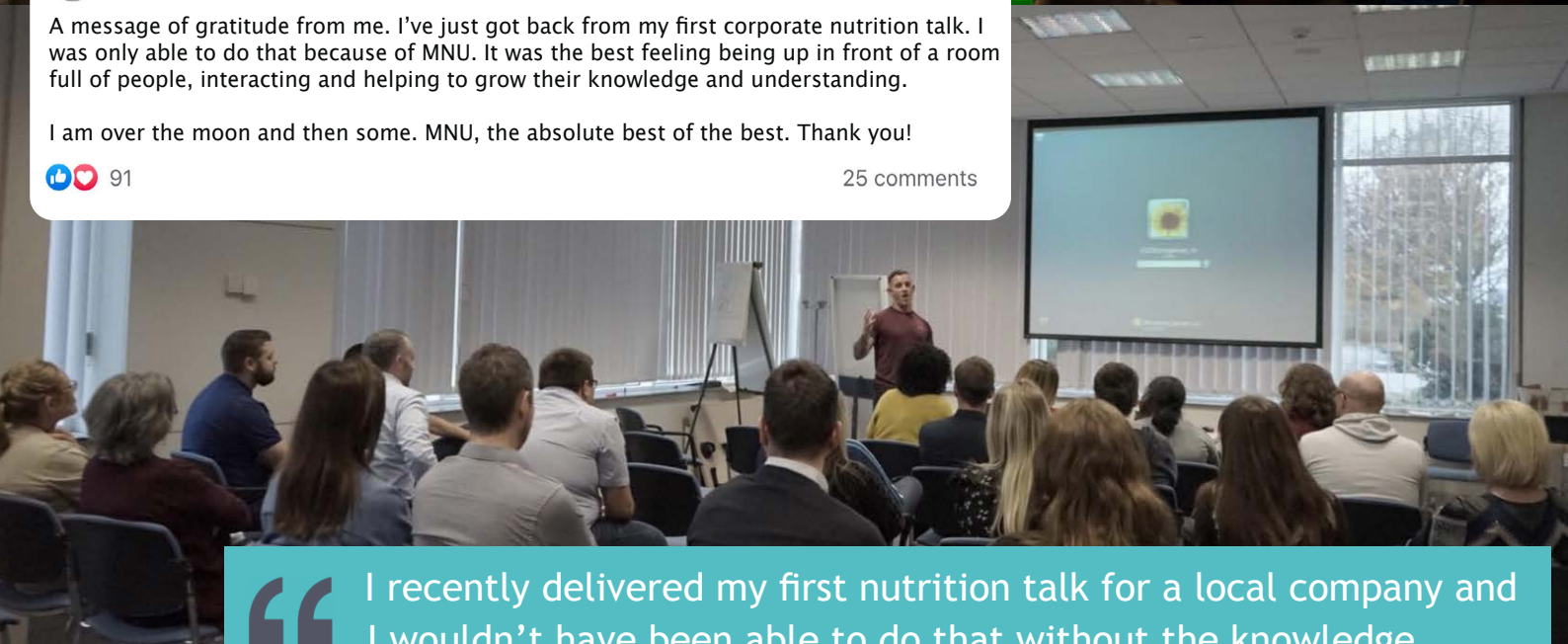


Connor Clennan

I was invited to deliver a corporate talk on health & wellbeing at the university where I did my sports science BSc. It was part of a staff wellbeing series & I was invited to do some myth-busting! Anyway I've been asked if I'll go back and do some community based talks for the university! Cheers MNU & Mentoring Lab xx

Amy Ball and 49 others

13 comments



Neil Jones

A message of gratitude from me. I've just got back from my first corporate nutrition talk. I was only able to do that because of MNU. It was the best feeling being up in front of a room full of people, interacting and helping to grow their knowledge and understanding.

I am over the moon and then some. MNU, the absolute best of the best. Thank you!

91

25 comments

“ I recently delivered my first nutrition talk for a local company and I wouldn't have been able to do that without the knowledge and confidence MNU gave me throughout the course.

Ashley Williams, UK



# PRACTICAL WORKSHOPS & CONSULTING FOR ATHLETES



**Lorne Empson**

I can hands down say I **WOULD NOT** be where I am today without the guidance support & knowledge of MNU. I now run a very successful consultancy and am fully booked with a waiting list! I am the happiest I've ever been!



**“Without MNU I wouldn't have the confidence, ability, knowledge or network”**



**Stephen Finlayson**

I'm now a sponsor to a young aspiring female boxer who is ranked top 5 in the country & has placed 2nd in the UK championships. I'm helping her with her nutrition & using my meal prep service to provide her meals.

This post is just to highlight how much of a positive impact Martin & the team have had on me and my business. Without MNU I wouldn't have the confidence, ability, knowledge or network to do this!



**“** I've been able to take what I've learned on MNU and use it to positively influence the lives of others. A year ago I was biding my time in Tesco now I'm taking on clients and doing talks at CrossFit boxes.

**Shannon Beer - Nutrition Coach, UK**



**“I walked in full of confidence which wouldn't have been possible without MNU!”**



**Dean Zweck**

Had a consultation with a swimmer tonight who recently broke a British record and wants to improve his times through nutrition.

I walked in full of confidence which wouldn't have been possible without MNU. Some of the elements that really helped me were the Pre consultation form, Motivational Interviewing, the Supplements lecture, the Concurrent training lecture, Decaying rate of fat loss spreadsheet & the writing up client notes resource!

MNU HAS GIVEN ME THE  
CONFIDENCE TO TAKE ON THE  
RESPONSIBILITY OF MANAGING  
THE NUTRITION OF  
PROFESSIONAL ATHLETES.

DOMINIC CLAUZEL  
SPORTS NUTRITIONIST





**Sam McKenzie** is at NEC Birmingham.  
26 July at 14:35 · Birmingham · 🌐

It's a sincere privilege and an honour to support Team England with their Nutrition & Science Support at the Commonwealth Games 2022

“ MNU uniquely empowers you to work within the most respected, integrity-filled corners of the industry and empowers you to be able to speak the language of practitioners in this area. The course has massively improved my life, my practice and can take credit for anyone whom I am able to help.

**Louis Chavannes, UK**



**Louis Chavannes** · 2nd  
MNU Nutritionist, Director of Events, Personal Coach  
2yr · 🌐

This weekend I had the honour and opportunity to be a part of the team for Katie Hickling in her successful triumph at her CrossFit competition.

We've been working with Katie's nutrition for the last few months. Beginning with a needs analysis, a period of assessment, implementing protocols and practising this weekends' nutrition before designing an approach for her building into the comp.

“ The best nutrition course out there. Not just because of the evidence-based theory, it's one of the few courses that actually prepares you to be a competent all round practitioner that can help clients in the real world with their real life challenges.

**Sam McKenzie, Nutritionist**

“ Whilst doing MNU, I got a job at Sheffield Hallam Uni as their Lead Performance Nutritionist. MNU has given me more confidence to even be in a position to go for jobs like that! I've also got some sports nutrition work with Swim England, GB Ice Hockey and I'm delivering nutrition workshops to Loughborough Lightning Netball.

**Laura Salmon, Lead Performance Nutritionist**



# MNU HAS GIVEN ME THE TOOLS TO WORK WITH THE WORLD'S MOST ELITE COMBAT SPORTS ATHLETES.

JAMES NICHOL  
COMBAT SPORTS NUTRITIONIST, THAILAND



# PRESENTATIONS FOR SPORTS CLUBS & TEAMS



“ I feel motivated and excited for the future and that is all thanks to the support from MNU and the encouragement the course and the team have given me.  
Rebecca Guy, Chef & Swimming Coach

@rebecca\_guy\_nutrition

Presenting on Race Day nutrition for the swimmers attending the race prep focused training camp @millfieldents



Justin Reid-Simms

I got to deliver my first talk to a group of 30 runners on Nutrition & Race Craft at Equinox last weekend.

I'm a total nerd for endurance sports but felt like everything MNU has taught me over the past 12 months really came together – wouldn't have been able to do it without the support of the lab & the excellent lectures on the performance aspects!



“ MNU has just been incredible! I’ve now delivered a muscle-building seminar and a fat loss seminar at a gym & got lots of lovely feedback and client leads.

Rebecca Ward, Nutritionist



“ MNU has changed my life and given me some direction in a time where I thought I was without. As a career changer, despite feeling nervous getting out there and making my impact, I feel more confident than I would with a degree!

Ben Turner,  
High Performance Coach



@benturnercoach

Job done, the @nationalcyclingshow was a blast! We have busted cycling nutrition myths and talked about nutrition 101 & how that applies to you as a cyclist!



“ At the start of MNU, my goal was to work in elite sport. I am now on the right path AND have practical experience with other populations.

Josh Newbury,  
Doctoral Research & Nutritionist



# EXPERT COMMENTARY IN NEWS ARTICLES AND MAGAZINES

“MNU has been outstanding. It is the ONLY course that shows how to apply the knowledge learnt in a practical sense. Having more confidence has been a huge win for me.

Tony Cottenden, PT & Nutritionist



**Muscle Food**

- Meat
- Top Offers
- Hampers
- Build Your Own Box
- Seafood
- Veg & Vegan
- Egg & Dairy
- Snacks
- Drinks
- Meals
- Your Goal
- Supplements
- New
- Clearance & Deals



Tony Cottenden

An MNU Certified Nutritionist, PTC qualified Personal Trainer and founder of Topconditionpt.com. Tony is passionate about helping busy adults reach their health and fitness goals.

3 POSTS



Happy and healthy, Rachel Li now works as a multi-lingual at Pure Nutrition in Hong Kong. Photo: Xianxin Chen



Alex Glover uploaded a file in the group: Mac-Nutrition Mentoring Lab [Paid Group].

Just a cool little feature I did that featured in women's own magazine. Really tried to move away from "sugar is bad" and address overconsumption, and what sugar might be replacing in the diet (including it at the cost of nutrient-dense foods)

## HOW BEING OBSESSED WITH HEALTHY FOOD CAN HARM YOU

Orthorexia once put Rachel Li's health in danger. Now she is teaching others to enjoy what they eat

When she was in her second year studying marketing and public relations at the University of New South Wales in Sydney, Rachel Li (name changed) thought if she lost some weight, she would have more success. "I did not have many friends growing up. I was under the mentality... believed that if I was fitter I would have more friends and better relationships with other people. I gained that, but a lot of young people lose weight - because their first instinct, they want to increase their self-worth or self-esteem through something they can control. One thing you can control when you're looking for yourself is to use what you eat and how much you exercise," said Li, now 25, and a nutritionist at Pure Nutrition in Hong Kong. She says her weight gain and the obsession with a balanced diet...



Rachel Li and Alex Glover. Photo: Alex Glover



### Why is sugar the enemy?

We're always told sugar is bad for our health, but as Alex Glover explains, it's actually 'excess sugar' that causes the real damage. So, what does it do? Sugar feeds harmful bacteria in your mouth, which leads to tooth enamel damage and eventually tooth decay. Sugar can also contribute to bad breath (halitosis), as it encourages the multiplication of bacteria inside the mouth cavity. Sugar is obviously very palatable, which leads to overeating. Before you know it, that whole packet of chocolate digestives has gone! It can promote weight gain if you go over your daily recommended intake of calories. Sugary food is usually more calorific, so a calorie surplus is easily achieved. A lack of energy and mood swings are common with excess sugar consumption. This is due to the constant changes in blood sugar levels, which cause fluctuations in energy levels and irritability. Every time you eat a processed, sugary meal or snack, you are eating this in place of a healthier, nutrient-dense food. A chocolate bar instead of fruit for your afternoon snack could mean not getting your recommended daily intake of fruit and vegetables.

**How much sugar?**  
Adults should have no more than 30g of free (added) sugar a day - around seven teaspoons. So when eating packeted or sugar-laden foods, tally up the grams and see how much you're consuming. In fact, there's around 50g of sugar in a can of soft drink alone!

**Rachel Li**  
**ORTHOOREXIA & PERIOD LOSS**  
I was recently interviewed by a local newspaper in Hong Kong and thought I'd share as it's a topic that doesn't get a lot of attention: orthorexia and hypothalamic amenorrhoea.

**Saturday breakfast**  
...a king  
...sugary cereals, toast  
...jam for a healthy fry-up.  
...spork sausages for  
...ken or turkey - they're  
...er fat and higher in  
...protein, advises Alex.

**Sunday Plan ahead**  
Make Sunday your meal  
preparation day for the  
week ahead.

**LOW-SUGAR GOODIES**  
Try these healthier alternatives to everyday foods

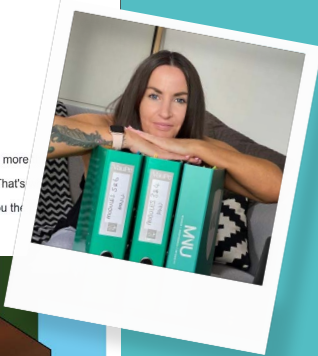
- White's Organic Gut Multi-Seed Goodness, 450g, £3.69, Sainsbury's
- Sweet Freedom One Pot, 250g
- The sweet fruit syrup in this choc spread is made from 100% fruit.



# EXPERT COMMENTARY & MEDIA INTERVIEWS ON RADIO & TV

## Muscle Food

Here at MuscleFood we know that your health and fitness goals are about more than just the food you eat. It's about knowing what works for you and your body too. That's why we have a whole gang of experts with amazing industry qualifications helping us give you the support you need, from nutritionists to personal trainers.



**VIC @NUTRITIONWITHVIC**

**NUTRITIONIST & ONLINE COACH**

Vic is a Certified Nutritionist and Online Coach who's passionate about empowering people to ditch diet culture and feel good about the food they eat. Vic supports people to eat in a way that aligns with their goals (from fat loss, to improved performance, to muscle gain), whilst growing their confidence around food choices and working on other areas of their lifestyle (e.g. stress, sleep, activity, training).



**BBC Radio Cumbria**  
@BBC\_Cumbria



**Stephen Finlayson**

I've been asked to go back on BBC Radio Cumbria to talk about the midday slump and why we feel so tired around lunch time. Been asked to do some myth busting so I was going to do the following on why you feel tired after eating lunch & what you can do to boost energy levels.

Topics:

- Why carbs don't make you tired
- It's nothing to do with low sugar levels
- It's not the food you're eating but more to do with the amounts



**BBC Radio Leeds**  
@BBCLeeds



**Jonny Landels**

Just wanted to share this here as you're all so loving and supportive.

Got off the phone with BBC Radio Leeds and next week I'm going to be appearing on their mid morning show for a 30-45 minute slot on nutrition and then be a regular guest as their local nutrition expert.

Before MNU and the lab I would've no way had the confidence or even knowledge to do this so thank you to the MNU team and everyone in here for providing such excellent content and support

[#TeamEvidenceBasedTakingOverTheWorld](#)

# MENU PLANNING & DIETARY ANALYSIS

## FOR RESTAURANTS, CANTEENS, SCHOOLS ETC

“ Another job via MNU recommendation today! I will be doing a menu analysis for a local chain of nurseries. A guy who studied on my intake recommended me!

**Kate Law,**  
Registered Nutritionist



**Polly Hartley**

I'm about to start working with a very fancy private members club, with 10 F&B outlets, and the Executive Chef wants my help with the menus. Then they want me to present to their Dining Club in January to talk through it.



27

7 comments



**Aled Zachary**

I've been asked by a meal prep company to come on board in a consultation capacity. They want to offer tailored packages to individuals in terms of calories and macros rather than just the prepared meals.

They've asked me to write these plans based on being an MNU Certified Nutritionist!



16

10 comments



**Ryan Bristow**

I've been approached by a meal prep/ delivery company to look at adding a nutrition coaching service to their business!

Initially I'm thinking it would more or less come down to providing some education around the meals & snacks they don't directly purchase and then some form of it ongoing accountability.



The Mac-Nutrition Collective and 62 others



**Dee Kelly**

Hi all, I've been approached by a local cafe to review their current menu and work with them on nutrition plans for the year. The owner basically wants to "tidy up the nutritional" aspect of their offering. He also wants me to collaborate with them on a 14 day free challenge on their Facebook, incorporating movement and nutrition tips to kickstart the new year!



16

13 comments

“ Studying MNU has pushed me to promote my services, gain clients and build my own business!

**Dee Kelly,**  
PT & Nutritionist



**I AM PROUD TO SAY THAT  
WITHIN 6 MONTHS OF  
FINISHING MNU, MY BOOKS  
ARE NOW FULL AND I'M AT  
ABSOLUTE CAPACITY.**

**ROGER SUTHERLAND  
NUTRITIONIST, AUSTRALIA**



MNU has been outstanding. The community of like-minded people has been so supportive.

**The friends I have made through MNU will be friends forever. I have friends in so many countries who are all proud MNU graduates, or students.**

Setting up a business has been a crazy amazing experience for me, after what is now almost 37 years shift working as a front-line emergency services worker.

I now coach numerous clients and have a wait list of people wanting “in” for 1:1 coaching.

**The feedback and testimonials I’m receiving are so humbling. MNU not only gives you credibility, but it gives you confidence.**

I am setting up a Website and YouTube Channel, writing blogs, starting a podcast & creating an E-Book to assist Shift Workers.

MNU has given me the Wisdom, Confidence and Integrity to do whatever I like in this field; my business is thriving with so many exciting things to come. I’m so grateful.



**ROGER SUTHERLAND**  
**NUTRITIONIST, AUSTRALIA**

# PROFESSIONAL AND BUSINESS MENTORING

MNU IS MORE THAN JUST A NUTRITION COURSE.



Not sure what to charge for your nutrition services?

Wondering how to make your business scalable?



Confused about client GDPR and legal requirements?

Want to start email marketing, but don't have a clue where to begin?!



The Mentoring Lab has the answer to all these questions and much much more; with hours of expert lectures, mentoring videos and business resources that will save you time and help make you more money!

Get your business off the ground with fully editable client documents such as pre-consultation forms, example service brochures, informed consent forms, example consultation notes/meal plans and get access to invoice templates, calorie calculators and client resources to build your business processes from the start.

## ALREADY GOT YOUR OWN BUSINESS?

Maximise your earning potential and client base by offering nutritional services alongside your current business!

MNU could help you to reach more people, get better results with a wider variety of clients, and ultimately, earn more! We've helped personal trainers, gym owners, physiotherapists, lifestyle medicine practitioners, corporate wellness advisors, life coaches, psychologists, yoga teachers, professional athletes, chefs... the list goes on!

“ MNU allowed me to add a service level to my business which means I can just focus on nutrition with certain clients. I now work with people online. I have clients in Italy and even someone in Timbuktu (that's a real place), who are now benefiting from what I've gained. I've realised that I don't have to be face-to-face with clients in the gym to change their lives dramatically.

**Sam Dimmick - Personal Trainer, UK**



“ MNU is the best course I've done, superior to my physio degree. Completing MNU has changed my life. I've only gone back to working as a physio 1 day a week and I've just had my best month yet in my online business, making £4.5K! If it hadn't been for the push to put myself out there on social media and the knowledge gained through MNU, none of this would have happened!

**Chloe Stevens - Women's Health Physiotherapist, UK**



“ There was much more relevant and practical information on MNU than on other courses I've done. I really enjoyed the social support, responsiveness and how helpful all the staff were. Being able to engage with people in the nutrition community in the Mentoring Lab and building my business alongside study has been awesome too.

**Theo Brophy Clews - Professional Rugby Player, UK**



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HERE'S JUST A  
SAMPLE OF THE  
TYPES OF JOBS &

ROLES OUR  
GRADUATES  
ARE BEING  
RECRUITED FOR

---



TEAM BIOLAYNE

COACH OF THE MONTH

Bernardo Lopez

@coach.bernardo

bernardo@biolayne.com

VIC @NUTRITIONWITHVIC

NUTRITIONIST & ONLINE COACH

Employers around the world are now actively seeking MNU Certified Nutritionists™ for nutrition roles, with MNU appearing as an essential qualification on job specs for many gyms, clinics, private facilities & health-related companies. Why? Because our graduates consistently show they are the most knowledgeable, the most compassionate and get the best results!

# IN-HOUSE NUTRITIONIST

FOR PUBLIC HEALTHCARE AGENCIES, PRIVATE GYM FACILITIES & NUTRITION CLINICS



Martin MacDonald posted NHS Diabetes Prevention Programme.

One of our graduates has contacted us as she works for the company, Xyla Health & Wellbeing, and they are currently looking for some more people to join their team. Naturally MNU Certified Nutritionists with experience working with groups or clients on a 1-2-1 basis are a perfect fit! This job involves delivering the NHS Diabetes Prevention Programme to small groups of people in-person or online. They offer flexible part-time or full-time hours so this job can fit around other commitments.

  Sarah Duffield and 31 others

**Michelle Douglas**

Thank you for posting this and also for your kind words and reassurance. I have been offered this position! I don't think I would have had the courage to apply if it hadn't been for your encouragement, thank you!

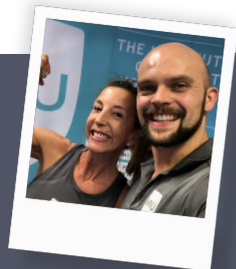
“ There is no doubt in my mind that doing MNU, and having more confidence in my ability to teach, has played a big part in my clients' success. It also led to me becoming the In-House Nutritionist at a Health Clinic in Surrey.

**Rosie Streater, Nutritionist**



Polly Hartley

Just wanted to say how my MNU qualification has opened doors for me. Alongside my own nutrition clients, I've been delivering the NHS Diabetes Prevention Programme for the last 6 months... usually you need a degree, but my MNU cert got me in!



“ Upon qualifying as an MNU Certified Nutritionist, I have been offered an opportunity that will see me as a lead nutritionist in a new private health care clinic. MNU has honestly changed me and ultimately my career, for the better.

**Caoimhe O'Kane,**  
Head Nutrition Coach



“ I have been contacted by a strength and conditioning gym that's very successful here in Dublin and they have asked me to come on board as their in-house nutritionist! I am equally shocked and honoured that MNU opened these doors for me! MNU has changed my life.

**Lynn Kelly, Ireland**





**IF IT WASN'T FOR MNU,  
I WOULD PROBABLY STILL  
BE UNEMPLOYED 1 YEAR  
AFTER GRADUATING  
FROM UNI!**



**RACHEL LI  
NUTRITIONIST,  
HONG KONG**

I've done 2 bachelors degrees and a masters in economic psychology, and MNU has been by far the most enjoyable, supportive and practical course.

## The level of support in the Student Support group was amazing.

The amount of detail the tutors would go into when answering questions was way more than what I've come across in universities.

The MNU tutors were much more approachable than 95% of my university tutors. The bonding between students was also something I've never experienced in my university life, everyone was so supportive of one another.

The Body Composition residential was great. It was very exciting to meet other people on the course and really feel part of a cohort. I've gained friendships from all over the world!

## My highlight was getting a job (in the middle of a pandemic) because of doing MNU.

My current manager found out I was studying MNU and quickly offered me a role.

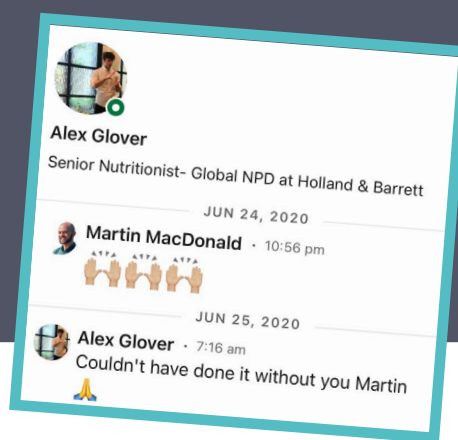


**RACHEL LI**  
**NUTRITIONIST, HONG KONG**

# EMPLOYMENT WITHIN THE FOOD INDUSTRY

“ MNU is the reason I was able to secure my current position! I managed to get a job at Holland & Barrett as a nutritionist, over people who applied who had degrees. MNU has changed my life, it has given me direction, a passion and given me so much confidence.

Alex Glover,  
Senior Nutritionist at Holland and Barrett



Alex Glover

I am so happy to tell you all that I have just started a new position as Trainee Nutritionist at Holland and Barrett!

I got the job based on my critical thinking knowledge, and in the nutrition competency test, I scored higher than some candidates with a BSc in Nutrition. I attribute so much of this knowledge and critical thought to MNU.

 The Mac-Nutrition Collective and 62 others

“ MNU helped set me apart from a group of coaches going for the same job opportunity. They commented in the acceptance letter that it was because I had done MNU. I've now attained a job as the resident nutritionist for a global supplement manufacturing company, which my knowledge from MNU is helping with.

Matt Pipes, Nutritionist



**MNU WAS FAR MORE  
APPLICABLE TO HELPING  
PEOPLE THAN MY  
BSC IN HUMAN  
NUTRITION.**

**RORY LARKIN  
CHEF & NUTRITIONIST**



**MNU was far more applicable to helping people than my BSc in Human Nutrition and has made me a more confident practitioner.**

Mac-Nutrition Uni is a phenomenal course for anyone looking to become a nutritionist.

**Even after completing a degree in nutrition several years ago, I still felt there were some gaps in my knowledge, particularly in areas such as prepping bodybuilders and working with female clients with PCOS.**

Definitely recommend this course for any practitioners looking to up their nutritional game!



**RORY LARKIN**  
**CHEF & NUTRITIONIST**

# ONLINE NUTRITION COACHING FOR GLOBAL COMPANIES

“ MNU is much more comprehensive and complete than any other course I’ve done. I started this course to further my knowledge at recommendation of a friend and it’s turned into a full-time career where I am able to help people. I’m incredibly thankful.

Hannah Clausen, Director of Coaching at Macros Inc



**MACROS INC**  
FITNESS + NUTRITION MADE SIMPLE

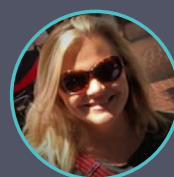


Macros Inc. was live.

Join Coaches Hannah Clausen and Suzanne Gilley

“ Since finishing MNU I have been hired by Macros Inc as a Fitness and Nutrition coach! It has been a lifelong goal that I left behind many years ago to be involved in fitness and nutrition. MNU has given me a chance and I’ve made that dream and goal a reality.

Suzanne Gilley, Fitness & Nutrition Coach at Macros Inc



**MACROS INC**  
COACH ELKIE

“Elkie is the most amazing coach. She has helped me make progress toward getting rid of my all or nothing thinking and my dislike for carbs. She gives me the science behind nutrition and that is most appealing.” - Tory

“ I wouldn’t hesitate to recommend MNU to anyone serious about nutrition and actually being able to help people help themselves. The level of support is incredible and I like the way the course is designed not only to provide you with the knowledge but to enable you to think outside the box too.

Elkie Chiu, Coach at Macros Inc



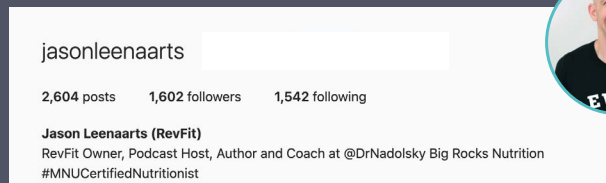
“ I am now working with a remote coaching company that highly values MNU. MNU provided me with a foundation that allows for significantly more confidence in my knowledge and how to apply it. I am actively using things I learned in MNU in my coaching.

Julie Greenfield, Online Coach



“ MNU was a great experience that excelled in every way. It was easy to access and participate in, offered great support, and was challenging.

Jason Leenaarts - Coach at Big Rocks Nutrition, USA



“ MNU gave me the confidence to engage nutrition-related conversations with nutritionists, doctors and dietitians.

Alja Spoljaric - Coach at Big Rocks Nutrition, UK



“ I was recently hired as an assistant online coach by an MNU graduate for their online business. After MNU, I now feel confident in myself and my ability to help others.

Sameet Khan - PT & Nutritionist, Pakistan



“ After Mac-Nutrition Uni I started working at an evidence-based company. They hired me simply because I graduated from MNU, so they already hold MNU with a high sense of esteem.

Sanket Shroti, India



#TEAMFNC



“ Signing up to MNU is one of the best things I have done for myself, you get as much out of the course as you put in.

Shannon Beer,  
Nutrition Coach



“ I have done different nutrition courses as well as a university degree and the other nutrition courses I did are not even comparable to MNU. They are essentially a show-up and pass.

I have had several clients lose decent amounts of weight. 2 male clients losing 20kg's and several losing 10+kg. Despite all the 'road blocks', using what I learned on MNU including the 'low-hanging fruit' principles, I was able to help these clients!

I also promoted an online diet challenge on Instagram hoping for 10 sign-ups. Ended up getting 65 people signing up! MNU has given me a 'light at the end of the tunnel' to chase.

Mackenzie Baker,  
Nutrition Coach



COACH OF THE MONTH  
Bernardo Lopez

“ I recently got hired by Layne Norton too, so thanks because I really think MNU played a big role in this!

Bernardo Lopez, Coach at Team BioLayne



TEAM BIOLAYNE



**MY CLIENT RETENTION  
RATE SITS AT 98% AND I  
NOW HAVE A WAITING LIST.  
I WOULD NOT BE IN THIS  
SITUATION HAD I NOT  
DONE MNU.**

**TANIA MONK  
NUTRITIONIST & TEAM  
BIOLAYNE COACH,  
AUSTRALIA**



**MNU is world-class! It was ALL so relevant to my business and clientele, particularly the PCOS and fat loss lectures.**

I loved how the MNU team were always quick to respond with their advice. The Mentoring Lab was a game-changer for content and further learning.

**My highlight is the confidence I feel now! Honestly, I loved it all and thought it was worth every dollar spent!**

I started a community of amazing women, training them all from my backyard over a year ago. 12 women quickly turned in 150 and I just secured my first property to house all these incredible women. All that I learnt on MNU I teach to them!

I have also been contacted by the Head of Operations at Team BioLayne. They wondered if I would be open to the idea of becoming an independent coach for them!

When I asked how they noticed me they said that my “Evidence Based” Instagram page stood out and they loved the content. I am super excited to see where this global opportunity could take me.

**I have no doubt that I would not be in this extremely blessed situation had I not undertaken my journey with MNU.**



**TANIA MONK**  
**NUTRITIONIST & TEAM BIOLAYNE COACH**

# EXCLUSIVE OPPORTUNITIES VIA THE MENTORING LAB JOBS BOARD

As Mac-Nutrition Uni's reputation continues to grow on a GLOBAL scale, so do the number of exclusive opportunities we're able to offer our graduates!

From online coaching opportunities to eating disorder support roles, our dedicated jobs board for MNU Certified Nutritionists provides yet another potential stepping stone into the industry.

## Nutrition Jobs



### **MNU Certified Nutritionists for Binge Eating GSH Intervention**

We have a very exciting opportunity for 2-4 MNU graduates who have an interest working within the area of eating disorders...



### **Lead Nutritionist for Vision Health and Fitness Club Limited**

Vision Health and Fitness Club are currently looking to take on an MNU Certified Nutritionist to lead the nutrition services...



### **NHS Diabetes Prevention Programme**

Xyla Health & Wellbeing are looking for MNU Certified Nutritionists to join their team.



### **Diabetes Remission Programme Coaches**

Momenta Newcastle are looking for MNU Certified Nutritionists to deliver their Diabetes Remission Programme...



### **Speaking Opportunities for an MNU Certified Nutritionist**

We've been contacted by a company looking for an MNU Certified Nutritionist to do a virtual paid talk...



### **Online Position**

Adele is looking for a new coach. The essential criteria includes a nutrition qualification, one of which is MNU!



### **Nutrition Coaching Position with Dr. Spencer Nadolsky**

Spencer only wants to recruit MNU Certified Nutritionists for

**I GOT A JOB TEACHING  
COLLEGE LEVEL NUTRITION  
AT A UNIVERSITY. MNU GAVE  
ME NOT ONLY THE TOOLS  
AND ABILITY TO  
DO THIS BUT  
ALSO THE  
CONFIDENCE.**

**ERIC WYLIE  
NUTRITIONIST, USA**



## BECOME A SOUGHT AFTER PRACTITIONER

Simply being linked to MNU has the potential to bolster your status in the nutrition world. MNU Certified Nutritionists™ are fast becoming the gold standard practitioners in the fitness industry (and beyond).

For example, graduates that promote their MNU Certified Nutritionist™ status on social media are being headhunted by potential clients and employers!

The reputation of MNU has become so powerful that...

- University lecturers are recommending MNU over their own Master's programs!
- Well-known online nutrition course providers are enrolling their OWN employees & nutrition coaches onto MNU!
- Global online coaching companies are stating that they will ONLY employ MNU Certified Nutritionists!

“ If you're learning from Martin MacDonald and the MNU Team, rest assured you're getting the most up-to-date and advanced nutrition data available. Martin teaches in a way that makes complex concepts easy to understand and fun to learn. I highly recommend Mac-Nutrition Uni to improve your understanding of nutrition.

Dr Spencer Nadolsky - Specialist Weight-Loss Physician



## A QUALIFICATION THAT BOLSTERS YOUR REPUTATION AND CREDIBILITY INDUSTRY WIDE

Mac-Nutrition Uni opens so many doors for students and graduates, based purely on the reputation that the qualification, and the standard of practitioners graduating, have built. Invitations to speak at health, fitness & nutrition events around the world are commonplace for our graduates.

“ In an industry filled with charlatans and scammers, it’s refreshing to have some good guys who aren’t afraid to call BS. Martin devotes considerable time to reading research and staying current. Mac-Nutrition Uni is evidence-based and legit, I vouch for Martin and his course with zero hesitation.

**Bret Contreras, PhD - Researcher, Speaker & Author**



Every graduate is also invited to join the MNU graduate register, which acts as a referral network portal for any clients looking specifically for an MNU Certified Nutritionist™. Any other opportunities such as speaking gigs or consultancy jobs that we don’t have the capacity to take on at MNU also get referred to the graduate register.

“ As a busy professional what I get from MNU is gold. MNU helps practitioners critically appraise research and what this looks like as evidence-based practice in the real world - plus the tools and approaches they need to troubleshoot challenging cases!

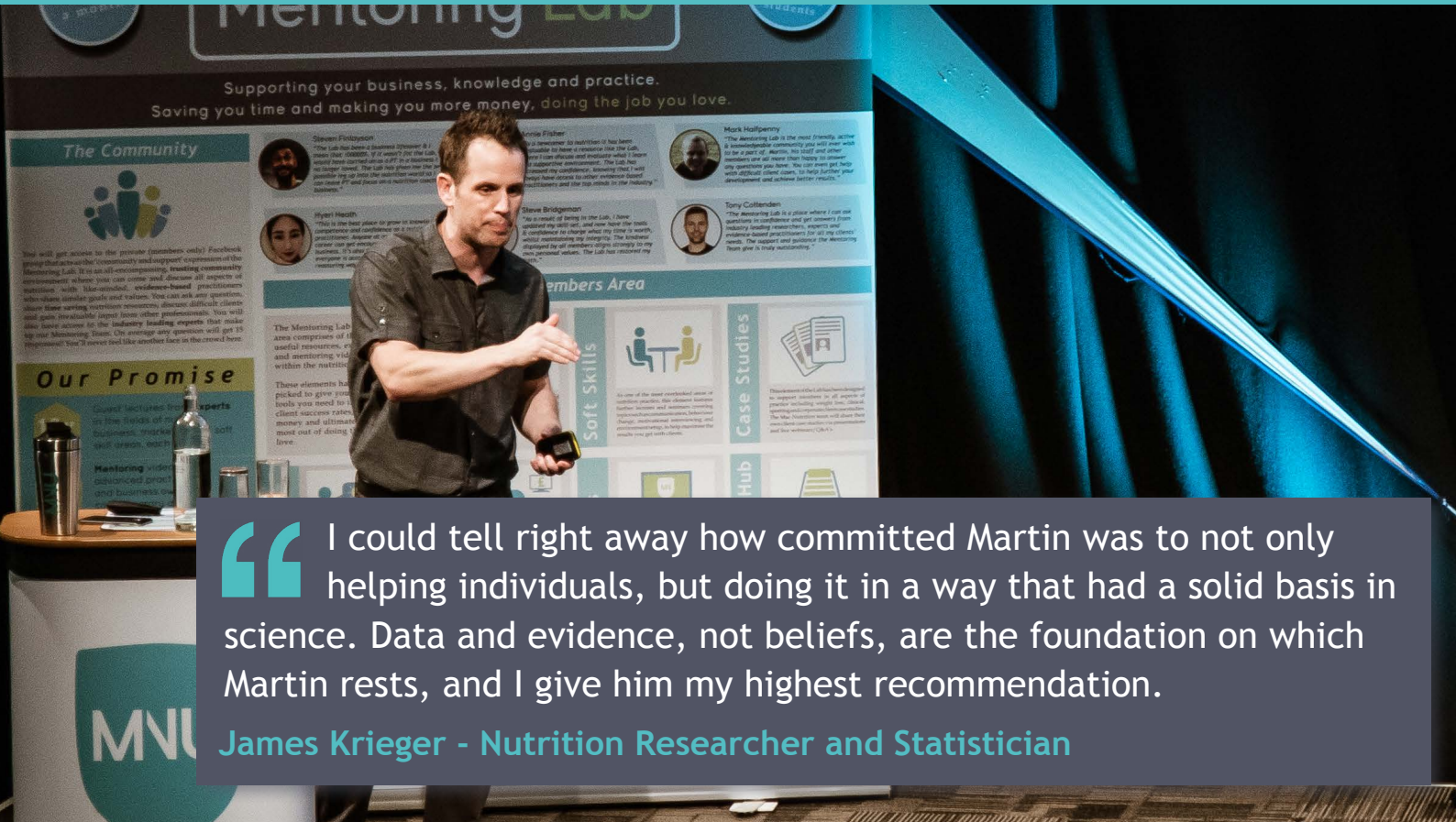
**Dr Lamis El Rashid - Doctor & Anaesthetist**



**MNU** Certified Nutritionist  
WISDOM | CONFIDENCE | INTEGRITY

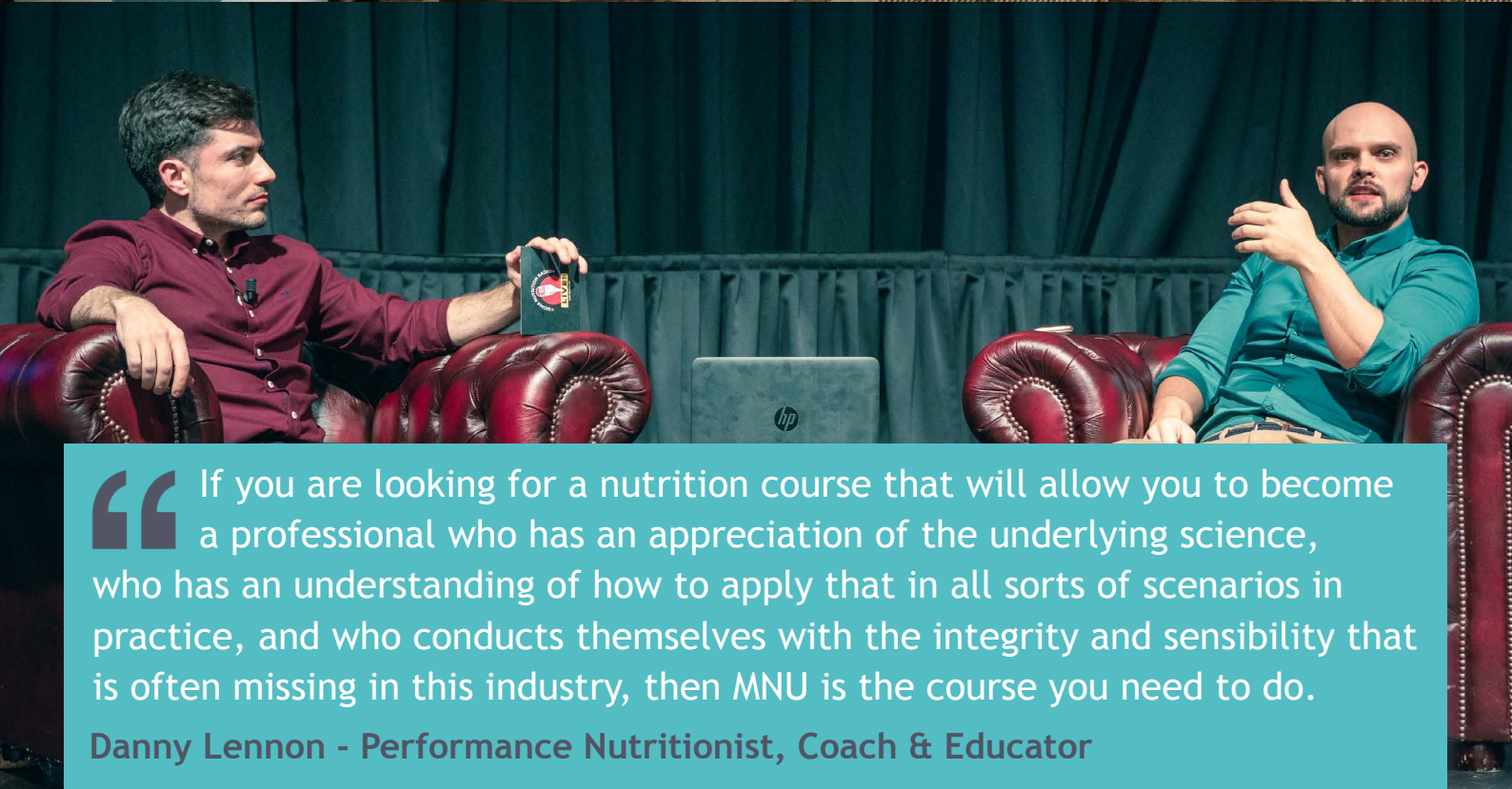
# ENDORSEMENTS

The recognition of MNU continues to grow and grow with endorsements from some of the biggest names in the evidence-based industry.



“ I could tell right away how committed Martin was to not only helping individuals, but doing it in a way that had a solid basis in science. Data and evidence, not beliefs, are the foundation on which Martin rests, and I give him my highest recommendation.

**James Krieger - Nutrition Researcher and Statistician**



“ If you are looking for a nutrition course that will allow you to become a professional who has an appreciation of the underlying science, who has an understanding of how to apply that in all sorts of scenarios in practice, and who conducts themselves with the integrity and sensibility that is often missing in this industry, then MNU is the course you need to do.

**Danny Lennon - Performance Nutritionist, Coach & Educator**



“ It astounds me how much of the nutrition advice out there is based on poor understanding of the science. So it’s great that MNU is teaching the importance of staying up-to-date and evaluating new health claims critically. I’ve been impressed by how committed the MNU team are to delivering a great experience for people who want to improve their understanding of nutrition and wider health.

**Dr Rob Yeung - Chartered Psychologist & Author of Over 20 Books**



“ Martin’s passion for combining scientific rigor with practical, real world solutions is evident in his work with both professionals and the public. It’s clear that he’s on a mission to elevate the state of the industry - and it’s great to see it happening.

**Alan Aragon - Nutrition Researcher, Writer & Speaker**



# REGULATION AND PRACTISING



# LEVEL 5 DIPLOMA IN ADVANCED NUTRITION SCIENCE

We are pleased to be able to offer a Level 5 Diploma in Advanced Nutrition Science, the highest level of study outside of a degree.

It is the only internationally recognised Level 5 Qualification in Advanced Nutrition Science; studied by health and fitness professionals in over 80 countries worldwide.

Being Ofqual regulated means that the course is mapped against the Regulated Qualifications Framework (RQF) and upon successful completion of all assessments through our examination centre, the Institute of Nutrition Education, you will be awarded a Level 5 Diploma in Advanced Nutrition Science.

Finally, in accordance with our protected Trademarks, all of our graduates can call themselves an MNU Certified Nutritionist and be insured to work with clients face-to-face and online globally. As well as this, you will be able to use the post-nominal MN.Nutr after your name.

The qualification equates to 424 hours of learning, the equivalent to 42 CPD points through OFQUAL and the UK Register of Learning Providers (UKRLP).



# BECOME FULLY QUALIFIED & INSURED TO PRACTICE

As soon as you have graduated, you will be eligible to apply for our bespoke insurance policy\*.

We have bespoke policies in over 25 countries that cover you for everything you're taught on MNU, from nutrition consultancy to designing personalised nutrition & supplement interventions to full meal plans!

You can be covered to practise as an MNU Certified Nutritionist™ in Australia, Canada, United States, the United Kingdom, Ireland and many more! We're always working hard behind the scenes to extend this list to cover other countries too!

*\*Country- and state-dependent. See [HERE](#) for more details*



“ What I wanted from my next course was to get the Nutritionist title. It's very hard in Australia, there are strict rules with regards to insurance and scope of practice, so it was really important for me to get a course that covered that aspect, which MNU did.

**Maeve Kavanagh, Australia**



## A TITLE TO BE PROUD OF

In many countries, lack of regulation means anyone can practise freely as a nutritionist. This is where being part of MNU will set you apart; not only is our Level 5 Diploma regulated by Ofqual, as a collective trademark, only our graduates can use the title MNU Certified Nutritionist™.

This title signifies that you have learnt from the best, and as a practitioner, shows you are able to practise with integrity, in line with the latest evidence.

“ I had enquiries immediately when I posted that I was an MNU Certified Nutritionist.

Stephan du Toit, South Africa

The reputation of our high-quality graduates continues to grow and having the ‘MNU Certified Nutritionist™’ title alone has been powerful enough for clients to reach out to our graduates for coaching and employment opportunities!

“ Just did an online consult with a lady in America interested in working with me. She told me she specifically wanted an MNU Certified Nutritionist.

Jayne O’Toole, Ireland



## UNDERSTANDING SCOPE OF PRACTICE

MNU covers a wide range of topics that will allow you to understand any client that you may work with. If you haven't yet seen our course content, you can have a closer look [HERE](#).

The MNU Ethos will always be 'First Do No Harm' and to help you to abide by this, we will teach you everything you need to know to coach within an appropriate scope of practice.

Whether that's spotting signs of disordered eating, knowing when to refer clients with clinical issues on to medical professionals or how to work in collaboration with specialists to get the best results for your clients, MNU and the Mentoring Lab support network will make sure you're equipped for all eventualities.



## UPHOLDING THE MNU CERTIFIED NUTRITIONIST™ TITLE

Unlike most accrediting or governing bodies, we strictly regulate our graduates to ensure that the MNU Certified Nutritionist™ status maintains its prestigious reputation.

If we discover an MNU Certified Nutritionist™ is not complying with our Code of Conduct as an evidence-based practitioner, we will thoroughly review their practice to determine whether they can maintain their title and qualification.

We have chosen to make you aware of this, not to raise concern, but to demonstrate our serious commitment to the MNU Certified Nutritionist™ title. This dedication to regulation provides your future clients and employers with an added level of confidence/trust and means being part of our alumni community is something to be proud of!

# THE MAC-NUTRITION MENTORING LAB





# Mac-Nutrition MENTORING LAB

The Mac-Nutrition Mentoring Lab is a professional development platform that's designed to support your business, knowledge, and practice. The member's area is packed full of extensive educational materials including Expert Webinars, Mentoring Videos, and Downloadable Resources. You will also become part of one of the most supportive, welcoming, and friendly global communities on Facebook!

As a Mac-Nutrition Uni student, you'll receive complimentary access to the Mentoring Lab for the duration of your course.

“ The access to the Mentoring Lab is worth the course fees alone! Such a great place where up to date and relevant topics are discussed with no ‘fitness gurus’ spouting nonsense.

Dan Smith, Head of Coaching and Mentoring, UK



“ The Mentoring Lab is the friendliest community on the internet. It makes me feel like I belong in this group of highly knowledgeable nutrition professionals and experts. It's a super active and supportive group.

Ana Polujan, Nutritionist & Mindset Coach, UK

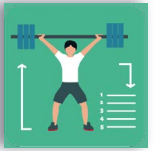


“ Working as a self-employed nutritionist can be a lonely place but the Mentoring Lab is a hugely supportive community with access to experts. The resources covering everything from accounts and GDPR to soft skills and nutritional science has been hugely helpful. It provided guidance on key areas that weren't covered during my MSc, but are vital when it comes to setting up a business.

Ben Price, Performance Nutritionist, UK



# ENHANCE YOUR NUTRITION KNOWLEDGE!



As part of the Mentoring Lab, you'll get access to cutting-edge nutrition information, delivered by industry-experts, allowing you to delve deeper into topics that supplement the content delivered on MNU.

Example topics include gut health, corporate wellness, mindfulness, emotional eating, metabolic flexibility, body image, endocrinology, binge eating, contest prep, intuitive eating and much much more!

### Prevention

Preventable cases

- ▲ 15% Smoking
- ▲ 5% Body fat (\*protective for pre-menopausal BC)
- ▲ 3-4% UV
- ▲ 3-4% Infection
- ▲ 3-4% Drinking alcohol
- ▲ 3-4% Low fibre diet
- ▲ 1-2% Ionising radiation
- ▲ 1-2% Processed foods
- ▲ 1% Exposure to air pollution
- ▲ 1% Not enough physical activity

**38%**  
Cancer cases are preventable, UK, 2015

### Cognitive Behavioural Therapy

Distorted thoughts can lead to unhelpful & rigid behaviour patterns that can maintain negative thoughts.

Behaviour Patterns	Example
Avoidant behaviours	Avoiding looking in mirrors / at photos Wearing baggy clothes Avoiding activities / events where body is more on show (e.g. swimming) Avoiding activities / events that might 'mess up' your appearance (e.g. exercise due to sweat and or red face)
Appearance-occupied rituals	Appearance or body checking (e.g., in the mirror, with weighing scales, tape measures or items of clothing or by pinching skin or asking others for comment/reassurance – "do I look fat in this?") Appearance fixing (e.g. spending a long time getting ready, redoing hair/make up or changing outfits several times before leaving the house, spending lots of time editing photos for social media).

### Original Cognitive-Behavioural Model

- ▲ Maintenance model of binge eating (Fairburn et al 1993)
- ▲ Maintaining Factors
  - Shape/weight overvaluation
  - Judgements of self-worth contingent upon weight/shape
  - Dietary restraint
    - Inflexible food rules that govern eating behaviour
  - Negative mood states
    - Sudden, day-to-day changes in mood
- ▲ Evidence
  - Treatment outcome research
    - Treatment based on this model produces large reductions in binge eating (Lundén et al., 2017)
    - Mediators/moderators of responsiveness (Lundén et al., 2016)
  - Cross-sectional/prospective research
    - Modelling statistical associations between these variables

```

graph TD
    A[Overvaluation of weight and shape] --> B[Inflexible dietary restraint]
    B --> C[Binge eating]
    C --> D[Purging]
    D --> A
    E[Negative mood states] --> C
    
```

### Weight Stigma in Action: Public Health & Media

- ▲ Weight stigma is often unintentionally reinforced in public health campaigns and the media
- ▲ Mostly through:
  - Oversimplifying the relationships between weight and health
  - Associating certain body shapes and sizes with risk and diseases, while idealising others.
  - Emphasising an individual's responsibility to maintain a 'healthy' weight and ignoring wider influencing factors
  - Framing health behaviours only as a means for preventing or tackling obesity
  - Reinforcing negative stereotypes through language and images
- ▲ This fuels body dissatisfaction and encourages blame, while ignoring the broader social, cultural, environmental, and commercial determinants of health.

Non-stigmatising      Stigmatising



# RESOURCES TO USE WITH YOUR CLIENTS

We do the hard work for you by providing you with helpful practitioner resources and client spreadsheets. You'll be able to practise using these during the course or save them to use straight away with clients as soon as you set up your consultancy or coaching business!

Many resources are created as 'white label' so that you can add your own logo/branding to them and make them your own! The Lab has a whole range of resources including, but not limited to:

- Client calculators for aggressive dieting, exercise energy expenditure & personalised supplementation protocols.
- Example feedback notes for clients
- Food Diary Templates
- Corporate wellness healthy food guides
- Eating out guidelines for clients

Mac-Nutrition MENTORING LAB
BMR Calculator Instructions

Accurately measuring basal metabolic rate (BMR) is a very time and labour-intensive process that requires specialist lab equipment. As a result, predictive equations for estimating BMR can be very useful for the development of nutritional interventions.

One consistent limitation of these equations is that they are often validated within specific subsets of the population, with the early equations being developed in healthy European populations meaning they can't necessarily be extrapolated beyond this group. Within this resource, we have gathered multiple predictive equations and based on the literature, have made some suggestions as to which equations may be the most suitable for different groups & populations.

As with all predictive equations, these are just a starting point from which to work from and there is no one perfect equation for a given individual. The purpose of this resource is to quickly help you get to the most accurate starting point possible based on some of the research we do have!

1. On the "BMR Calculator" tab, enter a client's height (cm), weight (kg), age (years), body fat percentage, if known (%), and sex (Male=1, Female=0)

2. If you need to convert fllts to cm/kg, use the 'Metric Converter' tab

3. Carefully review the BMR outputs & the post-it notes to find the most appropriate equation for the individual

Enter Weight (kg)	Caffeine	Timing	Lower Dose (2mg/kg)	Upper Dose (4mg/kg)	Practitioner Tips	Who is it for?	Examples of Sources
70	<chem>CN1C=NC2=C1C(=O)N(C)C2=O</chem>	45-60mins prior to exercise	140 mg	420 mg	<p>Dosage tip: there is no specific figure, start at the lower end. Dosage response will depend on the individual and the type of exercise, for example the majority of the research looking into benefits for power sport have been shown at the upper dosage (4mg/kg)!</p> <p>Because the half-life of caffeine is 4-6 hours, carefully consider the dose and pros/cons (improved performance in some (reported) sleep of taking caffeine, especially if recommending in the afternoon/evening.</p>	<p>Caffeine supplementation can improve both mental acuity (alertness, reaction time and processing speed) and physical performance (strength, power, endurance). As a result, there aren't many sports that wouldn't benefit from supplementation!</p> <p><i>Types of Sports:</i> PowerStrength Sport, Endurance, Middle Distance running/cycling</p>	<p>50mg 1 x Tablet</p> <p>50-120mg Coffee</p> <p>150mg Energy Drink</p>
	<chem>CC(C)C(N)C(=O)O</chem>	Load for 10 weeks	1.4 g (This amount 4 x daily)	1.4 g (This amount 2 x daily)	<p>Dosage tip: be careful with your recommendations as a heaped teaspoon is &gt;5g!</p> <p>The tingling feeling that can occur after taking beta-alanine is called acute paresthesia. This will not occur in everyone and is not a reliable sign that it is having an ergogenic effect!</p>	<p>Beta-alanine has primarily been shown to enhance exercise performance in activities lasting 1-4 mins. However, any sport with an anaerobic component could benefit from supplementation.</p> <p><i>Types of Sports:</i> Track Cycling, Combat Sports, Middle Distance running/cycling, Climbing</p>	<p>Beta-Alanine Powder</p> <p>Pre-workouts (Other inadequate dose)</p>
	<chem>CN1C=NC2=C1C(=O)N(C)C2=O</chem>	Load for 5-7 days	3.5 g (4 x daily)	3.5 g (Taken as a single dose)	<p>Loading is not 100% necessary but stores will become saturated more quickly by loading!</p> <p>Creatine monohydrate is the form of creatine that is 'proven' - don't be tempted by others!</p>	<p>Creatine can improve strength, power, repeated sprint and endurance performance. Other potential health benefits of supplementation include sarcopenia prevention and slowing of neurological decline in older adults.</p> <p><i>Types of Sports:</i> Endurance, Strength/Power Sport, Repeated Sprint Performance, Team Sports, Boxing</p>	<p>Creatine Monohydrate Powder form typically contains 5g scoop. Check the quantity of creatine tablets.</p>
	<chem>[Na+].[O-]C([O-])=O</chem>	60-90mins prior to exercise	21.0 g		<p>Sodium bicarbonate is commonly known as baking soda (bicarbonate of soda). Sodium bicarbonate ingestion can cause acute gastrointestinal symptoms; these may be mitigated by the co-ingestion of carbohydrate.</p>	<p>Sodium Bicarbonate acts as an extracellular buffer, increasing performance in activities lasting 1-4 minutes.</p> <p><i>Types of Sports:</i> Track Cycling, Short-middle distance swimming, Combat Sports, Middle distance running/cycling</p>	<p>Found in the baking aisle of supermarkets!</p>

**Athletes**  
Athletes typically have a greater level of lean body mass versus non-athletes

As such, the Cunningham equation might provide the most accurate starting point (if an accurate measure of their body fat % can be obtained)

# BUILD YOURSELF A CAREER AND BUSINESS!



Whatever your business or career goals are, the Mentoring Lab will support and guide you through the process! Whether that's opening your own consultancy, delivering talks, or even setting up your own podcast, the Mentoring Lab expert lectures and resources will give you all the tools you need to put these into action.

**How to ensure you have a Quality Podcast**

- Graphics
- Time stamps
- It doesn't take much
- Sound
- Video
- Both ends
- Guests / Content
- Relevant
- Trusted

**Deciding On A Market**

"When you try to be everything to everyone, you will become nothing to anyone."

**What is SEO**

- SEO = Search Engine Optimisation

**What does that mean? (Literally and for your business)**

- Optimising your online platforms (website, funnel, socials, etc) for search engines (Google, Yahoo, Bing, Etc)
- Get found online more easily
- Builds trust
- More traffic = More conversions = More people helped = More \$\$\$

**WHY THOUGH**

- 4.1b Email users by 2021
- Email is in general better at driving traffic and direct conversions and social media – with engaging with your audience.
- REACH** - FB Page - 2-5% = 20-50 / 1000
- Email - 21% Open Rates = 210 / 1000
- CTR** - FB - 0.07%
- Email - 3.57%

With strategies and tips from the UK's leading nutrition consultancy and other successful industry experts, you can be sure that you'll receive tried and tested processes that will save you time and money. These, combined with the invaluable content delivered on MNU, mean that once you graduate, you're ready to launch and/or take your business to the next level.

# BUSINESS EXPERT WEBINARS FROM...



**Danny Lennon**  
CEO of Sigma Nutrition



**Steve Hall**  
Founder of Revive Stronger



**Sukh Sidhu**  
Online Fitness Expert



**Chris Burgess**  
CEO of Lift The Bar



**Kathryn Halfpenny**  
Accountant



**Chris Cox**  
GDPR Expert



**Fran Collins**  
Brand Strategy Expert



**Jay Staniforth**  
CEO of Expert Unleashed



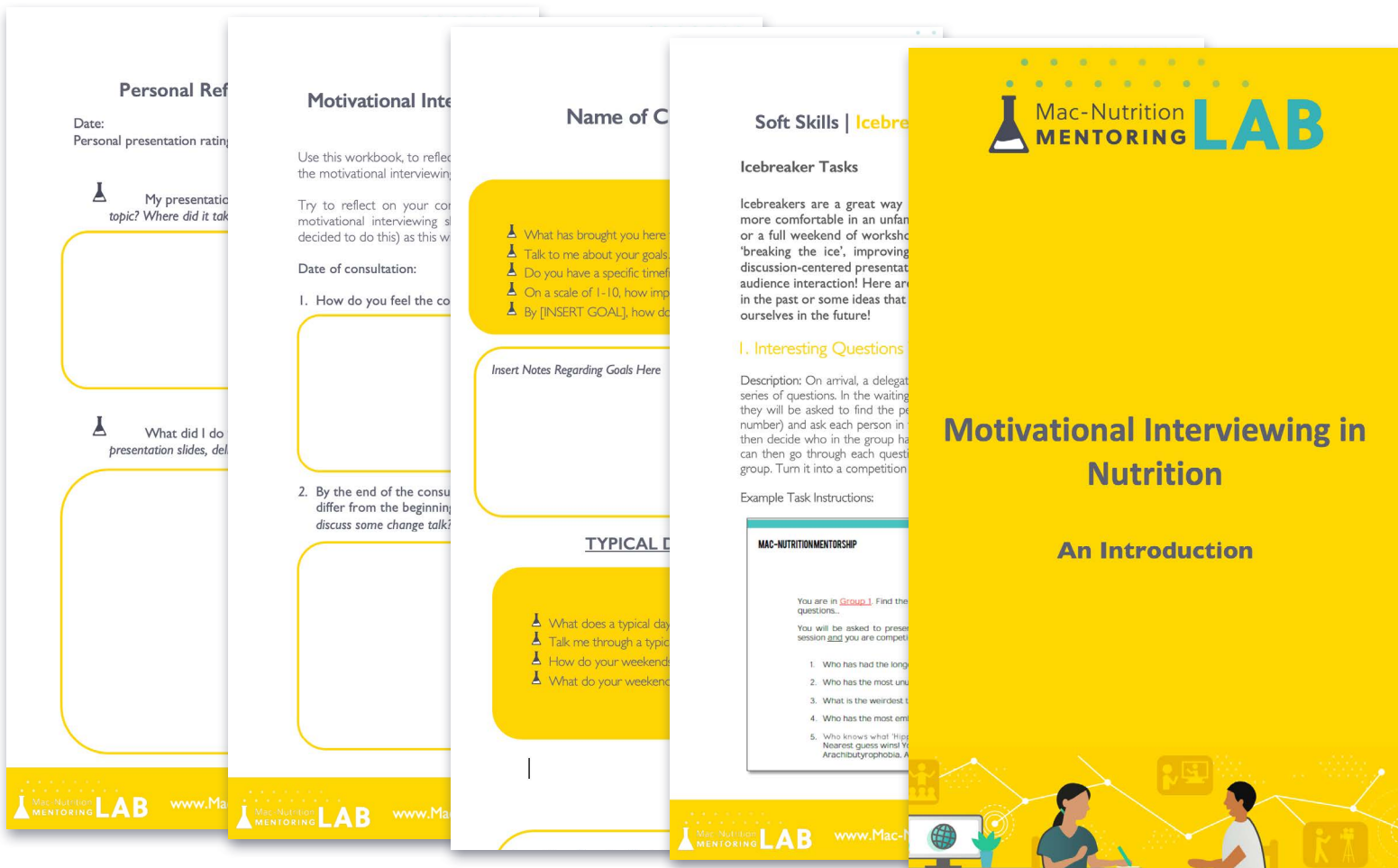
**Alistair Wilson**  
Digital Strategy Consultant

# BECOME THE BEST PRACTITIONER YOU CAN BE



Your confidence in delivering a truly personalised, client-centred approach will flourish with the guidance and insights from our experienced practitioners and experts. Understanding key areas such as personality profiling, the importance of building rapport with clients and effectively reflecting on your practice will set you apart from other nutritionists in the industry.

You will also be able to strengthen your communication skills through enhancing your motivational interviewing techniques and behaviour change strategies, all of which will aid you in becoming an excellent practitioner!



# SOFT SKILLS EXPERT WEBINARS FROM...



**Lloyd Parker**  
Performance Nutritionist



**Dr. Jake Linardon**  
Psychology Lecturer  
& Researcher



**Sarah Fuller**  
Specialist CAMH Eating  
Disorders Dietitian



**Gabrielle Fundaro**  
Nutrition Consultant



**Laura Tilt**  
Dietitian & Health Writer



**Ursula Philpot**  
Eating Disorder Specialist  
Dietitian & Senior Lecturer



**Cathy MacDonald**  
Communications Specialist



**Dr. Rob Yeung**  
Consultant Psychologist,  
Motivational Speaker & Author



**Martin MacDonald**  
CEO of Mac-Nutrition Uni

## NEVER FEEL ALONE AGAIN!



Even as an established practitioner, being able to bounce business ideas off others, discuss difficult clients and/or get advice from those with more experience is priceless. Often, simply getting some reassurance that you're doing the 'right' thing can help you to feel more confident in what you're delivering and help rid some of that imposter syndrome! That's why we put so much emphasis on fostering a Mentoring Lab community of the most supportive, friendly, and like-minded people in the industry!

As part of the thriving & nurturing community group, you will also be privy to other practitioner's case study discussions so if you're a 'lurker' of the group and haven't quite garnered the courage to post yourself, you'll still benefit from the real-world client scenarios and business conversations that are commonplace in the group.

We'll also make sure you're up to date with some of the most helpful discussions in the group each month via our monthly Mentoring Lab newsletters!

“ The Mentoring Lab community just makes you feel supported. I think that it can be hard to feel that kind of network when you are self-employed, so it's just nice to have that reassurance to stop me from feeling on my own.

**Dr. Emilia Thompson, Health Coach & Educator, UK**



“ The Mentoring Lab makes this the most holistic course with no stone left unturned into creating a truly empowered group of people. You get practical advice from the team but also people who have been in that position before, be it a business or client question.

**Dr. Crionna Tobin, Head of Science Education at Glanbia, Ireland**



# ALUMNI



## GET DISCOVERED AS AN MNU CERTIFIED NUTRITIONIST™

Upon completion of MNU, you will be invited to join the 'MNU Certified Nutritionist™ Register', an exclusive register solely for our graduates.

This list not only recognises you as an MNU Certified Nutritionist™, but it also allows you to market your business and services to potential clients.

We also advertise on behalf of employers who are specifically seeking MNU Certified Nutritionists™, providing a wide variety of opportunities for MNU graduates from coaching positions to speaking gigs to media enquiries!

“ This course has been outstanding and I am so excited to see what the future holds now, I could not be prouder to be wearing the MNU Certified Nutritionist badge!

Fleur Wotton-Peacock, UK



“ People seem to put more trust in me knowing I've done MNU, and they know it's evidence-based rather than a one size fits all coaching.

Crystal Askin, Australia



**MNU** CERTIFIED  
NUTRITIONIST  
WISDOM | CONFIDENCE | INTEGRITY





# CONTINUED SUPPORT AFTER YOU GRADUATE

We continue to care about your future development as an MNU Certified Nutritionist™.

With our discounted graduate memberships, you can continue accessing [The Mac-Nutrition Mentoring Lab](#) and your MNU educational platform. These memberships will support you in starting up your business and further advance your skills as a practitioner after MNU!

We update our MNU lectures to reflect the latest research and to provide our students with the most practical and conclusive information available. As an MNU graduate, you will have the opportunity to access these, to develop and improve your knowledge continually.

As a graduate, you can still attend our annual [Mac-Nutrition LIVE Days](#), which allow you to re-connect with your fellow graduates, network with like-minded individuals and stay up to date with current industry trends.

“ MNU has been my best qualification to date. It completely changed my thought process & my business. I messaged Martin after I qualified with questions and he always replied with advice and reassurance.

Lou Rowe-Alleyene, UK



Harry Snell ★★★★★

I love coming to Mac-Nutrition LIVE days to keep up to date, expand my knowledge and network! I leave every event with a renewed passion for what I do.

**MNU HAS ACCELERATED THE  
GROWTH OF MY BUSINESS  
BEYOND ANYTHING I COULD  
HAVE EVER  
EXPECTED.**

**LORNE EMPSON  
NUTRITIONIST, UK**



**I can safely say that MNU far outweighs what I did on my nutrition degree.**

If I could go back in time, I probably wouldn't have done my degree. The gap that MNU bridged was from my three-year uni degree to practical application. That's where my uni course was lacking, in taking that skill set and applying it to the real world.

**MNU not only gave up-to-date knowledge and literature and gave me all those avenues to pursue, but it gave me the confidence in how to implement it practically.**

That's the game-changer when it comes to nutrition. That's why I've been able to get the results I do with my clients, because of that confidence that MNU gave me.

Everything from the knowledge base, through to the support, through to the business mentoring was outstanding.

I was kind of just going out on my own when I started MNU and throughout the course. Now, a year later down the line, having graduated I now run an incredibly successful business and I give a lot of credit to that to MNU. MNU really is a sensational course.



**LORNE EMPSON  
NUTRITIONIST, UK**

# FAQs & CONTACT

You can go to the Help Hub section of our website [HERE](#) to explore any questions you have regarding MNU.

Below is a list of our most frequently asked questions, click on the questions to read the answers:

What would you like to find out about?



Course Enquiries



Enrolment & Course Fees



Accreditation &  
Recognition

What 'level' is the qualification?

I want to work in a hospital setting/be a dietitian, is MNU right for me?

Can I do Full with Honours if I don't live in the UK?

Can I get any grants or funding for Mac-Nutrition Uni?

English isn't my first language, would I struggle with the course?

Are you a University, or are you affiliated with one?



If you have any further questions please don't hesitate to contact us via Email or Whatsapp!

FOLLOW US & KEEP UP TO DATE

# MNU

WISDOM | CONFIDENCE | INTEGRITY

Part of the Mac-Nutrition Collective



Follow [#MacNutritionUni](#) on Instagram

Have you decided which intake of MNU you'd like to join?  
Click on the intake below to join the priority list:

SEPTEMBER '24

SEPTEMBER '25

SEPTEMBER '26

# Martin

MACDONALD



Visit our [Help Hub](#) if you have any questions regarding MNU



## PRE-REQUISITE CRITERIA

As part of our ongoing commitment to producing the best graduates we can, we require new students to have undertaken some learning prior to enrolling on MNU.

Part of this is simply an increased exposure to both good, and not so good, nutrition information, teaching, coaching etc. Just as the process of improving an individual's nutrition is a journey, so is the process of becoming an excellent practitioner.

Despite the fact that some of the allowed pre-requisites teach less than perfect content, we feel that this 'exposure' will give a deeper understanding of the correct, evidence-based content that is taught on MNU.

Below is a fairly extensive example list of pre-requisites. You will have to prove your completion of said course/experience so please ensure you are able to do this before attempting to enrol on MNU.

If you want to enrol in 2024 and you don't currently hold one of the relevant pre-requisites listed below, you can join our pre-requisite short course! Simply [CONTACT US HERE](#) and we will send you more information about the short course, including details on how to sign up!

## PRE-REQUISITE EXAMPLES

**A qualification in nutrition, health sciences, sports sciences or a related area equivalent to Level 3 or higher**

*Examples Include:*

**A Foundation, Undergraduate or Postgraduate Degree**

e.g. MSc in Sport & Exercise Nutrition

**A higher education qualification (including, but not limited to, DipHE, HNC, NVQ)**

e.g. HNC in Nutrition & Health Sciences

**A Level 3 Personal Training Qualification**

e.g. 1st4sport Level 3 Certificate in Personal Training

**Professional Certifications**

e.g. Institute of Performance Nutrition Diploma in Performance Nutrition (IOPN)

**Courses with a well defined nutrition-based focus set at a minimum Level 3 academic levels**

e.g. The Precision Nutrition Certification (PN1/PN2); Certificate in Applied Sports Nutrition (Sports Nutrition Australia)

# APPROVED COUNTRIES FOR INSURANCE

You can be insured to practice as an MNU Certified Nutritionist™ under our bespoke policy with one of our preferred providers.

Please see some of the countries that you can gain insurance in below:

Australia

United States

Canada

England

Scotland

Wales

Northern Ireland

Republic of Ireland

South Africa

Netherlands

Portugal

Austria

Sweden

Germany

Italy

France

Spain

Belgium

& More...



Click [HERE](#) to see the full list of countries in which you can be insured to practice as an MNU Certified Nutritionist™.

We are currently working with our insurance providers with the aim to be able to offer our current (and future) students the ability to be eligible for insurance to practice as an insured MNU Certified Nutritionist™ in more countries.

If you have any questions about our insurance policy, you can visit our Help Hub [HERE](#) for more information.



**JOIN THE  
EVIDENCE-BASED  
MOVEMENT**

**JOIN THE SEPTEMBER '24 PRIORITY LIST**

The information contained within this prospectus is accurate as of June 2023 and is subject to change.