



A Day In The Life Of... **Brendan Brazier**

Brendan Brazier spent seven years as a professional Ironman triathlete and achieved this remarkable feat on a high-raw and 100% vegan diet. He is the author of the *The Thrive Diet* and the upcoming *Thrive Fitness*, and the creator of an award-winning line of whole food nutritional products called Vega. Brendan now spends over 200 days a year on the road, lecturing about health, nutrition and peak performance.

Since my Pro Ironman career wound down after seven years of full-time racing, each day for me now is actually fuller (and in some cases more challenging) than it was when I trained all day. One of the luxuries of training seven to nine hours a day is this: when you're done for the day, you're done. There's nothing that you can do to improve your performance at that point other than rest. As you rest you grow stronger. And that feeling is one of genuine relaxation, like no other. Not before or since have I ever experienced such a true feeling of rest.

Now the work never ends. There's always more to be done. And, as I soon discovered, in the "real world", when you lie around, you don't grow stronger; you're missing opportunities.

In sharp contrast to my regimented and rooted training regime that spanned 14 years, life today is spent mostly on the road. A typical day on the road begins at 6:30am. I eat a Vega Whole Food Energy Bar, and I'm out and running by 7am.

What's planned for the day will determine how long I'll run for. I find that if I run much over 75 minutes in the morning, I'll be slightly less "sharp" come 4pm. This being the case, if I have talks to give, book signings to do, or meetings to contribute something sensible to, I'll typically keep the run to under 75 minutes. If the afternoon hasn't been booked with thought-intensive activities, I'll sneak in a longer run; usually between 1.5 and 2 hours. But I've also noticed that if I run for an hour or less, I feel worse later in the day. So clearly there's a window of time that's the ideal length of run for me to get the most value from the day.

After running I'll have a quick breakfast that almost always consists of Vega and fruit. Since both digest easily and are packed with nutrition, I find I can be out the door quickly without being bogged down. For this reason, I tend to graze on fruit and vegetables throughout the day as opposed to eating larger meals. You might say I just eat one meal a day, but it lasts from morning to night. I've found this strategy to be helpful since I don't get exceptionally hungry and never feel overly full. It works well for the always-moving type of life.

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When on the road, I typically give an evening talk three to four nights a week. I'll speak for about an hour, mostly about plant-based nutrition. I speak about how to implement this way of eating and how it can be the best high-performance diet for athletes or anyone who seeks peak mental and physical ability. I base the talks on my books, *The Thrive Diet* and *Thrive Fitness*. I speak in health food stores, universities and hotel conference rooms, and I speak to a diverse bunch. But the common thread that binds attendees is a desire for enhanced performance by way of eating plant-based whole foods.

When not travelling, my day starts off pretty much the same as it does when on the road: with a run. Since I divide my time between Los Angeles and Vancouver, I'll step out on a variety of different routes. In Los Angeles, the hard-packed dirt hills of Griffith Park or Will Rodgers Park are my first two choices, but the cool breezes of the Santa Monica boardwalk are also desirable.

When in Vancouver, I'll run the loops that I first began running when I was 15. The ocean-surrounded forest paths of Stanley Park or hundreds of kilometres of gnarly trails that weave through Vancouver's North Shore in Lynn Canyon Park and the Seymour Demonstration forest are among the best running anywhere.

As of late, I have valued these runs most as a means to get mentally prepared and sift through the plans of the day. Additionally they serve as a time for me to organize my upcoming projects and sort them in my head. If all goes well, these ideas will be turned into action and a new project will be born. The physical fitness gained has simply been a bonus.

Upon returning from my run I turn on the computer. When not on the road, this is my time to write articles (such as those for *Get Fresh!*), and work on other projects such as *Thrive in 30* – a series of 12 short informational videos that I filmed and edited this spring in Los Angeles during a gap in my travel schedule. This kind of work takes me through to early evening, and if I have time then, I'll get out for a bike ride, or a swim and gym workout.

For more information see brendanbrazier.com and thrivein30.com.