



**mr and mrs**  
LIFESTYLE

# The Dubai *Transformation* Blueprint

The complete framework for transforming your body and lifestyle in Dubai —  
nutrition strategies, macro targets, training templates,  
and the mindset shift that makes it permanent.

**By Tarek & Chloe · Mr & Mrs Lifestyle**

Personal Trainers & Coaches · Dubai, UAE · 500+ Clients Worldwide

**500+**

CLIENTS WORLDWIDE

**10+**

YEARS EXPERIENCE

**98%**

SATISFACTION RATE

# Six Chapters. *One Big Result.*

|           |                                     |  |
|-----------|-------------------------------------|--|
| <b>01</b> | <b>The Dubai Nutrition Code</b>     | Eat out, iftar, travel                 |
| <b>02</b> | <b>Macro Mastery Made Simple</b>    | Your personal targets                  |
| <b>03</b> | <b>The 7-Day Kickstart Plan</b>     | Meals + training                       |
| <b>04</b> | <b>Training That Actually Works</b> | Gym or home template                   |
| <b>05</b> | <b>The Couples Challenge</b>        | Transform together                     |
| <b>06</b> | <b>The Mindset Shift</b>            | The one belief that changes everything |

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# 01

CHAPTER ONE

## The Dubai Nutrition Code

Living in Dubai is incredible — but it comes with unique nutritional challenges most fitness guides ignore. Endless brunches. Late-night shawarma. Ramadan. Business dinners. If you've ever felt like your environment was working against your goals, this chapter is for you.

### The Dubai Eating Environment

Portion sizes in Dubai restaurants are enormous. Social eating is central to the culture. The solution isn't to avoid it all — it's to eat smart within it.

#### The Restaurant Strategy

- Order protein first: grilled chicken, fish, meat, eggs — make it the anchor
- Ask for sauces on the side — most restaurant calories hide there
- Eat until 80% full — fullness signals take 20 minutes to register
- At brunches: protein and salad first, treat dishes last
- Drink water before ordering — often hunger is thirst in disguise

### Ramadan: Your Physique Is Not Doomed

Most people either restrict too hard during Ramadan and lose muscle, or eat too freely during iftar and gain fat. Here's the approach that works:

#### Iftar

Break fast with dates + water, then a protein-heavy meal. Avoid overdoing carbs immediately.

#### Suhoor

Slow-digesting carbs (oats, whole grains) + protein + fats = sustained energy through fasting.

#### Coach Tarek's Ramadan Rule

"Ramadan is not a reason to pause your transformation. Adjust training to evenings after iftar, hit your protein targets in two meals instead of six, and stay hydrated. Some of our most impressive client results happen during Ramadan."

### Travel & Business Dinners

Keep protein high, alcohol minimal, stay active wherever you are. Hotels have gyms. Walking meetings are underrated. You can do this.

# 02

CHAPTER TWO

## Macro Mastery *Made Simple*

You don't need to count every calorie forever. But understanding macros — protein, carbohydrates, and fat — is the foundation of any body transformation. This chapter gives you your starting numbers.

### Why Macros Matter More Than "Clean Eating"

Your body runs on energy and nutrients — not food labels. 200 calories of chicken and 200 calories of chocolate affect your weight almost identically. What matters is totals, not individual choices.

#### Your Starting Macro Targets

- **Protein:** 1.8–2.2g per kg of bodyweight — your #1 priority
- **Fat loss:** 300–500 calorie deficit from your TDEE
- **Muscle gain:** Eat at TDEE or 200–300 kcal above it
- **Carbs:** Fill remaining calories after protein and fat are set
- **Fat:** Minimum 0.7g per kg bodyweight — important for hormones

### Calculate Your TDEE

TDEE = BMR × Activity Multiplier. Your BMR ≈ bodyweight (kg) × 22 (women) or × 24 (men):

|  |   |   |   |
|--|---|---|---|
| <b>×1.2</b><br>Sedentary (desk job, little exercise) | <b>×1.375</b><br>Lightly active (1–3 workouts/week) | <b>×1.55</b><br>Moderately active (3–5 workouts/week) | <b>×1.725</b><br>Very active (hard training 6–7 days) |
|--|---|---|---|

#### Example: 75 kg Woman, Moderately Active

BMR =  $75 \times 22 = 1,650$  kcal · TDEE =  $1,650 \times 1.55 = 2,557$  kcal

Fat loss target =  $2,557 - 400 = \sim 2,150$  kcal/day

Protein =  $75 \times 2.0 = 150$  g/day

Start here. Adjust after 2–3 weeks based on results.

### The One Metric That Changes Everything

**Daily protein intake.** Hit your protein target every day and everything else becomes easier. Protein keeps you full, preserves muscle, and drives growth. Make it non-negotiable.

# 03

## CHAPTER THREE

# The 7-Day Kickstart Plan

Stop planning to start. Here's your complete week — meals and training — laid out day by day. Follow it for 7 days and you'll have built the habits that carry you through the next 12 weeks.

## Sample Week of Meals (Fat Loss • ~2,000 kcal • 150 g protein)

Adjust portion sizes based on your calorie target from Chapter 2.

| Day       | Breakfast   | Lunch                                     | Dinner  | Snack                          |
|-----------|---|---|---|--------------------------------|
| Monday    | 3 egg whites + 1 whole egg, spinach, wholegrain toast | Grilled chicken salad, olive oil dressing | Salmon, roasted vegetables, quinoa            | Greek yoghurt + blueberries    |
| Tuesday   | Overnight oats, protein powder, banana, almond butter | Turkey wrap, lettuce, tomato, hummus      | Lean beef stir-fry, broccoli, brown rice      | Rice cakes + cottage cheese    |
| Wednesday | Omelette with feta, tomatoes, herbs                   | Tuna salad on wholegrain bread            | Grilled chicken, sweet potato, green beans    | Protein shake + apple          |
| Thursday  | Protein smoothie: powder, banana, oats, almond milk   | Chicken & vegetable soup, wholegrain roll | Prawn stir-fry, rice noodles, mixed veg       | Mixed nuts (small handful)     |
| Friday    | Wholegrain toast, avocado, poached eggs               | Grilled chicken, quinoa salad, cucumber   | Lean lamb kofta, tabbouleh, grilled courgette | Greek yoghurt + honey          |
| Saturday  | Protein pancakes (powder, oats, egg) with berries     | Sushi — sashimi-heavy, avoid fried rolls  | Grilled fish, roasted peppers, brown rice     | Dark chocolate (1–2 sq) + tea  |
| Sunday    | Eggs any style + smoked salmon + wholegrain           | Leftover protein + salad                  | Chicken thighs (skin off), roasted root veg   | Casein protein shake (pre-bed) |

### Grocery List Essentials

- **Proteins:** chicken breast, salmon, eggs, Greek yoghurt, cottage cheese, protein powder
- **Carbs:** oats, brown rice, quinoa, sweet potato, wholegrain bread
- **Fats:** avocado, olive oil, mixed nuts, almond butter (small amounts)
- **Vegetables:** spinach, broccoli, courgette, peppers, cucumber, tomatoes
- **Extras:** hummus, feta, dark chocolate, blueberries, banana

# 04

## CHAPTER FOUR

# Training That *Actually* Works

Most people do too much too soon and burn out, or too little and wonder why nothing changes. This template has been tested on hundreds of clients. It works — gym or home.

### **Beginner–Intermediate Template (3 Days/Week, 45–60 min)**

For your first 4–8 weeks, 3 sessions per week is optimal. More is not better when you're building the habit.

#### **Day A — Upper Body Push + Pull**

- Push-ups or Chest Press — 3x10–12
- Dumbbell Row or Cable Row — 3x10–12
- Shoulder Press — 3x10–12
- Lat Pulldown or Assisted Pull-up — 3x8–10
- Tricep Dips or Pushdown — 2x12–15
- Bicep Curl — 2x12–15

#### **Day B — Lower Body + Core**

- Squat (Goblet, Barbell, or Bodyweight) — 4x8–12
- Romanian Deadlift — 3x10–12
- Glute Bridge or Hip Thrust — 3x12–15
- Walking Lunges — 3x10/leg
- Plank — 3x30–45 seconds
- Dead Bug — 3x8/side

#### **Day C — Full Body + Cardio Finish**

- Deadlift or Trap Bar — 3x6–8
- Incline Dumbbell Press — 3x10–12
- Bulgarian Split Squat — 3x10/leg
- Cable or Band Pull-Apart — 3x15
- 20 min steady-state cardio (walk, bike, rower) — HR 130–150

### **Progressive Overload: The Only Rule That Matters**

Every week, aim to do slightly more than last week — one extra rep, 2.5 kg more, one fewer rest second. This is progressive overload: the scientific basis of how your body changes. Without it, you plateau. With it, you grow indefinitely.

# 05

## CHAPTER FIVE

# The Couples Challenge

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Research shows people who train with a partner are 65% more likely to stick to their programme. Now imagine that partner is your significant other — equally invested and present every single day.

## The 30-Day Couples Challenge

Train on the same schedule, support each other's nutrition, and compete in a friendly way that makes the process genuinely enjoyable.

- ✓ Share your weekly training schedule with each other — hold each other to it
- ✓ Meal prep together on Sundays — double efficiency, double accountability
- ✓ Track each other's weekly check-ins — weight, photos, performance metrics
- ✓ Set a shared goal: "We'll go on a beach holiday in 12 weeks when we hit X"
- ✓ Celebrate non-scale victories — new personal bests, better sleep, more energy
- ✓ Never criticise each other's progress — only encourage

### Couples Training Tips from Tarek & Chloe

- Train at the same time, but don't always do identical workouts — your goals may differ
- Cook together whenever possible — nutritional goals are 10x easier when you align
- Use a shared notes/chat to log meals and workouts — social accountability works
- One person should never make it harder for the other to succeed

### Our Story

"Chloe and I transformed our bodies and lifestyle together — and that taught us something no textbook could. When your partner is on the same journey, everything gets easier. The hard days feel lighter. The good days feel incredible. That's why we created the Couples Programme."

— Tarek

## The *Mindset* Shift

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Every client who achieved a remarkable transformation with us had one thing in common. Not their genetics, their schedule, or their starting point — but a single belief shift that changed how they showed up every single day.

### From "I'm Trying to Change" to "This Is Who I Am"

Most people approach fitness as something external — a challenge to overcome, a phase to get through. That's why most people quit. The clients who succeed permanently decide — before the results come — that they are a healthy, active person. They act from identity, not motivation.

#### Identity-Based Action

- "I don't skip workouts" — not "I'm trying to be more consistent"
- "I'm someone who hits their protein" — not "I'm trying to eat better"
- "I'm a person who prioritises their health" — not "I'm on a diet right now"
- Vote for your new identity with every small action — consistency compounds

### Dealing With Hard Days

Hard days will come. The question is never 'will I have a bad day' — it's 'what do I do on the bad day?'

- ✓ Never miss twice — one missed session is a blip, two is the start of a habit
- ✓ Lower the bar on hard days — a 15-minute walk counts. Done beats perfect.
- ✓ Progress is not linear — accept the plateaus as part of the process
- ✓ Talk to your coach — we've seen it all, and we're here for these moments exactly

#### The Truth About Motivation

"Motivation is a feeling. Feelings come and go. Discipline is a skill. Skills are built with repetition. Stop waiting to feel motivated and start building the skill of showing up regardless. The motivation will follow the action — not the other way around."

— Chloe



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*Ready for Your Transformation?*

This blueprint gives you the framework. Our coaching gives you the personalised plan, the accountability, and the expert guidance to execute it — and actually get there.

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**APPLY — FREE STRATEGY CALL**

*Tap to open WhatsApp — we reply within hours*

Questions? Reach us directly:

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