

THE BODY YOU WANT.

The science of calories,
TDEE, and workouts
— made simple.

Evidence-based. Coach-guided. Built into the Limitless app.



WHAT'S INSIDE

- 01 • Understanding TDEE & your calorie target
- 02 • Fat loss vs muscle gain — the real science
- 03 • Workout principles that actually work
- 04 • How Limitless does it all for you, automatically
- 05 • Why coaching is the missing piece

Understand your energy.

Own your results.

Every goal — fat loss, muscle gain, or simply feeling better — starts with one number: how many calories your body actually burns each day. This is your TDEE.

WHAT MAKES UP YOUR TDEE?

BMR

60–75%

Basal Metabolic Rate — calories burned just staying alive (breathing, organs, brain).

NEAT

15–30%

Non-Exercise Activity Thermogenesis — walking, fidgeting, daily movement.

EAT

5–10%

Exercise Activity Thermogenesis — your actual workouts.

TEF

~10%

Thermic Effect of Food — energy spent digesting what you eat.

How Limitless calculates YOUR TDEE

Using the gold-standard Mifflin-St Jeor formula (most validated, ±5% accuracy):

$$\text{BMR} = (10 \times \text{weight kg}) + (6.25 \times \text{height cm}) - (5 \times \text{age}) \pm 5^*$$

$$\text{TDEE} = \text{BMR} \times \text{Activity Multiplier} \rightarrow \text{Target} = \text{TDEE} - \text{Deficit (goal-based)}$$

*+5 for males, -161 for females

Your calorie target by goal

Aggressive fat loss	-600 kcal	~0.6 kg/wk
Moderate fat loss	-400 kcal	~0.4 kg/wk
Mild cut	-200 kcal	~0.2 kg/wk
Maintain	±0 kcal	stable
Lean bulk	+250 kcal	+muscle

■ LIMITLESS DOES THIS AUTOMATICALLY

Your TDEE + calorie target are calculated from your profile the moment you sign up — and update as you progress.

Calories get you in the game.

Macros win it.

The three macronutrients — protein, carbohydrates, and fat — determine your body composition, not just your waistline. Getting the ratio right is what separates slow progress from real change.

PROTEIN

The MVP

4 kcal/g

- 2.0g per kg bodyweight
- during fat loss phase
- Prevents muscle loss
- Most satiating macro
- Highest thermic effect
- (30% burned digesting)

CARBS

Performance fuel

4 kcal/g

- Primary energy source
- Fuels every workout
- Replenishes glycogen
- Supports hormones
- Time around training
- for best results

FAT

Essential, not evil

9 kcal/g

- Hormone production
- Joint lubrication
- Fat-soluble vitamins
- (A, D, E, K)
- ~27% of total
- calories is ideal

What the science says

Protein 2.0–2.2g/kg during fat loss prevents lean mass loss (2024 meta-analysis, BodySpec)

Moderate deficit of 300–500 kcal produces 0.5–1% bodyweight loss per week without burnout

Resistance training 3–4x/wk is the primary signal to retain muscle during a calorie deficit

Full-body routines showed greater fat mass loss than split routines in 2024 research review

■ HOW LIMITLESS HANDLES YOUR NUTRITION

Your coach assigns daily meal plans directly in-app — every meal calibrated to your exact TDEE target. Track protein, carbs, and fat in real time. Coach updates your plan as your body adapts.

Diet shapes your weight. Training shapes your body.

You can be lighter without being leaner. The gym is what determines whether you lose fat or just weight. These are the non-negotiable principles from the ACSM and NSCA that the Limitless app is built on.

Progressive Overload

Gradually increase weight, reps, or sets over time. Your body only adapts to new stress.

The #1 driver of muscle growth and strength. Without it, you plateau in weeks.

Specificity

Train the way you want to perform. Fat loss goals need different programming than strength goals.

Your workout type, intensity, and volume must match your goal — not your friend's.

Recovery & Sleep

Muscle is built during rest, not during training. 7–9 hours of sleep doubles recovery rate.

Skipping recovery is the fastest way to stop progress and increase injury risk.

Consistency > Intensity

3–4 solid sessions per week over 6 months beats 7 extreme sessions per week for 3 weeks.

Atomic Habits (James Clear) shows that 1% improvements compound into extraordinary results.

Optimal rep ranges by goal

1–5 reps

Max Strength

90%+ 1RM

6–12 reps

Hypertrophy

70–80% 1RM

8–15 reps

Fat Loss Ideal

65–75% 1RM

15+ reps

Endurance

55–65% 1RM

■ YOUR LIMITLESS WORKOUT PLAN

Every workout is assigned by your coach — rep ranges, sets, rest periods, and exercise order are all optimised for your goal. Log sets in-app and your coach reviews and adjusts weekly.

THE HONEST TRUTH

Information is free. Results require guidance.

Research from the Journal of Strength & Conditioning shows coached athletes achieve results 2–3x faster than those training alone — even with identical programs.

THE GAP BETWEEN KNOWING AND DOING

Knowing your TDEE	vs	Hitting it consistently every day
Having a workout plan	vs	Training at the right intensity for YOUR body
Understanding macros	vs	Meals designed to match your exact target

What Limitless coaching includes

- **Personalised calorie + macro targets**
Calculated from your exact stats and goal, updated as you progress.
- **Coach-assigned meal plans**
Daily meals built for your targets, delivered straight to the app.
- **Progressive workout programming**
4 sessions/week designed around your goal, gym access, and ability.
- **Weekly check-ins + plan adjustments**
Your coach reviews your data weekly and adjusts to keep you moving.
- **In-app messaging & accountability**
Direct access to your coach for questions, support, and motivation.
- **Progress tracking & streak system**
Streaks, milestones, and body measurements to keep momentum high.

Apply for Coaching Today

Visit our web app and apply for your coaching spot today.

app.limitless-fitness.co.za