

How We Calculate Your Calories and Macros (And Why It Matters)

If you've ever wondered how our app figures out how many calories and macros you should eat each day, this post breaks it all down in a simple, human way. No complicated spreadsheets, no guesswork—just science-backed calculations built around your unique body and goals.

Step 1: Understanding Your Body's Needs

It starts with something called your **Basal Metabolic Rate (BMR)**. That's the number of calories your body burns just by being alive—breathing, digesting, pumping blood, and staying warm. We use a method called the [Mifflin-St Jeor Equation](#), which has been shown to be one of the most accurate formulas for estimating calorie needs. It uses your age, gender, height, and weight to determine how much energy your body uses at rest.

Step 2: Factoring in Your Training Routine

Next, we look at how active you are. But instead of asking you to guess your activity level, we base this directly on the number of **training days per week** in your chosen guide. This gives us a more consistent and realistic picture of your energy needs.

No training? You'll get a smaller calorie target. Training 3–6 days a week? You'll need more fuel. The number of training sessions drives the adjustment to your calorie needs, helping to support both your workouts and your recovery.

Step 3: Adjusting for Your Goal

Your calorie needs are also affected by your fitness goal—whether that's **losing fat, maintaining your weight, or building muscle**. We apply a set adjustment based on your goal:

- To lose weight, we slightly reduce calories (but never to unsafe levels).
- To gain weight, we add a moderate surplus to support muscle growth.
- To maintain, we keep calories around your estimated daily energy requirement.

These adjustments are based on widely accepted nutritional strategies recommended by organisations like the [Academy of Nutrition and Dietetics](#).

Step 4: Splitting Your Calories Into Macros

Once we've got your daily calorie target, we divide it into **macronutrients**: protein, carbs, and fat.

Each macro plays a key role:

- **Protein** supports muscle maintenance and recovery.
- **Carbohydrates** fuel your workouts and daily activity.
- **Fats** are vital for hormones and long-term energy.

We base our macro splits on [recommended ranges](#) from the U.S. Dietary Guidelines, adjusting them depending on your goal:

- For fat loss: more fat, moderate carbs and protein.
- For muscle gain: more carbs, balanced protein and lower fat.

Why This Approach Works

Many apps rely on crowd-sourced food data or generic multipliers, which can lead to inaccurate calorie targets. Our approach is grounded in real science, with consistent inputs and goal-based adjustments. We also make sure to factor in your actual training routine—not just guesswork about your activity level.

Our Trusted Sources

Here's a quick summary of the science behind our method:

- **BMR Calculation:** [Mifflin-St Jeor Equation](#)
- **Macro Guidelines:** [U.S. Dietary Guidelines](#)
- **Energy Needs and Weight Management:** [Academy of Nutrition and Dietetics](#)