



TRANSFORM YOUR LIFE







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Introduction

Here is your healthy lifestyle prescription for the next 28 days - simplify your life, introduce yourself to optimal nutrition, exercise, and rest. Open yourself up to a process of discovery, be willing to change your habits, and make improving your health your top priority. In just 4 weeks, you will experience tremendous gains in strength, energy, confidence and well-being.

The Pure 28 Day Cleanse Program provides you with the education, structure, support, and discipline you need to see just how good you can feel when you integrate the best diet, exercise, and rest practices into your life. It all begins with what you eat. How you nourish and fuel your body directly affects the quality of your health and how you feel - everyday.

You have been fueling yourself with the Standard American Diet (SAD) for quite some time now. Are you getting the results you want? If not, it's time to hand over the keys and let us drive for a while. Put aside what you believed to be true. Ignore the mixed messages in the media and the distracting voices of those around you. Trust us to get you feeling better.

For the next 28 days we are going to eliminate inflammatory foods from your diet and educate you on how to fuel yourself for optimal strength, energy, and vitality. We're going to provide you a logical framework for combining whole foods and whole food supplements that drive health and longevity. Going forward, you will have a firm grasp on how to effectively combine diet, exercise, and rest practices to increase your strength and energy, optimize your body composition, reduce your inflammation, stabilize your blood sugar, and support your immune system. Healthier days are right around the corner!

28 Day Cleanse Benefits

- Reduced Inflammation
- Weight Loss
- Pain Relief
- Reduced Cholesterol
- Reduced High Blood Pressure
- Improved Blood Sugar Levels
- Improved Mental Clarity
- Clearer Skin
- Increased Productivity



Getting Started



**Set yourself up for success by getting prepared.
Preparation is key!**

- Download and Print Out the Pure 28 Day Cleanse Guide PDF
- Purchase your Products:
 - Pure Plant Protein
 - Pure Digestion Plus
 - Pure Greens
 - Pure Ω Omega
 - Pure Cleanse Plus
 - Pure Inflammation
- Review your Pure 28 Day Whole Food Meals
- Clear your Pantry and Refrigerator of Unhealthy Foods
- Go Shopping
- Set up your Pure 28 Day Superfood Shake Bar
- Plan your Week
- Schedule your Exercise
- Schedule your Sleep
- Plan your Meals
- Take the Pre-pure 28 Day Health Check (day 1)
- Track your Progress (Try to go 10 for 10 Each Day!)
- Take the Post-pure 28 Day Cleanse Health Check (day 29)
- Share your Results with us on Social Media



Pure 28 Day Anti-Inflammatory Food Guide

Eliminate Toxic Foods Focus on eating foods that stabilize blood sugar, reduce inflammation, and support natural detoxification

	Do Eat: Health Promoting Foods	Do Not Eat: Inflammatory & Allergenic Foods
Animal Protein:	Free Range, Grass Fed, Cage - Hormone - Steroid and Antibiotic Free: Chicken, Turkey, Eggs, Duck, Beef, Lamb, Buffalo, and Wild Cold Water Fish	Processed Meats, Pork, Veal, and Meats Containing Hormones, Fillers, or Antibiotics Farm Raised Fish, and Dairy Products
Plant Protein:	Split Peas, Beans, Legumes, Lentils, Nuts, and Seeds	Soy Products
High Fiber Carbs	Non-Gluten White Grains: Quinoa, Brown Rice, Millet, Amaranth, Oats, Gluten Free Certified, Buckwheat, Teff, Sorghum Pastas: White Grain, Brown, and Quinoa	Gluten Grains: Wheat, Durum Wheat (Couscous & Bulgar), Ancient Wheat (Spelt & Farro) Rye, Barley. Also avoid White Rice, Oats (Not Certified GF), and Corn Pasta
Low Glycemic Index (GI) Fruits	Fresh or Frozen Berries, Green Apples	High GI Fruits: Bananas, Grapes, Mangos, Pineapples, Watermelon, Dried Fruits
Healthy Fats	Cold Pressed Olive Oil, Flax, Almond, Avocado & other Nut & Seeds Oils, Raw Nuts & Seed Oil	Butter, Peanut Butter, Margarine, Shortening, Canola, Vegetable, or Other Processed Oils
Non-Starchy Organic Leafy Greens	Fresh or Frozen Vegetables, Leafy Greens Organic When Possible	Corn, Potatoes, Creamed Vegetables
Drinks	Non-Caffeinated Green and Herbal Tea with Fresh Lemon or Pure Greens, Coconut Water, Almond Milk, Coconut Milk, Hemp Milk, and Rice Milk	Diet and Regular Soda, Sports Drinks, Juice, Cows Milk, Soy Milk, Beer, Wine, and Liquor Coffee and Caffeinated Beverages
Sweeteners	Xylitol, Stevia, Erythritol (Organic Zero and Truvia)	Sugar, Honey, Maple Syrup, High Fructose Corn Syrup, Agave, Evaporated Cane Juice, Sucralose, Equal, Saccharine, Sweet'N Low, Splenda, and Nutrasweet
Condiments	Apple Cider Vinegar, Coconut Vinegar, Sea Salt, Pepper, and All Spices	Condiments with Gluten, Dairy, Soy, or Sugar (Ketchup, Barbecue Sauce, and Soy Sauce)



The Pure 28 Day Cleanse program is designed to accomplish four primary goals:

1 Stop the Toxic Overload

You will NOT be consuming the foods or beverages most commonly associated with creating fatigue, weakness, inflamed joints and muscles, poor digestion, headaches, weight loss resistance, high blood pressure and cholesterol, and generally poor health. This means minimizing your intake of gluten, soy, dairy, sugar, caffeine, alcohol, and processed foods filled with artificial additives, preservatives, colors, and sweeteners. Whenever possible, we would also like to see you eating organic to minimize your intake of hormones, antibiotics, herbicides, and pesticides that were never intended to be in YOUR body and certainly do not do anything other than compromise how good you can look and feel!

2 Promote Healthy Digestion

How Healthy Digestion Works

Healthy digestion is important for the proper breakdown of food into nutrients which your body uses for energy, growth, and cell repair. Food and drinks must be broken down into smaller molecules of proteins, fats, carbohydrates, vitamins, and minerals before they can be absorbed into your blood stream and carried to the cells throughout your body. The large, hollow organs of the GI tract contain a layer of muscle that enables their walls to move. This movement, called peristalsis, propels food and liquid through the GI tract and mixes it with digestive juices. When you swallow, your esophagus transports food and liquids from your mouth to your stomach. Your stomach mixes the food and liquid with digestive juices and slowly empties its contents into your small intestine. The muscles of your small intestine then mix this food with more digestive juices from your pancreas, liver, gall bladder, and small intestine. This process reduces your food into small molecules that may be absorbed through your intestinal wall. The walls of your small intestine then absorb the digested nutrients into the bloodstream. Your blood delivers the nutrients to the cells of your body.

The undigested materials or waste products of the digestive process move on to the large intestine. The large intestine absorbs water and any remaining nutrients from the waste and changes the waste from liquid into stool. The rectum stores the stool until it is eliminated from the body.





The Effects of Inflammation

The intestinal wall is made up of a protective barrier that is one cell layer thick. It is where 80% of your immune system lives and is responsible for allowing nutrients to pass through to your blood stream, while keeping out undigested foods, bacteria, viruses and other potential pathogens. The health and well-being of these cells is critical for your overall health. When these cells become inflamed from potential irritants like processed foods, artificial ingredients (additives, preservatives, colors, and sweeteners), pesticides, antibiotics, sugar, various grains and proteins, their ability to assimilate nutrition can be compromised. Further, they may allow toxins to pass through the intestinal wall, into your blood stream, where they may be attacked by your immune system (white blood cells). Your white blood cells may in turn release inflammatory chemicals designed to kill entities recognized as foreign invaders. This inflammatory response has been associated with an increased release of the hormones insulin and cortisol, which may lead to weight gain, obesity, and diabetes. Other diseases like celiac disease, heart disease, ADHD, dementia, ALS, Alzheimer's disease, and several autoimmune conditions have also been related to this response.

How to Support Healthy Digestion

The Standard American Diet (SAD) promotes the over indulgence of foods that inflame your gastrointestinal systems, compromise your absorption of nutrients, slow the healthy transit of food through your digestive tract, and challenge your immune system. Over the next four weeks, by closely following the nutritional recommendations made in the Pure 28 Day Cleanse, you will be minimizing your intake of the foods that are most likely to compromise your health. In turn, you will focus on eating whole foods and whole food supplements that promote healthy GI function, bowel regularity, and optimal nutritional assimilation. You will also focus on improving your habits with exercise and rest to maximize your results.





3 Natural Detoxification

Keep Your Colon Moving

One of the primary indicators of good health is bowel regularity. Constipation is a common problem facing many people today, which occurs when the colon becomes congested and dietary waste products are allowed to accumulate for extended periods of time. This can create abdominal discomfort, gas, bloating, and ultimately disease. In order to maintain good health and minimize the build-up of potentially toxic material, you should strive for 1 to 3 bowel movements each day. By incorporating our Pure Superfood Shakes with Pure Digestion Plus two times per day, you will be giving your digestive tract a rest while increasing your intake of dietary fiber and specialty nutrients that will help restore normal bowel movement and optimal gut health.

Unburden Your Liver

Your liver is the primary organ that filters impurities and toxins from your bloodstream by excreting them out of your body through the urine and stool. Foods that compromise your gut health or increase your intake of toxins should be avoided. Avoid all inflammatory foods and look to eat organic fruits, vegetables, and meats whenever possible. Your liver is also responsible for metabolizing proteins and carbohydrates, and maintaining strict regulation over your blood glucose levels. Restricting your sugar intake, as much as possible, will also decrease the burden sugar metabolism places on the liver, allowing it to focus on detoxification and regeneration.

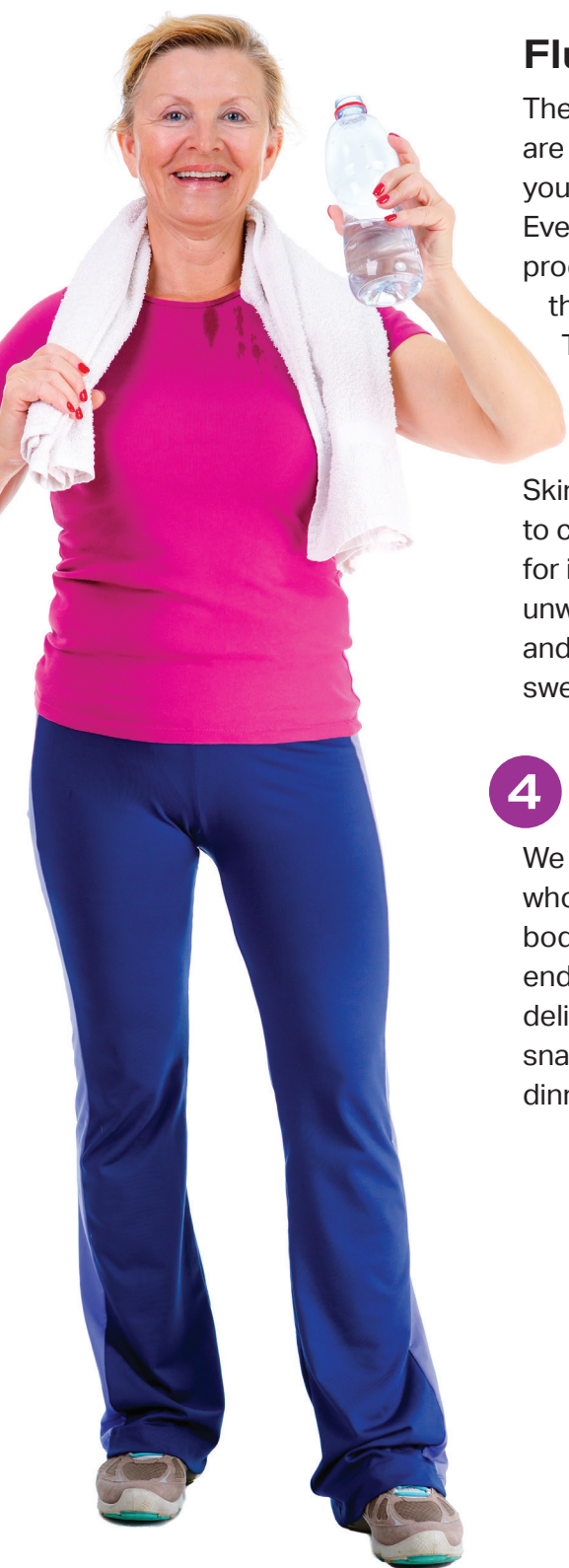
To further support your liver, increase your intake of:

- Broccoli • Cabbage • Beets • Garlic • Onions
- Walnuts • Avocados • Apples • Grapefruit • Leafy Greens

With our Pure Greens, you will also be getting a healthy dose of herbs that support natural detoxification:

- Milk Thistle • Artichoke • Turmeric • Moringa Leaf
- Chlorella • Spirulina





Flush Your Kidneys

The kidneys are bean shaped organs, each about the size of a fist. They are sophisticated filters that sift out waste products and extra water from your bloodstream and eliminate these waste products through urination. Every day, your two kidneys filter about 120 to 150 quarts of blood to produce about 1 to 2 quarts of urine. The kidneys are important because they keep your blood stable and help regulate your blood pressure.

To support them, you need to hydrate with water throughout the day.

Sweat it Out

Skin is the body's largest organ. Not only is it the body's primary shield to contaminants in the environment, it is also a major elimination pathway for impurities. The simple act of sweating helps your body flush out unwanted waste products. Vigorous exercise, jumping on a rebounder, and taking a dry sauna or hot steam are all great ways to get a healthy sweat and flush impurities from your body.

4 Energize with Super Fuel

We feel thoughtful supplementation in conjunction with a whole food, plant based diet is essential for providing your body with the nutrients it requires daily to flourish. To this end, you will be following a meal plan that includes two delicious Pure Superfood Shakes, two healthy snacks, and one quick and easy whole food dinner each day.



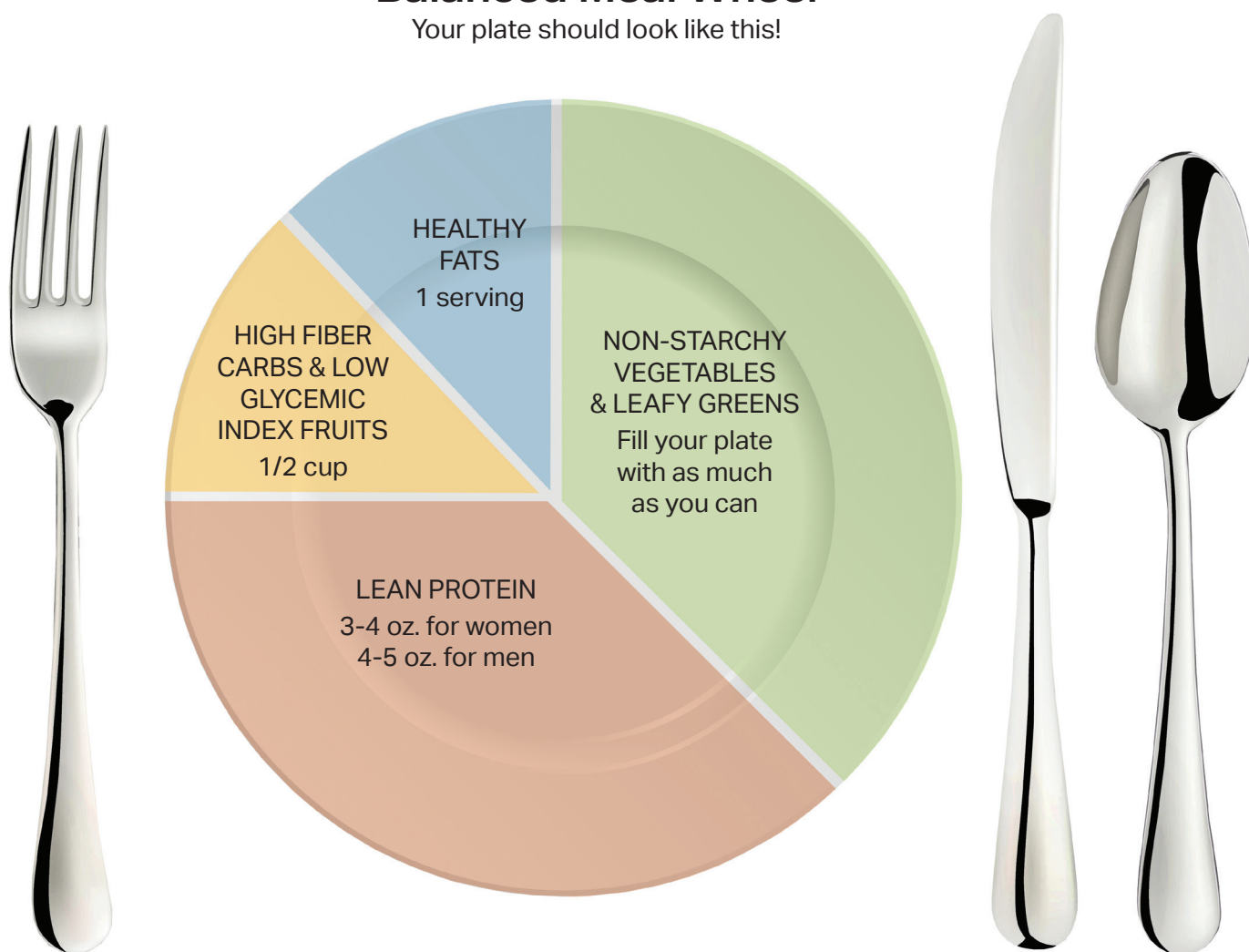


A Balanced Approach to Eating

The importance of a balanced meal cannot be overstated. All meals, whether in the form of a Pure Superfood Shake or whole food meal, should be balanced with the right amount of lean protein, high fiber carbs, healthy fat, non-starchy vegetables and leafy greens. Getting the right amount of nutrients in the proper combination will energize you, create a sense of being full (satiety), curb cravings, and promote optimal body composition.

Balanced Meal Wheel

Your plate should look like this!





Balanced Food Choices



NON-STARCHY VEGETABLES & LEAFY GREENS & Pure Greens™

Fill Your Plate! • Artichokes • Arugula • Asparagus • Bamboo Shoots • Bean Sprouts • Beets • Beet Greens • Bell Pepper (red, yellow, green) • Bok Choy • Broccoli • Broccoli Rabe • Brussels Sprouts • Cabbage • Cassava • Cauliflower • Celery • Carrots • Chicory • Chives • Collard Greens • Coriander • Cucumber • Dandelion • Eggplant • Endive • Fennel • Garlic • Ginger Root • Green Beans • Green Peas • Hearts of Palm • Peppers • Jicama (raw) • Kale • Kohlrabi • Lettuce • Lentils • Mushrooms • Mustard Greens • Onions • Parsley • Radish Greens • Radicchio • Snow Peas • Shallots • Spinach • Spaghetti Squash • Sprouts • Summer Squash • Swiss Chard • Turnips • Turnip Greens • Watercress • Water Chestnuts • Zucchini



HEALTHY FATS & Pure ΩOmega Plus™

1 Serving Equals 5-6 Grams: 1 tsp Oil (Almond, Avocado, Coconut, Cod Liver, Grapeseed, Flax, Olive Oil 'Cold Pressed', Pumpkin, Sesame & Walnut) • 1/4 Avocado • 2 TBS Flax Meal or Chia Seeds • 1 Tbs. Almond Butter or Tahini • 1/4 Cup All Nuts and Seeds, **Except Peanuts** (Walnuts, Pecans, Almonds, Macadamia, Cashews, Pistachios, Brazil, Hemp, Sesame, Sunflower, Pumpkin) • Unsweetened Coconut (Flakes, Milk) • Raw Cacao Nibs and Powder



HIGH FIBER CARBS AND LOW GLYCEMIC INDEX FRUITS & Pure Digestion Plus™

• Leeks • Lentils • Okra • Pumpkin • Sweet Potato • Yam • Squash (Acorn, Butternut, Winter) • Legumes / Beans: Adzuki, Black, Kidney, Lima, Mung, Navy, Northern, Pinto, White, Yellow, Chick (Garbanzo), Cowpeas • French Beans • Split Peas
Grains (limit to 1/2 cup) Amaranth, Brown Rice, Buckwheat • Millett • Tapioca • Quinoa • Teff • Sorghum • Oats (Gluten Free Certified)
Low Glycemic Fruits (limit to 1/2 cup): Berries (Black, Blue, Boysen, Elder, Goose, Logan, Raspberry, Strawberry) • Tomatoes • Moderate Glycemic: 1 small Apple, 3 Fresh Apricots, 10 Cherries, 1/2 Grapefruit, 2 Kiwis, Limes, Lemons, 1/4 Melon, 1 small Nectarine, 1 Orange, Passion Fruit, 1 small Peach, 1 small Pear, 2 small Plums, 3 Pitted Prunes, Persimmons, Pomegranates
High Glycemic (avoid): Banana, Grapes, Mango, Papaya, Pineapple, and Watermelon



LEAN PROTEIN & Pure Plant Protein™

1 Ounce of Animal Protein Equals Approximately 7 Grams:

• Organic Chicken • Turkey • Beef • Buffalo • Lamb
Wild Game: • (Venison, Elk, Rabbit) • Fowl (Duck, Goose, Pheasant)

6 Healthiest Seafoods:

• Albacore Tuna • Pole Caught Wild Salmon • Wild Caught Sardines • Farmed Rainbow Trout • Fresh Water Coho Salmon • Shellfish • Oysters, Farmed Oysters

6 Fish to Avoid:

• Bluefin • Chilean Sea Bass • Grouper • Monkfish • Orange Roughy • Farm Raised Salmon



Protein

Eating the right amount of protein is critical for optimal strength, energy, and metabolism. Unlike fat and carbohydrates, your body does not have an effective mechanism for storing protein for easy retrieval when needed. You need to consume protein throughout the day. This is why you shouldn't skip protein at breakfast - or any meal. We recommend a balanced approach for your protein intake that includes both animal and plant based proteins. Though animal protein is a high-quality source of protein, it also contains higher amounts of saturated fats as well as antibiotics, growth hormones, pesticides, and chemical fertilizers, if it is not organic.

During your 28 days you should look to increase your consumption of plant based proteins to ease your reliance on animal protein. Our Pure Plant Protein was created for daily consumption, is organic, non-GMO, contains zero saturated fat, and provides the cleanest, highest quality blend of whole food, plant based proteins available.

Protein Intake Guide

Foods	Serving Size	Total Protein (grams)*
Chicken, Beef, Turkey & Wild Game	1 oz.	7
Fish	1 oz.	7
Eggs (medium)	1 whole	6
Almonds	1 oz.	6
Walnuts	1 oz.	4
Pecans	1 oz.	3
Cashews	1 oz.	5
Pumpkin	1 oz.	9
Hemp	1 oz.	9
Sunflower	1 oz.	6
Sesame	1 oz.	5

**Protein content decreases when canned (legumes) or cooked (grains).*



What's Your Number?

Everyone has an amount of protein they need daily for optimal strength, energy, and metabolism. Determine how much protein you need each day by using the following calculation. Then, divide the amount of protein you need each day by three. Whether you are making a Pure Superfood Shake or whole food meal, this is the amount of protein you need at breakfast, lunch, and dinner for optimal performance.

Protein Requirement Calculation

Your Body Weight x (.4, .5 or .6) = _____ grams of protein you need each day

Multiply by:

- .4 - if you are sedentary or get very little physical activity
- .5 - if you are moderately active several days a week (low & high intensity training 3-4 days per week)
- .6 - if you are an athlete or actively training (low & high intensity training 5+ days per week)

Example Calculation:

A woman who weighs 150 pounds and walks briskly for 30 minutes (2 times per week) and participates in high intensity training (2 days per week)

$150 \times .5 = 75 \text{ grams/day (or)}$
 $25 \text{ grams of protein per meal}$





Carbohydrates

Your body's cells depend upon glucose (blood sugar) for survival. When you eat food your body converts digestible carbohydrates into blood sugar, and this, in turn, is your main source of energy. Your blood sugar levels affect how hungry and how energetic you feel, and also determine whether you burn sugar for fuel or store it as fat. Your body runs a tight control over how much sugar is in your blood, and prefers that blood sugar is neither too high, nor too low, but just right. When blood sugar (glucose) is too high, your body releases a hormone called insulin to clear the excess sugar from your blood. When you over consume carbohydrates, whether simple or complex, your body stores the excess sugar in your liver as glycogen. When the storage capacity of your liver has been met, your body stores the remaining excess sugar in your fat cells for future energy.

Complex Carbs

Carbohydrates are sugars, starches, and fibers found in many foods. Carbohydrates are called simple or complex depending upon their chemical structure. Your best sources of carbohydrates are complex carbohydrates found in whole grains, non-starchy and high fiber vegetables, fruits, and beans. These foods also contain vitamins, minerals, fiber, and a host of other important phytonutrients.

Simple Carbs

The worst sources of carbohydrates are simple carbohydrates. These include easily digested carbohydrates from white bread, white rice, pastries, sodas, fruit drinks, sports drinks, and other highly processed foods that are common. Simple carbohydrates are readily absorbed into your bloodstream and quickly spike your blood sugar levels, whereas complex carbohydrates take longer to break down and assimilate as blood sugar.

Over the past 40 years, food manufacturers have systematically removed fat and fiber from foods and have replaced them with added sugar. This one simple fact is the primary contributing factor to the devastating increase in obesity, diabetes, heart disease and other preventable chronic diseases in our country. It is also one of the primary factors that prevent you from experiencing optimal strength, energy, and body composition. Recent research now shows that, like heavy alcohol use, consuming too much fructose can have similar toxic effects in your body. Fructose, which is primarily processed in your liver, is found in sodas, sports drinks, and many packaged foods. When you over indulge in fructose, your liver may turn excess fructose into fat. Over time, this fat may build up in your liver and lead to non-alcoholic fatty liver disease. Fatty liver disease, which has historically been prevalent in alcoholics, is now found in 31% of adults and 13% of children. In order to see how good you can look and feel, you must become aware of how much sugar you are consuming and work to actively limit your consumption. When you actually take a look, you will probably be surprised by how much sugar you are eating and drinking each day.

**Information provided by sugarscience.org (the unsweetened truth)*



Dietary Fiber

Dietary fiber is critical for promoting health, yet we consume far too little. It is estimated the average American gets only 8-12 grams of fiber per day, which is essentially one-third to one-half of what your body needs. This statistic helps bring to light why we have so many issues with poor digestion, fatigue, weight loss, obesity, diabetes and heart disease. Fiber is found in fruits, vegetables, whole grains, and legumes.

Health Benefits of Fiber

Blood Sugar Stability

Fiber slows the body's breakdown of carbohydrates, thus the absorption of sugar.

Weight Loss

Fiber creates feelings of fullness and helps minimize the blood sugar highs and lows that can trigger cravings.

Healthy Heart

High fiber diets are associated with a significant decrease in heart disease.

Reduced Stroke

High fiber diets are associated with a significant decrease in stroke risk.

Healthy Digestion

Non-inflammatory fiber sources promote healthy transit times, bowel regularity, and allow healthy or "beneficial" bacteria to proliferate in the gut.

Healthy Digestion

Fiber may help move yeast and fungus out of your digestive tract, minimizing their ability to promote rashes or acne.

Increasing Your Fiber Intake

Increasing your fiber intake to 35 grams of fiber per day is an excellent goal and will ultimately help you restore and maintain healthy digestion. It is very important that you slowly increase your consumption of fiber each week to avoid discomfort. It is not uncommon to experience either loose stool or increased constipation for a short period of time as your GI tract adjusts.

Using our Pure Digestion Plus is the easiest way to get the recommended daily amount of fiber into your diet. Our product was also formulated with many additional ingredients to promote optimal digestive health. Make sure you stay hydrated, and do not add more Pure Digestion than recommended in your Superfood Shake Recipes.



Fiber Intake Guide

Food	Serving Size	Total Protein (grams)*
Fruits		
Raspberries, Blackberries	1/2 cup	4.0
Blueberries, Strawberries	1/2 cup	1.5
Orange, Apple	1 small	2.3
Pear	1 small	4.3
Non-Starchy Vegetables & Leafy Greens		
Broccoli	1 cup	2.4
Asparagus	1 cup	2.8
Brussel Sprouts	1 cup	3.3
Green Peas	1 cup	7.4
Spinach, Romaine, Kale	1 oz.	0.6
Arugula	1 oz.	0.5
Legumes, Nuts and Seeds		
Almonds	1 oz.	3.5
Cashews	1 oz.	0.9
Walnuts	1 oz.	1.9
Pistachios	1 oz.	2.9
Black, Pinto Beans (not canned)	1/2 cup	15
Kidney Beans (not canned)	1/2 cup	14
Garbanzo Beans (not canned)	1/2 cup	17
Non-Starchy, High Fiber Carbs		
Brown Rice	1/2 cup	1.8
Quinoa	1/2 cup	6.0
Amaranth	1/2 cup	9.0
Steel Cut Oats (Gluten-free)	1/2 cup	8.0
Brown Rice Pasta	1/2 cup	1.5
Quinoa Pasta	1/2 cup	4.0
Sweet Potato (Medium)	1 medium	3.9

*Fiber content may decrease by 50% when canned (legumes) and can vary between brands.



Low Glycemic Index Fruits

The glycemic index ranks foods on how they affect your blood glucose levels. This index measures how much your blood glucose increases in the first few hours after eating a particular food. Choosing Low GI carbohydrates - the ones that produce only small fluctuations in your blood glucose and insulin levels - is an important factor in maintaining your long-term health, reducing the risk of heart disease and diabetes, and achieving sustainable weight loss.

Healthy Fat

Although fat has been vilified in our country over the past forty years, the reality is that healthy fat is absolutely necessary for optimal cellular health. Fat molecules are a rich source of energy for the body and help it absorb vitamins. Simply put, we cannot function efficiently without fat! All of our Superfood Shakes and Whole Food dinner recipes include a "healthy fat", so you will be getting just what you need for the next 28 days.



Non-Starchy Vegetables and Leafy Greens

For optimal health, the USDA recommends we consume 7 to 9 servings of fruits and vegetables each day. A diet abundant in fruits and vegetables has been proven to minimize inflammation, assist with blood sugar stabilization, enhance immune system function, and promote a healthy acid-alkaline balance in the body. In other words... it's pretty important! Unfortunately, the Centers for Disease Control (CDC) reports we only consume 1.1 to 1.6 servings per day on average. To assist you with not only meeting your daily requirements for fruits and veggies, but also catching up for lost time, your Pure Superfood Shakes include Pure Greens. Pure Greens has been expertly crafted with the purest organic grass juices, vegetables, fruits, herbs and plants to help reduce inflammation, stabilize blood sugar, support your immune system, and promote a healthy acid-alkaline balance in your body.





Hydration

Drinking water is critical for sustaining whole body health as it helps maintain the balance of your bodily fluids, control your intake of calories, energize muscles, flush your kidneys, and maintain healthy bowel function. You should attempt to drink half of your body weight in ounces of water each day. Meaning, if you weigh 150 lbs, you should drink roughly 75 ounces of water daily or up to 12 cups of water per day.

Some people do not enjoy drinking water by itself. You may drink water with a little fresh lemon, herbal decaffeinated tea, or add a teaspoon of NutraGen Pure Greens to flavor it. Diet and regular sodas, juice or sports drinks are not substitutions for drinking water and should be completely eliminated during your 28 day program.

If you are a coffee or tea drinker, we suggest you eliminate sweeteners and creamers altogether. You should also work to cut your caffeine intake by 25% the first week, 50% the second week, 75% the third week, and altogether the fourth week. Caffeine is habit forming, highly acidic, and stresses your adrenal glands.

Alcoholic beverages can contain high amounts of sugar, artificial sweeteners, preservatives and chemicals that burden your liver and compromise the progress you are trying to make during your 28 Day Cleanse. Refrain from consuming alcoholic beverages if possible.





Whole Food Meals and Supplements

Whole foods also contain phytonutrients, which is the name for all the compounds that naturally occur in a food. Thousands of individual phytonutrients have been identified, yet it is unknown how many have yet to be discovered. Phytonutrients have many individual beneficial effects, but are believed to be most powerful when they are consumed as they naturally occur, providing their synergistic effects. Studies show that natural whole food supplements have better bioavailability, because they are better absorbed and utilized in the tissues of the body. For instance, vitamin C found in whole foods like fruits and vegetables contains many components other than just Ascorbic Acid. Yet, most Vitamin C supplements contain only man-made ascorbic acid and nothing else, leaving you without the full benefit of all the other components that would be found in a whole food source. It is best to get your vitamins and minerals from whole foods and whole food supplements. They provide all of the naturally occurring components, as nature intended, rather than fractions of them.



Superfood Shakes

Your ability to perform physically, mentally, socially and professionally depends upon getting the right amount of nutrients, in the right balance. Our Pure 28 Superfood Shakes are the most effective, convenient way to meet your daily nutritional needs for protein, fiber, healthy fat, greens, and antioxidants. They also provide robust whole food specialty nutrients for inflammation control, cardiovascular support, liver support and detoxification, joint and muscle nutrition, immune system balance, blood glucose support, weight management, and digestive health. ***At a minimum, every shake must include protein, fiber, and healthy fat for it to be considered a true meal replacement.***

See Page 20 for our Pure 28 Superfood Shake Recipes



Whole Foods Smart Shopping Guide (Organic)

Refrigerated Produce:

- Bagged Lettuces: Arugula, Spinach, Baby Greens, etc.
- Mushrooms
- Broccoli (Broccoli Rabe)
- Asparagus
- Carrots (Shredded or Baby)
- Green Beans
- Cauliflower
- Celery
- Squash
- Sugar Snap Peas
- Sweet Potatoes
- Baby Beets
- Lentils (cooked)
- Cabbage
- Parsley
- Dill
- Cilantro
- Basil
- Hummus
- Lemon Juice

Non- Refrigerated Produce:

- Cherry Tomatoes
- Apples
- Lemons
- Avocados
- Zucchini
- Ginger
- Garlic
- Onions

Refrigerated Meats:

- Chicken (Free Range)
- Beef
- Ground Turkey
- Salmon (Wild Pacific)
- Eggs (Cage Free)

Frozen Items:

- Berries (Strawberries, Blueberries, Raspberries, Mixed Berries)
- Vegetables
- Brown Rice

- Shrimp
- Pacific Salmon
- Halibut
- Buffalo Burger

Dry Goods:

- Quinoa
- Rice (Brown & Wild)
- Pasta (Brown Rice & Quinoa)
- Tortillas (Brown Rice)
- Tomatoes (No Sugar Added)
- Herbs
- Spices
- Sea Salt
- Stevia
- Oils (Olive-Cold Pressed, Grape Seed, Sesame, Avocado, Almond, Walnut & Coconut)
- Vinegars (Apple Cider & Coconut)
- Chicken Stock (Gluten Free)
- Coffee (Decaf or Swiss Water Processed)
- Tea (Decaf)

Canned Goods:

- Coconut Milk
- Fish (Wild Salmon, Sardines, Smoked Oysters)
- Beans (Black, Pinto, Kidney, Red)
- Tomato Sauce (no sugar added)
- Whole Tomatoes
- Olives
- Capers
- Almond Butter (no Peanut Butter)
- Chicken Broth (Gluten Free)

Cereal & Nut Aisle:

(Raw, Unsalted, No Peanuts)

- Almonds
- Walnuts
- Brazil Nuts
- Pistachios
- Cashews
- Seeds: Flax, Pumpkin, Sunflower, & Pinenuts

Bulk Bins:

- Chia Seeds
- Cocoa Nibs
- Coconut (Unsweetened)
- Millet
- Amaranth
- Quinoa
- Nutritional Yeast
- Brown Rice Flour

Milk Alternatives:

(No Dairy)

- Coconut Milk
- Almond Milk (Unsweetened, Vanilla or Chocolate)
- Hemp Milk
- Rice Milk
- Grain Milk

Natural Sweeteners and Supplements:

(No Sugar or Artificial Sweeteners)

- Xylitol
- Stevia (Regular or Flavored)
- Organic Zero
- Lecithin Granules
- Cocoa Powder (Unsweetened)

Asian Aisle:

(No Soy Sauce)

- Coconut Aminos

Herbs & Spices:

- Herbs (All)
- Spices (All)
- Cayenne Pepper
- Sesame Seeds
- Gomashino (Sesame, Seaweed & Mineral Salt)

Seaweeds:

- Nori
- Kombu
- Hijiki
- Wakame
- Dulse
- Kelp



Superfood Shake Bar Ingredients List

Being prepared is half the battle. Take the time to stock up on the following list of ingredients, and you will be prepared to make any of our Pure 28 Superfood Shakes. Variety is the spice of life, so go shopping and be prepared to shake it up and feel better today!

Liquids:	Water, Almond Milk (60 Calories), Coconut Milk (45 Calories)
Protein:	Pure Plant Protein
Fiber:	Pure Digestion Plus
Greens:	Pure Greens (Green Apple & Mint Flavors)
Healthy Fats:	Chia Seeds, Almond Butter, Unsweetened Coconut (Milk, Butter & Flakes), Flax Seeds & Avocado
High Fiber Carbs:	Mixed Berries, Strawberries, Green Apples, Rolled Oats (Gluten-free)
Healthy Additives:	Cacao Nibs and Powder, Maca Powder, Organic Lemon Juice, Peppermint Extract, Cinnamon, Clove, Organic Frozen Chopped Spinach, and Kale



Snacks

With proper hydration and timely consumption of a balanced breakfast and lunch, the need for a mid-morning and/or mid-afternoon snack should be limited. With this in mind you should only consume one of the recommended Pure 28 Snacks if you truly feel hungry. Many times thirst is perceived as hunger, so make sure you stay hydrated to avoid unnecessary overeating. See *Page 44* for our recommended Pure Snacks.



Pure Superfood Shake Recipes

There seems to be an infinite number of ways to make a Pure Superfood Shake. But, the reality is every shake must have protein, fiber, and a healthy fat to be considered a meal. Without protein, fiber, AND healthy fat you will be missing out on one or more key components to optimal health.



Vanilla Protein Shake Recipes

THE POWER SHOT

Vanilla Protein:	follow cleanse schedule
Pure Digestion Plus:	follow cleanse schedule
Pure Greens - Apple:	1 Tbs.
Chia seeds:	1 Tbs.
Almond milk:	8-10 oz.
Ice	

APPLE CINNAMON GRANOLA

Vanilla Protein:	follow cleanse schedule
Pure Digestion Plus:	follow cleanse schedule
Pure Greens - Apple:	1 Tbs.
Gluten-free oats:	1/4 cup (4 tbs)
Almond butter:	1 Tbs.
Almond milk:	8-10 oz.
Cinnamon:	1 pinch
Ice	

BERRY BLISS

Vanilla Protein:	follow cleanse schedule
Pure Digestion Plus:	follow cleanse schedule
Mixed Berries:	1/2 cup
Chia Seeds:	1 Tbs.
Almond Milk:	8-10 oz.
Ice	

LEMON DAILY CLEANSE

(Not a Superfood Shake)

Pure Plant Protein:	1 scoop
Pure Digestion Plus:	1 Tbs.
Cayenne pepper:	1 pinch
Organic lemon juice:	4 tsp.
Water:	1 cup
Ice	



Chocolate Protein Shake Recipes

PURE DECADENCE

Chocolate Protein:	follow cleanse schedule
Pure Digestion+:	follow cleanse schedule
Almond Butter:	1 Tbs.
Almond Milk:	8-10 oz.
Ice	

CHEWY CHOCOLATE CHIP

Pure Plant Protein:	2 scoops
Pure Digestion Plus:	1 Tbs.
Pure Greens - Mint:	2 tsps.
Gluten-free oats:	1/4 cup (4 tbs)
Cacao nibs:	1 Tbs.
Cacao powder:	1 Tbs.
Almond butter:	1 Tbs.
Almond milk:	1 cup
Ice	

CHOCOLATE PEPPERMINT ICE CREAM

Chocolate Protein:	follow cleanse schedule
Pure Digestion Plus:	follow cleanse schedule
Cacao nibs:	1 Tbs.
Peppermint extract:	5 drops
Coconut milk:	8-10 oz.
Ice	

THE WARRIOR

Chocolate Protein:	follow cleanse schedule
Pure Digestion Plus:	follow cleanse schedule
Cacao nibs:	1 Tbs.
Matcha powder:	1 tsp.
Coconut milk:	8-10 oz.
Ice	



Pure 28 Day Cleanse Schedule

DAYS	MEALS	SHAKES	Pure Protein for Shake	Pure Digest for Shake	Pure Greens	Pure Omega	Pure Cleanse	Pure InflaMedix
1-7	1	2	Men: 3 scoops Women: 2 scoops	1 Tbs. per shake	1 Tbs. per day	1 Tbs. per day	1 scoop-am 1scoop-pm	2 caps-am 2 caps-pm
8-14	1	2	Men: 3 scoops Women: 2 scoops	1.5 Tbs. per shake	1 Tbs. per day	1 Tbs. per day	1 scoop-am 1scoop-pm	2 caps-am 2 caps-pm
15-28	1	2	Men: 3 scoops Women: 2 scoops	2 Tbs. per shake	1 Tbs. per day	1 Tbs. per day	1 scoop-am 1scoop-pm	As directed by your practitioner

Protein for shake

The general recommendations for protein consumption in this titration schedule should provide sufficient protein for most men and women.

Titrate your fiber with Pure Digestion Plus™

Increasing your fiber intake to 35 grams per day is an excellent goal and will ultimately help you restore and maintain healthy digestion. But, it is very important to slowly increase your consumption of fiber each week and allow your digestive system time to adjust. It is not uncommon to experience loose stools, increased constipation, gas, and/or bloating during the first few weeks of usage.

Pure Greens™ and Pure Cleanse Plus™

Pure Greens & Pure Cleanse Plus may best be enjoyed when mixed directly into 8 to 10 ounces of ice cold water. They may also be added to your shake, but may alter the taste and/or texture and compromise the enjoyment of your breakfast or lunch.

Pure InflaMedix™

Pure InflaMedix may be taken with or without food. If you are severely inflamed, you may benefit from continuing to take two capsules in the morning and evening on days 15-28 and two capsules a day for ongoing maintenance.

Pure ΩOmega Plus™

Best served cold on a spoon or mixed with Vanilla Pure Plant Protein.





Structure Your Day



Wake Up!

Hydrate with 12 ounces of water (lemon or herbal tea)



Breakfast

Superfood Shake (Choose from list)



10 am

Hydrate with 12 oz. of water (lemon or herbal tea)



Lunch

Superfood Shake • Hydrate with 12 oz. of water (lemon or herbal tea)



3 pm

Hydrate with 12 oz. of water (lemon or herbal tea)



Dinner

Whole Food Meal • Hydrate with 12 oz. of water (lemon or herbal tea)



Exercise

20-30 minutes of high intensity/interval training

• Any time of day, but morning is best



Daily Activities Log

It is time to commit. Have the courage to take wellness into your own hands and thrive! Challenge yourself to go 10 for 10 each day by completing each of the outlined Pure 28 daily activities. The Pure 28 daily activities will promote balance, vitality, sustainability and health in your life. Put them into action and see for yourself how much better you feel on day 29!

- 1 Wake Up** Hydrate
- 2 Breakfast** Pure 28 Superfood Shake
- 3 10am** Hydrate & Snack (if desired)
- 4 Lunch** Pure 28 Superfood Shake
- 5 3 PM** Hydrate & Snack (if desired)

- 6 Dinner** Whole Food Meal & Hydrate
- 7 Hydration** Half your body weight in oz. of water
- 8 Exercise** Move your body each day
- 9 Preparation** Set your schedule for next day
- 10 Sleep** 8-9 Hours Minimum

Week 1

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
1 Wake up	1						
2 Breakfast	1						
3 10 am	1						
4 Lunch	1						
5 3 pm	1						
6 Dinner	1						
7 Hydration	1						
8 Exercise	1						
9 Preparation	1						
10 Sleep	1						
DAILY TOTAL 10 Possible Points	1						
Week 1 Total: 70 Possible Points							

Week 2

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
1 Wake up	1						
2 Breakfast	1						
3 10 am	1						
4 Lunch	1						
5 3 pm	1						
6 Dinner	1						
7 Hydration	1						
8 Exercise	1						
9 Preparation	1						
10 Sleep	1						
DAILY TOTAL 10 Possible Points	1						
Week 2 Total: 70 Possible Points							



Week 3

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
1 Wake up	1						
2 Breakfast	1						
3 10 am	1						
4 Lunch	1						
5 3 pm	1						
6 Dinner	1						
7 Hydration	1						
8 Exercise	1						
9 Preparation	1						
10 Sleep	1						
DAILY TOTAL 10 Possible Points	1						
Week 3 Total: 70 Possible Points							

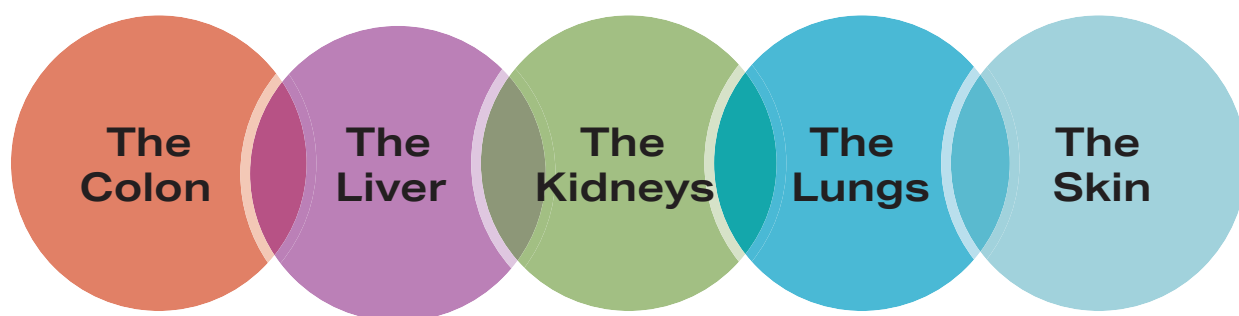
Week 4

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
1 Wake up	1						
2 Breakfast	1						
3 10 am	1						
4 Lunch	1						
5 3 pm	1						
6 Dinner	1						
7 Hydration	1						
8 Exercise	1						
9 Preparation	1						
10 Sleep	1						
DAILY TOTAL 10 Possible Points	1						
Week 4 Total: 70 Possible Points							



Maximizing Organ Detoxification

By identifying and eliminating inflammatory foods from your diet, you have greatly unburdened your organs and bodily systems. Now it is time to focus on “actively” cleansing environmental and metabolic toxins from your body for optimal detoxification and inflammation control.



The Colon

In order to attain good health, and to minimize toxic build-up in our systems, it is commonly accepted that we need at least one bowel movement a day. One of the most common elimination problems that people experience is constipation, which occurs when the colon becomes congested and dietary waste products are allowed to sit in our bodies for extended periods of time. This could contribute to potentially harmful or undesirable conditions, from disease to abdominal discomfort. In contrast, many studies have shown an association between the intake of a diet high in vegetables and healthy fruits and protection from simple conditions like gas and bloating to more serious concerns such as colorectal cancer.



The Liver

The liver is the largest glandular organ in our body, comprising approximately 2-3% of our body weight and is the only internal organ capable of regeneration. The liver is also a primary cleansing organ and an amazing multi-tasker, responsible for a whole host of important natural detoxification functions:

1. Filtration: The liver is the primary organ that removes impurities from our bloodstream. When the liver is operating at its most effective, unburdened and healthy state, it naturally removes approximately 99% of the toxins in our blood.
2. Metabolism: The liver is the organ that metabolizes proteins and carbohydrates.
3. Regulation of Glucose and Blood Sugar Stability.
4. Digestion: The liver also produces bile which is essential for proper digestion-breaking down fats and proteins in the foods we eat.
5. Storage: The liver is also the organ in our body that retains vitamins and minerals. When these substances are abundant, as after a meal, the liver cells store them and release them back into the bloodstream when needed.

The Kidneys

The kidneys are bean-shaped organs, each about the size of a fist. The kidneys are sophisticated filters. Every day, our kidneys sift out waste products and extra water from our bloodstream and eliminate these waste products from the body through urination.

The Lungs

In addition to supplying the bloodstream with oxygen, the very act of breathing is a study in detoxification. The lungs provide a baseline defense against inhaled harmful substances, such as particles and pathogens. Mucus in the lungs traps these harmful substances, and cilia, tiny hair-like substances in the lungs, beat a rhythmic movement to expel these contaminants through coughing and exhalation. When a person smokes, the cilia are inactivated or destroyed, allowing thick mucus to accumulate and this, in turn, severely compromises lung defense.

The Skin

The skin is the body's largest organ. It is the primary shield to contaminants in the environment. The simple act of sweating has proven its effectiveness in not only flushing out waste products but also maintaining optimal physical and mental health. Therefore, in addition to its intrinsic benefits to our body as a whole, exercise and the resultant increase in heart rate will encourage the proper functioning of this elimination pathway.



Initial Symptoms of Detoxification

- **Body aches and flu-like symptoms**
- **Headache**
- **Fatigue**
- **Constipation**

Pure Cleanse Plus™

Pure Cleanse Plus™ has been designed to assist your body in clearing metabolic waste and environmental toxins such as heavy metals, pesticides, herbicides, solvents and drug residues. Under normal conditions our bodies are designed to eliminate these toxins. However, the rapid increase in toxic environmental exposure coupled with the damaging effects of the Standard American Diet (SAD) has left our bodies overburdened, allowing these toxins to accumulate in our vital organs and tissues. Over time this toxic build up negatively impacts our health by creating inflammation which contributes to acute and chronic disease. Pure Cleanse Plus™ is an integral part of our Pure 28 Day Cleanse and consists of ingredients that have been scientifically proven to assist your body's Phase 1 and Phase 2 Liver Detoxification Pathways for effective elimination of metabolic and environmental toxins. If you are suffering from acne, rosacea, brain fog, stress, fatigue, depression, weight loss resistance, acid reflux, irritable bowel, achy muscles and joints, blood sugar instability or diabetes, Pure Cleanse Plus™ may benefit you.



Pure Cleanse Plus™ Benefits

- **Chelation and clearing of metabolic and xenobiotic (environmental) toxins**
- **Support for complete liver and organ detoxification**
- **Reduces inflammation**
- **Promotes weight loss and lean muscle growth**



Optimize Your Body Composition

Optimal body composition is described as attaining the healthiest balance of lean muscle mass, fat mass, and water weight for YOUR body. This ratio may differ somewhat from one person to the next, based upon genetics and lifestyle. What we interpret as a healthy body composition is largely subjective and differs greatly between individuals. Regardless of what your healthy self-image may be, and whether or not you would like to “lose some weight”, you cannot deny that feeling strong, energetic, and vital is definitely desirable.

To achieve your desired results, make all of your lifestyle (diet, exercise, and rest) choices based upon:

- **Balancing Your Blood Sugars**
- **Removing Inflammation From Your Body**
- **Maximizing Your Body’s Natural Detoxification**



To accomplish these goals, you will want to become as efficient as possible with the following 8 activities:

1. **Eat Balanced Meals** – A balanced meal produces a sensation of being satisfied, promotes the hormonal responses involved in optimal fuel delivery and regulation, and provides adequate fuel for your daily activities and repair. Study the Healthy Meal Wheel, Do’s and Don’ts, and Optimal Food Choices to master your Daily Activities.
2. **Never Skip Meals** – Skipping meals, especially breakfast, virtually guarantees your body will not be working at its optimal level. Your metabolism depends upon consistent, balanced nutrition to work properly.
3. **Avoid Inflammatory Foods** – Foods that inflame your gut may stimulate your fat storage hormone, insulin, which can make it extremely difficult for you to burn fat off of your body. Removing added sugar from your diet and limiting your consumption of simple carbs is also a must, as excess sugar intake increases insulin activity. Lower insulin levels also help your kidneys shed excess sodium and water out of your body.



4. **Consume 35 Grams of Fiber per Day** – Increasing your intake of dietary fiber will improve your digestive health, help rid your body of undigested carbs before they can become metabolized, and help lower your insulin levels.
5. **Stay Hydrated** – Staying hydrated not only helps maintain healthy cellular function, it also helps promote a sense of fullness. Too often, thirst is perceived as hunger and triggers unnecessary overeating.
6. **Exercise** – Physical exertion helps improve insulin sensitivity and increases your metabolism.
7. **Sleep** – Multiple clinical studies have demonstrated the effectiveness of getting consistent, adequate sleep in weight loss.
8. **Go 10 for 10** – There is no one “trick” that will help you achieve the results you desire. It is about embracing the Pure 28 Daily Activities as a lifestyle and maintaining consistency.

See pages 23-24 for our Pure 28 Daily Activities Log

Measure Your Results Objectively

Standing on a scale in the morning may accurately measure your total body weight, but it does not provide objective feedback regarding what makes up your total body weight. Using a scale that breaks your total body composition into lean muscle mass, fat mass, and water weight is important to accurately assess the progress you are making in improving your fitness.

When you improve your diet, increase your activity, and improve your sleep, you should expect to see your lean muscle mass increase, your fat mass decrease (if you are overweight), and see changes in your water weight. It is quite plausible you could put on eight pounds of muscle, lose eight pounds of fat, and still be frustrated because your scale did not measure any change. Pay attention to how your clothes are fitting, if your eyes and skin look clearer, and if you feel lighter on your feet.





Exercise Schedule

Your body depends upon frequent, varied movement for optimal physical, mental, and emotional health. Whether you are a couch potato, weekend warrior, or athlete, we want you to be doing something daily. Take a long walk, jog, play tennis, hike, bike, or hit the gym. You will feel your best when you incorporate a combination of low intensity, high intensity, and internal energy activities. The intensity and duration of your exercise is dependent upon your current level of fitness. If you have not been exercising at all, start out easy and just get out for a 20 to 30 minute walk. You will be surprised how much better you feel when you begin to move your body again! If you are already exercising, keep it up and shoot for 30-45 minutes of daily activity.

Low Intensity Activity (2-3 times per week): Physical activity that can be maintained for extended periods of time, while your heart rate does not exceed 125- 130, i.e., hiking, biking, walking, running, group exercise class, reformer pilates, and swimming.





High-Intensity Interval Training (2-3 times per week): High-intensity interval training (HIIT) is a training technique that alternates brief, intense speed work that raises your heart rate to 85% to 90% of your maximum heart rate and is followed by a longer recovery interval. HIIT has been shown to improve cardiovascular health, improve insulin sensitivity, and decrease abdominal and subcutaneous fat. Unsupervised high-intensity exercise may increase your risk of musculoskeletal injury or cardiac event. HIIT has been studied in both healthy subjects and those with a



TIME	INTERVAL	EXERTION LEVEL (0-10)
5 min.	Warm-up	3-4
1 min.	Speed	7-9
2 min.	Recovery	5-6
1 min.	Speed	7-9
2 min.	Recovery	5-6
1 min.	Speed	7-9
2 min.	Recovery	5-6
1 min.	Speed	7-9
2 min.	Recovery	5-6
1 min.	Speed	7-9
2 min.	Recovery	5-6
5 min.	Cool-down	3-4
25 min. Total Time		

history of cardiac events and has shown positive results in both groups. HIIT has also been shown to produce greater improvements in cardiovascular health than continuous moderate intensity training. Swimming, cycling, running, resistance training, group exercise classes, crossfit and mat pilates are all excellent HIIT activities.

If you have a history of cardiac events or are unsure if HIIT may or may not be safe for you, check with your health care provider before adding it to your exercise plan.

Internal Energy Activity (1-2 times per week):

Controlled physical activity where the focus is on NOT raising your heart rate, respiration rate or core temperature, i.e. Yoga, Tai Chi, and Meditation. Internal energy activities have been shown to decrease stress and have a positive effect on cortisol levels.



Sleep Schedule

Like Grandma always said, “You can not keep burning the candle at both ends!” Chronic Sleep Deprivation has been shown to compromise memory, learning, metabolism, and immune system function. It has also been shown to cause high blood pressure, weight gain, diabetes, depression, and even injury or death. So why are we cutting corners on our sleep? If you’re like the average person, you are only getting about 6 hours of sleep per night, when you actually need closer to 8. That means each night you are depriving yourself of critical cellular restoration and repair, detoxification, inflammation reduction, and stress management.



It is time for you to experience firsthand the amazing benefits of sleep. For the next 28 days, we would like you to commit to the following:

- Make sure you are getting 8-9 hours of sleep per night and get to bed before 11pm
- Establish a consistent sleep and wake schedule
- Create a relaxing bedtime routine (hot bath, soothing music)
- Create a sleep conducive environment that is dark, quiet, and comfortable
- Finish eating at least 2 hours before your regular bedtime
- Avoid caffeine after 2pm
- Avoid alcohol products after 6pm



A Closer Look at Food Allergens

Food allergens are naturally occurring proteins in foods or derivatives of them that cause abnormal immune responses. Allergic reactions to foods vary greatly from mild gastrointestinal discomfort, to skin rashes and potentially life threatening illnesses.

Food allergies are an immune system reaction that occurs soon after eating a certain food. Even a tiny amount of the allergy causing food can trigger signs and symptoms such as digestive problems, hives or swollen airways

Types of Allergic Reactions:

Type I: Immediate Hypersensitivity (Anaphylactic Reaction)
(e.g., hives, swollen airways, digestive problems)

Type II: Antibody-dependent

Type III: Immune Complex Reaction

Type IV: Delayed Hypersensitivity

In the next few pages we will be reviewing the top four food allergens: Sugar, Gluten, Dairy and the GMOs used to make our food products. These food groups are known to contribute to serious disease and digestive health problems.

We would like you to pay special attention to where these ingredients are found in the foods you have been consuming and eliminate them by substituting with the healthy food alternatives outlined in the Pure 28 Day Cleanse guide.





A Closer Look at Sugar

Growing scientific evidence shows that eating too much added sugar over time is linked to health problems, including serious diseases such as heart disease, diabetes and liver disease. Every day, the average American consumes almost three times more sugar than is recommended. That adds up to an average of 66 pounds of added sugar each year.

In an effort to make foods “low-fat,” many food companies replaced added fat with added sugar. Added sugar is hiding in 74% of packaged foods, including foods that many of us think are healthy, like yogurt and energy bars, and even in savory foods, like pasta sauce, breads, salad dressing and ketchup.

Liquid sugar, like that in soda and sports drinks, is the largest source of added sugar in the American diet (36%). Too much added sugar from soda and sports drinks can overload critical organs over time, leading to serious diseases. When you consume sugar as a beverage, you do not feel as full. It's easy to down 9 teaspoons of sugar in a single 12 oz. soda. The American Heart Association recommends no more than 6 teaspoons of added sugar per day for women and 9 teaspoons per day for men. Drinking just one 12 oz. soda every day, or 7 sodas per week, can increase your risk of dying from heart disease by almost 1/3. Heart disease is the leading cause of death in the U.S. Fructose is a common type of sugar found in soda, sports drinks and many packaged foods. Too much fructose can damage your liver, just like too much alcohol.

There are at least 61 names for added sugar on food labels. Look for the following names as you work to control your added sugar intake and keep it within the American Heart Association Guidelines:

Agave Nectar, Barley Malt, Barley Malt Syrup, Barbados Sugar, Beet Sugar, Brown Sugar, Buttered Syrup, Cane Juice, Cane Juice Crystals, Cane Sugar, Caramel, Coconut Sugar, Coconut Palm Sugar, Corn Syrup, Corn Syrup Solids, Corn Sweetener, Confectioner's Sugar, Carob Syrup, Castor Sugar, Date Sugar, Dehydrated Cane Juice, Demerara Sugar, Dextrin, Dextrose, Evaporated Cane Juice, Free Flowing Brown Sugars, Fructose, Fruit Juice, Fruit Juice Concentrate, Glucose, Glucose Solids, Golden Sugar, Golden Syrup, Grape Sugar, HFCS (High Fructose Corn Syrup), Honey, Icing Sugar, Invert Sugar, Maltodextrin, Maltol, Maltose, Malt Syrup, Mannose, Maple Syrup, Molasses, Muscovado, Palm Sugar, Panocha, Powdered Sugar, Raw Sugar, Refiner's Syrup, Rice Syrup, Saccharose, Sorghum, Sorghum Syrup, Sucrose, Sugar (granulated), Syrup, Treacle, Turbinado Sugar, Yellow sugar.

**Statistics provided by sugarscience.org (the unsweetened truth)*



A Closer Look at Gluten

Gluten is a mixture of proteins, including gliadin and glutenins, primarily found in “cereal” grains including wheat, rye and barley. Though gluten is not necessarily bad for everyone, public awareness regarding the negative effects of a gluten-based diet has dramatically increased with the corresponding increase in diagnosis of celiac disease in our population.

Celiac disease, a disease affecting the digestive tract, is triggered by the consumption of gluten and the subsequent autoimmune response that damages the villi of the small intestine. When the villi become damaged, the body is unable to absorb nutrients into the bloodstream, which can lead to malnourishment and become life threatening. Approximately 1% of the population is celiac. This means 1 in 133 people. Wheat allergy is a rare type of gluten intolerance, where a classic food allergy is marked by skin, respiratory or gastrointestinal reactions to wheat allergens.

A much higher percentage of the population may have a slight to severe intolerance to gluten. New evidence suggests that gluten intolerance is thought to be around 30 times more prevalent than celiac disease. Up to 30% of people may be gluten sensitive and suffer from some degree of symptoms. These are people who will test negative or inconclusive for celiac disease. But, after consuming gluten, they may experience many celiac disease symptoms like diarrhea, fatigue, joint pain, and weight loss resistance, but do not appear to have damage to their intestines as seen in celiac cases.

Humans have been eating wheat for thousands of years, so why is gluten becoming a problem now? Two primary theories have evolved to try and explain the increased incidence. One theory promotes the idea that the “hybridization” or genetic engineering of wheat intended to increase protein yield and improve drought, weather, and pest resistance has created a substance that has become increasingly toxic to our bodies. The second theory is that our indulgence in the Standard American Diet, filled with inflammatory foods that inflame our guts, coupled with our prolific use of antibiotics, has created a deficit in the “good” bacteria we need for healthy gastrointestinal function. This has allowed our immune systems to become hyperactive and overly sensitive to foods that were previously not an issue.

Going gluten free for 28 days will be beneficial for multiple reasons. First, it will encourage you to diversify your diet by introducing many other healthy food items you may not currently consume. Second, it will give you a break from gluten and allow you to assess if it is affecting your health and performance. In our “Life After 28 Days” section, you will learn how to reintroduce gluten into your diet to see if it may be affecting you negatively.



A Closer Look at Dairy

The primary source of dairy consumption in the Western Diet is domestic cow's milk, which is pasteurized, mass produced and factory distributed throughout our economy. From this basic source, we derive commonly consumed items such as cheese, cottage cheese, cream, butter, buttermilk, whey & whey powder, condensed milk, yogurt and ice cream. Cow's milk contains over 25 different naturally occurring molecules. However, it may also contain potentially harmful additives and by-products, including antibiotics and bovine growth hormone.



Dairy/Milk Allergy Symptoms:

- Skin: itchy, red rash, eczema, hives, "shiners" or black eyes, canker sores, swelling of the lips, mouth, tongue, face, or throat
- Digestive: abdominal pain, abdominal cramps, abdominal bloating, diarrhea, gas, nausea, and vomiting
- Respiratory: runny nose/congestion, sneezing, watery eyes, itchy eyes, coughing, wheezing, shortness of breath, recurrent "colds", and sinusitis

Lactose Intolerance Symptoms:

- Abdominal pain
- Abdominal cramping
- Intestinal bloating
- Flatulence/gas
- Diarrhea
- Nausea
- Symptoms typically emerge about 30 mins. to 2 hrs. after ingesting lactose containing foods

Although they are often grouped together, a milk allergy and lactose intolerance are quite different. The National Institute of Allergy and Infectious Diseases, a division of the U.S. Health and Human Services Department's National Institutes of Health, defines a food allergy as an "adverse immune response that occurs reproducibly on exposure to a given food." In milk, the two leading allergy offenders for human beings are the milk proteins casein and whey. Casein is the curd that forms when milk is left to sour. Whey is the watery part that is left after the curd is removed.



A Closer Look at Soy

The U.S. Soybean Industry must be applauded for its successful marketing efforts. From 1992 to 2013, it successfully grew its market from \$300 million in sales to \$4.5 billion in sales. Their marketers literally took a food with questionable (at best) health benefits and managed to position it as the next “miracle food” of the 21st century. How did this happen and what does it mean for your health?

Fermented soy and its common derivatives, natto, tempeh, miso, and soy sauce, have been consumed by Asian people for centuries. This consumption has been associated with improved heart health, lower rates of cancer, and longevity. So what is the problem? Soybeans naturally contain phytic acid, isoflavones, and goitrogens. Phytic acid reduces your ability to assimilate calcium, magnesium, copper, iron, and zinc. Isoflavones are plant based estrogens which can mimic and sometimes block the functions of estrogen in the human body. Phytoestrogens may disrupt normal endocrine function, cause infertility, and increase your risk of cancer. Goitrogens may block or inhibit your synthesis of thyroid hormones and can cause hypothyroidism and thyroid cancer. The process of fermentation significantly reduces the negative health issues associated with phytic acid, isoflavones, and goitrogens, and makes the beneficial properties of soy more readily available.

The problem is if you are eating soy based products in the U.S., you are not consuming the same soy that has been associated with the benefits derived by Asian cultures. First, most soy in the U.S. is not fermented, which means the negative effects of phytic acid, isoflavones, and goitrogens are not being reduced. Perhaps more important is the fact that U.S. soybeans are heavily sprayed with Roundup and 94% of all soy produced in the U.S. is genetically modified. Lastly, the World Health Organization lists soy as one of the most significant food allergens.

If you are consuming soy, make sure it is Organic and Fermented. Going forward, you will want to avoid soy protein isolate, soybean oil, soy milk, soy (cheese, meat, yogurt, ice cream, infant formula), edamame, and tofu.

If you are consuming soy, going soy-free for 28 days will allow you to assess if it is affecting your health and performance. In our “Life After 28 Days” section, you will learn how to reintroduce soy into your diet to see if it may be affecting you negatively.



Why Organic?



Organic farming is the most heavily regulated and closely monitored food production system in the U.S., allowing you to choose Organic with confidence. It provides the safest food for consumption, with these additional benefits:

No Persistent Pesticides or Synthetic Fertilizers

Persistent pesticides have been created with the intent to kill living things. All pesticides have the potential to harm wildlife and human health, especially as they contaminate our food, air and water or accumulate in our cells. Synthetic fertilizers require large quantities of fossil fuels to produce, and contribute to soil degradation and ocean dead zones.

No Synthetic Growth or Breeding Hormones

Avoiding animal products raised with synthetic hormones reduces your exposure to endocrine disrupting chemicals that may cause reproductive dysfunction in humans.

No Antibiotics

Organic farmers utilize natural methods that promote and sustain animal health. The use of antibiotics in farm animals, and the subsequent consumption of animal based products, has contributed to the development of dangerous antibiotic resistant infections.

Nutrient Density

Organic farmers work the soil that feeds our food with methods that promote environmental sustainability. Organically grown foods are higher in antioxidants and other nutrients than their conventionally grown counterparts.

No GMOs

Genetically engineered crops are a relatively new invention with potentially devastating impacts on ecosystems and human and animal health. Organic regulations forbid the use of genetically engineered seeds or animals (including clones).

Animal Care

Organic philosophy means raising animals in harmony with nature. Handling techniques are utilized that complement the natural behaviors of animals, including access to pastures and exercise. Quality animal care also includes housing that provides comfortable, clean, safe, low stress environments.



Why Non-GMO?

How you nourish and fuel your body directly affects the quality of your health and how you feel – each day. Your ability to perform physically, mentally, socially, and professionally depends on knowing what you are putting into your body. If you are like most Americans, you want to know what is in your food.

Over the past two decades, the science of genetic engineering has exploded and advanced the practice of gene splicing to create genetically modified organisms (GMO's). Farmers have historically raised their crops to incorporate desired traits by using natural reproductive processes inherent to each organism. Now, scientists are able to combine the DNA from different species altogether, bypassing natural reproductive processes, to create new super strains of plants, animals, bacteria and viruses.

The practice of genetically modifying organisms has been fully embraced by conventional farmers. It is estimated that more than 75% of all conventionally processed food contains GMO's, including the following percentages of widely produced crops:

Corn: 88% | **Soy:** 94% | **Cotton:** 90% | **Sugar Beet:** 95% | **Canola:** 90%

Nearly 80% of genetically modified crops are designed to survive deadly doses of weed killer. Many crops have also been recreated with a gene that secretes the insect killing Bt-toxin that has also been shown to be harmful to humans.

The science of creating genetically modified organisms is relatively new and there has not been time to fully study the potential adverse health impacts. Many concerns are mounting around their potential health risks, including organ disruption, reproductive issues, allergic potential, and immune system disturbances.

The creation of herbicide and pesticide resistant crops allows for a drastic increase in the use of these chemicals and increases the toxicity in our soil and water. Genetically modified crops are thought to be responsible for the rapid increase in herbicide and pesticide resistant weeds and insects.

Although the potential effects of GMO's on our health and the health of our environment may be debatable, your right to know what is in your food is not.



A Closer Look at Supplements

Toxins and Inflammatory Ingredients in our Supplements

In addition to the foods we eat, people need to pay even closer attention to the supplements they are taking and become better at understanding the labels on their vitamins and minerals. It is assumed that products sold as herbs, vitamins and superfoods would automatically be safe, however, there are many toxic ingredients that are used in supplement manufacturing. Below is a highlight of just a few of them:

Inorganic Minerals

The majority of people don't know that most of the cheap vitamins sold today are made with inorganic scrap materials. For example, the calcium found in cheap vitamins is often just ground-up seashells, and magnesium is often sold as cheap magnesium oxide which may be completely useless to your body's cells. If you're buying mineral supplements, you may be wasting your money.

"The No. 1 best source for all minerals is fresh plants. If you really want to boost your minerals, feed 'em to sprouts or garden plants, then eat or juice those plants. Your body wants "organic" minerals from plants, not inorganic minerals from rocks"

Maltodextrin - Virtually all the maltodextrin used throughout the natural products industry is genetically modified. Products that are certified USDA organic, however, are not using GMO maltodextrin.

Vitamin C "ascorbic acid" (from GM corn) Nearly all the "vitamin C" sold in vitamins across America is derived from GMO corn.

This means that many of the supplements sold at Whole Foods, the vitamins sold on Amazon.com, the pills at your local pharmacy, and especially the products at the grocery store are (nearly) all routinely made with genetically modified vitamin C.

Lead and Arsenic - High levels of lead and arsenic are routinely found in supplement and herbal products from China. Buy products made in the USA to avoid these toxic ingredients!

The Nutragen line of USDA Certified Organic, Whole food products are Gluten, Soy, Dairy Free, non-GMO and contain zero chemicals, fillers or added preservatives. They can be used for any weight loss, detox or nutrition program and they are safe for people of all generations including infants and small children.

For more information, follow the link below and read the full article from Natural News

<https://biobalanceinstitute.com/health-news/6-toxic-ingredients-probably-didnt-know-vitamin/>





Life After 28 Days

Over the past 4 weeks you have given your best effort to clean up your act and begin building the foundation for a healthy lifestyle. You may or may not have fully attained your initial goals, but you have undoubtedly noticed an improvement in how you feel. Now your confidence is high and you feel stronger and more energetic. You are sleeping better and your thoughts are clearer. So what should you do? Go back to the way you were living before, right? Are you kidding me? Of course not! Now that you have felt the difference your diet, exercise, and rest choices make, why would you stop now? You have everything to gain and nothing to lose by continuing on your journey!

1. Continue Your Pure 28 Daily Activities

Go 10 for 10 whenever you can. Feel free to increase your whole food meals to 2 times per day, while decreasing your shakes to 1 time per day. We recommend you continue to have a nutrient dense, non-inflammatory Pure Superfood Shake for breakfast each day.





2. Reintroduce Foods Systematically

You will want to test gluten and dairy to see how they have been affecting your health and performance. Now that your body's inflammation levels have begun to decrease, you have a chance to be more discriminate in assessing how a food may be affecting you. Many reactions to food are delayed, so follow the next steps closely.

Continue with eating a non-inflammatory diet free of gluten, soy, dairy, sugar, and processed foods for one additional week. On day 29 consume a balanced meal for breakfast, but include gluten. For lunch, consume another balanced meal and include gluten one more time. For the next 72 hours, continue eating as clean as possible, with **NO** gluten, soy, dairy, or sugar. During this time pay close attention to how you feel and assess to see if your exposure during those two meals created any obvious symptoms. Look for gas, bloating, vomiting, diarrhea, fatigue, irritation, mood swings, headaches, stomach aches, joint or muscle pain, or any other obvious signs and symptoms. If you do not notice any symptoms, feel free to reintroduce gluten into your diet, but **ONLY** consume whole grain wheat, rye, or barley. You want to avoid processed white or wheat flour as it spikes your blood sugar and is very unhealthy. Even if you feel you are not reacting to gluten, it is still an excellent idea to limit your intake of gluten by incorporating other non-inflammatory whole grains into your diet.

Now, you will want to assess dairy. Follow the steps you used for assessing gluten and remain gluten, soy, dairy, and sugar free, except for the two times you consume dairy at breakfast and lunch.

If you have noticed considerable relief from symptoms and you do not wish to reintroduce potentially inflammatory foods back into your diet, simply eliminate them from your diet.

We strongly recommend limiting sugar and soy consumption going forward.

3. Supplement for Success

Continue to use whole food, plant based supplements to fill the gaps in nutrition that inevitably develop while living your busy, active lifestyle.

4. Continue Reading Nutrition Labels

The world of nutrition is vast and somewhat confusing. The food industry purposefully disguises unhealthy ingredients in their products to maximize profits. Be wary. If you are reading a label and a few unrecognized ingredients sound like they could be used to launch the space shuttle, do not eat it.

5. Follow the 80/20 Rule

To maintain the improvements in your health, you need to be consistent with your diet, exercise, and rest. Strictly following the Pure 28 Day Cleanse has produced palpable results and now you want to continue feeling the best you can. Here's a simple strategy. According to your Daily Activities Log, a perfect weekly score is 70. Going forward, any week in which you score 63 or better would be excellent. Any week you score above 56 would be good. Any week you score less than 56, well, it is time to refocus!



Snacks



Hummus and Vegetables

1/4 cup hummus

Then choose one of the following:

1/2 cup baby carrots
2 whole celery stalks
1 cup of broccoli
1/2 cup of bell peppers (red, orange, yellow, or green)
6 asparagus stalks

Green Apple & Avocado

1 small green apple
1/4 avocado

1 Hard Boiled Egg

All Nuts (except peanuts):

almonds, walnuts, pistachios, pecans, cashews, etc.

Seeds Mix

Pumpkin, sunflower, hemp, etc.
Limit to 1 to 2 ounces (1/4 cup)

Celery Sticks and Almond Butter

2 whole celery stalks
1 Tbs. almond butter



Whole Food Recipes

Quinoa with Berries

1/4 cup quinoa cooked in 1/2 cup water
1/4 cup almond milk
1/4 cup berries or green apple
1/4 tsp. cinnamon

1 Bring water and quinoa to a boil and simmer for 5 minutes. **2** Turn off heat and let sit until water is absorbed and quinoa is tender. Add remaining ingredients. ******Have with 2 hard boiled eggs for protein.

Brown Rice Farina

1/2 cup gluten free brown rice farina
1/4 cup almond milk
1 Tbs. slivered almonds
1/4 tsp. cinnamon
1/4 cup berries or 1/2 green apple

1 Cook cereal as directed on package. **2** Add almond milk, cinnamon, almonds, berries, or green apple

Vegetable Scrambler

2 tsp. grapeseed or coconut oil
1/2 cup tomatoes, diced
1/3 cup red onions
1/3 cup green chilies, diced
1/4 tsp. sea salt
6 eggs
******Try other vegetables such as zucchini or peppers as well.

1 In a large sauté pan over medium heat, sauté tomatoes, onions, green chilies in grapeseed or coconut oil until onions are translucent. Season with sea salt. **2** In a medium sized mixing bowl, beat eggs with a whisk and add to vegetable mixture. Scramble until eggs are cooked through. **3** Divide eggs between for plates and top each with salsa.
******Try having the eggs served in a brown rice tortilla.



Cajun Poached Eggs (Serves 4)

1 oz. ground chicken sausage, no nitrates or preservatives
 3/4 tsp. grapeseed or coconut oil
 3 Tbs. yellow pepper, diced
 3 Tbs. celery, diced
 1/4 cup onion, diced
 1 cup fresh spinach
 1 Tbs. garlic, minced
 1 1/2 tsp. Cajun spice
 1/2 tsp. sea salt

Pinch of cayenne pepper
 1/2 cup tomatoes, diced
 1 cup tomato juice
 1/4 cup water
 3/4 tsp. fresh lemon
 3/4 tsp. fresh lemon juice
 1/4 tsp. grated lemon peel
 4 large eggs

1 Sauté sausage in grapeseed or coconut oil for 2 to 3 minutes or until cooked through. Add peppers, celery, onion, and sauté until onion is translucent. **2** Add garlic, spices, and tomato. Sauté 2 to 3 minutes. Add tomato juice, water, lemon juice, and lemon peel. Cook until slightly thickened, approximately 10 minutes. **3** Poach eggs in simmering water for 1-2 minutes or until cooked through. **4** Place 1/4 cup sauce in a bowl and top with 1 poached egg.

Southwest Scrambled Eggs (Serves 4)

5 eggs
 2 tsps. grapeseed or coconut oil
 1/2 cup tomatoes, diced
 1/3 cup red onion, diced

1/3 cup green chilies, diced
 1/4 tsp. sea salt
 1/2 cup Pico de Gallo (recipe below)

1 In a large sauté pan over medium heat, sauté tomatoes, onions, and green chilies in grapeseed or coconut oil until onions are translucent. Season with sea salt. **2** In a medium sized bowl, beat eggs and add to vegetable mixture. Scramble until eggs are cooked through. **3** Divide between four plates and top each with two Tbs. of Pico de Gallo or salsa.

Pico de Gallo

4 medium tomatoes, diced
 1 1/2 cups canned organic tomatoes, diced
 1/2 cup red onions, diced
 3 Tbs. scallions, chopped
 1/2 cup yellow bell pepper, diced
 1 Tbs. jalapeño pepper, diced

1/4 cup cilantro, chopped
 1 Tbs. fresh lime juice
 1 tsp. sea salt
 1/4 tsp. freshly ground black pepper
 1/2 tsp. dried oregano leaves
 1/4 tsp. garlic powder

1 Place all ingredients in a food processor and mix briefly.



Frittata with Spinach and Leeks (Serves 8)

8 large eggs
 1/4 cup almond milk
 1/2 tsp. lemon juice
 1 cup leeks, chopped
 1 cup fresh spinach, chopped
 1/8 tsp. grapeseed or coconut oil
 1/4 tsp. sea salt
 1/8 tsp. freshly ground black pepper

1 Preheat oven to 375° **2** In a large mixing bowl whisk eggs, almond milk, and lemon juice. **3** Heat grapeseed or coconut oil in a large sauté pan over medium-high heat. Sauté leeks and spinach until tender and season with salt and pepper. **4** Add sautéed vegetables to egg mixture and stir until combined. Pour mixture into a 9" cake pan. **5** Bake frittata in oven until eggs are cooked, about 20-30 minutes. Remove from oven, let cool briefly and cut into 8 pieces.

Butternut Squash Soup (Makes eight 3/4 cup servings)

1 medium butternut squash, cut in half and seed	Pinch of ground ginger
1/2 cup onion, diced	1 bay leaf
2 Tbs. carrots, diced	6 cups organic vegetable or chicken stock
2 Tbs. celery, diced	2 Tbs. Xylitol
1 tsp. grapeseed or coconut	1 tsp. fresh lemon juice
Pinch of ground cloves	1/4 tsp. freshly ground black pepper
Pinch of ground nutmeg	1/2 tsp. sea salt
Pinch of cinnamon	

1 Preheat oven to 350°. Fill a shallow baking pan with 1/2" water. Place squash halves (skin side up) in a pan and bake for 1 hour. When cool, scoop out pulp and measure 1 to 1 1/4 cups of squash. **2** In a large saucepan, sauté onions, carrots, and celery in grapeseed or coconut oil until onions are translucent. Add dry spices and squash. **3** Add vegetable stock, Xylitol, and lemon juice. Simmer for 30 minutes. Season with sea salt and pepper. Cool, remove bay leaf and purée in blender until smooth. Return to saucepan and simmer until soup is thickened.



Quinoa and Vegetable Soup (Serves 4)

- | | |
|---|---|
| 1 Tbs. grapeseed or coconut oil | 8 cups organic chicken broth |
| 2/3 cup quinoa | 2 large tomatoes, finely chopped |
| 1 carrot, diced | 1/4 head cabbage, chopped |
| 1/2 onion, finely chopped | sea salt and pepper to taste |
| 1/2 red bell pepper, seeded and chopped | 1/4 cup fresh parsley, chopped, for garnish |
| 2 cloves garlic, crushed | |

1 Heat oil in large pot on medium-high heat. Stir in quinoa, carrot, celery, onion, bell pepper, and garlic. Cook until lightly browned, stirring frequently. **2** Pour in chicken broth, tomatoes, and cabbage. Increase heat to high and bring to a boil. Reduce heat to medium and simmer until the quinoa and vegetables are tender, about 10 minutes. **3** Season to taste with sea salt and pepper. Garnish with parsley.

Roasted Tomato Soup (Serves 4)

- | | |
|---|----------------------------|
| 5 lbs. of tomatoes, stemmed and quartered | 2 cups water |
| 6 cloves of garlic, smashed | 1 tsp. Xylitol |
| 1/4 cup of grapeseed oil | 1/2 tsp. sea salt |
| Sea salt and freshly ground black pepper | 1/4 tsp. red pepper flakes |
| 1 cup onion, chopped | Sprigs of fresh basil |

1 Preheat oven to 450° **2** Toss tomatoes, garlic, 1/4 cup grapeseed oil, sea salt, and pepper in a bowl. Transfer to a casserole dish and roast for about 40 minutes, or until very soft. **3** Sauté onion in 2 Tbs. of grapeseed oil in a large pot over medium heat for 5 minutes. Stir in water, Xylitol, sea salt, red pepper flakes, and roasted tomato mixture. **4** Bring to a boil, reduce heat, and simmer for 10 minutes. Purée the soup in a blender until smooth. **5** Garnish each serving with a basil sprig.

Vegetable Beef Soup

- | | |
|--------------------------------|---------------------------------------|
| 1/2 lb. organic ground beef | 1/2 tsp. freshly ground black pepper |
| 1 cup onion, chopped | 16 oz. organic chicken broth |
| 3 cups frozen mixed vegetables | 1/2 cup gluten-free all purpose flour |
| 2 cups water | 1 Tbs. grapeseed or coconut oil |
| 1 can organic tomatoes, diced | |
| 1 cup celery, sliced | |

1 Add grapeseed or coconut oil to Dutch oven. Brown beef over medium-high heat for 6-8 minutes. Stir to break up meat. Drain off fat. **2** Add vegetables, water, tomatoes (with juice), celery, and pepper. Bring to a boil. **3** Whisk together chicken broth and flour until smooth, add to beef mixture, stirring constantly. Return mixture to a boil. Reduce heat to low. **4** Cover and simmer for 15 minutes, stirring frequently.



Chicken and Wild Rice Soup (Serves 4)

1/2 cup uncooked wild rice
 5 cups organic chicken broth, divided
 2 Tbs. grapeseed or coconut oil
 1 large carrot, sliced
 1 medium onion chopped
 2 stalks celery, chopped

1/4 lb. fresh mushrooms, sliced
 2 Tbs. gluten-free all purpose flour
 1/4 tsp. sea salt
 1/4 tsb. freshly ground black pepper
 1/4 tsp. freshly ground black pepper
 1 1/2 cooked chicken, chopped

1 Rinse rice thoroughly in fine strainer under cold running water. Drain. Combine 2 1/2 cups chicken broth and rice in a 2 qt. saucepan. Bring to a boil over medium-high heat. Reduce heat to low, simmer, cover, 1 hour or until rice is tender. Drain and set aside. **2** Add grapeseed or coconut oil to 3 qt. saucepan over medium heat. Add carrot, cook, and stir for 3 minutes. **3** Add onion, celery, and mushrooms. Cook and stir for 3 to 4 minutes until vegetables are tender. Remove from heat. Whisk in flour, salt, and pepper until smooth. **4** Gradually stir in remaining 2 1/2 cups chicken broth. Bring to a boil over medium heat. Cook and stir for one more minute or until thickened. Stir in chicken. Reduce heat to low and simmer (uncovered) for 3 minutes or until heated through. **5** Spoon 1/4 cup cooked rice into each serving bowl. Ladle soup over rice.

Bounty Soup

2 yellow crookneck squash
 2 cups frozen mixed vegetables
 1 Tbs. fresh parsley, chopped
 1/8 tsp. sea salt
 1/8 tsp. dried rosemary
 1/8 tsp. thyme

1/8 tsp. fresh ground black pepper
 2 Tbs. grapeseed or coconut oil
 3/4 lbs. boneless-skinless chicken breasts, chopped
 14 oz. organic chicken stock
 14 oz. organic tomatoes, diced

1 Cut wide part of squash in half lengthwise, lay flat and cut crosswise into 1/4 thick slices. Cut narrow part of squash into 1/4 inch thick slices. **2** Place squash, mixed vegetables, parsley, sea salt, rosemary, thyme, and pepper in a medium sized bowl. **3** Heat oil in a large saucepan over medium-high heat. Sprinkle chicken with salt and pepper, stir fry chicken 2 to 5 minutes until browned. **4** Add broth and deglaze pan. Reduce heat to low, cover and cook for 5 minutes or until vegetables are tender.



Lunch and Dinner Meals

Chicken Piccata (Serves 4)

- 4 4-oz. boneless, skinless free-range chicken breasts
- 1 Tbs. fresh lemon juice
- 1 Tbs. capers, packed in vinegar and salt
- 1/2 cup organic chicken stock
- 1/4 cup brown rice flour
- 4 tsp. avocado oil

1 In a small bowl, combine lemon juice, capers, and chicken stock. Set Aside. **2** Place brown rice flour in a large bowl. Dredge the chicken breasts in flour. You can use egg whites as a binder before dredging. **3** Heat oil in a large sauté pan. Saute' chicken over medium heat until cooked through and golden brown, approximately 3 to 5 minutes on each side or until juices run clear when pierced with a fork. **4** Add lemon juice mixture to pan and cook until sauce begins to thicken, approximately 2 minutes. Serve with brown rice, small side salad and broccoli.

Rustic Chicken (Serves 4)

- | | |
|---------------------------------------|--|
| 1 1/2 cups whole pearl onions | 1 tsp. sea salt |
| 3 Tbs. extra virgin olive oil | 1/4 tsp. freshly ground black pepper |
| 1/4 cup minced shallots | 4 cups cooked brown rice pasta |
| 1 cup chopped seasonal wild mushrooms | 1/4 tsp. sea salt |
| 2 cups chicken stock | 1/4 tsp. freshly ground black pepper |
| 1/4 tsp. chopped fresh rosemary | 4 4-oz. boneless, skinless chicken breast halves |
| 1/4 tsp. chopped fresh sage | |

1 Preheat oven to 350°. Lightly coat a baking sheet with olive oil spray. **2** Place pearl onions on baking sheet and roast for 10 minutes or until slightly browned. After roasting, peel and chop onions. **3** In a large sauté pan, over medium heat, sauté shallots and mushrooms in olive oil until shallots are translucent. Add chicken stock, deglaze and reduce liquid by half. Add rosemary, sage and roasted pearl onions and season with salt and pepper. Add pasta and toss together until well combined. **4** Preheat grill. Season chicken with salt and pepper and grill 3 to 5 minutes on each side or until juices run clear when pierced with a fork. **5** Evenly divide the pasta mixture into 4 bowls. Serve with steamed asparagus spears.

Serving Information: Makes 4 servings, each containing approximately: 445 calories; 41 gm. carbohydrate; 14 gm. fat; 115 mg. cholesterol; 37 gm. protein; 694 mg. sodium; 2 gm. fiber



Grilled Chicken with Brown Rice and Steamed Broccoli

4 oz. Chicken breast grilled (marinate in olive oil, lemon, garlic, rosemary and sea salt)
 1/2 cup brown rice, cooked and heated with juice of a lemon
 1 1/2 cup steamed broccoli with lemon

1 Can eat separately or chop up and mix chicken and broccoli with brown rice.

Mediterranean Chicken with Artichokes (Serves 4)

4 4-oz. boneless, skinless chicken breast halves
 1/4 tsp. sea salt
 1/4 tsp. ground black pepper
 3 Tbs. brown rice flour
 1/2 cup minced shallots
 1 Tbs. minced garlic
 8 oz. of frozen artichoke bottoms, chopped
 8 oz. roasted roma tomatoes (see to the right)
 2 1/2 cups chicken stock
 1/2 cup sliced green olives
 2 tsp. fresh lemon zest
 1 Tbs. fresh lemon juice

1/4 cup chopped flat leaf parsley
 1/4 tsp. sea salt
 1/4 tsp. freshly ground pepper

Roasted Roma Tomatoes

1 1/2 lbs. roma tomatoes (about 8)
 3/4 tsp. sea salt

1 Preheat oven to 400°. Slice roma tomatoes in half. Roast sliced side up on a baking sheet lightly sprayed with olive oil for 15 minutes. **2** Cool slightly and halve. **3** Place tomatoes on paper towels to soak up excess liquid. Season with 3/4 tsp. sea salt.

1 Season the chicken breasts with salt and pepper. Spread the flour on small plate. Dredge each chicken breast in flour and lightly spray each breast with olive oil. **2** In a large sauté pan over medium heat, sauté chicken breasts on each side for 1 minute until golden brown. Remove and set aside. Add shallots, garlic, artichoke bottoms, and roasted tomatoes and sauté briefly. **3** Add the chicken stock, green olives and lemon zest and reduce by a quarter. Return the chicken to the pan. Turn down heat and simmer until the sauce is slightly thickened and the internal temperature of chicken reaches 165 degrees, about 2 to 3 minutes. **4** Stir in lemon juice, chopped parsley, salt and pepper. Remove from heat and serve.

Serving Information: Makes 4 servings, each containing approximately: 280 calories; 19 gm. carbohydrate; 5 gm. fat; 75 mg. cholesterol; 31 gm. protein; 588 mg. sodium; 4 gm. fiber



Orange-Glazed Chicken with Screamin' Ginger Salsa (Serves 4)

Ginger Salsa:

1/4 cup chopped crystallized ginger
1 Tbs. minced ginger root
2 Tbs. diced red bell pepper
1 Tbs. minced scallion
1 Tbs. fresh chopped basil
1/4 tsp. low sodium Bragg Liquid Aminos
or coconut aminos

Chicken:

1/3 cup frozen concentrated orange juice
3 Tbs. Xylitol or Organic Zero
1/4 cup low sodium Bragg Liquid Aminos
or coconut aminos
1 tsp. five-spice powder
1/2 tsp. minced garlic
4 skinless chicken breast halves,
boned and defatted

1 In a medium bowl, combine all ingredients for salsa and mix well. **2** Combine orange juice concentrate, Xylitol or Organic Zero, Aminos, 5-spice powder and minced garlic in a medium bowl. Brush glaze thoroughly over chicken. Place on grill and cook for 3 to 5 minutes on each side, or until juices run clear when pierced with a fork. Serve chicken with 2 Tbs. ginger salsa.

Serving Information: Makes 4 servings, each containing approximately: 300 calories; 40 gm. carbohydrate; 3 gm. fat; 72 mg. cholesterol; 28 gm. protein; 300 mg. sodium; trace fiber

Greek Stuffed Chicken (Serves 4)

2 Tbs. chopped kalamata olives
1/2 cup canned artichoke hearts,
drained and chopped
3 Tbs. chopped sun-dried tomatoes
3 Tbs. chopped cherry tomatoes
2 Tbs. chopped red onion
1/2 tsp. freshly ground black pepper

2 tsps. chopped fresh basil
4 skinless chicken breast
halves,
boned and defatted
1 Tbs. extra virgin olive oil
2 cups cucumber tomato salad

Cucumber Tomato Salad:

1/4 cup red onion, diced
2 cups cucumber, seeded and diced
1 1/2 cups roma tomatoes, diced
1 1/4 tsp. sea salt
1/2 tsp. freshly ground black pepper
2 Tbs. fresh lemon juice
1 Tbs. extra virgin olive oil

1 Combine olives, artichoke hearts, dried tomatoes, cherry tomatoes, red onion, black pepper and basil in a medium bowl. Let sit for 20 minutes.
2 Preheat oven to 400° **3** Cut chicken breast horizontally, 3/4 of the way through to make a pocket. Stuff with 1/4 cup vegetable mixture. Season outside of chicken with salt and pepper. Heat a sauté pan with 1 Tbs. olive oil. Sear outside of chicken breast until golden brown, about 2 minutes on each side over medium-high heat. Transfer to oven and bake for 10 to 15 minutes or until chicken is cooked through. **4** Serve 1 stuffed chicken breast with 1/2 cup cucumber tomato salad.

1 Combine all ingredients and mix

Serving Information: Makes 4 servings, each containing approximately: 255 calories; 12 gm. carbohydrate; 10 gm. fat; 78 mg. cholesterol; 30 gm. protein; 520 mg. sodium; 3 gm. fiber



Blackened Chicken (Serves 4)

1 1/2 Tbs. thyme
1 tsp. onion powder
1 tsp. garlic granules
1/4 tsp. paprika
1/4 tsp. cayenne

1/4 tsp. sea salt
1/4 tsp. freshly ground black pepper
1 Tbs. extra virgin olive oil
4 4-oz. skinless chicken breasts,
boned and defatted

1 Preheat oven to 400°. **2** Combine spices in a grinder and grind until well combined. **3** Place spice mixture in a small bowl, add olive oil to make a paste. Rub paste on chicken. **4** Heat skillet until very hot. Sear chicken for 1 minute on each side. Transfer to oven and finish cooking for 5-10 minutes.

Serving Information: Makes 4 servings, each containing approximately: 175 calories, 2 gm. carbohydrates, 7 gm. fat, 72 mg. cholesterol, 27 gm. protein, 142 mg. sodium, trace fiber

Baby Greens, Roasted Beets, Asparagus and Chicken with Citrus Dressing (Serves 2)

1 bag mixed baby greens
3 roasted beets, diced
8 oz. package of asparagus
(marinated in 2 tsp. of olive
oil, garlic, and lemon juice)
12 oz. of chicken (marinated in rosemary,
garlic, lemon, olive oil, and sea salt)
1 green apple, chopped
1 Tbs. chia seeds

Citrus Dressing:

1/2 cup organic apple cider vinegar
2 Tbs. Organic Zero
1/3 cup almond oil
1/8 tsp. paprika
1/4 tsp. dry mustard
Pinch of sea salt

1 Blend all ingredients together.

1 Broil chicken until internal temperature is 165 degrees; and asparagus until lightly browned, but still slightly firm.
2 Slice chicken and toss all ingredients with citrus dressing



Garlic Lime Chicken (Serves 4)

3/4 tsp. salt	1/4 tsp. dried thyme
1/4 tsp. black pepper	1/4 tsp. dried parsley
1/4 tsp. cayenne pepper	4 4-5 ounce boneless, skinless chicken breasts
1/8 tsp. paprika	1 Tbs. olive oil
1/4 tsp. garlic powder	2 tsp. garlic powder
1/8 tsp. onion powder	3 Tbs. lime juice

1 In a small bowl, mix together salt, black pepper, cayenne, paprika, garlic powder, onion powder, thyme and parsley. Sprinkle spice mixture generously on both sides of chicken breasts. **2** Heat olive oil in a large heavy skillet over medium heat. Sauté chicken until golden brown, about 6 minutes on each side. Sprinkle with 2 teaspoons garlic powder and lime juice. Cook 5 minutes, stirring frequently to coat evenly with sauce. **3** Can serve on a bed of quinoa or brown rice or put on top of romaine with tomatoes, black beans, jicama, cucumber with a lime dressing. (lime, olive oil, garlic, sea salt, pepper, cilantro)

Marinated Chicken with Tropical Salad (Serves 4)

4 Chicken breasts
1/2 cup pineapple juice
1/4 cup sesame oil
2 Tbs. Bragg Liquid Aminos
2 tbs. dry mustard
1 Tbs. fresh ginger (minced)
1 Tbs. Xylitol
1 1/2 tbs. fresh mint (chopped)
1 1/2 tbs. Chinese 5-spice powder

1 Marinate overnight then roast in oven at 375° until internal temperature reaches 160°

Tropical Salsa:

1/4 cup peeled diced pineapple
1/4 cup diced papaya (diced)
1/4 cup mango (diced)
1/4 cup avocado (diced)
1/4 cup red onion (diced)
1 Tbs. mint (chopped)
1 Tbs. passion fruit puree
1/2 cup macadamia nuts
Juice of a lime

1 Toss together and serve over chicken and rice.

Pineapple Rice:

2 cups brown rice
1 cup pineapple juice
1 cup coconut milk
3 cups chicken stock
2 Tbs. fresh ginger (chopped)
2 Tbs. garlic (chopped)
2 Tbs. lemongrass (chopped)



Spinach Salad with Shrimp in Citrus Marinade (Serves 4)

1/2 cup fresh lemon juice	pinch of sea salt & black pepper
1/2 cup fresh lime juice	1 Tbs. extra virgin olive oil
1 Tbs. Xylitol or Organic Zero	1 pound large pink oregon shrimp
1/4 cup green onions, diced	5 cups spinach
2 Tbs. fresh ginger, minced	1/4 cup strawberries, sliced
1/2 cup cilantro, chopped	1/4 cup raspberries

1 In a shallow glass baking dish combine juices, Xylitol, or Organic Zero, onions, ginger, cilantro, salt, and pepper. Add Shrimp and marinate for one hour in the refrigerator (covered). **2** Wash and tear spinach into bite sized pieces. **3** Preheat grill or broiler. **4** Remove shrimp from marinade. In a medium saucepan bring leftover marinade to a boil. Reduce heat and simmer for 10 minutes and let cool. **5** Grill or broil shrimp for one to two minutes on each side. **6** Toss spinach with cooled marinade. Divide into 4 serving bowls. Garnish each bowl with 1 Tbs. sliced strawberries and 1 Tbs. raspberries with 4 ounces of cooked shrimp.

Curry Shrimp & Brown Rice (Serves 6)

Green Curry:

1 cup chopped fresh cilantro
 1/4 cup chopped fresh mint
 1/2 chopped jalapeno pepper
 2 Tbs. fresh lemon juice
 2 Tbs. Xylitol or Organic Zero
 1/2 tsp. sea salt
 1 Tbs. water
 1 1/2 pound medium shrimp, peeled and deveined, about 24 shrimp
 3/4 cup diced fresh tomatoes
 1/4 cup julienned jicama
 1/4 cup julienned carrots

Curry Sauce:

1/2 cup light coconut milk
 1 Tbs. green curry
 1/4 cup fresh chopped tomatoes
 1/4 cup peeled, diced cucumber
 1 Tbs. minced red onions
 1/8 tsp. sea salt
 1 1/2 cup brown rice cooked in chicken stock as per package instructions.

1 Combine all ingredients for green curry in a small food chopper and puree until a paste forms. Set aside. **2** In a large sauté pan, over medium heat, sauté shrimp in about 6 Tbs. green curry paste until shrimp is just pink. **3** In a small bowl, toss together tomatoes, jicama and carrots. Then mix curry sauce ingredients. **4** Place 4 sautéed shrimp, 2 Tbs. vegetable mixture, 1/2 cup of brown rice and 3 Tbs. of curry sauce for each serving.

Serving Information: Makes 6 servings, each containing approximately: 350 calories; 39 gm. carbohydrate; 9 gm. fat; 173 mg. cholesterol; 29 gm. protein; 632 mg. sodium; 5 gm. fiber



Seared Scallops with Cranberry Ginger Vinaigrette (Serves 8)

Cranberry Ginger Vinaigrette:

1/2 cup frozen cranberries, thawed
1/2 tsp. minced ginger root
2 Tbs. diced shallots
1/3 cup apple cider vinegar
4 tsps. Xylitol or Organic Zero
2 tsps. almond oil
2 tsps. extra virgin olive oil

Pinch sea salt
2 lbs. of scallops
2 Tbs. extra virgin olive oil
Pinch sea salt
Pinch freshly ground black pepper
4 cups sautéed spinach with garlic and olive oil (recipe to follow)
4 cups parsnip carrot puree (recipe to follow)

1 Combine all ingredients for vinaigrette in a blender container and puree until smooth. **2** Season scallops with salt and pepper. In a large sauté pan, sear scallops in olive oil over medium heat until golden brown, about 2 to 3 minutes on each side. **3** Divide scallops among eight plates. Top each serving of scallops with 2 Tbs. of Cranberry Ginger Vinaigrette. **4** Serve with 1/2 cup of sautéed spinach with garlic and olive oil and 1/2 cup parsnip carrot puree.

Serving Information: Makes 8 servings, each containing approximately: 295 calories; 23 gm. carbohydrate; 13 gm. Fat; 47 mg. cholesterol; 23 gm. protein; 641 mg. sodium; 6 gm. fiber

Grilled Ahi Lettuce Wraps (Serves 4)

4 4-oz. ahi tuna fillets
4 large pieces of iceberg lettuce
1 large tomato, cut into 4 slices
1 small avocado, cut into 4 slices

Citrus Vinaigrette:

1 Tbs. orange juice concentrate
1 Tbs. cider vinegar
1 tsp. extra virgin olive oil
Pinch sea salt
Pinch black pepper
1/2 tsp. chopped fresh mint

Cucumber Salad:

1 medium cucumber, peeled, seeded and diced
2 Tbs. diced red bell pepper
1 Tbs. and 2 tsp. cider vinegar
1 tsp. Organic Zero (erythritol) or Xylitol
1 tsp. chopped fresh cilantro, chopped
1 tsp. chopped fresh mint, chopped
Pinch red chili flakes

1 Combine all ingredients for citrus vinaigrette in a small bowl and set aside. **2** In a medium bowl mix all ingredients for cucumber salad and set aside. **3** Broil tuna filets for 3 to 5 minutes on each side to desired doneness. **4** Place one slice of avocado and tomato on each iceberg lettuce leaf. Place tuna fillet on top of tomato slices. Fold lettuce around to make a wrap. **5** Serve each wrap with cucumber salad.

Serving Information: Makes 4 servings, each containing approximately: 320 calories; 33 gm. carbohydrate; 6 gm. Fat; 49 mg. cholesterol; 32 gm. protein; 256 mg sodium; 4 gm fiber



Broiled Salmon with Cucumber Lemongrass Salsa (Serves 4)

Cucumber Lemongrass Salsa:

1 cup diced cucumber
1/2 Tbs. finely minced fresh lemongrass
1/2 Tbs. minced fresh ginger
1 Tbs. chopped fresh cilantro
1/2 Tbs. chopped fresh mint
2 Tbs. fresh lime juice
1/8 tsp. red chili flakes
1/2 Tbs. low-sodium Bragg Liquid Aminos,
coconut aminos or tamari sauce

1/4 tsp. sea salt
4 4-oz. salmon fillets
1 cup Mongolian BBQ sauce (see recipe, following)
1/2 cup julienne carrots
1/4 cup julienne red bell peppers
1/4 cup julienne yellow bell peppers
1/2 tsp. extra virgin olive oil
pinch sea salt pinch freshly ground black pepper
1 1/2 cups coconut wild rice (see recipe, following)

1 In a glass baking dish, combine BBQ sauce and salmon and marinate for 30 minutes to 2 hours.
2 Preheat broiler. Discard marinade. Broil salmon fillets 3 to 5 minutes on each side or until fish is cooked through.
3 In a medium bowl, combine all ingredients for salsa and mix well. Set aside. **4** In a hot wok or sauté pan, stirfry carrots and bell peppers with olive oil until tender, but still slightly crisp. Season with salt and pepper.
5 Serve 1 cooked salmon fillet with 1/3 cup coconut wild rice, 1/4 cup stir-fried vegetables of your choice and top with 1/4 cup salsa.

Serving Information: Makes 4 servings, each containing approximately: 360 calories; 29 gm. carbohydrate; 15 gm. Fat; 56 mg. cholesterol; 23 gm. protein; 710 mg. sodium, 3 gm. fiber

Marinated Salmon with Quinoa & Asparagus (Serves 4)

4 4-oz. wild Alaskan salmon filets

Marinade:

1/2 cup olive oil
10 cloves garlic, mashed
1/4 tsp. red pepper flakes, crushed
juice from 1 lemon

Quinoa:

1 cup quinoa
2 cups chicken
stock
juice from 1 lemon

Grilled Asparagus:

1 1/2 lbs. fresh asparagus, trimmed
1 1/2 tsp. garlic, minced
1 Tbs. grapeseed or coconut oil
1/4 tsp. sea salt
1/4 tsp. freshly ground black pepper

1 Mix all ingredients for the marinade in a small food processor and process until the garlic is paste-like. **2** Pour this mixture over the filets and let marinate for 30 minutes.
3 Cook 1 cup of quinoa in 2 cups of chicken stock and juice of a lemon. **4** Bring the stock to a boil and add the quinoa
5 Turn off the heat and let the quinoa soak up the stock.
6 Broil the salmon for 3 to 5 minutes on each side.

1 Marinate asparagus in oil and garlic for 15 minutes. **2** Place on grill over medium to high heat until done, approximately 5-6



Beef Stew with Wild Mushrooms (Serves 6)

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|---|--------------------------------|
| 1 1/2 lbs. grass fed beef stew meat or roast,
cut into 1 inch chunks | 2 bay leaves |
| 1/4 cup brown rice all-purpose flour | 1 tsp. paprika |
| 1/2 tsp. sea salt | 8 shitake mushrooms, sliced |
| 1/2 tsp. freshly ground black pepper | 8 cremini mushrooms, sliced |
| 2 cups organic chicken stock | 4 medium sized carrots, sliced |
| 1 clove garlic, minced | 1 small white onion, chopped |
| | 1 stalk celery, sliced |

1 Place beef in a slow cooker. **2** Mix together Brown Rice Flour, Salt, Pepper and pour over meat. Stir to coat. Add remaining ingredients and stir to mix well. **3** Cover and cook on low heat for 10 to 12 hours (or on high heat for 4 to 6 hours). Stir thoroughly before serving. Serve over brown rice with a side salad.

Curried Beef and Sweet Potatoes with Green Beans

- | | |
|---|--|
| 1/2 lb. grass fed rib-eye Steak,
cut into 2 inch cubes | 1 Tbs. curry powder |
| 2 Tbs. grapeseed or coconut oil, divided use | 1/4 tsp. red pepper flakes |
| 1 cinnamon stick | 1 cup coconut milk |
| 4 cloves, whole | 1 cup sweet potatoes, peeled, sliced,
and cut into half-moons |
| 1/2 cup onion, thinly sliced | 2 cups fresh tomatoes, diced |
| 1 small bay leaf | 1/2 cup fresh green beans, trimmed |
| 2 cloves garlic, minced | 1 tsp. lime juice |
| 1 Tbs. ginger root, minced | Fresh cilantro, chopped |

1 Add 1 Tbs. oil to sauté pan over medium-high heat and sear steak for 3 minutes per side. Transfer steak to plate and tent to keep warm. **2** Fry cinnamon stick and cloves in the same pan. Add additional 1 Tbs. oil about 2 minutes. Discard spices. **3** Add onion and bay leaf and sauté over medium heat until soft. **4** Add garlic, ginger root, curry powder, and pepper flakes and sauté for 1 minute. **5** Stir in coconut milk and sweet potatoes. Cover, reduce heat to medium, and simmer until potatoes are tender, about 10 minutes. **6** Add steak, juices, tomatoes, and beans. Cover and simmer steak and sauce for 5 more minutes. **7** Stir in lime juice and garnish with cilantro.



Lamb Loin with Herb Broth (Serves 6)

Quinoa:

1/2 tsp. whole coriander seed
1 tsp. dried oregano
1 tsp. course black pepper
1 tsp. minced garlic
1/2 cup diced yellow onions
1/4 cup peeled and chopped carrots
2 Tbs. chopped celery
1 cup Quinoa
2 cups chicken stock

Herb Broth:

3 Tbs. minced shallots
1 1/2 cups beef stock
2 Tbs. Herb Pesto
(see recipe below)
4 4-oz. lamb loin chops,
bones removed
1/4 tsp. sea salt
1/4 tsp. freshly ground
black pepper

Herb Pesto Sauce:

4 Tbs. chopped pine nuts
1 Tbs. fresh basil leaves
1 Tbs. fresh oregano
3 Tbs. shredded arugula
3 Tbs. chopped chives
2 Tbs. Parmesan cheese
1 Tbs. extra virgin olive oil
1 Tbs. water
2 tsp. garlic, peeled, chopped
Pinch sea salt

1 Preheat oven to 350°. **2** Place coriander, oregano, pepper & garlic into a sachet. **3** Place chicken stock, onion, carrot, celery and spice sachet into a large sauce pot over med heat. Bring to boil. Add quinoa, reduce to a simmer-cook for about 8 minutes, turn off heat-let sit until quinoa is tender but not mushy. **4** Season lamb with salt and pepper and sear over medium-high heat for 1 minute on each side. Transfer lamb to a baking dish and finish in oven until done. **5** In the same sauté pan, over medium heat, sauté shallots briefly. Add beef stock and bring to a boil. Reduce by 1/2. Stir in herb pesto and remove from heat. **6** Place 1/2 cup quinoa on the bottom of plate. Top with 1 lamb chop and 1/4 cup herb broth.

Serving Information: Makes 4 servings, each containing approximately: 225 calories; 46 g carb; 7 g. fat; 58 mg. cholesterol ;27 g. protein; 624 mg. sodium; 9 gm. fiber

Combine all ingredients in food processor or blender and puree until smooth.

Serving Information:

Sauce Makes 6 (2-Tbs.) servings, each containing approximately: 95 calories; 3 gm. carbohydrate; 9 gm. Fat; 0 mg. cholesterol; 2 gm. protein; 89 mg. sodium; trace fiber

Leg of Lamb with Pan Roasted Vegetables (Serves 6)

1 small (4 to 5 lb.) leg of lamb,
or shank of large leg of lamb
6 large garlic cloves, peeled and sliced
1/2 cup olive oil
Freshly ground black pepper to taste

4 to 6 springs fresh rosemary or 2 Tbs. dried rosemary
6 carrots, cut into 2 inch pieces
6 whole heads of garlic, cut off top to expose leaves
1 tsp. sea salt

1 Preheat oven to 400°. **2** With the point of a knife, make small incisions under the skin of the lamb. Insert garlic slices into the slits. **3** Rub the lamb with some of the oil and sprinkle with salt and pepper. **4** Insert rosemary sprigs into the slits or sprinkle the lamb with dried rosemary. **5** Pour the remaining oil into roasting pan and put the lamb in a roaster. Arrange the vegetables around it and coat them with olive oil, 1 tbs. salt and pepper **6** Roast lamb for 50 minutes to 1 hour, basting occasionally with juices. **7** Remove lamb from oven and let sit for 10 minutes before carving. **7** Arrange lamb on try with vegetables and garnish with springs of rosemary.



Grilled Artichoke and Leek Pasta (Serves 4)

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|--|---|
| 1 1/2 lbs. brown rice pasta | 1 1/2 tsp. fresh basil, chopped |
| 3/4 cup frozen artichoke hearts | 1 1/2 tsp. fresh thyme, chopped |
| 1 leek, white part only | 1 1/2 cups organic vegetable stock |
| 3 Tbs. red onion, diced | 1/4 cup tomato purée |
| 1 1/2 tsp. garlic, minced | 1/4 cup strawberries, sliced |
| 3/4 cup plum or roma tomatoes, chopped | pinch of sea salt and fresh ground black pepper |

1 Grill artichoke hearts and leeks over medium heat or under broiler. Cool slightly and dice. Set Aside. **2** In a medium sized skillet, sauté red onions in oil until browned. Add garlic and cook for 2 more minutes. **3** Add tomatoes, herbs, vegetable stock and tomato purée **4** Cook pasta according to directions on the package

Roasted Portobello Mushroom with Fire-Roasted Yellow Tomato Puree (Serves 8)

- | | |
|---|--------------------------------------|
| 8 large Portobello mushrooms | 1/4 tsp. sea salt |
| Marinade: | 1/8 tsp. freshly ground black pepper |
| 1/4 cup plus 2 Tablespoons cider vinegar | 2 Tbs. diced yellow onion |
| 1 tsp. of dry mustard | 1 1/2 tsp. minced garlic |
| 1 Tbs. Xylitol or Organic Zero | 1 tsp. extra virgin olive oil |
| 1/4 tsp. freshly ground black pepper | 1/2 Tbs. finely chopped fresh basil |
| 3/4 tsp. dried basil | 1/8 tsp. Xylitol or Organic Zero |
| 3/4 tsp. dried oregano | 1/2 Tbs. fresh lemon juice |
| 1/2 tsp. sea salt | Relish: |
| 3/4 cup water | 1/2 cup diced red onion |
| 2 1/2 Tbs. chopped fresh basil | 2/3 cup diced red bell pepper |
| 1/2 Tbs. minced garlic | 1/2 cup apple cider vinegar |
| 1/4 tsp. garlic granules | 1/2 tsp. sea salt |
| 1/4 cup extra virgin olive oil | 1/2 Tbs. Xylitol or Organic Zero |
| 1 1/2 medium-sized yellow tomatoes, chopped | |
| 2 tsp. extra virgin olive oil | |

1 Preheat oven to 400°. Wash and de-stem mushrooms. Lightly score underside of each **2** Place all ingredients for marinade in a blender container, except for olive oil and puree until smooth and consistent throughout. While blender is running, slowly add all of the olive oil in a steady stream until emulsified in the marinade. **3** Place mushrooms in a large glass baking dish, pour marinade over mushrooms and marinate for 2 hours in a refrigerator.



Cucumber Tomato Salad (Serves 6)

1/4 cup diced red onion
2 cups diced cucumber
1 1/2 cups diced roma tomato
1 1/4 tsps. sea salt
1/2 tsp. freshly ground black pepper

2 Tbs. fresh lemon juice
1 Tbs. extra virgin olive oil

1 Combine all ingredients and mix well.

Serving Information: Makes 6 (1/2-cup) servings, each containing approximately: 45 calories; 5 gm. carbohydrate; 3 gm. fat; 0 mg. cholesterol; 1 gm. protein; 266 mg.; 1 gm. fiber

Coconut Wild Rice (Serves 4)

1 1/2 tsp. coconut oil
2 Tbs. diced onions
2 Tbs. diced yellow bell pepper
2 Tbs. diced red bell pepper
1/2 cup wild rice

1/2 cup chicken stock
1/2 cup water
1/2 cup coconut milk
1/2 Tbs. sea salt pinch
freshly ground black pepper

1 In a large saucepan, melt coconut oil and sauté onions and peppers until onions are translucent.
2 Add rice, chicken stock, water and coconut milk. Bring to a boil, cover pan, reduce heat to medium low and simmer for 20 minutes or until liquid is absorbed. **3** Season with salt and pepper while fluffing with a fork.

Serving Information: Makes 4 servings, each containing approximately: 110 calories; 21 gm. carbohydrate; 2 gm. Fat; 5 gm. cholesterol; 2 gm. protein; 227 mg. sodium, 1 gm. fiber

Sautéed Spinach With Garlic and Olive Oil (Serves 4)

2 tsp. minced garlic
1 Tbs. extra virgin olive oil
1 pound fresh spinach, washed and torn into large pieces

1/4 tsp. sea salt
1/4 tsp. freshly ground black pepper

1 In a large sauté pan, sauté garlic in olive oil over medium-low heat until garlic begins to turn golden brown
2 Add spinach and briefly cook until wilted. Season with salt and pepper.

Serving Information: Makes 4 servings, each containing approximately: 60 calories; 4 gm. carbohydrate; 4 gm. fat; 0 mg. cholesterol; 2 gm. protein; 161 mg. sodium; 2 gm. fiber; 113 mg. calcium



Parsnip Carrot Puree (Serves 8)

3/4 lb. parsnips, washed and peeled, about 3 medium
3/4 lb. carrots, washed and peeled
2 Tbs. olive oil

1 Tbs. chopped fresh scallions
1 tsp. sea salt
1 Tbs. Xylitol or Organic Zero (erythritol)

1 Bring 2 quarts of water to boil in a large saucepan. Chop parsnips and carrots into 1-inch cubes. Place in boiling water and cook until soft, about 10 minutes. Drain excess water. **2** Transfer to a blender container and puree until smooth with olive oil, scallions, salt and Xylitol.

Serving Information: Makes 8 (1/3-cup) servings, each containing approximately: 85 calories; 12 gm. carbohydrate; 4 gm. fat; 10 mg. cholesterol; 1 gm. protein; 342 mg. sodium

Mashed Sweet Potatoes (Serves 6)

2 medium sweet potatoes, washed, peeled and cut in 1-inch cubes
2 Tbs. frozen concentrated orange juice
1/2 tsp. sea salt
1/4 tsp. freshly ground black pepper
1/4 tsp. ground cinnamon
1/2 tsp. pure vanilla extract

1 Place 6 cups water in a large saucepan and bring to a boil. Add potatoes and cook for 10 to 15 minutes or until potatoes are tender. Turn off heat and drain water. Place saucepan back on burner for 30 more seconds to dry potatoes. **2** Add remaining ingredients and mash with a potato masher until all ingredients are mixed well. Potatoes will be slightly lumpy.

Serving Information: Makes 6 servings, each containing approximately: 110 calories ; 25 gm. carbohydrate, trace fat ; 0 mg. cholesterol ; 2 mg. protein, 250 mg. sodium; 4 mg. fiber



Hummus with Lemon and Sundried Tomatoes

1 can chickpeas	Pinch of sea salt
1/4 cup sundried tomatoes, chopped and softened in 1/3 cup water	1/4 tsp. ground cumin
1/4 cup kalamata olives	1/4 tsp. of pepper
1 Tbs. tahini (sesame seed paste)	3 cloves of garlic
1 Tbs. lemon juice	2 tsp. fresh parsley
1 tsp. lemon rind	2 tsp. olive oil

1 Combine all ingredients in food processor and blend until smooth.

Puttanesca Sauce (Serves 6)

1/4 cup minced garlic	10 Greek olives, pitted and julienned
3/4 cup diced onion	1 tsp. orange zest
1/2 cup red wine	1/4 tsp. dried thyme
2 1/2 cups chopped tomatoes	2 Tbs. tomato puree

1 Lightly spray a medium skillet with nonstick vegetable coating. **2** Sauté garlic and onion until translucent. **3** Add red wine and let simmer until liquid is very thick and almost evaporated. Add tomatoes, olives, orange zest, thyme and tomato puree. Cook for 25 minutes or until slightly thickened. **4** Serve over brown rice pasta and 4 oz. of Chicken. Garnish with basil.

Serving Information: Makes 6 (1/2-cup) servings, each containing approximately: 75 calories; 8 gm. carbohydrates; 3 gm. fat; 4 mg. cholesterol; 3 gm. protein; 175 mg. sodium; 1 gm. fiber

Mongolian BBQ Sauce (Makes 16 2 Tbs. servings)

Cooked Mixture:

1/2 cup Bragg liquid amino sauce or coconut aminos
2 Tbs. Xylitol or Organic Zero
1/4 cup apple cider vinegar
1 Tbs. sesame oil
2/3 cup chicken stock
1/3 cup pureed tomatoes
pinch dried coriander leaves

pinch ground ginger
1/4 tsp. red chili flakes

Fresh Mixture:

1/4 cup minced leeks
2 tsp. minced garlic
2 tsp. minced fresh ginger
2 Tbs. chicken stock
2 Tbs. Bragg liquid aminos sauce

1 In a large saucepan, combine first tamari or Bragg liquid aminos, Xylitol, cider vinegar, sesame oil and first chicken stock and bring to a boil. Add pureed tomatoes, coriander leaves, dry ginger and red chili flakes. Simmer for 10 minutes. Remove from heat. **2** In a small bowl, combine leeks, garlic, fresh ginger, chicken stock and second Bragg liquid amino sauce. Add to cooked mixture and stir until combined. Store in refrigerator.

Serving Information: Makes 16 (2-Tbs.) servings, each containing approximately: 5 calories; 4 gm. carbohydrate; trace fat 0 mg. cholesterol; trace protein; 288 mg. sodium; trace fiber



NutraGEN Product Highlights

NutraGEN's products have all been researched and developed in our formulation laboratory by highly trained and experienced doctors and certified clinical nutritionists. We have carefully selected Nature's Purest Certified Organic ingredients that are harmonious with the body and scientifically proven to increase strength and energy, reduce inflammation, stabilize blood sugar, and support your immune system. All of our premium formulations are produced in our Certified Good Manufacturing Process (cGMP), Certified Organic manufacturing facility.

NutraGEN Pure Products are:



Pure Plant Protein™ - Muscle Enhancement (Strength, Repair & Performance)



Pure Plant Protein is hypo-allergenic, low glycemic and contains NO artificial additives, preservatives, colors, sweeteners, or animal byproducts.

Pure Plant Protein provides a healthy blend of organic, vegan, gluten free pea protein, quinoa, millet & amaranth sprouts that provide a balanced protein and complete blend of amino acids essential for enhanced strength, muscle repair and athletic performance.

Pure Digestion Plus™ - Organic Digestion and Fiber Powder

Pure Digestion Plus is scientifically formulated with a broad spectrum of Nature's Purest Organic ingredients to support:

- Reduction of abdominal discomfort including pain, cramps and bloating
- Normal digestion and bowel regularity
- Reduction of inflammation
- Normal blood glucose levels
- Overall digestive health

Product includes Digestive Enzymes, Probiotics and 12 grams of Soluble and Insoluble fiber per serving.





Pure Plant Protein™ - Fruits, Veggies, and a whole lot more!

Pure Greens has been expertly crafted with the purest organic grass juices, vegetables, fruits, herbs and plants to assist you with inflammation control, blood sugar balance, immune system support, acid-alkaline balance, and meeting your daily requirement for fruits and vegetables. It is the most comprehensive Greens Formulation ever created and serves as a **Whole Body Support System**. Pure Greens contains over 40 organic whole foods that have been combined into 9 specific blends to support:



- Inflammation Control
- Cardiovascular
- Liver and Detoxification
- Joint and Muscle Nutrition
- Cellular Anti-Aging
- Immune System Balance
- Blood Glucose / Weight Management
- Digestion / Elimination
- Brain / Mind / Mood
- Sleep Restoration

Pure Cleanse Plus™

Pure Cleanse Plus is a new comprehensive Detoxification Formula:

- Supports complete liver and organ detoxification
- Eliminates environmental and metabolic toxins
- Provides a healthy response to inflammation
- Supports normal blood glucose levels
- Promotes weight loss and lean muscle mass



Pure Cleanse Plus is an integral part of our Pure 28 Day Cleanse Program and consists of ingredients that have been scientifically proven to assist your body's Phase 1 and Phase 2 Liver Detoxification Pathways for effective elimination of metabolic and environmental toxins. If you are suffering from acne, rosacea, brain fog, stress, fatigue, depression, weight loss resistance, acid reflux, irritable bowel, achy muscles and joints, blood sugar instability or diabetes, Pure Cleanse Plus may benefit you.



Pure Inflamedix™

NutraGen's Pure InflaMedix is scientifically formulated by doctors with a broad spectrum of Nature's ingredients to support:



- A healthy response to acute or chronic Inflammation
- Healthy joints and flexibility
- Temporary relief for muscle aches and soreness from active lifestyle

Pure InflaMedix is an all natural, certified organic and wildcrafted proprietary blend of botanical extracts formulated for a healthy response to acute and chronic inflammation without the unwanted side effects commonly associated with commonly prescribed or over the counter (OTC) medications for pain and inflammation.

Pure ΩOmega Plus™ - OMEGA-3 Fish Oil

Pure ΩOmega Plus™ is scientifically formulated by doctors with a broad spectrum of Nature's Purest Organic ingredients to support:

- Reduction of Inflammation
- Immune System Balance
- Bone & Joints
- Brain
- Skin & Hair

Product includes Tumeric, Vitamin D3 and powerful Anti-oxidants.



Health Disclaimer

The Pure 28 Day Cleanse and NutraGEN products are not intended to replace professional medical care. The statements in the Pure 28 Day Cleanse have not been evaluated by the Food and Drug Administration. The Pure 28 Day Cleanse and NutraGEN products are not intended to diagnose, treat, cure, or prevent disease. No content contained in the Pure 28 Day Cleanse is intended to suggest you should not seek professional medical care. Always work with qualified healthcare professionals as you educate yourself in the area of alternative medicine.



