



WELCOME TO YOUR PROGRAM

STARTING SUCCESSFULLY

This program is an experience unlike anything else you've done before. Over the course of your program, we are going to walk through a process designed to help repair your gut and liver, teach you how to feed your body with the right kinds of nutrition for optimal health, and introduce a simple, yet effective exercise program. We will also discuss stress management techniques and other lifestyle factors, and set you up for a lifestyle centered on wellness. Along the way, we are going to work with you to ensure your success and provide you with the tools needed to complete your program.

Each week of your program, you will have classes to watch in your member portal, plus program guide documents, like this, which give additional insights and direction for your program. Each class video is typically less than 10 minutes. This format will allow you to gain the most important information needed for success in your program without having to spend hours in front of the computer. Please download your program documents each week and read them in conjunction with your class videos. If you feel stuck or have questions about what you should be doing, review the information in your guide or in the FAQs section of your member portal. These two sources should give you most of the answers you need. If you have additional questions, please reach out to our team and we will work to address your questions as soon as possible.

STEP ONE: NAVIGATING YOUR MEMBER PORTAL

Your member portal is designed to give you access to your material at the appropriate time for your program. You will notice that there are **modules** that correspond with each week of your program. Inside each module are **units**, which contain different course videos that help you understand the steps of your program. These videos also provide education concerning why we are asking you to make these steps. Some units contain **progress reports** or surveys that you must fill out. Please fill these out thoroughly and honestly, as these help our team discern where to provide further help, recommend dietary or supplement changes, or give encouragement.

Modules are locked based on the timing of your program, meaning that you will not be able to access Days 1-7 until the first day of your program. Then, days 8-14 will only become available once you reach day 8 of your program and so on. This will help you stay on track without getting ahead.

All of the **units** inside your modules will become available whenever the module is unlocked, with a few exceptions. If a unit is not immediately available, you should see a notice inside your member portal telling you when it will become available. You may watch all of the units inside your module at once or spread them out over the course of the week. We recommend you watch your videos first thing in the morning for the start of each new module. Once you complete a unit, the next one becomes available. All previous units can be reviewed at any time during your program. **NOTE:** To complete a unit, you must watch your entire video before the next one will become available.

STEP TWO: CONNECTING WITH OUR TEAM

During your program, you will have designated times to correspond with one of our team members to answer your questions and gauge your progress through the program. We are here to help you succeed, address your questions, and make sure you know what to expect.

It's a good idea to write down your questions each day during the program so you can ask them during your coaching sessions. Of course, many of the answers to these questions can be found on our FAQs page inside your program portal. For additional questions, reach out to our team by email or phone. Our team will also be monitoring your progress and keeping notes along the way.

STEP THREE: PREPARING FOR WEEK ONE

The videos and information in this preliminary section of the program will help you understand your dietary transitions for week one.

In order to have a successful first week, you will need to spend some time preparing for the start of your program by educating yourself using the classes and information in the first module of your program. You will also want to plan a trip to the grocery store to stock up on the foods you need for week one and beyond. There are helpful recipes included in your guide that can be used to help you make these dietary transitions easy and seamless.

Your program start date should have been determined in our office. If you're unclear about your start date, please check your email or reach out to our team.

Before week one starts, you don't need to alter your diet or your plans. Just keep doing what you've been doing until now, with one exception: don't try to eat all the junk food in your house as a way of enjoying your favorite guilty pleasures before transitioning to clean eating. There's no reason to put your body in a poor health position before you start making these good, positive changes!

WHAT'S NEXT?

On the next pages, we will show you how to identify your goals and desired outcomes for your program. Later in this initial module, we will ask you to submit these to our team. It is important to remind yourself daily of the "why" behind these changes since identifying your motivation early on will help you stay committed. Your decision to do this program is an investment in your health and your future. You will be amazed at what YOU are able to accomplish in just a short amount of time!



> SMART GOALS & ACHIEVEMENTS



A SMART GOAL IS:

SPECIFIC AND STRATEGIC

In order for a goal to be achieved, it must first be well-defined. Don't just throw a bunch of goals out and see which ones stick.

Answers the questions - Who and What?

MEASURABLE

The success toward meeting the goal can be specifically measured in one or more ways.

Answers the question - How will I do this?

ATTAINABLE

Goals are realistic, can be achieved in a specific amount of time, and are reasonable.

Answers the question - Can I do this?

RELEVANT, REALISTIC, AND RESEARCH-BASED

The goals are aligned with your values and desires. You can truly see the expected result before it ever happens.

Answers the question - Is this real to me?

TANGIBLE AND TIME-FRAMED

Goals have a clearly defined time-frame, including a target or deadline date.

Answers the question - When?

EXAMPLES

NOT A SMART GOAL:

- I want to lose 30 lbs and get healthy
Does not identify a time-frame, nor does it identify what “healthy” will look like or how it will be attained

SMART GOALS:

- I will lose 25 lbs. and 5% body fat by October 31st
- I will begin the Exercise Plan on Monday, August 24th
- I will exercise at least three times per week, as described in the program
- I will eliminate the need for 3 medications by December 31st
- I will finish this program on time and implement the lifestyle changes it teaches

NOW IT'S YOUR TURN!

You will be asked to create SMART goals in the progress report at the end of this module. Please work through the rest of the module’s videos and documents before creating your SMART goals, as there may be helpful information for you to think about when creating your goals. Use the following pages to write SMART goals for what you intend to get out of the time you spend with us in this program.

Those who take the time to fill this out and look at their **SMART** goals regularly and consistently **ALWAYS GET BETTER RESULTS!**

MY SMART GOALS



ACHIEVEMENTS

Start date: _____ Weight _____ Body Fat % _____
Hydration % _____ Muscle Mass % _____ # of Medications _____

NOTE: This can be determined using a body fat percentage or body composition scale. These can be purchased online or you can speak with our office about other ways to get access to this equipment.

Our goal is to help you succeed! In doing so, we ask that you take a minute to think through why you decided to start this program before you begin. This can be anything from wanting to be more involved with kids or grandkids, to avoiding a major crisis. These “whys” should act as reminders throughout your program and encourage you to finish strong!

WHYS

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

As you go through the program, it’s important for you to be aware of your successes, too. Make sure to document them here. Even something like losing two pounds is something to celebrate!

SUCCESSES TO CELEBRATE

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____



> MAKING THE DECISION TO CHANGE

In life, it seems to be true that if we are not moving uphill, we're moving backwards. Staying the same is just not an option. Therefore, your next 10 to 20 years are determined by the actions and changes that you make, starting right now.

So, how do we make these changes and get them to stick? We start by making better choices—one moment at a time, one day at a time, then one week, one month and so on. Over time, these better choices lead you to form new and better habits, which lead you to form a new lifestyle. This new lifestyle is not harder; it's just different.

4 TOOLS TO HELP YOU SUCCEED

On the path to establishing this new lifestyle, there are a few key things to keep in mind as you begin making changes. If you remember and recite these to yourself, you will accomplish the goals you have for changing your life and your habits without getting discouraged or giving up along the way:

- 1. Keep your eyes on the goal in mind.** Focus on your "why" instead of focusing on getting immediate gratification. Remember, forming new habits takes time. We've all had to break a bad habit at some point (and it can be hard), but we absolutely have the power to change. In just about 6 weeks, you can change the neural pathways that make a habit. Certainly you can invest six weeks of your life into replacing some bad habits with good ones that will bring life-changing results! Plus, once you get those results, you'll have even more motivation to continue to change and to pursue your goals.
- 2. Don't focus on getting rid of the bad habits.** Don't think about change as if you're having to give something up. Instead, focus on what you're gaining. Focus on why you want your health. Focus on gaining your independence from continually declining health that steals the joy of life from you and so many others. Focus on replacing each bad habit or desire with a good one that will help you reach your goal. Remember what Socrates said: "The secret of change is to focus all of your energy, not on fighting the old, but on building the new."
- 3. Ask your family and friends to help in this battle for your health.** Having accountability is key to success. However, you must be careful. Make sure they understand how important this is to you and why you're doing it. Sometimes, the healthy choices you're making for yourself can make them feel guilty or insecure and they may try to drag you back down into old habits so they don't feel bad about themselves. Misery loves company. Keep in mind that some friends and family are used to the way it has always been, especially when you get together for social events, which may involve bad food and drink. In these instances, you have to make a choice: Are you going to allow these situations to sabotage your decision to reclaim your health and change your life? Or will you stand up for the changes you're trying to make and invite others to respect your decisions?

In some cases, you may need to avoid certain situations if you don't think you've developed the strength to make the right choice in the face of pressure. If that happens, we would encourage you to find new circumstances to socialize in so you can accomplish your dreams.

- 4. Don't let other people's words or perceptions dissuade you.** We're sure you've heard the old adage that "it's easier to pull someone down than to pull someone up." In making health changes, this is certainly the case. It would be nice if we could say that people are supportive most of the time, but truth be told, people are often very self-conscious of their health and diet and will project their feelings of inadequacy, guilt, or frustration on you just because you decided to make your health a priority. So, since this is important to you, be prepared to find those close, trusted friends that will give you support and encourage you along the way. As for other friends who are not supportive, we're not suggesting you "drop" them. However, stepping back may be necessary if they cannot truly support your new changes. Be creative to work things out with those around you and be sure to set yourself up for success in all circumstances. As you start to have success and let go of the habits that have held you back for so long, you will get an amazing feeling of accomplishment. Build on that feeling to keep moving forward!

Adopting these tools, as well as a new mindset, will not only help you accomplish your goals of building new, healthy habits, but will also help you enjoy more of life and have a greater positive self-image—on top of the obvious health benefits you'll see. Hopefully, you'll even take on new challenges and gain more confidence along the way, which will not only better your life, but also the lives of those around you. It's important to realize that having a positive focus is contagious and really impacts your friends and family. This, in turn, will further the goal of having a supportive group of people around you that is motivated to help you achieve results.

DO YOU HAVE WHAT IT TAKES?

With that said, many people wonder if they really have what it takes to take the necessary steps required to change their life. We encounter people from time to time who don't think they do. They have given up on their health years ago and have convinced themselves there's nothing they can do about it anymore. They have resigned to other responsibilities in life such as their job or taking care of a family member. They even use that as an excuse to not take care of themselves. When we neglect ourselves, we search for all kinds of excuses we can use to convince ourselves that it's not our fault, and we feel justified in letting our health deteriorate year after year. It's the path of least resistance, but it leads to more devastating consequences tomorrow, such as declining health, decreased energy, continual weight gain, more medications, eventual nursing homes, and withering away in our final years.

It's unfortunate to encounter people who feel this way because there is always time to make the right choice, reverse course, and reclaim lost years spent ignoring health. You absolutely have what it takes to make these changes. If you will choose to overcome these barriers, you can thrive in your life. The best part for you is that you've chosen to make these changes with people who are committed to showing you how and helping you along the way!

THE GIFT OF TIME

Here's something important for you to consider as you look at the course you are about to begin: The only way to change your outcome is to invest the time into developing this new lifestyle. We live very hectic lives and time is an issue for almost everyone. But lack of time is probably the worst of all excuses, even though it may be the easiest and most convenient one to use.

We all have very full schedules and it's always easy to find ways to fill them even more. However, there's only so much time in each day and we physically can't make more. This means that we have to allocate our time based upon our priorities. That's where choice begins. People choose to prioritize other things and then tell themselves that they would eat better or exercise if they only had more time. This cannot be the case for you any longer. Whatever priorities or time-wasters may keep you from making this lifestyle a top priority need to be re-sorted to a place of lower importance. You may need to cut out time on the internet or in front of the TV. You may need to block off time in the evenings to prepare for the next day, or use time on a Saturday to understand your dietary plans for the week.

Don't think that you can just start this program and keep doing everything in your life that you previously did. Without examining and re-evaluating your priorities, it will be too easy to let this program, your diet, and your health slip down your priority list until they become unimportant to you. This may seem fine until you pay the price down the road. A wise man once said, "If you don't take time to take care of yourself, sooner or later you're going to have to make time to take care of illness."

THE COST OF HEALTH

Everyone knows that they should take care of their health. However, for many people, this thought remains at the back of their minds until a crisis hits or some other circumstance makes managing their health a top priority. Taking care of our health is not only important for us, but also for those around us. It's important for you to take care of yourself now so you can be available for the loved ones who are counting on you one day. It's even more important that you don't cause those around you to be responsible for your care because of circumstances you could have controlled but chose to ignore.

When you consider the statistics involved in healthcare, it's important to note that approximately 95% of the healthcare needs faced by individuals are things that should be self-directed and only 5% are things that really must be taken care of by a professional. As a result, the first person we should look at to help manage our health is the person in the mirror. This means adopting a plan to pursue wellness in our lives so that we, and those around us, can enjoy a healthier and brighter future.

It has been said before, "health is our most valuable asset." Almost everyone would agree with that statement, but if you look at how they spend their time and money, you would see that their priorities are different. We need to make that statement come to life in the way we prioritize things. For example, consider the people that depend on you and what you can do to give them the best "you" for your entire life. The last thing you would want is to be a burden on any of them because you didn't take care of yourself. That's only going to happen if you invest in your health

and make it your priority. If you don't invest in your health today, you pay the price of neglect tomorrow. This is true not only in the dollars that will come out of your pocket but even more so in the cost of the quality of your life that you miss.

WHY THIS PROGRAM WORKS?

Wellness is achieved with good nutrition, proper exercise, a strong immune system, and managing stress, all of which lead to a body that is strong, flexible, and able to adapt. None of these elements are particularly hard to obtain, provided that you make them a priority, obtain the right resources and help to achieve them. That's why this program works. This program provides the systematic steps required to help you achieve wellness and self-direct the 95% of health needs present in your life.

We don't take one of these elements and treat it as an isolated solution, meaning that you can't simply change your diet and experience true wellness. We embrace all aspects of wellness and help create a balanced approach. We provide you with the education, resources, and plan required to pursue wellness and achieve success along the way. The only component we can't provide is your willingness to make these things a priority. However, we strive to be your biggest advocate and supporter along the path to wellness so you have the momentum and coaching needed to achieve your goals.

When clients who have allowed their health to deteriorate come to us for help, we consider it a privilege to come alongside them in their efforts to recapture what they have lost. Some of them have been on the verge of complete destruction, often severely affecting not only them but their friends and family as well. The saddest part is that almost every one of these cases could have been avoided if they had made a decision to change much earlier. It's important for you to make sure you have the right attitude about your health and that you truly prioritize it with your time so that you can change the direction you've been heading. We will join you in that process so that you can experience true, transformational change.

Remember, after all is said and done, this will be time well spent and produce great joy for you and your family as well. Not only will you be enjoying life more, but you'll be accomplishing more and taking part in some of the things you may have missed out on in the past. You'll be amazed at how much you can do when you have more energy and vitality to work and live with. It all starts by deciding to change and then developing the good habits to replace the bad habits.

Right now, right here. Make the decision to change!





TIME-SAVING TIPS

No time to cook? No problem! This guide will show you how to shop for ingredients for your meals in bulk, cook them up one day of the week, and then enjoy them for several days. Plus - get a head start with slow-cooker meals for the following week by prepping meals & freezing them until ready to cook!

TIME-SAVING SHOPPING AND PREPARATION TIPS

On the path to establishing this new lifestyle, there are a few key things to keep in mind as you begin making changes. If you remember and recite these to yourself, you will accomplish the goals you have for changing your life and your habits without getting discouraged or giving up along the way:

- 1. Use the meal plans in your Additional Resources section:** These provide you with a shopping list and recipes for a full week's worth of meals, which take the guesswork out of how to start your dietary changes. Just be mindful that cooking meals takes time, so using the other tips here and planning time to shop and cook are key.
- 2. Organize your shopping list:** Become familiar with your grocery store layout and organize your shopping list so you cross things off in the order you come across them in the store. That little time spent organizing your list saves time in the store and helps keep you focused and less likely to wander down aisles containing processed and refined foods/ingredients. It also reduces the chance you'll forget something that gets "lost" in the list.
- 3. Buy spices from the bulk aisle:** This will save you a lot of money. Those cute little jars don't come cheap!
- 4. Portion your meat out:** Have your butcher cut your meat into the appropriate portion sizes before you leave. Any good butcher who wants to provide good customer service will have no problem doing this for you. If you prefer to do it yourself, a kitchen scale works perfectly for portioning.
- 5. Store individually portioned meals:** Stock up on glass or plastic (BPA Free) containers that will hold individual portions of your meals. Pack them up when you're finished cooking, and take them out to reheat when ready to eat. No measuring when you're tired and hungry, and helps with the temptation to eat more than your allotted portion.
- 6. Rinse your veggies beforehand:** Clean your veggies as soon as you bring them home from the store. It will save you time when you're ready to prepare them.

7. **Prepare your veggies ahead of time:** Spend an hour or two chopping veggies ahead of time and place them in airtight containers for storing. These can be stored in the refrigerator for up to a week and you can pull them out when you are ready to use them to cook.
8. **Herb tips:** Basil hates cold, so leave it out, wrapped in a moistened paper towel, and it will last longer. Other herbs can be rinsed, dried, and the stems wrapped in paper towels and placed in plastic bags in the refrigerator.
9. **Chop your garlic all at once:** If you're using a lot of garlic, chop a whole bulb of cloves in a small food processor (or go for it by hand with a knife if you're so inclined), place in a small container and place in the refrigerator for easy access. Chopping garlic at least 10 minutes before using in recipes allows the cancer-fighting compounds to be released and become more potent.
10. **Use your slow cooker:** Soups and slow cooker meals are a busy person's best friend. Spend a few hours once a week prepping, measuring, and placing several meals in freezer bags and freezing them until ready to thaw and cook. A few days before cooking them, take out of the freezer, thaw in fridge, then place in slow cooker or soup pot and you're done!
11. **Use your pressure cooker:** Pressure cookers can be used when you're in a pinch for time. Simply throw your meat and veggies in with some herbs and spices and you've got a complete meal that's ready in just 30 minutes or less.
12. **Consider "done for you" meals:** Check out the Additional Resources page for services that deliver food right to your door. This can be a great way to eat clean without time at the store or in the kitchen.
13. **Online Grocery Shopping:** Utilize resources like Thrive market, Butcher Box, and Grassland/Wellness Meats, to stock up on pantry staples to help cut down your time going to the grocery store. You can find links to these in your Additional Resources section.





DINING OUT TIPS & POINTERS

While eating out is not ideal for maximum control over your wellness plan, it can be done with careful planning and creativity.

- 1. Review the menu ahead of time:** If possible, glance at the restaurant's menu before even arriving. Many restaurants offer online menus that you can peruse so you can plan your meal in advance, just as you plan your meals in advance at home. Being committed to a particular dish (or several options, just in case there's an issue with your first choice) can mean the difference between sticking to your plan and giving in to tempting menu choices because you feel rushed or hungry.
- 2. Tell your server:** Make your server aware that you have special dietary restrictions to follow - be polite. The more information you can provide to them, the more pleasant the experience will be for everyone. If they are extra accommodating for you and not obnoxious about it, be sure to tip them well - great customer service is rare these days and should be rewarded.
- 3. Ask clarifying questions:** Don't be afraid to ask detailed questions about menu items you are unsure about. If the server doesn't have an answer, don't be afraid to ask them to find out for you. Again, generous tipping is encouraged when they go above and beyond to accommodate your requests.
- 4. Opt out of the bread baskets:** Just say no to the bread basket or chips and salsa, or honey cornbread, or whatever other "no-no" foods are brought out to keep customers happy while they are waiting for their meal. Ask the waiter kindly not to bring it out. This is a little more difficult if your family/friends insist on having forbidden foods, but not impossible. Ask for some fresh sliced carrots, cucumbers, or celery to tide you over if you must munch while others are shoveling down bread and other things that are detrimental to your health.
- 5. Know what's on your salad:** Order salads with only allowed ingredients, and ask that the dressing be omitted. Ask for olive oil, balsamic vinegar, and lemon wedges instead, or bring your own dressing. Don't be embarrassed to bring individual portions of a home-made dressing.
- 6. Substitute your grains:** Avoid the extra carbs and eliminate rice and pasta, even if they come with the item you've selected. If possible, sub them out for veggies or fruit. Any good kitchen interested in providing excellent customer service should be happy to accommodate you.

7. **Give the kitchen the opportunity to be creative:** Any good chef loves the challenge of being able to spontaneously provide something that isn't on the menu. Again, note the term "good" chef - someone who is passionate about food and creativity. You probably won't get this at McDonald's or even Chili's, but then again, you shouldn't be going to McDonald's or Chili's anyway. Let the server know the things you're allowed to have, the restrictions, and let the chef create something spectacular. Generous tipping is encouraged here.
8. **Send food back if you have to:** If the kitchen gets your order wrong, don't jeopardize your success by just eating whatever they serve. Politely, but firmly, inform the server again of what you want and don't be afraid to send the food back.
9. **Tip generously:** Have we mentioned generous tipping is encouraged? Especially in cases of repeat visits to the same restaurant, servers remember those who tip well and will go way above and beyond to accommodate you the next time you visit.
10. **Compliment the owner:** At smaller establishments, the owner is more than likely on the premises during dinner or lunch. If he/she comes by to say hello and ask how things are going, casually mention that you are on a restricted diet, and are looking forward to your dining experience. Compliments go a long way here too.
11. **Compliment the servers:** In addition to tipping, generous praise is also appreciated. If a server has gone above and beyond to make your experience exceptional, ask for the manager and let him/her know what a great job the server has done and that you will definitely be recommending their establishment to others following the same wellness plan.
12. **Send compliments to the chef:** If he/she happens to come out to visit with you regarding your experience (rare, but sometimes it happens), shower them with praise. A word of praise to a chef or server can make a huge difference in their day. Ask questions. Let them know you appreciate their extra effort in making your dining experience an amazing one.
13. **Share your findings:** Let us know when you have a good experience so we can let others support restaurants that support healthy eating.



> THE STARTER PLAN FOR EXERCISE

EXERCISE	TIMESTAMP IN DEMO VIDEO	EXERCISE	TIMESTAMP IN DEMO VIDEO
Squats	:50	Lat Pull Downs	5:25
Push-ups	1:46	Lunges	6:19
Curls	2:35	Lat Shoulder Raises	7:08
Calf Raises	3:27	Seated Rows	8:15
Tricep Extensions	4:11	Crunches	9:03

*Demonstrations of these exercises can be viewed in your Additional Resources section.
Necessary Equipment: exercise bands, dumbbells or machine weights, and a box step*

INSTRUCTIONS

- 1. High Intensity:** Choose one exercise from the above list and do it as hard and as fast as you can for (30) seconds. (You'll only be performing one exercise per day)
- 2. Low Intensity:** Walk in place for (90) seconds... keep moving during the low intensity time.
- 3. High Intensity:** Go back to the same high intensity exercise for (30) seconds.
- 4. Low Intensity:** Walk for (90) seconds.
- 5. Repeat** the cycle from steps 1-4 using the same exercise for a total of (7-10) minutes, then you are done for the day.
- 6. Stay Consistent:** Start by working out once a day every other day.
- 7. Have Variety:** Don't work out the same muscle more than once a week. The chart above is laid out in an order that moves from one muscle group to the next as you move down each column. For example, if you start with squats, your next exercise will be push-ups. Once you get to tricep extensions, you'll move over to lat pull downs and so on.

As you are able to, build as shown below:

******(30) seconds of high intensity followed by (90) seconds of walking

build to...

******(1) minute of high intensity followed by (1) minute of walking

build to...

******(1) minute of high intensity followed by (30) seconds of walking

******As hard and fast as you can while still completing the full range of the exercise. Note: If you cannot complete the time, just go to exhaustion/failure.

You can increase to a MAX of 5 days/week and a MAX of 20 minutes/day.

> WHAT IS ANAEROBIC CARDIO?

Anaerobic cardio is a term we coined to represent using a traditional cardio machine for the purpose of high intensity intervals and muscle building. Anaerobic cardio is another option for your (10-20) minute workout each day.

INTERVAL EXERCISES

Stationary Bike	Increase tension and speed
Treadmill	Increase incline and speed
Elliptical	Increase tension and speed
Rowing	Increase tension and speed
Stairs	Fast going up/slow going down
Rope	Increase speed
Running/walking in place	With hand and ankle weights

INSTRUCTIONS

1. **Warm up:** Start at a lower intensity on whatever piece of equipment you chose for about (2) minutes to get the muscles warm.
2. **Ramp up:** Immediately following, ramp up the intensity for the high tension portion. This is done best by increasing the tension so that you're not necessarily moving faster but your muscles are having to work much harder.
3. **High Tension:** With the tension high, go as hard and fast as you can for (60) Seconds.
4. **Lower Tension:** After (60) seconds of high-intensity, lower the tension and/or speed for (60) seconds of recovery
5. **Alternate:** Continue with (60) seconds of high-intensity then (60) seconds of recovery
6. **Repeat:** Do this for a minimum of (4) sets or a maximum of (9) sets. This will take you anywhere from (10 to 20) minutes, but when done properly, you will maximize your workout and feel like you have not only lifted weights but also performed cardio for much longer than the (10 to 20) minutes that you spend.

Alternative: (30) seconds of high intensity and (90) seconds of recovery (slower pace). You can also search Google or YouTube for at-home interval training videos.

Have fun and work hard!

> TIPS FOR HEALTHY COOKING

4 TOOLS TO HELP YOU SUCCEED

5-15 minutes: minimal loss of nutrients

15-30 minutes: moderate loss of nutrients

45+ minutes: substantial loss of nutrients

Taken from: *The World's Healthiest Foods* by George Mateljan

RECOMMENDED COOKING METHODS

HEALTHY SAUTÉING

Healthy sautéing will concentrate both the flavor and nutrition of your vegetables and has the benefits of two methods:

Method 1: Using butter and coconut oil

Method 2: Using broth

Benefits of using broth:

- Like a stir fry – brings out the robust flavor of foods, but cooks them at a lower temperature
- Like steaming – there is enough moisture to soften the cellulose and hemicelluloses, which aids digestibility

How to sauté with broth:

1. Add enough broth to cover the bottom of your stainless steel, ceramic, or iron skillet with about 1/2 inch of liquid.
2. Heat broth on medium heat and once it begins to steam, add vegetables and spices.
3. Cover if necessary and sauté. (See chart on following page for recommended cook time based on the type of vegetable you are using)

How to sauté with butter or coconut oil:

1. Heat 1-2 Tablespoons of butter or coconut oil on medium heat in a stainless steel, ceramic, or iron skillet.
2. After 1 minute of heating, add vegetables and spices.
3. Cover if necessary and sauté. (See chart on following page for recommended cook time based on the type of vegetable you are using)

HEALTHY STEAMING

Healthy steaming is one of the best cooking methods for retaining flavor and nutrients in food. Foods, simply steamed and flavored with fresh herbs, salt and pepper, lemon, and olive oil, can be very satisfying and delicious. Steaming for the minimal amount of time produces vegetables cooked al denté, crisp inside and tender outside, and is an ideal way to maximize their nutrients.

How to Steam:

1. Fill bottom of pot with 2 inches of water (so you don't burn the pot) and bring to a rapid boil
2. Turn the heat down to a medium temperature
3. Add vegetables to steamer bowl
4. Cover steamer
5. Steam vegetables for the recommended time (See chart on next page for recommended time)

QUICK BOIL

Very short cooking at 212°F in boiling water produces relatively little nutrient loss, once boiling goes on for anything more than a few minutes, the nutrient loss becomes significant. This method of cooking is ideal for potatoes and root vegetables.

How to Quick Boil:

1. Fill a 3 quart pot $\frac{3}{4}$ full with water and bring to boil
2. Add vegetables, but do not cover
3. Begin cooking time as soon as you drop vegetables into the water (See chart on next page for recommended time)
4. Strain and serve



VEGETABLE	PREPARATION	HEALTHY SAUTÉ	HEALTHY STEAM	QUICK BOIL
Asparagus	Cut off rough stems	5 min		
Avocados	Slice or cube			
Beets	Quarter		15 min	
Beet Greens	Chop 1" thick			2 min
Bell Pepper	Slice	7 min		
Bok Choy	Slice 1" thick	4 min		
Broccoli	Cut florets in quarters		5 min	
Brussels Sprouts	Cut in quarters		5 min	
Carrots	Slice 1/4" thick		5 min	
Cabbage, Red	Chop 1/4" thick	5 min		
Cabbage, Green	Chop 1/4" thick		5 min	
Cauliflower	Cut florets in quarters	5 min		
Celery	Cut	5 min		
Collard Greens	Chop 1/2" thick		5 min	
Cremini Mushrooms	Cut into quarters	7 min		
Cucumbers	Slice			
Eggplant	Cut into 1/2" slices	7 min		
Fennel	Slice thin	5 min		
Garden Peas	Shell	3 min		
Garlic	Chop	1 min		
Green Beans	Cut off ends		5 min	
Kale	Chop 1/2" thick		5 min	
Leeks	Slice thin	7 min		
Mustard Greens	Chop 1/4" thick	3 min		
Onions	Chop or slice thin	7 min		
Potatoes	Cut into 1" cubes			10 min
Shitake Mushrooms	Slice and cut stems off	7 min		
Spinach	Cut off roots and cook		1 min	
Squash, Summer	Slice 1/4" thick	3 min		
Squash, Winter	Cut into 1" cubes		7 min	
Sweet Potatoes	Cut into 1" cubes			10 min
Swiss Chard	Slice into 1" pieces			3 min
Tomatoes	Chopped for sauté	5 min		

> 14-DAY CRANBERRY DRINK PRE-CLEANSE

The Cranberry Drink is optional, however we have found this to be a great option if you experience indigestion, heartburn (acid reflux), bloating or a distended stomach. In general, the Cranberry Drink is a great way to begin the process of healing your gut and aids in detoxifying the body.

INGREDIENTS

- 4 ½ cups spring water
 - 1 ½ cups unsweetened cranberry juice
 - 4 tbs organic lemon juice
 - 1-2 tbs organic apple cider vinegar (with the "Mother")
 - *Optional: Add 1 tbs fiber to 2 out of 3 drinks per day
 - Psyllium husk powder
 - Ground Flaxseed
- Refrigerate and stir before consuming.

This mixture can be taken up to three times per day (three 8 oz. glasses) 5-15 min. before meals

1) Before breakfast

2) Before lunch

3) Before dinner

NOTES:

- Some bodies simply can't tolerate the apple cider vinegar. There is some flexibility in drinking the beverage without the apple cider vinegar in it if you find that you are having a hard time drinking the cranberry drink.
- In addition, some people do not handle the fiber well. If this is the case, it can be removed from the mix.

If you've been drinking the cranberry drink during the pre-detox phase, you can discontinue drinking it during the Detox period. However, we recommend incorporating the cranberry drink cleanse into your new lifestyle after the detox and consuming once a day or more if any symptoms appear.



PURPOSE OF THE INGREDIENTS

ORGANIC UNSWEETENED CRANBERRY JUICE

- Helps support normal kidney, bladder, and urinary tract functions – the body's filtration system
- Very high in potassium and low in sodium



APPLE CIDER VINEGAR

- Balances the pH of the body
- Eliminates waste acids
- Provides potassium
- Fortifies the friendly bacteria in your intestines
- Reduces water retention



LEMON JUICE

- Balances pH levels
- Aids in digestion and detox
- Supports weight loss
- Helps improve energy and mood
- Supports normal immune function



FLAXSEED/PSYLLIUM HUSK

- Good source of Omega-3 essential Fatty Acids “good fats”
- Great source of fiber
- Relieves constipation and diarrhea
- Helps lower cholesterol
- Helps manage blood sugar



> 30-DAY BONE BROTH GUT REPAIR

The purpose of the bone broth is to help heal and repair the gut, as well as reduce inflammation within the body, specifically in your joints. While this is an optional protocol, we do encourage you to give it a try as the benefits to the body are well worth the effort to consume the bone broth. You can either make your own bone broth using the below recipe, or you can purchase pre-made bone broth from your grocery store or local farmers' market. After the optional 30 days, you can continue drinking the bone broth for the rest of your program. In addition, bone broth can be used for cooking and is great to incorporate into part of your ongoing lifestyle.

INGREDIENTS

1 whole organic, pastured chicken or turkey
4 or more quarts of purified water
2 tablespoons raw apple cider vinegar
2 medium yellow onions, cut into quarters
4 organic carrots, chopped
4 organic celery stalks
3 Fresh bay leaves
Fresh thyme, rosemary, sage, 1-2 sprigs of each
Himalayan sea salt and pepper to taste

INSTRUCTIONS

1. Rinse chicken in purified water. Cut whole chicken in half down the middle lengthwise and place in a large deep pot. Add all remaining ingredients to the pot and fill with purified water all the way to the top. Allow the pot and its contents to stand for 30 minutes, giving the raw apple cider vinegar time to draw minerals out of the bones. Turn the heat onto high and bring to a boil. Reduce the heat to a simmer and cook for 1 1/2 to 2 hours or until the chicken meat has reached a temperature of 165 degrees.

Another option is to place all ingredients in a crockpot and cook on low for 6-8 hours or until chicken has reached a temperature of 165 degrees.

2. Once the chicken is cooked, remove the chicken from the pot, debone, and keep the chicken meat for consuming. You will want to strain all of the liquid, which is the bone broth, and discard the vegetables and herbs. Drink the bone broth and enjoy!

PRO TIPS

- Heat the bone broth up and drink it as a hot beverage either in the morning to replace your coffee or anytime during the day that you are craving a warm beverage (just add salt to taste).

- Incorporate the bone broth into any recipe that calls for chicken stock. Bone broth is a great base for soups.

STORE-BOUGHT BONE BROTH RECOMMENDATIONS

If you prefer to buy pre-made bone broth, there are several great options in local grocery stores:

- Pacific Organic Bone Broth (Chicken/Turkey/Beef)
- Epic Nutrition Bone Broth
- Many local farmers or farmer's markets may carry their own pre-made broths, which are great options as well



> INTRODUCING DIETARY TRANSITIONS

BEGINNING YOUR DIETARY TRANSITIONS

Every day, various cells in your body are dying off and being replaced by new cells whose composition is fueled by the minerals, nutrients, and vitamins gained from what you eat. In this regard, the phrase “you are what you eat” could not be more true. Your body is quite literally built by what you feed it through your diet.

Most people, if tasked with the job of building a healthy body through nutrition, would suggest using foods like fruits and vegetables, good grains, and healthy meats. However, when it comes to their own bodies, they are often choosing to build their body’s health and nutrition on fast food, carbs, sugar, and only the occasional nod toward foods bought in the produce aisle. It’s not surprising, then, why so many Americans feel unhealthy and deal with chronic disease. They are eating themselves into that reality—even if they know better.

Unfortunately, many of the foods consumed in a traditional American diet do not provide the right kinds of nutrition to fuel your body with what it needs to be healthy and well. Additionally, many foods considered “normal” or “healthy” for your diet can actually cause allergic reactions, inflammation, and even organ damage. Often these signs are not immediately noticeable, but over time, can result in long-term illness and common diseases.

In order to reclaim your life and your health, you have to start by rebuilding the foundations of your body and health with the best minerals, nutrients, and vitamins available. One of the first ways you will accomplish this is through changing your diet.

MAKING SMALL CHANGES FOR BIG IMPACT

Throughout your program, we are going to have you make gradual transitions in your diet in order to provide your body with the right kind of nutrition to build a healthier “you.” Some of these changes involve adding good, nutrient-dense foods into your diet while some of these changes require removing foods that disrupt normal body function. These transitions will also help you eliminate allergen-heavy foods and any associated inflammation so that your body can begin repairing and restoring itself to normal function. By making these changes, you are developing new habits for your diet that will prepare you for long-term nutritional health.

Please do not feel overwhelmed as you make these changes. We are not asking you to change your entire diet immediately. We are simply asking you to take steps toward a better diet, one week at a time. As you introduce these changes, you may do them as quickly or as slowly as you need in order to ensure your long-term success. You are welcome to take a few days to gradually introduce each change or simply “go for it.” The main focuses for this first week are eating healthy meats from properly fed animals, such as grass-fed beef, pastured chicken or pork, and wild-caught fish, and eating organically grown vegetables.

> DIETARY TRANSITIONS (DAYS 1-7)

YOUR FIRST SET OF DIETARY TRANSITIONS

Your dietary transitions for days 1-7 involve adding 2 servings of cooked vegetables to each meal and letting 50% of your daily caloric intake come from good, healthy fats. You will also eliminate sugar, artificial sweeteners and fruit juice from your diet.

These additions and eliminations are listed below. Refer to the Vegetables and Good Fats list in your program documents for a helpful chart of vegetables and good fats to include in your diet. Remember that you can also reference the recipes and meal plans in the Additional Resources section, which include meals specifically designed for this phase of your program.

ADD:

- > 2 servings of cooked vegetables with every meal (breakfast, lunch, and dinner)
NOTE: A serving is the size of the palm of your hand or 1/4 of a cup
- > Good, healthy fats
NOTE: 50% of your calories should come from good, healthy fats

ELIMINATE:

- > Processed sugar & High Fructose Corn Syrup (HFCS)
Examples: candy, cola, ice cream, desserts, donuts, pastries, honey, maple syrup, etc.
- > Artificial sweeteners
Examples: Equal®, Nutrasweet®, Splenda®, Sweet and Low®
- > Fruit Juice
- > Caffeine
Examples: coffee, soda, green and caffeinated teas, chocolate
- > Gluten
Examples: bread, deep fried foods, soy sauce, baked goods (like cookies and cake), crackers, chips, pizza, pasta, beer, sauces, etc.
- > Corn
Examples: tortilla chips, tortillas, cornbread, corn oil, popcorn

OPTIONAL:

- > Cranberry Drink
- > Bone Broth



> SUPPLEMENT CHART (DAYS 1-15)

Use the chart below to help you understand when and how to take your supplements during the program. For more detailed information on taking your supplements, please refer to the Supplement Explanation video in your member portal.

SUPPLEMENTS FOR ALL 30 DAYS

MEDPAX BOX

Take packets each day at breakfast (AM), dinner (PM), and bedtime, per the times printed on each packet.

PROBIOMAX PLUS DF

Add one stick of powder to the 2-4 oz. warm water, stir until dissolved, then drink just prior to bedtime.

SUPPLEMENTS FOR DAYS 1-15 ONLY

IG 26 PLUS DF

Mix **1 scoop** of IG 26 Plus DF with 4-6 oz. of water, unsweetened almond or coconut milk in a shaker bottle or blender. Take at breakfast and at dinner, for two shakes daily.

If you have any IG 26 Plus DF remaining whenever you start your detox on Day 15, simply add the powder to your detox shakes, or continue to make and drink separately until you completely run out.

	BREAKFAST	DINNER	BEDTIME
MEDPAX	X	X	X
PROBIOMAX PLUS DF			X
IG 26 PLUS DF (DAYS 1-15)	X	X	

> WHY ELIMINATE? (DAYS 1-7)

INTRODUCTION

All of the dietary transitions made in your program are purposeful. The introduction of cooked vegetables to each meal delivers a powerful, healthy punch of nutrients and minerals needed by your body, while good fats help to stave off cravings as well as regulate hormone and organ function, cellular development, and many other vital functions that will be discussed in a later section of this guide. This combination will also help jump-start your weight loss and better regulate your blood sugar levels. NOTE: We're having you eat cooked vegetables as opposed to raw because cooked vegetables are easier to digest and will allow your digestive tract to adapt.

We also ask you to eliminate specific foods whose presence in your diet can create allergic reactions, inflammation, and a myriad of other health problems. Some of them just aren't "good" for you anyway! By eliminating these foods, you are helping your body rebuild itself with proper nutrition and reducing triggers for disease and dysfunction. While some foods that you eliminate can be reintroduced into your diet over time, some foods don't have a place in your healthy lifestyle.

For each dietary transition, we will provide a helpful "Why Eliminate" article that provides insights into these eliminations and how to navigate your nutrition choices during this program. The following eliminations pertain to days 1-7:

ARTIFICIAL SWEETENERS

Aspartame, Sucralose, and Saccharin are all artificial sweeteners. They are alike in that they give foods and beverages a sweet taste, minus the calories and carbohydrates of regular sugar. But let's look at how they differ and, more importantly, why they are detrimental as part of your diet:

ASPARTAME

Aspartame, marketed under the names Equal® and NutriSweet®, was FDA-approved in 1981, despite flawed testing data and brain tumor findings in animal testing. It is used in hundreds of food products, including cereals, yogurt, fruit juices, drugs, teas, coffees and soft drinks. Although people who are dieting often use it as a sugar substitute, studies have shown that aspartame may actually increase your appetite and lead to greater weight gain!

On his website, www.mercola.com, Dr. Joseph Mercola reports "aspartame accounts for over 75% of the adverse reactions to food additives reported to the FDA." He also notes that certain chronic illnesses can result from, or be made worse by, ingesting aspartame, including brain tumors, multiple sclerosis, epilepsy, chronic fatigue syndrome, Parkinson's disease, Alzheimer's, intellectual disability, lymphoma, birth defects, fibromyalgia, irritable bowel syndrome (IBS), and diabetes. For diabetics and pre-diabetics, it is important to note that Aspartame can raise insulin levels and increase insulin resistance.

SUCRALOSE

Sucralose, marketed under the name Splenda®, is made by adding chlorine to sugar molecules. With limited human testing, sucralose was approved by the FDA in 1998. In laboratory animals, sucralose has resulted in decreased red blood cell count, slower growth rate, spontaneous abortion, longer pregnancies, decreased fetal weight, enlarged liver and kidneys, inflammatory bowel disease (IBD), and diarrhea. Many who have used Splenda® have reported incidences of depression that disappeared once they stopped consuming it.

SACCHARIN

Saccharin, marketed under the name Sweet and Low®, is the “granddaddy” of all artificial sweeteners and has been around for almost 140 years. In 1977, it was determined that saccharin caused bladder cancer in laboratory animals. Consequently, the FDA ordered that all saccharine-containing products carry a warning label.

STEVIA

Stevia is a sweetener derived from a natural plant. Although it is commonly used, some say it has a bitter aftertaste and can even cause bloating and nausea. Although this sweetener can be used sparingly for now, it is important to remember that we are trying to eliminate the cravings for sweetness so please try to refrain from using it as much as possible. Also, stevia can promote hypoglycemia due to its stimulation of insulin so please minimize its use. Once we reach the detox phase, it will need to be eliminated completely.

Abstinence from these sugar substitutes—and from processed sugar—is in your best interest if you want to avoid any of their potential harmful side effects!

While on your program and beyond, it is important that you avoid these artificial sweeteners by carefully reading food labels. Most “sugar-free” and “diet” foods introduce these chemical sweeteners to reduce calories while preserving sweet taste, so it’s not enough to simply try to find light, diet, or “health” foods. Eating natural foods is the best method to avoid these artificial sweeteners.

SUGAR

Sugar itself is not the “bad guy.” Sugar, unlike artificial sweeteners, is a natural substance found in most fruits, vegetables, dairy, and grains. However, most of the sugar in today’s food is refined or processed sugar that comes from sugar cane or sugar beets and not in its natural state. High in sucrose, processed sugar is void of any nutritional value and only serves to sweeten foods.

HIGH FRUCTOSE CORN SYRUP

High Fructose Corn Syrup, also known as HFCS, is used in most processed foods, breads, candy, flavored yogurts, salad dressings, canned vegetables, condiments, and cereals. HFCS is a highly refined artificial sweetener that has quickly become the number one source of calories in the United States. HFCS packs on the pounds faster than any other ingredient, increases your LDL (“bad”) cholesterol levels, and contributes to the development of obesity and diabetes.

Our bodies were never designed to eat processed sugar, nor were they meant to consume the amount of sugar that is present in our diets today. An over-abundance of sugar has been directly linked to imbalances and inflammation in the body, plus a host of other health problems.

Consider the following effects of regularly eating processed sugar:

- Increased inflammation
- Increased insulin resistance
- Increased risk of obesity
- Weight gain
- Acceleration of the aging process
- Decreased liver function
- Increased uric acid levels
- Increased risk factors for heart/kidney disease
- Deposition of fat in the abdomen
- Elevated blood pressure
- Elevated triglycerides
- Elevated LDL cholesterol
- Depletion of vitamins and minerals
- Increased proliferation of cancer cells
- Increased risk for diabetes
- Heightened food cravings
- Increased risk for Alzheimer's disease

In order to give our bodies a break, we're going to have you eliminate all processed sugar from your diet so that your body can begin reversing any imbalances and inflammation caused by the presence of sugar in your diet. We only want you to consume sugar that is contained in whole food sources, such as the fruits and vegetables in your diet.

Long-term, processed sugar doesn't serve a purpose in a healthy lifestyle and opens the door to the health risks presented above. As you go through your program and beyond, be mindful of the sources of processed sugar in your diet and steer clear when possible. Some common foods that add processed sugars include:

- Cookies, cakes, candies, ice cream, pastries, and sodas
- Cereals, breads, other processed foods
- Condiments, salad dressings, and sauces
- Fruit juices and other flavored drinks

Many times, even foods marketed as "natural" or "healthy" add processed sugar to their ingredients. If in doubt, simply avoid foods that are high in sugar content or introduce processed sugars. Also, note that we have you eliminate honey, maple syrup, agave, etc. as these products contain sugar as well. Some of these natural sources of sugar can be added back after your Detox, however, continue to be mindful of your sugar consumption.

FRUIT JUICE

Fruit juice is something that many Americans have been led to believe is a healthy beverage choice. In fact, orange juice has been promoted as part of a complete, healthy breakfast. The detail that has been left out of these recommendations is that most fruit juice has as much sugar—and sometimes more—than a typical soft drink. While fruit is healthy for us, whenever fruit juice has been separated from its fiber, the fructose contained in fruit can be absorbed extremely fast and create a significant surge of insulin in our bodies. This is very hard on our health and, for those dealing with blood sugar issues, can be dangerous.

In addition to the high amount of fructose in fruit juice, manufacturers often add processed sugar to many popular juice cocktails, such as fruit punch and lemonade. This can quickly elevate blood sugar levels and disrupt normal body function. As a means of showing just how much sugar you might consume in a glass of fruit juice, note the sugar content in 8 ounces of each of the following fruit juices and soft drinks:

DRINK	GRAMS OF SUGAR
Sprite	26
Pepsi	28
Coca-Cola	27
Gatorade	18
Grape Juice	36
Apple Juice	24
Orange Juice	21
Lemonade	20

Finally, don't be fooled by the sugar-free or zero-calorie versions of soft drinks or fruit juices because they are typically full of artificial sweeteners, which are even worse than sugar. During your program, you should eliminate all fruit juice except the cranberry and lemon juices used for the optional Cranberry Drink. If making the Cranberry Drink, limit your consumption of the cranberry and lemon juices to their use in the Cranberry Drink only.

CAFFEINE

Finally, we are going to eliminate caffeine. Before you throw your coffee cup across the room, keep reading to understand why we are asking you to make this change during the initial phase of your program.

Much like the nicotine found in tobacco, caffeine creates dependency when it is used on a regular basis. This is due to the way it affects the dopamine system, similar to other addictive drugs. Because caffeine metabolizes across the blood-brain barrier, the most common withdrawal symptom is headaches. In addition, other withdrawal symptoms can include fatigue or even depression. Despite these potential symptoms, there are multiple reasons that we are asking you to eliminate your dependence on caffeine during this program.

There are a multitude of well-documented health problems connected to caffeine. The greatest of these concerns is caffeine's inhibition of several crucial vitamins like folate, B12 and B6. This can interfere with your body's ability to keep homocysteine and cholesterol levels in check, which increases the risk of inflammatory diseases ranging from heart disease and stroke to rheumatoid arthritis. In addition, studies have shown that caffeine, primarily when found in coffee, can raise blood pressure and also increase the demand on your body's stress hormones and adrenal glands.

Another major problem, specifically related to caffeinated drinks like sodas and coffee, is the increase in acidity that these drinks have on your system. Overall, studies have shown that foods which help to alkalinize your body are more helpful at preventing metabolic diseases and cancer. The acidity in coffee and soda reduces or minimizes any benefits of alkaline foods in your diet. When you consider how often people add sugar and processed dairy to coffee drinks, it only makes the health effects of drinking coffee worse. Sodas are already laden with high fructose corn syrup, sugar, or artificial sweeteners, so there's no health benefit to drinking a soda anyway.

While many people use coffee and caffeine for the purposes of energy and alertness, studies have also shown that regular use of caffeine actually makes it MORE difficult for a person to maintain consistent energy and alertness without the introduction of more caffeine to their diet. After the detox, 70% and higher dark chocolate may be acceptable.

HOW TO WEAN YOURSELF OFF OF CAFFEINE

If you try to stop drinking caffeine cold turkey, as noted before, you will likely experience withdrawal symptoms. This can be reduced or avoided by gradually reducing the amount of coffee or caffeine you drink over the course of several days or possibly even over a week. It is also very helpful to drink plenty of water and keep your body well-hydrated during this process. Many people enjoy replacing their morning routine of coffee with a non-caffeinated herbal tea that can help invigorate them for the day without the negatives and crash that caffeine can bring later.

Here are some tips that can help you as you wean yourself off of caffeine:

1. **Try Swiss water process decaf coffee.** Other decaffeinated coffees are stripped of caffeine by chemical processes. The Swiss water process is done without the use of chemicals and can be a great option to reduce the amount of caffeine you drink as you wean off of coffee.
2. **Be sure to use organic coffee.** If you drink decaf for a few days while weaning off of coffee, get organic beans or grounds. Coffee is heavily sprayed with herbicides, pesticides, and fertilizers that can leach into your beverage during the brewing process.
3. **Use unbleached filters.** During the brewing process, the chlorine which was used to bleach white coffee filters can possibly be extracted into your coffee.
4. **Swap sodas for sparkling water.** While this should not be considered your primary source of water, consider sparkling water with a hint of lime or La Croix beverages found at most grocery stores if you're used to drinking carbonated beverages with caffeine.

If you absolutely love the taste of coffee and feel like you want to add it back to your diet, this will be an option after the detox. We recommend using recipes like Bulletproof® coffee, which adds a substantial amount of fat to the coffee, can slow the absorption of caffeine by the body, and reduce the negative effects caffeine has on our health.

GLUTEN

Gluten is a common food sensitivity with more than 20 million Americans suffering from some degree of gluten intolerance. Odds are, you know someone with either a gluten sensitivity, Celiac

disease, or whose personal dietary preferences include being “gluten-free.” Whether or not you have a known issue with gluten, its presence in your diet may be linked to various symptoms that you ascribe to some other influence. In reality, gluten isn’t great for you even if you don’t have a “problem” with it.

Gluten is a protein most commonly found in products containing wheat, barley, and rye, though gluten is also hidden in many grocery products. Products containing gluten or aliases for gluten include: flour, spelt, cake flour, couscous, matzah, kamut, bulgur, einkorn, semolina, malt vinegar, and graham. It is a common staple in most processed foods like baked goods, breads, pastas, pizzas, and even sauces like soy sauce.

The issue with gluten is that the body has tremendous difficulty breaking down the protein once introduced to the digestive system. As a result, the following potential problems can be created in the body:

- Stomach cramps
- Diarrhea
- Constipation
- Heartburn
- Gas
- Inflammation in the digestive system
- Bloating
- Intestinal permeability (leaky gut)
- Autoimmune reactions
- Decreased good bacteria in the gut

While it may be tempting to go to the “gluten-free” aisle during this phase of the program to get products that are permissible, be mindful that not all “gluten-free” food is actually healthy for you. Consider the other dietary transitions we are asking you to make when looking at the food labels at your grocery store, or better yet, continue to eat vegetables and good fats for your caloric intake.

Also, remember that barley is a key ingredient in most beer. As a result, you should avoid drinking beer during this phase of the program. There are several options for gluten-free beer, some of which are fairly popular. Gluten-free beer is permitted, but should be consumed in moderation. As stated above, just because it’s gluten-free doesn’t mean it’s healthy for you.

CORN

We are going to eliminate corn during this phase of your program because most corn that we consume today is genetically modified (GMO) and highly processed into high fructose corn syrup, corn oil, corn flour, fried tortilla chips, popcorn, and many other packaged food products that strip the corn of its nutritional benefits. Corn is also a common food sensitivity, often affecting those that have a sensitive digestive system. Corn in the diet can cause aggravation and stomach aches, especially if you have irritable bowel syndrome (IBS).

You will need to avoid any products that have corn or corn by-products. Long-term, corn is a vegetable that, when prepared properly, can be enjoyed and supply your body with vitamin C, magnesium, B vitamins, and potassium. However, while we are working to reduce inflammation and restore healthy balance and nutrition to your body, we are going to eliminate it from your diet.

> FRUCTOSE CONSUMPTION CHART

FRUCTOSE & YOUR HEALTH

First off, you may be asking yourself: what is fructose? Fructose is the sugar that comes from fruit. While fruit itself is not the enemy, excess amounts of fructose can wreak havoc on our bodies so we must be careful as a result. **For non-diabetics, this means sticking to eating 25g of fructose or less a day and 15g or less a day for diabetics.**

Your body metabolizes fructose differently from glucose, which is a simple sugar that your body converts and uses for energy. Excess fructose increases your insulin levels too much, which also interferes with the communication between the hunger hormone leptin and your hypothalamus, so your pleasure signals aren't extinguished after eating. This makes your brain sense starvation and prompts you to eat more. All of this sets the stage for overindulgence and hence weight gain, which can put you on the path toward obesity and blood sugar issues. So, while fructose in moderation is perfectly healthy, it's easy to see how overconsumption of fructose can cause some serious problems for your health. Refer to the below fructose consumption chart to help you stay within your daily limit.

FRUIT	SERVING SIZE	FRUCTOSE (GRAMS)	FRUIT	SERVING SIZE	FRUCTOSE (GRAMS)
Lime	1 medium	0	Nectarine	1 medium	5.4
Lemon	1 medium	0.6	Peach	1 medium	5.9
Cranberry	1 cup	0.7	Orange	1 medium	6.1
Prune	1 medium	1.2	Papaya	1/2 medium	6.3
Apricot	1 medium	1.3	Honeydew	1/8 med. melon	6.7
Cantaloupe	1/8 med. melon	2.8	Banana	1 medium	7.1
Raspberry	1 cup	3.0	Blueberry	1 cup	7.4
Clementine	1 medium	3.4	Date	1 medium	7.7
Kiwi	1 medium	3.4	Apple	1 medium	9.5
Blackberry	1 cup	3.5	Watermelon	1/16 medium melon	11.3
Strawberry	1 cup	3.8	Pear	1 medium	11.8
Cherry	1 cup	4.0	Raisin	1 cup	12.3
Pineapple	1 slice (1" thick)	4.0	Grape	1 cup	12.4
Grapefruit	1/2 medium	4.3	Mango	1 medium	16.2
Mandarin Orange	1 medium	4.8			

VEGETABLES AND GOOD FATS

VEGETABLES

Alfalfa sprouts
 Artichokes
 Asparagus
 Avocado
 Bamboo shoots
 Beets
 Beet greens
 Bitter leaf
 Bok choy
 Broccoli
 Brussels sprouts
 Cabbage
 Carrots
 Cauliflower
 Celery
 Cilantro
 Collard greens
 Cucumbers
 Dill
 Dulse
 Eggplant
 Endive
 Escarole
 Fennel
 Garlic
 Ginger root
 Green beans
 Kale
 Leeks
 Lettuce
 Mushroom
 Mustard greens
 Napa/Chinese cabbage
 Okra
 Olives
 Onions
 Parsley
 Parsnips
 Peas
 Peppers (all)
 Pickles (w/o sugar)
 Radicchio
 Radishes
 Rutabaga
 Salsa (w/o sugar)
 (days 1-21 only)
 Sauerkraut
 Sea beets
 Sea kale
 Sea lettuce
 Seaweed
 Shallot
 Spinach
 Sprouts (all veggie types)
 Squash
 String beans
 Sugar snap peas
 Sweet potatoes
 Swiss chard

Tomatoes
 (days 1-21 only)
 Turnip greens
 Turnips
 Water chestnuts
 Watercress
 Yam
 Zucchini

GOOD FATS

Avocado
 Coconut
 Coconut oil
 Extra virgin olive oil
 Ghee
 Grass-fed butter
 Grass-fed beef
 Pastured chicken
 Pastured eggs
 (days 1-21 only)
 Pastured pork
 Raw cacao
 Raw dairy
 (days 1-14 only)
 Raw nuts & seeds
 Olives
 Wild-caught fish

> EWG'S DIRTY DOZEN/CLEAN 15 GUIDE

While we recommend you always eat organic produce when possible, the EWG Dirty Dozen/Clean Fifteen Shopper's Guide (see next page) will help you understand what produce to avoid when organic is not available and which produce is okay to eat even if not organic. This will also help with anyone shopping on a budget, since organic is often more expensive than conventional.

The Environmental Working Group (EWG) actively tests pesticide residues in fruits and vegetables and based on their findings, updates their Dirty Dozen/Clean Fifteen Shopper's Guide annually.

THE DIRTY DOZEN

The Dirty Dozen items are listed in order beginning with items with the most pesticide residues found in them. These items were washed and sometimes even peeled when tested. We recommend avoiding the items on the Dirty Dozen list when organic is not available and finding an alternate fruit or vegetable instead. Keep in mind, produce varies by season, so shopping for organic items when they're in season will be easier and often times cheaper.

THE CLEAN FIFTEEN

The Clean Fifteen items are listed in order beginning with items with the least amount of pesticide residues found in them. While we still recommend organic when possible, these items are okay to purchase conventionally grown when organic is unavailable in the store or when shopping on a budget. This does not mean these items don't have any pesticide residues, it simply means they have a lesser amount.

Click here to view the current [EWG Dirty Dozen/Clean 15 Guide](#). You can find this document in your Additional Resources as well.





GUIDELINES FOR EATING

INTRODUCTION

One of the first lifestyle changes we are focused on in the program is a change in your diet. Over the course of your program, you will go through specific dietary transitions that help reduce inflammation, minimize food sensitivities, and position your body to better detoxify itself. However, these steps should not be confused as some kind of a “diet plan.” The goal of this program is to help you learn how to incorporate the right kind of nutrition and the right methods of eating into your lifestyle, not how to “diet” for a few months before resuming previous habits.

This is because the science of eating is far more complex than what a traditional low-carb, low-fat diet or a method of counting calories can address. It’s a process that involves signals between your brain and your body, hormone regulation and production, storage of fat cells, regulation of blood sugar, and more. To succeed in eating well, losing weight, and shedding body fat, you have to understand not only what your body needs from a nutritional standpoint, but also how the timing and composition of your meals affects your body as a system. In order to develop this understanding, we need to learn about a hormone called leptin and its role in diet and nutrition.

WHAT IS LEPTIN?

Leptin is a hormone produced by your fat cells that plays a significant role in managing the link between your brain and your stomach. Throughout the day, your fat cells release leptin into your bloodstream, which in turn tells your brain how much energy it has in storage. When leptin is working properly, it signals to the brain that you are either full or hungry, whether you need to store fat or burn it, and even how to manage your metabolism. In other words, proper leptin function keeps you from eating when you’re not hungry (or overeating in general) and it maintains your body’s fat burning and metabolic function in a proper state so that you aren’t storing excess fat or improperly using the foods you eat.

Unfortunately, most people have slightly to highly impaired leptin function. This is due to the fact that our food consumption affects our hormone levels and production. Years of unhealthy eating habits and poor food choices not only affect our waistlines and energy levels, they also affect the way that our digestive system works. One of the common casualties of this pattern of eating is the ability of our body to properly regulate and receive the information relayed by hormones, like leptin. When this happens, a person becomes “leptin resistant” and their hungry/full signals, cravings, metabolism, and overall diet suffer because the information transmitted by this important hormone is not received properly by the brain.

Many people have never heard of leptin, let alone leptin resistance, even though it plays an active role in their daily lives. However, the most common signs we look for in an individual's life to suggest leptin resistance may look familiar to you or someone close to you. Whether you realize it or not, there’s a good chance you’re already dealing with leptin resistance in some capacity because of one or more of the following signs:

- You're always hungry at night and feel like you need a bedtime snack
- You're not hungry in the mornings and never want breakfast
- You crave sweets often
- You always feel like you need to snack in-between meals
- Your meals are full of carbohydrates and you crash a few hours after eating

Without correcting the issue of leptin resistance signified by the issues above (even in minor ways), no amount of dieting will ever help us achieve all of the goals we have as part of our nutrition plan. Furthermore, if leptin resistance is left alone, it will set us on a path toward eventual obesity, diabetes, heart disease, gastrointestinal problems, and even cognitive decline.

Fortunately, managing leptin and combating leptin resistance is not hard. In fact, if you have ever struggled with weight gain, decreased energy, and chronic health problems, using the strategies we discuss here may help you see some of the progress that has eluded you for years. Like most things you learn in this program, managing leptin is going to take a change in your eating habits to get your body back on track. However, once leptin is working properly in your body, it becomes easier to have a lifestyle of healthy eating and nutrition that sets you up for long-term success.

THE FIVE RULES OF LEPTIN MANAGEMENT

As mentioned, our success in eating well involves not just providing our bodies with the right kind of nutrition, but also providing our body with the right composition of foods in the right timing. This is because the timing of our eating and the types of foods we eat during those specific times of the day are the two biggest factors that affect our leptin production and reduce leptin resistance. By following the five rules of leptin management listed below, you will uncover the tools needed to manage the timing, composition, and quality of your foods needed to reverse resistance and maintain proper leptin function and long-term nutritional health.

Years of clinical practice and helping individuals reclaim their health have shown that these five rules apply to everyone. That's right: everyone. Regardless of your eating habits now or the severity with which you experience leptin resistance, these are steadfast principles that will only serve you well as you implement them. Developing these habits and training your body to follow these rules consistently will be a crucial step in maintaining or gaining your health. In addition, these five rules will help you avoid losing your energy and slowing your metabolism as you age:

Rule 1: Never eat after dinner. Allow 11 to 12 hours between dinner and breakfast, which means you should never go to bed on a full stomach. Try to finish dinner at least 3 hours before bed. We understand this is not always possible, so do the best you can.

Rule 2: Eat 3 meals a day and allow 5 to 6 hours between meals. Do not snack unless you fall into one of these categories: diabetics, children, extremely active young adults, or bodybuilders. For these individuals, an afternoon snack may be appropriate but should be done with caution.

Rule 3: Do not eat large meals. If you are overweight, always try to finish a meal when you are slightly less than full. The full signal will usually catch up in 10 to 20 minutes, so eating slowly is very important.

Rule 4: Eat a breakfast containing protein. Breakfast really is the most important meal of the day when it comes to your metabolism. Unfortunately, most people consume processed carbs and sugar for breakfast and lack the appropriate amount of protein.

Rule 5: Reduce the amount of carbohydrates you eat. This is specifically referring to processed carbohydrates. Most of the carbohydrates in your diet should come from vegetables and fruits.

When some people look at these five rules, they realize how far off their eating habits are from what is being suggested. For others, a few rules are being followed but not all five. Regardless of where you land on that spectrum, it is only a combination of all five that gives the best results possible.

Many times, we have people comment that they don't like breakfast or they're not hungry in the morning. Others comment that they have to have snacks throughout the day or else they cannot function. If either of those scenarios describes you, then what you are experiencing is a perfect example of leptin resistance. Your body is not craving food when it should be hungry in the morning or it is craving food in between meals when you should be satisfied. These are classic signs of leptin resistance. If you continue to follow those habits, your health will decline along with your energy and vitality. Plus, you'll never win the battle against leptin resistance. If you're willing, you can slowly shift your habits towards greater health and toward the five rules listed above. As a result, your body will follow your lead, begin to balance its hormones naturally, and you will finally get the control and success in your diet needed for a healthy lifestyle.

TIPS FOR IMPLEMENTING THE FIVE RULES

Much of this discussion of leptin is due to reading and researching the work of Byron J. Richards, a clinical nutritionist whose groundbreaking work on leptin has been well documented and taught over the years. His expertise in this area has greatly impacted our ability to practice and teach these principles to people with great success. When Richards discusses how to implement the five rules of leptin management, a gradual process of eating in the right direction is suggested rather than making all five changes at once.

As an example, some people may need to start with four meals a day, eaten four hours apart. Then, as they exercise and experience success with these changes, a move to three meals a day can be made without extreme hunger or energy drops. Determine which steps you want to implement first and then make changes gradually. We would encourage you to start with Rules 3-5 and then address the timing of your meals more gradually. Rule 1 may be an easier shift for you to make than Rule 2. Start with whichever one is easiest and then work on the second one afterward.

Richards also debunks the popular idea that eating five to six small meals a day is the best method for eating. Although it may produce initial weight loss, it will create greater imbalances in your hormones and leptin over time, which leads to plateauing and even greater difficulty in losing weight. Thinking through this dynamic, working on eliminating snacks, and then making sure your three meals are full of good, nutritious foods with healthy fats and proteins will help make these transitions easier.

Finally, remember that just because one of the five rules may be difficult for you, doesn't make the rule wrong. Your eating habits did not develop overnight, so reversing them will take time as well. If you want to get rid of stubborn belly fat and develop the proper nutritional patterns needed for a lifestyle of success, you have to address this imbalance of leptin and hormones by using the rules listed above.

THE RISKS OF AVOIDING THE FIVE RULES

Perhaps you've practiced many of the eating habits we're now trying to resolve for years and wonder if there's any value in changing course. Or, maybe these habits are just now catching up to you. In either case, not dealing with a hormone imbalance such as leptin resistance will eventually lead to significant health issues in the future if they haven't already crept in. Hormonal imbalances lead to energy depletion, inflammation, greater stress on your body, and chronic disease.

The older we get, the harder it is and the more we have to work to maintain our health, fight these imbalances, and maintain a healthy body fat percentage. These three factors only complicate the problem of leptin resistance more if left unchecked. For example, if we are storing excess fat, our fat cells continue to give signals to the brain in the form of leptin. If these signals are not able to communicate well because of ongoing resistance, the brain doesn't recognize the additional fat that we are storing because the signal is not getting through. With the additional stress that we're under because of our hormone imbalance, the brain begins to perceive starvation and therefore continues to send out signals to store energy, increase hunger, and create fat for the sake of survival. As a result, our metabolism slows, our energy levels drop, and our immune system is reduced. We retain body fat, expose ourselves to other health issues, and never gain an advantage in our attempt to become healthier.

It's also not enough to attempt eating better without thinking through the consequences of the five rules. People who attempt to reduce their calories in order to diet don't realize that robbing the body of calories evokes a protective mechanism in the brain designed to conserve fat because it thinks it will need the energy stored for later. This explains why yo-yo dieting is so harmful. It also explains why most of us would say that we have no willpower if we have only attempted diet changes. Our body's instinct to survive will always override our willpower. When you crave foods, your body is convinced that it's not satisfied and that it needs that food to survive. Until it gets what it "needs," and you are able to fix these imbalances in your hormones, you will continue to give in to the constant onslaught of your cravings.

TAKING ACTION

It will take very deliberate action on your part to feed your body what it actually needs and move towards the five rules mentioned here. The goal of implementing these five rules is to retrain your brain and eliminate the resistance to these leptin signals. It can be done with intentional steps and decisions—ones that are not hard, just different.

In order to truly be successful, there are some additional action steps you will want to take to ensure that you stay on the right path:

1. You must learn how to exercise correctly (and then actually exercise!) so you can stimulate muscle growth in your body. The benefits of exercise and how fitness affects your diet will be discussed in detail as a part of your program. For now, know that it can be very beneficial to exercise first thing in the morning on an empty stomach. At the same time, you must be sure to get enough of the nutrients and proper calories needed to jump-start your metabolism and begin balancing your hormones. This all starts with never skipping breakfast, even if you're not hungry. Make it a habit to get up, do one of your Starter Plan exercises, and then eat afterward.
2. You have to eat breakfast. If you're not used to eating breakfast, you have to start somewhere—even if that means having something small but nutritious. Remember that one of the rules is to always include protein in your breakfast. One of the biggest failures of the American diet is the idea that a good breakfast includes pancakes, cereal, bagels, waffles, toast, or some other carbohydrate. Even worse is the donut, kolache, or cinnamon roll breakfast. If you top it off with a glass of orange juice that has as much sugar per ounce as a soda, this will set you up on a hormone roller-coaster for the rest of the day. Instead, follow the dietary transitions that we've been putting in place and start your day with some protein and vegetables. This will revolutionize your idea of the typical American breakfast.
3. Pay attention to the quality of the food that you eat even more than the quantity of the food. Our fast-paced lifestyle has led Americans to eat many processed foods just for the sake of time. Sitting down to eat fast food or processed food will not necessarily make you more full than eating a healthy whole-food meal. Both meals will initially make us feel full and satisfied. However, because processed foods are typically full of processed grains, these foods will spike certain hormones with an initial rush of energy only to be followed by a crash. This will leave us feeling unsatisfied, having food cravings, and reaching for more processed foods on the go. In addition, you'll miss out on the nutrient-rich food that allows you to manage the thousands of chemical processes that keep you healthy.

Remember that these steps are critical to take and should not be ignored. Your program is designed to help you battle leptin resistance through your dietary transitions and any additional supplements we may have given you, however you must be faithful to follow the five rules of leptin management as you prepare and eat your meals. The best news for members of our program is that unlike most diet programs, we're not asking you to eat less food. We're just asking you to eat the foods with the proper nutrients that you need to feel satisfied and stay healthy. This is a much better path forward than eating dry, bland, uninteresting food or starving yourself each day in an attempt to get healthy.

> HOW TO DEAL WITH CRAVINGS

One of the most common questions people ask when they begin the program is, “How do I handle my cravings?” If you find yourself asking the same question, it should not come as a surprise to you. You’re in good company! However, before you dig the pint of ice cream out of the back of the freezer or snag a bag of chips from the pantry, there are some important things to remember that will keep you on the path to success in your program.

First, understand that cravings are a common challenge that people face when dealing with health and hormone imbalance. The fact that you’re experiencing them doesn’t mean that you’re weak or unmotivated; it’s a sign that you’re starting to do the right thing. Change your mindset and embrace this as a new opportunity for you to fight back, knowing that there are several things you can do to help stop and reverse those cravings. Of course, dealing with leptin resistance is going to play a crucial role in this process.

Second, focus on these specific dietary steps, which can significantly help you if you’re struggling with cravings:

1. **Start your day by ALWAYS eating breakfast.** Never skip this important meal, even if you’re not a “breakfast person.”
2. **Have a breakfast that includes protein and vegetables.** The typical American breakfast of sugar and carbs is NOT nutritious.
3. **Avoid refined, processed, and packaged carbs and sugars.** These products will continue to stimulate more and more cravings.

Third, learn to replace your cravings, instead of ignoring them. Think of your body as a wood-burning stove. For such a stove to be effective, you have to put fuel in that will allow it to burn long, slow, and evenly without the flames expiring. In other words, you wouldn’t want to use sticks and leaves which burn out fast. You would want to use nice-sized logs that burn long and strong, and when the fire starts to burn out, you would want to grab another log to put on the flames.

By comparison, carbs and sugar are to our bodies what sticks and leaves are to the wood-burning stove. When we experience cravings, it’s as though the fire is starting to burn low. In those moments, you may notice that your body craves things like sugars and carbs, which are like “quick fixes” or leaves on the fire. When this happens, don’t give in. Instead, replace that craving by snacking on some raw nuts and veggies. In the long run, you want to eliminate snacking altogether, but for the time being, this can help your body begin to feel satisfied when you have a craving. Proteins and good fats are going to help you feel satisfied for the longest period of time – they are like logs on the fire. They provide good energy and keep your metabolism going, unlike a quick fix of caffeine, carbs, and sugar. In addition, quick fixes do not provide the nutrients you need, which make them counterproductive in the long run. Over time, you become more depleted and have more and more cravings instead of suppressing them. Other options to replace and reduce the cravings would include a piece of fruit or adding fiber, such as ground flax, to your meal.

The best way to succeed in replacing your cravings is to plan ahead and be sure that you have nutritious snacks with you on a day-to-day basis. Again, you'll be working towards a goal of not snacking, but in the meantime to fail to plan is to plan to fail.

With these three tips in mind, you should be able to deal with the cravings that you experience during your program. However, the fourth thing for you to remember is that our team is here to help. Reach out to us if you need help in the area of cravings. Our team knows how to tackle cravings and provide you with the help you need to stay on track in your journey toward health.





THE SKINNY ON FATS

For years, fat (specifically saturated fats) and cholesterol have been villainized by certain organizations in our society as a leading cause of heart disease and increased weight. It's time to set the record straight and analyze what really happens when we consume fats.

GOOD FATS VS. BAD FATS

As we start this conversation, it's important to note that we're talking about healthy, fats found in real, naturally-sourced foods. The British Medical Journal has published several reports that found no association between high levels of saturated fat and heart disease, stroke or even type 2 diabetes. It is critical, however, to avoid the unhealthy varieties of fat, such as trans fats or unsaturated fats, which can be mostly accomplished by simply eliminating processed foods.

Regarding unhealthy fat sources, there's no debate on either side that trans fats (which typically come in the form of partially hydrogenated oils) are extremely harmful to our health. Highly-refined, polyunsaturated vegetable oils like peanut, corn and soy oil also need to be avoided. These fats are linked to oxidative stress and can lead to cellular damage, which are both contributors to heart disease. Trans fats and vegetable oils also promote oxidized cholesterol, which is destructive to our arteries and cannot be burned as fuel. Unfortunately, consuming these fats and oils causes them to end up in our cell membranes and mitochondria, often damaging and slowing down our metabolism and our ability to create energy.

Examples of Bad Fats:

- Most deep fried foods - french fries, onion rings, chicken strips, doughnuts, and fried fish
- Baked goods - cookies, pies and cakes, as well as biscuits and rolls
- Pre-packaged foods - crackers, microwave popcorn, beef sticks
- Ice cream and ice cream treats, non-dairy creamers
- Margarine, shortening and other spreads
- Vegetable oils
- Microwaveable meals
- Chips
- Roasted nuts
- Pizza

STOP AVOIDING FAT

In addition to bad forms of fat, there is another very important cause of high cholesterol, heart disease, and obesity that should be noted. Since the creation of "low-fat" and "fat-free" foods and the perpetuation of the idea that we should avoid fats, we have seen significant increases in several severe health conditions such as heart disease, diabetes and obesity, Alzheimer's, adult ADHD, depression and anxiety. The research shows very clearly that all of these diseases are not caused by eating too much fat but, rather by the increased consumption of carbs and sugars, which have replaced many of the fats in our foods to maintain flavor.

The shift in macronutrients in the American diet combined with a government-sponsored emphasis on carbohydrate-heavy foods has led to increased inflammation in the body and brain, which causes many of the diseases plaguing our modern culture. These processed carbohydrates also contribute to the oxidizing of cholesterol, which is the major risk factor for heart disease. Additionally, all this excessive sugar is stored as fat, which explains why weight gain and belly fat have become such a major crisis for Americans today.

HOW DOES SATURATED FAT BENEFIT THE OVERALL HEALTH OF MY BODY?

Now that we have a better understanding of what's really to blame for heart disease and obesity, let's discuss the truth and benefits of incorporating healthy saturated fat into our diet. As a general rule, fat provides twice as much energy as carbohydrates do. Good fats sustain your energy for a longer time, allowing you to eat less and still keep your body satisfied.

The National Institute of Health recommends that 20% - 35% of adults' caloric intake be made up of healthy fats. However, in order to support a healthy body, most nutritional experts recognize that percentage should jump to 50% - 70% of our calorie intake. Fat is essential for the health and functionality of many of our vital organs, including our brain, which is made up of nearly 60% fat. Without enough fat and cholesterol, memory and moods will suffer.

Our lungs are coated with a substance that is made of almost entirely saturated fat, and without enough, they begin to lose functionality. These fats also help protect our liver from the many toxins that it is exposed to as it works to detoxify our bodies. Saturated fat makes up a significant portion of our cell membranes and plays a vital role in keeping our skin healthy. It is also critical in incorporating calcium into our bones. Even our heart depends on saturated fat as one of the most important fuels for heart muscle, especially in times of stress. Saturated fats improve the quality of our cholesterol and provide a protective effect against heart disease. They are also vitally important in absorbing essential vitamins like A, D, E and K, which help protect us against microorganisms such as viruses, bacteria, and fungi, and they help improve our neurological function, and guard against tooth decay.

Lastly, saturated fats and cholesterol are a vital building block for hormones and hormone-like substances that our body demands for normal function and vitality. These include hormones that help us to manage stress, as well as our sex hormones, which include testosterone, estrogen and progesterone. Deficiencies in our sex hormones are directly related to fatigue, dry skin, inflammation, diminished cognitive function, mood swings, osteoporosis, cancer, and even heart disease. While these hormones are obviously important in maintaining our libido and sexual function, they are also significantly involved in the overall health of our body. With so much of our health critically tied to fats, we should encourage the consumption of good, healthy fats.

HOW CAN I CONSUME MORE HEALTHY FAT?

As you begin to incorporate more healthy fats into your diet, here is a list of foods you can use to replace any unhealthy fats discussed above:

- Grass-fed butter
- Raw, grass-fed milk and cheese
- Grass-fed beef
- Raw nuts (almonds, walnuts, etc.)
- Wild-caught fish
- Pastured chicken

- Pastured pork
- Pastured eggs
- Olives
- Extra virgin olive oil
- Coconut and coconut oil
- Seeds (flax and chia)
- Avocado
- Raw cacao
- Animal source Omega-3s

SPOTLIGHT: COCONUT OIL

We also want to spend some additional time discussing the benefits of coconut oil as a good source of healthy fats since it has recently been demonized in the media. We will mainly focus on the benefits of coconut oil itself, but other good sources of saturated fat from the coconut also include coconut cream, coconut flakes, coconut butter, and coconut manna. All are excellent food sources to include in your diet.

BENEFITS OF CONSUMING COCONUT OIL

One of the greatest benefits of coconut oil is that it's high in saturated fats. Saturated fats increase the healthy cholesterol, HDL, and also help your body convert the bad cholesterol, LDL, into good cholesterol. This process can prevent heart disease and high blood pressure.

According to the US National Library of Medicine, coconut oil has also been found to cure UTI and kidney infections. The Medium Chain Fatty Acids (specifically lauric acid) found in coconut oil have a natural antibiotic property to them because they disrupt the lipid coating on bacteria and thereby kill them.

If those first two benefits aren't reason enough for you to start consuming coconut oil, here are a few more:

- Reduces inflammation and arthritis
- Boosts the immune system
- Improves memory and brain function
- Improves energy and endurance
- Improves digestion
- Improves skin issues
- Prevents gum disease and tooth decay

HOW TO USE COCONUT OIL

The easiest way to incorporate coconut oil into your diet is by cooking with it. You can simply substitute coconut oil for any other oil like olive, canola, avocado, or vegetable. The great thing about cooking with coconut oil is that it has a high smoke point of 350 degrees, meaning that you can cook food up to that temperature without the risk of the oil turning harmful to your health. Coconut oil is great for sautéing food in a pan, coating animal protein before you grill it or cook it in the oven, and baking. The best type of coconut oil to buy is organic, cold-pressed, and unrefined.

> ABDOMINAL BREATHING

Abdominal breathing is a form of deep breathing and meditation. Rather than breathing in a way that makes your shoulders rise, the purpose of abdominal breathing is to pull the air down into the lungs by using the diaphragm. This action also helps increase circulation to the heart and increases the flow of your lymphatic system. All of these things improve your health, but the main purpose of the abdominal breathing technique is to stimulate the relaxation response, which results in less tension and an overall sense of well-being.

We suggest you use this technique at least twice a day or anytime you find your mind dwelling on negative or stressful thoughts. It can also be useful when experiencing pain. The whole process takes about 5-10 minutes.

In order to train yourself to do abdominal breathing, follow these steps:

1. Place one hand on your chest and the other on your abdomen. When you take a deep breath in, you should feel the hand on your abdomen rising higher than the one on your chest.
2. Try to take a deep breath in through your nose and hold it for a count of seven.
3. Slowly let the breath out through your mouth on the count of eight.
4. Gently contract your abdominal muscles to evacuate the majority of the air from your lungs.
5. Take another deep breath in through your nose and complete the cycle above for a total of five deep breaths.
6. Continue to deep breathe at a pattern of three seconds in and seven seconds out for the remainder of your 5-10 minutes.

It is only necessary to use your hands on your chest and abdomen while you are training your breathing. Once you feel comfortable, you can place them in any relaxed position. In addition, we would encourage you to explore guided meditation as an additional advanced technique for relaxation. This meditation can be thinking through Scriptures, reciting positive thoughts, inclining your mind toward the goals of peace or clarity, or anything else that relaxes the mind and encourages you toward rest. The more you practice these things, the more natural they will become.

One final note: the best times to ensure that your body is in a relaxed state is prior to each meal and prior to going to bed. This will ensure good digestion and restorative sleep.



> DIETARY TRANSITIONS (DAY 8-14)

YOUR SECOND WEEK OF DIETARY TRANSITIONS

Your dietary transitions for days 8-14 involve continuing the 2 servings of cooked vegetables with each meal and letting 50% of your daily caloric intake come from good, healthy fats. You will also eliminate dairy, soy, alcohol, white potatoes and all grains, in addition to the eliminations from last week.

These additions and eliminations are listed below. Review your chart of vegetables and good fats to include in your diet and try some new options this week. Remember that you can also reference recipes in the Additional Resources section, which include meals specifically designed for this phase of your program. Explanations for why these foods are being eliminated will be included with next week's material.

CONTINUE:

- 2 servings of cooked vegetables with every meal (breakfast, lunch, and dinner)
NOTE: A serving is the size of the palm of your hand or 1/4 of a cup
- Good, healthy fats
NOTE: 50% of your calories should come from good, healthy fats

ELIMINATE:

- Dairy (including raw dairy)
Examples: cheese, milk, ice cream, cream cheese, cottage cheese, yogurt
- Soy
Examples: soy sauce, edamame, tofu, processed foods that have soy as an ingredient
- Alcohol
Examples: liquor, beer, wine
- White potatoes
Examples: french fries, mashed potatoes, baked potatoes, tater tots
- Grains
Examples: quinoa, white and brown rice, oatmeal, cereal, bread

OPTIONAL:

- Cranberry Drink
- Bone Broth



> WHY ELIMINATE? (DAYS 8-14)

DAYS 8-14 ELIMINATIONS

While continuing the eliminations from last week, we're introducing these new eliminations to help your body continue to rebuild itself with proper nutrition and reduce triggers for disease and dysfunction. Remember that while some foods that you eliminate can be reintroduced into your diet over time, some foods don't have a place in your healthy lifestyle.

Specific reasons for why we have you eliminate these items are discussed below. If you have any additional questions regarding these changes, check our FAQ page, or consult with our team during one of your calls.

DAIRY

Processed dairy, which includes milk, cheese, yogurt, etc. becomes mucus forming and creates inflammation. Many Americans are also lactose intolerant, but not severe enough to notice. By eliminating dairy (including raw dairy) this week, we remove any potential interference that dairy may have on your body. The fats in processed dairy are also very difficult on your body due to the homogenization process. In addition, the sugar in dairy can create problems metabolically as well.

Processed dairy is also linked to a number of health issues listed below:

- Allergies
- Arthritis
- Heart disease
- Cancer
- Autoimmune issues

If you desire to add dairy back into your diet after the detox, it will be important for you to only use raw dairy from pasture-raised cows. Unlike processed dairy, which creates the issues listed above, raw dairy is not pasteurized or homogenized, so it still contains the important enzymes, vitamins, and "good bacteria" needed for digestion. Raw dairy also avoids some of the health issues that can come from the pasteurization and homogenization process.

GRAINS

All grains are being eliminated in this phase in the program for several reasons. The primary reason is because grains are higher on the glycemic index. Since most Americans have some amount of insulin resistance as a result of the high-carbohydrate diets that have been promoted by the FDA, it's important to remove grains which stimulate the production of insulin. Grains and high glycemic foods can also lead to the various issues listed below:

- Inflammation
- Allergies
- Diabetes
- Heart disease
- Autoimmune Disease

Long-term, there are some healthy sprouted grains that can be used on an individual basis. However, we have you eliminate all grains during this portion of the program.

WHITE POTATOES

White potatoes, a vegetable, are a high glycemic index carbohydrate. This means that when we eat white potatoes, they cause our blood sugar levels to increase rapidly which in turn cause our blood insulin levels to simultaneously increase, followed by a drastic fall. This fall is what leads to that tired, sluggish feeling after eating white potatoes.

It is important to keep in mind that your body will digest white potatoes in the same way that it does sugar. To help paint a better picture, a baked white potato has a glycemic index of 98, while High Fructose Corn Syrup, which you now know from your previous readings is terrible for you, has a glycemic index of 65. Surprising, right? This is especially important for pre-diabetics and diabetics to remember as we work to lower your blood sugar numbers.

After the detox, when used correctly, white potatoes can be enjoyed as part of a healthy lifestyle; however, in order to help the body heal, we are eliminating them for right now. Sweet potatoes are a great, healthy substitute to white potatoes and can be eaten throughout the program.

SOY

The majority of soy that we consume today is genetically modified (GMO's) and even worse, contains phytoestrogens. You may be asking, what is a phytoestrogen and why is it bad for our bodies? A phytoestrogen actually mimics estrogen in the body and can throw our hormone levels out of balance. This is especially a concern for females as excess estrogen levels can increase their risk of: cervical cancer, breast cancer, PCOS and hormone imbalance disorders.

This is also a problem for males because too much estrogen can cause a decrease in testosterone and cause them to develop excess breast tissue as well as other feminine characteristics. Soy is a legume in its natural form, but is also used and hidden in a myriad of products such as soy sauce, edamame, soy oil, veggie burgers and other meat alternatives, miso, tofu, and many processed foods. After the detox, some fermented products containing soy, like tofu, may be permissible.

ALCOHOL

This should not come as a surprise to any, but we're having you eliminate alcohol during this phase of your program. Alcohol has a number of negative side effects on the body but most importantly it can cause a strain on your liver and is typically high in sugar. This includes any kind of liquor, wine, spritzers, mixers, and beer, which you should have already eliminated since most beers contain gluten. Since your liver is a key factor in the detoxification process, it will be important to take the stress off the liver at this time as well as lower any excess sugar consumption.

At the end of your detox, it is acceptable to add some alcohol back into your diet. However, keep in mind the strain it can have on your liver as well as sugar content.

> THE MECHANICS OF EATING

You are actually not what you eat; you are what you can absorb! This is important to note because it is in the digestive system that our body allows the absorption of the foods we have eaten. If our digestive tract is not functioning properly, the body is unable to properly absorb the nutrients it needs from the foods we are eating. Let's look at what we need to do in order to absorb the maximum nutritional benefit possible from every bite of food we eat.

The first thing you need to do is get into the right mode to eat.

- The abdominal breathing exercises take you from the sympathetic drive to the parasympathetic drive of your nervous system. The sympathetic drive of your nervous system is the "fight or flight" or the "work to get things done", part of your nervous system. When stimulated, the sympathetic drive shuts off the blood supply to your salivary glands, to your digestive system and to your reproductive system. This opens up the blood vessels to your brain, your eyes, and your muscles so you can think, work, and get things done. However, when you want to digest your food, you need to shut that down and open up the blood supply to everything in the digestive tract.
- In order to do that, you have to shift into the parasympathetic mode.

The second thing, obviously, is what's on the end of your fork.

- Everything on the end of your fork will either feed disease or feed health. There is no neutral. Therefore, it's important to eat nutritious and whole foods that feed your health.
- Even your water needs to be the right kind of water, since it is the means of carrying everything in and out of your body. It is optimal to drink water that is free of chemicals and heavy metals but still has the minerals and electrolytes that allow for good absorption. This is typically found with spring water. If you have reverse osmosis filtration in your home, be sure to add a pinch of pink Himalayan sea salt or a few drops of Trace Minerals (found on Amazon or in most stores that sell supplements) to every glass of water to restore the minerals and nutrients.

The next step is chewing your food properly.

- The whole idea behind digestion is getting everything to the best possible state in order to move on to the next step. This ensures it is received in the next organ system in the proper form to minimize the energy you have to expend.
- You chew your food to maximize the surface area contact of each bite of food to the salivary juices (enzymes, acids, and everything that breaks down the food). Chewing it once or twice doesn't maximize the surface area contact of those molecules with your digestive juices, so it's important to make sure you're taking the time to thoroughly chew each bite. A good indication of whether you've chewed enough is if you feel like it's almost going to fall down your throat on its own.

Lastly, take your time when eating.

- You should take a bite, chew it up, and put your fork down while you're chewing it. Then, pick it up and take another bite. You shouldn't take another bite until that first bite gets to the stomach.

- Another benefit of chewing your food and taking your time is that you won't get thirsty. Thirst when eating is a sign that you are eating too fast because, instead of having enough saliva to break down your food, you are swallowing the saliva you produce and your body can't produce enough saliva to catch up.
- Your stomach is full of acid, which has two major tasks it needs to accomplish: break down the protein and kill bugs. If you're eating too fast, your stomach acid doesn't have time to perform its tasks. In addition, your saliva is intended to break down the food in preparation to make the job on the stomach easier. By chewing your food more thoroughly, your food will be better digested every step of the way.
- Once you're finished eating, don't jump up and get right back into the mess of life. If possible, allow some time for your food to continue its process of digestion. We recommend giving your body at least 30 minutes to rest and digest.



> DON'T LET STRESS ROB YOU OF YOUR HEALTH

Stress management is a very important topic to visit in any health recovery plan. It is also important for those that are seeking to prevent health deterioration. The research is very clear that negative stress (physical, chemical, or emotional) plays a major role in every disease process. The main hormone our body uses when dealing with stress is cortisol. In fact, it has been named the "stress hormone." Cortisol is very important in many aspects of our health including:

- Inflammation modulation
- Glucose management
- Immune function
- Blood pressure regulation

Normally, cortisol levels are highest in the morning and lowest at night, following a circadian rhythm. When we experience high-stress moments, additional cortisol is secreted into the bloodstream to help us manage stress-related changes in the body. This can give us a quick burst of energy, heightened memory function, lower sensitivity to pain, and even a brief increase in immunity. These are all required when dealing with short-term stress. They are part of our body maintaining homeostasis.

Problems arise when short-term stress turns into long-term stress. Normally, when stress is gone, our body activates its relaxation response. This can be heard with the sigh of relief we have when the stressful event ends. At this time, the body's functions return to normal. Unfortunately, with the high-stress culture we live in today, our body's stress response doesn't have adequate time to return to normal, which results in what is called "chronic stress." This causes our body to maintain a higher, prolonged level of cortisol present in our bloodstream, which adds additional stress to the adrenal glands that produce cortisol.

In addition to emotional stress, our cortisol levels are also elevated by factors like poor diet, deficiencies in nutrition, lack of rest, and physical stresses. This chronically elevated cortisol causes immune suppression and inflammation which increases our risk of illness and injury. In addition, it can dysregulate our blood sugar, cause us to break down muscle tissue, and increase abdominal fat. This abdominal fat is associated with a large number of health problems. Other negative effects of chronic stress include:

- Increase fatigue and inflammation
- Poor sleep quality
- Reduced sex drive
- Mood swings
- Decrease bone density
- Impaired cognitive function
- Suppressed thyroid function
- Imbalanced blood sugar
- High blood pressure
- Lowered immunity and slow healing

Studies also showed increased cortisol tends to lead to overeating with cravings for carbohydrates and sugars. It also makes us more sensitive to stress. Before long, the downward spiral begins.

MANAGING STRESS

It's important to break the negative cycle caused by stress if we want to achieve optimal health. By utilizing stress management techniques, such as abdominal breathing, and by improving diet and increasing exercise, it's possible to give our bodies a break from stressful patterns. In addition to these strategies, it may be necessary to support your exhausted adrenal glands to be sure you can handle the stress well, keep them from becoming fatigued, and keep you from developing an even worse condition. This can be done with specific nutrients that are very important for adrenal health.

We have also found guided meditation to be a great way to allow the body to unwind from the effects of stress on a daily basis. There are some great guided meditations available online from UCLA. Give them a try. Talk to someone if you need more help developing stress management habits that work for you. Remember, wellness is only achieved by having a calm and peaceful mind. This is attained by learning ways to handle stress, being thankful in all circumstances, having the ability to forgive others, and finding joy in your life.

When this mindset is added to the other lifestyle changes, it allows you to continue learning every day and enjoy new experiences. It helps you face challenges by developing new ideas and solving problems. Simply, it looks like a person who isn't rattled by the stresses and problems that come their way.

With wellness in every area of your life, you will enjoy a long, happy, balanced, and vibrant future. Remember, 95% of wellness is based on the decisions we make today to take care of our health. You have no reason not to pursue this kind of life! You must make health a priority today before it's too late or you miss out on a treasured aspect of life because you decided to wait. If you don't invest in your health, it's only a matter of time before you suffer the consequences in all areas of your life—and living becomes something that must be survived instead of enjoyed.



> ORGANIC FOODS AND HEALTHY MEATS GUIDE

ORGANIC FOOD LABELS, BENEFITS, AND CLAIMS

What do they all mean?

Organic food has become very popular in grocery stores and restaurants. But, navigating the maze of organic food labels, benefits, and claims can be confusing. Is organic food really healthier? Is it more nutritious? What do all the labels mean? Why is it so expensive? This guide will answer these questions, plus help you make better choices about which organic foods are healthier for you and how to incorporate organic food into your diet without sacrificing your budget.

“ORGANIC” VS. “NATURAL” VS. “CONVENTIONALLY GROWN”

ORGANIC: The term “organic” refers to the way agricultural products are grown and processed. Specific requirements must be met and maintained in order for products to be labeled as “organic.” Organic crops must be grown in safe soil, have no modifications, and must remain separate from conventional products. Farmers are not allowed to use synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers, or sewage sludge-based fertilizers.

NATURAL: Unfortunately, “natural” does not mean organic and comes with no guarantees. “Natural foods” are often assumed to be foods that are minimally processed and do not contain any hormones, antibiotics, or artificial flavors. In the United States, however, neither the FDA nor the USDA has rules or regulations for products labeled “natural.” As a result, food manufacturers often place a “natural” label on foods containing heavily processed ingredients.

CONVENTIONALLY GROWN: Conventional farming uses scientific and technological developments to grow food for human or animal consumption. This includes, but is not limited to, use of chemical fertilizers, pesticides, weed killers, and genetically modified organisms (GMOs). If produce has no label, and is not listed as organic, then it is conventionally/traditionally grown.

ORGANIC VS. NATURAL/CONVENTIONALLY GROWN PRODUCE AT A GLANCE

ORGANIC PRODUCE	NATURAL OR CONVENTIONALLY GROWN PRODUCE
Grown with natural fertilizers (manure, compost)	Grown with synthetic or chemical fertilizers
Weeds are controlled naturally (crop rotation, hand weeding, mulching, and tilling)	Weeds are controlled with chemical herbicides
Pests are controlled using natural methods (birds, insects, traps) and naturally-derived pesticides	Pests are controlled with synthetic pesticides

Source: *Environmental Working Group*

WHAT SHOULD I CHOOSE?

This should not be a surprise to you, but we recommend you always buy organic produce and meats when possible. How your food is grown or raised can have a major impact on all aspects of your health. Per all the reasons listed in the above table, organic is the clear winner over conventionally grown and natural labeled foods.

Whether or not organic produce and meats are more nutritious for you is not our main concern when making this recommendation. The evidence is unclear with regard to nutritional value. Some studies suggest that, on average, organically grown fruits and vegetables may contain slightly higher levels of vitamin C, trace minerals, and antioxidant phytonutrients than conventionally grown produce. However, other studies have found no nutritional differences between organic and nonorganic foods.

Rather than focusing on nutritional value, there are many other important reasons to choose organic produce and meats, which we will discuss in the coming pages.

BENEFITS OF ORGANIC FOOD

Organic foods provide a variety of benefits. Organic produce contains fewer pesticides, such as fungicides, herbicides, and insecticides. These chemicals are widely used in conventional agriculture and their residues remain on, and in, the food we eat. Many people with allergies to foods, chemicals, or preservatives often find their symptoms lessen or go away when they eat only organic foods. In addition, organic produce cannot contain GMOs and has not been treated with pesticides.

What are Genetically Modified Organisms (GMOs)?

Genetically Modified Organisms (GMOs) are plants or animals whose DNA has been altered. These products have undergone only short-term testing to determine their effects on humans and the environment, but new evidence emerges daily showing the negative effects these products have on our health and well-being. GMOs can be found in conventionally grown and natural produce and meat. In most countries, including the U.S., organic products do not contain GMOs. For more information on GMOs, watch the documentary *GMO OMG*.

Why should I be concerned about herbicides?

Glyphosate herbicide, also known as Roundup, is most commonly found in sugar, corn, soy, and wheat. It is the primary herbicide used with GMOs and has significant health risks. This toxic chemical is known to disrupt body functions, increase inflammation, destroy gut bacteria, and increase risk for autoimmune disease as well as additional toxicities. This makes glyphosate a significant risk factor for multiple chronic diseases and conditions.

Why should I be concerned about pesticides?

Most of us have an accumulated build-up of pesticide exposure in our bodies due to numerous years of exposure. This chemical “body burden,” as it is medically known, could lead to health issues such as headaches, birth defects, and added strain on weakened immune systems. In addition, these toxins are known to interfere with the hormones in our body.

Children and fetuses are most vulnerable to pesticide exposure due to their less-developed immune systems and because their bodies and brains are still developing. Exposure at an early age can cause developmental delays, behavioral disorders, and motor dysfunction. Pregnant women are more vulnerable due to the added stress pesticides put on their already taxed organs. Plus, pesticides can be passed from mother to child in the womb, as well as, through breast milk. Some exposures can cause delayed effects on the nervous system, even years after the initial exposure.

Does washing and peeling eliminate pesticides?

Washing reduces, but does not eliminate pesticides. Peeling sometimes helps, but valuable nutrients often go down the drain with the skin. The best approach: eat a varied diet, wash all produce, and buy organic when possible. Washing your non-organic produce in vinegar will also help.

Organic food is regularly fresher

Fresh food tastes better. Organic food is usually fresher when eaten because it doesn't contain preservatives that make it last longer. Organic produce is often (but not always, so check where it is from) produced on smaller farms near where it is sold.

Organic farming is better for the environment

Organic farming systems reduce pollution (air, water, soil), conserve water, reduce soil erosion, increase soil fertility, and use less energy. In addition, organic farming is better for birds and small animals as chemical pesticides can make it harder for creatures to reproduce and can even kill them. Farming without pesticides is also better for the people who harvest our food.

Organically raised animals are NOT given antibiotics, growth hormones, or fed animal byproducts

The use of antibiotics in conventional meat production helps create antibiotic-resistant strains of bacteria. This means that when someone gets sick from these strains, they will be less responsive to antibiotic treatment.

Not feeding animal by-products to other animals reduces the risk of mad cow disease (BSE). In addition, the animals are given more space to move around and have increased access to the outdoors, both of which help to keep the animals healthy. The more crowded the conditions, the more likely an animal is to get sick. However, there is a lot more to consider when buying your meat, which we will discuss further in the coming pages.



A Closer Look at USDA Certified Organic Food Labels in the U.S.

When you're shopping for organic foods in the U.S., look for the "USDA Organic" seal. Only foods that are 95 to 100 percent organic can use the USDA Organic label.

100% Organic – Foods that are completely organic or made with 100% organic ingredients may display the USDA seal.

Organic – Foods that contain at least 95% organic ingredients may display the USDA seal.

Made with organic ingredients – Foods that contain at least 70% organic ingredients will not display the USDA seal, but may list specific organic ingredients on the front of the package.

Contains organic ingredients – Foods that contain less than 70% organic ingredients will not display the USDA seal, but may list specific organic ingredients on the information panel of the package.

Why does it seem that organic food is often more expensive?

Organic food is more labor intensive since the farmers do not use pesticides, chemical fertilizers, or drugs. These added labor costs are one reason why organic foods can be more expensive. Organic certification and maintaining this status is also expensive. When you consider that organic feed for animals can cost twice as much as conventional feed and that organic farms tend to be smaller than conventional farms, the costs associated with running organic farms are typically distributed across smaller produce volumes. Unfortunately, because most organic farms are too small to receive government subsidies, the increased costs must be passed on to the consumer.

Tips for keeping organic food within your budget

Organic food is often more expensive than conventionally grown food. But, if you set some priorities, it will be possible to purchase organic food and stay within your food budget.

- **Buy in season** – Fruits and vegetables are cheapest and freshest when they are in season. You can also find out when produce is delivered to your market. That way, you know you're buying the freshest food possible
- **Shop around** – Compare the price of organic items at multiple grocery stores, the farmer's market, and any other venue (even the freezer aisle!). Purchase the most economical ones.
- **Shop at farmers' markets** – Many cities, as well as small towns, host a weekly farmer's market, where local farmers bring their produce to an open-air street market and sell fresh direct to you. Often you will find items for less than you'd pay in the grocery store or supermarket. Bonus: it's a great opportunity to socialize and get to know like-minded people in your neighborhood who might want to join a Community Supported Agriculture (CSA) farm or start a buying club with you.
- **Join a food co-op** – Find out whether there is a natural foods co-op, also called a cooperative grocery store, in your area. Co-ops typically offer lower prices to members who pay an annual fee to belong. However, you do not need to be a member to shop at a food co-op.
- **Join a Community Supported Agriculture (CSA) farm** – A CSA is an organization in which individuals and families join up to purchase "shares" of produce in bulk, directly from a local farm. Local and organic!

CONSIDER LOCAL FOODS

What is local food? Unlike organic standards, there is no specific definition. Generally, local food means food that was grown close to home. This could be in your own garden, your local community, your state, your region, or your country. During large portions of the year, it is usually possible to find food grown very close to home at places such as a farmer's market.

Financial benefits: Money stays within the community and strengthens the local economy. More money goes directly to the farmer instead of things like marketing and distribution.

Transportation issues: In the U.S., for example, the average distance a meal travels from the farm to the dinner plate is over 1,500 miles. Produce must be picked while still unripe and then gassed to “ripen” it after transport. Or the food is highly processed in factories using preservatives, irradiation, and other means to keep it stable for transport and sale. You can avoid this transportation problem by buying local.

Fresh produce: Local food is the freshest food you can purchase. Fruits and vegetables are harvested when they are ripe and thus full of flavor.

Small local farmers often use organic methods but sometimes cannot afford to become certified organic. Visit a farmer’s market and talk with the farmers. Find out how they produce the fruits and vegetables they sell. You can even ask for a farm tour.

ORGANIC VS. CONVENTIONAL AMERICAN MEAT

The list below will give you a better understanding of what the U.S. government allows in feed or to be used in conventional production:

Dairy cows – antibiotics, pig & chicken by-products, hormones (for growth), pesticides, sewage sludge

Beef cows – antibiotics, pig & chicken by-products, steroids, hormones, pesticides, sewage sludge

Pigs – antibiotics, animal by-products, pesticides, sewage sludge, arsenic-based drugs (growth hormones are prohibited)

Meat chickens – antibiotics, animal by-products, pesticides, sewage sludge, arsenic-based drugs (growth hormones are prohibited)

Egg laying hens – antibiotics, animal by-products, pesticides, sewage sludge, arsenic-based drugs

ORGANIC VS. CONVENTIONAL MEAT AND DAIRY	
Regulations governing meat and dairy farming vary from country to country. In the U.S., meat and dairy products fall into two primary categories. The differences are as follows:	
ORGANIC MEAT AND DAIRY: <ul style="list-style-type: none">• Livestock are given all organic feed• Disease is prevented with natural methods such as clean housing, rotational grazing, and a healthy diet• Livestock must have access to the outdoors	CONVENTIONALLY RAISED MEAT AND DAIRY: <ul style="list-style-type: none">• Livestock are given growth hormones for faster growth• Antibiotics and medications are used to prevent livestock disease• Livestock may or may not have access to the outdoors

MEAT AND DAIRY LABELS

The organic label is the most regulated term, but when it comes to meat, we often see many other terms used. In order to make informed choices, it is helpful to know what some of these terms mean, although their use can often vary from country to country.

Natural – In the U.S., this label means “minimally processed” and that the meat can’t have any artificial colors, artificial flavors, preservatives, or any other artificial ingredients in it. Animals can still be given antibiotics or growth enhancers. For example, this term can be applied to all raw cuts of beef since they aren’t processed.

Grass-fed – This term means that the animals are fed a diet of grass or hay. Be careful, as the animals can be fed grains the last 3 months of life to fatten them up. These animals have access to the outdoors. Cattle are naturally ruminants that eat grass, so they tend to be healthier and leaner when fed this way. In addition, grass-fed beef has been shown to have more of the healthy omega3 fatty acids that our bodies need.

Grass-fed and finished – Means everything that grass-fed does, but even better, the animals must be fed a diet of grass or hay through the end of their life.

Free-range – Again the term “free-range” means slightly different things in different parts of the world. Broadly, it means that the animals weren’t confined to a cage and had access to the outdoors. Unfortunately, in the U.S. at least, the animal density can still be very high and the animals may have only short periods outside in an area that’s quite small. Therefore, it is difficult to tell exactly what free-range means when you see it on meat or egg packaging in the U.S. You can contact the producer directly for clarification.

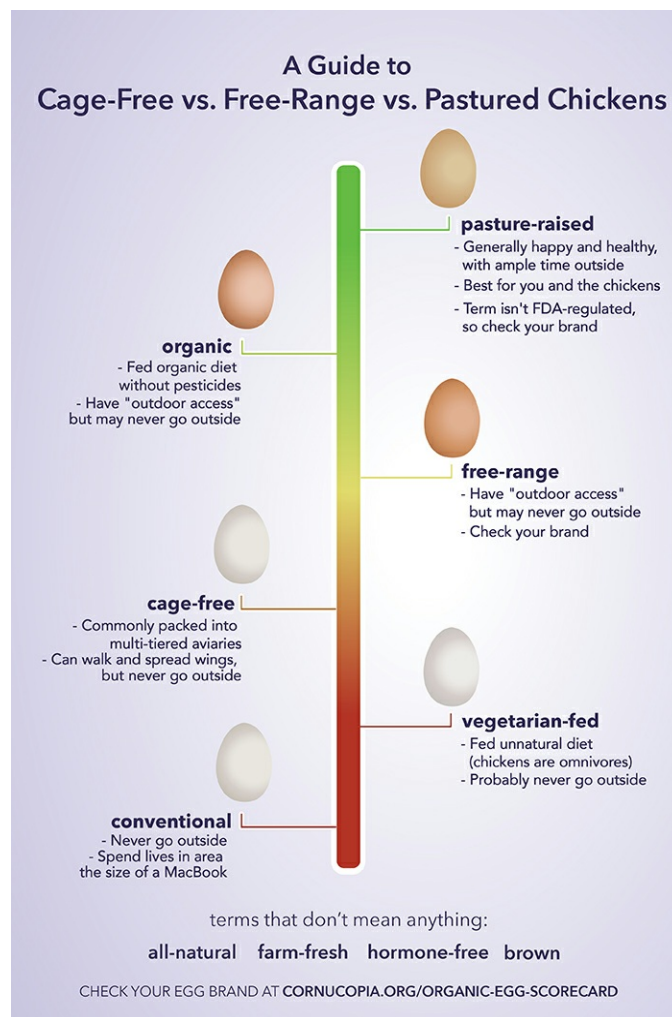
Pastured – Refers to chickens being allowed to range freely outdoors where they can eat whatever grass, seeds, insects and worms they choose. They are typically supplemented with feed, so do some homework to be sure it is what you want (no soy, etc.) This results in more nutritious eggs and meat for consumers, and more healthy, humane conditions for the birds.

No hormones added – In the U.S. and some other countries where the use of growth hormones is permitted, this term indicates that animals are raised without the use of any added growth hormones. For beef and dairy products, it can be helpful, but by law, poultry and pigs cannot be given hormones, so don’t pay extra for chicken or pork products that use this label.

OUR RECOMMENDATION:

- **Beef:** Organic, grass-fed, and finished is ideal. If you can’t find meat that meets all three requirements, grass-fed is the most important aspect.
- **Poultry and Eggs:** Organic and pastured is ideal.
- **Pork:** Pastured is ideal. (Note: commercial pork is typically not fed a healthy diet. Finding a local farmer that raises pastured pork, without corn or soy, is a better option. You can search on localharvest.org or eatwild.com to find local farms near you.)

Refer to the graphic below for a better understanding of **Cage-free vs. Free-range vs. Pastured** eggs.



SUSTAINABLE SEAFOOD CHOICES

There is a lot of confusion surrounding the healthiness and safety of seafood. Fish is low in saturated fat and can be a good source of high-quality protein, omega-3 fatty acids, and other essential nutrients. Yet, common toxins such as mercury are also found in fish. What does this mean? How much is okay? Which fish are safe?

Each year, dangerous quantities of mercury are emitted into the air (an aspect of widespread industrial pollution). When it rains, this pollution goes into our lakes and oceans where it contaminates the fish and shellfish that live there. Seafood may contain harmful chemicals such as mercury, PCBs, chlordane, dioxins, and DDT. This is a problem because eating fish contaminated with mercury, a poison that interferes with the brain and nervous system, can cause serious health problems. The top predators, such as sharks, contain the highest levels of these contaminants. Below is a list that shows how our seafood choices rank in terms of the least amount of mercury contamination to the highest.

Least Amount of Mercury - Enjoy 1-2 times per week

Anchovies, Catfish, Clam, Crab (domestic), Crawfish/Crayfish, Flounder, Haddock (Atlantic), Herring, Mackerel (N. Atlantic, Chub), Oyster, Pollock, Salmon (fresh and canned), Sardine, Scallop, Shrimp, Sole (Pacific), Squid (calamari),

Moderate Amount of Mercury - Eat 6 servings or less per month

Bass (saltwater, striped, black), Carp, Cod (Alaskan), Lobster, Mahi Mahi, Monkfish, Perch (freshwater), Snapper, Tilefish (Atlantic), Tuna (canned, chunk light, skipjack)

High Amount of Mercury - Eat 3 servings or less per month

Halibut (Atlantic, Pacific), Mackerel (Spanish, Gulf), Perch (ocean), Sea Bass (Chilean), Tuna (Albacore, Yellowfin)

Highest Amount of Mercury - Eat sparingly

Bluefish, Grouper, Mackerel (King), Marlin, Orange Roughy, Shark, Swordfish, Tuna (Bigeye, Ahi)

WILD CAUGHT VS. FARM RAISED SEAFOOD

As with meat and dairy, it is important to consume properly fed seafood. Below are the two ways fish are typically raised:

Farm Raised - Consists of raising fish commercially in tanks, enclosures and controlled pens across the country, usually in lakes, ponds, rivers and oceans. Due to their compact living situations and feed, they tend to have more diseases, toxins, artificial dyes, antibiotics, and contain dangerous levels of PCBs (dangerous toxins) compared to their wild caught versions. The most common farmed fish are tilapia, catfish, Atlantic salmon and pre-peeled shrimp, so it's best to avoid consuming these.

Wild Caught - These fish tend to be higher in Omega-3 fatty acids and protein and contain very low levels of disease as well as being free from antibiotics, pesticides & artificial dyes. Wild caught are free to swim about the ocean or other bodies of water and find their own food, which results in them containing less toxins than the farm raised versions. While mercury can be an issue with wild caught, it can be just as much of an issue with farm raised fish, especially those raised in the ocean.

OUR RECOMMENDATION:

Always purchase wild caught fish since this will give you the best source for your seafood. Keep in mind how much mercury content tends to be in the specific fish you have purchased and opt for low mercury counts whenever possible. Good choices that fit these recommendations are Flounder, Atlantic Haddock, Alaskan Salmon, Pacific Sole, Alaskan Cod, Mahi Mahi and Snapper.

	Farm Raised	Wild Caught
Nutrition	Lower Levels of Protein, omega 3's and found to contain more fats	Higher levels of Omega 3's and less fats
Feed	Fed fishmeal consisting of conventionally grown crops most likely containing pesticides, herbicides and GMO's.	Wild caught fish find their own natural food in the wild.
PCBs (Polychlorinated Biphenyls)	These highly toxic compounds are 8 times more present in farm raised fish.	Very low levels of PCBs.
Mercury	Usually lower levels of mercury found in farm fish, however the fish being farmed in the ocean have the same levels of mercury as the wild caught.	Some fish, especially Salmon, may contain mercury. That is why it is recommended not to eat fish everyday but instead maybe 2 times a week.
Disease	Diseases, lice and pests are usually present. Fish usually given dose after dose of antibiotics to control diseases. Also, pesticides and herbicides are present due to fishmeal.	Extremely low levels of diseases, no antibiotics, pesticides, herbicides or GMOs.
Environmental	Disease and excess waste pollute ecosystem and environment.	Farm fish can wipe out a whole population of wild fish due to the diseases they carry.





RESTORING YOUR GUT

One of the most important factors in achieving optimal health and wellness is a properly functioning gut. That is one of the primary goals of this phase of the program. Any attempt to recover health without focusing on the gastrointestinal tract is missing a vital step.

What Makes the Gut So Important?

Poor gut health results in nutritional deficiencies, causes significant illness and disease, interferes with digestion, absorption and numerous other bodily functions including inflammation, immune function, hormone balance, brain function, and more. Symptoms of a poor functioning gut are not always considered digestive symptoms. Listed below are some common symptoms and struggles connected to poor gut health:

- Constipation
- Diarrhea
- Bloating
- Gas
- Heartburn
- Reflux
- Food cravings
- Obesity
- Heart Disease
- Diabetes
- Thyroid dysfunction
- Low testosterone
- Menstrual dysfunction
- Mood disorder
- Sleeping problems
- Memory problems
- Inflammation

COMMON DIGESTIVE TRACT ISSUES EXPLAINED

Having identified these common symptoms and struggles, it's also important to note common diseases and dysfunctions linked to poor digestive health. Below are a few examples.

Dysbiosis

Dysbiosis occurs when the good and bad strains of microbiota (primarily bacteria and yeast) in the intestinal tract become imbalanced. Typically, an overgrowth of the bad bacteria or yeast happens as a result of lifestyle factors (like food and stress) that actually end up killing the beneficial microbiota and opening the door to this imbalance.

These lifestyle factors can also make us susceptible to other imbalances from viruses and parasites. Keeping the correct microbiota in our gut is extremely important in maintaining its own health, and the health of many other systems in the body. A healthy balance of our body's beneficial bacteria and yeast is needed for:

- Synthesizing vitamins B and K
- Breaking down the fibers in many of our foods
- Providing 80% of the immune function we have
- Producing and utilizing our sex hormones and fat burning hormones
- Maintaining balance in our inflammation and healing
- Production of neurotransmitters like serotonin

The sad reality is that the standard American lifestyle is full of factors that destroy these beneficial microorganisms. These factors include processed foods, additives and chemicals in our foods, genetically modified organisms and medications ranging from antibiotics to birth control.

Inflammation

Inflammation in the lining of the gut is another condition that interferes with the GI tract function. It can create food intolerances and other inflammatory reactions. Many of the foods that have reactivity are being eliminated from your diet but it is also important to heal the lining of the gut so that this inflammatory cascade doesn't lead to other issues like heart disease, diabetes, and autoimmune disease. Arthritic conditions and skin problems like acne, eczema, and psoriasis can also be linked to this problem.

Reduced Acid and Digestive Enzymes

Reduced acid and digestive enzymes can also be an underlying cause of GI tract dysfunction. Anyone who has ever been on antacids or acid-reducing medications is going to have issues with their gut function. We will discuss this more in-depth in a future article, but it's important to mention now as we shed light on problems with the gut. When lifestyle factors and stress have diminished the stomach acid and digestive enzymes, it causes food to be improperly digested, which can produce up to 33 carcinogens on top of all the problems we have discussed so far.

With the intake of processed foods, trans fats, and fast foods, our ability to produce these important enzymes diminishes. Our body will then try to compensate and pull from other sources that are necessary for immune regulation and inflammation control, continuing to result in diminished health. When symptoms like gas, bloating, and indigestion begin to appear, medications are usually the first step taken. This only worsens the issue at hand, causing further poor digestion and gastrointestinal health. In addition, this reduction in acid production and enzymes means the body is no longer protected from unwanted organisms like the yeast overgrowth, parasites, and bad bacteria that amplify the disease processes.

The good news in all of this is that you are already on track to heal and repair the GI tract through the steps in this program. It is important to follow the lifestyle transitions and also take any specialized nutraceuticals we may have given you. They are specifically designed to help with everything discussed above: repairing the gut, reducing inflammation, and restoring the good bacteria and yeast, stomach acids, and digestive enzymes.

Leaky Gut

Lastly, let's talk about something that is a combination of several of the factors we've discussed: leaky gut. In order to understand this, we have to review the anatomy of the digestive tract. The intestinal lining is very thin, with special cells that are held tightly together in order to properly digest food, absorb micronutrients, and filter out toxins and pathogens. These tight junctions are compromised when exposed to diets high in refined sugar, processed food, genetically modified foods, medications and antibiotics, nutrient deficiencies, and stress. As a result, intestinal inflammation makes the lining of the intestine too porous with increased permeability.

Consequently, it allows the entry of undigested food particles, toxins, and microorganisms into the bloodstream, which triggers an inflammatory immune response. This exaggerated response

creates a cycle of further inflammation in the lining of the intestine and a greater loss of intestinal integrity. When this intestinal barrier is broken down and damaged, it makes us unable to properly digest food and produce the essential enzymes necessary for digestion. If ignored, this will lead to malnutrition, increased inflammation, food sensitivities, bacterial and/or yeast overgrowth and impaired immune integrity. The cycle will continue to become worse until significant lifestyle changes and healing can occur.

YOU'RE ON THE RIGHT TRACK!

The steps in your program, including any supplements we have given you, are specifically designed to benefit intestinal integrity and combat the intestinal hyper-permeability that we call "leaky gut." The reason supplements are often given is because they include special ingredients to heal the intestinal lining and restore the gut environment so you can maintain the healthy balance of bacteria and yeast. This, in turn, will also improve your production of digestive enzymes.

Probiotics are one of the key supplements used in restoring bacterial balance. Most people use probiotics of some kind, but not all probiotics are created equal. We recommend highly researched and properly prepared probiotics to ensure the replenishing of the dozens of strains of beneficial bacteria that are not found in most products over the counter. If we did not already give you a probiotic, please let us know so we can recommend one for you. Your program steps are also removing many of the factors that have caused the issues in the first place and helping your body counteract the imbalance and overgrowth of the wrong things.

It is crucial to avoid foods that are killing this important gut flora, which is why we have you eliminate items like sugar, gluten, corn, soy, etc. It is equally important to have proper hydration and better stress management so your digestive tract can continue the healing process. By combining the right supplements and probiotics with the dietary changes made throughout the program, you are on the right track toward restoring a healthy gut ecology!



> DETOX DIETARY TRANSITIONS

YOUR LAST SET OF DIETARY TRANSITIONS

Your dietary transitions for the detox involve continuing your 3 servings of cooked vegetables with each meal and letting 50% of your daily caloric intake come from good, healthy fats. You will also eliminate fruit and red meat in addition to all previous eliminations.

These additions and new eliminations are listed below. Review your chart of vegetables and good fats to include in your diet. You will also see a new list in your program documents that discusses which foods are permissible throughout the entirety of the detox. Explanations for these eliminations will be included in a later program document.

NOTE: All animal protein must be eliminated on days 6-10 of your detox. Animal protein, other than red meat, is acceptable during days 1-5 and 11-14 of your detox. We may have provided you with a detox supplement to assist with the detoxification process. If so, consult with us about whether this product can be used as a meal replacement, as many times these supplements are shakes that contain a high amount of protein. If not, simply follow the dietary transitions below.

CONTINUE:

- > 3 servings of cooked vegetables with every meal (breakfast, lunch, and dinner)
NOTE: A serving is the size of the palm of your hand or 1/4 of a cup
- > Good, healthy fats
NOTE: 50% of your daily calories should come from good, healthy fats

ELIMINATE:

- > Fruit
- > Red Meat

OPTIONAL:

- > Bone Broth



DETOX ALLOWED FOODS

VEGETABLES

Alfalfa sprouts
 Artichokes
 Asparagus
 Avocado
 Bamboo shoots
 Beets
 Beet greens
 Bitter leaf
 Bok choy
 Broccoli
 Brussels sprouts
 Cabbage
 Carrots
 Cauliflower
 Celery
 Cilantro
 Collard greens
 Cucumbers
 Dill
 Dulse
 Eggplant
 Endive
 Escarole
 Fennel
 Garlic
 Ginger root
 Green beans
 Kale
 Leeks
 Lettuce
 Mushroom

Mustard greens
 Napa/Chinese cabbage
 Okra
 Olives
 Onions
 Parsley
 Parsnips
 Peas
 Peppers (all)
 Pickles (w/o sugar)
 Radicchio
 Radishes
 Rutabaga
 Sauerkraut
 Sea beets
 Sea kale
 Sea lettuce
 Seaweed
 Shallot
 Spinach
 Sprouts (all veggie types)
 Squash
 String beans
 Sugar snap peas
 Sweet potatoes
 Swiss chard
 Turnip greens
 Turnips
 Water chestnuts
 Watercress
 Yam
 Zucchini

ANIMAL PROTEIN*

NOTE: no animal protein allowed on days 6-10 of your detox

Chicken
 Duck
 Fish
 Game
 Goose
 Lamb
 Turkey

** should be pastured, grass-fed or wild-caught*

OILS

Avocado oil
 Butter (grass-fed)
 Coconut oil
 Ghee
 Olive oil
 Raw cacao

NUTS & SEEDS

Almonds
 Brazil nuts
 Cashews
 Hazelnuts
 Macadamia nuts

Pecans

Pumpkin seeds
 Sunflower seeds
 Walnuts

Any kind of butter made from these nuts

FLUIDS

Water
 Sparkling water
 Herbal teas
 Bone broth

DRESSINGS & SPICES

Olive oil & vinegar
 Mustard (pure, no preservatives)
 Lemon juice
 All spices
 Pink Himalayan salt
 Celtic salt
 Pepper



> WHY ELIMINATE? DETOX

DETOX ELIMINATIONS

While continuing the eliminations from previous weeks, we're introducing these new eliminations to help your body continue to rebuild itself with proper nutrition and reduce triggers for disease and dysfunction. Remember that while some foods that you eliminate can be reintroduced into your diet over time, some foods don't have a place in your healthy lifestyle.

Specific reasons for why we have you eliminate these items are discussed below. If you have any additional questions regarding these changes, check our FAQ page, or consult with our team during one of your calls.

FRUIT

While fruit has naturally derived sugar, during the detox phase we want to give your body a break from as much sugar as possible, including natural sugar. This will give your body the chance to heal and allow your digestive functions to focus on the elimination of toxins.

It should be noted that the cranberry drink, which we have encouraged you to drink during your program, should be included in the elimination of fruits despite being permissible after the elimination of fruit juice.

As with most of the foods in this phase of dietary transitions, fruit can be reintroduced after the detox with no issues, as it provides significant nutritional benefits to your body. However, keep your fructose consumption in mind when eating fruit so you don't add unhealthy amounts of sugar back into your diet.

RED MEAT

While healthy, grass-fed meat has been shown to be very beneficial for your health, red meat can be hard on the body to digest. During the detox, we're trying to give your body as much of a break as possible, so we're having you eliminate red meat at this time to allow your body to heal.

After the detox, healthy, grass-fed meat can be incorporated into your diet as a great source of healthy fats and protein.

EGGS

Eggs are one of the most common food sensitivities people have and are unaware of. As a result, we're having you eliminate them during this phase in order to allow your digestive system to heal from any inflammation that a possible sensitivity may be causing. This includes fried, scrambled and boiled eggs, as well as eggs as an ingredient in something else.

Following the detox, if you have no sensitivities when reintroducing eggs back into your diet, eggs are an extremely healthy food and are best eaten with a runny yolk. Eggs provide the complete amino acid profile for building and maintaining healthy muscle as well as many valuable nutrients for brain, bone, and heart health. Be sure to get eggs from pastured hens to ensure quality nutrients are being provided.

TOMATOES

Tomatoes are a food that have been heavily used in the American diet. Most people consume tomatoes regularly throughout the year and as a result, there is a high precedence of food sensitivities that people are unaware of. In addition, tomatoes are a nightshade vegetable that can create inflammation in some individuals. If you suffer from arthritis that seems to come and go, it may be important to consider eliminating the other nightshade vegetables listed below:

- Eggplant
- Peppers (i.e. bell peppers, jalapenos, habaneros, cayenne and paprika)
- Potatoes

After the detox, tomatoes can be reintroduced, but be aware of any inflammatory/arthritis symptoms.

SHELLFISH

Shellfish have the highest number of food reactions than any other food source. In addition, because they are primarily bottom feeders, they have the potential to be very high in toxicities. For this reason, we have you eliminate all shellfish during this time to allow your body a break from the toxins. Following the detox, shellfish can be consumed in moderation if you don't have any symptoms or issues upon reintroduction.

LEGUMES

All legumes are being avoided primarily because they are higher on the glycemic index and we are trying to give the body a break from all the sugars that bombard it through the American diet. The main legume we will focus on is peanuts.

Although peanuts can be a good source of protein, we're going to have you eliminate them during these next few weeks due to several factors:

- Peanuts are high in omega-6 fats, which can be inflammatory.
- Peanuts are frequently contaminated with mold, which can cause health problems for certain individuals.
- Peanuts are one of the highest pesticide-contaminated crops.

Following the detox, it will be very important to get organic peanuts and organic peanut butter. Additionally, any peanut butter should be in the form that requires stirring due to the separation of oils.

We are also having you eliminate legumes for the time being because legumes contain phytic acid. Phytic acid is important to note as it impairs the absorption of many minerals, including iron, zinc, and calcium, by our bodies. This can lead to, and promote, mineral deficiencies. Phytic acid can also bind to nutrients in the food we eat, preventing us from absorbing them. This means that the phytic acid can interfere with whatever else you eat along with the legumes, even healthy vegetables, and impede your body's ability to absorb all of the nutrients your body needs from your food.

The good news is, soaking legumes in water can break down the pyhtic acid. After the detox, when prepared correctly, legumes can be enjoyed as part of a healthy lifestyle.



> SUPPLEMENT CHART (DAY 15-30)

Use the chart below to help you understand when and how to take your supplements during the next 15 days of your program. For more detailed information on taking your supplements, please refer to the Detox Supplement Explanation video in your member portal.

SUPPLEMENTS FOR DAYS 15-30

MEDPAX BOX

Take packets each day at breakfast, dinner, and bedtime, per the times printed on each packet until program end.

NOTE: If you have any IG 26 Plus DF remaining whenever you start your detox, simply add the powder to your detox shakes, or continue to make and drink separately until you completely run out.

PROBIOMAX PLUS DF

Add one stick of powder to the 2-4oz. warm water, stir until dissolved, then drink just prior to bedtime.

OPTICLEANSE GHI

Add **1 packet** of the shake mix to 10-12 ounces of water or unsweetened almond, coconut, or nut-based milk. Blend in a shaker bottle or a blender.

NOTE: Additional shake recipes can be found in your program documents as well as the Additional Resources section.

DETOX DAYS 1-3	DETOX DAYS 4-5	DETOX DAYS 6-10	DETOX DAYS 11-14
(Program Days 15-17)	(Program Days 18-19)	(Program Days 20-24)	(Program Days 25-28)
1 shake daily: one at breakfast	2 shakes daily: one at breakfast and one at dinner	3 shakes daily: one at breakfast, one at lunch, and one at dinner	2 shakes daily: one at breakfast and one at dinner



DETOX SHAKE RECIPES

You'll be taking your Opticleanse GHI Shakes in a ramp-up, ramp-down method. While some people have no issue drinking the shakes on their own, we have come up with a few recipes to help those who would prefer a bit of variety throughout the Detox phase. The additional calories and fat can also help avoid hunger in between shakes. Feel free to experiment with ingredients and try new flavors throughout your Detox.

Remember, one serving is 2 scoops for canisters, 1 full packet for individual packets. Always consult packaging for detox shake serving size.

CHOCOLATE ORANGE SWIRL

Ingredients

- 1 cup ice
- 6 oz. water
- 6 oz. unsweetened almond, cashew, or coconut milk
- 1 serving Opticleanse GHI
- 1 Tbsp. organic unsweetened cocoa powder
- 1 Tbsp. liquid MCT oil or Liquid Coconut Oil
- 1 Tbsp. unsweetened organic almond butter
- 1/2 tsp. orange extract or 3-4 drops orange essential oil

Directions

Add ice and liquid to blender first, then add the remaining ingredients. Using the "crush ice" setting, blend for 30 seconds. Continue blending on high until desired consistency.

CITRUS MINT

Ingredients

- 1 cup ice
- 6 oz. water
- 6 oz. unsweetened almond, cashew, or coconut milk
- 1 serving Opticleanse GHI
- 1 Tbsp. liquid MCT oil or Liquid Coconut Oil
- 1 Tbsp. unsweetened organic almond butter
- 1/2 tsp. orange extract or 3-4 drops orange essential oil
- 1/2 tsp. peppermint extract or 3-4 drops peppermint essential oil

Directions

Add ice and liquid to blender first, then add the remaining ingredients. Using the "crush ice" setting, blend for 30 seconds. Continue blending on high until desired consistency.

PUMPKIN SPICE

Ingredients

1 cup ice
6 oz. water
6 oz. unsweetened almond, cashew, or coconut milk
1 serving Opticleanse GHI
1/2 tsp. cinnamon
1 tsp. pumpkin spice
1 pinch of nutmeg
1 Tbsp. liquid MCT oil or Liquid Coconut Oil
1 Tbsp. unsweetened organic almond butter

Directions

Add ice and liquid to blender first, then add the remaining ingredients. Using the “crush ice” setting, blend for 30 seconds. Continue blending on high until desired consistency.

ORANGE CREAMSICLE

Ingredients

1 cup ice
6 oz. water
6 oz. unsweetened almond, cashew, or coconut milk
1 serving Opticleanse GHI
1 Tbsp. liquid MCT oil or Liquid Coconut Oil
1 Tbsp. unsweetened organic almond butter
1 tsp. orange extract or 3-4 drops orange essential oil

Directions

Add ice and liquid to blender first, then add the remaining ingredients. Using the “crush ice” setting, blend for 30 seconds. Continue blending on high until desired consistency.



PEPPERMINT PATTY

Ingredients

1 cup ice
6 oz. water
6 oz. unsweetened almond, cashew, or coconut milk
1 serving Opticleanse GHI
1 Tbsp. organic unsweetened cocoa powder
1 Tbsp. liquid MCT oil or Liquid Coconut Oil
1 Tbsp. unsweetened organic almond butter
1/2 tsp. peppermint extract or 3-4 drops peppermint essential oil

*Optional: add 1/2 tsp. orange extract or 3-4 drops orange essential oil for an orange mint flavor

Directions

Add ice and liquid to blender first, then add the remaining ingredients. Using the “crush ice” setting, blend for 30 seconds. Continue blending on high until desired consistency.

SNICKERDOODLE

Ingredients

1 cup ice
6 oz. water
6 oz. unsweetened almond, cashew, or coconut milk
1 serving Opticleanse GHI
1 tsp. cinnamon
1/2 - 1 tsp. Vanilla extract
1 Tbsp. liquid MCT oil or Liquid Coconut Oil
1 Tbsp. unsweetened organic almond butter

Directions

Add ice and liquid to blender first, then add the remaining ingredients. Using the “crush ice” setting, blend for 30 seconds. Continue blending on high until desired consistency.





DEMYSTIFYING DETOX

DISCOVERING THE REAL DEFINITION OF DETOX

“Detox” has become a buzzword with many different connotations in recent years, creating confusion and misdirection for people who are seeking to be healthy. We want to clarify what detoxification really entails, because when understood and practiced properly, it is essential on the path to restoring health.

WHAT DETOX IS NOT...

When the word “detox” is heard, it’s often associated with a couple of different processes. Most commonly, detox can refer to someone attempting to eliminate alcohol, drugs or any chemical that creates dependency. While this is really not about eliminating toxins, people do feel significant withdrawal symptoms as the body chemistry is forced to readjust itself to live without the chemical being eliminated. This process isn’t only limited to drugs and alcohol, either. It can occur with something as common as sugar or caffeine.

Another common misuse of the word detox refers to a bowel cleanse. As suggested, these short-term approaches attempt to relieve stress on the bowels. While they may have some positive effects at first, long-lasting health benefits are rarely experienced. These special cleanses can consist of anything from complete fasting, to juice and veggie fasting, all the way to using harsh cleansing agents that cause the bowels to dump everything. Some worth mentioning that should mostly be avoided include the Master Cleanse, Lemonade Diet, products like Senna or other herbal laxatives, and more. These approaches are not helping anybody actually reclaim their health because detoxification should remove toxins and relieve stress on all of the body’s detoxifying organs, not just the bowels.

WHAT DETOX IS...

When we use the word detoxification, we are referring to the bodily processes that convert toxins into less harmful substances and then eliminate them. The only way to do this properly and effectively is by repairing the body’s main detoxifying and filtering organs from the years of chemical and physical stress placed upon them so that they can perform as intended. It also involves working to eliminate an overabundance of toxins that have accumulated in the body over time due to the inability of our bodies to keep up with the detoxification demands placed on it.

Although the liver is the body’s primary detoxifier (and therefore our main focus), other organs involved in the detoxification process include the colon, kidneys, gallbladder, skin, and the lymphatic system. Repairing all of these organs not only helps the body detoxify itself, but it positions us for long-term health because the liver and gut are responsible for hundreds of other functions in the body that help us maintain homeostasis and optimal wellness. If toxins begin accumulating in the body, they start to interfere with these functions and will ultimately lead to a breakdown in our health. In addition, toxins are primarily stored in fat and therefore prohibit us from burning and losing those fat cells until we eliminate those toxins.

WHAT ARE TOXINS & WHERE DO THEY COME FROM?

Toxins are any substance that damages the body. These can be chemicals in the air, compounds in your food, or bacteria, mold, dyes, chemicals, fragrances, and pesticides found in your water, clothing, diet or environment. When the body is exposed to these toxins either by ingestion, contact, inhalation, or any other means, they enter the body and need to be processed and eliminated. Fortunately, our bodies are designed to recognize most toxins and work to get rid of them.

The problem we face today is that our modern-day culture exposes our bodies to toxins with a frequency that we were never designed to handle. People today are exposed to thousands of chemicals and added hormones, take increasing numbers of medications, and eat more processed foods packed with chemical additives, preservatives, artificial sweeteners, artificial ingredients and genetically modified ingredients than ever before. This creates an overload on the body's detoxification systems and in turn, it can't keep up. Liver and gut functions diminish, inflammation increases throughout the entire body, and things like heart disease, cancer, diabetes, arthritis, and other "common" health problems continue to increase. These diminished functions, toxicities, and developing diseases leave your energy depleted, hormones imbalanced, moods altered, and sleep disturbed. Not to mention, they create an environment where poor health becomes normal.

WHAT'S THE SOLUTION?

Simply put, we have to help your body's detoxification organs heal themselves and begin processing the residual toxins in the body. Detoxification is your body's way of eliminating these harmful substances that put stress on its organs and functions. In order for detoxification to actually be effective, we need to start by healing the gastrointestinal tract (gut) so it can eliminate the waste and provide proper digestion to absorb the nutrients your body needs for the process.

So far, your dietary transitions and supplements (if given) have been used to prepare your gut for detoxification and healing. Remember, diet has played a big role in creating the poor function and toxicity that Americans are facing. The average American lifestyle leads to a sluggish liver and gallbladder, low stomach acid, and poor enzyme production. All of this causes poor digestion of foods and an inability to absorb necessary nutrients. This also allows undigested food particles, bacteria, viruses, and parasites to enter the gut, causing inflammation and autoimmune reactions. The large intestine then slows down, resulting in a poor elimination process that allows toxins to continue building up. We have tried to stop this broken process with your diet changes and any supplements we may have given, thus allowing your gut to be an environment where digestion and absorption takes place without accumulation of toxins.

The good news in all of this is that despite the terrible position our culture has created, our bodies still have an amazing ability to heal and restore function. We just have to keep taking steps in the right direction. Don't expect everything to change overnight, but by daily taking steps of action, continuing your dietary transitions, and going through this detox, you can absolutely help counteract and reduce the onslaught of physical, chemical and emotional stress and toxin exposure experienced by your body.

If we don't take these steps, or if we revert to a lifestyle that ignores how we eat and what we are exposed to, our bodies will break down over time and eventually symptoms of disease and poor health will begin to surface. Whether you are already experiencing these symptoms or working to avoid them, it is important to remember why you are taking part in the program. This program gives you a chance to gain an incredible quality of life and health. By taking the steps in this program, you are learning a lifestyle that can help you avoid or reduce problems like digestive issues, reflux, bloating and gas, low energy, headaches, irritability, skin conditions, chronic aches and pains, cholesterol imbalance, PMS, hormone imbalance, food intolerances, weight gain, and much more. Without the process of proper detoxification and organ repair, many of these goals of reclaiming or maintaining your health would not be possible.

UNDERSTANDING DETOXIFICATION PROCESSES

With the background for detoxification established, we want to give some additional insights into the detoxification process. As mentioned, this detox period is going to primarily focus on restoring the liver. While the starting point for detoxification is healing the gut, which your dietary transitions and any supplements we've given you have aided with up to this point, we have yet to discuss how the liver is involved in this process. As a precursor to understanding how going through a detox helps, some insights on how the liver functions in the body should be known.

The liver is an essential organ for many aspects of your health, including detoxification. It filters and detoxifies the blood, which is critical for restoring function and eliminating toxins. This extremely complex organ is also involved in multiple immune and metabolic processes. If any one of these processes suffers, it can be virtually impossible to successfully restore your health and eliminate disease. This is due to the liver's role in metabolizing and balancing important hormones by converting them into active forms for the cells of your body to use, including the thyroid hormone, sex hormones and adrenal hormones. The liver also works to detoxify hormone-disrupting chemicals that interfere with the hormone activation process.

On that note, the traditional approach of prescribing hormones whenever imbalances are experienced can have a detrimental effect on the body if not done in conjunction with additional protocols and therapies to address the underlying issues. Often, one of the underlying issues in this imbalance is not a lack of hormones, but an inability to use the hormones the body naturally produces. By adding more hormones to the body without resolving the underlying issue, it creates a buildup of un-metabolized hormones, which can lead to abnormal function and stress on the liver as it tries to metabolize and balance hormones. One significant, related stressor that has gone unnoticed for many years is insulin resistance. This causes inefficient sugar burning, which leads to fatty acid production and eventually fatty liver disease. Combined with chronic inflammation and leaky gut, this process creates a recipe for poor thyroid function, diabetes, heart disease, and more. Again, this underscores the importance of establishing proper liver function through detox.

Once the liver is functioning properly, there are two phases of detoxification that need to be understood:

PHASE 1:

A toxin is filtered from the blood and the liver converts it into a less harmful chemical. This process produces free radicals, which can cause damage if your body does not have an adequate amount of antioxidants. It's important to note that some chemicals can actually become potentially MORE harmful during this process, which is why it's so important for Phase 2 to take place.

PHASE 2:

Toxins and hormones are turned into water-soluble substances that can be eliminated through the colon or the kidneys. This requires very specific nutrients from foods in order to finalize the process. During the release of these toxins, some symptoms such as headaches, poor memory, stomach pain, nausea, fatigue, dizziness, and even palpitations may occur. These symptoms are more likely to occur if there is a large presence of fatty tissues where the fat-soluble toxic chemicals tend to be stored. If your body has the sufficient nutrients to accomplish Phase 1 and Phase 2, these symptoms are more short-lived or less likely to occur at all.

Once the liver has finished converting the toxic substances, it is up to the gastrointestinal tract to direct the elimination of waste. This is why it is so important that the gastrointestinal tract is working optimally and being minimally hindered by medications or poor diet. If you are regularly taking medications that affect digestive functions or organs, speak with our team about how these drugs impact your gut function and whether or not they can be reduced or eliminated over time.

In addition, the kidneys help to eliminate toxins by filtering them from the body through urine. Drinking the right amount of water is critical during this time to ensure that your body has the ability to eliminate the toxins as soon as they are ready. The standard recommendation of eight, 8 oz. glasses of water a day is a good place to start, however you can adjust based on your needs and your hydration cues, such as feeling thirsty and urine color (should be clear or light yellow). Our recommendation is to try drinking 1/2 your bodyweight in ounces (i.e. if you weigh 160, drink 80 oz of water).

YOUR SPECIFIC DETOXIFICATION PROCESS

In allow your body to detoxify naturally, we are having you eliminate foods during this phase of the program that make digestion harder, while also providing the body with the nutrients from food necessary for completing the detoxification process. You will be getting these through your increased servings of vegetables and the continued focus on high-quality produce and meats.

We may have given you a detox supplement to assist you with the detoxification process as well. If so, follow the instructions we've given you about how to take this supplement. If not (or in addition), you should increase your consumption of specific antioxidant-rich and detox-friendly foods, such as alfalfa sprouts, asparagus, beets, broccoli, brussels sprouts, cabbage, cauliflower, chia seeds, collard greens, kale, mustard greens, pecans, spinach, sweet potatoes, walnuts, or watercress.

Other things you can do to assist your body in the detoxification process include cycling between hot and cold water in the shower. Start with the water as cold as you can handle it, then cycle to hot water. Make sure you keep a 1:3 ratio, meaning if you stay in the cold water for 30 seconds, then your hot water cycle should be no less than 1.5 minutes. Then, go back to cold and repeat this cycle no less than 3-4 times, making sure to end with cold water.

You can also consider taking an Epsom salt bath. Take 1-2 cups of Epsom salt and put in the bathtub while the water is running to help dissolve. Make sure the water is warm enough to be comfortable, but not hot. Soak in the Epsom salt bath for a minimum of 12 minutes but do not exceed 20 minutes.

Two other options include dry skin brushing and drinking lemon water. For dry skin brushing, purchase a dry skin brush and use 1-2 times per day. Brush in a direction that goes toward the heart, for example, from your wrists toward your elbow or your calves toward your knees. For lemon water, add 2-3 slices of lemon to room temperature water and drink. You can do this as often as you want.

SUMMARY

In order to be truly effective, a properly handled detoxification protocol should include all of the following steps:

- Eliminating unhealthy and detrimental habits in regards to stress, diet, and any chemical usage
- Restoring normal gut function and gastrointestinal environment
- Providing optimal nutrition and supplementation when necessary
- Supporting liver function and detoxification processes with specialized nutrients

Not only does your program detoxification process follow these steps, it is also designed to be safe, simple, comfortable, and very rewarding. Remember, detoxification is only one part of gaining your health back and should be done only after making lifestyle changes geared at providing your body with healthy nutrition and restored function. These changes include eating healthy, drinking clean water, exercising, managing stress, and taking high-quality supplementation, if provided. If you fail to make these changes, you risk making yourself even sicker by trying to detox. Your liver's ability to process and eliminate these toxic substances will likely be overwhelmed, leaving you wishing you had never done the detox in the first place.

Once your detox phase is finished, you should make it a priority to limit your exposure to unnecessary toxins as part of your lifestyle. While your body can handle detoxification on its own, introducing more toxins than needed can once again overwhelm your detoxification organs. Eliminating or strictly limiting processed foods, chemicals, and additives in your diet is a great place to start since you're already making many of these changes. Finding household products and toiletries that are free of dyes, harsh chemicals, and unnatural ingredients is another helpful step. Don't overwhelm yourself by trying to change too much at once. You don't need to be paranoid about every chemical you may encounter or try to reinvent the wheel; just make informed choices, shop for natural products, and gradually replace things in your life that contain toxins. Try to limit your exposure when possible so you position your body for long-term health.

> DEVELOPING A LONG-TERM NUTRITION PLAN

Throughout your program, it has been our aim to show you what a vital role your nutrition and diet plays in overall health. Between avoiding certain foods that have no place in a healthy lifestyle to changing your eating patterns, these steps have equipped you with a basic understanding of how you can truly control your diet and lifestyle instead of being managed by your hunger cues or carried along by traditional, unhealthy American diet. .

While the steps given in your program are beneficial to your health, the food eliminations and additions we've given you are not necessarily a long-term nutrition plan, even if some of the eliminations should be continued beyond your program. The dietary transitions and changes in your program have served the short-term goal of relieving stress on the gut and liver in order to allow your body to detoxify and begin repairing its organs and systems naturally.

Now that we are past that initial phase, it's time to start developing a nutrition plan that enables you to avoid unhealthy foods, incorporate the right ratios of macronutrients, minimize the risk of health challenges, and give you some sense of normalcy in your diet, since this is really the goal of any healthy lifestyle.

What comprises a long-term, healthy nutrition plan will differ for each individual based on health goals, such as losing weight, balancing immune responses, gaining muscle, or simply maintaining their current health status. Speaking with our staff can give you some specific guidance on achieving your unique goals. However, there are some general principles for a healthy lifestyle and nutrition plan which we will discuss here. Incorporating these principles will set you up for long-term success without reverting to old patterns.

KEEPING THE GOAL IN MIND

Any discussion of nutrition principles has to be informed first by a reminder that food is fuel. Yes, it can be enjoyable, but when we view food as a pleasure and make getting and eating certain kinds of foods more important than our health, we miss the biological principles behind our need to eat. Each year, your body replaces the majority of its cells. The very building blocks that are used to create these new cells primarily come from the foods that we eat and the quality supplements we take. If we consume refined processed foods with empty calories, it does not provide our body with the essential nutrients necessary to slow down the aging process. In fact, these poor-quality, dead foods actually accelerate the aging process and increase the likelihood for disease and declining quality of life. You become, in many senses, what you eat.

The good news is, once we change our habits for the better, we don't have to work any harder to maintain those new habits. Most likely, you have had a change in your taste buds at this point in the program, and you're no longer craving those processed foods. Instead, you enjoy the fresh, whole foods that you've grown accustomed to eating. Keeping in mind that these types of foods are what your body truly needs to get and stay healthy will enable you to continue fueling your body with the right kinds of food.

PLAN AHEAD

The first essential tool to build a healthy nutrition plan and avoid returning to bad habits is planning. Whether you're eating out, needing to get a quick lunch, or even preparing dinner, it's important that you plan ahead. Remember that proper nutrition is crucial for maintaining the energy, strength, mental acuity, and immune strength that leads to the life we want as we age. When we make good choices in our diet, we ensure we get adequate nutrition for a healthy body and mind. The easiest way to ensure that we make these choices is to be prepared for them. Here are some easy ways to plan ahead for your new, long-term nutrition plan:

Plan your meals each week. Even if you're not a natural planner, the easiest way to slip into eating convenience foods, processed foods, or "cheat meals" is by not planning for a healthy diet. Keep lots of good, healthy foods around the house or at your office so you always have access to nutritious options. Use the recipes and meal plans we've provided for you or take advantage of the pre-made meal delivery services we recommend in your Additional Resources section. While this program is not "paleo", many of the "paleo" recipes on the Internet will give you healthy, delicious options that require little to no modification. Using the eliminations we've given you as guidelines or by substituting unhealthy ingredients, oils, or grains for more acceptable options, you can quickly find ways to adapt some of your favorite recipes to work with your healthy lifestyle.

Plan your shopping, then shop your plan. Only get the items you need from the store for your meal plans or to have as healthy staples around your home. Remember to shop the edges of the store, too. Typically, the middle of your grocery store is where your grains, processed foods, and junk food live. Limit your trips to the middle of the store by sticking with the fresh meats, produce, and foods found on the sides. Even better, find a local farmer's market or health food store that carries the kinds of fresh foods needed for your diet.

Avoid eating out as a regular practice. It's so easy to eat at restaurants both as a convenience and a social activity. While you don't have to give up the occasional trip to a favorite restaurant, the more you eat at home, the more you'll benefit your wallet and your health. Of course, you can also find restaurants in your area that serve healthy, nutritious foods and frequent them if you're looking for a meal done for you! If you do go out to eat, look at the menu ahead of time and go prepared with a knowledge of what you want to order. Don't be afraid to ask the waiter to take the bread basket or chip bowl off the table if you have to!

Focus on getting these four elements in your foods:

1. VITAMINS & MINERALS

It's always important to get adequate amounts of vitamins and minerals, which are necessary for the physical body and your function. B Vitamins, calcium, and magnesium are examples that come primarily from healthy food choices.

2. FIBER

In addition, the same healthy foods provide the fiber you need to maintain a healthy digestive system. Veggies, fruits, nuts & seeds should provide ample fiber without the need to supplement.

3. PROTEIN

Protein is a vital nutrient that comes primarily from healthy meats and is necessary for energy and maintaining muscle mass.

4. HEALTHY FATS

Lastly, fats are important in maintaining a healthy body and mind. Be sure to get these fats from the right sources such as: fish, properly fed meats, nuts, seeds, olive oil, and coconut oil.

You'll notice that carbohydrates were not mentioned, not because they're not an essential nutrient, but because you will get plenty of carbohydrates from a healthy diet filled with fruits and vegetables. More on carbohydrates will be discussed in this section of your program.

UNDERSTANDING CALORIES AND MALNUTRITION

The second thing that must be considered in a long-term nutrition plan is understanding the calorie percentages required in order to maintain your body's metabolism and avoid gaining weight as we age. It is important to note that counting calories is not normally necessary unless someone is working toward very specific goals or struggling with a weight loss plateau. More importantly, malnutrition is a much bigger risk from the excess calories in today's modern foods than from a starvation plan. This will lead to health problems, a weakened immune system, and poor mental function. With calories, the focus should be on percentages, which we will discuss as we introduce details on carbs, proteins, and fats.

At this point, five simple reminders will enable us to begin thinking rightly about calories and avoiding malnutrition until we get into more detail on percentages later in this section of the program:

- 1. Avoid processed foods.** It's best to minimize or avoid processed foods. Hopefully this sounds familiar because we have mentioned it often. Even foods that claim to be made from healthy sources can be a problem when they end up in a wrapper, container, or a box. Remember that processed foods are located in the interior aisles of the grocery store, while the perimeter houses most of the healthier foods.
- 2. Eat more raw fruits and vegetables.** Most of the time, raw foods provide high levels of nutrients along with essential digestive enzymes that help you get the most from what you eat. Although cooking can still be very healthy and we encourage you to eat cooked veggies throughout your program to lessen the digestive strain while you heal your gut, overcooking raw fruits and veggies can destroy essential nutrients and reduce the available enzymes.
- 3. Eat at home as much as possible.** It's an obvious truth that when we eat at home, we have more control over what we consume. Although more and more restaurants cater to healthy choices, it is almost always better and less expensive to prepare meals at home. Having said that, there are some great pre-made options available (found in your Additional Resources section) that can be shipped straight to your home. Others provide the ingredients and allow you to do the cooking. Either way, plan to eat at home and take leftovers to work for lunch. It will serve you well.

4. **Control your sugar intake.** Sugar is added to nearly everything these days. It can be very tempting and addicting once we begin to allow it into our diet. Next thing we know, we're having something sweet after most meals. Always be aware of your sugar intake. We recommend eliminating it entirely from your diet so that you don't allow it to get its grip on you. Certainly, there are times when you will enjoy a sweet treat, but let those be exceptions rather than the norm. It's amazing how many reasons we can come up with to eat something sweet.
5. **Consider long-term supplementation.** Because of the depletion of nutrient-rich soils, it is necessary for most of us to take basic supplements on an ongoing basis. These include vitamin D, essential vitamins and nutrients, omega 3s, and a probiotic. For many, it would also be highly beneficial to include antioxidants and detoxification support as well. Be aware of the source of your supplements. Because of the large demand for supplementation, there are many poor-quality products marketed to the masses that do not provide the quality that is necessary for healthy function.

THINGS TO AVOID AS YOU CONSIDER NUTRITION

Whether you want to believe it or not, you need to be aware that commercial food manufacturers have used marketing to drive people toward their foods. It's important to note that these manufacturers have also hired professional chemists to help them keep their costs down while enticing the public to eat as much of their products as possible.

They've done this by replacing many natural ingredients with artificial ingredients that are cheaper and more uniform in taste and color. In addition, the additives and preservatives increase the shelf life of the products while making the foods more addictive.

Examples of these ingredients include high fructose corn syrup and MSG, which block the body's hunger satiation signals and create leptin resistance. Despite all these negative changes in food quality, these companies spend ample amounts of money on advertising their product in a way that causes the public to accept their advertisement as if it's educational.

For instance, we all remember the dairy industry tag line: "Milk, it does a body good." This was probably the most clever marketing campaign of all time. Unfortunately, it has caused many people to believe that processed dairy is an essential nutrient in a healthy diet. It isn't. Milk that is on the shelf or in the fridge of the grocery store is not a whole food, but a highly-processed food that may even have added ingredients. While there may be an exception to this rule one day, your safest bet is to avoid foods that have marketing budgets since they are usually highly-processed foods that are driven toward getting you to buy more of them.

In addition to avoiding processed, marketed foods, there are five other common mistakes you want to avoid making as you look at your long-term nutrition plan:

1. **Avoid skipping meals as much as possible, especially breakfast.** This is very important, especially if you remember the discussion of leptin resistance earlier in the program. In order to avoid skipping meals, many people resort to processed foods because they're quick and easy. This could be avoided if just a little time had been spent planning ahead. While there

are some acceptable nutrition bars and powdered meal replacement shakes, for the most part, these items are full of junk and are not the same as eating a complete meal. Be careful what you buy.

2. **Avoid yo-yo dieting.** In other words, don't go back and forth between eating healthy and binging. While it is certainly recommended to always choose to go back to healthy eating if you have "fallen off the wagon," doing this repeatedly is not good for your body. It's important to be sure you understand the "why" behind the foods you're eating and keep that in the forefront of your mind. It also helps to remember the "why" behind the foods you're avoiding. This will help you to desire unhealthy foods less. When temptation is presented, you'll remember what you have learned and it should make the decision to say "no" that much easier.
3. **Watch out for fad nutritional products that promise a quick fix.** It's important to find ways to keep up with the latest wellness information. This does not typically come from orthodox medicine and definitely does not come from marketing and media. We have to take responsibility for our own health and find people we can trust whenever we read something or see a product that is new or different from our current understanding. If in doubt, give us a call so we can help.
4. **Watch out for marketing buzzwords.** As we said before, just because something is "gluten-free" or "organic" doesn't make it healthy. There is clever marketing intended to mislead those trying to make healthier choices with food. Be aware of this, and anytime you see a new product, do your research before purchasing it. This can even happen at your trusted grocery store. Be advised: all grocery stores sell unhealthy foods.
5. **Don't go back to calorie cutting.** Don't forget all that you have learned about how to be healthy and go back to following calorie-cutting programs that don't lead to permanent weight loss. Calorie counting only works if you're already following a healthy diet, have your hormones balanced, and follow a regular exercise program with high intensity intervals.

If those things are not in place along with strategic stress reduction, the last thing that will help is cutting calories. There may be initial weight loss, but it's not the kind you want. Instead of burning fat, you'll be losing more muscle and actually slowing your metabolism for future weight gain. So, be cautious of diet programs like Weight Watchers, Jenny Craig, Quick Weight Loss, Medifast, Nutrisystem, Slim-Fast, and the like. These do not promote healthy eating! Whether they have you counting points, eating pre-packaged meals, or using unhealthy supplements that suppress appetite or act as stimulants, this is not how a healthy body finds and maintains its optimal weight.

Calorie counting and using manufactured weight loss programs can easily become vicious cycles in which people lose the same weight over and over again while gaining more and more fat. In addition, they can put significant stress on the body and lead to long-term health issues. Research has shown that repeated weight loss and gain associated with these diets can double the risk of death from heart disease and has been linked to heart attacks, strokes, diabetes, and suppression of the immune system.

WHERE TO START

By planning ahead, keeping a good strategy about your nutrition in mind, and avoiding common pitfalls, you are well on your way toward establishing a long-term nutrition plan. The goal of this section is not going to be to tell you exactly what you have to eat, but to tell you about the carbs, proteins, and fats that should make up your diet and approximate percentages of each. That's because there are principles for nutrition that all people should follow, but there isn't a one-size-fits-all diet that you must adhere to in order to be healthy. There are simply guidelines and rails that help you stay in the right lane.

With that said, a few notes can be made here as you begin thinking about what your nutrition plan will be. Using principles you've learned so far, you can consider these as bedrocks for your long-term nutrition:

- Continue eating a diet filled with good, healthy fats. These are now a staple in your life that will help you maintain your health.
- Get a majority of your carbohydrates from vegetables and fruits instead of grains.
- Eliminate added sugars and artificial sweeteners from your diet. These are not helpful to you and will not help you maintain the progress you've made.
- Purchase and eat organic produce and good, healthy meats instead of foods laden with GMOs, growth hormones, and artificial ingredients. What you put in your body matters, including how it was raised, grown or manufactured.
- Follow the Five Rules discussed in your Guidelines for Eating document, which include eating protein with breakfast, not eating after dinner, and eating three meals a day without snacking between.

Keep these things in mind as you move into the next part of your program and know that understanding nutrition requires learning and adapting along the way. If you are willing to invest the time and energy into trying, planning, and working on your nutrition plan, you will have a lifestyle built on great practices in a very short amount of time!



> ADDITIONAL NUTRITION PRINCIPLES

As you continue to think about your long-term nutrition plans, there are three additional nutrition principles to consider that are less obvious than just what foods we eat or what percentages of macronutrients we should include in our diet. Incorporating certain types of food will also keep the systems of our body functioning correctly so we experience the best health benefits possible.

The Acid / Alkaline Principle

Many of the diet principles and changes you have already made are vitally important at helping your body maintain a proper alkaline condition. Most of the processed foods and sugars that you have eliminated pull the body towards an acidic state. When your body is more acidic, it is more susceptible to everything from viruses, parasites, and dysbiosis with yeast to increased risk for the growth of cancer cells. It also increases the body's state of inflammation, which has negative consequences for diseases like arthritis, diabetes, and heart disease. Overall, people with an acidic bodily environment tend to have more problems with things like allergies, brain fog, and fatigue.

In order to keep the positive changes that you have made, we want to encourage you to continue to focus on foods that help restore and maintain alkalinity. Here are some general categories of foods that help maintain this alkalinity. Note that the optional cranberry drink suggested earlier in the program serves as an alkalizing food, along with the dark leafy greens and liver-supporting vegetables that we previously discussed:

- **Fresh fruits and vegetables.** These include, but are not limited to: mushrooms, citrus, avocado, spinach, kale, broccoli, cabbage, celery, beet, cucumber, garlic, ginger, and green beans.
- **Raw foods.** Ideally, try to consume a good portion of your produce raw. Uncooked fruits and vegetables are said to be biogenic or "life-giving." You can even try juicing, but be sure to stick primarily to vegetables. Lightly steaming vegetables will also maintain their alkalizing minerals.
- **Alkalizing drinks.** While water is essential for life, using naturally occurring alkaline sources is helpful if you can. Spring waters like Evian and Fiji are great. Purified water and reverse osmosis water tends to be more acidic. Adding lemon or lime to your water can help boost its alkalinity. In addition, juices made from dark green vegetables and grasses provide chlorophyll, which can also help to alkalize the body.

The Stabilized Blood Sugar Principle

Regardless of whether you have a medical history of problems with blood sugar or not, stabilizing your blood sugar is an important part of everyone's health. Your blood sugar levels affect many chemical processes in your body and play a significant factor in your overall energy. During your program, we have had you eliminate sugar and encouraged you to eat three meals a

day to help your body burn fat and stabilize blood sugar. However, if you revert back to eating processed or sugary foods, your increased energy will be short-lived. You will soon feel depleted and crave more and more sweets or energy fixes. Very quickly, energy highs and lows will become a normal experience again and you will find yourself constantly reaching for pick-me-ups like snacks or caffeine just to make it through the day. As a result, your body will lose the ability to make lasting energy on its own and will stop naturally burning fat.

By contrast, if you continue to follow the guidelines we've given you, your body will continue to burn fat as a long-burning energy source. Remember to stick with three meals a day so that your body can maintain a healthy metabolism and continue its ability to stabilize your blood sugar between meals. Doing so will leave you in a much more stable, less anxious or depressed state that avoids fatigue and constant cravings for sugar. This will also help your quality of sleep at night, which is your body's longest fasting phase.

The Proper Food Combining Principle

One last principle that needs to be discussed is learning how to eat compatible foods. When we choose foods that are more compatible, it's easier for us to digest and absorb the nutrition. When we eat foods that don't combine as well, it can lead to difficulty digesting and eliminating. For some, this can cause symptoms of gas, bloating, belching, and even constipation. In addition, this process of difficult digestion opens your system up for dysbiosis, inflammation, and disease.

If you are experiencing any digestive symptoms, learning proper food combining principles will be essential for you to eliminate these symptoms. For others, it can be done to further improve digestion and help maximize the benefit of your diet. Here are the four basic principles to consider when combining foods:

- **Avoid fruits with meals.** Fruits don't digest as well when you eat them with protein. However, fruits can be mixed with salads without any concern, so if your meal is a salad, this principle will not apply.
- **Try not to mix protein with starches.** Many have been convinced that they need a starch with every meal, but this slows digestion down. Examples of starches are grains, potatoes, corn, peas, and other root vegetables. Avoid these when having proteins as part of your meal.
- **Don't mix protein types during the same meal.** Try to avoid having beef and chicken, as different proteins require different conditions for optimal digestion.
- **Veggies mix well with everything.** You can enjoy vegetables with any meal, provided that you are mindful of the starchy vegetables listed above.

The good news is that applying these three principles in your long-term nutrition plan is easy to do if you are committed to staying away from processed sugar and artificial sweeteners, and including vegetables in every meal. Keeping these principles in mind will not only help you maintain a healthy lifestyle, they will encourage balanced organ functions and help you achieve the level of health and vitality you were designed to have.

> THE PITFALLS OF PROCESSED GRAINS

This traditional “health” food can wreak havoc on your blood sugar, age your joints and skin, and cause you to look 10 years older than you really are. No one wants that if they can avoid it!

THE CULPRIT

The food we are referring to is processed grains, including many gluten-free grains. We are not talking about grains in their original sprouted form, but grains that have been processed and manipulated into flour. This flour can be found in every grocery store, restaurant, and household, including whole wheat bread, pastries, muffins, cereals, snack mix, granola, and the list goes on and on. Traditionally, processed grains are presented and marketed as a health food, but sadly that is far from the truth.

Before we get to “why” processed grains are so bad, we need to review some body chemistry. Our bodies have compounds called Advanced Glycation End Products, or AGEs. These compounds speed up the aging process within our bodies and can cause wrinkled skin and damage to our organs and joints over time. It is important to note that high blood sugar levels actually increase the amount of AGEs in our body over time. Therefore, the longer your blood sugar stays increased, the more AGEs will be produced within your body. This is why sometimes those suffering with Type 2 Diabetes actually look a good 5-10 years older than they really are. This aging effect is not just limited to those with Diabetes, but also those that consume processed grains.

THE WHY

Now, let’s take a closer look at the “why” behind this. Processed grains, specifically wheat, contain a type of carbohydrate called Amylopectin-A. According to some studies, this carbohydrate has been found to spike blood sugar levels even higher than pure table sugar. This can be an easy trap to fall into because you may eat 2 pieces of whole wheat toast for breakfast, thinking you are being healthy instead of opting for the bagel or donut. But in reality, your blood sugar will react the same way as if you had just consumed a stack of pancakes. This is not to say that you may as well eat the pancakes, but instead be aware of the negative effects that processed grains and wheat can have on your body, even when it is advertised as a healthy option.

THE SOLUTION

Instead of processed grains, consuming sprouted grains is a far better option for times when grains are desired. Sprouted grains should not be looked at as the enemy like processed grains are. Sprouted grains are actually very nutritious for the body when consumed in moderation. The Whole Grains Council explains that grains which have just begun sprouting – those straddling the line between a seed and a new plant, offer all the goodness of whole grains, while being more readily digested.

What's more, the sprouting process increases the amount and bio-availability of some vitamins (notably Vitamin C) and minerals, making sprouted grains a potential nutrition powerhouse. One of our favorite sprouted grain breads to eat is Ezekiel Bread from the company Food for Life.

SOAKING

While we're on the topic of sprouted grains, it's important to note that grains are not the only food item that benefit from sprouting. In addition to grains, it is very beneficial to utilize sprouting with beans, nuts, and seeds as well. If you cannot find sprouted items in your preferred grocery store or health food store, you can use a method called "soaking" in order to sprout them yourself. This is simply done by soaking dried beans, raw nuts and seeds for at least 8 to 12 hours overnight in order to help break down the phytic acid which blocks our enzymes and mineral absorption.

Without soaking, it is very difficult to absorb the calcium, magnesium, iron, copper, and zinc. This process also releases many important vitamins for better absorption as well. These include vitamin C, B vitamins, and carotene, which is converted to vitamin A. In addition to the added nutritional benefits, sprouting will also reduce any digestive discomfort or gas that may be caused from eating these items, as well as inactivating potential toxins that are commonly found.

If you decide to incorporate these items into your diet, be sure to keep everything refrigerated after the soaking. If you are soaking beans overnight that you plan to cook, be sure to pour off the water and add new water before cooking.

While sprouted grains can be great to eat in moderation, anyone with an autoimmune condition, especially those who have been diagnosed with Celiac Disease, should avoid all gluten, including gluten found in sprouted grain products.



> AFTER THE DETOX: NOW WHAT?

When your detoxification phase is over, you can begin reintroducing foods back into your diet. **If we have given you a detoxification supplement or any other specific steps for detox, please check with us before starting the food reintroduction process.**

THINGS TO CONSIDER BEFORE REINTRODUCING FOODS

- If you are dealing with an **autoimmune** issue, speak with our team before reintroducing any legumes (including peanuts and peanut butter), shellfish, tomatoes, soy of any kind, alcohol, gluten or dairy, as these tend to be more inflammatory.
- If you are **diabetic or pre-diabetic**, speak with our team before reintroducing legumes, corn, grains, and white potatoes as these are higher on the glycemic index and can increase blood sugar levels.
- If you want to **lose weight**, take caution when reintroducing legumes, grains, corn, and white potatoes, as these are high-glycemic carbohydrates.

HOW TO REINTRODUCE FOODS

Start by consuming ONE item from the below list 1-2 times per day for 3 days of testing. If you do not experience any of the symptoms listed below, reintroduce the next item continuing the 3 days of testing.

The foods listed below are options for reintroduction but a plan should be discussed with our team concerning which ones are acceptable:

- Pastured eggs
- Tomatoes
- Shellfish
- Organic, non-GMO corn
- Organic peanuts
- Pastured, raw dairy

Watch for these common reactions:

- A chronic need to clear your throat
- Gas or bloating
- Severe heartburn
- Abdominal pain or diarrhea
- Headache or brain fog
- Joint or muscle pain
- Feeling tired and sluggish
- Swelling / water retention
- Some type of symptom that is noticeably different about your body; a “black and white difference”
- A generalized feeling of uneasiness

If you experience a reaction on day one, two, or three, STOP eating that food until you speak with our team.

NOTE: If you do have a reaction, make sure your symptoms no longer exist BEFORE you start the next food reintroduction. Then, introduce the next food you would like. This will allow you to correctly assess which foods create reactions without overlap.

FOODS TO REINTRODUCE IMMEDIATELY

While most foods should be reintroduced one at a time, these foods can be reintroduced immediately without any testing required.

- **Red Meat**
Organic, grass-fed beef or bison and organic, pastured pork
- **Fruit**
Between 15-25g of fructose per day; refer back to the Fructose Consumption Chart to determine fructose quantities in fruit
- **Legumes** (except peanuts)
Rotate in 2-3 days per week

FOODS YOU CAN REINTRODUCE OCCASIONALLY

Below is a list of foods you may reintroduce with certain limitations and restrictions in mind. These items are not recommended for regular consumption, but rather to have only for special occasions or a few times a year. These foods should only be considered for reintroduction after you've finished reintroducing the items from the first list one at a time and after you've consulted with our team:

- **White potatoes** (sparingly)
- **Gluten**
Organic and only in the form of sprouted grains (not for autoimmune)
- **Alcohol**
Gluten-free options, such as: gluten-free beer, gluten-free wine, vodka, gin, etc. (be sure to do your homework to ensure you're getting gluten-free options)
- **Grains**
Gluten-free grains, such as: rice, quinoa, steel cut oats, buckwheat, etc.
- **Honey, maple syrup, organic sugar, coconut sugar**
In herbal tea, or the occasional baking recipe. However, be mindful of fructose consumption and always limit to less than 25g/day including your fructose consumption from fruit

FOODS TO AVOID ALTOGETHER

These foods are simply not a part of a healthy lifestyle and have damaging effects on our bodies.

- **Artificial sweeteners**
Stevia is acceptable (use sparingly)

- **Fruit juice**

Fresh squeezed is acceptable 1-2 times a year on special occasions, however it's best to get the fiber from eating the fruit rather than just the juice

- **Pasteurized dairy**

Instead, opt for unsweetened nut-based milk and yogurt, or unsweetened coconut milk and yogurt. Please speak with our team before considering organic, pastured, raw dairy.

- **Soy or soy-based products**

With the exception of organic, fermented soy (i.e. miso, tempeh, etc. - use sparingly)

- **Caffeine**

Except trace amounts in the occasional tea, dark chocolate, kombucha or organic, Swiss-water decaf coffee (check out the FAQs for the Bulletproof Coffee recipe)

- **Processed Flour Products**

Instead, opt for coconut flour, almond flour or cassava flour

Remember, "processed junk" is still "processed junk" and is not recommended for your diet. This includes gluten-free Oreos, organic cereals, gluten-free muffins, etc. Don't be fooled by marketing labels that say "organic" and "gluten-free." Gluten-free doesn't always mean healthy.



FOOD REINTRODUCTION RESPONSE CHART

Refer to the guidelines in the "After the Detox" document for reintroducing foods. Use this chart to list out any symptoms you're having when reintroducing an item and discuss with our team. Common symptoms may include, but are not limited to: gas, bloating, reflux, indigestion, constipation, fatigue or low energy. If any of these symptoms occur, stop eating that food and contact our team.

FOOD	DAYS 1-3	Symptoms:



> TIPS FOR A SUCCESSFUL LIFESTYLE

As you've learned in your program, maintaining a healthy lifestyle should be a priority moving forward. However, it does take effort and preparation to ensure you stay on the right track and set yourself up for success. We've outlined a few tips to help you succeed as you move forward with your nutrition plan.

Prepare Food Ahead of Time

- Grocery shop in advance and stock your refrigerator with everything you need for the week. Organic, frozen vegetables are also wonderful to keep stocked in your freezer.
- Steam some sweet potatoes to have on hand for a quick fix meal. This especially comes in handy to incorporate into breakfast.
- Bake or grill chicken breasts or thighs in bulk to have on hand for the week. You can season the chicken with pink Himalayan salt and pepper and when incorporating the chicken into a quick fix meal, you can add additional seasonings. This makes the chicken very versatile and helps cut down on cook time throughout the week.
- Brown your ground beef ahead of time and have on hand to easily add to dishes throughout the week.
- Grill or cook steaks ahead of time and have on hand to add to salads or stir fry's, etc. throughout the week.
- Make large portions of soups, salads, and roasted vegetables and save the leftovers to have the next day or throughout the week.

For Those Who Don't Have Time or Don't Like to Cook

- Don't let food preparation stand in the way of you having a healthy diet. Prepared foods are abundant at the deli in your local grocer. Many health food stores carry freshly-made, healthy foods that you can grab and go.
- Buy precut vegetables. While they are a bit more expensive than their uncut counterparts, sometimes it is worth paying a little more to save you time in the kitchen.
- Buy precooked whole, organic, pastured chickens or turkeys from your local grocery store. Just be mindful to check the ingredient list to see what the meat was cooked in. Specifically, you want to look for no added sugar as an ingredient.
- Explore options like "Paleo on the Go," "TrueFare," or "Trifecta Nutrition" for preprepared meals that can be sent directly to you. Check your Additional Resources for more information.

How to Order at a Restaurant

- Ideally, you will want to dine at a restaurant that uses organic produce and properly fed meats. With consumers becoming more health conscious, more and more restaurants are taking care to use proper ingredients. If it is not already listed on the restaurant's website or menu, you can call ahead and ask about the types of ingredients used, or simply ask the waiter before you order.

- It is always a safe bet to order your animal protein with no sauces or breading and a side of steamed vegetables.
- Salads are a great way to get your vegetable intake in, just be aware of what else is in the salad. For example, if the restaurant does not have raw cheese as an option, you can substitute the cheese for avocado. If the dressing has added sugar and processed ingredients in it, you can always substitute for olive oil and vinegar. Also, try adding a little lemon, salt, and pepper.
- Always look at the menu ahead of time before going to a restaurant and figure out what you will order before you get there. This can alleviate a huge amount of stress and take the guesswork out of ordering your meal.
- If you are eating with friends or co-workers, do your best to order first. This will keep you from hearing your co-worker's order of fried chicken and following in their lead.
- Don't be afraid to politely ask for your meal to be prepared the way you want it. After all, you are paying for it.

If Weight Loss is Your Goal, Practice Portion Control (per serving)

- Healthy fats (coconut oil, grass-fed butter, olive oil, avocado oil) — 1 teaspoon to tablespoon
- Greens and non-starchy vegetables — unlimited
- Chicken, turkey, fish, and beef — 4 ounces
- Nuts and seeds — 1/4 cup or a handful
- Avocados — 1/2 of a large avocado
- Limit starchy vegetables — 1/2 of a large sweet potato, acorn squash, spaghetti squash, etc.
- Vegetables — choose vegetables with a lower amount of carbohydrates (9% and lower)

3% or less carbs:

Asparagus	Chard	Kohlrabi	Sprouts
Bamboo Sprouts	Chicory	Lettuce	String Beans
Beet Greens	Collard Greens	Mushrooms	Summer Squash
Bok Choy Greens	Cucumber	Mustard Greens	Turnip Greens
Broccoli	Endives	Parsley	Watercress
Cabbage	Escarole	Salad Greens	Yellow Squash
Cauliflower	Garlic	Sauerkraut	Zucchini Squash
Celery	Kale	Spinach	

6% or less carbs:

Bell Peppers	Green Onions	Rhubarb	Yams
Chives	Okra	Sweet Potatoes	
Eggplant	Olives	Tomatoes	
Green Beans	Pimento	Water Chestnuts	

7-9% or less carbs:

Acorn Squash	Brussels Sprouts	Leeks	Turnips
Artichokes	Butternut Squash	Onions	Winter Squashes
Avocado	Carrots	Pumpkin	
Beets	Jicama	Rutabagas	

Accountability is Key

- Check your fridge and pantry regularly to ensure you are continuing to make healthy decisions at the grocery store. If you find yourself stocking up on boxed, processed foods rather than fruits and veggies, reorient your mindset and get rid of the “junk” before it becomes a habit.
- Ask a friend who is supportive of your journey toward a healthy lifestyle to help keep you accountable by reviewing your grocery receipts or asking how your eating habits have been.
- Share the positive changes you’ve experienced with others as a means of taking ownership and embracing the new lifestyle.
- Continue your exercises and abdominal breathing daily. This is a vital part of maintaining health and wellness and will serve you well in the long term. Set reminders for yourself so you don’t fall behind. Make it a priority. If you get off track, don’t beat yourself up, just start right back up again.
- Ask a friend to commit to exercising with you and motivating you to maintain healthy habits as well as combat bad ones.

Review your Program Guide

- Periodically review this guide to remind you of the benefits and helpful guidelines you’ve received through your program. This will help you maintain a positive mindset when it comes to your health.
- Review your S.M.A.R.T. Goals and achievements as motivation to continue on your journey toward optimal health.

Stay in Touch with Our Team

Talk with our team about long term support in maintaining your healthy lifestyle. We may have additional supplements and nutraceutical recommendations for you as you continue healing your gut ecology and work toward proper organ function.





WHAT'S NEXT?

Congratulations! You've completed your program and are well into your new healthy lifestyle! We are so proud of the work you've done this far and we know you will do great as you continue on this journey toward greater health.

Even though you've completed your program, we want to remind you of the importance of maintaining the healthy lifestyle that you've worked so hard to achieve up until this point. The last thing we want you to do is go back to your old habits just because you are finished with the program. This program is only the foundation to help you begin building better habits and better choices from here on out.

On the next page is a checklist for you to use on a weekly, monthly and quarterly basis to help you stay committed to the progress you've made. You can print it out and put it on your fridge to remind you to do these things regularly. You can even set a reminder in your phone to go off at the end of every month reminding you to do the checklist.

We've provided you with the tools to continue the journey of lasting health, however, you have to do your part in utilizing those tools as you move forward. We know you can do it, and we are so excited for the life and health you will enjoy!



Monthly/Quarterly Checklist:

☐ Check your fridge and pantry to make sure your eating habits and grocery purchases are still consistent with a healthy lifestyle. Things to be aware of include excess boxed and processed foods. If you're maintaining a healthy lifestyle, you should have plenty of colorful fruits and veggies stocked up.

☐ Add a reminder in your phone or calendar to help you remember

☐ Date Scheduled: _____

☐ Have a friend or family member help you evaluate and keep you accountable

☐ Review the material provided in this program. Revisit your "Why's" for starting the program and your accomplishments along the way to help you remember the positive benefits you saw from a changed lifestyle. Perhaps even write yourself a letter to remember why you don't want to go back.

☐ Evaluate your sugar intake. Sugar has a tendency to sneak into our diets and can quickly increase cravings. Exceptions are different than moderation. People often use the word "moderation" to justify having "cheats" much more often than is healthy. We can always find an excuse to have sweets but we should practice saying "no" most of the time if we want long-term success. Old habits can come back quickly.

☐ Have you switched out any of these products?:

☐ Sunscreen

☐ Cleaning Products

☐ Personal Hygiene / Toothpaste

☐ Water Filters

☐ Cookware

Remember, you don't have to make the switch all at once, just take one thing at a time. However, if you continue purchasing the same old harmful products over and over without considering switching to a safer product, you're likely going to reverse all of the hard work you did in detoxifying your body of the harmful chemicals and toxins by allowing them to creep back in to your system.

Daily/Weekly Checklist:

☐ Do your de-stressing techniques (abdominal breathing or meditations)

☐ Set a reminder in your phone or calendar to do these exercises daily/weekly

☐ Time Scheduled: _____

☐ Continue your HIIT exercise. Put your at-home weights or equipment somewhere you'll see them every day to remind you to do them.

☐ Set a reminder in your phone or calendar to do these exercises daily/weekly

☐ Time Scheduled: _____