



JUMP START YOUR HEALTH





Introduction

We have found that most health related conditions have one common component... **Inflammation!** Inflammation may be triggered by acute or chronic stress (physical, chemical) but is most commonly caused by deficiencies in your diet and the over exposure to toxins from food and the environment. The recommendations in this guide will help you decrease inflammation, stabilize your blood sugars and support your natural ability to detoxify.

How the Pure 7 Day Cleanse Works

Our bodies are exposed to toxins every day from the air we breathe, the foods we eat, the medications we consume and from our own body's metabolism. Many toxic chemicals are known to create Inflammation and the diseases related to Chronic Inflammation.

Chronic inflammation is directly linked to specific signs, symptoms and diseases. It is particularly dangerous because it affects all systems of your body and significantly increases your risk for unnecessary pain, suffering, and unhealthy aging. Heart disease, stroke, diabetes, obesity, arthritis, Alzheimer's disease, digestive health disorders and many other autoimmune disorders are directly linked to chronic inflammation.

Follow the Pure 7-Day Cleanse schedule for the next 7 days and see just how good you can feel!

7 Day Cleanse Benefits

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

Pure 7-Day Cleanse Principles

1. Eliminate foods that trigger chronic inflammation
2. Adopt balanced, whole food eating habits
3. Address whole food deficiencies with whole food supplementation
4. Maximize liver and organ detoxification

Set Yourself Up for Success

- Plan out your week
- Clear your pantry and refrigerator of unhealthy, inflammatory foods
- Go shopping to replenish with healthy whole food choices
- Purchase your Pure 7 Day Cleanse Kit
- Set up your Pure Superfood Shake Bar





Pure 7 Day Cleanse Kit



Pure Plant Protein™

Highest quality blend of Organic, Vegan, Whole Food Plant Proteins and Medium Chain Triglycerides. Provides essential amino acids for energy, strength, weight loss, muscle repair and a healthy response to inflammation and blood sugar stability.

Pure Digestion Plus™

Organic, Gluten-free, blend of 10 grams of soluble and insoluble fiber per serving. Includes Prebiotics, Probiotics and Digestive Enzymes for a healthy response to inflammation/gas/bloating in the stomach.

Pure Greens SuperFoods

Expertly crafted, Organic, Gluten-free grass juices, vegetables, fruits, herbs and plants. Assists in meeting our daily requirements. Contains vital nutrients to support healthy digestion, increased antioxidant levels, enhanced alkalinity, blood sugar stability and a healthy response to inflammation.

Pure ΩOmega Plus™

Omega-3 essential fatty acids wild-crafted from sardine, anchovy and mackerel, emulsified with a delicious citrus-mango flavor. Does not smell, taste or repeat like other fish oils. Includes Organic Turmeric, Vitamin D3 and Astaxanthin for additional inflammation, antioxidant and bone support.

Pure InfaMedix™

All Natural, Certified Organic and Wild-crafted blend of botanical extracts (Turmeric, Boswellia and Ginger). Pure InfaMedix is formulated for a healthy response to acute and chronic inflammation without the unwanted side effects commonly associated with prescribed and over the counter (OTC) medications used for pain and inflammation.

Pure Cleanse Plus™

Consists of ingredients that have been scientifically proven to assist your body's Phase 1 and Phase 2 Liver Detoxification Pathways for effective elimination of metabolic and environmental toxins. Also supports a healthy response to inflammation, promotes weight loss and increased lean muscle mass.



Pure Superfood Shake Recipes

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



Vanilla Protein Shake Recipes

THE POWER SHOT

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

APPLE CINNAMON GRANOLA

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

BERRY BLISS

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

LEMON DAILY CLEANSE

(Not a Superfood Shake)

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



Chocolate Protein Shake Recipes

PURE DECADENCE

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

CHEWY CHOCOLATE CHIP

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

CHOCOLATE PEPPERMINT ICE CREAM

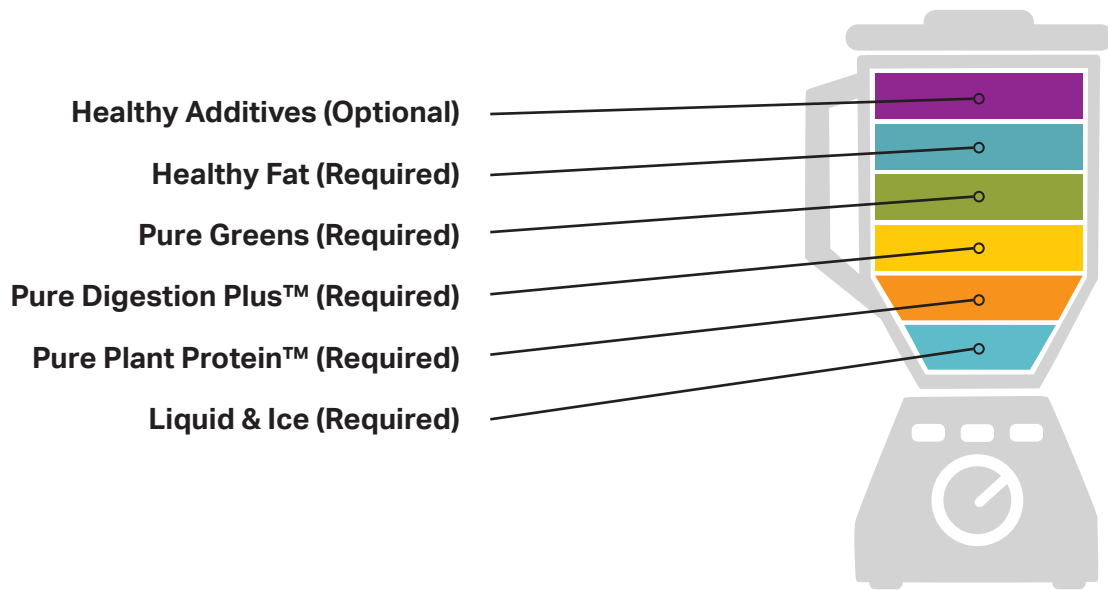
Chocolate Protein: follow cleanse schedule
 Pure Digestion Plus: follow cleanse schedule
 Cacao nibs: 1 Tbs.
 Peppermint extract: 5 drops
 Coconut milk: 8-10 oz.
 Ice

THE WARRIOR

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



Setting Up Your Superfood Shake Bar



Products to Purchase from your Local Grocery Store

Liquids:

Almond Milk, Coconut Milk, Hemp Milk

Healthy Fats:

Chia Seeds, Almond Butter, Unsweetened Coconut Butter / Flakes, Flax Seeds, Avocado

High Fiber Carbs:

Mixed Berries, Strawberries, Green Apples, Gluten Free (GF) Rolled Oats

Healthy Additives:

Cacao Nibs, Maca Powder, Peppermint Extract, Cinnamon



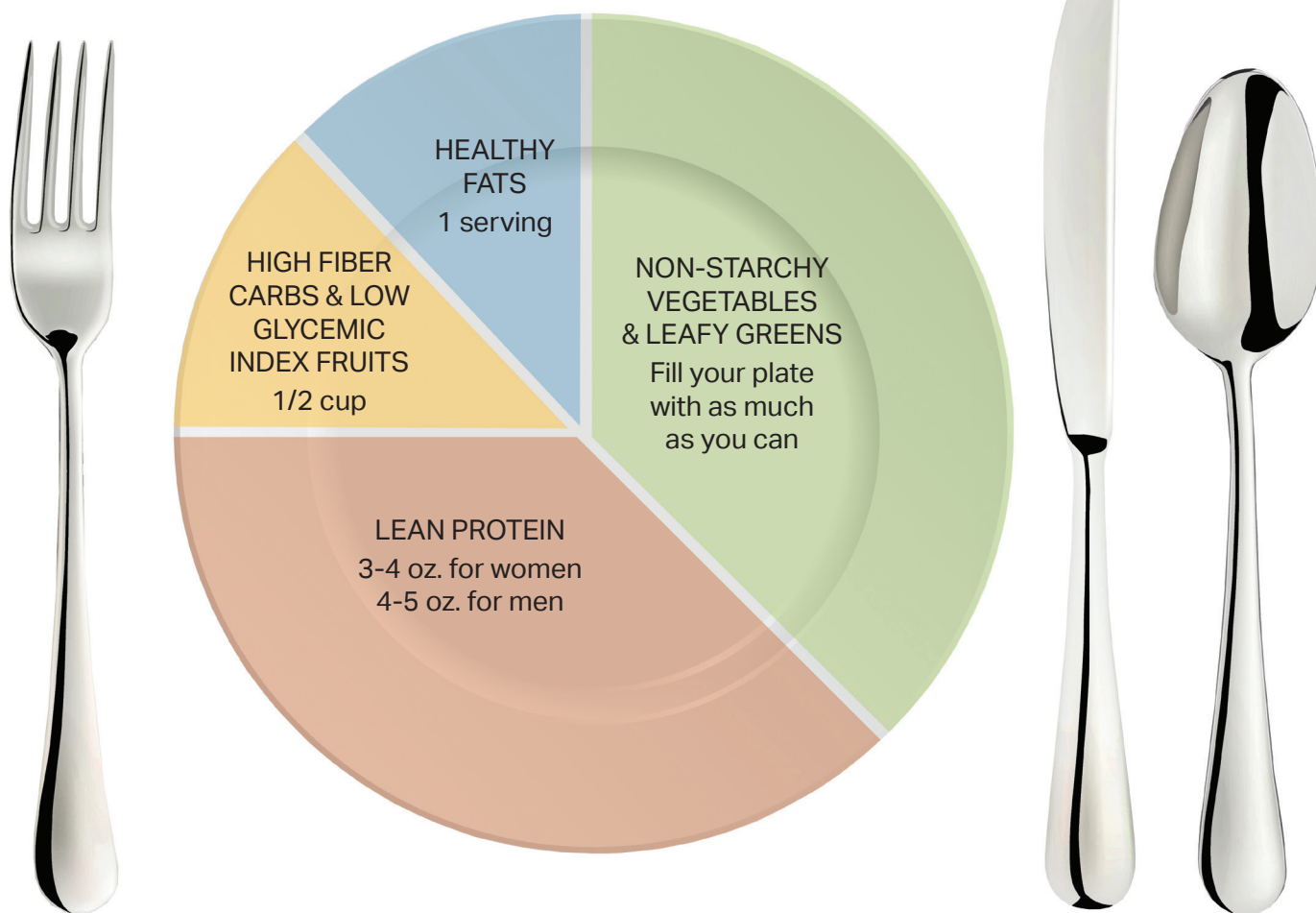


A Balanced Approach to Eating

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

Balanced Meal Wheel

Your plate should look like this!





Balanced Food Choices



NON-STARCHY VEGETABLES & LEAFY GREENS & Pure Greens™

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



HEALTHY FATS & Pure ΩOmega Plus™

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



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

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



LEAN PROTEIN & Pure Plant Protein™

1 Ounce of Animal Protein Equals Approximately 7 Grams:

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

6 Healthiest Seafoods:

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

6 Fish to Avoid:

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



Pure 28 Day Anti-Inflammatory Food Guide

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

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



Pure 28 Day Cleanse Schedule

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

Protein for shake

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

Titrate your fiber with Pure Digestion Plus™

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

Pure Greens™ and Pure Cleanse Plus™

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

Pure InflaMedix™

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

Pure ΩOmega Plus™

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





Structure Your Day



Wake Up!

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



Breakfast

Superfood Shake (Choose from list)



10 am

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



Lunch

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



3 pm

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



Dinner

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



Exercise

20-30 minutes of high intensity/interval training
• Any time of day, but morning is best



Pure 28 Day Cleanse Program

Continue Your Journey to Optimal Health

Congratulations on completing the first seven days of your commitment to improved health. You should be proud of yourself for starting the process and we hope you will continue your progress for 28 days and beyond.

In one week you may have experienced many positive changes including, weight loss, increased energy, better sleep and a flatter tummy due to improved digestion. If you like how you are feeling, why stop now? Changing old habits and adopting new ones takes time, just imagine what you could feel like in 21 more days!

Continue to learn the tools to support better health and aging for a lifetime in our Pure 28 Day Cleanse Program. This program is a comprehensive anti-inflammatory lifestyle and nutrition guide that answers the questions of "Why" detoxification is so important and "How" you can make changes that will promote health and longevity for years to come.

The Pure 28 Day Cleanse Program includes tips for:

- **Adopting Healthy Lifestyle Activities**
- **Reducing Pain and Inflammation**
- **Increasing Strength, Energy and Productivity**
- **Optimizing Your Body Composition**
- **Whole Food Shopping Lists and Whole Food Recipes**
- **More Delicious Pure Superfood Shake Recipes**
- **Exercise/Sleep Schedules and More**



It Takes 21 Days to Change a Habit, Give us 28 Days to Transform your Life!

