

JANUARY 2022

2022 WELLNESS GUIDE

a purely elizabeth publication.

BREAKFAST SPREADS

Take your everyday breakfast to the next level with these simple recipes with a purely twist.



2022 WELLNESS TRENDS

From skincare to nutrition, we're sharing what's ahead.

BREAKING THE DIET NOISE

with Melissa Urban
of Whole30

*A GLUTEN-FREE,
PLANT-BASED
PUBLICATION*



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Welcome

to the 2022 Wellness Guide. With the new year upon us, it's an opportunity to leave behind the habits and routines that didn't fulfill us and adopt new ones. This Guide is full of simple and nourishing recipes, a peek into 2022's wellness trend predictions, some of our favorite products to fuel the ultimate self-care routine, and more. The new year is a blank canvas where you can dream up and create intentions that align more closely with the person you aspire to be.

Sometimes dedicating yourself to new habits can feel like a lofty task, which is why I wanted to keep this guide simple, attainable, and flexible for your needs. A quote that I love to live by is to “aim for progress, not perfection”. I encourage you to be kind to yourself in the process and celebrate the small victories and progress you're making to achieve your goals. My hope is that you'll find this guide as a starting point to help you find purpose in the process as you create new intentions for the upcoming year.

Elizabeth



PURELY CHATTING

BREAKING THE DIET NOISE *with MELISSA URBAN OF WHOLE30*

When it comes to setting healthy boundaries with your relationship with food, Melissa Urban is an expert in this. Melissa is the co-founder and CEO of the Whole30 program, and a six-time New York Times bestselling author. We sat down with Melissa to chat about how to break through all the diet noise and how she started her journey to creating the Whole30 program.

People often misconstrue Whole30 as a diet, which it is not. Can you describe the Whole30 program for people who are not familiar with it?

We describe Whole30 as a reset for your health, habits, and relationship with food. It's not a weight loss diet, in that you don't restrict or count calories. In fact, one of the Whole30 rules is that you don't step on the scale at all during your program! Think of the Whole30 as a self-experiment designed to help you identify food sensitivities and discover which foods work best in your unique system. It's not prescriptive, in that we don't want you to eat Whole30 forever. (After all, it's not the Whole365.) And we remove any fixation on the scale, instead focusing on "non-scale victories" like energy, sleep, digestion, cravings, and mental health.

What made you start Whole30?

The program started as a two-person self-experiment. In April 2009, I was heavily into CrossFit and very focused on athletic performance and recovery. After attending a nutrition seminar that talked about anti-inflammatory foods, my partner and I decided to try 30 days straight without the potentially inflammatory foods the seminar talked about. I was hoping to see performance improvements, and certainly did. But the most surprising part of my self-experiment

was the way my relationship with food and my habits were permanently transformed. I was able to get off the scale and out of the mirror for the first time in my life, and established a new baseline for "feeling good." My energy, sleep, mood, and confidence skyrocketed, and I knew if I felt this amazing, others could too.

What is a non-scale victory and why is it important for people to focus on them?

Non-scale victories (NSVs) are improvements you may see during and after a Whole30 that have nothing to do with the scale or your bodyweight. For decades, diet culture has taught us that our worth and value were tied to that number on the scale, and that the only reason we should consider changing our diet is to make ourselves smaller. But changing the food you put on your plate can have an incredible ripple effect in every area of your life! We have a 2-page NSV checklist that speaks to everything from clearer skin to reduced anxiety; fewer PMS symptoms to deeper, more restful sleep. All of those factors speak to a healthier body and brain in a way that the number on the scale just can't. During the Whole30, we give people a well-deserved break from their preoccupation with the scale and show them all of the ways their 30-day commitment is having a positive impact in unexpected ways.

I love how Whole30 is a reset for habits and relationships with food. What does it mean to have food freedom?

I describe food freedom as feeling empowered to make the right food choices for you, and trusting yourself to make them. It's the opposite of diet culture, which teaches us to disconnect from our body and don't trust the signals our bodies send us. Through the Whole30, you'll learn which foods do and don't work well in your unique system. Based on what you've learned, you'll move into "life after" (what we call your Food Freedom) armed with the knowledge to make the right choices for you, knowing what is and isn't worth it, and exactly how that food or drink might affect you. Food Freedom isn't about learning how to say no to delicious, tempting food, it's about learning how to joyfully say yes in a way that serves you, and what to turn down because you've decided it just isn't worth it. My three-part Food Freedom plan takes all morality, guilt, and shame out of food and puts the power back in your hands, where it belongs.

At Purely Elizabeth we believe in the 80/20 rule. 80% of the time be your healthiest self, 20% of the time indulge - guilt free. How do you think this ties into how people can approach eating without following a diet?

I agree 100% that food should never bring about guilt or shame, about either the food or you when you eat those foods. In my Food Freedom plan, it's not about "cheat days" or meals, it's about making deliberate, conscientious decisions about whether it's worth it and you want it in that moment. On a week-long holiday in Mexico, I might be saying yes to just about everything, because in that context, the gluten, dairy, or sugar really are worth it--and I have no place to be and no work to stay sharp for. On a two week book tour, I might be saying no to all of the delicious treats and that tempting glass of wine because with my schedule and responsibilities, they're just not worth it in that context. I'm using what I've learned on the Whole30 to make the right choice for me in that moment, understanding that as my context changes, what's "right" for me will change as well.

Can you share some advice for people who are trying to make healthier food choices?

I think it's important to point out that our current food system sets you up to fail. Food scientists layering sugar on top of fat on top of salt create super-normally stimulating foods that are sweeter, fattier, and saltier than you could ever find in nature. These foods are calorically dense, nutrient

poor, and only perpetuate the cycle of crave, overconsume, guilt, shame, isolation, and stress... which only leads to more cravings. Moderation is near impossible in this environment, which is why advice like "just control your portions" or "everything in moderation" hasn't worked. A reset is the best way to break the cycle of craving and overconsumption, learn a new relationship with food and your body, and develop other coping mechanisms (besides food and alcohol) for stress, anxiety, or other negative emotions.

How can people identify a new baseline for normal?

The Whole30 is the most effective way of seeing how good you could feel, in just 30 days. Once you realize that your energy could be rocking, your sleep could be deep and restful, your digestion could be smooth, and your mood could be so much sunnier, it makes it hard to go back to the way you used to eat. After my first Whole30, I didn't want to stray even a little bit, because I never wanted this superhero feeling to go away! Now, I've learned how to include foods like peanut butter cups, hot buttered popcorn, and gluten-free cupcakes in my diet and still feel as good as I want to feel.

So many people commit to health focused resolutions in January. What is your philosophy on new year's resolutions and do you have one?

The reason so many people's resolutions are doomed to fail is because they try to do too much at once. The brain starts "goal-shifting," prioritizing first one resolution, then another. It doesn't know what to focus on, so nothing gets accomplished. I don't set resolutions myself because I prefer taking on a new habit whenever the idea hits me, all throughout the year. But if you do like the idea of a fresh start, I suggest choosing just ONE habit, and focusing solely on that until it starts to feel automatic and easy. Might I suggest doing the January Whole30 with us?

Connect:

WEBSITE:
whole30.com and melissau.com

INSTAGRAM:
@whole30



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TIPS

Key Lime Chia Pudding

Grain-Free, Gluten-Free
1 Serving

INGREDIENTS:

Chia Pudding:

2 Tbsp chia seeds

½ cup coconut milk

1 Tbsp honey

Zest of half a key lime

Yogurt Layer:

½ cup Greek yogurt

1 Tbsp honey

½ tsp matcha powder

Juice of 1 key lime

Zest of half key lime

Toppings:

Purely Elizabeth Honey Almond Granola

Honey drizzle

Lime slices

DIRECTIONS:

In a jar or container with a lid, stir together the chia pudding ingredients. Chill for 2 hours. Once the chia pudding is ready, stir together the yogurt layer ingredients and place it into a serving bowl with the chia pudding. Top with a drizzle of honey, Purely Elizabeth Honey Almond Granola, and lime slices.





Orange Waffle Sticks

Grain-Free, Gluten-Free
5 Servings

INGREDIENTS:

1 Pouch Purely Elizabeth Pancake Mix
¼ cup orange juice
Zest of ½ orange
¼ cup almond milk
½ cup melted dairy-free butter
4 eggs, large

DIRECTIONS:

Prepare a waffle stick iron or traditional square waffle iron with non-stick spray and turn on medium-high heat.

In a large bowl, whisk together all the wet ingredients. Add in the pancake mix and stir until fully incorporated. Pour about ¼ cup of batter into the center of the waffle iron.

Cook until golden brown, about 3-4 minutes. Repeat until you have used all the batter.

Use a sharp knife to cut the waffles into sticks. Serve with maple syrup.

Tropical Yogurt Bowl

Grain-Free, Gluten-Free
5 Servings

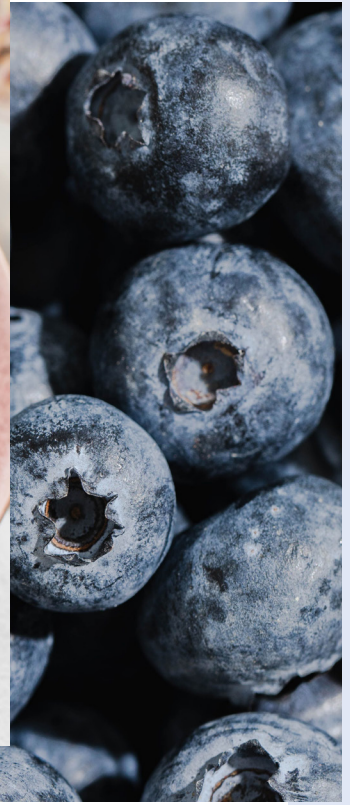
INGREDIENTS:

2 ¼ cups Purely Elizabeth Honey
Almond Granola
1 cup Greek yogurt
1 kiwi, sliced
1/4 cup pineapple, sliced

DIRECTIONS:

Add 1 cup of greek yogurt to bowl and top with fruit, granola, and a drizzle of honey.





Blueberry Oatmeal Muffins

Gluten-Free
10 Servings

INGREDIENTS:

2 cups Purely Elizabeth Blueberry
Superfood Oats
1 cup all purpose gluten free baking
flour + 1 tbsp separated
½ tsp baking soda
½ tsp baking powder
Pinch salt
⅓ cup honey
1 mashed medium sized banana, ripe
2 eggs, room temperature
⅓ cup melted coconut oil
1 cup fresh or frozen blueberries

DIRECTIONS:

Preheat the oven to 375 F and prepare a muffin pan with 10 liners. In a mixing bowl, stir together the dry ingredients excluding 1 tablespoon of flour. In another bowl, whisk together the wet ingredients until smooth.

Add the wet ingredients to the dry and stir until no dry spots remain. Toss the blueberries in the remaining tablespoon of flour and then fold them into the batter. Distribute the batter between the cupcake liners and bake for 22-24 minutes and golden. Let cool before serving.



Yogurt Bars w/ Granola

Grain-Free, Gluten-Free
8 Servings

INGREDIENTS:

2 ¼ cups Purely Elizabeth Vanilla
Chocolate Chip Granola
2 cups dairy-free vanilla flavored yogurt
(or greek), room temperature
⅔ cups coconut oil, melted
2 Tbsp honey
5 raspberries, muddled

DIRECTIONS:

Line an 8x8 inch pan with parchment paper or wax paper. Add the granola in an even layer to the bottom of the pan, breaking up larger chunks.

In a bowl, whisk together the yogurt, coconut oil, and honey until smooth. Fold in the muddled raspberries, just 2-3 turns.

Carefully pour the mixture over the granola and use a rubber spatula to spread it out in an even layer.

Chill in the freezer for 2 hours. When ready to serve, let the bars come sit at room temperature for 10-15 minutes before cutting into 8 bars and serving.

Banana Sushi

Grain-Free, Gluten-Free
4 Servings

INGREDIENTS:

1/4 Cup Purely Elizabeth
Apple Walnut Granola
1 large banana
2 tbsp nut butter of choice

DIRECTIONS:

Break down granola so it will be easy to roll on to the banana and spread out evenly onto a baking sheet lined with parchment paper. Melt down nut butter in microwave for about 15 seconds so it's easier to spread. Peel banana and cover entirely with nut butter. Roll banana onto granola covered baking sheet. Make sure banana is entirely covered with granola. Cut banana into 1/4" pieces and enjoy!



2022 WELLNESS TRENDS

A new year means a new wave of wellness trends that will be taking over the space. We decided to ask some experts across industries to share their predictions for what trends they think will take off in 2022. From skincare to nutrition, we're sharing what's ahead!



HEALTH / WELLNESS

MUNDANE MUSHROOMS

Much attention in recent years has gone to the therapeutic benefits of mushrooms -- and in 2022 I expect the use of medicinal mushrooms like reishi, lion's mane, and oyster mushrooms to become more common. You can find these mushrooms at the supermarket, but unlike the portobellos and white button mushrooms you ate as a kid, these medicinal mushrooms have been shown in studies to support our brains and our overall health.

Medicinal mushrooms like lion's mane help reduce neuroinflammation, which can result in neurodegenerative diseases like Alzheimer's, and mood disorders like depression, anxiety, brain fog, and poor sleep. While reishi, a large brown mushroom often dried into a powder and added to teas, has been shown to reduce fatigue, depression and slow the spread of cancer cells.

As we look to new wellness trends in 2022, I expect consumption of these medicinal mushrooms to rise as people both become more attuned to how their physical health shapes their mental health and look to how we can use food as medicine.

ROBIN BERZIN

Founder + CEO, Parsley Health



BUSINESS

SUSTAINABILITY

I believe we are now appreciating our planet in a way that it always deserved, and recognizing that we must not treat it as something disposable that doesn't need protecting. We are outside more, and nature has become a safe space in the last two years. This will translate into more focus on sustainability across our daily lives and the entirety of a supply chain. I think it's a great responsibility of my industry, personal care, to make huge strides in how we impact the planet, as well as my personal responsibility to change my own behaviors for the better.

AMANDA BALDWIN

CEO, Supergoop!



BEAUTY

FACE ACUPUNCTURE

I think a new self-care wellness trend we'll see more of in 2022 is facial acupuncture. It's new and just starting to gain traction. It's another option to reduce wrinkles and create more youthful looking skin! I think it can be in the same category as botox and fillers. I started doing it, and have seen great results!

ALLI WEBB
Founder, Drybar



NUTRITION

NEW MEDICINE TECHNOLOGY

In 2022, we will see the emergence of what I am calling the “New Medicine”, which uses technology to help monitor, understand, and optimize one’s health, while preventing and predicting disease. This “New Medicine” will incorporate your genetics, your health history, all your labs results, the information from your wearables, and your diet and exercise routines on one intelligent platform. You will be able to have an app in your pocket that could alert you to the quality of your sleep, the level of your stress, and offer you instant personalized solutions in real time. You will be able to invest in your health 365 days a year, not just for 30 minutes during your annual physical.

DR. FRANK LIPMAN
Founder, Eleven Eleven Wellness Center & Pioneer of Functional Medicine



FOOD / BEVERAGE

GUT HEALTH ft. PROBIOTICS & VITAMIN D

Gut Health and Immune Health reign supreme in 2022. If COVID taught us anything it's that good health is critical and that starts with our gut. With more research coming out on how the gut effects our overall immune health as well as our mental health, it will be that much more important to be feeding our gut all the good things that it needs to thrive, like Prebiotics. Prebiotics have been popping up in drinks, which is usually where you see trends start, next up food products.

In addition to prebiotics, there will be an amplified conversation on the importance of collagen for the gut. Rather than focusing on collagen for the skin, the conversation will shift to the benefits it brings to healing the gut for those who have gut issues (which is most of us!). Collagen as an added gut benefit will continue to proliferate products.

While many of us are deficient in Vitamin D, it's clear that this vitamin / hormone is essential not only for our immune health but also our mental health, and gut health. I predict we start seeing this added into drinks, foods, you name it!

ELIZABETH STEIN
Founder + CEO, Purely Elizabeth



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