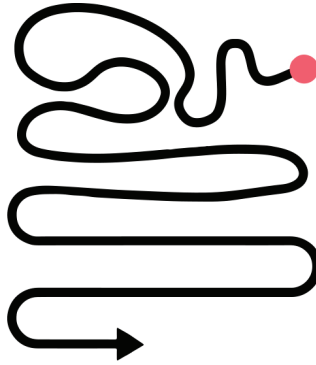




Good Routine Plan





Dear good routine enthusiast,

Our adventure begins here. You are about to discover a universe built on good habits - a safe space where our strongest desires collide with even scarier decisions, in order to create new good routines.

For you to feel confident and ready to embark on this journey, we have developed an extended plan with advice and practical suggestions based on neuroscientific explanations, **The Good Routine Plan**. It will help you gain a better understanding of your brain's mechanisms, in order to set and implement new routines, step by step.

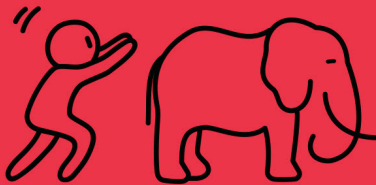
Therefore, we hope that by the end of this plan you'll be more serene, more focused on yourself and extremely proud of all your accomplishments.

**LET'S
DO THIS!**



Before getting started, we want you to meet the **Rider** and the **Elephant**. These two will make the magic happen for you.

The Rider and the Elephant both live inside you. They are your analytical, rational side (the Rider) and your emotional side (the Elephant), involved in changing behaviors.



The Good Routine Plan will teach you how to motivate both, in order to come closer to your goals.

Phase 1: AWARENESS



Let's start with the **Awareness Phase**, the first step in each transformation process.

More exactly, the phase in which you acknowledge the current situation - this means you will explore your values, beliefs and habits.

How? By applying these first **7 steps**:

1. Choose a notebook and a pen that you like and write down your daily habits.



2. Observe your body when you exercise a habit. It will give you instant feedback.



3. Set small goals that you can achieve, since our reward system responds better to short term goals.





4. Set big goals as well, to draw a bigger picture.



5. Follow content that inspires you to keep going.



6. If your observations are painful, take however much time you need before continuing.



7. If it becomes too difficult, reach for support from the people you trust most around you.



Phase 2: ACCEPTANCE



Next, we continue with the **Acceptance Phase**. To be specific, we will explore ourselves in a better way and understand what we can change and what we can not.

How? By applying these **7 steps**:

1. Choose to do relevant things, that your emotional state will not reject.



2. If you can't do all that you intended, make a list with what you CAN do.



3. Consider your mental and physical health, but also what your relationships with people around you look like.





4. Write down the things you are grateful for in your life.



5. Follow content that inspires you to go further.



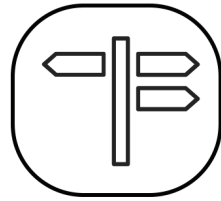
6. Keep in mind that it's easier to accept things gradually. Don't process the full amount of experiences and information in a short time.



7. To stay calm, practice the 4-4-8 breathing. Inhale 4 seconds, hold your breath for 4 seconds and then exhale for 8 seconds. Repeat 10 times.



Phase 3: SETTING THE PATH



We continue to set the path for the transformation process, and we learn that motivation can be of two types: **"run from"** based on fear and cortisol release, or **"go to"**, based on desire and dopamine release. Even though the first one works in the beginning, it's not sustainable on the long run. **Keep in mind the difference between running from pain and going towards satisfaction.** Both motivate us to act, but in different ways, right?

So what do we do? We take action, **by applying these 7 steps:**

1. It's time to ask yourself more specific questions, to make your path clearer.



2. Set your milestones. These mid-term steps help you release dopamine and continue your journey.



3. Take satisfaction in the process, not in the results. These will ensure dopamine release and it will prevent the accumulation of adrenaline and cortisol that makes you give up.



4. Write down something you want to change and, next to it, formulate what you want to achieve in clear lines.



5. Create a vision board where you'll add the main steps. Select the first one and do something specific towards accomplishing it. Visualizing it helps making the path clearer.





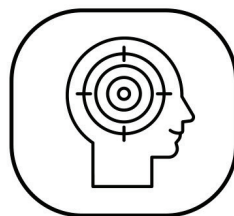
6. Write down a list with things to do for the Rider, to get the Elephant where it wants to be.



7. Share your plan with your close ones, whom you think will give you good advice.



Phase 4: FINDING YOUR MOTIVATION



This phase implies clarifying **the reasons behind your transformation**. Here, we'll work with your mindset and motivation to succeed.

How? By applying **7 new steps:**

1. Write down in your notebook three things that you gain and three things you lose if you change what you want to change. Approach this with honesty and compassion.



2. Write in your notebook three things that you win and three things you lose if you don't change what you want to change. Approach yourself with honesty and compassion.



3. Choose a day to feel the emotions generated by your answers to the initial questions. Try to find a person that you can connect with and talk about your feelings.



4. If your motivation is rather the "running from" type, try to identify "go to" type reasons that drive your transformation. Write them down.



5. Write in your notebook one unhealthy habit that you won't give up because it brings you joy, then another one that will satisfy your needs but in a healthier way.





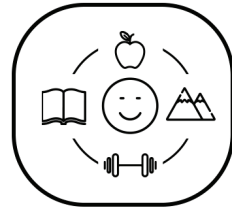
6. Write on the vision board or on the notebook something that you consider a success down your path so far. Reward yourself for it.



7. Choose a successful person, write down a few things you appreciate about them, then, in the next few days, exercise identifying them in people close to you.



Phase 5: HABIT SETTING



In this Phase, we understand the architecture of a habit. From the Trigger, the Craving, the Response, to the Reward, and to the Practice (which makes it perfect, of course).

We use habits to solve problems. Habits help satisfy the needs of the Elephant, from trigger and craving, to **answer and reward. Once the Elephant learns, through repetition and association, it never forgets.** However, his solution can be negative, so the Rider should take over and bring auto-control in, providing a positive solution.

e.g. To get your driver license, the trigger is getting into the car, which is followed by the desire to perform well and take the exam, the response to press the clutch all the time, and the reward to avoid failure. If you were working with the Rider, you could learn from the start not to keep the clutch depressed all the time.

STAGE OF THE PROBLEM



Observe what the Elephant needs.

STAGE 1 OF THE SOLUTION (unconscious / automatic)



The Elephant finds an unconscious option to solve the problem, but not necessarily healthy on the long term.

STAGE 2 OF THE SOLUTION



The Rider chooses a constructive manner to solve the problem, in alignment with set intentions and objectives.

Now, let's see how we build a desirable habit / reduce an undesirable habit:

- Make the trigger obvious / invisible
 - Make the craving appealing / unappealing
- Make the answer easy to implement / difficult to implement
 - Make the reward satisfying / unsatisfactory

Tips and tricks to design a new habit, by applying 7 new steps:

1. Make a list with all the ideas running in your head.



2. Choose the five ideas, of which the thought boosts your energy. These ideas have the potential to become new habits.

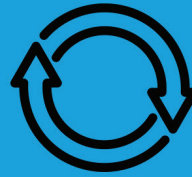


3. Choose changes and new habits that you can integrate more easily.



4. Keep in mind that the objective isn't to practice endlessly, because the Rider gets tired quickly. However, the Elephant is less consuming.

5. Choose to do something small and meaningful each day. Practice beats intensity.



6. Write in the notebook a scenario of what a day would look like only with routines that will help you in achieving your goal.



7. Link the routines in the scenario with existing ones. Do the same with a scenario of a week with good routines.



You can come back to the initial phases if you feel like something isn't working. Making new habits can take time, so don't discourage yourself!

Take the **Good Routine** challenge!

Before moving to the final phase, here are a few starters that might inspire and help you adopt **new good routines**.

FOR URINARY SUPPORT



- Drink plenty of fluids
- Avoid excessive alcohol and caffeine consumption
- Avoid irritating / fragrant products for intimate hygiene
- Do not delay urination
- Add beneficial bacteria to your daily diet

FOR DIGESTIVE SUPPORT



- Eat a balanced, plant-based diet, rich in fibre, lean protein, and healthy fats
- Eat consciously, chew food as best you can
- Eat thicker and smaller meals to avoid overloading the digestive tract
- Practice mindfulness & meditation techniques during the day
- Add probiotics and prebiotics to your daily routine
- Avoid alcohol
- Add exercise to your daily routine and maintain an active lifestyle

FOR ESSENTIAL VITAMINS BOOST



- Ensure a balanced and healthy diet, rich in fruits and vegetables
- Drink plenty of fluids
- Ensure good sleep quality
- Add exercise to your daily routine and maintain an active lifestyle
- Ensure an optimal level of Vitamin D3 in your body
- Include foods and supplements with an antioxidant role in your daily routine

FOR FOCUS & STRESS RELEASE



- Be present and aware in all activities of the day
- Try to stay away from the phone when you wake up
- Practice mindfulness & meditation techniques during the day
- Practice active listening and conscious eating
- Listen to your body
- Set your important tasks and prioritize
- Create a comfortable and clean workspace
- Focus on single tasking
- Take breaks
- Ensure a normal level of magnesium in your body
- Make sure you stay hydrated to increase your mood, memory, and brain performance
- Decrease the daily intake of caffeine

FOR HEART SUPPORT



- Add exercise to your daily routine and maintain an active lifestyle
- Ensure a balanced and healthy diet
- Add Omega-3 essential fatty acids to your daily routine
- Sleep more
- Practice mindfulness and meditation techniques during the day
- Use healthier cooking methods

FOR HEALTHY BONES & JOINTS



- Start the morning with a few stretching positions
- Choose walking as a means of transport when time allows it
- Maintain a proper posture throughout the day to prevent additional stress on the joints
- Take a break from sitting in the office chair or driving every 30 minutes
- Eat a balanced and healthy diet, rich in lean protein, Omega-3 fatty acids, fruits and vegetables, grains, soluble fibre

FOR INCREASED IMMUNE DEFENSE



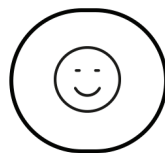
- Ensure a balanced and healthy diet, rich in fruits and vegetables
- Drink plenty of fluids and include antioxidants (Vitamin C, Quercetin) in your daily routine to support immunity
- Ensure a good sleep quality
- Add exercise to your daily routine and maintain an active lifestyle
- Avoid stress factors as much as possible, try meditation techniques and conscious breathing when you feel busy

FOR DEEP & RESTFUL SLEEP



- Expose yourself to natural light for at least half an hour per day
- Do sports, but in the first part of the day
- Do not leave activities for the evening; you need time for relaxation
- Do not drink alcohol or coffee 4 hours before bedtime
- Do not take naps after 3 PM
- Eat a balanced diet at least 3 hours before bedtime
- Use blackout curtains to facilitate the production of melatonin and thus relaxation
- Sleep in a separate room from the workspace
- Take a hot and relaxing bath
- Write down your thoughts on a piece of paper to free your mind

Phase 6: MAINTAIN THE NEW HABITS



Here is some advice on **how you can adopt them in your routines**. Let's start with an action from the first phase of the process.

How? By applying **7 new steps:**

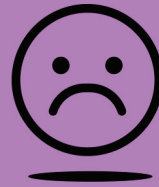
1. Make a habit that you want to lose as unreachable as you can and replace it with one you want to start. Reward yourself for the effort. For example, if you want to eat healthier, eliminate all snacks from your pantry and replace them with fresh fruit, veggies and home-made treats.



2. Choose habits that also bring you satisfaction. Will is a limited muscle. Don't rely on "I will hold on from" or "I will motivate myself to" because the chances of succeeding will decrease.



3. Making new habits can take from 20 to 254 days, don't discourage yourself if you feel like you're not at the finish line yet.

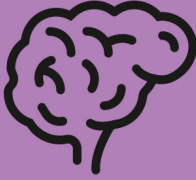


4. Create a step-by-step calendar on your notebook and write down each progress you make in integrating your new habit, like a personal diary.



5. Try to keep a consistent flow for at least one month, then start optimizing the process based on the feedback gained so far.

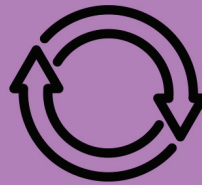




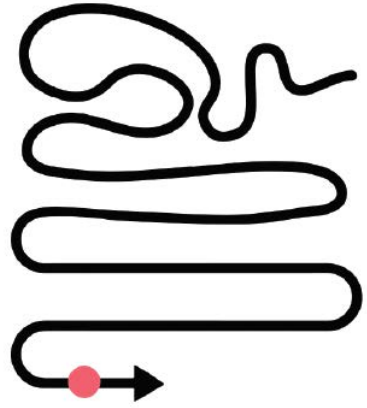
6. Don't forget that the absence of the old triggers creates the opportunity for new habits and behaviors.



7. Repeat the old phases if you feel stuck. Your journey can go through changes, and making new habits can take time, so don't discourage yourself.



YOUR PROGRESS MEANS A LOT



For you, for us and all the people around you. Transformation is a complex process and maybe you will need some more time to figure things out.

Think about everything that you have achieved so far! You had the courage to wish for more, to understand things about yourself and work with your mind to become better. And this is the biggest challenge even for the biggest champions.

If you feel the need, don't forget to go back to the Phases you've completed. **Purpose and motivation changes in time, but now you have the best weapons.**



Our story

Launched in 2020, **GOOD ROUTINE**® is a premium food supplements brand created in harmony with your body, habits, and beliefs. We are here to stand by you with **personalised good routines**, according to your specific needs.

Our mission

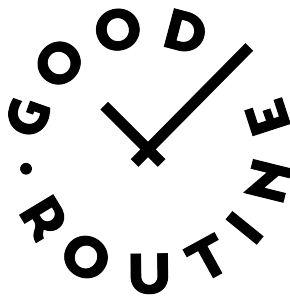
Our mission goes beyond providing high-quality supplements. More than a brand of food supplements, think of **GOOD ROUTINE®** as your reliable partner for kick-starting and maintaining a **healthy lifestyle**. Whenever you want to make a change in your lifestyle or feel **better connected with yourself and your goals**, we've got you.

What makes our products unique?

GOOD ROUTINE® products are developed in collaboration with recognized manufacturers from Spain and Italy, owning the **most important international licenses and certifications attesting quality, efficiency and safety, at industry-leading manufacturing standards.**

Our unique synergies provide **efficient combinations of active ingredients** with **well-defined concentrations** that suit a wide range of needs and are awarded with the recognition of the international specialty literature. We only use ingredients with high bioavailability, facilitating the rapid release of the active substances. **Our labels are clean, free from common allergens or additives.**

Are you looking for a solution to feel better with yourself? Then, let's start a **GOOD ROUTINE together.**



More than a foods supplement brand