

FREE E-BOOK



# The holy trinity for a **healthy lifestyle**

*Detoxify, refuel energy and sleep well*

# Are you comfortable in your own skin?

Feeling good about yourself, functioning optimally and bubbling with energy? A healthy mind and a healthy body belong inextricably together. But how do you get that healthy balance? Well, a body that is detoxified forms the basis. Then, healthy diet, exercise and adequate water is the complement. But a good night's rest and sufficient sleep are also essential to perform at your best. If you have these things in order, you will get the most out of your life and be capable of more in a healthy way. How to do this and many other tips, you will discover in the e-book you are reading now. A handy reference book that will put you on the road to a healthier lifestyle.

**“A healthy outside,  
starts from the inside”**

## What is detox?

Detox or detox, you've probably heard the words before. But what does detox really mean? When we talk about detox, we are talking about removing the waste products from your body. You're going to cleanse your body so you can leave with a clean slate and feel a lot better about yourself.

To achieve this, there are a whole number of ways. From drastic methods such as enemas or colon cleanses, but just as easily it can be done with a juice cleanse or supplements. Detoxing does not have to be complex or painful at all. A lot of ways to detox are scientifically based, so you have nothing to fear. Giving your body a thorough reset once in a while is good for you.

## Why detox?








First of all, your body has its own clearance mechanism. A lot of waste products are cleared out naturally by your liver and kidneys. Most substances leave the body smoothly, but by eating a lot of processed foods, your body sometimes has a hard time. Harmful substances such as dioxins are absorbed into the body and broken down very slowly. Detoxing can help speed up this clearing process and also gives your liver and kidneys a break. This often makes you feel a lot better afterwards.

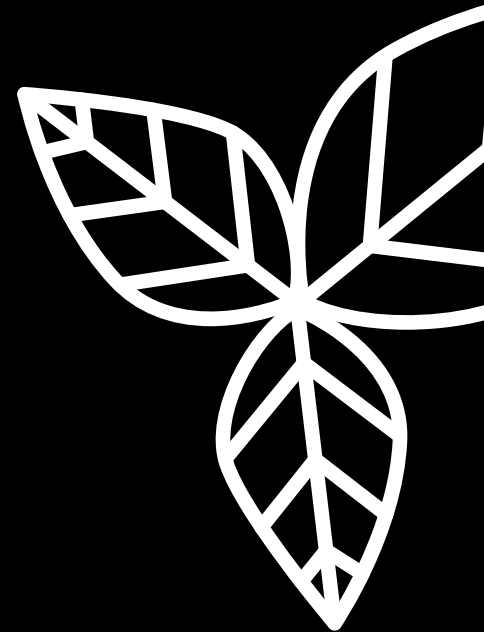
**“Detox is necessary  
for growth”**



# 7 tips to detox naturally

Give your body's natural clearing mechanism a boost? We give you 7 tips:

-  Eat varied, balanced and light meals.
-  Cook for yourself as much as possible and use organic and/or unprocessed produce.
-  Limit alcohol, caffeine and theine.
-  Drink at least 1.5 liters of water per day. Water helps your liver eliminate harmful substances faster.
-  Limit your consumption of red meat. Try to eat more plant-based foods and look into plant-based alternatives to dairy.
-  Don't eat more than your body needs. We all often eat too much. Go for smaller portions.
-  Vegetables, grains and nuts belong in your diet.



## Why does detox sometimes have a negative connotation?

Short-term detoxing is good for your body and has no harmful effects. Drastic methods of detoxification are not at all necessary and can often have rather a negative impact. Therefore, we strongly advise against this.

# What about juice cures?

Juice cures are all the hype and are often recommended as a detox. But do these juices help? In the long run, a juice cleanse is not healthy. You lose fluid and then muscle tissue. If you switch to a juice cleanse for too long, you can develop nutritional deficiencies. A healthy, balanced diet with occasional supplements is a better choice.

## What substances/elements stimulate detoxification?

There are quite a few foods that give your body a hand with detoxification. Think apples, cabbage, garlic, ginger, artichoke, beet, brown rice and more. We like to highlight 4 more. Maybe just a little less known, but no less effective

### Choline 01.

As part of cell membranes, this ingredient plays a crucial role in the transport of fats and metabolic processes in your body. It is an essential nutrient that is important for the proper functioning of your liver, muscles and brain functions. Choline can also have a positive effect on your cholesterol. In short, choline has a positive impact on your liver function, and the liver happens to be an essential part of a good detox.

### Boldo 02.

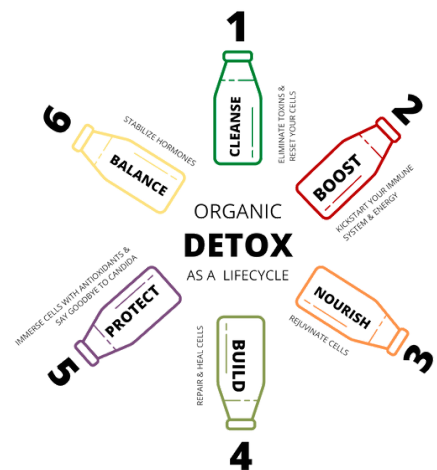
Boldo may be less well known, but these leaves have been used for centuries to protect the liver from toxins. These South American leaves prevent liver disease and under-support the stomach in digestion.

### Artichoke 03.

The extract of an artichoke leaf has antioxidant, liver-beautifying and blood-pressure-lowering effects. Artichoke can contribute significantly to cleansing your body. Artichoke leaves are used to lose or at least maintain weight.

### Ginger & lime 04.

Ginger not only stimulates digestion, it also helps remove toxins in the body. Ginger reduces bloating and is packed with antioxidants that contribute to your immunity. Lemon, in turn, supports liver function and purifies the blood. Vitamin C combats free radicals. Some lemon is an easy way to start your detox.



### The impact of detoxification

During your detox, your liver and kidneys come to rest. This gives your body a chance to recover. In addition, you boost your immune system. A lot of substances and vitamins you take during your detox have a positive influence on this. Another benefit is skin-improvement. Your skin looks a lot brighter and smoother after a detox. Because you are avoiding waste products, you are going to feel a lot better.

# Why sleeping well is incredibly important

A healthy lifestyle and good sleep go hand in hand. During your sleep, your body gets a chance to recover. During sleep, you recover from both mental and physical efforts.

During sleep, you process emotions and impressions. The stress level in your body decreases, you replenish your energy and your muscles/cells recover. Good sleep makes you more alert and sharp during the day. Your metabolism works better, making diseases and chronic conditions less likely. So rest assured that sleep is incredibly important for good health



## How many hours of sleep do you need?

Every person is different and therefore needs a different number of hours of sleep. On average, you can assume 7.5 hours per night. Many people do not reach this number of hours.





# 9 tips to sleep smoothly

## 01. Go for a regular sleep rhythm

A regular sleep pattern will help you sleep better. Try to go to sleep and get up around the same time every day. We live according to a sleep and wake cycle, the circadian rhythm, and you better keep it in balance.

## 02. Limit your alcohol & caffeine consumption

It often seems that alcohol makes you sleep better, but you sleep a lot more restlessly and in the long run it is pernicious for your sleep patterns. Coffee and tea are also better not to drink a little later in the evening.

## 03. A comfortable sleeping environment

Make sure your bedroom is not too hot and air your bedroom regularly. 18 degrees is an ideal sleeping temperature. Try to completely darken your bedroom and avoid annoying noises.

## 04. Relaxing routine

A bedtime routine can help you get into sleep mode. With Pure Up Dreamz, you already have this moment for yourself available.

## 05. Meditating

Focusing on your breathing can help you relax, making it easier to fall asleep. In addition, these exercises have a positive impact on your sleep quality.

## 06. Watch what you eat

Avoid heavy meals before bedtime. This can fall on your stomach, making it harder to fall asleep. Don't drink too much either, as there is a chance you will need to urinate at night.

## 07. Avoid daytime naps

A nap later in the day can make it harder to fall asleep at night. Never nap longer than about 15 minutes. This is ideal for a power nap.

## 08. Park your headaches

Try to quiet your thoughts before you crawl into bed. Write them off if necessary, but fretting in bed has a lot of impact on your sleep.

## 09. Moderate blue light

Blue light from screens disrupts the production of melatonin, the natural sleep hormone. If you expose yourself to blue light for long periods of time at night, it is harder to fall asleep and your sleep is less solid.

# “Unplug to recharge”

# 7 statistics about sleep

- Women are 40% more likely to suffer from insomnia than men.
- More than 1/3rd of the world's population sleeps less than 7 hours a night.
- More than one billion people worldwide are afflicted with sleep apnea
- 4% of American adults take some form of sleep medication or use sleep aids.
- 44% of adults report sleeping worse in the past 5 years than before.
- In Belgium, 1 adult in 10 takes a sleep aid every day. This makes Belgium the leader in Europe.
- 1 Belgian in 3 suffers from acute sleep problems.

## 4 substances/ingredients that contribute to your sleep

### Melatonin

#### 01.

Stress, screens, ... plenty of causes that cause poor sleep. Pure Up contains the optimal dose of melatonin. The natural sleep hormone whose effect has long been scientifically proven. Physical or psychological factors that hinder sleep are thus flattened.

### Hops & passiflora

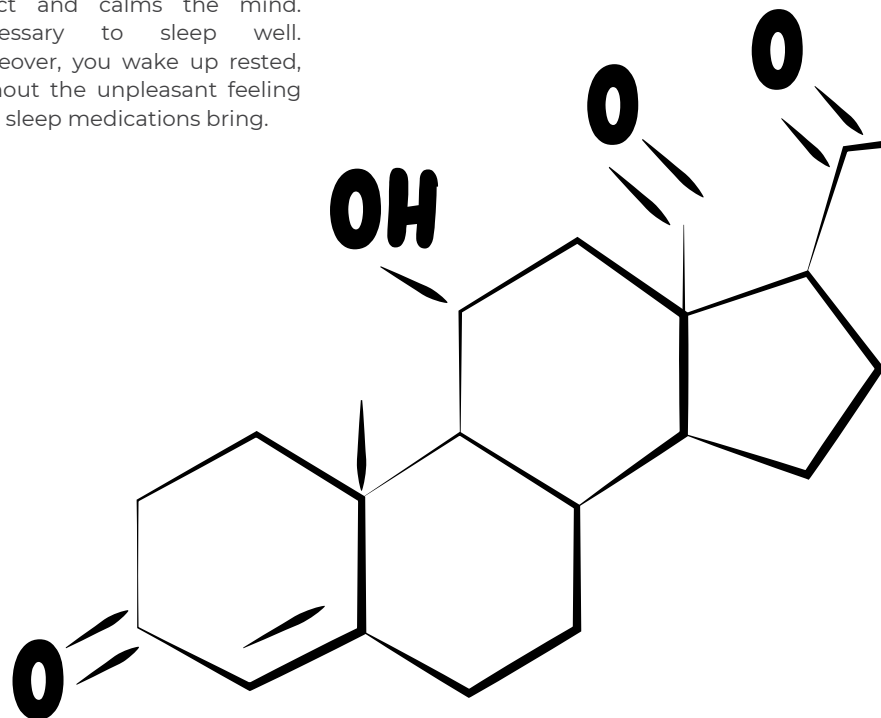
#### 02. & 03.

Hops and passiflora have been used for decades to help you sleep better. In our pared-down formula, they come into their own.

### Lemon balm

#### 04.

Lemon balm has a relaxing effect and calms the mind. Necessary to sleep well. Moreover, you wake up rested, without the unpleasant feeling that sleep medications bring.



“Never waste any time you can spend sleeping”

# Detoxified, slept well? Deliciously vital!

All waste products neatly eliminated, slept well for several weeks? You already feel a whole lot fitter and more energetic. Vitality is extremely important and contributes to a happy lifestyle. Could you use an extra push? With the right supplement, you'll never run out of energy again!



## What is vitality?

Vitality is related to the Latin word "Vita" meaning life. Synonyms for vital are also powerful and energy. Everyone has a dip from time to time, but it is important to live life with vitality. Vitality is life force, the energy you need to cope with life.

## How do you boost your vitality?

### **Eat healthy and balanced**

Healthy eating provides energy, prevents disease and makes you feel better. Go for a good portion of vegetables a day and a piece of fruit. Alcohol is best limited.

### **Exercise**

No, top performance is not necessary, but exercise is essential. We sit far too much. Still, try to include at least 20 minutes of exercise a day.

### **Get enough sleep**

Try to sleep between 7 to 9 hours a night.

### **Avoid stress**

Stress is an energy guzzler. Build in moments of rest and allow yourself time to relax.

### **Vitamins or supplements**

Vitamins and supplements can supplement your healthy diet.

If you go for multivitamins with vitamins B1, B2, B3, B6, B12, C, D, E, iron and magnesium, you will always be fine.

**“Energy flows where  
intention goes”**



# Pure Up | 3 infusions, 3 times good in your skin

Pure Up that's 3 different infusions in one convenient cup. Whether you go for the Detoxify, the Dreamz or the Vitality, the scientifically based composition is in a handy Nespresso cap each time. Capsule in the machine, wait a moment and you enjoy a delicious hot drink packed with healthy substances and ingredients.



The 3 infusions fall individually, but can also be perfectly combined in a cure. Enjoy a delicious hot (or cold) drink that tastes great and is good for your body. All caps are formulated in Belgium and have the best ingredients.

## Take advantage of the introductory offer today

**You can get a pack of 10 caps for as little as €9.99.**

If you want a full cure, including the 3 different infusions, we have a special offer for you:

- 10 Detoxify Caps
- 20 Vitality Caps
- 10 Dreamz Caps


Start your cure with 10 days of the Detoxify caps preferably in the morning. Then take a Vitality cap for 20 days and a Dreamz cap for 10 days. Within a month you will feel a whole lot better.

**Now temporarily available for only € 29.70**


Want to know more or order your Pure Up Caps? **Surf to [www.pureup.be](http://www.pureup.be)!**

**PURE UP<sup>®</sup>**

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