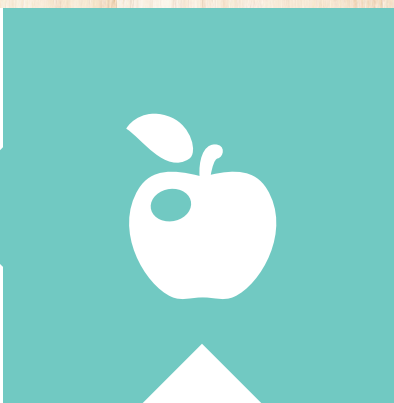
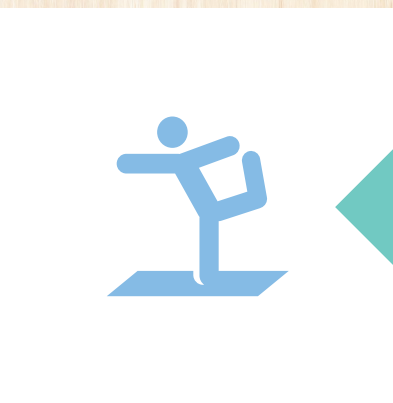


Oxyfresh.

# 30 Day PROGRAM GUIDE

*Your future self will thank you.*



FEEL THE VIBE. JOIN THE TRIBE.  
**VIBE TRIBE**

# BEEN THERE.

WE get it. We know what it feels like to have a hard time buttoning our jeans. And some of us have even tried the Soup Diet, Carrot Juice Cleanse, or Grapefruit Diet ... and NONE of it was fun or sustainable.

You deserve to be healthy, without starving yourself. You deserve a fun effective way to get moving and stay active, without killing yourself.

Name your fitness nemesis ... is it going to the gym? Is it bread? Is it sweets? Now, what if you woke up 30 days from now and it wasn't such a struggle?

What if you wanted to go to the gym? You wanted healthier food, and you didn't want that bread or cookie. Why? Because you are in control of your habits ... and we will show you exactly how to do it.

Our program is a 30 Day Pledge to yourself with a plan to fitness freedom.

- > No Food Journals
- > No Daily Weigh-ins
- > No Insane Workouts
- > No Counting Points or Calories

**Sound too good to be true? It's not - we offer:**

- > An easy 6-day-a-week plan with a cheat day
- > A culture that empowers you through true education and choices that can forever change you

**And if that didn't convince you, how about REAL RESULTS?**

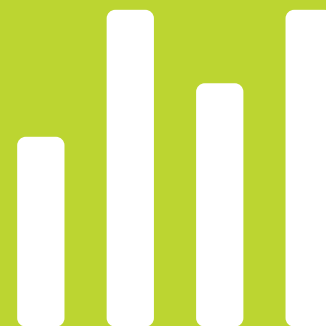
By taking our Pledge and changing your natural choices to food and activity, where do you think your weight and fitness could be 30 days, 90 days, or even six months from now? What about a year from now? Yeah ... huge results. Huge.

You don't have to hope it will work ... because we know it will.

You will love your new Vibe ...

And hey, if you don't, we will give you back your old life.

You should consult your physician or other health care professional before starting this or any other fitness program to determine if it is right for your needs. Do not start this fitness program if your physician or health care provider advises against it. If you experience faintness, dizziness, pain or shortness of breath at any time while exercising you should stop immediately.



# THE PLEDGE

We are putting a whole new spin on the fitness world. Our simple habit-shifting program is a 30 Day Pledge with a permanent plan to fitness freedom. There are no gimmicks, no guessing games. Whether you want to Lose a Little or Lose a Lot, it's the ultimate road map that shows you exactly how to shift your habits, shift your lifestyle, and shift your body. Trust us, your future self will thank you.

- 6-day-a-week plan, our 5+5 path is a simple, easy to follow road map that will empower you to get results.<sup>†</sup>
- Fresh food plan that won't leave you hungry.<sup>†</sup>
- Fitness solutions that are actually fun and we'll show you how to do it in less time.<sup>†</sup>

# LIFE SHOTZ®

The spark that ignites cellular action in your body. Your body can't burn and shape up without getting all the good stuff! And that's exactly what we give you. What's cool about Life Shotz® is it works at the cellular level to maximize your inner body communication. That means all your body's systems will be working effectively and you'll feel great! Once you are on the right track – on the **VIBE** plan – you will feel happier, be more productive, and be in the right mind-set for success!

- Natural mood booster to help you feel happier.<sup>†</sup>
- Key immune support for faster recovery after workouts.<sup>†</sup>
- Helps you sleep better, which is essential for weight loss.<sup>†</sup>
- Improves mental focus, helping you stay committed and on track.<sup>†</sup>
- Increases natural energy through B-vitamins to help you power through your workouts.<sup>†</sup>
- Quiets cravings by giving your body the essential vitamins and minerals it needs.<sup>†</sup>

# VIBE SHAKE

Shake off all the things you thought you knew about protein shakes! Our shake will quickly become your favorite meal(s) of the day; it's loaded with pea protein and greens ... and best of all, it's delicious, and it WORKS! Our shake will be the first thing you go to and the LAST thing you try when it comes to improving your health and self-image. So, shout it and shake it— 'cause this is IT!

- 20 grams of protein and 3 grams of fiber per serving to help keep you feeling full longer.<sup>†</sup>
- Allergen-free formula with no milk, soy, or gluten.
- Proprietary greens blend is rich in nutrients to stave off cravings.<sup>†</sup>
- Patent pending Zychrome® supports healthy insulin levels.<sup>†</sup>
- Complete amino acid profile to help your muscles rebuild after a workout.<sup>†</sup>
- Lose A Little = 1 Shake/Day & Lose A Lot = 2 Shakes/Day.<sup>†</sup>



# 5

# LOSE A LITTLE



This is a 6-day-a-week plan – Drink Life Shotz®, replace one meal a day with VIBE, and follow these 5 simple things. And, you get a FREE day to eat what you want! Yay for cheat days!



## 1. HYDRATE

Water is the center of your body's system, like the sun is to the solar system ... yeah, that's right, it's THAT important! Drink Life Shotz® every day (obviously). Then drink at least 6 glasses (12 oz each) of water if you weigh under 150 lbs, 8 glasses for 200 lbs, and 10 glasses for 250 lbs, etc. You will be amazed at how much better you feel when you are completely hydrated! Skip the booze and soda, too. Sorry.



## 2. EAT BREAKFAST

It's a cliché, yes, but it really is the most important meal of the day. Eat a small complete meal every 3-4 hours—it propels your metabolism to the speed of light. Well, not literally, but it's pretty fast! HINT: Our tasty shake makes for a filling breakfast. Mmmmm!



## 3. EAT FRESH

Right out of the ground, straight from the butcher shop, or from those nice folks at the farmer's market. Eat whole foods—fresh vegetables, fruits, and proteins ... pass on frozen, processed, and canned foods. Stay away from the white stuff too—sugar, flour, and pretty much everything that goes into a fried donut. And avoid Genetically Modified Organisms (GMOs)/Genetically Engineered Foods (GE foods) at ALL costs. When you eat fresh, you'll be amazed at how awesome you feel!



## 4. GET MOVING

Do something for 30 minutes every day. Dance, hike, swim, flip cartwheels! Whatever you can do at a fast(ish) pace. Let's face it ... when you find something you love to do ... then it's not exercise. What more of a reason do you need?



## 5. GO TO SLEEP

We don't want to sound like your parents, but "Go to bed!" You need 7-9 hours of shut-eye every day. This will actually decrease your appetite and amp UP your immune system, mood, memory, concentration, AND metabolism ... Seriously! Get more sleep. You will be healthier and get more done. It's as simple as that.

# +5

# LOSE A LOT



This is also a 6-day-a-week plan - Drink Life Shutz®, replace two meals a day with VIBE, follow the first 5 plus the next 5, and get ready for BIG results! And, you still get a FREE day to eat and do what you want! Woo hoo!



## 6. REPLACE TWO MEALS A DAY

Ask yourself, “what are your two worst meals of the day?” Replace those with Oxyfresh VIBE.



## 7. SET YOUR SIGHTS

Commit to YOUR Plan. YOUR Goals. Laser focus will help make it happen. Put it to paper and stick it on your bathroom mirror. Think of yourself as a surly pirate keeping your eyes squarely on the horizon. Live life to be in shape ... the shape is up to YOU.



## 8. STEP IT UP

Get moving MORE! Still do 30 minutes of fun activity every day, now just add our **Combo Fitness** — that combines Interval Cardio and Resistance Training! Do our Interval Cardio for ONLY 15-20 minutes, 1-2 times a week! And do our Resistance Training for ONLY 15-20 minutes, 1-2 times a week! Consistency is how you tone and chisel your body into the stuff of Greek legend. Keep it FUN! ... But, remember to take a break day — so you can always be at the TOP of your game!



## 9. STAY SHARP

Shift your habits! Just check out our blog. It will give you the in-depth overview—and then some—on what’s good for your body, what’s NOT, what’s really in your food, water, etc., and where it actually comes from! This education is the REAL deal! We’ve got all sorts of secrets that other people go to school for.



## 10. RE-PLEDGE

Your first **30 Day Pledge** was just to create new habits for a healthier, happier you ... Whether you re-pledge two, three ... or fifteen times - just keep going! This is about a new lifestyle, there’s no magic number ... just RESULTS.

We ♥ Selfies

SHARE YOUR JOURNEY WITH US!

#OXYFRESH #30DAYPLEDGE

# What Should I EAT?



You don't have to starve yourself! It's about what you eat and when to eat it.

A **small, consistent meal every 3-4 hours** is the best fuel for your metabolism ... and for YOU!

Think fresh! Fresh proteins, vegetables, and some fruits. Eating fresh doesn't take long! A complete meal can come together in just 5-10 minutes, the same amount of time as a microwave dinner.

The ingredients in processed and frozen foods can often leave you feeling less satisfied, making overeating much more likely. That lasagna may taste delicious, but it will fill you up slower than a plate full of veggies.

Nutrients can be sucked out of processed/frozen foods too, and sugar and sodium is often used to extend their shelf life. Not good. Don't fall for that junk! Eat FRESH instead ... really. You will be surprised at how much better you feel.

And ... what you eat and how often will account for 80% of your results! And the other 20% will come from simply moving that body. So working out 7 days a week and completely ignoring everything you eat will not get you to where you want to be.

**THIS IS A 6-DAY ROUTINE. YOU GET A CHEAT DAY EVERY WEEK IF YOU NEED IT.**

## BREAKFAST

- Water
- Shake



## SNACK

- Water
- Nuts/Fats
- Veggies or Fruit



## LUNCH

- Water
- Life Shotz®
- Veggies or Fruit
- Shake or Protein

## SNACK

- Water
- Nuts/Fats
- Veggies or Fruit



## DINNER

- Water
- Protein
- Veggies or Fruit



## SNACK

- Water
- Nuts/Fats
- Veggies or Fruit

# VEGETABLES

- Lettuce (Arugula, Romaine, Spring Mix)
- Broccoli
- Spinach
- Peppers
- Carrots
- Cucumber
- Green Beans
- Asparagus
- Onions
- Brussels Sprouts
- Cabbage
- Artichoke
- Alfalfa Sprouts
- Kale
- Cauliflower
- Celery
- Collard Greens
- Cilantro
- Bamboo Shoot
- Garlic
- Ginger
- Kelp
- Mushroom
- Zucchini
- Etc.

# FRUITS

- Apricot
- Honeydew
- Guava
- Lime
- Berries
- Grapes
- Grapefruit
- Apples
- Super-Fruits (Açaí, Pomegranate, Goji)
- Plums
- Nectarine
- Peach
- Pear
- Tangerine
- Olive (Green)
- Tomatoes
- Bananas
- Etc.

# PROTEINS

- Grilled, Skinless Chicken
- Turkey Breasts
- Steak (lean)
- Salmon
- Cod
- Tuna
- Tilapia
- Low-Fat Hamburger
- Beans
- Grilled Shrimp
- Peanut Butter or Almond Butter
- Chia Seeds
- Peas
- Lamb
- Eggs
- Tofu
- Etc.

# FAT SOURCES

- Real Butter (Organic)
- Walnuts
- Olive Oil (Extra Virgin)
- Sunflower Seeds
- Flaxseed Oil
- Pumpkin Seeds
- Sesame Oil
- Cheese
- Almonds
- Yogurt
- Avocado
- Etc.

- **"Fresh"** = Hormone free and GMO/GE free, meaning unprocessed/uncooked.
- **Monounsaturated fats** are found in peanuts, peanut butter, olives, olive oil, and avocados.
- **Polyunsaturated fats**, which are usually liquid at room temperature, are found in oils such as corn, sunflower, and soybean.



## *Be active. Have fun.* **HARDLY CARDIO**

Yeah, the treadmill stuff ... except not as boring!

Simply put, moving helps boost your metabolism by burning calories and toning muscles! And by moving, we don't mean jumping on a hamster wheel for hours every day. There are zillions of ways to GET MOVING and have a more active lifestyle.

Always do a fun activity for 30 minutes a day to keep things exciting! Then just add our **Combo Fitness** (laid out on next two pages) to your day to REALLY get moving and see results! It is the perfect combination of Interval Cardio and Resistance Training, to build and maintain lean muscle.

We know everyone is at different levels and a blanket schedule just won't work. But no matter what level you're at, the three things to remember are:

1. **Do It Right—Don't Over Do It**
2. **Be Consistent—No Excuses**
3. **Keep It Fun—Change It Up**

Our **Combo Fitness** will keep you fit longer ... And if you follow it consistently, you will:

- **Prevent Fat Storage** – Your body will use the nutrition vs. store it for later.
- **Prevent Oxidative Stress** – Which can damage cells and lead to accelerated aging.
- **Increase Energy Production** – Pretty self-explanatory.
- **Improve Your Mood** – “Feel good” neurotransmitters and endorphins are released when you stay active!

... Find what you love and move like you mean it!



# COMBO FITNESS

## INTERVAL CARDIO SHORT AND SUPERCHARGED.

**INTERVAL TRAINING** works so much better – and is way more fun – than simply climbing onto a piece of cardio equipment and slogging through 30-60 minutes of boredom.

### Just 15-20 Minutes = An Ultimate Body-Changing Workout

Combine short bursts of, basically, a supercharged version of yourself ... followed by a longer period, where you take it back a few notches and put in more of a “moderate” effort.

Your moderate effort should still feel like a good workout, but not like you’re totally pushing your limits. And NOT leisurely slow either – as if you were taking a nice little stroll downtown. You will know the right pace for you.

Go ahead, try it out!

#### READY

Hop on a bike, an elliptical, or grab your sneakers ... or get ready to do your favorite cardio activity. And set the timer for 15-20 minutes.

#### WARM UP

First 3 Minutes – Warm-up and get the blood flowing. Just go at a moderate pace.

#### GO!

On the 4th Minute – Push yourself for a full 30 seconds.

#### STEADY

After that Minute – Slow down to the moderate warm-up pace again for up to 90 seconds.

#### GO!

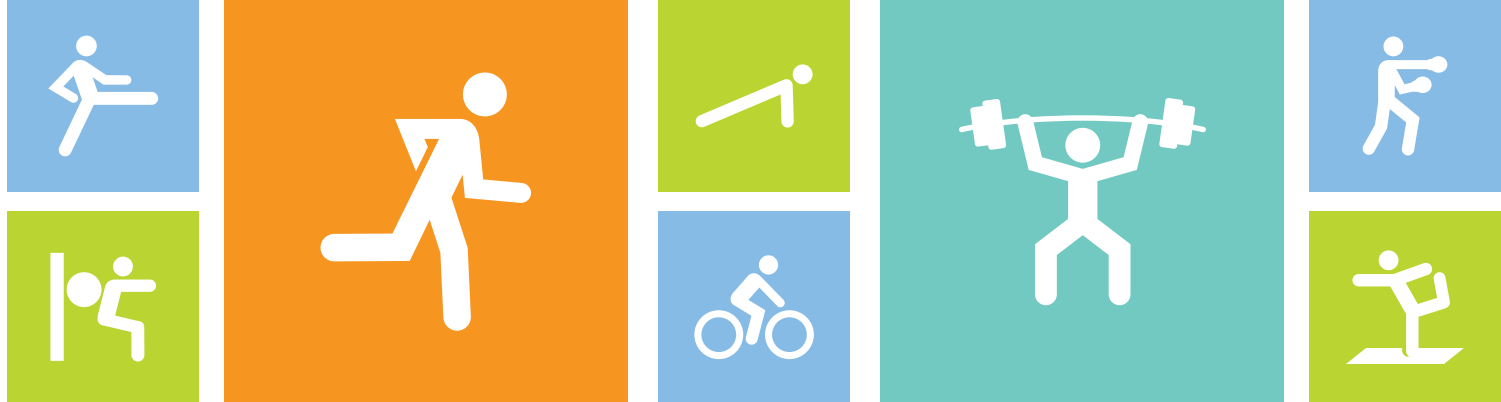
Then ... it’s time for another burst over the next 30 seconds!

#### REPEAT

Repeat these intervals until you only have 1-2 minutes left on the timer. Then use those final two minutes to slow the pace and cool down. THAT’S IT!

**HOW MUCH?** – At first, just do Interval Cardio 1-2 times a week. Allow your body to adjust to your new cardio workout before adding more training days.

## A LITTLE BIT OF EVERYTHING GIVES



# RESISTANCE TRAINING

## SWEET AND SLOW.

**SUPER-SLOW TECHNIQUE** will help you get maximum results from your workouts! It keeps your muscles under a continuous load, which causes them to fatigue rapidly. It also calls on more muscle fibers.

### More Muscle = More Calories Burned, Less Sugar Converting to Fat

Just raise and lower the weight very slowly – 10 seconds down and 10 seconds up. A simple way to keep your speed is counting “one thousand one” for each second.

Begin at a slower pace, 1-2 times a week. As you get **STRONGER**, increase the intensity of your resistance by adding more weight and doing additional exercises.

Here’s how you do it, now give it a try!

MUSCLE GROUP	LIFT DAY 1
Quads	Leg Press
Hamstrings	Leg Curls
Calves	Calf Raises
Total Leg	Lunges

MUSCLE GROUP	LIFT DAY 2
Chest	Press
Back	Seated Row
Shoulders	Shoulder Press
Biceps	Bicep Curl
Triceps	Tricep Pushdown

**HOW MUCH?** – Complete 3 sets of 8 reps for each lift. Choose a weight that challenges you but allows you to complete all 8 reps per set. If you are a beginner to weight lifting, start by using machines instead of free weights. This will help your form and keep you safe.

# Ready to ROCK 'N ROLL

You can do this! You now have everything you need to take control and shape shift your body for a better, stronger YOU! We created our program to change habits and change lives. And today is the first day of YOUR new life.

You now have a whole community with all the support, knowledge, and resources you need to reach – and exceed – your personal fitness goals! You will have a newfound Vibe. You will want to workout. You will want to eat better and healthier. You will feel better and LIVE better.

And best of all, you will see REAL RESULTS. Eating right and staying active will just come naturally to you because you will be in control of your habits ... and your LIFE. It's that simple!

**We are here for you ... And your future self will thank you.**

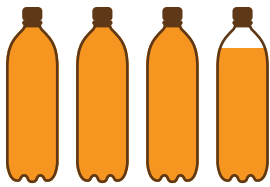


# DID YOU KNOW?

## 30 DAYS

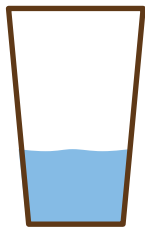
... How long it takes to form a new healthy habit.

*Lifehack.org*



**1 Gallon** ... The amount of soda the average American consumes **per week**.

*Naturalsociety.com*



**67%** Of Americans **don't drink enough** water.

*Bc.edu*



**35 Grams**

... of sugar in a Starbucks® Grande Caffè Mocha.

*Starbucks.com*

**45 Million**

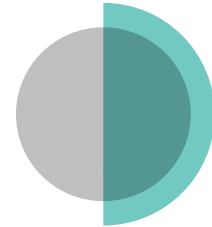
Americans **attempt to diet** each year.

*Cbsnews.com*



**60%** Of Americans **don't get the recommended amount of physical activity**.

*Center for Disease Control and Prevention / statisticbrain.com*



**50%** Of adults say they **need to lose** at least **10 pounds**.

*Caloriecontrol.org*



**80%** Of adults say **watching TV or movies** is their top activity.

*Health.harvard.edu*

How much are **YOU** spending?

SODA

= \$1

COFFEE

= \$4

FAST FOOD

= \$7

MEAL OUT

= \$15



**1 out of 4**

Americans **eat fast food every day**.

*Cbsnews.com*

Oxyfresh®

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