

CLEANSE



GUIDE



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SOME REASSURANCE



CONGRATULATIONS AND THANK YOU AGAIN FOR CHOOSING TO DO OUR CLEANSE!

If you're new to Cleansing or fasting in general, it's perfectly normal to feel a bit uneasy about embarking on a juice-only diet for the next few days. This guide is meant to give you some reassurance that following through with this is still a really, really good idea. If times get tough or your hunger starts to get the better of you, come back to this section and get the motivation and extra confidence you need to finish strong. The following are some things to remember while on your Cleanse with us:

1

You're activating ancient epigenetic survival circuitry. All living things have certain survival mechanisms in their epigenome that turn on when times get tough. One such process called *autophagy* occurs after about 2 days of acute caloric restriction. Autophagy is the body's way of cleaning out damaged cells and other cellular junk in order to regenerate newer, healthier cells. It also promotes the regulation of mitochondrial function, protects the nervous system, removes toxins from tissues, and slows down many biological processes that are responsible for aging. Cleansing with organic juices is a modern, healthy way to promote the activation of epigenetic survival mechanisms such as autophagy and others.

2

You're giving your body a much-needed break from food. Most of us living in the Western world eat entirely too much. Many of us are eating three or more large meals a day, with snacks in between, every single day. We're constantly stimulated to eat more through savvy advertising and insanely easy access to high-quality cooked foods considered a privilege compared to much the rest of the world. The manner in which we cook our food is normally with high and dry heat, such as with baking or grilling. When our foods are always cooked this way, we are overconsuming Advanced Glycation End-Products. AGEs have been well studied to

be a driver of many well-known degenerative diseases. Our bodies can safely process a certain amount of AGEs per day, however, it isn't difficult to exceed our manageable share with the typical American diet. Taking a break from food, especially cooked food, gives your body time to focus on repairing itself from AGE-inflicted stress and inflammation.

3

You're resetting your body's habitual appetite and cravings. Your current meal routine is but a mere habit. Cravings can arise from the foods that we routinely eat whether they are healthy or not. Cleansing gives you the opportunity to change any bad dietary habits if you choose to do so. It can break your current meal routine and allow you to mindfully create healthier food habits and cravings. Even going so far as eliminating a meal such as lunch is not only possible but much easier to do post-Cleanse. You may also notice that your cravings for sugars and simple carbohydrates are diminished. Cleansing can aid in the mindful formation of positive habits in your diet that can ultimately lead to healthier cravings and reduced appetites.

4

You're probably going to lose some weight. We do not guarantee weight loss for everyone, but the odds are in your favor. Our Signature Cleanse has about 600 calories per





day and you will no doubt be expelling plenty of excess water weight. Do not think for a second that you'll be depriving yourself of nutrition. Your body will be nourished with tons of raw, living nutrients, polyphenols, enzymes, and probiotics from 100% certified organic ingredients. The only thing you'll be depriving yourself of is the action of chewing solid foods and the familiar feeling of fullness.

Pro-tip: Start your Cleanse during the week or whenever your mind will be preoccupied with work. You'll have more energy to get things done and spend less time thinking about food.

5

You're going to feel really, really good when you finish. Besides the sweet satisfaction of finishing a challenge, many Cleansers report feeling overall fantastic upon completion. These feelings can be mental, such as invigora-

tion, heightened motivation, and optimism to take on new challenges. Physical feelings can be a sensation of lightness, heightened mental acuity, uplift in mood, and an overall improved state of well-being. Of course, we do not guarantee that you'll feel anything, but again, the odds are in your favor if you follow through! Either way, you'll be working with a clean slate once you're finished. Now is a great opportunity to identify and break any negative habits that you'd like to change and set new goals for yourself going forward so you can be the happier, healthier version of yourself in the not-so-distant future.

PRE-CLEANSE

TIME SPENT PREPARING YOURSELF IN THE DAYS LEADING UP TO YOUR CLEANSE CAN HAVE A BIG IMPACT ON YOUR SUCCESS.

Generally, we recommend preparing for 1-2 days leading up to your start date. In certain cases, we recommend taking a bit more time to prepare.

For example, if you're a smoker, are hungover, have been sleeping poorly, or currently on a particularly eccentric diet, we suggest taking a bit more time to prepare for your Cleanse (3-5 days).

The following preparation guide has worked successfully for us and thousands of others, and best of all, it's very simple to follow.

1

Start your day by squeezing some fresh lemon juice in a tall glass (16-20oz) of hot or lukewarm water. Use about half of a medium-sized lemon and do not sweeten with anything. Avoid eating for about 45 minutes once finished. This will hydrate the organs, stimulate the metabolism, and alkalize the blood. Proper hydration will be a common theme over the coming days and will be especially important leading up to your Cleanse. Drinking plenty of still, filtered water (at least 1.5 liters/day) will set the stage for a smoother experience, ensuring better elimination and reduced food cravings.

2

Refrain from consuming animal proteins, alcohol, stimulants, processed/preserved/overly-cooked foods, refined grains, sugars and seed oils. We want to give your body a head start in detoxifying itself, and the aforementioned can be a lot of work and take a lot of time for the body to process. Certain amino acids in animal proteins will prevent your body from reaching Autophagy. Stimulants are habitual, and the last thing you need during your Cleanse are counterproductive cravings. Overly cooked foods and seed oils are high in AGEs, which we want to avoid for the time being.

Eliminating these items will generally make it easier to complete the program and lower your risk of having a negative experience.

3

Get your sleep. A good night's rest is essential for detoxification. Every night, our bodies release cerebrospinal fluids when we are in deep sleep to flush out toxins and other cellular junk from our brains. This process has profound effects on the success of your Cleanse. Excessive blue light exposure will reduce the length and quality of the time you spend in deep sleep. Put your phone away and avoid staring at any screens for at least 1-2 hours before bed. Make sure your devices are in night/dark mode if you must glance at them. Blue light glasses at night are helpful but do not rely on them. Get at least some level of exercise throughout the day, even if it's only 30 minutes of brisk walking. Adequate movement and light exercise leading up to and during your Cleanse will almost certainly have an impact on the quality of your sleep, and therefore, your results.

SAMPLE PRE-CLEANSE SCHEDULE

7:00 AM

or 20 minutes before you usually wake up

Fix a 16-20oz glass of lukewarm to hot water. Cut half of a medium sized lemon and squeeze it in. Save the other half for later.

Bonus: Add a pinch of Cayenne powder. Use a blender to mix if available.

7:10 AM

Instead of coffee, fix a cup of herbal tea. We recommend green, white, or rooibos teas as they contain little to no caffeine. If you absolutely cannot live without coffee, try to pump the brakes today. Limit yourself to one cup and drink it black.

7:30 AM

Go for a brisk walk or jog around the block. Keep going until you get your heart rate up and you feel fully awake. Take a shower or carry on with your normal morning routine.

8:00 AM

OPTIONAL BREAKFAST



Scan for recipes

Eat either one banana, apple, or small bowl of berries. If you're a morning eater, choose from the following optional breakfast options.

Option 1 → Non-dairy Smoothie (Either Layered Berry Cacao or Spirulina Berry)

Option 2 → Prebiotic Pancakes

Option 3 → Brown Rice and Apple Porridge

11:00 AM

Drink another 16-20 oz glass of water. Go ahead and squeeze in the other half of your lemon.

12-1:00 PM

LUNCH



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(Vegan + Minimally Cooked)

Option 1 → Big Fresh Green Crunchy & Herby Salad

Option 2 → Carrot Gazpacho

Option 3 → Cauliflower Shawarma Wrap

Bonus: Pour yourself another cup of tea

2:00 PM

Take a break from what you're doing and take a 10 minute walk. Drink another 16 oz glass of water when you get back. Lemon is optional, but preferable.

4:00 PM

OPTIONAL SNACK

Option 1 → High Cacao (75% or greater) Chocolate pieces, preferably with very low sugar

Option 2 → Carrots and Cucumber slices with fresh Hummus and olive oil.

Option 3 → 1-2 handfuls of unsalted, unroasted Walnuts or Almonds.

Bonus: Eat the Walnuts and Almonds sprouted.

6:00 PM

If you normally exercise around this time, carry on with your normal workout routine.

7:00 PM

DINNER



Scan for recipes

Option 1 → Miso Broth with Shiitake, Leeks and Greens

Option 2 → Harissa Glazed Cauliflower Steaks

Option 3 → Garlicky Stir Fried Greens with Wild Rice

Option 4 → Chili Roast Carrots with Apple Fennel and Herbed Tahini



7:45 PM

Take at least a 15 minute walk or light jog after your dinner. This will aid in digestion and contribute to a better night's sleep.

BONUS: Keep your phone at home.

BEFORE BED

Pour yourself another tall 16 oz glass of water (lemon optional) or fix a cup of loose Chamomile tea. Begin your normal nighttime routine a few minutes earlier than usual.

Wrap up whatever work you're doing online and set your phone to Do Not Disturb. Turn off the TV and dim the lights. Make an honest effort not to look at any screens until the morning.

BONUS: Pick up that book (physical copy) you've been meaning to finish and read.

10:00 PM

Night-night.



RECEIVING YOUR CLEANSE



CONTENTS

Every Cleanse comes with the following per day:

5x (12 oz) Cold-Pressed Juices
1x (8 oz) Elixir
1x (12 oz) Chill Pill

Your cleanse comes packed with 2 large ice packs inside of a paper insulated liner and green outer shipping box. The ice packs are drain-safe, recyclable, and are even safe to feed your plants with. Allow ice packs to thaw, cut a corner, pour the liquid down the drain, and recycle the pouch. Our bottles are BPA-free and of course, fully recyclable. In other words, everything you've received is **fully curbside recyclable**, so please do so!

STORAGE

Make sure your refrigerator is set to its coldest setting. It is important that you refrigerate your juices immediately upon receipt. Our packaging can maintain adequate temperature for up to 48 hours in 72 degrees fahrenheit weather or less. In very hot climates, the ability for our packaging to hold proper temperature can be reduced to as little as 18-24 hours.

Do not freeze your juices, or leave them standing out for more than a few minutes. The bottles may expand and we advise against drinking them if this occurs. Freezing diminishes taste, quality and function. Do not repackage the juice in a different container for storage.

The juices will last a minimum of 30 days kept refrigerated. The 'best by' dates can be found on the side of the bottle. In an abundance of caution, do not drink beyond the 'best by' date.

BEGINNING YOUR CLEANSE

READY TO BEGIN YOUR JOURNEY?



The **moment** you're ready to begin your Cleanse, text us your keyword to activate our guided Cleanse Journeys. We'll send you timed text reminders that include both information and motivation to help ensure your success. Optional but recommended, END JOURNEY at any time.

**TEXT
CODE
TO
51942**

TEXT CODE GUIDE

CLEANSE TYPE	LENGTH	CODE
SIGNATURE	3 - DAY	<i>S3D</i>
GREEN	3 - DAY	<i>G3D</i>
ZEN	3 - DAY	<i>Z3D</i>
SIGNATURE	2 - DAY	<i>S2D</i>
GREEN	2 - DAY	<i>G2D</i>
ZEN	2 - DAY	<i>Z2D</i>



MUST OPT IN FIRST.

Keyword will not work unless your phone number is subscribed. Scan QR code to quickly opt in.

NOW, LET'S DO THIS!

Here's the recommended schedule. Our texts can help keep you on track!

BOOSTS ARE BEST TAKEN BETWEEN 8AM & 12PM



SIGNATURE CLEANSE

8AM CELERY JUICE	10AM MASTER CLEANSE	12PM G3 LIVE	2PM AFTER MATH	4PM TROPIC THUNDER	6PM RED CURE	8PM CHILL PILL
						

GREEN CLEANSE

8AM CELERY JUICE	10AM MASTER CLEANSE	12PM G3 LIVE	2PM AFTER MATH	4PM GREEN FIEND	6PM G3 LIVE	8PM CHILL PILL
						

ZEN CLEANSE

8AM SPA DAY	10AM EARTH NECTAR	12PM GAIA VERDE	2PM BOMBLASTIC	4PM RED CURE	6PM G3 LIVE	8PM CHILL PILL
						



DURING YOUR CLEANSE

TIME IT

Drink a juice every 2 to 2.5 hours.

Finish your last juice about 2 hours before you go to bed.

SIP IT SLOW

Don't chug your juices. Drink them slowly and mindfully. This will enhance absorption and will feel more satiating.

HYDRATE

Continue to drink at least 8 oz of still water in between each juice, lemon optional. Herbal and decaffeinated teas are also great options.

MOVE

Carry on with your normal exercise routine, but keep it light. Jogging, yoga, light cardio, etc. We advise staying away from heavy weights.

REST

Get more sleep than normal. Stay away from screens before bed.

Avoid caffeine and other stimulants. Reread **MOVE**.

SWEAT

Saunas, steam rooms, or hot yoga will accelerate things. Drink plenty of water before, during, and after you partake in these activities.

KEEP IN MIND

A lot of this is mental. Though not ideal, it's not the end of the world if you absolutely must eat while on your Cleanse. You can have any of the foods in the **Pre-Cleanse** section if you absolutely must. However, do not give up on your Cleanse if this happens. Continue to drink the juice and complete the program as intended.

Be easy on yourself but stay strong. Positive self talk will get you much further than listening to that voice of doubt that may creep in from time to time.

If there is one thing for certain: No matter who you are, you can do this.

THINK ABOUT THE HABITS YOU WANT TO CHANGE ONCE YOU'RE FINISHED.

It helps tremendously to write them down. Give yourself good reasoning as to why you'd like to make those changes. Allow yourself time for reflection to make this list before your Cleanse is completed.

EXAMPLE LIST

When I finish my Cleanse, I will....

1. *Eat only 2 big meals per day*

Why? Small dinners at night will make it easier to lose excess weight. Instead of skipping breakfast or lunch, I'll make those my biggest meals.

2. *Avoid seed oils*

Why? Seed oils are among the most processed "foods" a human can eat. These industrial oils are highly oxidative and form huge amounts AGEs (Advanced Glycation End-Products) when cooked, poisoning me slowly.

3. *Eat more raw foods*

Why? Polyphenols, enzymes, and living foods are the key. Overeating highly cooked foods makes it difficult to manage AGEs, causing disease. No more hoarding so many chicken tendies and pizzas in the freezer.

4. *Prioritize sleep again*

Why? I'm tired of waking up tired. Bingeing on TikTok before bed is ruining my sleep. I'll start avoiding all screens 2 hours before I go to sleep. Productivity and mood should see some good improvement.

5. *Cut back on alcohol*

Why? Alcohol is causing my hanging anxiety and damaging my brain. It also wrecks my sleep and makes me hungry at night. I'll go alcohol-free for 30 days and see what happens.

Be specific but realistic. It's easier and more rational to make smaller, incremental changes than big lofty goals straight away. Most of us know what we need to do to be healthier. The important thing is actually doing what you say you're going to do. Keep on working on it, your list will evolve and improve over time.



POST CLEANSE DAYS 1-2

CONGRATS, YOU DID IT!


See, that wasn't so bad! Now that you're finished, it's time to implement those goals you've written down along with properly introducing solid foods again. Here's what we recommend:

KEEP YOUR MEALS LIGHT. GET A GOOD WORKOUT IN.

1. Continue avoiding animal proteins, grains, sugars, and alcohol.
2. Coffee is allowed again.
3. Get a good workout in. Tire yourself out.
4. Let yourself get really hungry & then chow down in plant-based fashion.
5. Get your protein.
6. Don't forget your healthy beverages; juices, smoothies and herbal teas.

Scan for post
cleanse recipes





POST CLEANSE DAYS 3-5

SOME GREAT FOODS FOR POST-CLEANSE

Raw, steamed, or gently cooked.

Spinach Asparagus Artichoke Sweet potatoes Brussel Sprouts Walnuts Brazil nuts Almonds Wild Rice Oats	Lentils Blueberries Raspberries Blackberries Apples Garlic Broccoli Kale Romaine Olive Oil	Almond Milk Quinoa Spirulina Green Peas Chickpeas Cauliflower Green Beans Celery Carrots Cucumbers
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EASE INTO YOUR NEW LIFESTYLE. SMALL CHANGES, BIG RESULTS.

1. You may now introduce animal proteins again but keep your portions small
2. Eat an extra side of veggies when/if you eat meat
3. Stick to your new goals
4. Continue to avoid alcohol and other stimulants for as long as you can
5. Get your exercise and sleep. Goals: 15,000 steps and 8 hours of sleep per day for the next 5 days

BONUS: Continue to drink your water with lemon in the mornings!

FAQ

WHY CAN'T I DRINK COFFEE ON THE CLEANSE?

Coffee contains acrylamide, which is an inflammatory chemical we're trying to avoid for the time being. Caffeine can affect your sleep quality, which is of tantamount importance during a cleanse. It's also a diuretic, which can further increase your risk of dehydration and other negative outcomes.

HOW LONG WILL THE JUICES LAST?

Depending on the flavor, anywhere from 30-60 days upon delivery on average. Certain flavors can last as long as 80 days.

CAN I FREEZE THE JUICE?

We strongly recommend against freezing your juices. A normal home freezer will cause the bottles to expand, potentially causing the seals to break and leakage inside your freezer. Freezing will compromise flavor quality as well.

CAN I DRINK OTHER BEVERAGES OR VEGETABLE BROTHS DURING A CLEANSE?

Yes, but as long as the beverages are certified organic herbal teas without caffeine or plain hot or cold water with lemon. The vegetable broth should be simple ingredient, low sodium, preservative free, organic, and preferably homemade.

CAN I HAVE A GREEN SMOOTHIE OR PROTEIN POWDER SUPPLEMENT?

No. We want to avoid all incoming fibers from entering the digestive tract. Protein powders will ruin your cleanse, even if they are vegan. Proteins from both animals and plants contain amino acids that

will prevent you from entering autophagy.

I FEEL NAUSEOUS AND/OR HAVE A TERRIBLE MIGRAINE, SHOULD I CONTINUE?

Cleansing should not feel uncomfortable. If you feel that it is causing you pain or serious discomfort, then you should stop immediately. Mild headaches and nausea can occur but are usually treatable with extra lemon water with a pinch of sea salt in between juices and a nap.

SHOULD I CONTINUE TO TAKE MY DAILY VITAMINS ON THE-CLEANSE?

You can, but we don't think that's necessary at all. The juices already have almost all of the vitamins you'll need. Vitamin D may still be a good idea if you don't plan on getting much sun.

I'M EXPERIENCING SOME DIARRHEA, SHOULD I CONTINUE?

It depends how severe it is and it also depends on how you're feeling. If you don't see things improving or if you're starting to feel dehydrated and unwell, then yes we would recommend stopping the cleanse. You can always try again once you've assessed the potential cause.

**YOU
GOT
THIS!**

KEEP UP THE GOOD WORK!

We truly hope you've enjoyed your Cleanse with us - please let us know if we've helped you feel good. Giving us a shout on social media or leaving us a review is extremely appreciated! Always feel free to text us at 51942 about anything juice.

Much Love,
Team RJ

support@rawjuicery.com | IG: @rawjuicery

Cleanse Reviews



THAT'S IT!



RAW
JUICERY

**SPA
DAY**

Mellow / Sweet

HONEYDEW
CUCUMBER
COCONUT WATER
LEMON
IRISH MARINE KELP

Cold-Pressed Juice
12.3 Fl. oz. (364 mL)

NSF
INTERNATIONAL

Stay
Clean

RAW

RAW JUICERY, INC. 915 MATEO ST LOS ANGELES CA 90021
