

A PlantPure Update

We hope you have been enjoying your summer. Many of you are traveling now, visiting with family and friends, and hopefully finding some time to relax and rejuvenate.

As you spend time with loved ones this summer, we hope you can share the message of plant-based nutrition. Just remember that a humble approach, and modeling the change you seek, is the most effective way for inspiring people to open to a new idea.

For those people who show interest in wanting to learn more, we hope you can introduce them to our film, PlantPure Nation; this film shows in an engaging, story-driven way why our government and healthcare system have failed to communicate what is clearly the most powerful health discovery ever made. PlantPure Nation can be viewed on [Netflix](#), and can be streamed as well from [Amazon](#) and [iTunes](#).

When people first hear of the benefits of plant-based nutrition, they are often incredulous because they have never heard of these benefits from their physicians, government, or mainstream media. Our film can help to bridge this gap and create the "a-ha!" moment people often need to make the change.

And it is especially timely today given the inept healthcare debate in Washington. I am an avid follower of the news, and have yet to hear any politician engaged in this debate utter the words "plant-based." Think about that for a moment. The one idea that has the potential of changing millions of lives and resolving our healthcare crisis is swept under the carpet by those in power. I know there are people walking the halls of government who know of this idea, and some of

them may even whisper the words “plant-based” behind closed doors, but no one has yet stepped forward to advocate this idea as a solution to our healthcare crisis.

Interestingly, however, we have a powerful untapped resource at our disposal for rendering government irrelevant (at least regarding this issue). Would you believe me if I said “money?” Well, it’s true, and here is why I say that:

When employers wake up to the fact that they can reduce their health insurance bill by a half or more by introducing the message of plant-based nutrition to their employees, and incentivizing them to make the switch, it’s ‘game-over’ for the people and organizations fighting this idea; the money that most of our economy can save in reduced healthcare expenses, far, far outweighs the profits earned by those companies benefiting from our poor health.

We are launching just such a strategy to help employers understand this powerful truth. If any of you know an employer who would like to save lots of money for their organization, and can connect us with the right person, please let us know. (See PlantPureWellness.com)

We intend to make serious headway in rallying the money of employers to our cause. Wouldn’t it be nice to have money on our side for once? Hope you all have a wonderful August and can spend some time with the people you love.

Until next time,

- Nelson Campbell

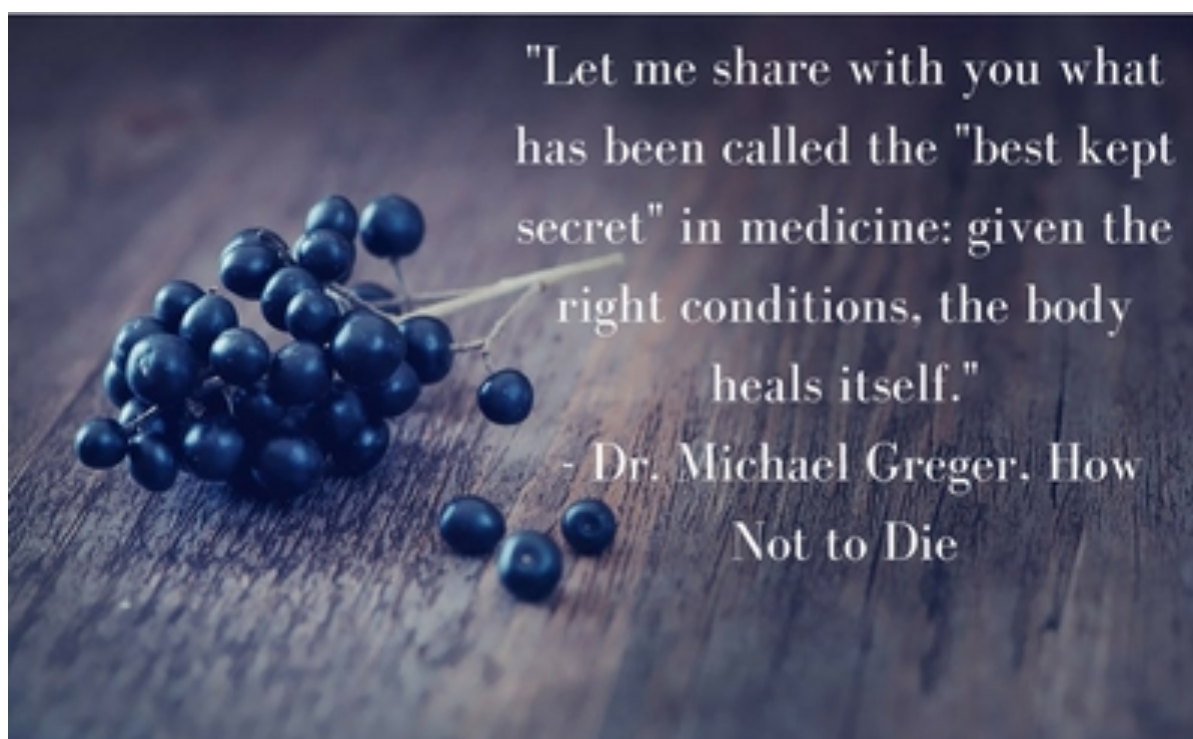
TAKE THE 10-DAY [PLANTPURE CHALLENGE!](http://PlantPureWellness.com)



We have lots of prizes and free giveaways, and there is no cost to participate in the 10-Day PlantPure Challenge (we have free recipes and resources). We also have a [PlantPure Challenge Pack](#) as an option with 10 days of prepared meals shipped to you if you are short of time or prefer not to cook (available in the US except for Hawaii and Alaska).

Please visit www.PlantPureChallenge.com for more info.

Words to Live By



A Report From The Non-Profit Organization, PlantPure Communities



PlantPure Communities Pod Stories: Nurturing Nutrition

After switching to a whole food, plant-based lifestyle in 2012, Amy Tase and her husband Rick saw improvements to their health almost immediately. Both lost the extra pounds they'd been hanging onto, and Rick was able to stop taking his prescription medications. These changes made them eager to find a community of like-minded people in their area of Venice, Florida. Over a year ago, the duo decided to create a Meetup group and membership quickly took off. The group has since expanded to join the Pod Network and accomplished much along the way.

[Read the story about Amy, Rick, and the Venice Healthy Eating Group!](#)

Dr. Ostfeld joins PPC's Board of Advisors

EINSTEIN **Montefiore** Montefiore Einstein Center for Heart & Vascular Care

Save the Date

Montefiore Preventive Cardiology Conference

Friday, October 27, 2017

Montefiore Medical Center
Tishman Learning Center
111 East 210th Street, Bronx, New York 10467

Provided by Albert Einstein College of Medicine and Montefiore

DIRECTOR
Robert J. Ostfeld, MD, MSc
Albert Einstein College of Medicine and Montefiore

KEYNOTE SPEAKER
Paul M. Ridker, MD
Harvard Medical School

Online Registration: www.mecme.org

PPC welcomes a new member to their Board of Advisors, Robert Ostfeld, M.D., MSc., FACC. Dr. Ostfeld is the Director of Preventive Cardiology at Montefiore Medical Center and Associate Professor of Clinical Medicine at the Albert Einstein College of Medicine. In addition, Dr. Ostfeld leads the Cardiac Wellness Program, which aims to prevent and reverse heart disease with a whole food, plant-based diet.

On October 27, 2017, Dr. Ostfeld will both kick-off and present a lecture at the Montefiore Preventive Cardiology Conference at the Tishman Learning Center, in the Bronx, NY. The conference will educate providers and attendees regarding evidence based preventive measures and how to achieve their practical application. Cardiologists, internists, lifestyle medicine, primary care physicians, RDs, RNs, NPs, PAs, and others interested are invited to attend. You can sign-up for the conference online.

[Learn more about Dr. Ostfeld and PPC's Board of Advisors on the PPC website.](#)

PPC would like your ideas on creating a name for the [Restaurant Campaign!](#)



Win a
PlantPure
Summit
Pack!

**WHAT TO
NAME THE**

*Restaurant
Campaign?*

WWW.PLANTPURECOMMUNITIES.ORG

Whether it's a catchy acronym, fun wordplay, or simple slogan, share your ideas by commenting on [PPC's Facebook page](#) or email info@plantpurecommunities.org. A couple of lucky participants will receive the PlantPure Summit Pack (generously donated by PlantPure, Inc.) in return for offering their name ideas!

Events

Supporting Plant-Based Athletes and Entrepreneurs

As part of our mission to help grow the plant-based movement, we are excited to be participating in several upcoming online events helping plant-based athletes and entrepreneurs including:

PlantFit Summit (Sept 1-10)

33 of the World's Top Health & Fitness Experts
Share Their Best Tips - For FREE When You Join
The Plant Fit Summit Now. [Click here.](#)



Finally: Take The Guesswork Out Of Health & Fitness

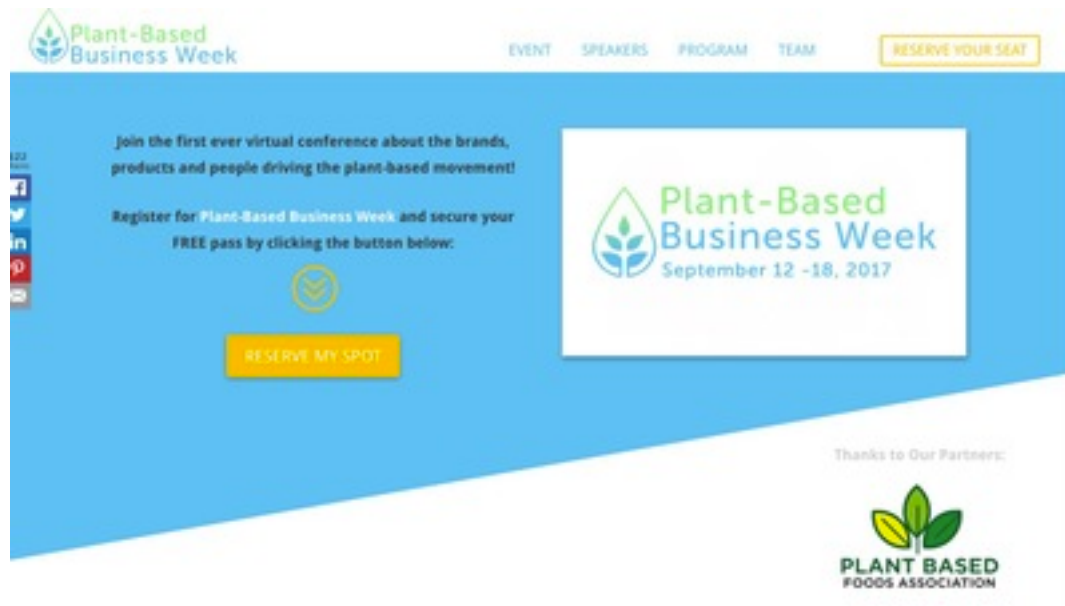
- ✓ Leading doctors like Dr. Barnard, Dr. Goldhamer and Dr. Williams show you what to eat and what NOT to eat based on the latest, unbiased scientific research (It's surprisingly simple)
- ✓ World-class coaches and athletes help you get into the shape of your life regardless of whether you want to lose a few pounds, gain muscle or set world records
- ✓ People who've overcome obesity, diabetes, heart disease, drugs/food addiction, injury and emotional hardship share their stories and empower you to pursue your dreams...

And much, much more. [Click here to join now - it's free.](#)

[Yes, I Want To Join For Free!](#)

For plant-based athletes - features interviews with several members of our Board of Advisers including Dr. T. Colin Campbell, Dr. Michael Greger and Dr. Neal Barnard, as well as 30 other plant-based nutrition and fitness experts. To register, go to <http://bit.ly/plantfitsummit>

Plant-Based Business Week (Sept 12-18)



For plant-based entrepreneurs - features interviews with several members of our staff including Nelson Campbell, John Corry, Ron Gandiza, Katrina Fox and more. To register, go to <http://bit.ly/plantbasedbusinessweek>

Northwest Health and Nutrition Conference 2017 (Oct 13)



Exploring the science behind plant-based nutrition.

Learn more & register today!

nwveg.org/health-conference

\$20 discount for your affiliation with PlantPure Nation

Friday, October 13, 2017

8:30 am to 5:00 pm

Oregon Convention Center



Joel Kahn
MD, FACC



Terry Mason
MD



Craig McDougall
MD



Reed Mangels
PhD, RD



Jane Esselstyn
RN

The Northwest Health and Nutrition Conference is a golden opportunity for you to learn the latest information on plant-based nutrition, the effects of diet on chronic disease prevention and control, and about designing an optimum plant-based diet for patients and clients in a clinical setting. Interest in plant-based diets is growing, and Portland, Oregon has become a hub for that developing interest. This conference is designed for healthcare professionals, offering up to 6.25 AMA PRA Category 1 Credits™ for many medical professionals (6.0 for dietitians), but others with strong interests in nutrition and health are welcome to attend.

The Conference is offering a \$20 discount for your affiliation with PlantPure nation. Visit <http://nwveg.org/health-conference> to register and learn more.

Featured PlantPure Recipe

Strawberry-Banana Smoothie Pops

From Kim Campbell



Frozen treats can be much healthier than what is sold at the supermarket. I love making these ice pops during the summer months, when berries and fruit are in season and abundant. I have been known to eat these little treasures for breakfast!

Yields: 4 to 6 Smoothie Pops

Ingredients:

1 pound strawberries
1 banana
1/2 cup unsweetened plant-based milk
1/2 cup blueberries

Directions:

1. Combine the strawberries, banana, and milk in a blender and blend until smooth. If you like a chunkier consistency, stop your blender sooner. I like to see bits of fruit in the ice pops.
2. Slowly pour the smoothie mixture into ice pop molds while adding a few blueberries here and there.
3. Freeze for at least 4 hours, until completely frozen.

Kim's Hints:

- You might need to run warm water briefly over the molds to get the pops out.
- There are many sizes and shapes of ice pop molds available through Amazon or your local store, but you can also use disposable paper cups and Popsicle sticks. You will need to insert the sticks halfway through the freezing process rather than at the beginning, so they don't tip over. Simply peel off the paper cup when you're ready to enjoy your ice pop.

Visit [PlantPureRecipes.com](https://www.plantpurerecipes.com) for more PlantPure Recipes, or to submit your own!

Purchase Your Copy of [The PlantPure Kitchen](#) Today!



Kim Campbell builds on favorites from her last cookbook, turning recipes like [Creamy African Stew](#) into tasty African Wraps, and shares tons of new recipes that will turn any plant-based eater into a chef with ease. With compassion for the challenges of following a plant-pure diet, Campbell lends advice about the best natural sweeteners, the most useful kitchen tools for plant-based cooking, vegan-friendly substitutions for making recipes gluten-free, and a whole lot more.

Shop Our Store!

PlantPure Frozen Entrees



Standard Pack of 10



Standard Pack of 20



Pick 20 A La Carte

PlantPure Kitchen Starters



Kitchen Starter A La Carte

Standard Pack of Meal Starters & Dressings

Watch Our Video

Download or stream the acclaimed breakthrough feature documentary film PlantPure Nation.



Watch Now!

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(704) 271-9906
info@plantpurenation.com

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