



PONO

probiotics



28 DAY WELLNESS CHALLENGE

OVERVIEW

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ADVDIP NAT + WHM.

Welcome to the PONO wellness challenge! We're so glad to have you with us. This challenge is all about helping you to make balanced choices. It's not an extreme challenge and we won't ask you to give anything up. Instead we'll keep it simple with measurable goals each week.

Sounds easy, right? Well... not according to the stats. Most of us actually fall short on the basics like hydration, nutrition and physical activity (oops). Our plan? We know that a healthy lifestyle is habit based. While those basics are easy to do, they also tend to get skipped when life gets busy...

But the microbiome is not static and neither are you! It's all about consistency, which is why, for the next 4 weeks, we'll be working together to nourish your tribe on the inside by making great choices with our tribe on the outside.

YOUR WEEKLY FOCUSES

Week 1:
Hydration

Week 2:
Meeting the Fruit &
Vegetable
Minimums

Week 3:
Increasing Plant
Diversity

Week 4:
Movement &
Mindset

THE PONO TEAM



JEN COX || KEEPER + KIN

A QUALIFIED NATUROPATH AND WESTERN HERBALIST

Jen Cox is a qualified Naturopath and Western Herbalist with a decade of experience in the health industry. She's obsessed with the why behind wellness. Empowering other to understand their own why is her favourite things to do. This has also highlighted the transformational power being kind to our bodies can have: the key truly is balance. These days Jen flexes her creative side by writing articles about wellness, creating products that make healthy choices simpler and creating content within the wellness space.



DAINA LINDSAY || PONO FOUNDER

PONO probiotics is a journey we plan to take as a family to ensure we enjoy a long, happy and healthy life. We hope we can encourage as many people as possible to share that journey with us.

HERE'S THE PLAN

1. This is a stackable challenge. We'll start off with just one change, then add a fresh focus to the mix each week. By week four, you'll be meeting the goals from one through three as well.

2. The goals here are not crazy - in fact they're super sensible and based on the recommended minimums for health. The goal is to get balanced bodies and improved gut health by working on everyday habits.

3. We'll make things easy for you. Not only will we run through why these wellness focuses are great for general health, we will also highlight the gut connection and offer some cheeky tips daily.

4. It goes for 28 days - that's the number of doses in your jar of PONO! This is no coincidence. Probiotic work best when we're consistent with them and being consistent in our healthy habits just so happens to be what the PONO Wellness Challenge is all about.

5. We're working together so don't forget to keep us posted! Use **#PONOchallenge** to be featured in our stories and motivate those around you.

READY TO GO? LET'S GET STARTED!
YOUR WEEKLY FOCUSES ARE LAID OUT BELOW.

WEEK 1

HYDRATION

YOUR GOAL FOR THE WEEK

Aim for 2L (ladies) or 2.5L (fellas) of high quality H2O each and every day. Record your intake to keep things accountable and make sure that first glass is large and the absolute first thing to hit your digestive system in the morning.

AS WELL AS

Take your PONO supplement of choice every day. Keep us posted on your progress! We're in this together.

WHY IT'S IMPORTANT FOR OVERALL WELLNESS

Unfortunately 80% of Australian adults are considered to be chronically dehydrated... which is why this is Week 1, priority 1 of our challenge.

We are basically cucumbers with more complex emotions - water is incredibly important for all body functions. Dehydration increases stress and fatigue, while just a small drop in hydration will impact mood, focus, attention and decision making skills. On the other hand, drinking plenty of water each day aids with metabolism, weight loss, promotes great skin and encourages natural detoxification processes. The hydrated life is better all round!

HOW IT HELPS GUT HEALTH

- Water aids digestion of solid foods. This increases nutrient availability from what we eat and improves outcomes for your microbiome.
- Being hydrated helps us to make better food choices. A dehydrated brain is more stressed which can lead to poor food choices that are often unhealthy (hello, convenience snacks.)
- The thirst response can masquerade as hunger, which encourages overeating.
- Hydrating is one of the most effective tools we have for alleviating constipation and encouraging the waste we don't need, out of the digestive environment.

WEEK 2

MEETING THE FRUIT & VEGETABLE MINIMUMS

YOUR GOAL FOR THE WEEK

Make sure you eat 2 serves of fruit and 5 serves of vegetables every single day. Make yourself accountable and record the data so you can measure it. If you're unsure of what a serve may look like, aim for around ½ a cup of cooked or 1 cup of raw veggies, or one medium piece or 150g of fruit.

AS WELL AS

Keep up the good work from week one! This is a stackable challenge, so we continue chasing your water intake goals and don't forget that daily dose of PONO.

WHY IT'S IMPORTANT FOR OVERALL WELLNESS

Just like hydration, Aussies seem to struggle with eating enough fruit and vegetables. It's a pretty chronic issue - the CSIRO stats suggest around 80% of us don't meet the rather conservative minimums required for health. Because these are foods that pack a nutritional punch, fruits and vegetables can help us to avoid a wide range of preventable diseases. They also boost immunity, skin health, help manage weight and assist with hormones. Overall, getting the good stuff in is one sure fire way to improve wellness across the board.

HOW IT HELPS GUT HEALTH

- Some of the best probiotic foods are plants, so eating more fruit and vegetables feeds your microbiome with what it loves the most.
- Eating more plants will improve digestive flow. The high fibre and water content in fruits and vegetables help with bowel irregularities like constipation, diarrhea and IBS.
- Fruits and vegetables are high in anti-inflammatory antioxidants needed to create a digestive environment that nourishes the good and minimise the bad bacteria.

WEEK 3

INCREASING PLANT DIVERSITY

YOUR GOAL FOR THE WEEK

We've reached the minimum serves of fruit and vegetables, now we're aiming for more variety. Our goal is to include 30 different types of plant in that bod over 7 days. This may seem like a lot but remember this number can include any seeds, nuts, grains, herbs and spices you consume, and each 'type' of plant does not need to be a whole serve - just in the mix.

AS WELL AS

Continue with your week 1 and 2 goals and be sure to maintain your daily dose of PONO Probiotics.

WHY IT'S IMPORTANT FOR OVERALL WELLNESS

Research shows that those who eat primarily plants have a lower BMI (body mass index) than those who consume animal protein heavy diet. More plants also equals less incidence of diabetes or obesity, a decreased risk of heart disease or stroke and a less incidence of whole host of other big scary public health issues. Prioritising variety helps us remain balanced with food choices, filling in nutritional gaps and supporting a healthy gut.

HOW IT HELPS GUT HEALTH

- A recent large-scale study found that people who consume 30 or more plant varieties per week have more digestive microbe diversity. Diversity is the spice of health!
- Many of the best prebiotics, superfoods and antioxidants come packaged up in plants. All of these things are important ingredients that nurture a healthy microbiome.

WEEK 4

MOVEMENT AND MINDSET

YOUR GOAL FOR THE WEEK

We're going to lock down half an hour per day that's just for you by allocating a minimum of 20 minutes to moving your body and 10 to mindset management. This can look like:

Movement - walking the dog, riding to work, dancing in the living room, hitting the gym, playing on the trampoline with your kids or anything else you love to do that get the heart rate up.

Mindset - a guided meditation, breathing exercises, journaling, saying mantras in the shower, keeping a gratitude diary or whatever floats your boat.

AS WELL AS

Stick with your nutrition and hydration goals from week one to three and - you guessed it - keep up that daily PONO dose.

WHY IT'S IMPORTANT FOR OVERALL WELLNESS

More than half of Australian adults don't meet the minimum exercise requirements for health. We're also very stressed! Because regular exercise and meditation are beneficial for all aspects of mental and physical health, this is one change that gives you plenty of bank for your time poor buck. You'll feel more productive, less stressed and anxious and get all of those metabolic and physiological benefits we love too.

HOW IT HELPS GUT HEALTH

- Physical activity helps move digestion along, keeping us regular.
- Stress impacts how well we digest food, which means food can ferment or fail to be broken down properly when we're under the pump. This causes bloating and gas.
- The decisions we make around food are very much linked to emotions and self-esteem. Choosing high sugar or salty 'comfort' foods will impact how well your microbiome thrives.



PLANT DIVERSITY SHOPPING LIST

Pro tip: Make sure you get at least 30 different plants into that body each week. When it comes to the microbiome, variety is best.

Salad veggies:

Leafy greens (baby spinach, rocket, endive, radicchio, iceberg, cos, kale)
Cabbage (white or red)
Tomatoes
Cucumbers
Capsicums
Avocado
Fennel
Microgreens
Sprouts

To sprinkle:

Sesame seeds
Pine nuts
Poppy seeds
Pepitas
Walnuts
Hemp seeds
Pistachios
Pomegranate seeds
Sauerkraut
Dried herbs
Spirulina

For added flavour:

Garlic
Onions (Spring onions, chives, white onions)
Fresh herbs (Basil, coriander, rosemary, thyme, mint)
Chilli
Tahini
Pesto
Plant diversity dukkah (see recipe)

For a little more substance:

Legumes (chickpeas, lentils, black beans, butter beans)
Quinoa
Brown rice
Zoodles (AKA Zucchini noodles)
Root vegetables (Potato, Pumpkin, Sweet potato, Beetroot, Parsnips, Carrots)
Oats
Buckwheat
Coconut yoghurt

For steaming:

Broccoli
Cauliflower
Fresh beans
Peas
Zucchini
Snow peas
Broccolini



TOP PREBIOTIC PLANTS

Pro tip: Include at least 5, preferably 10 - in your weekly shop.

Fruits:

- Bananas
- Apples
- Watermelon
- Grapefruit

Vegetables:

- Artichoke
- Garlic
- Onion
- Spring onions
- Leeks
- Asparagus
- Savoy cabbage
- Konjac
- Leafy greens

Grains:

- Nuts and seeds:
- Barley
- Flax seeds
- Seaweed
- Almonds
- Pistachios
- Chickpeas
- Lentils
- Kidney beans



PLANT DIVERSITY DUKKAH

6 handfuls of any nuts and seeds you fancy - the more varied the better. We were keen for a **gut loving** combo that was gluten free, so used a small handful each of:

- Pistachios
- Almonds
- Walnuts
- Buckwheat
- Sunflower seeds
- Pumpkin seeds
- Chia seeds

Along with:

- 1 tspn ground cumin
- 1 tspn ground coriander
- A decent grind of salt (to taste)

1. Add the nuts and seeds to a blender and 'rice' by pulsing to an even consistency of relatively small bits (not a flour.) You can also do this at the chopping board, it just takes longer.
2. Pop the mix into a frying pan with your cumin, coriander and salt and dry fry - stirring - for up to 5 mins. The nuts will be toasty and the herbs fragrant when it's good to go.
3. Remove from the heat then let your mix cool. You're now ready to sprinkle that diversity dust liberally over salads, roast veggies, steamed greens, curries and dips for a fancy and tasty prebiotic top up.

Stores well in an airtight container.



SIMPLE SMOOTHIE RECIPE + 3 WAYS TO UPGRADE IT

Simple smoothie base for 2:

- 1 x frozen banana
- 500ml Plant based milk of choice (we love almond/coconut)
- 2 x Tspn chia seeds
- 1 tspn PONO Coconut Plus

For a decadent chocolate smoothie add:

- 1-2 tspn cacao powder
- 1-2 dates or a dash of maple to taste

For a detoxifying green smoothie add:

- Handful of greens (baby spinach/kale/zucchini all work well)
- Replace your Coconut Plus with PONO Gorgeous Greens

For a prebiotic energy smoothie add:

- Handful of frozen berries (strawberries, blueberries, raspberries, cherries or any combo you like of these)
- PONO Nourishing Reds powder
- 1 Tspn maca powder



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WE WAKE UP GENTLY WITH THE SUN
AND ENJOY A HEALTHY BREAKFAST FOR ALL DAY ENERGY
THE WORLD IS OUR PLAYGROUND
WE LOVE TO EXPLORE IT
WITH HEALTHY, HAPPY, BALANCED BODIES
SUPPORT YOUR TRIBE ON THE INSIDE

#LIVELIFEONO

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