

FLEX FOODS & BEVERAGES

- 10-DAY WEIGHT LOSS
- 10-DAY CLEANSING
- 10-DAY ATHLETIC

WHAT IS A FLEX FOOD?

A Flex Food is a fruit or vegetable that is permitted on any 10-Day Transformation. Only 3 servings of Flex Foods OR Beverages are allowed per day, on a Transformation.

Flex Foods and Flex Beverages are a way to control your intake, retrain your hunger cravings and fuel your body with optimal nutrients. If you stick to your goals, Flex Foods and Flex Beverages will naturally become your go-to snacks, long after your first 10 days.

Ideal Flex Foods

- 1 Avocado
- 1 Apple (Tip: Eating apples first thing in the morning can help wake you up.)
- 1 cup Watermelon
- Unlimited Celery
- Unlimited Cucumbers
- 1 cup Broccoli, Cauliflower, Kale, or Spinach
- 1 cup Berries
- 1 cup Sauerkraut or Kimchi (no additives)
- 1 cup Summer squash (winter squash not permitted)
- 1/2 cup Carrots

Ideal Flavorings

- Organic tropic oil
- Freshly squeezed lemon
- Himalayan sea salt
- Raw honey
- Fresh herbs and spices



WHAT IS A FLEX BEVERAGE?

A Flex Beverage is a vegan liquid permitted on the 10-Day Transformation. You can mix one with your Power Shake, MVP Sport, Apothe-Cherry or have one separately. They count as one of the three Flex Foods / Beverages you are allowed per day.

Ideal Flex Beverages

- Hemp, almond, coconut, or oat milk
- Kombucha
- Organic vegetable broth
- Decaffeinated herbal tea
- Coconut water
- Purium green drinks: Organic Kamut Blend, Organic Green Spectrum, Organic Barley Green Juice, Organic Spirulina, Chlorella, Power of 10 Veggie

Easy Flex Food combinations

- A green apple sautéed in cinnamon and Organic Tropic Oil
- An avocado mashed with freshly squeezed lemon juice and Himalayan sea salt – eaten with cucumber “chips”
- 1 cup broccoli sautéed in Organic Tropic Oil and fresh basil and topped with 3 tbsp. organic sauerkraut

If you decide to combine Flex Foods, keep the total serving to 1 cup.

Which fruits or vegetables are NOT permitted?

Bananas and starchy veggies such as any winter squash variety, pumpkin, corn, sweet potatoes, white or red potatoes are NOT permitted. You may have ½ serving of carrots (they are also an ingredient in the Power Shake).

Why are cooked Flex Foods allowed?

Hot Flex Foods are especially important during the winter and for people in colder climates. Hot Flex Beverages are also important for people who are used to having coffee in the morning.

Remember, if you feel the urge to “cheat,” cheat with additional flex foods or a Lifestyle Meal.

LIFESTYLE MEALS

- 10-DAY ATHLETES
- DAY 11-40 WEIGHT LOSS
- DAY 11-40 CLEANSING
- DAY 11-40 ATHLETES
- 10-DAY MODIFIED LIFESTYLE

A Lifestyle Meal is a protein-rich meal made from approved food sources to equal 300 calories. When following an athlete plan, eat one meal per every 30 minutes of exercise.

Protein Options

- L.O.V. Super Meal · 4 scoops/210 cal
- Lentils or legumes (other than soy) · 1 c/320 cal
- Hummus · ½ c/170 cal
- Broccoli · 1 c/30 cal
- Cottage cheese · ½ c/81 cal
- Almonds · ¼ c/207 cal
- Free-range eggs · 1 lg egg/71 cal
- Free-range organic fed chicken · 100 g/165 cal
- Wild-caught salmon · 2 oz/131 cal

Complex Carbs

- Activated Barley · 1 tbsp/35 cal
- Rice Bran Solubles · 6 g/30 cal
- Red, black, or brown rice · 20 g/219 cal
- Quinoa (cooked) · 1 c/223 cal
- Couscous (cooked) · 1 c/175 cal
- Sprouted grain bread · 1 slice/80 cal
- Buckwheat or whole grain pancakes · 1 pancake 4" /183 cal
- Purple or sweet potatoes · 100 g/86 cal
- Oatmeal · ½ c/71 cal

Veggie Options

- Kale · 1 c/14 cal
- Broccoli · 1 c/30 cal
- Summer squash · 1 c/23 cal
- Cabbage · 1 c/22 cal
- Asparagus · 1 c/27 cal
- Mushrooms · ½ c/15 cal
- Celery · 1 c/16 cal
- Carrots · 1 c/52 cal
- Sea veggies · 4 g/21 cal
- Cilantro · 1 c/21 cal
- Parsley · 1 c/21 cal
- Basil · 2 tbsp/2 cal

Fruit Options

- Cherries (the darker the better) · 1 c/87 cal
- Berries · 1 c/100 cal
- Plums · 1 sm plum/47 cal
- Apples · 1 sm apple/52 cal
- Purple grapes · 1 c/62 cal
- Watermelon · 1 c/46 cal
- Papaya · 1 c/63 cal
- Cucumbers · 1 c/13 cal
- Tomatoes · 1 sm tomato/50 cal

Fats & Oil Options

- Organic Tropic Oil · 1 tbsp/120 cal
- Green tea seed oil · 1 tbsp/120 cal
- Sunflower seed oil · 1 tbsp/120 cal
- Avocado oil · 1 tbsp/120 cal
- Extra virgin olive oil · 1 tbsp/120 cal
- Butter or ghee (from grass-fed cow) · 1 tbsp/120 cal



TIPS

- Create your meals around lean or plant-based protein.
- Visit our blog for recipe inspiration: blog.puriumcorp.com
- Select foods that are organic or as close to the earth as possible.
- Google the current “Dirty Dozen” list from EWG and only get organic versions of those fruits and veggies.
- Eat slowly and chew your food.
- Eat organic fruits and veggies and wash them well. Don’t remove the skins when possible.
- Consume no more than 6 oz. of animal flesh in any 24-hr period.
- Combine meats with green foods, avoid combining them with sugar.
- Avoid burnt, crispy parts of meat.

DO'S & DON'TS

- 10-DAY WEIGHT LOSS
- 10-DAY CLEANSING
- 10-DAY ATHLETIC
- 10-DAY MODIFIED LIFESTYLE

PRIOR TO STARTING

DO drink more water, broth and fresh juices.

DO eat fresh, raw fruit and veggies, dark leafy greens and high fiber meals.

DO eliminate temptations. Remove unhealthy, processed foods (or at least put out of sight).

DO plan your 10-Day Transformation during a period when you can get a good night's rest every night.

DO omit dairy, processed foods, and meat from your diet, 2-3 days before starting the program

DO omit coffee to avoid withdrawal symptoms, 3-5 days before starting the program

DO text the word "transformation" to 55678 (USA) or 70734 (Canada) the day before you start the program to receive daily inspirational messages.

DO enter the schedule into your phone and set alerts to keep you on track.

DO take your "before" photo, weight and measurements (chest, waist, and hips) for comparison.

DO join support calls Monday – Friday at 8:30 pm ET / 5:30 pm PT. Dial (712) 432-7658, code 7873#.

DON'T binge eat, drink or consume a large meal the day before starting.

DON'T procrastinate. If you can't fit a 10-Day Transformation into your schedule, ease into the routine with the Core 4 for at least 10 days before trying a 10-Day Transformation.

DURING THE 10 DAYS

DO stay hydrated. Drink half your body weight in ounces/day, and any-time you feel thirsty or hungry.

DO grab an extra Flex Food instead of cheating or abandoning the program.

DO keep a positive mental attitude, "I can and I will."



DO use Control, Chill or Charge sublingual sprays for additional appetite control, to help relax or for energy.

DO have approved Flex Foods/ Beverages on hand.

DO share your commitment on Facebook at facebook.com/groups/itstartswith10days

DON'T perform heavy exercise, unless you're following an Athlete plan. Exercise is a form of stress and too much can be counterproductive. Do only light exercise like yoga or walking without breaking a sweat.

DON'T QUIT! Use our Purium support system to keep you going. Opt for a Lifestyle Meal, if your body feels too deprived.

AFTER THE 10 DAYS

DO have a plan! Be prepared with one of our daily product packs, so you can continue your health journey.

DO consider adding Biome Medic into your diet to keep your gut healthy.

DO take CONTROL Pre-Meal Capsules or Control spray if you need more help curbing your appetite.

DO take your "after" photo, weight, and measurements for comparison.

DON'T rush back into eating heavy foods. Ease back into foods slowly.

**If it doesn't
challenge
you, it doesn't
change you!**