



LIFESTYLE GUIDE

SPRING 2019

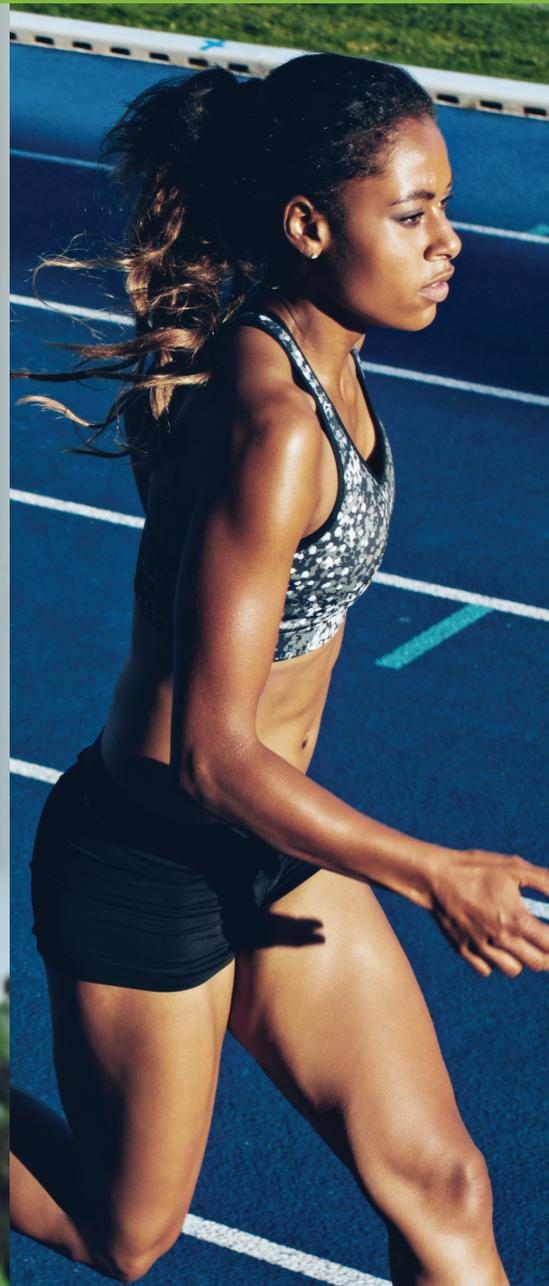


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AMY VENNER
OWNER & PRESIDENT
FOUNDER OF “THE MILLION MOM MOVEMENT”
AUTHOR OF “WOMEN ON THE RISE”



It can be challenging to take care of ourselves in the midst of daily chaos. We get so busy taking care of everyone else that we forget about the most important person—until we burn-out. I’ve learned that the only way to get through the hard times is to take a step back for self-care. If we are not at our personal best, how can we truly ‘be there’ for all of the people and responsibilities in our lives? Purium’s product plans make it easy to prioritize your health without disrupting your whole day! Take that first step. Love yourself better...and you will be able to love others better too.

DAVID SANDOVAL
OWNER & VISIONARY
FOUNDER OF “THE AWAKEN PROJECT”
AUTHOR OF “THE TOXIN THAT CAME TO DINNER”



I hear it all the time. “*I need to get in shape fast!*” And it’s usually followed up with something like, “*I have two weeks to lose weight without losing energy and I don’t want to do anything extreme... Can you help?*” Phew, that’s a tall order. But since we designed our 10-Day program, nearly 200,000 of people have lost weight and pushed their bodies to peak performance. More importantly, we have seen most of our customers transition from short-term results to long-term lifestyle changes. We can help you reach your goals. Take the journey with us – your body will love you for it!

ENVIRONMENTAL AWARENESS



Dave and Amy are on an eco-friendly mission. Purium powder products will no longer contain the traditional plastic scoops. Our schedules reflect the new serving amount, and every package will be labeled with the correct serving size, scoop or no-scoop!

REASONS FOR A REAL FOOD REVOLUTION

100 YEARS AGO

All food was organic. Vegetables grew from the earth. Fruit was picked directly from the tree. And farmers actually farmed.

Pure, nutrient-dense foods were abundant and chemically-preserved foods were almost non-existent. Food was fresh. The soil was filled with minerals. The water was pure.

Everything our bodies needed, we received from the earth.



“Good food is not expensive. Medical bills are expensive. Missed days at work are expensive. Prescriptions are expensive.”
-David Sandoval



FAST FORWARD TO TODAY

Our food is filled with artificial colors, flavors, sweeteners, binders, fillers, hormones, pesticides, herbicides, irradiated ingredients, and now, genetically-modified ingredients. According to medical experts, this has caused health issues that could be easily prevented.

- According to the American Cancer Society, **60% of all cancer is preventable**
- According to the American Heart Association, **80% of all heart disease is preventable**
- According to the Archives of Internal Medicine, **90% of all diabetes is preventable**
- According to the US Department of Agriculture, **85% of 10,000 food samples contains pesticide-residue that included glyphosate.**

MODERN DAY CHALLENGES

We are crazy busy. We live in fast-forward mode and there seems to be no time for anything. We are consumed by texts, emails, social media, work, bills, and other responsibilities. And the people who may have it the toughest of all are busy moms. They care for their families and never seem to have time for themselves.

- Do you ever feel like you need an extra 2 or 3 hours in your day?
- Do you ever feel like you are running on empty?
- Do you ever feel like you need more time and energy?



WHEN IT COMES TO EATING

We are forced to make compromises for convenience. The food that is the fastest and the cheapest is almost always filled with chemicals and devoid of real nutrition. The statistics are frightening!

- Americans will eat 31% more packaged food than fresh food today
- 20% of Americans will eat a meal in a car today
- 25% of all Americans will eat at least one fast food meal today

It's time for a REAL-FOOD REVOLUTION!

SOLUTIONS FOR A REAL FOOD REVOLUTION

ORGANIC INGREDIENTS

We pride ourselves on our ability to source the highest-quality and purest foods from organic farms all over the world. Our ingredients list has hundreds of items and it continues to grow. What we DON'T put into our products is just as important as what we do put in: no artificial colors, flavors, sweeteners, binders, fillers, hormones, herbicides, pesticides, irradiated or genetically-modified ingredients.



“My passion for Purium comes from the experiences I’ve had at every stage of my life. As my family and I grow, our needs change, yet the products consistently bring us the solutions - every time.”
- Amy Venner-Hamdi



MODERN CONVENIENCE

Every one of our products is made with the intention that you will take it with you throughout your day. At work, the gym or carpooling kids from school to soccer, you can stay committed to your health goals on-the-go.

- Greens & Protein Shakes
- CBD
- Biome Medic & gut health products

VEGAN PRODUCTS

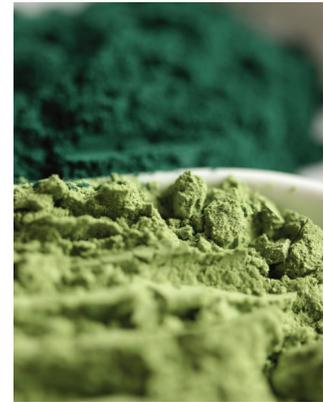
Plant-based foods are packed with antioxidants, nutrients and minerals that regulate body pH levels and support every system of the body, from immune function to mental acuity. Our products are made with the most potent superfoods such as spirulina, wheatgrass, beets and coconuts.

Studies have shown that superfoods:

- Aid in healthy insulin response
- Aid in healthy blood lipid ratios
- Support healthy gut microbiome
- Improve sleep patterns
- Enhance digestive cleansing processes
- Increase physical endurance and performance

NEW HABITS

No matter what your preferred dietary lifestyle - paleo, keto, gluten-free, vegetarian or vegan - we have plant-powered protein, fruits and vegetables to fuel your best life!



Whole Nutrition is the Solution

According to the Centers for Disease Control and Prevention, green, leafy vegetables and powerhouse fruits are strongly associated with reduced chronic disease risk.

While life is full of challenges, it is also full of solutions. We are inspired to help change the way people view food and the way they consume it. No matter what age you are, what fitness level you're at or how chaotic your life is, we are here to help you nourish yourself to live your best life.

DAILY NUTRITION & WELLNESS

IT'S ALL ABOUT THE CORE

Core nutrition and wellness are key to keeping the entire body in harmony. From getting enough sleep to eating enough greens, it takes a lot to make sure every body system is receiving everything it needs. This is why all these plans are recommended for daily use and Smart Order.

40-DAY ULTIMATES

We encourage 10-Day Transformers to prep with a Core 4 plan and continue with a Core 4 upon Day 11. To make that transition easy, we created our 40-Day Ultimate plans (see Page 11).

SUPERFOOD NUTRITION

Designed to make daily nutrition simple, our 4 specialized Core 4 product plans include Purium's essential nutritional products. Each contains a month's worth of supplemental nutrition.



TOTAL WELLNESS

Daily gut maintenance and natural stress support have become increasingly vital to long-term health. Our innovative Biome Medic and CBD+ are safe and effective for everyday assistance.

SMART ORDER

The simplest way to keep your nutrition goals consistent.



EASY



REWARDING



CONSISTENT

CORE 4 PLANS

GREAT FOR SMART ORDER!



CORE 4 - NUTRITION

🕒 2 lifestyle meals 🍎 flex food snacks 💧 lots of water

You are welcome to exercise at whatever level that feels comfortable to you.

* Biome Medic & Super CleansR are waste elimination aids. Modify 1-2 capsules per serving, depending on your body's digestion.

<p>Rise and shine</p> <p>Super Amino 23 5 tablets</p> <p>Drink lots of water! (8-24 ounces)</p>	<p>2 hours later</p> <p>Power Shake 5.5 Tbsp.</p> <p>Biome Medic* 1-2 capsule</p>	<p>Time to unwind</p> <p>Apothe-Cherry 1-2 Tbsp. 30-60 minutes before sleep</p>
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CORE 4 - WEIGHT LOSS

🕒 2 lifestyle meals 🍎 flex food snacks 💧 lots of water

Exercise at whatever level that feels comfortable

<p>Rise and shine</p> <p>Super Amino 23 5 tablets</p> <p>Drink lots of water! (8-24 ounces)</p>	<p>2 hours later</p> <p>Power Shake 5.5 Tbsp.</p>	<p>Time to unwind</p> <p>Apothe-Cherry 1-2 Tbsp.</p> <p>Daily Fiber Blend 2.5 Tbsp.</p>
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CORE 4 - ATHLETES

🕒 2 lifestyle meals 🍎 flex food snacks

Exercise at whatever level that feels comfortable

<p>Pre-Workout 30 minutes before workout</p> <p>Can't BEET This! 2-4 tsp.</p> <p>Super Amino 23 5 tablets</p> <p>Super Xanthin 2 capsules</p>	<p>Post-Workout 30 minutes after workout</p> <p>MVP Sport 3-6 Tbsp.</p>
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CORE 4 - CLEANSING

🕒 2 lifestyle meals 🍎 flex food snacks

You are welcome to exercise at whatever level that feels comfortable to you.

<p>Rise and shine</p> <p>Biome Medic 2 capsules</p>	<p>2 hours later or as a meal replacement</p> <p>Power Shake 5.5 Tbsp.</p>	<p>Time to unwind</p> <p>Apothe-Cherry 1-2 Tbsp.</p> <p>Daily Fiber Blend 2.5 Tbsp.</p>
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READ MORE ABOUT FLEX FOODS & LIFESTYLE MEALS ON PAGES 18 & 19.

DAILY GUT PROTECTION & MAINTENANCE

Unfortunately, no matter how healthy we eat, it's nearly impossible to avoid GMOs and chemicals from assaulting our guts. That's what makes our Biome Medic so revolutionary. Not only does it help fight against GMOs and harmful herbicides like glyphosate, but it also helps repair and restore the gut microbiome.

Studied under a small, randomized, product-controlled IRB-approved protocol, Biome Medic's six-week human clinical trial reported a 74% reduction of the herbicide glyphosate, a 75% reduction in the inflammatory biomarker C-reactive protein (CRP) and a 35% increase in gut immune response as measured by reduced food sensitivities.



60 Vegetarian Capsules

WE ARE PROUD TO PROVIDE THE BEST OF MOTHER NATURE WITH EFFECTIVE, AFFORDABLE AND PURE + PREMIUM PRODUCTS.



Why is Biome Medic so revolutionary?

Because it helps:

- **REMOVE** the toxic chemical glyphosate from your microbiome
- **SUPPORT** the “good” bacteria to boost your immunity
- **REBUILD** the gut villi for better nutrient absorption, digestion and less bloating

Order Biome Medic at iShopPurium.com

WELLNESS
CBD+

GREAT
FOR
SMART ORDER!

DAILY STRESS RELIEF

In today's hyper-active world, nearly everybody is dealing with sensory-overload and is in need of de-stressing support.

Our bodies are equipped with an Endocannabinoid System, a natural stress-reducing system. Receptors throughout this system are designed to absorb and utilize a phytochemical found in hemp called cannabidiol (CBD) that biologically helps manage physical and emotional pain.

CBD+ MAY HELP:

- Calm worrisome thoughts
- Elevate mood
- Relax muscle tension
- Lead to efficient sleep



- + Carbon Dioxide (CO₂) extracted
 - no chemicals used to extract
- + No preservatives
- + No artificial ingredients
- + No psychoactive properties
- + Contains less than legal limit (.3%) THC
- + Safe, effective and fast-acting
- + Natural peppermint flavor & unflavored
- + 1500mg of CBD per bottle
 - 750mg from full-spectrum CBD extract
 - 750mg from pure CBD extract
- + Organic hemp seed oil base
- + Grown in Colorado
- + Easy to control dosage
 - 6 sprays = 50mg (1 serving)
 - 3 sprays = 25mg

These statements have not been evaluated by the FDA and are not intended to diagnose, treat, cure or prevent any disease. Most work-place drug screens and tests target delta9-tetrahydrocannabinol (THC) and do not detect the presence of Cannabidiol (CBD) or other legal natural hemp-based constituents. Even though our products contain less than .3% THC by dry weight (Federal Legal Limit), studies have shown that ingesting Full Spectrum CBD can cause confirmed positive results when screening urine and blood specimens. Accordingly, if you are subject to any form of employment drug testing or screening, we recommend (as does the United States Armed Services) that you DO NOT take CBD. Before taking CBD, consult with your healthcare practitioner, drug screening testing company or employer. You must be at least 18 years old to purchase CBD. This product is not currently available in Kansas and Nebraska.

Why is hemp-derived CBD a leading product in health and wellness?

- Substantial documentation has proven its success as a form of therapy
- Medical doctors, pain relief clinics and Post Traumatic Stress Disorder (PTSD) treatment centers have advocated for its beneficial use
- CBD can also be used to reduce the psychoactive effects of tetrahydrocannabinol (THC), cannabis' psychoactive compound that is responsible for brain fog, delayed reactions and the feeling of being "high" and bloated



Order CBD at [puriumCBD.com](https://www.puriumCBD.com)

CLEANSE KICKSTART

WHY CLEANSE?

There are lots of reasons to cleanse. Reset your metabolism or fitness routine. Flush away parasites or toxins. Clear your mind, rid unhealthy habits or shed some extra weight. Whatever your reason, a cleanse can be a great way to help you kickstart your health goals.

10-DAY TRANSFORMATIONS - 3 PATHS

Depending on your goals, there are 3 unique 10-Day Transformations that serve as a nutritional boot camp. All the products (plus Flex Foods and lots of water) provide your body with daily nutrition.



Not ready to commit to a cleanse or are you taking a medication that requires a daily meal? Try the 10-Day Modified Lifestyle Transformation by having a Lifestyle meal mid-day or late afternoon in place of a Power Shake. The rest of the schedule remains the same!

40-DAY ULTIMATES - 4 PATHS

Don't let the number of days scare you! Think of these programs in 3 increments. Our 40-Day Ultimates are just 10-Day Transformations with Core 4 products to prepare beforehand and maintain nutrition afterward.



40-DAY ULTIMATES



40-DAY ULTIMATE Nutrition

MAKE IT WORK FOR YOU:

This is our suggested schedule, but feel free to start with the 10-Day Transformation (or end with it)!

DAYS 1 - 10	<h3>CORE 4 - NUTRITION</h3> <p>🕒 2 lifestyle meals 🍎 flex food snacks 💧 lots of water</p> <p>You are welcome to exercise at whatever level that feels comfortable to you.</p> <p>* Biome Medic & Super CleansR are waste elimination aids. Modify 1-2 capsules per serving, depending on your body's digestion.</p>		
	☀️ Rise and shine	🕒 2 hours later	🌙 Time to unwind
	<p>Super Amino 23 5 tablets</p> <p>Drink lots of water! (8-24 ounces)</p>	<p>Power Shake 5.5 Tbsp.</p> <p>Biome Medic* 1-2 capsule</p>	<p>Apothe-Cherry 1-2 Tbsp. 30-60 minutes before sleep</p>

DAYS 11 - 20	<h3>10 DAY TRANSFORMATION - NUTRITION & CLEANSING</h3> <p>🍎 3 servings of flex food/beverages can be mixed with Super Amino 23, Power Shake or Apothe-Cherry</p> <p>💧 lots of water 🚶 light walking/gentle yoga are recommended low-impact exercises</p> <p>* Biome Medic & Super CleansR are waste elimination aids. Modify 1-2 capsules per serving, depending on your body's digestion</p>						
	☀️ Rise and shine	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🌙 Time to unwind
	<p>Super Amino 23 5 tablets</p> <p>Drink lots of water! (8-24 ounces)</p>	<p>Power Shake 5.5 Tbsp.</p> <p>Biome Medic* 1-2 capsules</p> <p>Super CleansR* 1-2 capsules</p>	<p>Super Amino 23 5 tablets</p> <p>Drink lots of water! (8-24 ounces)</p>	<p>Power Shake 5.5 Tbsp.</p> <p>Biome Medic* 1-2 capsules</p> <p>Super CleansR* 1-2 capsules</p>	<p>Super Amino 23 5 tablets</p> <p>Drink lots of water! (8-24 ounces)</p>	<p>Power Shake 5.5 Tbsp.</p>	<p>Apothe-Cherry 2 Tbsp. 30-60 min. before sleep</p>

DAYS 21 - 40	<h3>CORE 4 - NUTRITION</h3> <p>🕒 2 lifestyle meals 🍎 flex food snacks 💧 lots of water</p> <p>You are welcome to exercise at whatever level that feels comfortable to you.</p> <p>* Biome Medic & Super CleansR are waste elimination aids. Modify 1-2 capsules per serving, depending on your body's digestion.</p>		
	☀️ Rise and shine	🕒 2 hours later	🌙 Time to unwind
	<p>Super Amino 23 5 tablets</p> <p>Drink lots of water! (8-24 ounces)</p>	<p>Power Shake 5.5 Tbsp.</p> <p>Biome Medic* 1-2 capsule</p>	<p>Apothe-Cherry 1-2 Tbsp. 30-60 minutes before sleep</p>

READ LABEL OF EACH PRODUCT FOR DOSAGE INSTRUCTIONS.
READ MORE ABOUT FLEX FOODS & LIFESTYLE MEALS ON PAGES 18 & 19.

40-DAY ULTIMATE Fat Burning

MAKE IT WORK FOR YOU:

This is our suggested schedule, but feel free to start with the 10-Day Transformation (or end with it)!

DAYS 1 - 10	CORE 4 - WEIGHT LOSS 🍷 2 lifestyle meals 🍏 flex food snacks 💧 lots of water Exercise at whatever level that feels comfortable		
	☀️ Rise and shine Super Amino 23 5 tablets Drink lots of water! (8-24 ounces)	⌚ 2 hours later Power Shake 5.5 Tbsp.	🌙 Time to unwind Apothe-Cherry 1-2 Tbsp. Daily Fiber Blend 2.5 Tbsp.

DAYS 11 - 20	10 DAY TRANSFORMATION - WEIGHT LOSS 🍏 3 servings of flex food/beverages or with Super Amino 23, Power Shake or Apothe-Cherry. 💧 lots of water 🚶 light walking/gentle yoga are recommended low-impact exercises						
	☀️ Rise and shine Super Amino 23 5 tablets Super Lytes 1 capsule Drink lots of water! (8-24 ounces)	⌚ 2 hours later Power Shake 5.5 Tbsp.	⌚ 2 hours later Super Amino 23 5 tablets Super Lytes 1 capsule Drink lots of water! (8-24 ounces)	⌚ 2 hours later Power Shake 5.5 Tbsp.	⌚ 2 hours later Super Amino 23 5 tablets Super Lytes 1 capsule Drink lots of water! (8-24 ounces)	⌚ 2 hours later Power Shake 5.5 Tbsp.	🌙 Time to unwind Apothe-Cherry 2 Tbsp. Daily Fiber Blend 2.5 Tbsp. 30-60 min. before sleep You may combine these two products, if you prefer

DAYS 21 - 40	CORE 4 - WEIGHT LOSS 🍷 2 lifestyle meals 🍏 flex food snacks 💧 lots of water Exercise at whatever level that feels comfortable		
	☀️ Rise and shine Super Amino 23 5 tablets Drink lots of water! (8-24 ounces)	⌚ 2 hours later Power Shake 5.5 Tbsp.	🌙 Time to unwind Apothe-Cherry 1-2 Tbsp. Daily Fiber Blend 2.5 Tbsp.

READ LABEL OF EACH PRODUCT FOR DOSAGE INSTRUCTIONS.
 READ MORE ABOUT FLEX FOODS & LIFESTYLE MEALS ON PAGES 18 & 19.

40-DAY ULTIMATE Athletic Performance

MAKE IT WORK FOR YOU:

This is our suggested schedule, but feel free to start with the 10-Day Transformation (or end with it)!

DAYS 1 - 10	CORE 4 - ATHLETES 🕒 2 lifestyle meals 🍎 flex food snacks Exercise at whatever level that feels comfortable	
	Pre-Workout 30 minutes before workout Can't BEET This! 2-4 tsp. Super Amino 23 5 tablets Super Xanthin 2 capsules	Post-Workout 30 minutes after workout MVP Sport 3-6 Tbsp.

DAYS 11 - 20	10 DAY TRANSFORMATION - ATHLETES 🍏 3 servings of flex food/beverages 💧 lots of water ⇄ exercise is a key component, but be sure to listen to your body as it adjusts to the limited nutrition. 🕒 remember to eat one 300 calorie Lifestyle Meal for every 30 minutes of exercise.							
	☀️ Rise and shine	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	Post-workout Flex Meal
	Super Amino 23 5 tablets	MVP Sport 3-6 Tbsp.	Super Amino 23 5 tablets	MVP Sport 3-6 Tbsp.	Super Amino 23 5 tablets	MVP Sport 3-6 Tbsp.	MVP Sport 3-6 Tbsp.	Eat one 300 calorie Lifestyle Meal (made from approved food sources) for every 30 minutes of workout per day
	Can't Beet This! 2 tsp.	Super Life Formula 3 capsules	Can't Beet This! 2 tsp.	Super Life Formula 3 capsules	Can't Beet This! 2 tsp.	Super Life Formula 3 capsules	Super Life Formula 3 capsules	
Super Xanthin 2 capsules		Super Xanthin 2 capsules		Super Xanthin 2 capsules		Super Xanthin 2 capsules		

DAYS 21 - 40	CORE 4 - ATHLETES 🕒 2 lifestyle meals 🍎 flex food snacks Exercise at whatever level that feels comfortable	
	Pre-Workout 30 minutes before workout Can't BEET This! 2-4 tsp. Super Amino 23 5 tablets Super Xanthin 2 capsules	Post-Workout 30 minutes after workout MVP Sport 3-6 Tbsp.

READ LABEL OF EACH PRODUCT FOR DOSAGE INSTRUCTIONS.
 READ MORE ABOUT FLEX FOODS & LIFESTYLE MEALS ON PAGES 18 & 19.

40-DAY ULTIMATE Parasite Cleanse

REMEMBER TO
LISTEN TO YOUR
BODY WHEN
FOLLOWING THE
RECOMMENDED
PLAN

10 DAY TRANSFORMATION - CLEANSING

🍏 3 servings of flex food/beverages or with Super Amino 23, Power Shake or Apothe-Cherry.

🚶 light walking/gentle yoga are recommended low-impact exercises

* Biome Medic & Super CleansR are waste elimination aids. Modify 1-2 capsules per serving, depending on your body's digestion.

DAYS 1 - 10

 Rise and shine	 2 hours later	 2 hours later	 2 hours later	 2 hours later	 2 hours later	 Time to unwind
Super Amino 23 5 tablets	Power Shake 5.5 Tbsp.	Super Amino 23 5 tablets	Power Shake 5.5 Tbsp.	Super Amino 23 5 tablets	Power Shake 5.5 Tbsp.	Apothe-Cherry 2 Tbsp. 30-60 min. before sleep
Drink lots of water! (8-24 ounces)	Biome Medic* 1-2 capsules Super CleansR 1-2 capsules	Drink lots of water! (8-24 ounces)	Biome Medic* 1-2 capsules Super CleansR 1-2 capsules	Drink lots of water! (8-24 ounces)		

DAYS 11 - 30

CORE 4 - CLEANSING

🍷 2 lifestyle meals 🍏 flex food snacks

You are welcome to exercise at whatever level that feels comfortable to you.

 Rise and shine

Biome Medic
2 capsules

 2 hours later
or as a meal replacement

Power Shake
5.5 Tbsp.

 Time to unwind

Apothe-Cherry
1-2 Tbsp.

Daily Fiber Blend
2.5 Tbsp.

DAYS 31 - 40

CORE 4 - CLEANSING

+ Super CleansR

🍷 2 lifestyle meals 🍏 flex food snacks

You are welcome to exercise at whatever level that feels comfortable to you.

 Rise and shine

Biome Medic
2 capsules

 2 hours later
or as a meal replacement

Power Shake
5.5 Tbsp.

Super CleansR
1-2 capsules

 Time to unwind

Apothe-Cherry
1-2 Tbsp.

Daily Fiber Blend
2.5 Tbsp.

Super CleansR
1-2 capsules

READ LABEL OF EACH PRODUCT FOR DOSAGE INSTRUCTIONS.
READ MORE ABOUT FLEX FOODS & LIFESTYLE MEALS ON PAGES 18 & 19.

10 DAY TRANSFORMATIONS



SCHEDULES

10 DAY TRANSFORMATION - NUTRITION & CLEANSING

🍏 3 servings of flex food/beverages can be mixed with Super Amino 23, Power Shake or Apothe-Cherry

💧 lots of water 🧘 light walking/gentle yoga are recommended low-impact exercises

* Biome Medic & Super CleansR are waste elimination aids. Modify 1-2 capsules per serving, depending on your body's digestion

☀️ Rise and shine	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🌙 Time to unwind
Super Amino 23 5 tablets	Power Shake 5.5 Tbsp.	Super Amino 23 5 tablets	Power Shake 5.5 Tbsp.	Super Amino 23 5 tablets	Power Shake 5.5 Tbsp.	Apothe-Cherry 2 Tbsp. 30-60 min. before sleep
Drink lots of water! (8-24 ounces)	Biome Medic* 1-2 capsules Super CleansR* 1-2 capsules	Drink lots of water! (8-24 ounces)	Biome Medic* 1-2 capsules Super CleansR* 1-2 capsules	Drink lots of water! (8-24 ounces)		

10 DAY TRANSFORMATION - WEIGHT LOSS

🍏 3 servings of flex food/beverages or with Super Amino 23, Power Shake or Apothe-Cherry.

💧 lots of water 🧘 light walking/gentle yoga are recommended low-impact exercises

☀️ Rise and shine	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🌙 Time to unwind
Super Amino 23 5 tablets	Power Shake 5.5 Tbsp.	Super Amino 23 5 tablets	Power Shake 5.5 Tbsp.	Super Amino 23 5 tablets	Power Shake 5.5 Tbsp.	Apothe-Cherry 2 Tbsp.
Super Lytes 1 capsule		Super Lytes 1 capsule		Super Lytes 1 capsule		Daily Fiber Blend 2.5 Tbsp.
Drink lots of water! (8-24 ounces)		Drink lots of water! (8-24 ounces)		Drink lots of water! (8-24 ounces)		30-60 min. before sleep You may combine these two products, if you prefer

10 DAY TRANSFORMATION - ATHLETES

🍏 3 servings of flex food/beverages 💧 lots of water

🏃 exercise is a key component, but be sure to listen to your body as it adjusts to the limited nutrition.

🕒 remember to eat one 300 calorie Lifestyle Meal for every 30 minutes of exercise.

☀️ Rise and shine	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	🕒 2 hours later	Post-workout Flex Meal
Super Amino 23 5 tablets	MVP Sport 3-6 Tbsp.	Super Amino 23 5 tablets	MVP Sport 3-6 Tbsp.	Super Amino 23 5 tablets	MVP Sport 3-6 Tbsp.	Eat one 300 calorie Lifestyle Meal (made from approved food sources) for every 30 minutes of workout per day
Can't Beet This! 2 tsp.	Super Life Formula 3 capsules	Can't Beet This! 2 tsp.	Super Life Formula 3 capsules	Can't Beet This! 2 tsp.	Super Life Formula 3 capsules	
Super Xanthin 2 capsules		Super Xanthin 2 capsules		Super Xanthin 2 capsules		

READ MORE ABOUT FLEX FOODS & LIFESTYLE MEALS ON PAGES 18 & 19.



FLEX FOODS & BEVERAGES

RECOMMENDED FOR:

- ALL CORE 4 PLANS
- ALL 40-DAY ULTIMATES
- ALL 10-DAY TRANSFORMATIONS

WHAT IS A FLEX FOOD?

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

Flex Foods and Flex Beverages are a way to retrain your hunger cravings and ease anxiety around being without food. 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 recommended on the 10-Day Transformation. Enjoy one by itself or mix with your Power Shake, MVP Sport, Apothe-Cherry or Daily Fiber Blend. They count as one of the three Flex Foods / Beverages you are recommended 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

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 recommended?

Bananas and starchy veggies such as any winter squash variety, pumpkin, corn, sweet potatoes and white or red potatoes are NOT suggested. 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
- 10-DAY - MODIFIED LIFESTYLE

- ALL CORE 4 PLANS
- ALL 40-DAY ULTIMATES

WHAT IS A LIFESTYLE MEAL?

A Lifestyle Meal is a protein-rich meal made from suggested 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
- MVP Sport (Chocolate or Vanilla) • 1 scoop/90 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

- 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.
- Try not to consume more than 6 oz. of meat per day.
- Combine meats with green foods, avoid combining them with sugar.
- Avoid burnt, crispy parts of meat.



DO'S & DON'TS FOR A 10-DAY TRANSFORMATION

PRIOR TO STARTING

DO consult your physician before starting this or any other weight loss regimen - if on any medications, planning on losing a substantial amount weight, pregnant or lactating.

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.

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

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 at least half your body weight in ounces/day, and anytime 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 CBD+ to help relax or for energy.

DO have recommended Flex Foods/ Beverages on hand.

DO share your commitment on Facebook at [facebook.com/groups/itstartswith10days](https://www.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 Core 4 product packs, so you can continue your health journey.

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

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

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

DO stay connected to your Purium community to help keep you motivated and inspired!

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

SPECIALIZED LIFESTYLE PACKS

What can nutrition do for you? You might be surprised. Check out our curated packs, featuring some of our best sellers. Find more specialized packs on [iShopPurium.com/collections/bundles](https://www.ishoppurium.com/collections/bundles)



GUT HEALTH PACK

Tummy trouble? Improve your gut health, naturally.

- Green Spectrum – green, leafy nutrients to balance pH
- Biome Medic – pre- and probiotics for less bloating
- Aloe Digest – aloe vera and probiotic to sooth digestive tract

GOOD MOOD PACK

Find your inner bliss with calm energy, deep sleep and a healthy body

- CHILL Spray - instant relaxation
- Biome Medic – happy gut for a better mood
- Apothe-Cherry - better sleep for improved mood
- Super Life - balanced hormone levels



SLEEP PACK

Rest easy and reclaim those Z's with natural herbs and foods.

- CHILL Spray – calm and clear mind
- Relax Capsule and Ionic Elements – balanced sleep cycles
- Apothe-Cherry - natural melatonin for deeper sleep

CANDIDA PACK

Keep candida overgrowth at bay with foods and natural formulas that help your body fight back against candida

- Vir-U-Sure – immune function support
- Biome Medic – sustained microbiome health
- Kamut Blend – balanced pH levels
- Tropic Oil – healthy response to candida





It pays to be healthy.



ENROLL

Earn 100 points instantly



EARN

\$1 spent = 1 point



BOOST POINTS

Bonuses, Smart Order & more



ENJOY

1000 points = \$10 off order

HERE'S WHAT PEOPLE ARE SAYING

We're always glad to hear how we've affected our customers' lives for the better. For more stories and to submit your own health journey, visit our blog: blog.puriumcorp.com



"I've been using Biome Medic for about 6 months now and notice a clear difference in my gut health and ability to absorb nutrients (especially when I drink a Power Shake). Now that I know how bad Glyphosate is, I buy 4 bottles a month to cover my whole family!!" - Jeff Browne



"I lost 54 pounds! I gained more energy, clearer skin and my blood work is looking fantastic! My favorite gain is that I have joy back in my life..."
- Allison Rand



STAY CONNECTED



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puriumCBD.com



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