



ACTIVATED
NUTRIENTS®

21 DAY

No coffee challenge

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Help your nervous system rest and feel less stress

The 21 Day Coffee Challenge was designed to help people who are looking for a break from the 'stressful effects' of coffee dependence.

With the help of this guide and a daily dose of Activated Nutrients Power Up, the 21 Day No Coffee Challenge can help you cut down on coffee, feel less stressed and be naturally more energised.



What effect does caffeine have on the body?

Coffee, containing the well-known stimulant caffeine, is one of the most popular beverages in the world. Studies show that consuming moderate amounts of coffee can offer important health benefits and may prevent some diseases. Many also love coffee for the boost of energy and motivation it can give us, especially at the start of our days.

On the down side, some individuals who drink a lot of coffee can become dependent on it or experience increased levels of stress and stress-associated symptoms such as anxiety or fatigue.

If you've been feeling more stressed or tired despite increasing amounts of coffee, it might be worth considering taking a break - the benefits to your nervous system could be very significant!

THE HEALTH BENEFITS OF CAFFEINE

As well as boosting energy through its caffeine content, coffee also contains high amounts of antioxidants and nutrients, such as B vitamins and magnesium, and there are many studies demonstrating protective health effects of regular coffee consumption. Based on the scientific

evidence, some benefits of coffee might include:

- Enhanced alertness and energy levels (1)
- Increased metabolic rate (2)
- Improved physical performance during exercise (3)
- Reduced risk of type 2 diabetes, with one review linking each daily cup of coffee to a 7% decreased risk (5)
- Reduced risk of Alzheimer's and Parkinson's Disease (6, 7, 8)
- Protection against colorectal and liver cancer (9)

THE 'STRESSFUL' EFFECTS OF COFFEE

Many people drink coffee to give them the energy and motivation to get through a stressful busy day. But did you know that coffee could be making you more stressed and even tired in the long-run?

Yes, there are some downsides to habitual coffee intake, and it's due to the combination of concentrated caffeine consumption and having a highly stressful life... which is many of us!

Caffeine's stimulatory effects stimulate nerve cells in the brain to activate the release of our major stress hormones, cortisol and adrenaline.

When we are stressed out due to 'life', our cortisol and

adrenaline levels tend to be on the higher side already. The addition of caffeine can therefore exaggerate our stress response even further, stimulating the release of more stress hormones - this is when coffee and caffeine can become detrimental to our health.

The excessive stimulation of these hormones caused by caffeine can kick-start our 'fight or flight' stress response.

Short term effects of caffeine and the 'fight or flight' stress response.

When stress, including caffeine, activates the 'fight or flight' stress response, it makes us feel more on edge, stressed, anxious, and fearful, and can reduce our ability to cope with the stressful events of normal daily life. In fact, caffeine-induced anxiety disorder is one of four caffeine-related syndromes officially listed in the Diagnostic and Statistical Manual of Mental Disorders, published by the American Psychiatric Association (10). When this occurs, our productivity and focus is reduced.

Medium-term effects of stress

Extended periods of high stress can create a persistent state of 'fight or flight' (14).

When the 'fight or flight' mode remains active for longer

periods of time, functions in our body that aren't essential to our short-term survival, including our immune system, our digestive system and our reproductive system, are suppressed. This helps us to preserve energy so that we can quickly 'fight' or 'take flight' because our level of stress tells our body we are in danger (14). When this happens, we are more likely to experience unwanted physical symptoms such as:

- Poor sleep quality and insomnia (11)
- Digestive upset (e.g. nausea, diarrhoea, reflux etc.) (12)
- Trembling, shaking or heart palpitations
- Sexual and reproductive dysfunction
- An increased number of days sick

With chronic uncontrolled stress, we can also see long-term health effects. In some people, constant overexposure to stress hormones can cause the body to become resistant to their stimulatory effects in order to protect the body from their damaging effects. When this happens, we can experience tiredness, 'burnout' or chronic fatigue.



Activated Nutrients Power Up: Why it's a great coffee replacement

Power Up is a certified organic plant-based energising blend of specific botanical ingredients that promote natural energy production and sustained energy release throughout the day.

Our formulation includes a powerful combination of 12 superfoods and adaptogens, including Korean ginseng, guarana, matcha, red reishi, rhodiola and more.

The small amount of naturally-occurring caffeine (from ingredients such as cacao, matcha and guarana) also provides a gentle uplift in energy without over-stimulating the body.

WHAT IS AN ADAPTOGEN?

Specific plants are known to thrive in harsh environments thanks to particular phytonutrients and bioactive constituents that help them adapt to environmental stress.

These constituents have also demonstrated the ability to equip humans with the same resilience when consumed, improving our ability to cope with stress and maintain good energy levels. Because of their ability to help us adapt to stress and thrive, many people call these plants 'adapt-ogens'.

We use many adaptogenic ingredients in Power Up to improve our body's own natural ability to produce energy.

With a delicious natural berry flavour, the energy-promoting benefits of Power Up's 12 botanical ingredients are the perfect coffee replacement.

Let's get stated!



Start the challenge!

STEP 1. GET READY TO GIVE UP THE COFFEE!

The withdrawal from caffeine when we cut out coffee can be challenging, but the good news is this part does not last long - usually only a few days.

Be prepared: know that your body may have some initial symptoms such as fatigue, mood swings, headaches, and forgetfulness (13).

Before the 21 day No Coffee Challenge starts, slowly reduce your caffeine intake by following some of these tips:

- Reduce the number of coffees you drink by one every few days
- Opt for a chai latte or another hot beverage instead
- Alternate between your normal order and a decaf coffee

When done over a period of two to three weeks, these tips can help you successfully reduce your coffee dependency without causing difficult withdrawal symptoms when the no coffee challenge starts.

STEP 2. BEGIN!

Start everyday with a glass of Power Up, and track your progress using our 'Days Without Coffee Tracker'. Post it on Instagram and tag us for your chance to win.

It's easy to use; just add 1-2 teaspoons of our energy drink powder (4-8g) with water or add to smoothies for an extra boost! Try using this to replace your morning and/or afternoon coffee.

STEP 3. ADD IN OTHER NATURALLY ENERGISING HABITS!

Incorporate other ways to enhance natural energy production into your daily routine, and track your progress using our 'Healthy Habits Tracker'. Select 3 new habits, on top of your daily glass of Power Up, that you want to focus on for the next 21 days. Write them in the 'Healthy Habits Tracker' and keep yourself accountable. They say it takes 21 days to build a habit - so now is the perfect time to do it!

Here are some of our favourite naturally energising habits.



Ways to harness “natural energy”

EAT A PROTEIN RICH BREAKFAST

Research has demonstrated that a healthy breakfast has a direct effect on how we perform for the rest of the day. Steady blood glucose levels, and starting the day with adequate protein, supports steady energy release (19).

DRINK 8 GLASSES OF WATER DAILY

Studies from the University of Connecticut showed that just a 1.5% loss in our body’s normal water volume can cause fatigue, poor concentration, and mood changes (20).

ENJOY A HOT CUP OF RAW CACAO

Cacao contains theobromine, a compound closely related to caffeine, which gives the brain a more natural, gradual boost of energy.

ADD SOME PLANT ADAPTOGEN SUPERFOODS TO THE DIET

Or use a specialised supplement that contains a combination of these natural energy boosters. Some well-known examples include rhodiola, reishi mushroom, Korean ginseng, guarna and matcha; these will provide sustained energy release throughout the day.

CUT BACK ON EVENING SCREEN TIME

Researchers have shown that using electronics such as light emitting e-readers before bedtime disrupts sleep by reducing sleep promoting hormones. This decreases alertness in the morning when we wake up leaving us feeling tired (16).

STRETCHING

Research shows that just one-minute of “power poses” can increase testosterone and decrease cortisol in men and women.

MEDITATION & YOGA

According to a recent study from the University of Waterloo, 25-minute sessions of mindfulness meditation and hatha yoga may significantly improve brain function and energy levels. This is due to an increased release of endorphins and increased flow of blood to the brain (22).

MORNING LIGHT

Consider leaving the curtains open and letting the natural light wake you up. Psychiatric studies show the main benefit from natural morning light is to set the biological clock which has mood and energy boosting benefits (17).

TRY AROMATHERAPY

Biochemists from the University of Northumbria in the UK advocate that the essential oil found in rosemary can boost brainpower, mainly because of a compound called 1,8-cineole that it contains. Researchers showed that the individuals who were exposed to this scent performed better on word puzzles and memory tests than individuals who were in an unscented room (18).

TAKE A POWER NAP

Most studies indicate that 20- 40-minute naps are long enough to get some restorative sleep. Napping can improve mood, alertness, and performance.

EXERCISE

Studies show that even a brisk walk increases energy and mood. Exercise enhances the blood flow that carries nutrients and oxygen to muscle tissues ultimately improving their ability to produce more energy. Try exercising in nature with natural light and sounds for added benefits (21).



21 Day

NO COFFEE CHALLENGE

Win a free product*

Tag us on instagram
@activatednutrients

<i>No coffee</i> <i>Power up</i> 30 min stretching	1 st	2 nd	3 rd
8 th	9 th	10 th	
15 th	16 th	17 th	

**Take a picture of your progress and tag us on instagram @activatednutrients to get a chance to win one of our many free product (of your choice) vouchers.*

4 th	5 th	6 th	7 th
11 th	12 th	13 th	14 th
18 th	19 th	20 th	21 st

Challenge completed



Recharging Green Smoothie

- 1/2 an avocado
- 1/2 cup of pineapple
- 1/2 a green apple
- 1 cup plant-based milk
- Handful of kale or spinach leaves
- 1 tsp chia seeds
- 1 tsp hemp seeds
- 1 tsp LSA powder
- 1-2 tsp Power Up



Antioxidant Berry Smoothie

- 1/2 cup frozen blueberries
- 1/2 cup strawberries
- 1/2 a red or green apple
- 1 cup plant-based milk
- Handful of kale leaves
- 1 tbsp goji berries
- 1/2 cup beetroot
- 1 tsp chia seeds
- 1 tsp flax seed oil
- 1-2 tsp Power Up



Summer Fruit Smoothie

- 1 frozen banana
- 1/2 cup strawberries
- 1/2 a mango
- 1 cup pineapple
- 1/2 cup plant-based yogurt
- 1/2 cup orange juice
- 1-2 tsp Power Up

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