

Guide

Pure Energy Program



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WELCOME

Welcome to the Pure Energy Program (PEP). The three-phase PEP was created to educate people about how to eat properly in order to increase energy, reduce inflammation, and identify food sensitivities. You have over 100 trillion cells in your bodies that need constant energy and demand a lot from you. We are going to cover how to give those cells exactly what they need, not just for the duration of this program, but for the rest of your life.

This program is perfect if you are ready to make sustainable diet and lifestyle changes and emerge feeling fantastic! By the end of the Pure Energy Program, you will know which foods provide the best fuel for your unique body, and how to incorporate those healthy foods, along with healthy lifestyle choices, into your daily routine.

This program is NOT about deprivation; it is CENTERED in self-care! Mindset is an equally important part of this program. It's vital that you make the mental shift to view this program as an opportunity to honor your body and provide it with foods and activities that help you thrive. It's very important to think about what you CAN eat during the Cleanse Phase, versus what you CANNOT EAT. Many participants are surprised at just how many delicious foods can be eaten during the Cleanse Phase (for an overview of acceptable foods, please see the FAQ section at the end of this guide).

Throughout the program you will build awareness around which foods and lifestyle choices serve you, and which ones deplete you both physically and emotionally. Over the course of the program, I will share with you all the tools that I have learned to demystify nutrition and enhance your relationship with food. You will learn techniques to support your body, mind, and spirit on an ongoing basis. This is information that you will be able to share with your loved ones so that they, too, can enjoy the benefits of better health and vitality.

For me, life completely transformed when I started following clean eating principles. I came to the realization that the processed foods that I was eating were having a negative effect on my body, mind, and spirit. I also realized that there were other areas of my life that were depleting me as well. Once I decided to remove the toxins from my body by changing my diet and my lifestyle, my body began to cheer. Now I sleep deeply and wake up feeling refreshed. I no longer struggle with digestive issues, and most of all, I have learned how to take care of me!

THE PURPOSE OF THE PEP

This program is based on a whole foods, anti-inflammatory, and allergy-friendly diet. It is designed to support and strengthen your digestion and your immune system.

This PEP is a clean eating program, meaning you will be eating real, whole foods throughout the entire program. This program does not require anything extreme. There are no shakes or supplements required. Think of the program as a way to honor your body and to provide it with a much-needed break from digesting and processing the toxins contained in many of our foods. This program will help you increase your energy and decrease your inflammation, brain fog, and cravings.

There are several goals behind this program:

Reduce toxins in your body. Food becomes our blood, which feeds our cells and organs. Over time, our liver becomes weighed down by the need to constantly filter out the toxins that we are consuming. Eliminating some of these toxins for a period of time allows your liver to do its job and detoxify your body with ease.

Reduce inflammation in your body. During the Cleanse Phase, eliminating 5 of the top allergens and inflammatory foods - gluten, dairy, caffeine, alcohol and sugar (including sugar substitutes) along with all processed and fried foods - will help to reduce your body's inflammation.

Identify undetected food allergies and sensitivities. Undetected food allergies and sensitivities can affect you physically and/or emotionally, and they may be holding you back from achieving your health goals. The best way to uncover these allergies and sensitivities is to remove the root cause, then possibly add them back into your diet, as you monitor your body's reactions.

Build Awareness around the energy boosting benefits of consuming nutrient-dense and micro-nutrient-rich foods. Colorful real whole foods work to nourish your body at the cellular level. Many of these foods may help to increase your energy, improve your cognition, repair body processes, and reduce inflammation. As Hippocrates stated, "food is powerful and foods can heal."

Assist you in cutting back on consumption of the eliminated foods going forward. You will be amazed at how much sweeter sugar tastes when you slowly reintroduce it

back into your diet after the completion of the Cleanse Phase. And you will notice that it will take much less caffeine to give you the same stimulating effect you received prior to participating in the PEP. The PEP Plus Phase helps you to continue on your health journey and incorporate these healthy diet and lifestyle changes into your daily routine going forward.

Empower you to take control of your health. Participating in the PEP is typically an eye-opening experience, as it provides participants with information about food and how it affects them-both physically and emotionally. It is extremely empowering to have the awareness that you have a large degree of control over your physical and emotional health!

BENEFITS ENJOYED AS A RESULT OF THE PEP

- Decreased inflammation
- Clear thinking and reduced brain fog
- Increased stamina, vitality, and energy
- Weight-loss and decreased bloating
- Better digestion and assimilation
- Fewer food cravings
- Improved sleep
- Improved hormonal balance
- Feeling happier and having more balanced moods
- Stronger sex drive
- Increased immunity
- Clearer and more hydrated skin
- Brighter eyes

WHAT YOU CAN EXPECT TO TAKE AWAY FROM THE PEP

- Vital tools for stress reduction
- A better understanding of which foods are healing for YOU, and which ones are harmful

- A more powerful feeling because of the control that you are taking over your health
- A feeling of being more in tune with your surroundings

Many of society's current ways of looking at nutrition are outdated. With the Pure Energy Program, you will say goodbye to counting calories or dwelling on fat. This program focuses on nourishing your body with nutrient-dense food, so that you can live your best life possible.

A LOVING DISCLAIMER

I am a Certified Holistic Health Coach and am certified by the American Association of Drugless Practitioners. I received my training from the Institute For Integrative Nutrition, where I studied over 100 dietary theories, practical lifestyle management techniques, and innovative coaching methods with some of the top health and wellness experts in the world, including Dr. Andrew Weil, Dr. Deepak Chopra, Dr. David Katz, Dr. Walter Willett, Dr. Mark Hyman, Dr. Alejandro Junger, Dr. John Douillard, Dr. Joel Fuhrman, Dr. Josh Axe, Dr. Susan Blum, Dr Lissa Rankin, Joshua Rosenthal, Donna Gates, and many other leading researchers and nutrition authorities.

Drawing on my background, training, skills, and life experiences, I support my clients physically, emotionally and spiritually. I am not a medical doctor, dietician, or nutritionist. I make no claims to any specialized medical training, nor do I dispense medical advice or prescriptions. This content is not intended to diagnose or treat any diseases. It is intended to be provided for informational, educational, and self-empowerment purposes ONLY.

Please consult with your doctor or wellness team if you have any questions regarding this clean eating program, and then make your own well-informed decisions based upon what is best for your unique genetics, culture, conditions, and stage of life.

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PLEASE NOTE: All contents within this guide are based on my personal knowledge, opinions, and experience as a Holistic Health Coach. Please consult your doctor regarding medications or medical advice.

I look forward to working with you!

BEGIN HERE

- ❖ **Begin by reading through the entirety of this Program Guide.** This Program Guide is your source of direction throughout the Cleanse and Reintroduction Phases. This is where you will find guidance on what you should be eliminating during Phase One and Two of the PEP, as well as a list of Daily Rituals that you should be incorporating throughout the program. Here you will learn why clean eating is essential for your health, and how to cleanse your body safely, including managing any withdrawal symptoms. Understanding why you are cleansing your body, and specifically your liver, is essential. Knowledge is power. You will also become familiar with the importance of stress-reduction and self-care. You will begin the program by setting an intention and connecting to your WHY.
- ❖ **Review the Recipe Guide, Meal Planner, and Shopping List.** Make sure to look at the recipes in the Recipe Guide as well as check out the Pinterest Board (<https://www.pinterest.com/shenrycampbell/pure-energy-program-former-cleanse/>) The delicious recipes provided in this program, either in the Recipe Guide or on the Pinterest Board, will challenge your belief that healthy eating is tasteless and boring. Each recipe is carefully designed to leave you feeling satisfied, and snacks are included to stave off hunger between meals. Feel free to substitute or make changes based on your preferences, as long as they stay within the parameters of the Cleanse Phase.
- ❖ **Use the Food/Mood Tracker.** Tracking your food and your reactions to food is essential to the success of your program. The Food/Mood Tracker will allow you to uncover any hidden food sensitivities and intolerances that disrupt your digestion

and negatively impact your health. By regularly tuning into your body, you will build awareness around what foods work for YOU as well as what foods do not serve YOU.

- ❖ **Buy a Journal or use a notebook that you already have on hand.** You are encouraged to take notes on how you feel physically and emotionally throughout the program. Cleansing can release powerful emotions and thoughts around food. Keep track of those thoughts in your journal so that you can reflect back on them for added insight afterwards.
- ❖ **Have fun, smile, laugh and do NOT stress!** Enjoy the self-care that you are providing to your body throughout the program! You are giving your body a gift! Relax and enjoy the journey!

WHY SHOULD WE CLEANSE?

A Cleanse is an effective way to rid our bodies of the toxicity that can be weighing us down. The body can carry up to 15 pounds of toxic waste. The Cleanse Phase of this program will likely strengthen your digestion and decrease inflammation, thereby reducing toxins stored in the body. One of the goals of this program is to assist you in cleansing, rejuvenating, and rebuilding on a cellular level, both physically and emotionally. The program will allow you to nourish your liver and other detoxifying organs, regenerate cells and tissues, purify the blood, and soothe your nervous system, so you can emerge from the program feeling renewed and refreshed.

Cleansing is important for everyone, and you may consider cleansing seasonally. Even if you eat "clean", which means eating food in its most natural state, we all have some level of toxicity due to environmental factors.

These are some of the possible signs of toxicity:

- Bloating
- Allergies or food sensitivities
- Poor digestion
- Headaches
- Fatigue
- Hormonal Imbalances
- Mood swings
- Weight gain that you cannot get rid of

- Chronic inflammation
- Having trouble sleeping
- Feeling tired even after a good night's sleep
- Congestion
- Cloudy thinking/Brain Fog
- Heartburn, acid reflux or digestive upset
- Constipation or poor elimination
- Lower back pain or other aches and pains
- Dark circles under your eyes or a puffy face

Eliminating inflammatory foods while simultaneously taking in the life force energy of fresh foods-including lots of vegetables and fruits- floods your body with a diverse mix of vitamins, minerals, and phytonutrients, and gives your digestive system a chance to rest. If you typically experience any of the previously mentioned symptoms, you may expect to see them lessen or diminish during the Cleanse Phase of this program.

FOOD INTOLERANCE, ALLERGIES, AND SENSITIVITIES

Let's start by talking more about food and inflammation. Eating a food to which you have an allergy or sensitivity creates inflammation in the intestinal lining and an inflammatory reaction. C-reactive proteins are released into the blood stream to protect the body, which can lead to Leaky Gut Syndrome.

Leaky Gut Syndrome occurs when the lining of the intestinal wall of the small intestine is damaged, causing undigested food, toxins, and bacteria to leak through the intestines and into the blood stream. When the intestinal wall is damaged and undigested food or toxins are leaked into the bloodstream, an allergic/immune response occurs throughout the body. This generates an immune system attack, as your immune system "tags" those foods as an ongoing threat to you. Inflammation is triggered. Over time, the body thinks these foods are actually dangerous invaders.

The allergic/immune response in the body affects the digestive system, thus creating a vicious cycle of further potential problems, including more food allergies or intolerances, environmental allergies, asthma, hives, eczema, and psoriasis.

INFLAMMATION IS THE ROOT CAUSE

Allergies and sensitivities to food can lead to a multitude of health problems. Our intelligent bodies alert us to problems by throwing up a red flag, which we identify as symptoms. These symptoms may include joint pain, sneezing, sinus congestion, high blood sugar, fatigue, eczema, stomach discomfort, hormonal shifts, brain fog, weight gain, headaches, etc. These symptoms are caused by underlying silent inflammation. This inflammation may end up ultimately manifesting in many of the disease states that our world is suffering from today, including diabetes, heart disease, inflammatory bowel disease, asthma, Alzheimer's disease, high blood pressure, and many cancers.

Oftentimes we will treat the symptoms of these issues by taking medications rather than identifying and fixing the root cause. Medications commonly mask the symptoms, but do not address the true problem; and medications nearly always have some variation of adverse effect on our bodies. By doing a little detective work-like we will do during the Cleanse and Reintroduction Phases-you may find that once you remove the true source of the issue (the allergen), your symptoms may lessen or disappear.

Inflammation starts in the gut, also referred to as our "second brain," and is driven by the immune system. Inflammation can happen for many reasons, but common culprits include:

- Food intolerances
- Consuming too much sugar
- Drinking too many caffeinated beverages
- Eating too much processed food
- Eating too many carbohydrates containing gluten
- Eating too many foods that are acidic
- Poor food combining
- Stress – which leads to an acidic body
- Imbalances in the gut – not enough good bacteria vs. bad bacteria
- Adrenal fatigue

Throughout the Cleanse and Reintroduction Phases, by eating low inflammatory and nutrient-dense foods, practicing the daily rituals, reducing stress, and practicing self care, we will be reducing our body's inflammation. Throughout the Cleanse Phase, we will simultaneously support our main organs of detox, which will help us to quell and eliminate this unwanted inflammation.

SUPPORTING OUR MAIN ORGANS OF DETOX

The Cleanse Phase of the PEP will help your organs release toxins. The main organs of detox include: the gut, liver, kidneys, lungs, and skin. The foods that we eat, the activities in which we engage, and the emotions and the thoughts that we create, all play a role in supporting and nourishing these organs so that they can cleanse and eliminate toxins efficiently.

When we speak of the **gut**, we refer to the small and large intestines. We can support the gut through adding enough fiber and water into our diets, as well as making sure that we engage in enough physical activity. Anti-inflammatory foods to support the gut include all green leafy vegetables, as well as ginger, lemon, turmeric, and cinnamon.

The **liver** is your largest internal organ, and is responsible for filtering our blood of toxins and removing any toxins that leak into the bloodstream. When its function is compromised, we accumulate toxins more quickly due to its inability to manage and dispatch toxins out of the body appropriately. We can stimulate and support this organ through removing toxic food triggers, which cause us to become sick with fatigue or digestive complaints. You can support your liver by eating foods like all green leafy vegetables, garlic, grapefruit, avocado, and walnuts. Herbs like milk thistle, dandelion, burdock root, artichoke, and turmeric support the liver, as do fermented foods, such as kim chi, sauerkraut, and kombucha tea.

The **kidneys** process about 20 percent of our blood to filter out waste and extra water through the urine. You are supporting your kidneys to work more efficiently by drinking enough water and through elimination of caffeine.

The **lungs** pull in oxygen and release carbon dioxide. Plants take in carbon dioxide and release oxygen as a by-product, so eating or juicing fruits and vegetables support the lungs. You can also assist the lungs in detoxification by engaging in deep breathing techniques during the PEP. Practice "Four Square" breathing by breathing in through your nose slowly for a count of four, holding for the count of four, then releasing for four counts, and holding for four counts. Do this four times.

The **skin** is the LARGEST detoxification organ in the body. You can sweat away toxins by exercising or through everyday activity, as well as the use of heat in a sauna or hot bath. You may also choose to remove toxins from your skin by dry brushing.

In addition, it's important to make sure that you are not taking in an overload of toxins through your everyday skin products. You can research individual products at the Environmental Working Group's website, www.ewg.org/skindeep.

WHY DO WE ELIMINATE THESE FIVE FOODS

We eliminate gluten, dairy, sugar, caffeine, alcohol, and processed foods because each of these foods are inflammatory in nature, and may be an underlying cause of discomfort for you. Below are summaries of why we eliminate each of these inflammatory foods.

GLUTEN

Gluten is the protein composite found in wheat, barley, and rye that gives elasticity to dough. Sensitivity to gluten could be the culprit behind digestive problems like bloating, cramps, diarrhea, fatigue, achy joints, and even skin rashes. People who have a serious sensitivity to gluten have celiac disease, which can cause severe damage to the small intestine and serious nutritional issues. However, most people fall within the range of gluten sensitivity, and chalk up their intestinal symptoms to other problems like irritable bowel syndrome and resort to medications to help alleviate the symptoms. Gluten intolerance is also linked to neurological issues, including dizziness, headaches, brain fog, mood swings and even depression. Many people who eat gluten are unaware that they have a sensitivity to it. The Cleanse and Reintroduction Phases of the PEP provide a simple way to find out whether or not you are gluten intolerant. It is important that you take note of how you are feeling when you add gluten back in during the Reintroduction Phase of this program.

DAIRY

Dairy has the tendency to be highly inflammatory, mucus forming, and problematic to the gut. According to the American Academy of Family Physicians, around 75% of the world's population are lactose intolerant, meaning that they are unable to digest milk. Beyond childhood, most people stop producing the enzyme lactase, which is needed to digest lactose, the sugar found in milk. Many more have a sensitivity to casein, which makes up 87% of the cow's milk protein. Dairy may contain harmful contaminants from antibiotics, growth hormones, and pesticides. In addition, the food that the cow consumes may be contaminated with genetically modified corn and soy. Common symptoms with dairy consumption include congestion, drainage, ear and

sinus infections, diarrhea, constipation, gas, bloating, inflammation, and skin problems.

SUGAR

Sugar robs your body of minerals, and ignites inflammation, osteoporosis, diabetes and cancer. Sugar consumption also lowers your PH level, deteriorates your teeth, stresses your pancreas and feeds the growth of bad bacteria in your gut. It stresses your adrenal glands and nervous system and disrupts normal hormone regulation. It spikes your blood sugar, then causes it to crash, which can lead to irritability and moodiness. Sugar, also disguised by many other names including fructose, corn syrup, high fructose corn syrup, dextrose, and maltodextrine, is now found everywhere in our food supply. This means that we are often eating sugar without even realizing it. Sugar stimulates the release of dopamine in the brain, causing feelings of euphoria and addiction. Naturally, when something makes us feel good, we crave more of it, and thus the cycle continues. According to Dr. Mark Hyman, author of *The Blood Sugar Solution*, sugar is eight times more addictive than cocaine!

CAFFEINE

Like sugar, consuming caffeine may help you feel more energized in the short-term, but it has lasting long-term effects. In addition to being highly addictive, caffeine spikes cortisol levels, restricts blood flow to the brain, decreases sleep quality, increases blood pressure and cholesterol, and can cause anxiety, panic disorders, and irritability. Caffeine inhibits the absorption of some nutrients, and causes the urinary excretion of calcium, magnesium, potassium, iron, and trace minerals. Coffee is extremely acidic and can cause great stomach discomfort, due to the increased secretion of hydrochloric acid, which leads to an elevated risk for ulcers. Reproductive problems in women and urinary and prostate problems in men have been linked to caffeine consumption. Caffeine dehydrates the body and contributes to aging of the skin and kidneys. It has been shown to inhibit DNA repair and slow the ability of the liver to detoxify foreign toxins. Caffeine consumption leads to eventual adrenal exhaustion, which can leave you vulnerable to a variety of health disorders related to inflammation and fatigue.

ALCOHOL

While the benefits and drawbacks are widely debated, for the Cleanse Phase of the PEP, we eliminate alcohol for several reasons. Alcohol is acidic, and even when consumed in moderation, it inhibits the absorption of nutrients, especially folate,

vitamin B12, and calcium. Alcohol is mainly comprised of empty calories, and has the ability to cause significant blood sugar spikes-those who are prone to diabetes need to be especially careful as their levels can rise and fall into a dangerous hypoglycemic range. Alcohol is also a sabotage to weight loss, as it inhibits the part of the brain that signals the stomach that it is full. In addition, more than two drinks a day increases the risk of developing liver disease, high blood pressure, and cancer.

PROCESSED FOODS

Besides the fact that many processed foods contain hidden gluten, dairy, sugars, and even caffeine, processed foods cause a myriad of related health issues. Studies continue to show that refined sugars, processed flours, vegetable oils, and many other unfavorable ingredients commonly found in processed foods are largely responsible for our country's inflammation epidemic. Heart disease, dementia, neurological problems, respiratory failure, and cancer have all been linked to processed food consumption. Many of these foods contain phosphate additives that augment taste, texture, and shelf life. According to the Rodale Institute, these additives are known to cause health problems like rapid aging, kidney deterioration, and weak bones. Processed foods can ruin your digestion, cloud your concentration, and make you angry and irritable. They are often full of genetically modified organisms and pesticides. Food industry employees admit to hefty tampering and crafting modifications of these foods. In addition, processed foods are engineered to over-stimulate the production of dopamine, also known as the "pleasure" neurotransmitter, which makes you crave them constantly. Simply put, because processed foods do not rot or mold if left out, they do not fit into the profile of "real food." Therefore, we avoid them.

PURE ENERGY PROGRAM OVERVIEW

The Pure Energy Program has two phases:

Phase 1 - The "Cleanse" Phase

Phase 2 - The "Reintroduction" Phase

This Program Guide is designed to walk you through both phases of the PEP. Along with the Program Guide, you have electronically received a Shopping List, a Suggested Meal Plan, a Recipe Guide, and a Food/Mood Tracker. Additionally you are encouraged to use a notebook to journal information on your experience with food and your physical and emotional reactions. Throughout the program, this notebook will be referred to as your "Journal." Finally, you will be invited to join the private Facebook forum to connect with the community journeying through the program together. Participation in the forum is not required, but it is highly recommended, as it provides an opportunity to ask questions and interact with other participants.

SUMMARY OF THE TWO PHASES

Phase 1-The Cleanse Phase (Days 1-11)

During the Cleanse Phase, you will eliminate five of the top inflammatory foods- **gluten, dairy, caffeine, alcohol, sugar and sugar substitutes, as well as all processed and fried foods.** While it is important to note that ANY food can cause a sensitivity or allergy, these foods tend to be the most common. Thus, we test these first by eliminating them completely for a period of 11 days. In the week leading up to the Cleanse, you may want to clean out your cabinets of foods that may tempt you during the Cleanse.

During this Phase, you should drink a glass of warm lemon water each morning and follow the guidelines listed in the Daily Rituals section of this document.

You are encouraged to try new foods every day. Please note that it is not mandatory to follow the Suggested Meal Plan; it is simply provided for your convenience. Try adding a smoothie for breakfast or experimenting with some of the recipes provided in your Recipe Guide or on the Pinterest Board.

Throughout the program, we will tap into the deeper meaning of cleansing-beyond the food. As you release toxins from your body, you release emotions as well. It is important to release these negative emotions as well as the physical toxins stored in your cells. This information helps you build awareness that will enable you to make informed choices going forward. Recording in your Food/Mood Tracker and your Journal each day will help with this process.

You are deeply cleaning your organs during this 11-day period, so honor yourself and your body for doing this important work.

PHASE 2: The Reintroduction Phase (Days 12-21)

During the Reintroduction Phase, you will slowly reintroduce the foods eliminated during the Cleanse Phase to uncover hidden food sensitivities and determine which foods serve you best. These final 10 days are where the real magic happens. This is where you will build awareness that will enable you to make informed choices going forward. During this Phase, you will slowly add back the eliminated foods one at a time in a very structured manner. You can select the order in which you reintroduce the foods, but it is important to only add one back at a time over the course of a two-day period. It is essential that you continue to use your Food/Mood Tracker and Journal during the Reintroduction Phase. You are looking for clues of imbalances as you add back in foods.

These imbalances could be manifested as:

- Bloating
- Weight gain
- Poor sleep
- Headaches
- Loose stools or constipation
- Gas
- Fatigue
- Neck pain
- Lower back pain
- Joint pain
- Swollen joints
- Mood changes
- Low sex drive
- Eye twitching
- Sneezing
- Acne
- Skin rashes
- Ringing in the ears
- Clogged ears
- Itching in the private areas
- Canker sores

During this phase, you are reintroducing one potentially allergenic food (gluten, dairy, sugar, caffeine and alcohol) every 48 hours. If you observe a reaction, remove the food from your diet for 14 days and then reintroduce it again to see if the same reaction occurs. Of course, you do NOT need to reintroduce all (or any) foods that you do not want back into your diet. However, please keep in mind that if you intend to add foods back in at a later date, it is vital that you do so in this structured manor (one at a time), as this is the culmination of all of your hard work, and will build the ultimate awareness of any sensitivities to these foods. If you already know you are allergic or sensitive to something, or it simply does not serve you, please avoid it!

DAILY RITUALS

The daily rituals are an important part of the Cleanse. They play a key role in the physical and emotional detoxification process. Each day you should follow the rituals listed below.

DRINK ONE GLASS OF WARM LEMON WATER UPON RISING

Lemon water stimulates digestion and clears the body of any toxins that may have settled in the digestive tract overnight.

- Lemons are high in antioxidant vitamin C, which is known for its supportive role in healthy immune function.
- Ascorbic acid found in lemons demonstrates anti-inflammatory effects and is used as complementary support for asthma and other respiratory symptoms. Ascorbic acid enhances iron absorption in the body, and iron plays an important role in immune function.
- Lemons help to alkalize the body. Although the tartness of a lemon may make them seem acidic, lemons are actually one of the most alkalizing foods for the body. Lemons contain both citric and ascorbic acid which are easily metabolized from the body allowing the mineral content of the lemons to help alkalize the blood and balance the PH levels in the body.
- Lemons help aid in digestion. Lemon juice is traditionally understood to support digestive hydrochloric acid in the stomach aiding digestion.
- Vitamin C and other antioxidants in lemons combat free radical damage, especially as caused by UV exposure and environmental toxins, helping to reduce many symptoms of aging.

In addition, make sure you are also drinking enough regular water throughout the day. Water is vital for flushing the system of unwanted toxins. A rough guide for the amount of water that you should consume daily is your body weight in pounds, divided by two. You may add dandelion tea to support your liver, or herbal teas, but these should not replace water altogether.

MOVE YOUR BODY FOR AT LEAST 20 MINUTES EACH DAY

A great way to detoxify your body and practice self-care is through exercise and movement. During the PEP, you are encouraged to partake in at least 20 minutes of exercise and movement each day. You may choose to walk, run, bike, swim, or participate in a yoga or dance class, among other activities. Choose what you like to do, and determine the time of day that works best for you.

INCLUDE QUIET TIME AND FOCUSED BREATHING

Take at least one minute each day to focus on your breath and meditate. Over the course of this program, and as you continue on your health journey, you may want to increase the amount of time you spend in peaceful silence. Meditation is about reducing external sensory input and going inward ~ being present in your body in the moment. Meditation has many health benefits ranging from stress reduction and emotional balance to increased energy and clarity.

SPEND TIME IN NATURE

Spend at least 20 minutes outside in the sunshine getting Vitamin D-if the season permits-and breathing fresh air. Many of us spend much of our day inside our house, car, or places of work, and we have lost touch with the natural flow of the seasons. Getting back in touch with nature has many health benefits including decreased stress and increased awareness and joy.

GET AT LEAST 7 HOURS OF SLEEP EACH NIGHT

Please allow for at least 7 hours of quality sleep each night during the PEP. Sleep plays a vital role in your health. During sleep, your body is working to support healthy brain function and maintain your physical health.

Sleep helps your brain work properly. While you are sleeping, your brain is preparing for the next day. It is forming pathways to help you learn and remember information. Sleep also renews your level of energy and helps you pay attention, make decisions, and be creative.

Lack of sleep not only affects alertness and energy, but it weakens your body's defenses against infection, increases stress, and boosts your risk of high blood pressure, heart disease, diabetes, and stroke.

WITHDRAWAL SYMPTOMS

When starting the Cleanse Phase, you may experience one or some of the following symptoms:

- Headaches
- Moodiness
- Lethargy
- Constipation or loose stools
- Fatigue
- Passing smelly gas
- Itchy skin
- Nausea
- Poor sleep or wanting to sleep too much

While unpleasant, these symptoms are a sign that your body is noticing the changes that you are making, and is initiating the process of healing. Your body may release toxins during this program; so welcome these symptoms with open arms. Most often, the symptoms will go away within the first few days of the program.

SLOWLY WEAN TO MANAGE CAFFEINE WITHDRAWAL

Caffeine withdrawal, often manifesting as headaches, is a common side effect of cleansing. If you drink caffeinated beverages, you should slowly wean yourself by consuming half caffeinated and half decaffeinated beverages and slowly reducing the caffeinated portion while increasing the decaffeinated portion over the course of a few days until you have successfully weaned yourself to only decaffeinated. **It is recommended that you begin this process one week before starting the Cleanse Phase.** You may also want to try replacing coffee with herbal tea or decaffeinated green tea.

SUPPORT TOOLS

Supporting your liver and your lymphatic system with these simple tools during the Cleanse Phase will help to alleviate withdrawal symptoms.

DRINKING PLENTY OF WATER

Make sure you are drinking enough water. Water is vital for flushing the system of unwanted toxins. You can add dandelion tea to support your liver, but herbal teas should not replace water altogether. A rough guideline for daily water intake is your body weight in pounds divided by two.

DRY SKIN BRUSHING

This can be done before a shower or bath or before bed to release toxicity. Skin brushing improves circulation and supports the liver. Dry brushing your skin may be one of the easiest and best ways to detoxify your body on a regular basis. The skin is estimated to eliminate over a pound of waste each day through its pores and through the elimination of dead skin cells from the body. Dry brushing is an effective way to maximize the toxin elimination channels of the skin. Use a loofah, hot towel, or skin brush on dry skin. Work on one section of the body at a time, making very light circular strokes, working your way up towards your heart.

EXERCISE AND SWEATING

Sweating releases toxins from the body, and regular exercise gets the blood moving and is essential for a healthy metabolism. You can also work up a sweat in a sauna, steam room, or a hot bath.

EPSOM SALT BATHS

An Epsom salt bath can be a soothing reward during the Cleanse Phase. Add ½ cup of Epsom salt and a few drops of lavender essential oil to a warm bath and soak for 30 minutes. Epsom salt relaxes the body, detoxifies the liver, and provides you with the essential mineral magnesium, which is necessary for optimal digestion, cleansing, and relaxation. And lavender essential oil has been proven to reduce cortisol levels.

TIME-SAVING IDEAS TO HELP YOU PREPARE:

- You may want to invest some time up front to prepare and cook foods in large quantity so that you can mix and match them for meals throughout the week. Some suggestions for this include:
 - ❖ Sauté vegetables for use as a side dish, in a soup, or in a breakfast omelet.
 - ❖ Bake chicken for use as a main dish or to be added to a soup or salad.
 - ❖ Cook grains (brown rice and quinoa) to use as a side dish with dinner, throw into a quick soup or use to make a breakfast porridge in the morning.
- Chop fresh vegetables and leave them in the fridge with one of your favorite dips.
- Prep large salads, and keep them in the fridge to make life easy.
- You can make a smoothie the night before and freeze it to take to work.
- Make soups on a Sunday and freeze them in single sized portions. Thaw the ones you are going to use as the week progresses.

HELPFUL TIPS FOR GETTING THE MOST OUT OF THE PEP:

- Eat every three hours to avoid blood sugar imbalances. If you feel lightheaded, make sure you are consuming enough protein to balance your blood sugar. You can add healthy proteins (plant or animal) as needed to your lunch and dinner.
- Snacking is worked into the program so that you do not feel hungry or deprived. Focus on a filling snack, such as a cup of soup or a smoothie. If you are craving something sweet, consider a piece of fruit with nut butter. Frozen berries make a great snack low in sugar and high in nutrients.
- Practice Mindful eating. When eaten in excess, even the healthiest foods can cause bloating, poor digestion, or fatigue. For optimal digestion, heed the recommended portions and focus on slowing down and enjoying every bite. By eating slowly and chewing well, you allow your saliva to aid in pre-digestion and your brain to register a feeling of satiety.
- Make sure to drink plenty of water throughout the day. Your system will be releasing toxins and you need to stay hydrated to flush them out of the body.

Also, remember that we are often not *hungry*, but mildly dehydrated, so consider drinking a glass of water before your meal or snack.

- Use your Food/Mood Tracker and Journal. Not only will it keep you on track, but by regularly noting what you eat and its effects on you, you will be able to determine exactly which foods are right for your unique body. If you find the Food/Mood Tracker useful, you can continue to use it after the program to continue building awareness and exploring which foods help you thrive.
- Put yourself first for these 11 days. Too often, we place ourselves last on the totem pole. We put everyone else first, and then we have nothing left to give. We live life under a constant amount of stress, not realizing that stress is the biggest toxin of all.

Cleansing is about letting go of old habits and accessing that part of you that gets buried in the hustle and bustle of life. Think about the next 11 days as pure self-care. This is time to focus on taking care of YOU. If you feel that focusing on yourself for 11 days is somehow selfish, keep in mind that your renewed energy will create a ripple effect for your family, friends, and colleagues.

A SHIFT IN PERCEPTION IS GOING TO HAPPEN FOR YOU

Use this Cleanse Period as a time to heal your mind and your spirit. The perfect diet plan, the perfect cleanse, or the perfect weight-loss program will not provide sustainable results unless it is aligned with our deepest intentions. You are encouraged to set an intention before you begin the PEP, as this will help keep you centered throughout the program. The ultimate goal of this program is about changing the way we look at life, taking care of our bodies, and letting go of what is depleting us. When we can let go and step into a place of trust and belief that our bodies and spirits are strong, we begin to heal ourselves.

THE POWER OF INTENTION

Using affirmations and setting intentions can have a powerful impact on our lives. It is important to realize that our thoughts influence our actions, which in turn create our

reality. Therefore, thinking and saying positive messages to ourselves will have a positive effect on our lives.

Every day of the Cleanse you will receive a daily email. Each of your daily emails contains an affirmation at the bottom. I encourage you to repeat that affirmation aloud each day or select one of your own.

CONNECTING TO YOUR WHY

In addition to setting an intention, it's important to take time to identify and connect to your WHY before you begin the PEP. Your WHY is at the heart of every health and/or life goal you set. Knowing your why plays an essential role in achieving your goals. Your why sets the foundation for all of your whats, whens, wheres, whos, and hows. Think about the power of why. If your why is clear, you WILL find a way. And if you are passionate about your why, you WILL find a how. And if your why is clear AND you are also passionate about your why, you will achieve any what, trust in when, meet all the right whos, end up in the right wheres, and overcome any challenging hows! The key is digging deep to discover YOUR why, and staying connected to it at all times.

Your why should be personal and meaningful to YOU. It doesn't have to make sense or apply to anyone else. And you don't even have to share it with anyone else for it to be an effective motivator. However, I have found that writing it down and revisiting it on a regular basis helps to keep you connected to it.

Lets talk about how to uncover your why. You begin by identifying your core desired feelings. These are the ultimate goals of our success. When we say that we want to achieve a specific goal, such as lose weight or get healthy, we need to drill down deeper to the core desired feelings that represent the why behind that goal. Keep in mind that this is an individual process, and the core desired feeling or WHY could be different for each person. One person may want to lose weight so that they can feel comfortable and confident in their body, while someone else may say that they want to lose weight so that they can experience the joy of running and playing with their children. These are both wonderful WHYS, and you can see how connecting to them would enable someone to stay focused and remain on track when they might feel tempted to veer off the path.

Oftentimes we get discouraged when we feel as though our goals are out of reach, or if we take a step backwards rather than forward towards achieving our goals. Staying connected (or reconnecting) with our WHY helps us take the necessary YOU-turn (returning the focus to YOU), and get centered again.

FINAL NOTE

Many former participants have expressed a total transformation in the way they view their health after completing this program. In fact, quite often I hear people say that they feel so good, physically and emotionally, that they plan to incorporate the core principles of the program into their daily lives.

During the PEP you will learn tools that you can use for a lifetime. You will be able to apply all of the practices in this guide to de-stress your life. You may find that by slowing down, embracing the moment, and understanding what fuels you, you will have more energy and become more connected with yourself and content with life.

After this program, take the tools that you found especially helpful or applicable and continue practicing them regularly. Besides choosing foods that are kind to YOUR body, think about:

- ❖ Implementing a daily meditation practice.
- ❖ Journaling daily and look within to determine what drives you. Get clear on what gives you happiness.
- ❖ Becoming watchful of time spent in automatic mode or in activities not aligned with your true priorities or core values.
- ❖ Finding ways to de-stress in your busy day.
- ❖ Owning your self worth and embrace it.

I know you can make these powerful positive changes in your life, and I am behind you 100%! I promise you that, by the end of the program, your relationship with your body, the food on your plate, and how you look at yourself will change. After the PEP, you will walk away with a new self-awareness, tons of healthy recipes, de-stressing tools, and new daily cleansing tips. These new habits will not only help you prevent illness, but they will keep you feeling energized, happier, and more balanced. I am here to support you every step of the way!

FREQUENTLY ASKED QUESTIONS

Can you provide some suggestions of foods that are approved during the Cleanse Phase?

The list below provides a general overview of the foods you can consume during the Cleanse Phase of the PEP:

- All fruits and vegetables
- Non-dairy milks – almond, coconut, flax, hemp, sunflower
- Healthy fats – coconut oil, flax oil, grape seed oil, sunflower oil, almond oil, sesame oil
- Nuts – almonds, cashews, walnuts, pecans, brazil nuts
- Seeds – pumpkin, sunflower, sesame (black and white), hemp, chia, flax
- Drinks – filtered or distilled water, mineral water, green tea or herbal tea, decaf coffee (one cup per day)
- Plant Protein –
 - Beans
 - Tempeh (only if you can tolerate soy and do not have thyroid issues)
- Protein Powders
 - Hemp protein, chia protein, pea protein
- All clean protein sources – hormone free + organic if possible
 - Chicken
 - Turkey
 - Duck
 - Wild Game
 - Beef (bison, lamb) – grass fed preferred
 - Fish – salmon, sardines, halibut, or other fish low in mercury
 - Shellfish – scallops, shrimp
- Gluten-free Grains
 - Brown Rice
 - Quinoa
 - Gluten-free steel cut oats
 - Amaranth
 - Millet
 - TEFF

Can I consume “natural” sugar alternatives during the Cleanse Phase?

For the purposes of the Cleanse Phase, we eliminate all manufactured sugars, including “natural” sugars, such as honey, agave, maple syrup, etc. You can, however, satisfy your sweet tooth by enjoying fruits.

Are eggs dairy?

No. Although eggs oftentimes are lumped in the category of dairy, they in fact are not dairy. An easy way to explain this is that eggs are from chickens, while “dairy” products are derived from the milk of cows or goats.

Are any packaged foods allowed?

It is important that you fuel your body with as many whole foods as possible during the Cleanse. However, quality packaged foods are allowed if they fall within the guidelines. Examples of appropriate Cleanse packaged products may include seaweed snacks, tomato sauce, quinoa or rice pastas, hummus, fresh salsa, guacamole, or nut butters.

An important part of the program involves awareness around label reading. Participants are often surprised when they take note of how many packaged foods contain sneaky ingredients. Many products, including soy sauce and bottled salad dressings, for instance, contain gluten and some contain dairy.

Added sugars are also a big problem with packaged foods. A commonly asked question revolves around which tomato sauces and nut butters are acceptable. Many tomato sauces and nut butters do list a small amount of sugar on the nutritional facts, and sugar *is* a natural part of the tomato/nut. So, natural sugars are acceptable, but it is important for you to carefully read each ingredient list to ensure they don't include those *hidden* sugars or other sneaky ingredients that we are avoiding during the Cleanse Phase of the PEP.

Do I need to follow the Menu Plan and/or the Pinterest recipes?

Absolutely not. You can enjoy any recipes that follow the Cleanse Phase guidelines. While you are encouraged to try new foods, please enjoy foods that you normally eat. The resources provided are only for suggestions. One of the benefits of the Facebook page, you will find, is that many post their own recipes that they are enjoying throughout the program.

What kind of exercise should I do during the Cleanse Phase of the PEP? Will I need to make modifications?

Many find that they can still enjoy all forms of exercise that they normally engage in while participating in the PEP. However, if you feel tired or feel like exercising in a more gentle manner, especially during the first days of the Cleanse Phase, please listen to your body. If you are fairly new to exercise and movement, please begin with gentle movement for 20 minutes a day. A walk outside is a great start for many participants.

Can I eat at restaurants during the Cleanse Phase?

I encourage you to eat at home and/or pack your meals and snacks as much as possible during the Cleanse Phase, so that you can better control the ingredients in your food. However, it is entirely feasible and enjoyable to eat out during the Cleanse Phase. Refer to your Dining Out Guide to help you make confident selections.

What if I am still experiencing symptoms after I've completed the 11 days of the Cleanse Phase?

The large majority of the program participants experience at least a minor degree of symptom relief after completing the 11 days. If you are still feeling less than fantastic, you may consider testing other common foods that cause sensitivities. These include:

- Eggs (whites particularly)
- Corn
- Peanuts

- Tomatoes
- Shellfish
- Citrus fruits and juices
- Soy
- Bananas
- Legumes
- All grains

Please also remember that ANY food, whether it is on the most common list or not, can cause a sensitivity to your individual body. Also, other hidden ingredients, such as MSG, nitrates, and sulfites (preservatives used in many foods, particularly dried fruits), may be an issue as well.

You can follow the same process as we do during the Cleanse Phase by removing them from your diet for a period of time, then reintroduce them, as we do during the Reintroduction Phase.

In addition to foods that cause sensitivities, please remember that stress to the body, in the forms of physical stress (lack of sleep, lack of appropriate water intake, lack of movement or exercise) or emotional stress (difficult home/work environment, lack of joyful activities, relationship stress, etc.) can be just as toxic and inflammatory as stress brought on by food sensitivities. You may wish to work on actively reducing these stressors by “crowding” them out, as well as “adding in” other positive habits to calm your system and bring you more peace and joy.