

P U R E

28 DAY

C L E A N S E

28 Table of Contents

Introduction	1
Getting Started	2
Pure 28 Day Anti-Inflammatory Food Guide	3
Eliminate Toxic Foods	
Stop the Toxic Overload	
Promote Healthy Digestion	
How Healthy Digestion Works	
The Effects of Inflammation	
How to Support Healthy Digestion	
Natural Detoxification	
Keep Your Colon Moving	
Unburden Your Liver	
Flush Your Kidneys	
Sweat It Out	
Energize with Super Fuel	
A Balanced Approach to Eating	8
Balanced Meal Wheel	
Balanced Food Choices	
Protein	
Protein Intake Guide	
What's Your Number?	
Carbohydrates	
Complex Carbs	
Simple Carbs	
Dietary Fiber	
Health Benefits of Fiber	
Increasing Your Fiber Intake	
Fiber Intake Guide	
Low GI Fruits	
Healthy Fat	
Non Starchy Vegetables & Leafy Greens	
Hydration	

Whole Foods Smart Shopping Guide	18
Whole Food Meals and Supplements	19
Superfood Shakes.....	19
Superfood Shake Bar Ingredients List.....	20
Pure 28 Day Cleanse Schedule	21
A Day In The Life.....	22
Maximizing Organ Detoxification	23
The Colon, Liver, Kidneys, Lungs, and Skin	
Initial Symptoms of Detoxification	
Pure Cleanse Plus: Actions & Benefits	
Optimize Your Body Composition	26
Exercise Schedule.....	28
Sleep Schedule.....	30
Daily Activities Log	31
A Closer Look at Sugar	34
A Closer Look at Gluten	36
A Closer Look at Dairy	37
A Closer Look at Soy	39
Why Organic?	40
Why Non-GMO?	41
Life After 28 Days.....	42
Superfood Shake Recipes.....	44
Snacks	45
Whole Food Recipes.....	46
NutraGEN Product Highlights.....	69
Pure Plant Protein	
Pure Digestion Plus	
Pure Greens	
Pure ΩOmega Plus	
Pure InflaMedix	
Pure Cleanse Plus	

Introduction

Here is your healthy lifestyle prescription for the next 28 days - simplify your life, introduce yourself to optimal nutrition, exercise, and rest. Open yourself up to a process of discovery, be willing to change your habits, and make improving your health your top priority. In just 4 weeks you will experience tremendous gains in strength, energy, confidence and well-being.

The Pure 28 Day Cleanse provides you the education, structure, support, and discipline you need to see just how good you can feel when you integrate the best diet, exercise and rest practices into your life. It all begins with what you eat. How you nourish and fuel your body directly affects the quality of your health and how you feel - everyday.

You've been fueling yourself with the Standard American Diet (SAD) for quite some time now. Are you getting the results you want? If not, it's time to hand over the keys and let us drive for a while. Put aside what you believed to be true. Ignore the mixed messages in the media and the distracting voices of those around you. Trust us to get you feeling better.

For the next 28 days we are going to eliminate inflammatory foods from your diet and educate you on how to fuel yourself for optimal strength, energy, and vitality. We're going to provide you a logical framework for combining whole foods and whole food supplements that drive health and longevity. Going forward you'll have a firm grasp on how to effectively combine diet, exercise, and rest practices to increase your strength and energy, optimize your body composition, reduce your inflammation, stabilize your blood sugar, and support your immune system. Healthier days are right around the corner!

Getting Started

Set yourself up for success by getting prepared. Preparation is key!

- Download and print out the Pure 28 Day Cleanse
- Purchase Your Products
 - Pure Plant Protein
 - Pure Digestion Plus
 - Pure Greens
 - Pure ΩOmega
 - Pure Cleanse Plus
 - Pure InflaMedix
- Review Your Pure 28 Whole Food Meals
- Clear your pantry and refrigerator of unhealthy foods
- Go Shopping
- Set Up Your Pure 28 Superfood Shake Bar
- Plan Your Week
 - Schedule Your Exercise
 - Schedule Your Sleep
 - Plan Your Meals
- Take the Pre-Pure 28 Health Check (Day 1)
- Track Your Progress (Try to go 10 for 10 each day!)
- Take the Post-Pure 28 Cleanse Health Check (Day 29)
- Share Your Results with us on Social Media



Pure 28 Day Anti-Inflammatory Food Guide

Eliminate Toxic Foods

Focus on eating foods that stabilize blood sugar, reduce inflammation, and support natural detoxification.

	Do Eat: Health Promoting Foods	Don't Eat: Inflammatory & Allergenic Foods
Animal Protein:	Free Range, Grass Fed, Cage – Hormone – Steroid & Antibiotic Free: Chicken, Turkey, Eggs, Duck, Beef, Lamb, Buffalo, & Wild Cold Water Fish	Processed Meats, Pork, Veal, & Meats containing Hormones, Fillers, or Antibiotics; Avoid Farm Raised Fish; Dairy Products
Plant Protein:	Split Peas, Beans, Legumes, Lentils, Nuts, Seeds	Soy Products
High Fiber Carbs	Non-Gluten Whole Grains: Quinoa, Brown Rice, Millet, Amaranth, Oats (Gluten Free Certified), Buckwheat, Teff, Sorghum Pastas: Whole Grain Brown Rice & Quinoa	Gluten Grains: Wheat, Durum Wheat (Couscous & Bulgar), Ancient Wheat (Spelt & Farro) Rye, Barley. Also avoid White Rice, Oats (Not Certified GF), Corn Pasta
Low Glycemic Index(GI) Fruits	Fresh or Frozen Berries, Green Apples	High GI Fruits: Bananas, Grapes, Mangos, Pineapples, Watermelon, Dried Fruits
Healthy Fats	Cold Pressed Olive Oil, Flax, Almond, Avocado, & other Nut & Seed Oils, Raw Nuts & Seeds, Avocados	Butter, Peanut Butter, Margarine, Shortening, Canola, Vegetable, or other Processed Oils
Non-Starchy Vegetables & Leafy Greens	Fresh or Frozen Vegetables, Leafy Greens Organic When Possible	Corn, Potatoes, Creamed Vegetables
Drinks	Non-Caffeinated Green & Herbal Tea, Water with Fresh Lemon or Pure Greens, Coconut Water, Almond Milk, Coconut Milk, Hemp Milk, Rice Milk	Diet and Regular Soda, Sports Drinks, Juice, Cows Milk, Soy Milk, Beer, Wine and Liquor Coffee and Caffeinated Beverages
Sweeteners	Xylitol, Stevia, Erythritol (Organic Zero & Truvia)	Sugar, Honey, Maple Syrup, High Fructose Corn Syrup, Agave, Evaporated Cane Juice, Sucralose, Equal, Saccharine, Sweet'N Low, Splenda, Nutrasweet
Condiments	Apple Cider Vinegar, Coconut Vinegar, Sea Salt, Pepper, All Spices	Condiments w/ Gluten, Dairy, Soy, or Sugar; i.e. Ketchup, Barbecue Sauce, Soy Sauce

See Page 46 for recommended Whole Food Recipes

The Pure 28 Day Cleanse program is designed to accomplish four primary goals:

1. Stop the Toxic Overload

You will **NOT** be consuming the foods or beverages most commonly associated with creating fatigue, weakness, inflamed joints and muscles, poor digestion, headaches, weight loss resistance, high blood pressure and cholesterol, and generally poor health. This means minimizing your intake of gluten, soy, dairy, sugar, caffeine, alcohol, and processed foods filled with artificial additives, preservatives, colors, and sweeteners. Whenever possible, we'd also like to see you eating organic to minimize your intake of hormones, antibiotics, herbicides, and pesticides that were never intended to be in YOUR body and certainly do not do anything other than compromise how good you can look and feel!

2. Promote Healthy Digestion

How Healthy Digestion Works

Healthy digestion is important for the proper breakdown of food into nutrients, which your body uses for energy, growth, and cell repair. Food and drinks must be broken down into smaller molecules of protein, fat, carbohydrate, vitamins, and minerals before they can be absorbed into your blood stream and carried to the cells throughout your body.

The large, hollow organs of the GI tract contain a layer of muscle that enables their walls to move. This movement, called peristalsis, propels food and liquid through the GI tract and mixes it with digestive juices. When you swallow, your esophagus transports food and liquids from your mouth to your stomach. Your stomach mixes the food and liquid with digestive juices and slowly empties its contents into your small intestine. The muscles of your small intestine then mix this food with more digestive juices from your pancreas, liver, gall bladder, and small intestine. This process reduces your food into small molecules that may be absorbed through your intestinal wall. The walls of your small intestine then absorb the digested nutrients into the bloodstream. Your blood delivers the nutrients to the cells of your body.

The undigested materials or waste products of the digestive process move on to the large intestine. The large intestine absorbs water and any remaining nutrients from the waste and changes the waste from liquid into stool. The rectum stores the stool until it is eliminated from the body.

The Effects of Inflammation

The intestinal wall is made up of a protective barrier that is one cell layer thick. It is where 80% of your immune system lives and is responsible for allowing nutrients to pass through to your blood stream, while keeping out undigested foods, bacteria, viruses and other potential pathogens. The health and well-being of these cells is critical for your overall health. When these cells become inflamed from potential irritants like processed foods, artificial ingredients (additives, preservatives, colors, and sweeteners), pesticides, antibiotics, sugar, various grains and proteins, their ability to assimilate nutrition can be compromised. Further, they may allow toxins to pass through the intestinal wall, into your blood stream, where they may be attacked by your immune system (white blood cells). Your white blood cells may in turn release inflammatory chemicals designed to kill entities recognized as foreign invaders. This inflammatory response has been associated with an increased release of the hormones insulin and cortisol, which may lead to weight gain, obesity, and diabetes. Other diseases like Celiac Disease, Heart Disease, ADHD, dementia, ALS, Alzheimer's, and several autoimmune conditions have also been related to this response.

How to Support Healthy Digestion

The Standard American Diet (SAD) promotes the over indulgence of foods that inflame your gastrointestinal systems, compromise your absorption of nutrients, slow the healthy transit of food through your digestive tract, and challenge your immune system. Over the next four weeks, by closely following the nutritional recommendations made in the Pure 28 Day Cleanse, you will be minimizing your

intake of the foods that are most likely to compromise your health. In turn, you will focus on eating whole foods and whole food supplements that promote healthy GI function, bowel regularity, and optimal nutritional assimilation. You will also focus on improving your habits with exercise and rest to maximize your results.

3. Natural Detoxification

Keep Your Colon Moving

One of the primary indicators of good health is bowel regularity. Constipation is a common problem facing many people today, which occurs when the colon becomes congested and dietary waste products are allowed to accumulate for extended periods of time. This can create abdominal discomfort, gas, bloating, and ultimately disease.

In order to maintain good health and minimize the build-up of potentially toxic material, you should strive for 1 to 3 bowel movements each day. By incorporating our Pure Superfood Shakes with Pure Digestion Plus two times per day you will be giving your digestive tract a rest while increasing your intake of dietary fiber and specialty nutrients that will help restore normal bowel movement and optimal gut health.

Unburden Your Liver

Your liver is the primary organ that filters impurities and toxins from your bloodstream by excreting them out of your body through the urine and stool. Foods that compromise your gut health or increase your intake of toxins should be avoided. Avoid all inflammatory foods and look to eat organic fruits, vegetables, and meats whenever possible.

Your liver is also responsible for metabolizing proteins and carbohydrates, and maintaining strict regulation over your blood glucose levels. Restricting your sugar intake, as much as possible, will also decrease the burden sugar metabolism places on the liver, allowing it to focus on detoxification and regeneration.

To further support your liver, increase your intake of:

- Broccoli, Cabbage, Beets, Garlic, Onions, Walnuts, Avocados, Apples, Grapefruit, and Leafy Greens

With our Pure Greens, you'll also be getting a healthy dose of herbs that support natural detoxification:

- Milk Thistle, Artichoke, Turmeric, Moringa Leaf, Chlorella, and Spirulina

Flush Your Kidneys

The kidneys are bean shaped organs, each about the size of a fist. They are sophisticated filters that sift out waste products and extra water from your bloodstream and eliminate these waste products through urination. Every day, your two kidneys filter about 120 to 150 quarts of blood to produce about 1 to 2 quarts of urine. The kidneys are important because they keep your blood stable and help regulate your blood pressure. To support them you need to hydrate with water throughout the day.

Sweat It Out

Skin is the body's largest organ. Not only is it the body's primary shield to contaminants in the environment, it's also a major elimination pathway for impurities. The simple act of sweating helps your body flush out unwanted waste products. Vigorous exercise, jumping on a rebounder, and taking a dry sauna or hot steam are all great ways to get a healthy sweat and flush impurities from your body.

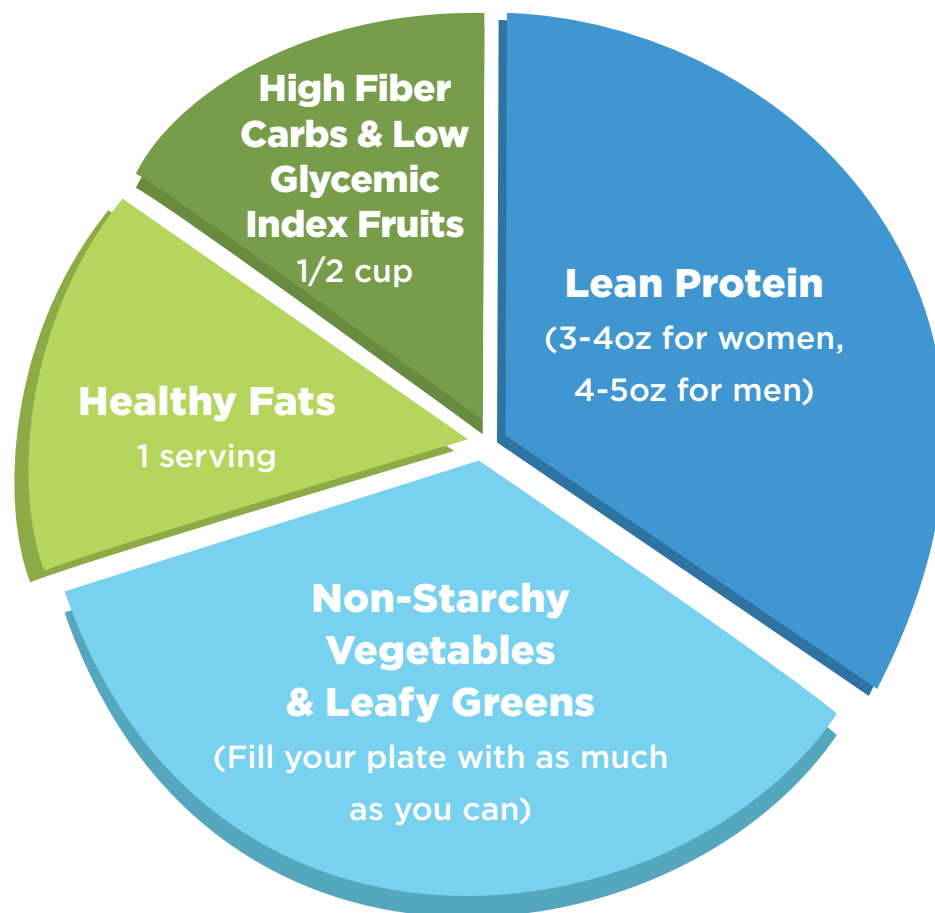
4. Energize with Super Fuel

We feel thoughtful supplementation in conjunction with a whole food, plant based diet is essential for providing your body with the nutrients it requires daily to flourish. To this end, you will be following a meal plan that includes two delicious Pure Superfood Shakes, two healthy snacks, and one quick and easy whole food dinner each day.

A Balanced Approach to Eating

The importance of a balanced meal cannot be overstated. All meals, whether in the form of a Pure Superfood Shake or whole food meal, should be balanced with the right amount of lean protein, high fiber carbs, healthy fat, non-starchy vegetables and leafy greens. Getting the right amount of nutrients in the proper combination will energize you, create a sense of being full (satiety), curb cravings, and promote optimal body composition.

Balanced Meal Wheel Your plate should look like this!



Balanced Food Choices

Non-Starchy Vegetables & Leafy Greens or Pure Greens

• **Fill Your Plate!** Artichokes • Arugula • Asparagus • Bamboo Shoots • Bean Sprouts • Beets • Beet Greens • Bell Pepper (red, yellow, green) • Bok Choy • Broccoli • Broccoli Rabe • Brussels Sprouts • Cabbage • Cassava • Cauliflower • Celery • Carrots • Chicory • Chives • Collard greens • Coriander • Cucumber • Dandelion • Eggplant • Endive • Fennel • Garlic • Ginger Root • Green Beans • Green Peas • Hearts of Palm • Jalapeno Peppers • Jicama (raw) • Kale • Kohlrabi • Lettuce • Lentils • Mushrooms • Mustard Greens • Onions • Parsley • Radish greens • Radicchio • Snow peas • Shallots • Spinach • Spaghetti Squash • Sprouts • Summer Squash • Swiss Chard • Turnips • Turnip Greens • Watercress • Water Chestnuts • Zucchini

Healthy Fats and Ω Omega Plus

• **1 Serving Equals 5-6 Grams:** 1 tsp oil (Almond, Avocado, Coconut, Cod Liver, Grapeseed, Flax, Olive Oil 'Cold Pressed', Pumpkin, Sesame, Safflower, & Walnut) • 1/4 Avocado • 2 TBS Flax Meal or Chia Seeds • 1 TBS Almond Butter or Tahini • 1/4 Cup All Nuts and Seeds, **except Peanuts** (Walnuts, Pecans, Almonds, Macadamia, Cashews, Pistachios, Brazil, Hemp, Sesame, Sunflower, Pumpkin) • Unsweetened Coconut (Flakes, Milk) • Raw Cacao Nibs and Powder

High Fiber Carbs, Low Gi Fruits & Pure D Plus

Leeks • Lentils • Okra • Pumpkin, Sweet Potato or Yam • Squash (Acorn, Butternut, Winter) • **Legumes / Beans:** Adzuki, Black, Kidney, Lima, Mung, Navy, Northern, Pinto, White, Yellow, Chick (Garbanzo), Cowpeas • French Beans • Split Peas • **Grains (limit to 1/2 cup)** Amaranth, Brown Rice, Buckwheat • Millet • Tapioca • Quinoa • Teff • Sorghum • Oats (Gluten Free Certified) **Low GI Fruits (limit to 1/2 cup):** Berries (Black, Blue, Boysen, Elder, Goose, Logan, Raspberry, Strawberry) • Tomatoes • **Moderate GI:** 1 small Apple, 3 Fresh Apricots, 10 Cherries, 1/2 Grapefruit, 2 Kiwis, Limes, Lemons, 1/4 Melon, 1 small Nectarine, 1 Orange, Passion Fruit, 1 small Peach, 1 small Pear, 2 small Plums, 3 Pitted Prunes, Persimmons, Pomegranates • **High GI (avoid):** Banana, Grapes, Mango, Papaya, Pineapple, Watermelon

Lean Protein & Pure Plant Protein

• **1 Ounce of Animal Protein Equals Approximately 7 Grams:** Organic Chicken, Turkey, Beef, Buffalo, Lamb • Wild Game (Venison, Elk, Rabbit) • Fowl (Duck, Goose, Pheasant) • **6 Healthiest Seafoods:** Albacore Tuna, Pole Caught Wild Salmon, Wild Caught Sardines, Rainbow Trout Farmed, Fresh Water Coho Salmon, Shellfish, Oysters, Farmed Oysters • **6 Fish to Avoid:** Bluefin, Chilean Sea Bass, Grouper, Monkfish, Orange Roughy, Salmon (Farm Raised)

Protein

Eating the right amount of protein is critical for optimal strength, energy, and metabolism. Unlike fat and carbohydrates, your body does not have an effective mechanism for storing protein for easy retrieval when needed. You need to consume protein throughout the day. This is why you shouldn't skip protein at breakfast - or any meal. We recommend a balanced approach for your protein intake that includes both animal and plant based proteins. Though animal protein is a high-quality source of protein, it also contains higher amounts of saturated fats as well as antibiotics, growth hormones, pesticides, and chemical fertilizers, if it is not organic.

During your 28 days you should look to increase your consumption of plant based proteins to ease your reliance on animal protein. Our Pure Plant Protein was created for daily consumption, is organic, non-GMO, contains zero saturated fat, and provides the cleanest, highest quality blend of whole food, plant based proteins available.

Protein Intake Guide

Nuts & Seeds	Serving size	Total Protein (grams)*
Almonds	1 oz	6
Walnuts	1 oz	4
Pecans	1 oz	3
Cashews	1 oz	5
Pumpkin	1 oz	9
Hemp	1 oz	9
Sunflower	1 oz	6
Sesame	1 oz	5
Animal Protein	Serving size	Total Protein (grams)*
Chicken, Beef, Turkey, Wild Game	1 oz	7
Fish	1 oz	7
Eggs (medium)	1 whole	6

Nuts & Seeds	Serving size	Total Protein (grams)*
Almonds	1 oz	6
Walnuts	1 oz	4
Pecans	1 oz	3
Cashews	1 oz	5
Pumpkin	1 oz	9
Hemp	1 oz	9
Sunflower	1 oz	6
Sesame	1 oz	5
Animal Protein	Serving size	Total Protein (grams)*
Chicken, Beef, Turkey, Wild Game	1 oz	7
Fish	1 oz	7
Eggs (medium)	1 whole	6

**Protein content decreases when canned (legumes) or cooked (grains).*

What's Your Number?

Everyone has an amount of protein they need daily for optimal strength, energy, and metabolism. Determine how much protein you need each day by using the following calculation. Then, divide the amount of protein you need each day by three. Whether you're making a Pure Superfood Shake or whole food meal, this is the amount of protein you need at breakfast, lunch, and dinner for optimal performance.

Protein Requirement Calculation

Your Body Weight x (.4, .5 or .6) = _____ grams of protein you need each day

Multiply by:

- .4 - if you are sedentary or get very little physical activity
- .5 - if you are moderately active several days a week (low & high intensity training 3-4 days per week)
- .6 - if you are an athlete or actively training (low & high intensity training 5+ days per week)

Example Calculation:

A woman who weighs 150 pounds and walks briskly for 30 minutes (2 times per week) and participates in high intensity training (2 days per week)

150 X .5 = 75 grams/day (or) 25 grams of protein per meal

Carbohydrates

Your body's cells depend upon glucose (blood sugar) for survival. When you eat food your body converts digestible carbohydrates into blood sugar, and this, in turn, is your main source of energy. Your blood sugar levels affect how hungry and how energetic you feel, and also determine whether you burn sugar for fuel or store it as fat. Your body runs a tight control over how much sugar is in your blood, and prefers that blood sugar is neither too high, nor too low, but just right. When blood sugar (glucose) is too high, your body releases a hormone called insulin to clear the excess sugar from your blood. When you over consume carbohydrates, whether simple or complex, your body stores the excess sugar in your liver as glycogen. When the storage capacity of your liver has been met, your body stores the remaining excess sugar in your fat cells for future energy.

Complex Carbs

Carbohydrates are sugars, starches, and fibers found in many foods. Carbohydrates are called simple or complex depending upon their chemical structure. Your best sources of carbohydrates are complex carbohydrates found in whole grains, non-starchy and high fiber vegetables, fruits, and beans. These foods also contain vitamins, minerals, fiber, and a host of other important phytonutrients.

Simple Carbs

The worst sources of carbohydrates are simple carbohydrates. These include easily digested carbohydrates from white bread, white rice, pastries, sodas, fruit drinks, sports drinks, and other highly processed foods that are common. Simple carbohydrates are readily absorbed into your bloodstream and quickly spike

your blood sugar levels, whereas complex carbohydrates take longer to break down and assimilate as blood sugar.

Over the past 40 years, food manufacturers have systematically removed fat and fiber from foods and have replaced them with added sugar. This one simple fact is the primary contributing factor to the devastating increase in obesity, diabetes, heart disease and other preventable chronic diseases in our country. It is also one of the primary factors that prevent you from experiencing optimal strength, energy, and body composition. Recent research now shows that like heavy alcohol use, consuming too much fructose can have similar toxic effects in your body. Fructose, which is primarily processed in your liver, is found in sodas, sports drinks, and many packaged foods. When you over indulge in fructose, your liver may turn excess fructose into fat. Over time, this fat may build up in your liver and lead to non-alcoholic fatty liver disease. Fatty liver disease, which has historically been prevalent in alcoholics, is now found in 31% of adults and 13% of children. In order to see how good you can look and feel, you must become aware of how much sugar you are consuming and work to actively limit your consumption. When you actually take a look, you'll probably be surprised by ***how much sugar you are eating and drinking each day.***

**Information provided by sugarscience.org (the unsweetened truth)*

Dietary Fiber

Dietary fiber is critical for promoting health, yet we consume far too little. It is estimated the average American gets only 8-12 grams of fiber per day, which is essentially one-third to one-half of what your body needs. This statistic helps bring to light why we have so many issues with poor digestion, fatigue, weight loss, obesity, diabetes and heart disease. Fiber is found in fruits, vegetables, whole grains, and legumes.

Health Benefits of Fiber

Blood Sugar Stability: Fiber slows the body's breakdown of carbohydrates, thus the absorption of sugar.

Weight Loss: Fiber creates feelings of fullness and helps minimize the blood sugar highs and lows that can trigger cravings.

Healthy Heart: High fiber diets are associated with a significant decrease in heart disease.

Reduced Stroke: High fiber diets are associated with a significant decrease in stroke risk.

Healthy Digestion: Non-inflammatory fiber sources promote healthy transit times, bowel regularity, and allow healthy or "beneficial" bacteria to proliferate in the gut.

Healthy Skin: Fiber may help move yeast and fungus out of your digestive tract, minimizing their ability to promote rashes or acne.

Increasing Your Fiber Intake

Increasing your fiber intake to 35 grams of fiber per day is an excellent goal and will ultimately help you restore and maintain healthy digestion. It is very important that you slowly increase your consumption of fiber each week to avoid discomfort. It is not uncommon to experience either loose stool or increased constipation for a short period of time as your GI tract adjusts.

Using our Pure Digestion Plus is the easiest way to get the recommended daily amount of fiber into your diet. Our product was also formulated with many additional ingredients to promote optimal digestive health. Make sure you stay hydrated and don't add more Pure Digestion than recommended in your Superfood Shake Recipes.

Fiber Intake Guide

Fruits	Serving size	Total fiber (grams)*
Raspberries, Blackberries	1/2 cup	4.0
Blueberries, Strawberries	1/2 cup	1.5
Orange, Apple	1 small	2.3
Pear	1 small	4.3
Non-Starchy Vegetables & Leafy Greens	Serving size	Total fiber (grams)*
Broccoli	1 cup	2.4
Asparagus	1 cup	2.8
Brussels Sprouts	1 cup	3.3
Green Peas	1 cup	7.4
Spinach, Romaine, Kale	1 ounce	0.6
Arugula	1 ounce	0.5
Legumes, nuts and seeds	Serving size	Total fiber (grams)*
Almonds	1 ounce	3.5
Cashews	1 ounce	0.9
Walnuts	1 ounce	1.9
Pistachios	1 ounce	2.9
Black, Pinto Beans (not canned)	1/2 cup	15
Kidney Beans (not canned)	1/2 cup	14
Garbanzo Beans (not canned)	1/2 cup	17
Non-Starchy, High Fiber Carbs.	Serving size	Total fiber (grams)*
Brown Rice	1/2 cup	1.8
Quinoa	1/2 cup	6.0
Amaranth	1/2 cup	9.0
Steel Cut Oats (Gluten Free)	1/2 cup	8.0
Brown Rice Pasta	1/2 cup	1.5
Quinoa Pasta	1/2 cup	4.0
Sweet Potato medium	1 medium	3.9

**Fiber content may decrease by 50% when canned (legumes) and can vary between brands.*

Low Glycemic Index Fruits

The glycemic index ranks foods on how they affect your blood glucose levels. This index measures how much your blood glucose increases in the first few hours after eating a particular food. Choosing Low GI carbohydrates - the ones that produce only small fluctuations in your blood glucose and insulin levels - is an important factor in maintaining your long-term health, reducing the risk of heart disease and diabetes, and achieving sustainable weight loss.

Healthy Fat

Although fat has been vilified in our country over the past forty years, the reality is that healthy fat is absolutely necessary for optimal cellular health. Fat molecules are a rich source of energy for the body and help it absorb vitamins. Simply put, we cannot function efficiently without fat! All of our Superfood Shakes and Whole Food dinner recipes include a “healthy fat”, so you will be getting just what you need for the next 28 days.

Non-Starchy Vegetables and Leafy Greens

For optimal health, the USDA recommends we consume 7 to 9 servings of fruits and vegetables each day. A diet abundant in fruits and vegetables has been proven to minimize inflammation, assist with blood sugar stabilization, enhance immune system function and promote a healthy acid-alkaline balance in the body. In other words....it's pretty important! Unfortunately, the CDC (Centers for Disease Control) reports we only consume 1.1 to 1.6 servings per day on average.

To assist you with not only meeting your daily requirements for fruits and veggies, but also catching up for lost time, your Pure Superfood Shakes include Pure Greens. Pure Greens has been expertly crafted with the purest organic grass juices, vegetables, fruits, herbs and plants to help reduce inflammation, stabilize blood sugar, support your immune system and promote a healthy acid-alkaline balance in your body.

Hydration



Drinking water is critical for sustaining whole body health as it helps maintain the balance of your bodily fluids, control your intake of calories, energize muscles, flush your kidneys, and maintain healthy bowel function. You should attempt to drink half of your body weight in ounces of water each day. Meaning, if you weigh 150lbs, you should drink roughly 75 ounces of water daily or up to 12 cups of water per day.

Some people do not enjoy drinking water by itself. You may drink water with a little fresh lemon, herbal decaffeinated tea, or add a teaspoon of Pure Greens to flavor it. Diet and regular sodas, juice or sports drinks are not substitutions for drinking water and should be completely eliminated during your 28 day program..

If you are a coffee or tea drinker we suggest you eliminate sweeteners and creamers altogether. You should also work to cut your caffeine intake by 25% the first week, 50% the second week, 75% the third week, and altogether the fourth week. Caffeine is habit forming, highly acidic, and stresses your adrenal glands.

Alcoholic beverages can contain high amounts of sugar, artificial sweeteners, preservatives and chemicals that burden your liver and compromise the progress you are trying to make during your 28 Day Cleanse. Refrain from consuming alcoholic beverages if possible.

Whole Foods Smart Shopping Guide

Refrigerated Produce: (Organic)

- Bagged Lettuces: Arugula, Spinach, Baby Greens, etc.
- Mushrooms
- Broccoli (Organic Broccoli Rabe)
- Asparagus
- Carrots (Shredded or Baby)
- Green Beans
- Cauliflower
- Celery
- Squash
- Sugar Snap Peas
- Sweet Potatoes
- Baby Beets (Steamed and Peeled)
- Lentils (Cooked)
- Cabbage
- Parsley
- Dill
- Cilantro
- Basil
- Hummus (Organic)
- Lemon Juice (Organic)

Non-Refrigerated Produce: (Organic)

- Cherry Tomatoes
- Apples (Sour)
- Lemons
- Avocados (Conventional are OK)
- Zucchini
- Ginger
- Garlic
- Onions

Refrigerated Meats / Eggs:

(Free Range, Grass Fed, Organic)

- Chicken (Free Range)
- Beef
- Ground Beef (Organic)
- Turkey
- Salmon (Wild Pacific)
- Eggs (Cage Free)

Frozen Items (Organic)

- Berries (Strawberries, Blueberries, Raspberries, Mixed Berries)
- Vegetables
- Brown Rice

Frozen Items (Organic) (Continued)

- Shrimp
- Pacific Salmon
- Halibut
- Buffalo Burgers

Dry Goods: (Organic When Possible)

- Quinoa
- Rice (Brown and Wild)
- Pasta (Brown Rice, Quinoa)
- Tortillas (Brown Rice)
- Tomatoes (Organic, no sugar)
- Herbs
- Spices
- Sea Salt
- Stevia
- Oils (Olive-cold pressed, Grape seed, Sesame, Avocado, Almond, Walnut, Coconut)
- Vinegars (Apple Cider, Coconut)
- Chicken Stock (Gluten Free)
- Coffee (Decaf, Swiss Water Processed)
- Tea (Decaf, organic)

Canned Goods:

- Coconut Milk
- Fish (Wild Salmon, Sardines, Smoked Oysters)
- Beans (Black, Pinto, Kidney, Red)
- Tomato Sauce (no sugar added)
- Whole Tomatoes
- Olives
- Capers
- Almond Butter (no peanut butter)
- Chicken Broth (Gluten Free)

Cereal and Nut Aisle:

(Raw, Unsalted, no peanuts)

- Flax Seed (Roasted or Ground)
- Almonds
- Walnuts
- Brazil
- Pistachio
- Cashews (limit intake)
- Seeds (Pumpkin, Sunflower, Pine)

Bulk Bins: (Organic)

- Chia Seeds
- Cacao Nibs
- Coconut (Unsweetened)
- Millet
- Amaranth
- Quinoa
- Nutritional Yeast
- Brown Rice Flour

Milk Alternatives (No Dairy)

- Coconut Milk
- Almond Milk (Unsweetened, Vanilla or Chocolate)
- Hemp Milk
- Rice Milk
- Grain Milk

Natural Sweeteners and Supplements:

- (no sugar or artificial sweeteners)
- Xylitol
- Stevia (regular and flavored)
- Organic Zero
- Lecithin Granules
- Cocoa Powder (Unsweetened, Organic)

Asian Aisle: (No Soy Sauce)

- Coconut Aminos

Herbs & Spices:

- Herbs (All)
- Spices (All)
- Cayenne Pepper
- Sesame Seeds
- Gomashio (Sesame, Seaweed, Mineral Salt)

Seaweeds:

- Nori
- Kombu
- Hijiki
- Wakame
- Dulse
- Kelp

Whole Food Meals and Supplements

Whole foods also contain phytonutrients, which is the name for all the compounds that naturally occur in a food. Thousands of individual phytonutrients have been identified, yet it is unknown how many have yet to be discovered. Phytonutrients have many individual beneficial effects, but are believed to be most powerful when they are consumed as they naturally occur, providing their synergistic effects.

Studies show that natural whole food supplements have better bioavailability, because they are better absorbed and utilized in the tissues of the body. For instance, vitamin C found from whole foods like fruits and vegetables contains many components other than just Ascorbic Acid. Yet, most Vitamin C supplements contain only man-made ascorbic acid and nothing else, leaving you without the full benefit of all the other components that would be found in a whole food source. It is best to get your vitamins and minerals from whole foods and whole food supplements. They provide all of the naturally occurring components, as nature intended, rather than fractions of them.

Superfood Shakes

Your ability to perform physically, mentally, socially and professionally depends upon getting the right amount of nutrients, in the right balance. Our Pure 28 Superfood Shakes are the most effective, convenient way to meet your daily nutritional needs for protein, fiber, healthy fat, greens, and antioxidants. They also provide robust whole food specialty nutrients for inflammation control, cardiovascular support, liver support and detoxification, joint and muscle nutrition, immune system balance, blood glucose support, weight management, and digestive health. ***At a minimum every shake must include protein, fiber, and healthy fat for it to be considered a true meal replacement.***

See Page 44 for our Pure 28 Superfood Shake Recipes

Superfood Shake Bar Ingredients List

Being prepared is half the battle. Take the time to stock up on the following list of ingredients and you'll be prepared to make any of our Pure 28 Superfood Shakes. Variety is the spice of life, so go shopping and be prepared to shake it up and feel better today!

Liquids:	Water, Almond Milk (60 Calorie), Coconut Milk (45 Calorie)
Protein:	Pure Plant Protein
Fiber:	Pure Digestion Plus
Greens:	Pure Greens (Green Apple and Mint Flavors)
Healthy Fats:	Chia Seeds, Almond Butter, Unsweetened Coconut (Milk, Butter & Flakes), Flax Seeds, Avocado
High Fiber Carbs:	Mixed Berries, Strawberries, Green Apples, Gluten Free Rolled Oats
Healthy Additives:	Cacao Nibs and Powder, Maca Powder, Organic Lemon Juice, Peppermint Extract, Cinnamon, Clove, Organic Frozen Chopped Spinach & Kale

Snacks

With proper hydration and timely consumption of a balanced breakfast and lunch, the need for a mid-morning and/or mid-afternoon snack should be limited. With this in mind you should only consume one of the recommended Pure 28 Snacks if you truly feel hungry. Many times thirst is perceived as hunger, so make sure you stay hydrated to avoid unnecessary overeating.

See Page 45 for our recommended Pure 28 Snacks

Pure 28 Day Cleanse Schedule

DAYS	MEALS	SHAKES	Pure Protein for Shake	Pure Digestion for Shake	Pure Greens	Pure ΩOmega	Pure Cleanse	Pure InflaMedix
1-7	1	2	Men: 3 Scoops Women: 2 Scoops	1 TBS per Shake	1 TBS per Day	1 TBS per Day	1 Scoop – AM 1 Scoop – PM	2 Caps – AM 2 Caps – PM
8-14	1	2	Men: 3 Scoops Women: 2 Scoops	1.5 TBS per Shake	1 TBS per Day	1 TBS per Day	1 Scoop – AM 1 Scoop – PM	2 Caps – AM 2 Caps – PM
15-28	1	2	Men: 3 Scoops Women: 2 Scoops	2 TBS per Shake	1 TBS per Day	1 TBS per Day	1 Scoop – AM 1 Scoop – PM	As directed by your Practitioner

Protein for Shake

The general recommendations for protein consumption in this titration schedule should provide sufficient protein for most men and women. Individuals who are under significant physical work or exercise stress, or who have a large body composition may require more. Consult with your practitioner to determine if you may need to increase your protein intake from the standardized levels above.

Titrate Your Fiber (Pure Digestion Plus™)

Increasing your fiber intake to 35 grams per day is an excellent goal and will ultimately help you restore and maintain healthy digestion. But, it is very important to slowly increase your consumption of fiber each week and allow your digestive system time to adjust. It is not uncommon to experience loose stools, increased constipation, gas, and/or bloating during the first few weeks of usage.

Pure Greens & Pure Cleanse Plus

Pure Greens & Pure Cleanse Plus may best be enjoyed when mixed directly into 8 to 10 ounces of ice cold water. They may also be added to your shake, but may alter the taste and/or texture and compromise the enjoyment of your breakfast or lunch.

Pure InflaMedix

Pure InflaMedix should be taken with water on an empty stomach to maximize absorption and effectiveness of its anti-inflammatory compounds. Take 2 capsules and wait 30 minutes before consuming breakfast. Wait at least 90 minutes after dinner to consume your capsules before bedtime. If you are severely inflamed, you may benefit from continuing to take 2 capsules in the morning and evening on days 15-28. Consult with your practitioner as needed to discuss.

A Day In The Life



Wake Up!

Hydrate with 12 ounces of water (lemon, herbal tea, 1 tsp Pure Greens)



Breakfast:

Superfood Shake (Choose from list)



10 AM:

Hydrate with 12 ounces of water (lemon, herbal tea, 1 tsp Pure Greens) • Pure Snack (Choose from list, if desired)



Lunch:

Superfood Shake (Choose from list) • Hydrate with 12 ounces of water (lemon, herbal tea, 1 tsp Pure Greens)



3 PM:

Hydrate with 12 ounces of water (lemon, herbal tea, 1 tsp Pure Greens) • Pure Snack (Choose from list, if desired)



Dinner:

Whole Food Meal (Choose from list) • Hydrate with 12 ounces of water (lemon, herbal tea, 1 tsp Pure Greens)

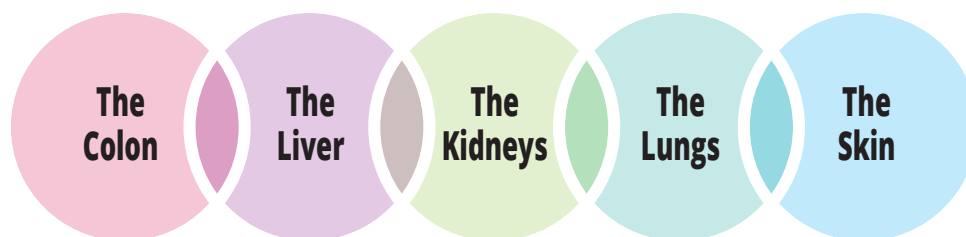


Exercise:

20 - 30 minutes of high intensity/interval training • Any time of day, but morning is best

Maximizing Organ Detoxification

By **identifying and eliminating** inflammatory foods from your diet, you have **greatly unburdened** your organs and bodily systems. Now it is time to focus on “actively” cleansing environmental and metabolic toxins from your body for optimal detoxification and inflammation control.



The Colon

In order to attain good health, and to minimize toxic build-up in our systems, it is commonly accepted that we need at least one bowel movement a day. One of the most common elimination problems that people experience is constipation, which occurs when the colon becomes congested and dietary waste products are allowed to sit in our bodies for extended periods of time. This could contribute to potentially harmful or undesirable conditions, from disease to abdominal discomfort. In contrast, many studies have shown an association between the intake of a diet high in vegetables and healthy fruits and protection from simple conditions like gas and bloating to more serious concerns such as colorectal cancer.

The Liver

The liver is the largest glandular organ in our body, comprising approximately 2-3% of our body weight and is the only internal organ capable of regeneration. The liver is also a primary cleansing organ and an amazing multi-tasker, responsible for a whole host of important natural detoxification functions: *(Liver explanation continues next page)*

The Liver *(continued)*

1. **Filter:** The liver is the primary organ that removes impurities from our bloodstream. When the liver is operating at its most effective, unburdened and healthy state, it naturally removes approximately 99% of the toxins in our blood.
2. **Metabolism:** The liver is the organ that metabolizes proteins and carbohydrates.
3. **Regulation of Glucose and Blood Sugar Stability.**
4. **Digestion:** The liver also produces bile which is essential for proper digestion-breaking down fats and proteins in the foods we eat.
5. **Storage:** The liver is also the organ in our body that retains vitamins and minerals. When these substances are abundant, as after a meal, the liver cells store them and release them back into the bloodstream when needed.

The Kidneys

The kidneys are bean-shaped organs, each about the size of a fist. The kidneys are sophisticated filters. Every day, our kidneys sift out waste products and extra water from our bloodstream and eliminate these waste products from the body through urination.

The Lungs

In addition to supplying the bloodstream with oxygen, the very act of breathing is a study in detoxification. The lungs provide a baseline defense against inhaled harmful substances, such as particles and pathogens. Mucus in the lungs traps these harmful substances and cilia, tiny hair-like structures in the lungs, beat a rhythmic movement to expel these contaminants through coughing and exhalation. When a person smokes, the cilia are inactivated or destroyed, allowing thick mucus to accumulate and this, in turn, severely compromises lung defense.

The Skin

The skin is the body's largest organ. It is the primary shield to contaminants in the environment. The simple act of sweating has proven its effectiveness in not only flushing out waste products but also maintaining optimal physical and mental health. Therefore, in addition to its intrinsic benefits to our body as a whole, exercise and the resultant increase in heart rate will encourage the proper functioning of this elimination pathway.

Initial Symptoms of Detoxification

1. Body aches and flu-like symptoms
2. Headache
3. Fatigue
4. Constipation

Pure Cleanse Plus™

Pure Cleanse Plus™ has been designed to assist your body in clearing metabolic waste and environmental toxins such as heavy metals, pesticides, herbicides, solvents and drug residues. Under normal conditions our bodies are designed to eliminate these toxins. However, the rapid increase in toxic environmental exposure coupled with the damaging effects of the Standard American Diet (SAD), has left our bodies overburdened allowing these toxins to accumulate in our vital organs and tissues. Over time this toxic build up negatively impacts our health by creating inflammation which contributes to acute and chronic disease. Pure Cleanse Plus™ is an integral part of our Pure 28 Day Cleanse and consists of ingredients that have been scientifically proven to assist your body's Phase 1 and Phase 2 Liver Detoxification Pathways for effective elimination of metabolic and environmental toxins. If you are suffering from acne, rosacea, brain fog, stress, fatigue, depression, weight loss resistance, acid reflux, irritable bowel, achy muscles and joints, blood sugar instability or diabetes, Pure Cleanse Plus™ may benefit you.

Pure Cleanse Plus™ Benefits

- Chelation and clearing of metabolic and xenobiotic (environmental) toxins
- Support for complete liver and organ detoxification
- Reduces Inflammation
- Promotes Weight Loss and Lean Muscle Growth

Optimize Your Body Composition

Optimal body composition is described as attaining the healthiest balance of lean muscle mass, fat mass, and water weight for YOUR body. This ratio may differ somewhat from one person to the next, based upon genetics and lifestyle. What we interpret as a healthy body composition is largely subjective and differs greatly between individuals. Regardless of what your healthy self-image may be, and whether or not you would like to “lose some weight”, you cannot deny that feeling strong, energetic, and vital is definitely desirable.



To achieve your desired results, make all of your lifestyle (diet, exercise, and rest) choices based upon:

- 1. Balancing Your Blood Sugars**
- 2. Removing Inflammation From Your Body**
- 3. Maximizing Your Body's Natural Detoxification**

To accomplish these goals, you'll want to become as efficient as possible with the following 8 activities:

- 1. Eat Balanced Meals** - A balanced meal produces a sensation of being satisfied, promotes the hormonal responses involved in optimal fuel delivery and regulation, and provides adequate fuel for your daily activities and repair. Study the Healthy Meal Wheel, Do's and Don'ts, and Optimal Food Choices to master your Daily Activities.
- 2. Never Skip Meals** - Skipping meals, especially breakfast, virtually guarantees your body will not be working at its optimal level. Your metabolism depends upon consistent, balanced nutrition to work properly.

- 3. Avoid Inflammatory Foods** – Foods that inflame your gut may stimulate your fat storage hormone, insulin, which can make it extremely difficult for you to burn fat off of your body. Removing added sugar from your diet and limiting your consumption of simple carbs is also a must, as excess sugar intake increases insulin activity. Lower insulin levels also help your kidneys shed excess sodium and water out of your body.
- 4. Consume 35 Grams of Fiber per Day** – Increasing your intake of dietary fiber will improve your digestive health, help rid your body of undigested carbs before they can become metabolized, and help lower your insulin levels.
- 5. Stay Hydrated** – Staying hydrated not only helps maintain healthy cellular function, it also helps promote a sense of fullness. Too often, thirst is perceived as hunger and triggers unnecessary overeating.
- 6. Exercise** – Physical exertion helps improve insulin sensitivity and increases your metabolism.
- 7. Sleep** – Multiple clinical studies have demonstrated the effectiveness of getting consistent, adequate sleep in weight loss.
- 8. Go 10 for 10** – There is no one “trick” that will help you achieve the results you desire. It’s about embracing the Pure 28 Daily Activities as a lifestyle and maintain consistency.

See Page 31 for Our Pure 28 Daily Activities Log

Measure Your Results Objectively

Standing on a scale in the morning may accurately measure your total body weight, but it does not provide objective feedback regarding what makes up your total body weight. Using a scale that breaks your total body composition into lean muscle mass, fat mass, and water weight, is important to accurately assess the progress you are making in improving your fitness.

When you improve your diet, increase your activity, and improve your sleep you should expect to see your lean muscle mass increase, your fat mass decrease (if you’re overweight), and see changes in your water weight. It’s quite plausible you could put on eight pounds of muscle, lose eight pounds of fat, and still be frustrated because your scale didn’t measure any change. Pay attention to how your clothes are fitting, if your eyes and skin look clearer, and if you feel lighter on your feet.

Exercise Schedule



Your body depends upon frequent, varied movement for optimal physical, mental, and emotional health. Whether you are a couch potato, weekend warrior, or athlete, we want you to be doing something daily. Take a long walk, jog, play tennis, hike, bike, or hit the gym. You'll feel your best when you incorporate a combination of low intensity, high intensity, and internal energy activities. The intensity and duration of your exercise is dependent upon your current level of fitness. If you haven't been exercising at all, start out easy and just get out for a 20 to 30 minute walk. You'll be surprised how much better you feel when you begin to move your body again! If you're already exercising, keep it up and shoot for 30-45 minutes of daily activity.

Low Intensity Activity (2-3 times per week): Physical activity that can be maintained for extended periods of time, while your heart rate doesn't exceed 125-130, i.e., hiking, biking, walking, running, group exercise class, reformer Pilates, and swimming.

High Intensity Interval Training (2-3 times per week): High-intensity interval training (HIIT) is a training technique that alternates brief, intense speed work that raises your heart rate to 85% to 90% of your maximum heart rate and is followed by a longer recovery interval. HIIT has been shown to improve cardiovascular health, improve insulin sensitivity, and decrease abdominal and subcutaneous fat. Unsupervised high-intensity exercise may increase your risk of musculoskeletal injury or cardiac event. HIIT has been studied in both healthy subjects and those with a history of cardiac events and has shown positive results in both groups. HIIT has also been shown to produce greater improvements in cardiovascular health than continuous moderate intensity training. Swimming, cycling, running, resistance training, group exercise classes, CrossFit and mat Pilates are all excellent HIIT activities.

Time	Interval	Exertion Level (0-10)
5 min.	Warm-up	3-4
1 min.	Speed	7-9
2 min.	Recovery	5-6
1 min.	Speed	7-9
2 min.	Recovery	5-6
1 min.	Speed	7-9
2 min.	Recovery	5-6
1 min.	Speed	7-9
2 min.	Recovery	5-6
1 min.	Speed	7-9
2 min.	Recovery	5-6
5 min.	Cool-down	3-4
25 min. Total Time		

If you have a history of cardiac events or are unsure if HIIT may or may not be safe for you, check with your health care provider before adding it to your exercise plan.

Internal Energy Activity (1-2 times per week):

Controlled physical activity where the focus is on NOT raising your heart rate, respiration rate or core temperature, i.e. Yoga, Tai Chi, and Meditation. Internal energy activities have been shown to decrease stress and have a positive effect on cortisol levels.

Sleep Schedule



Like Grandma always said, “You can’t keep burning the candle at both ends!” Chronic Sleep Deprivation has been shown to compromise memory, learning, metabolism, and immune system function. It has also been shown to cause high blood pressure, weight gain, diabetes, depression, and even injury or death. So why are we cutting corners on our sleep? If you’re like the average person, you’re only getting about 6 hours of sleep per night, when you actually need closer to 8. That means each night you’re depriving yourself of critical cellular restoration and repair, detoxification, inflammation reduction, and stress management.

It’s time for you to experience first-hand the amazing benefits of sleep. For the next 28 days we’d like you to commit to the following:

- Make sure you’re getting 8-9 hours of sleep per night and get to bed before 11pm
- Establish a consistent sleep and wake schedule
- Create a relaxing bedtime routine (hot bath, soothing music)
- Create a sleep-conducive environment that is dark, quiet, and comfortable
- Finish eating at least 2 hours before your regular bedtime
- Avoid caffeine after 2pm
- Avoid alcohol products after 6pm

Daily Activities Log

It's time to commit. Have the courage to take wellness into your own hands and thrive! Challenge yourself to go 10 for 10 each day by completing each of the outlined Pure 28 Daily Activities. The Pure 28 Daily Activities will promote balance, vitality, sustainability and health in your life. Put them into action and see for yourself how much better you feel on Day 29!

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Wake Up! - Hydrate 2. Breakfast - Pure 28 Superfood Shake 3. 10 AM - Hydrate & Snack (if desired) 4. Lunch - Pure 28 Superfood Shake 5. 3 PM - Hydrate & Snack (if desired) | <ol style="list-style-type: none"> 6. Dinner - Whole Food Meal & Hydrate 7. Hydration - Half your body weight in ounces of water 8. Exercise - Move your body each day 9. Preparation - Set your schedule for next day 10. Sleep - 8-9 Hours Minimum |
|---|--|

Week 1

Week 2

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
1. Wake Up!							
2. Breakfast							
3. 10 AM							
4. Lunch							
5. 3 PM							
6. Dinner							
7. Hydration							
8. Exercise							
9. Preparation							
10. Sleep							
DAY TOTAL:							
<i>10 Possible Points</i>							
Week 1 Total:							
<i>70 Possible Points</i>							

	Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
Week 2 Total:							
<i>70 Possible Points</i>							

Tracking Your Progress

Use the following Pre and Post Health Check to rate your overall health, ability to handle stress, and daily energy levels. This will provide you with objective feedback on how our Pure 28 Day Cleanse of diet, exercise, and rest recommendations have affected your life in just 28 days!

Pre Pure 28 Health Check (Day 1)

How would you rate your overall health? 1---2---3---4---5---6---7---8---9---10
 (1 = debilitated, 10 = great)

How would you rate your ability to handle stress? 1---2---3---4---5---6---7---8---9---10
 (1 = easily overwhelmed, 10 = great)

How would you rate your energy levels?

Your Energy Level Upon Waking: 1---2---3---4---5---6---7---8---9---10
 Your Energy Level Mid-Morning: 1---2---3---4---5---6---7---8---9---10
 Your Energy Level Mid-Day: 1---2---3---4---5---6---7---8---9---10
 Your Energy Level 3 PM: 1---2---3---4---5---6---7---8---9---10
 Your Energy Level 6 PM: 1---2---3---4---5---6---7---8---9---10
 (1 = Complete Exhaustion , 10 = Boundless Energy)

Post Pure 28 Health Check (Day 29)

How would you rate your overall health? 1---2---3---4---5---6---7---8---9---10
 (1 = debilitated, 10 = great)

How would you rate your ability to handle stress? 1---2---3---4---5---6---7---8---9---10
 (1 = easily overwhelmed, 10 = great)

How would you rate your energy levels?

Your Energy Level Upon Waking: 1---2---3---4---5---6---7---8---9---10
 Your Energy Level Mid-Morning: 1---2---3---4---5---6---7---8---9---10
 Your Energy Level Mid-Day: 1---2---3---4---5---6---7---8---9---10
 Your Energy Level 3 PM: 1---2---3---4---5---6---7---8---9---10
 Your Energy Level 6 PM: 1---2---3---4---5---6---7---8---9---10
 (1 = Complete Exhaustion , 10 = Boundless Energy)

A Closer Look at Sugar

Growing scientific evidence shows that eating too much **Added Sugar** over time is linked to health problems, including serious diseases such as heart disease, diabetes and liver disease. Every day, the average American consumes almost three times more sugar than is recommended. That adds up to an average of 66 pounds of added sugar each year.

In an effort to make foods “low-fat,” many food companies replaced added fat with added sugar. Added sugar is hiding in 74% of packaged foods, including foods that many of us think are healthy, like yogurt and energy bars, and even in savory foods, like pasta sauce, breads, salad dressing and ketchup.

Liquid sugar, like that in soda and sports drinks, is the largest source of added sugar in the American diet (36%). Too much added sugar from soda and sports drinks can overload critical organs over time, leading to serious diseases. When you consume sugar as a beverage, you don't feel as full. It's easy to down 9 teaspoons of sugar in a single 12-oz. soda. The American Heart Association recommends no more than 6 teaspoons of added sugar per day for women and 9 teaspoons per day for men. Drinking just one 12-oz. soda every day, or 7 sodas per week, can increase your risk of dying from heart disease by almost 1/3. Heart disease is the leading cause of death in the U.S. Fructose is a common type of sugar found in soda, sports drinks and many packaged foods. Too much fructose can damage your liver, just like too much alcohol.

There are at least 61 names for added sugar on food labels. Look for the following names as you work to control your added sugar intake and keep it within the American Heart Association Guidelines.

Agave nectar, Barley malt, Barley malt syrup, Barbados sugar, Beet sugar, Brown sugar, Buttered syrup, Cane juice, Cane juice crystals, Cane sugar, Caramel, Coconut sugar, Coconut palm sugar, Corn syrup, Corn syrup solids, Corn sweetener, Confectioner's sugar, Carob syrup, Castor sugar, Date sugar, Dehydrated cane juice, Demerara sugar, Dextrin, Dextrose, Evaporated cane juice, Free flowing brown sugars, Fructose, Fruit juice, Fruit juice concentrate, Glucose, Glucose solids, Golden sugar, Golden syrup, Grape sugar, HFCS (High Fructose Corn Syrup), Honey, Icing sugar, Invert sugar, Maltodextrin, Maltol, Maltose, Malt syrup, Mannose, Maple syrup, Molasses, Muscovado, Palm sugar, Panocha, Powdered sugar, Raw sugar, Refiner's syrup, Rice syrup, Saccharose, Sorghum, Sorghum syrup, Sucrose, Sugar (granulated), Syrup, Treacle, Turbinado sugar, Yellow sugar.

**Statistics provided by sugarscience.org (the unsweetened truth)*

American Heart Association Guidelines for Added Sugar Consumption

The American Heart Association says that ***naturally occurring sugars*** from fruits, vegetables and whole grains do not need to be avoided. Rather, the ***added sugars***, such as high-fructose corn syrup or ordinary table sugar in sodas, sports drinks, juice drinks, breads, and other processed foods, should be avoided. **Added sugars** are responsible for the increase in calorie consumption and the subsequent rise in obesity of the past few decades. During the past 30 years, the average American has consumed 150 to 300 more calories per day than we used to, with 50 percent coming from beverages. According to the AHA, **the average American consumes around 22.2 teaspoons or 89 grams of added sugar each day**, while the recommended added sugar intake is:

Men:	9 teaspoons or 36 grams
Women:	6 teaspoons or 24 grams
Children:	3 teaspoons or 12 grams

A Closer Look at Gluten

Gluten is a mixture of proteins, including gliadin and glutenins, primarily found in “cereal” grains including wheat, rye and barley. Though gluten is not necessarily bad for everyone, public awareness regarding the negative effects of a gluten-based diet has dramatically increased with the corresponding increase in diagnosis of Celiac disease in our population.

Celiac disease, a disease affecting the digestive tract, is triggered by the consumption of gluten and the subsequent autoimmune response that damages the villi of the small intestine. When the villi become damaged, the body is unable to absorb nutrients into the bloodstream, which can lead to malnourishment and become life threatening. Approximately 1% of the population is Celiac. This means 1 in 133 people. Wheat allergy is a rare type of gluten intolerance, where a classic food allergy is marked by skin, respiratory or gastrointestinal reactions to wheat allergens.

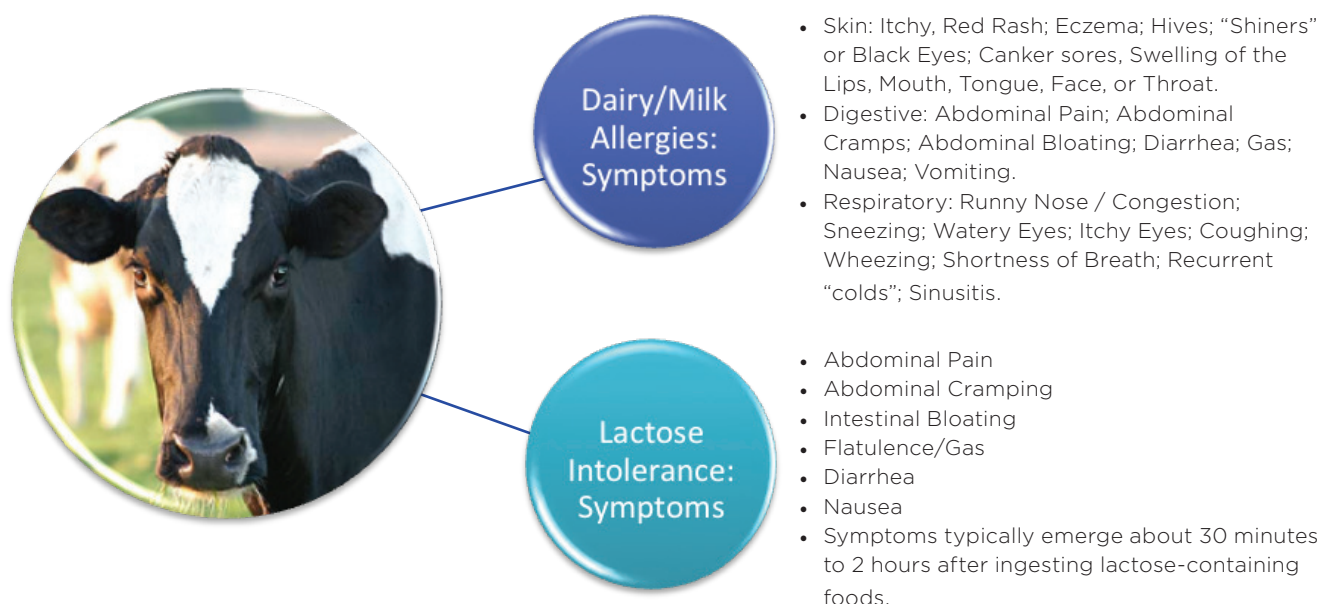
A much higher percentage of the population may have a slight to severe intolerance to gluten. New evidence suggests that gluten intolerance is thought to be around 30 times more prevalent than Celiac disease. Up to 30% of people may be gluten sensitive and suffer from some degree of symptoms. These are people who will test negative or inconclusive for Celiac disease. But, after consuming gluten, they may experience many Celiac disease symptoms like diarrhea, fatigue, joint pain, and weight loss resistance, but don't appear to have damage to their intestines as seen in Celiac cases.

Humans have been eating wheat for thousands of years, so why is gluten becoming a problem now? Two primary theories have evolved to try and explain the increased incidence. One theory promotes the idea that the “hybridization” or genetic engineering of wheat intended to increase protein yield and improve drought, weather, and pest resistance has created a substance that has become increasingly toxic to our bodies. The second theory is that our indulgence in the Standard American Diet, filled with inflammatory foods that inflame our guts, coupled with our prolific use of antibiotics, has created a deficit in the “good” bacteria we need for healthy gastrointestinal function. This has allowed our immune systems to become hyperactive and overly sensitive to foods that were previously not an issue.

Going gluten free for 28 days will be beneficial for multiple reasons. First, it will encourage you to diversify your diet by introducing many other healthy food items you may not currently consume. Second, it will give you a break from gluten and allow you to assess if it is affecting your health and performance. In our “Life After 28 Days” section, you will learn how to re-introduce gluten into your diet to see if it may be affecting you negatively.

A Closer Look at Dairy

The primary source of dairy consumption in the Western Diet is domestic cow's milk, which is pasteurized, mass produced and factory distributed throughout our economy. From this basic source, we derive commonly consumed items such as cheese, cottage cheese, cream, butter, buttermilk, whey & whey powder, condensed milk, yogurt and ice cream. Cow's milk contains over 25 different naturally occurring molecules. However, it may also contain potentially harmful additives and by-products, including antibiotics and bovine growth hormone.



Although they are often grouped together, a milk allergy and lactose intolerance are quite different. The **National Institute of Allergy and Infectious Diseases**, a division of the U.S. Health and Human Services Department's National Institutes of Health, defines a food allergy as an "adverse immune response that occurs reproducibly on exposure to a given food." In milk, the two leading allergy offenders for human beings are the milk proteins casein and whey. Casein is the curd that forms when milk is left to sour. Whey is the watery part that is left after the curd is removed.

While allergies involve the immune system, food intolerances generally do not. Food intolerance is defined as when you develop adverse symptoms after eating a food your body isn't able to handle effectively, but doesn't involve the immune system. Lactose intolerance is the most common food intolerance world-wide, estimated to affect as many as 75% of adults globally. Many types of processed foods may also contain milk lactose, and because symptoms may not show up for anywhere from 30 minutes to 2 days after consumption, diagnosis can be difficult.

The primary issue with lactose is the vast majority of humans naturally stop producing lactase, the enzyme needed to properly metabolize lactose, once they've been weaned. If your body is unable to metabolize lactose efficiently, the reality is you just aren't suited for the continued consumption of dairy products.

Contrary to the mass marketing provided by the Dairy Industry, milk products are NOT essential for your health, nor are they the only effective way to get calcium, potassium, protein and fat into your diet. Your best prescription for heart and bone health is to combine more physical activity and sun exposure with a plant based diet rich in fruits, vegetables, legumes, whole grains, nuts and seeds.

Going dairy free for 28 days will be beneficial for multiple reasons. First, it will allow you to diversify your diet by introducing many other healthy food items you may not currently consume. Second, it will give you a break from dairy and allow you to assess if it is affecting your health and performance. In our "Life After 28 Days" section you will learn how to re-introduce dairy into your diet to see if it may be affecting you negatively.

A Closer Look at Soy

The U.S. Soybean Industry must be applauded for its successful marketing efforts. From 1992 to 2013 it successfully grew its market from \$300 million in sales to \$4.5 billion in sales. Their marketers literally took a food with questionable (at best) health benefits and managed to position it as the next “miracle food” of the 21st century. How did this happen and what does it mean for your health?

Fermented soy and its common derivatives, natto, tempeh, miso, and soy sauce, have been consumed by Asian people for centuries. This consumption has been associated with improved heart health, lower rates of cancer, and longevity. So what’s the problem?

Soybeans naturally contain phytic acid, isoflavones, and goitrogens. Phytic acid reduces your ability to assimilate calcium, magnesium, copper, iron, and zinc. Isoflavones are plant based estrogens which can mimic and sometimes block the functions of estrogen in the human body. Phytoestrogens may disrupt normal endocrine function, cause infertility, and increase your risk of cancer. Goitrogens may block or inhibit your synthesis of thyroid hormones and can cause hypothyroidism and thyroid cancer. The process of fermentation significantly reduces the negative health issues associated with phytic acid, isoflavones, and goitrogens, and makes the beneficial properties of soy more readily available.

The problem is if you’re eating soy based products in the U.S., you’re not consuming the same soy that has been associated with the benefits derived by Asian cultures. First, most soy in the U.S. is **NOT fermented**, which means the negative effects of phytic acid, isoflavones, and goitrogens are not being reduced. Perhaps more important is the fact that U.S. soybeans are heavily sprayed with Roundup and 94% of all soy produced in the U.S. is genetically modified. Lastly, the World Health Organization lists soy as one of the most significant food allergens.

If you are consuming soy, make sure it is **Organic and Fermented**. Going forward, you’ll want to avoid soy protein isolate, soybean oil, soy milk, soy (cheese, meat, yogurt, ice cream, infant formula), edamame, and tofu.

If you are consuming soy, going soy free for 28 days will allow you to assess if it is affecting your health and performance. In our “Life After 28 Days” section, you will learn how to re-introduce soy into your diet to see if it may be affecting you negatively.

Why Organic?

Organic farming is the most heavily regulated and closely monitored food production system in the U.S., allowing you to choose Organic with confidence. It provides the safest food for consumption, with these additional benefits:

No Persistent Pesticides or Synthetic Fertilizers

Persistent pesticides have been created with the intent to kill living things. All pesticides have the potential to harm wildlife and human health, especially as they contaminate our food, air and water or accumulate in our cells. Synthetic fertilizers require large quantities of fossil fuels to produce, and contribute to soil degradation and ocean dead zones.

No Synthetic Growth or Breeding Hormones

Avoiding animal products raised with synthetic hormones reduces your exposure to endocrine-disrupting chemicals that may cause reproductive dysfunction in humans.

No Antibiotics

Organic farmers utilize natural methods that promote and sustain animal health. The use of antibiotics in farm animals, and the subsequent consumption of animal based products, has contributed to the development of dangerous antibiotic resistant infections.

Nutrient Density

Organic farmers work the soil that feeds our food with methods that promote environmental sustainability. Organically grown foods are higher in antioxidants and other nutrients than their conventionally grown counterparts.

No GMOs

Genetically engineered crops are a relatively new invention with potentially devastating impacts on ecosystems and human and animal health. Organic regulations forbid the use of genetically engineered seeds or animals (including clones).

Animal Care

Organic philosophy means raising animals in harmony with nature. Handling techniques are utilized that complement the natural behaviors of animals, including access to pasture and exercise. Quality animal care also includes housing that provides comfortable, clean, safe, low stress environments.

Why Non-GMO?

How you nourish and fuel your body directly affects the quality of your health and how you feel – each day. Your ability to perform physically, mentally, socially, and professionally depends on knowing what you're putting into your body. If you're like most Americans, you want to know what's in your food.

Over the past two decades, the science of genetic engineering has exploded and advanced the practice of gene splicing to create genetically modified organisms (GMO's). Farmers have historically raised their crops to incorporate desired traits by using natural reproductive processes inherent to each organism. Now, scientists are able to combine the DNA from different species altogether, bypassing natural reproductive processes, to create new super strains of plants, animals, bacteria and viruses.

The practice of genetically modifying organisms has been fully embraced by conventional farmers. It is estimated that more than 75% of all conventionally processed food contains GMO's, including the following percentages of widely produced crops:

Corn: 88% **Soy:** 94% **Cotton:** 90% **Sugar Beet:** 95% **Canola:** 90%

Nearly 80% of genetically modified crops are designed to survive deadly doses of weed killer. Many crops have also been recreated with a gene that secretes the insect killing Bt-toxin that has also been shown to be harmful to humans.

The science of creating genetically modified organisms is relatively new and there has not been time to fully study the potential adverse health impacts. Many concerns are mounting around their potential health risks, including organ disruption, reproductive issues, allergic potential, and immune system disturbances.

The creation of herbicide and pesticide resistant crops allows for a drastic increase in the use of these chemicals and increases the toxicity in our soil and water. Genetically modified crops are thought to be responsible for the rapid increase in herbicide and pesticide resistant weeds and insects.

Although the potential effects of GMO's on our health and the health of our environment may be debatable, your right to know what is in your food is not.

Life After 28 Days

Over the past 4 weeks you've given your best effort to clean up your act and begin building the foundation for a healthy lifestyle. You may or may not have fully attained your initial goals, but you've undoubtedly noticed an improvement in how you feel. Now your confidence is high and you feel stronger and more energetic. You're sleeping better and your thoughts are clearer. So what should you do? Go back to the way you were living before, right? Are you kidding me? Of course not! Now that you've felt the difference your diet, exercise, and rest choices make, why would you stop now? You have everything to gain and nothing to lose by continuing on your journey!

1. Continue Your Pure 28 Daily Activities

Go 10 for 10 whenever you can. Feel free to increase your whole food meals to 2 times per day, while decreasing your shakes to 1 time per day. We recommend you continue to have a nutrient dense, non-inflammatory Pure Superfood Shake for breakfast each day.

2. Re-introduce Foods Systematically

You'll want to test gluten and dairy to see how they've been affecting your health and performance. Now that your body's inflammation levels have begun to decrease, you have a chance to be more discriminate in assessing how a food may be affecting you. Many reactions to food are delayed, so follow the next steps closely.

Continue with eating a non-inflammatory diet free of gluten, soy, dairy, sugar, and processed foods for one additional week. On day 29 consume a balanced meal for breakfast, but include gluten. For lunch, consume another balanced meal and include gluten one more time. For the next 72 hours, continue eating as clean as possible, with **NO** gluten, soy, dairy, or sugar. During this time pay close attention to how you feel and assess to see if your exposure during those two meals created any obvious symptoms. Look for gas, bloating, vomiting, diarrhea, fatigue, irritation, mood swings, headaches, stomach aches, joint or muscle pain, or any other obvious signs and symptoms. *If you do not notice any symptoms, feel free to re-introduce gluten into your diet, but **ONLY** consume whole grain wheat, rye, or barley.* You want to avoid processed white or wheat flour as it spikes your blood sugar and is very unhealthy. Even if you feel you are not reacting to gluten, it is still an excellent idea to limit your intake of gluten by incorporating other non-inflammatory whole grains into your diet.

Now, you'll want to assess dairy. Follow the steps you used for assessing gluten and remain gluten, soy, dairy, and sugar free, except for the two times you consume dairy at breakfast and lunch.

*If you've noticed considerable relief from symptoms and you do not wish to reintroduce potentially inflammatory foods back into your diet, simply eliminate them from your diet. **We strongly recommend limiting sugar and soy consumption going forward.***

3. Supplement for Success

Continue to use whole food, plant based supplements to fill the gaps in nutrition that inevitably develop while living your busy, active lifestyle.

4. Continue Reading Nutrition Labels

The world of nutrition is vast and somewhat confusing. The food industry purposefully disguises unhealthy ingredients in their products to maximize profits. Be wary. If you're reading a label and a few unrecognized ingredients sound like they could be used to launch the space shuttle, don't eat it.

5. Follow the 80/20 Rule

To maintain the improvements in your health, you need to be consistent with your diet, exercise, and rest. Strictly following the Pure 28 Day Cleanse has produced palpable results and now you want to continue feeling the best you can. Here's a simple strategy. According to your Daily Activities a perfect weekly score is 70. Going forward, any week in which you score 63 or better would be excellent. Any week you score above 56 would be good. Any week you score less than 56, well, it's time to refocus!

SuperFood Shake Recipes

Applelicious

Pure Plant Protein	2 Scoops
Pure Digestion Plus	1 Tablespoon
Pure Greens - Apple	2 teaspoons
Green Apple	1/2 Whole
Chia Seeds	1 Tablespoon
Coconut Milk	1 Cup
Cinnamon / Clove	1 Pinch
Ice	

Berry Bliss

Pure Plant Protein	2 Scoops
Pure Digestion Plus	1 Tablespoon
Pure Greens - Apple	2 teaspoons
Mixed Berries	1/2 Cup
Chia Seeds	1 Tablespoon
Almond Milk	1 Cup
Ice	

Strawberry Cream

Pure Plant Protein	2 Scoops
Pure Digestion Plus	1 Tablespoon
Pure Greens - Apple	2 teaspoons
Strawberries	1/2 Cup
Avocado 1/4 Whole	1 Tablespoon
Coconut Milk	1 Cup
Ice	

Chocolate Dream

Pure Plant Protein	2 Scoops
Pure Digestion Plus	1 Tablespoon
Pure Greens - Mint	2 teaspoon
Cacao Powder	1 Tablespoon
Cacao Nibs	1 Tablespoon
Coconut Milk	1 Cup
Ice	

Chocolate Peppermint Ice Cream

Pure Plant Protein	2 Scoops
Pure Digestion Plus	1 Tablespoon
Pure Greens - Mint	2 teaspoons
Cacao Powder	1 Tablespoon
Cacao Nibs	1 Tablespoon
Coconut Milk	1 Cup
Peppermint Extract	5 Drops
Ice	

The Warrior

Pure Plant Protein	2 Scoops
Pure Digestion Plus	1 Tablespoon
Pure Greens - Mint	2 teaspoons
Cacao Nibs	1 Tablespoon
Maca Powder	1 teaspoon
Coconut Milk	1 Cup
Ice	

Apple Cinnamon Granola

Pure Plant Protein	2 Scoops
Pure Digestion Plus	1 Tablespoon
Pure Greens-Apple	2 teaspoons
GF Rolled Oats	1/4 Cup (4 Tablespoons)
Almond Butter	1 Tablespoon
Coconut Milk	1 Cup
Cinnamon	1 Pinch
Ice	

Chewy Chocolate Chip

Pure Plant Protein	2 Scoops
Pure Digestion Plus	1 Tablespoon
Pure Greens - Mint	2 teaspoons
Gluten Free Oats	1/4 Cup (4 Tablespoons)
Cacao Nibs	1 Tablespoon
Cacao Powder	1 Tablespoon
Almond Butter	1 Tablespoon
Almond Milk	1 Cup
Ice	

Banana Coconut Muffin

Pure Plant Protein	2 Scoops
Pure Digestion Plus	1 Tablespoon
Pure Greens - Apple	2 teaspoons
Coconut Butter	1 Tablespoon
Coconut Flakes	1 Tablespoon
Gluten Free Oats	2 Tablespoons
Coconut Milk	1 Cup
Ice	

Lemon Daily Cleanse

(Not a Superfood Shake, but a great way to start your day before breakfast)

Pure Plant Protein	1 Scoop
Pure Digestion Plus	1 Tablespoon
Cayenne Pepper	1 Pinch
Organic Lemon Juice	4 teaspoons
Water	1 Cup
Ice	

Snacks

Carrots and Hummus

Baby Carrots	1/2 Cup
Hummus	1/4 Cup

Celery Sticks and Almond Butter

Celery Stalks	2 Whole
Almond Butter	1 Tablespoon

Nuts and Seeds Mix

Limit to 1 to 2 ounces (1/4 Cup)
 All Nuts (Except Peanuts): Almonds, Walnuts, Pistachios, Pecans, Cashews, etc.
 All Seeds: Pumpkin, Sunflower, Hemp, etc.

Hard Boiled Egg - 1

Green Apple & Avocado

Green Apple	1 Small
Avocado	1/4

Whole Food Recipes

(Choose any meal for dinner)

Baby Greens, Roasted Beets, Asparagus and Chicken with Citrus Dressing (Serves 2)

- 1 Bag Mixed Baby Greens
- 3 Roasted Beets, diced
- 8 Ounce Package of Asparagus (marinated in 2 teaspoons of Olive Oil, Garlic, and Lemon Juice)
- 12 Ounces of Chicken (marinated in Rosemary, Garlic, Lemon, Olive Oil, and Sea Salt)
- 1 Green Apple, chopped
- 1 Tablespoon Chia Seeds

1. Broil Chicken until internal temperature is 165 degrees; and Asparagus until lightly browned, but still slightly firm.
2. Slice Chicken and toss all ingredients with Citrus Dressing (Recipe Following).

Citrus Dressing:

- 1/2 Cup Organic Apple Cider Vinegar
- 2 Tablespoons Organic Zero
- 1/3 Cup Almond Oil
- 1/8 teaspoon Paprika
- 1/4 teaspoon Dry Mustard
- Pinch of Sea Salt

1. Blend all ingredients together.

Chicken, Arugula, and Pear Salad with Rosemary Vinaigrette (Serves 2)

- 12 Ounces Free Range Chicken, chopped and sautéed in Grapeseed or Coconut Oil
- 2 Bartlett Pears, cut in half and cored
- 4 cups Fresh Arugula, washed
- 4 Teaspoons Pecans, toasted and chopped

Rosemary Vinaigrette:

- 1 Cup Organic Apple Cider Vinegar
- 1/2 Cup Organic Vegetable Stock
- 1 Tablespoon Shallots, minced
- 2 teaspoons Freshly Ground Black Pepper
- 1/4 Cup Olive Oil
- 1 Tablespoon fresh Oregano, chopped
- 1 Tablespoon fresh Rosemary, chopped

1. In a blender, combine all ingredients except Oregano and Rosemary. Blend until smooth.
2. Add herbs and mix by hand.

Spinach Salad with Shrimp in Citrus Marinade (Serves 4)

- 1/2 Cup fresh Lemon Juice
- 1/2 Cup fresh Lime Juice
- 1 Tablespoon Xylitol or Organic Zero
- 1/4 Cup Green Onions, diced
- 2 Tablespoons fresh Ginger, minced
- 1/2 Cup Cilantro, chopped
- Pinch of Sea Salt and freshly ground Black Pepper
- 1 Tablespoon Extra Virgin Olive Oil
- 1 Pound Large Pink Oregon Shrimp
- 5 Cups Spinach
- 1/4 Cup Strawberries, sliced
- 1/4 Cup Raspberries

1. In a shallow glass baking dish combine juices, Xylitol, or Organic Zero, Onions, Ginger, Cilantro, Salt, and Pepper. Add Shrimp and marinate for one hour in the refrigerator (covered).
2. Wash and tear Spinach into bite sized pieces.
3. Preheat grill or broiler.
4. Remove Shrimp from marinade. In a medium saucepan bring leftover marinade to a boil. Reduce heat and simmer for 10 minutes and let cool.
5. Grill or broil Shrimp for one to two minutes on each side.

6. Toss Spinach with cooled marinade. Divide into 4 serving bowls. Garnish each bowl with 1 Tablespoon sliced Strawberries and 1 Tablespoon Raspberries with 4 ounces of cooked Shrimp.

Marinated Salmon with Quinoa & Asparagus (Serves 4)

- 4 Four Ounce Wild Alaskan Salmon Filets

Marinade:

- 1/2 Cup Olive Oil
- 10 Cloves Garlic, mashed
- 1/4 teaspoon Red Pepper Flakes, crushed
- Juice from 1 Lemon

Quinoa:

- 1 Cup Quinoa
- 2 Cups Chicken Stock
- Juice from 1 Lemon

1. Mix all ingredients for the marinade in a small food processor and process until the Garlic is paste-like.
2. Pour this mixture over the filets and let marinate for 30 minutes.
3. Cook 1 Cup of Quinoa in 2 Cups of Chicken Stock and juice of a Lemon.
4. Bring the stock to a boil and add the Quinoa.

5. Let boil for about 5 minutes.
6. Turn off the heat and let the Quinoa soak up the stock.
7. Broil the Salmon for 3 to 5 minutes on each side.

Grilled Asparagus:

- 1 1/2 Pounds fresh Asparagus, trimmed
- 1 1/2 teaspoons Garlic, minced
- 1 Tablespoon Grapeseed or Coconut Oil
- 1/4 teaspoon Sea Salt
- 1/4 teaspoon freshly ground Black Pepper

1. Marinate Asparagus in oil and garlic for 15 minutes.
2. Place on grill over medium to high heat until done, approximately 5-6 minutes, turning frequently.

Chicken Piccata (Serves 4)

- 4 Four Ounce boneless, skinless Free Range Chicken Breasts
- 1 Tablespoon fresh Lemon Juice
- 1 Tablespoon Capers, packed in vinegar and salt
- 1/2 Cup Organic Chicken Stock
- 1/4 Cup Brown Rice Flour
- 4 teaspoons Avocado Oil

1. In a small bowl, combine Lemon juice, Capers, and Chicken Stock. Set Aside.

2. Place brown rice flour in a large bowl. Dredge the Chicken Breasts in flour. You can use Egg Whites as a binder before dredging.
3. Heat oil in a large saute' pan. Saute' Chicken over medium heat until cooked through and golden brown, approximately 3 to 5 minutes on each side or until juices run clear when pierced with a fork.
4. Add Lemon juice mixture to pan and cook until sauce begins to thicken, approximately 2 minutes.

*Serve with brown rice, small side salad and broccoli.

Chicken Sausage, Brown Rice, and Beans

- 1 Package Garlic Herb Chicken Sausage (no preservatives, all natural)
- 2 Cups cooked Brown Rice
- 1 Can Organic Pinto Beans
- 1 Zucchini, diced
- 2 Shallots, diced

1. Cut Sausage into bite sized pieces and saute' with Zucchini and Shallots in large pan.
2. Heat cooked Brown Rice and Beans together. Add to cooked Sausage and Zucchini

Wild Mushroom Beef Stew

- 1 1/2 pounds Grass Fed Beef Stew Meat or Roast, cut into 1 inch chunks
- 1/4 Cup Brown Rice All-Purpose Flour
- 1/2 teaspoon Sea Salt
- 1/2 teaspoon freshly ground Black Pepper
- 2 Cups Organic Chicken Stock
- 1 clove Garlic, minced
- 2 Bay Leaves
- 1 teaspoon Paprika
- 8 Shitake Mushrooms, sliced
- 8 Cremini Mushrooms, sliced
- 4 medium sized Carrots, sliced
- 1 small White Onion, chopped
- 1 stalk Celery, sliced

1. Place beef in a slow cooker.
2. Mix together Brown Rice Flour, Salt, Pepper and pour over meat. Stir to coat. Add remaining ingredients and stir to mix well.
3. Cover and cook on low heat for 10 to 12 hours (or on high heat for 4 to 6 hours). Stir thoroughly before serving.

Serve over brown rice with side salad.

Blackened Chicken

- 1 1/2 Tablespoons thyme
- 1 teaspoon onion powder
- 1 teaspoon garlic granules
- 1/4 teaspoon paprika
- 1/4 teaspoon cayenne
- 1/4 teaspoon sea salt
- 1/4 teaspoon freshly ground black pepper
- 1 Tablespoon extra virgin olive oil
- 4 4 ounce skinless chicken breasts, boned and defatted

1. Preheat oven to 400°.
2. Combine spices in a grinder and grind until well combined.
3. Place spice mixture in a small bowl, add olive oil to make a paste.
4. Rub paste on chicken.
5. Heat skillet until very hot. Sear chicken for 1 minute on each side. Transfer to oven and finish cooking for 5-10 minutes for fish, 15-20 minutes for chicken.

Serving Information

Makes 4 servings, each containing approximately: 175 calories, 2 gm. carbohydrates, 7 gm. Fat, 72 mg. cholesterol , 27 gm. Protein, 142 mg. sodium, Trace fiber

Mediterranean Chicken with Artichokes

- 4 4 ounce boneless, skinless chicken breast halves
- 1/4 teaspoon sea salt
- 1/4 teaspoon freshly ground black pepper
- 3 Tablespoons brown rice flour
- 1/2 cup minced shallots
- 1 Tablespoon minced garlic
- 8 ounces of frozen artichoke bottoms, thawed and chopped
- 8 ounces Roasted Roma Tomatoes (see Cook's Note)
- 2 1/2 cups chicken stock
- 1/2 cup sliced green olives
- 2 teaspoons fresh lemon zest
- 1 Tablespoon fresh lemon juice
- 1/4 cup chopped flat leaf parsley
- 1/4 teaspoon sea salt
- 1/4 teaspoon freshly ground black pepper

1. Season the chicken breasts with salt and pepper. Spread the flour on small plate. Dredge each chicken breast in flour and lightly spray each breast with olive oil.
2. In a large sauté pan over medium heat, sauté chicken breasts on each side for 1 minute until golden brown. Remove and set aside. Add shallot and garlic and sauté until shallots are translucent.

3. Add chopped artichokes bottoms and roasted tomatoes and sauté briefly.
4. Add the chicken stock, green olives and lemon zest and reduce by a quarter. Return the chicken to the pan. Turn down heat and simmer until the sauce is slightly thickened and the internal temperature of chicken reaches 165 degrees, about 2 to 3 minutes.
5. Stir in lemon juice, chopped parsley, salt and pepper. Remove from heat and serve.

Serving Information

Makes 4 servings, each containing approximately: 280 calories; 19 gm. carbohydrate; 5 gm. Fat; 75 mg. cholesterol; 31 gm. protein; 588 mg. sodium; 4 gm. fiber

Cook's Note:

Roasted Roma Tomatoes

- 1 1/2 pounds Roma tomatoes (about 8)
- 3/4 teaspoon sea salt

Preheat oven to 400 degrees. Slice roma tomatoes in half. Roast sliced side up on a baking sheet lightly sprayed with olive oil for 15 minutes. Cool slightly and halve. Place tomatoes on paper towels to soak up excess liquid. Season with 3/4 teaspoon sea salt.

Cinnamon Soy Glazed Mahi with Asian Pear Salsa

Grilled Asian Pear Salsa:

- 2 medium Asian pears, cored and sliced into 1/2-inch planks
- 4 each red onion slices, about 1/2-inch thick
- 1 Tablespoon fresh lime juice
- 2 teaspoons Organic Zero, Truvia or Xylitol
- 2 teaspoons apple cider vinegar
- 1 teaspoon minced lemon zest
- 1 pound Mahi, cut into
- 4 equal fillets

Cinnamon "Soy" Glaze:

- 1/2 cup water
- 1 Tablespoon Bragg Liquid Aminos or coconut aminos
- 1/2 cinnamon stick
- 2 teaspoons Organic Zero (erythritol), Truvia or Xylitol
- 1 teaspoon cider vinegar
- 1 1/3 cups Mashed Sweet Potatoes (see recipe below)

1. Preheat grill pan.
2. Grill pears and onions 2-3 minutes or until grill marks appear. Cool and dice.
3. In a small bowl, toss together grilled pears, onions and remaining ingredients for Grilled Asian Pear Salsa. Set aside.

4. In a small sauce pan, combine all ingredients for Cinnamon Soy Glaze. Bring to a simmer and cook until mixture is reduced by 3/4 and slightly thickened.
5. Preheat grill or broiler
6. Brush each mahi fillet with a 1/2 teaspoon of Cinnamon Soy Glaze and grapeseed oil. Broil or grill fish until cooked through.
7. Drizzle 1/2 teaspoon Cinnamon Soy Glaze over each mahi fillet and serve with 1/3 cup Mashed Sweet Potatoes and 1/3 cup Grilled Asian Pear Salsa.

Serving Information

Makes 4 servings, each containing approximately: 380 calories; 42 gm. carbohydrate; 7 gm. Fat; 213 mg.; cholesterol; 36 gm. protein, 577 mg. sodium, 2 gm. fiber

Mashed Sweet Potatoes

- 2 medium sweet potatoes, washed, peeled and cut in 1-inch cubes
- 2 Tablespoons frozen concentrated orange juice
- 1/2 teaspoon sea salt
- 1/4 teaspoon freshly ground black pepper
- 1/4 teaspoon ground cinnamon
- 1/2 teaspoon pure vanilla extract

1. Place 6 cups water in a large saucepan and bring to a boil. Add potatoes and cook for 10 to 15 minutes or until potatoes are tender. Turn off heat and drain water. Place saucepan back on burner for 30 more seconds to dry potatoes.
2. Add remaining ingredients and mash with a potato masher until all ingredients are mixed well. Potatoes will be slightly lumpy.

Serving Information

Makes 6 servings, each containing approximately: 110 calories ; 25 gm. carbohydrate , trace fat ; 0 mg. cholesterol ; 2 mg. protein, 250 mg. sodium; 4 mg. fiber

Broiled Salmon with Cucumber Lemongrass Salsa

Cucumber Lemongrass Salsa:

- 1 cup diced cucumber
- 1/2 Tablespoon finely minced fresh lemongrass
- 1/2 Tablespoon minced fresh ginger
- 1 Tablespoon chopped fresh cilantro
- 1/2 Tablespoon chopped fresh mint
- 2 Tablespoons fresh lime juice
- 1/8 teaspoon red chili flakes
- 1/2 Tablespoon low-sodium Bragg Liquid Aminos, coconut aminos or Tamari sauce
- 1/4 teaspoon sea salt
- 4 4-ounce salmon fillets
- 1 cup Mongolian BBQ Sauce (see recipe, following)
- 1/2 cup julienne carrots
- 1/4 cup julienne red bell peppers
- 1/4 cup julienne yellow bell peppers
- 1/2 teaspoon extra virgin olive oil
- Pinch sea salt Pinch freshly ground black pepper
- 1 1/2 cups Coconut Wild Rice (see recipe, following)

1. In a glass baking dish, combine BBQ sauce and salmon and marinate for 30 minutes to 2 hours.
2. Preheat broiler. Discard marinade. Broil salmon fillets 3 to 5 minutes on each side or until fish is cooked through.

3. In a medium bowl, combine all ingredients for salsa and mix well. Set aside.
4. In a hot wok or sauté pan, stir-fry carrots and bell peppers with olive oil until tender, but still slightly crisp. Season with salt and pepper.
5. Serve 1 cooked salmon fillet with 1/3 cup Coconut Wild Rice, 1/4 cup stir-fried vegetables of your choice and top with 1/4 cup salsa.

Serving Information

Makes 4 servings, each containing approximately: 360 calories; 29 gm. carbohydrate; 15 gm. Fat; 56 mg. cholesterol; 23 gm. protein; 710 mg. sodium, 3 gm. fiber

Coconut Wild Rice

- 1 1/2 teaspoons Coconut Oil
- 2 Tablespoons diced onions
- 2 Tablespoons diced yellow bell pepper
- 2 Tablespoons diced red bell pepper
- 1/2 cup Wild Rice
- 1/2 cup chicken stock
- 1/2 cup water
- 1/2 cup coconut milk
- 1/2 teaspoon sea salt Pinch freshly ground black pepper

1. In a large saucepan, melt coconut oil and sauté onions and peppers until onions are translucent.
2. Add rice, chicken stock, water and coconut milk. Bring to a boil, cover pan, reduce heat to medium low and simmer for 20 minutes or until liquid is absorbed.
3. Season with salt and pepper while fluffing with a fork.

Serving Information

Makes 4 servings, each containing approximately: 110 calories; 21 gm. carbohydrate; 2 gm. Fat; 5 mg. cholesterol; 2 gm. protein; 227 mg. sodium, 1 gm fiber

Mongolian BBQ Sauce

Cooked Mixture:

- 1/2 cup Bragg Liquid Amino sauce or coconut aminos
- 2 Tablespoons xylitol or Organic Zero
- 1/4 cup apple cider vinegar
- 1 Tablespoon sesame oil
- 2/3 cup chicken stock
- 1/3 cup pureed tomatoes Pinch dried coriander leaves Pinch ground ginger
- 1/4 teaspoon red chili flakes

Fresh mixture:

- 1/4 cup minced leeks
- 2 teaspoons minced garlic
- 2 teaspoons minced fresh ginger
- 2 Tablespoons chicken stock
- 2 Tablespoons Bragg Liquid Aminos sauce

1. In a large saucepan, combine first tamari or Bragg Liquid Aminos, xylitol, cider vinegar, sesame oil and first chicken stock and bring to a boil. Add pureed tomatoes, coriander leaves, dry ginger and red chili flakes. Simmer for 10 minutes. Remove from heat.
2. In a small bowl, combine leeks, garlic, fresh ginger, chicken stock and second Bragg Liquid Amino sauce. Add to cooked mixture and stir until combined. Store in refrigerator.

Serving Information

Makes 16 (2-Tablespoon) servings, each containing approximately: 5 calories; 4 gm. carbohydrate; Trace fat 0 mg. cholesterol; trace protein; 288 mg. sodium; Trace fiber

Grilled Ahi Lettuce Wraps

- 4 4-ounce ahi tuna fillets
- 4 large pieces of Iceberg Lettuce
- 1 large tomato, cut into 4 slices
- 1 small avocado, cut into 4 slices

Citrus Vinaigrette:

- 1 Tablespoon orange juice concentrate
- 1 Tablespoon cider vinegar
- 1 teaspoon extra virgin olive oil
- Pinch sea salt
- Pinch black pepper
- 1/2 teaspoon chopped fresh mint

Cucumber Salad:

- 1 medium cucumber, peeled and diced
- 2 Tablespoons diced red pepper
- 1 1/2 Tablespoons cider vinegar w/1 teaspoon Organic Zero (erythritol) or Xylitol
- 1 teaspoon chopped fresh cilantro
- 1 teaspoon chopped fresh mint Pinch red chili flakes

1. Combine all ingredients for Citrus Vinaigrette in a small bowl and whisk together with a hand held whisk. Toss in the shredded lettuce until well mixed.
2. Preheat grill or broiler. Grill or broil fish fillets 3 to 5 minutes on each side to desired doneness.
3. Place one slice of avocado and tomato slices on each iceberg lettuce. Place tuna fillet on top of tomato slices. Fold lettuce around to make a wrap.

4. In a medium bowl, combine all ingredients for Cucumber Salad and mix well.
5. Serve each wrap with 1/2 cup Cucumber Salad.

Serving Information

Makes 4 servings, each containing approximately: 320 calories; 33 gm. carbohydrate; 6 gm. Fat; 49 mg. cholesterol; 32 gm. protein; 256 mg sodium; 4 gm Fiber

Roasted Portobello Mushroom with Fire-Roasted Yellow Tomato Puree

8 large Portobello mushrooms

Marinade:

- 1/4 cup plus 2 Tablespoons cider vinegar
- 1 teaspoon of dry mustard
- 1 Tablespoon Xylitol or Organic Zero
- 1/4 teaspoon freshly ground black pepper
- 3/4 teaspoon dried basil
- 3/4 teaspoon dried oregano
- 1/2 teaspoon sea salt
- 3/4 cup water
- 2 1/2 Tablespoons chopped fresh basil
- 1/2 Tablespoon minced garlic
- 1/4 teaspoon garlic granules
- 1/4 cup extra virgin olive oil
- 1 1/2 medium-sized yellow tomatoes, chopped
- 2 teaspoons extra virgin olive oil
- 1/4 teaspoon sea salt

- 1/8 teaspoon freshly ground black pepper
- 2 Tablespoons diced yellow onion
- 1/2 Tablespoon minced garlic
- 1 teaspoon extra virgin olive oil
- 1/2 Tablespoon finely chopped fresh basil
- 1/8 teaspoon Xylitol or Organic Zero
- 1/2 Tablespoon fresh lemon juice

Relish:

- 1/2 cup diced red onion
- 2/3 cup diced red bell pepper
- 1/2 cup apple cider vinegar
- 1/2 teaspoon sea salt
- 1/2 Tablespoon Xylitol or Organic Zero

1. Preheat oven to 400°. Wash and de-stem mushrooms. Lightly score underside of each mushroom.
2. Place all ingredients for marinade in a blender container, except for olive oil and puree until smooth and consistent throughout. While blender is running, slowly add all of the olive oil in a steady stream until emulsified in the marinade.
3. Place mushrooms in a large glass baking dish, pour marinade over mushrooms and marinate for 2 hours in a refrigerator.

4. In a large bowl, toss yellow tomatoes with 2 teaspoons olive oil, salt and pepper. Spread on a cookie sheet and roast in oven for 35-40 minutes or until golden-brown in color.
5. In a small sauté pan combine garlic, onion and 1 teaspoon olive oil and sauté until onions are translucent.
6. Place roasted tomatoes, sautéed onions and garlic, basil, Xylitol or Organic Zero and lemon juice in a food processor and puree until smooth.
7. Combine all ingredients for relish in a small saucepot over medium-high heat and simmer until liquid has evaporated.
8. Remove mushrooms from marinade and discard excess marinade. Place on baking sheet and roast for 5 to 10 minutes or until mushroom is soft. Serve 2 mushrooms with 2 Tablespoons tomato puree and 1 Tablespoon bell pepper relish.

Serving Information

Makes 4 (2-mushroom) servings, each containing approximately: 225 calories; 31 gm. carbohydrate; 10 gm. Fat; 0 mg. cholesterol; 7 gm. protein; 656 mg. sodium; 6 gm fiber

Turkey Medallions with Blackberry Sauce

Blackberry Sauce:

- 1 3/4 cups chicken stock
 - 2 tablespoons diced shallots
 - 1/2 cup crushed blackberries, strained grapeseed oil to coat pan
 - 1 pound boneless turkey breast
 - 3/4 cup brown rice flour
 - 3/4 teaspoon ground cumin
 - 3/4 teaspoon chili powder
 - 3/4 teaspoon ground coriander
 - 3/4 teaspoon garlic powder
 - 1/4 teaspoon sea salt
 - Pinch freshly ground black pepper
 - 4 teaspoons grapeseed oil
1. In a small saucepan bring 1 1/2 cups chicken stock to a boil and reduce by half. Set aside.
 2. Lightly coat a medium sauté pan with grapeseed oil and sauté shallots until translucent.
 3. Add strained blackberries and chicken stock. Cook until liquid is reduced by half. Keep warm.
 4. In a shallow bowl, combine brown rice flour, cumin, chili powder, coriander, garlic powder, salt and pepper. Set aside.

5. Slice turkey breast into eight 2-ounce portions. Pound with meat mallet between sheets of wax paper until 1/4-inch thick.
6. Heat a large sauté pan and add grapeseed oil. Dredge turkey medallions in seasoned flour mixture and sauté in grapeseed oil for 3 to 5 minutes on each side, or until golden brown. Serve 2 turkey medallions with 2 Tablespoons blackberry sauce.

Serving Information

Makes 4 servings, each containing approximately: 285 calories; 29 gm. carbohydrate; 7 gm. fat; 45 mg. cholesterol; 28 gm. Protein; 406 mg. sodium; 1 gm. Fiber

Rustic Chicken

- 1 1/2 cups whole pearl onions
- 3 Tablespoons extra virgin olive oil
- 1/4 cup minced shallots
- 1 cup chopped seasonal wild mushrooms
- 2 cups chicken stock
- 1/4 teaspoon chopped fresh rosemary
- 1/4 teaspoon chopped fresh sage
- 1 teaspoon sea salt
- 1/4 teaspoon freshly ground black pepper
- 4 cups cooked brown rice pasta
- 1/4 teaspoon sea salt
- 1/4 teaspoon freshly ground black pepper
- 4 4 ounce boneless, skinless chicken breast halves

1. Preheat oven to 350°. Light coat a baking sheet with olive oil spray.
2. Place pearl onions on baking sheet and roast for 10 minutes or until slightly browned. After roasting, peel and chop onions.
3. In a large sauté pan, over medium heat, sauté shallots and mushrooms in olive oil until shallots are translucent. Add chicken stock, deglaze and reduce liquid by half. Add rosemary, sage and roasted pearl onions and season with salt and pepper. Add pasta and toss together until well combined.
4. Preheat grill. Season chicken with salt and pepper and grill 3 to 5 minutes on each side or until juices run clear when pierced with a fork.
5. Evenly divide the pasta mixture into 4 bowls. Serve with steamed asparagus spears.

Serving Information

Makes 4 servings, each containing approximately: 445 calories; 41 gm. carbohydrate; 14 gm. Fat; 115 mg. cholesterol; 37 gm. protein; 694 mg. sodium; 2 gm. fiber

Orange-Glazed Chicken with Screamin' Ginger Salsa

Ginger Salsa:

- 1/4 cup chopped crystallized ginger
- 1 Tablespoon minced ginger root
- 2 Tablespoons diced red bell pepper
- 1 Tablespoon minced scallion
- 1 Tablespoon fresh chopped basil
- 1/4 teaspoon low-sodium Bragg Liquid Amino sauce or coconut aminos

Chicken:

- 1/3 cup frozen concentrated orange juice
- 3 Tablespoons xylitol or Organic Zero
- 1/4 cup low-sodium Bragg Liquid Aminos or coconut aminos
- 1 teaspoon five-spice powder
- 1/2 teaspoon minced garlic
- 4 skinless chicken breast halves, boned and defatted

1. In a medium bowl, combine all ingredients for salsa and mix well.
2. Combine orange juice concentrate, xylitol or Organic Zero, Aminos, 5-spice powder and minced garlic in a medium bowl. Brush glaze thoroughly over chicken. Place on grill and cook for 3 to 5 minutes on each side, or until juices run clear when pierced with a fork. Serve chicken with 2 Tablespoons ginger salsa.

Serving Information

Makes 4 servings, each containing approximately: 300 calories; 40 gm. carbohydrate; 3 gm. Fat; 72 mg. cholesterol; 28 gm. protein; 300 mg. sodium; trace fiber

Grilled Artichoke & Leek Pasta

- 1 1/2 pounds brown rice pasta
- 3/4 cup artichoke hearts
- 1 leek, white part only
- 3 Tablespoons diced red onions
- 1/2 Tablespoon extra virgin olive oil
- 1/2 Tablespoon minced garlic
- 3/4 cup chopped plum tomatoes
- 1/2 Tablespoon fresh basil, chopped
- 1/2 Tablespoon fresh thyme, chopped
- 1 1/2 cups vegetable stock
- 1/4 cup tomato puree
- Pinch of sea salt
- Pinch of freshly ground black pepper

1. Cook pasta according to directions on package.
2. Grill artichoke hearts and leeks over medium heat, or under the broiler. Cool slightly and dice. Set aside.
3. In a medium skillet, sauté red onions in olive oil until browned. Add garlic and cook for 2 more minutes. Add tomatoes, herbs, vegetable stock, and tomato puree. Bring to a boil, then lower heat and let simmer on low heat for 20 to 30 minutes.

4. Remove from heat. Season with salt and pepper.
5. Put 2 cups of cooked brown rice pasta on each plate. Spoon 1/2 cup sauce on top of each plate of pasta. Garnish with diced artichoke hearts and leeks.

Serving Information

Makes 6 servings, each containing approximately: 475 calories; 5 gm. fat; 91 gm. carbohydrate; 0 mg. cholesterol 16 gm. protein; 247 mg. sodium; 5 gm. Fiber

Greek Stuffed Chicken

- 2 Tablespoons chopped Kalamata olives
- 1/2 cup canned artichoke hearts, drained and chopped
- 3 Tablespoons chopped sun-dried tomatoes
- 3 Tablespoons chopped cherry tomatoes
- 2 Tablespoons chopped red onion
- 1/2 teaspoon freshly ground black pepper
- 2 teaspoons chopped fresh basil
- 4 skinless chicken breast halves, boned and defatted
- 1 Tablespoon extra virgin olive oil
- 2 cups Cucumber Tomato Salad (see recipe below)

1. Combine olives, artichoke hearts, dried tomatoes, cherry tomatoes, red onion, black pepper and basil in a medium bowl. Let sit for 20 minutes.
2. Preheat oven to 400°
3. Cut chicken breast horizontally, 3/4 th of the way through to make a pocket. Stuff with 1/4 cup vegetable mixture. Season outside of chicken with salt and pepper. Heat a sauté pan with 1 Tablespoon olive oil. Sear outside of chicken breast until golden brown, about 2 minutes on each side over medium-high heat. Transfer to oven and bake for 10 to 15 minutes or until chicken is cooked through.
4. Serve 1 stuffed chicken breast with 1/2 cup cucumber tomato salad.

Serving Information

Makes 4 servings, each containing approximately: 255 calories; 12 gm. carbohydrate; 10 gm. fat; 78 mg. cholesterol; 30 gm. protein; 520 mg. sodium; 3 gm. fiber

Cucumber Tomato Salad

- 1/4 cup diced red onion
- 2 cups diced cucumber
- 1 1/2 cups diced Roma tomato
- 1 1/4 teaspoons sea salt
- 1/2 teaspoon freshly ground black pepper
- 2 Tablespoons fresh lemon juice
- 1 Tablespoon extra virgin olive oil

1. Combine all ingredients and mix well.

Serving Information

Makes 6 (1/2-cup) servings, each containing approximately: 45 calories; 5 gm. carbohydrate; 3 gm. fat 0 mg. cholesterol; 1 gm. protein; 266 mg. sodium; 1 gm. fiber

Plum Tomato and Lemon Sauce Over Chicken & Quinoa

- 1 Tablespoon extra virgin olive oil
- 3/4 cup diced red onion
- 1/2 teaspoon minced garlic
- 1 1/2 pounds plum tomatoes
- 1 teaspoon lemon zest
- 3 Tablespoons fresh lemon juice
- 2 teaspoons xylitol or Organic Zero (erythritol)
- 1/2 teaspoon sea salt
- 1/4 teaspoon freshly ground black pepper
- 1/4 cup chopped basil

1. In a large sauce pot heat olive oil over medium heat and add onions and garlic and sauté until onions are translucent.
2. Add lemon zest and cook for 1 minute. Add tomatoes, lemon juice and xylitol or Organic Zero and cook until the tomatoes are very soft, about 15 minutes. Remove from heat and add salt, pepper and basil and let cool. Pour sauce into a blender container and puree.
3. Place 1/2 cup of sauce over 4 oz of Grilled Chicken for women (6 oz for men) and 1/2 cup quinoa (cooked in chicken stock) and steamed broccoli.

Serving Information

Makes 6 (1/2 cup) servings, each containing approximately: 55 calories; 8 gm. carbohydrate; 3 gm. fat 0 mg. cholesterol; 1 gm. protein; 155 mg. sodium; 2 gm. fiber

Puttanesca Sauce

- 1/4 cup minced garlic
 - 3/4 cup diced onion
 - 1/2 cup red wine
 - 2 1/2 cups chopped tomatoes
 - 10 Greek olives, pitted and julienned
 - 1 teaspoon orange zest
 - 1/4 teaspoon dried thyme
 - 2 Tablespoons tomato puree
1. Lightly spray a medium skillet with nonstick vegetable coating.
 2. Sauté garlic and onion until translucent.
 3. Add red wine and let simmer until liquid is very thick and almost evaporated. Add tomatoes, olives, orange zest, thyme and tomato puree. Cook for 25 minutes or until slightly thickened.
 4. Serve over brown rice pasta and 4 oz. of Chicken. Garnish with basil.

Serving Information

Makes 6 (1/2-cup) servings, each containing approximately: 75 calories; 8 gm. carbohydrates; 3 gm. fat 4 mg. cholesterol; 3 gm. protein; 175 mg. sodium 1 gm. fiber

Curry Shrimp & Brown Rice

Green Curry:

- 1 cup chopped fresh cilantro
- 1/4 cup chopped fresh mint

- 1/2 chopped jalapeno pepper
- 2 Tablespoons fresh lemon juice
- 2 Tablespoons Xylitol or Organic Zero
- 1/2 teaspoon sea salt
- 1 Tablespoon water
- 1 1/2 pound medium shrimp, peeled and deveined, about 24 shrimp
- 3/4 cup diced fresh tomatoes
- 1/4 cup julienned jicama
- 1/4 cup julienned carrots

Curry Sauce:

- 1/2 cup light coconut milk
 - 1 Tablespoon green curry
 - 1/4 cup fresh chopped tomatoes
 - 1/4 cup peeled, diced cucumber
 - 1 Tablespoon minced red onions
 - 1/8 teaspoon sea salt
 - 1 1/2 cup brown rice cooked in chicken stock as per package instructions.
1. Combine all ingredients for Green Curry in a small food chopper and puree until a paste forms. Set aside.
 2. In a large sauté pan, over medium heat, sauté shrimp in about 6 Tablespoons green curry paste until shrimp is just pink.
 3. In a small bowl, toss together tomatoes, jicama and carrots. Then mix Curry Sauce ingredients.

- Place 4 sautéed shrimp, 2 Tablespoons vegetable mixture, 1/2 cup of brown rice and 3 Tablespoons of curry sauce for each serving.

Serving Information

Makes 6 servings, each containing approximately: 350 calories; 39 gm. carbohydrate; 9 gm. fat; 173 mg. cholesterol; 29 gm. protein; 632 mg. sodium; 5 gm. fiber

Seared Scallops with Cranberry Ginger Vinaigrette

Cranberry Ginger Vinaigrette:

- 1/2 cup frozen cranberries, thawed
- 1/2 teaspoon minced ginger root
- 2 Tablespoons diced shallots
- 1/3 cup apple cider vinegar
- 4 teaspoons xylitol or Organic Zero
- 2 teaspoons almond oil
- 2 teaspoons extra virgin olive oil
- Pinch sea salt

- 2 pounds scallops
- 2 Tablespoons extra virgin olive oil
- Pinch sea salt
- Pinch freshly ground black pepper
- 4 cups Sautéed Spinach with Garlic and Olive Oil (recipe below)
- 4 cups Parsnip Carrot Puree (recipe below)

- Combine all ingredients for vinaigrette in a blender container and puree until smooth.

- Season scallops with salt and pepper. In a large sauté pan, sear scallops in olive oil over medium heat until golden brown, about 2 to 3 minutes on each side.

- Divide scallops among eight plates. Top each serving of scallops with 2 Tablespoons of Cranberry Ginger Vinaigrette.

- Serve with 1/2 cup of Sautéed Spinach with Garlic and Olive Oil and 1/2 cup Parsnip Carrot Puree.

Serving Information

Makes 8 servings, each containing approximately: 295 calories; 23 gm. Carbohydrate; 13 gm. Fat; 47 mg. cholesterol; 23 gm. Protein; 641 mg. sodium; 6 gm. fiber

Sautéed Spinach With Garlic and Olive Oil

- 2 teaspoons minced garlic
- 1 Tablespoon extra virgin olive oil
- 1 pound fresh spinach, washed and torn into large pieces
- 1/4 teaspoon sea salt
- 1/4 teaspoon freshly ground black pepper

- In a large sauté pan, sauté garlic in olive oil over medium-low heat until garlic begins to turn golden brown.

2. Add spinach and briefly cook until wilted. Season with salt and pepper.

Serving Information

Makes 4 servings, each containing approximately: 60 calories; 4 gm. carbohydrate; 4 gm. fat; 0 mg. cholesterol 2 gm. protein; 161 mg. sodium; 2 gm. fiber; 113 mg. calcium

Parsnip Carrot Puree

- 3/4 pound parsnips, washed and peeled, about 3 medium
 - 3/4 pound carrots, washed and peeled
 - 2 Tablespoons olive oil
 - 1 Tablespoon chopped fresh scallions
 - 1 teaspoon sea salt
 - 1 Tablespoon xylitol or Organic Zero (erythritol)
1. Bring 2 quarts of water to boil in a large saucepan. Chop parsnips and carrots into 1-inch cubes. Place in boiling water and cook until soft, about 10 minutes. Drain excess water.
 2. Transfer to a blender container and puree until smooth with olive oil, scallions, salt and xylitol.

Serving Information

Makes 8 (1/3-cup) servings, each containing approximately: 85 calories; 12 gm. carbohydrate; 4 gm. fat 10 mg. cholesterol; 1 gm. protein; 342 mg. sodium

Sausage, Brown Rice and Beans

- 1 package Garlic Herb Chicken Sausage (no preservatives, all natural)
 - 1 package frozen Brown Rice
 - 1 can organic pinto beans
 - 1 zucchini diced
 - 2 shallots
1. Cut Sausage in bite size pieces and sauté with zucchini and shallots in large pan.
 2. Heat frozen brown rice and beans together then add to cooked sausage and zucchini

Lime Chipotle Chicken Patty

- Lime Chipotle Chicken Patty grilled
 - 2 Iceberg Lettuce
 - 3 Tomato Slices
 - 2 Tablespoons Sprouts
 - 1 Tablespoon Roasted Red Pepper Hummus
1. Make patty on the lettuce like a chicken burger on a bun. Serve with Roasted Rosemary Sweet Potatoes and a side salad with mixed greens, cucumber, and tomato.

Grilled Chicken with Brown Rice and Steamed Broccoli

- 4oz Chicken Breast grilled (marinate in olive oil, lemon, garlic, rosemary and sea salt)
- 1/2 cup brown rice, cooked and heated with juice of a lemon
- 1 1/2 cup steamed broccoli with lemon

1. Can eat separately or chop up and mix chicken and broccoli with the brown rice.

Garlic Lime Chicken

- 3/4 teaspoon salt
- 1/4 teaspoon black pepper
- 1/4 teaspoon cayenne pepper
- 1/8 teaspoon paprika
- 1/4 teaspoon garlic powder
- 1/8 teaspoon onion powder
- 1/4 teaspoon dried thyme
- 1/4 teaspoon dried parsley
- 4 4-5 ounce boneless, skinless chicken breasts
- 1 Tablespoon olive oil
- 2 teaspoons garlic powder
- 3 Tablespoons lime juice

1. In a small bowl, mix together salt, black pepper, cayenne, paprika, teaspoon garlic powder, onion powder, thyme and parsley. Sprinkle spice mixture generously on both sides of chicken breasts.

2. Heat olive oil in a large heavy skillet over medium heat. Sauté chicken until golden brown, about 6 minutes on each side. Sprinkle with 2 teaspoons garlic powder and lime juice. Cook 5 minutes, stirring frequently to coat evenly with sauce.
3. Can serve on a bed of quinoa or brown rice or put on top of romaine with tomatoes, black beans, jicama, cucumber with a lime dressing. (lime, olive oil, garlic, sea salt, pepper, cilantro)

Quinoa Pilaf with Shredded Chicken

- 2 Tablespoons coconut oil
- 1 small onion, diced
- 1 stalk celery, diced
- 3 carrots, diced
- 1 cup quinoa
- 2 cups chicken broth
- 1 Tablespoon Italian seasoning
- 1 teaspoon chopped fresh sage
- 1 cup shredded cooked chicken meat
- salt and black pepper to taste

1. Heat the coconut oil in a saucepan over medium heat. Cook and stir the onion, celery, and carrots in the hot oil until tender, about 7 minutes.

2. Add the quinoa, chicken broth, Italian seasoning, and sage. Bring to a boil over high heat; reduce heat to medium-low, cover, and simmer for about 8 minutes then turn off and let sit until the liquid has been absorbed and the quinoa is tender, about 10 minutes.
3. Stir in the chicken meat; season with salt and pepper

Quinoa and Vegetable Soup

- 1 Tablespoon vegetable oil
 - 2/3 cup quinoa
 - 1 carrot, diced
 - 1 stalk celery, diced
 - 1/2 onion, finely chopped
 - 1/2 red pepper, seeded and chopped
 - 2 cloves garlic, crushed
 - 8 cups chicken broth
 - 2 large tomatoes, finely chopped
 - 1/4 head cabbage, chopped
 - salt and pepper to taste
 - 1/4 cup chopped fresh parsley, for garnish
1. Heat the vegetable oil in a large pot on medium-high heat. Stir in the quinoa, carrot, celery, onion, bell pepper, and garlic. Cook for a few minutes, until lightly browned, stirring frequently.

2. Pour in the chicken broth, tomatoes, and cabbage. Increase heat to high and bring to a boil. Reduce heat to medium and simmer until the quinoa and vegetables are tender, about 10 minutes. Season to taste with salt and pepper. Garnish with parsley before servings.

Lamb Loin with Herb Broth

Quinoa:

- 1/2 teaspoon whole coriander seed
- 1 teaspoon dried oregano
- 1 teaspoon coarse black pepper
- 1 teaspoon minced garlic
- 1/2 cup diced yellow onions
- 1/4 cup peeled and chopped carrots
- 2 Tablespoons chopped celery
- 1 cup Quinoa
- 2 cups chicken stock

Herb Broth:

- 3 Tablespoons minced shallots
- 1 1/2 cups beef stock
- 2 Tablespoons Herb Pesto (see recipe below)
- 4 4-ounce lamb loin chops, bones removed
- 1/4 teaspoon sea salt
- 1/4 teaspoon freshly ground black pepper

1. Preheat oven to 350°.
2. Place coriander, oregano, pepper & garlic into a sachet

3. Place chicken stock, onion, carrot, celery and spice sachet into a large sauce pot over med heat. Bring to boil. Add quinoa, reduce to a simmer-cook for about 8 minutes, turn off heat-let sit until quinoa is tender but not mushy.
4. Season lamb with salt and pepper and sear over medium-high heat for 1 minute on each side. Transfer lamb to a baking dish and finish in oven until done.
5. In the same sauté pan, over medium heat, sauté shallots briefly. Add beef stock and bring to a boil. Reduce by 1/2. Stir in Herb Pesto and remove from heat.
6. Place 1/2 cup quinoa on the bottom of plate. Top with 1 lamb chop and 1/4 cup Herb Broth.

Serving Information

Makes 4 servings, each containing approximately: 225 calories; 46 g carb; 7 g. fat; 58 mg. cholesterol ;27 g. protein; 624 mg. sodium; 9 gm. fiber

Herb Pesto Sauce

- 4 Tablespoons chopped pine nuts
- 1 Tablespoon fresh basil leaves
- 1 Tablespoon fresh oregano
- 3 Tablespoons shredded arugula
- 3 Tablespoons chopped chives
- 2 Tablespoons Parmesan cheese

- 1 Tablespoon extra virgin olive oil
- 1 Tablespoon water
- 2 teaspoons peeled, chopped garlic
- Pinch sea salt

Combine all ingredients in food processor or blender and puree until smooth.

Serving Information

Sauce Makes 6 (2-Tablespoon) servings, each containing approximately: 95 calories; 3 gm. carbohydrate; 9 gm. Fat; 0 mg. cholesterol; 2 gm. protein; 89 mg. sodium; trace fiber

Amazing Pasta Sauce

1 lb Browned Ground Turkey & 1 lb free range lean ground beef. Grind up (food processor) raw broccoli (1/2 bag), carrots (1/2 small bag), mushrooms (8 oz), 3 zucchini, an onion and 5 cloves garlic, 1/2 large bag of spinach.

1. Add to meat and 3 large cans organic diced tomatoes and 1 small can organic tomato paste (may need to add more depending on amount of veggies and meat.) Add about 2 tbs basil, sea salt & pepper to taste, 2 tbs Italian seasoning, 1 tbs thyme, 1/4 teaspoon crushed red pepper.

2. Let simmer for about an hour. Also, great as leftovers because the flavors are enhanced with time.
3. Serve over brown rice pasta or spaghetti squash.

*Can also make lasagna by layering with sliced butternut squash instead of noodles.

Nicoise Salad

Mixed Greens, Mahi Mahi or Wild Salmon (marinated in lemon, olive oil, garlic, sea salt, pepper), Vericot green beans (steamed), A hard boiled egg, Roasted sweet potatoes (olive oil, rosemary, garlic), Cherry Tomatoes

Dressing:

1 1/2 tsp lemon, 1 tsp olive oil, 1/2 tsp water, 1/2 tsp lemon rind, Pinch Sea Salt & Pepper, Pinch Parsley or Italian seasoning. Mix together, drizzle over salad.

Mexican Caesar Salad

Romaine, 1/2 cup black beans, Cherry Tomatoes, Jicama Chicken (marinated in lime/olive oil/garlic/cilantro)

Dressing:

2 cups chopped fresh Cilantro, 2 Tablespoons olive oil, 1/2 teaspoon lime rind and 2 Tablespoons fresh lime juice, 1/8 teaspoon sea salt, 2 garlic cloves, 1/4 cup chicken broth. Pulse first 6 in food processor until well blended, add broth and pulse.

Hummus with Lemon and Sundried Tomatoes

- 1 can chickpeas
 - 1/4 cup sundried tomatoes chopped and softened in 1/3 cup water
 - 1/4 cup kalamata olives
 - 1 Tablespoon tahini (sesame seed paste)
 - 1 Tablespoon lemon juice
 - 1 teaspoon lemon rind
 - pinch of sea salt
 - 1/4 teaspoon ground cumin
 - 1/4 teaspoon of pepper
 - 3 cloves of garlic
 - 2 teaspoon fresh parsley
 - 2 teaspoon olive oil
1. Place all in food processor and blend until smooth.

Marinated Chicken with Tropical Salsa

- 4 Chicken Breast
- 1/2 cup Pineapple Juice
- 1/4 cup sesame oil
- 2 Tablespoons Bragg Liquid Amino's
- 2 teaspoons Dry Mustard
- 1 Tablespoon fresh minced ginger
- 1 Tablespoon Xylitol
- 1 1/2 teaspoons chopped fresh mint
- 1 1/2 teaspoons Chinese 5-spice powder

1. Marinate overnight then roast in oven at 375 degrees until internal temperature reaches 160 degrees.

Tropical Salsa:

- 1/4 cup peeled diced pineapple
- 1/4 cup diced papaya
- 1/4 cup diced mango
- 1/4 cup diced avocado
- 1/4 cup diced red onion
- 1 Tablespoon chopped mint
- 3 Tablespoons passion fruit puree
- 1/2 cup macadamia nuts
- juice of a lime

Toss together and serve over chicken and rice.

Pineapple Brown Rice:

- 2 cups brown rice
- 1 cup pineapple juice
- 1 cup coconut milk
- 3 cups chicken stock
- 2 Tablespoons fresh ginger
- 2 Tablespoons garlic
- 2 Tablespoons lemongrass

NutraGen Product Highlights

NutraGen's products have all been researched and developed in our formulation laboratory by highly trained and experienced Doctors and Certified Clinical Nutritionists. We have carefully selected Nature's Purest Certified Organic ingredients that are harmonious with the body and scientifically proven to increase strength and energy, reduce inflammation, stabilize blood sugar, and support your immune system. All of our premium formulations are produced in our Certified Good Manufacturing Process (cGMP), Certified Organic manufacturing facility.

NutraGen Pure Products are:



PURE PLANT PROTEIN



Pure Plant Protein is hypo-allergenic, low glycemic and contains NO artificial additives, preservatives, colors, sweeteners, or animal by-products.

Muscle Enhancement (Strength, Repair & Performance)

Pure Plant Protein provides a healthy blend of organic, vegan, gluten free pea protein, quinoa, millet & amaranth sprouts that provide a balanced protein and complete blend of amino acids essential for enhanced strength, muscle repair and athletic performance.

PURE DIGESTION PLUS - ORGANIC DIGESTION AND FIBER POWDER

Pure Digestion Plus is scientifically formulated with a broad spectrum of Nature's Purest Organic ingredients to support:

- Reduction of abdominal discomfort including pain, cramps and bloating
- Normal digestion and bowel regularity
- Reduction of inflammation
- Normal blood glucose levels
- Overall digestive health

Product includes Digestive Enzymes, Probiotics and 12 grams of Soluble and Insoluble fiber per serving.



PURE GREENS - FRUITS, VEGGIES, AND A WHOLE LOT MORE!

Pure Greens has been expertly crafted with the purest organic grass juices, vegetables, fruits, herbs and plants, to assist you in meeting your daily requirement for fruits and vegetables; and with inflammation control, blood sugar balance, immune system support, and acid-alkaline balance. It is the most comprehensive Greens Formulation ever created and serves as a **Whole Body Support System**. Pure Greens

contains over 40 organic whole foods that have been combined into 9 specific blends to support:



Inflammation Control
 Cardiovascular
 Liver & Detoxification
 Joint and Muscle Nutrition
 Cellular Anti-Aging

Immune System Balance
 Blood Glucose / Weight Management
 Digestion / Elimination
 Brain / Mind / Mood
 Sleep Restoration

Pure ΩOmega Plus™ - OMEGA-3 Fish Oil

Pure ΩOmega Plus™ is scientifically formulated by Doctors with a broad spectrum of Nature's Purest Organic ingredients to support:

- Reduction of Inflammation
- Immune System Balance
- Bone & Joints
- Brain
- Skin & Hair



Product includes Turmeric, Vitamin D3 and powerful Anti-oxidants.

PURE INFLAMEDIX

Nutragen's Pure InflaMedix™ is scientifically formulated by Doctors with a broad spectrum of Natures ingredients to support:



- A Healthy Response to acute or chronic Inflammation
- Healthy Joints and Flexibility
- Temporary Relief for Muscle Aches & Soreness from Active Lifestyle

Pure InflaMedix™ is an all natural certified organic and wildcrafted proprietary blend of botanical extracts formulated for a healthy response to acute and chronic inflammation without the unwanted side effects commonly associated with commonly prescribed or over the counter (OTC) medications for pain and inflammation.

PURE CLEANSE PLUS

Pure Cleanse Plus™ is a new comprehensive Detoxification Formula:

- Supports complete liver and organ detoxification
- Eliminates environmental and metabolic toxins
- Provides a healthy response to inflammation
- Supports normal blood glucose levels
- Promotes weight loss and lean muscle mass



Pure Cleanse Plus™ is an integral part of our Pure 28 Day Cleanse Program and consists of ingredients that have been scientifically proven to assist your body's Phase 1 and Phase 2 Liver Detoxification Pathways for effective elimination of metabolic and environmental toxins. If you are suffering from acne, rosacea, brain fog, stress, fatigue, depression, weight loss resistance, acid reflux, irritable bowel, achy muscles and joints, blood sugar instability or diabetes, Pure Cleanse Plus™ may benefit you.

Health Disclaimer

The Pure 28 Day Cleanse and NutraGEN products are not intended to replace professional medical care. The statements in the Pure 28 Day Cleanse have not been evaluated by the Food and Drug Administration. The Pure 28 Day Cleanse and NutraGEN products are not intended to diagnose, treat, cure, or prevent disease. No content contained in the Pure 28 Day Cleanse is intended to suggest you should not seek professional medical care. Always work with qualified healthcare professionals as you educate yourself in the area of alternative medicine.