



# PURE—

Whole-Food & Plant-Based Support

## Module 1

Prepare Your Kitchen, Body, and Mind

# Disclaimer

This program cannot be construed as a recommendation of medical treatment or medication. It is not professed to be physical or medical treatment nor is any such claim made.

There are no medical recommendations or claims for the PURE program or for any of the vitamin or mineral regimens described in this program.

No individual should undertake the PURE program or any of its regimens without first consulting and obtaining the informed approval of a licensed medical practitioner. The author makes no warranties or representation as to the effectiveness of the PURE program.

# Module 1Guide

## Prepare Your Kitchen

- Clean Out
- Add

## Prepare Your Body

- Supplements
- Gradual vs. Cold Turkey

## Prepare Your Mind

- Your Why
- Goal Setting

# Welcome

Congratulations! You have committed to making a change that has the potential to impact the rest of your life – starting with the next 12 weeks!

During your 12 weeks, you may at times feel a bit uncomfortable. This is normal. That said, the purpose of the program is to move toward a healthier lifestyle, not necessarily to turn your whole life upside down. Be kind to yourself!

In the next 12 weeks, you will be adding new foods, techniques, and activity that includes your body, mind, and soul. Give it all you have, and you will experience a sense of lightness you never thought possible. You are not alone – I am here for you every step of the way.

Let's talk about the basics of what you'll need to do to get ready.

# Welcome

Each week of your program, you will do the following:

- Read your module materials, learning new facts about nutrition and your body
- Complete the workbook designed around each day's unique materials
- Stick to your allows foods plan, eating when hungry and letting your hunger dictate your portions
- Check in with your group

Changing to a whole-foods, plant-based lifestyles doesn't need to be a dreadful experience. This is an opportunity for you to embrace what nourishes your mind, body, and soul; and focus on the vibrant health you are claiming for your future.

# Prepare Your Kitchen

When it comes down to it, getting results requires you to make and stick to two commitments.

DO eat/drink items on the “do” list

DO NOT eat/drink items on the “don’t” list

It’s pretty much that simple!

Add In	Clean Out
<ul style="list-style-type: none"><li>• Stevia</li><li>• Greens</li><li>• Fruits</li><li>• Water</li><li>• Lemon</li><li>• Vitamins</li><li>• Legumes</li><li>• Nuts and seeds</li><li>• Herbal teas</li></ul>	<ul style="list-style-type: none"><li>• Sugar, sugar substitutes</li><li>• Caffeine</li><li>• Dairy</li><li>• Meat</li><li>• Processed foods</li><li>• Soda</li><li>• Nicotine</li></ul>

# Prepare Your Kitchen

You will be receiving a grocery list for a pantry to be well stocked. You should subtract anything that doesn't appeal to you or that you think will not get used....but, please keep an open mind.

The better your pantry is stocked, the more prepared you are to throw together a last minute meal. You could go out and get a fancy juicer, blender, dehydrator...

The truth is, you can get by with a good knife. This is a lifetime change, so budget in when to get the juicer, blender, dehydrator, food processor and other items that will make it easier for you to adapt this lifestyle.

# Prepare Your Kitchen

The one thing that you do want is lots of fresh fruits, vegetables and herbs. You will want to buy foods that have not been grown with pesticides and fertilizers because we don't want to be adding more toxins into your body.

In short, if you have the option, go all-organic. If that is not available near you, do the best you can. Locally grown is your best option.

Glass jars, containers, cups and bowls are preferred over plastic.



# Prepare Your Kitchen

You also have a booklet full of recipes designed for you. Look the recipes over and decide what you'd like to make this week, and make any desired substitutes from the allowed foods list.

Keep in mind that you have the freedom to adjust the meals as you would like. If you replace meal items, be sure to keep to the basic allowed foods from the shopping list.

# Animal Based Foods and Examples

## Dairy

- Cheese
- Yogurt
- Milk

## Eggs

- Chicken
- Duck
- Egg products (read the labels)

## Fish and Seafood

- Tuna
- Lobster
- Trout
- Shrimp
- Mahi

## Meat

- Beef
- Pork
- Lamb

# Plant Fragments

- Sugar
- Oil
- Refined Flour

*Plant fragmentation happens when the original plant is altered using mechanical or chemical means to break it down to varying degrees.*

# Plants

## Roots

- Carrots
- Potatoes
- Beets
- Turnips

## Bulbs

- Onion
- Garlic

## Stems

- Celery
- Asparagus

## Nuts

- Brazil Nuts
- Pecans
- Walnuts

## Leaves

- Lettuce
- Arugula
- Kale

## Flowers

- Artichoke
- Broccoli
- Cauliflower

## Fruits

- Apple
- Banana
- Pears
- Watermelon

## Mushrooms

- Creminis
- Portobello
- Shiitake

## Legumes

- Peas
- Lentils
- White Beans

## Whole Grains

- Whole Wheat
- Rice
- Spelt

# Supplements vs. Whole Foods

Supplements aren't intended to be a food substitute because they can't replicate all of the nutrients and benefits of whole foods, such as fruits and vegetables. So, depending on your situation and your eating habits, dietary supplements may not be worth the expense.

# Supplements vs. Whole Foods

Whole foods offer three main benefits over dietary supplements:

- Greater nutrition: Whole foods are complex, containing a variety of the micronutrients your body needs. An orange, for example, provides Vitamin C plus beta carotene, calcium and other nutrients. A Vitamin C supplement lacks these other micronutrients.
- Essential fiber: Whole foods, such as whole grains, fruits, vegetables and legumes, provide dietary fiber. Most high-fiber foods are also packed with other essential nutrients. Fiber, as part of a healthy diet, can help prevent certain diseases, such as type 2 diabetes and heart disease, and it can also help manage constipation.
- Protective substances: Whole foods contain other substances important for good health. Fruits and vegetables, for example, contain naturally occurring substances called phytochemicals, which may help protect against cancer, heart disease, diabetes and high blood pressure. Many are also good sources of antioxidants, substances that slow down oxidation, a natural process that leads to cell and tissue damage.

# Who Needs Supplements?

If you're generally healthy and eat a wide variety of foods, including fruits, vegetables, whole grains, legumes, low-fat dairy products, lean meats and fish, you likely don't need supplements.

However, the dietary guidelines recommend supplements, or fortified foods, in the following situations:

- Women who may become pregnant should get 400 micrograms a day of folic acid from fortified foods or supplements, in addition to eating foods that naturally contain folate.
- Women who are pregnant should take a prenatal vitamin that includes iron or a separate iron supplement.
- Adults aged 50 or older should eat foods fortified with Vitamin B-12, such as fortified cereals, or take a multivitamin that contains B-12 or a separate B-12 supplement.

# Who Needs Supplements?

Dietary supplements also may be appropriate if you:

- Don't eat well or consume less than 1,600 calories a day
- Are a vegan or a vegetarian who eats a limited variety of foods
- Are a woman who experiences heavy bleeding during your menstrual period
- Have a medical condition that affects how your body absorbs or uses nutrients, such as chronic diarrhea, food allergies, food intolerance or a disease of the liver, gallbladder, intestines or pancreas
- Have had surgery on your digestive tract and are not able to digest and absorb nutrients properly



# Choosing and Using Supplements

If you decide to take a vitamin or mineral supplement, consider these factors:

- Check the label. Read labels carefully. Product labels can tell you what the active ingredient or ingredients are, which nutrients are included, the serving size (e.g., capsule, packet or tsp) and the amount of nutrients in each serving.
- Avoid megadose. In general, choose a multivitamin-mineral supplement that provides about 100% of the Daily Value (DV) of all the vitamins and minerals, rather than one which has, for example, 500% of the DV for one vitamin and only 20% of the DV for another.
- Check expiration dates. Dietary supplements can lose potency over time, especially in hot and humid climates. If a supplement doesn't have an expiration date, don't buy it. If your supplements have expired, discard them.

# Choosing and Using Supplements

If you decide to take a vitamin or mineral supplement, consider these factors:

- Watch what you eat. Vitamins and minerals are being added to a growing number of foods, including breakfast cereals and beverages. If you're also taking supplements, you may be getting more of certain nutrients than you realize. Taking more than you need is expensive and can raise your risk of side effects. For example, too much iron can cause nausea and vomiting and may damage the liver and other organs.

# Why?

There are many different reasons for choosing a plant-based diet. Your doctor may have told you it was imperative to make lifestyle changes. You, yourself, may be tired of feeling bad or scared of how your family medical history may show up without lifestyle changes. Could be you don't want to eat animals and it could be that you want to leave a better earth for your children. Below is a short list of benefits to a plant-based diet.

## Yourself:

- Lower Cholesterol
- Lower Blood Pressure
- Lower Blood Sugar
- Lower Cancer Rates
- Lower Weight
- Can be less expensive if you eat local and in season
- Clearer skin

## The Environment:

- Lower greenhouse gas emissions
- Lower water use
- Lower energy use

# Your Why

Look at why you want to create this change

One of the greatest motivators to keep focused and to move forward is to be very clear on why you chose to participate in this program in the first place.

- You will want to be very clear with what the circumstances were like that moved you to make the decision to create a life that really shines.
- You will want to remember how it felt beforehand, the sense of relief and hope when you decided to jump in, the excitement.
- You will want to become very clear with what you want your life to look like once you have made these changes. How you will feel. How you will react to things in your life. How you will interact with others. How you will treat yourself.
- You will want to look at why that is important to you. You don't want to forget what lead up to this

# How to Start?

When reading the definition, keep in mind, this is for YOU.

You do not have to adopt a strictly defined plan. It may take you a little time to adjust. If adding a vegetable in a day is where you want to start, that is just fine. Set a goal and gradual transition is okay.

If you do better by jumping in with both feet, decide with your doctor or dietitian where you should be and jump in.

For those of you who would like to transition slowly:

- Weeks 1-3 Include wild caught fish for lunch and chicken, turkey, tempeh or eggs for dinner.
- Weeks 4-11 Include wild caught fish for lunch, no animal products at dinner
- Week 12 If you feel ready, stop eating fish for lunch.

\*Transitioning away from oil may be difficult. You may choose to transition slowly in the same way. Only minimal olive, hemp seed or coconut oil for 11 weeks. Your nuts and seeds will have plenty of healthy fat.

# Definitions

## Plant-Based, Whole-Foods

\_\_\_\_\_a diet and lifestyle that is based on plants. It excludes or drastically reduces animal products (meat, dairy, eggs) and processed, highly refined foods (bleached flours, refined sugars, and oils). Includes honey.

## Vegan

\_\_\_\_\_a lifestyle that excludes, as far as possible, all animal products for food, clothing or any other purpose. This includes but is not limited to meat, fish, dairy, eggs and honey.

## Vegetarian

\_\_\_\_\_does not eat foods that consist of or have been produced with the aid of products consisting of or created from, any part of the body of a living or dead animal. This includes meat, poultry, fish, or insects. Some vegetarians eat dairy.

# Definitions

Omnivore

\_\_\_\_\_ person that eats food of both plant and animal origin.

Carnivore

\_\_\_\_\_ a lifestyle that includes meat.

# Goal Setting

The more control you have over a goal the better chance you have of attaining it.

So, if you set the goal by the performance of the action rather than the outcome, you will be happier.

For example, you might set a goal to finish a 5K (performance-based), rather than to score in the top 10 at the 5k (outcome-based).

There are several steps in goal setting:

- Become aware of a need.
- Envision the outcome.
- Set the intention.
- Focus on the goal.
- Take action to achieve the goal.
- Have faith that if you set the intention, focus and take action, you will reach your goal or the outcome that is best.



# Goal Setting

Setting and working toward goals is a powerful process that can lead to real personal transformation. When setting personal goals, it helps to start by thinking big, and then identifying smaller goals and action steps that will take you to your big goal. You are doing this program because you want to work on your health, so we will focus on health-related goals.

## Start Big Picture

This means looking 10 or 15 years in the future and creating a detailed picture of what you want your health to be like at that time. How do you feel? How do you look? What do you do to maintain this? Is it fun, easy, routine? Create a detailed image in your mind of what this looks like.

## Create Steppingstone Goals

No big achievement happens overnight. Now that you have a picture of what you are striving toward in the long-term, consider the next month or two. What can you reasonably achieve, right now, that will be a steppingstone toward that vision? What are the targets you must hit soon to achieve your Big Picture Goal?

# Goal Setting

A helpful tool to use while setting your Steppingstone Goals is the mnemonic “SMART”.

- **S** - Specific
- **M** - Measurable
- **A** - Achievable
- **R** - Rewarding
- **T** – Timely

Let’s break this down with an example scenario. You might have a Big Picture Goal to “Live a vibrantly healthy life” in 10 years – and you’ve created a lot of specific detail around what that means.

One of your Steppingstone Goals is to remove foods that make you feel ill. So, let’s put it through the SMART process to get specific.

# Goal Setting

Stepping Stone Goal: Remove foods that make me feel ill.	
S - Specific	Identify the foods that make me feel ill and remove them from my diet.
M - Measurable	Go one week without having digestive upset from eating.
A - Achievable	Work with my health coach to create a process for an elimination diet. I realistically have the budget and time to do this right now.
R - Rewarding	Go a WHOLE WEEK without feeling sick!
T - Timely	Complete food testing within three months, by July 17.

Any goal worth achieving is a goal worth working toward. We've all heard some variation of this thought at one time or another.

Achieving goals takes discipline, motivation, and the willingness to see things through even when they are difficult. Your health goals will not be any different.

The odds are good that, in the coming few days, your commitment to your Big Picture Health Goal is going to be tested. It is likely that you may experience some discomfort, mental or physical, during this program.

# Assessment

Five positive changes this week?

- 1.
- 2.
- 3.
- 4.
- 5.

What are your main concerns?

What can you do in the next week to bring you closer to your goals?

How did you feel?

# Assessment

	Weight	Sleep	Constipation/ Diarrhea	Energy	Mood
Sunday					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					