

WHY DETOX?

WE LIVE IN A TOXIC WORLD and our bodies are bombarded with chemicals and other potentially harmful substances on a regular basis. These environmental toxins are often found in the food we eat, the water we drink, commercial products we use and the air we breathe. Our bodies are designed to deal with and eliminate these toxic substances; however, we can become encumbered by them, which puts a heavy burden on our innate systems of elimination. Over time these toxins take a toll on our health leading to low energy levels, extra body weight and feelings of malaise and brain fog.

The average person also consumes too many packaged and processed foods which have added sugar we may not be aware of. Over 90% of the sugar we consume comes from processed and packaged foods and not from candy and desserts. The average

American consumes an estimated 77 to 88 pounds of sugar every year. This is the equivalent of nearly 5 ½ full-size candy bars every single day. It is doubtful the typical person would lay out 5 to 6 full-size candy bars every day and say to themselves, "I'm going to eat these and not worry about their impact on my health." Yet, most of us consume this much sugar every single day. Furthermore, the typical person consumes almost 200 lbs. of refined flour and cereal products annually. Too much sugar and refined carbohydrates contribute to weight gain and poor health.

As you progress through PURE's Detox programs, your body will benefit from increased energy, reduced cravings and healthier eating habits. You will feel better overall. Pat yourself on the back and feel satisfied with your results, as you are set on a path of positive and long-term change.

INTERMITTENT FASTING

PURE's Detox programs include intermittent fasting or time-restricted eating. Refrain from eating at an hour that is convenient for you (7 p.m., 8 p.m., 9 p.m., etc.), and wait 12 hours before eating again. For instance, if you stopped eating at 8 p.m., consume breakfast at 8 a.m. the following morning. This will optimize your body's detoxification processes and enhance your body's ability to reduce weight.

POST-DETOX MAINTENANCE

Once you have completed the 7-Day or 28-Day PURE Detox, we recommend you continue using the CORE4 products. Cleanse, GoYin, Daily Build and PURE ENERGY are built on the company's philosophy of cleanse, balance, build and focus. Daily Detox is recommended to take as a bridge between Cleanse cycles. Consume plant-based, whole foods, avoid added sugars and sources of refined carbohydrates, and eat plenty of healthy sources of fat. This will help you maintain your results until you are ready to do another PURE Detox.



 LIVEPURE.COM/7-DAY-DETOX
LIVEPURE.COM/28-DAY-DETOX

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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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7^{DAY} DETOX

METABOLIC RESET

PURE's Detox programs, when combined with a healthy diet and exercise, was developed to help your body eliminate environmental toxins and waste, help you avoid processed foods, added sugars and refined flour and help you grow accustomed to eating whole foods. During your detox journey, as you break unhealthy eating habits, your energy levels will soar, you will find newfound mental clarity and focus and you will likely shed a few extra pounds along the way.*

FOOD GUIDE

In preparation for PURE's Detox programs, it is important to stock your pantry and refrigerator with healthy foods. Prior to your detox, shop for fresh fruits and vegetables. Whole grains and plant-based protein can be kept dry and stored in airtight containers. Animal protein (preferably free range, grass fed and hormone free) can be purchased fresh or frozen and stored appropriately. Use this Food Guide to help you prepare a shopping list, then review the Daily Calendar for food quantities.

PROTEIN

1 Palm-size Portion



1 PALM-SIZE PORTION
About the size of a deck of cards

- Fresh Fish
- Poultry (chicken / turkey)
- Beef (all kinds)
- Beans or Lentils
- Eggs
- Tofu
- Tempeh

OTHER: Almond, Cashew or other Nut Milk (choose unsweetened)

1 CUP OF CASHEW MILK = 2g FAT, 1g CARBOHYDRATE and 1g PROTEIN

CARBOHYDRATE

1 Handful



1 HANDFUL
About 1/2 cup

- Amaranth
- Barley
- Buckwheat
- Bulgur
- Kamut
- Millet
- Oats
- Quinoa
- Sweet Potato
- Rice (brown, red, wild)
- Almond Flour or Almond Meal (2 Tbsp.)

AVOID PASTA, BREAD, CRACKERS, WHITE RICE AND POTATOES

BEANS AND LENTILS CAN ALSO BE USED AS CARBOHYDRATES.

VEGETABLE

2 Handfuls



2 HANDFULS

- Broccoli
- Cauliflower
- Green Beans
- Brussels Sprouts
- Dark, Leafy Greens (spinach, collard greens, kale)
- Mixed Greens (Lettuce: romaine, butter, red leaf, green leaf, oak leaf, cilantro, parsley)
- Any non-starchy vegetable

- Asparagus
- Cucumbers
- Roots (turnip, ginger, carrot, radish, beet)
- Snap Peas
- Squash
- Sweet Peppers (green, yellow, red)
- Onions
- Mushrooms
- Celery

AVOID CORN, GREEN PEAS AND TOMATOES
CHOOSE ORGANIC WHEN AVAILABLE.

FRUIT

- Strawberries (1 cup)
- Blueberries (½ cup)
- Raspberries (½ cup)
- Blackberries (½ cup)
- 1 Plum (medium-size)
- 1 Apple (small)
- 1 Tangerine
- 1 Kiwi (medium-size)
- Cherries (½ cup)
- Cantaloupe (¾ cup)

AVOID BANANAS, ORANGES, WATERMELON, PINEAPPLE, MANGO AND GRAPES DUE TO THEIR HIGHER SUGAR CONTENT.

FAT

1-2 TBSP

- Olive Oil
- Organic Virgin Coconut Oil
- Flax Oil
- Hemp Oil
- Sesame Oil
- Avocado Oil
- Organic Real Butter (not margarine or spread)
- Avocado

- Nuts & Seeds (¼ cup)
- Almonds
- Cashews
- Pecans
- Walnuts
- Hazelnuts
- Brazil Nuts
- Macadamia Nuts
- Peanuts (legume)
- Sunflower Seeds

AVOID ROASTED NUTS WITH ADDED OILS, VEGETABLE OIL, CORN OIL, PEANUT OIL, GRAPESEED OIL AND DAIRY PRODUCTS (MILK, CHEESE, ETC.)

CONSUME FREELY

- Pure Filtered Water
- Broth (vegetable, chicken, beef)**
- Herbal Teas (sweeten with stevia; avoid artificial sweeteners)
- Dill Pickles

****Fatigue and muscle aches associated with calorie restriction are often caused by insufficient sodium in the diet. Broth is a great way to increase sodium intake; however, avoid MSG in some bullion products. Aim to increase your sodium intake on Cleanse days. Sodium can also help with nausea. Note: If you are on a sodium restricted diet, seek the advice of a medical professional to determine if this plan is right for you.**

WATER

Adequate water intake is critical to this plan. You MUST consume half your body weight in fluid ounces daily. For example, if you weigh 160 pounds, strive to consume at least 80 ounces of water each day. **IT IS RECOMMENDED TO TAKE SUPPLEMENT CAPSULES WITH WATER ONLY. AVOID SPARKLING WATER AND ALCOHOL.**

CAUTION: PURE's Detox programs are not intended for young children. If you are pregnant, nursing, taking prescription medication or have a medical condition, DO NOT follow this program without the advice of a licensed physician. If you follow the plan beyond 7 days, you can add a shake for lunch or dinner on Cleanse days (days 13, 14, 21, 22, 27). Feeling satisfied and not feeling hungry is critical to the success of the plan. DO NOT follow this plan beyond 28 days. Cycle a 28-day detox every 60 to 90 days. PURE's 7-Day Detox can be done every 30 days. If you feel lightheaded or nauseated, feel free to consume a shake. Do not ignore these feelings.

DAILY CALENDAR

MEALS ARE HIGHLIGHTED IN ORANGE.

DAY	EARLY MORNING 15-30 minutes before breakfast + 16 FL. OZ. WATER	BREAKFAST + 16 FL. OZ. WATER	LUNCH ***15-30 minutes before lunch + 16 FL. OZ. WATER	MID-AFTERNOON + 16 FL. OZ. WATER	DINNER + 16 FL. OZ. WATER	EVENING Follow the Intermittent Fasting recommendations on the back.
1 CLEANSE	Metabolic ONE (2-3 capsules) GPS Hydrate (1 serving) Organic Sulfur (1 serving) Probiotic (1 serving)	Greens (1 serving) Mila (1 Tbsp.) GoYin (1 fl. oz.) Daily Build (½ oz. or 2 capsules) PURE Café or ENERGY (1 serving) 1 Fruit Optional: Superfruit juice (1 fl. oz. of each, if desired)	Metabolic ONE*** (2-3 capsules) GPS Hydrate (1 serving) 1 Non-Starchy Vegetable ² 1 Fat	GoYin (1 fl. oz.) ENERGY (1 serving) Organic Sulfur (1 serving) Daily Build (½ oz. or 2 capsules) 1 Fruit or Non-Starchy Vegetable Optional: Superfruit juice (1 fl. oz. of each, if desired)	Greens (1 serving) Mila (1 Tbsp.) Broth ³ 1 Non-Starchy Vegetable ² Herbal Tea of choice (if desired)	Cleanse ¹ (1 serving) SleepTrim (1-2 capsules) CalciumMK+ (1 serving) Broth or Herbal Tea (i.e. chamomile)
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3 SHAKE	Metabolic ONE (2-3 capsules) GPS Hydrate (1 serving) Organic Sulfur (1 serving) Probiotic (1 serving)	Greens (1 serving) Mila (1 Tbsp.) GoYin (1 fl. oz.) Daily Build (½ oz. or 2 capsules) 1 Fruit 1 Non-Starchy Vegetable ² Optional: Superfruit juice (1 fl. oz. of each, if desired)	Metabolic ONE*** (2-3 capsules) 1 Protein 1 Non-Starchy Vegetable ² 1 Carbohydrate 1 Fat	GoYin (1 fl. oz.) ENERGY (1 serving) Organic Sulfur (1 serving) Daily Build (½ oz. or 2 capsules) 1 Fruit or Non-Starchy Vegetable 1 Fat	PURE Nutrition Shake ¹ (1 serving) Mila (1 Tbsp.) Herbal Tea of choice (if desired)	Cleanse ¹ (1 serving) SleepTrim (1-2 capsules) CalciumMK+ (1 serving) Broth ³ or Herbal Tea (i.e. chamomile)
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DAY 8	SHAKE	DAY 9	MEAL	DAY 10	SHAKE	DAY 11 [†]	MEAL	DAY 12	SHAKE	DAY 13	CLEANSE
DAY 14	CLEANSE	DAY 15	SHAKE	DAY 16	MEAL	DAY 17	CHEAT DAY ^{††}	DAY 18	SHAKE	DAY 19	MEAL
DAY 20	SHAKE	DAY 21	CLEANSE	DAY 22	CLEANSE	DAY 23	SHAKE	DAY 24	MEAL	DAY 25	SHAKE
DAY 26	MEAL	DAY 27	CLEANSE	DAY 28	SHAKE						

[†]Congratulations! You have successfully followed the program for 16 days. As a reward, you can eat anything you want this day. A word of caution, do not overdo it.

¹Mix with 8 fl. oz. of almond or cashew milk. ²Optional: Mix 1 Tbsp. real butter or other fat of choice, i.e. ½ avocado ³Optional: Add 1 Tbsp. of Coconut Oil to your broth, if desired [†]Intended for short-term use (7-10 day cycles) every few months. Liquid Cleanse: can be mixed in 2-4 fluid ounces of water or juice in the morning or before bed. Increase to twice daily if needed, and do not exceed 4 servings per day. Capsule Cleanse: If needed, increase by 2 capsules daily. Do not exceed 8 capsules per day.