



# 40 DAY CHALLENGE

IT'S TIME FOR CHANGE

**It takes between 21 and 40 days to develop a new habit.**

This program is based on the wisest man in medicine. Hippocrates.

Hippocrates of Kos, also known as Hippocrates II, was a Greek physician of the Age of Pericles, and is considered one of the most outstanding figures in the history of medicine.

## LET FOOD BE THY MEDICINE

Hippocrates observed that ***“those who are constitutionally very fat are more apt to die quickly than those who are thin”*** and recognized that when people ate mainly a fresh, plant-based diet, they developed fewer diseases. His primary form of treatment was usually improving a patient’s diet.

**Today’s translation:** No matter what eating style you follow, if it’s based on unprocessed foods, colorful plants, and little added sugar, you’re likely to be healthier and live longer, says cardiologist Joel K. Kahn, MD, a Reader’s Digest columnist and the author of The Holistic Heart Book. Consider this powerful research: A 2013 study of more than 7,000 people published in the New England Journal of Medicine found that those who ate a Mediterranean-style diet were 30 percent less likely to suffer a stroke or heart attack than those assigned to follow a low-fat diet. The link between food and health has to do with epigenetics, the study of how lifestyle and environment influence the expression of your genes. Processed foods with sugar, animal saturated fats and trans fats, and artificial chemicals can activate disease-causing genes that might have stayed dormant otherwise; they also lack the healthy nutrients that activate protective genes, says Dr. Kahn.

We live in a modern society in a fast paced life. Purium is the answer to being able to eat a micro nutrient dense, raw green plant based living concentrated foods to compliment our lifestyle way of eating.

**THE GOAL - TO REPROGRAM YOUR MIND AND BODY TO ADAPT NEW PATTERNS AND HABITS THAT WILL KEEP YOU HEALTHY FOR A HAPPIER LONGER LIFE. TO LOSE ACCESS FAT, INFLAMMATION, PAIN, DIGESTIVE ISSUES AND FATIGUE. YOU WILL FEEL WHAT ITS LIKE FOR YOUR BODY AND MIND TO THRIVE, INSTEAD OF JUST TO SURVIVE.**

**THE PACK TO PURCHASE IS THE 40 DAY PROGRAM  
CLICK HERE TO VIEW THE PACK ON ISHOPPURIUM.COM**

**The pack includes 40-day supply of superfoods:**

One 30 day supply of **Daily Core 3** which consists of :

- **Super Amino 23:** A fast delivering hospital grade amino acid that is a non gmo, vegan, non soy!
- **Apple Berry Powershake:** A non-stimulant, fat burning formula of living, organically flavored plant based superfoods, where one serving is equal to 23 superfood salads!
- **Apothe Cherry:** Sour tart cherry for lowering cortisol, has a naturally occurring melatonin, reduces inflammation and is one of the most powerful antioxidants will rid cellular waste and gobble up free radicals.



A Full **10 day transformation** which includes **Super Lytes** to keep you hydrated during your cleansing days, keeps blood pressure regulated and helps prevent headaches and dizziness during cleansing.

Plus **Daily Fiber Blend** (Original or Caramel Apple)! One of the worlds best fiber, that tastes like apple pie! It has anti parasitic components and makes your number 2 feel like a cloud coming out!

## HOW TO BEGIN

- Mentally prepare!
- Keep a journal and have an accountability partner
- Take before pictures in same outfit you will take after pictures , same distance from wall and same time of day - front , side, back and a face shot front and side
- Weigh yourself
- Measure Biceps, chest, waist , thighs

## THE FIRST 30 DAYS

- **\*\*Drink half your weight in ounces of water -Filtered is best! bottled water is not best option**
- **\*TIP roll your Powershake when you first get it in the mail so the scoops true to amount.**
- Take 5 Amino's first thing when you wake up - you can take on an empty stomach
- Drink One Powershake a day - in between breakfast and lunch or lunch and dinner
- Add water or almond milk or coconut water FIRST ice if you like , then the Powder
- secure top and shake away! Drink within 10 mins! otherwise it will oxidize and the living goodness wont be as potent
- Take one ounce of Apothecherry in 4 to 8 ounces of water sip or chug! I like mine in a wine glass :)
- Avoid processed foods, Simple sugars, alcohol, fried foods and red meat
- Limit caffeine, meats, dairy
- Eat plenty of vegetables, fruits, nuts, seeds, complex carbs
- Choose Organic when possible - Line and wild caught fish only - stay away from farmed fish

# WHAT TO EAT DURING THE FIRST 30 DAYS

## MEATS

- Chicken
- Ground Turkey
- Wild caught fish
- BPA free canned tuna fish

## FRUIT

- Frozen blueberries
- Apples
- Strawberries
- Lemons

## NUTS, BUTTERS, SEASONING AND DAIRY FREE MILK

- Almond butter
- organic peanut butter
- coconut oil (Puriums is the best! It's under tropical oil)
- Sea Salt (pink is best)
- Raw honey
- Raw walnuts
- Almond milk
- Cashew milk

## CARBS

- Ezekiel bread (toast it when you eat it)
- Brown rice pasta
- Brown rice or purple rice
- Quinoa
- Rolled organic oats
- Sweet potatoes or yams
- Purple potatoes

## VEGGIES (FOR STIR FRY, ROASTED VEG OR VEG SOUP)

- Brussel sprouts
- Broccoli
- Cauliflower
- Zucchini
- Squash
- Garlic
- Carrots
- Celery
- Avocado
- Parsnips
- Onion
- Fermented Sauerkraut

## MY OVERNIGHT OATS RECIPE

- Soak 1/2 Cup oats with Almond milk.
- Add cinnamon to taste
- Raw Honey
- Frozen Blueberries
- Tablespoon of Walnuts
- Mix, cover and leave to chill overnight



# FINAL 10 DAYS FOLLOW THE 10 DAY CLEANSE

FOLLOW THE 10 DAY CLEANSE GUIDE, [CLICK HERE TO VIEW VIDEO.](#)

## FLEX FOODS FOR THE 10 DAY CLEANSE

### FRUIT AND VEG

- Avocado
- Apple
- Watermelon
- Celery
- Cucumbers
- Broccoli
- Cauliflower
- Kale
- Spinach
- Berries
- Sauerkraut or Kimchi w/ no additives
- Summer Squash
- (in winter I recommend making a veggie soup, you can add a small amount of carrots and yams)

- Aim to drink half your weight in ounces of water -Filtered is best! bottled water is not best option
- its best to eat when you take your Aminos (3 times a day) and anytime you are hungry.
- Get creative with your flex foods!

### BEVERAGES

- Hemp, almond, coconut or oat milk
- Organic veggie broth
- Decaf herbal teas
- Coconut water
- Any Purium green drinks

### OILS AND FLAVOURING

- Organic tropical oil
- Fresh Lemon
- Raw Honey
- Fresh herbs and spices
- Himalayan pink sea salt

**IF YOU'RE NOT IN OUR SUPPORT GROUPS  
PLEASE ASK TO BE ADDED!**

**CONGRATS ON A NEW YOU!**

Any medical questions please email [puriumnaturopath@gmail.com](mailto:puriumnaturopath@gmail.com) . We can not cure prevent or treat any disease with Purium. If you are cleansing and have questions or just want to share your results join us Monday through Friday 8:30 PM Eastern everyday same time same number. 712.432.7658 code 7873#