Welcome to the Well.Fit Cleanse. I hope you are as excited about this process as we are. This program is a reset button for your eating habits. It will serve to not only detoxify the body but also help you eliminate bad habits and replace them with great ones! I am not a doctor or a nutritionist, just a girl raised by health nuts immersed in Ayurvedic practices, who has spent a good portion of her adult life seeking balance, knowledge, health and wellness for herself and her clients.

This cleanse, as with everything in life, is only as successful as you make it...water the root to sow the fruit. Remember you are doing this for you and you alone, not for me or anyone else. This is, in essence, a true self care practice. Each time you are faced with a difficult food choice remember your commitment to this program (it's only a limited time!) and ultimately take the best care of yourself that you possibly can. Good Luck!

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Introduction

This is a whole food based program designed as a redirection toward an overall lifestyle change, this is not a magic pill or starvation/crash diet plan. This is a protocol designed to help rebalance the body, eliminate common allergens and toxins and set you up for a successful shift into healthy eating habits that will continue long after the three week cleanse. There are foods that you are asked to avoid due to their toxic and allergenic nature. The more thoroughly and completely you follow the plan the better your results. Coffee, alcohol, dairy, processed grains, and sugars are highest priority foods to avoid. Remember, this is temporary and the benefits will be a great reward!

As your coaches, Camp and I are there for your every step of the way. You have our email, don’t hesitate to ask questions. Talk to us and to each other about how you are feeling and doing. Where are you struggling? Where are you succeeding? Your success in one area could be the support and motivation that someone else needs where they are struggling, and vice versa. We want you to feel supported throughout this process so do not hesitate to reach out!

Preparing For The Cleanse

Once you have reviewed the Cleanse and are familiar with it you will want to make a plan. There will be several changes from your normal routine and it’s crucial that you prepare for it. Planning and grocery shopping ahead of time will set you up for success. Again, we are here as a support system and a resource for you. We want you to be successful and reap the rewards of this cleanse and if there is anyway we can do to help you along the way we are happy to do so.
The Cleanse

Scroll down to read and review all the details

Do Eat

Whole vegetables, leafy greens
Whole gluten free grains (brown rice, quinoa, millet, amaranth)
Lean organic animal proteins such as chicken and turkey, wild fish or game
Beans and lentils
Nuts and seeds, nut butters
Green tea, yerba mate, fresh pressed juices
Whole fruits, dried fruits, berries
Nut milks, coconut oil/butter/milk
Sea salt, himalayan salt

Don’t Eat

Processed sugars
Alcohol
Gluten, processed grains (breads, pasta, white rice)
Processed Foods
Dairy
Soy products
Coffee, soda and fruit juice

Beef, Pork

Corn

Nightshades: tomatoes, eggplant, potatoes, peppers

Acidic Fruits: oranges, orange juice, grapefruit.

Table salt, iodized salt

**Mindful Eating**

How you eat is as important as what you eat. Take a moment to think about your eating rituals. Do you eat in the car on the way to work? Do you eat standing up in the kitchen? Do you sit down and make it a thing? Do you eat alone? Do you eat like time is running out or do you eat slowly, savoring and tasting food fully? When you eat, why do you eat? Are you truly hungry or are you eating out of stress, sadness, nervousness, anxiety, boredom?

Make your meals mindful and intentional, create a ritual around eating, sit down (without the TV on) and eat slowly. Pay attention to how your food feels in your body, pay attention to how it really tastes. Enjoy it!

**Recommended Supplements**

There are several supplements out there that can compliment and help support your body throughout the cleanse. These range from utilizing/burning fat, to immune boosting, to digestion...they are listed below in order of priority. Of course each and every one of you is different so, what may be beneficial to one may not be for another. For example, changing your diet and switching to this ultra clean eating can sometimes be challenging for the digestive system initially. If you know that you already have a weak
digestive system then the digestive aid might be beneficial to you. If you’re system is an iron fortress then you probably don’t need it.

These supplements are completely optional and are there as tools to help you if you want/need them. Reach out to us if you have any questions about them and we can walk you through it!

1. Omega 3 (DHA and EPA) : This essential fatty acid is my number one recommended dietary supplement for everyone, here’s why; it helps decrease inflammation in the body (joint pain, heart disease, arthritis are examples of chronic inflammations), feeds the brain, helps the body utilize stored body fat as energy (ie, helps burn fat) and helps increase immune function. Omega 3’s are found in fish oil and flax oil. Buying a quality fish oil is essential, if you are going to put your money on one thing make this it! Here are some recommendations: Nordic Naturals Brand is available at Earth Fare or Whole Foods. http://www.feelgoodnatural.com/healthfood/FishOilbro3megam200ml/PNGROME GA13. If you are looking for a vegetarian Omega 3 supplement I recommend flax seed oil or Barleans Omega Swirl which can be purchased at Whole Foods/Green Life.

2. Probiotic: Helps support healthy immune function, improves intestinal functioning/digestion, and helps support healthy tissue in the lining of intestines. You can find PB 8 brand at Earth Fare and Whole Foods and it is very reasonably priced.

3. Calcium Magnesium: Calming, aids elimination (aka, it helps you poop!), supports energy (ATP production), increases bone density. Available at Whole Foods

4. Digestive Enzyme: Aids digestion, nutrient absorption and elimination. http://www.amazon.com/KlaireLabsVitalZymesCompleteVcaps/dp/B001PYVIJW/ref=wl_it_dp_v_nS_nC?ie=UTF8&colid=35T5S9G5F41BC&coliid=I35RFZ3CW9TRIP OR These also can be found at your local health food store, there are many options so ask someone who works in the department for a recommendation.
Smoothies/Meal Replacement

Smoothies are a great way to get some quick calories and fuel in your body, especially just after a workout. We recommend using a greens powder in your smoothie to pack it full of nutrients and maximize its benefits. If you’re smoothie is going to replace a meal for you then you will also want some high quality protein powder in there as well. This will give you the protein you need and add a few more calories to make it a meal rather than a snack.

Note: If your goal is to lose weight then replacing a meal with a greens/protein smoothie is a great way to get the nutrients you need with fewer calories taken in.

1. Greens Powder for smoothies: Fiber, probiotics, superfoods, detoxification, nutrients, antioxidants aid in workout recovery, decreases inflammation. Two sources that I have personal experience with and recommend are Greens + and Pro Greens. Greens + is the recommended greens powder by Precision Nutrition (a little pricier but also very high in quality). http://www.vitaminshoppe.com/p/allergy-researchnutricologyprogreens927ozpowder/r/ar1299#.VEfEctTF8Qt OR http://www.feelgoodnatural.com/healthfood/Greensbrgreensberry566g/PNGR510B

2. Protein Powder: Protein will be essential if you choose to do a meal replacement shake. It is also very useful to supplement your protein intake. If you exercise often and or are trying to lose weight, adequate amounts of protein are crucial to your progress! When choosing a protein powder you want to steer clear of unnecessary additives and ingredients. We offer a high quality whey protein that is made from grass fed, free range cow’s milk. These cows are never given hormones or antibiotics. Pick up a bag at the studio!
The Cleanse Morning Protocol:

1. Probiotic

2. Hot/Warm lemon water taken 15-30 minutes before breakfast. This increases production of digestive juices and bile therefore aiding in healthy digestion.

3. Supplements: Omega3 (check bottle for daily recommendations), digestive enzyme.

4. Breakfast: Meal Replacement Shake. Using a nut milk or water as base and fruits from list above, protein and greens powder(See recipes for more ideas.) OR Wholesome breakfast from foods listed as Do Eat.

Midday Protocol:

1. Digestive Enzyme

2. Ideally your midday meal should be your most substantial/largest meal of the day, taken between noon and one. During this time of day your digestive system is most active and can most effectively process and convert everything into the necessary energies to carry you throughout the day. Eating a larger meal in the middle of the day as opposed to the evening insures that foods are being efficiently digested and used instead of processed slowly and stored. Be sure to follow the Do and Don’t Eat guidelines and portion guidelines.

Evening Protocol:

1. Digestive Enzyme

2. Light evening meal or meal replacement shake.

3. Calcium/Magnesium. Taking this supplement at night not only benefits your sleep due to it’s calming effect but it will also help with your morning elimination.
Deciding How Much to Eat

This plan is not intended to be a severe calorie restriction. How much you need to eat is determined by how active you are. If you have a rather sedentary lifestyle then you don’t need to intake as many calories as someone who is active all day every day. Pay attention to your hunger, identify it as actual hunger or emotional hunger. You may choose to have actual meals where meal replacement shakes are recommended if you wish, as long as you are following the food guidelines. Meal replacement shakes do help in the cleansing process because you are taking solid foods out of the mix while still taking in all the nutrients you need, this makes it easier for the body to digest and more effectively cleanse. With many limitations on food the shakes are a fast convenient way to get the nutrition you need without having to prepare a whole meal. If you would like to see weight loss as a result of the cleanse you will want to opt in for the meal replacement shakes.

Between the Meals, To Snack or Not to Snack

More often than not the impulse to snack comes from something other than true hunger, it can be a distraction from how we are feeling in the moment. It is important to eliminate mindless eating in all capacities including mindless snacking. Sometimes taking a snack is necessary to balance your blood sugar level and maintain your energy level and mood. If you feel an urge to snack check in with yourself and identify if there is a true hunger, a real need to feed the body or if it is coming from habit or the desire to distract or change how you feel. If you find yourself being hungry often throughout the day try increasing your protein or fat intake with your meals. Adding healthy fats (coconut milk/oil, nut butters, etc) to your meal replacement shake can be useful if you find yourself needing snacks regularly between meals.

Pooping and Sleeping, Two Great Things

Everybody poops! During your cleanse pay attention to your bowel movements. Make sure you are going everyday. You may see an increase in your b.m.’s or you may become constipated, both things can be a sign of
detoxification. If you do become constipated you will want to remedy it asap so that those toxins spend as little time in the body as possible.

**Tips to help keeping things moving**

1. **Keep the body hydrated:** Drinking 8, 8oz glasses of water is the age old guideline, it might be a good baseline but just to be sure you are getting enough water I ask you do two things; drink enough water (tea, coconut water, Kombucha, fresh pressed juice etc.) throughout the day so that you are visiting the bathroom once an hour. Second thing is to look at your pee, if it is clear or *slightly* yellow you are hydrated, if it is a dark yellow then it’s time to drink up!

2. **Move:** Yup, keep that body moving. Exercise, walk, do some yoga and of course keep coming to classes at the studio. Wind relieving pose is not only great for passing gas but for massaging the lower intestines, this can really help get things going. http://www.artofliving.org/usen/yoga/yoga-poses/windrelievingpose

3. **Increase fiber intake:** Eating lots of leafy greens will help scrub the intestines and keep things moving!

4. **Magnesium Supplement:** Taking the recommended calcium/magnesium citrate supplement will be a great help in supporting elimination. Magnesium has a natural calming effect so it’s best taken at night, not only to aid in a great night’s rest, but it also helps with morning elimination.

5. **Check in on your stress levels:** If you are dealing with or holding a lot of stress it can seriously slow down your digestion process and result in constipation. Make sure that during the cleanse you are taking very good care of yourself, getting a good night’s rest each night, exercising moderately or lightly if you need to, and taking extra measure to reduce and relieve stress. If you have a meditation technique, practice it, breathe deeply and make a concerted effort to keep the body and mind relaxed.

(Note: While we want you in the studio crushing workouts with us A LOT, you may need to scale back a little during the cleanse. Your body will be
detoxing and going through some changes and may not feel up to pushing it quite as hard. Listen to your body during this time. If it’s telling you you need to scale back your workouts and go a little lighter then do it. Just make sure you get back to crushing it afterward :)

Ok, enough potty talk, on to sleeping. The break in food intake overnight is vital to your cleansing process. Consider it a daily fast. In short time frames a fast can be highly effective, it allows your digestive system to do a deeper cleaning. The evening meal should be taken early, not only so that you can digest it more effectively but also so you are giving your body at least 12 hours between meals. Digestion demands a great amount of energy and can take up to 8 hours, so not only is your body constantly working on active digestion leaving it no time for a deeper cleaning but it’s also very demanding energetically. Have dinner early and rest well.

**Working Through the Hard Parts**

There are several parts of the cleanse that will present challenges. Some physical, many logistical and even more emotional. Each challenging aspect can be overcome, let’s explore each of them.

**Physical Challenges**
Due to the fact that you will be cutting out sugars and foods that turn into sugar in your body and the fact that you will be ingesting a diet and supplements that support detoxification you may experience some uncomfortable physical symptoms. Remember a lot of these change will be new for your body, you might have to do some experimentation on portions and managing your energy level. The good news is that you are making your way back to a balanced body. Be sure to take extra rest if needed, pay attention to how your body feels and notice if there is something you need to give yourself, maybe you aren’t drinking enough water, or maybe you aren’t taking in enough protein with your meals. If you run into any roadblocks or concerns contact me.

**Logistical Challenges**
Changing your diet means changing your habits, no longer can we just go for the most convenient foods we are used to. For three weeks you are making a major overhaul, some things you may decide to leave out of your
diet entirely after the cleanse, others you may want to reintroduce. Whatever you decide to do at the end you still have the three weeks of ‘house cleaning’ ahead of you. Preparing yourself mentally and physically is essential. You will not only need to make a trip to the grocery store to make sure you have cleanse approved foods on hand and meals planned but you will also need to get in the right mindset. You cannot decide on Sunday night that you are going to do the cleanse and expect to start it Monday morning successfully. You will need to think about where the hidden sugars are in your diet, how to eliminate them, think of times of the day when you are most likely to snack or eat mindlessly, create a strategy for not indulging. Stay in touch with your accountability partner and come up with some ideas for ways to avoid falling off the wagon.

Socializing and The Cleanse
It’s important to think about this ahead of time, we are social creatures and sharing meals is a big part of how we engage and connect with people. In the event that you have dinner plans with friends or are going to a party, make sure to be prepared. Tell your friends you are on a cleanse, maybe invite them over to your place instead of going out and make something delicious that is cleanse approved. IF you are going out research a restaurant that will have options that work for you. Don’t be afraid to ask to leave cheese or bacon off of something. Come up with a fun mock-tail recipe using kombucha or coconut water and fresh pressed fruit juice, sweeten it up with stevia if needed. There are lots of ways around falling off due to a social event, it just takes some planning and preparation. Certain situations you may want to avoid all together, like visiting a brewery for a beer tasting event. Save it for after the cleanse. Keep in mind the reasons you chose to do this cleanse, stay true to that and view this as an opportunity to really step out of your routine and explore how you cope with all the feelings that come up, be with yourself and find a way to work through the difficult parts.

Emotional Challenges
We all have a relationship with food and one of the most valuable lessons we are able to learn from a cleanse is what those relationships look like and how to change them. It is not very often that we stop to think about why are we are eating the cookies or chips or whatever unhealthy thing we go to. In the absence of those foods we are forced to face whatever emotional
need may be driving the impulse to reach for them. We have to sit with it and work through it in another way.

Emotional hunger is not born from a need to nourish the physical body. It is important to learn the difference between actual hunger and emotional hunger and when the emotional hunger comes up, begin to nourish yourself in a different way, a more healthful way, it may even be something as simple as acknowledging the feeling and letting it pass. Or you may need to take a walk or a relaxing bath or some other act of self care that will nurture your emotional self without adding unnecessary calories and toxic foods.

Here are some simple questions you can ask yourself if you are not sure if it is actual hunger or emotional hunger you are experiencing, if the answer is yes chances are it is emotional hunger you are experiencing. Did this desire to eat come out of nowhere? Do you feel you need to eat immediately? Did you continue eating past the point of being full? Did you feel good while eating it or did you feel guilty?

When emotional hunger arises try dealing with it in different ways. You may just need to make a change in activity. If you have been sitting for a long period of time concentrating, try getting up and moving around. Try having a cup of tea. Try getting clear about what it is that is driving this urge to eat, you may actually learn something invaluable about yourself. This can be a great opportunity to change some bad habits you have been lugging around for far too long!

**Maximizing Your Investment**

You have signed up for the cleanse, you have done all your grocery shopping and bought your supplements. You have prepared and invested yourself mentally, emotionally and physically. Now it’s time to maximize those investments. This means utilizing all the tools and resources that you
have, including visiting the studio and reaching out to us (your coaches). This means asking questions, getting clear on anything you are unsure of, digging in and getting ready for the ride. There is a reason for every part of this cleanse, make the most out of your investment and avoid the things you are supposed to avoid, take in the supplements, workout with us, take extra rest, be gentle and good to yourself, you deserve it. Having a deeper understanding of why you are avoiding certain foods will help you stay the course. Here are the reasons to avoid these foods:

DAIRY: Often contains the carcinogenic mold aflatoxin (a mycotoxin). It’s been linked to liver cancer and a range of other issues. Highly mucus forming, a very common allergen and acidic to the body. Yogurt that has been pasteurized has all the health properties destroyed and often contains sugar. POST cleanse, local and raw yogurt (preferably from sheep or goats) is best. Also anything cold hinders the digestions so staying away from nondairy ice cream is recommended.

GLUTEN AND PROCESSED GRAIN: Very common allergen/food sensitivity. Often contains the carcinogenic mold aflatoxin (a mycotoxin), which has been linked to liver cancer and a large number of people have sensitivities to it. If you are trying to avoid all gluten in this cleanse you will want to avoid the following grains: oats, barley, farro, rye, spelt and kamut. If that is not a focus for you then these whole grains are acceptable to eat. Also avoid processed vegetarian/vegan food such as tempeh, seitan, and textured vegetable protein (TVP).

CORN: More times than not corn is genetically modified. It is high in sugar which causes insulin level spikes. High glycemic index.

PROCESSED SUGARS: No nutritional value. Creates severe imbalances in blood sugar levels. Negatively affects energy levels and leads to bad food cravings including more sugars and toxic to the body.

SOY: Common allergen. Most often is genetically modified. Can disrupt hormone balance.
COFFEE, SODA, ALCOHOL: Soda, high in sugar, zero nutritional value. Coffee, highly acidic and taxing to detox organs, dehydrating and stimulating. Alcohol, high in sugar, taxing on detox organs.

BEEF and PORK: Highly acidic and taxing on all organs, even more so on detox organs. High use of hormones and antibiotics which end up in our bodies.

NIGHTSHADES: According to Ayurveda nightshades suppress digestion and increase inflammation.

ACIDIC FRUITS: Can be highly allergenic, except lemons and limes which are alkalizing (decreases acidity, helps maintain or rebalance body’s PH leaving less room for disease) and detoxifying.

TABLE SALT: Is heavily processed and many beneficial nutrients are removed.

Other things to avoid: Tobacco, over the counter medicines, processed condiments.

After the Cleanse

Once you have completed the cleanse hopefully you will feel so amazing you will want to maintain many of the changes you have made. If you would like step by step instructions on how to effectively reintroduce certain foods and how to ascertain if you may have an allergy to them contact me for instructions. In order to maintain balance, things like sugar and alcohol should be regularly phased out or consumed only occasionally. If you find yourself in a dependency mode with these things that are so harmful to your health you may want to go through the cleanse again and get rebalanced. It will be important to ease back into a more routine diet, pay close attention to how foods feel. And do your best to maintain all those wonderful eating habits you established while on the cleanse.