LIFE. AT THE NEXT LEVEL.
Your Guide to the Purium Lifestyle
It can be challenging to take care of ourselves in the midst of daily chaos. We get so busy taking care of everyone else that we forget about the most important person—until we burn-out. I’ve learned that the only way to get through the hard times is to take a step back for self-care. If we are not at our personal best, how can we truly ‘be there’ for all of the people and responsibilities in our lives? Purium’s Core3 programs make it easy to prioritize your health without disrupting your whole day! Take that first step. Love yourself better...and you will be able to love others better too.

Amy Venner-Hamdi

I hear it all the time. “I need to get in shape fast!” And it’s usually followed up with something like, “I have two weeks to lose weight without losing energy and I don’t want to do anything extreme... Can you help?” Phew, that’s a tall order. But since we designed our 10-Day programs, tens of thousands of people have lost weight and pushed their bodies to peak performance. More importantly, we have seen most of our customers transition from short-term results to long-term lifestyle changes. We can help you reach your goals. Take the journey with us – your body will love you for it!

David Sandoval

100 YEARS AGO

All food was organic. Vegetables grew from the earth. Fruit was picked directly from the tree. And farmers actually farmed.

Pure, nutrient-dense foods were abundant and chemically-preserved foods were almost non-existent. Food was fresh. The soil was filled with minerals. The water was pure.

Everything our bodies needed, we received from the earth.

“Man sacrifices his health in order to make money. Then he sacrifices money to recuperate his health.”
-Dalai Lama

FAST FORWARD TO TODAY

Our food is filled with artificial colors, flavors, sweeteners, binders, fillers, hormones, pesticides, irradiated ingredients, and now, genetically-modified ingredients. According to medical experts, this “franken-food” is confusing our bodies and causing health issues that could be easily prevented.

- According to the American Cancer Society, 60% of all cancer is preventable
- According to the American Heart Association, 80% of all heart disease is preventable
- According to the Archives of Internal Medicine, 90% of all diabetes is preventable
MODERN DAY CHALLENGES
We are crazy busy. We live in fast forward mode and there seems to be no time for anything. We are consumed by texts, emails, social media, work, bills, and other responsibilities. And the people who may have it the toughest of all are busy moms. They care for their families and never seem to have time for themselves.

- Do you ever feel like you need an extra 2 or 3 hours in your day?
- Do you ever feel like you are running on empty?
- Do you ever feel like you need more time and energy?

WHEN IT COMES TO EATING
We are forced to make compromises for convenience. The food that is the fastest and the cheapest is almost always filled with chemicals and devoid of real nutrition. The statistics are frightening!

- Americans will eat 31% more packaged food than fresh food today
- 20% of Americans will eat a meal in a car today
- 25% of all Americans will eat at least one fast food meal today

It's time for a REAL-FOOD REVOLUTION!
GETTING TO THE CORE

PROTEIN, FRUITS, AND VEGETABLES. THIS IS YOUR CORE3.

When you get all-natural superfoods into your body on a daily basis, it changes everything. You may experience improved energy, sleep, digestion, mental clarity, and so much more. Purium has created three ‘go-to’ products that will infuse your body with nutrients and build a foundation for overall health. We call them our Core3.

EVERYTHING YOUR BODY NEEDS, EVERY DAY

<table>
<thead>
<tr>
<th>PROTEIN for building muscles</th>
<th>FRUITS for repairing damage from free radicals</th>
<th>VEGETABLES for fueling cells</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Amino 23</td>
<td>Apothe-Cherry</td>
<td>Power Shake</td>
</tr>
<tr>
<td>The ultimate protein source.</td>
<td>The ultimate antioxidant source.</td>
<td>The ultimate source of natural energy, endurance, strength, and appetite suppression – without caffeine or toxic chemicals.</td>
</tr>
<tr>
<td>This patented vegan blend goes directly into your bloodstream within 23 minutes and helps your body burn fat and build muscle.</td>
<td>Tart cherries are loaded with free-radical scavengers and natural melatonin for deep, restful sleep and cellular anti-aging.</td>
<td></td>
</tr>
</tbody>
</table>
Purium offers three premium programs that use Core3 products to infuse your body with daily nutrition. While we do offer a complete superfood store filled with more than sixty non-GMO products, we recommend starting with one of these three programs and then adding additional products as you progress. Choose the program that fits your specific needs!

**DAILY CORE3**
- Superfood Nutrition
- Increase Energy / Lower Stress
- Improve Sleep / Mental Clarity

**10-DAY TRANSFORMATION**
- Weight Loss / Metabolic Reset
- Cleanse Your Body
- Break Food Addictions

**10-DAY ATHLETE PROGRAM**
- Muscle-Building
- Improve Endurance
- Get Your Sexy Back
Wake Super Amino 23: 5 tablets with water upon rising or prior to working out.

Energy Boost Power Shake: 2 scoops plus water or your favorite non-dairy beverage. Perfect mid-morning or mid-afternoon boost instead of coffee, soda, or a snack.

Night Apothe-Cherry: 1-2 tablespoons with water or your favorite healthy beverage. Take 30–60 minutes prior to bed.

DAILY CORE3: SUPERFOODS MADE SUPER EASY!
DAILY CORE3

MINIMUM EFFORT. MAXIMUM RESULTS.

WHO  Busy moms, students, executives, and anyone who needs help fitting proper nutrition into a hectic schedule.

HOW  Start small. Keep doing what you’re doing, and make simple shifts in your daily routine to integrate the Core3 products. Grab 5 Aminos off your night stand in the morning, before your feet even hit the floor. Prep your shaker bottle on the way out the door so you can mix your mid-day Power Shake on the fly.

WHY  Expect to feel more energy, better digestion, deeper sleep, and increased mental clarity. This is the easiest way to get high-quality protein, fruits, and veggies into your body every day. Stay consistent and the benefits will compound over time.

WHAT  Just the basics. All you need for daily nutrition are these three core products and water: Super Amino 23, Apothe-Cherry, and Power Shake. Follow the schedule below and you will feel better in no time!

IT’S AS EASY AS 1-2-3...

☀ Wake  Super Amino 23: 5 tablets with water upon rising or prior to working out.

⏰ Energy Boost  Power Shake: 2 scoops plus water or your favorite non-dairy beverage. Perfect mid-morning or mid-afternoon boost instead of coffee, soda, or a snack.

🌙 Night  Apothe-Cherry: 1-2 tablespoons with water or your favorite healthy beverage. Take 30–60 minutes prior to bed.

PROTEIN  Super Amino 23  Build muscle and burn fat

FRUIT  Apothe-Cherry  Nature’s best source of melatonin for sleep

VEGETABLES  Power Shake  Natural energy, endurance, strength & appetite suppression

Everything your body needs for about the cost of a fast food meal or a large gourmet coffee. It’s not a budget choice, it’s an eating choice.
10-DAY TRANSFORMATION: BURN FAT. LOSE WEIGHT!
10-DAY TRANSFORMATION
TRANSFORM YOUR BODY IN JUST 10 DAYS.

WHO | Anyone who wants to lose weight, break food addictions, cleanse their bodies, and reset their metabolism.

HOW | A 10 day anabolic program that floods your body with nutrients while purging harmful toxins from your system.

WHY | Hit the reset button. Take a 10 day vacation from processed foods. Jump start a healthy lifestyle and drop weight at the same time. You will lose fat, not muscle and water weight, and your newly charged metabolism will help keep the weight off! Once you complete the 10 days, your body will be programmed to want more — more nutrients, more healthy foods, more good choices.

WHAT | These five products are all you need. Follow the schedule on page 13 and take your Super Amino 23, Apothe-Cherry, Power Shake, Super Lytes, and Daily Fiber Blend every day for 10 days. The program also allows three Flex Foods per day, and the pack comes with a tape measure to track your progress and a Blender Bottle for supplements on-the-go!

“I wasn’t expecting anything from the 10-Day Transformation but it ended up changing my whole life. Purium makes me feel so good & strong that for the first time ever, I actually crave healthy foods & thoroughly enjoy exercising. I reached my goal of losing 100 pounds in just 10 months!”

MONIKA L.
Mom of three

PROTEIN

Super Amino 23
Build muscle and burn fat

FRUIT

Apothe-Cherry
Improve recovery time and sleep cycle

VEGETABLES

Power Shake
Satisfy nutritional needs, suppress appetite

Super Lytes
Rehydrate, replenish, and renew

Daily Fiber Blend
Cleanse body and increase adiponectin
Turn Your Body into a Fat-Burning Machine

In just 10 days, your body will learn a whole new way to burn fat and convert energy. It’s a simple program with a whole lot of science behind it.

Purium’s Power Shake supplies full cellular satisfaction with only 150 calories per serving.

This naturally sweetened blend of wheatgrass, spirulina, oat grass, alfalfa, and complex carbohydrates floods your body with the nutrients your cells crave, and therefore suppresses your appetite.

Apothe-Cherry is full of antioxidants and deep sleep-supporting melatonin, so you can get proper rest and recharge your body each night.

Super Lytes and Daily Fiber Blend make the cleansing process more pleasant and weight loss more effective. Super Lytes support hydration and Daily Fiber Blend provides gentle cleansing and helps increase levels of adiponectin (the “skinny hormone”).

But here’s the big secret...

Most diets and cleanses fail because even when you reduce calories, you still need to consume high-quality protein or your body will pull energy from your muscles and weaken you. These diets leave you tired and destined to put the weight back on, almost as fast as you took it off.

Enter Super Amino 23. This is a unique, non-calorie vegan protein that actually builds up and protects your muscles. Your body will realize that it can’t break down muscle while Super Amino 23 is building it up. And if your body can’t take energy from your muscles, it only has one other place to get it – your stored fat supply – so that’s good news for you!

From day 1 on the program, your body will become a fat burning machine!

The 10-Day Transformation will enhance your metabolism and retrain your body to burn fat...and as a result, you will achieve accelerated and sustainable weight loss!

YOUR 10 DAY ROLLERCOASTER

Your first few days on the Transformation may be a challenge. Stick with it! You won’t believe how great you’ll feel by day 10!

1. Excitement - The journey begins!
2. Fear - I don’t think I can do this.
3. Anger - Who got me into this?
4. Resentment - Did I make the right decision?
5. DEFINING MOMENT - Do I stay or do I go?
6. Acceptance - I can and I will.
7. Realization - This isn’t so bad.
8. Inspiration - Wow, I lost that much already!
9. Attention - My energy levels are high!
10. EXHILARATION - I am so proud of myself!
TRANSFORM YOUR BODY IN JUST 10 DAYS.

Start this schedule from the time you wake up and then follow the intervals accordingly.

<table>
<thead>
<tr>
<th>Time</th>
<th>Supplement</th>
<th>Dosage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wake</td>
<td>Super Amino 23</td>
<td>5 tablets</td>
</tr>
<tr>
<td></td>
<td>Super Lytes</td>
<td>1 capsule</td>
</tr>
<tr>
<td></td>
<td><em>Drink lots of water! (8-24 ounces)</em></td>
<td></td>
</tr>
<tr>
<td>2 hours later</td>
<td>Power Shake</td>
<td>2 scoops mixed with water or a Flex Beverage*</td>
</tr>
<tr>
<td>2 hours later</td>
<td>Super Amino 23</td>
<td>5 tablets</td>
</tr>
<tr>
<td></td>
<td>Super Lytes</td>
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<td></td>
<td><em>Drink lots of water! (8-24 ounces)</em></td>
<td></td>
</tr>
<tr>
<td>2 hours later</td>
<td>Power Shake</td>
<td>2 scoops mixed with water or a Flex Beverage*</td>
</tr>
<tr>
<td>2 hours later</td>
<td>Daily Fiber Blend</td>
<td>1 scoop</td>
</tr>
<tr>
<td></td>
<td>Apothe-Cherry</td>
<td>2 tbsp</td>
</tr>
<tr>
<td></td>
<td><em>Mix both products together with water or a Flex Beverage</em>*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(You may also choose to take products separately, if you prefer.)</td>
<td></td>
</tr>
</tbody>
</table>

Transformers are encouraged to have 1-3 approved Flex Foods or Flex Beverages per day, as needed. David Sandoval recommends taking Flex Foods with your Super Amino 23 tablets for consistent energy throughout the day. (See page 22 for Flex Food and Flex Beverage suggestions)

* MODIFICATION OPTION: We understand that everyone has different physiological needs and emotions about food. If you feel challenged by the thought of 10 days without a solid meal, we encourage you to modify the program, within reason, to fit your needs. You can opt to have a Flex Meal in place of one Power Shake on the schedule. (See pages 22-23 for Flex Food and meal options)

After the 10 days... Increase your adiponectin level to continue to lose weight! Daily use of our Reset Pack (Power Shake and Daily Fiber Blend) for 90 days can help stimulate adiponectin - the “skinny hormone” - by 40% and help your body to efficiently metabolize adipose fat.
10-DAY ATHLETE PROGRAM:
GET LEAN. GET RIPPED!
10-DAY ATHLETE PROGRAM

ENHANCE PERFORMANCE. NATURALLY.

WHO
Athletes who want to cleanse their systems without losing energy or muscle mass.

HOW
An intense 10 day program that will help you build muscle, while boosting energy and accelerating recovery time.

WHY
It’s just about perfect. This program allows you to increase muscle-building protein without overloading on fat, carbs, or calories. That means more muscle…period. The program will also help to balance your hormones before and after exercise, so expect to see improved strength and endurance. Your body will respond with more energy, restful sleep, and shorter recovery times after workouts.

WHAT
All you need to get started are these four products: Super Amino 23, Apothe-Cherry, Power Shake, and Super Life Formula. The program allows three Flex Foods and a Flex Meal each day, and the pack comes with a tape measure to track your progress and a Blender Bottle to take supplements on the go! Follow the schedule on page 17.

“I wish to inspire others to achieve better health and live a greener lifestyle. I want them to compete in this sport because they are at their best internally and externally.”
MARK M.
Raw Foods Chef, Certified Personal Trainer, Raw Vegan Bodybuilder

PROTEIN
- Super Amino 23
  Build muscle and burn fat

FRUIT
- Apothe-Cherry
  Improve recovery time and sleep cycle

VEGETABLES
- Power Shake
  Satisfy nutritional needs, suppress appetite

- Super Life formula
  Balance hormones and increase endurance
# 10-Day Athlete Program

## Enhance Performance. Naturally.

Whether you are a serious athlete or a weekend warrior, the 10-Day Athlete Program will help you look and feel more vibrant than you have in years. This program will increase lean muscle tissue while flushing out cellular waste, fat deposits, and toxins. It is a stimulant-free, caffeine-free, and gluten-free program that nourishes your body from head to toe with well-rounded nutrition. After these 10 days, you will walk away fit and toned, with the energy you need to reach your next fitness goals. The program is designed for athletes of all ages and disciplines:

- runners
- triathletes
- baseball players
- dancers
- swimmers
- basketball players
- gymnasts
- bodybuilders
- football players

## 8 Reasons Athletes Should Try This Program

<table>
<thead>
<tr>
<th>1</th>
<th>DELIVERS ESSENTIAL NUTRITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>BUILD LEAN MUSCLE</td>
</tr>
<tr>
<td>3</td>
<td>BALANCES HORMONES</td>
</tr>
<tr>
<td>4</td>
<td>BOOSTS ENERGY</td>
</tr>
<tr>
<td>5</td>
<td>ENHANCES RECOVERY</td>
</tr>
<tr>
<td>6</td>
<td>BOOSTS MENTAL ACTIVITY</td>
</tr>
<tr>
<td>7</td>
<td>HEALTHY WEIGHT CONTROL</td>
</tr>
<tr>
<td>8</td>
<td>ALL-NATURAL</td>
</tr>
</tbody>
</table>

### 1. Delivers Essential Nutrition

From amino acids and protein, to trace minerals and antioxidants, Purium helps replenish critical nutrients that athletes need for optimal performance.

### 2. Build Lean Muscle

Purium provides superior-quality, non-soy vegan protein to help create lean muscle so your body looks toned and tight.

### 3. Balances Hormones

Hormones help govern your body’s processes. Purium offers ingredients that are known to promote hormone balance for improved performance.

### 4. Boosts Energy

Purium provides an array of energy-boosting nutrients that naturally improve physical and mental vigor for sustained endurance and no crash.

### 5. Enhances Recovery

Athletes will benefit from optimal recovery and repair after training. Purium may reduce soreness, rehydrate, and improves repair processes in muscles, tissues, and cells.

### 6. Boosts Mental Activity

Every athlete knows that peak mental function is crucial for high-level performance. Purium supports the brain to enhance concentration and mental function.

### 7. Healthy Weight Control

Purium products are great for suppressing appetite and cravings, boosting metabolism, and supporting overall healthy weight management.

### 8. All-Natural

There are no artificial colors, flavors, sweeteners, binders, synthetics, toxic chemicals, steroids, or genetically modified ingredients to slow you down.
## 10-DAY ATHLETE PROGRAM

**ENHANCE PERFORMANCE. NATURALLY.**

Start this schedule from the time you wake up and then follow the intervals accordingly.

<table>
<thead>
<tr>
<th>Time</th>
<th>Supplement</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wake</td>
<td>Super Amino 23 - 5 tablets</td>
<td>Drink lots of water! (8-24 ounces)</td>
</tr>
<tr>
<td>2 hours later</td>
<td>Power Shake - 2 scoops mixed with water or a Flex Beverage*</td>
<td>Super Life Formula - 3 capsules**</td>
</tr>
<tr>
<td>2 hours later</td>
<td>Super Amino 23 - 5 tablets</td>
<td>Drink lots of water! (8-24 ounces)</td>
</tr>
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<td>Power Shake - 2 scoops mixed with water or a Flex Beverage*</td>
<td>Super Life Formula - 3 capsules</td>
</tr>
<tr>
<td>2 hours later</td>
<td>Apothe-Cherry – 2 tbsp. mixed with water or a Flex Beverage*</td>
<td></td>
</tr>
<tr>
<td>After workout</td>
<td>Flex Meal – create a protein-rich meal from the approved food choices on page 23*</td>
<td></td>
</tr>
</tbody>
</table>

* Athletes are encouraged to have 1-3 approved Flex Foods or Flex Beverages per day, ideally with Super Amino 23. Athletes are also recommended one Flex Meal of 300 calories per every 30 minutes of exercise completed that day. (See pages 22-23 for Flex Food, Flex Meal, and Flex Beverage options)

* Super Life Formula contains shellfish. Please contact Customer Service for information on the vegan 10-Day Athlete Program.
PURRIUM LIFESTYLE CLUB:
JOIN AND SAVE!
We designed all of our programs to jumpstart your health, and we encourage you to stay focused on your goals long after the 10 days are over.

Purium is not about short-term diets – it is a lifestyle!

Our programs are the first step on your journey to optimal health. After the 10-Day Transformation, we recommend continuing with the Reset Pack for 90 days to increase adiponectin and to continue to lose weight. After the 10-Day Athlete Plan or for overall health, we recommend the Daily Core3 to ensure that you receive protein, fruits, and vegetables every day.

The Purium Lifestyle Club is the perfect solution.

With the Purium Lifestyle Club, you can rest assured that your basic nutritional needs are covered every month. Just set your “Back Up Order” for the Daily Core3 pack or the Reset Pack, and your favorite products will show up at your door...no matter what else is going on in your life. You will have the comfort of knowing that you did something good for yourself AND you will get up to 30% off your purchase. What could be better than that!?

In addition to these packs, the Purium Lifestyle Club offers exclusive monthly discounts so you can experiment and try new products from our full superfood catalog. The Lifestyle Club will automate your nutritional needs so you can stay focused on the important things in your life...while still looking and feeling your best!

**JOIN THE PURIUM LIFESTYLE CLUB & SAVE!**

- Save up to 30% on ALL orders
- Save $10 on S&H
- Product specials EVERY month
- Convenient monthly shipments
- Never miss a commission check
- Access to health education
- Cancel or modify anytime
- No hidden fees

50 BV (approximately $65) monthly Back-Up order commitment required. A $75 membership is required. Your $50 gift card will be applied to this amount. Net payment of $25 for your PLC Membership. Back Up Orders are processed on the 21st of every month.
MAKING IT WORK FOR YOU-
PREPARATION

PRIOR TO STARTING
DO drink more water, broth, and fresh juices.
DO eat fresh, raw fruit and veggies, dark leafy greens, and high fiber meals.
DO eliminate temptations. Remove unhealthy, processed foods (or at least put out of sight).
DO plan your 10-Day Program during a period when you can get a good night’s rest every night.
DO omit dairy, processed foods, and meat from your diet. (2-3 days before starting the program)
DO omit coffee to avoid withdrawal symptoms. (3-5 days before starting the program)
DO text the word “transformation” to 55678 (USA) or 70734 (Canada) the day before you start the program to receive daily inspirational messages.
DO enter the schedule into your phone, set alerts to keep you on track.
DO take your “before” photo, weight and measurements (chest, waist, and hips) for comparison.
DO join support calls Monday – Friday at 8:30 pm ET / 5:30 pm PT. Dial (712) 432-7658, code 7873#.
DON’T binge eat, drink, or consume a large meal the day before starting.
DON’T procrastinate. If you can’t fit a 10-Day Program into your schedule, take the Core3 (once per day) to ease into the routine and get comfortable with the products. Many people begin with the Daily Core3 for at least 10 days before trying the 10-Day Transformation or 10-Day Athlete Program.

DURING THE 10-DAYS
DO stay hydrated. Drink half your body weight in ounces/day, and anytime you feel thirsty or hungry.
DO grab an extra Flex Food instead of cheating or abandoning the program.
DO keep a positive mental attitude, “I can and I will.”
DO have approved Flex Foods/ Beverages on hand.
DO share your commitment on Facebook at facebook.com/10daytransformation
DO keep your normal exercise routine during the 10-Day Athlete Program. This program was designed for those who are training or wish to exercise heavily.
DON’T over-exercise on the 10-Day Transformation. Exercise is a form of stress and too much can be counterproductive. Do only light exercise like yoga or brisk walking.
DON’T QUIT! Use our Purium support system to keep you going.

AFTER THE 10 DAYS
DO keep your good habits! Switch over to our Daily Core3 program to integrate Core3 nutrition into your busy lifestyle or the Reset Pack to increase adiponectin and continue losing weight.
DO consider the Purium Lifestyle Club for monthly discounts on our most popular products.
DO consider adding Advanced Probiotic Blend into your diet to keep your digestive tract in order.
DO take CONTROL Pre-Meal Capsules if you need more help curbing your appetite.
DO take your “after” photo, weight, and measurements for comparison.
DON’T rush back into eating heavy foods. Ease back into foods slowly.

If it doesn’t challenge you, it doesn’t change you!
SAFETY FIRST - The Transformation Program is intended for use by healthy adults only. At Purium, we want every Transformation to be a positive experience. Please read and follow all directions carefully. Always listen to your body; if you experience discomfort, please consult your physician (preferably a physician specializing in integrative medicine). Never begin when constipated or menstruating. Avoid strenuous exercise to ensure best results. Always use caution; if on ANY medications, planning on losing a substantial amount of weight, pregnant or lactating, please consult a physician BEFORE starting this or any other weight loss regimen. Please see our FAQ on the Transformation webpage on mypurium.com for guidance and expanded details.

MAKING IT WORK FOR YOU - RESOURCES

10-DAY SUPPORT

Daily Texts for Athletes
Text the word “athlete” to 55678 (in the US) or 70734 (in Canada) the day before you start the program.

Daily Texts for Transformation
Text the word “transformation” to 55678 (in the US) or 70734 (in Canada) the day before you start the program.

Daily Inspiration Texts for the Transformation (Español)
Text the word “transformacion” to 55678 (in the US) or 70734 (in Canada) the day before you start the program.

Daily Support Calls
Monday-Friday
8:30 pm ET / 5:30 pm PT
Phone: 712-432-7658
PIN: 7873#

EDUCATION

Blog
blog.puriumcorp.com

FAQs
Visit the 10-Day Transformation page on mypurium.com

Knowledge Base available in the Back Office

Audio Recordings available in the Back Office

Questions?
Contact Customer Service
Monday – Friday, 6 am PT – 7 pm PT
888-747-6733
support@puriumcorp.com

SOCIAL PAGES

Purium
Facebook: facebook.com/mypurium
Instagram: @puriumhp
Twitter: @puriumhealthpro

10-Day Transformation
Facebook: facebook.com/10daytransformation

Million Mom Movement
Facebook: facebook.com/millionmommovement
Instagram: @millionmommovement
Twitter: @millionmomvmt

WEEKLY COMMUNICATION

Calls
Purium Lifestyle Call with David Sandoval
Wednesdays
9 pm ET / 6 pm PT
Phone: 712-432-7658
PIN: 7873#

Emails
Testimonials, recipes, motivation + more.
Emails sent Tuesdays, Wednesdays, Thursdays and some special occasions.
Opt in when you become a member or send an email to Customer Service to sign up.
MAKING IT WORK FOR YOU—
FLEXING YOUR PROGRAM

IDEAL FLEX FOODS
- Avocado
- Apple
- Watermelon
- Celery
- Cucumbers
- Broccoli, cauliflower, kale, spinach
- Berries
- Sauerkraut or kimchi (no additives)
- Summer squash (winter squash not permitted)

IDEAL FLEX BEVERAGES
- Hemp, almond, coconut, or oat milk
- Kombucha
- Organic vegetable broth
- Decaffeinated herbal tea
- Coconut water

IDEAL FLAVORINGS
- Organic Tropic Oil
- Freshly squeezed lemon
- Himalayan sea salt
- Raw honey
- Fresh herbs and spices

WHAT IS A FLEX FOOD?
A Flex Food is a fruit or vegetable that is permitted on the 10-Day Transformation and 10-Day Athlete Program. The 10-Day Transformation includes three Flex Foods OR beverages per day at the time that the “Transformer” prefers. The 10-Day Athlete Program calls for 3 Flex Foods OR beverages per day at the time that the Athlete prefers, PLUS 1 Flex Meal.

Flex foods help your body understand your cravings and retrain your hunger response. When we are really hungry, we typically reach for something quick and convenient which tends to be something overly processed and unhealthy. But we also become conditioned to crave those “bad foods” next time we’re hungry because we associate that “food” with satisfying our hunger. Reaching for health-building foods at a time of hunger will train your body to crave healthy foods instead.

Which fruits or vegetables are NOT permitted?
Bananas and starchy veggies such as any winter squash variety, pumpkin, corn, sweet potatoes, white or red potatoes are NOT permitted. You may have ½ serving of carrots (they are also an ingredient in the Power Shake).

If you decide to combine Flex Foods – keep the total serving to 1 cup.

Sample Flex Food recipes:
- A green apple sautéed in cinnamon and Organic Tropic Oil
- An avocado mashed with freshly squeezed lemon juice and Himalayan sea salt – eaten with cucumber “chips”
- 1 cup of broccoli sautéed in Organic Tropic Oil and fresh basil and topped with 3 tbsp. of organic sauerkraut

Why are cooked Flex Foods allowed?
Hot Flex Foods are especially important during the winter and for people in colder climates. Hot beverages are also important for people who are used to having coffee in the morning.

WHAT IS A FLEX BEVERAGE?
A Flex Beverage is a vegan liquid permitted on the 10-Day Transformation and 10-Day Athlete Programs. You can mix them with your Power Shake or Apothe-Cherry or you can have them separately. They count as one of the three Flex foods / beverages you are allowed per day.

WHAT IS A FLEX MEAL?
A Flex Meal is an entire meal comprised of approved and healthy ingredients that leaves you feeling full and satisfied. When you are doing the 10-Day Athlete Program, you are advised to have one Flex Meal per day. More information can be found on page 23.
MAKING IT WORK FOR YOU—FLEXING YOUR PROGRAM

Use these approved foods for creating your 300 Calorie Flex Meals:

<table>
<thead>
<tr>
<th>Protein Options</th>
<th>Veggie Options</th>
<th>Fruit Options</th>
<th>Fats &amp; Oil Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>• L.O.V. Super Meal · 4 scoops/210 cal</td>
<td>• Kale · 1 c/14 cal</td>
<td>• Cherries (the darker the better) · 1 c/87 cal</td>
<td>• Organic Tropic Oil · 1 tbsp/120 cal</td>
</tr>
<tr>
<td>• Lentils or legumes (other than soy) · 1 c/320 cal</td>
<td>• Broccoli · 1 c/30 cal</td>
<td>• Berries · 1 c/100 cal</td>
<td>• Green tea seed oil · 1 tbsp/120 cal</td>
</tr>
<tr>
<td>• Hummus · ½ c/170 cal</td>
<td>• Summer squash · 1 c/23 cal</td>
<td>• Plums · 1 sm plum/47 cal</td>
<td>• Sunflower seed oil · 1 tbsp/120 cal</td>
</tr>
<tr>
<td>• Broccoli · 1 c/30 cal</td>
<td>• Cabbage · 1 c/22 cal</td>
<td>• Apples · 1 sm apple/52 cal</td>
<td>• Avocado oil · 1 tbsp/120 cal</td>
</tr>
<tr>
<td>• Cottage cheese · ½ c/81 cal</td>
<td>• Asparagus · 1 c/27 cal</td>
<td>• Purple grapes · 1 c/62 cal</td>
<td>• Extra virgin olive oil · 1 tbsp/120 cal</td>
</tr>
<tr>
<td>• Almonds · ¼ c/207 cal</td>
<td>• Mushrooms · ½ c/15 cal</td>
<td>• Watermelon · 1 c/46 cal</td>
<td>• Butter or ghee (from grass-fed cow) · 1 tbsp/120 cal</td>
</tr>
<tr>
<td>• Free-range eggs · 1 lg egg/71 cal</td>
<td>• Celery · 1 c/16 cal</td>
<td>• Papaya · 1 c/63 cal</td>
<td></td>
</tr>
<tr>
<td>• Free-range organic fed chicken · 100 g/165 cal</td>
<td>• Carrots · 1 c/52 cal</td>
<td>• Cucumbers · 1 c/13 cal</td>
<td></td>
</tr>
<tr>
<td>• Wild-caught salmon · 2 oz/131 cal</td>
<td>• Sea veggies · 4 g/21 cal</td>
<td>• Tomatoes · 1 sm tomato/50 cal</td>
<td></td>
</tr>
</tbody>
</table>

**Complex Carbs**
- Activated Barley · 1 tbsp/35 cal
- Rice Bran Solubles · 6 g/30 cal
- Red, black, or brown rice · 20 g/219 cal
- Quinoa (cooked) · 1 c/223 cal
- Couscous (cooked) · 1 c/175 cal
- Sprouted grain bread · 1 slice/80 cal
- Buckwheat or whole grain pancakes · 1 pancake 4”/183 cal
- Purple or sweet potatoes · 100 g/86 cal
- Oatmeal · ½ c/71 cal

**TIPS & TRICKS**
- Athletes: Create your meals around lean or plant-based protein.
- Transformers: Create your meals around vegetables.
- Stick to 1 cup of (most) fruits and veggies, exceptions are that carrots should be limited to ½ cup and you may have an unlimited amount of celery and cucumbers.
- Select foods that are organic or as close to the earth as possible.
- Google the current “Dirty Dozen” list from EWG and only get organic versions of those fruits and veggies.
- Eat slowly and chew your food.
- Eat organic fruits and veggies and wash them well. Don’t remove the skins when possible.
- Eating apples first thing in the morning can help wake you up.
- Consume no more than 6 oz. of animal flesh in any 24-hr period.
- Combine meats with green foods, avoid combining them with sugar.
- Avoid burnt, crispy parts of meat.