

FLEX FOODS & BEVERAGES

WHAT IS A FLEX FOOD?

A Flex Food is a fruit or vegetable that is permitted on the 10-Day Transformation. Three Flex Foods OR Beverages are allowed per day.

Flex Foods help your body understand your cravings and retrain your hunger response. When hunger strikes, we typically reach for a quick and convenient solution that can be overly processed and unhealthy. Reaching for health-building foods at a time of hunger will train your body to crave healthy foods instead.

Ideal Flex Foods

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

Ideal Flavorings

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



WHAT IS A FLEX BEVERAGE?

A Flex Beverage is a vegan liquid permitted on the 10-Day Transformation. You can mix one with your Power Shake or Apothe-Cherry or have one separately. They count as one of the three Flex Foods / Beverages you are allowed per day.

Ideal Flex Beverages

- Hemp, almond, coconut, or oat milk
- Kombucha
- Organic vegetable broth
- Decaffeinated herbal tea
- Coconut water
- Purium green drinks: Organic Kamut Blend, Organic Green Spectrum, Organic Barley Green Juice, Organic Spirulina, Chlorella, Power of 10 Veggie

Easy 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

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

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).

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.

FLEX MEAL INGREDIENTS FOR CORE3 & ATHLETE PLANS

A Flex Meal is a protein rich meal made from approved food sources to equal 300 calories. When following an athlete plan, eat one meal per every 30 minutes of exercise.

Protein Options

- L.O.V. Super Meal · 4 scoops/210 cal
- MVP Sport - 1-2 scoops 90-180 cal
- Lentils or legumes (other than soy) · 1 c/320 cal
- Hummus · ½ c/170 cal
- Broccoli · 1 c/30 cal
- Cottage cheese · ½ c/81 cal
- Almonds · ¼ c/207 cal
- Free-range eggs · 1 lg egg/71 cal
- Free-range organic fed chicken · 100 g/165 cal
- Wild-caught salmon · 2 oz/131 cal

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

Veggie Options

- Kale · 1 c/14 cal
- Broccoli · 1 c/30 cal
- Summer squash · 1 c/23 cal
- Cabbage · 1 c/22 cal
- Asparagus · 1 c/27 cal
- Mushrooms · ½ c/15 cal
- Celery · 1 c/16 cal
- Carrots · 1 c/52 cal
- Sea veggies · 4 g/21 cal
- Cilantro · 1 c/21 cal
- Parsley · 1 c/21 cal
- Basil · 2 tbsp/2 cal

Fruit Options

- Cherries (the darker the better) · 1 c/87 cal
- Berries · 1 c/100 cal
- Plums · 1 sm plum/47 cal
- Apples · 1 sm apple/52 cal
- Purple grapes · 1 c/62 cal
- Watermelon · 1 c/46 cal
- Papaya · 1 c/63 cal
- Cucumbers · 1 c/13 cal
- Tomatoes · 1 sm tomato/50 cal

Fats & Oil Options

- Organic Tropic Oil · 1 tbsp/120 cal
- Green tea seed oil · 1 tbsp/120 cal
- Sunflower seed oil · 1 tbsp/120 cal
- Avocado oil · 1 tbsp/120 cal
- Extra virgin olive oil · 1 tbsp/120 cal
- Butter or ghee (from grass-fed cow) · 1 tbsp/120 cal



TIPS

- Athletes: Create your meals around lean or plant-based protein.
- 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.

DO'S & DON'TS

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 Transformation 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 Transformation 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.

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/groups/itstartswith10days

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!**