



LIFESTYLE GUIDE

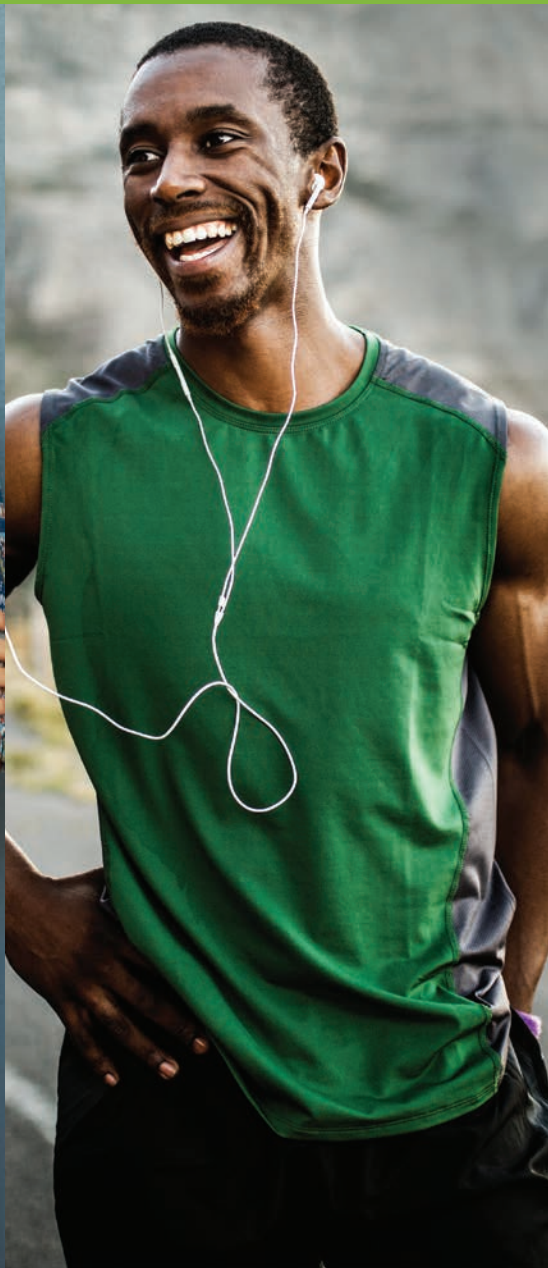


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AMY VENNER-HAMDI
OWNER & PRESIDENT

FOUNDER OF “THE MILLION MOM MOVEMENT”



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 product plans 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

DAVID SANDOVAL
OWNER & VISIONARY
AUTHOR OF “THE GREEN FOODS BIBLE”



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 program, 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

REASONS FOR THE FOOD REVOLUTION

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.



**“Good food is not expensive. Medical bills are expensive. Missed days at work are expensive. Prescriptions are expensive.”
-David Sandoval**



FAST FORWARD TO TODAY

Our food is filled with artificial colors, flavors, sweeteners, binders, fillers, hormones, pesticides, herbicides, 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!

SOLUTIONS FOR THE FOOD REVOLUTION

ORGANIC INGREDIENTS

We pride ourselves in our ability to source the highest-quality and purest foods from organic farms all over the world. Our ingredients list has hundreds of items and it continues to grow, just as we continue to formulate new products. No artificial colors, flavors, sweeteners, binders, fillers, hormones, herbicides, pesticides, irradiated or genetically-modified ingredients.



“My passion for Purium comes from the experiences I’ve had at every stage of my life. As my family and I grow, our needs change, yet the products consistently bring us the solutions - every time.”
- Amy Venner-Hamdi



MODERN CONVENIENCE

The real modern convenience is health on-the-go. Every one of our products is made with the intention that you will take it with you throughout your day. Whether at work, the gym or carpooling kids from school to soccer, you can stay committed to your health goals anywhere you go.

- Shakes
- Sublingual sprays
- Tablet and capsule supplements

VEGAN PRODUCTS

Plant-based foods are packed with antioxidants, nutrients and minerals that regulate body pH levels and support every system of the body, from immune function to mental acuity. Our products are made with the most potent superfoods such as spirulina, wheat grass, beets and coconuts.

Studies have shown that superfoods:

- help control blood glucose levels
- aid in healthy blood lipid ratios
- assist with healthy blood sugar levels
- improve good cholesterol and lower bad cholesterol
- enhance digestive cleansing processes
- increase physical endurance and performance



Whole Nutrition is the Solution

According to the Centers for Disease Control and Prevention, green, leafy vegetables and powerhouse fruits are strongly associated with reduced chronic disease risk.

NEW HABITS

While life is full of challenges, it is also full of solutions. We are inspired to help change the way people view food and the way they consume it. No matter what age you are, what fitness level you're at or how chaotic your life is, we are here to help you nourish yourself to live your best life.

LIFESTYLE JOURNEY: WHAT'S YOUR PATH?

Everyone is unique. Purium offers a variety of packs so you can pave your own way. However, we're happy to provide a little guidance, too.

LOOKING TO LOSE WEIGHT?

1

GO FOR IT

40-Day Ultimate – Fat Burning

2

ONE MORE TIME

10-Day Transformation – Weight Loss

3

CONTINUE TO LOSE

Core 4 – Weight Loss

WANT TO TAKE YOUR FITNESS TO THE NEXT LEVEL?

1

POWER UP PERFORMANCE

40-Day Ultimate – Athletic Performance

2

LEVEL UP!

10-Day Transformation – Athletes

3

STAY IN THE NEW GROOVE

Core 4 – Athletes

DO YOU HAVE THE “CLEANSE” JITTERS?

1

GENTLY BEGIN

Core 4 – Cleansing

2

FLUSH OUT TOXINS

40-Day Ultimate – Nutrition

3

MAINTAIN THE RESET

Core 4 – Nutrition

HOW ABOUT THE ULTIMATE LIFESTYLE TRANSFORMATION?

1

BURN FAT

40-Day Ultimate – Fat Burning

2

FLUSH OUT TOXINS & PARASITES

40-Day Ultimate – Parasite Cleanse

3

GET FIT

40-Day Ultimate – Athletic Performance

4

KEEP LIVING YOUR BEST LIFE

Core 4 – Nutrition

LIFESTYLE JOURNEY: 10-DAY ROLLER COASTER

No matter which 40-Day or 10-Day program you follow, be ready for a body and mind challenge.

THE 10-DAY ROLLER COASTER

Your first few days 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 feel the results already!

9. Attention - My energy levels are high!

10. EXHILARATION - I am so proud of myself!

Not ready to ride the roller coaster or are you taking a medication that requires a daily meal? Try the 10-Day Modified Lifestyle Transformation by having a Lifestyle meal mid-day or late afternoon in place of a Power Shake. The rest of the schedule remains the same!

If jumping into a 10-Day Transformation is too intimidating, begin with a Core 4 schedule and then start your 10-Day Transformation when you are more familiar with the Purium superfoods.

40-DAY SCHEDULES



40-DAY ULTIMATE Fat Burning

PRODUCTS:

10-Day Transformation -
Weight Loss + Core 4 - Weight
Loss + BPA-Free Blender
Bottle + Tape Measure +
Purium Gym Bag








Scientifically designed to burn stored body fat, this 40-Day - Ultimate Fat Burning Pack can maximize weight loss by stimulating your “Skinny Hormone” (aka adiponectin). The schedule below is a flexible guide for your health journey. Be sure to listen to your body and make modifications as necessary. This 40-Day plan includes Flex Foods, Flex Beverages and Lifestyle Meals.

Special Note: Many people choose to break the schedule up and start with 10 days of Core 4, then a 10-Day Transformation and finish with 20 days of Core 4

DAYS 1 - 10

10-DAY TRANSFORMATION - Weight Loss




3 servings of Flex Foods or Flex Beverages per day. The Flex options may be consumed with the Super Amino 23, Power Shake or Daily Fiber Blend and Apothe-Cherry.

| | |
|---|---|
|  Rise and shine | Super Amino 23 - 5 tablets Super Lytes - 1 capsule <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  2 hours later | Super Amino 23 - 5 tablets Super Lytes - 1 capsule <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  2 hours later | Super Amino 23 - 5 tablets Super Lytes - 1 capsule <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind or 30-60 min. before sleep | Apothe-Cherry - 2 tablespoons mixed with water or a Flex Beverage Daily Fiber Blend - 1 scoop of Fiber mixed with water or a Flex Beverage <i>You may combine these two products, if you prefer</i> |

DAYS 11 - 40

CORE 4 - Weight Loss

Enjoy 1-2 Lifestyle Meals per day, with 1-2 Power Shakes per day. 1 Shake = 1 meal. Flex foods are excellent snacks, too!

| | |
|--|---|
|  Rise and shine | Super Amino 23 - 5 tablets with water upon rising or prior to working out |
|  2 hours later or as a meal replacement | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind 30-60 min. before sleep | Apothe-Cherry - 1-2 tablespoons mixed with water or a Flex Beverage Daily Fiber Blend - 1 scoop of Fiber mixed with water or a Flex Beverage <i>You may combine these two products, if you prefer</i> |

Exercise Recommendation

DAYS 1-10 • None or walking/yoga without breaking a sweat
DAYS 11-40 • No restrictions

40-DAY ULTIMATE Parasite Cleanse

PRODUCTS:

10-Day Transformation
- Cleansing + Core 4 -
Cleansing + Super CleansR
+ BPA-Free Blender Bottle
+ Tape Measure + Purium
Gym Bag

This 40-day supply of products is designed to cleanse the body of toxins, support gut health and flush parasites that are common in everyday foods, such as produce and sushi. We encourage you to use this schedule as a guide for your health journey. Be sure to listen to your body and make modifications as necessary. This plan includes Flex Foods, Flex Beverages and Lifestyle Meals.




DAYS 1 - 10

10-DAY TRANSFORMATION

- Cleansing

3 servings of Flex Foods or Flex Beverages per day. The Flex options may be consumed with the Super Amino 23, Power Shake or Apothe-Cherry.




* Please Note: Biome Medic and Super CleansR aid in waste elimination. Based on your body's digestion response, please modify 1-2 capsules of each per serving.

| | |
|---|---|
|  Rise and shine | Super Amino 23 - 5 tablets <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage Biome Medic* - 1-2 capsules Super CleansR* - 1-2 capsules |
|  2 hours later | Super Amino 23 - 5 tablets <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage Biome Medic* - 1-2 capsules Super CleansR* - 1-2 capsules |
|  2 hours later | Super Amino 23 - 5 tablets <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind | Apothe-Cherry - 2 tablespoons mixed with water or a Flex Beverage 30-60 minutes before sleep |

DAYS 11 - 30

CORE 4 - Cleansing




Enjoy 1-2 Lifestyle Meals per day, with 1-2 Power Shakes per day. 1 Shake = 1 meal. Flex foods are excellent snacks, too!

| | |
|--|---|
|  Rise and shine | Biome Medic - 2 capsules with water |
|  2 hours later or as a meal replacement | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind 30-60 min. before sleep | Apothe-Cherry - 1-2 tablespoons mixed with water or a Flex Beverage Daily Fiber Blend - 1 scoop of Fiber mixed with water or a Flex Beverage |

DAYS 31 - 40

CORE 4 - Cleansing + Super CleansR

Continue to eat Flex Foods and Lifestyle Meals daily.

| | |
|--|--|
|  Rise and shine | Biome Medic - 2 capsules with water |
|  2 hours later or as a meal replacement | Power Shake - 2 scoops mixed with water or a Flex Beverage Super CleansR - (1-2 capsules) |
|  Time to unwind 30-60 min. before sleep | Apothe-Cherry - 1-2 tablespoons mixed with water or a Flex Beverage Daily Fiber Blend - 1 scoop of Fiber mixed with water or a Flex Beverage Super CleansR - (1-2 capsules) |

Exercise Recommendation

DAYS 1-10 • None or walking/yoga without breaking a sweat

DAYS 11-40 • No restrictions

40-DAY ULTIMATE Athletic Performance

PRODUCTS:

10-Day Transformation
- Athletes + Core 4 -
Athletes + BPA-Free
Blender Bottle +
Tape Measure + Purium
Gym Bag

This 40-day supply is designed to take any workout routine performance to the next level. The Athletic Performance plan has the superfood fuel to support muscle building, endurance and more. The schedule below is a flexible guide for your health journey. Be sure to listen to your body and make modifications as necessary. Plan includes Flex Food, Flex Beverages and Lifestyle Meals.








Special Note: Many people choose to break the schedule up and start with 10 days of Core 4, then a 10-Day Transformation and finish with 20 days of Core 4.

DAYS 1 - 10*

10-DAY TRANSFORMATION - Athletes

3 servings of Flex Foods or Flex Beverages per day. The Flex options may be consumed with the Super Amino 23 or MVP Sport. Plus, one 300-calorie Lifestyle Meal is recommended for every 30 minutes of exercise. Visit blog.puriumcorp.com for recipe ideas.

* Some athletes prefer to take 2 scoops of Can't Beet This! pre-workout. Do not exceed 4 scoops per day. For maximum benefits, take Super Amino 23, Can't Beet This! and Super Xanthin 30 minutes pre-workout.

| | |
|---|---|
|  Rise and shine | Super Amino 23 - 5 tablets Can't Beet This! - 1 scoop mixed with water or a Flex Beverage Super Xanthin - 2 capsules |
|  2 hours later | MVP Sport - 1 scoop mixed with water or a Flex Beverage Super Life Formula - 3 capsules |
|  2 hours later | Super Amino 23 - 5 tablets Can't Beet This! - 1 scoop mixed with water or a Flex Beverage Super Xanthin - 2 capsules |
|  2 hours later | MVP Sport - 1 scoop mixed with water or a Flex Beverage Super Life Formula - 3 capsules |
|  2 hours later | Super Amino 23 - 5 tablets Can't Beet This! - 1 scoop mixed with water or a Flex Beverage Super Xanthin - 2 capsules |
|  2 hours later | MVP Sport - 1 scoop mixed with water or a Flex Beverage Super Life Formula - 3 capsules |
|  Post-workout Flex Meal | Eat one 300-calorie, Lifestyle Meal (made from approved food sources) for every 30 minutes of workout per day |

DAYS 11-40

PRE-WORKOUT

Super Amino 23, Super Xanthin and Can't BEET This! can pump you up, keep your workout strong and help to nourish muscles.

POST-WORKOUT

Protein drink MVP Sport refills your tank with nutrients to help with recovery, muscle repair and healthy inflammatory response.

| | |
|---|--|
|  30 minutes before workout | Can't Beet This! - 1-2 scoops mixed with water or a Flex Beverage Super Amino 23 - 5 tablets Super Xanthin - 2 capsules 1 scoop of Can't BEET This! for non-workout/light workout days. 2 scoops to amp-up for long, hard workouts. |
|  0-30 minutes after workout | MVP Sport (Chocolate or Vanilla) 1-2 scoops mixed with water or a Flex Beverage 1 scoop of MVP Sport as a meal replacement for non-workout/light workout days. 2 scoops after strong workouts. |

Exercise Recommendation

DAYS 1-40 • Weight training, cardio, running or sports activity

40-DAY ULTIMATE Nutrition

PRODUCTS:

10-Day Transformation
- Cleansing + Core 4 -
Nutrition + BPA-Free
Blender Bottle +
Tape Measure + Purium
Gym Bag

Gently cleanse your body of toxins and chemicals, and equip yourself with daily superfood support on multiple levels for an overall healthier lifestyle. 40-Day Ultimate - Nutrition gives you the combined power of 10-Day Transformation - Cleansing and the nutrient-dense Core 4 - Nutrition, providing sources of both phytonutrients AND protein. Be sure to listen your body and make modifications as necessary.

Special Note: Many people choose to break the schedule up and start with 10 days of Core 4, then a 10-Day Transformation and finish with 20 days of Core 4.



DAYS 1-10

10-DAY TRANSFORMATION

- Cleansing

3 servings of Flex Foods or Flex Beverages per day. The Flex options may be consumed with the Super Amino 23, Power Shake or Apothe-Cherry.




* Please Note: Biome Medic and Super CleansR aid in waste elimination. Based on your body's digestion response, please modify 1-2 capsules of each per serving.

| | |
|---|---|
|  Rise and shine | Super Amino 23 - 5 tablets <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage Biome Medic* - 1-2 capsules Super CleansR* - 1-2 capsules |
|  2 hours later | Super Amino 23 - 5 tablets <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage Biome Medic* - 1-2 capsules Super CleansR* - 1-2 capsules |
|  2 hours later | Super Amino 23 - 5 tablets <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind | Apothe-Cherry - 2 tablespoons mixed with water or a Flex Beverage 30-60 minutes before sleep |

DAYS 11-40

CORE 4 - Nutrition

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.

| | |
|--|--|
|  Rise and shine | Super Amino 23 - 5 tablets with water upon rising or prior to working out |
|  2 hours later or as a meal replacement | Power Shake - 2 scoops mixed with water or a Flex Beverage Biome Medic - 2 capsules |
|  Time to unwind 30-60 min. before sleep | Apothe-Cherry - 1-2 tablespoons mixed with water or a Flex Beverage |

Exercise Recommendation

DAYS 1-10 • None or walking/yoga without breaking a sweat
DAYS 11-40 • No restrictions

10-DAY SCHEDULES



10-DAY TRANSFORMATION

Weight Loss








PRODUCTS:

Super Amino 23 + Power Shake + Apothe-Cherry + Super Lytes + Daily Fiber Blend + BPA-Free Blender Bottle + Tape Measure + Purium Gym Bag

This program is based on our Core 4 - Weight Loss products and enhanced with a supportive product to target weight loss. The schedule is important to stick to, but is also designed to modify for your own needs.

SCHEDULE

3 servings of Flex Foods or Flex Beverages per day. The Flex options may be consumed with the Super Amino 23, Power Shake or Daily Fiber Blend and Apothe-Cherry.

| | |
|---|---|
|  Rise and shine | Super Amino 23 - 5 tablets Super Lytes - 1 capsule <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  2 hours later | Super Amino 23 - 5 tablets Super Lytes - 1 capsule <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  2 hours later | Super Amino 23 - 5 tablets Super Lytes - 1 capsule <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind or 30-60 min. before sleep | Apothe-Cherry - 2 tablespoons mixed with water or a Flex Beverage Daily Fiber Blend - 1 scoop of Fiber mixed with water or a Flex Beverage <i>You may combine these two products, if you prefer</i> |

Exercise Recommendation

DAYS 1-10 • None or walking/yoga without breaking a sweat

10-DAY TRANSFORMATION

Cleansing

PRODUCTS:





Super Amino 23 + Power Shake + Biome Medic + Apothe-Cherry + Super CleansR + BPA-Free Blender Bottle + Tape Measure + Purium Gym Bag

This program is based on our Core 4 - Cleansing and enhanced with a supportive product to flush away toxins. The schedule is important to stick to, but is also designed to modify for your own needs.

SCHEDULE

3 servings of Flex Foods or Flex Beverages per day. The Flex options may be consumed with the Super Amino 23, Power Shake or Apothe-Cherry.

* Please Note: Biome Medic and Super CleansR aid in waste elimination. Based on your body's digestion response, please modify 1-2 capsules of each per serving.

| | |
|---|---|
|  Rise and shine | Super Amino 23 - 5 tablets <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage Biome Medic* - 1-2 capsules Super CleansR* - 1-2 capsules |
|  2 hours later | Super Amino 23 - 5 tablets <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage Biome Medic* - 1-2 capsules Super CleansR* - 1-2 capsules |
|  2 hours later | Super Amino 23 - 5 tablets <i>Drink lots of water! (8-24 ounces)</i> |
|  2 hours later | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind | Apothe-Cherry - 2 tablespoons mixed with water or a Flex Beverage 30-60 minutes before sleep |

Exercise Recommendation

DAYS 1-10 • None or walking/yoga without breaking a sweat

10-DAY TRANSFORMATION

Athletes

PRODUCTS:

Super Amino 23 + MVP Sport + Can't Beet This! + Super Xanthin + Super Life + BPA-Free Blender Bottle + Tape Measure + Purium Gym Bag

This program is based on our Core 4 - Athletes products and enhanced with a supportive product to optimize performance for any workout routine. The schedule is important to stick to, but is also designed to modify for your own needs. 3 servings of Flex Foods or Flex Beverages are suggested per day, plus one Lifestyle Meal for every 30 minutes of exercise.

SCHEDULE*

3 servings of Flex Foods or Flex Beverages per day. The Flex options may be consumed with the Super Amino 23 or MVP Sport. Plus, one 300-calorie Lifestyle Meal is recommended for every 30 minutes of exercise. Visit blog.puriumcorp.com for recipe ideas.

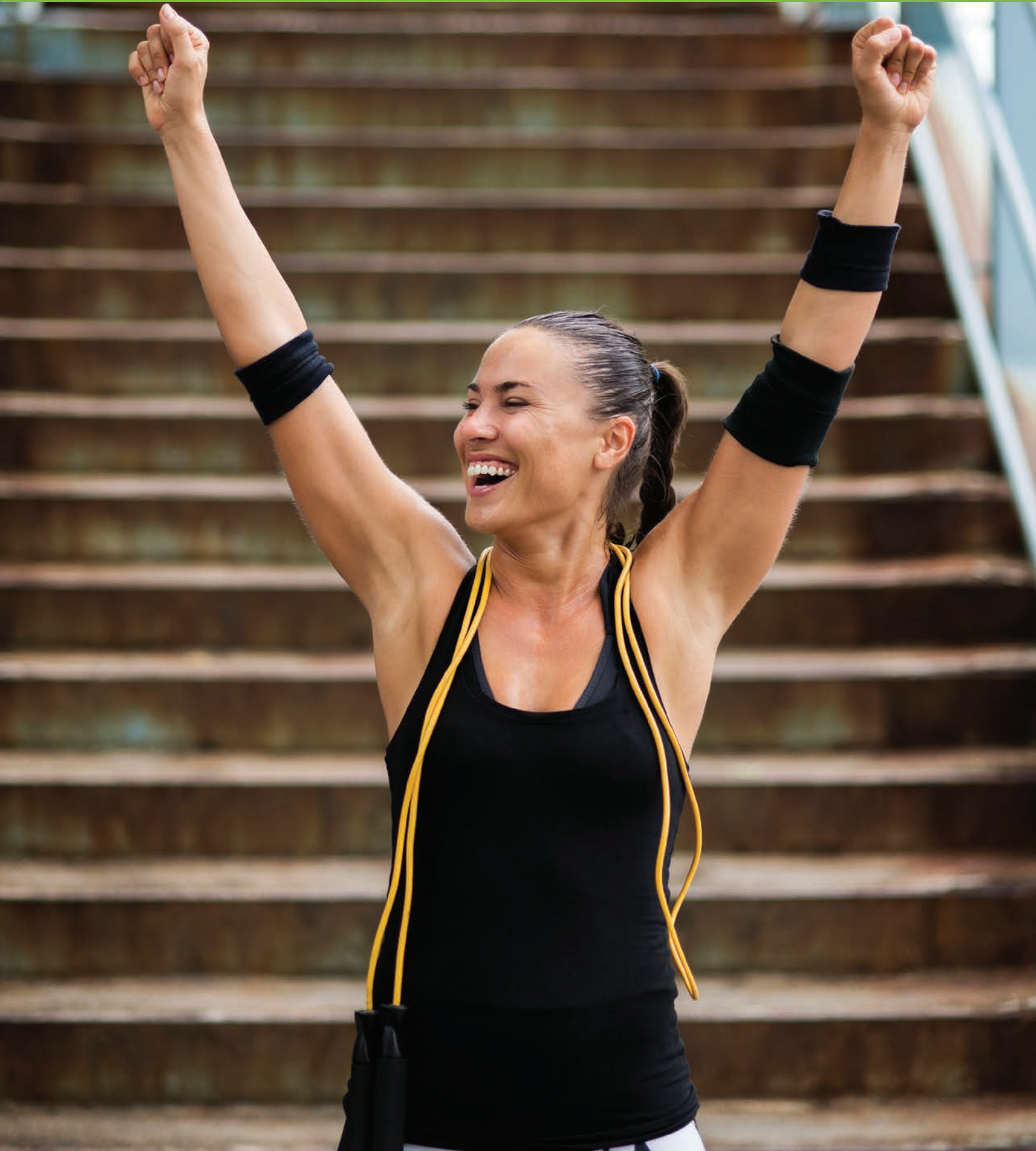
* Some athletes adjust the schedule to take 2 scoops of Can't Beet This! pre-workout. Do not exceed 4 scoops per day. For maximum benefits, take Super Amino 23, Can't Beet This! and Super Xanthin 30 minutes pre-workout.

| | |
|---------------------------------|---|
| ☀ Rise and shine | Super Amino 23 - 5 tablets Can't Beet This! - 1 scoop mixed with water or a Flex Beverage Super Xanthin - 2 capsules |
| ⌚ 2 hours later | MVP Sport - 1 scoop mixed with water or a Flex Beverage Super Life Formula - 3 capsules |
| ⌚ 2 hours later | Super Amino 23 - 5 tablets Can't Beet This! - 1 scoop mixed with water or a Flex Beverage Super Xanthin - 2 capsules |
| ⌚ 2 hours later | MVP Sport - 1 scoop mixed with water or a Flex Beverage Super Life Formula - 3 capsules |
| ⌚ 2 hours later | Super Amino 23 - 5 tablets Can't Beet This! - 1 scoop mixed with water or a Flex Beverage Super Xanthin - 2 capsules |
| ⌚ 2 hours later | MVP Sport - 1 scoop mixed with water or a Flex Beverage Super Life Formula - 3 capsules |
| 🏃 Post-workout Flex Meal | Eat one 300-calorie, Lifestyle Meal (made from approved food sources) for every 30 minutes of workout per day |

Exercise Recommendation

DAYS 1-10 • Weight training, cardio, running or sports activity

DAILY SCHEDULES



CORE 4 Weight Loss

PRODUCTS:

Super Amino 23 +
Power Shake +
Apothe-Cherry +
Daily Fiber




Organically maintain your health with daily vegan protein, fruits, veggies and fiber.

This pack of 4 products is the easiest way to get high-quality protein, fruits, veggies and fiber into your body every day. Along with a healthy diet, this pack can help you stay on a healthy track daily. We recommend consuming Flex Foods, Flex Beverages and Lifestyle Meals with this daily plan for ideal nutrition.

NOTE: Produce up to 40% more of your “skinny hormone” (aka adiponectin) with 100-day use of this pack.

SCHEDULE

Feel more energy, improve digestion, increase mental clarity, get deeper sleep and increase your skinny hormone. Follow this schedule and you will feel great and continue losing weight.

| | |
|--|---|
|  Rise and shine | Super Amino 23 - 5 tablets with water upon rising or prior to working out |
|  2 hours later or as a meal replacement | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind 30-60 min. before sleep | Apothe-Cherry - 1-2 tablespoons mixed with water or a Flex Beverage Daily Fiber Blend - 1 scoop of Fiber mixed with water or a Flex Beverage <i>You may combine these two products, if you prefer</i> |

CORE 4 Cleansing




PRODUCTS:

Biome Medic +
Power Shake +
Apothe-Cherry +
Daily Fiber Blend

Gently cleanse while improving energy, sleep, digestion, mental clarity, and so much more. Purium has paired our most popular greens, fruit and fiber with the power of Biome Medic. Infuse your body with nutrients and cleanse your second brain (your gut) of toxins found in everyday foods. Daily Fiber rounds up Core 4 - Cleansing by supporting healthy bowel function and proper elimination.

SCHEDULE

Enjoy 1-2 Lifestyle Meals per day, with 1-2 Power Shakes per day. 1 Shake = 1 meal. Flex foods are excellent snacks, too!

| | |
|--|---|
|  Rise and shine | Biome Medic - 2 capsules with water |
|  2 hours later or as a meal replacement | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind 30-60 min. before sleep | Apothe-Cherry - 1-2 tablespoons mixed with water or a Flex Beverage Daily Fiber Blend - 1 scoop of Fiber mixed with water or a Flex Beverage |

CORE 4

Athletes

PRODUCTS:

Can't Beet This! +
MVP Sport +
Super Amino 23 +
Super Xanthin

Activate a fast and smooth recovery. This pre- and post-workout system is designed for you and your workout preference. Depending on when you work out and how hard you go, our flexible plan can optimize your results and lessen your recovery period.

PRE-WORKOUT

Super Amino 23, Super Xanthin and Can't BEET This! can pump you up, keep your workout strong and help to nourish muscles.

⚡ 30 minutes
before workout

Can't Beet This! - 1-2 scoops mixed with water or a Flex Beverage
Super Amino 23 - 5 tablets
Super Xanthin - 2 capsules

1 scoop of Can't BEET This! for non-workout/light workout days.
2 scoops to amp-up for long, hard workouts.

POST-WORKOUT

Protein drink MVP Sport refills your tank with nutrients to help with recovery, muscle repair and healthy inflammatory response.

⚡ 0-30 minutes
after workout

MVP Sport (Chocolate or Vanilla) - 1-2 scoops mixed with water or a Flex Beverage

1 scoop of MVP Sport as a meal replacement for non-workout/light workout days. 2 scoops after strong workouts.

The more you burn, the more your appetite demands. Instead of grabbing something processed, why not reward your body with real food? Our list of Flex Foods are sure to satisfy, without compromising your health. Healthy foods can be convenient, but prep is key and a little creativity helps too!

CORE 4

Nutrition

PRODUCTS:




Super Amino 23 +
Power Shake +
Biome Medic +
Apothe-Cherry

Experience improved energy, sleep, digestion, mental clarity, body protein synthesis and so much more. Purium has paired Core 3 with the power of Biome Medic. Infuse your body with nutrients and cleanse your second brain (your gut) of toxins found in everyday foods.

This is the optimal pack for foundational nutrition and support of the gut microbiome.

SCHEDULE

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.

| | |
|--|--|
|  Rise and shine | Super Amino 23 - 5 tablets with water upon rising or prior to working out |
|  2 hours later or as a meal replacement | Power Shake - 2 scoops mixed with water or a Flex Beverage Biome Medic - 2 capsules |
|  Time to unwind 30-60 min. before sleep | Apothe-Cherry - 1-2 tablespoons mixed with water or a Flex Beverage |

CORE 3

Nutrition




PRODUCTS:

Super Amino 23 +
Power Shake +
Apothe-Cherry

When you get all-natural superfoods into your body on a daily basis, it changes everything. All you need for daily foundational 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!

SCHEDULE

Everything your body needs for about the daily cost of a fast food meal or gourmet coffee. It's not a budget choice, it's an eating choice.

| | |
|--|--|
|  Rise and shine | Super Amino 23 - 5 tablets with water upon rising or prior to working out |
|  2 hours later or as a meal replacement | Power Shake - 2 scoops mixed with water or a Flex Beverage |
|  Time to unwind 30-60 min. before sleep | Apothe-Cherry - 1-2 tablespoons mixed with water or a Flex Beverage |

FLEX FOODS & BEVERAGES

- 10-DAY - WEIGHT LOSS
- 10-DAY - CLEANSING
- 10-DAY - ATHLETES
- 10-DAY - MODIFIED LIFESTYLE

WHAT IS A FLEX FOOD?

A Flex Food is a fruit or vegetable that is permitted on any 10-Day Transformation. Only 3 servings of Flex Foods OR Beverages are allowed per day, on a Transformation.

Flex Foods and Flex Beverages are a way to control your intake, retrain your hunger cravings and fuel your body with optimal nutrients. If you stick to your goals, Flex Foods and Flex Beverages will naturally become your go-to snacks, long after your first 10 days.

Ideal Flex Foods

- 1 Avocado
- 1 Apple (Tip: Eating apples first thing in the morning can help wake you up.)
- 1 cup Watermelon
- Unlimited Celery
- Unlimited Cucumbers
- 1 cup Broccoli, Cauliflower, Kale, or Spinach
- 1 cup Berries
- 1 cup Sauerkraut or Kimchi (no additives)
- 1 cup Summer squash (winter squash not permitted)
- 1/2 cup Carrots

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. Enjoy one by itself or mix with your Power Shake, MVP Sport, Apothe-Cherry or Daily Fiber Blend. 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 combinations

- 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 broccoli sautéed in Organic Tropic Oil and fresh basil and topped with 3 tbsp. 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 and 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 Flex Beverages are also important for people who are used to having coffee in the morning.

Remember, if you feel the urge to “cheat,” cheat with additional flex foods or a Lifestyle Meal.

LIFESTYLE MEALS

- 10-DAY - ATHLETES
- DAY 11-40 FAT BURNING
- DAY 11-40 PARASITE CLEANSE

- DAY 11-40 ATHLETIC PERFORMANCE
- 10-DAY - MODIFIED LIFESTYLE

A Lifestyle 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
- 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

- Create your meals around lean or plant-based protein.
- Visit our blog for recipe inspiration: blog.puriumcorp.com
- 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.
- 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

- 10-DAY - WEIGHT LOSS
- 10-DAY - CLEANSING
- 10-DAY - ATHLETES
- 10-DAY - MODIFIED LIFESTYLE

PRIOR TO STARTING

DO consult your physician before starting this or any other weight loss regimen - if on any medications, planning on losing a substantial amount weight, pregnant or lactating.

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 and 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, ease into the routine with the Core 4 for at least 10 days before trying a 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 use CONTROL, CHILL or CHARGE sublingual sprays for additional appetite control, to help relax or for energy.

DO have approved Flex Foods/ Beverages on hand.

DO share your commitment on Facebook at facebook.com/groups/itstartswith10days.

DON'T perform heavy exercise, unless you're following an Athlete plan. Exercise is a form of stress and too much can be counterproductive. Do only light exercise like yoga or walking without breaking a sweat.

DON'T QUIT! Use our Purium support system to keep you going. Opt for a Lifestyle Meal, if your body feels too deprived.

AFTER THE 10 DAYS

DO have a plan! Be prepared with one of our daily product packs, so you can continue your health journey.

DO consider adding Biome Medic into your diet to keep your gut healthy.

DO take CONTROL Pre-Meal Capsules or CONTROL spray 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!**

CBD+

with 1500mg
cannabidiol



NEW!

- 50mg of cannabidiol per serving
- Full-spectrum hemp seed oil with hemp-derived CBD

See PuriumCBD.com for details!

natural ingredients • zero calories • no sugar • easy to carry • simple to use

NATURALLY, SPRAY AWAY...



...fatigue with **CHARGE.**

- Green Tea and Green Coffee Bean formula
- May increase energy and vigor
- May help stimulate mental acuity



...cravings with **CONTROL.**

- Garcinia Cambogia
- May reduce appetite
- May support healthy metabolic function



...stress with **CHILL.**

- SunTheanine™ and GABA
- Supports healthy responses to stress
- May promote calm, stable energy



...aches with **EASE.**

- Turmacin
- Can support body's response to inflammation
- May support joint health

BIOME MEDIC

LOVE YOUR GUT

When you love something, you want to protect it from harmful things...like GMOs.

It's an unfortunate fact that no matter how healthy we eat, it's nearly impossible to avoid GMOs and chemicals entering our guts. As organic nutrition advocates, it's our goal to lead a real revolution and Biome Medic is truly revolutionary. Not only does it help fight against GMOs and harmful herbicides like glyphosate, but it also helps repair the gut microbiome.

DESIGNED TO HELP:

REMOVE the toxic chemical glyphosate from your microbiome

SUPPORT the "good" bacteria to boost your immunity

REBUILD the gut villi for better nutrient absorption, digestion and less bloating

Studied under a small, randomized, product-controlled IRB-approved protocol, Biome Medic's six-week human clinical trial reported a 74% reduction of the herbicide glyphosate, a 75% reduction in the inflammatory biomarker C-reactive protein (CRP) and a 35% increase in gut immune response as measured by reduced food sensitivities.



Biome Medic is the first-ever product to receive a Gold Standard Glyphosate Detox certification.

Certified by The Detox Project, an organization that aims to help make the health and wellness industry more accountable and honest, Biome Medic goes beyond non-GMO. It may perhaps be the world's first "Anti-GMO" product.





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blog.puriumcorp.com

Don't just take our word for it, see what people are saying about our programs and products on ishoppurium.com!



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