

SHRED GUIDE

HEALTHY LIVING REVOLUTION





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You can do just about anything for 10 days!

Welcome to Shred10®—ten powerful days to shred old health habits and establish new ones in a supportive and vibrant community!

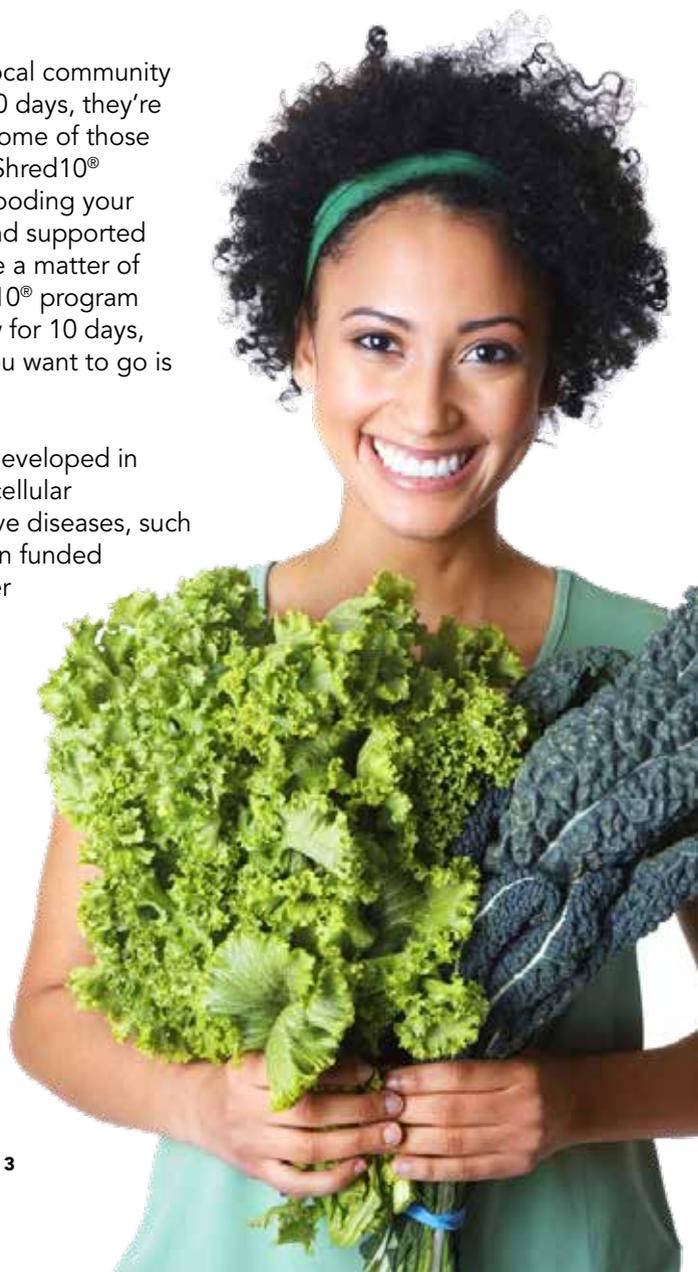
The Shred10® program is a fun, effective, and do-able jumpstart to better health. It's a 10-day jumpstart to a 4-month period of education and healthy changes that will revolutionize your health for years to come. During this time you will “shred” certain foods and habits that may not be serving you well and will focus on cleaner living and flooding your body with whole-food nutrition.

Is Shred10® for everyone? Yes, we think so. People of all shapes, sizes, and ages have successfully used Shred10® to jump-start healthful changes. The beauty of Shred10® is that it is not an absolute, black-and-white, all-or-nothing kind of program. It offers a list of potentially healthful changes in your diet and lifestyle, and encourages you to make them for a 10-day period, supported by our vibrant and energetic Shred10® community.

You'll be “shredding” along with others, either in your local community or online. People usually find that, at the end of those 10 days, they're feeling better—and motivated to begin to incorporate some of those changes into their daily diets and lifestyle. Some of the Shred10® recommendations—such as those involving sleep and flooding your body with plant-based nutrition – are common-sense, and supported by consensus science. Other recommendations are more a matter of personal choice. Our experience to date with the Shred10® program shows that the more of the recommendations you follow for 10 days, the better you feel at the end of the 10 days. How far you want to go is up to you!

Who is behind Shred 10? The Shred10® program was developed in conjunction with Mitra Ray, Ph.D., a Stanford-educated cellular biologist. Dr. Ray has worked in the arena of degenerative diseases, such as cancer and Alzheimer's disease. Her research has been funded by the National Institutes of Health, the American Cancer Society, and an Alzheimer's research grant.

In 1994, Dr. Ray made an important and personal discovery that radically changed her life and her work. After trying conventional methods of remedying excruciating back spasms – everything from complete rest to pharmaceutical intervention – Dr. Ray sought out how to take control of her health. She changed her diet, her exercise, and her lifestyle—and her back pain subsided. Preventive concepts in health, such as whole-food nutrition, became her new direction in research. Dr. Ray has spent decades in the health and wellness industry as a speaker, an author, a wellness educator, and an independent representative for The Juice Plus+® Company.



Shred it. Live It. Share It.

SHRED GUIDE | 3



PHASE 1

Guidelines;

FOLLOW THESE DURING THE 10 DAY PERIOD

ADD:

1. More PLANT Foods and Juice Plus+ Capsules Daily
2. 2 Complete Shakes Daily
3. Plenty of Water
4. Take 10 Deep Breaths and Get 7-8 Hours of Sleep Daily
5. Exercise Most Days

ELIMINATE:

6. Caffeine & Alcohol
7. Eating After 6:00 p.m.*
8. Processed Foods
9. Gluten & Dairy
10. Artificial and Refined Sugars

** Flexible for children, pregnant/nursing mothers, elite athletes, and night shift workers.*

Why is Shred10[®] Unique?

Simple guidelines that are easy to follow

Many programs include complicated meal plans and formulas for success. Shred10[®] is a simple program that anyone and everyone can follow. Guidelines are backed by health-professional recommendations. See page 29 for the rationale behind each guideline.

No calorie counting or food deprivation

During Shred10[®], participants do not need to track grams of anything, calories, or points. There is no food deprivation that will leave you hungry or fatigued. Simply eat foods that fall in the parameters of the guidelines until you are full, then stop eating. Easy.

Products that makes sense and are backed by clinical research

Juice Plus+[®] trio capsules and Complete shakes are no-brainers. They are simply fruits, vegetables, and berries in capsules and shakes. There are over 30 clinical studies published in reputable peer-reviewed medical journals that show how Juice Plus+[®] and Complete are beneficial to the human body on many levels.

Safe for the whole family

Why make healthy changes by yourself when you could bring those you love most along with you?

Incredibly affordable

During Shred10[®], the cost of the Juice Plus+[®] capsules and Complete shakes is so affordable—literally a few dollars a day for two very filling shakes and capsules that contain 45 different fruits, vegetables, and berries. All of the other resources, educational tools, and support are complimentary parts of the program.

Dynamic resources and customer care

All participants receive this “Shred Guide,” a 40+ page eBook that answers questions about Shred10[®], and provides healthy meal ideas. It includes over 15 smoothie recipes, plus ideas for filling, nutritious snacks. Participants will also receive a cascade of education they can access before, during, and after Shred10[®] as well as a “Taste the Shred Cooking Guide.”

Supportive community of friends

The Facebook support community and connection with others is one of the best features of Shred10[®]. Without a community of supportive friends, Shred10[®] isn't nearly as fun or effective.



SHRED IT.

It begins with you. Be a part of the Healthy Living Revolution by committing to 10 days of shredding habits that are not serving you and embracing healthy lifestyle changes.

This Shred Guide contains encouragement from top medical, nutrition, and fitness professionals, as well as resources to help you make the most of your journey. Before you begin, be sure to get personally educated by reading this Shred Guide and tapping into the excellent video resources that are available to you. Join the Shred10® Facebook group for your Shred10®, and fill out the Shred10® Tracker located at the back of this book.

LIVE IT.

After the ten day period is over, you can be proud of the fact that you've successfully completed the most intense period and are now ready to move forward with more mindfulness of how your habits affect you. The more you know, the better you do!

Page 12 of this Shred Guide outlines the guidelines for the "Live It" portion of Shred10®. This will empower you to keep progressing in your health journey after the 10-day jumpstart. You will also continue to use Juice Plus+® Trio and Complete every day. **With this foundation of whole-food nutrition, you'll continue to flood your body with the nutrition from 45 fruits, vegetables, and berries every day.**

SHARE IT.

Let's face it. When you experience something this good, it's nearly impossible to keep it to yourself. Shred10® is part of a grassroots revolution to inspire healthy living around the world. We don't run television commercials or internet ads. Instead, we rely on people like you who are leading the way to share Shred10® with those you care about. And your experience becomes even more fulfilling when you inspire others to join you in taking back their own health.

Allow your journey to inspire others!



Juice Plus+ Capsules and Complete Shakes

45 WHOLE PLANT FOODS

PLANT Power



ACEROLA CHERRY



ALFALFA SPROUT



MUSHROOM



LEMON PEEL



AMARANTH



APPLE



ORANGE



MANGO



ARTICHOKE LEAF



BEET



PARSLEY



PEA



BILBERRY



BLACKBERRY



PEACH



PINEAPPLE



BLACK CURRANT



BLUEBERRY



POMEGRANATE



PRUNE



BROCCOLI



BROCCOLI SPROUT



PUMPKIN



QUINOA



CABBAGE



CARROT



RADISH SPROUT



RASPBERRY



CHICKPEA



COCOA



GARLIC



GINGER ROOT



RICE



SOY



CONCORD GRAPE



CRANBERRY



GRAPE



GREEN TEA



SPINACH



SPIRULINA



DATE



ELDERBERRY



KALE



MILLET



TOMATO



YUCCA

JUICE PLUS+ CAPSULES:

- NSF certified
- Whole food based
- Clinically proven
- Supported by leading health professionals
- Juiced and dried at low temperatures
- Bridges the gap

COMPLETE SHAKES BY JUICE PLUS+®

- Low glycemic load stabilizes blood sugar
- Vegan & non-GMO
- Gluten & Dairy-free
- Plant-based protein blend
- Powerful prebiotic fiber and oligosaccharides
- Healthy breakfast, pre or post workout drink, afternoon or late night snack



Grow Your Own Food



- Soil-less growing system
- 30% greater yield 3x faster than traditional gardens
- Uses up to 90% less space and 98% less water
- Increased nutrient density of some crops
- Indoor option provides year-round growing

Omega Blend

JUICE PLUS+® OMEGA BLEND:

- Plant-based, whole food: vegetarian capsules, vegetarian ingredients
- Pure and sustainable: omega 3s extracted from algae, not from fish
- Full spectrum omegas: provides omegas 3, 5, 6, 7 and 9 fatty acids, balanced as they occur in nature.
- Cold-pressed: preserves nutritional quality and integrity of plant oils



Like our foundational Fruit, Vegetable, and Berry Blend products, Juice Plus+ Omega Blend "Bridges the Gap" between what people should eat and what they do eat, every day.



Why is Shred10[®] Unique?



Order Your Juice Plus+
Shred10[®] Package



Receive the
Shred Guide



Then
you'll be
added
to the
Facebook
Support
Group

Do the Shred10[®]



Watch "Daily Detox with
Shred10[®]"
by Dr. Mitra Ray



Receive this Prize for
finishing your Shred10[®]

Live it

Follow the "Live it!"
guidelines and repeat
the Shred10[®] monthly for
four months or more



Share your journey
with others

TIPS FOR SUCCESS

- Stock up on plenty of wholesome, Shred10®-approved food. The meal and snack ideas in this guide are a great starting point and can serve as one resource for delicious and nutritious plant-based recipes. However, we encourage you to get creative, explore, and find your own great-tasting recipes that will nourish your body and help you shred bad habits. To help you get started, we've included a list of cookbooks with recipes that fit the Shred 10 lifestyle.
- Be prepared by having your healthy snacks washed, sliced, and diced. Fresh vegetables in the refrigerator, a bowl of fruit on the kitchen counter, and bags of nuts or seeds in the pantry will make a big difference in the snack choices you make!
- Make sure you have Juice Plus+® capsules and Complete shakes stocked. You will drink two Complete shakes every day during Shred10®, so be sure you have enough. Also stock up on your favorite non-dairy milk. (Rice milk, cashew milk, almond milk, coconut milk, hemp milk, and soy milk are delicious options to try!)
- Arrange your day so you can stop eating by 6 p.m. With a little preparation, most people can eat an early dinner or drink a Complete shake before 6 p.m. See the documentation later in this Shred Guide for modifications for pregnant/nursing women, children, and night shift workers.
- Invite friends to do Shred10® with you. Accountability is a powerful motivator.
- Exercise is important, so schedule your workout like you would an important meeting.





WHAT NEXT?



After your Shred10® jump start, it's time to identify and establish healthy habits you'll be able to continue on a long-term basis. The following page lists the "Live It" guidelines to use after your first 10 days of Shred10® guidelines.

Some people choose to continue to eliminate dairy and gluten for an additional 20 days, if not longer. It takes time for the effects of this change to be realized. After 30 days of this, many participants notice a remarkable difference in their health and choose to continue a dairy-free and gluten-free lifestyle.





Live It!

PHASE 2

Guidelines:

FOLLOW THESE AFTER THE 10 DAY PERIOD

ADD:

1. More PLANT Foods and Juice Plus+ Capsules Daily
2. 1-2 Complete Shakes Daily
3. Plenty of Water
4. Take 10 Deep Breaths and Get 7-8 Hours of Sleep Daily
5. Exercise Most Days

REDUCE:

6. Caffeine & Alcohol
7. Eating After 6:00 p.m.*
8. Processed Foods

ELIMINATE: (for at least 20 days)

9. Gluten & Dairy
10. Artificial and Refined Sugars

** Flexible for children, pregnant/nursing mothers, elite athletes, and night shift workers.*



TASTE THE SHRED!

COOKING GUIDE

Starting new habits, especially surrounding food, takes the support of friends, a little education, and a plan. In "Taste the Shred Cooking Guide" you'll find 90+ pages of education, recipes, and email planning ideas that will make your Shred10® enjoyable, easy, and effective!

The Taste of the Shred Cooking Guide includes:

- Shred Pantry Staples
- Grocery List
- Snack List
- Veggies 101
- Sauces
- Meatless Meals
- Soups & Salads
- Family Favorites
- Complete Indulgences
- ...and more!



Until then, here's some recipes to get you started!





RECIPE IDEAS





GROCERY GUIDE

FRESH PRODUCE

Pantry staples:

Onions/Garlic
Fresh Herbs/Ginger

Smoothie supplies:

Spinach/Kale
Bananas/Berries/Avocado

Power salad:

Lettuce/Romaine/Arugula
Chard/Mustard Greens
Cucumbers/Carrots
Tomatoes/Mushrooms
Broccoli/Cauliflower
Celery/Bell Peppers
Red Onions/Asparagus
Snap Peas/Radishes
Artichoke/Beets/Avocado

Snacks:

Apples/Oranges/Bananas
Grapes/Peaches/Pears
Strawberries/Blackberries
Raspberries/Blueberries
Cantaloupe/Watermelon
Pineapple/Mango
Avocados
Grapefruit/Lemon/Lime

Meals:

Sweet Potatoes
Spaghetti Squash
Zucchini/Butternut Squash
Fresh Herbs

OTHER

Pantry staples:

Full-Fat Coconut Milk

Smoothie supplies:

Unsweetened Plant Milk
Coconut, Almond, Rice
Coconut Water
Frozen Fruit

Snacks:

Unsweetened Plant Yogurt

PROTEIN

Smoothie supplies:

Flax/Chia/Pumpkin Seeds
Organic Nut Butters

Power salad:

Beans: Black, Pinto,
Red, Navy,
Garbanzo (Chickpeas)
Nuts & Seeds

Snacks:

Old-fashioned *GF Oats
Almonds/Cashews
Pistachios/Macadamia
Walnuts/Pecans
Sunflower/Pumpkin Seeds

Meals:

Lentils/Quinoa/Rice
Tofu/Tempeh

CONDIMENTS

Pantry staples:

Braggs Liquid Aminos
Tamari
Apple Cider Vinegar
Red Wine Vinegar
Balsamic Vinegar
Vegetable Broth
Coconut Oil/Olive Oil
Seasonings
Dried Herbs

Power salad:

*GF/DF Dressing
Olives/Banana Peppers
Artichokes/Palm Hearts
Sun-dried Tomatoes
Roasted Red Peppers
Water Chestnuts

*GF = gluten-free *DF = dairy-free



QUICK AND EASY SHRED10® SNACK IDEAS

- Raw veggies, cut and stored in the refrigerator (carrots, cucumbers, celery, tomatoes, broccoli, peppers, cauliflower, snap peas, and more!)
- Complete Pudding (Mix one packet/scoop of chocolate or vanilla Complete with a small amount of plant milk to desired consistency.)
- Veggies with hummus or guacamole
- Fresh fruit (apples, cantaloupe, melon, pineapple, pears, plums, grapes, oranges, mangos, berries)
- Apples or celery & peanut butter (use only natural peanut butter)
- Raw nuts or seeds
- Plain oatmeal topped with berries or fruit
- Plain air-popped non-GMO popcorn
- Dates, figs, raisins, dried cranberries
- Sliced avocado with sea salt or lemon juice
- Kale chips (Toss bite-size pieces of kale with light extra-virgin olive oil and sea salt. Bake at 350 F on parchment paper for 7-9 minutes until crispy.)
- Grilled peaches (Brush peach wedges with coconut oil or ghee and grill on medium heat for 4 minutes per side.)
- Cauliflower popcorn (Toss cauliflower pieces in light extra-virgin olive oil and sea salt. Bake for 45-60 minutes at 425 F on parchment paper, turning them 3-4 times.)



QUINOA, BUTTERNUT SQUASH, & BLACK BEAN TACO BOWL

RECIPE FROM MONICA FRAZIER

- 2 cups butternut squash or sweet potato
(peeled and cut into 1-inch cubes)
- 2 cloves minced garlic
- 1 cup quinoa
- 2 cups + 2 Tbsp. vegetable broth
- 1 can black beans, drained and rinsed
- ½ cup chopped onion
- ½ tsp. cumin powder
- 1 tsp. garlic powder
- ½ tsp. fajita seasoning

1. Preheat oven to 400 F. Toss squash or potato cubes with 2 Tbsp. vegetable broth, minced garlic, and salt/pepper to taste. Roast on baking sheet for 20-30 minutes until tender.
2. Combine quinoa and 2 cups vegetable broth in a small pot. Cook according to package directions.
3. In a separate pan, sauté onions until they are soft. Add the black beans and the seasonings and cook over medium-low heat for 5-10 minutes.
4. To assemble the bowls, layer the quinoa, butternut squash, and beans and top with your favorite toppings: cilantro, onion, chopped tomato, avocado, salsa, or guacamole.

Makes 4-6 servings.



EASY CAULIFLOWER SOUP

RECIPE CONTRIBUTOR: DR. MITRA RAY

1 cauliflower head, cut into chunks

4 cups vegetable broth

½ cup raw cashews

Sea salt to taste

1. Boil broth and add cauliflower. Reduce heat and simmer until cauliflower is soft.
2. Add cashews and salt. Simmer for 5 minutes.
3. Pour into blender and blend until smooth. Add salt, pepper, and garlic to taste.

Makes 2-4 servings.



CROCKPOT THREE-BEAN VEGGIE CHILI

RECIPE CONTRIBUTOR: KIMBERLY WORLOW

- 1 medium onion, chopped (approx. $\frac{3}{4}$ cup)
- 1 red or yellow bell pepper
(or $\frac{1}{2}$ cup chopped assorted mini bell peppers)
- $\frac{1}{2}$ cup chopped carrots
- 1 (15 oz.) can black beans
- 1 (15 oz.) can red kidney beans
- 1 (15 oz.) can pinto beans
- 1 (15 oz.) can tomato sauce
- 1 (15 oz.) can petite diced tomatoes
- $\frac{1}{2}$ cup frozen corn
- 3 tsp. chili powder
- 1 tsp. cumin
- 1 tsp. salt



Optional: small jar deli-sliced jalapeño peppers, drained

1. Chop onion, peppers, and carrots. Rinse and drain beans.
2. Put all ingredients in crockpot and cook on low for 6+ hours or on high for 4+ hrs. Add salt and pepper to taste. Add more chili powder and jalapeño peppers if you like heat.
3. Top with avocado and/or dairy-free sour cream.

Makes 4-6 servings.



SWEET POTATO & KALE "PASTA"

RECIPE CONTRIBUTOR: LINDSEY SUROWITZ

2 medium or large sweet potatoes

1 Tbsp. coconut oil

Salt & pepper to taste

1 small bunch tuscan kale, de-stemmed and chopped

1. Peel potatoes and then crank them through the spiralizer! Raw sweet potatoes are tough so use those muscles to give it enough pressure.
2. Heat coconut oil in a skillet on medium-high heat. Add sweet potato noodles. Sauté for about 5 minutes until noodles are warmed through and tender.
3. Add chopped kale and continue to sauté until wilted, about 2-3 minutes.
4. Season with salt and pepper. Serve immediately.

Makes 2 servings.



LENTIL AVOCADO SALAD

RECIPE CONTRIBUTOR: LINDSAY SUROWITZ

3 big handfuls of arugula (or your favorite greens)

1½ cups cooked lentils

¼ cup shredded carrots

1 cucumber

1 cup cherry tomatoes

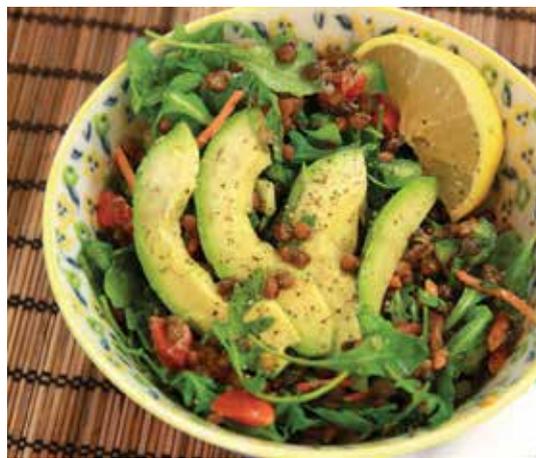
2 Tbsp. chopped scallions

2 Tbsp. chopped fresh parsley

1 ½ Tbsp. ground flax seeds

½ avocado

Salt and pepper to taste



DRESSING

1 garlic clove, minced

1 tsp. fresh basil, minced

Juice from ½ lemon

1 ½ Tbsp. olive oil

Salt & pepper to taste

1. Cook lentils according to directions.
(Shortcut: buy them precooked from Trader Joe's!)
2. Chop cucumbers, tomatoes, scallions, and parsley.
3. Mix all salad ingredients together. Pour dressing over salad.
4. Top with sliced avocado, and serve with a slice of lemon on the side.

Makes 2-3 servings.



EDAMAME KALE SALAD

RECIPE CREDIT: HETHER CRAWFORD (HETHERCRAWFORD.COM)

4 cups Tuscan kale
1 can (15 oz.) chickpeas, rinsed and drained
 $\frac{3}{4}$ cup dried cranberries
1 cup shelled edamame, thawed
 $\frac{1}{2}$ cup carrot shreds
Slivered almonds

DRESSING

3 Tbsp. fresh lemon juice
4 Tbsp. olive oil
1 clove garlic, minced
 $\frac{3}{4}$ tsp. dried Italian herb seasoning
 $\frac{1}{4}$ tsp. kosher salt



1. Remove the ribs from the kale and cut into bite-size pieces.
2. Add all dressing ingredients to a large salad bowl and whisk until combined.
3. Add the rest of the salad ingredients and toss well to combine.
4. This salad keeps well in the refrigerator for several days.

Makes 3-4 servings.



RAINBOW ROASTED VEGETABLES

- 1 ½ cup red bell peppers, chopped
- 2 cups carrots, chopped
- 1 ½ cup yellow bell peppers, chopped
- 1 ½ cup zucchini, chopped
- 1 cup broccoli florets
- 1 cup red onions, chopped
- 1 Tbsp. dried thyme
- Balsamic vinegar to taste

1. Preheat the oven to 390 F.
2. Place the chopped vegetables onto a baking sheet, add the thyme and balsamic vinegar to taste.
3. Bake for about 25 minutes or until the vegetables are cooked.

Makes 4-6 servings.



CARAMELIZED SWEET POTATO AND APPLE HASH BROWNS

- 2 cups sweet potato, peeled and diced
- 1 large pink lady or granny smith apple, diced
- 2 Tbsp. + 2 tsp. coconut oil (separated)
- ½ tsp. fine-grain sea salt
- ½ tsp. ground cinnamon

This is a
Shred10® treat!
Don't use too
much oil!

1. Heat a large, seasoned cast iron pan over medium heat and add 2 Tbsp. of the coconut oil.
2. Once the pan is heated, add the diced sweet potatoes and sprinkle evenly with the sea salt and stir/toss to coat the potatoes
3. Cover the pan for about 2 minutes. Uncover and stir, lower the heat a bit if the potatoes are starting to brown too much. Recover and cook for another 2-4 minutes until the potatoes are soft.
4. Uncover the pan and continue to cook, stirring, until the potatoes are light brown all over.
5. Add the diced apples plus the 2 tsp. coconut oil and stir to combine.
6. Cook over medium heat, stirring occasionally, for another 5 minutes or until the apples and potatoes are brown. Adjust the heat of your stovetop as necessary to avoid burning.
7. Once apples and potatoes are toasty, remove from heat and stir in the cinnamon. Let cool a bit and then serve warm.



SAUTÉED KALE

1 large bunch dinosaur kale, washed and coarsely chopped
2-3 Tbsp. vegetable broth
2 cloves garlic, minced
2-3 shallots, sliced into rings
Red pepper flakes
½ cup vegetable stock
Dash kosher salt and pepper

1. Heat vegetable broth in a large sauté pan.
2. Add shallots and allow them to cook 2-3 minutes or until translucent.
3. Add garlic and red pepper flakes and cook for one minute, stirring often to prevent burning.
4. Add kale, vegetable stock, and salt and pepper. Mix well.
5. Cover and cook for 5 minutes, tossing occasionally.
6. Remove the cover and continue cooking until most of the stock has cooked away.

Makes 4-6 servings.



CRUNCHY CHOPPED SALAD

- 2 cups cauliflower
- 2 cups broccoli
- 1 cup red cabbage, roughly chopped
- 1 cup carrots, roughly chopped
- ½-1 cups fresh parsley
- 2 celery stalks
- ½ cup almonds
- ½ cup sunflower seeds

VINAIGRETTE:

- ½ cup lemon juice
 - 1 Tbsp. fresh ginger, peeled and grated
 - 2 Tbsp. clover honey
 - ½ tsp. sea salt
- (for best results refrigerate at least 1 hour before use)

1. Place the ingredients for the vinaigrette in a jar with a lid and shake the ingredients. Refrigerate for 1 hour.
2. Place the salad ingredients individually into a food processor and quickly process until they're finely chopped.
3. Combine all salad ingredients in a large bowl.
4. Toss the vinaigrette into the chopped vegetables.

Makes 4-6 servings.



ADDITIONAL RECIPE RESOURCES

Allergy and Candida Cooking: Understanding and Implementing Plans for Healing

3rd edition, Sondra K. Lewis with Dorie Fink. Canary Connect Publications: Iowa, 2005.

Chakra Foods for Optimum Health

Deanna Minich. Conari Press: San Francisco, CA, 2009.

Cooking Vegetarian

Vesanto Mellina, RD, and Joseph Forest. Macmillan: Toronto, Canada, 1996.

Eat, Drink, and Weigh Less

Mollie Katzen and Walter Willet. Hyperion: New York, NY, 2006.

Farmer John's Cookbook: The Real Dirt on Vegetables

Farmer John Peterson and Angelic Organics. Gibbs Smith: Salt Lake City, 2006.

Feeding the Whole Family: Cooking with Whole Food

3rd edition, Cynthia Lair and Peggy O'Mara. Sasquatch Books: Seattle, WA, 2008.

Flying Apron's Gluten-Free & Vegan Baking Book

Jennifer Katzinger. Sasquatch Books: Seattle, WA, 2009.

Forks Over Knives – The Cookbook: Over 300 Recipes for Plant-Based Eating All Through the Year

Del Sroufe, Julieanna Hever, MS RD CPT, Isa Chandra Moskowitz, and Darshana Thacker, 2012.

The Gluten-Free Almond Flour Cookbook

Elana Amsterdam. Celestial Arts: New York, NY, 2009.

Gluten-Free, Sugar-Free Cooking

Susan O'Brien. Marlowe and Co: New York, NY, 2006.

Healing with Whole Foods

Paul Pitchford. North Atlantic Books: Berkeley, CA, 1993.

The New Moosewood Cookbook (Mollie Katzen's Classic Cooking)

Mollie Katzen. Ten Speed Press: Berkeley, CA, 2000.

Simple Treats, a Wheat-Free, Dairy-Free Guide to Scrumptious Baked Goods

Ellen Abraham. Book Publishing Company: Summertown, Tennessee, 2003.

The UltraMetabolism Cookbook: 200 Delicious Recipes that Will Turn on Your Fat-Burning DNA

Mark Hyman. Scribner: New York, NY, 2007.

Vegetarian Cooking for People with Allergies

Raphael Rettner. Book Publishing Company: Summertown, Tennessee, 1997.

Vegetarian Family Cookbook

Nava Atlas. Broadway Books: New York, 2004.

The Whole Life Nutrition Cookbook: Whole Foods Recipes for Personal and Planetary Health

2nd edition, Alissa Segersten and Tom Malterre. Whole Life Press: Bellingham, WA, 2007.

YOU on a Diet: The Owner's Manual for Waist Management

Michael Roizen and Mehmet Oz. Free Press: New York, NY, 2006.





SMOOTHIE IDEAS



JUICE PLUS+ VANILLA COMPLETE RECIPES

Blend together. Add 3-5 ice cubes if nothing frozen is used. *Makes 1 serving.*

FRENCH VANILLA

- 1 cup almond or cashew milk
- 1 scoop/packet Vanilla Complete

Variations: add frozen cherries, strawberries, raspberries, blueberries, pineapple, mango, banana, or a combination of these for a creamy fruit smoothie!

PUMPKIN PIE

- 1½ cup almond or soy milk
- ½ can pumpkin puree
- ½ tsp. cinnamon
- ½ tsp. nutmeg
- ½ tsp. ginger
- ¼ tsp. honey
- 1 scoop/packet Vanilla Complete
- ½ cup pecans
(add at the end to not pulverize)

STRAWBERRY JULIUS

- 1 cup orange juice
- 1 cup frozen strawberries
- 1 handful spinach
- 1 scoop/packet Vanilla Complete

PURPLE PASSION

- 1 cup coconut water
- 2-3 kale leaves
- ½ frozen banana
- 1 cup frozen blueberries
- 1 tsp. chia seed
- 1-2 tsp. cinnamon
- 1 scoop/packet Vanilla Complete

CHAI FIRE

- 1 cup strong herbal chai tea
- ¼ tsp. cinnamon (more to taste)
- ¼ tsp. ginger
- ⅛ tsp. ground clove
- ⅛ tsp. allspice
- ¼ tsp. turmeric
- Dash of cayenne pepper
- Juice from one small lemon
- 1 scoop/packet Vanilla Complete

GREEN GARDEN

- 1 cup unsweetened rice milk
- 2-inch piece of cucumber
- 2-3 kale leaves
- 1½ cups spinach
- 1 cup frozen pineapple
- 2 Tbsp. flaxseed
- ½ cup water
- 1-2 dates (optional for sweetness)
- 1 scoop/packet Vanilla Complete

TROPICAL VANILLA

- ½ cup coconut milk
- ½ cup water
- ½ frozen banana
- ¼ cup frozen pineapple
- ¼ cup frozen mango
- ¼ cup frozen strawberries
- ¼ tsp. cinnamon
- 1 scoop/packet Vanilla Complete

CREAMY & DREAMY

- ½ cup almond or cashew milk
- ½ avocado
- 1 cup spinach
- ½ frozen banana
- 1 scoop/packet Vanilla Complete



JUICE PLUS+ CHOCOLATE COMPLETE RECIPES

Blend together. Add 3-5 ice cubes if nothing frozen is used. *Makes 1 serving.*

DUTCH CHOCOLATE

- 1 cup almond, rice, or coconut milk
- 1 scoop/packet Chocolate Complete

Variations: add a frozen banana, handful of cherries, frozen strawberries, or a handful of raspberries for a tasty chocolate-covered fruit smoothie!

CHOCOLATE ALMOND

- 1 cup almond or cashew milk
- 1 frozen banana
- 8-10 raw almonds
- 1 scoop/packet Chocolate Complete)

SMOOTHIE PLUS+

- 1 cup soy or coconut milk
- 1 frozen banana
- ½ cup frozen mixed berries
- 2 Tbsp. flaxseed
- 2-3 kale leaves
- 1 scoop/packet Chocolate Complete

CHOCOLATE PEANUT BUTTER CUP

- 1 cup almond or cashew milk
- 1 frozen banana
- 2-3 Tbsp. natural peanut butter
- 1 scoop/packet Chocolate Complete

NON-DAIRY CHOCOLATE ICE CREAM

- ½ cup pecans
- ½ avocado
- 1 banana, frozen
- 2 scoops/packets Chocolate Complete
- Ice cubes as needed for consistency

BLACK CHERRY DELIGHT

- 1 cup almond or cashew milk
- 1 Tbsp. flax seed
- ½ cup frozen black cherries
- 1 tsp. cacao (optional)
- 1 scoop/packet Chocolate Complete

COMPLETE FUDGECICLES

- 1 cup coconut milk
- 1 frozen banana
- 1 tsp. organic peanut butter
- 1 tsp. cacao (optional)
- 1 scoop/packet Vanilla Complete

Pour into popsicle molds and serve frozen.

RAZZLE DAZZLE SMOOTHIE

- 1 cup soy or cashew milk
- 1 frozen banana
- ⅓ cup frozen raspberries
- 1 Tbsp. chia seeds
- 1 scoop/packet Chocolate Complete

COMETE HOT CHOCOLATE

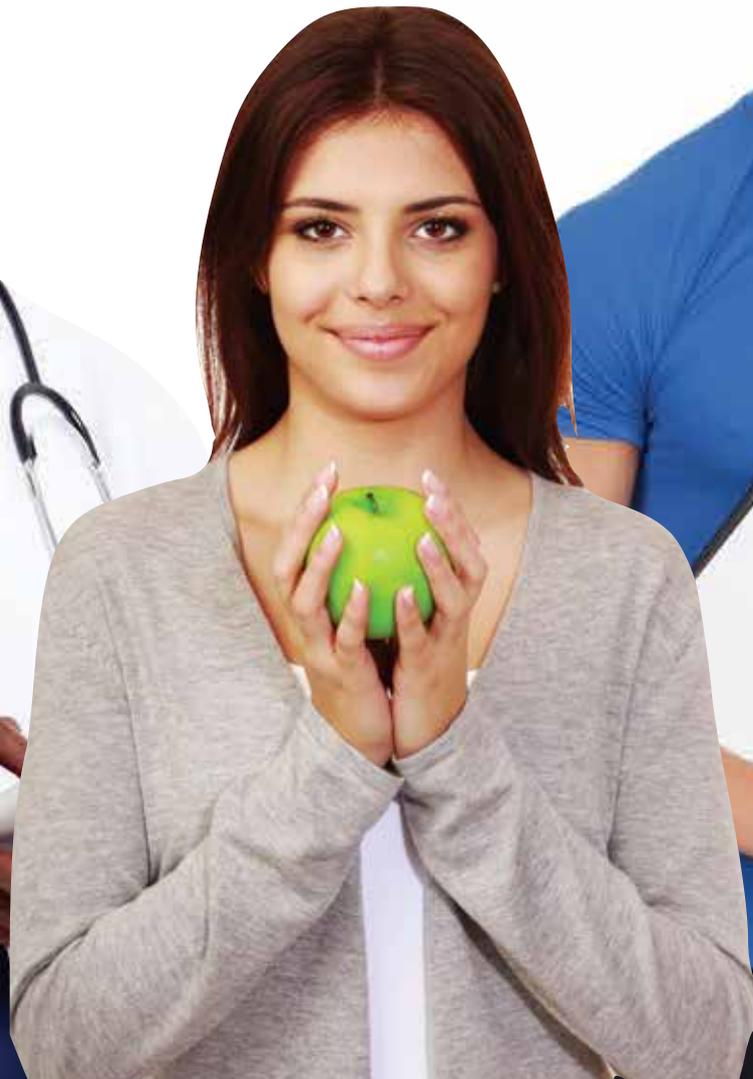
- 4 oz. almond or cashew milk
- 1 scoop/packet Vanilla Complete
- 1 Tbsp. French Vanilla Complete (optional for extra richness)
- 6 oz. boiling water

Add boiling water to mix and shake or stir lightly. Pour into mug and enjoy!



MEDICAL, NUTRITION, & FITNESS

PROFESSIONALS



Q: Why Juice Plus+® capsules?

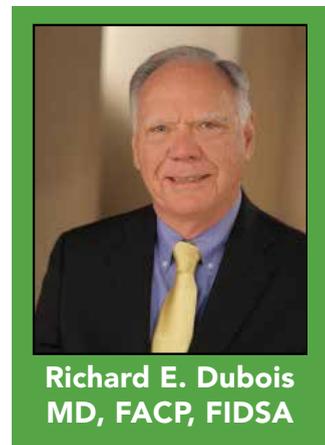
A: The start of your success with Shred10® lies in flooding your body with nutrition from whole foods.

Whole-food, plant-based nutrition is the foundation of human health. The current recommendations are for 7-13 servings a day and that's really challenging to do. So why so many? Any change or stress in the human body increases oxidative stress at the cellular level. According to the New England Journal of Medicine, the result of oxidative stress is aging, disease, and death. To neutralize the oxidative stress, we require anti-oxidants from plants. Juice Plus+® comes in Orchard (fruit), Garden (vegetable), and Vineyard (berries) capsules and ensures a variety of nutrition from 30 plants every day of Shred10® and beyond.



Beneficial in supporting wellness and quality of life, Juice Plus+® has been featured in clinical research that highlights its impact on bioavailability and nutrients, oxidative stress and redox biology, systemic inflammation, obesity, DNA and nutrigenomics, cardiovascular health, lung health, healthy skin and gums, and quality of life.

I recommend taking Juice Plus+® every day of Shred10® and beyond.



**Richard E. Dubois
MD, FACP, FIDSA**



Q: Why Complete by Juice Plus+® shakes?

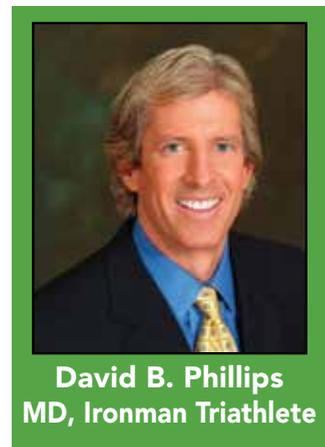
A: The Complete by Juice Plus+® shake mix stands superior to other protein shake mixes on the market today because it's a clean-burning, macronutrient-rich, plant-based drink. The primary plant protein, non-GMO water-washed soy, is a complete protein, which means it contains all of the essential amino acids necessary to build muscle as well as maintain other vital bodily functions. During Shred10®, we recommend that you drink two Complete shakes every day.



In addition, the Complete shake mix has a variety of other plant-based protein blends, ancient grains, and plant powders, all of which contribute to cellular health. With a balanced mix of proteins, carbohydrates, and fats, Complete is also sweetened with natural plant-derived sweeteners and contains a high-quality fiber blend contributing to its low-glycemic index. By avoiding the typical sugar high characteristic of other shake mixes, **Complete helps with sustained energy and a more “full” feeling, eventually leading to more willpower and choosing healthier food choices.**

As a plant-based mix, Complete avoids the potential digestive side effects and other health issues associated with traditional dairy-based protein shake mixes. From a medical perspective, I was impressed that MD Anderson Cancer Center used Complete in research studies with their ovarian cancer patients.

As a physician and Ironman triathlete, I consider Complete to be an essential part of a healthy, well-rounded diet, not just for athletes and exercise recovery, but anyone looking for healthy “fast food” and perhaps even replacing unhealthy eating and snacks with quality, great-tasting nutrition.



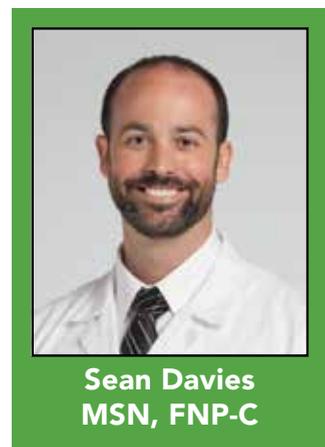
Q: Why eliminate gluten?

A: During Shred10®, we ask that participants eliminate gluten from their diets. Gluten is a general name for the proteins found in wheat products such as wheat berries, durum, emmer, semolina, spelt, rye, barley, and several other grains. Gluten gives these foods their squishiness, or elasticity. We all know why we love it—think of your favorite slice of pizza. But why is it not good for some people? Well for one, it can be hard to break down to be used as a protein source by our bodies, because it is tightly held together. **Not only is it largely unusable, but when proteins don't get broken down properly, the immune system can see it as an invader and send signals for the body to attack it, creating inflammation.**

Our gastrointestinal (GI) system is meant to be a closed system, like the water pipes of your house. There are places in your body called tight junctions where certain nutrients can cross from your gastrointestinal system into systemic circulation. These are the checkpoints of your GI lining.

Dr. Alessio Fassano, the director of the Center for Celiac Research as well as the Chief of Pediatric Gastroenterology and Nutrition at the Massachusetts General Hospital for Children, has written extensively about gluten. He has discovered that gliadin (a protein found inside of gluten) can cause these tight junctions to open up! This process has been termed “leaky gut.” When leaky gut is present, the spaces between the cells open up too much, allowing larger protein pieces to get into the bloodstream where an inflammatory immune reaction takes place. This also can allow potentially harmful intestinal contents into the blood stream and allow systemic immune cells among other things into your GI system where they can easily get confused.

This process can be linked to the development of multiple conditions, such as Crohn's disease, type 1 diabetes, multiple sclerosis, asthma, glioma, and inflammatory bowel disease.



Q: Why eliminate dairy during Shred10®?

A: The goal of the Healthy Living Revolution and Shred10® is to launch you on a journey toward better and better health! Every step you take in reducing inflammation in your body and in your lifestyle will allow every organ in your body to heal, recover, and repair like never before!

Of the major food groups consumed in the standard American diet, dairy products, including milk, yogurt, cheese, butter, sour cream, and ice cream, **are among the top five that promote inflammation**. It is not the cow's fault! After all, her milk is the best, most high fat, calorie dense, and protein-rich substance possible to help her calves grow an average of 300 pounds in the first year of life.

The proteins found in milk are specifically designed to nourish those calves in amazing ways, but those same proteins, including whey, BSA (bovine serum albumin), and casein were never designed for the human body. As a result, the human body produces antibodies against these cow proteins, which may in turn promote inflammation, occasionally showing up in the form of allergies, asthma, and skin disorders but more often very subtly in the form of chronic, low-grade inflammation.

This low-grade inflammation upsets the wonderful environment of the gut and its bacteria and impairs the liver's ability to do its job to detoxify and cleanse.

During Shred10®, eliminate dairy and consider trying out one of the many great-tasting plant-based alternatives such as almond, cashew, or rice milk. Before long you may notice subtle health improvements, such as less congestion, fewer asthma or allergy problems, and fewer skin problems. You may choose to remain dairy-free after Shred10® is over, which could lead to ongoing benefits.



Q: Why eliminate alcohol during Shred10®?

A: There has been much in the news lately about the benefits of a moderate amount of alcohol, and we don't disagree.

1. Most people don't appreciate what the word **moderate** really means—5 ounces of wine, 12 ounces of beer or 1.5 ounces of spirits. **In real life, these are incredibly small portions.**
2. There are safer ways to achieve relaxation and improved antioxidant status, such as exercise and a diet rich in fruits, vegetables, and berries.

Since the body is not able to store alcohol, as soon as you drink it, you trigger pathways to break it down, pathways that shunt energy and enzymatic resources that would otherwise be used to help with detoxification. The bottom line is that alcohol deters from Shred10® program by disrupting: (1) sleep (2) normal liver function of detoxification, and (3) normal liver function of fat metabolism.

1. You may be wondering how alcohol can disrupt sleep, as many use it as a sleep aid. The reality is that the byproducts of alcohol disrupt normal sleep, because the brain attempts to multitask—get deep sleep (delta waves) while trying to create a relaxed awakened state (alpha waves) at the same time.¹ Having both delta and alpha activity together therefore leads to disrupted sleep, since the alpha functions tend to offset any restorative efforts of delta waves. These opposing alpha-delta brain patterns during sleep have been linked to daytime drowsiness, waking up not feeling rested, and symptoms like headaches and irritability.

1. Chan, J. K. M., et al., "The Acute Effects of Alcohol on Sleep Electroencephalogram Power Spectra in Late Adolescence," *Alcohol Clin Exp Res* 39, 2015: 291–299.)



(continued on the next page)



2. Alcohol is broken down in the liver, both by the enzyme alcohol dehydrogenase and by an enzyme system called the microsomal ethanol-oxidizing system. This breakdown generates toxic, damaging products such as acetaldehyde (which plays a role in disrupting sleep patterns discussed above) and free radicals. These byproducts can interfere with the normal metabolism of other nutrients, particularly fats, and contribute to liver cell damage.
3. Your liver is your main organ for detoxification for alcohol as well as other toxins we're regularly exposed to in our environment. When you over-drink, you activate a phase I enzyme called cytochrome 2E1. In the absence of the alcohol challenge, cytochrome 2E1 is one of the "first on the scene" detoxification enzymes, which gets ramped up to begin transforming toxins into molecules that can be easily eliminated. The other Shred10® guidelines and the use of Juice Plus® capsules and Complete shakes are all set up to induce phase I and phase II detoxification enzymes in the liver, and drinking alcohol shunts energy and enzymes away from that effort.

If those reasons aren't enough for you, consider this:



Alcohol dis-inhibits; making it easy to forget why you really don't want to have that pizza once you've had that wine or beer!



**Instead of alcohol,
try mixing your
favorite fresh fruits
and fresh fruit juices
into seltzer water!**



**Mitra Ray
PhD**



**Tamara Sachs
MD**



Q: Why eliminate processed foods?

A: In today's super-sized world, processed foods make it easy to prepare and eat meals that often cost a fraction of healthier, whole-food options. And because we have fast-paced lives, we end up defaulting to these quick and easy processed foods that invade our bodies with too much fat, simple sugar, salt, and other harmful additives, preservatives, and chemicals. Stripped of valuable vitamins, minerals, and fiber, processed foods don't satisfy us, and they contribute toxins that prompt weight gain and change our brain chemistry to encourage addictive eating habits.

The more processed foods we eat, the more we crave. The more we crave, the more we eat! Processed foods send a blast of sugar into our bloodstream, prompting our body to take that sugar and store it in the form of fat. A few hours later, when our blood sugar drops, we look for another carbohydrate fix! No wonder it's nearly impossible to maintain a healthy body weight and why so many people struggle with weight gain and chronic disease!

Shred10[®] is a perfect solution to wake up your body, improve your vitality, and shift your shape! This program guides you to make daily conscious choices to avoid foods that are processed and instead encourages a wide variety of whole fruits and veggies, unsweetened plant milks, natural nut butters, beans, peas, lentils, hearty quinoa, and oats. **Clean eating and living, along with a concentrated, powerful source of whole food nutrition found in Juice Plus+[®] capsules and Complete shakes,** has the potential to cleanse your body, revitalize your tissues and organs, jumpstart your metabolism, and support overall health and vitality.

Your body will thank you for feeding it what it naturally craves: whole, unprocessed, delicious, concentrated nutrition. Quick and easy... done right!



Kim Dalzelle
PhD, RD



Q: Why eliminate artificial and refined sugars?

A: Have you tried Atkins, Paleo, and other such diets? Have you given up eating fruit or grains? Do you try to avoid sugar altogether in this manner or do you acknowledge it as a weakness and indulgence? **Our love-hate relationship with sugar is perplexing for a multitude of reasons.**

Every cell in our body burns sugar for energy, so living without sugar is not a viable option. This cellular need explains our instinctual affinity for sugar. Behavioral studies show that babies react to sugar much the same as an addict to cocaine! Unfortunately, this addiction to sugar doesn't completely go away as we mature into adults.

In the beginning, there was real food—plants with sugars (carbohydrates), starches, fiber (both of which are made of sugar molecules), and thousands of important phytonutrients. Fruits, vegetables, lentils, beans, seeds, nuts, and grains (without gluten—see gluten article to identify which grains to avoid) are all fair game for Shred10®.

Note that broccoli or any other vegetable would have sugar as its first or second ingredient if vegetables came with labels. But you don't have to count grams of sugar or calories when you choose these plant foods because they contain other nutrients that trigger natural appetite control when you eat too much of them. Sugar molecules attained from plants also serve a myriad of purposes. For example, all the mucus in our 20+ feet of intestinal tubing, where the vital activity of microbiota occurs, exists within a matrix of sugar molecules. We also store chains of sugar in the form of glycogen in the liver, so our brain, which has the greatest energetic need from sugar, can function properly at all times. When glycogen stores fall to critical, we experience hunger. If we don't eat enough plant sources of sugar, we starve our brain, along with every other cell, tissue, and organ.

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When you eat the foods mentioned above, you increase your blood sugar within the “zone of intelligence and willpower” so you can think clearly and make good choices, including good food choices. That’s one of the main objectives of Shred10®—to have you experience that mental clarity.

On the flip side, processed foods deliver sugar without the fiber and micronutrients. This has two immediate effects:

1. **Our sugar levels rise too quickly**, because there’s usually little to no fiber in these foods to slow down the release of sugar into the bloodstream.
2. **The body compensates** for this rise by releasing insulin and converting the excess sugar to fat for storage. This is when we get “hangry” and eat whatever is easy and convenient as our brain feels the sugar deficit.

The substitution of sugar with artificial sweeteners is also not an answer. Studies show that those who drink diet sodas or use artificial sweeteners are more likely to become obese. Thus we recommend you give up processed foods with sugar, refined sugar, and artificial sugars during Shred10®. Instead, eat more plants that give you the experience of natural sugar metabolism and the mental clarity and natural energy whole plants can provide.



Q: Why eliminate caffeine during Shred10®?

A: There are several reasons why it is important to gradually stop consuming caffeine before Shred10® and stay off it during the 10 days.

Caffeine is a chemical that is detoxified (transformed then excreted) using a specific genetic pathway called 1A2, a part of the Cytochrome P450 system of enzymes. That pathway is also used for many other toxins, including polycyclic aromatic hydrocarbons (PAHs), antidepressants, and other medications. **Fewer of these toxins can be processed when caffeine is present.**

As an added bonus, vegetables like broccoli and brussel sprouts “induce” that same 1A2 enzyme. This creates more of this enzyme and promotes faster detoxifying toxins. Let’s take advantage of this to clean house during Shred10® and not to process an easily avoidable toxin like coffee.

The energy you get from caffeine has a price. Caffeine stimulates the adrenal glands, causing a release of adrenaline and cortisol, just like a stressful event. Detox requires all the energy you can spare. Don’t waste it on non-essentials.

If giving up caffeine for 10 days is a big deal, you may be addicted to caffeine and may consider giving it up for that reason alone. Take back control of your energy!



**Tamara Sachs
MD**



Q: Why stop eating at 6 p.m.*?

A: Before jumping in to this topic, it's important to understand that this rule doesn't apply to growing children, athletes who work out more than three hours a day, and pregnant or breast-feeding women—in other words, people who have metabolic rates and cellular growth that are much higher than the norm. For the rest of us, it behooves us to help our body follow the natural circadian rhythm that it was designed to follow.

A study published in *Cell*¹ showed that all organisms, ranging from bacteria to humans, have circadian clocks to help them synchronize their biological activities to the time of day. The microbes in the human gut—which are critical to the digestion of food and the synthesis of critical nutrients—also have circadian rhythms that are controlled by the biological clock of the host in which they reside. During the day, these microbes help us burn food for energy and we grow new cells and repair DNA. At night, with the help of microbes, we detoxify our cells and reset our system. Disruption of this circadian clock in the host alters the rhythms and composition of the microbial community, leading to obesity and metabolic problems in the human host. Our digestion gets stronger as we awaken and highest when the sun is high in the sky. When the sun goes down, the host human and the microbes within shift gears and are no longer ready to receive food and digest it properly. So 6 p.m. is an average time to delineate sunset hour. It's not a hard and fast rule, but rather a moving target depending on time of the year and the latitude on the planet. **As a rule of thumb, it's best to stop eating past sunset, and minimally four hours before bedtime.** Ideally, we want to give ourselves a 12-16 hour window with no food at night, so we can maximize daily detox. By maximizing our caloric intake during the hours of 10 a.m. to 4 p.m.—or when the sun is higher in the sky—within as little as three days, our eating patterns can easily change so we no longer crave food at night.

* For those who work a night shift, the best way to tackle this challenge is to choose to eat at regular times and to stop eating 3-4 hours before bedtime, whenever that may be. Children and pregnant/nursing mothers, please refer to the article by Valerie Miles, MD, later in this Shred Guide.

1. Xue Liang, Frederic D. Bushman, Garret A. FitzGerald., Time in Motion: The Molecular Clock Meets the Microbiome Liang, Xue et al. *Cell*, Volume 159, Issue 3, 469 - 470



Mitra Ray
PhD



Q: Why is it important to drink plenty of water?

A: As you start Shred10®, please don't overlook hydration. This is one of the easiest habits to improve! **Dehydration will negatively affect every aspect of your physiology, including your organs, endocrine system, cardiovascular system, gastrointestinal tract, as well as neural, muscular, and skeletal function.** Even your brain is about 75% water!

Some signs that you may be dehydrated:

- Hunger between meals
- Constipation
- Deep fatigue
- Trouble focusing
- Attention issues
- Muscle cramps
- Headaches
- Dark urine

How much water should you drink? Experts say at least half your weight in ounces, but it is not necessary to measure your water intake. The best strategy is to look in the toilet every time you go, and your urine should be clear to straw-colored. For high-level athletes, it might be helpful to weigh before and after workouts, so you know how much fluid must be replaced!

Tips for Staying Hydrated:

- Drink 8 to 16 ounces every morning when you first wake up.
- Carry a large water bottle with you at all times and refill at least four times per day.
- Jazz up your water with fruit, cucumbers, and herbs like basil and mint. Citrus slices look beautiful and make your water taste amazing!
- Sports drinks are not necessary for workouts lasting under one hour and might actually pull energy away from the working muscles while you try to digest the sugar.
- Finally, eat lots of fruits and veggies since they are mostly water—just like you are! A plant-based, whole-foods diet is extra hydrating and health promoting!



Q: Why get 7-8 hours of sleep each night?

A: It's a topic that most regard casually. "Ha, ha! I only slept for 6 hours last night!" Another person says, "You got 6? I barely got 4!" Sleep deprivation is almost seen as a badge of honor, as if the more we get done on the fewest hours of sleep proclaims us the "winner." Not so.

The National Sleep Institute reports that **our need for sleep as adults is 7-9 hours on average**. Children need even more. Sleep deprivation causes (1) increased levels of cortisol production, (2) decreased human growth hormone (HGH) activity, (3) decreased glycogen synthesis, and (4) retention of environmental toxins and physiological waste products.

1. Symptoms of elevated cortisol levels include depression, fatigue, weight gain, back pain, decreased concentration, swelling in extremities, low libido, acne, impaired memory, insomnia, irritability, menstrual abnormalities, high blood sugar, and high blood pressure.
2. Decreases in HGH activity cause a reduced sense of wellbeing, increased fat, increased risk of heart disease, and weak heart, muscles, and bones.
3. Decreased glycogen synthesis may cause an inability to gain or lose weight, perform athletic or daily activities, and an overall feeling of low energy.
4. We detoxify xenobiotics and move stool at night, and getting 7-8 hours of sleep is necessary for these important biochemical and physiological pathways to get triggered.

Less toxicity is one of the main goals of Shred10®.

- **Acknowledge the fact that you probably need 7-9 hours of sleep.**
- **Charge your cell phone in a different room.**
- **Record your favorite show to watch when you have more free time.**
- **Create a "going to sleep" ritual (bath, herbal tea, gentle yoga, etc.).**
- **Create a "sleep-friendly" space (no media, noise, or light).**
- **Make a decision to go to bed at a specific time and stick to it!**



Q: Why add exercise during Shred10®?

A: Everybody knows that exercise is important. Exercising most days of the week as a part of Shred10® is critical to your success. When asked what kind of exercise, I generally joke and say, “the kind you will do!” Kidding aside, here are some guidelines for what types of movement you should strive for.

First, we need to get **aerobic activity** most days of the week. This means we get exercise that causes us to breathe heavily and, hopefully, sweat: power walking, running, cardio equipment at the gym, swimming. Aerobic activity has three amazing benefits that are particularly important for Shred10®:

1. The burning of calories and increasing the rate at which we burn calories (i.e. metabolism).

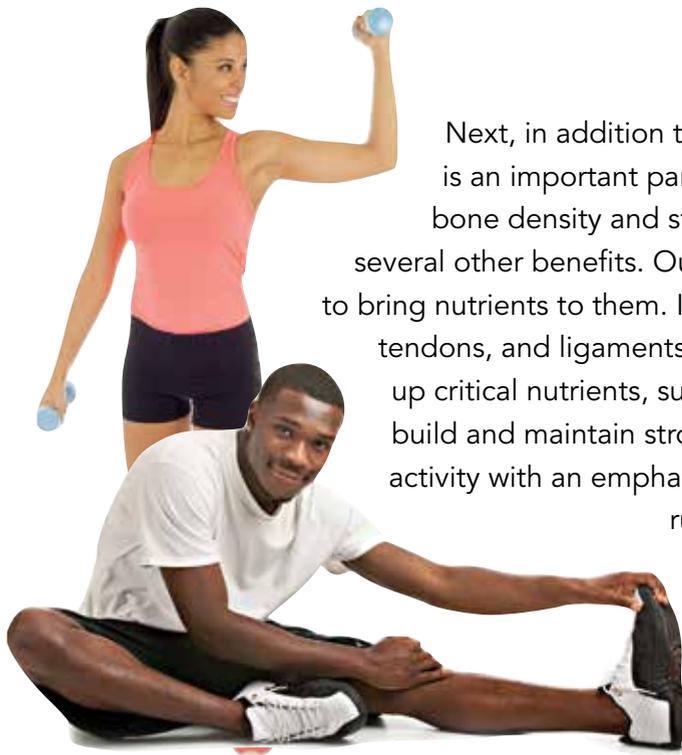


2. We release endorphins that enhance mood, improve circulation, and support our immune system. There are many other physiological improvements, but one that keeps me motivated is the fact that we get smarter when we exercise. Just 30 minutes of aerobic exercise produces new stem cells in the brain, while the opposite is true when we stop moving—our brain atrophies! That’s right, despite our age, we can continue to grow our brain every day that we get our heart rate up a little bit for just 30 minutes.

3. Another important outcome of aerobic exercise during Shred10® is that we also move our lymphatic fluid that aids in the removal of toxins out of the body. Getting aerobic exercise for a minimum of 30 minutes most days of the week is our goal.

(continued on the next page)





Next, in addition to aerobic exercise, strength training is an important part of an exercise regimen to maintain bone density and stave off the effects of aging, along with several other benefits. Our bones don't have arteries and veins to bring nutrients to them. It's the push and pull of active muscles, tendons, and ligaments on the bone that trigger bones to take up critical nutrients, such as calcium, in order to continue to build and maintain strong bones. Doing load-bearing aerobic activity with an emphasis on core strength (e.g. circuit training, running, biking, ground sports, power yoga) and eating lots of calcium-rich leafy greens along with strength training is the best prescription for strong bones.

We encourage you to get some specific strength training 2-3x/week.

You can join a class, hire a trainer, or watch a video on YouTube if you need some guidance.

The final piece of the physical fitness picture is stretching in order keep muscles and joints from becoming tight, which can lead to injury. Most experts agree that we should engage in stretching activities most days of the week, just like aerobic exercise! Gentle stretching at home or regular yoga practice can do the trick.



Mitra Ray
PhD

Put it all together and you have an exercise routine that will help you achieve your goals with Shred10®!



Joy Kelly, BS
(ACE) Certified Trainer
CEC Provider



Shred10® in Pregnancy, Nursing, & Childhood

As pediatricians we always have the safety of children and babies (both born and unborn) on our minds. First and foremost, we know without a doubt that eating a diet rich in **whole foods** is the healthiest diet for our bodies, based on overwhelming scientific evidence. In childhood, pregnancy, and nursing, this is especially true, since these are the times that getting the best intake of a wide variety of nutrients is crucial to growth and development.

Let's take a look at the Guidelines for Shred10® and modify them for pregnancy, nursing, and childhood:

1. Juice Plus+ Capsules® (Trio) and Complete Shakes. "Every day you will be taking two capsules each of Orchard, Garden, and Vineyard Blend (total of six/day) and drinking TWO Complete shakes each day."

- Juice Plus+® capsules, soft chewables, and Complete shakes are **packed with** fruits, vegetables, berries, and whole grains. They don't contain artificial ingredients, and are gluten-free and dairy-free, which makes them safe for almost all diets.
- **Juice Plus+® Trio and 1-2 Complete shakes** a day are recommended for pregnancy, nursing, children 4 years and over, and adults. Be sure to learn about the Children's Health Study, where children 4 years and older can get Juice Plus+® for free.
 - For young children, use Juice Plus+® chewables cut up in small pieces to avoid the risk of choking, or sprinkle 1/2 to 1 capsule in soft foods such as oatmeal or applesauce.
- Complete shakes are not intended for meal replacement but as a supplement to a healthy diet. Weight loss should not be the goal in pregnancy, nursing, and childhood. **Clean eating** is the goal with Shred10®.

2. Modified Shred10® Guidelines for Pregnancy, Nursing, and Childhood

- No Dairy
 - Use substitutes such as almond, rice, or coconut milks and yogurts to keep calcium intake at recommended levels.
- No Gluten
- No Caffeine
- No Alcohol
- No Processed Foods
- No Artificial or Refined Sugars
- Drink more water
- Sleep more
- Exercise most days
- Eating after 6 p.m.
 - If you are pregnant or nursing and hungry, don't worry what time it is, follow your instincts. The same is true for children. Choose a light snack that's rich in protein and complex carbs, such as a Complete® smoothie or 1/2 a healthy sandwich and a piece of fruit.

This information is not meant to serve as medical advice. Always consult your healthcare provider for the most appropriate individual medical advice for your unique situation.
Valerie H Miles, M.D., P.A.



Valerie Miles
MD, FAAP, DABIHM

Shred10® Program is safe as long as you're otherwise healthy. If you're taking any prescription medication or have any health condition, be sure to consult your health care provider before beginning this program. Be well!



Shred10® Tracker



	Before the Shred10	Day 10 (Date: _____)	Day 30 (Date: _____)	Day 60 (Date: _____)	Day 90 (Date: _____)	Day 120 (Date: _____)
Neck						
Bicep (right)						
Bicep (left)						
Chest						
Waist						
Hips						
Thigh (right)						
Thigh (left)						
Weight						
Quality of Sleep (1-10)						
Energy Level (1-10)						
Mood (1-10)						
Overall Well-Being (1-10)						
Other Positive Benefits						

FREQUENTLY ASKED QUESTIONS

Why is Shred10® for 10 days?

Shred10® is a ten-day jump start with a four-month commitment. Ten days is long enough to get some real results that are motivating and encouraging but short enough for busy people to make a hard-core commitment to their health. Think about it. Ten days means that if you start on a Monday, then you only need one weekend where you may have to tell your friends you can't have that drink or celebrate with an indulgence! You can do anything for 10 days! And it's easy to maintain the "Live It" guidelines for four months. You can also repeat Shred10® at the beginning of each month for continuous results and lasting change.

Why can't I just get 10 days worth of Juice Plus® and Complete?

Although Shred10® has a ten-day jumpstart, it is a four-month commitment, therefore the Juice Plus® products ship in a 4-month supply. This is beneficial to you because in order to continue the positive experience that you'll have on Shred10®, you'll need to continue taking the Juice Plus® capsules and drinking the Complete shakes for a longer period of time. It takes 21 days to establish a new habit, 30 days to see benefit from being dairy and gluten-free, and four months for blood cells to completely be rebuilt. In addition to this, it saves on shipping costs and waste.



FREQUENTLY ASKED QUESTIONS

Will I feel sick during Shred10®?

If you feel sickness during Shred10®, you may be detoxing. This is a healthy process, although it may not be pleasant at the time. Detoxifying is your body's natural way of releasing toxins that have stored up inside your body. Symptoms of detox may be mild or more insistent, but this should be looked at in a positive light because it's your body getting healthier. Detox symptoms will only last as long as your body needs to cleanse itself.

The following excerpt is from "From Here To Longevity" by Dr. Mitra Ray, pages 252-253:

Of course, when we introduce these new eating habits, there may be a detoxification period. This incredibly beneficial process may have some seemingly negative, albeit short-term, side effects. The immune system and the digestive system are the primary players involved in detoxification. Let's look at what such efforts to cleanse the body can mean for the person going through detoxification.

First, when the body finally has enough nutrition to recharge the immune system, it releases immune cells, such as the natural killer cells and other scavenger cells, which can go around and clean up all of the debris that has been accumulating in the body. This important process is similar to the way in which the immune system responds to a viral infection; so, there may be a temporary onset of flu-like symptoms.

Second, the added nutrition can bolster the activity of friendly bacteria in the gut, and this may mean a short-term increase in gas. This indicates that there has been a change in the process of elimination from the body as rotten food is being flushed from the digestive tract, and as a result, there may be some temporary bloating and gas. You can't imagine how much food is rotting in the nooks and crannies of your intestines in the absence of fiber-rich vegetables.

Detoxification can also mean a drop in hormone levels as the body returns to homeostasis. If serotonin levels drop, you may feel tired or depressed during detoxification; but once you've passed this unpleasant phase, you should start to feel better than you have in years.



FREQUENTLY ASKED QUESTIONS

Do I have to use Juice Plus+® and Complete?

Absolutely. Juice Plus+® is the most researched nutritional product in the world and is an easy and convenient way to get the nutritional essence of 30 raw, vine-ripened fruits, vegetables, and berries every day. Complete contains the nutrition of 15 plants and is non-GMO, dairy-free, and vegan. It also has a low glycemic index, which helps keep your blood sugar regulated, enhancing willpower. Trying to do Shred10® without the nutritional support of Juice Plus+® and Complete will not only be very difficult, it won't yield the results you may be hoping for. The nutrition of Juice Plus+® capsules and Complete will nourish your body, allowing the other guidelines you're following make the largest impact possible.

Is Shred10® a weight-loss program?

No, Shred10® is not a weight-loss program.

Will I feel hungry on Shred10®?

Shred10® is not calorie restrictive. This is not food deprivation that would leave you hungry or fatigued. In fact, if you're hungry, eat more! Grab an apple. Eat some carrots. Don't worry about tracking grams, calories, or points. Just eat whole foods! It's about the quality, not the quantity, of the foods you're eating.



Always consult your physician before beginning any program that changes your lifestyle. The information in this document is not intended to replace advice from your healthcare professional. Consult with your healthcare professional to see if this program is right for you or if modifications should be made.



