



START-UP GUIDE

FOR

**THE 30 CLEAN™
30-DAY CLEAN EATING CHALLENGE**

WELCOME TO THE 30 CLEAN™!

We are about to embark on a wonderful, yet sometimes challenging, journey to better health, increased energy and an overall facelift to your well-being. I am so excited that you have committed to regaining your health! My hope is that you learn to ask questions about your food, become mindful of what you and your family eat and come to realize what TRUE HEALTH means to YOU. True health can only be accomplished when you focus on diet, your thoughts and your daily actions. I encourage you to be incredibly present the entire 30 days. What do I mean by “present”? Use this time to be honest with yourself, be authentic and look at what patterns, triggers, habits and actions are not working for you anymore. Who do you WANT to be? YOU CAN CHANGE! This challenge is about envisioning who you want to be, setting a goal and then putting thought into action. We believe in you and we will be here to help and encourage you.

Okay—here we go! We are presenting a lot of information, so please read it slowly, and then read it a second time! (Maybe even a third!) Print it out or save it to your desktop so you can continue to use it as a reference. This guide will provide you with food lists, workout meal ideas, plus travel and restaurant tips, and so much more! We are here to support you during these next 30 days, so if you have any questions, please ask.

- Heather Hemmer, Holistic Health Coach



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THREE DIFFERENT CLEANS

WHICH ONE ARE YOU?

You have made a commitment to eat clean for 30 days and we could not be happier for you! There are so many benefits to focusing on fresh, whole, non-processed foods. We are human, and while we strive to be perfect we are not. While we can strive to maintain and uphold the best nutrition possible for ourselves, we are up against a lot in this day and age. You will find theories, beliefs and research to prove or disprove what promotes or prevents illness and wellness. There will always be a myriad of experts debating what's best, and that is why there is no one size fits all. The 30 Clean is not a "fad diet". It is a focus on whole, real foods. We do not proclaim an all or nothing attitude – ALL PROTEIN or ALL VEGAN. What we hope The 30 Clean helps you achieve is a heightened awareness of what you are putting in your body and an understanding that the ingredients that may be hiding in our foods are preventing you from reaching true health and wellness.

What will this look like for you for the next 30 days? We have 3 options for your clean eating plan - each with its own set of benefits. Of course, if you're eating good, clean food, there really is no downside! However, for the purpose of choosing which version is best for you, we will describe each type of "Clean" here for you in full detail. Make a mental note of which one you will be doing this challenge.

The Original Clean™

The Original Clean™ is our most popular eating plan. It requires a commitment to clean-eating and will eliminate many of the major trigger foods known to cause inflammation and digestive distress, but still allows for a few "dangling carrots" to help ease your transition into this new lifestyle change. On The Original Clean you will feel amazing benefits such as increased energy, mental focus and clarity, decreased bloat and inflammation, and perhaps even some weight loss. However, if you decide to indulge in the "dangling carrots", you may not feel the FULL benefit of a more comprehensive elimination diet. Many people choose to go from The Original Clean to The Super Clean™ on their next challenge.

On The Original Clean, you will forego the following:

- Grains
- Gluten
- Dairy
- Soy
- Corn
- Sugar
- Sweeteners of ALL kinds (including honey, maple syrup, stevia and agave)
- Artificial ingredients and processed foods

BUT you WILL eat the following:

- Unlimited fresh veggies of all kinds
- Meat, poultry and seafood (preferably grass-fed, organic meats and wild caught seafood)
- High quality oils such as coconut oil, extra virgin olive oil, and avocado oil.
- Beans/Legumes (in moderation, and preferably soaked and sprouted. For more information see ["What's up with beans and legumes?"](#))
- Fresh fruit (up to 2 servings per day)
- Nuts, seeds, avocados and olives

**Optional*

- 85% or higher dark chocolate (up to 3 small squares per week)
- 2 adult beverages of choice - on the weekends only. Please no beer or sugary mixers. Best options: Red & white wine, or clear distilled liquor, such as vodka or tequila.

The Super Clean™

The Super Clean™ is the ultimate plan for clean-eating. It's a more comprehensive elimination diet and, because of that, you will feel tremendous benefits! This plan is highly recommended for anyone with autoimmune issues, digestive issues like IBS or leaky gut, depression, anxiety or any other mental health issues or anyone with very strong sugar addictions. For 30 days you will eliminate ALL of the major trigger foods that are known to cause inflammation and digestive distress and as a result you will feel all of the benefits of The Original Clean and more! However, you won't have the fun "extras" to look forward to throughout the week and this will require a strong commitment. Trust us when we say it's so worth it!

On The Super Clean, you will forego the following:

- Grains
- Gluten
- Dairy
- Soy
- Corn
- Sugar
- Sweeteners of ALL kinds (including honey, maple syrup, stevia and agave)
- Beans/Legumes (preferably soaked and sprouted. For more information, see ["What's the deal with beans and legumes"](#))
- Alcohol
- Dark chocolate
- Artificial ingredients and processed foods

BUT you WILL eat the following:

- Unlimited fresh veggies of all kinds
- Meat, poultry and seafood (preferably grass-fed, organic meats and wild caught seafood)
- High quality oils such as coconut oil, extra virgin olive oil, and avocado oil.
- Fresh fruit (up to 2 servings per day)
- Nuts, seeds, avocados and olives

The V Clean™

The V Clean™ is designed for vegans/vegetarians. We understand and honor that there are many reasons for foregoing meat and animal products. However, because we feel that clean-eating is for EVERYONE, we want our non-meat/fish-eating friends to have a place here too! Protein is VERY important to a well-balanced, clean eating plan, but we believe that it can come from plants; it just may take some extra planning and preparation. To achieve adequate protein requirements, we do allow our V cleaners to include a moderate amount of gluten-free grains, organic dairy and limited non-GMO soy. Be aware, doing so may diminish some of the positive effects felt when grains and dairy are fully eliminated. When eating grains and legumes it is important to remember that QUALITY and PREPARATION are of the utmost importance.

On The V Clean, you will forego the following:

- Gluten
- Corn
- Sugar
- Meat, poultry, seafood
- Sweeteners of ALL kinds (including honey, maple syrup, stevia and agave)
- Artificial ingredients and processed foods

BUT you will eat the following:

- Unlimited fresh veggies of all kinds
- Nuts, seeds, avocados and olives
- High quality oils such as coconut oil, extra virgin olive oil, and avocado oil.
- Organic free range or pasture raised eggs (if you eat them)
- Beans/Legumes (preferably soaked and sprouted. For more information, see ["What's the deal with beans and legumes?"](#))
- Organic full-fat dairy (only after week one)
- Organic gluten-free grains (preferably soaked and sprouted)
- Fresh fruit (up to 2 servings per day)
- Soy (in very limited quantities & rotation, try to eat it in a fermented form. For more information, see ["What's up with Soy"](#))

**Optional*

- *85% or higher dark chocolate (up to 3 small squares per week)
- *2 adult beverages of choice (on the weekends. Please no beer or sugary mixers)

**To create a “Super” version of The V Clean, please eliminate chocolate and adult beverages!*

So which Clean are you?

Please write down your Clean: _____

NUTRITIONAL GUIDELINES

This is not a diet

Understand, this is not a “diet” as in the definition: *a special course of food to which a person restricts themselves, either to lose weight or for medical reason*. Instead, this is a “lifestyle” of good nutritional habits for a healthier YOU! So, if we use the term “diet,” please note it is in the loosest sense of the term.

The 30 Clean is an elimination diet meant to decrease systematic inflammation. What is inflammation? Inflammation is the body's natural defense mechanism against injury. We are most aware of inflammation when we're injured. In an acute stage, inflammation is a good thing. It is our body's way of protecting itself and creating a barrier around an injury so the immune system can heal and repair the damaged cells. But what happens when the cells are repeatedly damaged? Chronic inflammation; this is where the problem occurs. A diet high in inflammatory foods creates chronic inflammation in the gut, which can lead to systematic inflammation throughout the body. Research supports that systematic inflammation is the leading cause not only for weight gain, but also for allergies, mental disorders, autoimmune disease, cancers and heart disease.

So what foods are the leading culprits of Inflammation?

The foods we are going to eliminate for The 30 Clean:

Gluten, grains, dairy, sugar, legumes (peanuts), alcohol, and soy.

Just bear with me. You **CAN** do this. You **CAN** do anything for 30 days. In fact, I believe you will feel so good if you are honest and commit to this that you will want to keep clean eating as your normal, natural lifestyle and maybe just play around with some occasional additions.

Everyone will be eating foods with very short, pronounceable, ingredient lists, or better yet, no listed ingredients because the foods are unpackaged and unprocessed! In this way we are eating FRESH, WHOLE, REAL foods that are nutrient-dense. These are foods that are from the Earth, not processed or altered. Eating this way guarantees that your body knows what to do with the nutrients you are feeding it. This way you can feel secure that you are doing your part to look, live and function at your BEST and reduce the risk of Dis-ease!

Where do I start?

Pantry raid!!!

A fresh start is a successful start, so clean out your pantry and refrigerator – and don't invite the enemy into your home! And, keep in mind, as your clean pantry makeover staples grow, you'll have shorter shopping lists and an arsenal of inspiration for your home-cooked meals!

Three meals a day

Eating 6 small meals or “grazing” all day messes with your body’s natural rhythm and release of hormones. **If you are eating meals complete with FAT, then you will feel satiated for several hours at a time.** Make sure you eat dinner at least two hours before bedtime so your body is not having to work to digest your food while it’s simultaneously trying to sleep! You should wake up feeling hungry.

The 4 P’s

The 4Ps! Also known as: Plan, Purchase, Prepare, and Put Away!

At The 30 Clean, we provide lots of science-y information and philosophy to help you understand why we eat real, whole & nutrient dense foods, but the 4Ps are the PRACTICAL application of our methodology. They provide you with the ability to incorporate these amazing and healing foods into your life so that this system can WORK for YOU! So, let’s break it down P by P with some awesome tips and tricks of how to navigate through each step and create your new CLEAN lifestyle!!

Spend part of your weekend (and maybe one weekday) shopping and preparing. This includes: washing, chopping, grilling, baking, roasting, steaming, sautéing and freezing. Portion out and bag/store nuts and other 30 Clean Mini-Meals. Boil your eggs.

- Plan: Create your weekly menu and fill in our shopping template to make grocery shopping easy and quick
- Purchase: Support your local Farmers Market and/or grocery store
- Prepare: Clean, Chop, Cook, Roast, Grill or Bake anything in advance when possible
- Put Away: Portion into containers to make breakfast and lunch easy to grab

You can read more information about the 4 P’s on our 30 Clean Blog at:

<http://www.the30clean.com/the-famous-30-clean-4ps/>

Plan your first week of meals and write them down

We have many great resources for recipes and meal planning. At [pHresh & Clean](#), you can expect to find an entire database of 30 Clean approved recipes. We have also posted some favorite clean recipes to our 30 Clean Pinterest Page and you can follow us here:

www.Pinterest.com/the30clean.

Plan to Eat is a great resource for recipe collecting (even from Pinterest) and this program will actually help you plan your week and create your shopping list. You can start your 30 day trial here: http://www.plantoeat.com/welcome_from/the30clean. Also, see our “Meal Planning & Grocery Shopping Template”.

Drink water

You should be drinking half of your body weight in ounces of water. Your water should be spring or alkaline water. Make it fun! Add fruit, lemon and ice! If you haven't already, you may want to purchase [The 30 Clean water bottle](#) to make it even easier to infuse your favorite citrus fruits! For more information on the importance of water, see ["Water – how much and why?"](#).

Pack it Up

Prepare for SUCCESS! If you know you are traveling or if you eat lunch at work, be responsible for your meals and bring healthy options with you.

Reading Labels

I can't emphasize enough the importance of **READING LABELS!** Not just the nutrition facts and values; not just what the manufacturer wrote on the front of the product to convince you of its "wonderful" health benefits; but **READ THE INGREDIENTS!** I will say it again: **READ THE INGREDIENTS!**

Know your triggers

If you are detoxing from soda, buy sparkling water. If you are tempted by that frozen yogurt on the way home from work, take a different route. If you want that glass of wine at the end of the night, pour Kombucha instead. And if all else fails—go to sleep! If you snack during after dinner clean-up, ask your kids or partner to clean-up for the next few weeks in their support and go on a walk instead.

No "Clean-Makeover" foods

We are breaking our addiction to carbs and sugar, so don't trick your brain into thinking you are eating bread or dessert... in other words, no "Paleo" bread and cupcake recipes during The 30 Clean. The only exceptions are foods that use macronutrients as their main ingredients; i.e., cauliflower tortillas, sweet potato "buns", vegetable "noodles" and three-ingredient pancakes. *Note: the three-ingredient pancakes are not allowed until the recipe is released in the Daily Digest E-Mail.

Shopping guidelines

Whole and fresh foods are strongly encouraged. However, in these busy times having a well-stocked pantry, fridge and freezer can be time saving while adding flexibility to your meal choices.

The foods to enjoy on the 30 Clean can be purchased at your local health food market, in the organic/natural section of your local grocery store, a Farmer's Market, home delivery options such as Amazon, or even straight from the farm!

We highly recommend products that are certified organic, hormone-free, free-range, MSG-free, nitrate-free, prepared without sulfites, do not contain artificial colors or flavors, GMO-free, and non-irradiated and/or antibiotic free. Remember to **ALWAYS** check labels, even if something says “healthy” or “natural,” looks can be deceiving. **Please always check the ingredients (not just caloric/nutritional value) for any harmful or chemical substances.** The list of ingredients is way more important than the calorie or fat content we are accustomed to looking for. This may seem overwhelming, but remember if you are eating real, organic, whole foods, then shopping can be simple.

When selecting proteins, such as meat and eggs, grass-fed and cage-free are best. When selecting fish, please look for non-farm raised fresh or frozen choices.

Frozen foods are a great addition to your shopping cart. When fruits and vegetables are frozen they are usually “flash frozen” when they are perfectly ripe, literally freezing their nutritional benefits. Also, it's a great idea to freeze your own fruits and vegetables... especially those that may go out of season.



Foods to avoid on the 30 Clean

Let's start with a brief overview of what **NOT** to eat: **gluten, grains, dairy, sugar, alcohol, legumes, *soy (*V Clean'ers - organic, fermented soy is allowed occasionally)**

SWEETENERS

AVOID ALL real or artificial sugars & sweeteners, such as...

- Agave
- Coconut Sugar
- Maple Syrup
- Sugar
- Stevia, etc.

(This does not include real fruit)

PACKAGED SNACKS

AVOID ALL (except for Lara Bars or KIT's Organic Bars with approved ingredients)

GRAINS

AVOID ALL

- Amaranth*
- Barley
- Breads
- Cereals
- Gluten
- Corn
- Oats*
- Pasta
- Rice*
- Quinoa*
- Wheat

***V Clean'ers can include these grains occasionally**

BEANS/LEGUMES

- Beans*

(Exceptions: green beans, sugar snap peas & fresh green peas)

- Lentils*
- Peanuts

***V Clean'ers & Original Clean'ers can enjoy soaked and sprouted legumes. Legumes that have been cooked and cooled can have even greater benefit. For more information, see ["What's the deal with beans and legumes?"](#)**

DAIRY

AVOID ALL

- Butter*
- Cheese
- Cottage Cheese
- Cow's Milk
- Ice Cream
- Sour Cream
- Yogurt

***V Clean'ers may enjoy grass-fed butter**

BEVERAGES

AVOID ALL

- Energy Drinks
- Juice
- Pre-made Smoothies
- Soda (Diet or Otherwise)
- Sweetened Teas

If it is not water, unsweetened tea, or FRESHLY made juice—you should probably put it down!

Foods to enjoy on the 30 Clean

Now let's move to the good stuff - what we **CAN** eat! **The list below is simply a guideline.** There are many other fruits, veggies and protein sources that you can try, enjoy and experiment with. Pick from the colors of the rainbow and open your mind and your palette to new flavors!

PRODUCE

Vegetables: Choose from a wide variety of vegetables, such as...

- Artichoke
- Arugula
- Asparagus
- Apricots
- Beets*
- Broccoli or Broccolini
- Brussels Sprouts
- Butternut Squash*
- Carrots
- Cauliflower
- Celery
- Cucumbers
- Cabbage
- Eggplant
- Fennel
- Jicama
- Green Beans
- Kale
- Onions
- Peas (*Fresh green peas*)
- Peppers
- Potatoes* (*Purple, Red, Gold - No Russet*)
- Spaghetti Squash*
- Sweet Potatoes* (*Including Yams*)
- Sugar Snap Peas
- Spinach
- Squash* (*all varieties*)
- Tomatoes

*** These foods are higher in sugar content and great starchy fruits and/or veggies. These should be eaten in moderation. These are great post-workout options for restoring depleted glycogen stores.**

Ready to eat vegetables:

- Watercress
- Chard
- Arugula
- Stir-fry Vegetables
- Mushroom Medley
- Salad Mixes
- Tri-Colored Pepper Strips
- Chopped Spinach

*Fruits: (*In moderation*)

- Apples
- Avocados
- Bananas
- Berries
- Dates
- Figs
- Lemons
- Limes
- Mangos
- Melons
- Oranges
- Peaches
- Pears
- Plums
- Strawberries
- Olives (*they double as a fat*)

Herbs: (*Fresh, Frozen or Dried*)

- Basil
- Cinnamon
- Garlic
- Parsley
- Rosemary
- Thyme
- And many more!

PROTEIN SOURCES

Buy organic, grass-fed, wild & hormone-free whenever possible!

- Bacon
- Beef - all cuts
- Bison
- Chicken
- Chicken Sausage
- Clams
- Duck
- Eggs
- Halibut
- Lamb
- Lobster
- Oysters
- Mahi Mahi
- Pork
- Prosciutto
- Salmon
- Sardines
- Sausage
- Scallops
- Shrimp
- Trout
- Tuna
- Turkey
- Venison
- And organ meats if you are brave!

NUTS & SEEDS

Buy raw. Soak, sprout, and roast at low temps whenever possible!

- Almonds
- Macadamia
- Pecans
- Pine Nuts
- Pumpkin Seeds
- Sunflower Seeds
- Walnuts
- Nut Butters: Almond, Cashew, Sunflower, Tahini

FATS & OILS

- Avocado & Avocado Oil
- Olive Oil (*Note: you can also use Balsamic Vinegar*)
- Coconut Milk - *Best is in the can (Natural Value)*
- Coconut Oil
- Ghee or homemade Grass-fed Clarified Butter

SPICES & SEASONINGS

- Coconut Amino Acids (*a substitute for soy sauce*)
- Cayenne Pepper
- Cumin
- Lemon Juice
- Vinegars & Compliant Oils
- **All** spices that **DO NOT** contain sugar or additives

BEVERAGES

- Almond Milk - Look at label for added sugars & preservatives
- Bone Broth
- Coconut Water (*No-Added sugar and cold pressed. Drink sparingly; it has a lot of sugar*)
- Coffee (*Sparingly*)
- Herbal Tea
- Kombucha
- Mineral Water
- Water ([see Water-how much and why?](#))

Breakfast, lunch, dinner explained

Simple Meal Examples

A SAMPLE DAY: (Only 3 meals a day unless you are doing high intensity exercise, pregnant or breastfeeding!)

When you wake up, drink a glass of water with lemon. For those of you drinking coffee, make sure to drink it black or with coconut or almond milk. You can also add coconut oil for some morning fat intake (brain food) or even a dash of cinnamon!

Breakfast: Think of breakfast outside of the box. Pair a protein, veggie & fat.

- Eggs any style (including hardboiled)
- Bacon, prosciutto, pancetta, chicken sausage
- Spinach, sun dried tomatoes, mushrooms, brussels sprouts, etc.
- Sweet potato
- Homemade smoothie (80% veggies, 20% fruit, plus 1 high quality protein and fat)
- Leftovers from dinner

Lunch: Eat a sensible lunch of protein, veggies & fat.

- Chicken breast, deli meats, cured meats, hardboiled egg
- Cut up veggie sticks
- Salad
- Sweet potato
- Fats such as avocado, oils, olives
- Berries
- Leftovers from dinner

Dinner: Same as lunch. Try some things on the grill or in the slow cooker!

- Chicken, pork, hamburgers, steak, salmon
- Roasted sweet potatoes, brussels sprouts, squash, asparagus, broccolini
- Fats such as avocado, oils, olives
- Leftovers from the night before!

Ground turkey is low in fat, high in protein, and serves as a passable substitute for red meat in dishes like burgers and chili when you're tired of chicken and fish.

For more simple meal examples, refer to our "The 30 Clean 3-Day Starter" plan.

VEGAN/VEGETARIAN GUIDELINES

We have had many successful vegetarians and vegans complete our program. In fact, they were so successful in eliminating gluten, sugars, and moderating their grain intake, they have continued on with their new 30 Clean lifestyle.

While we've given you a broader choice of foods to work with than our Original Clean'ers, it is super important that you learn to create 30 Clean model plates packed full of all the essential nutrients needed to make you feel amazing! With the correct nutrients and portions, we know you will experience all the benefits that The 30 Clean has to offer. Since your protein and fat options will look a little different from our Original Clean'ers, we created guidelines just for you. These guidelines include all the information you need to make this an awesome 30 days!

First we want to be clear on why we are asking you to limit soy, eliminate corn and limit dairy.

What's up with soy?

Soy crop is 90% genetically modified - so if you're eating soy that isn't organic, it's GMO. GMO's have been linked to allergies, food sensitivities, and a host of other health problems. It's a cheap filler, so GMO soy is hiding in sauces, dressings, and almost all processed and prepackaged foods.

The jury is out on hormonal disruption - soy increases estrogen levels leading to hormone imbalances.

Soy products are most often produced in aluminum vats, and as Health Coaches and Nutritionist we see a lot of aluminum toxicity. This shows up in the form of headaches, fatigue, acne, mental fog and a number of other symptoms that you may never relate to heavy metal toxicity.

Soy is also a legume and, like all legumes, soy contains Phytic Acid, Lectins and Leptins. Phytates bind to beneficial minerals to prevent absorption causing mineral deficiencies. Lectins and Leptins work together to fool your brain that you're hungry, even when you've really had enough. (Ever feel like you're always hungry?)

Soy is high in Goitrogens, which can inhibit the thyroid from utilizing iodine properly leading to hypothyroid issues.

Soy also contains the enzyme Protease which can lead to digestive problems, inflammation and a leaky gut.

So if you're on the V-Clean and decide to eat soy in very limited quantities & rotation, try to eat it in a fermented form: tempeh, miso, tamari and natto. The anti-nutrient, phytate, is reduced through the fermentation process making soy's nutrients more available for assimilation.

No corn? But why?

Corn is another huge GMO crop and is heavily sprayed with pesticides. Corn is also high on the glycemic index and will quickly spike your blood sugar levels. Overtime, and if OVER consumed, this could set the stage for metabolic syndrome, diabetes and obesity. There is a reason why commercial ranchers feed cows corn—to make them fat!

Dairy - limited dairy consumption for this challenge. Why?

When it comes to dairy we will ask you to be dairy-free for the first 7 days. You CAN do this :) Post day 7, you may experiment incorporating with one of the following dairy products at a time. Each day reintroduce one of these dairy products to assess any dairy intolerance.

Allowed dairy (mentioned in order best to reintroduce): Kefir, raw milk, raw or grass-fed butter, full-fat, grass-fed plain greek or regular yogurt, and full-fat grass-fed (whole) milk. Of course you can always make your own fermented yogurt at home!

If you experience any of these symptoms: Bloating, decreased energy, mucus buildup, watery eyes, itchy or flaky skin you may be experiencing a dairy intolerance or allergy to casein, whey and/or lactose.

Let's move on to what you can have.

Foods to enjoy

The list below is simply a guideline. There are many other fruits, veggies and protein sources that you can try, enjoy and experiment with. Pick from the colors of the rainbow and open your mind and your palette to new flavors!

DAIRY: Try to go dairy-free for at least one week so you can determine if you have any sensitivities.

- For milk substitution use unsweetened almond and/or canned coconut milk
- Pasture raised eggs - EAT THE YOLK
- Full fat organic, grass-fed and hormone-free greek or plain yogurt

GRAINS: Here are some examples. Be sure to prepare grains properly!

- Jasmine or basmati rice
- Quinoa, buckwheat
- Gluten-free oatmeal

PROTEIN: Make sure to have a good rotation of protein options to avoid an intolerance to any one given food group. Proper preparation of your legumes, beans, nuts and seeds is essential to the absorption and assimilation of your protein sources. Soaking, sprouting, cooking and cooling your legumes releases some of the lectins, leptins and phytates to

make their protein and nutrients more assimilable, and can even make their starches resistant to digestion (a positive health benefit for those who can tolerate resistant starches, but more on this another time).

- Wide variety of organic beans: (red, black, garbanzo, pinto), fava, lima, lentils, peas.
- Organic Soy in very limited quantities & rotation, try to eat it in a fermented form: tempeh, miso, tamari and natto. The anti-nutrient, phytate, is reduced through the fermentation process making soy's nutrients more available for assimilation.
- Nuts*: walnuts, brazil, almonds, hazelnuts (most nuts are ok in moderation).
- Nut butter*: The only ingredient should be the nut and/or salt. Roasted options are okay.

**Watch your intake of nuts as they are high in Omega 6 and can cause inflammation.*

For all other foods (like veggies and fats) please see the section titled [“Foods to enjoy on the 30 Clean”](#).

Eat in rotation

The most important thing to remember to avoid any kind of intolerance is to maintain a rotational diet. Change your grain and legume sources at least every TWO days. We can't express enough the importance of getting your nutrients from different food sources.

Food combining

As a vegan/vegetarian, combining your food sources to absorb the complete 11 essential amino acids is very important.

Add veggies to every meal! In order to make sure you get both the amino acids (lysine and methionine), which are often lower on a vegetarian/vegan diet. Also try to eat at least two servings a day from each of the following groups:

- Nuts and/or seeds
- Legumes
- Gluten-free grains

If you eat eggs, when possible, buy those that are pasture raised, hormone-free & organic.

Remember to think of your breakfast outside of the box: Soup, stews, leftovers from the night before, and high quality vegetable based smoothies or green drinks. If you are drinking a green juice, be sure to pair it with a high quality fat (avocado, coconut cream, nut butter, etc.) - but no more than four smoothies a week. We'd like to see you eat your calories, not drink them.

Active, pregnant & nursing V-Clean'ers

Be sure to get plenty of protein and fat! Extra protein sources for those of you NOT eating eggs or seafood may include HIGH QUALITY, stevia-only sweetened vegan protein powder. Vega, Sun Warrior and Amazing Grass are among a few "30 Clean" okay'd products for these excepted challengers. Remember to eat loads of veggies, fermented foods and fats! For a quick emergency or pre/post workout snack you can eat a Lara bar or Cliff's KIT's Organic bars. *For more information, see our supplemental guides on these topics.*

Extra resources

For simple meal suggestions, please refer to our "3-Day Vegan Starter" plan. We also recommend the following sites where you may find clean vegetarian/vegan recipes. As always, be sure to read every ingredient and make sure you are eating only the most natural foods in their purest form.

[Vegihead Pinterest Board](#)

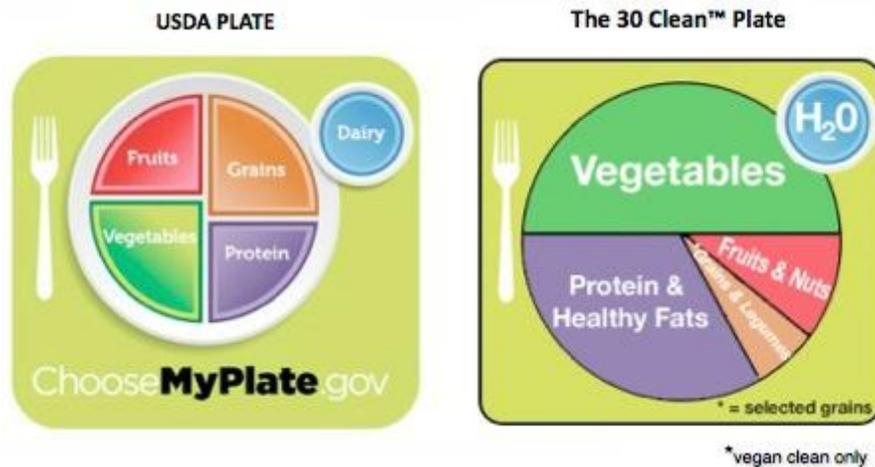
[The Paleo Vegetarian & Vegan Recipe Book](#)

[The Vegetarian Paleo Cookbook](#)

[Nourishing Traditions by Sally Fallon & Pat Connolly](#)

While not solely a vegetarian book, this book is a favorite of Heather's! It has great traditional-style recipes and a lot of imperative health information. You can find it on our products page: <http://www.the30clean.com/products>

THE 30 CLEAN™ PLATE



Three meals a day

We want you to eat three meals a day*, approximately every 4-5 hours**. Eating three times a day, with a plate full of veggies, protein, and high quality fat will help you reach satiety and rebuild that child-like trust we once had, which signaled your body's hunger and satiety cues. Please keep in mind that your level of activity and health affect your calorie needs, and while we don't count calories, some of us just need more (or less) food to reach satiety.

Portions

Protein: Your protein source should be the size of your palm! Not your spouse's palm or your neighbor's palm... YOUR palm.

Fats: Enjoy one serving of fat with each meal. A serving is about the size of your thumb for oils, 6-10 olives, or ¼-½ an avocado. Fat is a little trickier. Some people need more, while others need less. You want enough to ensure that your meals hold you over, but not so much that you feel stuffed or lethargic.

Veggies: More is better! Load up your plate with them. It will help you stay satisfied between meals and you get a lot of bang for your buck with all the nutrients! Fill at least half of your plate with veggies! Oh, we want to see them at every meal, the deeper the color, the more nutrient dense the vegetable.

* Every body is different. Once you have the hang of creating a model 30 Clean plate (about 2 weeks into the challenge) you can play around with the ratio of your macronutrients until you feel optimally satiated.

** Certain conditions may require eating more frequently, such as if you are a 30 Clean Active Challenger or 30 Clean Athlete, or if you have specific health conditions or issues. Please consult with a health advisor if you have a health condition such as adrenal fatigue, thyroid disorder or another issue which you feel requires attention. We do offer one on one coaching to help meet individual needs.

RECIPE EXTRAS

The 30 Clean™ Green Smoothie

1/2 cup canned coconut milk
1/2 cup water
2 cups raw spinach
1/2 small banana
1/2 cup frozen blueberries
1/2 cup frozen raspberries
1/2 tablespoon chia seeds (you can also use whole flax seeds)
1/4 teaspoon ground cinnamon

*optional additions depending on activity level: 1 tbsp. nut butter or 1/4 avocado

*optional addition for anyone - 1 raw egg

1. Clean all produce.
2. Place all ingredients in a blender and blend.
3. Pour into a cup and serve.

*If you did not add an egg, pair with a hard-boiled egg or other protein source for a complete meal.

Quick & easy go-to dressings

You can pretty much make any kind of dressing you like using a ratio of 3:1 or 2:1 of oil and vinegar, but here is one recipe to start.

The Simple Balsamic

1 cup extra virgin olive oil (EVOO)
1/4 to 1/3 cup balsamic vinegar (depends how sassy you are)
Garlic to taste
1 tsp. compliant dijon mustard
A dash of sea salt
A splash of fresh squeezed lemon juice
1 tsp of your favorite dried herb(s)

1. For best results mix in a blender/bullet (or whisk) balsamic vinegar, dijon mustard, minced garlic and lemon juice until blended.
2. Gradually add olive oil while blending (or whisking).
3. Mix in salt and dried herbs to taste.
4. Store in the refrigerator in a glass jar.

The Alternative Creamy

1 avocado

½ cup fresh basil

1 garlic clove

1 tbsp (or more to taste) lime juice

¼ cup olive oil

Salt and pepper to taste

1. Combine all ingredients in a blender/bullet.
2. Store in a glass mason jar.

RESOURCES & LINKS FOR SUCCESS

While we might not see eye to eye with everything written by these authors or leaders in the industry, we do agree with many of their thoughts. We use these resources to expand our scope of knowledge and to practice some critical thinking. We hope you find their information valuable and helpful on your journey.

Robb Wolf Robb's book ([The Paleo Solution](#)), blog posts and [podcasts](#) include a wealth of experiential and scientific information (cutting edge discoveries from genetics, biochemistry, immunology and life extension research) about "The Original Human Diet."

The Paleo Diet Website of Dr. Loren Cordain, founder of the Paleo Diet. This site includes published research and nutritional tools, as well as practical and applicable information about the Paleo Diet, a diet that most closely resembles the philosophy behind The 30 Clean™.

Mark's Daily Apple A creation of Mark Sisson whose mission is to "empower people to take full responsibility for their own health and enjoyment of life."

Chris Kresser One of our favorites. We love his podcast and the information he provides. Chris is the host of the wildly popular "Revolution Health Radio".

Real food resources

Buy ethically raised animal protein online. Try [US Wellness Meats](#) - Order [here!](#)

Research clean, pre-made meal delivery services in your area. Use all of the local resources near you to find fresh food and to educate yourself on the most natural & organic foods possible.

Health Food Stores - Your local Health Food Market will often offer awesome seminars, workshops and health screenings.

Farmer's Markets - The most natural, local and organic foods you can find. Plus the food will be seasonal!

CSAs - Use local farmers for vegetable/fruit delivery or pick up.

30 Clean Families: links for parents

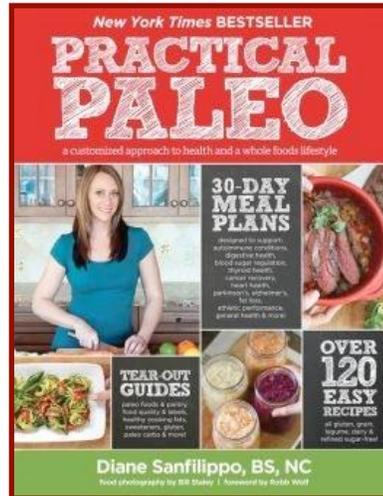
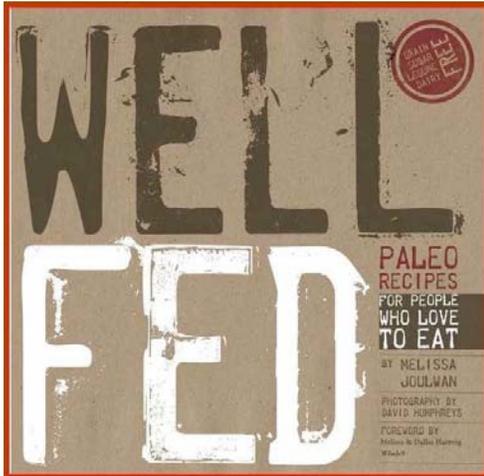
- [CaveKids Cookbook](#)
- [Clean Eating Kid-Friendly Food](#)
- [Everyday Paleo](#)
- [Paleo Parents](#)
- [The Paleo Mom](#)

30 Clean recommended cookbooks

[Practical Paleo](#): Diane Sanfilippo

[Well Fed](#): Melissa Joulwan

[Well Fed 2](#): Melissa Joulwan



Other great cookbooks

[Everyday Paleo](#): Sarah Fragoso

[The Primal Blueprint Cookbook](#): Mark Sisson

[Nourishing Traditions](#): Sally Fallon

For recipes, check out these websites

[pHresh and Clean](#)

[Civilized CAVEMAN COOKING](#)

[Nom Nom Paleo](#)

[paleOMG](#)

[RUBIES AND RADISHES](#)

[Stupid Easy PALEO](#)

YOUR QUESTIONS ANSWERED

We know you have questions - and we want you to have answers.

What is gluten?

Gluten is a protein found in foods that are processed from wheat and other grains, including barley and rye. It gives that “stretchiness” to dough. It is also commonly added to food products like pastas, cereals, sauces, thickeners, soups, ketchup, meat substitutes and most processed foods. Gluten can also be found in a number of everyday products like medicine and vitamins.

This protein may be unrecognizable in some bodies and create an abnormal immune reaction. The body basically calls upon its immune system to attack what it thinks is a foreign invader in the body. After time, the irritation caused by gluten ingestion results in systematic inflammation from an immune system that just can't keep up!

The following is a resource which does an excellent job explaining the problems with Gluten:

[Understanding Gluten & the Effects of Grain Based Diets](#) by Dr. Auer

Why no grains?

Grains and legumes contain more anti-nutrients like lectins, which may damage your gut lining, compromise your gut flora and impair your immune system. They also contain phytic acid, which can bind with vitamins and minerals and block their absorption into your system. While you may not experience signs or symptoms of this yet, this does not mean your insides are damage free.

**V Clean'ers and Original Clean'ers may enjoy soaked and sprouted legumes. Legumes that have been cooked and cooled can have even greater benefit. For more information, see [“What's the deal with beans and legumes”](#).*

Here are some great resources on Grains and Legumes:

[The Wellness Mama on Legumes](#)

[The Wellness Mama on Grains](#)

What about bacon?

Oh bacon! I am not sure how you have become such a HUGE key player in everyone's life, but let's get down to the nitty-gritty.

First of all, it is very difficult to find bacon without sugar in it. While we encourage you to search for bacon without sugar, if the bacon has no more than 2-4 grams of sugar per

...serving and the list of ingredients are pronounceable and natural, you should be okay. Of course, I would suggest always looking for bacon from a grass-fed and organic source because quality really matters. Buy online or direct from local and sustainable farms when possible. And remember, just because it is delicious, doesn't mean go "hog-wild". Watch your portion size and your frequency!

Need to read more about bacon, here is another resource:

[Definitive Guide to Bacon](#) by Steve Kamba

Here are some recommended BACON products:

¥ [Pederson's Farms](#)

¥ [Organic Sunday Bacon from Applegate](#)

¥ [Niman Ranch Bacon Products](#)

Can you tell me about carageenen, guar gum and other food additives?

Preservatives; why are we adding something to preserve a food to make it last longer? If we eat REAL food, we should enjoy it in its natural, most nutritious state.

Same thing goes for thickening and mixing agents. I know how to shake a bottle. I don't need the food industry to add something to my liquids because they don't think I can read, "Shake before opening." Especially when this additive may cause unwanted or possibly damaging gut problems or side effects.

So, while I HIGHLY suggest buying products without these ingredients, I leave this up to you to discern what works for your body and your *foodosophy*. However, if you are facing autoimmune disease or leaky gut syndrome, I would HIGHLY recommend heeding caution in this area.

Chris Kresser has a whole series called "Harmful or Harmless" where he dissects these different preservatives and additives. I always recommend doing your own research and making your own educated choices when it comes to your health.

Check out Chris's articles on Food Additives:

<http://chriskresser.com/category/food-additives>

Potatoes on the clean?

In the past, we've omitted all potatoes, except for sweet potatoes and yams, because of their tendency to cause rapid spikes in blood sugar and, well, let's face it... they're very easy to OVER consume. However, we've decided to allow ORGANIC colored potatoes because they do have some beneficial nutrients, and given the correct portions and preparations,

can be a great starch addition to rotate in and out of your meal planning (provided, you need it). But there are a few things to be cautious of when purchasing, preparing and consuming potatoes. First of all, as mentioned above, they MUST be organic. Potatoes are on the Dirty Dozen list when it comes to pesticide levels and soil quality. Sweet potatoes, however, are on the Clean Fifteen list which is why they're safer to consume. (Check out [The Environmental Working Group's "Shopper's Guide to Pesticides in Produce"](#) for an extensive list.)

As far as preparation of any potato, it's best to pre-cook them and then allow them to cool completely. This will create resistant starches in your potatoes which have tremendous gut health benefits. You may reheat them at the time of consumption, but we recommend gentle re-heating methods such as an oven or stove top. Starchy vegetables like potatoes are best suited for highly active individuals (athletes) and those that aren't necessarily concerned with weight loss. If you're relatively sedentary, new to exercise, looking to lose weight (and not an athlete), have thyroid issues or an autoimmune disease, it is best to avoid potatoes. However, even those who do well with potatoes should still choose to consume them in moderation and rotation. They should not become an everyday, staple food. Rather, a nice treat or change of pace to an otherwise balanced and veggie rich diet. And please... NO FRENCH FRIES WHEN EATING OUT, (that means sweet potato fries too)!!!

What's up with soy?

Soy crop is 90% genetically modified, so if you're eating soy that isn't organic, it's GMO. GMO's have been linked to allergies, food sensitivities, and a host of other health problems. It's a cheap filler, so GMO soy is hiding in sauces, dressings and almost all processed and prepackaged foods.

Although the jury is out on hormonal disruption, our research strongly indicates that soy may increase estrogen levels leading to hormone imbalances.

Soy products are most often produced in aluminum vats, and as Health Coaches and Nutritionists we see a lot of aluminum toxicity. This shows up in the form of headaches, fatigue, acne, mental fog and a number of other symptoms that you may never relate to heavy metal toxicity.

Soy is also a legume and, like all legumes, soy contains phytic acid, lectins, and leptins. Phytates bind to beneficial minerals to prevent absorption causing mineral deficiencies. Lectins and leptins work together to fool your brain that you're hungry, even when you've really had enough. (Ever feel like you're always hungry?)

Soy is high in goitrogens, which can inhibit the thyroid from utilizing iodine properly leading to hypothyroid issues.

Soy also contains the enzyme protease which can lead to digestive problems, inflammation and a leaky gut.

*** If you're on the V-Clean and decide to eat soy in very limited quantities & rotation, try to eat it in a fermented form: tempeh, miso, tamari and natto. The anti-nutrient, phytate, is reduced through the fermentation process making soy's nutrients more available for assimilation.*

No corn? But why?

Corn is another huge GMO crop and is heavily sprayed with pesticides. Corn is also high on the glycemic index and will quickly spike your blood sugar levels. Overtime, and if OVER consumed, this could set the stage for metabolic syndrome, diabetes and obesity. There is a reason why commercial ranchers feed cows corn—to make them fat!

What's the deal with beans and legumes?

Are they allowed or not? For those of you who are doing the Original or V Clean, beans/legumes are allowed in MODERATION. They are only on the "do not eat" list for those who are doing the Super Clean. The only legumes omitted for EVERYONE are peanuts and soy beans (*for more on soy, see ["What's up with soy?"](#)*). If you are going to eat legumes, it is very important that you take the extra time to prepare them properly. Proper preparation of your legumes, beans, nuts and seeds is essential to the absorption and assimilation of your protein sources. Soaking, sprouting, cooking and cooling your legumes removes some of the lectins, leptins and phytates to make their protein and nutrients more assimilable; and can even make their starches resistant to digestion (a positive health benefit for those who can tolerate resistant starches.)

What beans can you enjoy? Besides green beans which we just love in any capacity, there are a variety of others to try. Garbanzo beans (e.g., hummus), kidney beans (e.g., chili), white beans (e.g., soup), pinto beans (e.g., refried), black beans (e.g., with your salads/tacos), and lentils. This is not a comprehensive list, but hopefully you get the idea. Beans are a YES!

Can I have protein powder?

Protein is one of the three macronutrients and key to include in your diet to make sure you are receiving all of the essential amino acids your body needs. Additionally, it plays an important role in growth, tissue repair, energy, immune function, and making hormones and enzymes. Protein also stabilizes blood sugar and increases metabolic rate.

However, we encourage you to stay away from protein powders for the next 30 days as they are not a REAL food source, and because synthetic, may actually increase your blood sugar levels causing a spike in insulin and a false sense of hunger too soon. Plus, it is very difficult to find a Clean protein powder. Most brands have added flavorings (even if they say "natural", they are not) or added sweetener of some kind. However, if you feel as though you just cannot get enough protein (especially if you are a V-Cleaner or pregnant, nursing), and can find a Clean protein powder, you may include it in small amounts. We encourage you to use it only for pre/post workout. Otherwise, it's best to stick to whole food protein or try to add

gelatin to smoothies or soups for increased protein from a Clean source. We recommend Great Lakes Gelatin. Other suggestions: wild blue-green algae, spirulina, or hemp powder combined with chia seeds. These natural supplements will provide you sustained energy in a much cleaner way- it could be worth giving them a shot!

Smoothies on the 30 clean?

And lastly, what about all of the smoothies I see everyone posting on the boards? In moderation smoothies may be a great and highly nutritious power meal...

- IF you are not using them more than 4 days a week.
- IF they are keeping you satisfied until your next meal.
- IF they are 80% veggies and 20% fruit.
- IF they contain a healthy, high quality fat (i.e., ½ avocado, 2 tbsp raw almond butter, 2 tbsp coconut oil).
- IF you are NOT using them because you are too rushed in the morning to sit down and make a meal.

Water - how much and why?

Drinking substantial water in between your daily three meals is important. Your personal goal for water consumption is 1/2 of your body weight, in ounces, per day of spring or filtered water (athletes and active challengers may need more). For example... for a Challenger who weighs 150 lbs., their daily water intake goal is 75oz. per day. But how can you possibly drink that much (you're thinking)? Simple! Start each day with a mug of warm lemon water. Not only will this jumpstart your daily water consumption, the warm lemon water will also help to balance the pH level in your body, flush out toxins, and aid in digestion. Bonus!

Invest in a large water bottle to carry with you everywhere you go throughout the day, and aim to drink a water bottle between each meal. This will help you to hydrate, feel full and energized between meals, and can help to alleviate cravings, too! Many times, when we think we feel hungry, our bodies are actually thirsty and by simply drinking water, that feeling of hunger may subside. Get creative and add berries, lemon, lime, cucumber, or even fresh herbs such as mint or basil. Add a pinch of high quality sea salt to your water, once per day, to help naturally balance electrolytes and allow the rich minerals of the sea salt to aid with any detox symptoms you might experience throughout the challenge (such as headaches or nausea).

PARTING WORDS

OK 30 Clean'ers - it's GO-TIME!

Don't forget the importance of positive thinking. Manifest in thought the life you want and the joy you are worthy of! We all deserve a healthy and energetic life.

WE believe in YOU. YOU believe in YOU. This is your time. Be selfish, for once. If you put yourself first, you will have more to give to the others around you. Let's do this!



Disclaimer – Results will vary, and you should check with your doctor to determine whether this challenge is right for you. Our 30 Clean Coaches are not doctors, dietitians or psychologists. They are your Health Coaches. The 30 Clean™ is not intended to substitute for the advice, treatment and/or diagnosis of a qualified licensed professional. Trained health coaches may not make any medical diagnosis, claims and/or substitute for your personal physician's care. As your Holistic Health Coaches, they are not providing a second opinion or in any way attempting to alter the treatment plans or therapeutic goals/recommendations of your personal physician. It is their role to partner with you and to provide you with ongoing support and accountability as you create an action plan to meet and maintain your OPTIMAL health.

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PERSONAL NOTES

PREGNANCY AND NURSING SUPPLEMENT

Pregnant and Nursing Mamas,

Welcome to The 30 Clean™! Pregnancy and motherhood is a blessing and a great undertaking physically, emotionally, spiritually, and hormonally! It can test our limits with incredible highs and lows, making it all the more critical to support you and your baby's health and well-being with Clean fuel! The quality of our food undeniably affects the quality of our health, mood, mental capacity, sleep quality, energy levels, and our baby's health and future!

How do I know all of this? Because I'm a Health Coach. How do I relate to all of this? Because I'm pregnant too! And I have a two year old that I nursed as well ;)

Whether pregnant or nursing, what you eat fuels your baby and lays the groundwork for its future health and wellness. (I know, like you don't have enough responsibility already!) Whether pregnant or nursing, your body is working overtime to help your baby grow and develop, and all of that work requires a bonus of extra calories. We call these 30 Clean Mini-Meals™. But as you know, not all calories are created equal, so let's dive deeper into how you can keep it Clean during and after your pregnancy.

In this guide we will discuss pregnancy and nausea (something I know a little bit about), an increase in appetite, cravings, hydration, exercise, rest and sleep.

- Your Health Advisor, Allyson

Pregnancy and Nausea

Mamas-to-be, pregnancy can both be a miracle... and it sometimes can feel like a bit of a curse. If you are experiencing the wonders of nausea like I have, you know what I'm talking about! Your body is trying to protect you from a "foreign invader," which can leave you feeling like your body just came back from battle-exhausted and queasy. If you're feeling nauseous, the last thing you may want to do is eat, but trust me the queasiness will subside with some with food.

WHOLE, REAL, CLEAN foods are the best choice for you and your baby's health, even if that means four servings of fruit and scrambled eggs all day every day until you are feeling semi-human again. While rotation and proper 30 Clean plates are important, it's WAY more important that you get high quality nutrients from REAL food rather than the culturally taught comforts of the SAD (Standard American Diet) foods like saltines and ginger ale. And if you vomited a little with the thought of eggs, don't worry! You can find Clean foods that work for you. It may take a little trial and error. I know all too well how strong food aversions can be, and how they can change from one day to the next or even from meal to meal. Just be patient and kind to yourself as you make it through the first few months.

Managing Nausea

- Eat 30 Clean Mini-Meals (examples below) every few hours. Do not worry about the standard guideline of “three meals a day.” Your tummy may feel like it doesn't have the space for food, so meals and snacks may be smaller than a usual 30 Clean plate. Eating smaller more frequent meals can help ward off nausea or at least help diminish it's intensity.
- If NOTHING sounds good, then you have our permission to try gluten-free oatmeal or congee rice (rice mixed with whatever sounds good: -veggies, eggs, or dates). These grains are better choices than saltines and other refined foods.
- Ginger root cut up and steeped in tea (hot or cold tea) can help alleviate nausea.
- Vitamin D from the actual sunshine and fresh air can also do wonders for nausea and your spirits. Feeling sick? Go for a walk!
- Water! Lots and lots of water! Even a pinch of sea salt and lemon can help you feel a little better too.
- Non-food help can include peppermint essential oil under the nose or a BioBand (usually used for motion sickness).

If none of this is working, talk with our Health Advisors about one-on-one coaching. There may be some additional vitamins and nutrients you can play with.

Nourishing a Growing Baby

Mamas-to-be, as pregnancy continues and your belly grows your appetite may grow right along with it. By the time your appetite increases, your nausea has probably passed (or at least significantly lessened), so try to stick to 3 meals (even if they're smaller than a usual 30 Clean Plate to accommodate for that 'thing' squishing your stomach) and 2 additional Mini-Meals. Your body is working overtime to grow this baby, but you're not quite eating for two. Aim for a bonus 200 calories a day. I know we really don't count calories on the Clean, so please don't get hung up on the numbers. On days you're more active, eat more; days you're more nauseous, eat more. Your meals will likely be a little smaller than usual because of that squished tummy I mentioned, so you can catch up on the extra calories with those Mini-Meals (listed below). If you aim for 2 Mini Meals, you're doing great!

Breastfeeding mamas, your body is working overtime to produce the milk your baby needs, and your reward is a bonus 500-700 more calories depending on how active you've been (again I know we don't promote counting calories, but until you have the hang of how much extra you should be eating, the numbers at least give you a ball park to aim for). Your 3 Meals a day should be plentiful following the 30 Clean Plates and you should also aim for 2 Mini-Meals a day (listed below). Also, plan for at least 100-150 grams of carbs per day coming mainly from starchy vegetables and fruits (this can look like: 1 banana, 1 medium

sweet potato, 1 cup of roasted parsnips, 2 cups of beets, accompanied with your good fats and proteins of course).

30 Clean Mini-Meal examples

- 2 hard-boiled eggs with ¼ avocado and carrot sticks
- Celery sticks with 1 TBSP almond or sunButter and sprinkle with raisins
- Jerky (US Wellness Meats has Clean jerky), tomatoes and olives
- 4-8 ounces chicken breast, a handful of raw cashews, and celery sticks
- Wild Planet Tuna / wild salmon / sardines and avocado and cucumbers
- Rolled up Applegate deli meat with avocado and julienne cucumber inside
- 4-8 ounces Wild Planet canned albacore tuna/ salmon / sardines and 1/2 sweet potato with coconut oil
- Banana with 1 tbsp almond or sun butter

Cravings

Remember cravings often stem from a deficiency, usually not enough fat, protein, or carbs from your starchy veggies or fruit. For **mamas-to-be**, once the nausea is behind you, stick to your 3 Meals and 2 Mini Meals a day, so make sure Your 30 Clean Plates (whether they're a Mini Meal or regular meal) include protein, fat, and veggies (starchy and non-starchy) so you may still be eating every few hours because somebody is sitting on your stomach and not leaving too much room for food, but make sure you're getting 30 Clean Mini-Meals in so you don't get tempted by the ice cream and brownies. **Breastfeeding mamas** you may feel like you have a voracious appetite! Remember, -that's why you get those extra calories.

If cravings hit you strong, first double check that you've gotten enough fat, protein, and carbs in your diet. Drink water and then let 20 minutes go by to see if it's really hunger or just a temptation. If the temptation is just too strong, search Pinterest (www.pinterest.com/the30clean) for a clean version of the food you're craving. You can always substitute refined ingredients for almond meal, coconut or tapioca flour, and ice cream for a frozen coconut milk, banana, cocoa treat. Bananas and dates are great clean sweeteners for your occasional treats.

Exercise

Moving your body to maintain or increase your strength and endurance is essential to your mental and physical health, -it's also going to make the delivery part so much easier! (Trust me, a natural birth is possible with a strong mind and body.) Squats, I mean real low down squats help open up the hips, strengthen the legs, and get you ready for that miraculous day. And, after the baby comes, exercise will be essential too. The exhaustion may have set in, but getting outside for some natural Vitamin D from the sunshine and some movement can really help manifest better sleep (even if it is disrupted sleep).

Hydration

A general rule of thumb to follow is to drink a 1/2 ounce of spring or filtered water per pound of body weight per day (not to exceed 100 oz). Or simply drink when you're thirsty, though sometimes if you're thirsty that means you're already on your way to dehydration. Carry around a large water bottle with you everywhere you go. This will help you track how much you've had to drink, as well as remind you to drink. I like glass or stainless steel containers because they can even sit safely in the hot car (not ideal, but still safe drinking water). Add frozen berries, lemon, lime and even a sprig of mint to make your water seem more "fun!"

Rest and Sleep

Sleep is another essential piece of your overall health. Anything less than 7-9 hours of sleep has been linked to weight gain and disease, as well as a decrease in mood and performance. I know all too well how sleep can be interrupted by frequent visits to the restroom or a baby who wants to eat in the middle of the night. And I know how cliché it is to say "sleep when the baby sleeps" but IT IS SO TRUE! Whether your baby is in your womb or in your arms, naps are a great way to get some extra rest—your body needs it! Here at The 30 Clean™ we ask all of our Clean'ers to make a good night sleep your priority. So as a nursing mama, even if it means having your partner take care of the baby at night now and then, this is a BIG piece of your wellness pie! Hope that didn't trigger a craving for pie! :)

Enjoy this wonderful time in your life! Congratulations and good luck! I will see you on the Boards!

30 Clean Coaches are not doctors, dietitians or psychologists. They are your Health Coaches. The 30 Clean™ is not intended to substitute for the advice, treatment and/or diagnosis of a qualified licensed professional. Trained health coaches may not make any medical diagnosis, claims and/or substitute for your personal physician's care. As your Holistic Health Coaches, they are not providing a second opinion or in any way attempting to alter the treatment plans or therapeutic goals/recommendations of your personal physician. It is their role to partner with you and to provide you with ongoing support and accountability as you create an action plan to meet and maintain your OPTIMAL health.



PERSONAL NOTES

THE 30 CLEAN™ RESTAURANTS AND TRAVEL SUPPLEMENT

Tips and Tricks from your Health Advisor, Bethany "The Brick!"

Restaurants, traveling, weddings, banquets... They are a huge part of our culture and our "social" selves. Whether it's for work or leisure, none of us are immune to what can seem like the daunting task of staying clean while relinquishing control of our own food preparation. But I'm here to tell you that you can do it, and I would like to provide you with some tips and tricks to make it as stress-free as possible. Now, of course, it would be IDEAL to be able to prepare ALL of your own food, and we ask that you try and do so whenever possible. However, we also live in the real world and we want you to be able to participate in life!

I personally have had a lot of exposure to the ins and outs of restaurants and how they work. My entire extended family has run and owned restaurants since before I was born and I have worked in almost every facet of restaurant service since I was 17 years old. I know their dirty little tricks to save on food cost (and what that means for your health), but I'm also aware of their willingness to appease their guests. They're not going to make money if you don't ever come back (or tell everyone else not to). So, with that in mind, here is a guideline to follow before you plan your next outing...

Choosing a Restaurant

Whenever possible, choose a restaurant with a reputation for using organic/local ingredients. They're popping up everywhere; you just have to do a little research. The hipper, foodier and yuppier a restaurant looks/sounds, the better chance they're using REAL food. Of course, you may often pay a little more, but it's almost always worth it.

In case the aforementioned restaurants are not available, the second best option is to choose a restaurant with an online menu. Checking the menu and reviews online beforehand gives you a head start so you can ensure you have clean options to enjoy. And since you're online, it's not a bad idea to check out their reviews as well. Look for restaurants that are rated high in service, as they're more accommodating.

Please avoid Drive-Thrus at all cost! There is a reason it only costs \$5 and takes 5 minutes to prepare. Think chemicals, additives, preservatives, cheap oils, cheap ingredients, etc. Not to mention absolutely zero nutrient value. Just empty calories. Doesn't sound too clean to me. But if you are in somewhat of a rush, there are a few tried and true "faster" food joints that are 30 Clean approved as long as your order is compliant...

- Chipotle
- Rubios
- Panera Bread (They have a secret "Power" menu that is awesome!)

- Burger Lounge (Or any other upscale burger place with fresh ingredients. But remember, no bun!)

Also, most corner cafes, breakfast joints and coffee houses will have something to work with. Just make sure you double and triple check the ingredients and substitute non-clean choices for 30 Clean ones, like veggies instead of pasta, lettuce wrap instead of bread. Keep reading...

Ordering

You've managed to pick a restaurant and now it's time to order. Simple. Build a 30 Clean plate! Choose a protein and veggies and make sure there's no butter and little-to-no oil used in the preparation. It's called ordering *A La Carte*! Then add in some fat. Ask for a side of avocado or olive oil if available. It's best to have the olive oil on the side and not cooked with the food because restaurants typically use high-heat cooking methods (it's faster). Olive oil tends to oxidize at high heats, which negates some of the nutritional benefits. So, it's best to have it on the side and use it as a "dressing."

- Salads are often a great choice! Just make sure you ask about any non-clean ingredients such as cheese, croutons, corn or other grains, etc... Ask for a side of olive oil and vinegar or lemon for dressing (and feel free to add salt). But when in doubt, bring your own! Restaurant dressings are almost always comprised of low quality oils and added sugars. You can sneak a small container in your purse (or your wife's purse) or even your pocket. I promise, they won't mind. You're saving them food cost and staying on track. Win, win!
- When choosing a dish, look for descriptive words like grilled, steamed, blackened, charbroiled and baked. These will be your safest bets, although it still never hurts to ask if there are any non-compliant ingredients not listed.
- Avoid anything with a "sauce" and descriptive words like crispy, fried, sweet, smothered or sautéed (unless you've absolutely confirmed that the oils used are compliant). These descriptions are an indication that sugar, breading or a non-clean fat is being used. Don't try and make a completely "dirty" dish clean. It's just more work for you and the restaurant staff. Instead look for grilled, broiled, roasted options. These will be your cleanest options on the menu. And you can order *a la carte* so that you can hand select the protein and veggie choices that sound best to you.
- Much like sauces, soups often have hidden sugars and thickeners (gluten). Again, unless you're 100% sure they're clean, it's best to steer clear.
- If your dish includes a starch (rice, pasta, beans or potato - that's not a baked sweet potato), sub it for extra veggies. Don't leave it in your order and just try to "eat around it." Same thing goes for the chip and bread basket. Send it back! Why pay for something you're not going to eat, and why tempt yourself? Eating out is already a test of will power. Give yourself the best chance to succeed! You absolutely cannot eat something that's not on your plate :)

**** On a similar note, we have a 30 Clean rule: **NO SWEET POTATO (or regular) FRIES FROM RESTAURANTS!!!** They're often breaded and fried in a non-clean oil. Just forgo the fries and make some at home instead!****

And lastly, if you're not sure, **DON'T EAT IT!** It's never worth the risk of derailing your clean progress. For some, a tiny amount of gluten, soy, sugar, etc... can send them into an un-clean tailspin. And if you've consumed it unknowingly, then there's no way to track the cause of any symptoms or cravings you may experience as a result.

Bonus Tips and Tricks

Make sure you order lots of water (with lemon if you like) and DRINK it! We often experience food cravings when we're actually dehydrated. Chances are the food quality is going to be somewhat sub-par while eating out, so it helps to have that water to flush out your system. Sparkling water is also a fun choice and can help avoid any soda or mixed-drink cravings. And when indulging in a glass of wine, it is even MORE important to get that water in. I suggest two glasses of water to one glass of wine.

When traveling or working on the go, it helps to invest in a portable cooler with ice packs. This way you can pack your own clean food instead of relying on restaurants. Foods like pre-grilled chicken, ready-to-go deli turkey, hard boiled eggs, fresh cut veggies and fruit, a few nuts, Lara Bars (for emergency use ONLY) and even salads and leftovers are all easy to make ahead and pack for your busy day.

If you're attending a wedding or banquet and aren't sure what will be served, this might be a great time to have a small 30 Clean Mini-Meal beforehand. This way you're not famished by the time dinner is served, and you're able to work around the non-Clean parts of your meal while still participating in the festivities.

Lie to your server. YES! THERE ARE TIMES WE PROMOTE LYING ON THE 30 CLEAN™! Alright, I know it sounds shady, but if you tell them you're gluten or lactose intolerant (which you may be anyway. Most people just haven't been tested and, therefore, not diagnosed) then they may be able to point you to the appropriate menu items, or even bring you a separate menu for people with allergies. Waitstaff are often trained to have answers and suggestions in these situations. This way, they provide optimum service to their guests as well as avoid any "sticky situations" (aka lawsuits).

If you do place an order and find that it's not clean once it comes to your table, don't be afraid to send it back. As long as you're polite about it, your server/the restaurant will be happy to oblige. Again, they want your repeat business. Just make sure you tip your server accordingly. (Assuming they comply with your requests, of course.)

When staying at a hotel, check in with the concierge upon arrival. Ask about local restaurants and see if they have any suggestions in accordance with your guidelines. Also, have him/her point you in the direction of the nearest Whole Foods, Trader Joe's, Sprouts or local health food grocery store so you can stock up that mini fridge! And if you need a mini fridge—just tell them you need to refrigerate your medications... Again, lying!

As with any goal you set out to achieve, eating clean requires planning and practice. I don't want you to have the impression that eating out on The 30 Clean is "easy," but I also don't want you to feel like you have to become a social shut-in to be successful. Remember, this is a lifestyle change, so your life is going to look and feel different, but you also have the rest of your life to make these changes stick. Strive for progress, not perfection. Use this guide as a tool to help you stick with the plan and you WILL be on the road to success! Stay Clean!

Good Vibes,

Bethany aka "The BRICK! "

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PERSONAL NOTES

ATHLETES & ACTIVE CHALLENGERS SUPPLEMENT

Hi challenger! If you are reading this guide then you are either engaging in regular exercise or are considering an exercise routine. Kudos to you for understanding just how important MOVEMENT is to your overall health and wellness! Here at The 30 Clean™ we highly encourage an active lifestyle, and for many of our challengers that means you may need more food than just your three meals a day. To properly fuel before and/or after your workouts we recommend a 30 Clean Mini-Meal™. To understand what a Mini-Meal is or if you need one, keep reading!

Definition of a 30 Clean ATHLETE

For the purposes of The 30 Clean, we define an athlete as anyone engaging in prolonged and strenuous activity such as HIIT (High Intensity Interval Training), heavy weightlifting or circuit training, cross-fit, or training for endurance sports, such as marathons (1/2 or full), triathlons, or Spartan-type races, on most days of the week (4+). Our Athletes undoubtedly require Mini-Meals.

Definition of a 30 Clean ACTIVE CHALLENGER

If you don't quite fit the category of a 30 Clean Athlete, but you still consider yourself active, working out 4+ days a week, breaking a sweat within the first 5 minutes of your workout, working out for at least 45 minutes, and even going breathless several times during your workout, then consider yourself a 30 Clean Active Challenger. As your body begins to adjust to 3 square meals a day, your active lifestyle may also require a Mini-Meal.

The importance of nutrients for fuel and recovery

During these next 30 days, your focus should be on maintaining, if not improving, your athletic performance and preserving muscle or lean body mass. Your focus should NOT be on weight loss. By simply eliminating processed foods and focusing on WHOLE, REAL foods, your body will begin to work more efficiently utilizing the nutrients you are feeding it, and it will become super-efficient at burning fat. However, skipping meals and restricting food intake when you are training hard will only lead to a slowed metabolism and a decrease in athletic performance. So instead of obsessing on weight loss (which will come!), focus on getting PLENTY of nutrients from the best possible sources.

- **PROTEIN:** Protein is a MUST and should be a part of every meal to maintain and/or rebuild muscle. Protein can reduce muscle damage and can help you recover faster, helping you to adapt to exercise over time.
- **CARBOHYDRATES:** Carbohydrates will provide quick, useable energy.
- **FAT:** Fat helps to slow down digestion which helps maintain blood glucose and insulin levels. Fats are essential for reducing inflammation and hormone balance.

Please ensure that you're getting an ample amount of ALL of the nutrients, every day. Of course, non-training days you will not need quite as much food (go ahead and skip the Mini-Meal) and you may not need the starchy carbs, but you should still focus on three substantial and well-balanced meals to aid in recovery.

Mini-Meals

Whether you are an athlete or active challenger, the demands placed on your body during exercise require adequate nutrition for fuel and recovery. You should not only eat three well-balanced and nutrient-dense meals every day, but you may also need an extra Mini-Meal depending on your activity level. 30 Clean Mini-Meals are small, perfectly portioned meals that can be used as fuel either prior to a workout and/or for recovery after a workout.

The need for a Mini-Meal, the timing of your Mini-Meal, and the amount of Mini-Meals really depends on whether the frequency and intensity of your workouts, i.e., whether you are an ATHLETE or ACTIVE CHALLENGER.

Mini-Meal examples

- 2 Hard Boiled Eggs
- Celery Sticks with 1 TBSP Almond/Sun Butter
- Half an Avocado with Carrot Sticks
- Jerky (Clean)
- 4 oz Chicken Breast and 1/2 Cup Grapes
- Small Handful of Raw Nuts & Veggie Sticks
- Clean Deli Meat & 1/4 Avocado
- Banana with 1 TBSP Almond/Sun Butter
- Half a Sweet Potato & one Hard Boiled Egg
- Kit Bar or Lara Bar as a Last Resort!

Meal content and timing for ACTIVE CHALLENGERS

Optimally, active challengers should eat a pre-workout Mini-Meal consisting of a protein and a fat 60 minutes prior to a workout only if you need to stave off hunger to get through your workout. Your workout should be followed by a full, nutrient-dense meal within 90 minutes of exercise.

EXAMPLE SCHEDULE: 7:00 AM Breakfast	EXAMPLE SCHEDULE: 7:00 AM Breakfast
11:00 AM Mini-Meal (only if hungry)	11:30 AM Lunch
12:00 PM One Hour Workout	4:00 PM Mini-Meal (only if hungry)
1:30 PM Lunch	5:00 PM One Hour Workout
6:30 PM Dinner	6:30 PM Dinner

Meal content and timing for ATHLETES

Optimally, just like our active challengers, our athletes should eat a pre-workout Mini-Meal consisting of a protein and a fat 60 minutes prior to a workout only if you need to stave off hunger to get through your workout. Your workout should be followed by a full, nutrient-dense meal within 90 minutes of exercise.

HOWEVER, if you know you'll be training for more than an hour you will need quick sugar from a carbohydrate. Look for starchy veggies (e.g. butternut squash, spaghetti squash, sweet potatoes, purple potato) or fruit.

Our athletes might also need a post-workout Mini-Meal prior to their next meal. This small meal consisting of a carbohydrate and a protein and/or fat will help replace nutrients you depleted during your workout and repair muscle tissue.

You may be accustomed to utilizing carbs in the form of grains for your fuel. Eliminating grains and processed foods during the Clean will not only help your digestion and assimilation of nutrients, but it will help your performance. This can include a little trial and error, experimenting with 1-2 servings a day of starchy veggies and 1-2 servings a day of fruit. If you're an endurance athlete, you may need even more servings depending on your training schedule and upcoming events. If you feel your energy waning, or your performance suffering, refuel with clean foods—add another serving of starchy veggies, fruit, protein or fat. It's your body's way of telling you it needs more fuel!

Listen to your body

This is often a 30 Clean Athlete and Active Challenger's best and worst quality! Because you are exercising you're probably already aware how important it is to take care of your body. However, you may also have the tendency to push your body to the absolute limit. This, in and of itself, is not a bad thing if you're giving your body what it needs. However, if your performance is decreasing or you're not quite recovering from training, then you're probably missing out on something or you may be OVER-training. If you think it's food, eat. If you think you need rest, take a day off. Do not ignore your body. This will lead to increased stress hormones, adrenal fatigue, and a depressed immune system, which are all bad news for your performance, active lifestyle and overall health!

Detox and energy levels

Listening to your body is ESPECIALLY important during the Clean. We want to take this opportunity to warn you about a nasty little thing called detox. For the first 3-14 days of the Clean, you may feel more tired than normal, suffer from headaches or nausea, and yes, your training and exercising may suffer too. DO NOT BE ALARMED! It will pass and you may just have to take it easy until it does. But chances are, once it passes, you'll be amazed at what you can accomplish, training and otherwise. We have had many Clean'ers reach their PR (Personal Record) during a 30 Clean challenge!

Non-food “nutrients”

I've mentioned the importance of eating ENOUGH food, but there are many other factors that play into performance and recovery. Rest, sleep, stress management and hydration are all increasingly important for an athlete. Be sure to make them a priority as well as nutrition. It is possible to over train so make sure you take at least one rest day a week. Aim for 8 hours of sleep each night. If you find your sleep lacking or you have an “off” schedule (nightshifts, doubles or new parenthood!) consider taking an extra rest day or try and make time for a quick nap.

When it comes to hydration, please keep your fluid in check. A thirsty body is a groggy body and one that may confuse signs of dehydration for hunger. A good rule of thumb for hydration is to drink half your body weight (in ounces) of water every day, and more on training days.

Lastly, keep your mind and spirit free from worry. If you're feeling stressed, try some deep breathing or meditation. You can also replace a training session with some yoga or a nice hike in nature. Both are great ways to reduce your stress response. It's easy to get hung up on our bodies and their performance and physique, but it's just as important to relax the mind and nourish the soul for sustainable results.

Remember, these 30 days are about YOU! Now is the time to take the necessary steps to ensure you're giving yourself exactly what you need to be healthy and vibrant and, simultaneously get the most out of your training. You've got this!

Good luck and stay clean!

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PERSONAL NOTES