



PURE DELIGHT

Real Food to Glow



Ready, steady, glow!
Cleanse Guide

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Before you begin with your new healthy lifestyle and we explain how you can best prepare for your program with us and what you should do during and after your program, we'd like to digress just a moment. No worries, we won't go into too much detail (although excellent specialist literature is available on the subject if you are interested), but a few basics won't hurt and might even help boost your motivation a little. What is it all about? Maintaining the acid-base balance in our bodies. Our cells love an alkaline environment, and our bodies should always have a pH of between seven and eight. There are two different types of foods: One group leaves acids behind in our bodies, while the other creates an alkaline setting. An alkaline body has more energy available to it, can regenerate faster, is better at storing nutrients and – pay attention here – metabolizes food better, meaning that it also burns calories more efficiently. Our body naturally makes sure that the pH level is where it should be so that it can function optimally. But what happens if we overtax through poor nutrition and it responds by becoming too acidic? We tend to weight gain, water retention, cellulite, tiredness, infections, skin problems – all the things we could happily do without. Often, they are caused by the acids stored in our bodies.

First the bad news

Approximately 80 percent of our “modern” diet is acidifying. Sausages, meat, fish, cheese, white flour products, sweets, coffee and alcohol are all in the acidic foods group – not to mention ready-made meals and convenience food, which are full of flavor enhancers and artificial ingredients. In contrast, nearly all fruit and vegetables are alkaline. Even an acidic lemon leaves behind bases in our bodies. And lots of them too, which is why freshly pressed lemon juice is especially good for us.

And now the good news

It is actually relatively easy to restore the body to its natural balance. You have already taken the first step by placing your order with us. During

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your juice cleanse and/or clean eating program, our especially well-balanced recipes and perfect amounts and portion sizes ensure that your body receives a daily supply of valuable vitamins, minerals and enzymes from lots of fresh fruit and vegetables and that an alkaline environment forms, which will soon have your metabolism jumping for joy.

Afterwards, if you are careful to eat fewer acidifying foods and continue consuming lots of fresh vegetables, you will benefit from your cleanse experience for a long time to come. Of course it is virtually impossible to eat 100 percent alkaline all the time – there are simply too many temptations. To achieve a balance of acidity and alkalinity, however, it is enough to eat approximately 60 to 80 percent alkaline.

Get Ready

But let's take one thing at a time here: After the cleanse is before the cleanse. Right now you can look forward to a few exciting days in which your body will start feeling different. Free yourself from everything that has a detrimental effect on your body in day-to-day life and look forward to the results.

Every beginning is difficult, especially when we are trying to rid ourselves of old habits. Totally forbidding ourselves from consuming much-loved junk food from one day to the next can sometimes feel like going through abrupt withdrawal and make the first few cleanse days difficult. That is why it is easier if you use the remaining time before your starting date to prepare a little and slowly acclimate your body to the change. A general rule of thumb: The more unhealthy your diet beforehand, the more time you should plan in for preparation. Remember, you are doing this just for you and your perseverance will be well rewarded in the end. Try to have enjoy eating more healthy, but don't expect too much of yourself. Start small. For instance by replacing your usual afternoon sweets with a healthy snack or your morning croissant with a fresh smoothie. There are

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so many new things to discover! You and your taste buds can look forward to lots of pleasant surprises.

By following our pre-cleanse rules, you will be ensuring the success of your cleanse in advance and intensifying the positive results at the same time.

Our six pre-cleanse rules

1. If possible, start eating as alkaline as possible a week before your cleanse or clean food program and eliminating acidifying foods from your menu.
2. At the latest two days before starting your program, you should stop eating animal protein in order to take all unnecessary stress off of your digestive system.
3. Start looking forward to your first day! Tell your partner, your family and your friends about your plans so they can support you and know not to tempt you. Perhaps you will even find someone who wants to join you. Having a cleanse or clean eating partner makes things much easier.
4. Dispose of everything in your refrigerator and your desk drawer that does not fit in with your new healthy lifestyle. Goodbye cheese, gummy bears, chocolate, potato chips, etc. This way they will not be there to tempt you later in a moment of weakness.
5. Stock up on your favorite snacks from our snack list (see p. 7) so that you will be well-equipped to handle sudden cravings.
6. For those who want to be especially thorough: Take the strain off of your intestines the morning before you start your program with Epsom salts (available in all drug stores). If you are looking for an even more intensive intestinal cleanse, you can book a colon-hydro treatment with a homeopathic practitioner or give yourself an enema. The emptier and cleaner your intestines are, the better your intestinal walls will be able to absorb the flood of micro-nutrients that you will soon be consuming. This is also a good way to prevent sudden cravings.

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Get Started

Your first day has arrived. No shopping, cooking or cleaning up, and yet everything is as fresh as if you had made it yourself. Day for day, you can now enjoy our perfectly balanced juice and clean food menus, free of artificial ingredients, flavor enhancers and industrial sugar, but rich in vitamins, minerals and beneficial living enzymes. Naturally also completely vegan and free of lactose and gluten. Before starting, there are a few small things you should know and take into account.

Delivery

Starting today, everything you need in the next few days will be delivered to the address of your choice several times a week in practical, environmentally friendly packaging. In Munich, deliveries are handled by courier. Outside of Munich, you will receive a cooled package with environmentally friendly insulation via overnight express. You can expect your package to arrive punctually in the time window you indicated in your order. If this does not happen, please give the courier an extra few minutes. Usually traffic or bad weather is at fault if things are taking a little longer. If your delivery is more than 30 minutes late or if you have to leave very soon, please call us (phone: 089 - 45 21 422 0) so we can track your package and speed up your delivery.

Storage

Please open your package as soon as you receive it and place your juices, soups and clean food meals directly into the refrigerator to preserve the very best Mother Nature has to offer. Our products are not pasteurized or preserved and must therefore be stored cool, ideally at +2 °C to +8 °C. Only our superfood snacks should be stored dry in your kitchen cabinet or pantry.

Shelf life

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You will find the use-by date for our products on the bottom of the package or on the lid of the bottle or jar. For best taste and quality and to get maximum benefit from your Pure Delight program, you should use your products by this date. If the sticker with the date has come off, refer to the following rule of thumb: Juice Delight juices are good for 4 to 5 days after delivery, Juice Delight Easy juices up to 14 days and meals 2 to 3 days. After opening, all products should be refrigerated and consumed within 1 or 2 days (please also see the information on the label).

Sequence

You can usually determine the correct product sequence by looking at the numbers on the lid. Only on Juice Delight Easy juices will you find the numbers directly in the front on the bottle label. Every day naturally starts with number one, then goes on to number two, etc. The products in our clean eating programs are clearly marked as “Breakfast,” “Lunch” and “Dinner.” The juice for the day is intended as a morning snack between meals, but you can also save half of it for the afternoon. If a snack is included, it is intended for the afternoon. In our juice and soup cleanse programs, maintain an interval of approximately two hours between the juices or soups in order to keep your blood sugar level constant and prevent sudden cravings. Try to drink your juices very slowly through the straws included with delivery and to literally chew them. This way you will get more from every bottle and stay full longer.

Preparation

Nearly everything comes fully prepared and ready to use, as most of our products can be consumed cold. We only recommended heating prior to consumption for a small number of items. These products are clearly labeled with a round “Heat me gently” sticker. In this case, simply heat the product just like our soups by briefly placing it in a hot water bath or in a pot over low temperature.

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Are juices straight out of the refrigerator too cold for you? Then simply take them out of the refrigerator an hour beforehand and drink them at room temperature.

Please note that if freshly pressed, untreated juices are left standing untouched, layers or sediment will often form. This may not look pretty, but it is a sign of quality that occurs only in fresh, 100-percent natural juices containing no emulsifying agents. Simply shake the bottle briefly before opening it until the juice has once again taken on a homogeneous consistency and color.

Packaging & Disposal

Our carrying bags and shipping cartons should be placed in the paper waste container, the straw pillows can be composted or placed in the organic waste container. The cooling elements and screw-top jars can be re-used an unlimited number of times and are practical household helpers, e.g. as storage jars for spices, teas, etc. Our straws, salad boxes and food bowls are made of PLA and are fully biodegradable. They can therefore be placed in the organic waste container. Please dispose of the bottles via the dual system by placing them in the yellow sack or a public plastic disposal container.

SOS tips

- **Caffeine junkie?** Excessive caffeine consumption is not healthy (think of your acid-base balance), but neither are withdrawal symptoms. And these are exactly what can occur in the form of strong headaches when we go through caffeine withdrawal. If you are one of those who cannot manage without any caffeine at all, then simply treat yourself to one espresso per day during your cleanse – naturally without milk and sugar – and only if you really, really need it.
- **Sugar junkie?** You just can't manage without a snack? Then make sure that you always have a few celery sticks, apple slices, nuts or another small snack of your choice from our snack list within reach and avoid exposing yourself to temptations such as the sweets aisle

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in the supermarket or the bakery counter. The only thing you can really do wrong is give in to temptation! If you do, all your efforts over the course of the past few days will be wasted and you'll be back to square one.

Snack list

- 1/4 avocado
- 1 apple
- 1 handful of raw vegetable sticks (preferably celery, cucumber or carrots)
- 1 small handful of almonds, walnuts or cashews (unroasted and unsalted)
- 1-2 rice waffles
- 1 cup of gluten-free vegetable broth
- 1 handful of our Pure Delight superfood snacks

Motivational lows

If you hit a motivational slump or feel like you want to quit, don't worry. That is completely normal. It is important to keep in mind that moments of weakness are usually short lived. So the trick is getting through them. Remember, you only have a few days left. Visualize the fantastic results you want so much to achieve.

Below is a list of the top six results that you can expect after your cleanse and clean eating program. Sticking with it is worth it, don't you think?

You can look forward to

- ...feeling better in your body, wearing a new clothing size!
- ...your metabolism jumping for joy!
- ...a radiant complexion!

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- ...an extra dose of energy!
- ...a strong immune system!
- ...fewer cravings!

And last but not least, don't forget: You are not on a diet. You are giving your body a little break so that it can regenerate and then be ready to perform even better than before on all levels. Isn't that motivation enough right there?

Side effects

Side effects can occur, but are usually harmless and short lived. Depending on how bad your nutritional habits were beforehand and how well you prepared yourself, you may experience symptoms such as tiredness, nausea or headaches during the first three days in particular. This is no reason to worry. These symptoms are proof that your body is already working on the transition.

Stay Delighted

Welcome to your new healthy lifestyle!

Congratulations, you made it! Your Pure Delight days are once again over – that wasn't so hard, was it? Now your journey continues: Your body is currently working in high gear. In order to keep it that way for as long as possible, we have a few ultimate healthy lifestyle tips for you:

Eat clean, stay lean!

Staying with it is everything. The good way you feel in your body right now and the compliments from those around you will help you to make

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the right, healthy food choices so that your body stays in the green range. You don't need a list of pH values for this and you don't have to count calories. Just remember one thing: Eat mostly natural, pure foods. In other words: Try to eat 80 percent foods that your grandparents had in their diets. Foods as close to their original form and as natural as possible. That is exactly what clean eating is all about: A natural, pure form of nutrition with no artificial dyes and preservatives, no flavor enhancers, no industrial sugar or artificial sweeteners and no other junk from a laboratory either.

DO

- Lots of fresh, seasonal fruits and vegetables
- Healthy, unsaturated fats (such as those found in olive oil, nuts and avocados)

DON'T

- No foods with a long list of ingredients
- No pre-packaged convenience food

Take it easy

Nutritional habits don't change overnight. Proceed cautiously and don't force anything, then you are on the right track. Little treats are absolutely ok, as long as 80 percent of your diet is still clean, you will easily be able to maintain your new healthy lifestyle. Learn what does your body good and what doesn't and how your new, clean diet has a positive impact on your appearance and your entire sense of well-being.

Nobody is perfect

Vacation, Christmastime, heartaches or stress on the job – there are many reasons we fall back into old, unhealthy eating patterns. That happens to us in particular when we are relatively new to a healthy lifestyle and the healthy, 'clean' and alkaline foods have not yet turned into flesh and blood. To make matters even more difficult, unhealthy convenience food is available quickly and cheaply on every corner and

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its carefully synthesized ingredients make us so addicted that we don't even want to stop eating it. Keep reminding yourself how much better you felt without all that. Indulge yourself in a few delicious Pure Delight Clean Eating days or a short juice cleanse to get back on the right track and quickly forget about processed and junk foods.

More inspiration...

No matter what situation you may currently be in, you are not alone! Our many years of expertise are always there for you – even when your program is over: **Delight's Life Online Magazine** on our website is packed with lots of healthy lifestyle inspiration, healthy recipes, trends, news and information. Collected and prepared for you by our experts all over the world...

FAQs

One more thing

Do you have any questions? Is there anything you are confused or unsure about? No matter what it is, we are here for you. Call us at +49 (0)89 - 45 21 422 0 or send an e-mail to info@pure-delight.com. Our experts are there for you with help and advice workdays from 8:00 a.m. to 5:00 p.m.

These are the four most-asked questions from our community:

Can a juice cleanse lead to symptoms of a nutritional deficit?

Not with us! Of course all cleanses are not created equal, but that is the reason you chose Pure Delight, the original and the expert in the field since 2009. One bottle of juice contains the best from up to two kilos of fruit and vegetables and has at least 50 percent vegetables. That is important, because pure fruit juices cause your blood sugar level to fluctuate and are anything but healthy.

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Is my body getting enough proteins?

Protein is found not just in meat, fish and dairy products but also in fruit, vegetables, nuts, sprouts, seeds and legumes – and these abound in our products. As a matter of fact, our bodies are able to digest these valuable plant-based proteins much better than animal proteins because the amino acids they contain are less complex.

Can I exercise during my cleanse?

Absolutely. After all, exercise is just as much a part of a healthy lifestyle as healthy nutrition is. But please be careful and don't work your body too hard. If you were more of a couch potato before your cleanse, don't try to become ultra-athletic overnight. Take it slow and listen to your body. During a pure juice cleanse program, you should avoid excessive exertion and heavy, sweat-inducing exercise. You should only engage in hard endurance training if you are totally accustomed to it. Ideal exercise includes swimming, cycling, yoga, Pilates, light strength training and walks in the fresh air.

Do I need to worry about the yo-yo effect afterwards?

No, the much dreaded yo-yo effect occurs only when our body does not receive a sufficient supply of nutrients when losing weight and the metabolism, fearing a famine, shifts into low gear. Each of our juices contains the nutrients from up to two kilos of fruit and vegetables. Depending on the type of cleanse or clean eating program you choose, your body will take in between 700 and 1,500 calories from valuable plant-based nutrients. In other words, it is well-supplied with all of the essential minerals, vitamins and enzymes it needs and is able to jump-start your metabolism. The yo-yo effect is kept at bay. However, you must naturally continue eating healthy food and practicing moderation even after your cleanse.

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