



BE WELL

by DR. FRANK LIPMAN

CLEANSE

A two-week detox program designed to safely
and gently cleanse and reset the body*

The Cleanse Program

Cleanse is a safe and effective two-week detox. While taking the *Cleanse* shakes and pills as dietary supplements at intervals throughout the day, you'll also be cutting out certain foods and drinks. This will clear your body of harmful substances or dietary ingredients you may be sensitive to.

You'll be giving your digestive system a rest, allowing your body's own detox system to reboot and more effectively rid itself of toxins accumulated from environmental exposure and processed foods and beverages. Remember, your body is naturally detoxifying all the time. *Cleanse* will give this ongoing, natural process a boost.*

Program Goals

- *To provide the nutrients needed to help your natural detox process**
- *To remove irritants and harmful foods overloading your detox system**
- *To help balance, promote and maintain healthy intestinal flora**
- *To have better energy and greater mental clarity**

Getting Started

Preparing yourself emotionally, mentally and physically will gear you for success. The right attitude makes all the difference. Be proactive about your wellness — see your *Cleanse* as a new beginning — a time to try new foods and let go of bad habits. If you find yourself feeling resentful about what you're giving up, don't dwell on it. Rather, focus on your goals and on how good you'll feel achieving them. Remind yourself that you're building a solid foundation for your own better health, that this is a worthwhile target, that it will pay off.

To ease into the program slowly take the *following steps one week before*:

- Reduce caffeine and alcohol. *Halve your fix on the first day and then gradually cut down more every day so that by the end of the week you've stopped altogether. Have two or three cups of tea (preferably green) if the caffeine withdrawal is getting you down. Drink plenty of water to flush your system.*
- Reduce sugar and processed foods.
- Avoid bingeing before you start the detox as *this will only make you feel worse.*

After a week without caffeine, sugar and alcohol you'll be amazed how good you'll feel.

The Plan

You will have three shakes and two light meals a day. We suggest an early morning shake, a mid-morning shake and one in the mid-afternoon. Eat a light meal at lunch and dinner. We don't provide calorie counts for meals, but you should eat so that you're satisfied and feel nourished. Take the pills with your meals.

- *Early morning shake*
- *Mid-morning shake*
- *Lunch* — light meal together with pill pack
- *Mid-afternoon shake*
- *Dinner* — light meal together with pill pack

Shakes: Mix one packet with 8-12 oz of water to make a shake three times a day. You can use more than 12 oz of water; simply adjust to your taste. Remember, you should be drinking lots of water during your cleanse.

Pills: Take one packet of supplements twice a day, with your meals.

The Cleanse Shake Supplement Contains:

- Dietary fiber from fruits, vegetables, roots and seeds, *which help to bind toxins, prevent their absorption and promote elimination.**
- Herbs *to fuel the detoxification pathways in the liver.**
- Probiotics and a prebiotic *for gastrointestinal health.**
- A blend of nutrients *to energize and mobilize the detox organs.**
- Vitamins, minerals and powerful antioxidants *for full nutritional support.**

The Cleanse Pill Supplements Contain:

- Plant-derived digestive enzymes *to promote better digestion.**
- Herbs *to encourage healthy internal flora for improved intestinal health.**
- Glutamine capsules *to normalize inflammation in the gut and promote a healthy stomach lining. You can also use the Glutamine to help you manage sugar cravings. Take one to two capsules every four hours as needed. Glutamine works best when taken between meals or when taken separately from protein.**

What To Expect

By the end of your detox you will look and feel great. During the first few days, however, as you adjust to a new eating regime and the toxins are flushed from your body, you may experience some of the following symptoms: lightheadedness, headaches, joint or muscle stiffness and increased bowel motions. These symptoms should disappear after a few days and you should feel more energetic and mentally alert, with a heightened sense of well-being.*

Message From Dr. Frank Lipman

Soon after I qualified as a physician 30 years ago I was confronted by the limitations of my medical training: I was taught to focus more on the disease than the patient and I often found myself treating symptoms rather than the root causes of illness. Frustrated that I was not helping my patients enough and determined to find answers to their problems, I began a 25-year-long journey of discovery, searching for different ways to put them on the path to wellness.

After becoming a Board Certified Internist I studied nutrition, Chinese medicine, yoga, meditation and other ancient practices. Finally I found that by blending cutting-edge modern medicine with age-old healing techniques from the East into an appropriate mix, I was really able to help a lot of people — effectively, safely and without side effects.

In some ways our bodies are like cars: we can try to repair them if they break down, but if we maintain them well they can run smoothly for a long time. Unfortunately we tend to look after our cars better than we do ourselves. With our fast-paced lifestyles and the glut of chemicals in our food and environment, we overload our engines. And we don't give our bodies and minds the fine-tuning and the regular servicing they need.

The various problems many of us face don't come out of nowhere. Most low-grade chronic conditions are the result of the slow eroding of our bodily functions. So I have developed an integrative approach to help my patients overcome the unhealthy habits that creep in over time and replace them with new, life-affirming practices that promote vitality in their lives. My method is simple: it's about removing what is harmful and adding what is beneficial to support and actively promote the health of the body-mind.

It's about understanding that beneficial foods send the right messages to your genes. It's about making intelligent choices, strengthening yourself on a cellular level, adopting a practical plan to maintain your newfound wellness and turning this into a lifestyle.

I've treated thousands of patients over the years and the results speak for themselves. Those who've been through my practice and followed my methods feel healthier, look great and have more energy and resilience to deal with life's stresses.

I have designed these products to bring this same approach to you in a way that is convenient and easy to use, no matter how busy your life. I encourage you to become proactive about your health, there is no greater reward. I'm excited that you have chosen to take this journey towards better health and I look forward to hearing about your success.

Take care and be well,

A handwritten signature in black ink, appearing to read 'Frank Lipman', with a large, stylized initial 'F' and 'L'.

Frank Lipman, M.D.

The Cleanse Diet

Food Groups	Allowed	Not Allowed
Fruits	All fresh fruits except those in the 'not allowed' list, freshly-squeezed juices	Oranges, grapefruit, strawberries, grapes, bananas, dried fruits
Vegetables	All fresh vegetables except those in the 'not allowed' list	Corn, nightshades (tomatoes, potatoes, eggplants, peppers), canned vegetables
Nuts & Seeds	Fresh, unroasted and unsalted. Almonds, cashews, walnuts, hazelnuts, sesame, pumpkin	Peanut products, macadamia nuts
Vegetable Protein	All beans, split peas, lentils, legumes	Soybean products
Animal Protein	Organic or free-range chicken, duck, lamb, turkey, wild game	Eggs, factory-farmed chicken, turkey, pork, beef, veal, sausage, cold cuts, canned meats, hot dogs
Fish	Anchovies, black cod, wild salmon (fresh and canned), herring, canned sardines and trout	All other fish, including raw fish, tuna, shellfish, swordfish
Dairy and Dairy Substitutes	Almond milk, rice milk, hemp milk, brazil nut milk	All dairy (cow, sheep and goat): milk, cheese, cottage cheese, yogurt, butter, non-dairy creamers, soy milk
Grains	Amaranth, brown rice, wild rice, brown rice pasta, pure buckwheat noodles, millet, quinoa, teff	Gluten grains (wheat, corn, barley, rye, spelt, bran, farina, kamut, couscous, oats)
Herbs, Spices & Condiments	All herbs and spices, mustard	Ketchup, relish, chutney, soy sauce, BBQ sauce, mayonnaise
Sweetners	Stevia, xylitol or small amounts of raw honey (unfiltered, unheated) black strap molasses, real maple syrup, brown rice syrup	Refined sugar, white and brown sugars, high fructose corn syrup, beet sugar, cane sugar, fruit juice concentrate, artificial sweeteners
Vinegars	Apple cider, balsamic, red wine, white wine, rice, umeboshi plum	Commercial salad dressings
Oils	Extra virgin olive oil, walnut, coconut, sesame, flaxseed	Margarine, shortening, canola, sunflower
Beverages	Herbal tea (non-caffeinated), fresh vegetable juices, mineral water, spring water	Alcohol, coffee, caffeinated beverages including tea, soft drinks
Other	Cocoa nibs	Candy, chocolate, energy bars, protein bars

Helpful Information Available Online

We know that changing habits can be challenging so we've tried to simplify the process with recipes, exercise suggestions and other resources to help you along the way. Please join our online community and visit our website for:

Shopping Guides: An in-depth shopping guide on what — and what not — to buy at the market.

Recipes: A vast list of delicious and easy-to-prepare recipes.

Exercises: Yoga twists, simple self-massages and other exercise ideas to help you detox and harness your newfound energy.

FAQs: Answers to questions you may have while on the program.

www.bewellbydrfranklipman.com

About

Be Well by Dr. Frank Lipman is a New York-based proprietary brand of Health and Wellness products pioneered by leading integrative physician and expert in the field of functional medicine, Dr. Frank Lipman. Offering comprehensive health solutions that synthesize ancient medical wisdom with modern nutritional science these doctor-designed programs are safe, effective, practical and convenient.

Mission

To bring professional-grade supplements and healthy lifestyle tips together in easy-to-use kits to bring balance, vitality and zest back into your life.

Quality

These are the same high quality supplements used by Dr. Lipman every day in his practice. *Be Well by Dr. Frank Lipman* uses highly bioactive and bio-available ingredients — because good quality is the most important factor in determining efficacy. These supplements and formulas are strictly monitored for purity, quality and nutritional integrity. Freshness and potency are maintained through careful harvesting, processing and packaging. The products are manufactured in an NSF GMP registered facility. GMP refers to the Good Manufacturing Practice regulations as put forth by the US Food and Drug Administration. For more information on NSF certification see www.nsf.org

Health Disclaimer

Do not use this product if pregnant or nursing. Not intended for those with a history of stomach ulcers or GI bleeding. Consult your physician before using this product if you have a medical condition or are taking medications. Store in a cool dry place. Keep out of the reach of children.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Support

For support, customer service or product information please contact us.

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