





# Why is Shred10 Unique?

## **Simple Guidelines that are easy to follow**

Many programs require complicated meal planning and calorie-counting formulas for success. Shred10 is a simple program that anyone and everyone can follow. Guidelines are backed by health professional recommendations.

## **No calorie counting or food deprivation**

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

## **Products that makes sense and are backed by clinical research**

Juice Plus+ Essentials Capsules and Complete by Juice Plus+ Shakes are no brainers. They are simply fruits, vegetables, berries and omegas in capsules and shakes. There are over 40 clinical studies published in reputable peer-reviewed medical journals that show how Juice Plus+ Essentials Capsules are beneficial to the human body on many levels.

## **Safe for the whole family**

Why make healthy changes by yourself when you could bring those you love most along with you? Our Healthy Starts for Families program makes it easy and convenient for everyone in your family to participate!

## **Incredibly affordable**

The cost of Juice Plus+ Essentials Capsules and Complete by Juice Plus+ Shakes is so affordable—literally a few dollars a day for two very filling shakes and capsules with whole food, plant-based nutrition. All of the other resources, educational tools, and support are complimentary parts of the program.

## **Supportive community of friends**

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





# SHRED IT.

**It begins with you.** Commit to a specific period of time that you focus on shredding habits that are not serving you and embracing healthy lifestyle changes. This period of time can be as short as a couple weeks to as long as four months or more! You can follow this program for as long as you would like! You can even make it your new lifestyle!

This Shred Guide contains encouragement and education from top medical, nutrition, and fitness professionals, as well as resources to help you make the most of your journey. Before you begin, be sure to get personally educated by reading this Shred Guide from cover to cover and tapping into the excellent video resources that are available to you at [www.Shred10.com](http://www.Shred10.com). Ask your Juice Plus+ Partner to add you to the Facebook support group.

# LIVE IT.

After you have followed these guidelines for a few weeks, you will notice you are feeling a lot better. Now, you are ready to move forward with more mindfulness of how your habits affect you. The more you know, the better you do! After the first month, people usually want to follow all or most of the Shred10 guidelines as a way of life.

You can continue to implement some or all of the Shred10 guidelines as long as you would like to continue to see your health improve over time. You will also continue to use Juice Plus+ Essentials Capsules and Complete by Juice Plus+ Shakes every day. With this foundation of whole-food nutrition, you'll continue to flood your body with plant-based nutrition every day and this will also help you stick to the other Shred10 guidelines.

# SHARE IT.

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

**Allow your journey to inspire others—invite them to the Shred10 with you!**





# 46 PLANT-BASED WHOLE FOODS



ACEROLA CHERRY



ALFALFA SPROUT



AMARANTH



APPLE



ARTICHOKE LEAF



BEET



KALE



BLUEBERRY



BROCCOLI



BROCCOLI SPROUT



CABBAGE



CARROT



CHICKPEA



PINEAPPLE



DATE



ELDERBERRY



GARLIC



GINGER ROOT



GRAPE SEED



GREEN TEA



BLACKBERRY



MILLET



MUSHROOM



ORANGE



PARSLEY



PEA



PEACH



CONCORD GRAPE



PUMPKIN



QUINOA



RADISH SPROUT



RASPBERRY



RICE BRAN



BLACKBERRY



BLACK CURRANT



SOY



SPINACH



SPIRULINA



TOMATO



YUCCA



COCOA



CRANBERRY



LEMON PEEL



MANGO



POMERGRANATE



PRUNE

## PLANT POWER





# Shred10 Guidelines

## Add:

1. More plant foods and Juice Plus+ Essentials Capsules daily
2. 1-2 Complete by Juice Plus+ Shakes daily
3. Plenty of water
4. Take 10 deep breaths & get 7-8 hours of sleep daily
5. Exercise most days

## Reduce or Eliminate:

6. Caffeine & alcohol
7. Eating after 6:00 PM\*
8. Processed Foods

## Eliminate:

9. Gluten & Dairy
10. Artificial & Refined Sugars

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





# Tips for Success

- + Stock up on plenty of wholesome, Shred10-approved food. The meal and snack ideas in this guide are a great starting point and can serve as a resource for delicious and nutritious plant-based recipes. However, we encourage you to get creative, explore, and find your own great-tasting recipes that will nourish your body and help you shred bad habits.
- + Be prepared by having your healthy snacks washed, sliced, and diced. Keeping your fresh vegetables in the refrigerator, a bowl of fruit on the kitchen counter, and bags of nuts or seeds in the pantry will make a big difference in the snack choices you make!
- + Make sure you have Juice Plus+ Essentials Capsules and Complete Shakes stocked. You will drink two Complete shakes every day during the Shred10, so be sure you have enough. Also stock up on your favorite non-dairy milk. (Rice milk, cashew milk, almond milk, coconut milk, hemp milk, and soy milk are delicious options to try!)
- + Arrange your day so you can stop eating by 6 p.m. With a little preparation, most people can eat an early dinner or drink a Complete shake before 6 p.m. This seamless form of intermittent fasting gives your digestive system a chance to rest. You will quickly notice many positive benefits when you allow this daily period of fasting to occur.
- + Invite friends to do Shred10 with you. Accountability is a powerful motivator.
- + Exercise is important, so schedule your workout like you would an important meeting.





# Juice Plus+ Essentials Capsules

- + Deliver a unique blend of 30 different fruits, vegetables, and berries
- + Support cardiovascular wellness
- + Support healthy lung function
- + Support healthy skin
- + Are the most thoroughly researched nutritional product of their kind



Great for all  
lifestyles



Certified  
non-GMO



Clinically proven



Whole food  
based



Gluten-free



Vegan



Kosher





# Complete by Juice Plus+ Shakes



Feel better from the inside out thanks to plant-powered nutrition packed with prebiotics, fiber, protein, greens, and a superfood blend of essential nutrients.

- + Vegan
- + Certified non-GMO
- + Gluten-free
- + Dairy-free
- + Low glycemic
- + Source of prebiotic fiber
- + Certified for quality & safety by NSF
- + Certified kosher
- + Certified plant-based

Complete by Juice Plus+ is delicious, on-the-go plant-based nutrition made to fit your family's lifestyle.

- + As a healthy breakfast alternative
- + A pre or post workout shake
- + As an added boost to all of your favorite recipes
- + A snack in the afternoon or late at night





# Recipe Ideas





# Quinoa, Butternut Squash, & Black Bean Taco Bowl

Recipe from Monica Frazier

## Ingredients:

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

## Instructions:

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

*Makes 4-6 servings.*





# Crockpot Three-Bean Veggie Chili

Recipe Contributor: Kimberly Worlow

## Ingredients:

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

## Instructions:

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

*Makes 4-6 servings.*





# Caramelized Sweet Potato and Apple Hash Browns

## Ingredients:

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

## Instructions:

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



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



# Crunchy Chopped Salad

## Ingredients:

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

## Vinaigrette:

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

## Instructions:

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

*Makes 4-6 servings.*





# Smoothie Ideas





# Complete by Juice Plus+ French Vanilla Recipes

## French Vanilla

- 1 cup almond or cashew milk
  - 1 scoop/packet Vanilla Complete
- Variations: add frozen cherries, strawberries, raspberries, blueberries, pineapple, mango, banana, or a combination of these for a creamy fruit smoothie!

## Pumpkin Pie

- 1 1/2 cup almond or soy milk
- 1/2 can pumpkin puree
- 1/2 tsp. cinnamon
- 1/2 tsp. nutmeg
- 1/2 tsp. ginger
- 1/2 tsp. honey
- 1 scoop/packet Vanilla Complete
- 1/2 cup pecans  
(add at the end to not pulverize)

## Strawberry Julius

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

## Purple Passion

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

## Chai Fire

- 1 cup strong herbal chai tea
- 1/4 tsp. cinnamon (more to taste)
- 1/4 tsp. ginger
- 1/8 tsp. ground clove
- 1/8 tsp. allspice
- 1/4 tsp. turmeric
- Dash of cayenne pepper
- Juice from one small lemon
- 1 scoop/packet Vanilla Complete

## Green Garden

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

## Tropical Vanilla

- 1/2 cup coconut milk
- 1/2 cup water
- 1/2 frozen banana
- 1/4 cup frozen pineapple
- 1/4 cup frozen mango
- 1/4 cup frozen strawberries
- 1/4 tsp. cinnamon
- 1 scoop/packet Vanilla Complete

## Creamy & Dreamy

- 1/2 cup almond or cashew milk
- 1/2 avocado
- 1 cup spinach
- 1/2 frozen banana
- 1 scoop/packet Vanilla Complete





# Complete by Juice Plus+ Dutch Chocolate Recipes



## Dutch Chocolate

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

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

## Chocolate Almond

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

## Smoothie Plus+

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

## Chocolate Peanut Butter Cup

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

## Non-Dairy Chocolate Ice Cream

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

## Black Cherry Delight

- 1 cup almond or cashew milk
- 1 Tbsp. flax seed
- 1/2 cup frozen black cherries
- 1 tsp. cacao (optional)
- 1 scoop/packet Chocolate Complete

## Complete Fudgicles

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

Pour into popsicle molds and serve frozen.

## Razzle Dazzle Smoothie

- 1 cup soy or cashew milk
- 1 frozen banana
- 1/3 cup frozen raspberries
- 1 Tbsp. chia seeds
- 1 scoop/packet Chocolate Complete

## Complete Hot Chocolate

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

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





# Why Juice Plus+ Essentials Capsules?

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

Whole-food, plant-based nutrition is the foundation of human health. The current recommendations are for 7-13 servings a day and that's really challenging to do. Why so many? Any change or stress in the human body increases oxidative stress at the cellular level. According to the New England Journal of Medicine, the result of oxidative stress is aging, disease, and death. To neutralize the oxidative stress, we require anti-oxidants from plants. Juice Plus+ Essentials Capsules are available in Fruit, Vegetable, Berry and Omega blends and ensure a variety of nutrition from more than 30 plants.

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

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



- Richard E. Dubois  
MD, FACP, FIDSA





# Why Complete by Juice Plus+ Shakes?

The Complete by Juice Plus+ Shake mix stands superior to other protein shake mixes on the market today because it's a clean-burning, macronutrient-rich, plant-based drink. The primary plant protein, non-GMO water-washed soy, is a complete protein, which means it contains all of the essential amino acids necessary to build muscle as well as maintain other vital bodily functions. During the first 30 days of Shred10, we recommend that you drink two Complete shakes every day.

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

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

As a physician and Ironman triathlete, I consider Complete to be an essential part of a healthy, well-rounded diet, not just for athletes and exercise recovery, but anyone looking for healthy "fast food" and perhaps even replacing.



- David B. Phillips  
MD, Ironman Triathlete





# Why eliminate gluten?

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

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

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

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



- Sean Davies  
MSN, FNP-C



# Why eliminate dairy for Shred10?

The goal of Shred10 is to launch you on a journey toward better health! Every step you take in reducing inflammation in your body and in your lifestyle will allow every organ in your body to heal, recover, and repair like never before! Of the major food groups consumed in the standard American diet, dairy products, including milk, yogurt, cheese, butter, sour cream, and ice cream, **are among the top five that promote inflammation.** It is not the cow's fault! After all, her milk is the best, most high fat, calorie dense, and protein-rich substance possible to help her calves grow an average of 300 pounds in the first year of life.

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

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

Eliminate dairy, and consider trying out one of the many great-tasting plant-based alternatives such as almond, cashew, or rice milk. Before long, you may notice subtle health improvements, such as less congestion, fewer asthma or allergy problems, and fewer skin problems.



- Matt Brown  
MD





# Why reduce or eliminate alcohol for Shred10?

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

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

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

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

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

- + Alcohol is broken down in the liver, both by the enzyme alcohol dehydrogenase and by an enzyme system called the microsomal ethanol-oxidizing system. This breakdown generates toxic, damaging products such as acetaldehyde (which plays a role in disrupting sleep patterns discussed above) and free radicals. These byproducts can interfere with the normal metabolism of other nutrients, particularly fats, and contribute to liver cell damage.





- + Your liver is your main organ for detoxification for alcohol as well as other toxins we're regularly exposed to in our environment. When you overdrink, you activate a phase I enzyme called cytochrome 2E1. In the absence of the alcohol challenge, cytochrome 2E1 is one of the "first on the scene" detoxification enzymes, which gets ramped up to begin transforming toxins into molecules that can be easily eliminated. The other Shred10 guidelines, and the use of Juice Plus+ Essentials Capsules and Complete Shakes, are all set up to induce phase I and phase II detoxification enzymes in the liver, and drinking alcohol shunts energy and enzymes away from that effort.

If those reasons aren't enough for you, consider this: Alcohol dis-inhibits; making it easy to forget why you really don't want to have that pizza once you've had that wine or beer! **Instead of alcohol, try mixing your favorite fresh fruits and fresh fruit juices into seltzer water!**

**Ask your Juice Plus+ Partner for a copy of our "Healthy Mocktails" Revolution Recipes Book!**



- Mitra Ray  
PhD



- Tamara Sachs  
MD





# Why reduce or eliminate processed foods?

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

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

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

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



- Kim Dalzelle  
PhD, RD



# Why eliminate artificial and refined sugars?

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

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

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

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

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



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

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

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



- Mitra Ray  
PhD





# Why reduce or eliminate caffeine for Shred10?

There are several reasons why it is important to gradually stop consuming caffeine before you reduce or eliminate it completely. Caffeine is a chemical that is detoxified (transformed then excreted) using a specific genetic pathway called 1A2, a part of the Cytochrome P450 system of enzymes. That pathway is also used for many other toxins, including polycyclic aromatic hydrocarbons (PAHs), antidepressants, and other medications. **Fewer of these toxins can be processed when caffeine is present.**

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

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

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



- Tamara Sachs  
MD





# Why reduce or eliminate eating after 6:00 PM\*?

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

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

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

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



- Mitra Ray  
PhD



# Why is it important to drink plenty of water?

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

Some signs that you may be dehydrated:

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

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

Tips for Staying Hydrated:

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



- Toni Branner  
MA



# Why get 7-8 hours of sleep each night?

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

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

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

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



- Joy Kelly  
(ACE) Certified Trainer and CEC Provider



# Why add exercise?

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

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

1. The burning of calories and increasing the rate at which we burn calories (i.e. metabolism).
2. We release endorphins that enhance mood, improve circulation, and support our immune system. There are many other physiological improvements, but one that keeps me motivated is the fact that we get smarter when we exercise. Just 30 minutes of aerobic exercise produces new stem cells in the brain, while the opposite is true when we stop moving—our brain atrophies! That's right, despite our age, we can continue to grow our brain every day that we get our heart rate up a little bit for just 30 minutes.
3. Another important outcome of aerobic exercise is that we also move our lymphatic fluid that aids in the removal of toxins out of the body. Getting aerobic exercise for a minimum of 30 minutes most days of the week is our goal.





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

We encourage you to get some specific strength training 2-3x/week. You can join a class, hire a trainer, or watch a video on YouTube if you need some guidance.

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

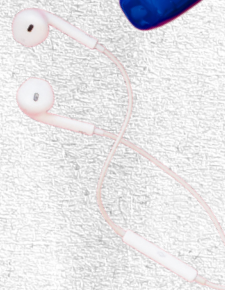
**Put it all together and you have an exercise routine that will help you achieve your goals with Shred10!**



- Mitra Ray  
PhD



- Joy Kelly  
(ACE) Certified Trainer and CEC Provider





# Shred10 in Pregnancy, Nursing, and Childhood

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

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

**1. Juice Plus+ Essentials Capsules and Complete Shakes.** "Every day you will be taking two capsules each of Fruit, Veggie, Berry and Omega Blend (total of eight/day) and drinking TWO Complete shakes each day."

- + Juice Plus+ Essentials Capsules, soft chewables, and Complete shakes are **packed with** fruits, vegetables, berries, and omega fats. They don't contain artificial ingredients, and are gluten-free and dairy-free, which makes them safe for almost all diets.
- + **Juice Plus+ Essentials Capsules and 1-2 Complete Shakes** a day are recommended for pregnancy, nursing, children 4 years and over, and adults. Be sure to learn about the Healthy Starts for Families program, where children 4 years and older can get Juice Plus+ Essentials Fruit and Vegetable Blend Capsules for free.
  - For young children, use Juice Plus+ Chewables cut up in small pieces to avoid the risk of choking, or sprinkle 1/2 to 1 capsule in soft foods such as oatmeal or applesauce. The omega capsules can be chewed and swallowed (with no fishy burps).
- + Complete shakes are not intended for meal replacement but as a supplement to a healthy diet. Weight loss should not be the goal in pregnancy, nursing, and childhood. **Clean eating** is the goal with Shred10.

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

- + No Dairy
  - Use substitutes such as almond, rice, or coconut milks and yogurts to keep calcium intake at recommended levels.
- + No Gluten
- + Reduce or Eliminate Caffeine
- + Reduce or Eliminate Alcohol
- + Reduce or Eliminate Processed Foods
- + No Artificial or Refined Sugars
- + Drink More Water
- + Sleep more
- + Exercise most days
- + Reduce or Eliminate Eating after 6PM
  - If you are pregnant or nursing and hungry, don't worry about what time it is, follow your instincts. The same is true for children. Choose a light snack such as a Complete shake or a piece of fruit.

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



- Valerie Miles  
MD, FAAP, DABIHM

This information is not meant to serve as medical advice. Always consult your healthcare provider for the most appropriate individual medical advice for your unique situation.

Valerie H Miles,  
M.D., P.A.





# FAQ's

## 1. Will I feel sick when I start the Shred10?

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


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

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

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

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

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







# FAQ's

## 2. Do I have to use Juice Plus+ Essentials Capsules and Complete?

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


## 3. Is Shred10 a weight-loss program?

No, Shred10 is not a weight-loss program.

## 4. Will I feel hungry on Shred10?

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

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







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