

THE WELL
cleanse

*a doctor-designed reset for better health,
increased energy and sustainable weight loss*



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WELCOME TO THE WELL Cleanse

You're here, so you've already taken a powerful first step toward improving how your body feels and functions — congrats!

Now, since the word “cleanse” can strike fear in the heart of even an experienced wellness seeker, we want to start by making one thing abundantly clear: THE WELL Cleanse is not about deprivation or suffering.



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This proven 15-day program, designed by Frank Lipman, MD, our Chief Medical Officer and a renowned functional medicine doctor, is a gentle, safe and effective way to optimize the health of your microbiome — a.k.a. your gut.*



The microbiome is home to trillions of microbes, both beneficial and potentially harmful. When there is a disturbance in its balance — brought on by illness, stress, unhealthy diets, the overuse of antibiotics and more — it impacts nearly every system of your body. By resetting your gut you can address the root cause of a multitude of ailments that impact digestive function, immune response, energy levels, skin health, brain health, emotional well-being, sleep cycles and hormonal imbalances, to name a few.

Feeling listless, bloated, irritable and saddled with stubborn weight is not something you should learn to live with; THE WELL Cleanse can help alleviate distressing symptoms and restore your health.

During the program, you will avoid foods that cause bloating and lethargy and focus on foods that decrease inflammation and promote detoxification. By doing so, you can get back to feeling your best — in days, not months. Through this process, you'll learn how to eat to nourish your body long term.



Getting Started



1. Review this guide in its entirety so you have a clear understanding of what to expect.
2. Choose a start date that kicks off 15 consecutive days when you can really focus on you! Carve out a little time to plan some cleanse-approved meals, too.
3. Visit the-well.com/start-cleanse to find recipes, sample meal plans, trusted food brands, lifestyle tips and how to access THE WELL health coaches for additional support.

4. On Day One of your cleanse
**text the word
CLEANSE to:
205.782.8825**
to receive important daily reminders and bonus tips. You don't want to miss these!



Scan this QR code to
access THE WELL
Cleanse resource guide!



Daily Regimen, at a Glance



EARLY MORNING

Tall glass of water
(aim for at least 16 ounces)



BREAKFAST

Clean Green Protein
shake or smoothie



EARLY AFTERNOON

Lunch + one packet
of Gut Complex



LATE AFTERNOON

Snack
(optional)



EARLY EVENING

Dinner + one packet
of Gut Complex






LATER EVENING

Herbal/non-caffeinated tea
(optional)



Dietary Guidelines

As promised, the list of foods you can enjoy is much longer than the list of what to skip.

ENJOY	 <h2>Fruit</h2> <p>Low-sugar fruits: Berries (blackberries, blueberries, fresh cranberries, raspberries and strawberries), green apples, lemons and limes</p>	 <h2>Fish & Seafood</h2> <p>Wild-caught fish: Anchovies, cod, flounder, fluke, haddock, mackerel, sole, herring, salmon, sardines, sable, trout (can be canned, fresh or frozen)</p> <p>Sustainably harvested shellfish: Mussels, clams, scallops, crab, oysters and shrimp</p>	 <h2>Meat & Poultry</h2> <p>Organic, pasture-raised chicken, turkey, duck and pheasant</p> <p>Grass-fed beef, lamb, bison, venison and elk</p> <p>Pasture-raised eggs</p>
	SKIP	<p>High-sugar fruits: Bananas, cherries, dates, dried fruit, figs, grapefruit, grapes, kiwi, mangoes, melon, nectarines, papaya, peaches, pears, pineapple and watermelon</p>	<p>All farm-raised fish and larger fish including halibut, chilean sea bass, king mackerel, mahi, tuna and swordfish</p>



Fats & Oils

Good quality oils:

Cold-pressed olive oil, avocado oil, coconut oil, grass-fed ghee. Choose any of the above along with flax, hemp, sesame and other seed oils.

Other sources of healthy fat:

Olives, unsweetened coconut products, avocado and tahini



Nuts & Seeds

Nuts and seeds:

Almonds, Brazil nuts, cashews, hazelnuts, macadamias, pecans, pine nuts, pistachios, walnuts, chia, flax, hemp, pumpkin, sesame, and sunflower, along with nut and seed butters



Dairy & Dairy Alternatives

Grass-fed butter and ghee

Unsweetened dairy alternatives such as nut and seed milks, nut cheese and coconut yogurt



Sugar & Sweeteners

Small amounts of pure monk fruit (no erythritol) and pure stevia (no erythritol or natural flavors)



Beverages

Purified water, herbal tea, seltzer, sparkling water and bone broth

Cold-pressed, vegetable-only juices

Organic coffee, matcha and green tea in limited amounts



Seasonings

Acids such as apple cider vinegar, coconut vinegar, red wine vinegar, balsamic vinegar (without added sugars) and fresh lemon or lime juice. Sea salt and kelp flakes.

All trans-fats, partially or fully hydrogenated oils and processed seed and vegetable oils including canola, sunflower, safflower, grapeseed, corn oil, margarine, peanut oil and soybean oil

Vegetable oil and vegetable shortening

Peanuts and peanut butter, nuts and seeds with added sugars or chocolate, along with nut and seed butters that contain added oils and/or added sugars (added salt is okay)

All other dairy-containing foods, including milk, cheese, yogurt, cream cheese and cottage cheese

Refined sugars, syrups, added sugars, artificial sweeteners, natural sweeteners and agave

All sweetened beverages (juices, energy drinks, sweet tea, soda, drinks with artificial sweeteners) and alcohol

Sauces, dips, marinades and anything packaged that comes with added sugars or other "skip" ingredients



Vegetables

Lettuces and leafy greens:

Romaine, spinach, watercress, green, red and rainbow chard, dandelion greens, microgreens and mustard greens, along with fresh and dried herbs — think basil, cilantro, parsley, oregano, thyme, chives, mint and dill

Cruciferous vegetables:

Kale, cabbage, arugula, collard greens, brussels sprouts, bok choy, radishes, turnips, broccoli, rapini, kohlrabi and rutabaga

Other vegetables:

Artichokes, asparagus, celery, cucumbers, eggplant, garlic, ginger, green beans, green peas, hearts of palm, mushrooms, onions, peppers, radicchio, seaweeds, shallots, snow peas, summer squash, tomatoes and zucchini

Fermented and pickled vegetables

Starchy vegetables

(limit to about ½ cup per day): yams, sweet potatoes, purple potatoes, winter squash, carrots and pumpkin

Corn and white potatoes



Beans & Legumes

Because beans and legumes can contribute to digestive issues and prevent healing from conditions such as autoimmune disorders, diabetes and leaky gut, we recommend avoiding them while on THE WELL Cleanse. However, vegans and vegetarians are welcome to enjoy a half-cup per day, if needed. It is best to opt for organic beans and legumes that have been soaked and sprouted.

Enjoy a limited amount of:

Adzuki beans, black beans, chickpeas, lentils, kidney beans, mung beans and split peas

Organic tempeh and organic miso

All non-organic soy products and all processed soy products including soy milk, soybean oil and tofu, along with food products containing isolated soy protein, soy flour and soybean oil



Gluten & Grains

Due to their connection with digestive issues and leaky gut, potential to cause food sensitivities and blood sugar dysregulation, we recommend removing all gluten and grains during this cleanse.

Grain-free foods made with almond or coconut flour

All gluten and grains including wheat, barley, rye, rice, quinoa, amaranth, millet, teff, spelt, kamut, oats (and oatmeal), semolina and couscous

4 Steps to Build a Cleanse-Friendly Plate

You can adapt and adjust what you eat, whether you're cooking at home, ordering at a restaurant or assembling a fast meal from items in your fridge and pantry.

Just follow the simple four-part formula below for lunch and dinner.



Scan this QR code with your phone camera to access exclusive cleanse-friendly recipes and links to our favorite food brands!

1. Fill 3/4 of your plate with colorful, non-starchy vegetables (mostly cooked)
2. Add a healthy fat (like olive oil, avocado or grass-fed butter)
3. Add a well-sourced protein (like pasture-raised chicken, wild salmon or beans as a meat-free alternative)
4. Add flavor enhancers (like herbs, spices or a squeeze of fresh citrus)



The Maintenance Plan

Once you've completed the 15-day cleanse, we encourage you to incorporate the healthy-eating habits you've established into your life going forward — with a few loosened guidelines, of course. No doubt you'll feel inspired by how much better you feel to keep going!

For advice on how to not only maintain your new nutritional status but continue to improve it, visit: the-well.com/start-cleanse



*Disclaimer

THE WELL Cleanse is not meant to diagnose or treat any disease. Before participating in the program or taking any of the suggested products, we recommend that you consult a healthcare provider, especially if you have an existing medical condition or are currently taking medication. Do not participate in this program or consume these supplements if you are pregnant, nursing or under the age of 18.



THE WELL