

CLEAN FOR LIFE GUIDING PRINCIPLES

Introduction by Alejandro Junger, MD

The Clean programs I developed did not emerge out of theoretical interest or a knee-jerk reaction to do things differently than what I was taught in medical school. My motivation came from a search for nonprescription solutions to my own health issues. Once I experienced the healing capabilities of a holistic approach to health, my goal has been to help as many people as possible reclaim their health.

When it comes to transferring from a program into a sustained lifestyle, I, like so many, have had some difficulty. Long-term change is vital to make certain you don't slip back into old ways and undo all the good work. This type of change is very achievable, but it brings with it many obstacles. In order to overcome these, what is needed are experienced guides who know how to help us navigate all the possible bumps along this journey.

For years, the Clean community has been a vibrant hub of knowledge, dialogue, and resources empowering tens of thousands to discover their path to lasting health. And that is why I have asked two Clean team members, Dhru Purohit and John Rosania, to share their knowledge and proven principles. These seven principles that Dhru and John are excited to offer are some of the simplest and clearest ways I've seen to help guide you to making healthy choices long term.

CLEAN FOR LIFE GUIDING PRINCIPLES

From Dhru Purohit and John Rosania

Most people conclude their program feeling great, with an increase in energy, improved digestion, heightened mental clarity, and usually some weight loss. The most common question we hear after people have completed it is, “I feel great, but how do I maintain the results?” The answer to this question is very straightforward: follow the guiding principles and practice what they teach.

The guiding principles are a collection of big ideas that will help you navigate the world of wellness after you’ve completed the program. They are not hard and fast rules. They are simply the principles that produce the best—and longest lasting—results for our team and our community. These principles work best when you personalize them, by taking what works for you and modifying what doesn’t.

Today, we face more choices about our health than ever before. Not only do we have to navigate a landscape of unhealthy food choices, we also have to sort through loads of conflicting health information. To deal with this information overload, simple principles can help us cut through the noise of conflicting opinion. Principles help to shape how we make decisions each day. They also give us a foundation to turn to when we are unsure what to do next.

Let’s take a closer look at our guiding principles:

- 1. What Not to Eat**
- 2. What to Eat**
- 3. How to Eat**
- 4. Supplement Right**
- 5. Understand the Psychology of Clean Living**
- 6. Move and Chill**
- 7. Create Community**

① What Not to Eat

As we mentioned before, most people conclude their program feeling great. But they don't always know exactly why they feel so good. The supplements and the shakes play a major role, but the primary reason people feel good is because they've stayed away from the most common toxic triggers—foods that cause indigestion, inflammation, bloating, fatigue, and, if consumed over long periods of time, minor sicknesses, full-blown diseases, and major health challenges. Toxic triggers are making us sicker, fatter, and unhealthier than ever before.

Think of toxic triggers as little tacks, like the ones we use to pin up posters and calendars. Now imagine one day you left a few tacks in your back pocket and forgot they were there. You go about your day and eventually sit down to get some work done. Immediately you feel a sharp pain in your rear end. What would you do? Naturally you'd stand up and remove the tacks. What if instead of getting up and removing the tacks you continued to sit on them in spite of the pain? And when the pain got much worse you simply took a painkiller to deal with it.

That sounds crazy, doesn't it? And yet that's exactly what is happening today. The only difference is that we're not sitting on our toxic triggers; we are eating them. And we're trying all sorts of pills, procedures, and roundabout fixes to deal with the symptoms that toxic triggers are creating, instead of dealing with the root cause. If you want to thrive, you have to remove the tacks. You have to know what not to eat and make the connection between the food you eat and how it makes you feel. Toxic triggers prevent your body from functioning properly. When you remove them, you remove the irritation they cause and stop the survival mechanisms your body puts into motion to deal with them.

Even if you eat healthy after completing your program, you still could have major health issues return, because your diet includes one or a few toxic triggers you may not know about. Finding your toxic triggers is the most important first step in living clean for life. That's why "What not to eat" is our first guiding principle.

When we understand what not to eat, our lives change. Health becomes less of a mystery and many health issues that may have affected us for years sometimes just disappear. Energy levels increase and our minds get clearer. Sleep gets deeper, more restful. Allergy symptoms are reduced or are completely relieved. The skin

gets smoother and a certain glow emerges. The benefits transcend the body. People are more productive in their work, more attentive to their families, and more agile during exercise. Some people get a surge of courage, which allows them to overcome obstacles that have limited them for decades.

How is this possible? How could simply avoiding certain foods affect our long-term health so much? As the author Michael Pollan taught us in his book *The Omnivore's Dilemma*, our food and the way we eat has changed more in the last fifty years than in the last five thousand. All these changes mean that we're eating in a way that's significantly different from our ancestors. High-fructose corn syrup, corn-fed factory-farmed meat, preservatives, hybridized wheat, and hormone-injected dairy are all examples of foods that have never been consumed in the quantities and combinations that we're consuming them in now.

Our food is changing, often for the worse, and we're eating more of the stuff that is making us sick. When we get clear on which foods are causing us challenges, we can return to that natural state of health in which we were designed to live. There is no greater investment we can make in living clean for life than identifying what not to eat by finding our toxic triggers.

Getting Clear on Your Toxic Triggers

Not everyone has the same toxic triggers, but we do see patterns. Gluten and dairy are the two most common toxic triggers. But they aren't the only ones. Corn, grains, soy, nightshades, alcohol, and processed sugar are also potential toxic triggers. Foods affect everyone differently. These foods may or may not be toxic triggers for you, but you don't have to take our word for it. Living clean is all about figuring things out for yourself and seeing what works for you. The best method for being sure which foods are toxic triggers for you is by testing them. We do this by following a reintroduction program. Having a good idea of how these two toxic triggers affect you means that you can see more clearly the connection between what you eat and how you feel.

The Reintroduction Process

If you have just finished the cleanse, you will remember the Reintroduction Process laid out in the Cleanse Manual. Feel free to skip ahead to principle #2. If you have just finished Refresh or are wanting a simple way to start working the Clean for Life principles, continue reading the Reintroduction Process below.

Refresh

If you have just finished Refresh and want to discover your toxic triggers, continue on the Refresh Diet for one more week. Then follow the Reintroduction Process below.

Welcome Back

If you are reviewing the principles but haven't just completed a Cleanse or the Refresh Program, it's important that you follow the Cleanse Diet for two weeks before continuing with the Reintroduction Program. Once you have eaten from the Cleanse Diet for two weeks, your body will be ready to serve as a reliable indicator for which foods do and don't work for you.

Identifying Toxic Triggers

The purpose of the Reintroduction process is to identify which foods work and don't work for you long-term. In this process we'll be focusing on the two most common Toxic Triggers: gluten and dairy.

Let's take a moment to understand what a toxic trigger is.

Toxic Triggers

Toxic Triggers are foods that often taste great but leave you feeling terrible. They can cause mood swings, digestive upset, bloating and fatigue. The most common Toxic Triggers are gluten, dairy, processed sugar, caffeine and alcohol. Getting clear on your Toxic Triggers will undoubtedly improve your health and prevent your mood, weight and energy from yo-yoing up and down.

We can't stress enough how important it is to identify your Toxic Triggers. It's the foundation for living Clean for Life.

The Reintroduction process is seven days long. Here's how it works.

MON	TUES	WED	THURS	FRI	SAT	SUN
Gluten	Gluten	Cleanse Diet Only	Cleanse Diet Only	Dairy	Dairy	Reflect

Step 1: Reintroduce gluten, 2 to 3 times a day for 2 days

On the first and second day of your Reintroduction week you'll be introducing gluten into your diet. Eat gluten two to three times a day, for two days, and then notice what happens over the next forty-eight hours. You'll still be eating from the Cleanse Diet, the only difference is that you'll be adding in gluten to see if it is one of your Toxic Triggers.

Reintroducing gluten by itself is simple. Try eating just bread for breakfast, and then some pasta for lunch or dinner. Don't include any dairy or other excluded items yet. The goal is to isolate one excluded food at a time to determine if it is one of your Toxic Triggers.

Step 2: Record Your Reactions in a Journal

Use a journal to record any reactions you might have to gluten. This may include bloating, skin breakouts, a foggy mind, or constipation. Not everyone will react to gluten in the same way. Some people may notice their reactions immediately. Others might notice their reactions the next day. That's why it's important to test gluten over the course of two days.

Step 3: Eat from the Cleanse Diet for two days

After you have reintroduced gluten it's important to return to the Cleanse Diet. For the next two days eat three meals a day exclusively from the Cleanse Diet.

Taking two days to eat from the Cleanse Diet gives you a clean slate and sets you up for testing the next possible Toxic Trigger, dairy.

Step 4: Reintroduce Dairy, 2 to 3 times a day for 2 days

For the next two days you'll be reintroducing dairy into your diet. Eat dairy two to three times a day, for two days, and then notice what happens over the next forty-eight hours. Once again, you'll still be eating from the Cleanse Diet, the only difference is that you'll be adding in dairy to see if it is one of your Toxic Triggers.

To reintroduce dairy try having a glass of milk in the morning and a few pieces of cheese with your lunch or evening meal. Today dairy is included in so many different foods. It's important to avoid having dairy in combination with other

excluded foods. Stay away from cereal, ice cream, or baked goods. These foods contain other excluded foods like processed sugar, gluten or preservatives. If you have ice cream for example, and it causes a reaction, you'll have no idea which excluded ingredient was the cause.

Step 5: Review Your Journal

Now that you've tested both gluten and dairy, it's time to review your journal. Your goal here is to figure out whether gluten and/or dairy are Toxic Triggers for you. The way you determine this is by understanding how strong your reaction was to these foods.

Let's review the possible reactions you may have had during the last few days.

No reaction: I had no reaction at all to the excluded food.

Example: I felt fine • I didn't notice any changes in mood • I felt energized and awake
• I felt good.

Mild reaction: I had a noticeable reaction to the food.

Example: I felt bloated and gassy • I felt tired • I felt dehydrated • I felt itchy • I felt uncomfortable • My sleep was off • I felt foggy.

Strong reaction: I had a strong negative reaction to the food.

Example: I felt sick • I developed a lot of mucus • I had a strong headache • I became flushed • I became very constipated • I developed a rash • I had trouble sleeping • I felt cold or flu-like symptoms • I developed diarrhea • I became very angry or upset.

Take a look at your journal. What types of reactions did you have to gluten or dairy? If you had a mild or strong reaction to one or both of these foods, chances are they are a Toxic Trigger for you. Discovering that either gluten and/or dairy are a Toxic Trigger is an amazing find. What this discovery means is that this food may have been affecting you without you knowing it. Not anymore. You're back on top. So now what? What do you do once you've gotten clear on the fact that gluten or dairy is a Toxic Trigger? It's time to create a game plan.

Step 6: Remove and Rotate

Creating a game plan starts when you decide whether you need to a) Remove or b) Rotate your Toxic Triggers. Let's take a look at both options.

Remove: If you had a strong negative reaction to a Toxic Trigger, this is your body telling you that it's important to eliminate this food from your diet completely for a period of time. We know that removing a favorite food from your diet can be challenging, but the long-term benefits outweigh the short-term gratification. Many people continue to become healthier simply by removing their key Toxic Triggers.

Rotate: If your reaction to a Toxic Trigger is mild but still noticeable, it may not be necessary to eliminate them forever. However, you will benefit greatly from reducing your frequency of exposure to these foods. Rotate your choice of foods in such a way that you don't eat the irritating ones more than once a week.

Remove and Rotate 2.0

Once you understand how a specific food makes you feel, the next step is to practice removing and rotating that food. We say practice because rotating and removing toxic triggers is a process that won't happen overnight. A lot of the toxic triggers are addictive. They taste good, at least initially, and we're conditioned to seek them out when we're in search of comfort, a short-term high, or a treat. Be gentle with yourself during this process. Practice the remove and rotate steps listed in the reintroduction process to build new habits. Building new habits slowly, but with focused intention, will allow you to win in the long term.

Getting clear on what not to eat takes time and patience, but the return you'll get from your investment is incredible. So many of the health issues people deal with today are simply caused by the toxic triggers in their diet. Discovering your toxic triggers and taking steps to reduce their intake will radically alter your health for years to come. The goal here isn't to be a purist. The goal is to become clearer on the connection between what you eat and how you feel. With that knowledge, you are guaranteed to feel better, look better, and have the health you need to show up strong in every area of your life.

② What to Eat

Now that we've addressed what not to eat, we can explore what to eat. There are many different perspectives on what is the best diet for humans, but one thing every healthy dietary paradigm shares is the emphasis on whole foods; fresh, unprocessed foods are the foundation for long-term health. Let's be very clear on what we

mean when we say whole foods. They are foods found in nature and made of one ingredient. Fruit, vegetables, meat, fish, dairy, eggs, grains, legumes, nuts, and seeds are the main foods that make up this category. As you can see, when we talk about whole foods, there are lots of foods to choose from.

Here's the caveat, though: eating a diet rich in whole foods is only a part of the bigger picture. Even if we eat lots of whole foods, it's important to eat whole foods minus our toxic triggers. This is where "what to eat" connects with "what not to eat." Find your toxic triggers, remove or rotate them in your diet, and eat whole, unprocessed, unrefined foods. If we don't remove our toxic triggers, we might still be eating certain whole foods that continue to throw off our health. A perfect example is gluten and dairy. They are both whole foods, but they are also highly allergenic foods. While this might sound confusing, it's really not. Think of it this way: the basic template for your long-term health is whole foods minus your toxic triggers.

At Clean, we have found that certain diets work best for certain people. Some people do better eating more animal protein; some do better eating less. Others find that a vegetarian or vegan diet is best for them. Each person has to discover what types of foods are best for him or her within the whole-foods category. This requires some experimentation and personal testing, which we'll address soon. But before we get into that, let's start with a step everyone can benefit from, no matter who you are: upgrading the quality of the whole foods you eat.

Upgrade Your Whole Foods

Think of your body as the hardware of your computer. The food you eat is the software. This software gives your body information on how to run and which genetic switches to turn on or off. When you upgrade the quality of the food you eat, you in turn upgrade the quality of the information you send your body. As a result, your body runs better and becomes stronger. Let's take a look at the ways you can upgrade your whole foods.

Fruits and Vegetables

Purchase organic or chemical-free fruits and vegetables. Look for farmers' markets in your area. These fruits and vegetables are often free of pesticides and chemical treatments but are not labeled organic. Chat with your local farmer to find out how they grow their foods.

Try this: For the next month, when you buy your greens, buy only those labeled “organic” or buy them from a farmers’ market. Over time, continue to increase the amount of organic whole foods in your diet.

Meat and Fish

There are a lot of different ways to describe meat and fish. Look for the following labels to make sure you are getting the highest quality possible. The best meat you can purchase is organic, pasture-raised, and grass-fed. When it comes to fish, smaller cold-water fish are always a better option, because they are lower in heavy metals and toxins. Consider eating salmon, trout, mackerel, sardines, herring, and small halibut. Check out eatwild.com for a state-by-state listing of organic and grass-fed animal products.

Try this: If you typically eat meat at most meals, take one weekend to go vegetarian. Then try it for one week. Low energy, constipation, and bloating often occur at the extremes of dietary choices, so experimenting with adding or removing certain foods can teach you a lot about what your body needs. Stay open to the process and see what you learn.

Eggs

Look for organic, free-range, and pasture-raised eggs. These eggs are more nutritious, higher in omega-3 fatty acids, and the hens’ feed is free of genetically modified food. Pasture-raised eggs are the highest quality because the hens are raised on pasture land instead of in confinement, where they are fed primarily grains. The diet of pasture-raised hens is complemented with worms and bugs, which gives their eggs a higher nutrient profile for omega-3, vitamins A and E, and beta-carotene, an antioxidant and precursor to vitamin A production. Eggs from pasture-raised hens also have less cholesterol and saturated fat than conventional eggs.

Try this: In the next month, take a trip to your local farmers’ market or health food store and look for pasture-raised eggs. They will be a dollar or two more expensive, but you’ll provide your body with far more nutrition.

Grains

If after your program you’ve reintroduced grains and found that they work for you, consider including non-gluten grains in your diet, such as quinoa, millet,

buckwheat, and rice. Soaking them overnight before cooking will make them easier to digest.

Try this: Once every month, for two to four days, go completely grain-free, both gluten (wheat, barley, rye) and non-gluten (quinoa, rice, millet) varieties. Taking a break from consuming any grains is a great way to test whether grains are still working for you. Pay attention to changes in your skin, energy, digestion, and bowel movements.

Legumes

Beans, lentils, and legumes are all useful sources of quality calories and protein. However they can be difficult for many people to digest.

Try this: Next time you eat legumes, try soaking them first overnight. Notice if they are easier to digest.

Oils

Look for organic expeller and cold-pressed, unrefined oils. Oils such as lard, coconut oil, and ghee are higher in saturated fats and are better for high-temperature cooking. Coconut oil is our recommendation as an all-purpose cooking oil and provides a good source of saturated fat. Olive oil is good for medium-temperature cooking but is best used in salad dressings or as a condiment. Nut and seed oils can provide fatty acids and nourishing fats but should not be used for cooking because they are unstable at high temperatures and will often turn rancid.

Try this: Use coconut oil for one week. Cook with it, use it as a skin moisturizer, and add it to shakes and recipes. Notice how you feel, the quality of your skin, and notice your digestion. Higher quality coconut oils will have less coconut taste.

Nuts and Seeds

Good sources of healthy fats and protein, nuts and seeds contain a wide range of vitamins and minerals. Look for raw varieties free of preservatives and sugar. Nuts and seeds can often be difficult to digest. Soaking them for a few hours can help. If you feel heavy after eating them, reduce the amount you include in your diet.

Try this: If you frequently rely on nuts and seeds as a daily snack, try reducing your quantity and frequency to one handful every other day. See if this improves your digestion.

Upgrading the quality of your food takes time; it's not something that can or needs to be done overnight. Keep making gradual changes each month until finally the food you eat is of the highest quality and can fully support your most important investment: your body and its ability to thrive.

③ How to Eat

We've forgotten how to eat in a way that nourishes our bodies. Let's look at two reasons why that is.

First, junk and processed foods send the body mixed signals, causing us to overeat and become chemically addicted to these foods. Let's take processed sugar as an example. When the sweet receptors in the brain are overstimulated by sugar-rich foods, sugar easily overrides the mechanisms for self-control. After that first bite of ice cream or brownie, it's an uphill battle for most of us to stop.

The second reason is emotional. Since childhood, most of us have built emotional relationships to processed foods. Foods like ice cream and cake are used to celebrate important events or birthdays and to support us through difficult times. We've conditioned ourselves to reach for junk food, which causes a cascade of health issues. Processed foods are a part of holidays, funerals, vacations, and daily work breaks. We consume them when times are good, when times are bad, and when times are just plain boring. One of the most common times we eat emotionally is when a challenge presents itself. When a difficult event occurs—like a breakup or an argument—many of us reach for the classic “comfort foods,” such as ice cream, which numb us from emotions we don't want to address. These comfort foods are so difficult to digest that they pull a good portion of the body's energy from its nervous system to its digestive system. A wave of sluggishness and calm comes over us; we no longer have the energy to think or feel the trigger issue that had caused the emotional response, and had prompted us to eat unhealthy food in the first place. Over time, we develop a habit of coping with emotions through unhealthy food, essentially forming a habit of emotional eating.

Poor quality, addictive foods and emotional eating have caused us to forget how to eat in a way that nourishes and supports our health. These two reasons have also made us forget how much and in what quantities to eat the whole foods that make up a healthy, long-term diet.

How much, then, should a person eat? How large or small a portion? How many times a day? And in what combinations? Diets have tried for years to determine in precise ways the exact amount and the exact way a person should eat each day. These types of plans often fail. This hyper-attention to calories, nutrient levels, and weight loss creates a backlash: all the focus on portion sizes and body weight can easily diminish the pleasure we experience at each meal.

Let's look at five simple ideas that can help you sort through the noise, eat clean, and in the process find deep pleasure in a nourishing meal.

80-20

When your digestive system runs smoothly, you feel great and maintain a balanced energy level. When you overeat or eat foods in the wrong combinations, on the other hand, you put unneeded stress on your digestive tract. Overeating causes food to ferment, and this fermentation becomes food for yeast, fungus, and unwanted bacteria. As a result, you create an environment inside the gut that causes gas, bloating, constipation, and decreases absorption of nutrients from your food.

The 80-20 rule, as described in chapter 6, has two parts:

1. Fill 80 percent of your plate with greens and vegetables (raw, steamed, baked, cooked) and 20 percent with protein and good fats (meat, fish, quinoa, avocado, etc.).

2. Stop eating when you are 80 percent full. This is what the Japanese call Hara Hachi Bu, meaning "Eat until you are eight parts (out of ten) full." The long-living Okinawans, profiled in the book *The Blue Zones*, have used this technique for centuries to improve digestion and balance energy levels.

Don't Food Bomb

Picture a typical holiday meal. Imagine a beautiful table full of a variety of breads, meats, cheeses, veggies, and wine. You eat a little bit of everything. Then dessert comes. You have some cake or cookies with ice cream topped off with some more alcohol and coffee. You feel a food coma setting in, and the indigestion and gas that often comes with it. The only thing you want to do is lie down and take a nap. This is what we call food bombing. A food bomb results from mixing too many different types of foods together in one meal. Each type of food requires different enzymes

in order to be digested, so mixing too many together at once causes poor digestion and creates fatigue. This typical holiday meal might be an extreme example, but we go through some version of this every day. Let's take fruit, for example. Fruit takes the shortest time to digest and leaves the stomach within thirty minutes. When you eat fruit with protein or starches, the digestion of fruit can be held up and start to ferment in the intestines.

When fermentation happens in the gut, it reduces the assimilation of other nutrients at a meal and creates an environment that feeds yeast and fungus. The same thing can occur when mixing animal protein with starches or grains. Meat, fish, and eggs require the secretion of hydrochloric acid and the enzyme pepsin. They break down the food in an acidic environment. Starches require the secretion of the enzyme ptyalin in an alkaline environment.

Mixing proteins and starches at the same meal can neutralize the breakdown of these foods and inhibit proper absorption, once again creating fermentation in the gut. But a few simple guidelines will help you make food bombing a thing of the past and improve your digestion and health long term. When you combine food properly, you aid digestion and, most importantly, increase absorption of nutrients.

If you are tired of feeling bloated after every meal, it might be time to pay more attention to how you combine food. The best way to incorporate the following guidelines is to try them for a week. See how they affect your digestion and bowel movements. Once you get a taste of how great you can feel when your digestion runs optimally, you'll become addicted (in a good way) to eating foods that work well together.

Here are three simple guidelines to help eliminate your next food bomb:

1. Eat non-starchy vegetables (bok choy, zucchini, cucumbers) and leafy greens with animal protein, grains, rice, legumes, and starchy vegetables.
2. Avoid eating animal protein with grains, rice, or legumes.
3. Eat fruit alone.

Let's give a few examples:

Food	Good Combo	Why?
Chicken and pasta	No	Animal protein does not combine well with grains

Food	Good Combo	Why?
Fish and asparagus	Yes	Animal proteins combine well with veggies.
Quinoa and salad	Yes	Grains combine well with veggies.

Shake a Day

A daily shake that includes good saturated fats and quality proteins is a simple way to keep your health on track. This habit is a quick and convenient way to start your morning. Rather than a traditional breakfast of energy-zapping muffins or bagels, a morning shake gives your body much-needed water, easily digestible nutrients, and sets the groundwork for clean eating habits throughout the rest of the day. Have a shake alone or as part of a clean breakfast. Having this technique in your wellness toolbox will give you one more way to build a lifestyle that continues to increase your health year after year.

Mastering Five Meals

Learning a new way of eating can be scary. If a food is unfamiliar to you, you may feel like you're being pushed outside your comfort zone. The idea of figuring out which foods to eat and how to prepare them can be overwhelming. The truth is that most people eat five to seven basic meals that they rotate seasonally. We may change the sauces, spices, and combinations, but the basic components of the meals are the same.

Instead of getting wrapped up in complex recipes or the fear of eating clean for the rest of your life, focus on mastering five healthy meals. These five meals will be the base of your diet, the food you'll eat most of the time. Discovering your five favorite meals will take some time, but once you do, you'll be able to use them as inspiration to create a lifetime of delicious and healthy meals.

Personal Experimentation

The body is always changing and evolving. What works for you today may not work for you tomorrow. It's not a question of if this will happen to you; it is a question of when it will happen to you. At some point, foods you enjoyed often might start causing you issues. Or foods you never considered eating might help you evolve your health further.

The landscape of whole foods is a vast one with many different paths to take. In order to discover which whole foods to eat, how often, and how much, you will need to do some personal experimentation. Because everyone is different, what works for other people may not work for you. There are a variety of ways to experiment with the food you eat within the whole- foods-minus-toxic-triggers paradigm. Here are a few examples to get you started:

- Try removing grains for two weeks. Try removing corn and soy for two weeks.
- Try adding a cup of fermented vegetables, kimchi, or sauerkraut each day to your dinner for a week.
- Try adding one to two servings a day of a fresh green juice or green smoothie for two weeks.

When choosing a personal experiment, set a period of time to keep yourself focused. Then pay attention to your digestion, energy levels, bowel movements, mental clarity, and sense of well-being. If you are adding a new food to your diet frequently, notice what happens when you combine it with different foods. If you are removing a food, take notice of any emotional connections to the food or what feelings arise when it is gone.

With each personal experiment, you will gain greater awareness of your body and your needs, both physical and mental. The process is about paying attention to the close connection between what you eat and how you feel. The more you delve into this work, the more closely you build a lifestyle in line with who you really are and what you really want.

④ Supplement Right

There is a lot of confusion about supplements. We have a simple philosophy at Clean: supplements help plug the nutritional gaps that keep us from reaching our health goals. While eating a clean, whole-foods diet is the most important first step, supplements can help correct nutritional deficiencies that have occurred as a result of poor lifestyle choices and impaired gut health. They can also make up for the nutrients and minerals much of our agricultural soil currently lacks. Over-farming, excessive application of pesticides and insecticides, and the use of genetically modified seeds often create more allergenic and less nutrient-dense foods. For example, magnesium is one of the major minerals lacking today in our soils and, as a result, it is one of the minerals people are most deficient in. When we replenish the nutrients through high-quality supplements, we can see our health improve. Like eating a clean diet, supplementation with key nutrients can support and build a sturdy foundation of health for years to come.

Evolve and Change

Each person is different and so the best supplement programs will be tailored to your specific history and nutritional needs. One size does not fit all. For example, a person with chronic indigestion may have different needs from someone who does not. A heavy coffee drinker, with excessive stress and adrenal fatigue, will need different supplements from someone who has an autoimmune condition. Later in this section we outline the importance of getting tested, to figure out exactly what you need, but let's start with the supplements that can benefit most people right now. Remember, this is just a template, but in our experience, these are the supplements that will help the broadest number of people.

Daily Supplements

These are the supplements we recommend most people take as a base for their wellness plan:

- **Fish Oil (or Vegetarian Omega-3):** Both fish and algae varieties of omega-3 supplements provide essential fatty acids and reduce inflammation.
- **Probiotics:** Beneficial bacteria help break down food, absorb nutrients, and boost immunity.

- **Multivitamin-Multimineral:** A combination supplement replenishes essential vitamins and nutrients that may not be present in your diet.
- **Vitamin D3:** This vitamin increases energy levels and immunity, boosts mood, and balances hormones. It can be found in capsule form or synthesized by your body during exposure to sunlight. When possible, focus on getting twenty minutes of sunlight on your bare skin.
- **Magnesium:** An important mineral directly involved in over three hundred different bodily functions and often lacking in our diets.

There is no fixed rule on how long to take these supplements. Many people continue to take them indefinitely. A good rule of thumb is to take them for three weeks, then take a few days off before starting them again.

Targeted Supplements

The following supplements will extend the efficacy of your program. They will build on the work you have already done and are specific to improving and maintaining overall health. In addition to the supplements listed above, the following items help deepen your program by focusing on digestive health. The more you continue to support proper digestion, the more your overall health will benefit.

- **Probiotics:** Stress, chlorinated water, polluted air, antibiotics, and chemicals in our food all present constant challenges to maintaining good bacteria. Increasing the amount of probiotics you take for a period of time can help deal with these challenges, improve digestion, and increase nutrient absorption.
- **Prebiotics:** Prebiotics are sold as powders made from inulin and chicory root. They help promote the growth of bacteria in the digestive system and colon. Prebiotics are also found in raw Jerusalem artichoke, raw dandelion greens, raw garlic, raw leeks, and raw onions.
- **Digestive Enzymes:** Digestive enzymes help your body digest fats, proteins, and carbohydrates. Take a digestive enzyme with meals to support optimal digestion.
- **Hydrochloric Acid (HCL):** A critical component for proper digestion, HCL is useful for reducing upset stomach, nausea, and heaviness after eating.

- **L-Glutamine:** This is an amino acid and the preferred food for intestinal cells. L-glutamine helps rebuild gut lining and restore gut integrity.
- **Colostrum:** A form of milk produced by cows just before giving birth, colostrum has been shown to help restore gut health by repairing leaky gut. It contains growth factors, which heal damage to the intestinal lining, as well as large amounts of immunoglobulins, which help reduce harmful bacteria.
- **Lactoferrin:** A glycoprotein derived from colostrum, lactoferrin has been shown to be antibacterial and supportive of the immune system. It also inhibits gut inflammation and has been used in the treatment and prevention of gastrointestinal inflammatory conditions.
- **Fermented Foods:** These foods and drinks are easy to digest and contain beneficial bacteria and a wealth of B vitamins, minerals, and nutrients. When eating protein or fatty meals, add fermented foods to improve digestion. Look for raw, unpasteurized kimchi and sauerkraut, and low-sugar probiotic drinks. In addition, small amounts of kefir made from goat's milk or cow's milk may be useful, as long as dairy is not a trigger food for you.

Get Tested

Tests help take the guesswork out of understanding how to improve our health. Today, we have incredible access to a number of tests that can help determine many obstacles or deficiencies in the body. It makes sense to utilize these tests whenever possible, because no one person has the same profile as the next. Armed with clear information on a wide variety of data, you can catch imbalances early on, modify your diet and lifestyle, and create a personalized supplementation program that addresses your specific needs.

Here are three useful tests to begin with. Work with a functional medicine doctor in your area who is familiar with them and can order them for you (functionalmedicine.org).

Gastrointestinal Profile Test: This is a comprehensive stool analysis that will give a good snapshot of your gut health, including levels of bacteria, yeast, fungus, and parasites. It also shows absorption levels of fats and markers for inflammation. Our recommended test is Metametrix's GI Effects Complete Profile.

Blood Panel: Getting good blood work done is key. While most mainstream doctors order full blood panels, they are often not aware of the latest advances in testing. Working with a functional medicine doctor to get your blood work done will allow you to get a deeper understanding of your health.

Heavy Metal Test: This test looks for harmful levels of heavy metals, most notably lead and mercury. Mercury toxicity is called “the great mimicker” because it can show up as many different diseases, from psychiatric problems and cancers to autoimmune conditions. Take this test when your symptoms are not clear and do not seem to improve despite great efforts, or when you suspect exposure to heavy metals (via tuna or other mercury- laden fish, or silver amalgam dental fillings).

Evaluating Your Test

The data you receive from your tests are only as useful as the healthcare practitioner who interprets them. Most mainstream doctors are not aware of the tests we just listed and do not know how to interpret them. For this reason, we recommend you seek out a functional medicine doctor in your area or a practitioner who is open to holistic practices. Using the tests we mentioned, your doctor will be better equipped to help you create a personalized plan that includes diet, supplements, stress management, and exercise.

Over time, your supplement routines will change. If you are healthy and exhibit few symptoms, the supplements we’ve described can be used as a starting place to help support your clean lifestyle. Unless you have created a plan with your functional medicine doctor, there is no set amount of time to use these supplements. Many people take them daily for years.

When testing a new supplement, a good rule of thumb is to take it alone with either water or food, depending on the directions, and take note of any reactions to it. If no duration of use is specified, try it for one to three months on a consistent basis and see if you notice any effects. Don’t feel bad if you miss a day. Different holistic theories actually recommend taking breaks from supplements and taking them in different sequences—on for a few weeks, off for a week—in order to better absorb them.

Many of us on the Clean team have the habit of taking our supplements only during the week, not on the weekend. Once again, the main theme here is to use personal experimentation to find out what works best for you, while keeping in mind that what works for you today may not work for you tomorrow. Life and health are always developing, changing and transforming as you learn and grow. The more value you place on staying open and curious about your wellness path, the more you will develop flexible and robust health.

⑤ Understand the Psychology of Clean Living

You may have heard the expression: 80 percent of what you do is psychology, 20 percent is taking action and following through. Regardless of the percentages, what this statement means is that a good part of what determines the vibrancy of your health is your thoughts about your health. Put another way, how you think about your health often determines your level of health.

One of the challenges to living clean is changing our habits. Habits take time to become ingrained, and during that period when we're learning how to do something new, there are ample opportunities to get off track. When we try to change a habit (e.g., eating better, removing a toxic trigger, exercising), we often bump up against ourselves. An event triggers something in us and we end up going back to the habits we are used to. While resistance to changing habits can happen in all areas of our lives (relationships, finances, career), for many of us food and emotional eating are the most challenging. Recognizing when and why we get off track and unpacking the emotional weight of these moments takes time.

Sometimes we don't know how to live healthier because there's an information gap. We are not sure what to do or how to follow through. But most of the time, we do know what works; we just have trouble making the necessary changes. The yo-yoing back and forth between following a wellness program and not following it creates something we call the cycle of emotional eating. When we enter this cycle, poor habits create more poor habits, and we cycle downward. It's like compound debt. If we miss a few payments on a credit card, we begin to pay penalties on what we owe. And then we pay penalties on the penalties. This vicious cycle causes immense amounts of stress and requires huge amounts of energy to break it.

If you understand the cycle of emotional eating—why it happens, how it works, and what you can do when you recognize it in your life—you turn the cycle that spirals downward on its head, sending the spiral upwards. The opposite of compound debt is compound interest. When you earn interest on money, that interest compounds and begins to make money on itself. Interest starts making more interest. If you are aware of the cycle of emotional eating, then you can interrupt it before it wreaks havoc, and like compound interest, your healthy habits will encourage new healthy habits with less energy and less need for willpower alone.

The Cycle of Emotional Eating

There are four main phases of emotional eating: the trigger, the cover up, the false bliss, and the hangover.

1. Trigger: A “trigger” is an event or situation that causes a stressful or painful emotional response. Caroline was trying to change her habit of eating junk food whenever she felt sad. We worked with her to get clear on what her specific trigger was. We asked her to describe specifically what happened before she began to emotionally overeat. She told us once that her boyfriend had canceled a special date they had been planning for some time. Her trigger event was her boyfriend’s cancellation, but it was her pain and emotional response to that trigger that started a cycle of emotional eating. We asked her what she felt when he canceled. She said, “I felt sad, and then I felt like I wasn’t enough for him.” Caroline found these feelings painful to experience. Instead of giving herself space to truly feel what she was feeling, she unconsciously committed to avoiding the pain and seeking momentary pleasure to suppress the feelings. We call this the “cover up.”

Before we describe the cover up, however, let’s take a closer look at a few more elements of the trigger, so you can recognize it when it shows up. Recognizing a trigger will help you interrupt a cycle before it starts. Any object, any event, any conversation can be made into a trigger. Triggers create a physical response in the body. Your breathing may speed up or become shallow; you may start sweating. Emotionally, you might feel angry, sad, or annoyed. Why you have certain triggers as opposed to others has to do with your family history, your personality, and your insecurities. Working with a coach or therapist can help you uncover why a trigger exists or is so pronounced, but for now, let’s begin with the recognition of your triggers when they occur.

2. Cover Up: Because Caroline did not give herself permission to feel her “I’m not enough” feelings, she unconsciously covered them up with food. There are many ways to cover up feelings you don’t want to feel, but one of the most common ways is to eat foods high in sugar, high in carbohydrates, and high in fat, such as ice cream, cakes, and cookies.

These classic comfort foods are aptly named because they hide the difficult feelings by producing a momentary sense of calm. When you eat difficult-to-digest and highly allergenic foods, two important things happen. First, the allergenic part of gluten, dairy, and sugar creates an adrenaline effect. This adrenaline immediately makes you feel better. This is one of the primary reasons that the most common toxic triggers are hard to reduce or remove from your diet. They make you feel great at first but leave you feeling terrible later.

Second, classic comfort foods are heavy and difficult to digest. Apart from the brain, digestion demands as much energy as it can get. Heavy foods pull energy from your nervous system, where you feel your feelings, and direct it toward digestion. These foods cover up emotions, creating a numbing effect for the feelings that started the cycle in the first place.

3. False Bliss: After the habitual and unconscious decision is made to eat in order to cover up your feelings, you enter the “false bliss” stage. In Caroline’s example, when she eats ice cream and processed chocolate, she numbs her painful feelings and then experiences a high from the sugar-rich, dairy-rich foods. Characteristics of this stage are a sensation that everything is fine, that there was no issue to deal with in the first place, or that it was just a figment of your imagination. The comfort food paired with the desire to cover up enables you to forget, at least for a short while.

4. Hangover: Soon, the sensation of bliss and forgetting starts to wear off and the “hangover” sets in. An hour later, Caroline begins to feel sick in her stomach. She feels bloated, gassy, and tired. She wonders why she went this far, again, why she got off track when she was feeling so good and eating clean. She feels guilt and shame. Two types of pain occur during the hangover. There is the physical pain and discomfort, which occurs after eating too much of a toxic trigger or poor combinations of foods. Then there is the emotional pain, which comes from feeling guilt and shame about not doing what you had originally set out to do (eat clean), repeating a well-worn pattern. On top of all that, you can often

feel confused, because you have forgotten the original trigger that started the downward cycle in the first place.

The Cycle Continues

Caroline's guilt and shame caused her to turn this incident into a new trigger. She felt bad about not continuing with her wellness plan and, because this had happened before, it reinforced her belief that she would never get healthy and that eating clean was just too hard. These feelings caused her to enter a downward spiral during the next few days. She repeatedly ate poorly, even though she knew it was not helping. She just couldn't seem to stop. Finally, a few weeks later she called us to help her get back on track. Her thought was that she just lacked discipline. The truth was that she was caught in a cycle of emotional eating. Now it was time to break the cycle.

Breaking the Cycle

Breaking free from the cycle of emotional eating begins with understanding the pattern and committing yourself to recognizing it when it shows up. By becoming aware of the cycle and reflecting on specific moments when you have been caught in it, you can begin to catch yourself earlier and earlier. Now that you know the names of the different phases, you can identify them when they show up in your life, and call them out in your mind, Oh yes, here it is again. I am covering it up! Over time, these patterns no longer sneak up on you. Once you recognize how these patterns have occurred in your life, how they have pulled you away from where you want to go and who you really want to become, their seductive power loses its pull.

Awareness is the first and most important step. With attention, you will learn more about the ways you personally use this cycle and the stories and tricks you tell yourself to justify not committing to your potential. The awareness you develop over time will aid you in using the following three additional ways to break the cycle.

Address the Issue Directly

The simplest and most direct way to interrupt the cycle is to address the issue directly when you feel triggered. If the trigger was an offhanded comment by a coworker, you might ask to speak to that coworker about it, even though a part of you feels scared to talk to them. Often emotional-eating cycles can be stopped in their tracks when the initial triggers are addressed honestly. If you are unable to

Speak directly to a person, or the trigger is an object, like an old picture of a relative or the memories of a partner, take a moment to fully feel what you are feeling. The awareness that you are being triggered, plus the permission to fully feel what you feel, will lessen the power of the cycle of emotional eating.

Brad Blanton's *Radical Honesty* and Susan Campbell's *Getting Real* are two wonderful books to help you with the process of honest communication.

Build a Toolbox of Healthy Habits

Once you are aware of your triggers, you'll notice your old habits trying to pull you in a familiar direction. You will notice yourself craving foods that you have built up an emotional relationship with in the past. Transitioning from these foods and old habits is a process. Often when you first notice a trigger, you don't have healthy new practices ready to put into action. Even when you are clear about that trigger, without a means to redirect your energy you may unknowingly fall back into the old habit.

A toolbox of healthy habits works best when you enjoy them, but remember that in the initial phases your old habits will do their best to make you think the new habits are boring and unpleasant. Don't let this stop you. Take a leap of faith and commit to using these tools when you feel triggered. If you fall back into the cycle, use them the next time. Keep using them until they become a reflex, so when you feel triggered you instantly know what to do.

Once you have utilized these new habits, your old habits—the one's that kept you from growing—will fade naturally into the background. Soon, you will only hear the faint rumblings of who you once were, and you'll be in a stronger place to continue to make forward progress on your health.

Here are a few of our favorite healthy habits. These habits will nourish you and encourage you to stay on track:

- Take a walk.
- Drink water or a green juice.
- Take a nap.
- Do something nice for someone.
- Have a clean snack.

Get to the Root

At the base of our emotions and habits are events in our past and stories about those events that we have internalized. These internalized stories create the program that runs many of our most common habits. When certain habits are not working for us, when they cause us pain and keep us from progressing toward our goals, time needs to be taken to try to understand and reflect on them. Getting to the root means asking ourselves some deep questions about why we do the things we do. And more often than not, the reason we try to numb our feelings with food is due to fear or insecurity.

In Caroline's example, the fact that she reached for junk food when her boyfriend canceled their plans is rooted in her fear of being alone. When she asked herself why being alone produced such intense fear, she recognized that she feared not being able to take care of herself. Once she recognized these feelings and allowed herself to feel the fear she had tried to cover up, the fear began to lessen. As she became clearer about the root of her emotional eating, she became better at interrupting the cycle before it started and substituting new healthy habits for her junk-food eating.

Getting to the root of our emotional relationships to food and the ways in which we use the cycle of emotional eating to hide our feelings is a lifelong project. Personal reflection, supported by coaches, therapists, and holistic health practitioners, is a real and useful way to grow beyond common triggers. The more we give this work attention, patiently and compassionately, the more we reset how we live to be more in line with the way we really want to live. For most people, this means more joy, more energy, more awareness, and ultimately better health. And all of this work—the building of awareness, the untangling of our complex relationships to our habits, and the substituting of new habits for old ones—leads us to do what we are most excited about at Clean: take care of our health so we can live well, live stronger, and live better.

⑥ Move and Chill

Exercise and rest are two of the most fundamental practices for living clean for life. They also cost the least and can help us make serious gains in our health, if we give them some attention. This is easy in theory: find one of the hundreds of exercise

programs out there and do it, get enough sleep each night, and reduce the amount of stress in your life. We've all heard this advice time and time again. But the truth is we often don't act on it. So let's try telling a different story.

We evolved in a very different environment from the environment we live in today. We evolved in a world where we moved a lot, rarely had access to continuous food supplies, and were relatively free of chronic stress. But for most of us in developed countries, we now live in a world that our Paleolithic ancestors could hardly imagine—a world where food is always accessible, where little movement is needed to get the basic necessities of life, and where chronic stress is the norm. In essence, we have created a world our genes have always wanted, an environment where we save our energy for dangerous situations (which rarely occur anymore, but our genes don't know that), where food is abundantly available, and where we can access media and means of communication however and whenever we want.

So, it makes sense why we may have difficulty getting ourselves to move more, refrain from overeating junk food, and unplug ourselves from our toys. It's not what our genes want. As far as our genetic impulses are concerned, we've basically run across the finish line and are stuffing our faces full of never-ending cake.

But the question remains: Now what? If we have crossed the finish line, and there is nothing left for us to do, then that's it. Game over. The increasing incidents of chronic disease confirm this, and they also confirm that we have some work to do. The next step is for us to get back in the race. That means, getting back to moving more and resting more. We are meant to both move and chill. It's part of our genetic history to get moving and then balance the movement with periods of deep relaxation and lots of sleep. Think of moving and chilling as food, part of your daily nourishment, free for the taking whenever you want them.

The good thing about getting back into the race is that most of the time it actually feels good. When we exercise, we burn fat and excess weight, create endorphins, which make us feel great and improve our mood, and build strength and endurance. When we get enough sleep, and unplug, we give ourselves time to recharge and reflect. Both moving and chilling directly help us reduce the amount of stress in our lives and make us better at handling stress when it does occur.

The major challenge with getting back in the race is that we often try to take on too much at once. When we take on unrealistic goals, such as losing twenty pounds or

completely transforming our bodies in a week, we set ourselves up for failure. And with failure comes guilt and shame, hardly a good motivator to continue with a program. Small habits done consistently tend to work best. Focus on the “minimum viable dose,” the smallest amount needed to get you started, and then stick with that for twenty-one days. For example, a consistent walk after dinner each night or one minute of focus on your breath can build the lasting foundation for an entire exercise or meditation program. The key idea is that something small when done consistently produces big results down the line.

Each time you practice a small habit (e.g., meditation, walk, or exercise routine), congratulate yourself. Give yourself a physical pat on the back to celebrate. It’s a small act, but that’s the point—the more you take pleasure in your small habit, the more it will stick with you. Then add other habits or increase the amount of time you do them. A simple walk can turn into a running program or a day hike. A minute of meditation can turn into a consistent place of respite you can go to reduce stress and fatigue in your life.

Whatever method of exercise or stress reduction you choose, know that it is not only an integral part of living clean for life but also an integral part of who you are. Moving and chilling are genetic impulses that are ready for the taking whenever you are. They are only asking for one thing: start small and start now.

⑦ Create Community

Communities are a place for like-minded people to share their ideas and grow from the perspective of others. No matter how smart you are or how many books you have on your bookshelf, there’s nothing like being part of a group of people who value what you value and can offer you advice when you are stuck, especially when it comes to your wellness journey.

All too often people try to get and stay healthy on their own, without the support of others. When swimsuit season nears and your motivation is high, you might be focused. But what happens when your motivation shifts, or life gets tough, or you can hide beneath layers and layers of clothing? Being part of a wellness community can provide support when you need it most.

When we interviewed members of our Clean community for this book, we found that the people who reported feeling the happiest about their health were part of strong communities. Online communities are especially great, because regardless of where you live you can connect and learn from people from all over the world. Our own Clean community has more than fifty thousand people in it from more than a hundred different countries. Being part of a thriving online community can make it easier to connect with people in your area too. Many members of our community have told us that they've met and connected with others in their area, who they first met online.

People who budget, save their money, and then go on to become very wealthy are often friends with other people who are also wise with their money. People who are big spenders, never save, and continuously mismanage their money usually hang out with others who do the same. Our community shapes us and makes us either better or worse. Truly healthy people have healthy friends who like discussing what they do to stay healthy—not in an obsessive way, but in a fun way, which reinforces continuous growth and focus.

No matter how inspired or disciplined you are about your diet or wellness program, at some point you'll get off track. This is natural and, in fact, it happens to everyone, including authors of health books. Yet very few people talk about this openly or about how to address it. We feel community is a major part of the solution.

Getting off track isn't a bad thing. We often make it a bad thing with our feelings of shame, guilt, and blame, but the truth is a lot of lessons can be learned when it happens. Learning those lessons on your own can be tough. Being part of a community helps you put those lessons into perspective and allows you to come up with real solutions to try, which have worked for others.

Final Thoughts

The guiding principles for living clean for life are clear and direct concepts that have worked for our community and our team. That being said, there is no single right or optimal way for everyone. There are hundreds of programs, doctors, and “experts” who tell us what to eat and how to live. But nothing is more powerful than your personal experience as you test and try out each of these principles. Pick the ones that work for you and modify the ones that don't. Most importantly, though, if something isn't working for you, be open and willing to try something new.