



# THE TRANSFORMATION COMPANY



**LIFESTYLE GUIDE**

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# PURIUM'S FOUNDERS

## AMY VENNER

OWNER & PRESIDENT  
FOUNDER OF "THE MILLION MOM MOVEMENT"



It can be challenging to take care of ourselves in the midst of daily chaos. We get so busy taking care of everyone else that we forget about the most important person—until we burn-out. I've learned that the only way to get through

the hard times is to take a step back for self-care. If we are not at our personal best, how can we truly 'be there' for all of the people and responsibilities in our lives? Purium's product plans make it easy to prioritize your health without disrupting your whole day! Take that first step. Love yourself better...and you will be able to love others better too. I am a mom of 2 girls, run the company AND have dedicated the past 29 years to providing easy and consistent access to foods that allow you to thrive, not just survive. My life dramatically changed when I began using superfoods. Thank you for allowing Purium to be part of your journey.

## MEET AMY



## DAVID SANDOVAL

OWNER & VISIONARY  
FOUNDER OF "THE AWAKEN PROJECT"  
AUTHOR OF "THE TOXIN THAT CAME TO DINNER"



Congratulations and welcome to the Purium Lifestyle! My name is David Sandoval and I am the formulator and originator of our Transformation Programs that you will be experiencing. Purium is called the Transformation Company for

a reason, and that is because the programs, the foods and the community have been truly transformational for tens of thousands of people who have used these programs to get physically, mentally and emotionally recharged. And while there are many pathways, transformation is the ultimate destination. We recommend that everyone start with an Ultimate Lifestyle Transformation (ULT) for 90 days. That is what it takes to form a lasting habit. Our core nutrition is in every ULT and we have combined it with specialized products for your targeted need. Regardless of which ULT path you chose, I know that you are taking a very important step in your journey toward health and well-being.

## MEET DAVE



# SUSTAINABILITY WITH SUPERFOODS

Purium's organic and sustainably-produced, plant-based foods are good for the earth and good for your body. From eliminating plastic scoops in powder products to transitioning products to compostable packaging, Purium has become an industry leader for eco-friendly innovation. Share your commitments on social #PlasticFreein2024



Generating Low  
CO<sub>2</sub> Emissions



Sourcing from  
Organic & Sustainable  
Farmers



Practicing Eco-  
Friendly Shipping



Compostable  
Packaging



Plastic-Free  
Initiative

# PURIUM: WHERE PURE + PREMIUM BECOME ONE!

## WHY PURIUM?

100 years ago, all food was organic. Vegetables grew from the earth, fruit was picked directly from the tree, and farmers actually farmed.

Pure, nutrient-dense foods were abundant and chemically-preserved foods were almost non-existent. Food was fresh. The soil was filled with minerals. The water was pure.

Everything our bodies needed, we received from the earth.

## WHY NOW?

Many live in a quality food desert. The standard American diet is filled with artificial colors, flavors, sweeteners, binders, fillers, hormones, pesticides, herbicides, trans fat ingredients, and now genetically-modified ingredients. According to medical experts, the standard American diet causes health issues that affects most Americans.

THE QUALITY OF FOOD YOU EAT  
IS EQUAL TO THE QUALITY OF  
THE LIFE YOU LIVE.



## SUPERFOODS ARE THE SOLUTION

Plant-based foods are packed with antioxidants, nutrients and minerals that regulate body pH levels and support every system of the body, from immune function to mental acuity.

Studies have shown that superfoods may:

- Aid in healthy insulin response
- Aid in healthy blood lipid ratios
- Support a healthy gut microbiome
- Support healthy sleep patterns
- Aid digestive and cleansing processes
- Support physical endurance and performance
- Support mental health and positive mood



# PURIUM IS AN OASIS IN THE QUALITY-FOOD DESERT

**EAT BETTER.  
FEEL BETTER.  
LIVE BETTER.**

We believe that everyone deserves equal, affordable and convenient access to organic, whole food, superfood nutrition. This is what fueled Dave and Amy to partner with organic farmers from all over the world to create a trusted, expert superfood community.



**HIGH QUALITY NUTRITION  
MADE SIMPLE, SUSTAINABLE  
AND AFFORDABLE.**

## **CONVENIENCE WITHOUT COMPROMISE**

**SCOOP. SHAKE.  
DRINK. GO.**

Have a high quality juice bar experience without the price tag, drive or delivery fee and wait time.

Get the quality of a farmers market without the shopping, refrigerating or spoiling.

Purium is the fastest and most nutritious fast food option available!



DAVE & AMY HAVE BEEN SOURCING AND MANUFACTURING ORGANIC, PLANT-BASED AND NON-GMO SUPERFOODS FOR OVER 30 YEARS.

## WE HAVE HUNDREDS OF INGREDIENTS & THE LIST KEEPS GROWING

Our products are made with the most potent superfoods such as spirulina, wheatgrass, beets and aloe. Whatever your preferred dietary lifestyle - gluten-free, vegetarian or vegan, paleo or keto, - we have plant-powered protein, fruits and vegetables, and gut health products to fuel your best life!

Every bright color, vibrant flavor and raw nutrient comes straight from Mother Nature. We pride ourselves on our ability to source the highest-quality and purest foods from organic farms around the globe.

What we DON'T put into our products is just as important as what we do put in.



## 10 POINT QUALITY COMMITMENT

- ✓ Certified Organic Farmers
- ✓ Regenerative Farming Practices
- ✓ Synergistically Combined Formulas
- ✓ On-site Microbiology Department
- ✓ Ingredient Identification Testing
- ✓ Allergen Program / Gluten Testing
- ✓ OK Certified Kosher
- ✓ QAI Certified Organic
- ✓ GMP FDA Registered Facility
- ✓ 60-Day Money Back Guarantee

## 10 POINT PURITY COMMITMENT

- ✓ No Artificial Colors
- ✓ No Artificial Flavors
- ✓ No Artificial Sweeteners
- ✓ No Synthetic Vitamins
- ✓ No Binders
- ✓ No Fillers
- ✓ No GMO's
- ✓ No Pesticides
- ✓ No Herbicides
- ✓ Plastic Free Packaging

# YOUR ULTIMATE LIFESTYLE TRANSFORMATION BEGINS NOW

## PREPARE FOR POSITIVE CHANGE

Purium's proven lifestyle transformation programs have been the blueprint for permanent, lasting change for hundreds of thousands of customers. For each of them, it began with a commitment. A commitment made to themselves that they were ready to create a better life. At Purium, we are confident we have a program that's right for you. Each program is built around four core nutrition products, is simple to follow and makes it easy to achieve your health, fitness and aesthetic goals. Be proud of your commitment, stay consistent and be transformed!



## CORE NUTRITION: THE FOUNDATION OF EVERY ULT PACK



### POWER SHAKE

Nourishing Greens



### BIOME MEDIC

Supports a Healthy Gut Microbiome



### SUPER CLEANSR

Parasite Cleanse



### SUPER AMINO 23

Vegan Protein



### APOTHE-CHERRY

Anti-Aging Sleep Support



### LEARN MORE ABOUT THE PRODUCTS

Scan QR code with your smartphone camera or visit the blog at [bit.ly/ULTproducts](https://bit.ly/ULTproducts)



### SUGGESTED USE / SCHEDULE

Find the complete ULT schedule in your package or download here.

# THE TRANSFORMATION FORMULA

## SUBTRACTION BY ADDITION

The ULT floods your body with nutrient -rich superfoods without requiring harsh restrictions on your diet. By meeting your nutritional needs with high quality foods, cravings and habits that stem from undernourishment naturally lessen. Soon taste buds shift and stress eating comfort foods are not so comforting.

Choose foods on the Lifestyle Meal Inspiration food list and try replacing 1 - 2 meals per day with a ULT core nutrition shake to accelerate your transformation and weight loss.

**SCIENCE SHOWS YOU  
CAN TRANSFORM  
YOUR HABITS AND  
YOUR LIFE IN ONLY  
90 DAYS!**

## WHAT TO EXPECT: LIFESTYLE TRANSFORMATION MILESTONES

### MAKE A COMMITMENT DAYS 1-30 / MONTH 1

- Alkalize Your Body
- Build Muscle
- Improve Sleep
- Curb Cravings
- Increase Energy
- Eliminate Toxins
- Burn Fat
- Enhance Mental Clarity
- Reduce Bloating
- Create Healthy Habits

### STAY CONSISTENT DAYS 31-60 / MONTH 2

- Improve Skin Elasticity
- Make Fewer Unhealthy Choices
- Eliminate Toxic Glyphosate
- Improve Elimination
- Look Better in Clothes
- Notice a Brighter Complexion
- Crave Purium Superfoods
- Support Normal CRP level
- Reduce body Odors
- Feel More Confident

### BE TRANSFORMED DAYS 61 - 90 / MONTH 3

- Form new healthy routines
- Feel cleaner, leaner and stronger
- Experience healthier blood glucose
- Repair gut microbiome
- Break unhealthy habits
- Enjoy life at a higher level
- Explore healthier food options
- Look, feel, and perform better
- Meet and exceed weight management goals
- Food sensitivities decrease
- Set positive example
- People take notice!

### MAINTAIN LIFESTYLE AFTER 90 DAYS / MONTH 4 & BEYOND

- Review your filled out tracker and be proud of your transformation journey.
- Choose Daily Core 4 Nutrition or other ULT pathway depending on your weight management and specific health goals.
- Adjust your smart order subscription to match new goals and never be without Purium superfoods!
- Think about who you know that could benefit from a transformation!
- Reach out to your Purium Brand Partner for support or with a referral at any time!

# CHECKLIST FOR SUCCESS



Use the Schedule and Tracker included in your ULT package.



Fill out the tracker found in your package or scan QR code to track and review your transformation progress.



Follow, Join Facebook Pages & Groups.



Lifestyle Transformation Support Group



Recipes Group:  
Find inspiration for healthy Lifestyle Meals



Connect with your Purium Brand Partner to join local or guided group Transformations.



How to take great before selfies. You will want to document this journey! Take and save photos at the beginning and every 30 days along the way.



Have questions?  
We have answers! Check out our Product Frequently Asked Questions (FAQs) Blog.



## SUBSCRIBE & EARN MORE

Automatically get your products every month to ensure both health and savings benefits!



Maintain health goals with simple autoship



Earn 1.5x Rewards Points on every order



Keep your 25% discount active

Discover all the incentives that Purium offers when you activate a subscription.



## PURIUM EVENTS

Scan to learn more about Purium In-person and Zoom Events





# MEAL INSPIRATION FOR EVERYDAY

## WE CALL HEALTHY MEALS “LIFESTYLE MEALS”

A Lifestyle Meal is a well-balanced, organic (whenever available) meal made using healthy ingredients with many examples listed below. These are based on your ideal healthy lifestyle. They can be plant-based, high-protein or any dietary type that you prefer. For extra inspiration, join our Purium Recipe Group on Facebook.



Scan for  
Recipe Group  
on Facebook



Scan for  
Purium  
Recipe Guide



*Remember these are ONLY suggestions and ideas for healthy meal inspiration.*

*This program is not about depriving yourself of food. Listen to your body, drink your shakes and consume regular meals and snacks! Having a comfort food craving? Reach for a fruit or veggie option as a snack. This will retrain your brain what foods are actually doing the comforting.*

*Interested in kicking the caffeine habit? Try Can't Beet This or the Coffee Shop Proteins to help ease the transition.*

*Get creative and have fun in the kitchen!*

### Protein Options

- Dark Berry Protein
- L.O.V. Super Meal
- MVP Sport (Chocolate or Vanilla)
- MVP Family (Chocolate Protein)
- Lentils or legumes (other than soy)
- Hummus
- Broccoli
- Almonds
- Organic Tofu
- Free-range eggs
- Free-range, organic-fed chicken
- Wild-caught salmon

### Complex Carbs Options

- Rice Bran Solubles
- Red, black, or brown rice
- Quinoa
- Millet
- Sprouted grain bread
- Buckwheat or whole grain pancakes
- Purple or sweet potatoes
- Oatmeal

### Veggie Options

- Kale
- Broccoli
- Cauliflower
- Cucumbers
- Summer squash
- Cabbage
- Kale
- Spinach
- Asparagus
- Sauerkraut or Kimchi (no additives)
- Mushrooms
- Celery
- Carrots
- Sea veggies
- Cilantro
- Parsley
- Basil

### Fats & Oils Options

- Organic coconut oil
- Green tea seed oil
- Sunflower seed oil
- Avocado oil
- Extra virgin olive oil
- Walnuts
- Golden flax seeds
- Cold pressed flax oil

### Fruit Options

- Cherries (the darker the better)
- Berries
- Plums
- Apples
- Purple grapes
- Watermelon
- Papaya
- Cucumbers
- Tomatoes
- Avocados

### Beverage Options

- Hemp, Almond, Coconut, Cashew or Oat Milk
- Kombucha
- Organic Vegetable Broth
- Herbal Tea
- Coconut Water
- Purium Green Drinks: Organic Kamut Blend, Organic Green Spectrum, Organic Barley Green Juice, Organic Spirulina, Chlorella
- Purium Coffee Shop Proteins\*
- Can't Beet This\*

\*contains natural source of caffeine

# HIGH QUALITY FOOD, HIGH QUALITY LIVING.

In addition to Purium's core nutrition products, add a synergistically-combined herbal formula to support your unique needs. Connect with the person who shared Purium with you to learn more about these products.

Check out thousands of happy customer reviews on the product pages at [ishoppurium.com](http://ishoppurium.com).



## HEALTH REFINEMENT BEST SELLERS



### GUT

- Aloe Digest
- Advanced Probiotic
- Enzyme Advantage



### CARDIO

- Heart Aid
- Spirulina
- Ionic Elements



### SKIN

- Renew Hair, Skin & Nails
- Chlorella
- Bio Regen



### VISION

- Super Xanthin
- C From Nature
- Spirulina
- Carrot Juice Plus



### MOBILITY

- Joint-Flex
- Apothe-Cherry
- CBD+ 1500



### IMMUNE

- ZinC-ADE
- Vir-U-Sure
- Immune Shield



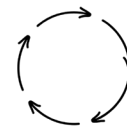
### SLEEP

- Apothe-Cherry
- Bio Relax
- Ionic Elements



### ENERGY

- White American Ginseng
- Bee Energetic
- Can't Beet This



### MOOD

- White American Ginseng
- Ionic Elements
- CBD+ 1500



### FOCUS

- Revive-It-All
- In Focus
- Ionic Elements
- Fulvic Zeolite

# REAL PEOPLE, REAL RESULTS!

Share your review at [iShopPurium.com](https://www.ishoppurium.com)



From better energy and sleep to healthier skin and lower body fat percentage, so many are **TRANSFORMING** their health with the ULT. These are just a few of the many stories that keep us inspired and motivated. Find more reviews on the product pages at [ishoppurium.com](https://www.ishoppurium.com).



Ultimate  
Lifestyle  
Transformation



“Well I started this health cleanse at 373lbs. And now I weigh in at **265lbs today!** Huge thanks to David Sandoval and the Purium family!.... It was not easy but very determined and focused on the goal I’ve set... aloha to you all and mahalo for everything!!!!

– Tin Tin

“30 days is up. We have just finished what will for sure go down in our history as an ultimate lifestyle transformation.”

- 37 combined lbs. - **LOST**
- Over 10 inches - **LOST**
- Sleep through night - **GAINED**
- Bloating - **LOST**
- Blood Sugar Meds - **LOST**
- Energy - **GAINED**
- Happiness - **GAINED**

– Mark & Jessica



Ultimate  
Lifestyle  
Transformation



“6 months ago I decided to make a change!

No more excuses and no more waiting for the perfect day. I have found that nutrition partnered with just moving my body has changed my life.

This little green scoop has changed my stars and I am in love with the results.

I want everyone to feel this way and know that you can feel better and make **positive change** for yourself and those around you.”

– Alexis



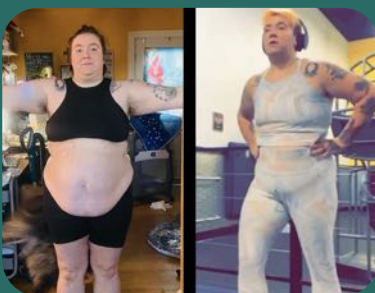
Ultimate  
Lifestyle  
Transformation



“Amazing Products

I started using these products in Feb 2022, it’s being a little over 6 months and I have lost a total of 40 lbs. I am in complete amazement because I have used everything else out there and never have I seen results like this! I absolutely love the aminos and the cherry drink, this has been a complete life changer for me. I am very happy with these products and planning to continue using them for as long as I live.”

– Wanda

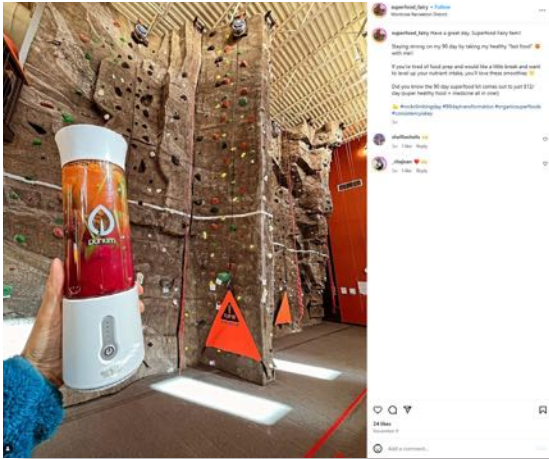
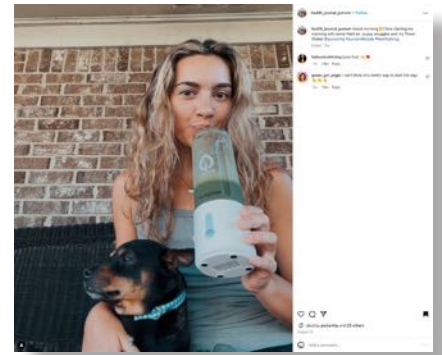


Ultimate  
Lifestyle  
Transformation



# Insta Love with #Purium

Purium's community is full of positivity, health tips, inspiration and motivation. Share your journey and tag us so we can share the Insta Love.



## PLASTIC IS A PROBLEM, PURIUM HAS A SOLUTION

OVER 200,000 LBS OF PLASTIC SAVED & COUNTING

SCAN TO WATCH THE VIDEO  
Or visit Vimeo at [bit.ly/CarbonFoodprint](https://bit.ly/CarbonFoodprint)



Past



Then



Now!

Thank you for your patience while Purium's packaging transitions to a new look. We hope you love it as much as we do!

## Stay Connected



@mypurium



@puriumhp



ishoppurium.com

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Contact your Purium Brand Partner for more info or to order today.

Cindy Fulsom