

# 21-Day Detox Program



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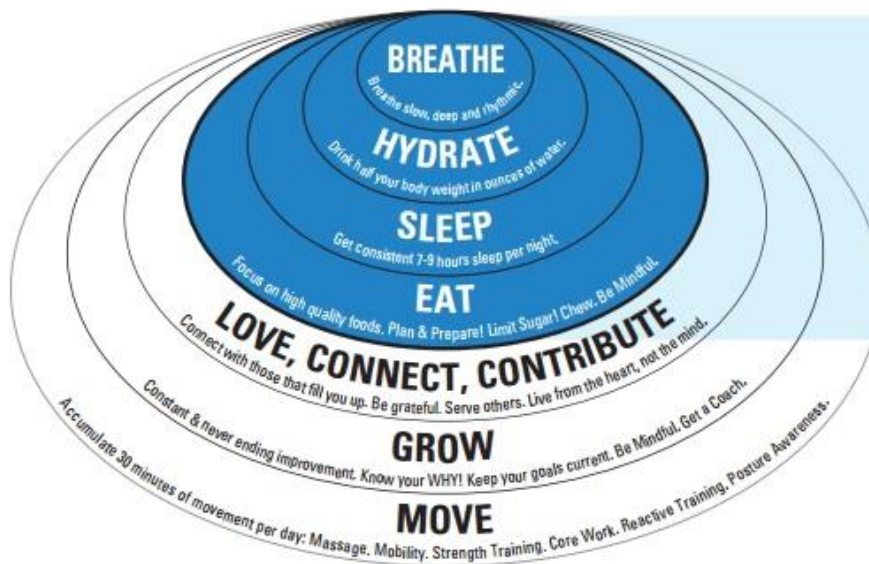
## Your 7 Daily Primal Needs: Are They Being Met?



## 7 DAILY PRIMAL NEEDS *I am a Priority!*

### Are your primal needs being met?

Only when you satisfy your 7 primal needs can you achieve optimal health, fitness and wellness. Make yourself a priority by setting your focus on achieving these primal needs each day. You must plan and prepare for success!



### LIFE SUSTAINING ABSOLUTES

To sustain life, your body absolutely requires these first four needs. To drive the urgency deeper, you will perish within:

- 5 minutes without air
- 7 days without water
- 11+ days without sleep
- 21+ days without food

### ELEMENTS OF VITALITY

You'll experience greater success in your overall health, well-being and vitality when you:

- Improve your past and current relationships
- Love yourself and others
- Connect & contribute to those around you
- Feel like you are growing and progressing
- Achieve daily movement

- **Breathe:** Breath slow, deep and rhythmic.
- **Hydrate:** Drink half your body weight in ounces of water
- **Sleep:** Get consistent 7 to 9 hours sleep per night.
- **Eat:** Focus on high quality foods. Plan & Prepare! Limit Sugar! Chew. Be Mindful.
- **Love, Connect, Contribute:** Connect with those that fill you up. Be grateful. Serve others. Live from the heart, not from the mind.
- **Grow:** Constant and never ending improvement. Know your WHY! Keep your goals current. Be mindful. Get a coach.
- **Move:** Accumulate 30 minutes of movement per day; Massage, Mobility, Strength Training, Core Work, Reactive Training, Posture Awareness.

## Do You Have Any of the Following?

Joint pain?

High blood pressure?

Allergies?

High cholesterol?

Asthma?

Trouble sleeping?

Fatigue?

Increased body weight & fat?

**Do you want to look and feel better than ever and age gracefully and naturally?**

**If YES, to any of the above, we have a natural solution for you, so keep reading.**

Have you ever wondered how it is that today in spite of the most advanced medical technology in history, in spite of the fact that we have more doctors, therapists, nutritionists, diet experts (per capita) and diet books than ever in history, we are more sick than ever?

**Fact #1:** US spends more per person on health care than any other country, yet ranks 37th for overall quality (Source: WHO Survey, 2000, USA Today, 6/21/00).

**Fact #2:** In America alone, 2.9 billion prescriptions are written per year. Many of these drugs treat symptoms and don't resolve the actual cause.

**Fact #3:** 51% of FDA approved drugs have serious risks and could cause adverse reactions that lead to severe or permanent disability or death.

**Fact #4:** 80,000 - 120,000 Americans are killed by prescription drugs every year (Source: Center for Disease Control, Johns Hopkins University and the New Jersey School of Medicine).

**Fact #5:** An additional 2.1 million are injured (JAMA, 1998).

**Fact #6:** Doctors are the third leading cause of death in the US, causing 250,000 deaths every year (JAMA, 2000).

**Fact #7:** There is a massive trend towards alternative treatments due to a growing frustration with conventional approaches.

**Fact #8:** Alternative methods are growing due to more scientific validation, a belief that they are safer and that they lower your healthcare costs.

**Fact #9:** 60% of primary care physicians recommend alternative treatments & 47% use alternatives on themselves (JAMA, May 1998).

**Fact #10:** You can benefit from alternative treatments!

## **Do You Know You Are Consistently Exposed To The Following?**

- Cleaning materials and solvents, i.e. formaldehyde, toluene, benzene
- Pesticides/Herbicides/Fungicides/Insecticides/Hormones/Antibiotics
- Tobacco Smoke
- Heavy Metals
- 600,000 tons of lead annually from industry and leaded gasoline
- Many other toxic chemicals in the home & office

## **In Addition... the "Average" American Consumes:**

- 63 dozen donuts annually
- 54 gallons of soda pop... more pop than water!
- Nearly 200 lbs. of refined sugar
- 4 lbs. of food additives
- Daily white flour
- Pasteurized dairy

**Everything that these bodies breathe, touch, drink, eat, or are exposed to in any fashion, has to be processed and dealt with by our bodies!**

This creates a lot of work and a lot of added STRESS! We all DESERVE a cleanse. We all DESERVE a detox!

The Clinical Purification Program by Standard Process was developed out of a need for a cleanse that would support Phase I and Phase II Liver detoxification, as well as other detoxification pathways of the body. Not all detoxification programs are created equal as detoxification is really just elimination of toxins and can be done several ways. However, some are better than others.

In brief, the Clinical Purification Program is a food elimination/re-introduction and lifestyle program developed by Standard Process, Kurt Hamilton and Brien Shamp. The common food intolerances and allergenic foods are eliminated from the diet and then re-introduced as desired under the guidance of qualified practitioners. When foods are eliminated for even short periods of time, the physiology becomes very sensitive when re-introduced. Sensitivities become known through this process and you become more aware of the right fuel sources for you. In addition, the program consists of four different products, all produced by Standard Process. Standard Process products are only available through qualified health care professionals and provide organic, whole food, high quality nutrition. For more on Standard Process contact me.

**"Disease is an expression of detoxification." - Hippocrates, father of medicine.**

**Let's consider some of the underlying obstructions and imbalances involved in Toxicity.**

**“The questions you ask determine the Answers you get.”  
Let’s start asking the right questions!**

2017

# DETOXIFICATION

## Why is it necessary?

Living in a chemically-oriented society has made toxicity a much greater concern for the 20<sup>th</sup> Century. The Environmental Protection Agency reports that the **average American consumes four pounds of pesticides each year and has residues from over 400 toxic substances in their body (Source: Standard Process). More than 3,000 chemical additives are found in the foods we eat.** The incidence of many toxic diseases has increased as well, with cancer and cardiovascular disease at the top of the list. Arthritis, allergies, asthma, obesity, infertility and many skin problems are other troubles that occur as a result of toxicity. In addition, a wide range of symptoms, such as headaches, fatigue, pains, coughs, gastrointestinal problems, and problems from immune weakness can all be related to toxicity.

Toxicity can occur on an internal and an external level. We are exposed to toxins daily and can acquire them from our environment by breathing, ingesting, or coming into physical contact with them. Also, most drugs, food additives, and allergens can create toxic elements in the body.

On the internal level, our body produces toxins through its normal, everyday functions. Biochemical, cellular, and bodily activities generate free radicals. When these are not eliminated, they can cause irritation or inflammation of the cells and tissues, blocking normal functions. Internally, fats (especially oxidized fats and cholesterol), free radicals, and other irritating molecules act as toxins. Functionally, poor digestion, colon sluggishness and dysfunction, reduced liver function, and poor elimination through the kidneys, respiratory tract, and skin all add to increased toxicity.

Microbes, including intestinal bacteria, foreign bacteria, yeasts, and parasites, produce metabolic waste products that we must handle. Our emotions and stress generate increased biochemical toxicity. A normal functioning body was created to handle certain levels of toxins; the concern is with excess intake, production of toxins, or a reduction in the processes of elimination. Toxicity occurs in our body when we take in more than we can utilize and eliminate. A toxin may produce an immediate or rapid onset of symptoms or cause long-term, negative effects. If our body is working well, with good immune and eliminative functions, we can handle our basic everyday exposure to toxins. Through detoxification, we clear and filter toxins and wastes and allow our body to work on enhancing its basic functions.

## Detoxification Organs

**Respiratory**--lungs, bronchial tubes, throat, sinuses, and nose  
**Gastrointestinal**--liver, gallbladder, colon, and whole GI tract  
**Urinary**--kidneys, bladder, and urethra  
**Skin and dermal**--sweat and sebaceous glands and tears

Our body handles toxins by neutralizing, transforming, or eliminating them. The liver helps transform many toxic substances into harmless agents, while the blood carries waste to the kidneys. The liver also dumps waste through the bile into the intestines, where much of it is eliminated. We also clear toxins when our body sweats. Our sinuses and skin may also be accessory elimination organs, whereby excess mucus or toxins can be released.

Detoxification is the process of clearing toxins from the body by neutralizing or transforming them and clearing excess mucus and congestion. Detoxification also involves dietary and lifestyle changes that reduce intake of toxins and improve elimination. Avoidance of chemicals (from food or other sources), refined food, sugar, caffeine, alcohol, tobacco, and many drugs help to minimize the toxin load. Drinking extra water and increasing fiber by including more fruits and vegetables are steps in the Detox process.

Detoxification occurs all of the time naturally. Some are just more efficient than others due to our lifestyles. Almost everyone can benefit from a specific detoxification program. We detoxify to clear symptoms, treat disease, and prevent further problems. We also detoxify to rest our overloaded organs of digestion. With a regular balanced diet, devoid of excesses, a less intense detoxification will be needed. However, when we eat a congesting diet higher in bad fats, conventional meats & dairy products, refined foods, and chemicals, detoxification becomes more necessary. Who needs a special detoxification program is based on individual lifestyle and symptoms of toxicity. **Common toxicity symptoms include: headaches, fatigue, mucus problems, aches and pains, digestive problems, "allergy" symptoms, and sensitivity to environmental agents such as chemicals, perfumes, and synthetics.**

## Food, Nutrition, and Hydration

There are many levels to detoxification:

- The first is to eat a non-toxic diet composed of raw organic foods. A raw-foods diet contains lots of sprouted greens from seeds and grains, such as wheat, buckwheat, sunflower, alfalfa, clover, sprouted beans, soaked or sprouted raw nuts, and fresh fruits and vegetables. Raw foods maintain the highest concentration of vitamins, minerals and important enzymes.
- Water should always be used during any type of detox program to help dilute and eliminate toxin accumulations.
- Supplementation is important to encourage healthy kidney and lymphatic system function, maintain healthy liver detoxification function, and promote efficient gastrointestinal elimination and blood purity. Supplementing with Juniper berry, red clover flower, collinsonia root, psyllium husk, burdock root, barley grass, Spanish black radish root, fenugreek seed, fringe tree root, fennel seed, and milk thistle addresses the functioning of each detoxification system and supports the body's physiological functioning.

## Proper Functioning of Eliminary Organs

Colon cleansing is one of the most important parts of detoxification. Much toxicity comes out of the large intestine, and sluggish functioning of this organ can rapidly produce general toxicity.

The skin is the largest organ of elimination. To improve elimination through the skin, regular exercise is important to stimulate sweating, which aids in detoxification.

In addition, the use of an Infrared Sauna has been shown to be beneficial for toxin release.

Dry brushing the skin before bathing is also suggested to cleanse the skin of old cells.

Massage therapy, especially lymphatic and even deeper massage, is very useful in supporting a detox program; it stimulates elimination and body functions, and also promotes relaxation.

## The Truth about Fats

Fats are so misunderstood and mass marketing has made the water even muddier. Plain and Simple... you cannot be healthy *without* good fats in your diet! The brain is about 60% fat to start with, and you might correctly draw the conclusion here that it needs fat in order to function properly. Fats do not make you fat; eating too little fat can make you fat. This has been proven with the low-fat, non-fat trend in the 80's and 90's as we have observed an increase in obesity with the high carbohydrate trend.

Here is the truth and beauty about fats. Fats that keep you healthy and the brain well-functioning are from the earth and minimally processed, if at all. A list of good oils that you and your family should be consuming daily is listed in the "Approved" Foods list below.

Even the good oil 'Saturated Fat' has been made a villain. Saturated fat is critical to every cell of your body. Nature has provided a number of foods with saturated fats like Coconut Oil and even your body makes saturated fats. If however, you eat man made saturated/hydrogenated fats and man altered "trans-fats" you are in trouble! So please, begin your journey into a new world of understanding about healthy foods and learn to distinguish between truth and myth. For more information on this topic, you can go to [www.westonaprice.org](http://www.westonaprice.org). In addition, there is a great book - *Fats That Heal, Fats That Kill* by Udo Erasmus, Ph.D. [www.udoerasmus.com](http://www.udoerasmus.com).

An important part of this program is to change the oil/fats in the diet. Oils that are hydrogenated, man-altered, and chemical made lead to decreased cell membrane transport, (nutrition has to get into cells), and inflammation. It can take months to get the congesting bad fats out of your cells. The bad news is: the half-life of trans-fats is 51 days." In other words, after 51 days of eating no trans-fats, you still need another 51 days to complete the clearing – and even then, a 25% residual remains. That "bad oil" in that bag of Fries lasts 102 days! Improper nerve function, increased inflammation, and poor cell communication are the price to be paid. There is good news however, the half-life of the beneficial omega 3 fatty Acids found in cod liver oil, tuna oil and salmon oil are 18 days. This means you can see noticeable changes within this time.

## APPROVED FOODS

3 Days to  
Decreased  
Cravings for  
Sweets &  
Increased  
Energy!

- **Animal Proteins:**
  - Choose ocean fish like wild (not farmed raised) salmon, deep sea cold water cod, sea bass, etc.
  - Be aware of the protein source. Check out Vital Choice on [www.vitalchoice.com](http://www.vitalchoice.com)
  - Organic turkey, chicken, beef, buffalo, lamb, ostrich, eggs, etc.
  - Consume whole eggs every 4 days or not at all.
  - Preferred sources: organic, free range, antibiotic & hormone-free
  - Baking, roasting, grilling or frying is fine. Do not deep fry or overcook. Eat as rare as possible to avoid breakdown of nutrients.
  - Recommended serving size: deck of cards. (About 3-4 oz.)
- **Twice as Many Vegetables as Fruit. Very important!**
  - 50% or more should be raw.
  - If not raw, it should be lightly steamed or stir fry over low heat.
  - Consume dark green veggies (i.e. brussel sprouts, kale, swiss chard, spinach, mustard greens, asparagus and broccoli).
  - Consume garlic, onions, cabbage, cauliflower and beets.
  - Cilantro accelerates heavy metal and neurotoxin excretion. Recommendation: ¼ cup of tightly packed cilantro stems/day
  - Certified Organic produce is recommended because of its higher nutrient content & decreased chemicals (pesticides, fungicides, insecticides, herbicides).
  - Avoid high glycemic fruits & veggies (which create a fast rise in blood sugar). Ex: corn, carrots, watermelon and potatoes.
  - Sweet potatoes are beneficial and recommended, however, limit to one per day. Remove for better blood sugar balance & fat loss.
  - Lentils can help to balance blood sugar and are a protein source.
  - People who have arthritis may benefit from avoiding nightshades: tomatoes, potatoes, bell peppers, eggplant, etc.
  - People who have Fibromyalgia may benefit from avoiding citrus.
- **Grains:**
  - 1-2 servings of organic brown/wild rice, millet, amaranth or quinoa.
  - Always combine with protein & fat for blood sugar balance.
  - Remove for better blood sugar balance & fat loss.
- **Fats are important and a healthy part of this program:**
  - Fish oils, olive oil, coconut oil, butter, avocado and palm oil.
  - No vegetable, corn oil, hydrogenated, Crisco, or peanut oil!
  - Salad dressing isn't permissible, except for olive/flax oil & apple cider vinegar
- **Drink Lots of Water. *One of the signs of fatigue & headaches is dehydration.***
  - Drink at least ½ bodyweight in oz. of room temperature water daily.
  - Increase with exercise! Add four ounces every 15 minutes.
  - Reverse osmosis & distilled water is best to avoid contamination.
  - Limit water with meals to avoid a dilution of digestive enzymes.
  - You can add fresh squeezed lime or lemon.



## OTHER CONSIDERATIONS

Other things that will enhance your detoxification:

- **Guide to Organic Produce:**  
**Highest in pesticides: Buy Organic:** apples, bell peppers, celery, cherries, grapes (imported), nectarines, peaches, pears, potatoes, red raspberries, spinach and strawberries  
**Lowest in pesticides:** asparagus, avocado, bananas, broccoli, cauliflower, corn (sweet), kiwi, mangos, onions, papaya, pineapple and peas
- **Eat a Variety of Foods.** Choose a rainbow of colors to maximize vitamins, minerals, antioxidants and more. Rotate foods.
- **Drink at least 1 cup of alkaline broth per day.** Choose a combination of the following vegetables equaling 1 1/2 – 2 cups: celery, green beans, zucchini, spinach, parsley. Place vegetables with more than enough filtered water to cover. Boil and then let simmer for 45 minutes. Drain and keep the broth. Will keep in refrigerator for 3 days. Do not freeze.
- **Eat Every 2-3 Hours. This is the key to success!**
  - DO NOT skip meals.
  - Eat all you want! (of approved foods).
  - Balance all meals with a protein & fat (animal proteins & oils above).
- **Drink 1 cup of hot water with ¼ lemon and 2 pinches of cayenne pepper first thing upon waking (on an empty stomach).**
- **Dry Skin Brushing** every morning prior to shower - Ask for handout.
- **Minimize Processed Foods** (overcooked, genetically altered, irradiated & microwaved Foods)
- **Infrared Sauna**
  - Make sure to stay hydrated – drink extra water
  - Goal 15-30 minutes (2-3x/week)
- **Hydrotherapy** - Alternate hot & cold water in the shower to stimulate circulation and your immune system.
- **Massages** - Flushes lymphatic system. In the ideal world, we would all get at least one massage per week. You can also do self-massage daily with a foam roll and other massage tools.
- **Colonics/Coffee Enema** - Ask for handout.
- **Detox Baths** (1 cup Epson salt and 1 cup baking soda-add aromatherapy if desired). You can also rub on salt with a warm, wet, wash cloth in shower.
- **Detoxify Home & Office** - Ask for handout.

**Eat Every 2-3  
Hours &  
Balance All  
Meals!**

**Listen to Your  
Body  
&  
Change as  
Needed**

- **Become Aware of Food Intolerances/Sensitivities/Food Allergies**
  - Diet Record Sheets-Ask for handout.
  - Rotate foods-Avoid eating the same foods daily.
  - Pulse Test- See below.
  - Look, Listen & Feel for a CLUE.
- **Sleep Approximately 8-9 Hours.**
  - Keep sleep-wake times consistent. Do your best to get to bed around 10-10:30 pm and rise around 6 am. Research shows this will improve physical & mental recovery and help with fat loss.
- **Exercise daily throughout program to enhance weight loss and reduce any negative effects of detoxification.**
  - Avoid high intensity exercise. This is not the focus for 21 days.
  - Goal is to SWEAT!
  - Minimum is 20 to 30 min exercise daily.
  - Best to get outside in the sunshine. Take a hike, ride a bike, etc.
  - Consider jumping on a trampoline for 3-5 minutes per day.
- **Relaxing activities to tune in your body, mind and soul**
  - Daily stretching program, yoga, chi gong, tai chi, meditation, etc.
  - Try new and fun activities... go on a new running or hiking trail.
- **Think positive and be positive. Your thoughts create your reality.**
- **If Caffeine User**
  - Taper off the caffeine (to avoid headaches) prior to starting the program.
  - Decrease amount daily and only take as much as needed to avoid side effects.
  - Use organic, caffeinated coffee/tea for weaning process.
  - Avoid quitting cold turkey.
  - Decaffeinated herbal teas can be consumed during the program.
  - Green tea is ideal. Feel free to drink all you want!

**Think Positive  
and  
Be Positive!**

## OTHER CONSIDERATIONS

Completely Avoid!	Acceptable	Vital Foods!
<p>Caffeine, Alcohol, Tobacco and Other Stimulants</p> <p>Soft Drinks with Sugar and Additives.</p> <p>Wheat, Gluten, Dairy, Beans, Nuts, Seeds, Nut Butters, Soy, Shellfish and Corn.</p> <p>High Glycemic Fruits &amp; Vegetables: Carrots, Watermelon, White Potatoes, etc.</p> <p>Table Salt, MSG, Margarine, Candy, Dried Fruit, Condiments with Sugar, Colorings, Corn Syrup, Toxic Additives.</p> <p>Some of the above foods can be healthy, but please DO NOT consume during the 21 Day Purification Program.</p> <p>They may be allowed after the 21 Days with the direction of your Nutrition/Lifestyle Coach</p>	<p>Sparkling Mineral Water with a hint of Un-Sweetened Juice.</p> <p>Decaffeinated herbal teas Organic Green Tea-Decaf Organic Herbal Teas-Decaffeinated</p> <p>Wild or Brown Rice</p> <p>Most Fruits &amp; Veggies</p> <p>Cleanse friendly, natural salsa's, sauce's &amp; herbs to spice foods up</p> <p>Sea Salt</p>	<p>Organic Apple Cider Vinegar:</p> <p>*Great on salads with Olive /Flax Oil as a dressing.</p> <p>* For digestive support with bloating issues take 2 tablespoons before each meal. This will improve digestive health.</p> <p>Animal Proteins</p> <p>Fish Oil, Coconut Oil/Coconut Cream/Butter</p> <p>Green Foods</p> <p>SEA SALT: "Celtic Sea Salt" or "Real Salt"</p> <p>Spices: Basil, Oregano, Parsley, Thyme, Cayenne, Cilantro, Garlic, etc.</p> <p>Spring/Reverse Osmosis Water</p>

\* If weight loss is your primary goal, limit fruit, starchy vegetables & grains.

## Supplement Protocol

<b>Supplement</b>	<b>Days 1-7</b>	<b>Days 8-21</b>
<b>SP Complete</b> <i>2 scoops/shake</i> <u>2-4 shakes allowed</u>	Minimum of 2 shakes per day in addition to fruits, veggies, animal proteins & oils.	Minimum of 2 shakes per day in addition to fruits, veggies, animal proteins & oils.
<b>SP Cleanse</b>	7 capsules 3x/day <i>(Bottle will be finished in 7 days)</i>	None
<b>Coleus Forte</b>	1 capsule 1-3x/day  <i>Start with 1 and increase each day up to 3. If stools become loose drop back down to previous day</i>	1 capsule 1-3x/day  <i>Start with 1 and increase each day up to 3. If stools become loose drop back down to previous day</i>
<b>SP Green Food</b>	None. <i>(Starts on day 8)</i>	10 capsules per day (Anytime)
<b>Gymnema</b>	1 capsules 1-3x/day	1 capsules 1-3x/day

## Additional Support

To decrease inflammation and to support nervous system:  <b>Fish Oils: Tuna, Krill, Cod</b>	*1000 mg Maintenance Dose *3000 mg for inflammation/ nervous system	*1000 mg Maintenance Dose *3000 mg for inflammation/ nervous system
<b>For Additional Protein Need:            Whey, Rice &amp; Hemp Protein</b>	1-2 scoops in shakes	1-2 scoops in shakes
<b>Digestive/Immune/Adrenal/Thyroid Support: Probiotics, Adrenal Complex, HCL, Enzymes</b>		

\* Other supplements are not usually necessary and may impede progress.

\* Do not stop prescribed drugs from your doctor unless directed to do so from your doctor.

## SP Complete Smoothie Recipe

- Add two rounded scoops of the SP Complete (8-16 ounces of water) to your desired consistency.
- Add one serving of an organic fruit (1 fist= ½ cup), such as berries, strawberries, raspberries, blueberries, and blackberries. Banana can be added; however, berries will have less sugar for faster fat loss. Frozen fruit is ideal for consistency.
- Organic cinnamon can be added to enhance taste and for blood sugar balance.
- Lastly, add a fat source for blood sugar balance: coconut cream/oil or flaxseed oil.
- Flaxseeds can be added for additional fiber.
- Pascalite clay can be added for removal of toxins and metals.
- Some like to add veggies instead of or in addition to fruits.
- One scoop of Whey protein can be added if you have tolerated whey in the past and you need extra protein for higher activity levels. Not all whey protein powders are the same. Most create digestive issues. Look for raw, undenatured, grass-fed whey protein. Standard Process sells Whey Pro
- Mix together in a blender.
- For time efficiency: Try blending a double batch in the morning and put half in a thermos for later in the day.
- Alternatively, the Magic Bullet Blender is awesome and you can travel with it.

## Social Support

The 21-Day Detox Program can put a stress on family and friends who expect you to cook and eat with them. Let them know right up front that you expect their help and co-operation during the program. Remember, it is just 21 Days! You may want to send them a copy of this manual given the word “Detoxification” is poorly understood and often thought of as just another trendy diet. After they understand the importance of detoxification, they might even want to join you. If you are lacking support, email me at [info@brienshamp.com](mailto:info@brienshamp.com) or call me at **650-654-4604**. We are here to help and want to see you succeed with your goals!

## Common Benefits

While no guarantees can be made, after 21 days of faithful compliance, the following benefits are commonly observed:

- Skin improvements
- Better concentration
- Faster reading with better retention
- Improved memory
- Fewer headaches
- Bones hurt less
- Less cramping
- Decreased blood pressure & cholesterol
- Fat loss
- Increased vitality
- Feeling more calm
- Less argumentative
- More regular bowel movements
- Sugar cravings diminishing
- Attention improving
- Better mental focus with less distraction
- Less irritability
- Tasks being finished
- Fewer stomach aches

## Concluding Comments

We are seeing more and more dysfunction in health today compared with even 50 years ago. The typical medical approach is to find the “magic bullet” drug, or vitamin that will cure or control the dysfunction. These rarely make our life better and more often than not just prolong the problem and never address the root cause. Returning to the traditional diets of our ancestors and eating foods that are unprocessed will help to resolve the imbalance of toxicity/deficiency. If you are amazed at seeing the good results of this program, please consider making an appointment for the whole family and see how your life can change for the better!

## **The Most Important Day of the 21 Day Detox Program is Day 22!**

Almost everyone that completes the Program receives a significant weight & fat loss, in addition to enhanced quality of sleep, breathing, energy, and more. The most important thing to receive from this program is long term results instead of the typical short term results that most dietary programs produce.

Day 22 is the first day off the program, but really the program is just beginning. You will have had your consultation with Brien on Day 21 to compare results from Baseline prior to the program and to recommend a plan of action for the future.

Brien will consult with you about the following:

- Re-introduction of foods
  - Add 1 new food each day using the Pulse test, Body Fat/Weight Measurements & Journaling (DCR's)
  - For the top food allergens (Wheat, Dairy, Corn, and Soy) add 1 food back in each week if you feel you want to test your body and add these foods back in. Many feel they do not need them anymore because they feel so good. If there is a change in energy or other negative symptoms, the re-introduction of the new food is a problem and should be eliminated for approximately 3 months.
- Metabolic Typing Program
  - Customized Nutrition Program
  - Takes the Detox to the next level

### **Pulse Test for Food Allergies & Intolerances**

Can be used during the 21 Day Program in addition to re-introduction after program.

- Sit quietly for 5 minutes.
- Check pulse (preferably with HR monitor).
- Consume food or meal and wait at least 1 minute.
- Check pulse again for 1 minute.
- If pulse rate increases or decreases by 4 BPM, the food being tested is causing a reaction.
- Check additional foods by rinsing mouth and waiting at least 10 minutes or when pulse is back to pretest.
- May not be accurate with ANS switching or blocking.

## TESTIMONIALS

"I have been a client of Brien's for 7 years and I have always been in good shape. For the past year I had strayed from my diet and fitness program. As a result, I put on about 15 extra pounds and went from 22% body fat to 30% body fat. I was working a lot, eating poorly, not active at all, and was really stressed out. Recently, my doctor was ready to put me on anti-depressants for mild depression and anxiety. Upon hearing that from my doctor, I went to Brien to discuss my current physical and mental condition. I did not want to take medications and I was never one to be overly depressed or anxious. Brien urged me to do the detoxification program in an effort to get back to a healthy state of being. I did the three week program and I feel fabulous! My mood has been really good (and it is really obvious to those around me). I have much more energy and am working out regularly again, and loving it. People have told me that I am glowing. My body fat percentage went from 30% back to my normal 22%. I will absolutely do the detoxification program again and I am recommending it to all of my friends and family as well!" **Tonya S.**

"Fad, crash, liquid, starvation diets ... I've tried them all - disappointingly, with no long-term success. However, after an easy commitment to the Standard Process healthy way of eating, I have not only seen the weight loss as indicated by my bathroom scale, but feel a noticeable difference in the way my clothes fit. I never felt hungry or deprived with the variety and quantity of fresh fruits and vegetables available on this program. In fact, months after the initial launch of this plan, my husband and I still opt to eating healthy and organically, and we are both keeping the weight off! We feel better, sleep better and have more energy!" **Patty S.**

"I have good news on my MT and cleanse. I've lost 10 lbs. and my blood pressure, which hovered around 168/98 is now 120/73 and I've never felt better. I am looking forward to working with you on a strengthening routine." **Rich H.**

"Ever since I was young I had aches & pains, canker sores, bloating, gas, constipation issues and learning disabilities. As an athlete, like many, thought exercising 25 hours a week would be enough to flatten my abs and be healthy. After doing my first detoxification program with Dr. John Moore, I learned how powerful the nutrition side of the equation can be. After 4 weeks of the program, I felt better than ever. I decreased the body fat in my abdominal region significantly. I didn't have gas or the bloated feeling I was used to having on a daily basis for years because I learned which foods were creating my symptoms. I now recover better from exercise with minimal aches & pains. In addition, I feel I can comprehend information better because my mind is now clear. In the past I used to re-read books over and over because I couldn't comprehend or remember what I read. This created a lot of frustration. Now it's great to read and learn. Given my success with the program, I recommend that everyone incorporate a cleanse or detoxification program one-two times per year given the stress we encounter in our environment on a daily basis. We will never be free of toxins, but we can surely be more efficient at eliminating toxins. I have witnessed what some believe to be miracles with this simple program." **Brien Shamp**



## **Possible Side Effects of Purification Program**

Those with severe toxicity and or reduced detoxification capacity may experience some symptomatology as they start to cleanse their systems:

- Headaches
- Weakness and dizziness
- Muscular aches
- Skin irritation
- Immune issues (cold, fever, flu like symptoms)
- Awakening a few hours after sleep.

Contact Brien with side effects immediately.

## **People Who Should Not Do the Purification Program?**

- **Those With Constipation (we will do a pre-detox protocol prior)**
- **Kidney Disease**
- **Liver Disease**
- **Heart Disease**
- **Mental Illness**
- **Terminal or Malignant Illness**
- **Genetic Disease**
- **Cancer**
- **Autoimmune Disease**
- **Addiction**
- **Eating Disorder**
- **Pregnancy (we can do a modified pre & post pregnancy cleanse)**
- **Inflammatory Bowel Disease**
- **Other Serious Diseases**

### **Consult with Your Physician as Needed**

Based upon the above, if there are reasons that you can't do the Purification Program, we suggest that you contact us for a FREE consultation so we can discuss your conditions. There are many options and most of the time we can still create a personalized nutrition program for you combing the purification concepts without the possibilities of supplement/ pharmaceutical interactions.

## Action Steps to Get Started on the 21 Day Detox Program

1. Contact Brien to schedule a free 15 minute consultation: 650-654-4604 or [info@brienshamp.com](mailto:info@brienshamp.com)
2. Complete the [Toxicity Questionnaire](#) and bring it with you to our session:
3. A body composition test can be completed during the session to determine your baseline body fat %, weight and hydration %. In addition, we will review your health history and all of your Detox Program questions will be answered.
4. Schedule your follow-up session on Day 21. Additional sessions can be scheduled for Nutrition/Lifestyle Coaching for an additional consulting fee over the phone or in person for 15 minutes, 30 minutes or 60 minute sessions.

## 21 Day Journal

Complete a daily journal starting on Day 1 to create an awareness of how you are feeling with the changes in your lifestyle. This information can be used to help your Nutrition/Lifestyle Coach get an idea how you are doing with the program. In addition, with this information they can also help you get more out of the program.

We recommend that you continue to use the journal after the Detox Program so you can track how you are feeling when re-introducing foods back into your diet.

## STANDARD PROCESS 21 DAY DETOX PRODUCT INFORMATION

**SP Complete** - 2 scoops twice per day. A micro/macro nutrient balanced whole food and botanical supplement providing 10 grams of protein from high quality non-denatured whey protein, for superior bioavailability and preservation of immune enhancing immunoglobulins.

- Whey Protein Powder
- Flax Meal Powder
- Buckwheat juice powder
- Brown Rice Protein
- Calcium Citrate
- Magnesium Citrate
- OPC Synergy Powder
- Choline Bitartrate
- Inositol Powder
- Grape Seed & Red Wine Extracts
- Kale & Brussel Sprouts
- Green Food Powder

**SP Cleanse** - 7 capsules three times per day. (You will complete this bottle in 7 days.) A blend of over 20 different whole foods and botanicals that promotes healthy liver detoxification, kidney & lymphatic system function, encourages healthy gastrointestinal elimination & supports blood purification processes.

- Dried Juniper Berries
- Spanish Black Radish
- Burdock Root
- Red Clover Powder
- Oregon Grape Root
- Beet Leaf
- Beet Root
- Oat Flower
- Milk Thistle
- Apple Pectin
- Barley Grass
- Cayenne Powder
- Dandelion
- Fenugreek Powder
- Choline Bitartrate
- Inositol
- Globe Artichoke
- Fennel
- Carrot, Broccoli & Kale Powder

**SP Green Food** - Starting Day 8 - 10 capsules per day. Five organically grown whole food concentrate that improve daily nutrition, support healthy growth & development, provide strong antioxidant protection, immune support & detoxification.

- Brussel Sprouts Powder
- Kale Powder
- Alfalfa Sprout Powder
- Buckwheat,
- Barley grass.
- Apple Pectin

**Coleus** - 1 capsule one- three times per day. Coleus Forte is made from the root of *Coleus forskohlii*, which contains the labdane diterpene forskolin as a major constituent. Coleus Forte may:

- aid moderate weight loss in conjunction with a balanced, calorie-controlled diet and exercise program
- help the body maintain healthy weight
- help maintain normal blood pressure within a normal range
- support and maintain cellular health
- promote healthy digestion
- maintain normal thyroid function

**Gymnema** - 1 capsules two- three times per day. Gymnema helps to maintain healthy blood sugar levels when combined with a balanced meal. It has also been shown to reduce sugar cravings and maintain normal cholesterol levels.

- Gymnema Leaf 10:1 Extract