Healthy Lifestyle Guide
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Caution:
Consult with your doctor before using any Genesis PURE product or starting a new dietary or physical activity regimen. The lifestyle changes and supplements suggested are intended to promote overall health and wellbeing and should not be used to prevent, treat, or cure any disease.

This program is intended for use by healthy adults. If you are pregnant, breastfeeding, under 18, or have been diagnosed with a medical condition, please consult with your health care provider about appropriate recommendations to support your overall health and wellbeing. If you take any prescription or over-the-counter medications or other supplements, ask your health care provider about possible interactions before taking any Genesis PURE products.
Introduction
The lives of countless customers have been changed as they have implemented the philosophy of “Cleanse, Balance, Build & LOVE.” This philosophy is more than a simple framework for choosing supplements. It is a framework for living. The Healthy Lifestyle Program provides you with the tools you will need to successfully implement the “Cleanse, Balance, Build & LOVE” philosophy and help transform your health and well-being.

What percentage of 60-year-old adults do you know that still radiate vigor? How many 70-year-olds? 80-year-olds? While successful aging relies upon many factors, one significant factor is the healthy habits you have implemented throughout your life. What choices will you make today to live with more vitality tomorrow and beyond?

The Healthy Lifestyle Program is designed to help you take control of your health and well-being. Within this guide, you will find a wealth of information about how to select and use Genesis PURE products, along with lifestyle suggestions, to create a healthier, more vibrant you!

This guide is intended to support overall health and wellness. If your goal is to lose weight or improve sport performance, please review the Shape Up or Slim Down sections of our Stay Fit website.
A Holistic Approach to Health

The focus of the Healthy Lifestyle Program is to promote healthy dietary, supplement, and activity habits. While these are required foundational elements to supporting your well-being, a holistic approach to health requires attention to a many aspects that are beyond the scope of this guide. Here is a list of other areas in your life to address in addition to those covered in this guide:

- **Physical**: in addition to the guidelines in this document, seek out appropriate medical care when appropriate, and avoid risky lifestyles and behaviors.
- **Social**: healthy relationships with family and friends create a support network and can be a source of much joy. In addition to fostering these relationships, consider getting involved in worthy causes to help others in your community.
- **Environmental**: a clean and safe environment is vital to your overall health. Be attentive to your home and work surroundings and take measures to promote environmental consciousness. Consider ways to reduce your exposure to harmful environmental chemicals.
- **Emotional**: the ability to feel and appropriately express emotions is an important skill. It can be difficult to adjust to change and cope with stress at times; therefore, be sure to seek the help of a qualified professional when needed.
- **Spiritual**: life should have meaning, purpose, and a strong moral foundation. Some may find this through a belief in a higher power or affiliation with a religion, while others may simply seek to find a state of harmony between themselves and others or their environment.
- **Intellectual**: never stop learning and applying what you learn to your life. Keep your mind active by engaging with the world around you through discussions, puzzles, or other activities that challenge you intellectually.
- **Occupational/Financial**: find a career that is rewarding. Your job doesn’t need to be “perfect,” but should contribute to society in a meaningful way and ensure you have adequate income to remain self-sufficient.

**Calories**

Simply stated, a calorie is a measurement. Just like an inch measures length or a pound measures weight, calories measure energy. Food provides your body with energy, which is measured in calories. You expend energy through physical activity, which is also measured in calories. Finding a balance between the calories you consume and the calories you expend is an important part of remaining healthy.
Calorie Balancing

The majority of calories used by most people aren’t used to fuel activity; they’re used to keep you alive. This is often referred to as your metabolic rate or simply “metabolism.” Some athletes expend more calories in physical activity than they do to fuel their metabolism; but this is not the norm.

To remain healthy, individuals should consume just enough calories to meet their needs. Consuming too few calories by an individual at a healthy weight may cause loss of muscle mass and suboptimal body function. Consuming too many calories results in the excess energy being stored as fat, which may contribute to weight gain and development of chronic disease.

The Genesis PURE HealthTrim™ products and Live PURE Foods may help those that need support in balancing calories. The Live PURE Foods may serve as snacks or part of a healthy meal to increase caloric intake, while the HealthTrim products, like Complete Shake and Appetite Chews, may help support efforts to reduce caloric intake and achieve balance. If you need additional help in selecting and utilizing the HealthTrim products, you may wish to review our HealthTrim Detox and Weight Management Program.

How many Calories do you Need?

The following calculation can help you estimate the number of calories you need to consume to achieve calorie balance. Remember, this is just an estimate and not a direct measure of your calorie expenditure. Adjustments may need to be made to adequately manage weight.

1. Estimate your metabolism

There are several equations available for estimating metabolic rate. Below is a simple equation known as the Owen formula.¹,²

\[
\text{Men: } 4.6 \times \frac{\text{lbs}}{\text{weight}} + 879 = \frac{\text{calories}}{\text{metabolism}}
\]

\[
\text{Women: } 3.3 \times \frac{\text{lbs}}{\text{weight}} + 795 = \frac{\text{calories}}{\text{metabolism}}
\]

2. Estimate activity

Multiply your metabolic rate calculated above by an activity factor. Activity factors commonly used are:

- 1.3: little or no exercise and sedentary activity throughout the day (office work)
- 1.5: moderate exercise 3-5 days/week or light activity throughout the day (cleaning)
- 1.7: vigorous exercise most days or moderate activity throughout the day (manual labor)

If you have a physically demanding job and exercise vigorously or exercise multiple times each day, you may need to consult with a personal trainer or manually track your physical activity with a tool like our physical activity table.

\[
\text{metabolism} \times \text{activity factor} = \text{total daily calorie need}
\]

Physical Activity

Physical activity is more than a component of calorie balance. It helps to rejuvenate the body, promoting the health of every major body system. If you don’t currently follow a regular exercise regimen or find that your lifestyle is fairly sedentary, seek to take time for daily physical activity.

The Surgeon General has provided the following physical activity recommendations for general health promotion:

- Aerobic activity, 5 hours of moderate or 2 ½ hours of vigorous movement each week
  - Examples of moderate activity include brisk walking, ballroom dancing, or active gardening
- Strength training each major muscle groups 2x each week
- Stretching regularly

When designing your physical activity regimen, be sure to include all three types of activity recommended by the Surgeon General. If you prefer, activities may be broken up into shorter segments, lasting at least 10 minutes each.

While the Surgeon General has provided recommendations to reduce the risk of chronic disease, improving your overall fitness and ability to function in daily tasks may require more individualized recommendations. Seek input from a personal trainer about the most effective way to workout. Once you’ve created a regimen, be sure to vary it to promote further gains in strength and stamina. Workout variations can be as simple as doing something a bit longer, a bit faster, or with heavier weight. You can also change the types of exercises you perform. Your physical activity regimen should challenge you if your goal is to improve your fitness.

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The Genesis PURE GPS products were formulated to help fuel your activity and promote improved performance and recovery. Use the [GPS Product Use Timeline](#) and the following guide to select and implement appropriate products:

- **E²**: Ideal for those engaging in cardiovascular exercise or vigorous strength training. If exercising longer than two hours, consider taking an additional serving one hour after starting activity and an optional third serving two hours later.
- **Hydration**: Formulated for athletes exercising under conditions where heavy sweating occurs. Mix with your water and consume when exercising in heat and/or when activity lasts longer than one hour.
- **Moomiyo Edge**: Recommended to consume 1-2 servings daily if you experience a great deal of physical or mental stress, due to your exercise regimen or other circumstances.
- **Pro-Arginine**: Intended to support both cardiovascular and strength training activity as well as athletes’ adaptations to exercise.
- **Recovery**: Contains protein, branched chain amino acids (BCAAs), carbohydrates, vitamins, and minerals and includes other ingredients like creatine to support recovery for those engaging in strength and aerobic training.

### Carbohydrate, Protein, and Fat

Collectively, carbohydrate, protein, and fat are referred to as *macronutrients*. They are the only nutrients that provide calories. The requirements for each nutrient vary from person to person and there is significant controversy over the exact amount of each that is most beneficial. The following guide can help you determine how much of each you may need to consume.

**Protein**

Protein plays an important role in the body. Some proteins provide structure for body tissues like hair, fingernails, tendons, and ligaments. Others are used to create hormones and enzymes. They also play an important role in transporting nutrients, such as oxygen and iron, throughout the body. The most abundant type of protein in the body is *contractile protein*, which makes up your muscle tissue. Adequate dietary protein intake is important to fulfill these roles and promote the health of both muscle and bone.

The National Academy of Sciences generally recommends that an individual consume 10-35% of all calories from protein. Since protein needs are primarily determined based on the amount of physical activity an individual performs and their weight, a more accurate way of calculating protein need is to use a grams/lb body weight equation as follows:

- Healthy, active adult – .4 g/lb body weight
- Healthy, older adult – .5 g/lb body weight
- Athlete, moderate amount of intense training – .4-.75 g/lb body weight

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Athlete, high volume of intense training – .75 g/lb body weight

\[
\frac{\text{weight}}{\text{protein g/lb body weight}} \times \text{daily protein need} = \text{grams}
\]

To convert grams protein to calories of protein, multiply by 4.

**Carbohydrates**

Carbohydrates are the primary energy used by the brain and the preferred energy source of most cells in the body, especially during vigorous physical activity. Additionally, fiber, a special type of carbohydrate, is required for healthy bowel activity and associated with a reduced risk of chronic disease.

Recommendations for fiber are quite exact in the guidelines given by the National Academy of Sciences, 25 g for women and 38 g for men. Fiber needs are primarily governed by how much you eat. Those with a greater than average dietary intake may benefit from fiber consumption beyond this amount. When eating carbohydrates, choose sources that are high in fiber, such as whole, unrefined foods.

Carbohydrate recommendations by the National Academy of Sciences are to obtain 45-65% of your calories from carbohydrates. Use the following formula to calculate your carbohydrate needs:

\[
\frac{\text{daily calorie needs}}{} \times .11 = \text{minimum carbohydrate grams}
\]

\[
\frac{\text{daily calorie needs}}{} \times .16 = \text{maximum carbohydrate grams}
\]

Ideal carbohydrate range: minimum carbohydrate - maximum carbohydrate grams

To convert grams carbohydrate to calories of carbohydrate, multiply by 4.

**Fat**

While fat has been villified over the years as a contributor to obesity and obesity-related disease, recent evidence suggests that fat isn’t as bad as we once thought it was and some fats, like unsaturated fats, may provide health benefits. Fat serves a valuable role in the body. It is a structural component in cell membranes, used to build hormones, insulates nerves, insulates the body against cold, cushions vital organs, enhances the absorption of certain vitamins, and serves as a reserve source of energy.

With all the important roles of fats, be sure not to excessively limit your intake. Focus on consuming primarily monounsaturated fats, those that are liquid at room temperature. Make a special effort to

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consume omega-3 fats from nuts and seeds and especially fatty fish. The National Academy of Sciences recommends that you consume 20-35% of your calories from fats. Use the following formula to calculate your fat needs:

\[
\text{daily calorie needs} \times 0.02 = \text{grams minimum fat}
\]

\[
\text{daily calorie needs} \times 0.16 = \text{grams maximum fat}
\]

Ideal fat range: \[ \text{grams minimum fat} - \text{grams maximum fat} \]

To convert grams fat to calories of fat, multiply by 9.

**Alcohol**

While alcohol is not generally classified as a macronutrient, because it is not required for healthy function, it does provide calories. Be sure to only drink alcohol in moderation, one drink daily for women or two for men, and adjust your daily calorie needs to accommodate the intake.

**Finding Balance**

The recommended grams of protein, carbohydrate, and fat to support your overall health are:

\[ \text{grams protein} \quad \text{grams carbohydrate} \quad \text{grams fat} \]

Foods are generally classified into food groups based on their nutrient content. Eating a wide variety of foods from different food groups, as recommended in the USDA’s My Plate, may help promote a balanced intake of protein carbohydrate, and fat. For a list of common foods and the amount of protein, carbohydrate, and fat they contain, please see our [Nutrient List](#) document.

**Nutrients**

A nutrient can be defined, simply, as anything that nourishes the body. Protein, carbohydrate, and fat (macronutrients) are needed in order for your body to function properly; so they are classified as

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nutrients. Vitamins and minerals are also required to remain healthy; however, unlike macronutrients, vitamins and minerals do not provide calories (energy) to the body. They are also required in much smaller amounts and, consequently, called *micronutrients*. Another class of nutrients are those that are not essential, but nevertheless confer health benefits. These are known as *phytonutrients*, and include anthocyanins, carotenoids, flavonols, isoflavones, probiotics, and many others.

**Vitamins and Minerals**

Vitamins and minerals must be consumed from the foods you eat or supplements you consume. Your body can’t make vitamins or minerals. Each vitamin and mineral serves a unique, but essential role in the body. Many support the metabolic processes that keep you alive. The National Academy of Sciences has created recommended dietary allowances (RDAs) for all vitamins and minerals, which define the daily nutrient intake required to meet the needs of most people. They have also set tolerable upper intake levels (ULs), which is the largest amount of a nutrient that can be consumed without a likely risk of adverse effect. As with anything, it is possible to consume too many vitamins and minerals.

Genesis PURE has many supplements that provide vitamins and minerals. **Daily Build** and **Coral Calcium** are specifically formulated to provide a balance of vitamins and minerals to supplement your dietary intake. Other products contain additional vitamins and minerals to help serve a specific function, such as the B-vitamins in **ENERGY**, which are required to convert protein, carbohydrate, and fat into a usable form of energy. While the Genesis PURE products may contain very high amounts of vitamins and minerals, sometimes significantly greater than 1000% of the RDA, all products are meticulously formulated to ensure they may be used together by healthy adults, without risk of exceeding the UL for any nutrient. If you consume other supplements, follow an abnormal dietary pattern, or have a chronic disease or other health condition, be sure to consult with your doctor to ensure Genesis PURE products are right for you.

**Phytonutrients**

There are a multitude of compounds found in foods that are thought to provide valuable health benefits. Those that are not known to be required for proper function of the body are referred to as phytonutrients. They are not considered essential nutrients like vitamins and minerals. Nevertheless, they may still be a beneficial part of the diet. Seek to increase your intake of these wholesome phytonutrients through diet and supplement intake.

Superfood is a term loosely applied to foods containing a large amount of vitamins, minerals, and phytonutrients. Many Genesis PURE products are formulated with some of the most potent superfoods known. For example, **Daily Build** is more than just a basic multivitamin, it contains a wide range of herbs, botanicals, and phytonutrients to provide a complete approach to dietary supplementation. **Greens** is a combination of superfruits, superfoods, herbs, and mushrooms to provide a nutritional edge to your diet. **Superfruit** juices are available for additional support. **Organic Sulfur** contains sulfur, an element with no established RDA, but one that may support health and proper function of the body. **Probiotic** contains beneficial bacteria that are the subject of intense scientific inquiry to discover the multitude of benefits they may provide the body. Genesis PURE offers a wealth of products that harness the power of phytonutrients.
Nutrient Density

It’s no secret that Americans eat too many calories and too few of many other nutrients. Caloric density is a valuable measurement that may help you make appropriate dietary choices. Caloric density is a ratio of nutrients to calories. Vegetables and fruits are some of the most nutrient-dense foods because they contain large amounts of nutrients, but few calories. Most whole foods are generally nutrient dense. Refined foods, such as sugar, white flour, and refined oils don’t contain a significant amounts of nutrients, but do contain large amounts of calories; therefore, they have a poor nutrient density. Seek to increase your intake of whole foods, especially vegetables and fruits, and reduce refined foods to improve the nutrient density of your diet.

Elimination

What you bring into your body is only half the story. You must also eliminate any old, unusable, or toxic substances from your body. Whether it be a pollutant in your food, too much of a particular nutrient, or just old biological matter, your body has an efficient system to rid itself of these potentially harmful substances. The primary methods of eliminating waste from the body are through urine and your regular bowel movements. Keep in mind there are other minor routes of elimination, such as your skin and lungs, which are also important.

Water, a vital nutrient

Water is a commonly neglected nutrient. Your body is approximately 60% water. Without it, you can only live a few days. Water facilitates all reactions in the body, hydrates the skin and other tissues, lubricates joints, helps regulate body temperature, and is required for proper elimination. The kidneys contain millions of tiny filters that removing waste, while retaining red blood cells and other healthy components of blood. Waste and a large amount of water flows through the kidneys and eventually is stored in the bladder, where it can then be released from the body. Drinking adequate water is important to support this process. At Genesis PURE, we recommend using Alkaline Water Concentrate in your drinking water. Additionally, if you use distilled or reverse osmosis water, Cell Water may help restore some of the minerals lost during the filtering of these waters.

The liver and bowel

Many think that bowel movements are simply the unabsorbed food you eat. That is only part of it. The liver also deposits a large amount of waste in the colon, where it can then be excreted from the body. A primary role of the liver is to detoxify the body. Most everything that is absorbed from the intestine passes through the liver before being distributed to the rest of the body. The liver takes harmful substances that have been absorbed, and converts them into a form that can be excreted in the urine or combines them with bile, where they will then be pumped back into the bowel for elimination from the body. In addition to any unabsorbable food, bowel movements also contain a significant amount of toxic material that has been deposited there by the liver.

Adequate fiber intake is beneficial for supporting the healthy function of the bowel and, therefore, removal of toxins from the body. Genesis PURE Mila is made from carefully selected strains of the superfood chia that undergoes a proprietary milling process. It is a good source of fiber and may help support proper bowel function. Additionally, Liquid and Capsule Cleanse are products intended to support healthy elimination through the bowel.
Toxic exposure
The food you eat, water you drink, air you breathe, and what you put on your skin may all introduce toxins into your body. Your decisions will influence just how many toxins you are exposed to each day. Choose organic foods or those with low pesticide residue, as well as meat raised in humane, sanitary conditions. Ensure your water is adequately filtered. Be mindful of the types of personal care and cosmetic products you use and what they contain. Also, while you may not have a great deal of control over the air quality in your city, you can control the air quality in your home. Use eco-friendly cleaning products and use an air purifier, if needed. Consider using eco-friendly flooring and paint, as well. Take time to get out into nature where you may be able to breathe easier.

Many traditional health programs include some type of fasting and/or supplementation system, which is intended to promote health by stimulating the body’s natural detoxification. Genesis PURE has a variety of programs that incorporate principles of fasting to support the health of the body. Consider trying the Cleanse Program, Superfruit Purification Program, or 7 & 30-Day Detox programs.

Selecting Genesis PURE Products
With all the information in this guide, it may be confusing to determine which products are right for you. We’ve organized Genesis PURE products into product systems to help you with your decision. For a review of the Genesis PURE product systems, please see the Product Systems page on our website. As with all changes to your diet and physical activity regimen, be sure to consult with your doctor before introducing any Genesis PURE product. If you need help incorporating the products into your daily regimen, please review our Product Use Schedule.

Conclusion
Genesis PURE products could be a powerful addition to your daily routine and are easy to integrate. These products were specifically designed to support you in your pursuit of health and happiness. Despite their impressive formulations, they are intended to “supplement” a healthy lifestyle, and may not be sufficient to compensate for poor choices. If you’re seeking a total transformation in your life, be sure to incorporate the diet and activity principles outlined in this guide as you introduce Genesis PURE products. Remember, health is not a destination; it is a life-long journey. We are honored that you have chosen Genesis PURE and look forward to helping you Cleanse, Balance, Build & LOVE your life.