



# BE WELL

by DR. FRANK LIPMAN

## CLEANSE

A two-week detox program designed to safely  
and gently cleanse and reset the body\*



## **The Cleanse Program**

*Cleanse* is a safe, gentle and effective two-week detox. While taking the shakes and pills as dietary supplements, you'll also be cutting out certain foods and drinks. This will clear your body of harmful substances or dietary ingredients to which you may be sensitive.

You'll be giving your digestive system a rest, allowing your body's own detox system to reboot and more effectively rid itself of toxins accumulated from environmental exposure and processed foods and beverages. Your body is naturally detoxifying all the time — *Cleanse* will give this natural, ongoing process a boost.\*

## **Program Goals**

- *To provide the nutrients needed to help your natural detox process\**
- *To remove irritants and harmful foods overloading your detox system\**
- *To help balance, promote and maintain healthy intestinal flora\**
- *To have better energy and greater mental clarity\**

## **Getting Started**

*Preparing yourself mentally and physically will gear you up for success.* See your *Cleanse* as a new beginning — a time to try new foods and let go of bad habits. Don't dwell on what you're giving up, rather, focus on your goals and on how great you'll feel when you achieve them.

To ease into the program slowly take the *following steps one week before*:

- Reduce caffeine and alcohol. *Halve your fix on the first day and then gradually cut down more every day so that by the end of the week you've stopped altogether. Have 2 or 3 cups of tea (preferably green) if the caffeine withdrawal is getting you down. Drink plenty of water to flush your system.*
- Reduce sugar and processed foods.
- Avoid bingeing before starting the detox as *this will only make you feel worse.*

After just a week without caffeine, sugar and alcohol you'll be amazed how good you feel.

## **The Plan**

You will have three shakes and two light meals a day. We suggest an early morning shake, a mid-morning shake and one in the mid-afternoon. Eat a light meal at lunch and dinner. We don't provide calorie counts, but you should eat enough to feel satisfied and nourished. Take the pills with your meals.

- **Early morning shake** - *(Cleanse Plus users add 1 tsp probiotic powder to your shake)*
- **Mid-morning shake**
- **Lunch — light meal and pill packet** - *(Cleanse Plus users add 2 Glutathione caps)*
- **Mid-afternoon shake**
- **Dinner — light meal and pill packet** - *(Cleanse Plus users add 2 Glutathione caps)*

*Shakes:* Mix one packet with 8-12 oz of water. Simply adjust the amount of water according to your taste. You may also use unsweetened almond milk, rice or coconut milk, or coconut water, but for weight loss, plain water is best.

*Pills:* Take one packet of supplements with your meals, twice a day.

*Tips:* A few drops of lemon juice in room temperature filtered water first thing in the morning, will help clear your system. Eat lunch regularly and dinner early. Do some restorative Yoga. For a good night's sleep, make your room as dark as possible. Remember to drink lots of water to flush your system.

### **The Cleanse Shake Supplement Contains:**

- A blend of nutrients *to fuel the detoxification pathways in the liver.\**
- Dietary fiber *which helps to bind toxins, prevents their absorption and promotes elimination.\**
- Vitamins, minerals and powerful antioxidants *for nutritional support.\**
- Friendly bacteria and prebiotics *to aid digestion.\**
- Herbs *to energize the detox organs.\**

### **The Cleanse Pill Supplements Contain:**

- Plant-derived digestive enzymes *to support the gastrointestinal system and promote proper digestion.\**
- Herbs *to promote healthy intestinal flora and gastrointestinal health.\**
- Glutamine capsules *normalize inflammation in the gut and promote a healthy stomach lining. You can also use them to help you manage sugar cravings. Take them between meals for the best effect. Take 2-4 capsules every four hours as needed.\**

### **What To Expect**

By the end of your detox you will look and feel great. During the first few days, however, as you adjust to a new eating regime and the toxins are flushed from your body, you may experience some of the following symptoms: lightheadedness, headaches, joint or muscle stiffness and increased bowel motions. These symptoms should disappear after a few days and you should feel more energetic and mentally alert, with a heightened sense of well-being.\* Please reach out to us with any concerns you may have about how you are feeling. Dr. Lipman's personally trained team of Health Coaches have guided thousands of people through the Cleanse and they know how to achieve outstanding, long lasting results.

## Message From Dr. Frank Lipman

Soon after I qualified as a physician 30 years ago I was confronted by the limitations of my medical training: I was taught to focus more on the disease than the patient and I often found myself treating symptoms rather than the root causes of illness. Frustrated that I was not helping my patients enough and determined to find answers to their problems, I began a 30-year-long journey of discovery, searching for different ways to put them on the path to wellness.

After becoming a Board Certified Internist I studied nutrition, Chinese medicine, yoga, meditation and other ancient practices. Finally I found that by blending cutting-edge modern medicine with age-old healing techniques from the East into an appropriate mix, I was really able to help a lot of people — effectively, safely and without side effects.

In some ways our bodies are like cars: we can try to repair them if they break down, but if we maintain them well they can run smoothly for a long time. Unfortunately we tend to look after our cars better than we do ourselves. With our fast-paced lifestyles and the glut of chemicals in our food and environment, we overload our engines. And we don't give our bodies and minds the fine-tuning and the regular servicing they need.

The various problems many of us face don't come out of nowhere. Most low-grade chronic conditions are the result of the slow eroding of our bodily functions. So I have developed an integrative approach to help my patients overcome the unhealthy habits that creep in over time and replace them with new, life-affirming practices that promote vitality in their lives. My method is simple: it's about restoring the body's natural balance—by removing what is harmful and adding what is beneficial to support and strengthen the health of body and mind.

It's about understanding the importance of eating foods that send beneficial messages to your genes. About making sure you are getting enough high quality sleep, and that you are moving your body in some way everyday, It's about making intelligent choices, turning them into a lifestyle, and adopting a practical plan to maintain your vitality.

I've treated thousands of patients over the years and the results speak for themselves. Those who've been through my practice and followed my methods feel healthier, look great and have more energy and resilience to deal with life's stresses.

I have designed these products to bring this same approach to you in a way that is convenient and easy to use, no matter how busy your life. I encourage you to become proactive about your health, there is no greater reward. I'm excited that you have chosen to take this journey towards better health and I look forward to hearing about your success.

Take care and be well,

A handwritten signature in black ink, appearing to read "Dr. S. K. Gupta". The signature is fluid and cursive, with a large initial "S" and "K" and a trailing flourish.

# The Cleanse Eating Plan

	Food To Embrace	Foods To Eliminate
Fruits	Enjoy in moderation. 1-2 servings of low sugar fruit per day. Berries (best), green apples, grapefruit, papaya.	High sugar fruits such as grapes, figs, bananas, cherries, lychees, mangoes, pineapple, pears, watermelon. Dried fruits, fruit juice.
Vegetables	All non-starchy vegetables, eat liberally. Sea vegetables (kelp, nori, dulse). Fermented vegetables (sauerkraut, kim chi).  Starchy Vegetables, no more than 1 serving per day. Squash (all types), sweet potatoes, yams, turnips, rutabagas, beets.	Corn, nightshade vegetables (tomato, potato, eggplant, peppers of all kinds). Canned vegetables.
Animal Protein	Organic or free range lamb, chicken, turkey, duck, wild game, and grass-fed beef.	Eggs, factory-farmed meats, processed meats (cold-cuts, canned meats, sausage, hot dogs).
Fish	Wild caught fish and seafood/shellfish. Small fish such as black cod, herring, sardines, trout.	Farmed fish and high-mercury fish. Avoid the large fish such as tuna and swordfish.
Grains	Eliminate. Vegetarians may have 1/2 cup of whole grains daily, such as brown rice,  Kelp noodles, or Capello's pasta are good substitutes for pasta/noodles. Almond flour and coconut flour are good baking substitutes.	All gluten grains and flours including wheat, oats, quinoa, rice, couscous, bread, pasta, pizza, pastries, cereals.
Beans	Eliminate. Vegetarians may have 1/2 cup of beans/legumes daily.	All beans & pulses (split peas, lentils, legumes). Soy (tofu, tempeh, miso, edamame, soy milk).
Nuts & Seeds	Raw almonds, cashews, walnuts, hazelnuts, brazilnuts, sesame seeds, pumpkin seeds.	Peanuts, salted/roasted nuts.
Dairy and Dairy Substitutes	Unsweetened almond, rice, hemp & coconut milk. Butter from grass-fed cows (no more than once a day).	Cows milk, sheep's milk, goat's milk, powdered milk, cheese, cream cheese, cottage cheese, yogurt, non-dairy creamers.
Sweeteners	Small amounts of stevia.	Refined sugars, added sugars, artificial and natural sweeteners including agave, honey and maple syrup.
Beverages	Non-caffeinated green or herbal teas, spring and sparkling water, fresh vegetable juices, bone broth. At most, one daily cup of coffee or caffeinated tea.	Alcohol, soda, fruit juices, energy drinks, caffeinated beverages.
Fats and Oils	Coconut oil, avocado, sesame, flax, extra virgin olive oil, coconut butter, almond butter.	Processed seed and vegetable oils such as canola, sunflower, safflower, corn, soy, margarine or shortening.
Vinegars	Apple cider, white wine, red wine, balsamic. Olive oil and fresh squeezed lemon is a great salad dressing.	Commercial salad dressings.
Herbs, Spices & Condiments	All herbs and spices. Substitute coconut aminos for soy sauce.	Ketchup, relish, BBQ sauce, soy sauce, mayonnaise.
Other	Cocoa nibs, unsweetened cocoa powder, 100% raw cacao.	Candy, energy bars, protein bars, gluten-free junk food.



## Helpful Information Available Online

We know that changing habits can be challenging so we've tried to simplify the process with recipes, exercise suggestions and other resources to help you along the way. Please visit us at [bewell.com](http://bewell.com) for:

*Recipes:* A vast list of delicious and easy-to-prepare recipes.

*Shopping List:* An in-depth look at what — and what not — to buy.

*Exercises:* Yoga twists, simple self-massages and other exercise ideas to help you detox and harness your newfound energy.

*FAQs:* Answers to questions you may have while on the program.

## After Cleanse

After finishing your Cleanse, we recommend following our Healthy Living Maintenance Plan. This is less restrictive than the Cleanse diet and you'll be adding in foods you avoided. Introduce new foods one at a time and note your body's reaction to them. Now is the time to see exactly how your body responds and what foods you should be avoiding.

We suggest continuing with a shake / smoothie for breakfast. Choose Sustain, Maintain, or Recharge — according to your preference for either plant-based protein or whey protein. They are all powerhouse formulas for vitality. You can vary your source of protein by alternating between them.

In his practice, Dr. Lipman always recommends people take a probiotic after cleansing. This floods the digestive system with healthy flora, extending the benefits you achieved on the Cleanse.

While fresh wholesome food is the cornerstone of his philosophy, Dr. Lipman also recommends that people take four key supplements a day to cover any nutritional gaps and optimize long term health. These are a broad spectrum Multivitamin-mineral, Omega-3 fish oils, Probiotics and Vitamin D3. Our Daily Dose kit bundles these four together, in easy to use, single serving packets.

## **About**

*Be Well by Dr. Frank Lipman* is a line of premium quality health supplements based on a basic, but often life changing principle: that restoring internal balance is the key to handling the stresses of modern life. Pioneered by leading integrative physician and expert in the field of functional medicine, Dr. Frank Lipman, these doctor-designed programs synthesize ancient medical wisdom with modern nutritional science. They are safe, effective, practical and convenient.

## **Mission**

Our mission is to help you create authentic, sustainable, life changes, not fleeting quick fixes.

## **Quality**

Providing therapeutic levels of highly bioactive and bioavailable ingredients, these are the same professional level supplements Dr. Lipman uses every day in his practice. Ingredients and finished formulas are strictly monitored for purity and nutritional integrity, before and after processing. Freshness and potency are maintained throughout the supply chain by careful harvesting, processing and packaging. Organic and non-GMO ingredients are used as far as is practicable. The products are manufactured in an NSF audited, GMP Registered Facility in the USA. GMP refers to the Good Manufacturing Practice Regulations as put forth by the US Food and Drug Administration.

## Health Disclaimer

Do not use this product if pregnant or nursing. Not intended for those with a history of stomach ulcers or GI bleeding. Consult your physician before using this product if you have a medical condition or are taking medications. Store in a cool dry place. Keep out of the reach of children.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

## Support

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For support, customer service or product information please contact us.

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