



# 28 Day Cleanse

Using Functional Foods and a Modified Elimination Diet



This dietary/functional food approach has been most helpful with patients who complain of fatigue, recurrent gastrointestinal problems (especially diarrhea), food intolerance or sensitivity, chemical or environmental sensitivities, chronic headache, and muscle or joint pain of unknown origin. The diet and functional foods associated with the program are hypoallergenic, anti-inflammatory, and generally well-tolerated.

It is theorized that, by simply eliminating foods that are most commonly associated with chronic disease and by providing a low glycemic, antioxidant-rich diet, one can substantially improve his or her health and quality of life. This plan goes beyond dietary modification, striving to achieve an optimal health outcome. The plan incorporates very high quality, clinically tested functional food shakes that contain ingredients scientifically proven to support healthy body composition and the body's natural detoxification mechanisms.

The first weeks of your 28-Day Cleanse may be challenging; however, your effort will be rewarded. Although you will need to avoid many foods and beverages you are accustomed to eating daily, you will likely discover palate-pleasing flavors and textures among alternate foods. You will also enjoy the convenience of functional food "shakes" and the variety of flavors available. Most everyone who carefully follows his/her practitioner's dietary advice and consumes the shakes and supplements as recommended achieves success. They feel better, look healthier and younger, and have more energy.

This plan is only to be used under supervision of a licensed healthcare practitioner following a comprehensive assessment of your personal needs and subsequent adjustments to the basic plan if necessary. The plan should not be followed beyond 28 days without proper reassessment. Your response to this plan is based upon your individual biochemical make up, medical history, and health status at the time you begin. Should any troublesome symptoms occur while using the plan, discontinue the functional food and contact your healthcare practitioner for guidance.

## Dietary Guidelines – A Baker's Dozen

1. Eliminate all dairy products. Avoid products made with casein (a milk protein), such as certain brands of soy or rice cheese. Casein, caseinate, and whey are dairy.
2. Eliminate fatty meats. Small amounts of wild game and loin cuts of lamb are the only red meats allowed. Choose mostly chicken, turkey, and cold water fish if you are not allergic or intolerant to any of these foods. Select from organic, free-range, grass-fed products whenever possible.
3. Eliminate gluten-containing foods or those prepared with them. Gluten is a mixture of proteins found in wheat, spelt, kamut, rye, triticale, and barley. Although oats and corn are gluten-free, they are often cross-contaminated. Omit unless guaranteed gluten-free. Rice, millet, buckwheat, quinoa, amaranth, teff, bean or chickpea flour, tapioca, yucca, cassava, and arrowroot are examples of gluten-free items that may be used as desired by most individuals.
4. Drink at least two quarts of water, preferably filtered, daily.
5. Avoid all alcohol-containing beverages, including beer, wine, liquor, and over-the-counter products that contain alcohol, such as cold remedies and herbal preparations.
6. Avoid all caffeine-containing beverages, including coffee, tea, energy drinks, and soda. Avoid decaffeinated coffee and coffee substitutes from gluten-containing grains. Avoid cold remedies, herbal preparations, or any other over-the-counter medicine containing caffeine.
7. Avoid foods containing yeast or foods that promote yeast overgrowth. Examples include mushrooms, cold cuts, refined sugars, cheese, commercially

prepared condiments, peanuts, vinegar, and alcoholic beverages.

8. Eat 5-7 small meals each day. Incorporate shakes as suggested in the 28-Day Cleanse Calendar. Try to eat every two to three hours, never letting more than three hours lapse between meals. Remember, breakfast is ALWAYS a shake. Try drinking your shake through a straw to make it last longer.
9. To maintain a healthy and stable blood sugar level, eat protein/carb/fat at each meal. Your body needs all three macronutrients to heal, repair, and rebuild its functional and structural biochemicals. Many people do well with a 40:30:30 balanced diet consisting of 40% protein, 30% good carbs, and 30% healthy fats.
10. Whenever possible, select fresh, organic, locally-grown foods that are in season. Organic frozen foods are an acceptable second choice.
11. You may include one functional protein bar as a meal/snack each day, EXCEPT when "fasting." Fasting occurs on Days 12 through 14, when only shakes are allowed.
12. Keep fruit servings to no more than 1-2 servings/day. Too much fruit will spike your blood sugar and may cause your body to slow down the healing process and the elimination of excess body fat. This is especially true for the insulin-resistant patient.
13. You may find it helpful to keep a food diary and to pre-plan your meals

## A Message from David Perlmutter, MD, FACN



*"The fundamental first step in any interventional program for toxic, metabolic, degenerative or inflammatory disorders is reestablishing both gut health and hepatic detoxification function. The OptiCleanseGHI Program provides a powerful and comprehensive approach to achieving these goals. Our patients find OptiCleanseGHI simple to use and appreciate the efforts made to develop a truly good tasting product."*

## Am I a candidate for a detox program?

- » Yes, if you have multiple symptoms that do not seem to have a cause
- » Yes, if you are chronically exposed to a toxic environment
- » Yes, if you have had a recent acute toxic exposure

An optional method of assessing your need for a detox program and periodically evaluating its benefits is to complete a Medical Symptom Questionnaire (MSQ).

- » **MSQ score >30** indicates that you would potentially benefit from a detox protocol.
- » **MSQ score >50** indicates that you would potentially benefit from a detox program including a functional food such as OptiCleanse Plus.
- » **MSQ score >75\*** indicates that you would potentially benefit from a detox program including a functional food such as OptiCleanse GHI or i5.\*

\*Note: **MSQ score >75** indicates that any detox protocol should be approached cautiously to avoid increasing symptoms. i5 is an appropriate gentle detox formula for individuals chronically exposed to environmental toxins (e.g. hair salon, dry cleaner, etc.), those who are on multiple medications, or those who, due to health status, may not tolerate a more intense protocol.

## Snack Ideas (Preferably Organic)

- » Unsweetened almond butter\* on a brown rice cake
- » 2-3 oz of sliced turkey or chicken breast (preferably homemade or Boar's Head Organic/Oven Gold) plus a medium-size apple or pear
- » Celery sticks with unsweetened almond or cashew butter\*
- » Unsweetened applesauce with cinnamon and chopped almonds\*
- » Lettuce leaf with turkey - rolled up together
- » Sliced vegetables with hummus dip
- » Homemade avocado dip with veggies
- » Glass of fresh vegetable juice (not carrot) plus whole almonds\*
- » Zucchini slices spread with tahini

\*If approved by your practitioner



## What do I do after the 28-Day Cleanse?

### Maintenance: Reintroducing Foods After the Modified Elimination Diet

Once you have completed the 28 Day Cleanse, you should discuss a follow-up plan with your healthcare practitioner, making sure to advise him or her of any remaining symptoms. At this time, re-evaluate the diet/supplement program that you followed prior to the Cleanse to decide where modification may be needed. Your practitioner is likely to suggest that you continue using a functional food in order to provide high-quality protein and an array of nutrients vital to maintaining healthy blood sugar levels, a healthy gut mucosa, effective liver detoxification function, and hormone balance. Many people find using a functional food for breakfast or for an occasional meal or snack healthful and convenient. Options include:

- » Using one to two servings per day of the same functional food that you used for the Cleanse.
- » Using one serving per day of the functional food that you used for the Cleanse

- plus XYMOGEN's FIT Food Lite (Whey or Vegan) for an optional snack
- » Using one scoop of OptiCleanse GHI or OptiCleanse Plus and one scoop of FIT Food Lite (Whey or Vegan) for breakfast and for an optional snack.
- » Using one or two servings of i5 daily






You and your practitioner may decide that you should continue on the Modified Elimination dietary plan, or you may decide to slowly reintroduce previously eliminated foods. If you have identified multiple food sensitivities, it is advisable to wait at least three months before reintroducing these foods. You may need to rotate each food in and out of your diet.

As your symptoms diminish, you will likely be anxious to reintroduce many of the foods that you have eliminated. The goal, at this level, is to eat the healthiest diet possible. Generally, the greater the variety of foods, the healthier the diet. However, DO NOT reintroduce foods without the consent of your healthcare practitioner and DO NOT attempt to reintroduce them all at once.

## Basic Guidelines for Reintroducing Foods

1. If you have EVER experienced an anaphylactic reaction (including throat swelling) to any particular food(s) in your lifetime, DO NOT attempt to reintroduce that food without medical supervision. This type of food allergy is likely to be "fixed," which means that, even though you feel that your health is improved as a result of the 28 Day Cleanse, your immune system will continue to identify this food as an antigen (allergen).
2. Only return one food to your diet at a time and wait at least two days (or until all symptoms are gone if you experience a reaction) before trying any other "new" food. If you do react, or you are not sure whether you reacted, try the same food again.
3. Use an organic source of the food that you are trying to reintroduce. This will help ensure that a reaction to pesticides or other contaminants will not be misinterpreted as a reaction to the food itself.
4. In the morning, start with a very small amount of the food that you are adding (e.g. 1/4 cup milk). If you do not notice any symptoms, increase the portion (e.g. 1/2 cup milk) at lunchtime. If you still do not notice any symptoms, consume yet a larger portion (e.g. 1 cup milk) at dinner. Even if you do not experience symptoms, your practitioner might suggest that you rotate the foods that you reintroduce. For example, he or she might recommend that you consume dairy only every fourth day, on the same day as beef, buffalo, lamb, or veal, which belong to the same family as dairy.
5. Keep a Food/Symptom Diary to track your responses. Food reactions are sometimes delayed up to 72 hours from the time the food is consumed, and it is easy to forget what you have eaten. Be sure to record everything that you eat and drink for meals and snacks. Include all ingredients in mixed dishes such as casseroles, sandwiches, etc. Detail your symptoms in a separate column alongside the foods consumed just prior.
6. The symptoms to look for literally range from "head to toe." You will not likely experience classic food allergy-type reactions such as hives, respiratory distress, or severe diarrhea. When these kinds of skin, respiratory, or GI reactions occur within minutes up to about two hours after contact even with a small amount of food, the individual is said to have a true "food allergy" rather than a "food sensitivity." Examples of sensitivity symptoms are: headache, joint pain, muscle weakness, nasal congestion, fatigue, mood changes, drowsiness, bloating, gas, rashes, and weight gain.
7. If you react to a food you are trying to reintroduce, your practitioner may advise you to wait as long as three months before adding the food back to your diet.





# Modified Elimination Diet

Food Group	Enjoy (preferably organic) Avoid all foods of known allergy/sensitivity	Avoid
<p>Meat, Poultry, Fish, Legumes</p> 	<p>Poultry, lamb, rabbit, bison, venison, cold water fish (such as sardines, salmon, trout, halibut, etc.), all legumes, dried peas, beans, lentils</p>	<p>Beef, pork, veal, cold cuts, frankfurter, sausage, canned meats, tuna, mackerel, shellfish, any preparations with added solution. Note: Eggs, especially whites, tend to be allergenic. Avoid eggs unless practitioner approved</p>
<p>Dairy Products</p> 	<p>Unsweetened milk substitutes such as rice or hemp milk, unsweetened nut milk (only if not allergic/sensitive to nuts), vegan-style rice cheese</p>	<p>Milk, soy milk*, goat milk, buttermilk, cheese, ice cream, puddings, non-dairy creamers, commercial yogurts, cream soups, creamed vegetables, soy cheese*, casein/caseinate-containing rice cheese. Note: Avoid unsweetened, plain yogurt, unless practitioner approved</p>
<p>Starches, Breads, Cereals</p> 	<p>Sweet potato, yucca, taro, arrowroot, tapioca, cassava, amaranth, teff, millet, buckwheat, quinoa, brown/wild/basmati rice, beans, peas. Any 100% whole grain cereal or baked goods made from the above or any other gluten-free and allowed ingredients</p>	<p>Potatoes (other than sweet potatoes), all gluten-containing cereals, flours, or baked goods (wheat, rye, barley, kamut, spelt, triticale, malt). Avoid soy, oats*, corn*, and products made from these, unless practitioner approved. Avoid yeast, unless practitioner approved</p>
<p>Vegetables</p> 	<p>All vegetables (except nightshades†), fresh, frozen, or freshly juiced, especially cruciferous, such as cabbage, broccoli, cauliflower, brussels sprouts, kale, collards, radishes, and watercress</p>	<p>Canned vegetables, creamed vegetables, vegetables prepared with cheese, butter sauce, or other type of sauce or prohibited ingredients, vegetables in casseroles, nightshades†</p>
<p>Fruits</p> 	<p>Preferably whole and fresh, or unsweetened frozen. Preferably low-glycemic, such as blueberries, apple, plum, apricot, etc</p>	<p>Overly-ripened fruit, high-glycemic fruits (pineapple, raisins, ripe banana, dates, watermelon, etc.), highly allergenic fruits (citrus, strawberries, raspberries, mango), sulfite-containing or canned fruits, sweetened fruit drinks, jams, jellies, syrups</p>

\* Many individuals requiring a gluten-free diet may tolerate oats and oat products. Use oat only if practitioner approves. Corn has a relatively high glycemic index and is not tolerated by everyone. Use only in small amounts and as tolerated. Avoid peanuts and tree nuts, unless practitioner approved. Use soy only if practitioner approved.

†Nightshades include tomato, potato, eggplant, pepper (except black and white), tomatillo, pimento, and paprika.

# Modified Elimination Diet

Food Group	Enjoy (preferably organic) Avoid all foods of known allergy/sensitivity	Avoid
<p>Soups</p> 	<p>Clear, vegetable-based broth, homemade soups with allowed ingredients</p>	<p>Commercially-prepared soups or cream soups, tomato-based soups, bouillon soups with gluten-containing grain (such as barley, wheat pasta, etc.) or made with any other prohibited ingredient. Any soup containing MSG and/or yeast</p>
<p>Beverages</p> 	<p>Unsweetened, freshly prepared vegetable juices from allowed vegetables, fruit juices (approved and specified by practitioner), filtered water, caffeine/citrus-free herbal tea</p>	<p>Milk, coffee, tea, cocoa, alcoholic beverages, soda, sweetened beverages, citrus, fruit juices (unless practitioner approved), caffeinated herbal teas</p>
<p>Fats, Oils, Nuts</p> 	<p>Extra virgin olive oil, unrefined coconut oil, butters (ghee, pumpkin, squash seed), salad dressings (made from allowed ingredients, preservative/additive free), nuts (if tolerated and practitioner-approved, raw. Not more than two tablespoons unsweetened almond butter per day)</p>	<p>Margarine, shortening, unclarified butter, refined oils, salad dressings and spreads, peanuts, tree nuts (other than almonds and walnuts), nuts/nut butters prepared with extra fat and/or sugar. Dry roasted nuts</p>
<p>Sweeteners</p> 	<p>Stevia, xylitol (as tolerated), and sweeteners present in Complete Boost Pro</p>	<p>Brown sugar, honey, molasses, maple syrup, fructose, all artificial sweeteners</p>
<p>Condiments</p> 	<p>Salt-free herbs and seasonings, including basil, cayenne, caraway, chives, cinvnamon, curry, dill, dry mustard, garlic, ginger, mace, marjoram, mint, nutmeg, parsley, poppy seeds, savory, tarragon, tumeric. Celtic sea salt, not to exceed _____ per day</p>	<p>Salt, soy sauce, mayonnaise, ketchup, balsamic or rice vinegar, salsa, chili pepper, pepper flakes, paprika</p>

	Step 1 Days 1 – 3	Step 2 Days 4 – 5	Step 3 Days 6 – 8	Step 4 Days 9 – 11	Step 5 Days 12 – 14	Step 6 Days 15 – 28
i5™ or OptiCleanse GHI™ or OptiCleanse Plus™	1 serving/day	2 servings/day	3 servings/day	4 servings/day	5-7 servings/day	2 servings/day
MedCaps DPO™ (optional with i5™)	1 capsule/day	1 capsule twice a day	1 capsule three times a day	2 capsules twice a day	1 capsule 1-2 times a day	1 capsule 1-2 times a day
ActivEssentials™ (optional with i5™)	1 packet AM 1 packet PM	1 packet AM 1 packet PM	1 packet AM 1 packet PM	1 packet AM 1 packet PM	1 packet AM 1 packet PM	1 packet AM 1 packet PM

**Note:** All in conjunction with the Modified Elimination Diet (Except Days 12-14)

Your practitioner will decide which steps are necessary, how much time to leave between steps, and which, if any, additional supplements are appropriate for you.

## What is a Functional Food?

The term “Functional Food” basically refers to any food or food ingredient that may provide some identified health value. A functional food may be a whole food that is fortified, enhanced, or enriched to provide potentially greater health benefits than it delivers in its original form.

### i5™

Available in Chai, Creamy Chocolate & Vanilla Delight

A clinically-validated, all natural, fructose-free formula containing ingredients that promote overall gastrointestinal health and optimize the body’s ability to detoxify harmful substances and respond to inflammation. Patented and proprietary ingredients include 21 grams of XYMOGEN’s all natural, vegetable-based protein, VegaPro™, along with clinically relevant doses of XYMOGEN’s IgG 2000 DF™ and OncoPlex™ (SGS™ - sulforaphane glucosinolate). i5 is an appropriate gentle detox formula for individuals chronically exposed to environmental toxins (e.g. hair salon, dry cleaner, etc.), those who are on multiple medications, or those who, due to health status, may not tolerate a more intense protocol.

### OptiCleanse GHI™

Available in Chai, Creamy Chocolate & Vanilla Delight

A pleasant-tasting, low-allergy functional food shake mix that features VegaPro™, a proprietary blend of rice and pea proteins along with a variety of macro and micro-nutrients, herbs, and other nutraceuticals known to support and optimize detoxification in individuals experiencing signs and conditions associated with toxicity. OptiCleanse GHI supports the gastrointestinal mucosa and the body’s natural anti-inflammatory response.

### OptiCleanse Plus™

Available in Chai, Creamy Chocolate & Vanilla Delight

A pleasant-tasting, low-allergy functional food shake mix that features VegaPro™, XYMOGEN’s proprietary blend of rice and pea proteins, along with a variety of macro and micro-nutrients and other nutraceuticals known to support mitochondrial energy production necessary for biotransformation/ detoxification. OptiCleanse Plus is an ideal basic detox formula for individuals experiencing minor toxicity-associated signs and conditions.

### ActivEssentials™

Available in 60 packets

A combination of four targeted, conveniently dose-packaged nutritional formulas that provide comprehensive nutritional support. ActivEssentials Women™ contains iron and additional calcium. ActivEssentials with Calcium™ contains extra calcium without iron. All ActivEssentials formulas include Albion® chelated minerals, activated B vitamins, ORAC botanicals, and fresh, pure, third-party assayed fish oils. Calcium is in the form of dicalcium malate and microcrystalline hydroxyapatite (MCHC).

### MedCaps DPO™

Available in 120 capsules

A unique, convenient, cost-effective formula that delivers ingredients shown to promote balanced activity between Phase 1 and Phase 2 detoxification processes. MedCaps DPO should be used as part of an overall detoxification protocol that supplies adequate high-quality protein, carbohydrates, fats, and fiber.

# 28-Day Cleanse Calendar

Example: Incorporating Shakes Into Your Daily 5-7 Small Meals Daily

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Shake	Shake	Shake	Shake	Shake	Shake	Shake
Snack	Snack	Snack	Snack	Snack	Snack	Snack
Lunch	Lunch	Lunch	Shake	Lunch	Shake	Shake
Snack	Snack	Snack	Snack	Snack	Snack	Snack
Supper	Supper	Supper	Supper	Shake	Shake	Shake
Snack	Snack	Snack	Snack	Snack	Snack	Snack
Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
Shake	Shake	Shake	Shake	Shake	Shake	Shake
Snack	Snack	Snack	Snack	Shake	Shake	Shake
Shake	Shake	Shake	Shake	Shake	Shake	Shake
Snack	Shake	Snack	Shake	Shake	Shake	Shake
Shake	Snack	Shake	Snack	Shake	Shake	Shake
Snack	Shake	Shake	Shake	Shake	Shake	Shake
Day 15	Day 16	Day 17	Day 18	Day 19	Day 20	Day 21
Shake	Shake	Shake	Shake	Shake	Shake	Shake
Snack	Snack	Snack	Snack	Snack	Snack	Snack
Shake	Shake	Shake	Lunch	Lunch	Lunch	Shake
Snack	Snack	Snack	Snack	Snack	Snack	Snack
Supper	Supper	Supper	Shake	Shake	Shake	Supper
Snack	Snack	Snack	Snack	Snack	Snack	Snack
Day 22	Day 23	Day 24	Day 25	Day 26	Day 27	Day 28
Shake	Shake	Shake	Shake	Shake	Shake	Shake
Snack	Snack	Snack	Snack	Snack	Snack	Snack
Shake	Shake	Shake	Lunch	Lunch	Lunch	Lunch
Snack	Snack	Snack	Shake	Shake	Snack	Snack
Supper	Supper	Supper	Supper	Supper	Supper	Supper
Snack	Snack	Snack	Snack	Snack	Shake	Shake

\*Always have a shake for breakfast! The rest of the daily shakes can be used according to your needs.



The statements in this booklet have not been evaluated by the Food and Drug Administration. Products listed are not intended to diagnose, treat, cure, or prevent any disease.



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