Welcome to Your Transform Phase









You should have 13 extra shakes & 23 days of vitamins left over from your RESET Plus so you can start the Transform Phase immediately on Day 6. You will need more shakes. For best results, add USANA Probiotics for optimal digestion, metabolism, & conversion of food into energy, not fat. We'll discuss your options shortly, but first let's look at the plan…

The Plan Each Day

Within ≈ 20 minutes of waking up have fresh lemon water with a dash of cayenne pepper for energy & metabolism.

≈ 20 minutes later, take your 1st shake, AM Vitamins, & Probiotics.

≈ 2 hours later, 1st healthy snack (see page 2)

≈ 2 hours later, veggie (see page 2)

≈ 2 hours later, healthy meal (see page 4)

≈ 2 hours later, fruit (see page 2)

≈ 2 hours later, 2nd healthy snack

≈ 2 hours later, 2nd shake for dinner & PM vitamins.

Important Things to Know

- Your healthy meal can be switched to dinner if necessary, but make sure you have your 2nd shake at lunch time. The plan is 2 shakes each day.

- On average, most people will lose between 8 - 10 pounds each month doing the Transform Phase.

- It's very safe to do this for several months in a row until you hit your final weight loss goal. Why? Because this is cellular nutrition with no stimulants.

- For optimal results, you will need to schedule time for consistent exercise.

- Drink at least 64 ounces of water everyday.

- Coffee, tea & caffeine are ok to have, but avoid sugary Starbucks type drinks.

- Get 7 hours of sleep per night minimum, 8 is ideal. Optimal sleep is critical to your success.

PRO TIPS: At this point, do not weigh yourself more than once each week. Your weight will fluctuate as will your energy levels based on protein days compared to cheat days. But know that you are heading in the right direction. If you fall off the program for a day or two, even more, do NOT beat yourself up, and do NOT give up! It's normal for many people trying a new health & nutrition program to fall off at times. Simply accept it and jump back on track by reviewing your 'WHY' and 'GOALS'. You will still have great results if you follow the program accurately for the majority of days. This is a life-long journey; not some quick fad diet.

Snacks, Fruit, & Veggie List

Healthy Snack List- Look for Low Glycemic Whole Food Snacks (150-200 calories)

- Lara Bars (all varieties- roughly 200 calories per bar)
- Kind Bars (all varieties- roughly 200 calories per bar)
- 1/4 cup of Raw Almonds (a closed fist full)
- 1/2 cup of Cottage Cheese
- 2 Large Hard Boiled Eggs



Recommended Veggies

- 1 cup organic baby carrots
- 4 oz. raw or cooked cauliflower
- 8 oz. cooked green beans
- 1 whole tomato
- 4 oz. raw or cooked broccoli
- 3 to 4 stalks of celery
- 1 whole pepper (all varieties)
- 8 oz. cooked spinach

Recommended Fruits

- 1 large apple
- 1 large grapefruit
- 1 large orange
- 1 cup of berries (including strawberries)
- 2 slices of cantaloupe or honeydew
- 20 fresh cherries
- 1 cup of grapes (all varieties)

Lemon & Cayenne Pepper First Thing in the Morning

Directions

Squeeze an entire small lemon into 14 - 20 ounce glass of water (warm or lukewarm water is ideal).
Add a few dashes of cayenne pepper.



Benefits

- Boosts your immune system
- Balances pH & alkalizes the body
- Decreases wrinkles & blemishes
- Natural energizer
- Sheds toxins
- Blood purifier
- Weight loss
- Sets up healthy digestion for the day
- Decreases indigestion and heartburn
- Decreases cold sores
- Decreases psoriasis
- Cayenne pepper improves circulation so your cells get more nutrients

Your Options

The best thing you can do is order the remaining products now so they arrive in time and you are not left shake less on Day 13. You have 3 basic options to keep your momentum going…

Option A:

☐

$318.00



CellSentials
(28 day supply)
$58.95



56 pack of shakes
(2 shakes per day for 28 days)
$211.80



2 – 14 pack of Probiotics
(28 servings)
$46.95

Option A is the best because you will be able to continue the Transform Phase completely from Days 13-40. Plus you will have extra vitamins for 16 days after that. This will put you in a position to lose an additional 10 or more pounds. Plus, you will be saving money because this covers most of your personal grocery needs besides preparing 1 healthy meal per day.

Option B:

☐

$196.00



CellSentials
(28 day supply)
$58.95



28 pack of shakes
(2 shakes per day for 14 days)
$105.90



1 – 14 pack of Probiotics
(14 servings)
$30.95

Option B is a great middle of the road option. It will allow you to do the Transform Phase completely for days 13-26, but you will have an extra 30 days of vitamins after that. This means that you will only need more shakes and probiotics to complete your second month, which you buy at a later time.

Option C:

☐

$137.00



28 pack of shakes
(2 shakes per day for 14 days)
$105.90



1 – 14 pack of Probiotics
(14 servings)
$30.95

Option C is still good because you can continue the Transform Phase completely from days 13-26. After that you can re-order more to continue. Which option would be best for you? **<GO WITH WHATEVER THEY CHOOSE>** Ok sounds good you are all set. Your payment information and address are still on file so I will process this right away. Now let's schedule our phone call in about 7 days from now so we can go over your products when they arrive in the mail. I can talk on **<DAY>** or **<DAY>** which is best for you? Ok and on that day I can talk at **<TIME>** or **<TIME>** which is better? **<WAIT>** Ok you are all set. Now let's finish going through the rest of the document so you can be ready…

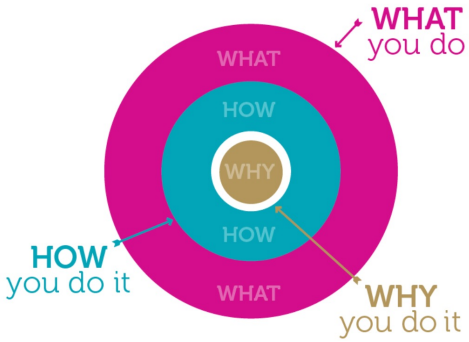
<u>If They Cannot Order Immediately</u>

I totally understand if you need a little more time. In that case we schedule a time to talk in a day or two after you've had a little time to look at your budget and make the decision that's best for you. I can talk on **<DAY>** or **<DAY>** which is better? Ok and on that day I can talk at **<TIME>** or **<TIME>** which is best? **<WAIT>** Ok that will be perfect. Now let's finish going through the rest of the document…

Mindset Part 1: Your Why

Do you really want to lose fat, get rid of cravings, and live a healthier and happier lifestyle? This is the first question you have to ask yourself. Sure we may all think we want to, but when it comes down to it, most people don't want it bad enough to make the necessary changes; otherwise, we wouldn't have the obesity and disease epidemics that we have in our world.

So the first step in having the right mind-set is making the decision that you truly want to transform your body and mind, and to live a healthy lifestyle. To have the proper mind-set, we must identify your stage of readiness, identify your WHY, set specific goals, and get rid of limiting beliefs.



MINDSET PART 1: Identify your WHY - Without an emotional and compelling reason to transform, you will most likely give up too soon and revert to old habits and lifestyle that caused you to want or need to transform in the first place. At the same time, having a strong enough and compelling reason can help you move mountains and overcome any obstacles. Your WHY could be to prevent or fight a disease, to have more energy for your kids or significant other, to improve your sex drive, or fit in a skinny pair of jeans. There are countless possibilities; just make sure they have strong meaning to you and are compelling enough to help you see this all the way through.

Write down your top 3 reasons for getting healthy and fit, and transforming your body and mind.

MY WHY

1.

2.

3.

Mindset Part 2: Set Goals

Without setting goals, your journey and transformation will be much more difficult and can become very frustrating. How will you know where you are going, or if you get there, if you do not even know where you are going? Research shows us that the vast majority of people that are successful in any endeavor, have specific goals that are written down and visible for them to read several times per day.

Additionally, your goals need to be S.M.A.R.T. (Specific, Measurable, Attainable, Relevant, and Time Sensitive). A good example of a smart goal is: “On December 31 2020, I weigh 170 pounds, have a 32-inch waist, and a fasting blood sugar level of 100”. For a person that weighs 195 pounds, has a 38-inch waist, and has been warned about pre-diabetes, this is a specific, measurable, attainable, relevant and time sensitive goal.



MINDSET PART 2: Set Goals – We want to make sure that you understand that this is just the beginning of a total lifestyle change that will provide you with long-term better health, increased energy, and write down your top 2 goals for short term (28 Days), mid-range (90 Days) and long-term (1 year). Read your goals out loud to yourself at least 3 different times throughout each day.

MY GOALS

1. _____ Date_____ (28 days)

2. _____ Date_____ (28 days)

1. _____ Date_____ (90 days)

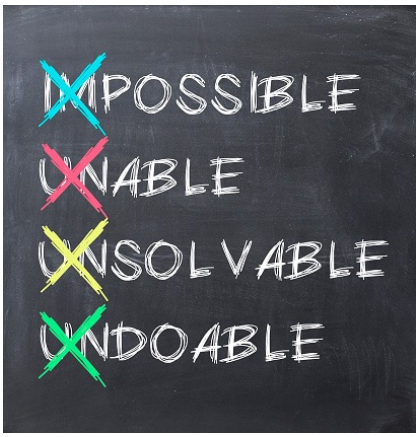
2. _____ Date_____ (90 days)

1. _____ Date_____ (1 year)

2. _____ Date_____ (1 year)

Mindset Part 3: Eliminate Limiting Beliefs

Most people do not realize that they sabotage themselves over and over again throughout their life. This is most often due to limiting beliefs that we are usually not even aware of. But if you truly think about it, you can identify them, and recognize them as stories that we tell ourselves, consciously or unconsciously, in order to give ourselves the excuses necessary to justify living below our potential. Truthfully, it's a cop-out, and we need to start living closer to our potential, which starts by living a healthier, happier and more productive life, and inspiring others to do the same.



MINDSET PART 3: Eliminate Limiting Beliefs– Some common Limiting Beliefs (B.S. stories) that people have are that they are genetically unable to be thin; or that exercise doesn't work for them because they always get hurt or their joints ache. If you dig deep enough, you may find that your Limiting Beliefs have something to do your self worth, or lack there of. You have to believe that you are worth this effort. You are an amazing person. You have people that love you and depend on you. They want and need you to be happier and healthier.

Write down your top 3 Limiting Beliefs (B.S. Stories) that hold you back from your goals and dreams.

MY B.S. STORIES

1. _____

2. _____

3. _____

** QUICK TIP: Developing a positive mind-set is critical for your success. Use positive affirmations and thoughts to help develop a positive BELIEF in your self. You must believe that you can and will Transform your body and mind. It IS possible for you to truly Transform, and live the life you are meant to live, with more energy, better health and loads of happiness.*

On the last page, you will have a full page to re-write your WHY, your GOALS, your LIMITING BELIEFS, and your MEASURMENTS, so you can post this page in a place where you can view it throughout the day, in addition to having them written in your booklet. This will help you to stay motivated, focused, and on track. Please make sure to do this critical step as it can truly be a difference maker between reaching your goals and living the life you desire, or falling short again and creating further frustration.

Take Action:
Get Rid of Junk Food & Temptations

That's right, clear your fridge, cupboards and pantry from junk foods that will only cause you stress and hinder your progress. This does not mean that you can never eat your favorite foods or treats again; they just need to be treated as occasional treats and rewards for your new lifestyle. It's best to go out to buy your favorite ice cream cup at your local ice cream shop, versus having a quart of it in your freezer; same as it's better to go out for a slice or two of your favorite pizza versus having entire frozen pizzas in your freezer. See list of High Glycemic Foods to identify foods you may have thought of as healthy, but in actuality they spike up blood sugars and cause you to store fat.

At the same time as you are clearing your kitchen of junk, you also want to fill it with healthy snacks and foods. See sample healthy grocery list below:

HEALTHY PROTEINS

Serving Size: Flat open hand

- Chicken breast
- Fish
- Lobster
- Shrimp
- Tuna (in water) / Ahi Tuna
- Lean beef
- Turkey
- Turkey bacon
- Pork chops
- Sulfate/Nitrate free jerky
- Eggs (1 yolk max per day)
- Greek yogurt (plain)
- Goat cheese
- Low-fat cottage cheese
- Organic Tofu

**** No dairy during Week 1**

HEALTHY CARBS

Serving Size: Clenched fist

- Quinoa
- Beans
- Oatmeal (not instant)
- Muesli
- Semolina
- All Bran
- Wheat kernels
- Cracked barley
- Sweet potatoes
- Black rice (on occasion)
- Brown rice (on occasion)
- Rye bread (on occasion)

***** Avoid white & jasmine rice all together**

VEGETABLES

Serving Size: 2 clenched fists

- Kale, cabbage
- Spinach (and dark leaf lettuce)
- Broccoli
- Brussels sprouts
- Artichoke
- Asparagus
- Cauliflower
- Carrots
- Celery
- Cucumbers
- Egg plant
- Mushrooms
- Peppers (green, red, yellow, orange)
- Snow Peas
- Tomatoes
- Zucchini

*** Consume extra veggies when still hungry after meals or between meals**

HEALTHY FATS

Serving Size: ½ clenched fist

- Avocado
- Coconut oil
- Olive Oil
- Almonds
- Brazilian nuts
- Cashews
- Pistachios
- Walnuts
- Natural almond butter
- Natural cashew butter
- Natural sunflower seed butter

LOW GLYCEMIC FRUITS

Serving Size: Clenched fist

- Dark cherries
- Blueberries, Blackberries, Raspberries
- Goji berries
- Strawberries
- Grapefruit
- Apples (green lower GL than red or yellow)
- Pears
- Oranges
- Kiwi
- Plums
- Peaches (not canned)
- Bananas (only on occasion with a protein)

**** No Fruit on PROTEIN days**
***** Avoid dates, figs, and raisins**
****** No more than 1 banana per week**

SPICES & SUPERFOODS

- Ginger
- Turmeric
- Oregano
- Thyme
- Rosemary
- Cinnamon
- Garlic
- Crushed red peppers
- Black pepper
- Pink Himalayan salt
- Wheat grass
- Lemongrass
- Flaxseed (and flaxseed oil)
- Seaweed
- Organic grass-fed Kefir

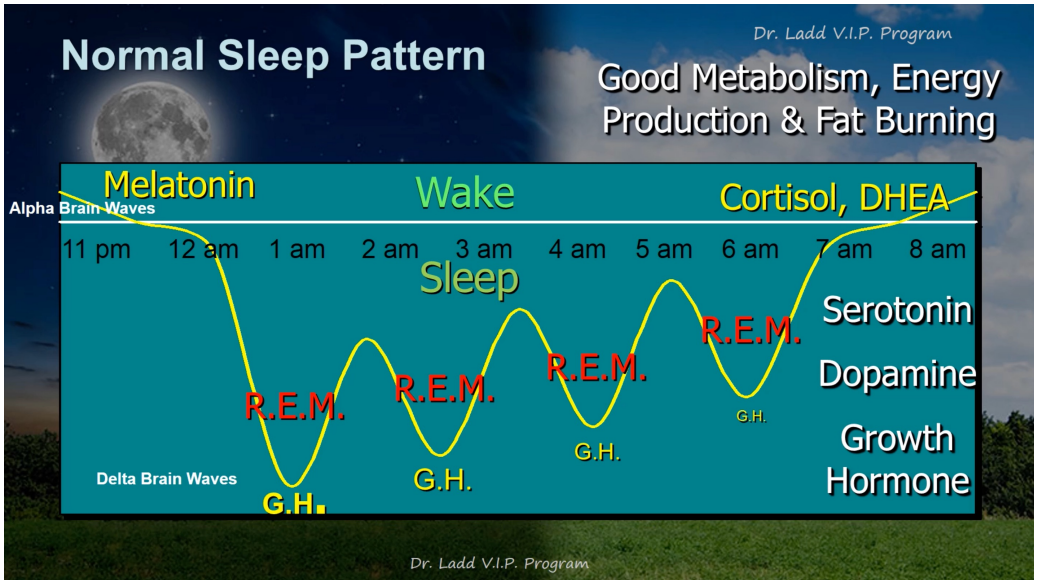
LIST OF HIGH GLYCEMIC FOODS TO TOSS OUT

Foods you may think are healthy, but…

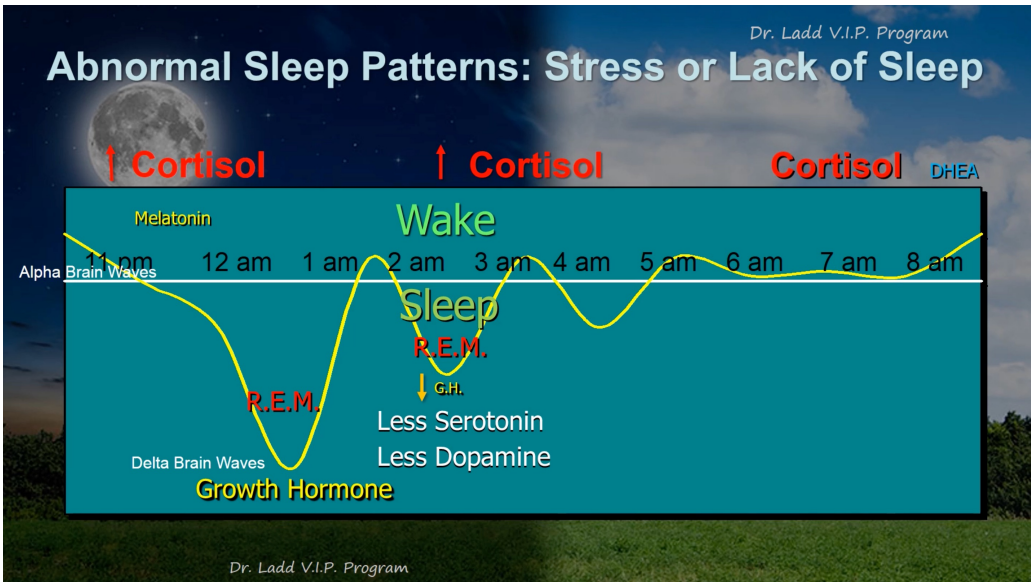
- Low-fat yogurts (especially flavored)
- Pretzels, potato chips
- Cookies, pastries, crackers (even low-fat)
- Raisins, dates, and figs
- Dried fruit, candy, juice drinks
- White & wheat bread
- Muffins and croissants
- White rice
- Most Pasta (including corn and brown rice pasta)
- Margarines or butter spreads
- Traditional processed cheeses
- Low-fat desserts
- White potato (especially instant)
- Traditional jerky meats, deli meats (w/ nitrates)
- Most cereals including Corn Flakes, Corn Chex, Rice Chex, Rice Crispies, Total, Cream of Wheat, Grape Nuts, etc…

Sleep – Part 1

Getting 7 to 8 hours of sleep each night is critical for weight loss and long term health because you need to allow your body time to release it's own natural growth hormone (pictured as "GH" below). This can only happen during the 4 dream state cycles when Rapid Eye Movement Sleep (REM) occurs. You need 7 to 8 hours to allow this to happen each night. The mood enhancing hormones serotonin and dopamine also get released during this time. In the morning you will have a normal rise in cortisol and DHEA which allows for a good metabolism, energy production, and fat burning during the day. This should be your goal.



Look at how much natural growth hormone you lose when you get 6 hours of sleep or less. You don't have enough time to get the 4 REM dream state cycles, so your body doesn't have a chance to renew like it should. You also miss out on the serotonin and dopamine that needs to be replenished. And, your cortisol levels become too high, which causes you to keep the fat. Weight loss is impossible with this type of sleep.

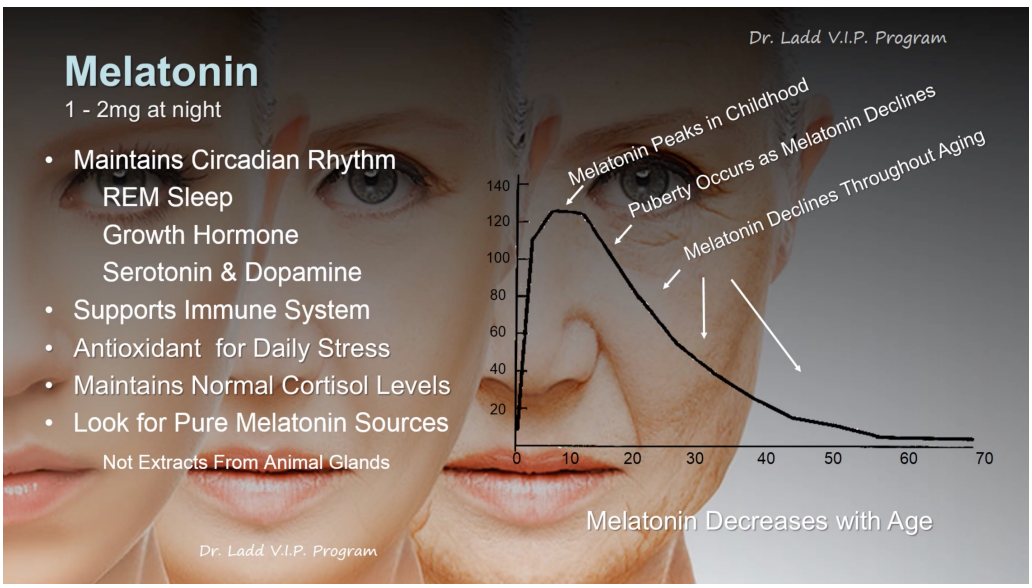


Sleep – Part 2

Getting 7 to 8 hours of sleep allows you to keep the normal amount of cortisol which gives you all of the benefits listed below. Getting 6 hours or less causes too much cortisol, which leads to weight gain, obesity, inflammation, insulin resistance, diabetes, adrenal fatigue, and many more problems. That's how important proper sleep is.

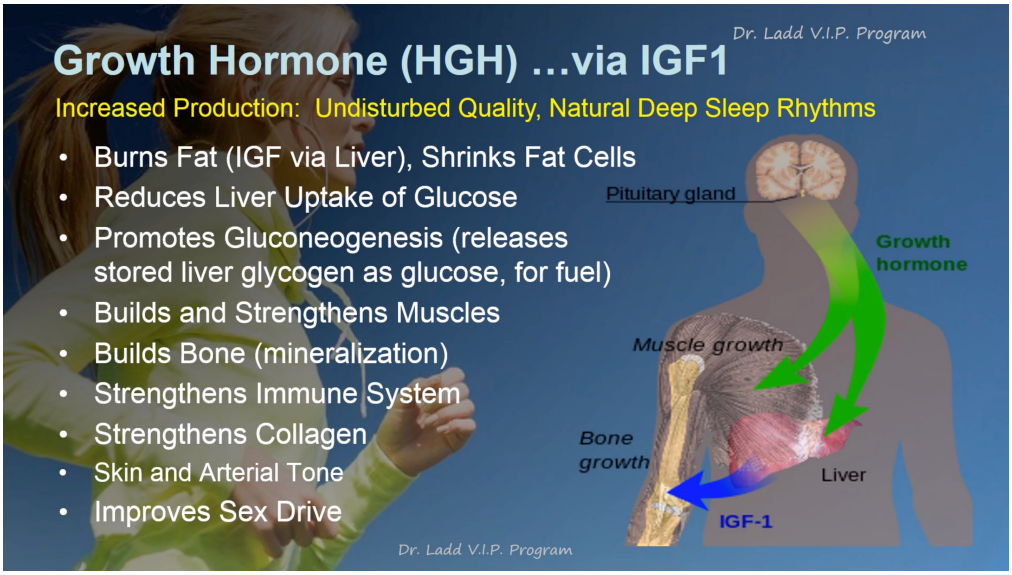


A melatonin supplement also helps tremendously to get your REM sleep, Growth Hormone, Serotonin & Dopamine. This will help maintain normal cortisol levels as well. As we age, our body produces less melatonin, so it becomes every important to supplement, especially in your 30s, 40s, 50s and 60s. Not all melatonin supplements are the same. It's best to avoid melatonin that comes from animal gland extracts. USANA produces a pure melatonin from non-animal sources that you can add to your order if you'd like.



Sleep – Part 3

When you are getting 7 to 8 hours of sleep each night, growth hormone is produced by the brain and is sent to the liver. The liver will then produce IGF1 which burns fat, shrinks fat cells, increases energy, builds muscle, strengthens bones, helps your skin, and improves your sex drive. This is the all-natural way to create an incredible life. It all depends on your quality of sleep.



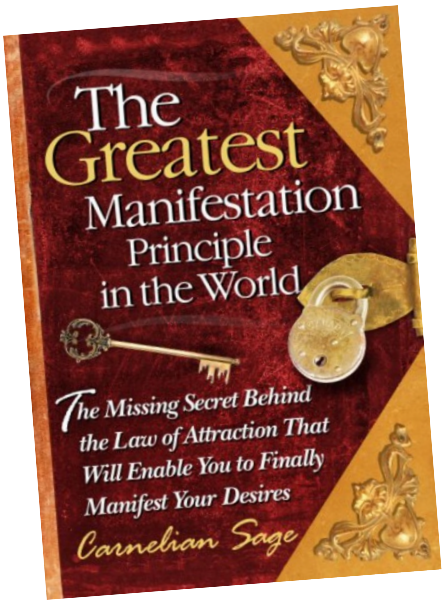
Below are the best tips for improving your sleep. Read each one below. USANA has a melatonin supplement called Pure Rest and a magnesium drink called Mineral Calm that can help with your sleep.





Carnelian Sage Book

This book will help with your mindset when it comes to losing weight. It will also help with any area of your life that you want to improve. You can find this book on Amazon for about $10 dollars and it is well worth the read. Order it today and watch your results improve drastically!



Extra Products You Can Add

Below are some additional products you can get to help with your weight loss and health goals:



Pure Rest: This fast-acting melatonin supplement helps with deep and restful sleep. Each tablet contains 2 milligrams of pure melatonin from non-animal sources. Pure rest is not a sleeping pill and it is non-habit forming. Simply take 1-2 tablets of pure rest about an hour before bed time and sleep like a teenager. $19.95 for 28 day supply.



Mineral Calm: Drink 30-60 minutes before going to bed. Helps ease your body and mind for a peaceful night's rest. This warm, effervescent beverage mix provides the perfect level of magnesium to address muscle tension and calm nerves during rest and recovery. Helps maintain healthy blood sugar levels already in normal range. Supports GABA receptors in your brain to optimize nerve activity and healthy physical relaxation. Tastes similar to Tang Orange Drink Mix. $26.95 for 56 servings.



Coconut Collagen Bars: Coconut flavored protein bars covered in rich dark chocolate. 15 grams of protein and 170 calories per bar. A guilt-free snack that will leave you feeling full and energized. Supplies collagen to support healthy hair, skin, nails, joints, and bones. Assists lean muscle mass and recovery. Provides sustained energy. Helps support your weight management goals. Great substitute for Lara Bars & Kind Bars. Great for both adults and kids. Gluten Free, Non GMO.
$37.95 - 14 bars per box.



Rev3 Stickpacks: This ready-to-mix stick pack has a refreshing citrus flavor with a healthy source of caffeine from green, white, and black tea. You get 80mg of caffeine per stick pack. About the same as a cup of coffee. It increases your metabolism & energy production without the crash. It also has Korean Ginseng & Rhodiola extract to keep you at your mental best. Mix 1 stick pack with 14-16 ounces of water and ice. Enjoy.
$62.50 for 28 servings ($2.23 per stick) or $39.95 for 14 servings ($2.85 per stick)

Would you like to add any of these products to your next order?
Contact the person who shared this with you!

Final Tips

Find a friend or group of friends to join you on this journey. This is the most overlooked factor in all transformation programs and individual efforts. Having a buddy or group of friends to share the experience and hold each other accountable is priceless. There's nothing that can improve your chances of success more than an accountability partner, or partners, that also offer motivation and support. At a minimum, have your close friends and family know what you are doing, and have them support you and help hold you accountable.

EAT THIS, NOT THAT

Making smart substitutions will not only save you tons of calories, it can also reduce sugar and unhealthy fat intake, giving you faster and better results.

EAT THIS	INSTEAD OF…
Greek yogurt	Sour Cream
Butter or romaine lettuce	Tortillas
Cucumbers or Jicima	Tortilla chips
Coconut or Almond Milk	Dairy Milk
Raw Ghee	Margarine/butter spreads
Spaghetti squash	Pasta
Mashed cauliflower	Rice
Sweet Potatoes	White Potatoes
Mustard	Mayonnaise

Set your calendar. Block out your times for the entire 28 days that you will fit your exercise in, prepare meals, and go grocery shopping. If it's in your calendar, you will make it a priority, and schedule things to get done in order to have a successful transformation. See Daily Tracker on the next page to plan how much time you will need to block out for exercise each day.

PORTION SIZES

Managing proper portions is one of the most difficult, yet important healthy lifestyle habits to master. Use a 9" plate, and divide it so that ¼ of the plate is for your protein, ¼ is for your grains or starchy carbs (on days allowed), and ½ the plate is for non-starchy vegetables.

* If you are still very hungry 20 minutes after your meal, serve yourself another portion of vegetables.

