FRESH START
A 21-Day Cleanse Guide

ONE-DAY SAMPLE

A STEP-BY-STEP MEAL PLAN for health, happiness & energy
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FRESH START
A 21-Day Cleanse Guide

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WEEK ONE IS ALL ABOUT CLEANING YOUR PLATE.

We don’t mean that in the sense of licking every last morsel from your plate. We mean sweeping out all your old ingrained ideas about what a meal “should” look like, and rethinking what a clean, wholesome meal actually is.

Two things you will get to know very well this week are cilantro and fiber. Cilantro is a great detox herb because it has the ability to bind to toxins inside the body and flush them out. While cilantro is doing some dirty work for you, make sure to drink 60-100 ounces of water daily to help flush out your kidneys and “move things along.”

COMPLETE MEAL PLAN

We’ve laid out a complete menu for you, including meals, snacks and drinks. Feel free to swap out certain snacks for others you will find through the recipe section—just be careful to stick with the portion sizes.

And don’t worry about going hungry, either. You definitely won’t, because you’ll be eating throughout the day, and the quality food you’ll be eating is the kind that will truly nourish your body.

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<td>Lunch: Spicy Carrot &amp; Ginger Soup</td>
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<td>Water + Herbal Teas + Water + Raspberry + Mint</td>
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MORNING TONIC TEA | MAKES 1 CUP

1 cup hot water
1 tablespoon freshly-squeezed lemon juice
4 thin slices fresh ginger

Make this every morning right when you wake up.

Boil one cup hot water and pour into a mug. Add ginger and lemon juice and let steep for 3 minutes.

Sip and enjoy!

Optional additions: A PINCH OF CAYENNE AND A FEW TORN PARSLEY LEAVES
How to make: Day One Drink:

WATER + RASPBERRY + MINT

2 cups water
½ cup raspberries
5 mint leaves

How to make: ADD INGREDIENTS TO A PITCHER, MASON JAR OR WATER BOTTLE. POUR WATER ON TOP. COVER AND REFRIGERATE FOR UP TO 3 DAYS.
Note:
Save your leftover green smoothie in the fridge for up to two days.

CLEANSING CILANTRO GREEN SMOOTHIE | MAKES 2 SERVINGS

1 ½ cups kale, fresh
¼ cup cilantro
2 cups water
2 cups peaches
2 tablespoons chia seeds

Soak chia seeds for 10 minutes in the water. Next blend chia seeds, water, kale and cilantro until smooth. Next add the remaining fruits and blend again.
SPICY CARROT AND GINGER SOUP | MAKES 1 SERVING

1 tablespoon coconut oil
½ small onion, chopped
1 tablespoon grated or minced ginger
1 clove of garlic, smashed and chopped
Pinch of ground cumin
2½ carrots, washed and chopped into ½ inch
½ cup coconut milk
½ cup vegetable stock
2 tablespoons freshly-squeezed lemon juice

Add the oil and chopped onions to a saucepan and sauté until transparent over medium heat. Next add the ginger and garlic and cook for another minute. Add the cumin and stir through until fragrant – under a minute.

Add the chopped carrots and sauté for a few minutes. Add the rest of the ingredients and simmer on low heat for 20 minutes, or until the carrots are just tender.

Next blend with an immersion blender until smooth (you can also use a standard blender). Add the lemon juice to taste and a little sea salt or black pepper if necessary.

Optional Toppings DRizzle of olive oil, fresh cilantro or cilantro pesto (PAGE 8)
ROASTED CAULIFLOWER STEAKS | MAKES 2 SERVINGS

1 large cauliflower
10 cherry tomatoes
1 tablespoon coconut oil
4 tablespoons cilantro pesto (recipe below)

Preheat oven to 350°F (180°C). Trim the leaves from your cauliflower and slice, starting from the center, four ½-1 inch (1-2cm) thick pieces. Heat 1 tablespoon (15g) coconut oil in a fry pan on medium-high heat. Add two of the cauliflower steaks.

Cook for 3-5 minutes each side until nice and golden. Repeat with the remaining steaks. Transfer to a lined baking tray, and pop into the oven with the cherry tomatoes until just tender—about 15 minutes. Serve with Cilantro Pesto.

CILANTRO PESTO | MAKES 1 CUP (115G)

2 cups cilantro, tightly packed
2 tablespoons pepitas
3 tablespoons Brazil nuts
2 tablespoons lemon juice
½ cup olive oil
2 garlic cloves, peeled
1 teaspoon (or to taste) miso paste or tamari

Wash cilantro well and combine with olive oil and blend using a blender, stick blender or food processor. Drizzle in the rest of the oils and blend until everything is combined well and has transformed into a beautiful, vibrant, multi-purpose pesto to use as a dip, topping, dressing or sauce!

You can also mash it all up in a mortar and pestle, and add the oil at the end.

Note: YOU CAN SUBSTITUTE BRAZIL NUTS FOR MACADAMIA, WALNUTS, CASHEWS OR ALMONDS.
COCONUT CHIP TRAIL MIX  |  SERVES 4

1 cup coconut flakes, unsweetened
½ cup pepitas
½ cup sunflower seeds
1 tablespoon coconut oil

Bake on a baking tray at 300° F (150°C) for 7-8 minutes  
Enjoy 1/2 cup per snack

Optional Add-ons: CURRY POWDER, SMOKED PAPRIKA AND TAMARI
Is it all green smoothies or is it food?
Fresh Start is a complete meal guide that includes one green smoothie each day, and whole foods the rest of the day (including snacks).

Is there any meat in the meal plan?
There is only one bonus recipe that includes salmon, so there is no meat in the actual cleanse meal plan. There are also two recipe that use eggs, yet you have the option to swap these out for other meals served during that week.

How much does the food cost during the cleanse?
We noticed that we spent about an extra $50 during the first week, but many were ingredients that we used for weeks 2, 3, and beyond the cleanse. This makes weeks 2 and 3 a little cheaper, plus staple foods begin to be re-introduced.

We’re big fans of investing in your health. We can either pay more upfront for fresh produce and real whole foods, or pay down the road in poor health with medical bills. Having a husband and kids makes the budget even tighter (and we are right there with you!), but looking at it as a way to invest in your health really puts that extra cash into perspective.

I missed the cleanse start date. Will there be another one? Or can I do it on my own?
You can start the cleanse whenever you would like! Fresh Start is a resource that you can keep with you forever, reuse recipes, and cleanse on a regular basis. We hope to do communal cleanses following our quarterly LIVE Green Smoothie Challenges.

Click here to purchase the Fresh Start: A 21-Day Cleanse Kit now! You will get 21 days worth of recipes, weekly challenges and shopping lists to help you transform your body from the inside out.
**I am diabetic. Can I do the cleanse?**
Each and every one of us is different, which makes it hard to say if this cleanse is right for a diabetic or not. There are many other issues that come into play than just whether or not a person has diabetes. Cleansing and detoxing programs are not normally recommended for people with diabetes, but we suggest checking with your healthcare provider if you wish to do the cleanse.

That being said, there are plenty of wholesome recipes within Fresh Start that you can incorporate into your diet. If your healthcare provider determines that a cleanse isn’t right for you, then you could use the lunch or dinner recipes to replace one of your meals every day!

**I exercise everyday. Can I do the cleanse?**
The first week you’re gonna need to slow down and listen to your body. We don’t advise working out too much (i.e. CrossFit, marathon training, Insanity, etc. would need to be toned back dramatically). Slow it down until your body adjusts to the cleanse. You can build your workout routine up during weeks two and three--yet still be cautious of your level of intensity while on the cleanse.

**Where I live I do not have access to a wide variety of produce. Do I need to have access to lots of fruits, veggies, weird superfoods, etc.?**
The majority of the Fresh Start Cleanse involves a wide variety of fruits and veggies, and access to some other items that you may only find in a nutritional store. If you do not have a store that focuses primarily on nutritional items near you (i.e. Whole Foods, Trader Joes, etc.) then you may have a tougher time doing the cleanse. Yet you can also order a lot through Amazon.com (so that might be an option for you!) Be sure to check out local markets and farmers markets to see what their produce selection is like.

**I am a picky eater. Does the food taste good?**
We LOVE the food, but we are biased. Many of the people who have already started the cleanse are surprised by how good the food is. It shouldn’t be a surprise since most of it was created by our incredible holistic nutritionist, Meg Thompson. If you can’t stand to eat veggies, then you may have a hard time with the cleanse, but there is no better time to learn than right now!

**Is this a raw cleanse (uncooked)?**
No. The Fresh Start Cleanse deals with whole foods, but only about ¼ of the meals are completely raw (not including the daily green smoothie recipe).

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**Seen enough? Ready to buy?**

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I am really busy. Will I have time to make all the meals?
You will need to make sure that you have around 30 minutes to make each large meal (cooked lunches and dinners). One way to get around this is by making lunches ahead of time, making big batches of snacks to be used for the week, and other preparation tricks. If you don’t have one day on the weekend to prep, or don’t have any time during the day to make a meal, then this cleanse probably isn’t for you.

Can people who are pregnant (or breastfeeding) do the cleanse?
It is not recommended for pregnant or nursing mothers to cleanse. When your body cleanses it rids itself of toxins through any outlet possible (placenta, breast milk, etc.). This means that you will be transferring toxins into your baby, which is no good. It would be best to wait until you are done nursing to cleanse. However, you can eat one or two of the meals each day in order to develop healthier eating habits that will transfer into a healthier baby!

Can kids do the cleanse?
A lot of the recipes are definitely kid-friendly, but following the meal plan isn’t necessary for kids--this is a grown-up type of cleanse. A lot of the meals can be eaten with kids, and all the snacks are perfectly healthy, too!

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