

KEEP IT CLEAN

manifesto


Congratulations on completing your Clean Program.

By now, you probably have a very different relationship with food, eating, and your overall body. I really do hope you got the results you were looking for on the program, and that you ended your 21st day feeling fantastic. If you did not get all the results you were hoping for, it's perfectly fine and safe to continue with the program for a few days or even a week or two longer. If you did get the results you were looking for, but are wondering how to maintain them, the following information is for you.

The Keep It Clean Manifesto covers four main pillars – the keys to maintaining a Clean lifestyle in our modern world. Each pillar also contains reference information and links to further reading material. My hope is that the Clean Program is more of a launching pad for you rather than a destination. Detoxing is a fantastic addition to your box of tools, but real health success comes from maintaining your results and embracing the CANI principle – Constant and Never-ending Improvement.

Just like your finances are too important to fully trust to someone else, your wellness plan and health are too important to be placed in the hands of another individual. Having coaches, mentors, and guides is great, but you must be the one in the driver seat – fully aware and fully empowered. Our goal with this manifesto is to fully empower and support you by providing simple guidance and instructions. Even though many of these principles are common sense, be sure to research them further to make sure they work for your unique situation. As always our Wellness Coaches are here to support you in these efforts. Don't hesitate to reach out to them at (888) 497-8417.

I congratulate you on how far you've come and I enthusiastically await what is in store for you. Here's to your health success and Keeping It Clean,



Dr. Alejandro Junger MD

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First and Foremost

Identify Your Toxic Triggers

First and Foremost

Identify Your Toxic Triggers

Before we go into the core manifesto, we have to make sure that you've successfully identified your **Toxic Triggers**. Toxic Triggers are those foods that don't work for you because they cause a sub-optimal or negative reaction. It is important to remove these foods from your diet completely or **minimize them greatly**. We talk about how to do this at length on the "**Breaking Your Cleanse**" video on My Clean Program, but it is worth repeating here. Here's how you do it:

Two to three days after finishing the Clean Program, or whenever you have transitioned to three solid meals a day, introduce one type of food from the Elimination Diet's "exclude" list into your daily meals. Perhaps it is wheat or one of the other gluten grains. Have a sandwich at lunch or a bagel for breakfast. If you want to start with milk, have a latte, some yoghurt or cheese. You don't need to consume a whole loaf of bread or a quart of milk; a moderate serving of the food in question will do.

Observe and feel what happens over the next twenty-four hours.

It is helpful to record comments in your Cleanse Journal for each food you introduce.

The following questions will guide you:

Notice the Following

- How do you feel immediately after eating it? Are there any sensations in your belly?
- Does anything happen shortly after eating it, such as a runny nose or mucus in the throat (typical of milk), or fatigue, bloating, or headache (typical of wheat)?
- How are your energy levels? A bowl of wheat pasta at night, for example, may make you feel very tired either immediately after eating it or on waking up the next morning.
- How are your bowel movements the next day? As frequent and as easy to eliminate as they were during Clean, or are they now altered?
- How did you sleep that night? Was it heavier sleep, or were you disturbed?
- How does your skin look, and how are your emotions in the day that follows?

The Most Common Toxic Triggers

Any noticeable change in your physical or mental experience is an indication that you might be sensitive or fully allergic to that food. **To make this process even more accurate, repeat that same food the next day and see if it provokes a reaction.** (The second day may be slightly milder as the contrast is less pronounced.) Again, notice what happens for a full day after eating it. Likely, some of the foods from the list will reveal themselves to you as toxic triggers; things that are either mildly disturbing to your natural balance or actually allergenic. **Then you will repeat the same process with every item of the “no” foods list that you are curious about your sensitivity to.**

The most common foods my patients find to be toxic triggers include these ones, now familiar to you:

■ Dairy (predominantly cow’s milk and products made from it); ■ eggs; ■ wheat and gluten-containing grains like rye and barley; ■ fatty red meat; ■ soy products; ■ corn (in this instance, corn tortillas or corn chips could be your testing food); and ■ processed sugar.

Understanding Your Reaction to Triggers

If you find a severe allergy to one of these foods, it will be quite obvious. Gluten sensitivity is a prime example. Some people have such a negative reaction to gluten, the protein in wheat, barley, and rye, that it causes a cluster of extreme symptoms known as celiac disease, which severely limits nutrient absorption in the small intestine creating potentially devastating consequences. But many others have a more subtle reaction to the gluten that goes undiagnosed, because they assume that their less-than-urgent condition must be related to other things, like being tired and run down from life or just being a bit sensitive. People tend to get used to these feelings of fatigue, feeling run down, cold or flu-like symptoms, aches and pains, constipation or diarrhea, etc. for years. [Doing this investigation into irritants can be a revelation](#): their breakfast muffin or lunch-time pasta can be identified as a trigger causing these symptoms, and they realize they are best off avoiding gluten grains or whatever else is causing a reaction, entirely.

Realistically Approaching Your Triggers

Alcohol, caffeine (especially coffee), and sugar will also now be “louder” in their effects. With your clean canvas, you’ll get a sense of their true impact on your particular constitution. Introduce them back in this same way if you still desire them, consuming them in reasonable amounts, one item at a time, and notice the effects on your body, your mental outlook, and your energy levels throughout the day. Write down some notes to serve as your evidence later about how these things affect you when in your cleanest state. [There is no need to be a purist for the rest of your life](#) if you enjoy wine, beer, cheesecake, or chocolate. Have them, and enjoy them – [there’s nothing worse for digestion than guilt](#) – and bring your awareness fully to the present moment with each bite or sip. By eating in this conscious way, you may find that smaller portions are now satisfying, while the larger portions you previously consumed have a more noticeable effect. Buying smaller amounts of higher-quality products always helps.

Following the [Rotation Approach](#) will also help you:

The Rotation Approach

If your reaction to any of the foods you test is mild but still noticeable (slight fatigue, constipation, blue mood, and so on), it may not be necessary to eliminate it forever. However, **you will benefit greatly from reducing your frequency of exposure to it.** Following the principles of what is known as a “rotation diet” is a simple way to avoid the negative consequences of mild to moderate food allergies and sensitivities. Rotate your choice of foods in such a way that you **don’t eat the irritating ones more often than once every four days.**

This process of investigating your toxic triggers may sound complicated at first. It is not. In fact, compared to what you just accomplished with Clean, it is a breeze, and the potential for **discovering how to maintain the benefits you got during the program and avoid returning to old symptoms is unlimited.**

There are thousands of theories about diet, lifestyle, and stress management out there, and everyone has their own opinion on how you should live. Take in as much or as little of that as you like; but first and foremost, keep your foundation solid by maintaining what you’ve just achieved through the Clean Program.

Keep It Clean Pillar One

Eat Clean

Learning from the Book of Nature

The first question upon returning to your regular routine is almost always, "What do I eat now?" There are so many books about the perfect diet for humans that it makes everyone dizzy. People often decide that one or the other theory makes sense and launch themselves into that lifestyle, only to discover it ends up making them sick.

Let's look at the book of nature. It gives us a few good conclusions right away. Most animals eat plants: vegetables, fruits, leaves, flowers, seeds, nuts, and grains. All animals eat their food raw, even the ones that eat meat. The meat-eaters consume meat only once every few days. No animal other than humans eats every single other variety of living creature in search of exotic tastes. No mammal other than humans drinks milk after they stop breastfeeding. This natural formula is basically the protocol you've been following in Clean, in a slightly modified way. When we return to what nature originally designed for us, and eat closer to what every other animal eats, this alone begins to heal us. This very simple concept is radical if you're used to the idea that dominates the American psyche: that the sole objective of healthy eating should be weight loss, rather than optimal and vibrant health.

Eat Clean: Your First 3 Steps

It begins here. The following 3 steps are items that anyone and everyone can incorporate.

STEP 1: Stay Supported

Support, encouragement, motivation, inspiration – call it what you will but it's real and it makes a huge difference. Even though your 21-Day detox is complete, we highly recommend that you keep in touch and stick around on the graduate's corner of <http://my.cleanprogram.com>. There you'll find people like yourself who are also committed to Constant and Never-ending Improvement. Get tips on Keeping It Clean, ask the community questions, and make friends.

STEP 2: Shake for Breakfast

Is breakfast really the most important meal of the day? Yes it is, but not in the way we've been taught. Your energy potential is highest in the morning so it is important to support your body with a highly nutritious but light breakfast. Replacing your traditional morning breakfast with a Clean Shake (or any similar shake) is a fantastic way to make this happen. Try this for a week and watch your energy soar. [More info here](#).

STEP 3: Supplement

Three supplements we recommend everyone take daily: 1. [High-Quality Multi-Vitamin](#), 2. [High-Quality EPH-DHA Fish Oil](#) (Hemp/Flax Oil for vegetarians), and a [Daily Probiotic](#). We suggest, getting blood work done and supplementing when needed.

Eat Clean: Guiding Principles

Use the following 6 Guiding Principles to take your Clean life one step further.

1: Elimination Diet

Reintroducing fruits and vegetables that were on the “no list” is totally fine, just make sure they are organic when possible. Most importantly, be mindful of what your toxic triggers are. Remove them from your diet or reduce their intake greatly. It is perfectly fine to eat only from the Elimination Diet.

2: Eat Real Food

Eat more organic produce, more hormone-free/antibiotic-free animal products and meats, and seek out “non-genetically modified” products. Include plenty of the fresh, whole foods containing the key nutrients for health and detoxification in your diet every week.

[Learn More: Read In Defense of Food: An Eater's Manifesto by Michael Pollan](#)

3: Alkalize

Eat more alkaline than acid (lots of vegetables). Lower your intake of the mucus-forming foods (dairy, sugar, wheat, white rice). Two to three times a week consume 16 ounces of green vegetable juice. Example: celery, cucumber, kale and apple.

[Learn More: Read The pH Miracle: Balance Your Diet, Reclaim Your Health , Dr Robert Young, Ph.D.](#)

4: Raw Food

Eat at least fifty-one percent of your diet totally raw (un-cooked), if not more (vegetables, fruits, sprouts, seeds, nuts, unprocessed oils).

[Learn More: Read Rainbow Green Live-Food Cuisine, by Gabriel Cousens, MD](#)

5: Probiotics

Support good thriving bacteria in your gut with plenty of fiber, good-quality saturated fats (avocados, virgin coconut oil), and foods with naturally occurring probiotics (raw and unprocessed sauerkraut, organic kefir, kombucha, kimchee). Avoid feeding the bad bacteria: don't eat anything with preservatives; avoid refined sugar, wheat and refined grains, non-organic pasteurized dairy products, and alcohol. Take steps to lower your stress levels and avoid prescription drugs and over-the-counter medications when possible (with your doctor's consent).

6: Anti-Inflammatory

Follow a low-inflammatory diet; fill your plate with nature's anti-inflammatories and take fish oil or flaxseed/hemp oils if you are vegetarian.

[Learn More: Article: Is Your Body Burning Up With Hidden Inflammation? by Mark Hyman MD](#)

Eat Clean: Awareness

Raise Your Food Consciousness.

Eat Local

Support your local farmer's market or local farmers; locally grown foods will have more nutrition because they're picked closer and are more ripe.

[Resource: www.localharvest.org](http://www.localharvest.org)

Respect the Animal Planet

Eat with awareness. Understand that your food choices not only affect your health, but the health of the planet and its beings. In addition to lowering your meat intake, get educated about the true state of the meat industry today. If you eat meat choose free range, grass fed, wild caught, etc.

[Learn More: Watch The Future of Food](#)

Eat What You Are

Maintain a calm state of mind, an active body, and a clean intestine and you won't set up the conditions for cravings. Fuel yourself with what will best serve the person you want to be. Yes the saying "You Are What You Eat" is true, but the saying "You Eat What You Are" is also true. Your internal emotions and state of mind will heavily influence the foods you choose.

Keep It Clean Pillar Two

Detox Periodically

Keep It Clean Pillar Two

Detox Periodically

The next most common question post-Clean is, “When do I cleanse again?” How often and how long you do cleanses and detoxification programs will depend on how clean your diet and lifestyle stays and what kind of results you’re looking for. By now it’s clear that how and where we live make it impossible to completely avoid all toxins. Clean has shown you how inner pollution needs to be cleared out, even if you can’t see it as clearly as the grime on your skin. As a general rule, most people who are not suffering from any diseases or symptoms, feel consistently well, and want to stay that way, [will benefit from doing the full Clean Program once a year](#). Should you want to improve your state more significantly due to lingering symptoms, do it every six months. Doing your full three-week program on an annual or bi-annual schedule is enough for most people. Repeat it too often, and the possible side effect is boredom. One or two years down the line, you may find the enthusiasm dampens.

As part of a maintenance program, I use Clean myself and prescribe it to patients in two main ways: to [maintain and improve](#) upon the condition created by the last full-length cleanse; and [as a tool to get back on the path](#) right away if old eating and drinking habits creep back and/or associated symptoms flare back up.

Detox Periodically

Common Scenarios for Using Clean

- You've been feeling fine except during a party or holiday weekend when you let go a little and you feel bloated and sluggish: make the next day a juice fast. Make sure you have abundant bowel movements, using herbal laxatives if necessary. If you don't bounce back immediately, repeat this the next day, or shift to one solid meal and two liquid ones. Play with it; be creative, and discover what works for you.
- You've had a tough few weeks or months, slowly the comfort foods and drinks have crept back in and you're getting puffy again and your spirits are lower than normal: use Clean as a tool for re-centering yourself. Do one week, two weeks, or even just the Elimination Diet on its own, for as long as you need to clear out the gunk. The first time you do Clean, it is a jumpstart to a whole new way of life. After that, it becomes a signpost on your lifelong path, pointing you back to your goals. After a short derailment (a few weeks of eating toxic foods or being under great stress), do a short version of the program. If you've strayed a bit too far down the path of too many toxins, do the full Clean Program.

Detox Periodically

Common Scenarios for Using Clean

- For everyone: Juice for one day a week. Your digestive system and bowels work hard six days a week; give them a rest on the seventh. It's like observing a Sabbath (or day of rest) for your body. A day of digestive rest is not only calming to the spirit, but it supports you in staying "caught up" with cleaning duties all year long. Weekly fasts have a cumulative effect: four days of fasting a month becomes 52 days of fasting a year, which becomes one full year of fasting every seven years! Consider what happens when agriculturists follow this pattern. They typically rest their soil by leaving it to recover for a full year every seven, so nutrients are restored and life-giving energy is literally rebuilt into the ground. If you give your body a similar level of attention, you will flourish too.
- Questions regarding these scenarios: Have a question regarding these scenarios? Book an appointment with one of our Wellness Coaches to talk about Detoxing Periodically. Email us at info@cleanprogram.com to schedule a conversation.

Keep It Clean Pillar Three

Create a Cleaner Lifestyle

Create a Cleaner Lifestyle: Reduce Exposure to Toxins

The world is a toxic place, but we can't walk around in isolated bubbles. The following steps will help you reduce toxic exposure.

Create a Cleaner Lifestyle

Reduce Exposure to Toxins

Consider all the ways you're exposed to unnecessary stressors, and make the following changes over the next twelve months. These are the most important modifications you can do to in a toxic world:

- Switch out household cleaning and any personal products filled with unnecessary chemicals for natural ones. Seventh Generation, Avalon Organics, and Dr. Bronner are all fantastic brands.
- Learn the truth about your beauty and skin care products at [cosmeticsdatabase.com](https://www.cosmeticsdatabase.com).
- Invest in a water filtration system. Aquasana has great introductory products and [oxygenzone.com](https://www.oxygenzone.com) is top of the line.
- Invest in an air filtration system. Room units or better yet, entire household systems, are well worth the investment. See [airfilterstore.com](https://www.airfilterstore.com) for more information.
- Improve your indoor air quality with the usage of key plants. [Watch this How To Video](#).
- EMF radiation (caused by cell phones and other electronic devices) is starting to emerge as a cause for concern. Take simple steps to reduce your EMF radiation exposure. Use your speaker phone when possible, don't keep your laptop on your lap, keep a tray of wheatgrass near your computer monitor. Learn more about EMFs at [electromagnetichealth.org](https://www.electromagnetichealth.org).

Create a Cleaner Lifestyle: Additional Clean-Living Tips

Clean isn't just about the food you eat and the supplements you take. It's the thoughts you think, the people you surround yourself, the media you consume, and the state of mind you maintain.

Create a Cleaner Lifestyle

Additional Clean-Living Tips

Here are some additional tips to help you keep your lifestyle Clean:

- Cultivate an ongoing meditation practice, or whatever practice you think will provide the tools for avoiding quantum toxicity and encourage your own transformation. This could be a martial art, it could be working with a personal guide, or something very different. If the world of meditation is new to you, we recommend you read [Eckhart Tolle's The Power of Now](#).
- Become conscious of the amount of unnecessary information (excess media, news, entertainment you aren't even that interested in) and communication that may be in your life. Reduce whatever is superfluous, and recapture some of the attention that is lost this way each day.
- Can you go 21 days without complaining? Learn more about the challenge: acomplaintfreeworld.org.
- Boost your exercise and commit to a regular routine. Science is showing us with exciting new research how harder workouts correlate to giant health benefits, so make a point to put this on your Wellness Plan.
- Get more sun, fill up on Vitamin D, and everything else that is free if you only make time for it: friends, laughter, nature, and pleasure in its fullest sense.

Keep It Clean Pillar Four

Create Your Wellness Team

Create Your Wellness Team: Finding a Partner in Health

Keeping Clean can primarily be done on your own. But you want to have a like-minded partner at certain times and for specific needs. That partner is an open-minded doctor.

Create Your Wellness Team

Finding a Partner in Health

Working with a professional who understands and appreciates what you are building through diet, detoxing, and offloading stress is invaluable. Your current doctor may be an excellent ally – there is no need to fire him or her if, for example, you are concerned that he hasn't brought up nutrition and detoxification. Maybe you can start the conversation. Be critical and question if you have the right partner. We're in the middle of a big shift in health care; there is a global movement redirecting medical professionals towards a more holistic approach. You want to be guided by a doctor who is at least open to exploring this territory. Even better, find a doctor who already practices medicine in an integrative way. For this, I recommend looking for practitioners who have studied Functional Medicine.

You can find a Functional Medicine Doctor in your area by visiting functionalmedicine.org.

Interview Your Partner in Health

Whether meeting a new doctor or with your existing provider, interview him or her as if he were applying for the most important job in the world; taking care of you. Look into his eyes and see if he is present with you. Watch if he listens and is willing to rethink your treatment when the current approach is not working. Feel the atmosphere in the office.

- How does he relate to his nurses, technicians, and receptionist?
- Does it feel well in there? Or does it feel tired and drained?
- How did he respond when you told him or her about Clean?

Now that you are more trained to listen to your body and your instincts, you have the sensitivity to be the driver of your health. Take the wheel.

Of course, in order to get where you want to go, you need a map. This is why you should have a simple checklist of goals you want to achieve in the year that follows your first detox program. Clean was your jumpstart; now ask the next set of questions:

Create Your Wellness Team

Identify Your Wellness Goals

Ask yourself the right questions to identify your wellness goals. The clearer you get about your goals, the more focused your Partner in Health will be.

- Do you need to lose weight?
- Do you want to transition off medications and regulate or improve conditions naturally?
- Do you want to get stronger to prevent osteoporosis, or maybe to look even better?

Everyone has their own list, which can include simple concerns (clear up bad skin entirely; lose that final fifteen pounds), or more involved ones (find a natural alternative to arthritis drugs that works for you; prepare for pregnancy).

If you truly want to change, then all these things should be visible goals that you have written down; they need to be things you tell your doctor about and work together to achieve, and they should be written on your calendar with dates you hope to achieve them by, just as you did with your Clean Program.

Create Your Wellness Team: Wellness Coordinators & Coaches

When you have big goals in mind, you need a coach.

Create Your Wellness Team

Wellness Coordinators & Coaches

To keep businesses running smoothly, we have CEO's, COO's, CFO's, presidents, vice presidents, executives, secretaries, assistants, receptionists – a whole army of people to initiate, and then keep track of, everything that has to be done in order to keep a business running smoothly. It is not a crazy idea if you can afford it to have a wellness coordinator; someone who will meet with you periodically, review your goals, analyze where you might have failed in meeting them and explore why. They help you reinforce your plan for success, keep your appointments, research the doctors you are referred to and the treatments you are prescribed. When my patients do this, it is amazing to see how efficiency skyrockets. They come to my office armed with all their previous tests organized in chronological order, saving time and avoiding repetition of expensive tests. They are more prepared mentally and stay on the program of building health with more ease. If you have some big goals for your own Wellness Plan, working with a wellness coordinator or coach may be a sound investment.

This is not a very developed field, but if you ask around you can certainly find a Holistic Health Counselor or Coach in your area. If you can't, look for a smart, curious, motivated and organized person with whom you feel a certain chemistry or someone who inspires you. Be imaginative and create what works for you.

Create Your Wellness Team: Cultivate Community

Whether virtual or physical, community has the power to keep you inspired and results focused.

Create Your Wellness Team

Cultivate Community

The right food and supplementation is important, but the key to Keeping It Clean is staying inspired and motivated. Community, both physical and virtual (world wide web), has the power to keep you connected to people who share your same passion for health and personal development.

Here are some suggestions on how you can cultivate community and stay connected:

- Continue to participate, share and learn at My Clean Program: <http://my.cleanprogram.com>.
- Organize a monthly potluck and wellness gathering in your area – invite your friends and swap tips on living Clean.
- Use sites like meetup.com to find local groups that share your same passion for health.
- Start an office Health & Self-Development Book Club – swap books monthly and share insights with each other.
- Social Networking sites like [Twitter](https://twitter.com) and [Facebook](https://facebook.com) are fantastic ways to keep in touch with people and groups who share your interests. When you friend up [Dr. Junger on Facebook](#), or [follow him on Twitter](#), you'll meet many like-spirited people.

Create Your Wellness Team

Dr. Junger's Recommended Blood Tests

Western medicine offers certain tools that will help you maintain and improve upon the benefits you get from Clean. Take advantage of them, and they may be priceless in helping you avoid unnecessary suffering. As a cardiologist, I value blood tests for giving early insight into obstacles and lacks that might exist in the patient's body, things that if not corrected, could tip them off balance and sow the seeds of coronary artery disease. When imbalances are caught early, changes in diet, exercise, additions of supplements, and a Clean detoxification program can very often shift the balance back, as you've read throughout this book.

Download my Recommended Blood Tests PDF by visiting: www.cleanprogram.com/bloodtests.

Create Your Wellness Team: Let Us Support You

Let us support you in your journey. If you need guidance, don't hesitate to book an appointment with one of our Wellness Coaches.

Call us at (888) 497-8417 to book an appointment.

Eat Clean

Keep It Clean Pillar One

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Keep It Clean Pillar Four

Health Disclaimer

It is your right to educate yourself in the arena of health and medical knowledge, to seek helpful information and make use of it for your own benefit, and for that of your family. You are the one responsible for your health. In order to make decisions in all health matters, you must educate yourself. The views and nutritional advice expressed by The Clean Program Corp are not intended to be a substitute for conventional medical service. If you have a severe medical condition, see your physician of choice. We do not claim to "cure" disease, but simply help you make physical and mental changes in your own body in order to help your body heal itself.

No material or product included in this program is intended to suggest that you should not seek professional medical care. Always work with qualified medical professionals, even as you educate yourself in the field of detox, cleansing and alternative medicine.

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.

Before undergoing the Clean Program read our full health disclaimer at cleanprogram.com/disclaimer

Clean Program

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