

**REPROGRAM  
YOUR  
CRAVINGS!!**

# The 21-Day Blitz Challenge

*A Fast, Permanent  
Way to Biohack Your  
Body to Reduce Fat,  
Gain Energy, and  
Create a Positive Mindset*



**OPTIMAL HEALTH SYSTEMS**

*Where Health Comes Naturally*

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# What is the 21-Day Blitz Challenge?

It is a 21 day system that when followed, will reprogram your cravings which is the key to forever fat loss, balanced strong energy and a more positive mindset. This booklet explains the exact protocol used to land NBA and other professional teams and athlete contracts because it created results faster than anything they experienced previously. Thousands of doctors all around the globe have used the 21 day blitz program with patients as a baseline to get the fat loss, energy and mindset right which many times is the root problem of other conditions. These results

***“This challenge has the ability to jump start your health goals and completely alter your body by reprogramming your cravings!”***

are only available through the **“21 Day Blitz Challenge”**. This exact high dosage patented live probiotics, enzymes and other nutrients along with the eating plan that has been tested for decades was created by us.

Due to poor food choices, people experience a myriad of problems including depression-like symptoms that lead to inaction and further weight gain and health loss. Certain nutrients help reprogram the brain and gut to crave healthier food and lifestyle choices. The 21-Day Blitz Challenge uses research based nutrients to change the chemical creators in order to stabilize your mood and end destructive cravings.

Studies show that it takes 21 days to create a new habit. If you can make it 21 days without eating and drinking certain foods and beverages while feasting to your heart’s content on healthier options, you significantly raise your chances of sticking with that lifestyle for the rest of your life. Keep in mind, your taste buds live 10 days. If you can make it through 2 sets of taste buds (20 days), something magic happens on the 21st day. Your cravings decrease tremendously. In addition, if you can exercise consistently for 21 days--even something as basic as going for a short walk--you’ll make a huge positive impact on your health that can stick with you for the rest of your life.

As you stick to this 21-day challenge, you will



see a dramatic difference in your health as your body clears out the toxins and sludge causing you to feel tired and gain weight. **YOU CAN DO THIS.**

However, we at Optimal Health Systems aren't just going to simply tell you to eat healthier and exercise consistently. We've written this booklet to explain how various unhealthy foods affect your body from head to toe, all the way down to the cellular level. We know, if you read this life-changing information, you'll never look at food the same way again. Food is medicine and what we eat ultimately determines how we feel, perform and look.

Food can be more than a quest for instant gratification or a quick comfort. It can be more than a source of pleasure, guilt, or frustration. Food is the most useful tool for your mind and body. The more you know about what you eat, the more of an ally food becomes.

We have broken down this 21-day challenge into seven rules. The following pages contain facts and figures backed by research that best help you understand why some foods are dangerously unhealthy, and why others almost literally breathe life into your being.



## THE SECRETS TO OPTIMAL HEALTH FOREVER

*Learn proper nutrition and exercise principles.*

*Apply the principles in a way that creates a sustainable habit.*

*These are the absolute essentials for optimal energy, vitality, fitness, body shape and longevity.*

**Douglas Grant,**

*Nutritionist - ACSM - Founder/Formulator*



# The 21-Day Blitz Challenge Contract

## *Your Commitment to Healthy, Habit-Forming Lifestyle Changes*

Studies show that it takes 21 days to create a new habit. This contract is your commitment to adopt each of the rules listed below for 21 days. By adhering to this commitment, you will see a dramatic improvement as you break free from unhealthy habits and replace them with life-giving ones. These guidelines represent simple changes that--without any other alterations to your diet or lifestyle--will dramatically impact how you look and feel.

The Commitments:

1. NO carbonated beverages.
2. NO white flour products.
3. Limit sugar intake to 50 grams a day (don't count fruit).
4. NO fried foods.
5. Eat as many raw foods as possible.
6. Exercise on a regular basis.
7. Supplement with needed Flora Blitz 100 & Digestion.
8. Other (Lifestyle changes you want to improve, like cutting out caffeine):

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I certify that I will follow the above guidelines for 21 days to improve my health and well-being. I will faithfully follow each rule with the goal of turning them into lifelong habits.

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Signature

Date

# The 21-Day Calendar



1. NO carbonated beverages
2. NO white flour
3. Limit processed sugars to 50 grams a day
4. NO fried foods
5. Eat more raw foods
6. Get regular exercise
7. Take Blitz Pak and Digestion with meals
8. Other

Here is a 21-day calendar to help you keep track of every rule you follow every day.

Date	No Carbonated Beverages	No White Flour	Limit Sugars to 50g	No Fried Foods	More Raw Foods	Exercise	Supplement with Flora Blitz 100	Supplement with Optimal 1 Digest-A-Meal	Other
1									
2									
3									
4									
5									
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After completing the 21 Day Blitz Challenge, post a photo with your completed form on social media and tag Optimal Health Systems (@ohs4life). **We'll send you a FREE OHS T-Shirt.**



# These Food Cravings Aren't Your Fault!



More and more scientists are referring to the gut as the “second brain.” So much information is processed there that it’s easy to begin to wonder who—or rather what—is in control of our bodies when we start falling down that rabbit hole. The twist is that there’s a lot of truth to our gut controlling many of our moods. An incredible amount of new research is proving this. Researchers have found that the bacteria in your gut really do influence your emotions.

It sounds far-fetched, but it’s true. Gut bacteria have been implicated in a range of conditions that affect mood, especially depression and anxiety. Yes, emotions are generated in your brain but the bacteria in your gut are able to influence in ways your five senses don’t. What research has discovered so far is that there are bacteria that can make you feel good and bacteria that can make you feel bad. Gastrointestinal complaints have long been associated with depression, anxiety, insomnia and many other diseases we previously thought of as solely “mental” illnesses.

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***“Researchers have found that the bacteria in your gut really do influence your emotions.”***

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The World Health Organization (WHO) rates depression and anxiety as the number one cause of disability, affecting 300 million people worldwide. The link between your gut and the brain shakes up the belief that mental illness is purely a chemical imbalance in the brain. This also changes how we can potentially treat it, too.

Bacteria have been known to be detrimental

to our health for roughly 350 years, but in recent decades we learned that there are friendly bacteria, too, often called probiotics. In 2004, Nobuyuki Sudo at Kyushu University, Japan discovered that mice

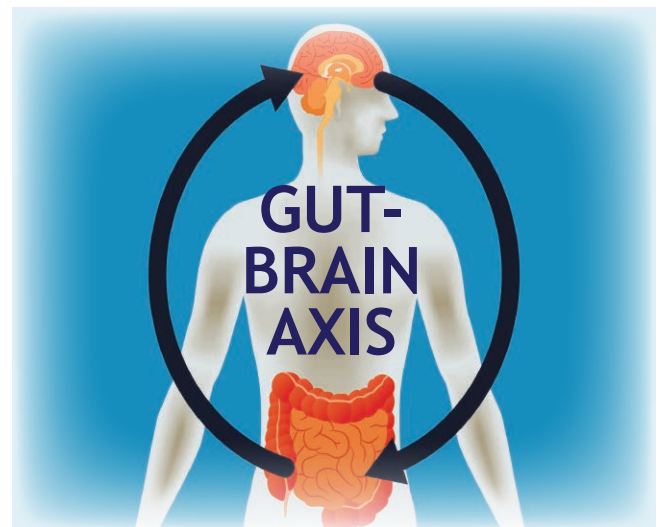
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***“There are bacteria that can make you feel good and bacteria that can make you feel bad.”***

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lacking microbes had an abnormal response to stress. They were testing to see the effect physical disease had on these mice and were taken for a loop when differentiating behaviors cropped up.

The usual germ-covered group displayed calmer behavior while the sterilized mice reacted more severely to stressors. Adding healthy bacteria back to the mice corrected the stress response. And so the term “gut-brain axis” was born.



Various fields of research worked to duplicate Sudo’s results and target specific correlations. One such pattern that emerged was a dramatic drop in serotonin, a neurotransmitter linked to depression. Reasserting balance in the gut microbiome corrected the emotional imbalance. In 2013, this led to the concept and term “psychobiotic.” Psychobiotics are a class of probiotics believed to have a positive impact on mood in humans. These findings suggest we can use our diet to positively influence our mood.

# How On Earth Does the Gut Communicate with the Brain?

Near the turn of the century, researchers discovered that microbes can produce almost every neurotransmitter found in the human brain, including serotonin and dopamine, your feel-good chemicals. The brain has this thing called the “blood-brain barrier” to protect it from outside influence. This is supposed to prevent cells, particles and certain molecules—including neurotransmitters—from getting in, but here we had microbes seemingly breaking the rules.

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***“Researchers have discovered a link between gut bacteria and the way healthy people process emotions.”***

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It wasn't until 2017 when researchers finally figured out how the two were connected: by special cells in the gut lining. Said cells can detect neurotransmitters produced by microbes, resulting in a pulse being triggered in the vagus nerves (located in your brain), thus directly connecting the gut to the brain.

## Bacteria and Food Cravings

With all this happening in your gut, there's another major connection going on: bacteria and food cravings. Since bacteria can trigger certain emotions, they can also trigger certain food cravings. The new science surrounding the microbiome provides many opportunities for developing products that can mediate GI function and thereby influence overall health.

If you've ever tried to eat healthy but kept falling off the wagon, there's hope for you. You're not the one craving sugar and greasy food; it's the bad bacteria that survive and thrive off junk food. Good bacteria, on the other hand, love clean raw fruits and vegetables. That shines a bright light on how healthy people keep on eating healthy without faltering. They've got bacteria on their side.

Bacteria are far more genetically diverse than humans, meaning they can be programmed and reprogrammed with ease, reacting immediately to stimuli while humans try to pass on the right DNA through their offspring. Bacteria have genes that can

be flipped on and off through various stimuli, like interaction with each other, metabolites, toxins, exercise and diet.

More evidence suggests that the gut microbes and the molecules they produce can directly modulate the integrity of the blood-brain barrier, too. Researchers have also discovered a link between gut bacteria and the way healthy people process emotions. Kirsten Tillisch and Emeran Mayer, both at the University of California, Los Angeles, examined the gut microbes of 40 women, dividing them into two groups: those with lots of bacteria from the genus *Prevotella*, and those with lots from the genus *Bacteroides*.

Using MRIs to observe specific parts of the brain while women viewed emotionally disturbing images, researchers discovered that each group had distinct brain activity. The group with plenty of *Prevotella* bacteria had less activity in the hippocampus, which is correlated with depression.

Tillisch and Mayer took their findings a step further by influencing the way people's brains processed emotions by feeding them probiotics. Brain scans revealed that ingesting certain probiotics regularly affected the activity and connectivity in the emotion centers in the brain, producing changes associated with healthier emotional processing.

Bacteria are busy little guys constantly taking in information from our bodies and brains. Cue all the emotional turmoil and that tells bacteria how to behave and what to crave. Studies show that diet and supplementation are the primary influencers of microbial balance and gut health. Throwing it out of whack has been shown to lead to a wide range of disorders: obesity, neurodegenerative issues, and functional and inflammatory diseases, including everything from cardiovascular disease to irritable bowel disorders and more.

What does this mean for you? If you can get your gut microbiome squeaky clean, you can not only be healthy, but you can put an end to your unwaivering food cravings. You can stick with the dietary lifestyle you know you should. You just need to reprogram your gut first.

# RULE #1

## Cut Out Carbonated Beverages

Americans drink over 53 gallons of carbonated beverages per person per year, which is more than milk, fruit juice and bottled water combined. Soda pop sales soared from 192 servings per person in 1960 to 493 in 1976. Since then, with the new soft drink brand names, new flavors, and creative packaging--not to mention the super-sized containers that take up entire aisles--the vertical rise has continued. The U.S. Department of Agriculture reports that between 1960 and 1980, soft drink consumption increased by 300%. By 1982 Americans were consuming more soft drinks than any other liquid.

The U.S. still has some of the highest consumption rates in the world, with over 50 percent of respondents of a recent international survey stating that they consumed soft drinks every day.



Individuals who drink a lot of carbonated beverages can see dramatic results and health improvements almost overnight if they change this habit. Carbonated beverages do nothing for you.

Some experts say that water is the most important nutrient. Ninety percent of the body is water. For optimal health, the body needs to be constantly rehydrated. The performance of the individual cells and the tissues of the body depend on the quality and quantity of water you drink. Studies show that hydration is particularly



important when warding off disease. Aging, in many cases, is actually a process of dehydration.

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***“Americans are consuming more soft drinks than any other liquid!”***

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We are literally consuming tons of sugar on top of truckloads of caffeine, artificial dyes, flavors, and preservatives. However, even more harmful than sugar and caffeine is the acid in carbonated beverages. Soft drinks contain carbonic, malic, erythorbic and phosphoric acids, which create the bubbles and fizz. These acids change the pH in the digestive system, causing significant interference with digestion.

The purpose of food is to fuel the body with nutrients and oxygen. Carbonated drinks actually do the opposite. They interfere with the very process that allows food to be broken down and delivered where it is needed within the body. This means they drain the body of potential energy. By drinking a soda with a meal, even a healthy salad can be sabotaged because nutrients in the food are blocked from getting digested and absorbed. You simply won't get the nutrition you need if you wash your healthy food down with a carbonated drink.

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***“The purpose of food is to fuel the body with nutrients and oxygen. Carbonated drinks actually do the opposite.”***

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Water is lost in urine, sweat, and even when we breathe. Athletes and others who train heavily can use over two gallons of water a day. So drink up! Fill up a one-gallon jug and make a point to drink the whole thing throughout the day. Add some fresh-squeezed lemon juice to your cup to zing it up, or even add slices of citrus or cucumber for extra flavor and a little more health benefit.



## RULE #2

# Cut Out White Flour Products

We consume only two-thirds as much flour and grains as our grandparents ate in 1910, but that's technically a bad comparison. They ate the entire grain. We're eating only a part of it, and that's causing major problems. They ate fresh bread, oatmeal and such, and a lot of it. Even though we're eating less of it, we're eating low-quality grains like doughnuts, cookies, brownies, etc., and they're all made with just part of the wheat grain.

The recommendation to stay away from white flour may be the single most important nutrient tip I can give you. White flour should be avoided like poison, because in many ways, it is poison.



During refining to make white flour, wheat goes through up to two dozen processes including high-pressure steel rolling, scouring, grinding and magnetic separation. Machines extract nutrient-poor, starchy material from the wheat and discard the nutritious seed at the center—the wheat germ. The mineral-rich wheat bran that makes up the high-fiber shell is also trashed.

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***“The single most important nutrient tip I can give you is to stay away from white flour!”***

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At least twenty-five different nutrients are lost during refining. The resulting high-calorie, low-nutrient white flour is sold in the form of hamburger buns, tortillas, pastries, pasta, bread and cakes. Often, these products are endorsed with misleading claims as to how healthy they are. Bread wrappers are adorned with a picture of the “Eating Right Pyramid” in an

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***“White flour should be avoided like poison, because in many ways, it is poison!”***

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effort to convince consumers that they are getting something nutritious.

One authority calls refining a “nutrient-devastating series of industrial procedures.” When white flour was first introduced in the marketplace, it caused a great deal of sickness and even some deaths. The government took a closer look at white flour and other refined grains and began requiring that they be “enriched” or “fortified,” meaning nutrients had to be added back before they could be sold to the public.

One problem: The government required that only vitamins B1, B2, B3 and iron be replaced, despite the fact that milling also destroys many other equally important nutrients. Another problem was that these vitamins were cheap, synthetic versions of the real deal, causing further health issues.



Many scientists and investigators, including Dr. Weston A. Price in the 1930s, Surgeon Captain Thomas Cleave in the 1950s, and Nobel laureate Linus Pauling in the 1970s, have found that “nutrient restoration as practiced today is woefully inadequate and misleads the public into relying on nutrient-deficient foods.”

White flour and refined grains are extremely detrimental as far as health is concerned. These stripped down versions of grains contain less fiber, fewer nutrients and more absorbable calories than whole grains. Even the weevil beetle, which normally thrives on wheat, cannot survive on white flour.

*Continued*



Roger Williams, author of the *Physicians' Handbook of Nutritional Science*, set out to show the difference between a complete product, and standard enriched grocery store varieties. He found that, after 90 days on the commercial bread diet, about two-thirds of the study animals had died of malnutrition and those still living were severely stunted. On the other hand, the rats that had eaten bread with all the nutrients intact were alive and growing.

In a study conducted by a famous breakfast food company in 1942, the results were similar. Four sets of rats were given special diets. One group received plain whole wheat, water, vitamins and minerals; these rats lived over a year on that diet. The second group received only water and vitamins; they lived for about eight weeks. The third group lived for only a month on their diet of sugar and water. However the fourth group of rats, which received refined,

puffed wheat cereal, vitamins and water died in two weeks. The study concluded that there was something actually toxic about eating highly processed puffed wheat. This company has known about this for over 40 years and continue to market their products.

Studies show that white flour products ball up in the digestive system much like a piece of white bread forms a gummy ball when you roll it between the palms of your hands. Highly refined grain products actually draw minerals out of the body. Recent studies also show that white flour (along with sugar) caramelizes in the system, leading to premature aging, clogging of the arteries and other health concerns.

Avoid refined grain like the poison it is. Select whole grain breads, rolls, pancakes, tortillas and other baked goods. Eat whole grain cereals, if you eat them. Try whole wheat, spinach or other vegetable pastas; and choose brown rice over white rice.

***The bottom line is this:  
if it says, "enriched" or "fortified" on the label, stay away,  
and look for "whole grain" only.***



## RULE #3

# Minimize Processed Sugars

Sugar consumption continues to skyrocket, soaring to over 150 pounds per person per year.

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***“Sugar is technically not even a food. Even the FDA considers sugar an additive.”***

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Statistics show that sugar consumption has hit an all-time high of 170 pounds of sugar a year for each person in the United States.

Sugar is technically not even a food. Even the FDA considers sugar an additive. Refined sugar in its various forms is so stripped of nutrients that it ceases to have any nutritive value at all. Jean Mayer in *A Diet for Living* says, “Let me point out that sugar is a new food. It didn’t exist in the diet in the West until the seventeenth century.”

“Refining of raw cane sugar into white sugar removes 93% of the ash, and with it go the trace elements necessary for metabolism of the sugar: 93% of the chromium, 89% of the manganese, 98% of the cobalt, 83% of the copper, 98% of the zinc and 98% of the magnesium,” says Henry Schroeder in *The Trace Elements and Man*. He goes on to explain what happens to all the nutrition that is taken out of the sugar, saying, “These essential elements are in the residue molasses, which is fed to cattle”.



Sugar is a negative nutrient. In order for the body to metabolize refined sugar, it must confiscate

nutrients from the body. Thus, the more sugar you eat, the less nourished you become. Eating syrups, candies, soft drinks, and other foods high in refined sugars produces a surge of energy, because the body is working hard and fast to metabolize these non-foods.



When you eat refined sugars, carbon dioxide is produced and the acid balance is upset. In other words, sugar upsets the system’s homeostasis without providing the necessary nutrients (and oxygen) to bring the body back to balance.

By contrast, when we eat foods that naturally contain sugar, like carrots, acid is produced inside the cell just like when we eat refined sugar. However, minerals and other nutrients in the carrot are also available and provide the neutralizing effect that maintain balance.

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***“The food industry routinely adds sugar to virtually everything.”***

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Sugar-rich, nutrient-poor foods make up a disproportionate share of many Americans’ diets. One study shows that sugars (both refined and natural) make up over a fourth of the average American’s daily calorie intake. We have become a nation of sugarholics. Many of us are literally addicted to sugar and high-sugar foods.

*Continued*



Much of this comes not from straight up sugar, but rather sugar that is added to foods during processing. The food industry routinely adds sugar to virtually everything. Ketchup has long been recognized as a food high in sugar and has almost twice as much sugar as ice cream per calorie. Other foods, like mayonnaise and sauerkraut, once made without sugar, now contain added sugars. The food industry has essentially tricked the public with the introduction of the many foods labeled low-fat or non-fat. Consumers think they are buying a better, healthier product, when in reality they are extremely high in sugar content.

The impact of this over consumption of sugar is enormous. Sugar has been linked to diabetes, high blood pressure, atherosclerosis, behavioral disorders, and even cancer. William B. Grant, Ph.D. says that sugar should be given more heed when it comes to heart health. "Eating too much sugar is the most important risk factor for coronary heart disease in women 35 and over, and after that dietary fat. These are the primary culprits for developing coronary heart disease in men 35 and over."

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***“Sugar increases stress and tension which, in turn, increases cravings for sweets.”***

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Researchers also believe sugar may also be responsible for learning disabilities, aggressive behavior and depression. Marketers have gone to great lengths to have us believe that sugar is not that bad, especially for children. Materials promoted by the American Diabetic Association, which were written and produced by the Sugar Association, try to make us believe that “sugar has a mildly quieting effect on some children.” Anyone with a brain knows that’s not true.

Sugar increases stress and tension which, in turn, increases cravings for sweets. Stress and sugar work hand-in-hand to contribute to poor mental health. Stress stimulates the breakdown of serotonin and triggers the release of the hormone cortisol, which stimulates the production of a chemical in the brain called neuropeptide Y. As neuropeptide Y levels go down, sugar cravings increase.

Not only does refined sugar rob you of nutrients, foods that are high in sugar content cause insulin

surges and sudden unstable swings in blood sugar. These sugary foods are called “high glycemic.”

Eating high glycemic foods increase irritability. It increases the body’s tendency to convert food calories into body fat. The over stimulation of insulin from eating high glycemic foods can cause people to eat 60 to 70% more at the next meal.

Sugar creates an artificial appetite. In addition, “Minerals in the body become unbalanced, enzymes don’t function correctly, food doesn’t digest properly, and allergies occur. Allergies cause addiction, addiction causes cravings, and overeating is the result,” says Nancy Appleton, Ph.D. in her book, *Lick the Sugar Habit*.

Low glycemic foods promote a slow, moderate rise in blood sugar. This keeps hunger in check and diminishes mood swings and cravings. Low glycemic foods also encourage the body to convert stored body fat to energy.

Don’t think you are safe by using artificial sweeteners, either. Aspartame, saccharin, sucralose and other sweeteners have been shown to cause the same, or even greater problems as sugar. In many ways they are even more damaging to health.

For example, aspartame is made up of phenylalanine, aspartic acid and methanol (wood alcohol), which are released into the bloodstream. High levels can affect the synthesis of neurotransmitters in the brain and increase blood pressure. Aspartame can also affect sleep and hunger.

Over a thousand complaints regarding aspartame have been registered to the FDA, by Woodrow C. Monte, who is the director of the Food Science Nutrition Laboratory at Arizona State University and Dr. Richard Wurtman of the Massachusetts Institute of Technology. These complaints include dizziness, visual impairment, ear buzzing, severe muscle aches, high blood pressure and more.

Remember, aspartame and other sweeteners are artificial, and therefore even more foreign to the body than natural sugar. Sucralose is another artificial sweetener that is claimed to be healthy but just seeing and hearing from doctors around the nation that see conditions like Hashimotos and others go up with sucralose use is enough reason to stay away from it.

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***Get your sugars from fruits and vegetables, or natural sweeteners like stevia.***

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## RULE #4 NO Fried Foods

In 2007, the government finally told the public what we knew for years: trans-fat (usually from fried foods) causes disease. In recent years, fat has been looked at as a “bad guy,” an enemy to be eliminated at all cost. Unfortunately, the cost of completely eliminating fat from the diet has not been considered. Trimming fat to less than 20% of the total food intake can cause numerous health concerns.

Fat is essential for energy and for healthy skin and hair. Fat is also necessary for absorption of some vitamins and proper function of all the body’s systems. Fat is essential for cell membranes, body structure, healthy skin, reproduction, hormones, bile, warmth and protection. Certain fats even help curb the appetite. Without fat, calorie burning significantly decreases.

Contrary to what most people have been led to believe, trimming fat can make you fat. Now, this doesn’t mean you should run out and order the greasiest french fries you can find. While fat is good for you, not all fat is the same.

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***“Highly processed fats put such a tremendous strain on the body that they’ve become the primary cause of premature aging.”***

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Udo Erasmus, author of *Fats that Heal, Fats that Kill* said, “The fats that heal have different molecular structures than those that kill. Their healing or killing potential rests in these molecular differences--differences that make them behave differently in our body.”

Raw fats, cold-processed fats and “extra virgin” fats, such as avocados and nuts, cold-processed oils or extra virgin olive oil, supply the body with energy-producing, health-generating nutrients. These fats are natural and richer in enzymes and oxygen.

Highly processed fats like the kind you soak french fries, fried egg rolls and so on aren’t easily digested and used by the body. Instead, they are usually stored as body fat. These fats put such a tremendous strain on the body that they’ve become

the primary cause of premature aging.

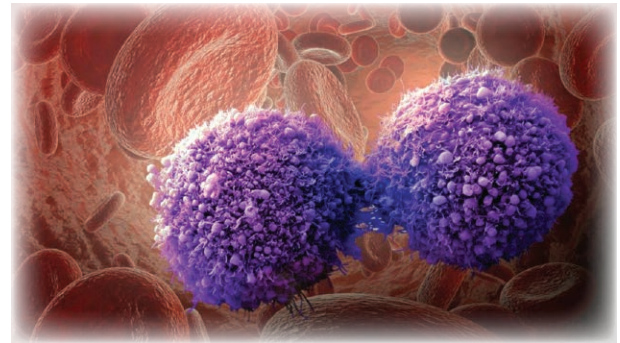
Fats that don’t get broken down actually stick together in clumps and clog blood vessels. This slows blood flow, decreasing nutrient and oxygen delivery to tissues and organs. Saturated fats form clots that block



and cause spasms in the blood vessels. This can lead to strokes, chest pain, heart attack, fatigue, decreased endurance, loss of hearing, reduced lung function and elevated blood pressure.

To top it all off, processed fats can actually go “rancid” in the system, producing harmful free radicals and increasing the risk of cancer and diabetes.

In *Nutrition*, authors Hamilton and Whitney defined free radicals as “molecular fragments that can damage the body’s cells and can accelerate the aging process, cause cancer and initiate the process...that causes plaque to form in the arteries.”



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***“Hydrogenation creates fats that are not commonly found in nature. They are known to be exceptionally hazardous to health!”***

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*Continued*

John A. McDougall, M.D. reported in his book, *The McDougall Plan*, that countless other research studies support those findings and prove that cancers of the colon, kidneys, ovaries, testicles, and prostate are more common in populations which consume diets high in processed fat.

Again, it is not the consumption of fat per se, but the eating of cooked and processed fat that leads to the deadliest diseases we know today: heart disease, stroke, cancer, and obesity.

Yet, even with the surge of information regarding the hazards of processed fats, we are still eating 25% more added fats and oils than we did in 1970. By “added fats,” we mean fats that aren’t found naturally in foods, but are added during cooking and processing. In almost every case, these added fats are highly processed, harmful varieties.

According to the National Center of Health Statistics and The Surgeon General’s Report on Nutrition and Health, excess body fat is the prime

culprit that contributes to 85% of the total healthcare costs in the United States, accounting for more deaths than cigarettes, alcohol and HIV infections combined.

Hydrogenation has been called “the worst stage of oil processing” because it drastically changes natural oils by “saturating” them with hydrogen atoms. Hydrogenation creates fats that are not commonly found in nature. They are known to be exceptionally hazardous to health. “In fact, the molecular structure of hydrogenated oils has been so radically disorganized that it is largely unrecognizable and unusable by the body,” states The Kellogg Report.

Although proven to render these fats extremely harmful, the food industry continues to use this process because it allows manufacturers to create spreadable (and marketable) products like margarine, vegetable spreads and shortening. Though this may be a benefit for manufacturers, it is certainly not for the consumers.

*Get your fats from healthier options, like nuts and cold-pressed oils.*





## RULE #5

# Eat Lots of Raw Foods

Your body consists of cells bound together in human form. These cells need nutrients, which means that you, the human, need nutrients, too. The benefits of natural foods have been well documented and new findings are constantly being published. For example, in recent years, scientists have identified nutrients known as phytochemicals in raw foods and have found them to be extremely beneficial.

Although no one fully understands all the benefits of raw food, we do know they supply life-giving enzymes and contain more oxygen than foods that have been cooked and processed. Simply put, raw



foods are more alive, so naturally, they do wonders for our health. Cooked and processed food loses its oxygen and enzymes.

Enzymes are highly complex protein molecules that work with oxygen to help digest food. When food is cooked or processed, enzymes are destroyed and oxygen is no longer present. The full burden of digestion then falls on the body. Although the body can supply some digestive enzymes to help with this process, those stores are limited.

Once digestive enzymes are depleted, the body next draws from its supply of metabolic

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***“Scientists have identified nutrients known as phytochemicals in raw foods and have found them to be extremely beneficial!”***

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enzymes. This means drawing on enzymes intended for immune function, energy production, and the

functioning of all organ systems. Digestion is the body's top priority. Nothing else matters until we get energy from food. This scenario overworks your body and creates vitamin and mineral deficiencies across the board. On top of nutrient deficiencies, not having enough digestive enzymes can lead to numerous diseases and lowered immune function. In other

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***“Remember that there is no spring that flows with carbonated water, there are no Twinkie plants, and no French fry vines!”***

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words, eating cooked and processed foods causes sickness, premature aging, and even early death. Eating raw foods and foods as close to their natural state as possible can help curtail this. The closer to nature, the more enzyme-rich and oxygen-rich foods are. The more processed and refined, the more nutrient deficient and laced with additives and toxins they are.

We are so used to eating foods so highly processed that they are virtually man-made. We definitely need to return to foods that are natural and raw. Look for foods that come from nature. Remember that there is no spring that flows with carbonated water; there are no Twinkie plants, and no French fry vines.

Have you ever been bloated, had gas or **indigestion** after a meal? That is mainly due to the body not digesting food properly which leads to **“non digestion”**. To help avoid this, consume a minimum of 6 servings of vegetables a day, and a minimum of 2 servings of fruits a day. The natural enzymes will help replenish the digestive enzymes that keep your body happy. On top of that, you'll get a good dose of essential vitamins, minerals and antioxidants.





# RULE #6

## Get Regular Exercise

We fully understand that exercise is a sensitive topic. We all have reasons as to why we “can’t” exercise or why we have chosen a certain exercise program. We understand that some people’s schedules are over-booked, others already feel so tired and out-of-shape that getting started feels impossible, or something else is hampering you. Whatever your reasons, we hope this Rule gives you the motivation to get moving and keep moving, because the fact is that you will live a longer, healthier life if you exercise daily.

On the other hand, if you believe you have found the perfect exercise program for you, we want you to take a moment to analyze it and gauge whether or not it is truly providing the greatest benefit for the time invested.

Is your current exercise routine complete? Is it wasting your valuable time? Are you getting the very most you can from your workouts? Are you using techniques that allow you to get the greatest benefit in the shortest amount of time? Is your current level of exercise depleting your energy and leaving you prone to injury and disease, or are you accessing the many benefits that can come from complete, correct techniques?



The benefits of exercise are too numerous to list. It seems almost daily a new study is published that reveals yet another advantage of regular exercise. One study compared smoking to inactivity. Many people give up smoking because they understand the health risks. We have been well-educated in this area, and we know that smoking increases the risk of cancer and of heart disease. However, few of us realize

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*“The most prevalent and deadly diseases we face today can all be mitigated by regular exercise!”*

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living an inactive couch potato lifestyle is as dangerous as smoking. It’s time to give up the couch life.

Moderate exercise has been shown to help ward off everything from cardiovascular disease and colon cancer to diabetes and osteoporosis. The most prevalent and deadly diseases we face today can all be mitigated by regular exercise.

Even the number one cause of death today--heart disease--is much less a risk for those who exercise than for those who don’t. According to experts, heart disease is affected by up to 15 variables and all 15 can be controlled, to some extent, by exercise. Exercise helps boost good cholesterol that works against heart disease, essentially vacuuming up bad cholesterol deposits from artery walls. Exercise also has been shown to help balance triglyceride levels.

High blood pressure can also lower with exercise. Experts think that exercise somehow tones the circulatory systems so blood can be pumped through with less pressure. Exercise physiologist expert Kerry Stewart of Johns Hopkins University, found in a study that activity can lower blood pressure. “Many patients with mild hypertension may not require medicine if they exercise regularly.”

According to Larry Gibbons, medical director of the Cooper Clinic in Dallas, said, “A fit person with hypertension has a slightly lower chance of dying from cardiovascular disease than does an unfit person with normal blood pressure.” Think about it: an unfit person with normal blood pressure has higher health risks than the person with hypertension who’s getting exercise.

Physical activity may also lower the risk of diabetes, a disease which affects about 12-million Americans. JoAnn Manson, a diabetes specialist, says that physical activity increases the sensitivity of muscles and other tissues to insulin, thus easing the pancreas’ workload.

A Harvard Alumni health study concluded that males who expend 1,000 calories a week in exercise have about half the risk of colon cancer than inactive men. It appears exercise helps to speed food through the system, carrying carcinogens away and leaving less time for them to remain in contact with the colon lining.

Osteoporosis is the third leading cause of death and debilitation in the United States and it cannot be prevented by exercise alone. However, research shows that individuals can build up their bone density with exercise.

Exercise also helps relieve chronic pain associated with conditions that are less deadly but highly common, such as back pain, headaches and digestive problems.

As most people know, exercise is also a key ingredient in any plan to burn stored body fat and fight back against the obesity epidemic.

Regular exercise enhances overall immune function, meaning we are sick much less often if we work out regularly. The body's increased ability to fight infections may be due to the fever-like mechanism of exercise.

Many of the effects of aging, including slower nerve impulses and reduced oxygen utilization can be alleviated with exercise. In addition, many consider the stress-reducing qualities, including the elevation in mood and the boost to self-esteem which can come from consistent exercise, to be the greatest benefits of all.

Many individuals have tried ineffective or even unsafe exercise programs and quit because they

haven't seen results or sustained an injury. Obviously, no one wants to devote time to an exercise program that doesn't yield quick, positive, long-lasting results. And no one wants their workout to injure them.

In order to derive the maximum good from even moderate exercise, it is important to understand that all health begins at the cellular level. Whether you want to lose body fat, gain muscle, or improve overall general health, you need to focus on what's happening to each individual cell, instead of that image in the mirror.

When your cells are fed properly and have the necessary oxygen, every system functions at optimal levels. By providing cells with what they need, the body naturally releases its hold on those stored fat reserves it thinks it may have to depend on some day. It also promotes muscle growth, instead of breakdown. If you're not moving enough (or even too much), you're losing muscle because your body wants to conserve as much energy as possible, or your energy output is greater than the nutrient input.

Exercising for cellular health is probably a concept many people have never thought about. For most people, exercise is associated with body fat or muscle, but we need to shift our thinking and realize that, in order to be the greatest benefit, exercise must focus on the cells.

Get a minimum of 30 minutes of exercise a day. Even a brisk walk starts helping you immediately. We highly recommend adding weight lifting as well for the sake of your bones, muscles, burning fat faster, and overall health. At the very least, get in the habit of walking first and add weightlifting as soon as you can.

***It takes 21 days to form A HABIT.***



# RULE #7

## Take Nutritional Supplements

Nutritional supplementation has raised a great deal of controversy over the past several years. Countless companies promote the mistaken impression that health comes from a bottle while ignoring the truth. Then there are people who believe they can get everything they need from foods and that supplementation is unnecessary. Neither of these extremes are correct and both are equally damaging to health. The truth, based on all the research, is so overwhelming that even the American Medical Association, who used to say you didn't need to supplement, now admits every person should take at least a multi-vitamin. *In a big study done in 2010 it was shown that in order to get 100% of the RDA for vitamins and minerals a day an individual would have to consume over 20,000 calories worth of food each day.*

Supplementation should replenish and restore nutrients lost to modern farming practices and food processing. The typical American diet is not nutrient-friendly. We eat foods that are high in calories, but low in nutrient value.

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***“With the deterioration of our environment and the way of eating which is so prevalent today, specific supplementation has become necessary!”***

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Dr. Briggs of the University of California, Berkeley notes that over half of our caloric intake comes from fats, sugars and milled white flour. Also, because of factors such as smog, pesticides, and depletion of the soil, fresh fruits and vegetables no longer contain high amounts of nutrients like they once did. Often, produce is harvested before it is fully ripe, and then blanching, cooking, homogenizing, milling, canning, freezing and other processing methods further deplete precious nutrients from our foods.

With the deterioration of our environment and the way of eating which is so prevalent today, specific supplementation has become necessary. It can improve how well we digest what we eat, along with fill in the nutritional gaps.



### Digestive Enzyme Deficiencies

If you've ever experienced gas, bloating, indigestion, diarrhea, upset stomach, heartburn, acid reflux or even an allergic reaction to eating particular foods, then that's a sign of having a digestive enzyme deficiency. They're not normal side effects or just a part of life. Fullness and satiety are the only normal side effects. Even belching is a sign that something's going wrong: your body is struggling to digest food.

We could write a whole book just on digestive enzymes alone, but what you really need to know is what happens when you're lacking digestive enzymes, along with how to add them back into your life. When you do that, all those unpleasant side effects can become just a memory.

Medications such as antacids and acid blockers may temporarily relieve the symptoms of indigestion, but stop your body from trying to digest anything at the same time. Your body sends in extra water (bloating) or more acid (reflux) to break down food, something that must take place if you are to stay alive and have energy. Antacids and acid blockers stop your body from taking the steps it needs to complete the digestion process.

When digestion is halted, serious side effects can occur in the long run, from diabetes, heart disease and so on. The real solution is to complete the digestion process, not cut it off midway. This means adding back digestive enzymes. In today's society, it is impractical--nearly impossible--to eat all of our food raw and with enzymes intact. There is simply no question that enzymes must be added back when eating cooked or processed food.

When digestion is halted, serious side effects can occur in the long run, from diabetes, heart disease and so on. If your body doesn't digest proteins, you develop arthritis and such. If you don't digest fats, you

*continued*



set yourself up for the #1 killer heart disease. The real solution is to complete the digestion process, not cut it off midway. This means adding back digestive enzymes. It's that simple. In today's society, it is impractical--nearly impossible--to eat all of our food raw and with enzymes intact. There is simply no question that enzymes must be supplemented regularly.

## Vitamin and Mineral Deficiencies

From a survey of a large sample of American households conducted by the USDA, it was determined that vitamin deficiencies were very common. For example, more than half of all Americans were deficient in B vitamins. According to a comprehensive Ten-State Nutrition Survey conducted by Health, Education and Welfare (HEW), there is a "high prevalence of low vitamin A values among young persons of all races." The Health and Nutrition Examination Study (HANES) revealed that half of all men and three out of five women were deficient in Vitamin A and at least two out of five were low in vitamin C.

With poor crop rotation and over-farming, the soil has been more and more depleted, it has become harder for individuals to get vitamins and minerals from food. Albion Laboratories conducted a four-year study in which crop samples were taken from farms in 11 Midwestern states each year for four years. These samples were analyzed for their mineral content.

When the data from the four-year study was tabulated, an unmistakable decline in the trace mineral content was noted. Their study showed, "in corn, calcium dropped 41%, phosphorus 8%, potassium 28%, sodium 55%, magnesium 22%, iron 26%, copper 68%, zinc 10%, and manganese 34%.

As early as 1977, the Senate Select Committee issued a statement that said, "Current dietary trends may also be leading to malnutrition through undernutrition." It's hard to believe a nation as wealthy and technologically advanced as the United States suffers from rampant malnutrition, but, sadly, it is. In response, companies started making supplements. The problem was that they were terrible. They were made from synthetic ingredients.

Synthetic vitamins simply can't measure up to the real thing. As of 1996, over 3,800 different compounds have been identified in foods as having

nutritional significance. However, in a laboratory, twenty nutrients are about all that modern science can reproduce and put into a vitamin product. Even more concerning is the harm they can cause.

Just to go over one example of thousands: One study done by Boston University School of Medicine and published in the *New England Journal of Medicine* showed that synthetic vitamin A given to pregnant women increased the risk of birth defects, including such defects as cleft lip, cleft palate, heart malformations, and nervous system damage. No such defects were noted from ingesting foods that contain vitamin A.

Minerals are responsible for the balancing act that goes on between the extracellular fluid (the fluid surrounding the cells) and the fluid within the cells. This balance is necessary if nutrients are to enter the cells and waste is to be taken out.

It is much safer and more effective to use minerals in their natural form: chelated with amino acids. Chelated is the Greek word for "claw". Instead of getting minerals by eating rocks and dirt--which wouldn't help--you get minerals by eating the plants that absorbed them from dirt. Amino acid chelates have guaranteed absorption rates and have no harmful side effects.

The bottom line: everyone needs to supplement back in digestive enzymes, vitamins, and minerals to replace what has been lost by modern times. The healthier you eat, the less you need. We recommend you make restoring your vital nutrient stores a lifelong habit. Doing so will provide you with the added insurance of knowing you are getting the nutrients you need for optimal functioning.

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***"Everyone needs to supplement back in digestive enzymes, vitamins and minerals to replace what has been lost by modern times!"***

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*As part of this program you will be taking 1-2 capsules of Optimal 1 Digest-A-Meal, per meal. If your meal is fully raw (green salad loaded with veggies) you will not need any capsules. If your meal is half raw, half cooked (salad with chicken) you will take 1 capsule, if you eat fully cooked or processed meals (chicken, rice and steamed veggies) you will take 2.*

# Flora Blitz 100: The Fast Way to Reprogram Your Cravings

The findings are pretty darn cool and promising but they come with a caveat: researchers are still figuring out which bacteria promote good moods. Thousands of gut microbes have been identified but one trend is certain: depressed people have reduced numbers of friendly bacteria.

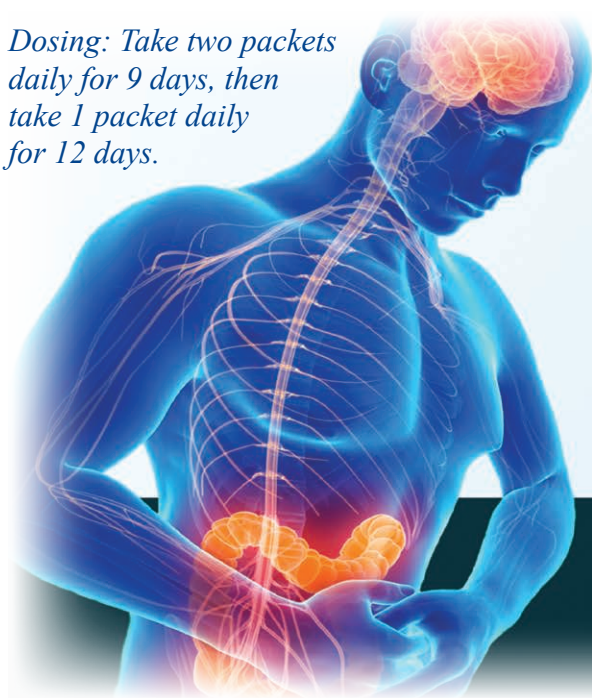
What we do know is there's a connection between the mind and gut, that "gut feeling" and all. We also know that gut bacteria communicate with the brain in three ways: 1) send signals up the vagus nerve, 2) influence immune cells in the gut, and 3) produce chemicals that affect the brain and travel in the blood.

Nutritional studies provide a compass pointing towards which bacteria love healthy food, and which love junk food. OHS is tapping into this connection with Optimal Flora Blitz 100, a therapeutic dose of probiotics that will clear out your gut of bad bacteria and come ready to be programmed to crave healthier foods.

Your gut microbes cause a large portion of your cravings due to the gut-brain axis. 90% of your serotonin, the neurotransmitter thought to be responsible for your mood, is made in your gut and is impacted by the state of your gut microbiome.

Bacteroidetes thrive off of fats while Prevotellaceae thrive off of carbohydrate sources. When we eat sugar, we literally feed the Candida yeast and other

*Dosing: Take two packets daily for 9 days, then take 1 packet daily for 12 days.*



harmful microorganisms living in the gastrointestinal tract. This can lead to fatigue, low energy, and hormonal imbalance.

When our gut falls out of balance, the cells of the intestine become inflamed. We end up absorbing very little from the food that we eat. The cells of the intestine lose their ability to do work. This means that food might sit stagnant in the small intestine, where it ferments and putrefies. The large intestine may lose motility, or the ability to move. Most importantly, the wall of the intestines becomes irritated and leaky. A leaky gut allows large particles of food, toxins from bacteria, and Candida to pass into the bloodstream.

This product is intended to be a swift intervention of sorts when you feel cravings for sugary or greasy food coming on. This is your red flag that your gut microbiome is out of whack. Flora Blitz 100 delivers a surge of healthy bacteria to kill off the bad bacteria triggering the unhealthy cravings, along with creates a blank microbiome slate. This allows you to jump back on the healthy food wagon and give yourself a chance to develop permanent, healthy dietary habits.

To maximize the culture in your gut, you want to include a wide range of raw, plant-based foods in your diet. Pick whole grains over white bread, nuts, seeds, legumes, and fruit over candy and juices on a daily basis.



# Set Yourself Up for Success with FLORA BLITZ 100

You now hold all the information you need to guide yourself through making healthier choices and how to stick with them over the next 21 days. You can tap into the gut-brain axis to reprogram your gut to crave the foods you know you should be eating. You will finally find enjoyment in that salad or veggie platter. Once your gut bacteria are on your side, you can say goodbye to an unhealthy lifestyle and hello to that desirable, healthy waistline.

## To Recap

Carbonated beverages are damaging to your health in more ways than one. It's time to bring on the water—possibly the most important nutrient your body needs—and give it some zing with citrus, cucumber or fruit or vegetable of your choice.

White flour products hide behind fancy names like “fortified” and “enriched” but refined grains suck the nutrients out of you. Flour products need to include the whole grain to be safe and healthy, and they're a lot more filling, too.

Processed and/or refined sugar is not even a food; it's an additive, according to the FDA. And it is added to virtually everything in American food. The safer, healthier route is to get your sugars from fruits and vegetables, or natural sweeteners like Stevia.

Fat is not the enemy so much as the type of fat and how much of it. Your body needs fat to be healthy, but not the fried variety. You want to get your fats from healthier options, like nuts and cold-pressed oils.

Raw foods are your friends but modern farming techniques have reduced their quality. So, even if you've eaten healthy for a while, the lackluster results might have motivated you to go back to your old ways. Still, raw foods are exactly what your body needs to properly digest food into energy and vitality.

To combat the declining quality, it has become necessary to take specific supplements to make sure you have no missing nutritional pieces in your life. Everyone needs to supplement back in digestive enzymes, vitamins, and minerals to replace what has been lost by modern times. You will want to get blood work done to see exactly what you need. Regardless, it is very important to take 1-2 Optimal Digestion with meals.

And the last rule, exercise. You don't have to be a hardcore CrossFitter or run marathons every week to see and feel benefits. Just something as basic as walking every day does a world of good. Weightlifting or some sort of resistance training is also important to add in as soon as you're ready to commit.

***To recolonize the gut with friendly bacteria take 2 packs of the Flora Blitz 100 for 9 days, and then take 1 pack a day for the remaining 12 days of the 21 Day Blitz Challenge***

## ***To Prime Yourself to Stick to the Challenge and Succeed***

Flora Blitz 100 delivers a surge of healthy bacteria to kill off the bad bacteria triggering the unhealthy cravings, along with creates a blank microbiome slate. This allows you to jump back on the healthy food wagon and give yourself a chance to develop permanent, healthy dietary habits.

