



THE
21
DAY
BLITZ
CHALLENGE

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

What is the 21-Day Blitz Challenge?



"This challenge has the ability to jump start your health goals and completely alter your body, health and fitness levels forever."

Our 21-Day Blitz Challenge is a proven system designed to reset your cravings, leading to sustainable fat loss, increased energy, and a positive mindset. This program, utilized by the NBA and other professional athletes, offers unparalleled results in a short timeframe.

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 demonstrate that it takes 21 days to form 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 that 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 last the rest of your life.

However, we at OHS 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 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. **YOU CAN DO THIS!**

Food is more than just sustenance— it's medicine for your mind and body.



THE SECRET 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

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 & Digest-A-Meal.
8. Other (Lifestyle changes you want to improve, like cutting out caffeine):

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.

Signature: _____ Date: _____

The 21-Day Calendar

1. **NO** carbonated beverages.
2. **NO** white flour
3. **Limited** process sugars to 50 grams a day
4. **NO** Fried Foods
5. **Eat** more raw foods
6. **Exercise** Regularly
7. **Take** Flora Blitz 100 and Digest-A-Meal
8. Other health goal

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

Date	No Carbated Beverages	No White Flour	Limited Sugar (50g)	No Fried Foods	More Raw Foods	Exercise	Take Flora Blitz 100	Take Digest-A-Meal	Other
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									
21									

After completing the 21-Day Blitz Challenge, we invite you to share your accomplishment by posting a photo of your completed form on social media and tagging Optimal Health Systems (@ohs4life)!





SUCCESS WITH THIS CHALLENGE

Begins With Reprogramming Your Cravings!

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

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 including the food you crave and your emotions. An incredible amount of new research is proving this.

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.

In 2013, concept and term “psychobiotic” was born. 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.

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

How 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.

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.

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 *Bacteroids*.

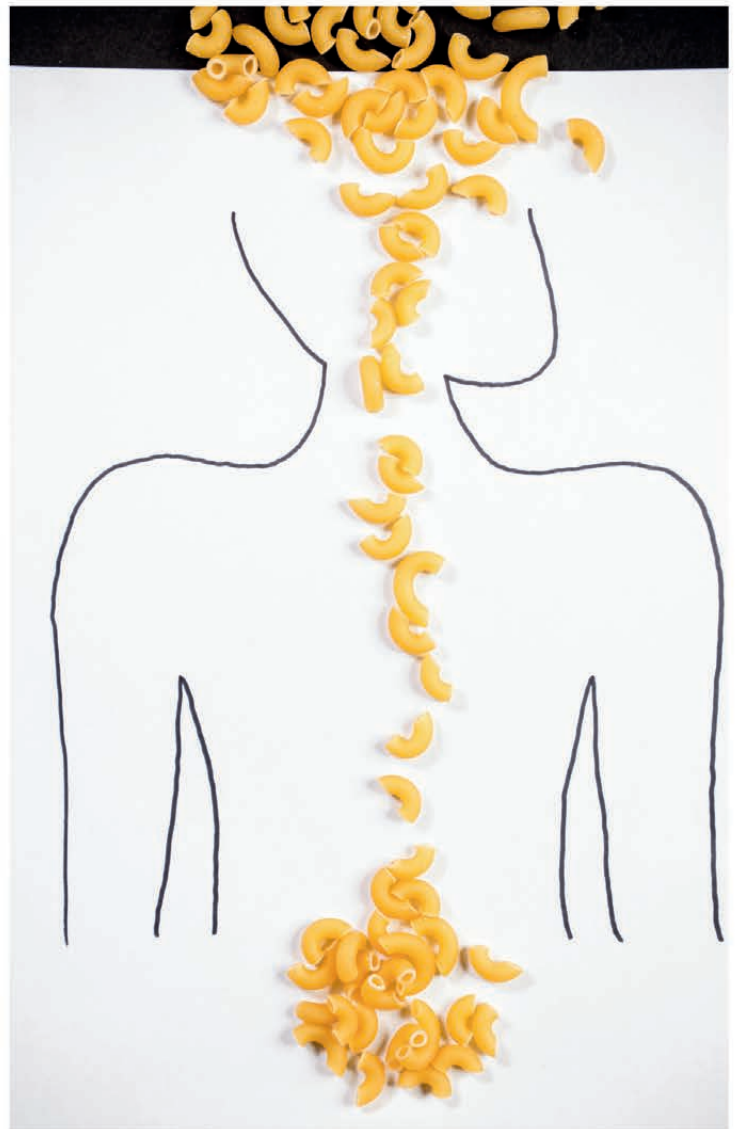
Using MRIs to observe specific parts of the brain while women viewed emotionally disturbing images, researchers discovered that each group had distinct brain activity. The group with plenty of *Prevotella* bacteria had less activity in the hippocampus, which is correlated with depression.

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 taking certain probiotics regularly affected the activity and connectivity in the emotion centers in the brain, producing changes associated with healthier emotional processing.

Probiotics can make me happier, but how do they change my cravings?

If you've ever tried to eat healthily 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.

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 unwavering food cravings. You can stick with the dietary lifestyle you know you should. You just need to get rid of the bad bacteria and fill your gut with the good but there's a catch. Even if you fill your gut with good bacteria, there's still work to do. If you feed your body (and therefore new, "virgin" good bacteria) with junk, you will continue to crave junk. The good bacteria will quickly change into bad bacteria that crave sugary,



greasy foods if that is all they have access to.

So, it's your job to **1)** fill your body with new, good bacteria (conveniently packaged in the Flora Blitz 100 pak included in this program) while **2)** cutting out the junk foods and replacing with clean, healthy foods so the good probiotics can be programmed to crave only those clean healthy foods.

To help you do that, we've created this challenge, consisting of the following rules.



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.

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 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 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.

Individuals who drink a lot of carbonated beverages can see dramatic results and health improvements almost overnight if they change this habit. For optimal health, the body needs to be constantly rehydrated. The performance of the individual cells and the tissues of the body depends on the quality and quantity of water you drink.

Water is lost in the 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.

Because carbonated drinks are most individuals source of energy each day, we suggest to also supplement with Optimal B Awake with this challenge if needed. Simply take 1-3 capsules when you need a natural energy boost.

*We recommend 1 capsule in the morning upon waking and 2 capsules in the afternoon.

RULE #2

CUT OUT

WHITE FLOUR PRODUCTS



The recommendation to **stay away from white flour** may be the single most important rule. 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.

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 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.

Avoid refined grain like the poison it is. **Select whole-grain** bread, 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



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 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 produce 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 maintains balance.

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.

Much of this comes not from straightup 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 overconsumption 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."

REMEMBER, ARTIFICIAL SWEETENERS ARE MORE FOREIGN TO THE BODY THAN NATURAL SUGAR. LIMIT YOUR SUGAR INTAKE TO 50G DAILY (NOT INCLUDING THAT FROM FRUITS AND VEGETABLES).



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 overstimulation 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*.

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.**





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 the absorption of some vitamins and the 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 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.

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.

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.

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.

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.



RULE #5

EAT LOTS

OF RAW FOOD



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 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 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.

We understand that it's extremely tough to eat only raw, uncooked foods. For this reason, we've included our best-selling Optimal 1 Digest-A-Meal formula in this challenge.

*Take 1-2 capsules with those snacks or meals to ensure your body can fully digest and utilize the nutrients.

Optimal Digest-A-Meal will provide all the necessary digestive enzymes for those meals containing cooked and/or processed foods.



RULE #6

GET REGULAR EXERCISE



We understand that some people's schedules are overbooked, 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.

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. Few of us realize that living an inactive couch potato lifestyle is as dangerous as smoking.

Moderate exercise has 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.

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 it's 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.



RULE #7

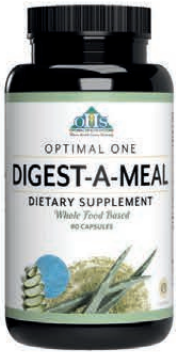
TAKE

NUTRITIONAL SUPPLEMENTS



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

As mentioned, this challenge includes specific supplements to replenish your gut with good bacteria, digest the cooked and processed foods in your diet, and provide natural energy. During this challenge, follow the supplement regimen below:



Optimal Digest-A-Meal

Take 1 capsule with each snack and meal containing cooked and/processed foods.

- Helps break down all nutrients
- Contains crucial digestive plant enzymes
- Helps eliminate gas, bloat, acid reflux and more
- Aids the gut in nutrient absorption and metabolism



Flora Blitz 100

Take 1 pak daily.

- Delivers a surge of healthy bacteria to kill off the bad bacteria
- Helps stop unhealthy cravings by re-programming the gut.
- Improves mood by boosting your body's serotonin production
- Dramatically boosts immunity and protection against harmful viruses and bacteria.

REPROGRAM YOUR CRAVINGS!

WWW.OPTIMALHEALTHSYSTEMS.COM

(800) 890-4547



