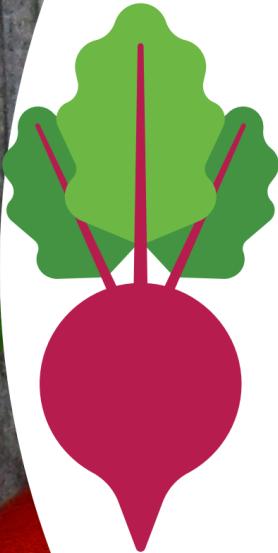
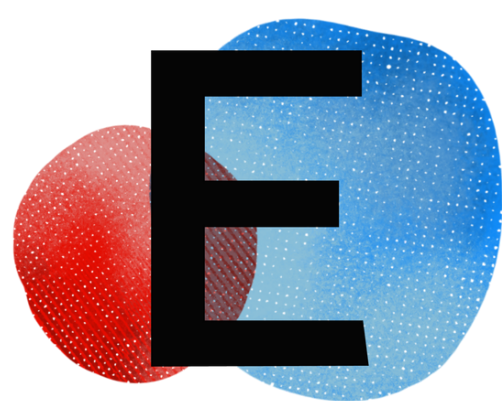


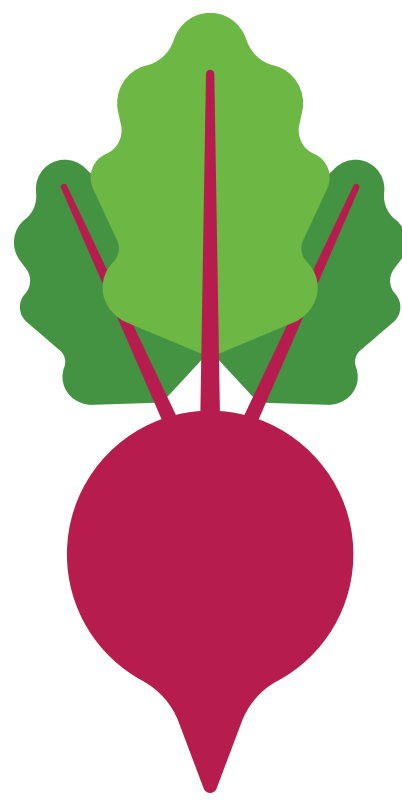
THE ESSELSTYN  
FOUNDATION'S



PLANT-BASED  
JUMPSTART  
GUIDE



CHANGE WHAT IS ON YOUR PLATE,  
CHANGE THE WORLD!



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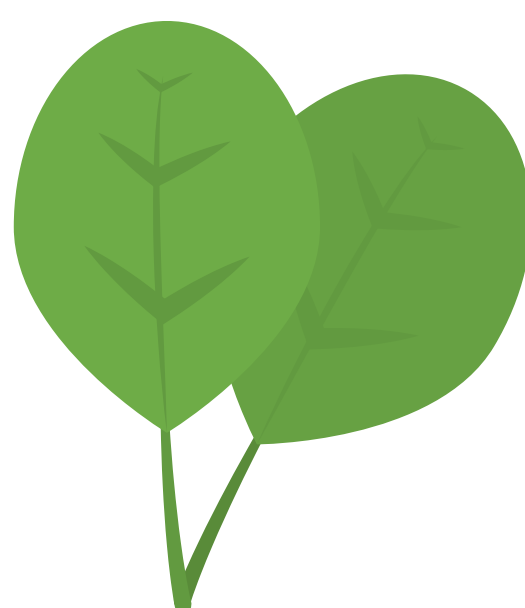
1. WHAT IS THE JUMPSTART?

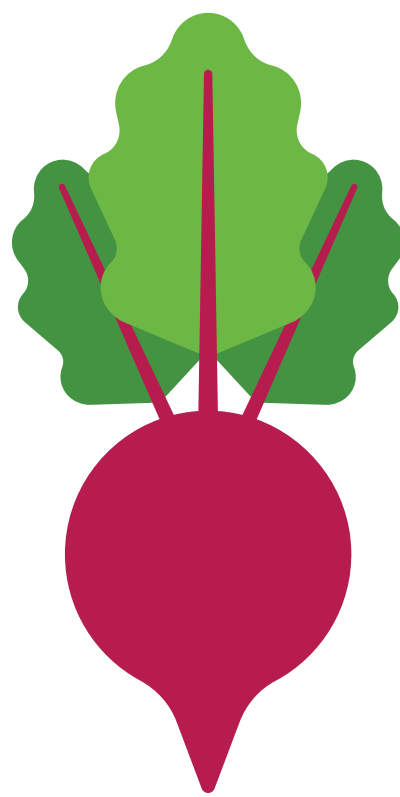
2. THE PILLARS:

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## The Jumpstart: An Overview

What is the 7 Day Challenge?

The Jumpstart is a simple, week-long action plan designed to give your body the fuel it needs to function at its best. It harnesses the power of “strong food”: whole, nutritious plant foods.

What will be eaten?

You will eat lots of:

- Vegetables of all kinds (especially leafy greens).
- Fruits: Frozen or fresh (we will avoid smoothies).
- Intact Whole grains: Brown rice, oats, quinoa, farro, bulgur, polenta, etc.
- 100% Whole Grain Items (avoid added oils): Breads, pastas, tortillas, etc.
- Legumes: Black beans, lentils, pinto beans, chickpeas, oil-free hummus, etc.
- Plant Garnishes (limit): avocados, walnuts, chia seeds, flax seed, plant based milks, dried fruit.
- Simple beverages: water, tea, coffee, alternative milks for cereal.

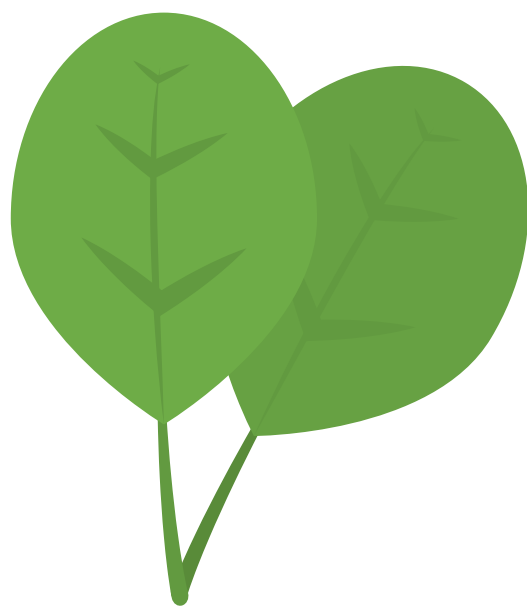
What will be avoided?

You will avoid:

- Meat: Beef, poultry, fish, pork.
- Dairy products: cheese, milk, yogurt, butter.
- Eggs.
- Extracted oils: olive, coconut, canola, corn, etc.
- Refined breads and pastas.
- Refined sugars.
- Juices/smoothies.
- Vegan meat substitutes.
- Coconut products.

What should I expect?

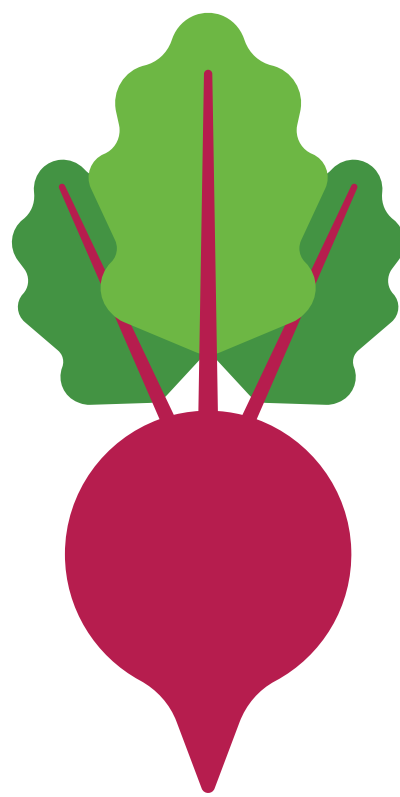
On average, in one week participants usually experience the following results:



- Total Cholesterol: -26mg/dl
- LDL Cholesterol: -25 mg/dl
- Triglycerides: -25mg/dl
- Blood Pressure: -10 mmHg
- Weight: -3 lbs.

Will I have to follow specific recipes?

Just follow the guidelines. The core of your meals this week will be stews, soups, customized bowls, and open-faced sandwiches that you will make following our guidelines. You will be able to eat what you want, when you want as long as the rules are followed.



## The Pillars of the Jumpstart

### #1 Eat Plants!

Veggies and fruit contain all the good stuff we need and very little of the bad. They also contain all three micronutrients in the perfect ratio for optimal health: protein, fat, and carbohydrates. From plants, we get friendly proteins, unprocessed carbohydrates, essential fatty acids, and almost every vitamin and mineral. More importantly, we get loads of phytonutrients, antioxidants, fiber, and water. By sticking to veggies, we also avoid saturated fats, trans fats, growth hormones, antibiotics, concentrated pollutants, and materials with inflammatory properties.

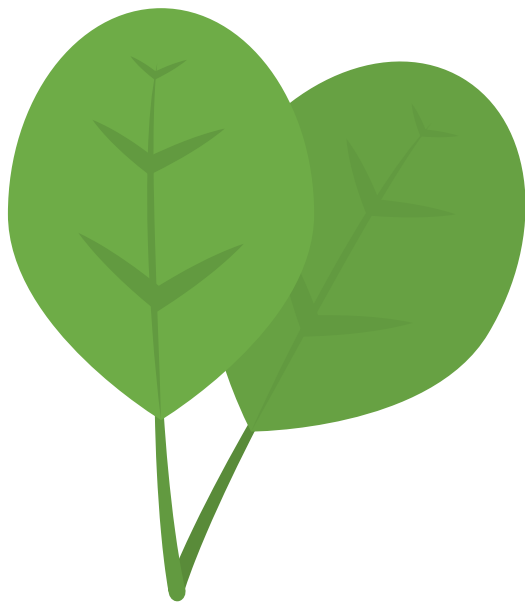
Plants are the source of eleven of the thirteen vitamins (the exceptions being vitamin D, which comes from the sun, and B12, which comes from micro-organisms in the soil). They also include seventeen major and minor minerals, deliver more than 15,000 phytonutrients and 64 times more antioxidants than animal-based foods. Why are these important? Phytonutrients and antioxidants fight oxidative stress and help to destroy free radicals, both which play a role in cancer, heart disease, aging, and other disease states.

We especially love leafy greens!!

During the Jumpstart, we especially want you to eat as many green leafy vegetables as you can, such as spinach, arugula, kale, cabbage, broccoli, and parsley, among others. We suggest you try to eat 6 servings of greens per day. Why? Greens are a powerhouse of antioxidants and they protect and repair endothelial cells that line your blood vessels. They also promote the production of nitric oxide, a critical chemical compound in the body that is released by the endothelial cells; this gas promotes vasodilation, which allows for better blood flow in your vessels.

Why avoid animal products?

Most people do not realize how unhealthy modern animal products are. Even today's skinless chicken breast has the same amount of dietary cholesterol as red meat (70 mg per 3 oz.). Similarly, most fish have more cholesterol than chicken and red meat (salmon has 60 mg per 3 oz.) and contain high levels of mercury. Eggs? Eggs are a huge source of unhealthy animal protein that raises cholesterol and promotes inflammation (1 egg = 212 mg of cholesterol).



Similarly, dairy products are extremely high in dietary fat (2% milk is actually 35% fat and 1% milk is 25% fat). They also contain casein, a protein linked to cancer cell growth.

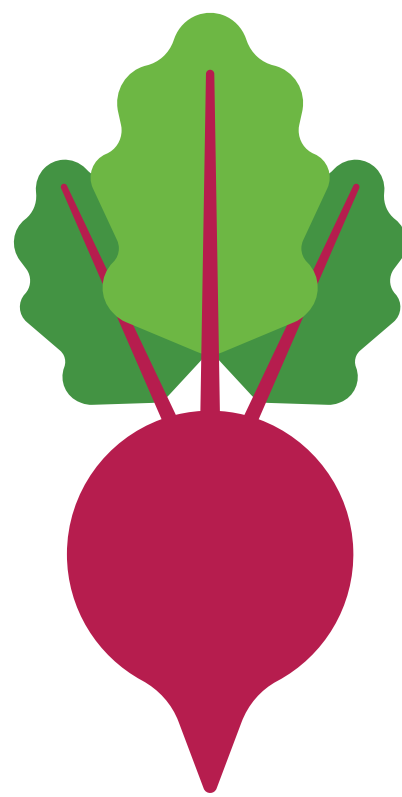
Needless to say, we want to avoid animal-based products during the challenge to keep lipid levels low, to avoid excessive calorie consumption, and to reduce inflammation in the body. We also want to maximize our levels of phytonutrients and antioxidants. Think of animal products as “inferior” sources of nutrients. What will we eat?

What will I eat?

All veggies, including...	All fruit, including...	All whole grains, including...	All legumes, including...
Potatoes	Apples	Brown rice	Black beans
Squash	Oranges	Millet	Kidney beans
Tomatoes	Bananas	Quinoa	Chick Peas
Corn	Pears	Barley	Pinto Beans
Spinach	Peaches	Oats	Lentils
Kale	Mangoes	Amaranth	Split peas
Carrots	Kiwis	Farro	Navy beans
Peppers	Berries	Kamut	Red Beans
Brussel Sprouts	Grapes	Popcorn	Black eyed peas
cucumbers	Nectarines	Whole Wheat	Soybeans

Ways to get greens into your diet!

Chop raw spinach and stir into your morning oats- you won't even taste it.	Make a huge salad with spinach and top with tons of fresh, wet fruit: mango, oranges, peaches, frozen cherries, etc.	Steam kale in a skillet with a bit of water until soft- drizzle with a flavored balsamic vinegar
Use cooked greens as a base layer on a pizza- top with sauce and all your toppings.	Steam any green and cover with any oil-free dressing. We love 3-2-1.	Add greens to pasta water in the last minute of cooking. Drain both and top with sauce.
Strip kale to just leaves (no stems). Slice thinly -use your bare hands to mash ¼ of an avocado into greens. Drizzle with a flavored vinegar	Top your cooked pizza with arugula and spinach to form a “pizza salad.”	Stir any raw green into chilis, soups, and stews.



## #2 Eat Whole Foods

We want to eat foods that are, in most cases, as close to their natural state as possible, fresh or frozen. According to the latest statistics from the USDA economic council, a shocking 60% of Americans' caloric intake comes from processed and refined foods. During the challenge, we want you to avoid these "Franken-foods," which are stripped of fiber, vitamins, minerals, water, and antioxidants. Even worse, they contain significant amounts of processed sugar, white flour, and oils, all of which are detrimental to nutritional health.

Is vegan food  
ok?

Be especially skeptical of vegan junk food, most of which pretend to be healthy when they are not. A great example of this are vegan cheese substitutes such as Daiya that are 70% fat! Another example is Earth Balance butter spread...it has the same amount of fat as butter, most of it saturated.

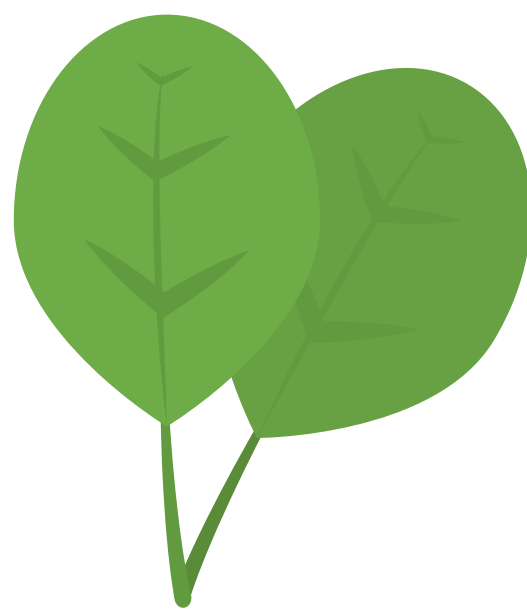
Are all grains  
good?

When looking at breads and pastas, make sure you see one of these four key terms before the word wheat: rolled, whole, cracked, or stone ground. This means they are 100% "whole." As well, we want you to embrace other whole grains such as brown rice, millet, quinoa, barley, and polenta. Bottom line: you must force yourself to read labels! If lightly processed foods are consumed (such as pasta or whole grain crackers), stick to these rules:

- Look for the words "rolled," "whole," "cracked," or "stone ground" before the word "wheat."
- Fat amount should not exceed 20% of total calories (if total calories per serving is 100, then calories from fat should not exceed 20).
- Make sure that no type of sugar is listed as one of the first three ingredients. Look for words like "cane," "juice," "molasses," "syrup," "barley malt," "nectar," and "fructose," as they are all hidden words for sugar additives.
- Salt should be no more than a 1:1 ratio to calories (if there are 125 calories per serving, salt amount should not exceed 125mg of salt.) Most soups, pasta sauces, and canned goods have from three to ten times more mgs. of sodium than calories per serving.

Smoothies?

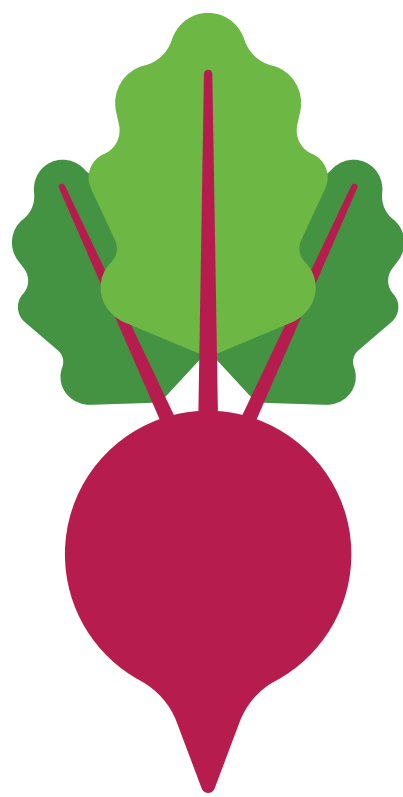
Not this week. Smoothies are highly concentrated calorie "bombs." Not only do they spike blood sugar levels, but they pack hundreds of calories into a glass.



What is so bad about oil?

Oils are also something to avoid. Much like smoothies, processed oils contain huge amounts of calories, have zero nutritional value (check out the label), and are 100% fat. Again, they are highly processed, thus not “whole.” We will discuss calorie density in more detail next.





### #3 Calorie Density

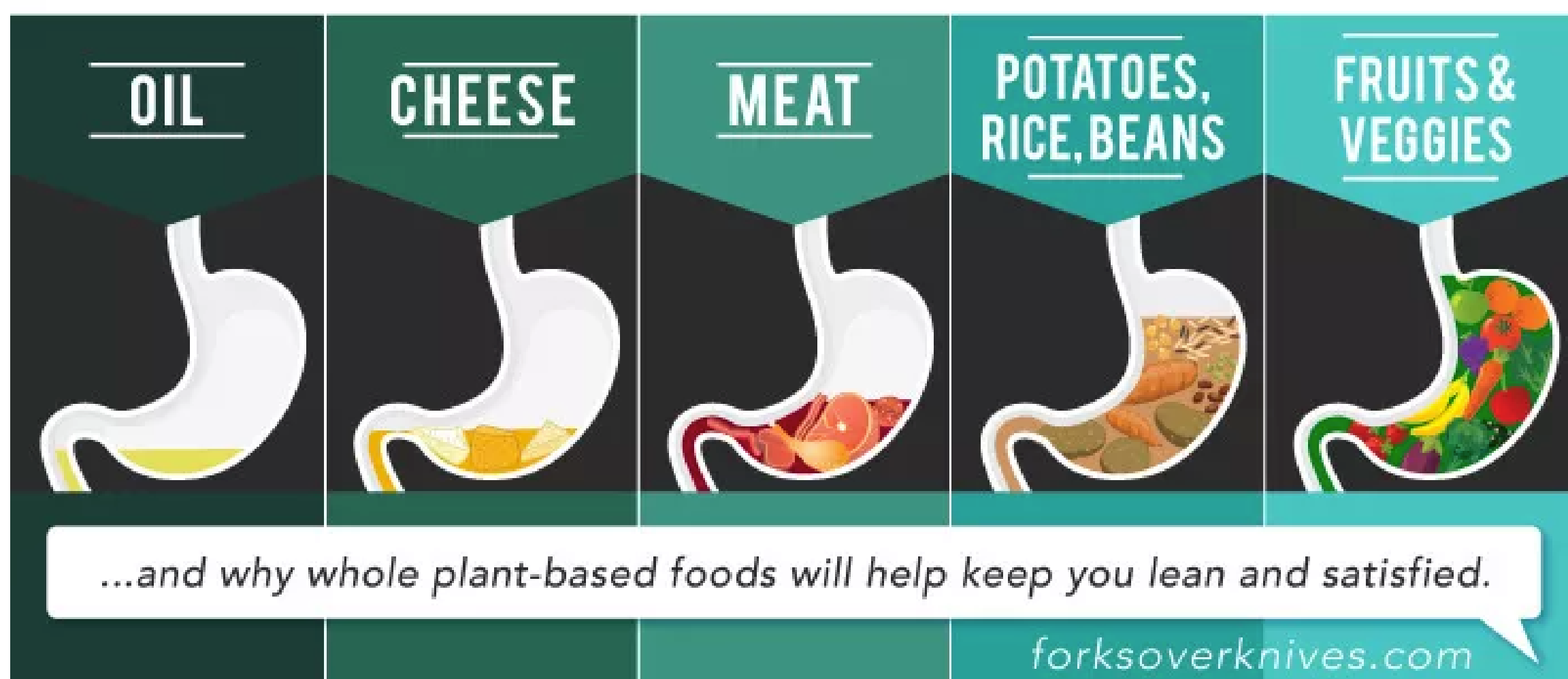
This week you will be doing your best to choose foods that have a low calorie density. The great news is that you can eat a lot more of them and feel completely full without gaining weight. We want you to focus on plant foods: fruits, veggies, whole grains, legumes. All of these foods are loaded with fiber and water, which will fill you up, as well as nutrients.

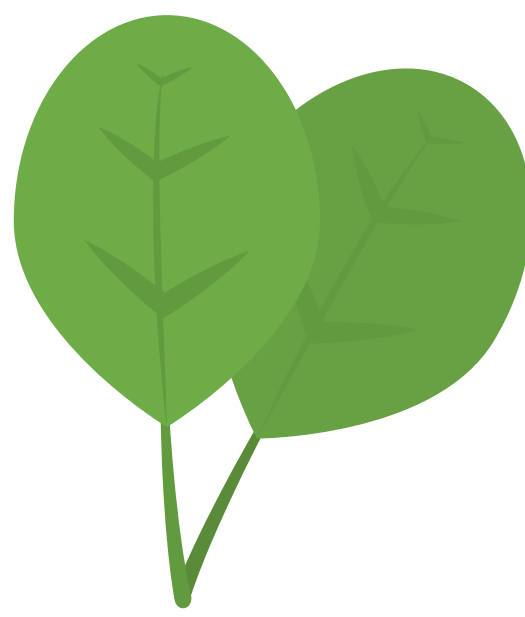
This also means we need you to be careful with calorie-dense foods such as nuts, nut butters, seeds, avocados, dried fruit, and bread. Though they are plant-based, these foods pack a great deal of calories. Be sure to use in moderation.

Try this Trick: Order Your Food! We suggest you try to eat soups and salads FIRST, before moving to an entrée. This way, you will fill up on calorie-diluted foods with plenty of fiber and water. Watch how quickly you will feel full.

## CALORIE DENSITY

## WHAT 500 CALORIES LOOK LIKE





#### #4 The Protein Myth

Can you get enough protein on a plant-based diet?

We get this question constantly. The answer is ABSOLUTELY. Most American adults eat about 100 grams of protein per day. This is roughly TWICE the recommended amount. On a plant-based diet, people can easily get 60 to 80 grams of protein throughout the day from foods like beans, legumes, nuts, broccoli and whole grains. People eating the standard American diet (SAD) are usually getting 30% or more of their calories from animal protein.

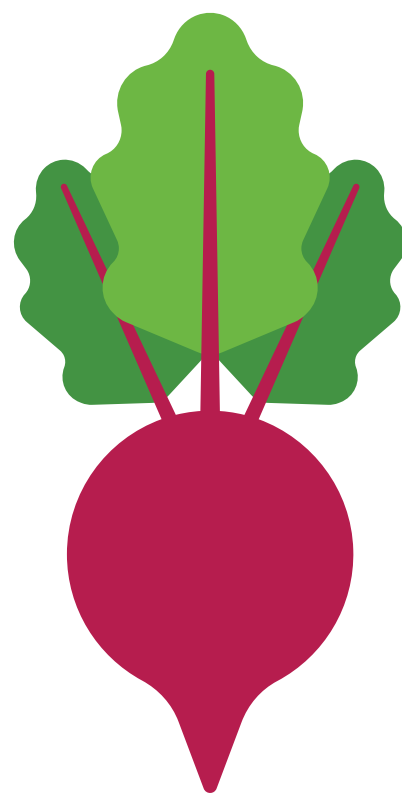
Simply put, protein deficiency, also known as Kwashiorkor, is relatively unknown in developed countries. Usually when an individual is protein deficient, they are in a state of starvation. As one doctor explained to us, “If you can walk into my office, you do not have a protein deficiency.”

High protein diets places undue burden on the bones, kidneys, and heart. Our bodies can store carbohydrates and fats, but not protein. So, if one eats an excess of protein, their liver and kidneys have to process it. This process pulls calcium from our bones in order to create the enzymes that are needed to metabolize the protein. In other words, high protein diets are actually quite damaging to our bones. As well, high protein diets are associated with cancer tumor growth. Studies show that people who eat a high-protein diet, especially during middle age, are more likely to die of cancer than those who eat less protein.

Also, the type of protein you eat is important. If most of your protein comes from animal foods, you are not only taking in excess amounts of saturated fats, but you are also triggering a number of chemical reactions that damage the lining of your vessels, acidify your blood, and spike inflammation throughout your system. Plant-based proteins do not have this effect on the body.

If you eat a whole-food, plant based diet, you will easily get enough protein, which should be about 10% of your daily caloric intake.

See chart on the next page.



# TOP 25 Vegan Protein SOURCES CHART



nutritional yeast  
5g



peanut butter  
7g



flax seeds  
5g



oats  
6g



barley  
5g



chickpeas  
14.7g



lentils  
16.2g



chia seeds  
5g



walnuts  
5g



tempeh  
33.7g



edamame  
18.5g



spirulina powder  
2g



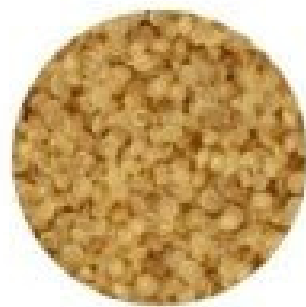
peas  
4g



sunflower seeds  
6g



pumpkin seeds  
8g



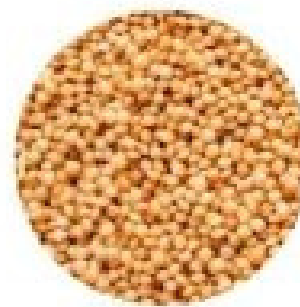
quinoa  
8g



tofu  
21.8g



cashews  
5g



amaranth  
9g



black beans  
16g



kidney beans  
14g



hemp seeds  
9.5g



soybeans  
31g

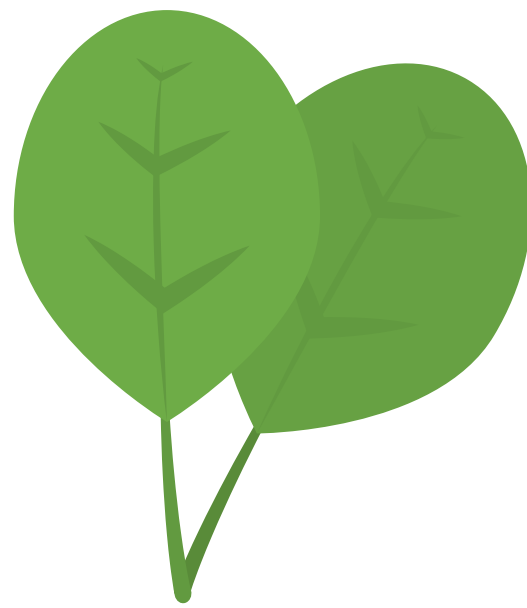


tvp  
12g



almonds  
6g

GUIDETOVEGAN.COM



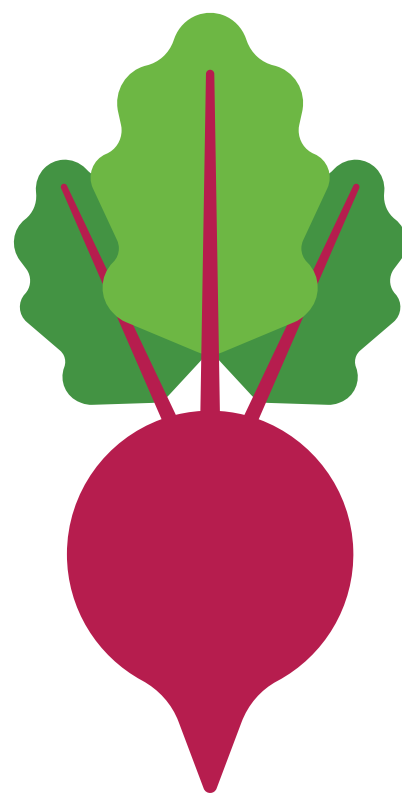
## #5 Eating vs. Drinking Calories

During the Jumpstart, we ask that you stick to water ONLY (coffee and tea are ok). Why? This is another issue of calorie density. Most Americans take in between 400 and 700 calories on average per day from liquid sources. That is roughly 30 to 40% of their daily caloric needs: heavily sweetened tea, wine, beer, mixed drinks, milk, fruit juices, soda, flavored waters, coffee with cream and sugar, energy drinks, and smoothies are loaded with extra calories. In fact, some milkshakes can carry over 1000 calories in one glass. Even a Starbucks fruit smoothie with non-fat milk packs 260 calories.

Need a break from plain water? Try seltzer water, herbal tea, or decaffeinated coffee.



**Total Daily Calories From Beverages: 848 calories**



## #6 Limiting the Big 3

Our bodies crave salt, sugar, and fat because we need all three to survive. We know this. Tragically, the food industry knows this, too, which is why they continue to create highly processed foods that are overloaded with salt, sugar, and saturated fats.

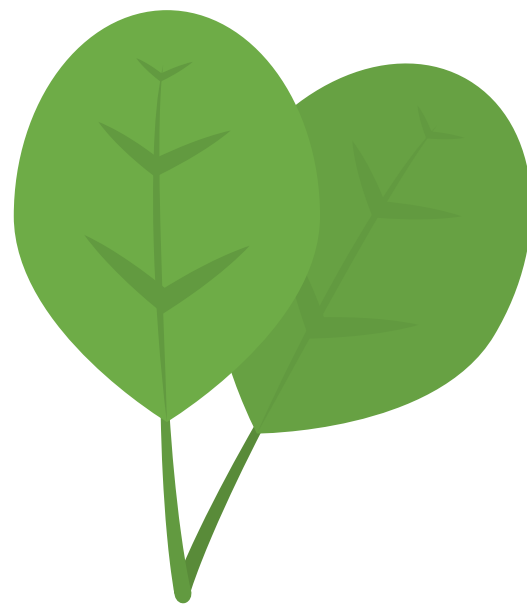
Why do we crave it? Salt is needed to regulate homeostasis and fluid levels in the body; sugar is fuel for the cells and brain; fat is a primary energy source and its components, fatty acids, support the basic functions of our body. Because we require all three in some form to survive, our taste buds and cravings have been finely tuned to drive us to find these in our environment. What's more, when we taste these components in our food, our brains tell us "get as much as possible!" In fact, the same dopamine release system in our brains that are triggered by cocaine are also stimulated by salt, sugar, and fat. This is where we get into trouble, as excess amounts of salt, sugar, and fat undermine our health and are associated with a variety of disease states: hypertension, heart attacks, strokes, dementia, kidney disease, obesity, Type 2 diabetes, and tooth decay, to name a few.

**Sugar:** On average, Americans consume four to five times the amount of sugar we should in a day. The USDA recommends no more than 9 teaspoons of added sugar, which is in one 12 oz. can of soda. We are going to stick to a small amounts of maple syrup and honey this week.

**Salt:** When it comes to salt, most of us eat three times as much as we should. The USDA recommends 1500mg of sodium; the average American takes in 4500mg. Most of our salt comes from processed foods and breads. This week you should avoid adding salt to your food while cooking. If you need to shake a bit on at the table, that is ok.

**Fat:** The amount of fat we need is constantly being debated. Most people in our country eat 30 to 50% of their calories in the form of fat, many of them saturated (the fat associated with disease and obesity.) This week we want to get that down to 10 to 15% of total calories. Our fats are going to be the ones found naturally in whole foods. So, if you want a few olives, eat them. Do not eat olive oil. If you want a few almonds, great, but we do not want you diving into a jar of almond butter.

Stick to these rules:



## LABEL READING GUIDE

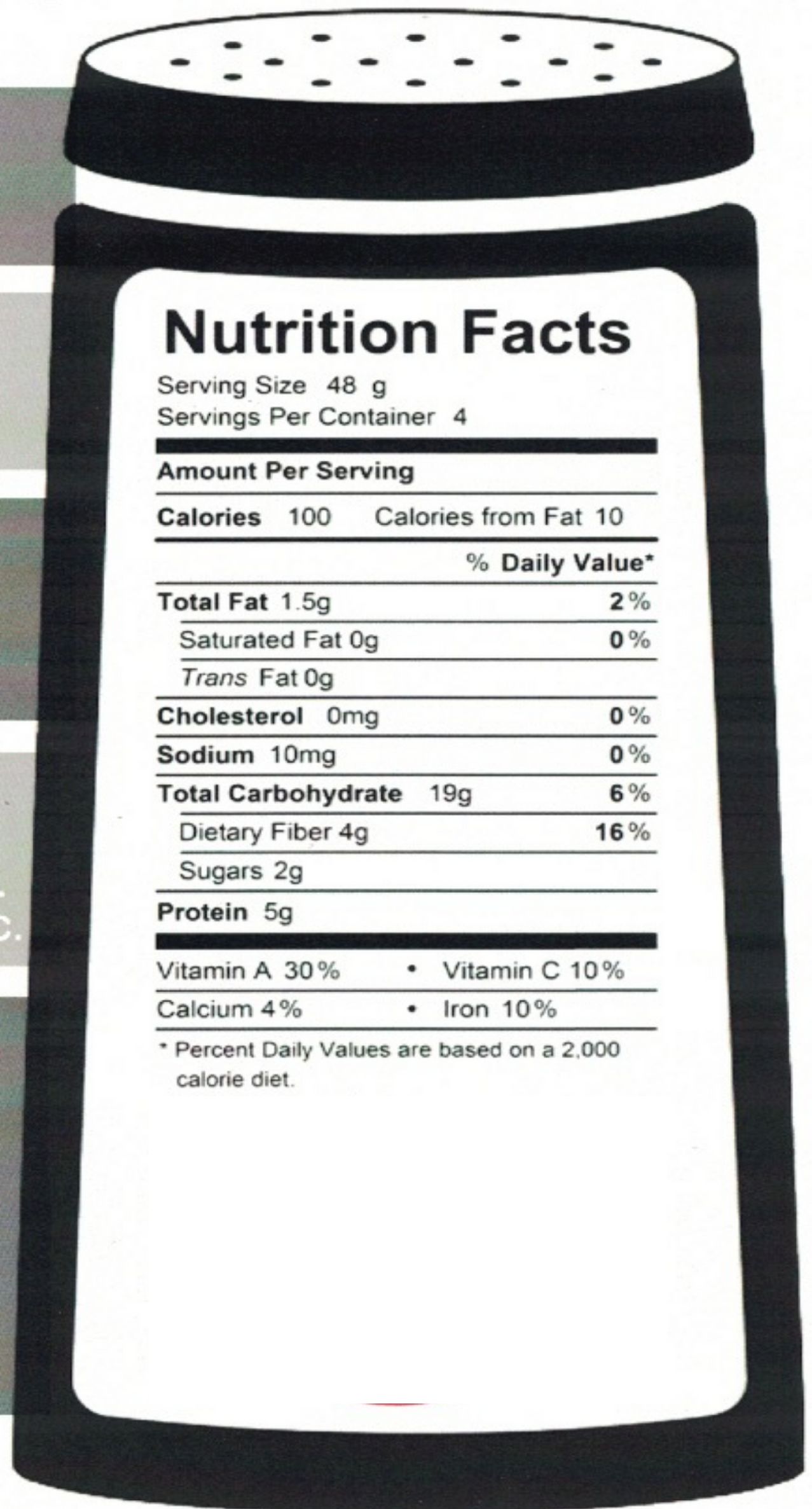
**Calories from Fat:**  
25% or less  
of total calories

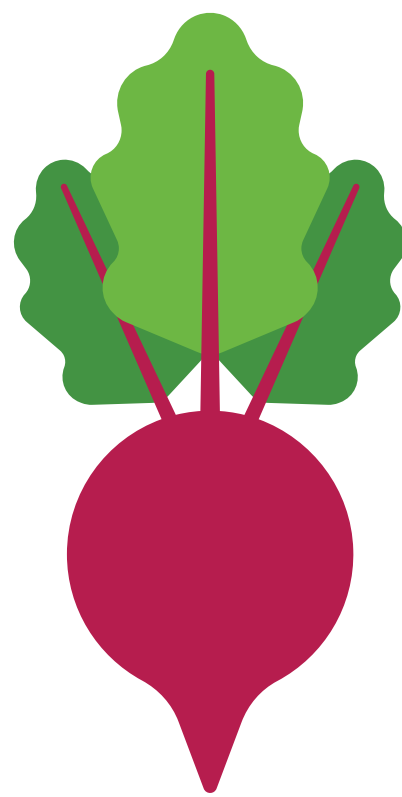
**Sodium:**  
Calories/Sodium  
Ratio = 1:1 or less  
Exception: Condiments

**100% Whole Grain**  
Look for the words:  
cracked, whole,  
rolled or stoneground

**Sweeteners:**  
Should not be in the  
first three ingredients.  
Sugar, cane syrup etc.

**Ingredients list:**  
Skip products that  
include - oil of any  
kind, shortening,  
high fructose corn  
syrup, eggs, milk,  
butter, casein,  
meat, poultry, fish.





## #7 Move

Let's think of exercise as the icing on the cake. Any purposeful movement that you engage in this week will enhance all that you are doing with your nutrition. Exercise speeds up your metabolism, enhances mood, and benefits your entire physical body in myriad ways.

The good news is that you do not need to exercise as much as you think. In the Journal of the American College of Cardiology, a study showed that a five minutes of running per day can lower the risk of premature death.

So, whatever activity you choose, just do it. What is optimal? The Center for Disease Control suggests at least 30 minutes a day, 5 days a week of aerobic activity and 2 days a week of strength training for adults.

From the CDC:

### How much activity do I need?

#### Moderate-intensity aerobic activity

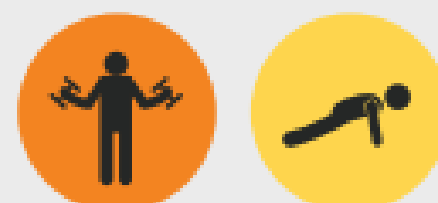
Anything that gets your heart beating faster counts.



AND

#### Muscle-strengthening activity

Do activities that make your muscles work harder than usual.



Tight on time this week? **Start with just 5 minutes.** It all adds up!



Keep it  
simple!

Sample Menu

The key this week is not to not have to overthink or try to plan out each meal. Just keep it simple: breakfast grains for breakfast, flats and leftovers for lunch, and stews and bowls for dinner. Here are some suggestions that you can use multiple times during the week. Be sure to check out the resources on the following pages. Mix and match to discover what you like best:

<b>Breakfast</b>  <i>Mostly whole grains with toppings.</i>	Oatmeal with bananas, apples, and almond milk.	Steel-cut oats with frozen berries and honey.	Raw oats mixed with your favorite healthy cereal*, fruit, with oat milk.	Fruit bowl with a drizzle of maple syrup and almond milk topped with a few crushed walnuts.
<b>Lunch</b>  <i>Flats, pockets, and leftovers.</i>	Pita stuffed with no-oil hummus*, red onion, green pepper, and lots of arugula.	Open faced whole grain bread with sprouts, avocado, shredded carrots, radishes, and mustard.	Leftover chili topped with fresh spinach. Toasted pita triangles for dipping.	Open-faced dark rye bread with roasted red peppers, steamed kale, cucumber, apples slices, and OMG walnut garlic sauce.*
<b>Dinner</b>  <i>Bowls and stews.</i>	Buddha Bowl: rice, beans, steamed greens, baked sweet potatoes cubes, with green goddess dressing.*	Lentil chili and steamed greens with toasted corn tortilla "chips."	Indian Bowl: curried chick peas, quinoa, romaine spears, roasted Brussel sprouts, and sautéed veggies with tahini drizzle.*	Southwest Bowl: black beans, rice, corn salsa*, tomato salsa, mango salsa*, chopped Romaine lettuce, and avocado slices.
<b>Snack</b>	Toasted pita triangles dipped in oil-free hummus and a banana.	Avocado toast with apple slices.	Air popped popcorn with nutritional yeast and soy sauce sprinkles.	A bowl of your favorite healthy cereal with an alternative milk and fruit.



Keep it  
simple!

**\*Healthy Cereals:**

Avoid anything with oil or sugars. Here are some of our favorites:

- Ezekiel 4:9 Sprouted Grain Cereal
- Nature's Path Organics Multi Bran Flakes or Heritage Flakes
- Barbara's Shredded Wheat
- Arrowhead Mills Spelt Flakes
- Uncle Sam's Cereal
- Grape Nuts
- Kashi 7 Whole Grain Puffs
- 

**\*No Oil Hummus:**

Drain a can of chick peas and place in a food processor with a ½ a clove of garlic, salt, pepper, a tablespoon of tahini (no more), and the juice of one lemon. Puree. Add little splashes of water to get the consistency you want. You can use any canned bean.

**\*OMG Walnut Sauce:**

Drop two cups of raw walnuts into a food processor with a clove of garlic. Squeeze the juice of half a lemon in, as well. Puree while adding water by the tablespoon until it reaches a smooth, creamy texture.

**\*Green Goddess Dressing:**

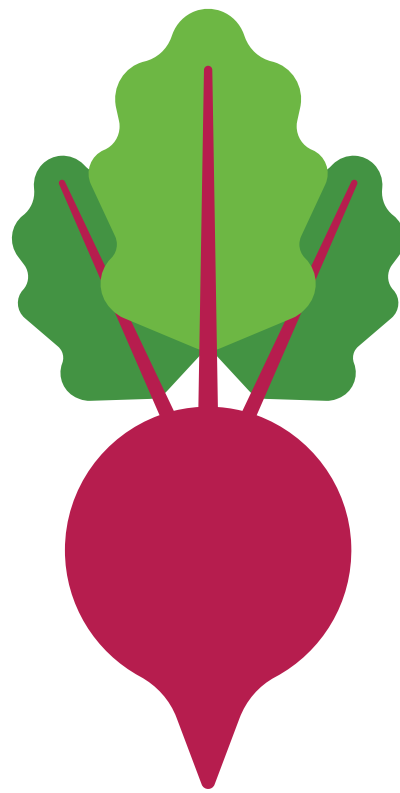
Soak a cup of raw cashews in water for at least an hour. In food processor, place cashews, a small handful of fresh parsley, a drizzle of balsamic vinegar, and a tsp. of nutritional yeast and the juice of half of a lemon. As you puree, add little splashes of water to get the consistency you want. Use sparingly due to high fat content.

**\*Tahini Drizzle:**

Tahini is sesame butter, so go easy on this: only drizzle a little bit on foods! Place ½ cup of tahini, a dash of garlic powder, some lemon juice, and a couple of tablespoons of water into a food processor. As you puree, add more water until you have the consistency of a salad dressing. Use sparingly due to high fat content.

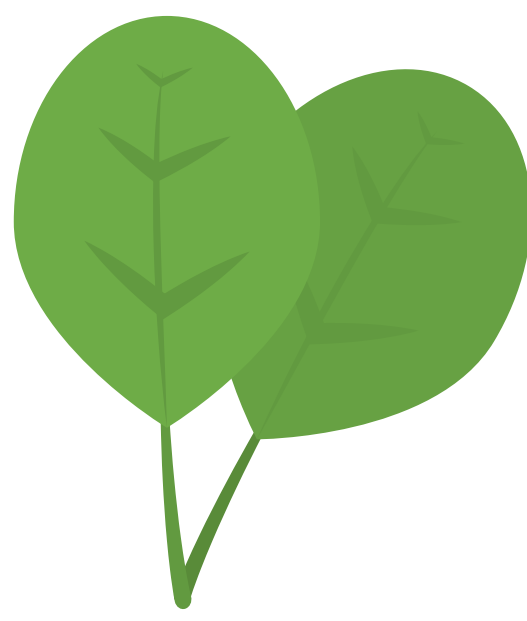
**\*Corn Salsa:**

Empty a 12oz. bag of frozen corn into a colander and run under warm water until defrosted (can still be cold.) Place in a medium sized bowl. Finely chop half a red onion and add to bowl along with the juice of a lime and its zest. Add salt and pepper to taste.



\*Mango Salsa:

Empty a 16oz. bag of frozen mangoes into a colander and run under warm water until defrosted (can still be cold.) Chop into mini cubes. Place in a medium bowl. Finely chop two scallions and add to bowl along with the juice of a lime and its zest.



## The Plant-Based Pantry

By no means do you need all of the following food items. However, we find it helpful to have certain “staples” in our cupboard ready to go. Again, the thought here is to not make this too complex...just whole food items ready to be thrown together to make a hearty bowl, soup, stew, or sandwich.

### legumes

- black beans
- kidney beans
- refried beans
- cannellini beans
- pinto beans
- garbanzo beans
- lentils
- oil-free hummus

### veggies

- greens
- salad fixings
- tomatoes
- mushrooms
- onions
- peppers
- frozen veggies
- canned tomatoes
- carrots

### fruit

- citrus fruit
- bananas
- frozen fruit
- pears
- grapes
- berries
- apples
- kiwis
- mangos

### grains/ starches

- brown rice
- quinoa
- potatoes
- old-fashioned oats
- steel-cut oats
- whole-grain pasta
- whole-grain pita
- whole-grain bread
- corn tortilla

### cha cha

- balsamic vinegar
- BBQ sauce
- sriracha sauce
- ketchup
- mustard
- nutritional yeast
- avocado
- walnuts
- flax meal
- chia seeds
- salsa

### spices

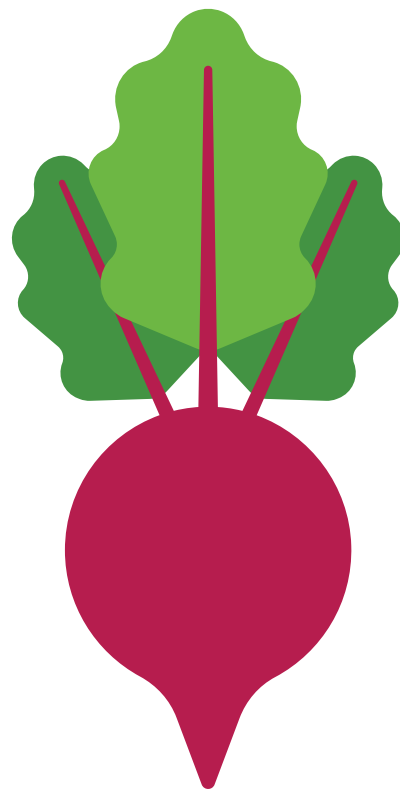
- Italian spices
  - garlic
  - basil
  - oregano
  - thyme
- Mexican spices
  - cumin
  - chili powder
  - smoked paprika
  - cilantro
- Indian spices
  - turmeric
  - ginger
  - curry

### spices

- Thai spices
  - lemongrass
  - mint
  - Thai basil
  - ginger
  - lime
- Oatmeal spices
  - cinnamon
  - nutritional yeast
  - turmeric
  - vanilla
  - pumpkin pie spice

### misc.

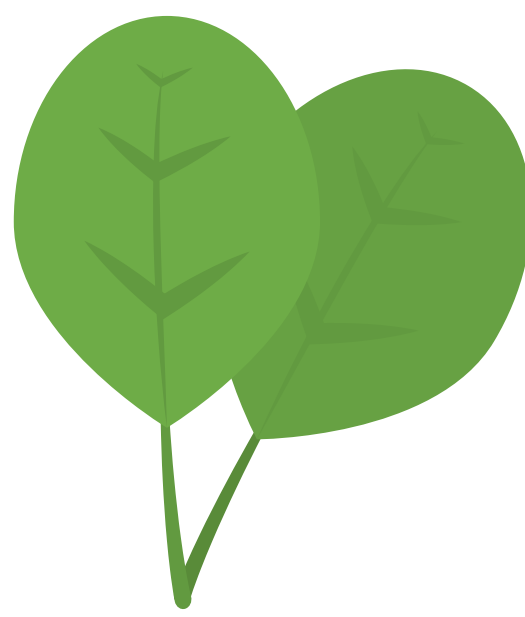
- herbal tea
- sparkling water
- parchment paper
- aluminum foil
- plant-based milks
- apple sauce
- spices



How can I make  
this super simple?

## The Bowls and Flats Solution

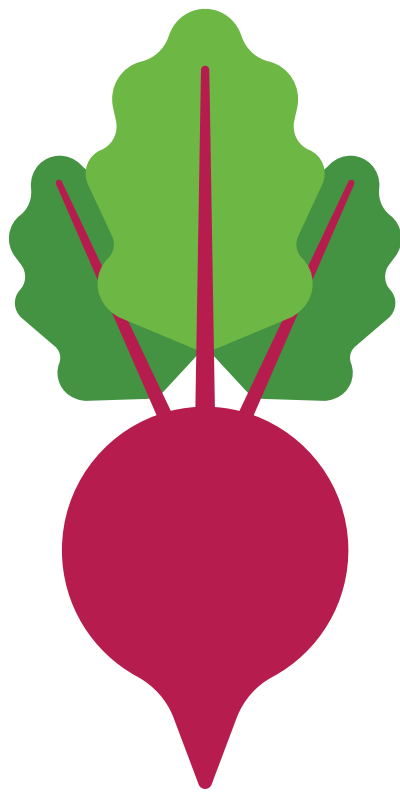
Special thanks to Plant-Strong, the No Meat Athlete, and Physicians' Committee for Responsible Medicine for the following batch of great graphics. Again, combine these simple components to make amazing plant healthy meals.



# ThePowerPlate.org

Powerful for:  Heart Disease  Diabetes  Weight Control  Cancer

PhysiciansCommittee  
for Responsible Medicine

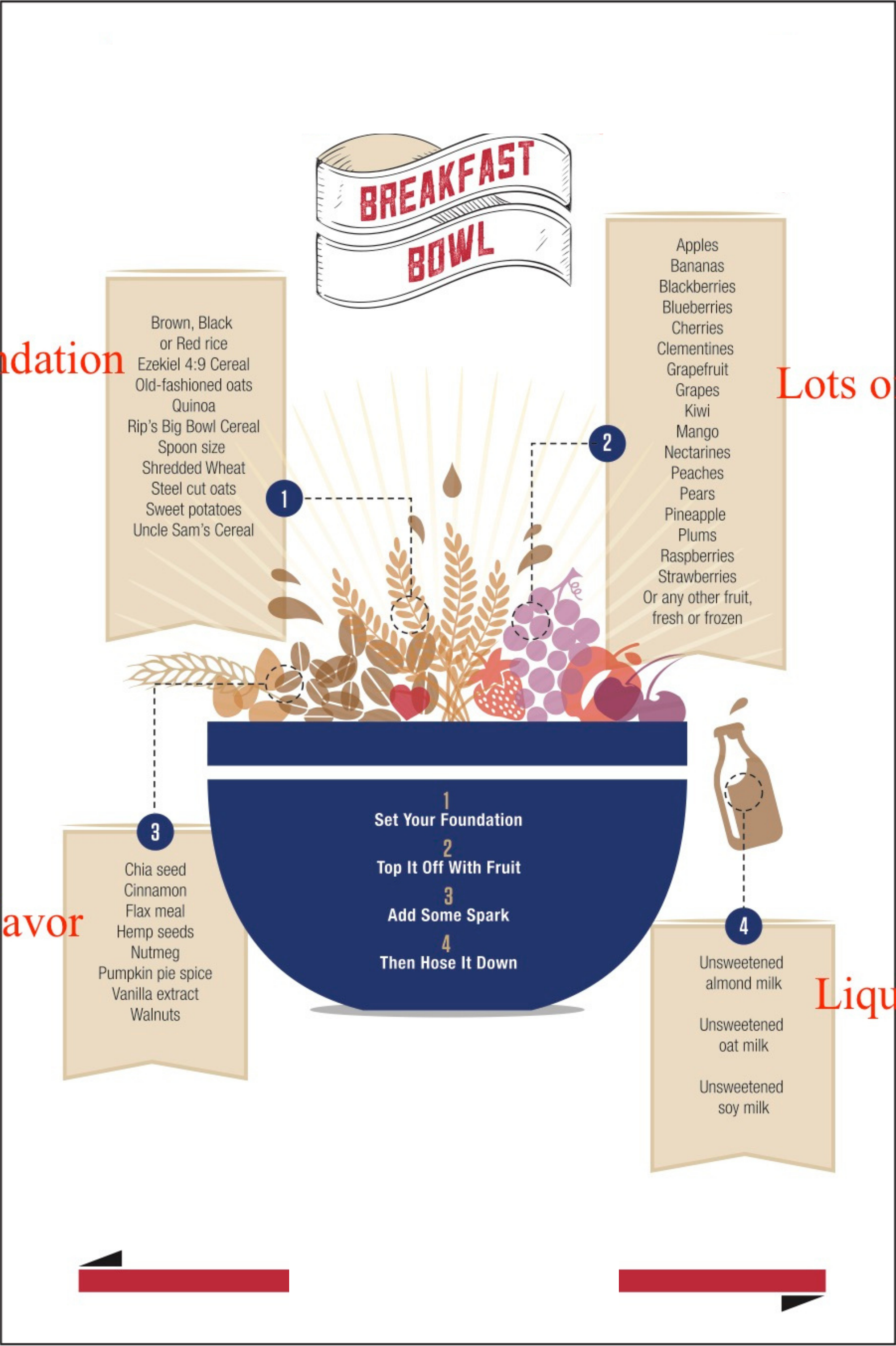


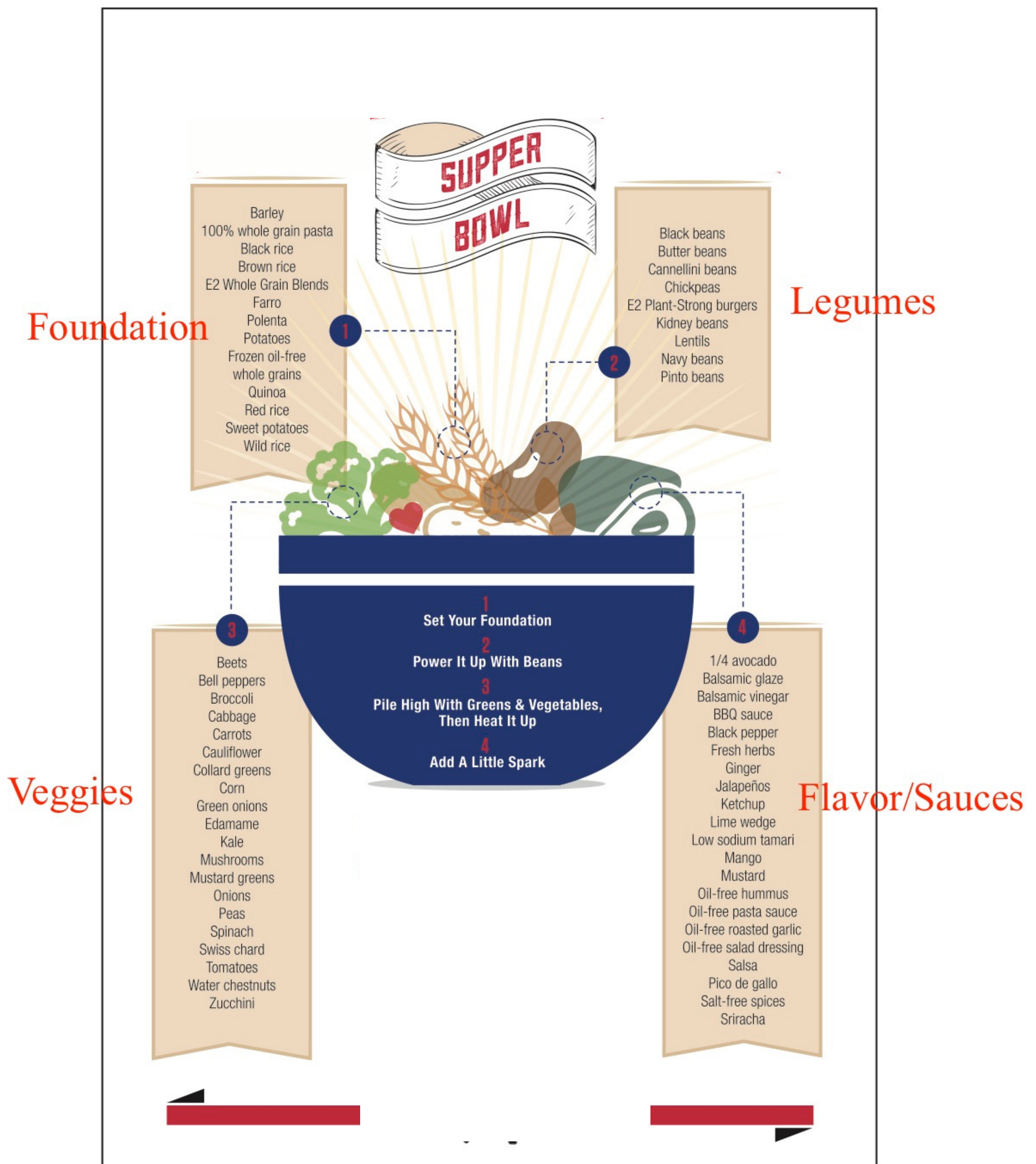
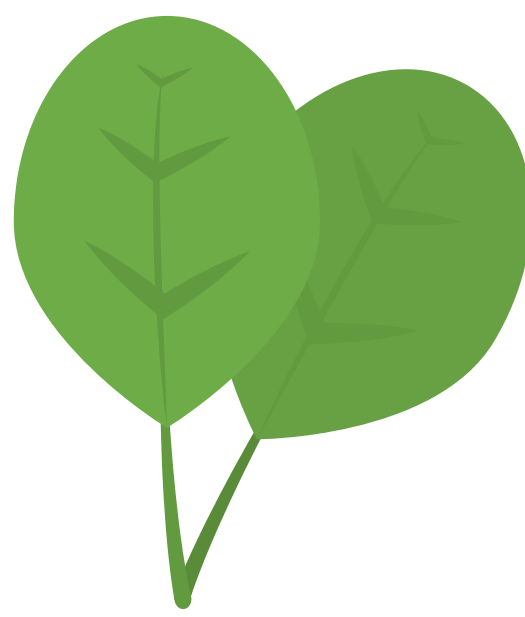
Foundation

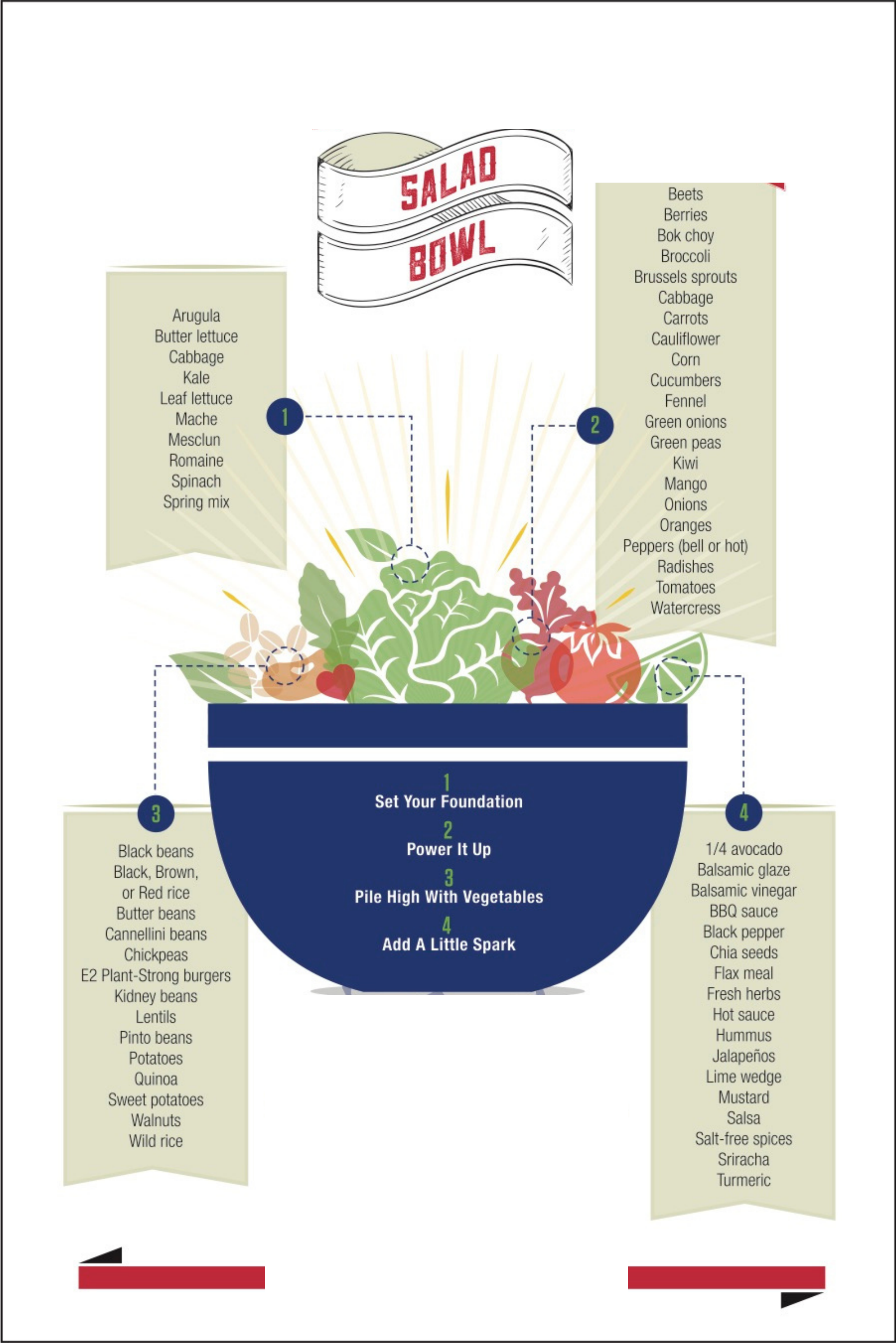
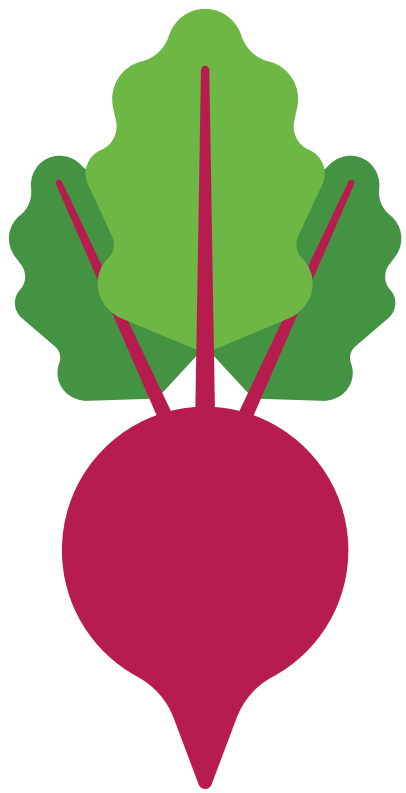
Lots of Fruit

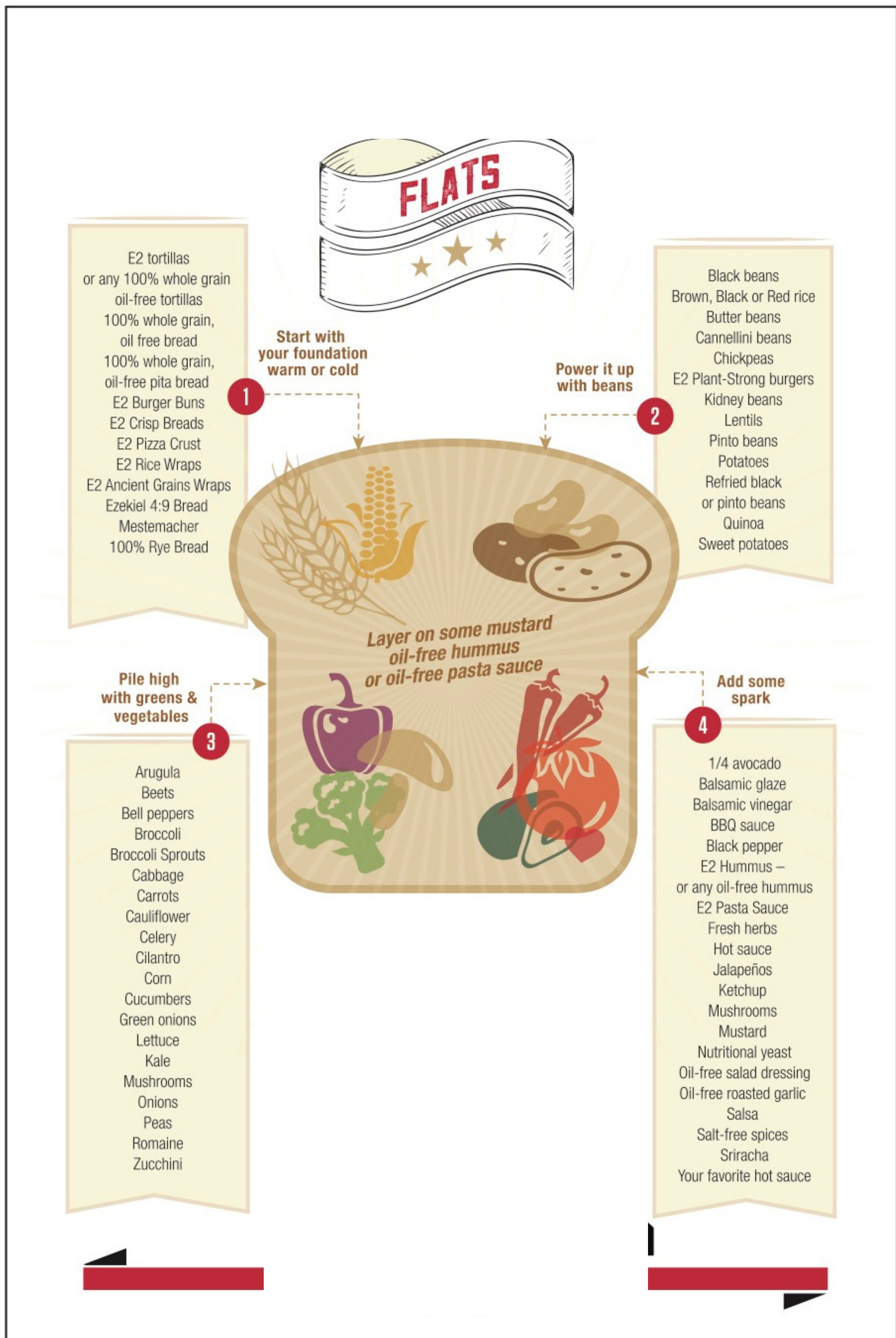
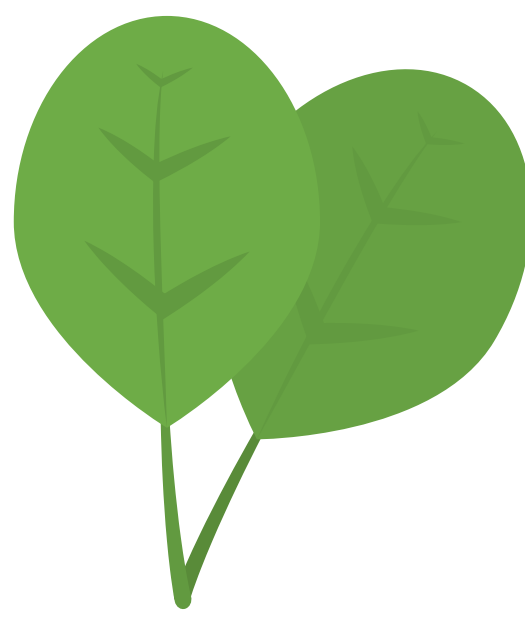
Flavor

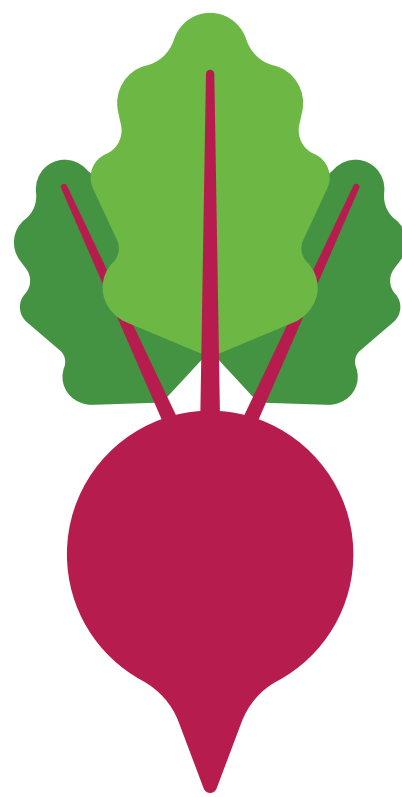
Liquid











## GIANT SALAD

### WITH BEANS & NUT-BASED DRESSING

For lunch, start with a big bowl of greens, throw on beans, mix in a bunch of other veggies, and top it off with a nutbased dressing like cashew ranch or tahini-garlic. In a salad you can include:

- **Greens.**
- **Cruciferous Vegetables.**
- **Onions** (pickled, scallions, etc.)
- **Beans.**
- **Nuts & Seeds.**
- **Turmeric.**
- **Fruits.**
- **Whole Grains.**

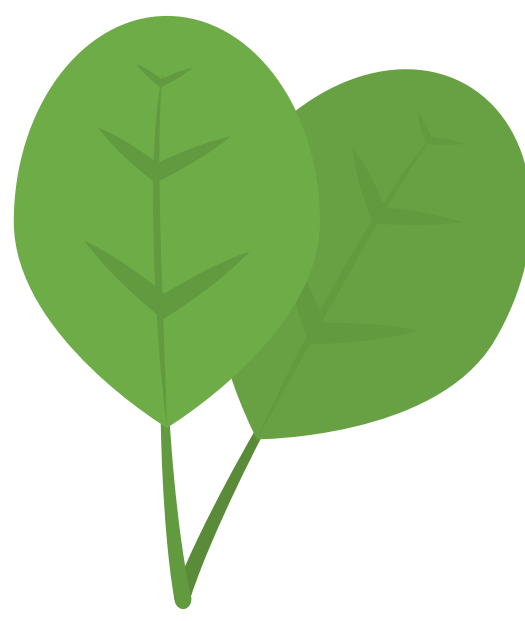


## A GRAIN, A GREEN & A BEAN

When you structure your dinner around a grain, a green, and a bean, the options are endless. Think burritos and tacos, soups, pastas, and curries, and try to always work in onions or garlic. Here are just a few of the foods you can get in this meal:

- **Whole grains.**
- **Greens.**
- **Beans.**
- **Onions & Garlic.**
- **Mushrooms.**
- **Turmeric.**
- **Cruciferous & Other Vegetables.**
- **Nuts & Seeds** (topping or dressing)





## **Congratulations on Joining the Esselstyn Foundation's 7 Day Plant-Based Challenge!**

Date: \_\_\_\_\_

Dear Doctor \_\_\_\_\_,

I am taking part in a 7 Day Plant-Based Challenge to improve my health. I have read many articles and watched documentaries about people achieving newfound health and combating chronic diseases by adopting a whole-foods, plant-based lifestyle, so I am giving it a try.

According to the American Heart Association, "Most vegetarian diets are lower in fat, saturated fat, and cholesterol than non-vegetarian diets. Studies have shown that vegetarians have lower risks of obesity, heart disease, high blood pressure, diabetes, and even some forms of cancer."

Are you willing to help monitor my progress?

During the week of \_\_\_\_\_, I will eat a healthy diet consisting of fruits, vegetables, whole grains, beans, and legumes. I will not be eating meat, dairy, eggs, or refined and processed foods. I will also avoid added sugars, processed oils, and salt.

Reported health benefits from this diet include reduction or elimination of some medications, reduced cholesterol, improved blood sugar, reduced blood pressure, weight loss, and improved overall energy. I would like your help in monitoring these.

Questions? Please visit the Scientific Evidence page, found on the American College of Lifestyle Medicine website, to review a wide array of studies that overwhelmingly support the efficacy of whole-food, plant-based nutrition for disease prevention, treatment, and, many times, even reversal: [www.lifestylemedicine.org](http://www.lifestylemedicine.org).

Thank you for considering.



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[www.esselstynfamilyfoundation.org](http://www.esselstynfamilyfoundation.org)