

pure
encapsulations®



The PureLean® Protocol

Healthy Weight Management† Program



Designed to support:

- Appetite and Mood Centers of the Brain*
- Cortisol Calming and Metabolic Function*
- Satiety and Healthy Glycemic Control*
- Carbohydrate and Lipid Metabolism*

†Provides weight management support as part of a healthy lifestyle with a reduced calorie diet and regular exercise.

*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

“ I love Pure Encapsulations products. They are very well tolerated by my multi-food sensitive patients and I have confidence that they contain the best quality ingredients. I monitor micronutrient levels after appropriate supplementation and have documented improved nutrient status of those who were previously deficient in one or more areas. Many of my patients have noticed improvements in specific clinical areas since incorporating my protocols.

I use PureLean® protein powders in my practice because finding high quality, convenient, lean protein is a challenge. Most protein drinks contain allergenic dairy-based proteins and artificial sweeteners, to which many individuals are sensitive. PureLean® protein powders have provided a valuable option for them. ”

Caroline J. Cederquist, MD, ABFP, ABBM

Founder and medical director of the Cederquist Medical Wellness Center in Naples, Florida, a comprehensive weight management and preventive medicine clinic devoted to addressing the special medical, psychological and life issues of those struggling with nutrition and weight issues.

“ We have been using the PureLean® protein powders in our Preventive Medicine, Nutrition and Weight Management practice with very positive results over the last several months. Our patients appear to have higher energy levels and improved satiety. PureLean® protein powder is also the logical and safe choice for those with food allergies and sensitivities. This is a fine, high quality product that all medical practices specializing in Nutrition and Weight Management should consider adding to their inventory. ”

Robert J. Tafuri, MD, DABFM, CMCM

Loretta Tafuri, PhD, MBA, RN

Co-Directors, Bariatric Associates of New England, LLC
New Haven, Connecticut

Factors Affecting Weight Gain

Body weight is influenced by multiple factors including genetics, diet, neurotransmitter function and physical activity. When excess weight is introduced, particularly in the midsection, complex interactions occur between these factors that can lead to increased health risks for cardiovascular disease, diabetes, sleep apnea and more. Elevated adrenal stress hormones are also associated with being overweight. These hormones interact with brain neurotransmitters, negatively impacting mood and appetite control. These compounding issues often derail efforts toward healthy weight management[†] leading to defeatism. When combined with a healthy diet and regular exercise, the PureLean[®] Protocol can support a proactive path back towards good health.*

Healthful Diet

The cornerstone of any healthy weight management[†] plan is a healthy diet, which should include whole foods with low glycemic value, including protein, essential fats, vegetables, high fiber fruit, whole grains and legumes. Further, many of these types of foods are more slowly digested, helping promote feelings of fullness. In a recent study, a higher protein and fiber diet offered statistically significant support for weight management[†] and lean body mass compared to a standard low-fat diet.

Other research has shown that diets higher in protein help preserve muscle mass during a weight management[†] program. In a recent study, individuals following a higher protein diet also reported more satisfaction and satiety when protein was increased to 20% of their total intake.

Additionally, current research has shown that the type and amount of carbohydrate and fat consumed can affect certain weight-related gene expression. A diet high in sugars, refined carbohydrates, starchy vegetables and refined vegetable oils promotes abdominal weight gain and visceral fat accumulation. Conversely, complex carbohydrates from unrefined food sources high in fiber and antioxidant phytonutrients can contribute to healthy glucose metabolism and healthy weight management[†].*

[†] Provides weight management support as part of a healthy lifestyle with a reduced calorie diet and regular exercise.



Healthful Diet [continued]

Essential fatty acids (EFAs) are particularly important for weight management[†] programs. The optimal omega-6 to omega-3 intake ratio should be between 1:1 and 3:1, a stark contrast to the average American diet which can be between 12:1 and 20:1. This overload of omega-6 fats typically comes from processed oils in the diet, including refined vegetable oils, vegetable shortening, margarine and hydrogenated fats. Diets high in omega-3 fats promote healthy weight and metabolism, as well as cardiovascular system function. Furthermore, new research suggests that omega-3 fatty acids can also support satiety.*

Below are some basic food lists to guide your meal and menu preparation.

Choose Healthful Foods

- Fruits and phytonutrient-rich berries
- Non-starchy vegetables (leafy greens and brightly colored vegetables)
- Lean meat
- Free-range eggs (fortified with omega-3)
- Fish and seafood
- Unrefined extra virgin olive oil and flaxseed oil
- Legumes and lentils
- Whole grain flour (whole wheat, brown rice or other whole grain breads, pasta and cereals)
- Skim or 1% dairy (milk, cheese and yogurt)
- Raw nuts and seeds

Limit Unhealthful Foods

- Enriched white flour (savory snacks, white bread, white pasta)
- White rice, white potato
- Sugar or high fructose corn syrup (candy, soda)
- Fast foods
- Partially hydrogenated oils (shortening, margarine)
- Refined vegetable oils (corn, safflower, sunflower, canola, lite olive oil)
- Meats with saturated fat (untrimmed meat, processed meats)
- Whole fat dairy (milk, cream, cheese and butter)
- Artificial sugars and sweeteners

Exercise

All weight management[†] programs must include regular exercise. Thirty minutes per day, 5 days per week is recommended and can include brisk walking or light to moderate aerobic activity (cycling, swimming, treadmill, etc.).

For those who are newer to exercise, begin slowly and gradually to increase your exercise tolerance and improve fitness. Resistance training, such as lifting light weights, helps build muscle, sculpting and strengthening the body. It is always recommended that a physician be consulted prior to beginning any new exercise program.

The health benefits of regular exercise when combined with a healthy diet:

- Prevents loss of lean body mass (muscle tissue) versus dieting alone.
- Improves the ratio between lean body mass and body fat.
- Increases metabolic rate or the ability to burn calories and maintain this rate for 24 hours or more. Conversely, dieting alone actually slows metabolic rate, making weight management progress more difficult.
- Reduces adrenal stress hormones.
- Acts as a natural mood elevator by releasing endorphins.
- Promotes the release of toxins from the body.



[†] Provides weight management support as part of a healthy lifestyle with a reduced calorie diet and regular exercise.

PureLean® Healthy Weight Management† Program

More and more research now indicates that dietary supplements may support healthy weight management† programs by promoting satiety and metabolic activity. In one randomized, double blind, placebo-controlled study involving 96 obese subjects, multivitamin supplementation supported lean body mass and healthy lipid metabolism. Another study revealed that regular multivitamin use in combination with a weight management† program provided statistically significant support for satiety. Optimal calcium and magnesium intake have also been associated with weight maintenance, as well as healthy glucose and fat metabolism. Further, a study involving 1127 overweight and obese subjects indicated that alpha lipoic acid supported weight management† and body composition. Additional research suggests that chromium supports appetite regulation and cravings.*



PureLean® Vegetarian Protein Beverage

Available in the Following Versions:

- PureLean® Protein Blend Vanilla Bean Flavor
- PureLean® Protein Blend Chocolate Flavor
- PureLean® Protein Blend Vanilla Bean Flavor (with stevia)
- PureLean® Protein Blend Basics Vanilla Bean Flavor (with stevia)

Features for All PureLean® Protein Blends include:

- ✓ 15 grams vegetarian protein from a rice, pea, hemp and chia blend
- ✓ 3 g fiber
- ✓ 250 mg omega-3 fatty acids from chia and hemp
- ✓ Superfruit antioxidant blend of coffee berry, acerola, camu camu, quercetin, açai and mangosteen

PureLean® Protein Blend Vanilla Bean and Chocolate Flavors: Provide a full multivitamin and mineral core and are lightly sweetened with natural organic cane juice.

PureLean® Protein Blend Vanilla Bean Flavor (with stevia): Contains 120 mg stevia per serving with no added sugars and a full multivitamin and mineral core.

PureLean® Protein Blend Basics Vanilla Bean Flavor (with stevia): Contains 120 mg stevia per serving with no added sugars and does not contain a vitamin and mineral core.

PureLean® Protein Blend

Vanilla Bean flavor (V)

Chocolate flavor (C)

Vanilla Bean (with stevia) (VS)

Basics Vanilla Bean (with stevia) (B)

1 scoop contains:

calories	V, C: 130	VS, B: 90
calories from fat		15
fat		2 g
saturated fat		< 0.5 g
sodium	V, VS, B: 220 mg	C: 200 mg
carbohydrate	V: 13 g	C: 15 g
dietary fiber		3 g
sugars	V: 8 g	C: 10 g
protein		15 g
vitamin A (as palmitate)		1,500 i.u.
vitamin C (from calcium ascorbate)		30 mg
calcium (glycinate)		250 mg
iron (naturally occurring)		1 mg
vitamin D ₃		400 i.u.
d-alpha tocopherol acetate (vitamin E)		15 i.u.
vitamin K ₁		40 mcg
thiamine (mononitrate) (B ₁)		0.75 mg
riboflavin (B ₂)		0.85 mg
niacinamide		10 mg
pyridoxine HCl (B ₆)		1 mg
folic acid		200 mcg
methylcobalamin (B ₁₂)		3 mcg
biotin		150 mcg
pantothenic acid (calcium pantothenate) (B ₅)		5 mg
phosphorus (naturally occurring)		100 mg
iodine (potassium iodide)		75 mcg
magnesium (glycinate)		100 mg
zinc (glycinate)		7.5 mg
selenium (selenomethionine)		35 mcg
chromium (niacininate)		60 mcg
potassium (naturally occurring)		30 mg
superfruit antioxidant blend		100 mg
(from coffee berry, acerola, camu camu, quercetin, açai and mangosteen)		
stevia (Vanilla Bean (with stevia) and Basics (with stevia))		120 mg

other ingredients: pea protein isolate, rice protein concentrate, organic evaporated cane juice, hemp protein concentrate, natural flavors, apple pectin, white chia seed meal; chocolate also contains cocoa powder; vanilla bean (with stevia) and basics (with stevia) do not contain organic evaporated cane juice

serving size: Vanilla Bean flavor: 34 g. (1 scoop)

Chocolate flavor: 37 g. (1 scoop)

Vanilla Bean (with stevia): 27 g. (1 scoop)

Basics (with stevia): 25 g. (1 scoop)

servings per container: 20

****Warning: Very low calorie protein diets (below 400 calories per day) may cause serious illness or death. Do not use for weight reduction in such diets without medical supervision.**

	quantity	order code
PureLean® Protein Blend Vanilla Bean Flavor	680 g.	PLV6
PureLean® Protein Blend Chocolate Flavor	740 g.	PLC7
PureLean® Protein Blend Vanilla Bean Flavor (with stevia)	540 g.	PLVSS
PureLean® Protein Blend Basics Vanilla Bean Flavor (with stevia)	500 g.	PLVSB5

† Provides weight management support as part of a healthy lifestyle with a reduced calorie diet and regular exercise.





PureLean® Pure Pack

DAILY PACKET

Indications:

- ✓ Support for healthy glucose metabolism, lipid utilization, and weight management as part of a healthy lifestyle with a reduced calorie diet and regular exercise*

Vitamin/Mineral Distinctions:

- ✓ 3 capsules of PureLean® Nutrients featuring Metafolin® L-5-MTHF and enhanced bioactivity Chromium 454® for healthy metabolic function*
- ✓ PureWay-C® rapidly absorbed vitamin C, providing support for healthy C-reactive protein (CRP) and lipid balance*

Special Features:

- ✓ Metabolic synergists for healthy glucose utilization, including *alpha lipoic acid*, *cinnamon*, and *L-carnosine**
- ✓ Fat metabolism support with *taurine*, *green tea* and *pterostilbene**
- ✓ Omega-3 fatty acids for healthy PPAR receptor function, supporting glucose and lipid homeostasis via healthy gene expression*
- ✓ Cortisol calming support with *Sensoril® ashwagandha*, *L-theanine*, *magnolia* and *rhodiola* to moderate occasional stress and maintain healthy cortisol and metabolic function*

PureLean® Pure Pack

PureLean® Nutrients

3 vegetable capsules contain:

ascorbyl palmitate (fat-soluble vitamin C)	60 mg.
vitamin C (1:1 ratio of ascorbic acid and PureWay-C®)	250 mg.
calcium (citrate)	75 mg.
vitamin D ₃	1,000 i.u.
d-alpha tocopherol succinate (vitamin E)	50 i.u.
vitamin K ₁	50 mcg.
thiamine HCl (B ₁)	12.5 mg.
riboflavin (B ₂)	12.5 mg.
riboflavin 5' phosphate (activated B ₂)	6.25 mg.
niacin	12.5 mg.
niacinamide	25 mg.
pyridoxine HCl (B ₆)	6.25 mg.
pyridoxal 5' phosphate (activated B ₆)	6.25 mg.
folate (as Metafolin®, L-5-MTHF)	.400 mcg.
methylcobalamin (B ₁₂)	.250 mcg.
biotin	1.5 mg.
pantothenic acid (calcium pantothenate) (B ₅)	25 mg.
iodine (potassium iodide)	100 mcg.
magnesium (citrate)	75 mg.
zinc (citrate)	7.5 mg.
selenium (selenomethionine)	35 mcg.
copper (glycinate)	1 mg.
manganese (citrate)	1 mg.
chromium	200 mcg.
(1:1 ratio of chromium polynicotinate and chromium 454®)	
potassium (citrate)	50 mg.
boron (glycinate)	1 mg.
vanadium (as bis-glycinato oxo vanadium)	50 mcg.
choline (bitartrate)	50 mg.
inositol	62.5 mg.
mixed carotenoids	3,750 i.u.
(providing beta carotene, lycopene, lutein and zeaxanthin)	
MacularSynergy Complex	
lutein	3 mg.
zeaxanthin	500 mcg.
Metabolic GlycoPlex	
alpha lipoic acid (thioctic acid)	150 mg.
cinnamon	50 mg.
(cinnamomum cassia) (dried bark) (10-15:1)	
L-carnosine	25 mg.
(beta-alanyl-L-histidine)	

Take 1 packet per day (7 capsules), with a meal.
Do not take if pregnant or lactating.

PureLean® Pure Pack



Metabolic LipidPlex
 taurine (free-form) 150 mg.
 green tea (camellia sinensis) extract (leaf) 50 mg.
 (providing 23% epigallocatechin gallate (EGCG))
 pterocarpus marsupium 25 mg.
 extract (tree) (standardized to contain 5% pterostilbene)
 (hypo-allergenic plant fiber added to complete capsule volume
 requirement)
 other ingredients: vegetable capsule

EPA/DHA essentials
1 softgel capsule contains:
 calories 10
 calories from fat 10
 total fat 1 g.
 fish oil concentrate (anchovies, sardines) 1,000 mg.
 providing:
 EPA (eicosapentaenoic acid) 300 mg.
 DHA (docosahexaenoic acid) 200 mg.
 vitamin E (d-alpha-tocopherol) 10 i.u.
 other ingredients: gelatin capsule

Cortisol Calm
1 vegetable capsule contains:
 vitamin D₃ 400 i.u.
 Sensoril® 250 mg.
 ashwagandha (withania somnifera) extract (root and leaf)
 rhodiola rosea extract (root) 125 mg.
 (standardized to contain 3% total rosavins and min. 1%
 salidroside)
 magnolia officinalis extract (bark) 100 mg.
 (standardized to contain 2% honokiol)
 l-theanine 50 mg.
 ascorbyl palmitate (fat-soluble vitamin C) 10 mg.
 other ingredients: vegetable capsule

Magnesium (citrate)
1 vegetable capsule contains:
 magnesium (citrate) 150 mg.
 ascorbyl palmitate (fat-soluble vitamin C) 11 mg.
 other ingredients: vegetable capsule

Alpha Lipoic Acid 600 mg.
1 vegetable capsule contains:
 alpha lipoic acid (thioctic acid) 600 mg.
 ascorbyl palmitate (fat-soluble vitamin C) 30 mg.
 (hypo-allergenic plant fiber added to complete capsule volume
 requirement)
 other ingredients: vegetable capsule

quantity	order code
30 packets	PPPB3

Sensoril is protected under U.S. Patent 6,713,092 and is a trademark of Natreon, Inc.
 Suntheanine® is a registered trademark of Taiyo International, Inc.
 CinSulin® is a registered trademark of Tang-An Medical, Ltd. Manufactured under U.S. Patent 6,200,569.
 Chromium 454® is a registered trademark of VDF FutureCeuticals, Inc, used under license.
 Metafolin® is a registered trademark of Merck KGaA, Darmstadt, Germany.
 FloraGLOSM is a registered trademark of Kemin Industries, Inc.
 Zeaxanthin is sourced from OPTISHARP™ brand. OPTISHARP™ is a trademark of DSM Nutritional Products, Inc.



PureLean® Fiber

two scoops (14.3 grams) contain:

calories	40
sodium	15 mg.
carbohydrate	8 g.
dietary fiber	6 g.
protein	1 g.
magnesium (citrate)	100 mg.

other ingredients: CreaFibe cellulose, Sunfiber® partially hydrolyzed guar gum, flax seed fiber, xylitol, glucomannan, rice bran (defatted), prune powder, apple pectin, Lo Han (Momordica grosvenori) fruit extract.

1–3 servings per day, mixed with a beverage. Adequate water intake is recommended.

Not to be taken by pregnant or lactating women.

	quantity	order code
PureLean® Fiber	343 g.	PLF3

PureLean® Fiber

- ✓ Powdered blend of soluble and insoluble fibers to promote satiety, healthy glycemic response, regularity and weight management**
- ✓ Provides a minimum of 6 grams soluble and insoluble fiber per serving*
- ✓ Slows the rate of digestion by absorbing water and adding bulk to promote satiety and nutrient absorption*
- ✓ Supports weight management† by enhancing satiety, as indicated in an 8-week double blind trial involving glucomannan*
- ✓ Promotes healthy lipid metabolism and healthy glycemic control*
- ✓ Maintains abdominal comfort, GI motility and bowel regularity*

Sunfiber® is a registered trademark of Taiyo International, Inc.



The PureLean® Protocol

Product	Features	Rec Dosage
PureLean® Pure Pack PPPB3 (30 packets)	Comprehensive daily weight management† support packet* Includes multivitamin/mineral core (PureLean® Nutrients), omega-3 fish oils (EPA/DHA Essentials) and enhanced support for healthy cortisol levels*	1 packet daily
PureLean® Protein Blend PLV6 (vanilla; 20 svgs) PLC7 (chocolate; 20 svgs) PLVS5 (stevia/vanilla; 20 svgs) PLVSB5 (stevia/basics; 20 svgs)	Protein and essential fatty acids to support satiety and daily wellness* Wide range of vitamins, minerals and antioxidants to support increased needs during diet and exercise* Basics formula is offered without the vitamin/mineral core for more specific nutrient needs	1 or more servings per day
PureLean® Fiber PLF3 (24 svgs)	Powdered blend of soluble and insoluble fiber to promote satiety, detox support and digestive health* Providing a minimum of 6 grams fiber per serving*	1-3 servings daily

† Provides weight management support as part of a healthy lifestyle with a reduced calorie diet and regular exercise.



The PureLean® Protocol provides a Targeted Nutritional Plan to Promote Meaningful Weight Management† Support*



†Provides weight management support as part of a healthy lifestyle with a reduced calorie diet and regular exercise.

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