Jump-Start Your Weight Loss
Support Healthy Blood Sugar–Burn MORE Fat
Look and Feel Great† . . . with

RAW Fit™
At Garden of Life, we know a thing or two about protein... that’s why we’re

the #1-Selling Protein Company!

For more than 12 years, Garden of Life has been on a mission of Empowering Extraordinary Health®. Our beliefs are simple — your body craves the nutrition found in food, so our goal is to feed that need with only the highest quality whole-food ingredients, with no synthetic added nutrients, artificial flavors, sweeteners or chemical preservatives.

1. Vibrant, nutrient-dense, plant-based ingredients
2. Clean = USDA Certified Organic (pesticide and residue free)
3. Non-GMO Project Verified Products (Independent 3rd Party Certification)
4. RAW Food-Created Whole-Food Vitamins and Minerals—no synthetic isolated nutrients
5. Our RAW standard means that our protein is not denatured, and our products are teeming with enzymatic and probiotic activity.
6. Complete Satisfaction Guaranteed
RAW Fit™ - High Protein For Weight Loss!

RAW Fit is a USDA Certified Organic, RAW, plant-based, vegan, high-protein powder that is an easy way to increase your protein intake. It has a mild, slightly sweet flavor that mixes great with your favorite food or beverage and contains organic clinically studied, plant-based, RAW ingredients to help you burn fat, maintain healthy blood sugar, boost your energy, lose weight and look great!

- *Burn fat* naturally and support healthy *blood sugar levels.*
- Help regulate cortisol levels and **manage stress-related cravings.**
- *Build lean muscle mass,* help repair it after workouts with 28g of RAW certified organic plant protein.
- Naturally filling and satisfies hunger
When the British Olympic Boxing and Weightlifting teams wanted a Registered Dietitian to advise on weight management goals, they turned to Dawn. So did the British Cyclo-cross team and skiers from the Biathlon team. And the British Lawn Tennis Association (Wimbledon) made her their chief dietitian. Why have so many turned to Dawn for her expert guidance and advice? Dawn earned her B.S. in Dietetics at Leeds University in England and followed that up with a Master’s of Science in Holistic Nutrition when she moved to the United States. With over 30 years experience as a Licensed Nutritionist and Registered Dietitian on both sides of the pond, Dawn serves as Garden of Life’s Director of Education and is a guiding force behind our nutrition philosophies.

*This article introduces you to our innovative, Certified Organic, high protein RAW Fit, and the RAW Fit 5-Day Jump-Start Plan. Neither Dawn, nor any of our professional experts, intends to provide you with individual advice or counseling in this article. We encourage you to consult with your healthcare professional before undertaking any changes in your daily diet and exercise regimen to determine what is best for your individual needs.

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
Garden of Life is excited to introduce you to RAW Fit and the RAW Fit Jump-Start Plan! Our high-protein, weight loss supplement is unlike anything you’ve tried before. What makes RAW Fit so unique is its combination of plant-based, whole food ingredients that actually boost your metabolism, helping you to burn more fat!†

The Jump-Start Plan is a five-day plan designed to kick-start your weight loss journey. By consuming healthy whole food meals each day, two of which consist of RAW Fit (see sample menu), and adding at least 20-30 minutes of cardio exercise three-to-four times per week, you will be well on your way to getting "RAW Fit"! Throughout this booklet, we will break down the ingredients contained in RAW Fit so you truly have a better understanding of why RAW Fit is the right product in your quest for a healthier, leaner body. Garden of Life Educators will provide the “Seven Jump-Start Secrets” to your weight-loss success. We’ll also explain the importance of consuming low glycemic index foods and incorporating exercise into your lifestyle. We’ve even provided some delicious RAW Fit recipes you can try!

Jump-Start Plan Simplified

Eat healthy whole food balanced meals each day, two of which consist of RAW Fit. Here’s a sample menu:

- **Energizing breakfast**—1 scoop RAW Fit mixed with 1 cup unsweetened almond milk and 1 cup of berries
- **A healthy snack**—2 flax crackers and a colorful salad with balsamic vinegar and 1 teaspoon olive oil
- **A filling lunch**—RAW Fit mixed with unsweetened almond milk, and a serving of fruit
- **A satisfying dinner**—4 oz. of salmon, a half-baked sweet potato, green salad or veggies and a cup of berries for dessert

Are You Ready to Get RAW Fit?
WHAT MAKES RAW FIT™ UNIQUE?

To start with, we gave RAW Fit the highest quality plant protein possible—derived from a stunning array of 13 certified organic sprouted grains, seeds and legumes—with each serving delivering 28 grams of protein!

So, why did we focus on protein?

He’ll tell you a little about the role protein plays in helping you reshape your body:

Here’s a great analogy to explain it: your body is like a car, and its engine runs on fuel. The fuel comes from the foods you eat. Right? Well, more specifically, there are three “grades” of fuel — just like at the pump. With gasoline, we call these “Regular, Plus and High Test”. But when it comes to food, the three sources of energy are all “macronutrients”—protein, carbohydrates and fats.

In short, Protein = High Test.

When you consume protein, your body gets an energy source that is—by its very nature—sustained release. Proteins contain four calories per gram, so do carbohydrates; and fats have nine calories per gram. But the way that the energy (calories) is used inside of the body is quite different among these three.
The Three Food Sources—Broken Down

Fats are a source of available energy. The body uses what it needs quickly and then converts the rest into storage—like a rainy day fund. Carbohydrates (especially simple carbs) are pretty similar. They provide a quick burst of energy for the body, and then the leftovers go into the same account for storage. With both fats and carbohydrates, the body is pretty efficient when processing them. Efficiency might seem like a good thing... but in this case, it means that your body doesn’t have to work too hard or too long to make use of the calories. Less work = burning less fuel.

Proteins are different. To metabolize protein your body has to work hard. It’s slow work and, thus, the energy your body derives from the protein is used over a longer period of time. That’s why you feel fuller—longer—after eating high-protein foods.

Simply put, the metabolism of protein in the body is such an energy-requiring process—it’s a thermogenic and fat-burning activity in and of itself!
CERTIFIED ORGANIC MATTERS:
There are over 150 synthetic pesticides used when farming conventional grains and legumes, with most of the seeds genetically modified. Conventional animal protein sources are not only fed these GMO-, pesticide-treated crops, but are often pumped with hormones such as rBGH to hasten and increase their yield. And all of these chemicals are trickling into our water sources, seeping into the soil, and infecting our foods.

That’s why at Garden of Life, we use only USDA Certified Organic plant-based protein, sustainably farmed without these toxic residues.
What's the Deal with Fiber?

There are two types of fiber: insoluble and soluble. Insoluble fiber keeps everything moving well—and quickly—through your body’s plumbing (helps with regularity), while soluble fiber pulls into itself water and actually turns to gel during digestion. This slows your body’s digestion of food, which can be a big benefit to blood glucose levels (by reducing those quick rises in blood glucose after a meal).

Some types of soluble fiber, particularly the beta glucans found in certain grains, may help lower cholesterol and improve blood glucose control.†

Another benefit of fiber is that it adds bulk to help make you feel full.

When we formulated RAW Fit, we incorporated a healthy blend of soluble and insoluble fiber from RAW organic seeds and fruits. USDA Certified Organic RAW, cold-milled flaxseeds add a wonderful blend of antioxidants, known as lignans. In addition, flax is one of the richest sources of omega-3s. When it comes to fiber, RAW organic flaxseeds are high in insoluble fiber. One of the most exciting nutritional discoveries we made when creating RAW Fit was the RAW Organic African Baobab fruit. The Baobab tree is totally sustainable, growing wild throughout the continent. Its fruit is a nutritional wonder, extraordinarily high in fiber—almost all being soluble fiber.

In addition, our RAW organic Baobab fruit has:

2x of Antioxidants of Acai berries
3x of Calcium of Gogi berries
4x of Magnesium of Sweet Potatoes
6x of Potassium of Bananas
10x of Vitamin C of Cranberries
28x of ORAC of Blueberries

One of the entrepreneurs who supplies our RAW Certified Organic African Baobab through the use of innovative microlending.

meet Ester

Ester says: “Joining the TreeCrops project has given me the chance I had been praying for—hard work for payment that would make a real difference in our lives. I have now built a house and can pay school fees without getting into debt. I’m saving to get electricity and maybe even a second home to give me an income when I’m too old to work. TreeCrops has also taught me to consider our trees and the people who will taste their fruit. When I gather the pods and prepare the pulp, I take the same care as if I were feeding my own children.”
When we created RAW Fit, we knew it had to be a low glycemic index food supplement. RAW Fit has a low GI index of 24. We also structured the entire RAW Fit Jump-Start program to focus on low glycemic index foods as its backbone.

Some of the benefits of a Low GI diet include:

• Low GI foods create smaller rises in blood sugar after a meal.
• Low GI diets support weight loss, lowering the amount of fat in the blood.
• Low GI diets can help your body increase its sensitivity to insulin, while absorbing and using it more efficiently.

RAW Fit Helps You Avoid Pitfalls

So, let’s make this part simple. You’ve heard it before: if the food in your pantry came in a can, box or bag with a shelf-life longer than the age of your oldest child—get rid of it.

Simple, right? But easy? NO! It’s in our blood . . . sugar, that is.

The more processed, sugary, high-carbohydrate foods you eat, the more you crave. Your body starts to actually work against you. The reason? These foods are high glycemic—they cause your blood sugar to rise and fall quickly. High glycemic foods make you feel great . . . when you first eat them. They give you a rush of instant energy, but look at what else they do.

They:
• increase your body’s levels of insulin and blood glucose.
• stimulate—actually encourage—your body to store more fat.
• create a hyperactive state (part of why they initially make you feel so good).
• reduce your muscles’ performance at straining tasks (e.g. workouts).

And the worst part is that . . . high sugar foods are addictive.
4 secret weapons to battle sugar cravings

1) RAW Svetol®
2) RAW Organic Cinnamon
3) RAW Food-Created Chromium
4) RAW Organic Ashwagandha

RAW Svetol® is the only high-protein weight-loss supplement available with 400mg of RAW Svetol®—a clinically researched green coffee bean extract.

Here's why we included RAW Svetol®:
Raw, unroasted green coffee beans contain a powerful high-antioxidant polyphenol called chlorogenic acid.

The chlorogenic acid in RAW Svetol® has been clinically shown to support the body’s natural process to metabolize sugar (glucose). In fact, Svetol® has been the subject of six studies, and one produced these results: on average, the group taking Svetol® lost 10.9 lbs. over the 60-day period, while the placebo group lost only 5.4 lbs.†

RAW Svetol® worked because it supported the body’s natural ability to metabolize sugars rather than to convert them into fat storage—helping to produce weight loss. What’s more, it did so without having any stimulant effects because the fresh, unripe green coffee bean is naturally decaffeinated.†

RAW vs. ROASTED
Svetol® is a non-roasted, green coffee bean extract that preserves the crucial health benefits of coffee. Up to 70 percent of chlorogenic acids can be destroyed by roasting—this is why RAW matters!
We also gave RAW Fit a significant dose—300mg per serving—of our RAW organic Ashwagandha to deliver meaningful support in the fight against stress-related carbohydrate cravings.†

When your body is under stress, it releases the hormone cortisol—which in turn drives cravings for more sugar—or carbohydrates. We included RAW organic Ashwagandha in RAW Fit to help with those stress-related food cravings.

Ashwagandha (Withania somnifera) is a flowering shrub whose roots have been used in Ayurvedic medicine for over 5,000 years. In fact, Ashwagandha is one of the most widely used Indian medicinal plants in the world—so it must be doing something right!

Ashwagandha is one of the most widely used Indian medicinal plants in the world—so it must be doing something right!

In Western medicine, we call this an “adaptogenic” herb, meaning it helps your body cope with many different stress factors. Modern medicine continues to examine the beneficial effects of Ashwagandha. In a Gold Standard, placebo-controlled clinical study performed in India on a group of 64 adults all under stress, taking 300mg of RAW organic Ashwagandha twice daily substantially reduced the participants’ cortisol levels. The RAW Organic Ashwagandha helped the participants manage their stress and the stress-related cravings they were dealing with. That’s why we made it a part of RAW Fit.†

Let me introduce you to Rex Jones to tell you something new about an old (ancient) herbal secret…

Rexford Jones, Master Herbalist & Garden of Life Educator

During my years of experience dealing with herbs, I’ve encountered so many people who have responded favorably to Ashwagandha. It benefits those who work too hard and don’t get enough sleep (like all of us) and supports the nervous system without stimulation.†
CALORIES DO COUNT

When we designed RAW Fit, one of our essentials was the overall calorie count. As much as people like to dress it up, the simple fact is that calories do count. The math is simple, really. To lose weight, you must take in fewer calories than your body needs on a daily basis.

Popular theories related to the types of food you consume, the time of day you eat them, and the way you combine them abound. Some people feel physically better eating a vegetarian diet, while others prefer the rewards they derive from a vegan lifestyle. Many find themselves drawn to a Paleo diet that incorporates simple, healthful foods from all food groups and deemphasizes processed and refined, high-GI items in their diet.

In our opinion, there is one overriding principle that trumps every well-designed food philosophy:

Moderation is more important than denial as a long-term strategy for success.

We designed RAW Fit to be part of an overall healthy lifestyle that includes attaining and maintaining your healthy weight, daily exercise and proper supplementation for your particular goals and needs. For more information, or to get started today, please go to www.gardenoflife.com/rawfit
Have you heard the old saying that success is “90% perspiration, 10% inspiration”? Well, our experts agree that when it comes to weight loss, the ratios for success are more like this:

Yes. What you take in matters that much! So, what does that say about the importance of daily exercise? Not enough. You see, the ratios above reflect what we believe is the essential formula for weight loss. However, when it comes to Extraordinary Health—your real-life goals—daily exercise takes on an whole new significance.

Okay. You knew this was coming, didn’t you? There’s no way around it. If you want to achieve Extraordinary Health you’ve got to get moving.

Meet Wendy Hilliard

Wendy holds her B.S. in Biology from East Stroudsburg University and her Doctorate of Chiropractic Medicine from New York Chiropractic College. Wendy practiced Chiropractic Medicine in New Jersey and Virginia, as well as serving as an adjunct professor in her spare time until joining Garden of Life as an Educator.
Cycling
Cycling is a great way to enjoy the outdoors and to get an awesome workout for your butt and legs—all while burning calories! The number of calories burned depends on your weight and the speed you are traveling. The more effort expended, the greater the calories burned and the harder the muscles are worked. A 30-minute bike ride is a good starting point. Then work your way up to 45 minutes or an hour. Be sure to wear a helmet, and keep your bike well maintained to avoid injury.

Running
It may not be for everyone, but if you’re looking to burn calories quickly and efficiently, running does give you the best bang for your effort! If you’re a newbie, then start out by using the walk-run method. Always warm up by walking five minutes, and then run until your breathing becomes “noticeable.” Walk until you are comfortable again, and then pick the pace back up to a run. Repeat this method for a total of 20 to 30 minutes, three to four times per week. After several weeks, you should notice an increase in your endurance, and your running time versus your walking time will take command.

Running Stadium Stairs
If you have access to stadium stairs (or something similar), running stairs provides a calorie-burning, butt-blasting super workout. This is actually a great conditioning tool for runners, so if you enjoy running, you should include this in your regimen. Focus only on running up the stairs and keeping good form—-leaning slightly forward and landing on the balls of your feet. Do not run back down the stairs; it puts undue stress on the joints. Descend slowly, catch your breath and cool down. Start by performing one-to-two climbs several times per week. Then, as your stamina builds, increase to three-to-four climbs at four-to-five times per week.

Additional Running Perks:
- High caloric expenditure; no special equipment (except good running shoes); done anywhere

Additional Walking Perks:
- Low impact; no equipment (except good walking shoes); done anywhere

Additional Running Stairs Perks:
- Total lower body workout; builds stamina; high caloric expenditure

Power Walk
Walking is a perfect choice to get back in the saddle—especially for those who have been sedentary—and a leisurely stroll down the block doesn’t count. We are suggesting a power walk that will get your heart rate up, while going easy on your joints. Walking burns about four calories per minute and can be done first thing in the morning, during your lunch break or at the end of your work day. Just a 15-minute swift walk can burn an extra 50 calories; bump it up to 30 minutes, and you’re on your way to losing those extra pounds.

Additional Walking Perks:
- Low impact; no equipment (except good walking shoes); done anywhere

Additional Cycling Perks:
- Low impact; works legs and butt; boredom-proof friends by joining a bike club

It’s Time to Get YOUR MOVE ON

Additional Running Perks:
- High caloric expenditure; no special equipment (except good running shoes); done anywhere

Additional Running Stairs Perks:
- Total lower body workout; builds stamina; high caloric expenditure
Exercise and physical activity are great ways to feel better, gain health benefits and have fun. As a general goal, aim for at least 30 minutes of physical activity every day. If you want to lose weight or meet specific fitness goals, you may need to exercise more. Do something you enjoy—get outside and walk, bike, jog, swim, jump rope—just move! Remember to check with your doctor before starting a new exercise program, especially if you have any health concerns.

Exercise Controls Weight
Exercise Combats Health Conditions & Diseases
Exercise Improves Mood
Exercise Boosts Energy
Exercise Promotes Better Sleep
Exercise Can Be Fun
The key to long-term success is perseverance. The RAW Fit Jump-Start Plan is your key to getting started. You know you can do this—it’s only five days of focused effort. Once you start seeing the results, you’ll feel elated, motivated and energized to build on your success.

Perseverance is not the same as denial. It’s about healthy choices and moderation. Our sample menu on page 5 is designed to help you organize your meals and make your own plan. But build on it. Find ways—especially on your “off” days—to integrate small portions of your favorite foods. Enjoy small servings, take small bites, eat slowly and chew well. Avoid processed, packaged and convenience foods. Eat more natural, fresh and “real” foods—ideally organic.

After your five-day jump start, adjust your daily menu to one serving of RAW Fit daily. For more information, please visit www.gardenoflife.com/rawfit.

“"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will."

- Vince Lombardi, Jr.

Now take a look at some yummy Raw Fit recipes on the following pages.
RAW Fit is easy to use. Simply mix 1 scoop with 8 ounces of water or unsweetened almond milk and enjoy! For variety, here are some additional recipes to try.

**RAW Recipes**

**Gwen Marzano**
Certified RAW Vegan Chef & Garden of Life Educator

Gwen is here to help you with some RAW Fit recipe ideas to incorporate into your new, healthy eating plan.

**Gwen’s Fit Fuel**

1 scoop Garden of Life RAW Fit
1 cup unsweetened almond milk
1 cup unsweetened coconut water (unpasteurized preferred)
1 1/2 cups frozen blueberries
2 Tbsp. ripe avocado
8 drops of “Sweet Leaf” vanilla cream liquid Stevia
Ground cinnamon for garnishing

_Serves 1 (suggested as a meal replacement for breakfast)_

**PREPARATION:** Place all ingredients in a blender and blend until smooth. Enjoy immediately or drink half before a workout and the remaining half afterwards. **Optional:** Top with a few dashes of cinnamon!

Fuel up with this protein-packed smoothie that supports healthy glucose levels, weight loss and satisfies hunger.

**Tip:** Looking for more fiber? This smoothie tastes great with a scoop of Garden of Life’s Super Seed.

**Cherry Delicious Smoothie**

1 cup frozen dark cherries
1 1/2 cups frozen banana chunks
1 scoop Garden of Life RAW Fit
6 drops of “Sweet Leaf” vanilla cream liquid Stevia
1 cup unsweetened almond milk
1/2 cup coconut water (unpasteurized preferred)

_Serves: 1_

This smoothie is a great breakfast for those who enjoy the luscious flavor of cherries and the creamy texture of bananas. Taste how delightful healthy food can be!

**PREPARATION:** Place all ingredients into a blender and blend until smooth. Enjoy immediately!

**Strawberry Start-Me-Up**

1 1/2 cups frozen strawberries
1 scoop Garden of Life RAW Fit
1 peeled orange
2 cups coconut water (unpasteurized preferred)
1 handful of spinach

_Tip:_ Feel free to throw in a handful of spinach to any smoothie, it adds more nutrition without changing the taste.

_Serves: 1-2_

Start your day with a healthy zing! I love this smoothie because it’s sweet, tangy, and ultimately refreshing.

**Tip:** I have tried using raspberries in this smoothie in place of cherries and it’s still sweet and delicious, with a little more zing!
After the 5-Day Jump Start—What Now?

So now that you’ve completed the five-day Jump-Start Plan and you are feeling energized, we recommend that you start to eat a little more food. Once again, be sure to **focus on eating real foods**, fresh foods—ideally healthy organic whole foods—avoiding highly processed and packaged foods that are high in sugar, salt and artificial ingredients.

**One serving of RAW Fit for breakfast** will boost your metabolism and help balance your blood sugar and get you started on the right track every day. During the rest of the day you should eat regularly—there are no set rules—however, you should eat at least three meals spread throughout the day. And, of course, be careful to eat **small portions**. By eating fresh whole foods that are naturally filling and lower in calories, you will continue to lose weight!

Please check out www.gardenoflife.com/rawfit for a sample menu and recipe ideas. Remember, when you are on-the-go and don’t have time for a proper meal, be sure to have **packets of RAW Fit** on hand to keep you nourished, satisfied and to keep your metabolism burning calories.

**And Be Sure to Keep Your Body Moving!**