BESTOW CLEANSE

GETTING STARTED GUIDE

The Bestow Cleanse is a gentle, 7-day wholefood cleanse that will kick-start your wellness journey to beautiful skin that glows from within.

CONTENTS

4	A LITTLE KINDNESS GOES A LONG WAY
5	A CLEANSE OF ABUNDANCE
7	HOW DOES THE BESTOW CLEANSE WORK?
8	THE LIVER - A VERY HUNGRY ORGAN
9	PREPARE FOR A BEAUTIFUL CLEANSE
15	GET ORGANISED
16	GET TO KNOW YOUR DAILY SKINCARE RITUALS
17	YOUR SOUL-CARE RITUALS
18	IMPORTANT THINGS TO KNOW BEFORE STARTING YOUR CLEANSE
19	HOW WILL I FEEL DURING THE CLEANSE?
20	READY, SET, GO!
21	A BEAUTIFUL CLEANSE COMMUNITY

A LITTLE KINDNESS GOES A LONG WAY

Congratulations,

You have chosen to take seven whole days to be kind to yourself and to invest in your own health and wellbeing. In the middle of demanding schedules and multiple commitments that is no small feat and we salute you!

We know that this cleanse has the gentle power to kick-start your journey to beautiful, clear skin that glows from within. But beyond that, it also invites you to embrace the Bestow philosophy of caring for your skin by caring for your life. Skin-nutrition, beautiful recipes and self-care rituals are part of the journey you will embark on over the next seven days and beyond. It's a beautiful way to live.

We're so glad you are joining us.

Janine, Sheryl & Jenny

A CLEANSE OF ABUNDANCE

On the Bestow Cleanse we focus as much on what we put into your diet as what we take out.

Yes, it's important to eliminate liver-loading food, but that's only half the story. The other half is gifting our body the abundance of nutrients it needs to carry out its self-healing, self-cleansing processes with ease.

Janine Tait, New Zealand's leading dermo-nutritionist, has designed the cleanse to deliver your full Recommended Daily Intake (RDI) of all the key vitamins, minerals and nutrients. With modern food production and storage methods, it is actually very difficult to meet your RDI's and Bestow skin-nutrition products are an essential part of topping up nutrient deficits on the Bestow Cleanse.

This nutrient-rich approach is good news for you. It means you won't starve on this cleanse, and you'll have enough energy to keep your life going while you do it!

This cleanse is not about deprivation; it's about abundance. It's about flooding your body with cleansing, nourishing, rejuvenating nutrition.

The Bestow Cleanse empowers your body to heal and cleanse itself from within, kick-starting your journey to clear, soft, glowing skin.

It's gentle, but truly powerful.

BESTOW KITCHEN ESSENTIALS

These are the items that we recommend you have in your kitchen to make your Bestow Cleanse easier.

- Good quality big knife and a small vegetable knife.
- Vegetable mandolin - either a small hand held one that looks similar to a potato peeler or a larger zyliss type one.
- High powered blender or bullet-type one or a stick blender will see you through at a pinch.
- Food processor (or you can use a high-powered blender, bullet, or a stick blender will do the job even if you have to do things in batches).

HOW DOES THE BESTOW CLEANSE WORK?

Our bodies are truly remarkable. Resilient, self-healing and self-cleansing. Well-being interventions like the Bestow Cleanse are really about getting out of the body's way and supporting it to do what it is naturally designed to do.

The science behind cleansing is fascinating. Understanding what is happening in your body will motivate you to successfully complete your seven day cleanse.

Ready for some science?

THE LIVER | *Sponge or Filter?*

Our liver is one of the key organs involved in cleansing the body.

Most people imagine the liver as a kind of sponge that absorbs gunk that builds up in the body from toxin-heavy diets. If you imagine the liver as a sponge, then a cleanse is just about cutting bad foods out of the diet so that the dirty liver can clear itself out.

However, this isn't quite right.

If you delve a little deeper into the science, you discover that the liver is not in fact a sponge, but a filter. The liver is like a cleansing factory, filtering and eliminating the toxins that the body sends to it.

When our dietary and lifestyle choices send too many toxins down to the liver production line, the poor liver can't process the volume of wastes piling up. The liver works over-time on its urgent task of clearing the toxic traffic jam but often, it simply cannot keep up.

Alcohol, for example, comes to the liver marked 'urgent' and jumps to the front of the cleansing cue, ahead of all the other toxins waiting to be cleansed and eliminated from the body. This means the unfiltered toxins are simply absorbed back into the blood stream.

Furthermore, when it gets overworked, the liver is unable to do one of its most important jobs, clearing excess hormones from the body. When hormones are absorbed back into the blood stream this negatively impacts on the delicate hormonal balance which can result in dull or acne-prone skin.

THE LIVER

A very hungry organ

The liver is a very hungry organ that requires a lot of nutrients, vitamins and minerals in order to do its job. A shortage in any one of the key nutrients means the liver simply cannot carry out its processing and the body's ongoing self-cleansing project gets further and further behind.

You know what it's like to constantly feel behind in your work? The liver sure does. You can see how we end up feeling sluggish, putting on weight and having skin challenges!

The Bestow Cleanse gives your liver two wonderful gifts:

1. A holiday from the job of processing toxins from alcohol, coffee, sugar and processed food, and,
2. An abundant feast of the many nutrients it needs to effectively cleanse your entire system.

In return, your happy liver will give you the gift of clearer skin, more energy and a greater sense of well-being.

Let's begin!

PREPARE FOR A BEAUTIFUL CLEANSE

The choice to put your health first is one of the best decisions you will ever make. Like all journeys worth taking, the Bestow 7-Day Cleanse will require time, energy and dedication.

Preparation is the key and this programme is designed to help you be as organised as possible for a calm and enjoyable cleanse experience.

1. Make Space

We encourage you to do everything you can to devote these seven days to your own care and wellbeing. Plan ahead and choose a week where you have the time and headspace to do the shopping, planning and food preparation required. On each day of the cleanse you will cook your meals and prepare meals or elements for the days ahead. Keeping up with all of this will take some time and focus.

"For me, doing the Bestow Cleanse was like doing a cooking school! I spent a lot more time in the kitchen than I normally do, but the pay-off has been that I have acquired a whole new repertoire of delicious recipes which I have been making regularly ever since. I've learnt the rhythm of planning ahead and the art of having a fridge and freezer well-stocked with pre-prepared meal elements that I can easily assemble."

Kathryn Overall

It's also important to ensure you can press pause each day to enter into our self-care rituals. These are not luxury extras but as an essential part of establishing wellbeing patterns and rhythms in your life.

2. Wise up to Skin Nutrition

Read our Skin Nutrition page to increase your wellbeing wisdom and to better understand the crucial link between diet and beautiful skin.

Here are the key things for you to know.

WHAT WE DO EAT ON THE CLEANSE	WHAT WE DON'T EAT ON THE CLEANSE
A nutrient-rich, whole-foods diet.	Heating foods
Raw and cooked fruits and vegetables	Congesting foods
Brown rice	Coffee
Chia seeds	Alcohol
Almond, coconut or seed milks	Dairy
Eggs	Refined sugar
Fish	Fizzy drinks
Olive and coconut oils	Red meat
Chicken	Fried foods
Selected seeds and nuts	Trans fats
	Wheat products: bread, wheat-based cereals, pasta, flour, noodles, couscous, cakes and biscuits.
	Gluten
	Processed food
	Peanuts and cashews

Skin Nutrition Links

What are heating foods and why do you remove them?
What are congesting foods and why do we remove them?
Why is there no dairy on the cleanse?
Why is there no gluten on the cleanse?
Why is there no refined sugar on the cleanse?
Why is there no coffee on the cleanse?!
Why is there no alcohol on the cleanse?

3. Get to Know Your Bestow Skin Nutrition Products

Bestow skin-nutrition products support your liver with an abundance of the nutrients needed for cleansing, wellbeing and skin health. With modern food production and storage methods, it's almost impossible for us to achieve the Recommended Daily Intake of all the key nutrients we need each day. Bestow skin-nutrition blends are an essential part of making up the deficit. That's why they are central to the Bestow Cleanse.

	Bestow Beauty Plus Oil moisturises your skin from within for a natural luminous glow. It contains a special skin-friendly blend of Essential Fatty Acids which help each cell in your body cleanse more efficiently.
	Bestow Beauty Powder nourishes your skin from within, supplying essential nutrients that are often missing in our modern diets. It's a key part of helping to flood your liver with the nutrients it requires to cleanse.
	Between them, these two products are foundational for skin health, which is why we call them our ***Bestow Twin Skin Essentials.***
	Bestow Be Cleansed cleanses your skin from within. It is a fibre-rich, superfood blend which supports liver and bowel cleansing for radiant, healthy skin.
	Bestow Berry Beautiful protects your skin from within. This colourful super anti-oxidant powder contains delicious berry and fruit powders to protect skin from environmental toxins.
	Bestow Berry Beautiful is sprinkled on top of your Chai Rice Pudding breakfast, which you have twice throughout the cleanse.

4. Do a Pre-Cleanse Week

We recommend you do yourself a favour and undertake a pre-cleanse week. During the pre-cleanse period you eat normally but give up coffee and alcohol. This will make the full Bestow Cleanse more doable and your cleanse reactions during the cleanse week less intense. Trying to tackle new recipes when you have a caffeine-withdrawal headache is not much fun! A full week of pre-cleansing is ideal, but even three days would be a huge advantage.

If you really want to set yourself up well, take it one step further and also cut out processed foods like chocolate, chips, lollies, cakes etc. This will lower the intensity of sugar/sodium withdrawal symptoms during your full cleanse week.

BESTOW SKIN ESSENTIALS
SMOOTHIE

THE BESTOW SKIN ESSENTIALS SMOOTHIE

Your RDI *Hero Snack*

What's the big deal with RDI's?

A Recommended Dietary Intake (RDI), sometimes referred to as Recommended Daily Intake, is the average daily intake level of a particular nutrient that is needed to meet the nutrient requirements of most healthy individuals.

These levels are generally considered to be the minimum amount required to avoid a deficiency disease, not necessarily the amount we need for optimum health. In fact, micronutrient deficiency is starting to show up as a major contributor in the development of many modern diseases. This is not surprising when you consider our Western diet is full of processed foods and refined carbohydrate which fill us up with empty nutrition. This means we pile up the calories but starve on nutrients.

There are some very scary statistics showing just how likely we are to be deficient in one or more of these vital nutrients. One study that looked at the food intake of over 16,000 people found the following:

70% of the population don't consume enough vitamin D
60% didn't consume enough vitamin E
45% didn't consume enough magnesium
38% didn't consume enough calcium
34% didn't consume enough vitamin A
25% didn't consume enough vitamin C

Other nutrients at risk of deficiency were zinc, phosphorous, iron, copper, selenium and most of the B vitamin family.

Clearly we need to increase our intake of these important micronutrients for optimum health and your Bestow skin-nutrition boosters and the nutrient-rich Bestow Cleanse both support you in this. We worked hard to balance the Bestow Cleanse 7 Day Meal Planner, and with just a little sunshine each day to top up your vitamin D, we're proud to say you will reach 100% RDI of all of the essential vitamins, minerals and nutrients during your cleanse week.

BESTOW SKIN ESSENTIALS SMOOTHIE

Your RDI *Hero Snack*

Your Bestow Skin Essentials Smoothie (even without the full dose of Bestow Be Cleansed) provides you with a massive boost supplying:

Over 300% of your Vitamin E	26% Iron
Over 100% of your Omega 3	25% Phosphorous
100% of Vitamin K	24% Potassium
42% of Fibre	22% B6
78% Manganese	30% Calcium
60% Vitamin A	12% Zinc
28% Copper	25% Vitamin C
48% Magnesium	15% B1
20% Folate	12% B2
7% Selenium	8% B3
4% B5	6% Vitamin D

Some people might be concerned that there is a risk of overdosing on certain nutrients. If you are on them, hearing that the Bestow Skin Essentials Smoothie provides over three times the RDI of vitamin E might be alarming news! However, you will be relieved to know that you cannot overdose on nutrients ingested from food sources. What you do need to be careful of is having too many synthetic nutrients from nutritional supplements – something that can easily occur if you are taking multiple varieties of vitamin supplements.

For the most part it is beneficial to exceed your RDI for each nutrient. The RDI is really the minimum required for health, rather than optimum. In other words, you can't get too much of a good thing!

Please note: If your doctor instructs to you to avoid consuming certain nutrients in conjunction with specific medications, be sure to follow their advice.

MY 7 DAY MEAL PLAN

VIEW THE PREP PLAN | VIEW THE SHOPPING LIST

DAY 1	DAY 2	DAY 3	DAY 4
RISE & SHINE RITUAL Greeting the Morning + Lemon Water	RISE & SHINE RITUAL Greeting the Morning + Lemon Water	RISE & SHINE RITUAL Greeting the Morning + Lemon Water	RISE & SHINE RITUAL Greeting the Morning + Lemon Water
BREAKFAST Chai Spice Rice Pudding	BREAKFAST Chai Spice Rice Pudding	BREAKFAST Buckwheat Granola Clusters	BREAKFAST Buckwheat Granola Clusters
TIME FOR TEA RITUAL Eternitea | Your Anti-Ageing Tea	TIME FOR TEA RITUAL Luminositea | Your Morning Glow	TIME FOR TEA RITUAL Beautea | For Beautiful Digestion	TIME FOR TEA RITUAL Puritea | Brighten Your Day
LUNCH Goodness Bowl Day One	LUNCH Goodness Bowl Day Two	LUNCH Goodness Bowl Day Three	LUNCH Goodness Bowl Day Four
SMOOTHIE RITUAL Bestow Skin Essentials Smoothie	SMOOTHIE RITUAL Bestow Skin Essentials Smoothie	SMOOTHIE RITUAL Bestow Skin Essentials Smoothie	SMOOTHIE RITUAL Bestow Skin Essentials Smoothie
DINNER Chicken Skewers on Broccoli Tabouli	DINNER Snapper Tortilla w/ Pineapple Salsa	DINNER Cauli Falafels	DINNER Sweet Potato Rosti

GET ORGANISED

A Cleanse of Two Halves

We have set you up to succeed by designing the cleanse to be as stream-lined and doable as possible. To this end, we've split the cleanse into two parts: Days 1-4 and Days 5-7. This means the shopping list is also in two parts so you can top up on fresh food half way through the cleanse.

1. Read the 7 DAY MEAL PLAN
Tantalise your taste-buds by browsing the yummy food that awaits you over the next 7 days. From Chai Rice Pudding, to Sweet Potato Rostis to Snapper Tortilla with Pineapple Salsa you are about to embark on a culinary adventure!

2. Print & Review Shopping Lists
Schedule times in your diary when you will do your pre-cleanse and mid-cleanse shopping trips.

Shopping List

3. Review Meal Prep Plans
With our 'cook once, eat twice' approach, you'll find that you'll frequently make extra of a lunch or dinner recipe which will be incorporated into a different meal the next day or later in the week. All the smart strategic thinking is done for you, you just have to follow the prep plan and carry-over notes on relevant recipes. Each day you will have some food prep to do for the following day as well as making your recipes for that day (which will be easier to make because of the prep you did the day before!) You'll quickly find that there is an efficient rhythm to this way of preparing food.

REVIEW My 7 Day Meal Prep Plan

Bestow Cleanse Preparation Day

The key to a successful cleanse is preparation. This means the most important day of the cleanse is the day before you start! We recommend you do your food shopping in the morning and then allow yourself two hours in the kitchen to pre-make the recipes and meal elements that will make your life much easier to manage in the days ahead.

REVIEW Cleanse Preparation Day

GET TO KNOW YOUR DAILY SKINCARE RITUALS

Bestow rituals are beautiful daily habits that support your skin, health and wellbeing. During the cleanse we will introduce you to seven Bestow daily rituals in total – but the first three of them are essential skincare rituals and form part of your cleanse daily routine from Day One. Don't treat these as skippable bonus extras. Building nourishing daily rituals into your life is how you make healthy habits feel as natural as breathing.

Bestow *Rise & Shine Ritual*	*Bestow* *Time for Tea Ritual*	*Bestow* *Smoothie Ritual*
A daily ritual to awaken and enliven your body upon rising.	A beautiful daily time-out ritual for skincare and self-care.	A daily ritual to nourish your skin from within.

YOUR SOUL-CARE RITUALS

As we head into the second half of the cleanse, we begin to pay attention to soul-care rituals that support our health and wellbeing from deep within. These rituals draw on the power of our mind-body-soul connection and can be truly transformative when embraced whole-heartedly. We will introduce one each day in your four daily emails from Day Four onwards.

	Bestow Dry-Brushing + Bathtime Ritual	A relaxing and detoxifying skincare and self-care ritual.
	Bestow Blessings Ritual	A daily gratitude ritual to open your awareness to the extraordinary blessings in your ordinary life.
	Bestow Beautiful Breathing Ritual	A daily wellbeing ritual for leading your body into 'Rest and Repair' mode.
	Bestow Meditation Ritual	A daily soul-care ritual for improving stress resilience and enhancing wellbeing.

IMPORTANT THINGS TO KNOW BEFORE STARTING YOUR CLEANSE

EXERCISE GENTLY DAILY

Don't do any high-impact exercise during your cleanse as this promotes the secretion of stress hormones which place an extra load on the liver. Breath-based exercise like yoga, Pilates or Tai Chi will support the cleansing process better than strenuous exercise will.

However, we do recommend a brisk 30 minute walk each day if you feel up to it. This is not a low-calorie cleanse so you should have enough energy for this level of output and the lymphatic stimulation will assist your body with cleansing.

SLEEP WELL

Get a good night's sleep throughout the week. This supports your body with the energy needed for cleansing. You'll receive the greatest benefits if you are in bed asleep by 10pm each night. Your liver begins its daily washing cycle between 10pm and 2am (a bit like a cleaner that comes in each night), so this is the optimum time to allow your body to cleanse, rest and recover.

REST AND RELAX

Our lives are busy. However, we encourage you to take – or create – opportunities to rest during the cleanse, particular on days 3-5 when you may be experiencing cleanse reactions. Rest and relaxation support the liver by reducing the amount of stress hormones it has to process.

DON'T DRINK WITH MEALS

Don't drink fluids with meals as this dilutes your digestive juices and enzymes. You want to optimise your digestion at each meal so that your body can absorb the maximum level of nutrients possible.

EAT MINDFULLY

By the same token, avoid eating meals on the go. Eating while your body is stressed or in 'action mode' disrupts the digestion process. Each of these amazing meals is a healthy little feast in its own right. Take the time to sit down and enjoy the flavour and texture of every mouthful. As a bonus, this will also help you to feel fuller and more satisfied as your brain has time to register the nutrition received.

DRINK PLENTY OF WATER!

Aim to drink six to eight glasses of water (or herbal teas) every day. We can't stress this enough: water is the most important nutrient for skin health and general wellbeing.

If you don't drink enough water your body will compensate by reducing the quantity of urine you produce and this has an impact on the amount of waste that's able to leave your body. Dehydration or lack of water causes the chemical reactions in our cells to become sluggish, cells can no longer rebuild tissue, toxic products accumulate in our bloodstream, enzyme action is inhibited and we can feel weak and tired.

HOW WILL I FEEL DURING THE CLEANSE?

DAYS 1-2

If you haven't had done a pre-cleanse week, then you are likely to experience withdrawal symptoms as your body adjusts to living without caffeine and alcohol. If you find the effects are just too taxing, take some time off to rest and drink a cup of herbal tea (either hot or cold). Bestow Luminositea organic herbal tea will help to support your liver detoxification process and gives you a natural 'pick me up'.

DAYS 3-5

By days 3-5 you will likely be at the tail-end of your caffeine and alcohol withdrawal. However, by now you may experience a cleansing reaction. Examples of cleansing reactions may be headaches or stomach aches, bad breath, sweating, tiredness or exhaustion, changes in sleeping patterns or a feeling of light-headedness. These physical symptoms are part of the process and should be looked upon as a positive sign that the cleanse is working.

DAYS 5-7

Unless your body has a lot of excess toxins and wastes to process, by days 5-7 you should start to feel lighter and more energised. This means the cleanse is in its fine-tuning stage. This stage of the cleanse is all about increasing your wellbeing and enjoying the benefits of clearer, healthier skin.

READY, SET, GO!

Your Bestow Cleanse 7 Day Meal Plan and 7 Day Meal Prep Plan are the two pages that will be your main guides during your cleanse week. We have created a printable overview for each of these two plans which you can download from the Getting Started page on the website. This is a handy reference to put on the fridge, so you can see the whole week laid out.

Refer to the 7 Day Meal Plan for your recipes and three daily skincare rituals day. Recipes which have a carry-over element will have a Carry-Over panel at the bottom of the page. Remember to check for this.

Refer to the 7 Day Meal Prep Plan for instructions on what to prepare for the following day. Remember, the Bestow way is to cook once and eat twice!

DAILY EMAILS

Each day you'll receive an email with an overview of your meals and rituals for that day. Allow yourself time to get organised, go shopping and do a pre-cleanse to give up coffee and alcohol. If you begin the cleanse later than planned and get out of sync with the daily emails, just file the emails away in a folder and revisit the relevant email each day once you start the cleanse.

TEAM TALK

The daily emails will also contain a personal note from Janine Tait (Dermo-nutritionist and Founder of Bestow Beauty) and Jenny Barrow (Holistic Skincare Coach).

Janine will offer insights into what is likely to be happening in your body on each day of the cleanse, while Jenny will provide support and wellbeing inspiration. These are worth taking the time to read and will help you feel encouraged and motivated each day – especially when the going gets tough!

You'll also get kitchen tips and notes from Sheryl Nicholson, the food-guru and creator of all the beautiful food on the Bestow Cleanse.

In addition to your daily emails, you'll also find these notes on the daily 'Team Talk' section in the main cleanse menu.

A BEAUTIFUL CLEANSE COMMUNITY

To further support you in your cleanse experience we encourage you to join The Bestow Cleanse Community Closed Facebook Group. This will connect you with fellow Bestow 'cleansees' from around New Zealand and Australia. You can post photos, share experiences, ask questions and gain inspiration from others.

QUESTIONS?
If you have questions throughout the cleanse, we are here to answer them and to support you. Jenny Barrow will be an active member of The Bestow Cleanse Community Facebook group and is happy to answer questions there.

You can also email her directly on hello@bestowbeauty.com

ONWARDS!
From all of us here at Bestow, have a wonderful cleanse! We are so looking forward to hearing your story of how the Bestow Cleanse boosted your wellness journey and supported you on your path to healthy, glowing skin.

BESTOW • CLEANSE • GLOWING SKIN FROM WITHIN •