Pure Jeevan presents...





Your guide to learning the basics about a raw and living foods diet.



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about pure jeevan

he sun shines its energy and the clouds pour their rain down onto the earth. Plants absorb that energy and rain, allowing them to grow and produce even more plants. When we consume those plants — their leaves, roots, fruits, vegetables, nuts, and/or seeds — we are taking in the sun's energy and the healthiest, purest filtered water in the world. Life comes from life; nothing dead can give life. Eating raw (uncooked), live foods is truly a vibrant way to live; it gives you pure life! *Jeevan* is the Hindi word for *life*. Thus, *Pure Jeevan* means "pure life."

Founded in 2006 by Wendi Dee, Pure Jeevan offers a holistic approach for transforming yourself! Wendi and her husband Jim, both enthusiastic raw foodists, are committed to

sharing their personal paths of change (in body, mind, spirit, and emotion) and to offering inspiration for others during their own transformations. Life isn't stagnant; let's all continually make changes that move us into a more authentic way of living, loving, and sharing.



Since launching Pure Jeevan, Wendi and Jim have **steadily increased their commitment to serving the raw and living foods community.** In 2008, plans were put into motion to transition Pure Jeevan, along with its many wonderful goals and visions for the future, into a *full-time* effort for both of them. As of this writing, they're closer than ever to embarking on that exciting path.

Along the way, Pure Jeevan has launched and maintained a number of **valuable resources meant to assist other raw foodists,** from newcomers through lifelong practitioners. These resources include:

- a web site at www.PureJeevan.com, dedicated to information about raw foods
- a blog at www.PureJeevan.com/blog
- the "Know Your Food" video series, on YouTube and through the Pure Jeevan blog
- the All Raw Directory at www.AllRawDirectory.com, a free raw food directory
- and several other major projects being worked on, but not yet announced!

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In addition, Pure Jeevan has given retreats, hosted raw food meetup groups, and offered informational Q&A presentations. They participate in many online raw food communities and continually field questions from readers and friends about the raw food lifestyle. Wendi and Jim are **thrilled beyond words** to be very close to expanding Pure Jeevan's outreach more than ever — and this eBook is one small part of that! They don't do things in small ways, so expect a lot and they promise to do their best to meet your expectations.

about this raw

In this very special eBook, you'll learn the basics of raw (uncooked, fresh, and therefore full of life!) foods. You'll learn to identify exactly what is and isn't considered a raw food, what might be confused as a raw food, the reasons many people are adopting this diet and lifestyle, as well as some of the science behind it all.

Offered to you with love,

Wendi Dee Jim Dee







Wendi Dee: WendiDee@PureJeevan.com Jim Dee: Rawdiant@Gmail.com



what is raw, living food?

"Raw food consists of just carrot and celery sticks, as well as large salads, right?"

No! There's much *more* to raw foods than the **dreaded "diet" foods** that many have forced themselves to consume in their quest for a healthier body. Does it still sound boring, though? Well, it's far from dull. **Raw foods are much more colorful and tasty** than many people realize.

"Sure, but what do you eat?"

The fact is: You can create the most delicious gourmet meals that rival (and almost always surpass) those of cooked foods. You may want to check out our Recipes eBook or the recipes section of our blog (see Resources) for some delicious recipes to try. We've consumed unbelievable-tasting raw versions of things like lasagna, apple pie, soup, and even crackers!

We also maintain a web site called the **All Raw Directory** (see Resources) that, as of this writing, contains links to 650+ raw foods recipes. So, there is certainly more delicious diversity than you probably imagine.



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What Raw Foodists Eat!

Here's an <u>incomplete list</u> of what many raw foodists consume. (There are *far too many* edible plants, fruits, nuts, and seeds to list here.) In order for these foods to remain raw, most raw foodists agree that the **foods must never be heated above 115 degrees** Fahrenheit (46 degrees Celsius).

FRUITS	VEGETABLES	FRUIT/ VEGETABLES	NUTS & SEEDS (widely available unroasted)
Apples	Greens (lettuces,	Tomatoes	Walnuts
Bananas	kale, collards,	Zucchini	Pecans
Oranges	bok choy)	Peppers	Cashews
Pears	Broccoli	Cucumbers	Pine nuts
Apricots	Cauliflower	Squash (summer,	Almonds
Grapes	Asparagus	winter)	Brazil nuts
Raisins	Turnips	Avocados	Hazel nuts
Plums	Carrots		Sesame seeds
Figs	Onions		Pumpkin seeds
Dates	Garlic		Sunflower seeds
Melons	Celery		Hemp seeds
Persimmons	Sprouted beans		
Berries	and legumes	TO SAVE	
Kiwis	_		-
Lemons			
Grapefruits		THE STATE OF THE S	
Mangoes			

RAW FISH, DAIRY, AND MEAT?

For a very small percentage of people, consuming raw foods includes raw fish, dairy, and meat. Pure Jeevan does <u>not</u> recommend consuming any of these things for many reasons, the biggest being that we believe in *ahimsa* (a Sanskrit term meaning nonviolence). If you choose to consume anything raw that came from a living creature, please do research about it beforehand. Pure Jeevan believes a raw, vegan (no animal products whatsoever) diet is the healthiest for the human body. We do not judge your choices, however; we are all on our own unique paths in this life.



what isn't raw, living food?

Well, first of all, cooked foods are not raw. It is believed that any food heated above 108-115 degrees Fahrenheit (46 degrees Celsius) will be dead. If you heat the seed of a plant or tree, the seed will never be able to germinate and produce a living plant or tree. However, you can hold onto a seed for many years and, if it has never been heated above 108-115 degrees Fahrenheit, it may still sprout and produce a plant or tree! Here's a list of some foods that are not raw:

- Pasta
- Sugar

- ➣ Frozen vegetables (these are blanched before they're frozen)
- Steamed or boiled vegetables
- Cooked soups
- Almost all packaged foods

what is sometimes confused as raw food?

Many people are unclear about whether, or not, certain items are raw. The following items are **not raw, unless specifically labeled as such** (and even then, it's best to check with the product source if you desire truly raw foods):

- ? Olives
- ? Nut butters
- ? Pickles
- ? Cashews
- ? Nutritional yeast
- ? Cocoa powder

- ? Vanilla extract
- ? Dried fruits
- ? Dates
- ? Honey
- ? Agave nectar
- ? Maple syrup



Many raw foodists consume some of the items listed here, especially during their transitional phases of going raw. If eaten in small quantities, they should not hinder the health benefits of a raw food diet.



why people are adopting this lifestyle

There are numerous reasons why a raw food lifestyle is increasingly being adopted by people worldwide. One of the biggest reasons is for **improved health and longevity**.

Think about this: no other animal on earth cooks its food. Humans are the only animals (other than those we feed) that develop so many diseases. The molecular structure of food changes when it's heated. In fact, cooked foods act like a foreign substance (or poison) in our bodies. When cooked foods are ingested, our body increases its white blood counts since it sees the food as a foreign, unhealthy substance that needs to be fought. It's amazing how much harm that cooking our foods can do to our bodies, without our realizing it.



There is a famous study that was done called **Pottenger's Cats**. In the 10-year study, cats were separated into those fed cooked meat and those fed raw meat. The cats consuming raw meat were in better health, while the ones consuming the cooked diet suffered from congenital problems including birth defects and deformities after several generations. The study is interesting and worth researching if you've never heard about it.

Some people consume only raw foods for **environmental reasons**. Did you know that raising animals for food generates more greenhouse gases than all the cars and trucks in the entire world combined? Consuming packaged foods contributes to waste (in the creation and disposal of the packages), and cooking foods uses up resources.

However, most people who stick with consuming all (or very high) raw diets do so because of how it makes them feel. Why would you want to consume cooked foods when you can eat delicious raw meals that offer abundant health and energy? You may not believe that claim right now, but once you consume raw foods for 30 days or more, you'll notice a huge difference in what uncooked foods can do for you!



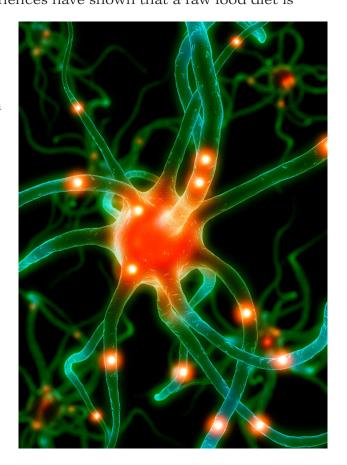
the इटांहात्र behind it all

You'll hear many theories about why raw foods are better than cooked ones. However, for as many theories proving that raw foods are the best for a human body, there are an equal number of theories proving that raw foods are harmful. Who's to know what's right or wrong for anyone else? We at Pure Jeevan are not scientists. We may be capable of researching what scientists have studied about raw foods, but in the end we are left to figure out what's right for ourselves. Our personal experiences have shown that a raw food diet is

clearly healthy for us. By experimenting with it yourself, we don't doubt that you'll find similar results. (See Disclaimer, p. 22.)

A Raw Foods 101 eBook wouldn't be complete without at least mentioning some of the main theories behind the superiority of eating an all raw food diet. Probably the most talked about theory in the raw food world relates to enzymes. It is believed by many that enzymes (proteins that assist with chemical reactions) are destroyed when raw foods are heated above a certain temperature (108-115 degrees Fahrenheit), thus requiring the human body to use its own enzymes to break down cooked foods. It is believed by many that the human body doesn't waste its own enzymes if the enzymes in food are present when that food is consumed.

A second theory seems to be based on a scientific study done by Dr. Paul Kautchakoff where he stated that **the major cause of leukocytosis** (an immune response where white blood cells increase up to 300%) **was**



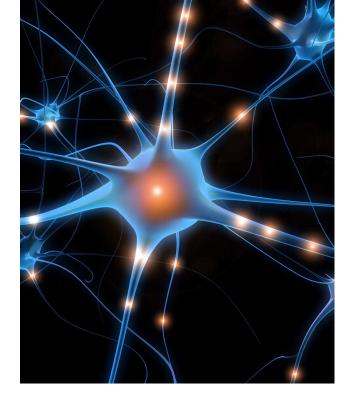
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consuming cooked foods. He found that eating raw foods did not cause *any* elevation in white blood cell count. Furthermore, he stated that **processed food consumption caused** *severe* **leukocytosis.**

As scientists continue to pioneer new ways of measuring individual health, we'll almost certainly have more scientific data favoring the raw foods lifestyle. One of today's more cutting-edge developments is the BioPhotonic scanner, a machine that measures antioxidants in your body (the higher the reading the better). People who consume a Standard American Diet (SAD) are said to score 20,000 (indicating generally declining health). Raw foodists typically score 70,000-90,000 on this machine, truly mind-boggling, off-the-charts numbers to the scientists and practitioners who developed and administer this test.

Again, it's confusing to know what is true and what isn't when one study always seems to contradict another. That's why Wendi



decided to experiment with the raw food diet for herself. She had eaten a cooked vegan diet for many years and continued to experience weight gain and ill health, even when eliminating wheat and sugar. However, once she consumed a raw vegan diet, her years of ill health vanished along with the unwanted weight. Eating a raw, vegan diet obviously worked for her. Then Jim tried it and experienced equally positive results.

People all over the world are claiming similar things: "Raw Foods Healed Me!" Raw foods aren't really doing the healing, however. It is the body that heals itself, with raw foods giving it the proper nourishment to do so. The only way you'll know if it can work for you

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is obvious—you need to give it an honest attempt to see for yourself! Be your own scientist and find out if what we are saying is true or not. Prove us wrong and then let us know about it, because we truly believe that raw foods are the natural way to eat and can bring immense health benefits to anyone eating a raw food diet. If, however, you try this way of eating and it works for you, please let us know that, too! We are overjoyed to read the many success stories of those adopting a raw food lifestyle.





i want to do this! what do i need to do?

Great! You are about to embark on the most exciting adventure of your life. Your first step is to really know that you want to do this. Figure out if you want to jump right into it and go raw overnight, whether you want to slowly transition to 100% raw, or perhaps you don't want to become 100% raw, but would simply like to incorporate more raw foods into your current diet. Your goal is very important, so make sure you fully know what it is. Once you have your goal set, all you need to do is take necessary steps to reach it!

Here's your check list of some ways to proceed:

- ✓ Write your goal down. Be certain it is very clear what you want.
- ☑ Sign up for our mailing list (see Resources) to continually receive inspiration in meeting your goal.
- ✓ Check out our Recipes eBook and our blog's Recipes section (see Resources), as well as the 650+ recipes currently listed on our All Raw Directory (see Resources), and select a few that you'd like to try.



Shop for the ingredients and slowly walk through the produce section of the grocery store. Are there certain fruits or vegetables that look good to you? If so, go ahead and purchase some of

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them! Follow your intuition and you may find the path to a healthier body a very easy one.

✓ Plan out your meals. If you are planning on eating a lot of raw meals, you may want to pick up a raw recipe book. On our blog, we review different recipe books, so you'll have an easier time finding a book that will work for your needs. There is also a large



section for raw food recipe books listed on the All Raw Directory (see Resources).

- Decide what you'll do if you planned on eating a raw meal but you find yourself away from home and unprepared when hunger strikes.
- ☑ Read, read as much as you can, every day, about raw, living foods. The more you read, the more you'll stay inspired and the more you'll learn.





what's a typical raw food लहां।?

A raw foodist's diet is as varied as those of people consuming cooked foods! We are all unique and have different nutritional desires and needs. There is no single, exact diet that will work for everyone on this planet. We're not saying that consuming raw foods won't work for everyone, however; we're saying that the kinds of raw foods and the optimal

percentages/proportions of fruits, vegetables, nuts, and seeds will differ for everyone.

Many raw foodists consume only fruits for breakfast, salads for lunch, and heavier nut-based meals for dinner. Others may consume only fruits all day long, while others may enjoy nourishing their bodies with green smoothies. Give yourself the freedom to follow what feels good for you.





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Some tools are necessary in the kitchen of a raw foodist, while others are useful, but not required. Here's a list of what you'll definitely need, followed by items that would be nice to acquire if you'd like to make some of the more complex recipes.

Absolutely Necessary

- © Good knife for cutting and chopping
- © A good cutting surface (sturdy counter top)
- © Vegetable peeler
- © Large bowl to mix ingredients and for large salads
- © Refrigerator if you can't shop for fresh produce daily

Want to Help Pure Jeevan?

When you're ready to purchase these items, go to **Pure Jeevan's Resources** page (see Resources, p. 22). When you purchase products through our resources page, **you help support our efforts** in serving the raw and living foods community.

Thanks!

Nice to Have

- © **Food processor** (an inexpensive one will work, but the more powerful ones will give you better textures and will likely last longer)
- © **Blender** (it's the same with the food processors—an inexpensive one will work, but the more powerful ones will give you better textures and last longer)
- © **Chef knives** (owning a few good quality knives really makes things easier when chopping and preparing raw meals)
- ② A **good quality chopping board** or block. We prefer wooden surfaces, since the plastic ones allow too much sliding and chance for getting cut. Plus, using wood (or bamboo, which is lovely) feels more natural than using plastic.

Extra Nice to Have

- © Juicer (one that not only juices, but also homogenizes)
- A dehydrator
- © A sprouter
- © Life in an area with great access to locally grown organics year-round
- © Life in an area with an **extended growing season** to grow your own food!
- © **Personal raw foods chef** (we sure think this would be extra nice, don't you?).



what to expect when you go raw



Changing your diet to one of mostly raw fruits, vegetables, nuts, and seeds can be a drastic change for your body if you have been eating the Standard American Diet (SAD) most of your life. Many people experience detoxification (detox) symptoms (bloating, gas, headaches, nausea, change in bowel movements, blemishes, mood swings, etc.). The less healthy your diet has been, the more likely it is that you'll experience some sort of detox symptom. However, the slower you transition to the raw food lifestyle, the less severe your detox will be on your body.

Other than the physical changes that take place when your diet changes, you may also experience other issues. These can include feelings of isolation (especially if no one around you is eating the same way), problems with handling social situations where others are consuming cooked foods, concerns from friends and family who feel that you are being extreme in your diet choices, etc. Those who haven't tried a raw food diet have a difficult time comprehending the undeniable health benefits. Please know that you are not alone on this path to a healthier way of living! There are numerous places on the web where raw foodists meet and support each other. Please search the All Raw Directory (see Resources) for the many raw food communities you can join. Pure Jeevan is dedicated to supporting you on this path if it's one you have chosen. We're here for you and we'll consistently be sharing with you through our blog, newsletter, web sites, and even in person to offer support.

Now that we've covered some of the negative experiences you may encounter while changing to a raw, living foods diet, **let's cover the positive experiences**, **also!** These are the reasons you'll want to try the raw lifestyle and the reasons you'll stick with it.





☑ Your skin will become smooth and have a radiant glow to it

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- ✓ Your body will effortlessly release any excess weight
- ☑ Others will be inspired by your increased health
- You'll feel connected in a much deeper way to your body, mind, spirit, and emotions
- ☑ You will feel **much more focused and motivated** in your daily activities

Eating tasty raw foods can have profound changes on your body. Below are some of <u>our</u> before and after pictures showing some of the physical changes that can come from a raw food diet:



Above: ~100 pounds overweight. Below: Healthy!



Wendi Dee has been eating raw foods since early 2006 and began consuming 100% raw foods in December 2006. Wendi never felt that she was missing out on anything. To date, she has lost and easily kept off nearly 100 pounds, has seen outstanding health improvements (backed up with numerous blood tests), has lived healthily without prescription medications, and has generally enjoyed a highly transformed spirit.

Jim followed a diet of roughly 70-80% raw foods for one year, 90% for the second year, and now follows a 100% living foods diet. During the first year, he dropped nearly 30 pounds and his doctor pulled him off Atenolol, a powerful heart medication that regulates blood pressure and heart rate. To date, he has dropped from 230+ pounds in 2006 to 170 (from size 40 pants to a loose-fitting 34!).



Above: ~60 pounds overweight. Below: Healthy!





but what about...

Pure raw foods are the healthiest for our bodies, of course. Pure foods are those that you can find in nature before they have been tampered with by humans. If you think about it, it makes sense that we should eat what we can pick and collect in nature. Processing our foods and blending different ingredients together probably isn't the best diet for our bodies.

However, you may have nutritional concerns about consuming only raw, vegan foods. Here are some of the **common** questions asked of (and by) raw foodists:

"What about protein?"



the raw foodeating vegetarian

the strongest meat-eating human

Who Would Win?

Think you need tons of protein to be strong? Ask yourself who'd win the above fight. The fact is, *plenty* of raw foodist athletes thrive in their chosen sports!

We've all been drilled about the need to include protein in our diets so much that it feels wrong to not consume high protein foods. However, our need for protein is actually a lot less than we've been led to believe. In an amazing study, referred to as *The China Study* in a book written by Dr. T. Collin Campbell, experts at Cornell University, Oxford University, and the Chinese Academy of Preventive Medicine performed a massive study on health and nutrition. The 20-year study found that too much animal protein actually leads to cancer and disease. The smaller percentage of animal protein a group of people ingested, the lower were their rates of cancers and diseases. If you're still eating animal products, you may want to consider looking into this eye-opening study.

Did you know that all fruits and vegetables contain protein? Doesn't it make sense, when you think about it, that the foods we can easily obtain on our own (fruits, vegetables, nuts, and seeds) would naturally contain the correct variety and proportion of nutrients our bodies require? Think about some of the largest vegetarian animals in the world. Do you think gorillas don't get enough protein? They are not only healthy, but extremely strong.



"What about B12?"

There is no consensus within the raw food community about whether or not a raw, vegan diet can lead to Vitamin B12 deficiency. There have been an equal number of meat eaters and vegetarians who have been found to have inadequate levels of B12. It was once believed that trace amounts of B12 were present in nutritional yeast and some seaweed, however recent studies have shown that the B12 present is not properly utilized by the body. There is no known raw, vegan source of B12.



Many believe that **B12** used to be present in our vegetables because it was present in the soil. However, our methods of farming have eradicated it from the soil and we can no longer rely on farmed produce for our supply of B12. Therefore, some believe supplementation is necessary.

Vitamin B12 is actually created by bacteria within the intestines. If you have a healthy digestive tract, many believe, you will have no problem with adequate B12 levels. Many vegans never experience a problem with B12 deficiency; however there are some who have low levels and become deficient. This doesn't mean there is something wrong with consuming a raw, vegan diet. Remember, an equal number of meat eaters are B12 deficient, as well.

Most likely, if man hadn't interfered with the soil or compromised our digestive functions by consuming unhealthy foods, we would never have experienced problems. However, there is no definite understanding about B12 deficiencies. Until it is fully understood, if you are concerned about a low level of B12, see a professional who can test your level.



"What about calcium?"

This is one of those big **propaganda scare** tactics-drink milk and eat dairy or else your bones will be weak and you'll get osteoporosis. Search the internet for the facts on calcium and you'll be amazed at what you find. First of all, cows get their calcium from the greens they consume! Second, it's unnatural to consume milk from an animal. Humans are the only animals who consume milk after infancy and also the only animals who regularly take milk from a completely different species of animal! Think about it—milk is for babies and should come from their mothers. How strange that we take milk that is meant for calves and kids (baby

Cows. Hmmm, where DO they get all their calcium??? Q: Ever wonder where cows get all that calcium? (Hint: What completely

surrounds this cow?)

A: That's right... GREENS!!!

goats) to drink. And finally, calcium that comes from dairy products is not efficiently absorbed by the human body. Your requirement for calcium can be fulfilled by consuming a wide variety of green plants and even sesame seeds and figs!

Did you know that cow's milk contains opiates? This makes perfect sense from an evolutionary standpoint, considering that calves would certainly benefit from this extra physiological incentive to stay close to their mothers. This better ensures their safety and reinforces their desire to obtain the levels of nutrition necessary for growth. In other words, the calf is actually drawn to drink the milk, and humans experience something quite similar - they're likewise biologically drawn to consume dairy products because they are literally addicted to the opiates found in cow's milk.



More Questions?

If you are new to learning about a raw vegan diet, you probably have questions. We are more than happy to answer your questions and then share the answers with you and others who may benefit. Please email us at any time with questions or concerns and we'll do our best to help you. Our email address is WendiDee@PureJeevan.com.



important

If you aren't yet ready to give up cooked foods, then don't do it! Maybe you just want to try adding some uncooked foods to your diet to see if you begin to notice a difference. If that feels more comfortable for you, then why not give it a try? What do you have to lose? If you don't like the uncooked foods (we highly doubt this), simply stop eating them. You lose nothing in this approach. (Fresh fruits and vegetables, after all, cannot hurt you.) However, you stand to gain a lot (and we're not talking about weight here)!



You see, once you start consuming those life-filled foods, they tend to "wake up" the cells within your body. On a deeper level, you will realize that the raw, life-filled foods are allowing your body to heal from the inside out! The longer you eat them, the more you will want them! We promise that to be true for everyone! We have found this to be the most amazing part of adding raw, life-filled foods to our diets!

Maybe you won't like the same uncooked foods as others (even those eating cooked foods have different tastes from each other). Everyone has his or her own preference for tastes, aromas, and textures. But, we're certain you'll find the ones that your body desires and your whole world will change — you'll be vibrating from the inside out and others will notice it, too! If you want to feel more vibrantly alive, cooked foods won't do it for you. Cooked foods are dead. Life comes from life!



resources

- Tor information on...
 - purchasing a Vitamix or other high-power kitchen appliance (and other raw food preparation equipment)
 - finding raw food ingredients (and/or other tough to find raw food items)
 - finding popular raw food book titles

...visit: <u>www.PureJeevan.com/resources</u>

- Pure Jeevan's main site: Tons of free raw food information, links, resources, and more! Visit: www.PureJeevan.com
- Pure Jeevan's blog: Regular updates about what we're up to, what we're thinking about with respect to issues in the raw foods community, our *Know Your Foods* video series, and much more! Visit: www.PureJeevan.com/blog
- All Raw Directory: The entire raw and living foods community, organized. This is a community-run site, provided by Pure Jeevan as a resource for the raw food community. If you know of a resource for raw foodists, please add it to the site! As of this writing, there are approximately 1,500 web sites listed that deal directly with raw foods. Events, suppliers, teachers, information, recipes, and much more! All free! Visit: www.AllRawDirectory.com

DISCLAIMER

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