



9



%

OR MORE

PLANT-BASED

NUTRIENT RICH[®]

**Achieve the
7 Success Results
Every Body Wants**

B O N U S G U I D E

"John Allen Mollenhauer's genius in developing the Nutrient Rich[®] Approach to eating is that he establishes a common ground on which we almost all agree, which is that a diet comprised of 90% (or more) plant-based foods is the key to optimal health. Eating the nutrient-rich way causes most people to experience weight loss and/or health improvement, while remaining attractive to the new person just beginning the journey to plant-based eating.

Nutrient Rich[®] has positioned itself to be a gathering point for everyone interested in plant-based eating, ranging from those who are just plant-curious to those of us who have devoted our lives to teaching others about the incredible power of this diet to prevent, stop, and reverse disease."

~ Pamela A. Popper, Executive Director of The Wellness Forum, author, *Solving America's Healthcare Crisis.*

Important Notice –*please read this notice before getting started.*

The information provided in this manual is for general guidance only and is not intended as a substitute for advice from a physician or other healthcare professional. Do not use this information to diagnose or treat a health problem or disease, without consulting a qualified healthcare professional.

Using the information provided in this book or any corresponding website is doing so at your own risk. Please consult your doctor.

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To purchase **The Nutrient Rich® Healthy Eating Plan**, with support, and other Nutrient Rich® Nutritional products, please visit NutrientRich.com.

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Congratulations on taking the Personal Diet Quality (PDQ) Assessment. You now have your Nutrient Rich® Healthy Eating Score and a “Karrote Guy” icon that corresponds to your Score.

The Karrote Guy will add fun, and a training element to your nutrition transition. As you delve deeper into making *the Switch* to Nutrient Rich® Healthy Eating, and get a copy of **The Plan**, you can retake the Assessment to monitor your progress. Each time you improve your Score, your Karrote Guy will get a new belt color.



I have found that most people understand the martial arts analogy for improving their eating and other lifestyle skills, and that this frame of reference works exceptionally well. It’s also a much more realistic, fun and empowering approach than the old—*I’m going on a diet* mentality.



Nutrient Rich® Score Icon

So, now that you have your Healthy Eating Score, you finally know where you stand with regard to how nutrient rich you are currently eating. You should also know that to improve your Score, *you don’t need to go on a diet or even eat “healthier,” for that matter*—you simply need to establish a nutrient-rich healthy eating style you can call your own.

To do so effectively, you need to fully understand the 90% or *More Plant-Based* Nutrient Rich® Approach. In this **Bonus Guide**, you will receive an “introduction” to this Approach. The 4-part **Nutrient Rich® Healthy Eating Plan** will provide you with the “full scoop,” and much more.

I’m really excited that you are taking action. You are learning the “real deal” here, in a way that will set you up for success for the rest of your life.

Enjoy!

Nutrition Education Trainer,
Performance Lifestyle Coach, and
Founder of NutrientRich.com

Introduction

In our fast-paced world, where nutrient-poor fast food is everywhere, making the *Switch to Rich-Nutrient Rich®* Healthy Eating is becoming the cornerstone of a healthy, more resilient and successful lifestyle. We all want to look and feel great, and have a wonderful quality of life, while living at *or near* our ideal weight, and then be able to enjoy our golden years free of disease. However, today, it seems inevitable that we will all become overweight and sick—especially as we age. But it is actually not inevitable at all. Instead, this scenario, which we equate with aging, is really caused by our consumption of predominantly nutrient-poor foods, and not having a proper lifestyle in place to support our health, and success.

The last thing anyone needs to worry about is diabetes and heart disease, let alone being overweight, on top of all the other stresses we deal with in our daily lives. These are not diseases of aging. Rather, they are life-style induced diseases, and they can often be avoided or dramatically improved through what you are going to learn about in this introductory **Bonus Guide**.

When you eat 90% *or More* Plant-Based Nutrient Rich® foods, optimized for nutrients, volume, and great taste, free of addictive substances, you will finally start eating the right amount of calories for you, when you are genuinely hungry, and be able to break free of the Vicious Cycle of Eating Nutrient Poor. You will also achieve the 7 Success Results Every Body Wants—not weight loss-*only*.

To look better, live longer and be healthier, making the *Switch to Rich—90% or More* Plant-Based Nutrient Rich®, as part of a lifestyle that supports you, is the only way to eat healthy, and live at *or near* your ideal weight all the time.

Unlike people who eat the Standard American Diet, and resort to weight loss-*only* dieting, or half-backed “healthier” diet tactics to manage their weight, and deal with health problems, those who take the 90% *or More* Plant-Based Nutrient Rich® Approach to eating, will accomplish each of the following results. It’s only natural.

Get The 7 Success Results Every Body Wants!

DETOXIFY • LOSE WEIGHT NATURALLY • IMPROVE HEALTH • REVERSE DISEASE
AGE SLOWER • LOOK YOUNGER • MAXIMIZE LONGEVITY

The 7 SUCCESS RESULTS of Nutrient Rich[®] Healthy Eating

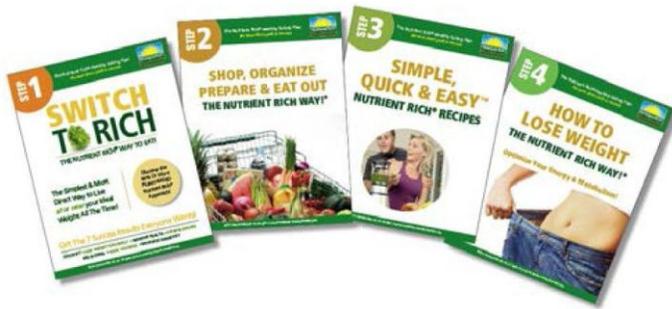
1. **Detoxify Your Body** from the accumulation of substantial amounts of animal protein, saturated fat, cholesterol, refined carbohydrates, and added salt, oil, sugar, and other chemicals that cause the overweight condition and health complications.
2. **Lose Weight Naturally**, which happens when you optimize up to 90% or more of what you eat for nutrient density, get in tune with natural eating cycles and true hunger, and are no longer driven to over consume.
3. **Improve Your Health and Performance** by getting all your nutrient needs met; avoiding or minimizing consumption of substances that compromise function and cause you to gain weight, drain your energy and age faster.
4. **Reverse Lifestyle-Induced Diseases** by removing the causes of disease, so that you maximize healing and recovery from inflammation, the overweight condition, and diabetes, and can slow the progression and/or reverse heart disease and potentially cancer.
5. **Age Slower** by nourishing your cells, with the needed micronutrients that are only found in plants, for a properly fueled and fully-functioning immune system.
6. **Look Younger** by no longer over-stimulating yourself with substantial amounts of animal and refined foodstuffs that promote inflammation (weight gain) exhaustion and faster aging.
7. **Maximize Your Longevity** up to 95-105 years of age, with the only method ever proven by science for ALL primates (including humans) to extend life.

The 90% or More Plant-Based Nutrient Rich® Approach

THE PROMISE:

- Lose unwanted body fat,
- Look younger and healthier,
- End dieting forever, and
- Eat great-tasting healthy foods, for life!

The **More Plant-Based Nutrient Rich® Approach to healthy eating works—for life.** The leading medical, nutritional and lifestyle experts agree that eating predominantly plant-based nutrient-rich or “nutrient-dense” foods provides every kind of positive health benefit and success result you can imagine—including detoxification, natural weight loss, improved health and personal performance, and reversal of lifestyle-induced diseases (such as diabetes, arthritis, and heart disease, etc.) slower aging, a younger look, and maximized longevity.



The Nutrient Rich® Healthy Eating Plan we deliver at NutrientRich.com, is based on the **More Plant-Based Nutrient Rich® Approach**, which promises that you will achieve **The 7 Success Results of Healthy Eating**, at the highest and most desired levels, when up to 90% or more of your foods, meals and menus

come from nutrient-rich plant sources—leafy greens, vegetables, fruits, beans/legumes, nuts/seeds, and whole grains, which do not promote food addiction, and are optimized to meet your needs for nutrients, volume, calories and of course—great taste!

As a matter of fact, the only eating style that has ever been proven to increase longevity—the ultimate Success Result, which requires that you achieve all the other Success Results in order to achieve it, is getting more nutrients, in fewer calories (as many as you need), so that you prolong life.

Does that mean you have to live like you’re on a diet all the time? Absolutely, not! The need for dieting, as we know it, only exists when you eat predominantly nutrient-poor foods and are driven to overeat, primarily due to lack of nutritional adequacy to begin with, i.e. eating nutrient poor. It is then complicated by the withdrawal from toxic food stuffs, among other lifestyle-based situations, which promote overeating as a method for coping with stress and as a means of recreation. You will get a handle on all of this with the **Nutrient Rich® Healthy Eating Plan** and lifestyle training we provide at NutrientRich.com.

Nutrient Rich® Healthy Eating is not a weight loss-*only* diet or a half-baked “healthier” diet. Those diet styles do not meet your nutrient needs, at high enough levels, and give you what you don’t need. They keep you diet-trapped dealing with negative consequences.

While other diet styles generally promote the continued consumption of unhealthy nutrient-poor foods, The Nutrient Rich® Healthy Eating Style does not do this in any significant amounts.

The reason why eating nutrient rich is different is simple—it is the only eating style that makes attaining **The 7 Success Results That Every Body Wants** possible, at the highest levels—there is nothing holding you back.

The Success Formula for Healthy Eating™

Time and time again, the 90% or More Plant-Based Nutrient Rich® Approach has proven to be the most successful way to eat—without dieting. The *Switch to Rich* happens when you wholeheartedly decide to make a nutrition transition from up to 90% or more nutrient-poor food consumption, the way most people eat, to eating 90% or More Plant-Based Nutrient Rich® foods.

You can make *the Switch* at your own pace, or fast-track your nutrition transition to 90%, from the very start—which is ideal. When you then optimize what you eat for nutrients, volume, and great taste, free of addictive substances, you'll get just the right amount of calories for you. You'll learn how to do this in **The Nutrient Rich® Healthy Eating Plan**.

Either way, you will eventually be enjoying nutrient-rich foods the majority of the time, and some of your old food favorites, approximately 10% of the time or less, because when your daily dietary intake is comprised of such a high percentage of nutrient-rich foods, something amazing happens—you begin to maintain such a healthy, positive, feel-good eating style that any desire you've had for nutrient-poor foods begins to fade away. You will start desiring nutrient-rich healthy foods, in great-tasting ways, every day. Even the desire for your old food favorites will soon change, as you get more and more into your healthy eating style.

You Will Never Feel or Be Deprived

Don't worry—soon you will be so curious about discovering all the new and amazing nutrient-rich foods, meals, and menus available to you that you won't be focused on “giving up” anything.

The idea is simple. Make a wholehearted and educated decision (read **Switch to Rich**, part 1 of **The Nutrient Rich® Healthy Eating Plan**) then learn how to shop, organize, prepare and eat out the nutrient rich way. And, with simple, quick and easy meals, you will be well on your way to living at or near your ideal weight all the time. In **Part 4 of The Plan**, you will learn how to lose weight the nutrient rich way—and literally become an expert.

The time that it takes to establish The Nutrient Rich® Healthy Eating style is unique to each person, but the transformation is amazing, natural and powerful!

Why Take the More Plant-Based Nutrient Rich® Approach Starting Today?

If you:

- Want to eat in the healthiest, and most successful way, without having to sacrifice convenience, great taste, or resorting to relying on junk food eating for “fun,”
- Have been addicted to junk food and suffered the consequences of the SAD Standard American Diet for far too long, only to then struggle with weight loss-*only* diets that don’t solve the real problem or work, for long, and
- Are trying to eat “healthier,” but don’t seem to be able to get ALL of the health and weight loss benefits promised, then

The *More* Plant-Based Nutrient Rich® Approach will work for you, especially when 90% *or more* of the foods you eat come from nutrient-rich foods.

Are you tired of that constant food struggle? Are you ready to finally “get it” and get on with your life, struggle-free from food, and learn what every-day, healthy, high-achievers know about healthy eating? Are you ready to make the *Switch to Rich*, Nutrient Rich®—The Great-Tasting Healthy Way to Eat? If so, then check out **The Nutrient Rich® Healthy Eating Plan**, which explains the flexible 90% Approach in even greater detail, as it relates to achieving The 7 Success Results, and learn how to optimize the way you eat for nutrients, calories, volume and of course great taste. It is the most direct path to success. Once you read *the Plan*, you will finally “get it” and be on your way to becoming a Nutrient Rich® Healthy Eater, for life!

Without a specific plan, the path to **nutrient-rich healthy eating** can take most people 20 years or more. Here at NutrientRich.com, you can save all that time and energy, and make *the Switch* in approximately 90 days, and minimize the impact that nutrient-poor diets will have on your body and your esteem

Simply make the *Switch* to the Nutrient Rich® Healthy Eating Style—today!

Choose Nutrient Rich® Healthy Eating—You Don’t Need “To Go On Another Diet” Ever Again!

When you begin eating the 90% *or More* Plant-Based Nutrient Rich® Way, you will never have to go on another weight loss-*only* diet to deal with the weight and health complications of a nutrient-poor, unhealthy, eating style—again!

Never Diet Again—Eat For Optimal Health, Personal Performance and Natural Weight Loss

Eating up to 90% or More Plant-Based Nutrient Rich® and allotting 10% or less of what you eat for your old food favorites, which may be nutrient poor, is **The Success Formula for Healthy Eating™**. Learning how to do this correctly via **The Nutrient Rich® Healthy Eating Plan** is *the most direct path to success*.

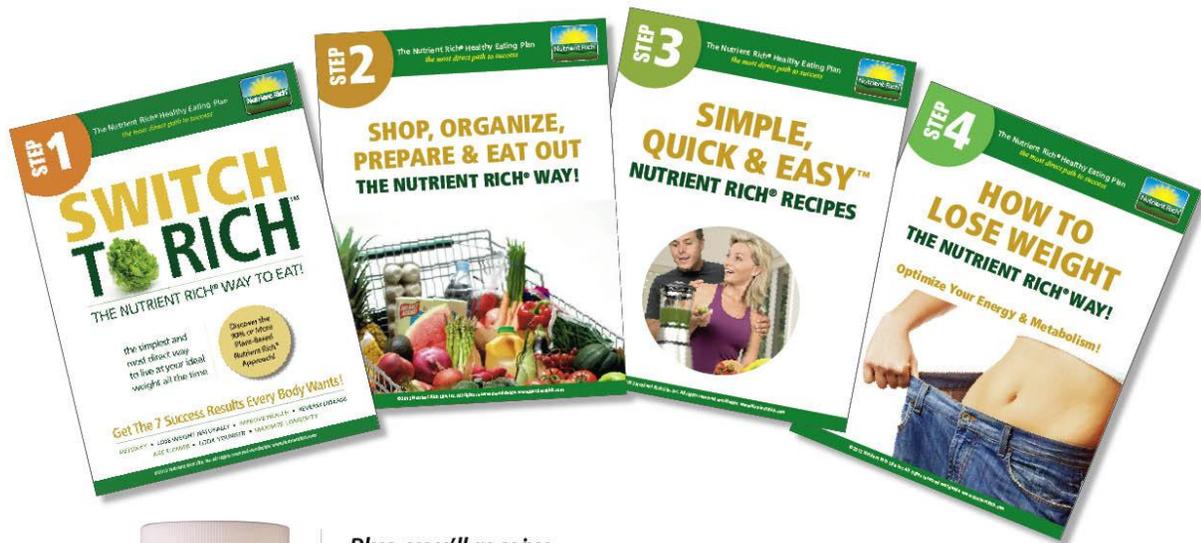
Begin making the Switch to Rich today! Right now, you can get **the Plan** at 50% off the retail value, and get a FREE 30-day supply of Nutrient Rich® Rezealiant “Living Feast”—the raw, live, whole, organic, super food that acts as a light meal replacement, with powerful phytochemicals, so you can start eating nutrient rich immediately. **Plus, you will get support and much, much more!**

If you are not already convinced from everything you have read on the website, after reading **Wow, I Thought I was Eating Healthy**, and taking the Personal Diet Quality (PDQ) Assessment, hopefully this **Bonus Guide** and the webinar that follows (you will receive details, via email) called, **Achieve The 7 Success Results Every Body Wants**, will inspire you to get **The Nutrient Rich® Healthy Eating Plan**, with lifestyle support, today.

Making the *Switch to Rich*
is the single most
important lifestyle change
anyone can make.

It influences all others and
THE RESULTS ARE COMPLETELY CREDIBLE!

The Nutrient Rich® Healthy Eating Plan



Plus, you'll receive...

a 300-Gram, 30-Day Supply of the great-tasting, raw, live, organic, Nutrient Rich® ReZEALiant “Living Feast” – the whole food, nutrient-dense, low-calorie way to fill up, and also speed up body detoxification and natural weight loss! (a **FREE 42.95 value!**)

This premium, low-cost, high-impact **Plan** delivers a cutting-edge, yet easy-to-understand nutrition transition process, which is called, *“the most direct path to success.”*

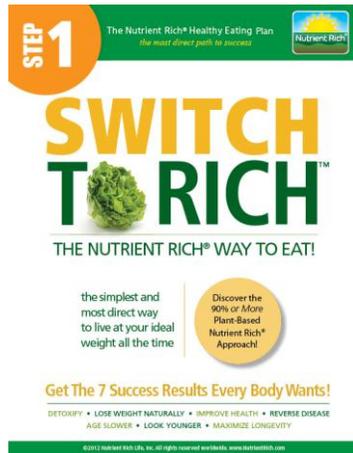
It is the first Healthy Eating Plan to fully explain the *More Plant-Based Nutrient Rich®* Approach, why your goal is to get to 90% or more, and how you can continue to also enjoy 10% or less of your old food favorites, and still be eating nutrient rich as a whole—if and when you want to, without feeling restricted.

The Nutrient Rich® Healthy Eating Plan will help you eat in a way that is:

- ✓ DELICIOUS,
- ✓ NATURAL,
- ✓ GENUINELY HEALTHY,
- ✓ SATISFYING, AND
- ✓ FULFILLING.
- ✓ AND, IT'S SUSTAINABLE!

Each of the 4 Steps in **the Plan**, emphasizes the daily intake of up to 90% or *More Plant-Based Nutrient Rich®* foods and meals, *by calorie*, with ideally, less than 10% animal products and refined food ingredients, neither of which we promote in our Nutrient Rich® Recipes.

The Plan Includes:



Step 1: Switch to Rich™, Nutrient Rich®—The Great-Tasting Healthy Way to Eat

explains the most direct path to success. Inside the **Plan**, you will discover how to break free of the Vicious Cycle of Eating Nutrient Poor, and how to achieve The 7 Success Results That Every Body Wants, by mastering The Nutrient Rich® Healthy Way to Eat.

You will finally understand the Vicious Cycle of the (SAD) Standard American Diet of eating “whatever-when-ever,” and then focusing on “weight loss-*only*” diets, or trying to eat “healthier” to deal with the negative consequences, only to still be eating nutrient poor—and, how this cycle keeps you trapped with food addictions where you are always dealing with weight and health issues. And, will be doing so—forever.

With your Nutrient Rich® Score in hand, and the help of **the Plan**, you will begin making the *Switch to Rich*, via the 90% or More Plant-Based Nutrient Rich® Approach. For the first time, the ideal 90% or more/10% or less Theory is explained in full, in the only context in which it really works—eating predominantly whole, plant-based, nutrient-dense foods, in a way that works *for you*. **Switch to Rich** starts with some helpful background and compelling stories that developed over 20 years, which will give you some perspective and get you started on the right foot. You’ll gain an understanding of the key ideas and influential science that inspired this revolutionary approach to eating in the most nutrient-rich way possible, so you can eat, free of food addiction, minimize overconsumption, and maximize great taste, and the enjoyment of eating.

The Plan provides an essential understanding of the modern-day predicament we all face when it comes to food, the potential diet traps, and how to steer clear of them motivated by the incredible Success Results that are possible, and obtained in a logical, substantiated and symbiotic order.

You will also learn The Most Basic Way to Eat Nutrient Rich®, with each of the essential tenants of this healthy eating style explained, using just the right balance of science, logic and common sense to give you the confidence to fully engage.

The Nutrient Rich® Healthy Eating Plan also offers 3 in-depth Guides that will expand on what you’ll learn in **Switch to Rich**.



SHOP, ORGANIZE, PREPARE & EAT OUT THE NUTRIENT RICH® WAY!



Step 2: Shop, Organize, Prepare & Eat Out The Nutrient Rich® Way

explains the four skills of this healthy eating style, which those who have been eating in a nutrient-rich way for a long time have almost all mastered. This is where the rubber hits the road. You will develop the essential lifestyle skills you need to succeed. *There is also a great food shopping list inside!*

This guide will teach you how to be confident in the food store, the kitchen and in any restaurant, where you are no longer feeling forced to outsource the way you eat to everyone else because you don't know any better.



SIMPLE, QUICK & EASY™ NUTRIENT RICH® RECIPES



Step 3: Simple, Quick & Easy™ Nutrient Rich® Recipes (SQ&E) helps you

understand the mindset for quick and easy eating, and enables you to eat delicious meals, even if you have limited to no time for food preparation. All of the recipes in SQ&E have approximately 5 whole-food ingredients, or less, and some are ultra SQ&E. Other seasonings and ingredients may be listed as optional. And, all are optimized for nutrient density, so you can eat the right amount of food for you, and are no longer driven to consume excess calories.

They are all great tasting, without resorting to foodstuffs that create food addiction. And, there are how-to videos for these recipes, and more, available in

the [Recipe Database](#). They feature [Chef Ramses Bravo](#), who helped develop the recipes for this book



HOW TO LOSE WEIGHT THE NUTRIENT RICH® WAY!

Optimize Your Energy & Metabolism!



Step 4: How to Lose Weight The Nutrient Rich® Way

explains that most people are trained to lose weight the nutrient-poor way, through macro-nutrient (calorie) manipulation, or by basically eating less of nutrient-poor foods, among many other weight loss-*only* tactics. Then, they settle for low-level results from half-baked “healthier” eating strategies that have diminishing returns.

This guide explains how to lose weight when you are eating healthy and are actually getting your nutrient needs met, after you have made *the Switch* and are free of food addiction. Once you are well into your nutrition transition, and are

enjoying plant-based nutrient-rich foods, meals and menus, The Nutrient Rich® Natural Weight Loss Process™ outlined in this guide will help you gauge *what* you eat and *when* you eat most of the time.

Soon, you too will no longer have to deal with the body's detoxification symptoms that so many people misinterpret as hunger, or other reasons to eat, and will finally eat according to the natural cycles that all of our bodies systematically go through. This can be a challenge at first, but it's far less of a challenge, and it will soon be pleasurable after you *are well into* your nutrition transition. When you know what's going on, and you have gotten through the initial stages of making *the Switch*, living at *or near* your ideal weight all year round, will become your “new normal.”

Support

Not only do we help you make the *Switch to Rich*, and educate you on how to eat in great-tasting healthy ways—we also inspire and support your success. When you purchase The **Nutrient Rich® Healthy Eating Plan**, you also gain access to what we call the **Core Essentials Membership**, which consists of access to:

Core Essentials Membership Dashboard



Welcome!
John Allen Mollenhauer
Edit your profile | Logout | Help

Download the 4 Step Plan

Forum
Discuss with the rest of the community.

Teletraining
Coming soon!

FAQ's
Check out the most frequently asked questions.

Premium Posts
Lettuce is the New Chicken
**LETTUCE:
the New CHICKEN!**
Is Meat Addicting?

Online resources
The Top 12 Findings of the China Study - T. Colin Campbell PhD, Thomas Campbell III MD, John Allen Mollenhauer
Failure to Thrive - The Nutritional Adequacy of 100% Plant-Based Diets - Michael Klaper MD and John Allen Mollenhauer
The Pleasure Trap - Alan Goldhammer and Daisy Lisle
Reclaim a Nutrient Rich "black belt" Healthy Eater - Guide
How to use live, raw, organic, whole, super food nutrition products - to lose weight naturally, maintain and build muscle - Guide
The 12 Immutable Laws of High Level Health - Guide

Nutrient Profiles, Foods
Did you know that broccoli, romaine lettuce and kale have **more protein per 100-calorie portions** than sirloin steak?
Broccoli - 11.2 gm
Romaine Lettuce - 7.5 gm
Kale - 11 gm
Sirloin Steak - 5.4 grams

Calorie for calorie, broccoli is nutrient-rich and has more than double the protein of sirloin steak, and the steak has cholesterol and saturated fat!
Discover the nutritional profiles of foods in The Food Class System®.
Click the **More** button.

- ✓ The Forum
- ✓ Live and taped Teletraining Calls, with John Allen Mollenhauer, NET, CPLC, where he offers tips, answers questions and conducts interviews with other leaders in the plant-based field of nutrition and lifestyle.
Note: *We don't answer medical nutritional questions, only nutrition and lifestyle ones.*
- ✓ Periodic discounts on nutrient-rich products.
- ✓ Much, much more!

A FREE Jar of Living Feast



And, to get you started, immediately, and/or to improve your health and Success Results, we also provide you with a free jar of Living Feast, the raw, organic, whole, superfood light meal replacement that delivers powerful phytonutrients to help you make *the Switch* and maintain a healthy, yet convenient eating style.

Simply mix one scoop of Living Feast with water or coconut water and you can start eating nutrient rich, even before you read one single page of **The Plan**—and can continue eating nutrient rich, even when you are on the run, and don't have time to prepare a meal.

To help you to improve your results, we also offer live, raw, organic, whole, super food nutrition products in the **Store** to help you make *the Switch* and maintain a healthy, yet, convenient eating style.

Nutrient Rich® is the standard for every brand and product we provide in the Store and as **Featured Products**.

We want to liberate you, and see you free of diet, weight, and long-term health issues, and eating in a great-tasting healthy way. The way to do this is to eat the Nutrient Rich® Way!

Get the Plan & Improve Your Score, Today, For Just \$79 – (50% off Regular Value)

Improve Your Score, Today! Just \$79! (50% off regular retail value)

Includes:

- ✓ **The 4-Part Nutrient Rich® Healthy Eating Plan, by John Allen Mollenhauer**
 - **Step 1:** Switch to Rich™ The Nutrient Rich® Way to Eat
 - **Step 2:** Shop, Organize, Prepare & Eat Out the Nutrient Rich® Way
 - **Step 3:** Simple, Quick & Easy™ Nutrient Rich® Recipes, with *Recipe Videos by Chef Ramses Bravo*
 - **Step 4:** How to Lose Weight The Nutrient Rich® Way!
- ✓ **30-Day Supply of Nutrient Rich® Rezealiant Living Feast, which is full of Powerful Phytochemicals and other essential nutrients**
- ✓ **2 Months of Member Support**
 - Member Dashboard with Nutrient Rich® Score
 - Training Calls
 - Q&A Calls
 - Forum
 - Exclusive Resources, Premium Posts, Nutrient Profiles of Foods, etc.
- ✓ **Member Discounts, including Performance Lifestyle® Training for Resilient Living**

