



ULTIMATE LIFESTYLE TRANSFORMATION

THE ULTIMATE GATEWAY INTO PURIUM



MOST POPULAR PRODUCTS

The products in the Ultimate Lifestyle Transformation are fixed based on results, data and your Brand Partner feedback.

MEET THE PERFECT PACK & NEW SHIPPING BOX

The Ultimate Lifestyle Transformation isn't delivered in just any brown box - but rather a Purium-branded package. The Ultimate Lifestyle Transformation comes fixed with:

- (3) Power Shake Apple Berry (1 container + 2 terra pouches)
- Super CleansR
- (2) Apothe-Cherry
- Blender Bottle
- (2) Biome Medic
- Tape Measure
- (2) Super Amino 23
- Placemat insert with a guide, 30-day tracker and QR codes that link to support

WHY IS IT THE BEST CHOICE?

This is the recommended pack for your new Brand Partners and Customers. We have looked at the data and listened to the leaders, who wanted to:

- Upgrade our delivery presentation to match the world-class quality of our products
- Make the program's schedule simple and user-friendly to have easier and more duplicatable success
- 95% of sales are Power Shake Apple-Berry; standardize the flavor option to minimize questions & clicks which can slow down a sale.
- Schedule the products to last for 30 days to:
 - improve compliance, consistency of results and duplication
 - support Smart Order and retention
 - compact the BV / sale into a 1-month cycle instead of 2



BRANDED SHIPPING BOX

Purium co-owner Amy Venner shows off one of the first shipments of the Ultimate Lifestyle Transformation (that she packed herself!).

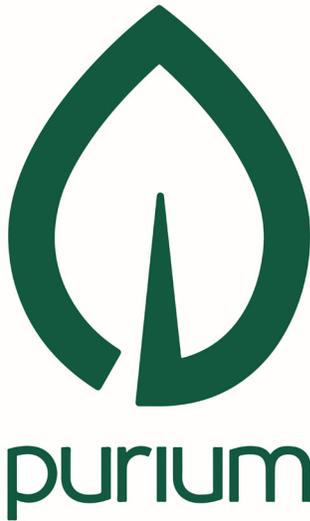


ULTIMATE LIFESTYLE TRANSFORMATION

A WARM WELCOME FROM PURIUM

FIRST IMPRESSIONS ARE EVERYTHING

Purium's identity is **STRONG** and our culture is warm, genuine and personable. Although our legacy Brand Partners may know that, our Customers and new Brand Partners may not.



The Transformation Company

SMALL DETAILS, BIG IMPACT

ECO-MINDFULNESS: 1 Apple berry plastic tub and 2 terra pouch refills. Plus, instructions to re-use the plastic container.

MODERN APPEAL: This item will arrive on doorsteps in a clean, modern box with well-organized products.

SIMPLE GUIDANCE: 3 unique schedules to appeal to anyone and everyone who wants to transform their lifestyle, health and body. 1 easy-to-follow schedule arrives in the box; 2 more complex schedule options can be found via QR code/link "Lifestyle Transformation Digital Guide."

ACCOUNTABILITY SUPPORT: A 30-Day Tracker helps each person record their progress and stick to their goals.

COMMUNITY INSPIRATION: Our Facebook Support group is a shining reflection of Purium's pure + premium people.

EASY FOLLOW-UP: Brand Partners now have an easy entry to have a Smart Order and/or Upgrade conversations with Customers.

ARE THERE OTHER PACKS & PRODUCTS TO OFFER A NEW CUSTOMER OR BRAND PARTNER?

Yes! We even offer a "Customizable" version of the Ultimate Lifestyle Transformation (ULT) pack (NOTE: Is not guaranteed to be shipped in the branded box.)

Purium offers all kinds of unique products for unique Customers and business prospects. While we certainly know these unique exceptions exist, the "ULT" is the pack of Purium's future. It appeals to a large and diverse group of people and provides the best experience for most people's health goals. We encourage you to lead with the Ultimate Lifestyle Transformation pack and enhance a Customer's experience with our special, individual products. What does your Customer or Brand Partner want to boost? These are just a few of the many options:

- Weight Loss: Daily Fiber Blend
- Energy: Can't Beet This!
- Parasite Cleanse: Super CleansR
- Hydration: Coco Hydrate Pineapple
- Greens: Green Spectrum
- Fruit: Bio Fruit



ULTIMATE LIFESTYLE TRANSFORMATION

THE PLACEMAT & OTHER SCHEDULES

This large, thick paper insert is the first thing a Customer or Brand Partner will see when they open their new Ultimate Lifestyle Transformation box. Immediately, they are given all the details they need to start the transformation right.

WELCOME to your Ultimate Lifestyle Transformation

transformation box

- Get familiar with the products and the schedule. Scan the QR code to watch video A - see back.
- Fill out Day 0 of the Transformation Tracker - see back.
- Start your 30-Day Transformation Experience. Scan the QR codes for digital support - see back.

BUILD
Pure Nigri Protein

May

- Cleanse bowels
- Boost fat
- Regulate blood sugar
- Increase metabolic activity

NOURISH
Super Cleanse & Fats

May

- Restore energy
- Reduce cravings
- Fuel your metabolism
- Increase metabolic activity

DETOXIFY
Superior Gut Health

May

- Cleanse gut physiology
- Improve digestion
- Boost immune system
- Reduce CRP

REGENERATE
Digestive Super Food

May

- Restore sleep
- Reduce free radical damage
- Boost skin
- Cleanse healthy response to inflammation

CLEANSE
Deep Elixir Cleanse

May

- Remove toxins
- Reduce inflammation
- Flush parasites

YOUR 30-DAY SCHEDULE

RISE & SHINE

When you wake up:

- Super Amino 23 (5 tablets)
- Super Shake (1.5 TSP) with 20 oz. water
- Biome Medix (2 capsules)

DAY OR EVENING

You choose, in place of either lunch or dinner:

- Super Amino 23 (5 tablets)
- Super Shake (1.5 TSP) with 20 oz. water
- Biome Medix (2 capsules)

SWEET DREAMS

30-60 minutes before you go to sleep:

- Apple Cider (2 TSP) with 8-10 oz. water

Don't forget to re-order at shop.purium.com!

*Biome Medix and Super Cleanse are in water addition. Based on your body's digestive response, modify by reducing capsules per serving.

THE FRONT

- 3 Simple Steps
- Products & Benefits
- Simple 30-Day Schedule

THE BACK

- 30-Day Tracker
- Checklist for Success
- QR Codes to Support
- Smart Order Call Out

Simple 30-Day Schedule:

This path is all about subtraction, by way of addition. You flood your body with nutrient-rich superfoods without being restrictive with your diet. By meeting your nutritional needs with high-quality foods, you naturally stop craving foods and habits that stem from undernourishment.

Motivating 30-Day Tracker:

It's easy to stay on track when you can literally see your progress. This 30-Day Tracker helps the Transformer *positively* keep record of their improvement, helping them stay committed and accountable - without judgement!

ACCELERATED 30-DAY SCHEDULE

Begin by easing into your product routine.

RISE & SHINE

When you wake up:

- Super Amino 23 (5 tablets)
- Super Shake (1.5 TSP) with 20 oz. water
- Biome Medix (2 capsules)

SWEET DREAMS

30-60 minutes before you go to sleep:

- Apple Cider (2 TSP) with 8-10 oz. water
- Biome Medix (2 capsules)

Then it's time to accelerate and fuel your body with only pure, super nutrition.

DAY 11-20: 10-DAY IMMERSION

Start on Day 11. For the next 10 days when a morning alarm rings, you'll wake up with Super Amino 23, Super Shake or Apple Cider (2 TSP) with 8-10 oz. water. This will keep you hydrated during the 10-day immersion.

Low impact exercise only, like gentle yoga or Tai Chi. Do not do any core work, heavy squats or deadlifts. Do not do any heavy cardio. Do not do any heavy lifting. Do not do any heavy cardio. Do not do any heavy lifting. Do not do any heavy cardio. Do not do any heavy lifting.

On Day 11, you'll be required to sign up for Super Amino 23, Super Shake (1.5 TSP) with 20 oz. water, and Biome Medix (2 capsules) for your 30-day transformation. QR Code C-1

RISE & SHINE

When you wake up:

- Super Amino 23 (5 tablets)
- Super Shake (1.5 TSP) with 20 oz. water
- Biome Medix (2 capsules)

DAY OR EVENING

You choose, in place of either lunch or dinner:

- Super Amino 23 (5 tablets)
- Super Shake (1.5 TSP) with 20 oz. water
- Biome Medix (2 capsules)

SWEET DREAMS

30-60 minutes before you go to sleep:

- Apple Cider (2 TSP) with 8-10 oz. water
- Biome Medix (2 capsules)

*Biome Medix and Super Cleanse are in water addition. Based on your body's digestive response, please modify 1-2 capsules per serving.

INTERMITTENT-FASTING 30-DAY SCHEDULE

Based on a daily 2,000-calorie diet.

SPECIAL TIPS

- Eat all of your meals within an 8-hour window, allowing 16 hours of fasting.
- Water is not considered food, drink half your body weight in ounces.
- Eat as healthy as you feel comfortable, emphasizing organic foods.
- See the sample schedule to the right and adjust based upon your wake time.
- Fast from 7pm - and REPEAT EACH DAY.
- For best results, keep a consistent schedule.
- Add Super Cleanse to your 8 AM Super Amino 23 serving during the final 10 days (for a natural, deep color cleanse).
- Modify 1-2 capsules of Biome and Super Cleanse according to your body's digestive response (Biome Medix and Super Cleanse are in water addition).

8 AM DAYS 1-30

Before your meals with your greatest energy window, keeping your fast.

- Super Amino 23 (5 tablets - 20 tablets)
- Super Cleanse (2 capsules)

10 AM

Graciously break your fast with organic, healthy fats, whole grains, and plant protein.

- Super Shake (1.5 TSP) + 100 calories

12 PM

Time to eat some "real food!"

- Enjoy your first meal (700 calories MAX, 100 best results)
- Super Shake (1.5 TSP) + 100 calories

3 PM

More healthy support.

- Super Shake (1.5 TSP) + 100 calories

4 PM

Fast your meals with more organic greens.

- Super Shake (1.5 TSP) + 100 calories

6 PM

Final meal before your 16-hour fast.

- Enjoy your last meal (700 calories MAX, 100 best results)
- Apple Cider (2 TSP) + 80 calories
- Super Shake (1.5 TSP) + 100 calories
- Biome Medix (2 capsules)

Additional Schedules:

Another reason why the Ultimate Lifestyle Transformation is amazing, is because there are a few different ways to use it. The QR code titled "Lifestyle Transformation Digital Guide" takes Customers to a blog with all 3 schedules: Simple, Accelerated and Intermittent-Fasting.



ULTIMATE LIFESTYLE TRANSFORMATION

QR CODES

LIFESTYLE TRANSFORMATION DIGITAL GUIDE

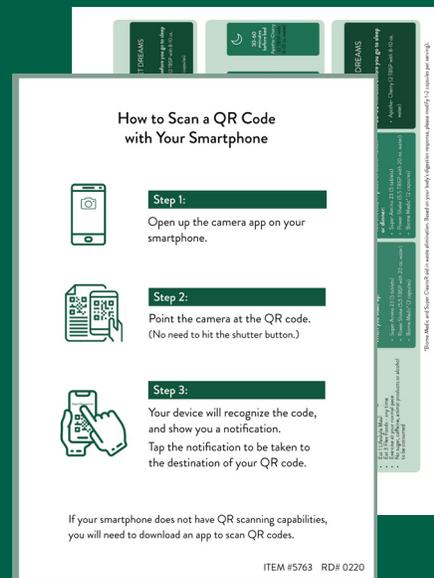


These easy-to-use codes are an eco-friendly way to deliver current and accurate details that your Customer needs to know, as soon as they receive their Ultimate Lifestyle Transformation. Need a little extra help with scanning? No problem!

HOW-TO POSTCARD

Every Ultimate Lifestyle Transformation comes with a paper postcard that explains how to scan the QR Codes.

The back of the postcard features the Accelerated Schedule.



LEARNING & TRAINING DUPLICATION

ILEARN VIA PURIUMBACKOFFICE.COM

Login to iLearn and select the module “Ultimate Lifestyle Transformation” to find everything you need to share. When you enroll new Brand Partners, lead them here to learn how they can easily duplicate this campaign. Be sure to check out our permalink training guide and video.

- Training on how to run your own campaign
- Attraction Marketing
- Marketing Flyers
- Schedules, Tracker & Product Info
- Links to landing pages



Purium Health Products PHP's Library

Welcome to iLearn! We're so happy to have you here. Select any module below to get started. Take your time exploring, we'll keep track of your progress along the way



Get Started

Whether you just enrolled or are working on your next Rank Achievement, this module has the basics to get you building Purium F.A.S.T.

[View Module](#)



Executive & Above Leadership

Welcome to Purium's Leadership Module. This is home to exclusive Leadership Zooms for Executives and above. Plus, access to our new Customer Care Chat - our ...

[View Module](#)



ULTIMATE LIFESTYLE TRANSFORMATION

QUICK CLICK TOOLS

While Purium offers a number of marketing assets in iLearn’s module “Ultimate Lifestyle Transformation,” there are also landing pages for Customers or Prospects.



[ishoppurium.com/pages/lifestyle-transformation](https://www.ishoppurium.com/pages/lifestyle-transformation)

CUSTOMERS: iShopPurium.com’s Transformation landing page with product details, contest entry & schedules

Easily pre-load a cart with products and your Gift Code at [puriumpermalinks.com](https://www.puriumpermalinks.com)



[isharepurium.com/ultimate-lifestyle-transformation](https://www.isharepurium.com/ultimate-lifestyle-transformation)

PROSPECTS: iSharePurium.com’s Ultimate Lifestyle Transformation page allows prospects to choose their path, either as a Customer or a Brand Partner.

Create your own permalink by adding your Gift Code - just copy/paste the link below and add your Gift Code after the equal sign.

<https://www.isharepurium.com/ultimate-lifestyle-transformation?giftcard=YOURGIFTCODE>



[Bit.ly/ultimatelifetransformation](https://bit.ly/ultimatelifetransformation)

CUSTOMERS & PROSPECTS: Adobe Spark landing page with all the important details and videos. NOTE: only share with very interested people or customers who have already purchased.

These statements have not been evaluated by the FDA and are not intended to diagnose, treat, cure or prevent any disease.

ITEM# 5530
RD# 0220