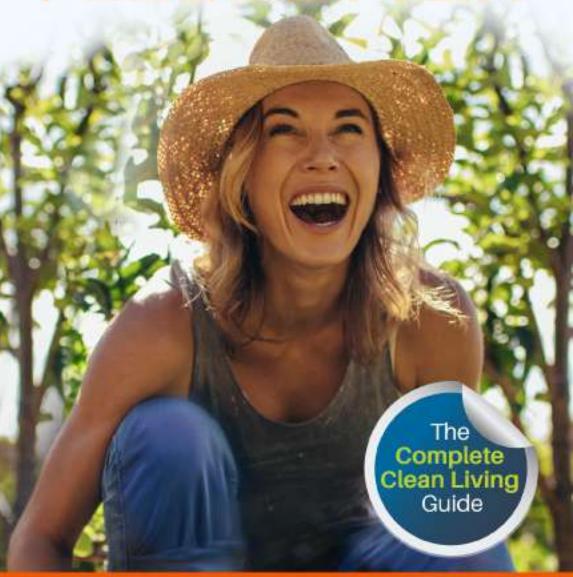
LOOK YOUNGER FEEL BETTER



Dr. Michele Burklund, NMD

Chief Science Officer at Puriya

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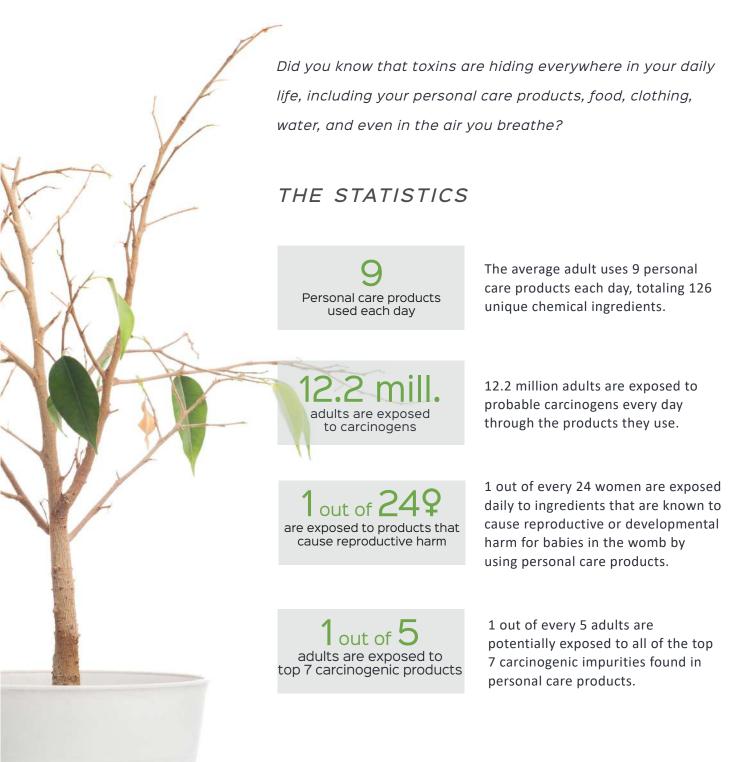
ADDRESSING THE ROOT

Our comprehensive guide will teach you how to live in balance with nature through a holistic approach incorporating the foundations of health.

At Puriya, we believe in restoring health by addressing the whole person and finding the sources of bodily imbalance, not just suppressing symptoms.¹

For example, if a skin condition has an underlying internal component (e.g. autoimmune issues, food allergies) and is affected by lifestyle choices (e.g. poor diet or hygiene), then those factors must be addressed to restore the body to a healthy state.

CLEAN LIVING 101





AIR

It's the first thing we encounter when we enter this world. We can only live minutes without it.
It's often taken for granted...

But what happens when one of our most basic needs becomes polluted?

In today's world, many things affect the quality of the air we breathe, both indoors and outdoors. Common outdoor air pollutants include residential, commercial, and industrial combustion of coal and other fuels, as well as other sources like smoke from bushfires, windblown dust, and pollen.



A scale from 0 (perfect air quality) to 500 (immediately dangerous air quality) is used to help people know how safe their air is.³

Did you know that your home could even be more polluted than the air outside?

Common indoor air pollutants include woodburning stoves, secondhand smoke, building and paint products, cleaning and household chemicals, mold, pet dander, formaldehyde, carbon monoxide, carpets, asbestos, lead, and volatile organic compounds.⁴

1

Never smoke indoors.

2

Be aware if your home smells like mold or mildew.

3

Do not store paints, pesticides, chemicals, or solvents inside.

4

Avoid synthetic fragrances that are "air-freshening" devices.

5 WAYS
TO KEEP
YOUR
AIR CLEAN

5

Make sure your fireplace is clean and well ventilated.

FACT

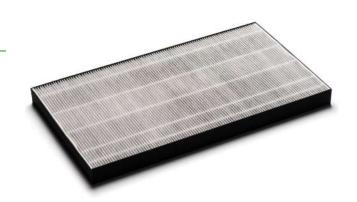
The average person has 10,000 liters of air enter their lungs every day in order to extract 420 liters of oxygen.

FILTRATION

What can enhance your indoor air quality?

A proven way to improve your indoor air quality is to use a filter to reduce your exposure to both biological and environmental containments.

Studies advise using a HEPA filter that can filter out small particle sizes.⁵



CLEAN CANDLES



Did you know that burning candles could make your air toxic?

Most people associate candles with a pleasant and a relaxing atmosphere, but burning candles can actually be quite harmful to your health!

Petroleum-based (paraffin) candles as well as scented candles can pollute your home with carcinogenic toxins like formaldehyde, benzene, and other chemicals that create the "soot" in the air. When shopping for candles look for cleaner options like soy- and beeswax-based candles.

HOUSEPLANTS

Adding some green inside your home is a great way to bring nature inside and clean your air.

Consider some of these varieties:

- ✓ Peace Lily (Spathiphyllum)
- **♥ Rubber Plant** (*Ficus elastica*)
- **껳** Boston Fern (Nephrolepsis exaltata)
- **♥** Golden Pothos (*Epipremnum*)

- **♥** Spider Plant (Chlorophytum comosum)
- √ Sanseveria (Sansvieria trifasciata)
- ✓ Aloe Vera (Aloe barbadensis)



WATER

We can only live days without it. Up to 60% of our bodies are made of it. It's essential to every cell in our body.

But what happens when our water becomes polluted?

The EWG (The Environmental Working Group) analyzed over 48,712 water utilities in fifty states and found:⁷

- 45 contaminates linked to hormone disruption.
- 38 contaminates that may cause fertility problems.
- 78 contaminates associated with brain and nervous system damage.
- 93 contaminates linked to an increased risk of cancer.
- 63 contaminates connected to developmental harm to children or fetuses.

CHECK FOR YOURSELF

EWG has a database of over 30 million state water records so you can see how your drinking water stacks up.



Visit the link below to see your tap water ranks: www.ewg.org/tapwater

THE WATER EXPERIMENT

These pictures show the structure of water in a polluted lake versus a clean river from an experiment by Dr. Masaru Emoto.





Dr. Emoto developed a revolutionary technique using an electron microscope in a very cold room paired with a high-speed photography to capture newly formed crystals in frozen water samples. They are just as powerful today as they were over a decade ago. In his experiments he discovered that polluted waters do not crystalize like clean samples.

What does this mean? Water is an energy form capable of amazing things.

Dr. Emoto also demonstrated that water—when exposed to various human intentions such as love, prayer, and positive ideas— formed beautiful crystal-like structures. However, water exposed to negative intentions, hate, and fear formed disfigured and "unpleasant" structures. Dr. Emoto presented the idea that since humans and the earth are made up mostly of water, we must value and love this important source of life. ^{8, 9}





NATURAL WAYS TO CLEAN WATER

Looking for ways to purify your drinking water?

Consider installing a home water filtration system with a filter that is able to remove particles under .5 microns.



3 TECHNIQUES TO REMOVE CHLORINE

1

Filtration

Filters made from activated charcoal are able to absorb chlorine contaminants by bonding to chlorine ions.

2

Evaporation

Because chlorine is a gas at room temperature, it can actually evaporate from the water over time. To expedite the process, put water in a container with a large surface area. The more water that's exposed to air, the faster the chlorine can evaporate.

3

Neutralization

Vitamin C is a potent antioxidant, and when added to chlorinated water, it undergoes a chemical reaction that neutralizes the chlorine. Simply add a slice of lemon or lime into your glass of water to start this process.







BPA AND OTHER EXPOSURES

BPA is a well-known industrial chemical formally called bisphenol A. It has been used since the 1960s, and studies have shown that BPA can seep into your water (and food) from containers made with this chemical, which can lead to harmful health effects. Recently manufacturers have been using BPA-free alternatives, but there have been no studies focused on whether BPA-free alternatives are safer.

To avoid BPA exposure:

- Replace plastic containers with glass.
- Never re-use plastic containers.
- Avoid using heat around plastic containers.



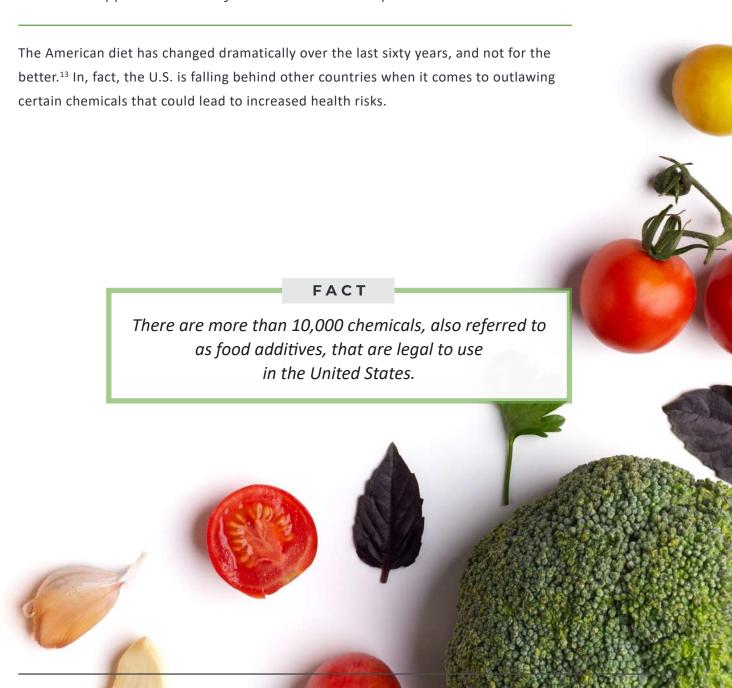
FOOD

Food is essential to our bodies.

It gives us fuel.

It's the third most important thing for life besides air and water.

But what happens when our food sources are compromised?



Here's a list of Ingredients that are banned in other countries but not in the U.S. 14

- 1 | Azodicarbonamide: used as a whitening agent in flour and dough
- 2 | Blue #1 & #2: food coloring
- 3 | Yellow #5: food coloring
- 4 | BHA & BHT: flavor enhancers
- 5 | rBGH and rBST: synthetic hormones used in cows
- 6 | Potassium Bromate: found in bread products
- 7 | Brominated Vegetable Oil: found in soft drinks and sports drinks
- 8 | Olestra: found in fat-free products
- 9 | Diphenylamine: used on apples to create a "shiny" coat

Don't Eat It If...

It takes longer than five minutes to open.

It's probably overly processed.

You can't pronounce the ingredients.

It's probably made in a lab.





THE CLEAN 15

The "clean 15" are a group of fruits and vegetables that contain the lowest amount of pesticides.16

Spinach

Peaches

Potatoes

	Avocados	Sweat Peas (frozen)	Kiwis
	Broccoli	Papayas	Cantaloupes
6	Sweet Corn	Asparagus	Cauliflower
	Pineapples	Mangoes	Onions
	Cabbages	Eggplants	Honeydew Melons

18

KITCHEN CLEAN OUT

THROW	REPLACE	
Plastic Containers	Glass Containers	
Teflon & Non-Stick Pans	Cast Iron, Ceramic, or Stainless Steel Pans	
Microwave	Toaster Oven	
Plastic Water Bottles	Home Water Filter	
Chemical-based Cleaning Products	Natural, Non-Toxic Alternatives like Vinegar, Baking Soda, and Essential Oil-based Cleaners	



NATURAL PRODUCTS 101

Did you know that your skin is the largest organ in your body?

On average, the skin weighs roughly eight pounds and covers over 22 square feet! Your skin has many jobs, including shielding you from the outside world, supporting vitamin-D production, and helping detoxify the body through sweat. Your skin also <u>mirrors</u> your overall health, making it a diagnostic tool that can provide insight about the quality of your diet and lifestyle.



HOW TO READ A LABEL

Did you know that a product with the word "fragrance" in it could actually contain hundreds of chemicals that could lead to a skin reaction?

Here at Puriya, we use essential oils and natural fragrances that are obtained from plants without altering their chemical structures.



EWG has a database of over 70,000 personal care products



Visit the link below to see if the products you use contain toxins or harsh chemicals:

www.ewg.org/skindeep

Could your personal care products be harmful or loaded with toxins?

We believe that what you put on your body is just as important as what you put in it.

INGREDIENTS TO AVOID

Not all products are created equal.¹⁷ Always read the ingredient lists carefully, and don't believe marketing words like "natural" or "gentle" unless you understand what's in them.

THE UGLY SIDE OF BEAUTY

Chemicals like phthalates, which are commonly found in makeup, shampoo, and lotions, are thought to be linked to reproductive problems. ^{18, 19} Many cosmetics including lipsticks and eye shadows still contain harmful ingredients like lead and cadmium. ²⁰ Countless cosmetic products still use formaldehyde-based preservatives, which can be toxic to the body. ²¹

STAY AWAY FROM:

- 1 | Phthalates
- 2 | Sodium Laurel Sulfate
- 3 | Formaldehyde Carriers
- 4 | Parabens
- 5 | Harsh Preservatives like 1,2 Hexanediol
- 6 | Harmful Additives like MEA, DEA, or TEA
- 7 | Synthetic Fragrances
- 8 | Nano-Particles





DETOXIFY & REFRESH

Use of synthetic chemicals and metals has significantly increased in the past century. As a result, exposure to persistent bio-accumulative toxicants (PBTs) has also increased.¹ Sometimes your body might need a little extra help to remove the toxins modern life exposes us to. The best way to detoxify is to support your body's natural elimination pathways like the liver, kidneys, skin, and lymphatic system.



THE LIVER

The liver has many jobs, including detoxifying the body by neutralizing and eliminating harmful compounds entering the body.

Studies reveal that antioxidant-rich foods and some vegetables, such as those in the brassica family, can support different enzymatic pathways in the liver that help eliminate metabolic waste from drugs, hormones, xenobiotics, and other compounds.²²

LIVER-LOVING FOOD & SPICES



THE KIDNEYS

Did you know that the kidneys filter the blood 60 times per day?

The kidneys play a large role in eliminating metabolic waste products from blood, including ammonia, urea, creatinine, uric acid, and other watersoluble toxins.²³

Here's a list of foods and spices to promote healthy kidney function and vascular health.

9 Fennel

Spinach

Onions

Beets

Celery



THE LYMPATHIC SYSTEM

You can support your body's lymphatic system by moving your body, engaging in hydrotherapy, and skin brushing.

The lymphatic system is considered the "drainage system" of the body. As blood circulates through the body, blood plasma seeps into tissues through the thin walls of the capillaries. The portion of blood plasma that escapes is called extracellular fluid, and it contains oxygen, glucose, amino acids, and other nutrients needed by cells.

The lymphatic system removes this fluid and these materials from tissues, returning them via the lymphatic vessels to the bloodstream, aiding in the detoxification process.

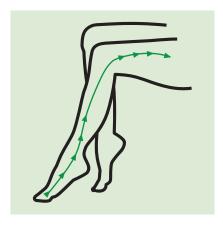


SKIN BRUSHING GUIDE

1

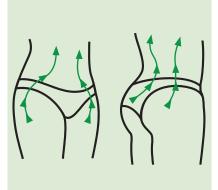
Start by brushing up your legs.

Begin brushing at your toes and move upward towards the center of your body—the same direction of venous and lymph flow.



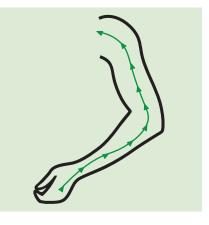
2

Then, brush in an upward motion on your stomach and lower back.



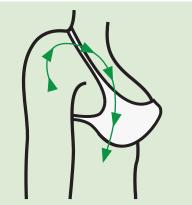
3

Next, move to your arms and brush from your fingers to your shoulders.



4

Finally, brush your shoulders and upper back toward the center of your body.





MIND-BODY CONNECTION

Mind-body practices have been used in ancient cultures to improve wellness and support mental, physical, and spiritual health. Now, modern science has revealed some of the physiological effects of these ancient techniques.²⁴

It's not just a theory anymore.

Studies have shown that stress and emotions can actually reduce white blood cell counts, causing a decrease in immune function. 25, 26

FACT

There are over 19,000 studies on meditation and the mind-body connection.

There are many different types of mind-body practices that can help improve your wellbeing.²⁷ It's important to find the right one for **YOU**.

Yoga Acupuncture Mindfulness

Massage Meditation Visualization

Relaxation Qigong Tai Chi

FACT



DE-STRESS IN NATURE

Did you know that emotional stress is a contributing factor to the top 6 leading causes of death in the United States? 29

It's no secret that chronic stress can cause negative effects to your health.

In today's world, it's incredibly important to take the time to rebalance and reduce stress levels. Interestingly, just being in nature can have powerful healing effects on the mind and body. Countless studies have shown that natural environments improve our mental and physical health.³⁰

GO BAREFOOT

Earthing is a term used to define activities, which "ground" you closer to the Earth. Going barefoot is a simple way to feel these calming effects. How does this happen? The Earth has a negative ionic charge, and going barefoot allows our bodies to ground that charge. Negative ions are thought to reduce inflammation, help synchronize our internal clocks, and increase relaxation. We know that nature makes us feel better.



OUR STORY

Puriya was founded by two sisters, Jill and Yi-Jen, who grew up in Taiwan, where it's not common to visit a doctor for every ailment. Their mother and grandmother had a natural remedy for everything, like steamed pear for a cough and ginger water for callouses. They grew up learning that their bodies can heal themselves using holistic remedies from nature.

A CULTURE SHOCK

When Jill and Yi-Jen moved to the United States, their mother was no longer with them to simmer up potions and pastes. They had to take care of themselves the "American way." They couldn't believe how long it took to get in to see the doctor, and when they picked up their prescriptions at the pharmacy, they could barely pronounce, let alone identify, a single ingredient!

A WAKE-UP CALL

Fast-forward a few years. One of the sisters was at a pharmacy picking up a prescription for their eczema and heard the pharmacist²⁸ loudly explaining the many side effects of a medication to an elderly lady. It was a wake-up call. "Why does it have to be this way?" they wondered.

TIME TO TAKE MATTERS INTO THEIR OWN HANDS

Then they had an idea. "What if our love of nature and Mother's remedies from our upbringing might help us find the solution to our own skin conditions?"

Despite their busy lives, Jill and Yi-Jen used every bit of spare time testing and researching natural, plant-based ingredients. With their combined educational backgrounds in science and research, and their passion for helping others, they started to make some progress. They found that most of the hydrating creams and lotions used far too many bad chemicals, meaning those products would never work for others like them with sensitive skin.

After months of searching, they found some creams that were effective alternatives to those with harmful ingredients.

They approached the manufacturer and had them make a small batch using their own unique formulation. After testing it on themselves and sharing it with their close friends and family, the results were stellar! They decided to name it The Mother of All Creams as an homage to their mother and grandmother.

SPREADING THE LOVE

Jill and Yi-Jen quickly sent the creams to everyone they knew with similar conditions, and it worked for them as well! They heard over and over again how this cream worked when all others hadn't and that it had changed their lives for the better. The sisters knew they couldn't stop there; they asked, "How can we help even more people?"

A DREAM WAS BORN

They felt so passionate about their new endeavor that they risked it all and gave up their jobs to pursue their dream full time. They didn't know anything about how to start a business, but they didn't let that stop them.

They trusted in themselves and that their beliefs would lead the way...







The sources of our ingredients are just as important as their restorative properties. We have carefully chosen the best sources for all our ingredients, making sure they are pure and sustainable. Puriya has a line of plant-based, holistic, topical products that are ingredient-conscious and help relieve common ailments like eczema, fungal infections, muscle and joint pain, dandruff, and chest and nasal congestion.



PURE INGREDIENTS. PROVEN RESULTS

www.puriya.com







ABOUT THE AUTHOR

DR. MICHELE
BURKLUND, NMD

CHIEF SCIENCE OFFICER

Dr. Burklund believes in a holistic approach to wellness that fuses cuttingedge science with natural health. She earned her medical degree from the prestigious Bastyr University and obtained her bachelor's degree from Seattle University. As a naturopathic doctor, she believes in sciencebased medicine that addresses the root cause of illnesses through an integrative approach. Dr. Burklund has sought additional academic and clinical training in nutritional biochemistry, medical detoxification, immunology, botanical pharmacognosy, endocrinology, and neurology.

She views the practice of medicine as both an art and science and has also traveled the globe to acquire more knowledge from many different healers, including Mayan shamans, doctors in China, herbalists in Europe, "bush" doctors in Belize, and highly acclaimed physicians in the States.

Dr. Burklund has given speeches at prominent universities, written for many national magazines, and is regularly featured as a leading authority in integrative medicine on TV and radio.

Dr. Burklund's role at Puriya is focused on medical research, product development, and formulation as well as education and writing.

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